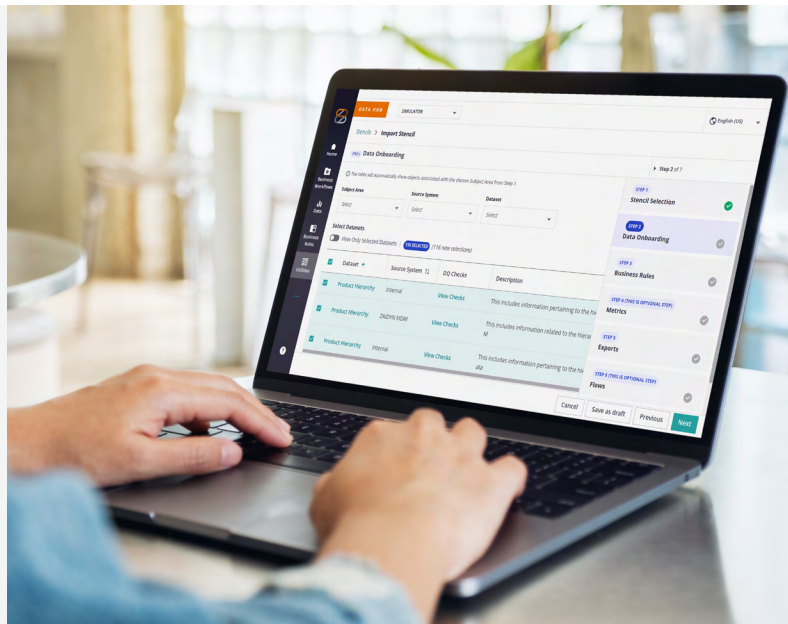




Unlock comprehensive customer data for marketing success

ZAIDYN® Customer 360



Easily track marketing performance to deliver KPIs

Tracking marketing performance across multiple channels can be a manual, fallible and time-consuming process. Zaidyn Customer 360 is a comprehensive analytics offering designed for marketing executives to gain a 360-degree view of customer engagement and performance across promotional channels and tactics.

It empowers you to make data-driven decisions by providing a unified view of customer interactions across all touch points. Zaidyn Customer 360 enhances marketing efficiency by offering actionable insights, optimizing channel performance and improving customer engagement strategies through integrated data and AI-driven recommendations.

Creating real-world impact

Our platform enhances operational efficiency, providing seamless integration, rapid deployment and robust campaign support.

ZS helped an emerging pharma company achieve its omnichannel vision

The company aimed to enhance cross-channel customer experiences. Zaidyn helped it scale across brands, customers and geographies with an integrated reporting platform.

40%
reduction in
deployment time

30+
channels for out-of-
the-box integrations

400+
average campaigns
supported per year

Key features



Detailed channel tracking



Guided analytics



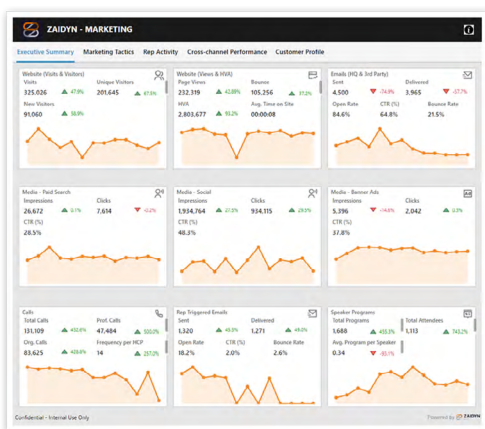
Comprehensive cross-channel reporting



API and data integrations

Our technology

ZAIDYN Customer 360 offers a holistic view of customer engagement across channels including email, paid search, digital ads, calls, websites, social and more.



Comprehensive reporting

- Summarize engagement and exposure across all promotions and cross-channel tactics with our executive summary.
- Review individual customer exposure and engagement.
- Analyze marketing tactics by diving into customer segments and channel-specific performance.
- Leverage our self-service inquiry database for level-1 data inquiry answers.



Data integration and activation

- Integrate the solution with data sources and tools like marketing mix modeling and AI.
- Implement machine-learning-based field suggestions and omnichannel next best action.
- Apply a scalable data model that caters to global marketing needs and works across 35+ affiliates.

Learn more: www.zaidyn.com/customer

About ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 13,000 employees in over 35 offices worldwide. To learn more, visit www.zs.com or follow us on LinkedIn.

