

# THE WORLD'S FIRST ENGAGEMENT DATABASE

Today's customers aren't just shoppers. They're seekers. That means they spend a lot more time interacting than transacting. **And you have only 8 seconds to grab their attention** before they start looking somewhere else.

**The Couchbase Data Platform makes every interaction count.**

To make the most of every moment, you need an **Engagement Database** that delivers an amazing customer experience (CX) every time.

## HERE'S WHY

1

By 2020, CX will overtake price and product as the key brand differentiator

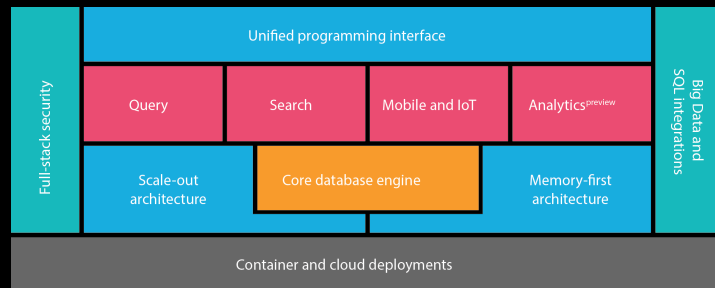
2

Strong CX companies will retain 89% of customers versus 33% for weak CX companies

3

70% of Global 500 brands already have dedicated digital experience teams in place

## MEET THE COUCHBASE DATA PLATFORM



**Start creating amazing customer experiences today.**

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