

# Cogensia Releases New Platform – CMP 2.0

SCHAUMBURG, Ill., April 12, 2018 (SEND2PRESS NEWSWIRE) – Cogensia is pleased to announce the release of Customer Management Platform (CMP) 2.0. CMP 2.0 is Cogensia's proprietary platform that integrates source data from all customer touchpoints to automate targeting and personalization throughout the customer lifecycle. CMP 2.0 solves challenges related to omni-channel execution and delivers relevant 1:1 customer experiences.



Send2Press® Newswire

With the release of CMP 2.0, new features include:

- Real-time data ingestion and transformation
- Real-time identity management and transaction householding
- Integrate and enrich existing channels such as loyalty, mobile, or social media
- Select and build highly-customizable audiences tailored to known and newly identified customer behaviors
- Schedule one-time, recurring, and triggered channel deployments and marketing campaigns

- Embedded Qlik Analytics for highly interactive business intelligence
- Lookup customer information, preferences, and transaction/communication history
- Consolidated social feeds of yelp, twitter, open table, and others
- Built-in modules for demographics, segments, and guest satisfaction.

Brad Rukstales, President and CEO of Cogensia says, “Understanding and connecting with customers has never been more important for brands. Using CMP 2.0, companies have the ability to not only know their customers but extend what they know to personalize all customer touchpoints. By marketing smarter, brands can drive traffic, drive loyalty, and drive revenue.”

CMP 2.0 will be showcased from April 15 – 18 at the 2018 Restaurant Leadership Conference (RLC) in Phoenix, Arizona.

To learn more about CMP 2.0 and how Cogensia can help businesses and brands know their customer, inquiries can be emailed to: [Info@Cogensia.com](mailto:Info@Cogensia.com).

## About Cogensia:

Cogensia is a customer marketing solutions firm empowering clients with data and insights by delivering technology solutions that facilitate program design, data management & integration, access to external data and real-time intelligence. Today, we partner with clients on an international basis driving compelling intelligence for their digital advertising, online and offline CRM, real-time predictive modeling, and data management to deliver incremental ROI.

For more information, visit <http://cogensia.com/>.

### Media Contact:

Lisa Gagliardi

Cogensia

Phone: 847-805-9800

Email: [LGagliardi@Cogensia.com](mailto:LGagliardi@Cogensia.com)

\*LOGO for Media: [Send2Press.com/300dpi/18-0412s2p-cogensia-300dpi.jpg](http://Send2Press.com/300dpi/18-0412s2p-cogensia-300dpi.jpg)