

LayerFive Unified Consumer Data Platform Rise Data-driven Marketing

LayerFive Unified Consumer Data Platform promises to provide the key to comprehensive data-driven marketing



California, Fremont, Jul 24, 2021 ([IssueWire.com](https://www.issuewire.com)) - LayerFive Unified Consumer Data Platform promises to provide the key to comprehensive data-driven marketing

LayerFive **Unified Consumer Data Platform** promises to provide the key to comprehensive data-

driven marketing, attractive marketing concept where all customer data is combined for marketing uses. Without the data and the management of the data, the marketing campaigns can't function.

Modern marketing relies on data, so it is not strange that the customer data platform (CDP) is gaining momentum faster than any other marketing technology, even though many marketers are not yet familiar with the technology.

[LayerFive Unified Consumer Data Platform](#) brings all customer data and stitch the data together into unified customer profiles. So a marketer can work with it.

A spokesperson of **LayerFive** stated that the marketer could say we have already heard the story of tools that can function as a hub or central place for customer data. There certainly has never been a shortage of technologies that claim to provide a '**single view of the customer**' or a '**360 degree customer profile**'.

He also mentions but, in reality, there hasn't been one platform type out there that has the potential to bring together all the data and at the same time properly make it beneficial for the marketer.

LayerFive Unified Consumer Data Platform Includes:

A comprehensive first-party data-based private consumer identity graph that resolves known and anonymous consumer identifiers across all enterprise data sources, marketing channels, and devices.

A **unified consumer profile** that serves for improving marketing ROI and for managing [GDPR/CCPA privacy compliance](#).

Deep consumer journey analytics by integrating all consumer interactions from enterprise website, app, customer service, loyalty, and other systems.

A platform that enables omnichannel attribution, and first-party data-based consumer marketing activities that improve marketing ROI by multiple X.

A platform to enable privacy compliance and comply with existing regulations e.g., GDPR and CCPA as well as upcoming regulations.

[LayerFive](#) is a unified consumer data platform that helps brands generate significant marketing ROI uplift using their first-party data and helps save cost on GDPR/CCPA compliance. We use first-party AI-based identity resolution to unify consumer identities across all enterprise sources including websites, mobile apps, CRM, customer service systems, loyalty, etc. And we offer omnichannel attribution, customer life-cycle insights, and self-serve privacy compliance using the unified view of the consumer.

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Unified view of the Customer- LayerFive

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