

# Marketing: generating personalized offers

## Real-time marketing

The solution receives data from various sources in real-time mode: website, mobile banking, transactions and refusals, call centers, chat bots, social media. Then it consolidates it in a single repository, checks its authenticity, the absence of duplicates, and generates Customer 360.

The solution analyzes marketing campaigns, creates business rules based on customer data, and delivers personalized offers through customer-prioritized channels at the right time.

