

# Unified Customer Profile



## New Name: Marketing Cloud Personalization

Interaction Studio (formerly Evergage) is now known as Marketing Cloud Personalization. The new name reflects our mission and vision for innovation in Salesforce Marketing Cloud. We wish we could snap our fingers to update the name everywhere, but you can expect to see the previous name in various places until we replace it.



The Unified Customer Profile provides a comprehensive, holistic view of every visitor, customer, or user based on their interactions across channels. Data captured by Interaction Studio updates the Unified Customer Profile in true real-time. The data gathered directly by Interaction Studio can be supplemented by either offline data or data collected from other systems so you can 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 including activity, timeline, geography, segments, and

known preferences.

Interaction Studio uses the cross-channel information on each profile to power real-time, cross-channel decisions such as whether each individual should qualify for certain promotions, which product or content recommendations each individual should see, or even if someone should be added into a specific journey in Journey Builder. The Unified Customer Profile helps create a seamless experience for each and every customer, prospect, and system user, regardless of how they choose to interact with your company.

### This Section Explains

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

### Articles in this Section

- [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](#)