

# 360° Customer Profile & Predictive Personalization

Opal Specialized Partner Solution | Powered by Optimizely Opal

## The Problem

Marketing teams collect vast customer data—browsing behavior, purchases, campaign interactions—but this information lives in disconnected systems.

### As a result:

- Personalized experiences are inconsistent
- Recommendations lack context
- High-value customers aren't recognized quickly
- Teams must manually interpret data, slowing activation

Fragmented customer understanding leads to missed revenue, poor engagement, and inefficient marketing workflows.

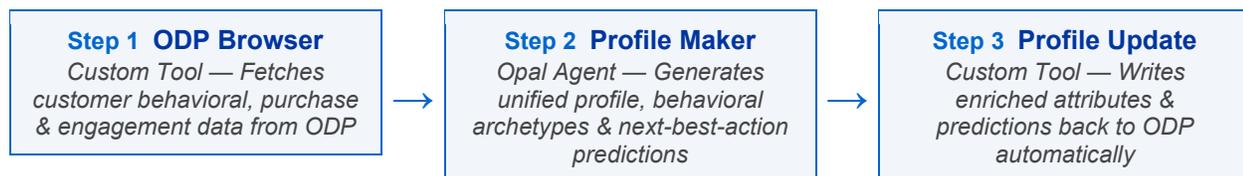
## Our Solution

360° Customer Profile & Predictive Personalization is an Opal-powered solution that automatically analyzes customer behavioral signals, transactional history, and content interactions—then predicts the next-best action and updates ODP in real time.

### Powered by:

- 1 Opal Agent – Profile Maker
- 2 Custom Opal Tools – ODP Browser & Profile Update
- Optimizely Data Platform (ODP) as the data source
- Opal Agent Workflow to chain insight → action

## How It Works



## Prediction Output Categories



### Product Recommendations

Streaming devices, smart home integrations, accessories



### Content Recommendations

Premium trials, curated playlists & relevant media



### Educational Content

Setup guides, how-to articles, onboarding walkthroughs

## Value Delivered

Real-time customer intelligence vs. manual analysis

Unified profiles driving personalization across all channels

Automated next-best-actions aligned to content, commerce & experimentation

A repeatable framework applicable to any marketer with a CDP + digital experience stack

## Industries & Transferability

This solution is industry-agnostic and built on Opal's context engineering, agent workflows, and

tool integration—deployable for any ODP or CDP customer.

### Customer Interests



Enriched attribute tagging for segmentation & targeting

<b>Retail &amp; eCommerce</b>	<b>B2B &amp; SaaS</b>
<b>Media &amp; Publishing</b>	<b>Manufacturing</b>
<b>Subscription Business</b>	<b>Financial Services</b>

### Optimizely Opal Specialized Partner Solution

[sujit.senapati@valtech.com](mailto:sujit.senapati@valtech.com)

Demo Video

<https://youtu.be/NHaMReYkBiw>  
[github.com/SujitSenapati/ProfileMaker](https://github.com/SujitSenapati/ProfileMaker)