



## **New AI-Driven Customer Personalization Platform from Fulcrum Designed to Boost Sales and Increase Marketing Conversation Rates**

Fulcrum, a leader in real-time personalization, launches its Customer Data Platform (CDP). This new technology integrates first-party data collection with no-code, AI-driven workflows to automatically create personalized experiences based on the interests and behavior of every customer.

On average, it has saved Fulcrum clients, 50+ hours per month on data analytics and campaign management. It also increased conversation rates in various key areas.

Digital agencies and marketing and sales teams can now identify and respond in real-time to known and anonymous customers to increase engagement and conversion rates.

Fulcrum's CDP streamlines and automates all aspects of customer personalization. It collects customer data in real-time and provides visibility on behavior, intent, touchpoints, and interactions. AI automates workflows so organizations can easily serve customers dynamic content, calls-to-action, and personalized messaging via virtually any marketing channel to increase conversion rates, reduce bounce rates, and improve user experiences.

Fulcrum sales increased 230% last year and the company expanded its team by 250%.

With Google discontinuing third-party cookies by the end of 2023, marketing teams have to re-think customer engagement and prioritize first-party customer data.

According to a *Fortune Business Insights* report, the global customer data platform market is projected to grow from \$1.42 billion in 2022 to \$6.94 billion by 2029, a CAFR of 25.4% in the forecast period. AI and Machine Learning technologies are contributing to the healthy market growth.

The McKinsey "Next in Personalization 2021 Report" found that 71% of consumers expect personalized interactions, and 76% are frustrated when they don't happen.