

BECOME CUSTOMER OBSESSED

Unlock the revenue potential of your database by visualizing and optimizing every single brand relationship.

We believe people are greater than simply, “data.” See how data can be humanized by Pearl to create your new secret sales and marketing weapon.



PEARL = EARN A RETURN ON RELATIONSHIPS™

A Single, Truthful View of Your Customers

Pearl's CDP and our strategic professional services team (Pearl Knows) makes it simple to analyze and activate your customer data. Whether you're a marketer setting out to make your brand customer obsessed or leading a marketing team that requires an all-in-one CDP solution, Pearl enables companies to unify and democratize their database using disparate data sources and platforms.

Democratized Customer & Prospect Data

Pearl enables team members at all management levels, regardless of title, role or department, to easily visualize a singular, insightful view of each customer and prospect. Through building customer segments using 1st, 2nd, and 3rd party enriched data, Pearl combines groups of contacts in your database drawing from all sources of data regardless of where they are in their customer journey.

The Most Cognitive Customer Data Platform. Period.

We've built the world's most intuitive, humanized data platform available. Years of development and research have been spent codifying the human brain to deliver a solution that empowers empathy. A patented and celebrated CDP, Pearl empowers marketers, data scientists, analysts and executives to become customers obsessed.

HUMANIZE YOUR DATA AND BUILD CONFIDENCE

Data is daunting. Pearl unifies your data and, through its patented Relationship Lifecycle (RLC)[™], humanizes customer segments allowing brands to build more meaningful customer relationships. By following Pearl's RLC methodology, brands will increase customer retention, drive loyalty, grow revenue, deliver database asset value and build confidence for all marketers.



Keep Customers Coming Back for More

Every brand has a finite amount of relationships. Each brand knows it is much cheaper to retain a customer than to acquire a new one. Leverage Pearl's predictive AI to visualize those ready to buy again.



Drive More Revenue Per Customer

The holy grail in marketing is to curate a culture of referral and repeat purchasers. Pearl seeks out the most valuable customers you have, and enables you to drive more purchases from more customers.



Drive Return on Ad Spend (ROAS)

Attribution can be very difficult. Pearl shifts the paradigm of prioritizing marketing attribution, to focusing on the customers who engage with our marketing so you can stop spraying and praying your marketing. Deliver 1:1 person-based communications at scale.



Target High Value Customers

Through our patent-pending classification methodology, the Relationship Lifecycle[™], you can visualize and target who your best customers are simply by their interactions with your brand. Pearl adds a layer of human cognition onto your data stack to identify both your best customers (Family Members) and how to find your next best customer regardless of whether or not they have purchased from you (Passers-by and Acquaintances).



Eliminate High Churn Rates

Identify those likely to drop out of the Relationship Lifecycle[™] before they do. Understanding those likely to leave dramatically increases your CLV while predicting future database value--two core metrics imperative to holistic customer data success.



Experience the Customer Cloud

Pearl's Customer Data Platform is an omnichannel customer management software that empowers brands to democratize their customer data, and activate their audiences, across all types of marketing platforms.



Breed a Culture of Customer Obsession

Pearl's CDP and strategic services give your brand the turn key solution set to build a customer obsessed company. Every department can now contribute to the success and health of your customer database.