

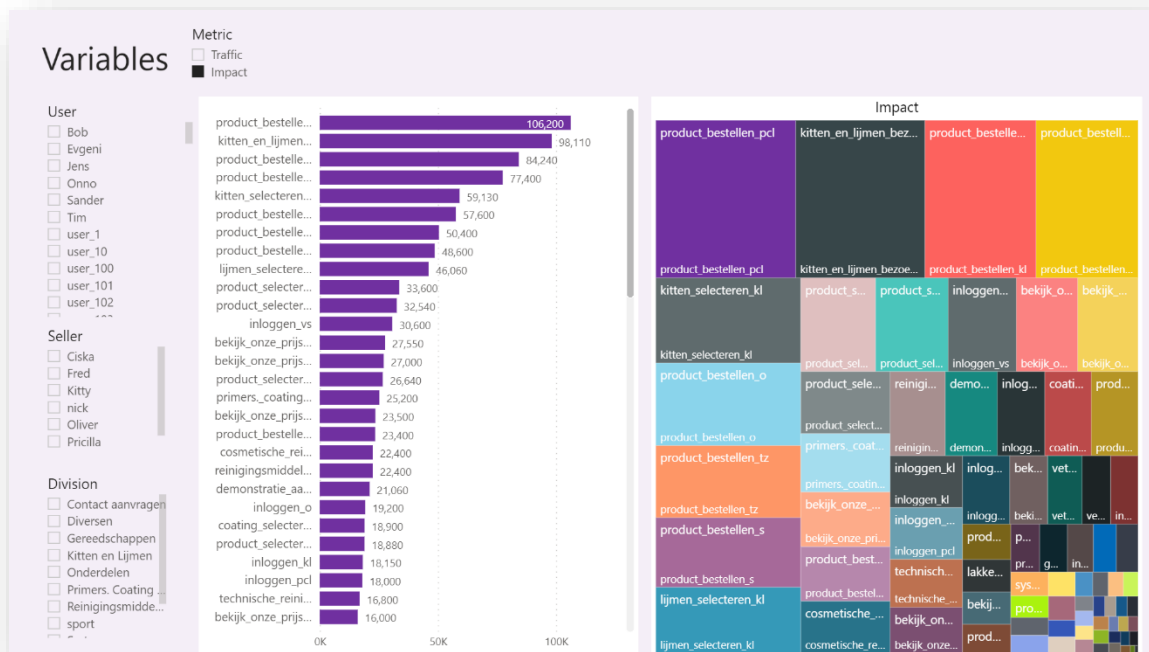


# Centre Block

**Whitepaper**  
***Why CentreBlock?***

## Impact

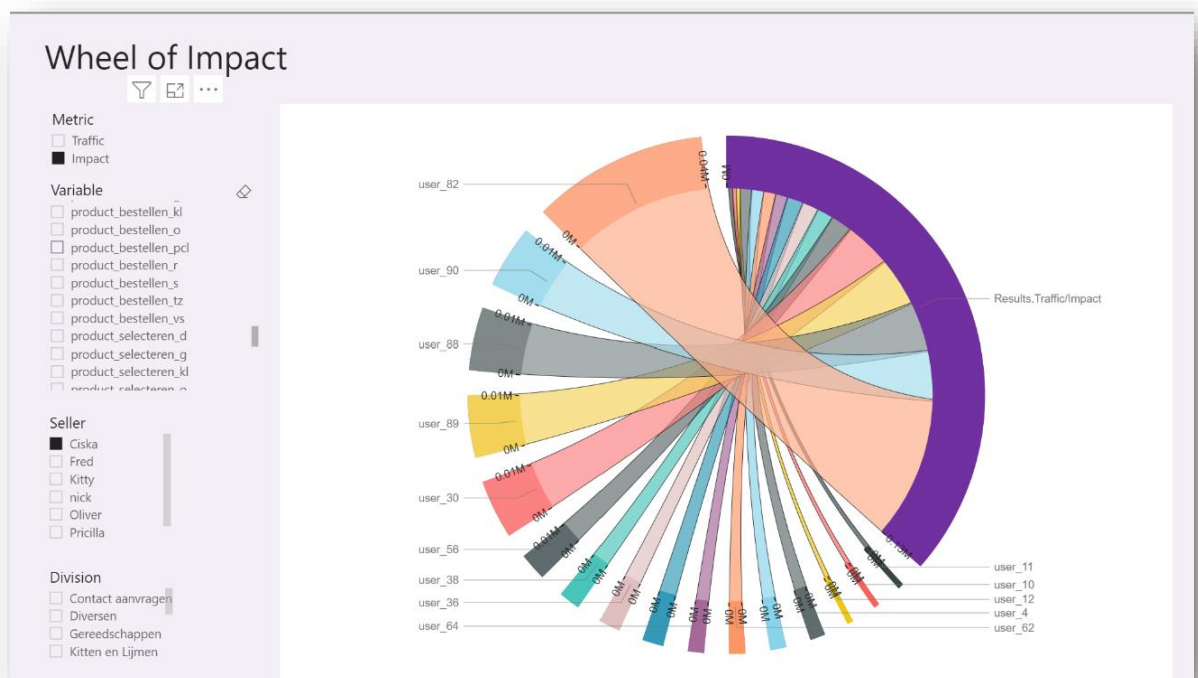
CentreBlock is *the* (patented) way to define the individual impact of each separate customer, user, page or product *and* what the impact is on your business or platform.



Decide for yourself what behavior you consider desirable and important and CentreBlock gives insight into everything you need to know, including visuals that show which customers offer the biggest sales opportunities.

# Behaviour

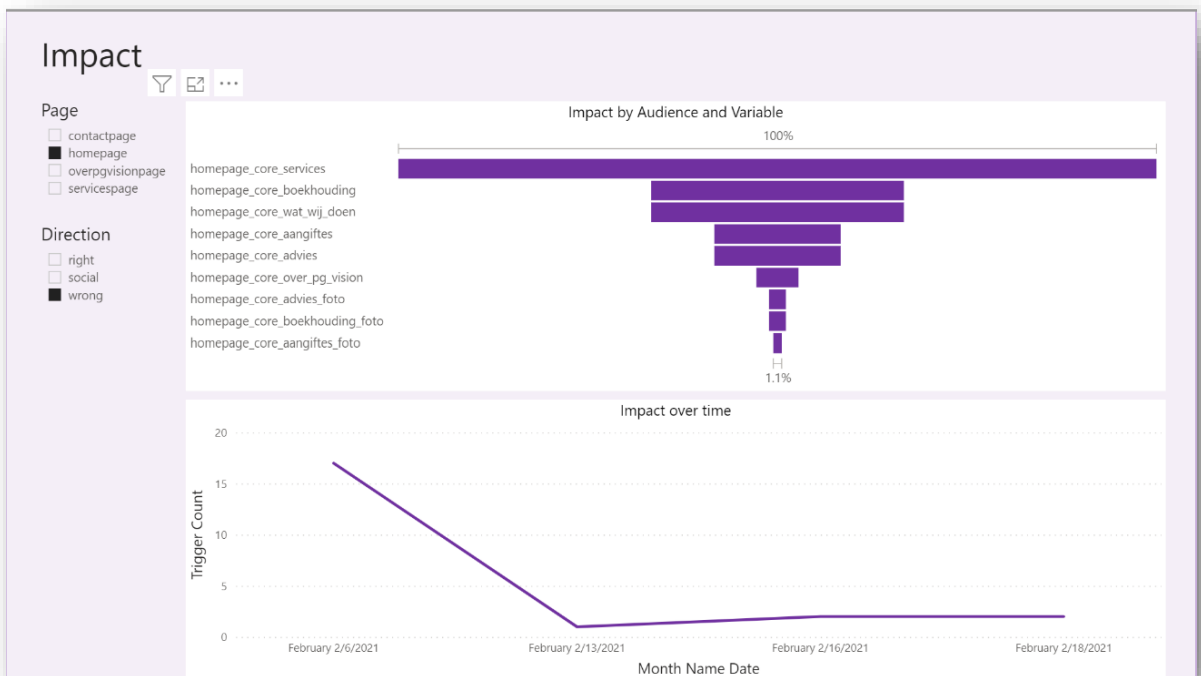
CentreBlock intelligently creates an overview of the abundance of data. This gives you a more effective impression of traffic on your website and/or mobile apps and through that enables better decision-making. CentreBlock provides clear insight into the user behavior on your website



# Conversion Rate Optimization

CentreBlock helps you to know and understand your customer and user better.

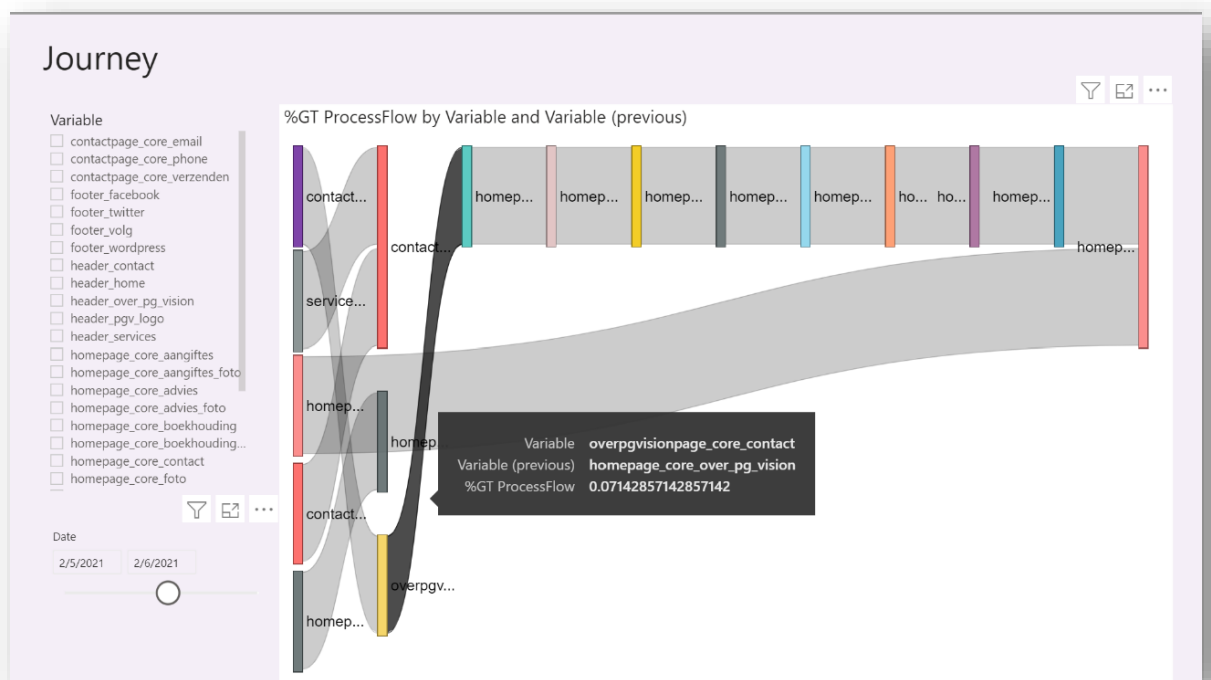
The - tailor-made - reporting gives instant insight where in your sales process potential customers drop out before the desired goal is achieved. In the multidimensional view, every detail of your customer and user's behavior is weighed down and identified relevantly to ensure the optimal conversion.



# Customer Journey Mapping

The route that each user or group of users takes is visualized as effective as possible so that you can respond even better to their wishes and behavior in the future.

For example, CentreBlock gives you the ability to easily define personas and link your users to one, or more, personas.



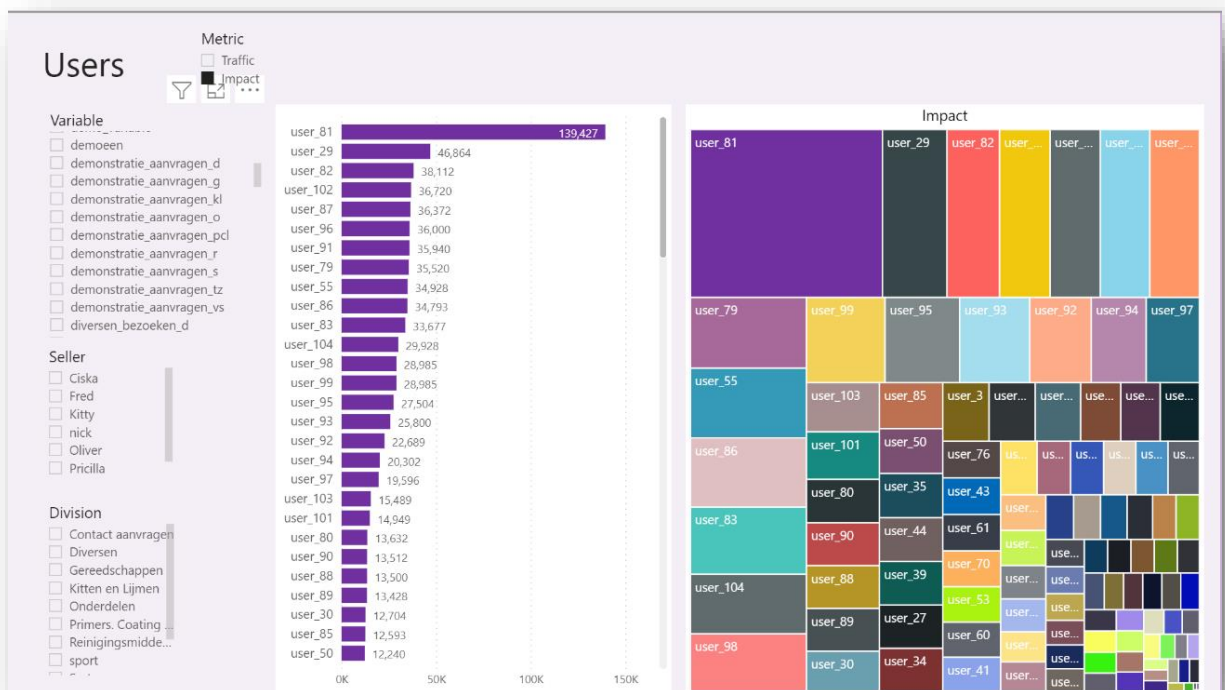
# Multi-Purpose Measurement

Is the customer or user who delivers the most revenue also the most valuable for your business? Or is it the customer who provided most references to other customers? What about that user of the first hour, who has been loyal for years?

The customer or user who takes the trouble to politely provide a detailed review to inspire or motivate other customers?

Or the one who is driving the greatest diversity of products?

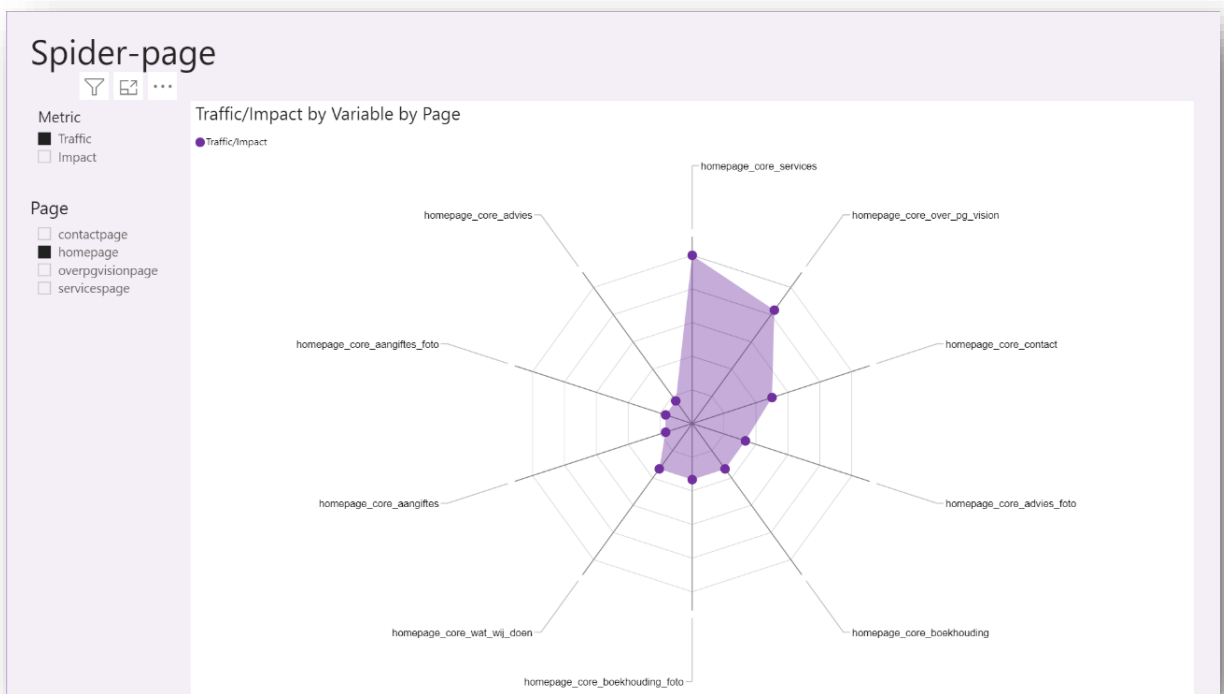
CentreBlock's measurement system has been developed in such a way that it understandably gives an intelligent and layered overall picture of all relevant facets related to impact and/or loyalty.



## Multi-Platform Capabilities

Whether you operate within a partner network or reseller network, whether you only have a website, only an app or both; CentreBlock is the solution.

CentreBlock not only works on a website or application but is also applicable to various apps and websites at the same time. Where applicable, the behavior and impact per user is analyzed not only by site or application, but also provides a total overview of the combined impact on all your platforms.



## **General Data Protection Regulation (GDPR)**

The CentreBlock service does not require personal identifiable information to provide relevant reports. All data remains the property of the customer and the customer keeps full control of the data. If the customer wants to delete the data from a particular user, the customer can do so at any time. The CentreBlock organization does not have access to a customer's admin portal and therefore has no access to the customer's collected information. Of course, if desired, the customer can provide this access (temporarily) to CentreBlock staff for consultancy or to further improve your algorithm.

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## **Reliability & Scalability**

CentreBlock runs on Microsoft Azure and uses specific Microsoft Azure Services (SQL Server & PowerBI). This makes the solution available and scalable worldwide with the highest imaginable degree of reliability.

The transparent way CentreBlock functions on your site or within your app creates a transparent solution that you can always handle and which is not bound by scalability.

## **Customization**

CentreBlock reporting is customized per customer. The ability to, easily, integrate backend information from e.g. a CRM system to the reporting, delivers the possibility to significantly enrich the reporting.