

## LayerFive: Your partner for creating a 360-degree view of the customer



California, Fremont, Jun 21, 2021 ([Issuewire.com](http://Issuewire.com)) - LayerFive's 360° Marketing Insights & Omni-Channel Attribution platform is designed to provide the digital marketing business a consolidated view of the buyer's journey across all channels both online and offline, allowing businesses to build a complete **360° view of the consumer** experience.

Moreover, the **LayerFive** platform consolidates all the ad data, e.g., click and purchases; back into one place with our patent-pending solution, and delivers an omnichannel attributed view of the ad spend performance that includes owned and earned media interactions as well.

Their platform provides a real-time independent view of what is working and what is not, helping you to make better-informed decisions on where to spend your marketing.

Building a [360-degree view of the customer](#) offers advantages to businesses across various industries, whether it is a retailer, a healthcare provider, or a financial institution. The truth is that as more and more buyers expand their digital records, they build a pool of invaluable data relating to customer journey--from data on current purchases to day-to-day connections with the brand.

LayerFive's **360-degree customer view** provides is the capability to increase the sales and marketing teams of the business. These teams can develop more ideal sales and marketing campaigns by utilizing existing data. Additionally, it provides the opportunity to better understand customers, their tastes, and behaviors.

LayerFive's 360-degree customer view provides the capability to give more customized buying experiences. Businesses may use aggregated, invaluable, data to offer customers more customized experiences across their lifetime buying journey.

Find out more about LayerFive's 360° Marketing Insights & Omni-Channel Attribution platform and find out how it can help you build a great 360-degree view of your customers.

**LayerFive** is a unified consumer data platform that helps brands generate significant marketing ROI uplift using their first-party data and helps save cost on GDPR/CCPA compliance. We use first-party AI-based identity resolution to unify consumer identities across all enterprise sources including website, mobile apps, CRM, customer service systems, loyalty, etc. And we offer omnichannel attribution, customer life-cycle insights, and self-serve privacy compliance using the unified view of the consumer.

### **Contact Information:**

Company: LayerFive Inc.

Contact Person: Sushil Goel, CEO

Email: [contact@layerfive.com](mailto:contact@layerfive.com)

Phone: 1-510-404-8884

Website: <https://www.layerfive.com/>

### **Media Contact**

360 degree view of the Customer- LayerFive

[contact@layerfive.com](mailto:contact@layerfive.com)

1-510-404-8884

2352 Olive Ave

Source : LayerFive

[See on IssueWire](#)