



Simplify and unlock the value  
of your data with FLYDE,  
the No-Code CDP.





## Unlock your customer's value by knowing your customers better, to grow your business

You can **understand your customers** and their behavior better, **create customer-centric strategies** to improve experiences from start to finish, and **increase customer engagement**, retention, and the quality of those customer experiences with the FLYDE No-Code CDP.

Your data stack simplified and ready for you to take action without the need to pull in Company IT resources. With FLYDE, any member of the team can store, convert, transform and exploit data easily, **with control and without risk.**

“Your data is not data until it is actionable.”

### What is the FLYDE No-Code CDP?

FLYDE is a **real-time No-Code Artificial Intelligence driven Customer Data Platform**. It creates a unified source of customer data and customer intelligence.

FLYDE **collects data from all your company's online and offline channels** (web, social networks, email, databases, etc.) and combines them with FLYDE Data **to offer you a 360° real-time view of your customers** so that your company can improve its strategies and relationships with them.

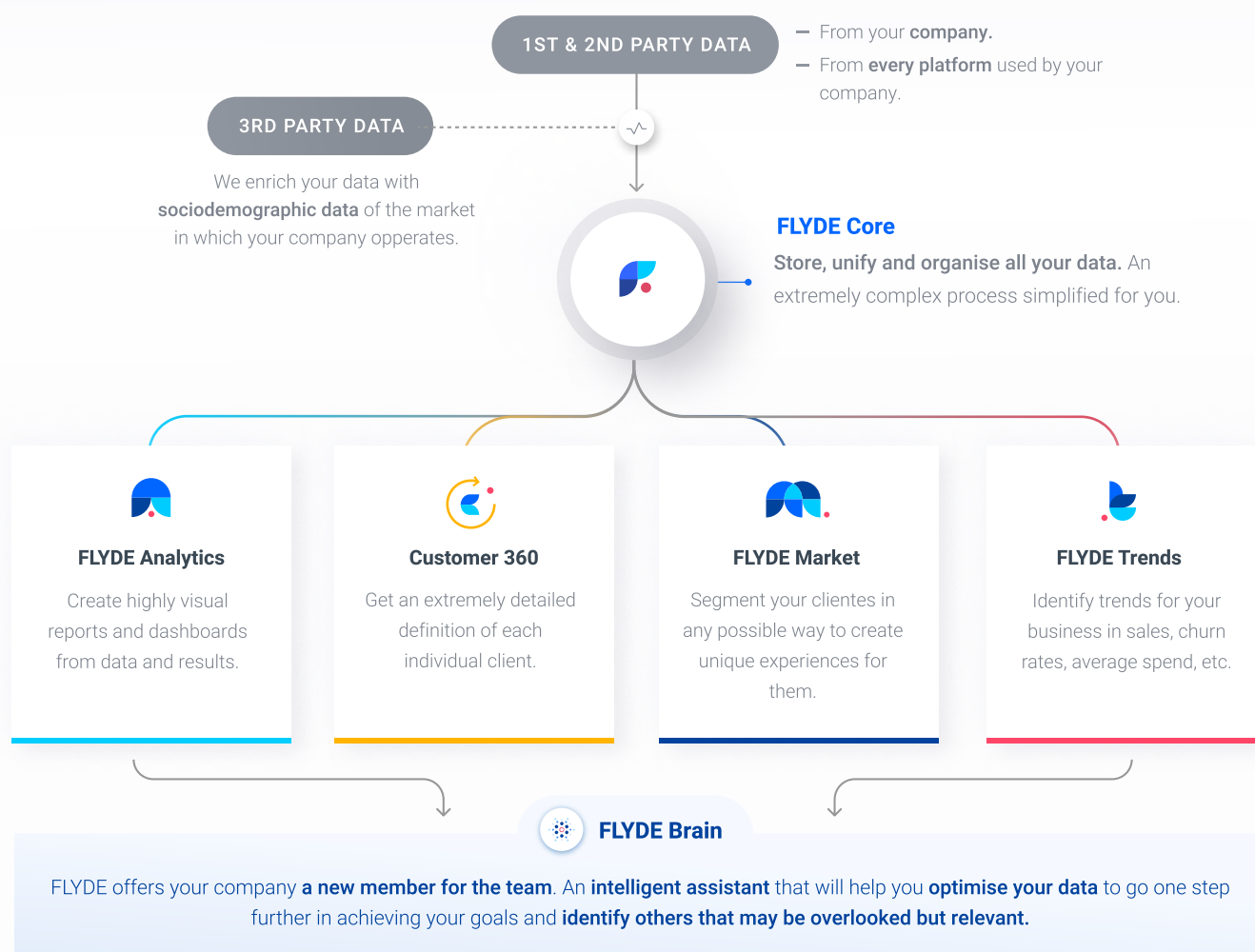
\* FLYDE Data is the socio-demographic data with which we enrich your data.



## The ultimate in technology combined in a single platform

- ✓ **End to End Enterprise Artificial Intelligence Insights** on your data.
- ✓ **One-Click Data Ingestion.**
- ✓ **Easy to use** for non-technical users
- ✓ **Pre-Built Machine Learning Models** to improve retention, predict churn (months in advance), identify predictive audiences, and **build better customer experiences.**
- ✓ Enhanced Data Cleaning and unification tools to give you a **credible Single Source of Truth for your Data!**
- ✓ Built for **privacy compliance** under the restrictive EU GDPR regulations
- ✓ **Your tool to grow your business and compete.**

## How does FLYDE works?



A platform that is simple to use and powerful in terms of functionalities.

## 01 Unify

**All your data unified and updated in one place.**

Unify and combine your customer database with data from other sources such as social media or external platforms, and enrich it, for example, with their average income, in just one click.

## 03 Segment

**Segment your customers by their common data.**

FLYDE's powerful segmentation tools allow you to create customer audiences based on any variable you need: socio-demographics, sales, navigation, etc. Identify opportunities on retention, churn risk or sales and detect niches in order to create unique experiences based on their needs.

## 05 Optimize

**Build strong and lasting relationships with your customers to grow your business.**

With FLYDE you will have defined the complete behaviour of your users and their passage through the different channels that your company has. Thanks to this, and by having an overview of all the results, you will be able to identify weak points in order to improve their lifetime value and retention rates.

## 02 Predict

**Get the most complete 360° view of the client.**

Thanks to AI/ML, in FLYDE you will have all the information accessible in real time. Know how they behave, measure their profitability and even obtain a profile to create 100% effective Customer Centric strategies.

## 04 Orchestrate

**Export your data to other platforms you use.**

The data enters and exits the platform with the same ease. FLYDE is designed so that it can be adapted to the processes and platforms that already exist in your company's work process, being able to export results, audiences and segmentations, for example, to Hubspot, MAPP, Salesforce or Google, among others.





## Contact

914 7742098  
32 Union Square East, Suite  
1007, New York, NY 10003

**flyde.io**

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## Want to try FLYDE?

We offer you a **14-day free trial** to  
discover all that FLYDE can do for you.

