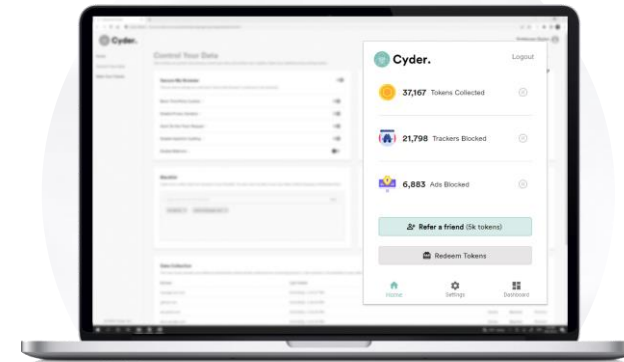# The new way to understand customers.

Cyder.

Customer data is the key to unlocking growth

Accurate and reliable customer data allows organizations to increase sales, improve the customer's experience, and reduce churn – providing a competitive advantage to the company.

80% *of customers are more likely to purchase from a company that offers personalized experiences - Deloitte*

$200B *Collecting and selling data is expected to be a $200B business as marketers look to drive efficiency - Harvard Business Review*

However, the data ecosystem is changing

There is a **disconnect over data ownership** - making it hard to balance the data requirements of companies, consumers, and policy makers

- **Companies** require data to improve marketing and build AI models

- **Consumers** are demanding privacy and ownership over their data

- **Policy** regulation is making it harder for companies to source detailed data

Cyder.

The Solution - Cyder

Cyder is the world's first data trust that allows companies to seamlessly **collect detailed permission-based data** directly from individual customers, without the need to fill any surveys. This data includes:

*Customer **Demographics** required for personalization, including; age, gender, address, income, status, nationality*
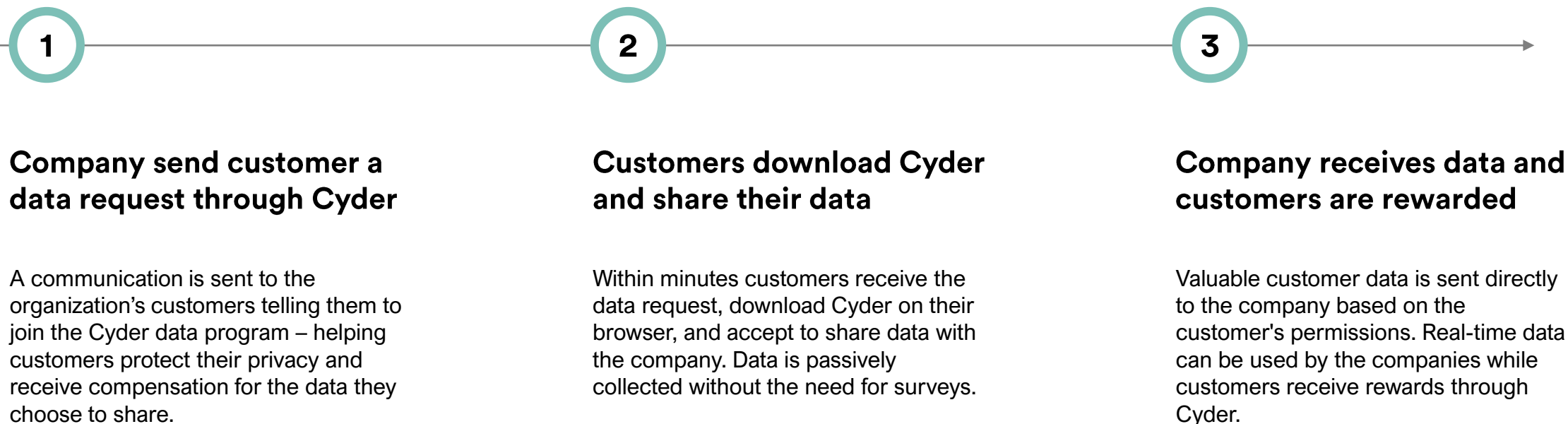
*Customer **Behaviors** and Interest that inform you when a customer undertakes a specific desired action across the web*

***Custom** industry and product related **triggers** enabling automated communications to send personalized offers*

How it Works:

Cyder.

1

Company send customer a data request through Cyder

A communication is sent to the organization's customers telling them to join the Cyder data program – helping customers protect their privacy and receive compensation for the data they choose to share.

2

Customers download Cyder and share their data

Within minutes customers receive the data request, download Cyder on their browser, and accept to share data with the company. Data is passively collected without the need for surveys.

3

Company receives data and customers are rewarded

Valuable customer data is sent directly to the company based on the customer's permissions. Real-time data can be used by the companies while customers receive rewards through Cyder.

Both companies and customers love Cyder's data ecosystem

Companies access valuable data in real-time that enables upselling, cross-selling, personalization and churn reduction.

Customers control their data and receive compensation whenever they choose to share their data

✓ **6x more insights** on each individual customer

✓ **Data privacy protection** through the data trust

✓ **Real-time customer data** to enable automation

✓ **Compensation for any data** shared with companies

✓ **Privacy compliance** through customer permission

✓ **Seamless integration** – No changes to browsing behavior

Cyder provides a unique approach to understanding customers

Cyder enables a unique process that that makes it easier for both the customer and company to access detailed customer data

No surveys required as data is passively collected while customers browse – making it extremely easy for consumers

Unlike data traditional data brokers, **detailed individualized data** is provided to companies enabling hyper-personalization

Customers **own their data** and **receive compensation** for the data they choose to share – building trust with the companies

Sample Client Use Case

Early Mortgage Targeting:

A bank identifies a customer who is looking for a new home using Cyder's real-time triggers. The bank sends an automated communication to the customer to get them pre-approved for a mortgage before a competitor.

The results: **77% of email marketing ROI comes from automation** to send targeted and triggered email campaigns - DMA

How this is possible: Cyder allows companies to create custom triggers that they would like to listen for and use in marketing automation
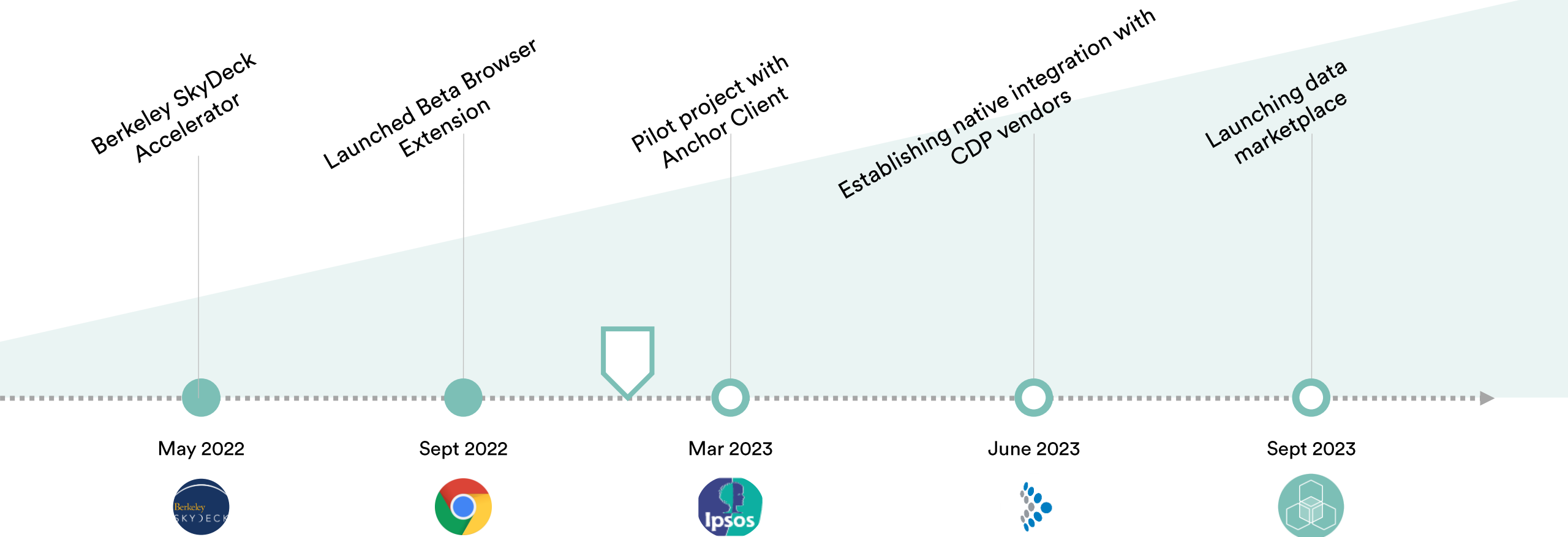
Company Pipeline

Target Company List

In-Conversation

Financial Institutions

Retail / Consumer Brands

Marketing & Data

CDP Partnerships

We are Rapidly building and growing

Berkeley SkyDeck Accelerator

Launched Beta Browser Extension

Pilot project with Anchor Client

Establishing native integration with CDP vendors

Launching data marketplace
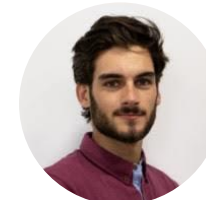
May 2022

Sept 2022

Mar 2023

June 2023

Sept 2023

We are the right team

Will Christodoulou
CTO & Co-Founder

Sukhman Dulay
CEO & Co-Founder

Ian Branda
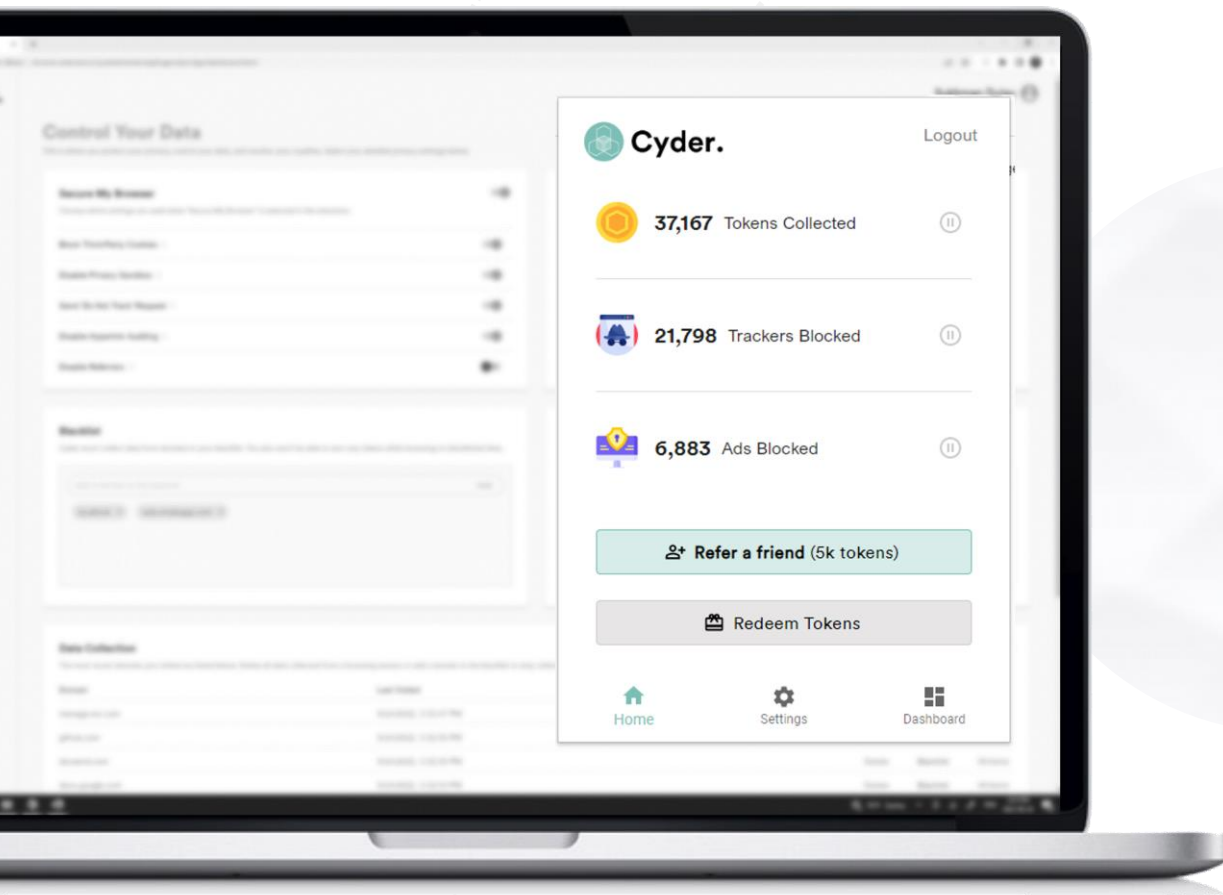Lead Product Dev.
Full Stack Developer

Juan Romero
Data Specialist
Backend Data Engineer

Jeff Kostermans
Corporate Data SME
Key Cyder Advisor

Albert Gadbut
Third-Party Data SME
Key Cyder Advisor

Download and try Cyder for yourself

getcyder.com

Cyder.