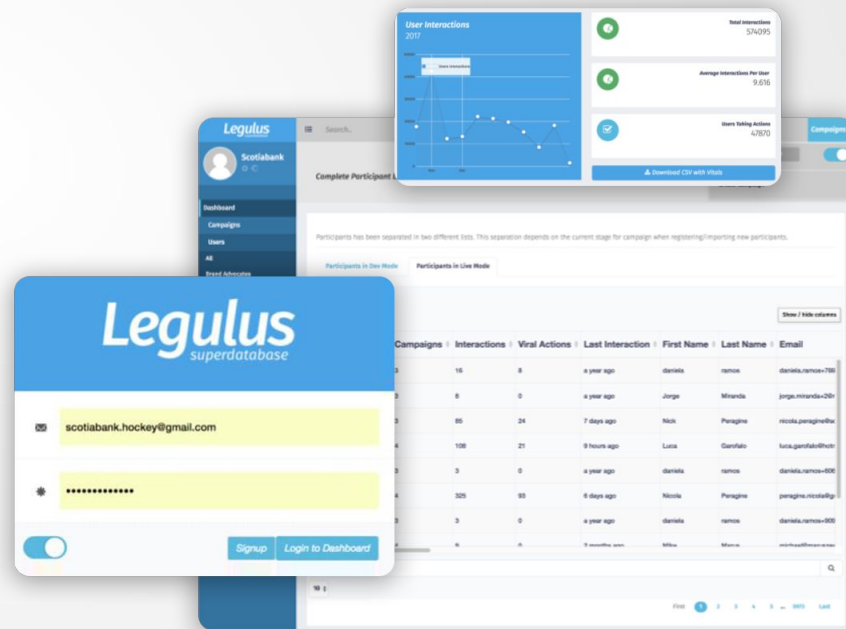# Data Management
LEGULUS
Overview

A powerful data management platform that integrates, stores and visualizes customer interactions overtime and across multiple campaigns and properties.
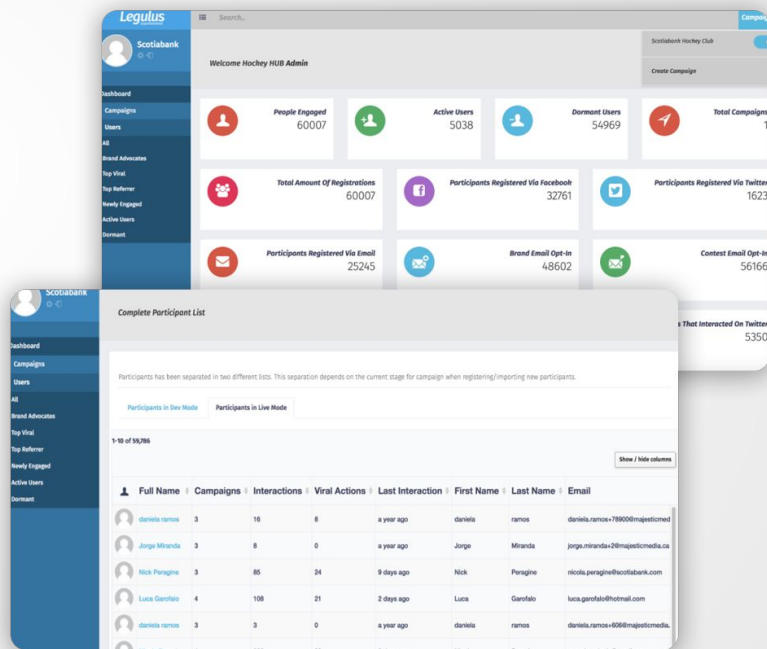
Implemented for Scotiabank in fall 2016

Data Management
LEGULUS
How it works

Dashboard: Real-time overview of all key stats of a campaign

Different view than what Google Analytics or typical CRM can provide

Look deeper than just registrations:

1. Engagement
2. Segmentation of users

MAJESTIC

Data Management
LEGULUS
User View

Capture & store history of all interactions. Not just email and first/last name.

Potential to predict churn/opt-outs and try to stop them before they happen

Find brand and program advocates.

MAJESTIC

Data Management LEGULUS Implementations

- Scotia Hockey Club

- WCOH Fan Village 2016

- SCCL 2017

- Scotiabank Futlosophy (launching Mar 2018)

MAJESTIC