

Customer Data Platforms

Insights from Every Angle





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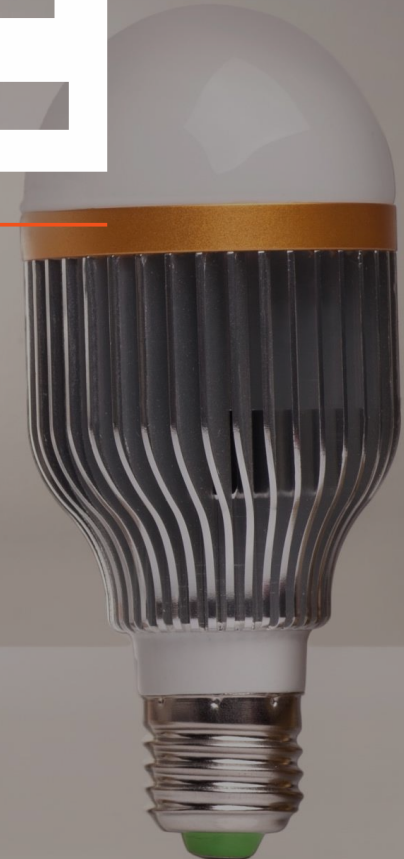
DAA OneConference 2019:



SUPPORTING LEADERS TO

EVOLVE

THEIR ORGANIZATIONS



Increasing the Probability of Success for...





Business Analytics

- Data Strategy Management
- Business Intelligence
- Product & Customer Analytics
- Analytics Governance
- Analytics Maturity
- Data Visualization/Dashboards



Digital Analytics

- Analytics Roadmaps & Audits
- Measurement Strategy (Goals/KPIs)
- Implementation & Automated QA
- Clickstream Analysis
- Automation & Dashboards
- Analysis + Insights



Marketing Analytics

- Market Opportunity/Threat Analysis
- Marketing Mix Modeling (MMM)
- Attribution Modeling
- LTV, Product Lifecycle, Demand Analysis
- Marketing Dashboards



Paid Media

- PPC Management & Optimization
- Paid Social Marketing
- Audits & Strategic Roadmaps
- Custom & Cross-Channel Reporting
- Multi-Channel Remarketing
- Integrated UX, Message, Match, & Testing



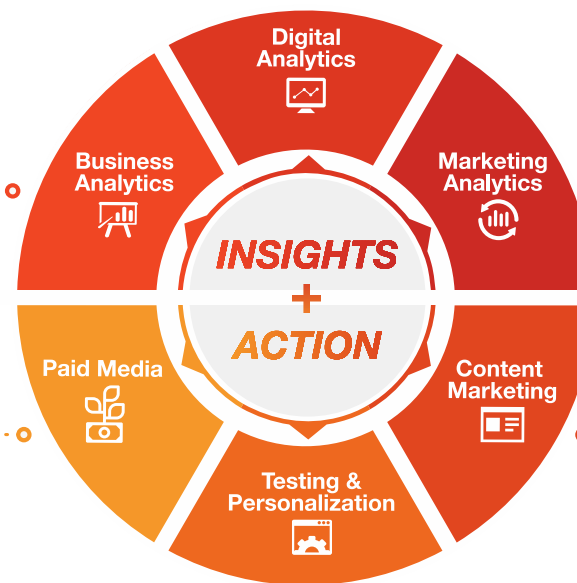
Testing and Personalization

- Testing, Strategy, & Governance
- Personalization & Segmentation
- Test Execution
- Analysis & Recommendations
- Landing Page Optimization
- User Research & Testing



Content Marketing

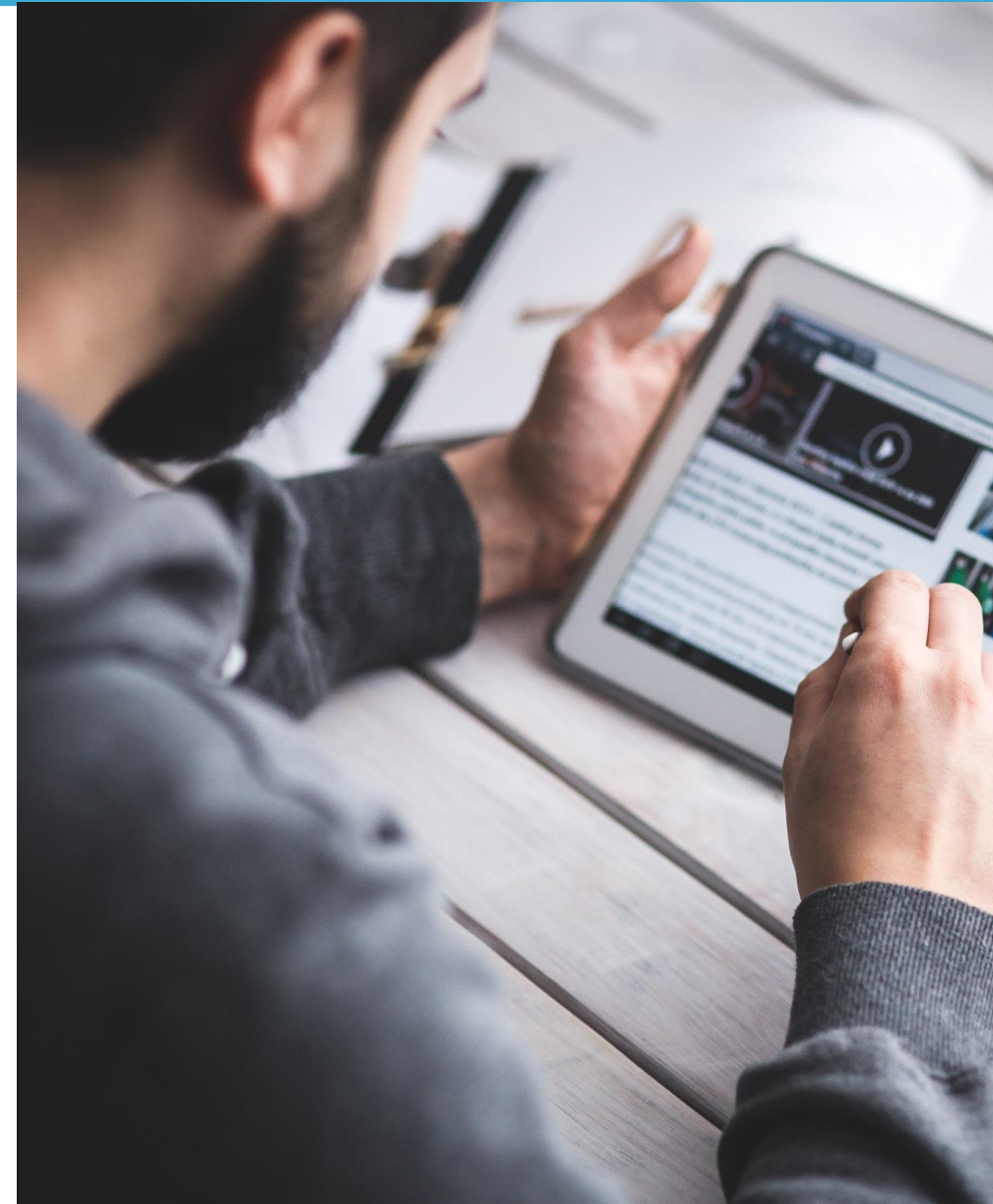
- Content Strategy & Development
- SEO Audits: Content, Technical, Social, Authority, Velocity
- Ongoing Search Engine Optimization (SEO)
- Local Search Management
- Global SEO
- SEO Training



What is a CDP?

“A CDP is a marketing system that **unifies** a company’s customer data from marketing and other channels to enable **customer modeling** and **optimize** the timing and targeting of messages and offers.” – Gartner

- Data Collection
- Profile Unification
- Segmentation
- Activation



A CDP and a DMP are Not the Same

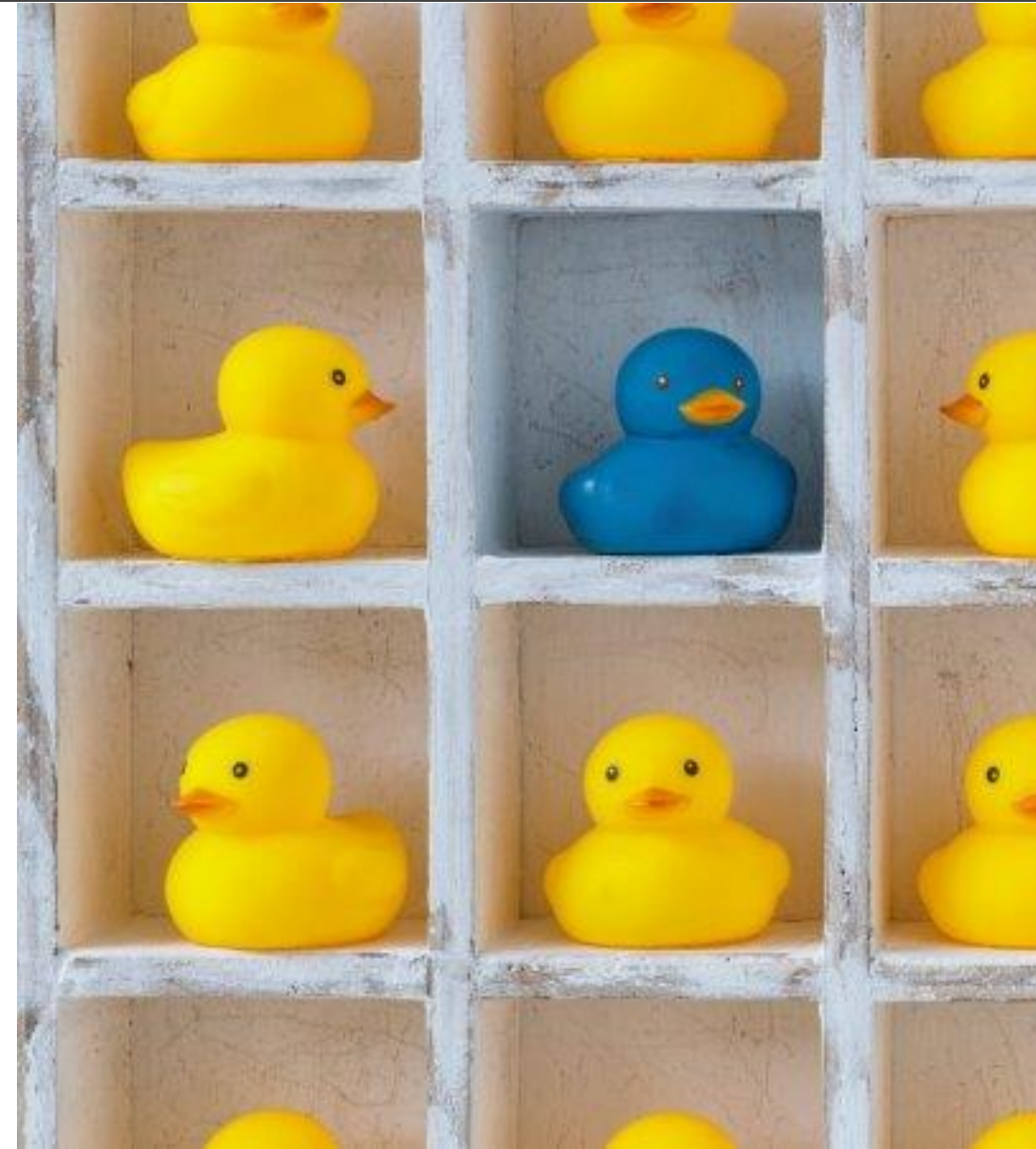
“The DMP negotiates our beloved programmatic advertising, while the CDP – by definition – is grounded in individuals known by name, email, customer number or another personal ID. The DMP operates on massive audiences; the CDP, on a sensible number of souls. ”



Is a CDP in Your Future?

Your customers want to be treated like they are unique, even if they are just a unique variation.

Companies who deliver experiences leveraging on data-driven personalization experience “**five to eight times** the ROI on marketing spend and **lift sales 10 percent or more.**”



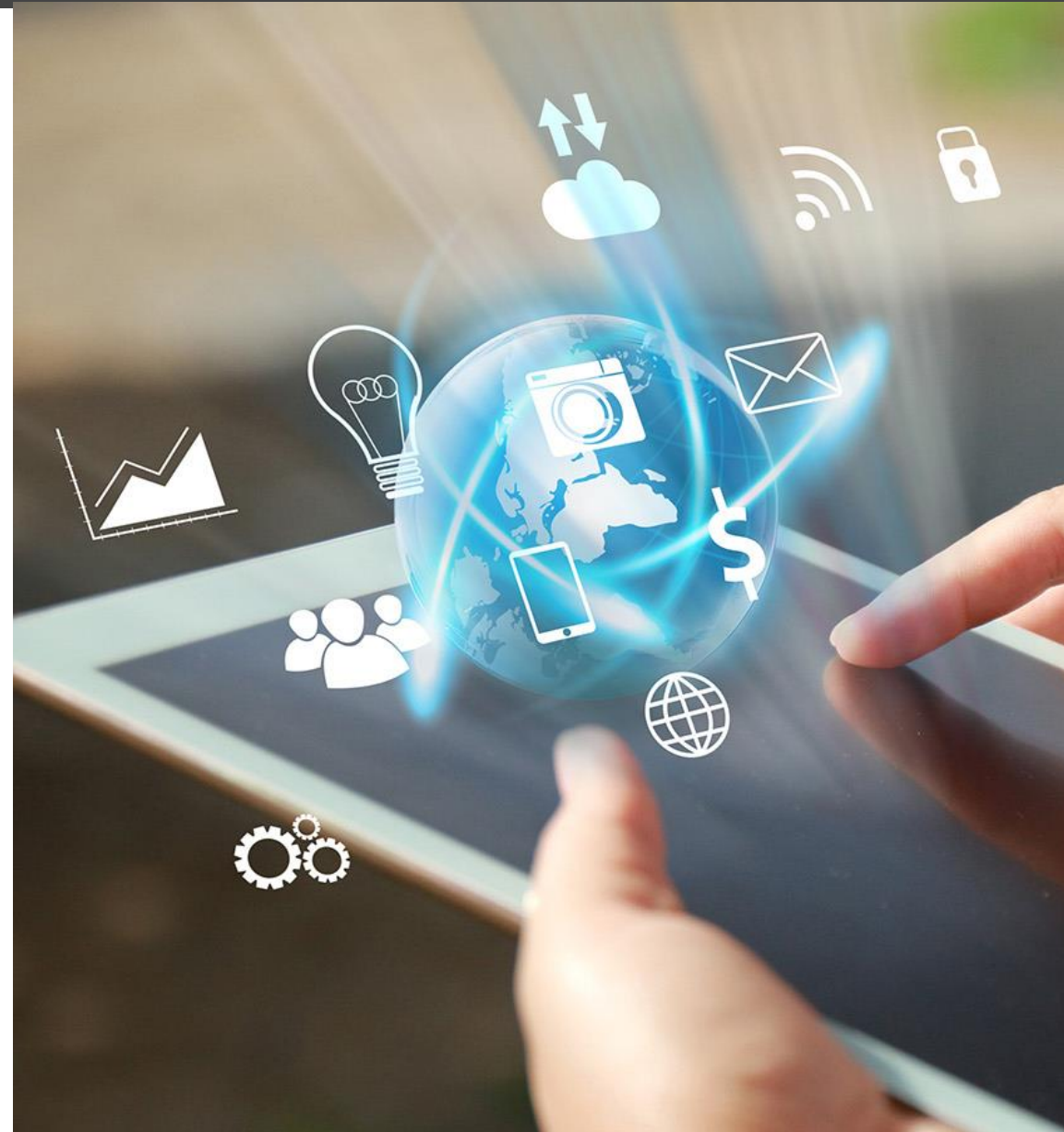
Issues CDPs can solve



- Brands struggle unifying their data
- Brands struggle to utilize the power of their data
- Matching customers across multiple devices
- Difficult to get user behavior right
- Difficult to get customer personas right
- Privacy and ethics

Utilize the Power of Your Data

- Time to value and data activation
- Automated decisioning
- Real-time personalization
- Call center integration
- Remarketing to inactive users
- Find and target more of your best customers with look-a-likes
- Suppress ads to customers who have already converted



Cross Device Stitching

- Customer Identity resolution
- Coordinate messages across channels
- Right person, right message, right time, right channel
- Gain Better Customer Insights



Understand your Customer Personas

- Enable segmented marketing
- Central location for all customer data
- Predict future values to build stronger personas
- Understand anonymous and known customers



Unifying Customer Data

- Data Democratization
- Link identity, behavior, purchases, and demographics into a single record
- Ability to collect and own all digital and non-digital activity
- Single source of truth



Privacy and Ethics

- Disclosure requests and the right to be forgotten:
- First-Party data for identity resolution
- Enforce cross-channel preferences
- Correcting customer data
- Documenting authority and consent management



What to Look for in a CDP?

Data Integrations – Will it integrate well with your marketing stack and all of your data source?

Flexibility & Ease of Use – What type of support will it require? Is the interface user friendly?

Security & Compliance – Does it have data privacy features and controls? Will it enable compliance with regulations like GDPR and CCPA?

Data Science & Machine Learning – Can the platform analyze and predict behavior?

Industry Fit - What is the vendor's experience in your industry?



Questions



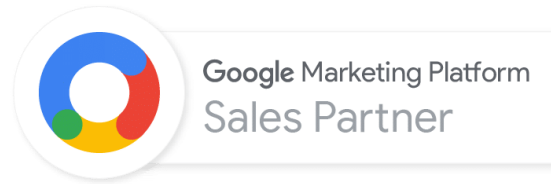
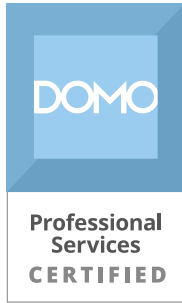


Thank You!

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Would you like to learn more?



SPECIALIZED Adobe Analytics



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