

**"Mind your data, it's your biz!"**

An informative guide for brands to maximize impact and revenue

**Data Analytics for Businesses**

**Make data-driven decisions with Zence Analytics and gain a competitive edge**

Are you skeptical about your business decisions? This newsletter will help you know how to implement **Customer Data Analytics** to succeed in today's fast paced environment.

**Must-Read Resource**

**Leverage the Power of Customer Data Science to elevate CX**

From 'good-to-have' to 'must-have', CDP is emerging as the front runner by helping brands connect and engage with their customers in a personalized & meaningful way.

**Get the exclusive guide to unlock Connected CX with state-of-the-art CRM Solution, powered by CDP.**



[Download Free eBook](#)

**Product of the Month**

**zence | ANALYTICS**

Drive better business results with smarter, data-driven insights and get your data to do more

Reports & Visualization | Marketing Automation | Business Analytics

**FEATURES**

360° Customer View

Real-time Data Visualization

Customer Segmentation

Customized Report Extraction

Fraud Detection Module

Easy UX/UI

**BENEFITS**

Improved Decision Making

Real-time Resolutions

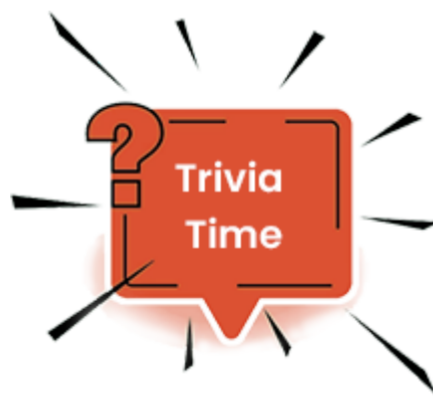
Improved Targeting

Increased Efficiency

Prevent business loss

Better CX

[Request a Demo](#)



**John Wanamaker**, also known as the **father of advertising**, has coined the phrase, "Half the money I spend on advertising is wasted; the trouble is, I don't know which half." Sadly, for a lot of brands, this is still the case as they do not have the right solution to measure brand performance across primary KPIs like Sales, Customers, Bills, Points issued, ATV, Repeaters count and more.

**In Conversation With**



**Soumya Chatterjee**  
Co-Founder & CEO  
Easyrewardz



If offering a Connected Customer Experience is your brand's focus, then delivering the communication that your customer resonates with should be your strategy. Modern customers have elevated expectations today than ever before. A robust Customer Data Platform powers the business to form customer-centricity by unifying and transforming data from various sources in one smart CDP, to boost Engagement and ROI. It should not appear like that one is in conversation with five different brands while interacting with a business via five different touchpoints. Everything should be connected to deliver a seamless experience across all channels.



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