

Unified Customer Profile



The Unified Customer Profile provides a holistic view of every visitor, customer, and user (or account) interaction with your website, web application, and/or mobile app. On this screen, you'll see detailed information collected on each visitor (or account) including activity, timeline, geography, segments, and known preferences. The Unified Customer Profile is designed to provide insight into every person who interacts with your digital properties which showing you the depth of data used to drive personalization campaigns within Evergage. Additionally, using [Evergage Integrations](#), customer profiles can be enhanced with data from third-party systems like a CRM application or an email marketing system.

The specific components in the Unified Customer Profile vary slightly depending on your industry.

This Section Explains

This section provides function-specific information about the Unified Customer Profile.

Articles in this Section

- [Identify Your Evergage Anonymous ID](#)
- [Understand the Unified Customer Profile Screen for SaaS](#)
- [Understand the Unified Customer Profile Screen for E-Commerce](#)
- [Understand the Unified Customer Profile Screen for Demand Generation](#)