



Cognizant's customer data ecosystem

Unify customer intelligence. Personalize experiences. Accelerate growth.

Today's consumer brands face a harsh reality: fragmented customer data leads to disconnected experiences and missed opportunities. Cognizant's customer data ecosystem (CDE) empowers organizations to unify, analyze and activate customer data in real time—enabling hyper-personalized engagement, smarter decision-making and measurable revenue growth.

Our solution

Cognizant's CDE is a data-backed, AI-driven platform that delivers a 360-degree view of every customer. By integrating data across all touchpoints—web, mobile, social, retail and more—CDE enables brands to:

Build unified customer profiles

Aggregate and harmonize data from multiple sources for a single source of truth

Enable hyper-personalization

Deliver tailored offers, content and experiences across every channel

Drive predictive insights

Leverage advanced analytics and machine learning to anticipate customer needs and optimize marketing spend

Streamline operations

Automate data ingestion, segmentation and campaign management for greater efficiency

Ensure privacy and compliance

Built-in governance, security and compliance frameworks to maintain customer trust

Key capabilities

- **Data aggregation and unification:** Consolidate data from CRM, POS, digital and third-party sources
- **AI/ML-driven analytics:** Predict customer behavior, segment audiences dynamically and automate next-best actions
- **Omnichannel orchestration:** Seamlessly engage customers across web, mobile, email, social and in store.
- **Real-time personalization:** Adapt offers and messaging instantly based on live customer signals
- **Actionable dashboards:** Empower marketing, sales and service teams with persona-based insights for smarter decisions

The proof is in our numbers

- 33% increase in conversion rate and 20% increase in customer engagement for a global brand in Year 1
- 48% increase in peak sales and significant revenue growth through targeted, insight-driven campaigns
- 17% YoY growth in customer base and 26% to 34% lower total cost of ownership for a leading online retailer
- Faster CDP adoption: Pre-built accelerators enable rapid deployment and time to value

Ready to transform customer engagement?

Break down data silos, unlock real-time customer intelligence and drive seamless, personalized experiences across every touchpoint. Let's build your future-ready customer data ecosystem.

Contact us to learn more.



Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@cognizant](https://twitter.com/cognizant).

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233

European Headquarters

280 Bishopsgate
London
EC2M 4RB
England
Tel: +44 (0)1 020 7297 7600

India Operations Headquarters

Siruseri-Software Technology Park of India (STPI)
SDB Block – Ground Floor North Wing
Plot No H4, SIPCOT IT Park
Chengalpattu District
Chennai 603103, Tamil Nadu
Tel: 1800 208 6999

APAC Headquarters

1 Fusionopolis Link, Level 5
NEXUS@One-North, North Tower
Singapore 138542
Phone: +65 6812 4000

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