You bring the data.
We bring it to life.

Create real growth by having the power to
reveal your Customer Data like never before.

Distil.ai®

What are your customers really like?

The answers are right there in your data. But when it's scattered throughout your business it's easy to feel overwhelmed.

Distil exists to help you transform your data from an expensive, time-consuming challenge into a powerful goal-achieving asset. We bring everything together, reveal how, when and why your customers really spend and then connect with your existing channels to help you reach them more effectively. So even though you might not be the biggest firm in the market (yet!) you can be the smartest.

Discover the Distil difference

Distil is the AI-led Customer Data platform for every business, large or small. And at its heart is the Single Customer View, the place where your customer data finally starts to make sense.

Powerful AI unifies everything before segmenting it in ways you might not have previously considered. So you can get to know your customers as both individuals and groups, and make rapid decisions that have a powerful business impact. Start Distiling your data and quickly find answers to key business questions such as:

How can we view and segment data in a Single Customer View?

What do our customers really care about?

- Demographics
- AI Segmentation
- Cohorts
- Predictive LTV

What's the best way to analyse our data?

- BI Portal
- Data Warehouse

Is our marketing hitting the mark?

- ROI
- Attribution

How can we personalise our messaging?

- 1-2-1 Recommendations

How can we turn shoppers into subscribers?
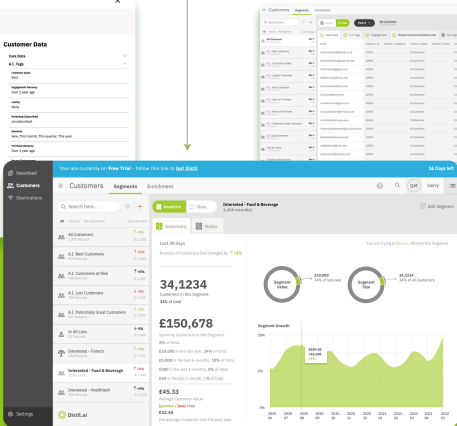
- E-commerce Analytics
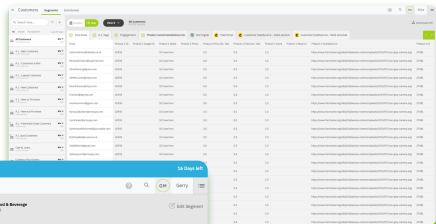
Data that's visible

The Single Customer View is where the magic happens. Every bit of data from every part of your business is drawn together and segmented using AI. Customers can be analysed as a whole, as individuals or in groups to reveal previously hidden traits and patterns and the results can be plugged into your existing messaging tools for fast results.

Single Customer View
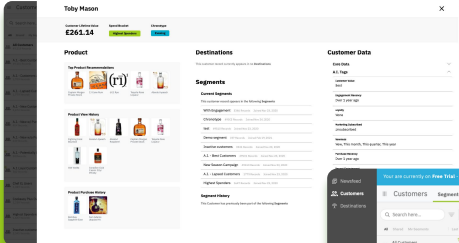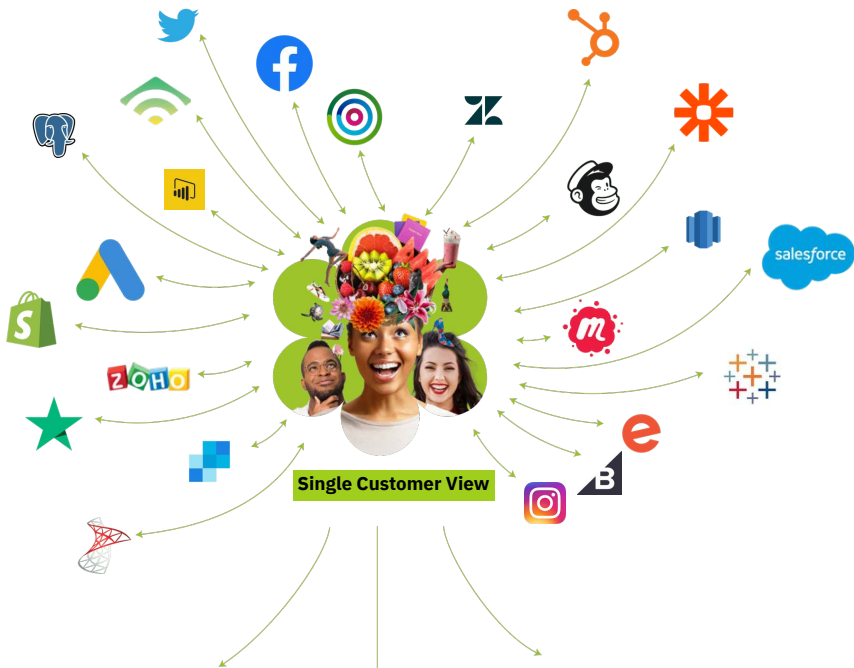
Individual Profile view
Displays everything you need to know about any one customer.

All Customer Data view
Cross-platform Single Customer View displays all analytics for your entire customer base.

AI Segment view
Cross-platform segmentation displays and analyses each segment individually

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Data that talks

Uncover key truths about your customers and discover how to engage with them more effectively.

AI Segmentation

Your customers are so much more than just a big list of names and numbers. Some can't get enough of your product while others are at risk of unsubscribing for good. Some are asking for a particular gap in your product portfolio to be filled, while others are just passively browsing.

Distil uses AI to tell you who's who. It combs through your customer data and suggests how best to segment them.

Apply these powerful analytics to your entire database, a particular segment or even an individual customer.

Cohort Analytics

How many customers did your summer campaign bring in? What about your January sale? And how many were still loyal one, two or even three months later?

Cohort Analytics allow you to follow a group of customers who were acquired at the same time through their life cycle. Why is one cohort more loyal than one acquired 6 months later? Is there always a drop-off around the 4 month mark? Is your business more seasonal than you might have realised? Do customers spend frequently or in predictable bursts?

Distil tells you all this and more so you're empowered to focus your energies on delighting the customers that are most likely to help your business succeed.

Predicted Customer Lifetime Value (LTV)

There are customers and there are customers. Distil can help you tell them apart.

Some will go on to be profitable and justify the cost of acquiring them many times over. Others will quickly leave or hang around for a long time spending little and never repaying the investment.

Distil's AI analyses trends and patterns to predict how much each prospective new customer will spend and when, informing each part of your marketing campaign.

Demographic Markers and Buying Patterns

What do your customers look like? Where do they live? How do they talk? What's their background, their education, their aspirations?

Distil's Demographic Markers and Buying Patterns Suite cross-references different segments to empower you to employ the products, prices, locations and communications that your customers will respond to best.

Recommendation Engine

We all know that it's better when things are personalised. And the more thoughtful and intelligent the personalisation, the better. But how can you know if you're hitting customers' sweet spots and suggesting products they might really want?

Distil's Personalised Recommendation Engine is a customisable tool that lets you refine a personalised set of recommendations for each customer. Apply them to your newsletters, on-platform personalisation, follow-up purchase messaging — any touch point where you need to be highly relevant to your customers.

What do our customers look like?

Where do they live?

What's their education?

What are their interests?

"This is the most complete view of our customers we've ever had. We wouldn't have got here without Distil."

Ben Hodson
Brand Director of CMO Group PLC
(UK's largest online-only retailer of building materials)

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Data that persuades

Let your data reveal how effective your marketing campaigns and channels already are and how to make them even better. See how many customers each one is bringing in, how valuable they are and what ROI they're generating.

Channel Attribution

A customer's road from first encounter to final click can be long and winding, or short and sweet. So why just measure the final step?

Distil's Channel Attribution assesses the impact of each channel for different customer segments. So you'll know which channels to increase investment in and which need to be downgraded or withdrawn from the mix altogether.

Campaign ROI Analytics

You're only interested in tools that allow you to deliver your business strategy. You need better ways to stay one step ahead of the competition, connect with your customers and exceed their expectations. You need to see a clear ROI.

Distil provides you with useful and relevant customer data that you can trust to build the ROI you're after.

Discover which campaigns justify their costs and which don't, so you can develop your marketing strategy to ensure it always delivers good value – and good value customers.

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Data that reveals

Bring order to your untapped data and turn it into a vital resource, without the hassle. Automate KPI reporting and uncover and explore sophisticated Customer and Product Insights with Distil's suite of tools.
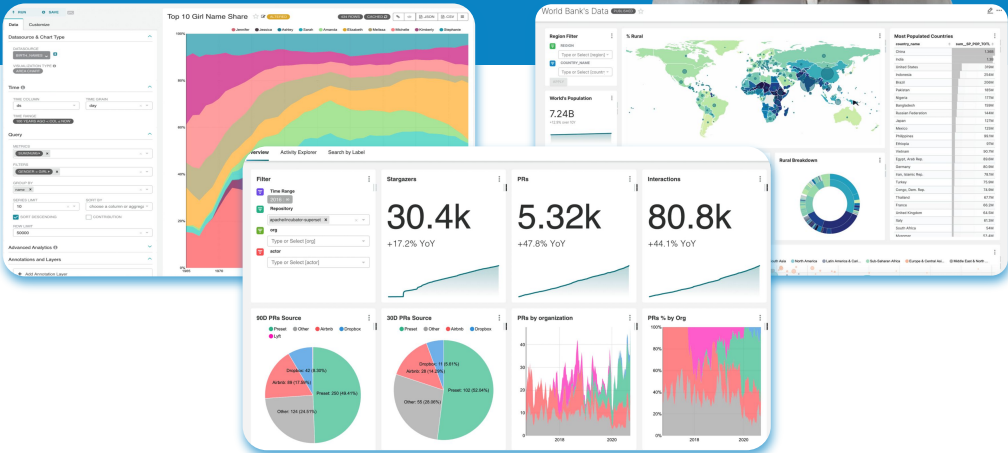
Your BI Data Portal

Have you always wanted to equip your whole team with the data and reports they need but never known where to start?

Distil's BI portal was created to give you the Analytics set up you need, allowing you to explore, automate, share and extend your data in a supported analytical environment.

Analytical Data Warehouse

Sometimes the only way to really interrogate your data sets is to write your own SQL queries. Distil SQL Analytical Data Warehouse gets the right data into the right hands to make this possible. It can provide a fully managed SQL Data Warehouse or deploy directly into your existing in-house setup.

Data that's personal

Personalisation is proven to deliver a competitive edge, yet it can be complex and extremely expensive to achieve. Distil enables you to compete with the multinationals and their hordes of data engineers, analysts and scientists.

Included with Distil Personalisation:

Bespoke Recommendation Engine

Automated Data Activation streams

Campaign Performance Report

Product Trending Report

Customer Interest Affinity Report

A choice of two bespoke Reports

Personalisation Fast Track

Distil's Personalisation package enables you to fast track your communications and become even more relevant to each one of your customers.

Carefully-refined algorithms reveal what type of recommendations are suitable for each customer and segment.

Distil's Data Activation connects seamlessly to your existing tools, enabling personalised content distribution across email, SMS, on-platform and other customer touchpoints.

Streaming analytics reveal the interaction outcomes of every message's performance to help you quickly understand what's working and what's not.

"Crowdcube literally wouldn't be where it is today without Distil. **In today's digital world, personalisation and relevancy is king!** Distil enables, empowers business owners, entrepreneurs and marketers to speak to their customers in a personal way. That is invaluable."

Luke Lang
Co-founder and CMO, Crowdcube
(World's leading equity crowdfunding platform)

Data that rewards

Growing subscriptions and building loyalty are key to succeeding online. Distil helps you put the right products in front of the right customers at the right time in order to transform single purchases into ongoing relationships.

Subscription Analytics

Distil helps you drive acquisition by identifying the products and plans that will enable you to attract the highest-value subscribers.

Discover how to refine your product-market fit to spark customer loyalty and build and grow a successful subscription program.

Loyalty Scheme Analytics

Building customer loyalty is about understanding and engaging, not just pushing more products on frequent buyers.

Distil helps you understand your loyalty program's effectiveness and potential. Blend customer attitude with behaviour, net promoter score with spending brackets and basket size to measure and grow your customer loyalty in a way that suits your business.

"We're turning our 'at risk' customers into revenue!"

Steven Webster
VP Business Development, aql

(UK's most innovative telecoms operators, a 'hidden enabler' of smart cities)

Want your data to help you know your audience,
drive your strategy and power your growth?

Start Distiling it today