

# Unified Customer Profile



The Unified Customer Profile provides a comprehensive, holistic view of every visitor, customer, and user (or account) based on their interactions with your website, web application, mobile store, call center, and email received from your brand(s) or company. The data gathered from these on and offline sources may also be augmented by other data collected from your other systems so you can truly see preferences, affinities, interaction history, and behavior at an individual level. While the specific components of the Unified Customer Profile vary slightly by industry, you'll see detailed information collected on each visitor (or account) including activity, timeline, geography, segments, and known preferences.

Evergage uses the cross-channel information on this profile to determine things like whether each individual should qualify for certain promotions, which product or content recommendations each individual should see, which channel to use to communicate, or when to send an email and which one to send. You can use it to better inform your customer-facing associates to create a seamless experience for each and every account, customer, and prospect, regardless of how they choose to interact with your company.

<b>This Section Explains</b>
This section provides function-specific information about the Unified Customer Profile.

<b>Articles in this Section</b>
<ul style="list-style-type: none"><li>• <a href="#">Identify Your Evergage Anonymous ID</a></li><li>• <a href="#">Understand the Unified Customer Profile Screen for SaaS</a></li><li>• <a href="#">Understand the Unified Customer Profile Screen for E-Commerce</a></li><li>• <a href="#">Understand the Unified Customer Profile Screen for Demand Generation</a></li></ul>