

retailcloud partners with Credenza to unify customer touchpoints in and out of store

retailcloud partners with Credenza to revolutionize fan experiences in sports and entertainment using blockchain for a unique, personalized approach

SAN FRANCISCO, CALIFORNIA, UNITED STATES, March 27, 2024 /EINPresswire.com/ -- [retailcloud](#), a leader in the sports and entertainment sector and an esteemed Inc. 5000 company, is thrilled to announce its collaboration with Credenza, a pioneer in utilizing blockchain technology to shape the future of digital rights management through a universal ID.

By aligning Credenza's ability to track and provide fan loyalty out of the stadium, with retailcloud's range of in stadium touch points, operators are able to see a comprehensive view of the fan and provide a highly tailored, unique experience.

retailcloud CTO Rupak Anto added this "retailcloud's strategic partnership with Credenza marks a transformative leap forward in how we approach fan experiences and retail solutions. By integrating Credenza's cutting-edge blockchain and Web 3.0 technology with our omnichannel platform, we are not just enhancing the shopping experience, but revolutionizing it. This collaboration allows us to create a dynamic and contextual environment for each fan, ensuring that their interactions are not only memorable but also deeply personalized. The St. Louis Blues' adoption of this integration is a testament to the potential it holds in reshaping how we understand and engage with our audiences. We're not just anticipating the future; we're building it, one unique fan experience at a time."

Benefits of aligning retailcloud and Credenza:

One of the main advantages of a retailcloud <> Credenza partnership is the ability to track all customer touchpoints through one universal ID. It is now possible to identify when customers sign into a website, or interact and watch a certain game through streaming services. Credenza is able to harness the data and deliver a personalized fan experience through its flexible rule based engine.

Discounts for tuning into a live stream can be granted then automatically applied when the customer checks out either in person or online. CRM, loyalty, purchasing data will all be aggregated and visualized through retailcloud's back end, passing on a detailed view of each customer.

Sandy Khaund Founder/ CEO of Credenza added "We are excited to build on our partnership with retailcloud to accelerate their growth in the sports and entertainment space. With Passport, our best-in-class universal ID technology, we will empower them to better understand each consumer, and deliver more personalized interactions to improve the fan experience."

retailcloud: An omnichannel platform for stadium operators

retailcloud is an omnichannel commerce platform that empowers operators to elevate the fan experience, while simultaneously streamlining operations. We believe merchandising solutions should be able to adopt technology at a rapid pace, as consumer buying patterns evolve everyday. To facilitate this we have evolved into a true platform that allows an operator to utilize their ideal POS, inventory solution, CRM, ecommerce or loyalty provider, with the reassurance that these moving pieces will fit together seamlessly. retailcloud's completely modular suite of offerings can connect the following data points, regardless if utilizing retailcloud's native offering or a preferred 3rd party:

- Point of Sale (POS)
- Inventory Management
- Supply Chain Management
- Data Streaming and Analytics
- Omnichannel Integration
- Loyalty and Marketing
- Retail CRM

About Credenza:

Credenza is building the future of digital rights management through the creation of a Universal ID using Blockchain technology, enabling you to create fan clubs, loyalty plans, incentive programs on-sight or online, at the game or at home in real-time.

Passport by Credenza provides real-time access to fan attributes, assets and actions to deliver a personalized fan experience through a flexible rules engine - extend content monetization, expands ticket sales, boosts sponsorships, and in-venue options with new business models.

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