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Expert Perspective: Deep Dive into CDPs

blueshift

CUSTOMER DATA PLATFORM INSTITUTE

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CDP CUSTOMER DATA PLATFORM INSTITUTE
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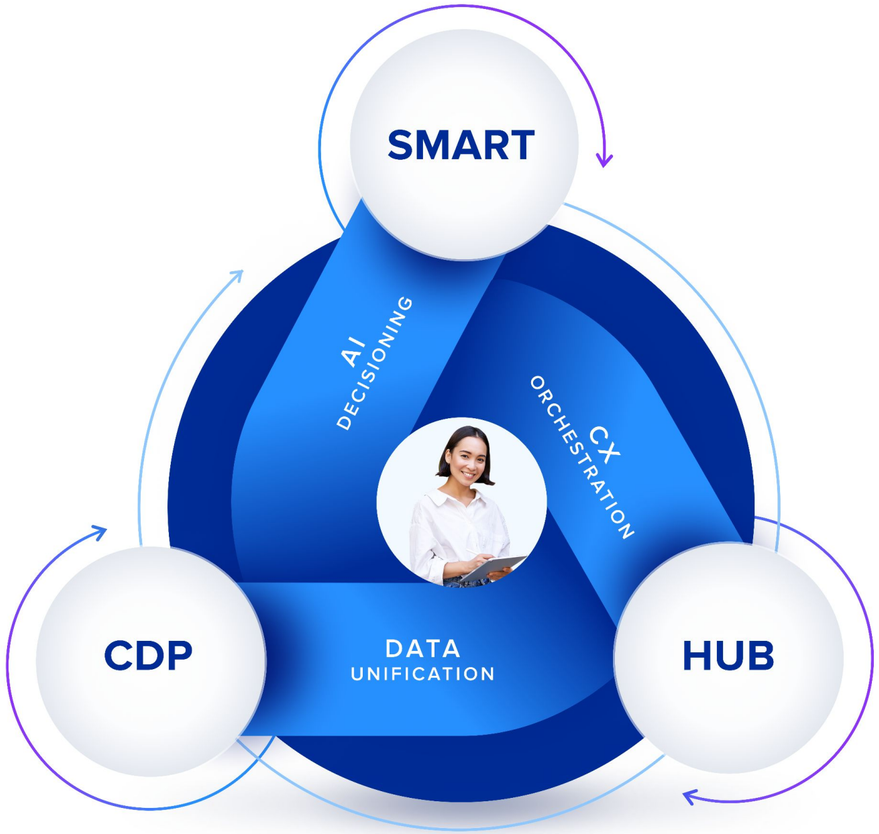
Expert Perspective: Deep Dive into CDPs

Blueshift: Powering Customer-Centric Engagement On Every Channel

UNIFY CUSTOMER DATA

- Connect offline & online data
- Easy data modeling: households, transactions, catalog, derived events and more
- Actionable identity



PREDICT & RECOMMEND

- Transparent & customizable AI
- Content, product and offer recommendations
- Automated propensity scoring

ORCHESTRATE & ACTIVATE

- Triggered workflows and journeys
- Audience activation
- Customer insights

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Recap & Agenda

Webinar Part 1

- CDPs Role in Intelligent Execution
- CDPs & the “Modern Data Stack”
- CDPs as Enablers of AI

Webinar Part 2

- Selecting the Right CDP
- Secrets to Successful Implementations
- Realizing ROI from your CDP

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Selecting the Right CDP

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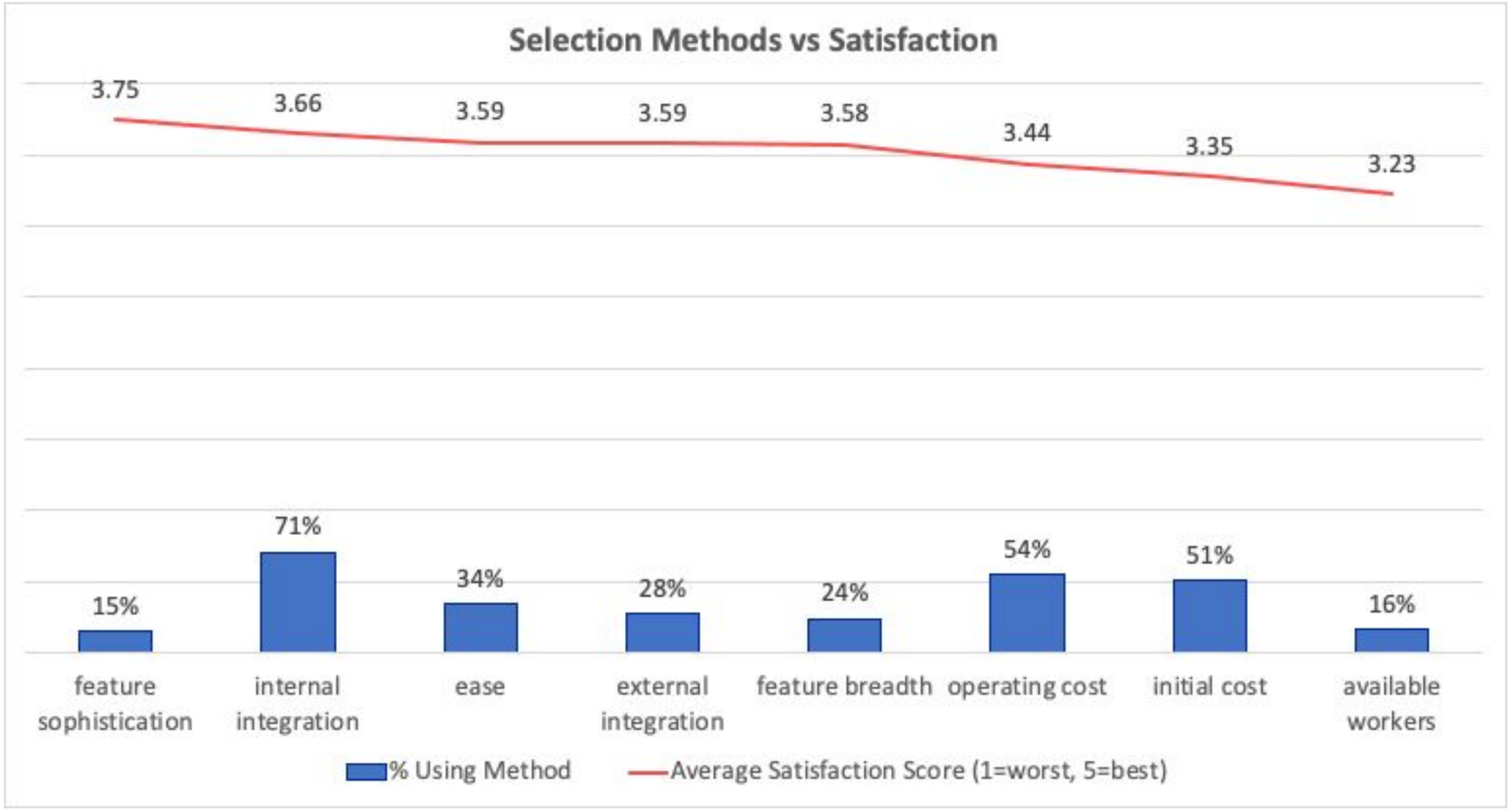
Most Satisfied Martech Buyers Select on Features, Least Satisfied Select on Cost



Source: CDP Institute Member Survey, 2023

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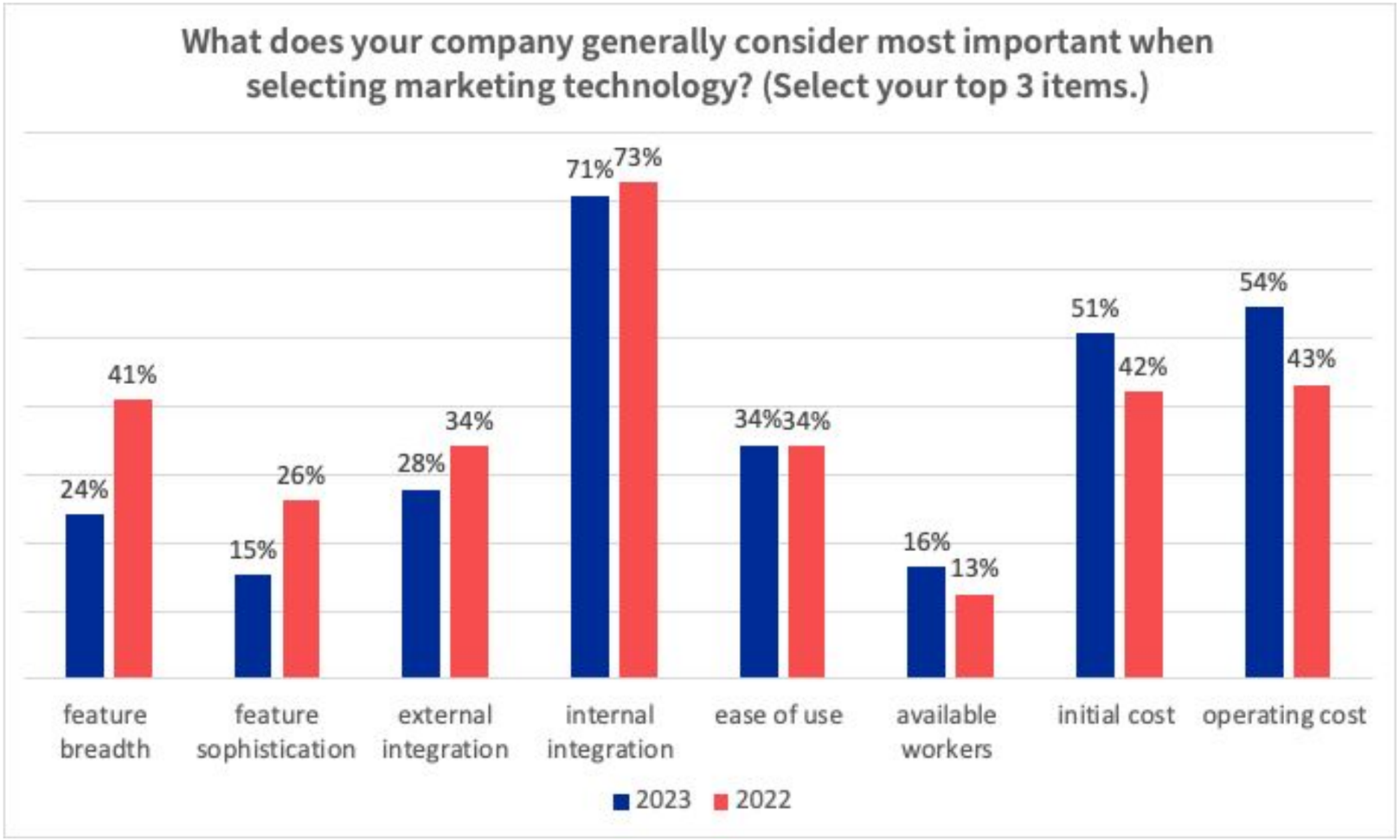
Buyers Paying More Attention to Cost, Less to Features



Source: [CDP Institute Member Survey, 2023]

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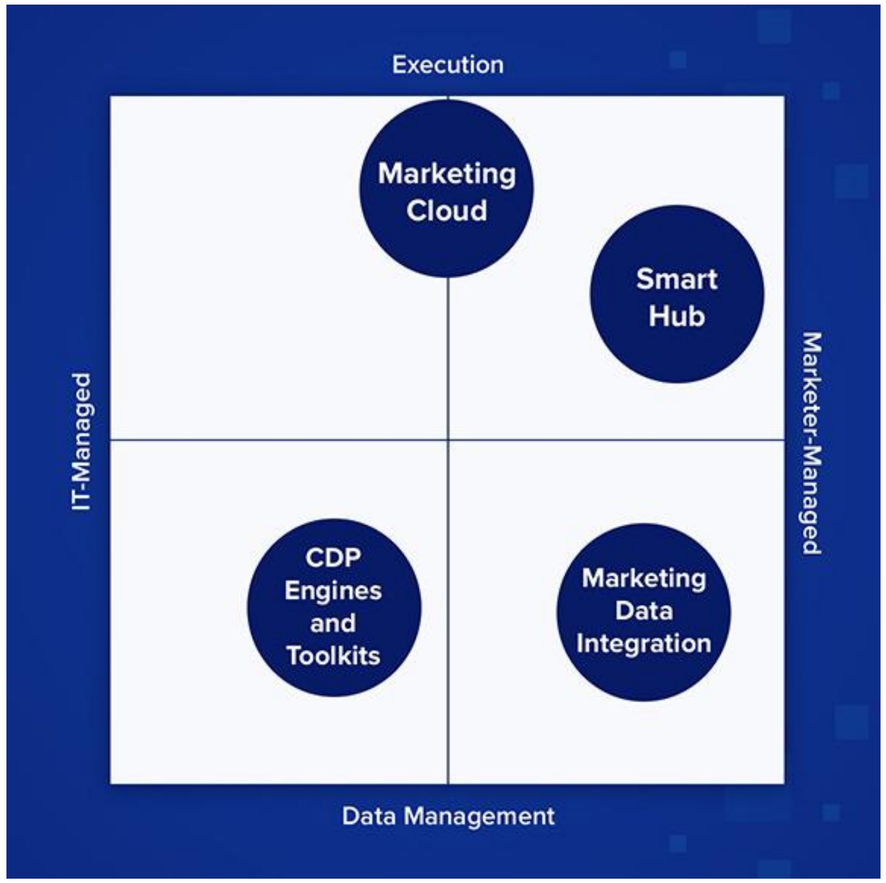
Understand the Various Types of CDPs

Gartner



"CDPs optimize the timing and targeting of messages, offers and customer engagement activities, and enable the analysis of individual-level customer behavior over time."

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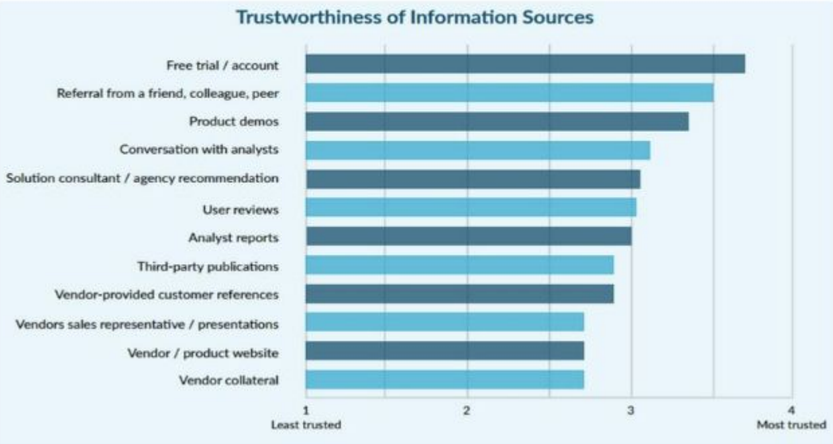
Importance of Self Serve

Product Experience Is the Most Trusted Source of Information in the Buying Process



For 5 years, the top 5 most commonly used information sources were:

2021

1. Product demos
2. Vendor/ product website
3. User reviews
4. Vendor reps
5. Free trial/ account

This year, vendor reps dropped out in favor of communities/forums, and free trial/account took the #2 spot in place of vendor/product website

2022

1. Product demos
2. Free trial/ account
3. User reviews
4. Vendor/ product website
5. Communities/ forums

"**87% of buyers wanted to self-serve all or some of the journey**, whereas this year, virtually 100% want to self-educate and manage the buying experience on their own." (TrustRadius)

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Secrets to Successful Implementations

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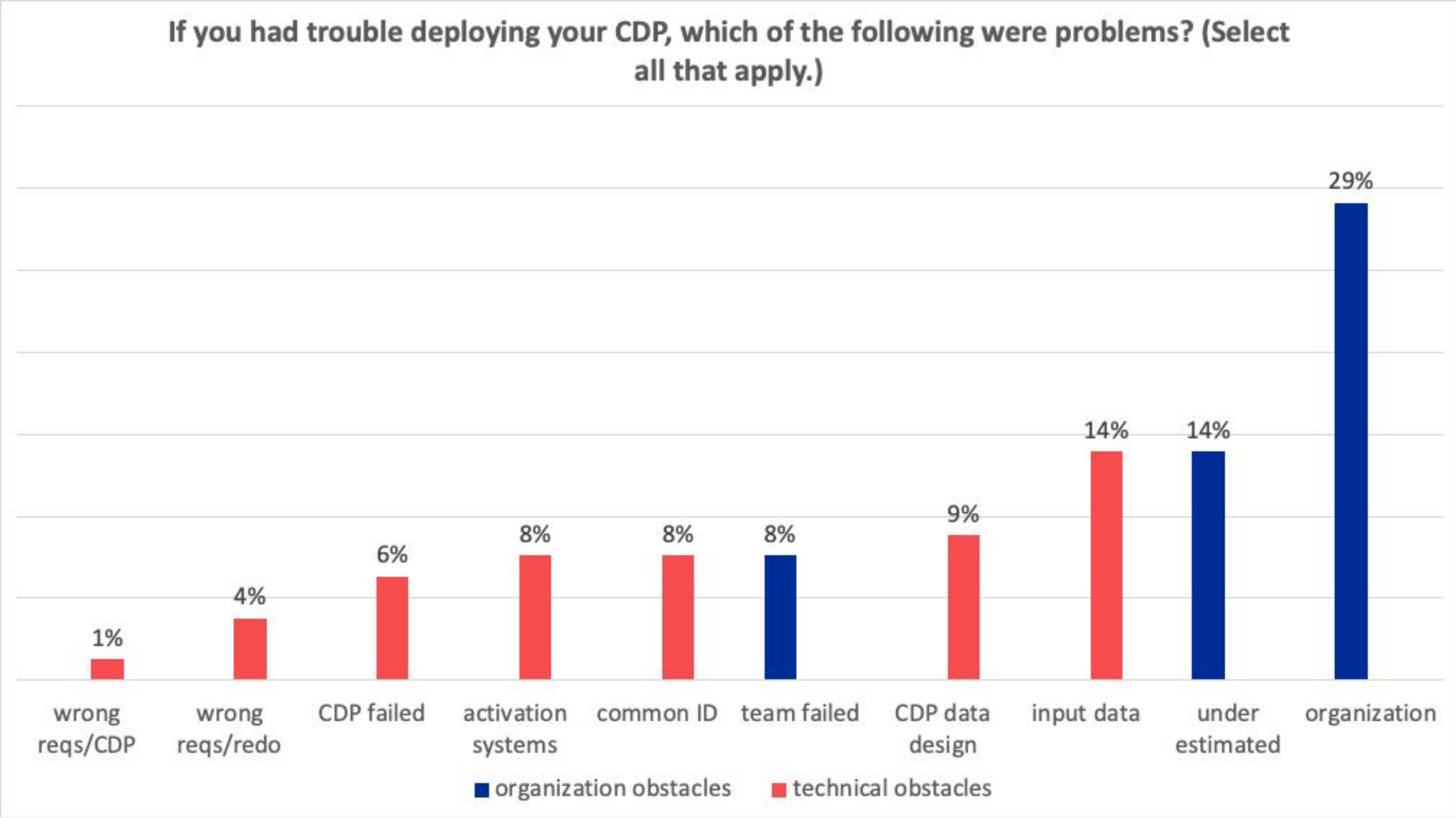
Biggest Deployment Problem is Organization, Not Technology



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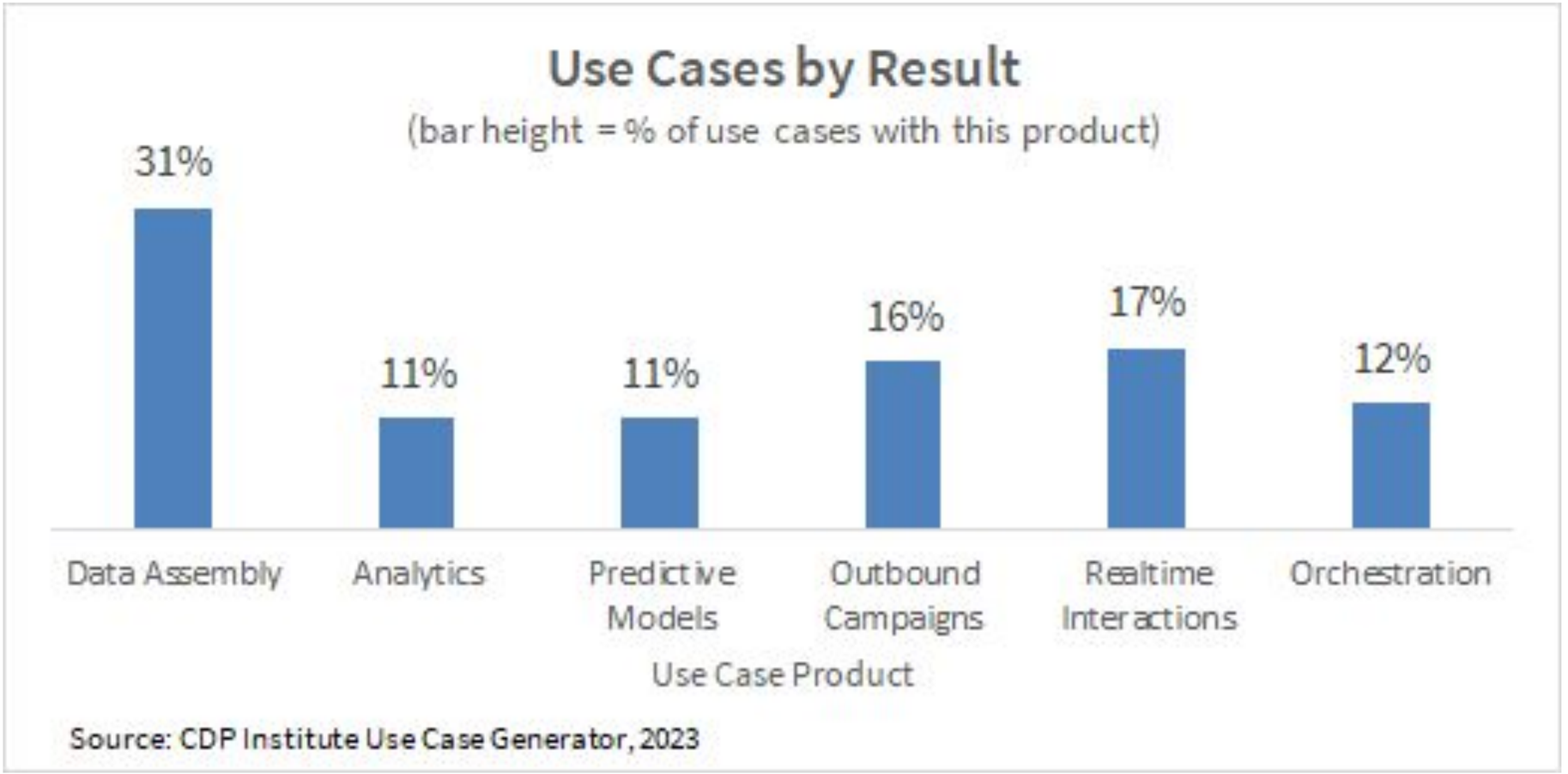
Initial Use Cases Focus on Data, Later Cases Focus on Value



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Realizing ROI from your CDP

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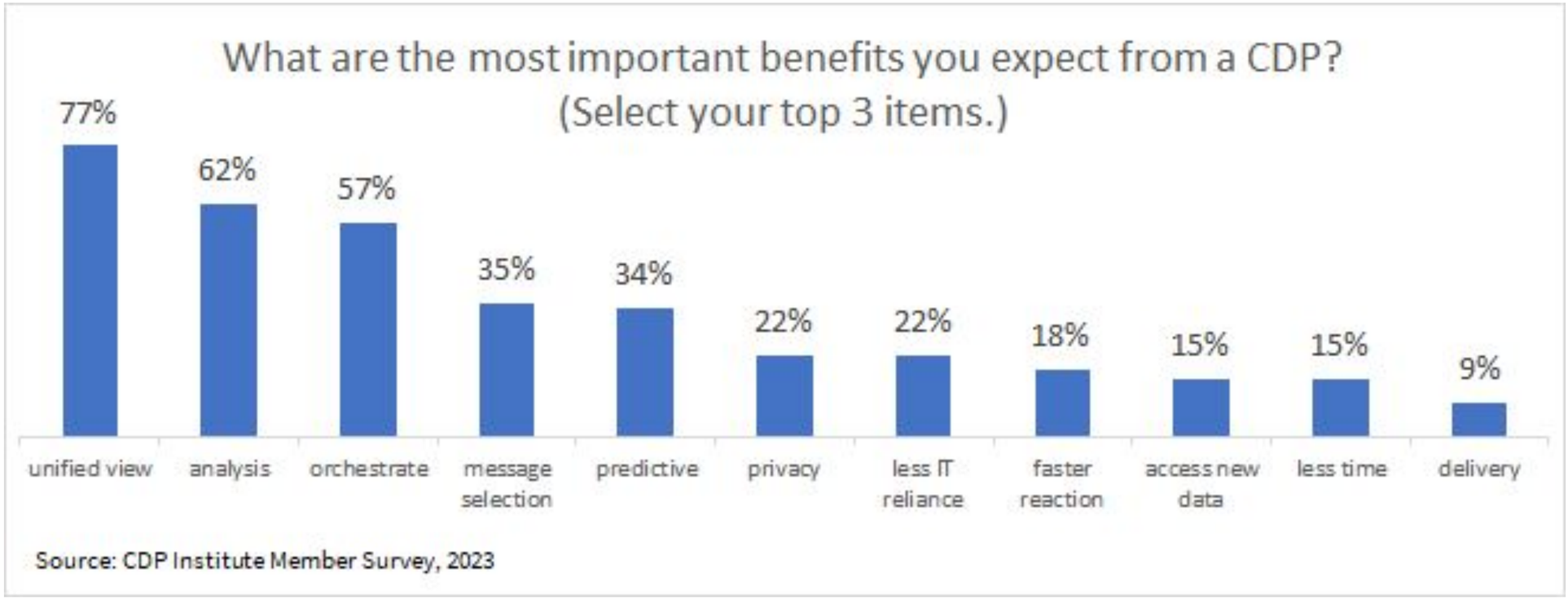
Key Benefits of a Unified View: Analytics, Orchestration & Message Selection



Source: CDP Institute Member Survey, 2023

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CDPs Drive Value Across Multiple Teams

For Marketers

- Increased Engagement & Conversion Rates
- Improved Ad Spend Efficiency (ROAS)
- Increased Retention & CLTV
- Increased Visibility into Omnichannel Campaigns

For IT & Data Teams

- Cleanliness and Accuracy of Customer Data
- Efficiency of Data Processing
- Data Privacy, Compliance and Governance
- Efficiency of Connected Systems

Source: https://cdp.com/articles/roi-of-a-cdp-marketers-cmo/, https://cdp.com/articles/roi-of-a-cdp-it-and-data/

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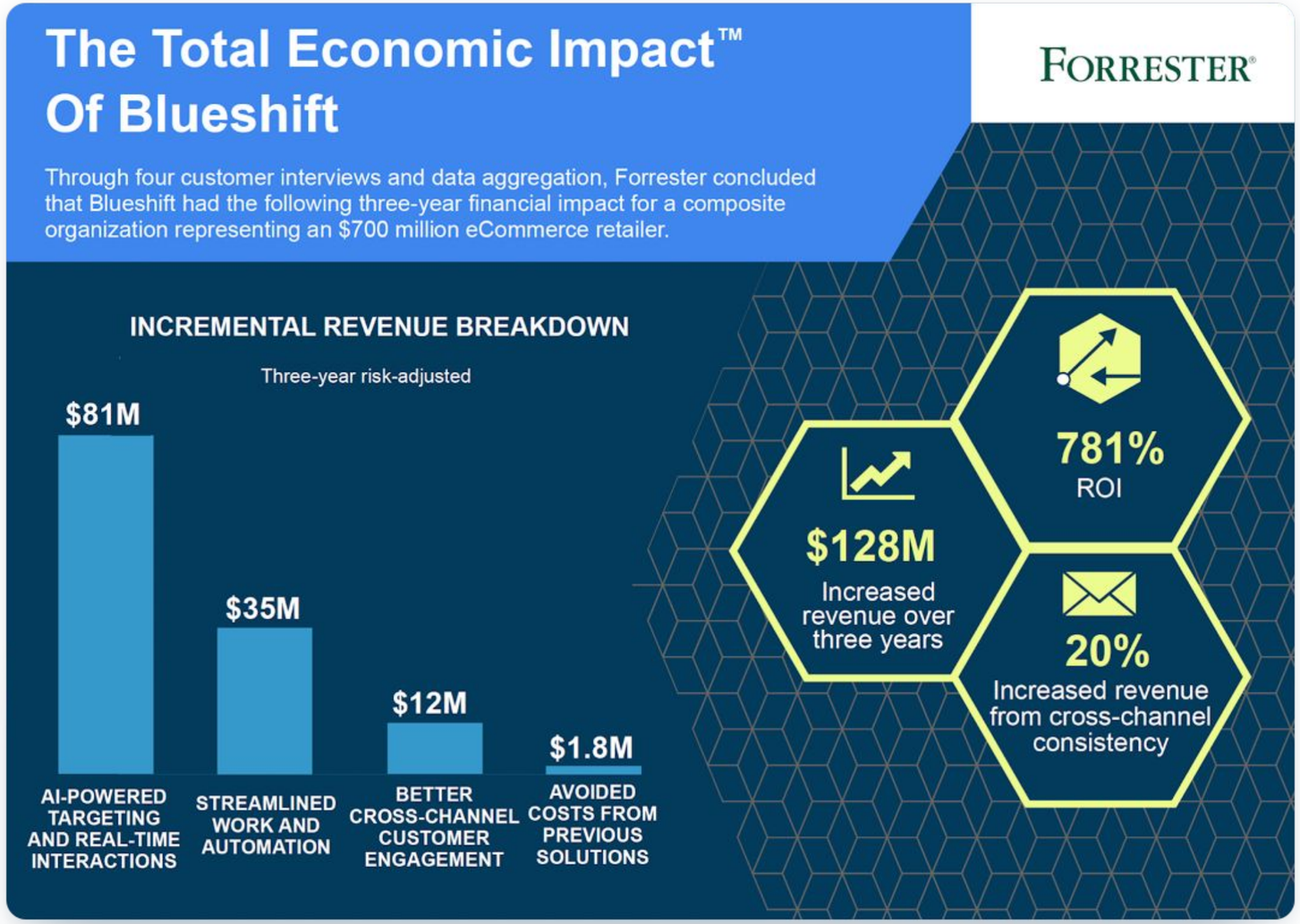
AI + Real-Time + Cross Channel = ROI



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Announcing Free CDP Starter Pack

Get Started Now

See Value in 15 minutes

- Up to 100k events tracked/mo
- Up to 10,000 profiles
- Unified customer profiles
- Build dynamic audiences
- Unlock audience Insights
- Connect to cloud app destinations (10k/mo)
- Website personalization (10k/mo)
- Sync up to 5 paid media audiences

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Questions?

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Thank you!

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