

# Customer Data

Streamlined Data Solutions Focused on Satisfying Your Customers

Grow and nurture customer relationships with CRM and CDP solutions that collect multichannel data in real-time to personally engage your customers, manage interactions, and assist the sales organization.

## Customer Data Service

GeekHive's tailored customer relationship solutions use powerful data insights to enhance and personalize the customer journey. We modernize and improve the performance of your CRM or CDP platform to help you orchestrate personalized digital experiences that deepen your customer relationships and drive business results.

### Key Features

- Customer Relationship Management
- Content Data Platform
- Association Management System
- Lead Qualification
- Behavioral Data Tracking
- Sales Automation

## Martech Solutions That Upgrade Your Customer Relationships

We give your organization the tools and tech it needs to effectively manage the complexity of the multichannel customer journey, helping you deliver integrated, personalized and highly-engaging digital experiences that nurture the customer relationship and increase the return of your marketing investments.

Our Customer Data Service proactively tackles the CRM challenges marketers most commonly face, helping to:

- Aggregate Data Within a Single Location
- Track & Analyze Behavioral Data
- Streamline & Automate Workflows



### Our 360° Approach

As Marketing Technology Consultants, we help you get the most value out of your marketing technology investments. Our expert team views your martech stack from all angles to strategize and engineer the solutions that will best support your business objectives.

**Align Your Technologies** to orchestrate personalized end-to-end customer journeys

**Empower Your Sales Team** to identify opportunities and qualified leads within the funnel

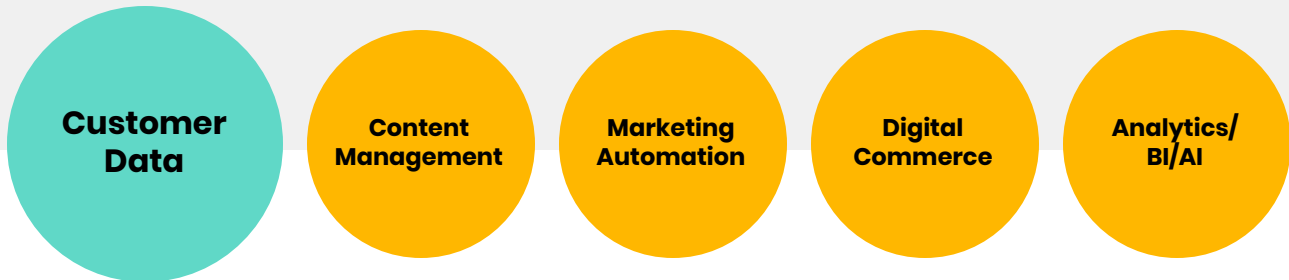
**Know Your Customers** to understand and anticipate their behaviors and preferences

**Maximize Your Stack Value** to increase ROI and realize the full potential of your martech

**Deliver Better Experiences** to connect more intimately with your customers at every touchpoint

# The Five Pillars of Martech Enablement

We align your **Customer Data/CRM Platform** with the other 4 pillars of your martech stack through digitally integrated, data-driven technology solutions that help you see greater returns on your marketing technology investments.



## Leading CRM & CDP Technologies



## Benefits of CRM/CDP

- ✓ DELIVER 1:1 PERSONALIZED EXPERIENCES**  
Real-time behavioral data gives you the insight needed to effectively manage customer relationships and personalize the digital experience.
- ✓ ALIGN MARKETING TECHNOLOGY PLATFORMS**  
Flexible and agile frameworks allow for easy integration with other martech systems, enabling seamless customer journey orchestration.
- ✓ FACILITATE ACCESS & COLLABORATION**  
Centralized information democratizes customer data across the organization and enables cross-functional collaboration for greater visibility into the sales pipeline.
- ✓ UNIFY CUSTOMER IDENTITY ACROSS CHANNELS**  
Integrated customer data platforms gather information from across channels into a single, shared space, so that you can better understand and target your customers.
- ✓ INCREASE PRODUCTIVITY WITH AUTOMATION**  
Agile workflows improve your organization's operational efficiency by automating administrative tasks and eliminating departmental silos.
- ✓ ENABLE REAL-TIME REPORTING & ANALYSIS**  
Cloud-based systems update system metrics in real-time to guarantee accurate and efficient KPI tracking, and reporting & analysis to support your business objectives.

“GeekHive always works to understand what we need and strive to find the best solution. To put it simply, they just get it.”

— Group Account Director, three

### MARKETING TECHNOLOGY CONSULTANCY

We connect you, your technology, and your customers through objective-led solutions that help you get more out of your marketing technology investments.

Start Your Digital Transformation  
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