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Silverpop Announces Universal Behaviors to Provide Better Cross Channel Customer Experience

At their annual Amplify conference last month, SilverPOP unveiled the culmination of a two year project that conveniently matches the Customer Data Platform (CDP). While the timing is just coincidental, SilverPOP's Universal Behaviors provide more evidence that a new breed of system is emerging.

SilverPOP's new features load customer behaviors from all sources into a central database, match identities to create a unified customer view, and make the resulting information available for real-time, automated interactions across all channels. The central database and cross-channel treatments matches the capabilities that define a **Customer Data Platform**.

The challengers that make this new version becomes reality was: more marketing channels make customer attention harder to attract, spread behavior across different media and coordinated contacts across channels. As a result, marketers need a unified customer database, unified campaigns, and way to create relationships across whatever channels customers use now or in the future. This is what they will get from a **Customer Data Platform**.

SILVERPOP