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CUSTOMER DATA PLATFORMS

Gaining the insights needed to act on customer intent

Businesses need to know their customers to keep them and get value from them. Customer Data Platform (CDP) collects customer data from multiple sources, creates a unified customer view and extracts up-to-date insights to make them available for activation. Understanding customers through data allows the business to make more informed decisions, maximize marketing investments and build stronger connections with customers.

Data is becoming increasingly important to every business, yet it will soon be harder to come by. Due to changes in legislation, cloud and competition, companies will no longer be able to rely on the rich customer data available through publicly traded, 3rd party tracking cookies; they will instead need to capture all customer interactions over time. A CDP connects a company's own data sets and blends them with 1st, 2nd and 3rd party data in real time so that business leaders can act on these insights to deliver value.

It's a win-win for the business and the customer. Customers are willing to provide their data when they know they will get value in return. However, brands must be open and transparent about how they will use the data, and how it can benefit the customers they serve.
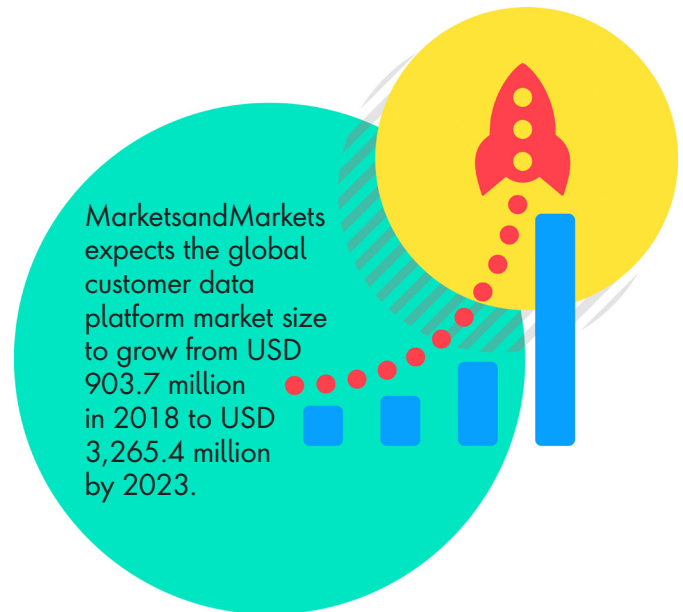
The Benefits of CDP

CDPs can help a company to better understand and engage customers, thus enabling better business outcomes.

◗ **Achieve a 360° view of the customer.** CDPs connect all relevant omnichannel information about the customer while urgently and accurately generating insights that can be made available in real time to inform other systems and stakeholders at scale. By centralizing what they already know, and then connecting what they learn, companies achieve a unified, 360° view of the customer that can inform marketing and broader business decisions.

◗ **Become the platform.** Enterprises must now *become platforms* themselves that bring experiences and systems together with data at the core. CDPs are designed to create data-driven and data-capturing experiences, collecting that information and connecting it to help businesses understand—and act on—customers' intent.

◗ **Get a higher ROI on marketing investments.** Having a single, integrated view of customers allows better returns across marketing and media campaigns. Simply run in-depth descriptive and predictive analyses, including lifetime value, micro/macro

segmentation, sentiment analysis, propensity-to-buy and recommendation analyses to better understand where dollars will make the greatest impact.

MarketsandMarkets expects the global customer data platform market size to grow from USD 903.7 million in 2018 to USD 3,265.4 million by 2023.

Source: https://www.reportlinker.com/p05570070/Customer-Data-Platform-Market-by-Type-Application-Component-Delivery-Mode-Enterprise-Size-Vertical-And-Region-Global-Forecast-to.html

CDPs in Action

The use cases for CDP are abundant across industries and functions within the enterprise.

Use Cases

MEDIA AND MARKETING

A CDP can assist with media activities including search engine optimization, targeted media, behavioral marketing, lead generation and brand management.

DIGITAL EXPERIENCE

CDPs enable all aspects of the digital experience—from personalization to user experience to product selection and fulfillment.

DIGITAL OPERATIONS

Having data integrated through a CDP allows a business to perform demand forecasting at a store, item or promotion level. A CDP can also help with supply chain/inventory management and workforce optimization.

RISK AND COMPLIANCE

Companies can manage risk through modeling and fraud detection and also achieve compliance related to GDPR, PII, PCI and HIPAA.

Help in Action

Our team of data engineers, data scientists and marketing experts from across Publicis Groupe work closely with your marketing, business and IT teams to design, implement and sustain your CDP solution. Our services include:

BIG DATA ENGINEERING

Big data is the lifeblood of effective business decisions. We help clients to collect, cleanse, store and aggregate 1st, 2nd and 3rd party customer data from ad impressions, e-commerce, digital interactions, transactions, social and even from the internet of things.

CUSTOMER IDENTITY MAPPING
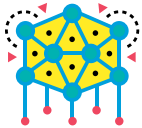
Customer identity is the key to targeted, impactful marketing, but customers must trust that their data is secure and protected. We stitch together customer data both deterministically and probabilistically for different use cases, giving marketers what they need while building trust among customers.

MASTER DATA MANAGEMENT

Data straddles various applications and systems within a business, making it difficult to have a single version of the truth. Through master data management, we help companies to maintain customer, product, location and other data to enable a single cohesive view.

AI/ML DEVELOPMENT

Every organization must become a technology organization to survive, and that involves adopting emerging technologies including artificial intelligence (AI) and machine learning (ML). Our platform capabilities allow clients to build, test and deploy AI/ML models at scale and feed the outcomes to other tools and APIs.

CHANNEL INTEGRATION

Integrating channels—web, mobile, e-commerce ads, store, customer experience and marketing—and layering in the outputs from the AI/ML engine can improve segmentation and personalization to drive better campaigns and customer activation.

Bridge Your Data Gaps

In today's data-driven, privacy-centric world, you need a single view of the customer—one you own, control and can act on at speed. Wherever your data resides, a CDP can access and enrich it flexibly, bridging the gaps between data systems. A world of customer data will be at your fingertips so that all within the enterprise may use it to make insight-driven decisions that lead to better outcomes.

Let's talk

Contact us to discuss how Publicis Sapient can help your business.

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