

CUSTOMER DATA PLATFORM

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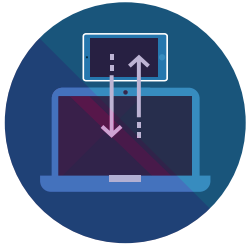
A CUSTOMER DATA PLATFORM (CDP) IS A MARKETING
TECHNOLOGY THAT ALLOWS FOR DATA COLLECTION,
INTEGRATION AND ACTIVATION FROM A SINGLE SOURCE.

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- » Collects structured and unstructured first-party data from diverse sources, online and offline, centralizing customer data.
- » Unifies customer data into a single and holistic customer view, making it easier for marketing to understand and approach audiences based on their preferences and behaviors.
- » Makes data available to other systems used for marketing campaigns, customer service and other customer-centric initiatives.
- » Focuses on gaining actionable insights on real-time customer data.
- » Supports marketing efforts in delivering personalized customer experiences, increasing brand loyalty and optimizing campaign ROI.

CUSTOMER DATA PLATFORM

BENEFITS OF A CDP



INTEGRATION & DATA LIBERATION

CDPs offer an alternative approach to constructing a unified customer database, giving unprecedented control to marketers.

- » The approach towards integration centralizes data without the need to change or invest in new systems.
- » Open access integrates data outputs towards external platforms and systems, making it easier to activate data in marketing campaigns and extract feedback in the form of new data.
- » Data liberation gives marketing a solution where they don't need to sacrifice data integrity or control, being able to activate their customer data when needed.



FIRST PARTY DATA IN A GDPR FIRST SCENARIO

In the context of increasing data scandals and regulations, CDPs are becoming a great alternative for marketers to make their data use compliant.

- » CDPs focus in capturing and using first-party data, respecting consumer consent in the process.
- » Data collection, administration and security comply with GDPR first standards.



AGILITY TO FACE CHALLENGES

CDPs give access to actionable and updated data, giving marketing the agility to act and stay competitive.

- » By cutting dependance on BI and IT departments, marketing can act on the most recent customer data to create informed campaigns.
- » Having campaign feedback directly integrated into the platform enables marketing to save time on analyzing and retrieving results, optimizing their time and giving them the necessary agility to act on currently running campaigns.

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BENEFITS OF A CDP (CONT.)




















PERSONALIZATION & OMNICHANNEL

As Marketing Chiefs become increasingly pressured to deliver custom experiences, CDPs come into action with the right toolset.

- » Data and predictive models found in CDPs help understand and anticipate customer needs, allowing marketers to create better strategies to engage customers more efficiently and increase sales.
- » Actionable insights from all customer-facing channels help manage and create experiences at scale with the agility that marketing needs.

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CDP COMPARED TO OTHER MARKETING PLATFORMS

	CDP <i>Customer Data Platform</i>	DMP <i>Data Management Platform</i>	CRM <i>Customer Relationship Management</i>	DW <i>Data Warehouse</i>	CM <i>Campaign Management</i>	MC <i>Marketing Cloud</i>
DATA INTEGRITY <ul style="list-style-type: none"> » Data transparency and granularity at the individual level » Person-level profiles for both anonymous & identified customers » High degree of certainty 	 Person-level profiles based on all customer attributes and behaviors	 Segment-level only based on cookie data	 Person-level customer records based on identifiable data only	 Person-level customer records based on identifiable data only	 Person-level records, identified based on identified email addresses only	 Segment-level only
MARKETER CONTROL <ul style="list-style-type: none"> » Control & flexibility over customer data collection, segmentation and activation » Out-of-the-box integrations that don't require IT or development resources 	 Marketers have complete control over access to the data, as well as integration with other platforms	 Marketers have complete control over access to the data, as well as integration with other platforms	 Marketers have minimal access to the data, and no control over integrations with other platforms	 Marketers have no access to the data, and no control over integrations with other platforms	 Marketers have complete control over access to the data, but lack control over integrations with other platforms	 Marketers have complete control over access to the data, but often lack control over integrations with other platforms
DATA ACESIBILITY <ul style="list-style-type: none"> » Incoming and outgoing data integrations with any external source/platform » Integration of both identified & de-identified customer data 	 Integration with any external marketing platform that provides or accepts identifiable and/or de-identified audience data	 Integration with external marketing platforms that provide or accept cookie data only	 Integration with external marketing platforms that provide or accept cookie data only	 Does not easily integrate with all external marketing platforms	 Integration with external marketing platforms that provide or accept cookie data only	 Does not easily integrate with all external marketing platforms

CUSTOMER DATA PLATFORM

USUAL SYNERGIES

USE WITH BI TEAM

Our approach in Predictable Media is to work alongside your BI team.

On one hand, our data infrastructure makes their work easier by securely connecting data delivery to Marketing and other third parties involved in developing campaigns.

On the other hand, we also make their data models visible, taking their work from being internal knowledge of one area to actionable insights for the company.

USE WITH DMP

DMPs collect user's online behavior through digital markers, such tags, cookies and pixels.

They are highly compatible and complementary to CDPs, allowing our platform to cross-reference identified customer behavior with their online behavior. As a result, a DMP gives a CDP a larger scale, while a CDP gives a DMP greater precision.

USE WITH CRM

A common mistake is thinking that a CRM and a CDP do the same thing and give the same value, after all... both contain customer, prospect, and audience data, right?

However, CRMs were created as an operational tool while CDPs focus on analysis. The good thing is that they are no mutually exclusive, and using them together powers the results of both systems.

A CDP collects data from CRMs and other sources, centralizing information to create a holistic view of the customer, uncovering actionable insights based on artificial intelligence and predictive models.