

# 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