

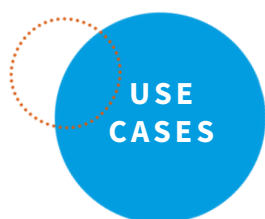


Meet  celebrus

Powering the Future of Financial Services

Delivering live-time data innovation to enhance customer experiences, prevent fraud, and improve marketing effectiveness **for over 20 years.**

In the financial services industry, rising customer expectations and increasingly stringent data privacy regulations make it critical to deliver personalized, secure experiences. Success depends on balancing both, as customers expect tailored financial services while institutions must protect sensitive information. With the right data tools, financial institutions can effectively manage and unify customer identities, prevent fraud in live time, and optimize marketing campaigns with precise data attribution.



- Deliver In-the-Moment Personalized Customer Offers
- Prevent Fraud Before it Starts Across All Channels
- Optimize Marketing Campaigns with Precise Customer Attribution
- Boost Loyalty and Retention with Comprehensive Customer Journey Analytics

CHALLENGES

Fragmented Customer Identity

In financial services, one of the biggest challenges is fragmented customer identity. Data often resides in multiple disconnected systems, creating incomplete views of customers. Without cross-channel identity persistence, financial institutions struggle to recognize a customer consistently across various touchpoints. This leads to missed opportunities for personalized marketing engagement, and leaves institutions vulnerable to fraud.

Delayed Fraud Detection

Outdated fraud detection systems often fail to act in live time, leaving institutions a step behind evolving fraud tactics. Without live-time decision-making capabilities, gaps in data can allow threats to go unnoticed, compromising the security of customer accounts and exposing the organization to significant financial losses. As a result, businesses may face not only severe financial setbacks but also long-term reputational damage and regulatory penalties.

Lack of Live-Time Personalization for Marketing

Without live-time data, financial institutions struggle to engage customers effectively with personalized marketing offers and services, leading to missed opportunities for cross-sell, up-sell, and ultimately, customer retention. When personalization is delayed, customer satisfaction declines, increasing the likelihood of churn.

Data Privacy & Compliance

As privacy regulations like GDPR and CCPA continue to evolve, financial institutions face growing pressure to balance the need for personalization with strict compliance requirements. Managing this balance is made even more difficult by the lack of data ownership, as many organizations rely on third-party systems to collect and process customer data. This creates additional challenges for maintaining data accuracy and compliance, detecting fraud, and ensuring that sensitive customer information is protected.

HOW CELEBRUS HELPS

Celebrus empowers financial institutions to overcome these challenges by providing advanced data solutions that unify customer identities, prevent fraud in live time, and drive hyper-personalized marketing campaigns. By capturing frictionless, true first-party data through behavioral biometric-enabled techniques, Celebrus ensures financial services institutions retain data ownership while improving both customer engagement and security.



KEY FEATURES

- Digital Identity Resolution: Solve Data Gaps for Precise Marketing
- Frictionless Data Capture: Granular Data in 40 milliseconds
- Live-Time Fraud Prevention: Detect Deceptive Behavior with Biometrics
- Tag-Free: One Line of Code, Infinite Data
- True First-Party Data: Own your Data

Complete Customer Identity with Frictionless Data

Celebrus excels in building complete digital profiles by connecting anonymous, known, authenticated, and returning visitors across all channels and devices, through frictionless data capture—which collects granular, event-level data, including clickstreams, page views, and more in as little as 40 milliseconds. This holistic view is essential for both marketing and fraud detection, as it allows financial institutions to accurately track and measure their marketing effectiveness more reliably and fill critical data gaps. Additionally, Celebrus seamlessly connects these fragmented customer profiles by facilitating the control and flow of data across various systems and devices for simple, unified customer management.

Fraud Prevention with Live-Time Data

Celebrus supercharges your fraud prevention capabilities without the need for a full system overhaul. By integrating behavioral biometrics data on top of a robust identity graph, Celebrus identifies and acts on suspicious behavior in live time, enhancing your existing fraud tech stack with live-time identity resolution that provides instant decision-making capabilities to safeguard customer accounts and transactions. With Celebrus' behavioral biometric data, such as swipe direction and typing speed, financial institutions can instantly detect anomalies or identity mismatches, stopping fraudulent activities before they occur.

Hyper-Personalization for Marketing

Celebrus provides frictionless live-time data capture and behavioral biometric integration that enables financial services to capture customer data at every touchpoint, from web browsing to in-app interactions, creating opportunities for hyper-personalization in marketing campaigns based on customer actions. This level of personalization not only boosts engagement but also improves customer retention. By delivering tailored financial offers and personalized services based on live-time behavior, financial institutions can build long-term relationships with customers and create stronger marketing ROI.

Data Privacy and Compliance

As a tag-free, first-party data solution, Celebrus ensures financial institutions remain compliant with privacy regulations such as GDPR and CCPA, while maintaining full ownership of their data. This not only guarantees data accuracy over time but also enhances fraud detection capabilities and builds a foundation of trust with customers. Utilizing Celebrus' biometric data and frictionless capture not only improves compliance by eliminating reliance on third-party tracking but also ensures more accurate data collection that complies with these privacy regulations for long-term success.



Improving the relationships between brands and consumers **via better data**

[Book a Demo](#)