optima

optima-cdp.com

Own your customer data.

Customer knowledge is scattered across rented tools that never agree on who the customer is — while privacy risk and costs keep growing.

Optima is one platform that unifies every customer, decides the next best action and acts on it — in your cloud or ours, with privacy built in.

THE PLATFORM

CDP
One trusted view of every customer.

Connect
Every system feeding it, batch or real time.

Campaign
Journeys and messages across email, SMS, push and in-app.

Decision
The next best action, chosen in real time.

Digital
Personalised web and app experiences.

WHY OPTIMA

Sovereignty
SaaS, your cloud or on-premises — same product, you hold the keys.

Privacy built in
Consent, erasure and audit in every licence, never an add-on.

AI on your terms
Assistants and background AI agents across the platform; bring your own AI model.

Fair licence
Billed per real customer, counted after duplicates are merged.

Data → **Decide** → **Act**

Unify data from every source · choose the best action per customer · deliver it on the right channel

Deployment: SaaS, or your own cloud / on-premises with a discounted licence.

Licensing: Core plus optional packages (Connect, Campaign, Decision, Activation, Digital, AI, AI agents) and a usage band sized from your customer count. Sandboxes are free.

BUILT IN, NOT BOLTED ON

4
official toolkits for web, iOS, Android and React Native

5
attribution models to see what really drives revenue

8
languages in the Optima console

0
sandbox environments counted toward your licence

Book a live demo

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Optima is developed by Bitwise, s.r.o.