# Introduction

COMPANY CRM ingests a wide range of data and applies healthcare-specific, data science-based modeling and insights to build **consumer/patient 360° profiles that activate and inform consumer-driven, healthcare-oriented engagement strategies.** These profiles bring a level of accuracy and finesse to strategies that make personalization worth the investment.

To begin building out 360-degree profiles, COMPANY loads consumer data that we obtain from purchased market lists. This includes demographic information as well as **Niches 4.0**™, a household-clustering system released by **Epsilon**®, that you can use to select households for target audiences in COMPANY CRM.
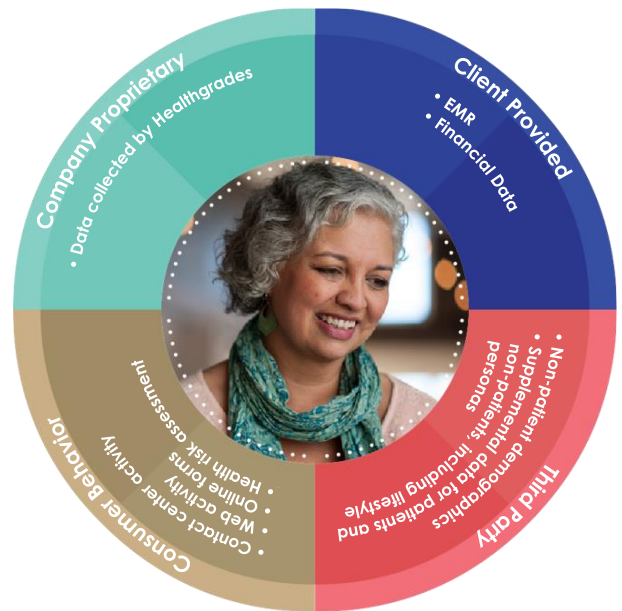
System Dashboards

Monitor KPI dashboards and performance metrics at any level — at a glance.

Assess the overall health of your marketing efforts and system trends with a series of intuitive **dashboards**. These dashboards display key performance metrics at-a-glance, aggregating critical data from a variety of sources, including your patient encounter data, demographic data obtained by COMPANY, and marketing campaign data recorded in COMPANY CRM, such as the number of downstream patients and encounters.