

[CONTACT SERVICES](#) · [API GUIDE](#)

One API. Every Customer. In Real Time.

How Contact Services unifies your customer data across every system — securely, flexibly, and at scale.

9 API Capabilities

Identity, consent, loyalty, transactions & more

Open & GCP-Native

You own the data, infrastructure, and integrations

vs Salesforce & Hightouch

Honest comparison of market alternatives

THE CHALLENGE

Every system knows part of your customer — but not the whole story.

In 2025, a global study identified 15,384 Martech platforms — and the number keeps rising. Companies juggle marketing, loyalty, analytics, service, and commerce tools, each storing customer data in its own way.

Data Debt

Duplicate records and inconsistent customer profiles scattered across systems.

Compliance Risk

Fragmented consent management and limited traceability across channels.

Operational Friction

Marketing, service, and operations teams acting on outdated or incomplete data.

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In a world of 15,000+ Martech tools, it's unrealistic to expect one platform to solve it all. That's why flexibility and interoperability matter.

Who is affected?

- **Marketing**
Reach and engage customers
- **IT**
Clean integrations and automation
- **Finance**
Full view of customer value
- **Legal / Security**
Compliance and privacy
- **Customer Service**
History and feedback in one place

THE SOLUTION

One API. Endless Capabilities.

Contact Services is a fully API-driven contact data layer that unifies every customer interaction into a single, trusted source of truth — without locking you into a fixed product or schema.

01

Contact & Identity Management

Unified profiles — names, emails, phones, addresses, loyalty IDs across all systems.

02

Consent & Compliance

Capture and enforce GDPR-compliant consents across email, SMS, app, push, and direct mail.

03

Preferences & Personalisation

Store customer preferences (store, brand, language) for personalised experiences at scale.

04

Real-Time Sync & Integration

Keep all platforms — CRM, e-commerce, ERP — instantly updated via webhooks.

05

Loyalty & Membership

Manage tiers, points, and enrollments. Link transactions and promotions to each profile.

06

Transactions & Order Insights

View all purchases, returns, and orders per customer — online and in-store.

07

Customer Service & Feedback

Create, track, and comment on service cases directly linked to contact records.

08

Campaign & Communication

Coordinate multichannel comms — email, SMS, push, social — through one API.

09

Security & Scalability

OAuth2-secured architecture with restore and soft-GDPR features for full control as you grow.

HOW WE COMPARE

Open Infrastructure, Not Another Locked Platform.

Contact Services vs Salesforce Data Cloud vs Hightouch

	Salesforce Data Cloud	Hightouch	Contact Services
Core Purpose	CRM + activation in Salesforce	Reverse ETL (data sync)	Real-time contact data layer + analytics
Data Ownership	Vendor-controlled	Customer-owned (in warehouse)	Customer-owned, GCP-native
Real-Time Sync	Within Salesforce stack only	Near real-time via APIs	Bi-directional real-time via APIs + Pub/Sub
Extensibility	Strong only in Salesforce ecosystem	Flexible via warehouse connectors	Fully API-driven, open, composable
Deployment	SaaS (Salesforce-managed)	SaaS	Runs in your GCP tenant
GDPR / Consent	Via Salesforce tools	Depends on source system	Built-in — every interaction
APIs	REST, limited custom endpoints	Open SDKs, SQL-based config	Fully open REST + Pub/Sub + Apigee
Pricing model	License + usage (Salesforce stack)	Usage-based SaaS (costs grow fast)	Impl. fee + flat monthly service
Best For	Salesforce-heavy orgs	Data-mature teams	Enterprises wanting open, GCP-native ops

The difference:

Open. API-first. Real-time. GCP-native. You own your data — not a vendor.

Turn Contact Chaos into Customer Clarity.

See how Contact Services can unify your customer data in 30 minutes.

- ✓ Unified 360° customer profiles across all touchpoints
- ✓ Real-time updates across marketing, service, and sales
- ✓ Simplified GDPR and consent management
- ✓ One platform for all contact operations — less IT overhead

[Book a Free Intro Call](#)

Secure

OAuth2 authentication &
GDPR compliance built in

Flexible

No rigid schemas.
Adapts to your data model

Connected

Integrates CRM, POS,
e-commerce, ERP & more