ubilabs

Unified Customer Data Platform

Eliminate data silos, create customer insight: Your integrated, personalized customer view in just 6 weeks – tailored to your use case.
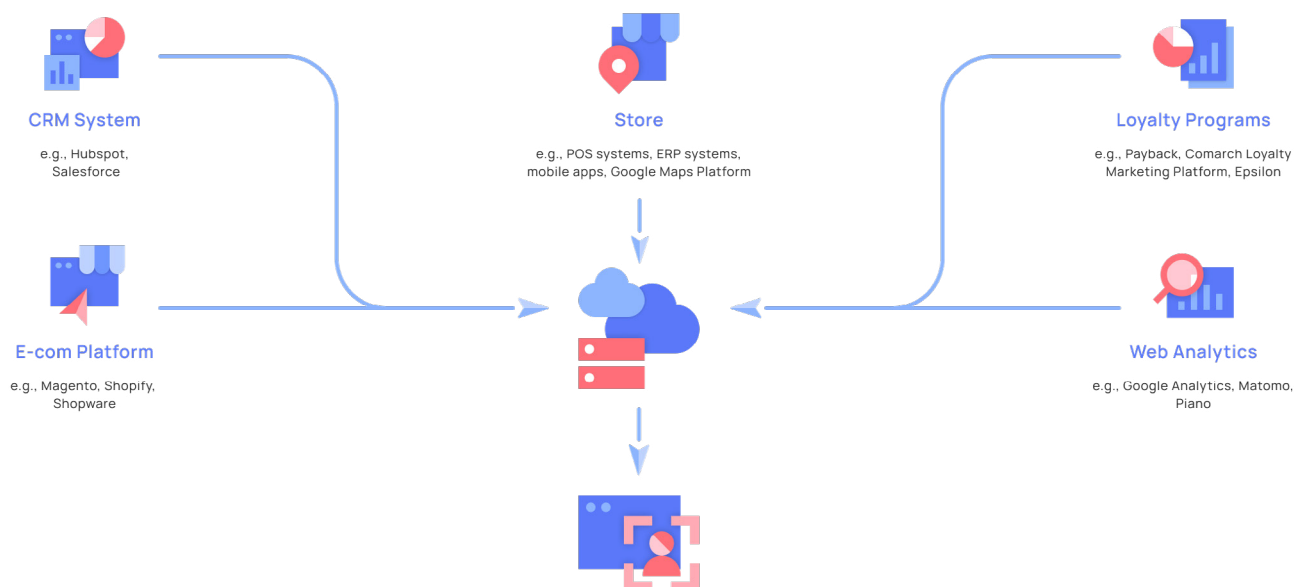
Many retailers generate data, but few truly leverage it to extract real value. Ubilabs provides the solution: a central, intelligent data platform that visualizes customer behavior, optimizes processes, and measurably boosts marketing success.

High return rates despite high order volumes? Reliable performance tracking with order, return, and campaign data.	**What's the true value of an omnichannel customer?** We model genuine customer profitability calculations based on your data.	**What good is a ‚top customer' if they strain your system?** Identify customers with a negative contribution margin.
Ideal customer vs. reality – who is your marketing reaching? Effective campaigns by aligning CRM data, purchasing behavior, and segmentations.	**Who are your most valuable customers – and why?** We combine loyalty, profitability, and interaction into one customer value score.	**Why do some customers bypass closer branches?** Geospatial analysis and location comparison help uncover hidden patterns.

Your Benefits with Ubilabs

- Rapid implementation: From idea to your first integrated customer view in just 6 weeks.
- Deep expertise in Google Cloud / BigQuery and Looker BI.
- Flexible, scalable data platforms tailored to retail requirements.

We integrate your data sources, consolidating them into a unified customer view:

CRM System
e.g., Hubspot, Salesforce

Store
e.g., POS systems, ERP systems, mobile apps, Google Maps Platform

Loyalty Programs
e.g., Payback, Comarch Loyalty Marketing Platform, Epsilon

E-com Platform
e.g., Magento, Shopify, Shopware

Web Analytics
e.g., Google Analytics, Matomo, Piano

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From Data to Relevance: The Ubilabs Approach in 6 Weeks

Ubilabs enables retail and e-commerce companies to rapidly implement data-driven personalization: In just 6 weeks, an MVP is developed that integrates key customer data and addresses initial use cases.

What to Expect:

1. Discovery & Goal Definition	2. Data Architecture & Setup	3. Enablement & Adoption
Workshop for goal definition and analysis of relevant data sources (e.g., shop, CRM, POS, geospatial data). Focus: Your key business questions and current data landscape.	Building a scalable data warehouse (BigQuery) including data model and automated processes. Implemented as an MVP – with a clear focus and designed for future expansion.	Early training for relevant teams, clear role definition, and initial dashboards – ensuring rapid user adoption and data-informed decisions.

Flexible MVP Options:

- **Customer segmentation & affinities** (e.g., product assortment logic, cross-selling)
- **Geospatial & location data** (e.g., postal code analysis, regional insights)
- **Looker dashboards & insights** (CRM, marketing, data literacy)
- **System integration & activation** (HubSpot, Salesforce, campaign triggers)

With Ubilabs, launch into data-driven, personalized customer engagement in just 6 weeks.

Powered by Google Cloud technology, retail expertise, and active enablement, we guide you from idea to implementation – tangible, scalable, and ready for deployment.

Ready to take the first step?

Start with an **Discovery Workshop** – together, we'll identify your most relevant use case and show you how to achieve an integrated customer view in just 6 weeks.

Contact

About Ubilabs

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We make data visible, tangible, and usable.

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As experts in data and location technology, we develop solutions for the challenges of visionary companies..