IMPLEMENTATION, INTEGRATION AND CDP MANAGEMENT

Making a CDP Work for You and Your Business

Skilled Marketing Technologists Providing Customized Digital
Marketing Solutions and Implementing Customer Data
Platforms

Customer Data Management (CDP)

Making Marketers control of their own customer data and its much more than data consolidation. Marketers require an accurate and consistent record for each customer and for this data to be available to all marketing applications and processes. Marketing teams need to iteratively analyze and activate customer data and create targeted, relevant campaigns.

Rather than working with a database owned by IT,a CDP lets marketers leverage their data for analysis and research,to make segments,to build and execute campaigns and get reports.

* Increased customer acquisition
* Reduced customer churn
* Higher average order values
* Increased marketing engagement
* Improved campaign
* Cost savings through more efficient analysis of data

- What are the Use cases for Marketing department to implement CDP ?
  Key objective for business include multi-channel customer journey orchestration, which can help businesses achieve personalized and targeted marketing campaign.

- What are the benefits of Marketing team having CDP?
  CDP allows marketing teams to address and understand their customers across various touchpoints, and to design marketing collateral and sales campaigns. It improves operational and marketing efficiency that are molded to these individualized preferences and behaviors using actionable information to build customer segment, and improve performance metrics such as cost per action (CPA), customer lifetime value (CLTV), and drive brand loyalty.

What are the Core Features of a CDP ?

- Marketer controlled CDP can be purchased and operated by the marketing department, with minimal or no assistance from IT team / vendors & partners.

- * Creating a unified and persistent customer database This can include, not limited to, your CRM, PoS, mobile data, transaction data, website data,email data,third-party data,legacy systems,etc. CDP stores its own copy of the data, rather than shuffled between applications that do not store the data themselves.

- Accessible to external systems CDP provides data to build campaigns and models, the data for rules-based personalization on web and mobile,and manages the customer profile database used for creating campaigns, sending emails and display ads.

- Manage Personally Identifiable Information(PII) CDP system can access all detailed data associated with each person (as opposed to segment tags) like name,address,email and contact numbers.

- What are the different types of CDP ? Data Assembly CDP Also called as basic Customer Data Platforms, Data Assembly CDP's perform the corefunctions of a CDP by gathering customer data from various source systems, forming a unified, persistent database of 'golden records'

- Analytics CDP Along with Data Assembly CDP it includes analytical applications to track a customer across channels, provide insight into customer behavior, and analyze third-party data. It helps customer segmentation, data modeling,and have the ability to send segmented lists to marketing tools, like email software, Data Management Platforms (DMPs) and personalization platforms.

- Customer Experience CDP It has the functionalities of Data Assembly and Analytics CDP and does customer journey orchestration. The delivery of these treatments can include personalized messages,real-time web and email content, as

well as sending audiences to a DMP for the placement of

well as sending audiences to a DMP for the placement of hyper-targeted adverts.

Customer Data Platform
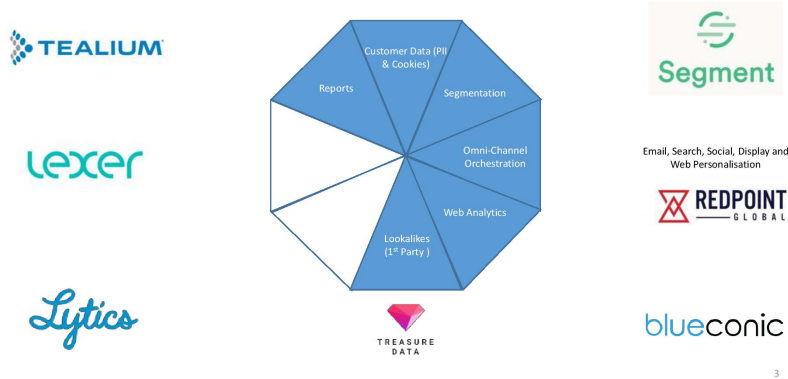
CDP Focus Area

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