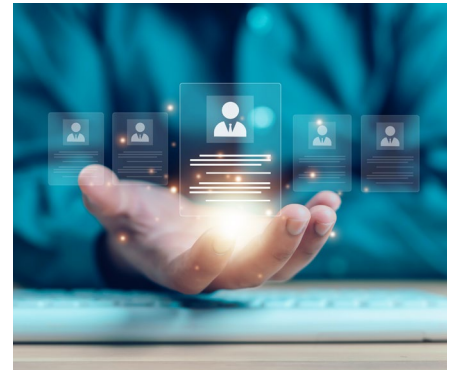


Top 6 reasons to choose OpenText Customer Data

Power every Experience Cloud conversation with unified, real-time customer data



Struggling with fragmented data, poor personalization, and missed opportunities in your customer journeys? OpenText™ Customer Data gives you a unified, preference-aware data layer that activates your entire stack. With real-time profiles, omnichannel orchestration, and consent-first personalization, you can transform disconnected communications into relevant, revenue-driving conversations across every channel.

- 1 Unified, preference-aware profiles**
Bring together all your customer interaction data into a single, real-time profile that powers consistent experiences across every touchpoint.
- 2 Real-time activation**
Orchestrate actions instantly with data that updates across channels the moment it changes, including email, SMS, web, CCM, and print.
- 3 Built-in consent and preference management**
Keep compliance simple with embedded consent tracking and dynamic preference controls at every step of the journey.
- 4 Seamless across stacks**
Easily integrate with your existing CRM, CDP, CX, and CCM, platforms without rip-and-replace, using low-code APIs and connectors.
- 5 Omnichannel orchestration**
Leverage OpenText Customer Data with OpenText™ Core Journey, OpenText Messaging, OpenText Communications, OpenText Digital Asset Management and OpenText Web to trigger personalized campaigns and conversations at scale.
- 6 Incremental revenue from existing data**
Turn your existing data into a multiplier by unlocking targeted opportunities across channels.

Empower your teams with the gold standard in SaaS customer communications management

Go from fragmented data to personalized conversations with OpenText Customer Data

[Learn more ›](#)

Is your customer data ready for CX transformation?

[Learn more ›](#)

Why customer data is the activation layer your CX strategy needs

[Read the blog ›](#)