

# Digital Transformation and the Customer Experience

The Power of a CDP to Supercharge Profitable  
Growth and Advocacy

An NGDATA White Paper

## Executive Summary

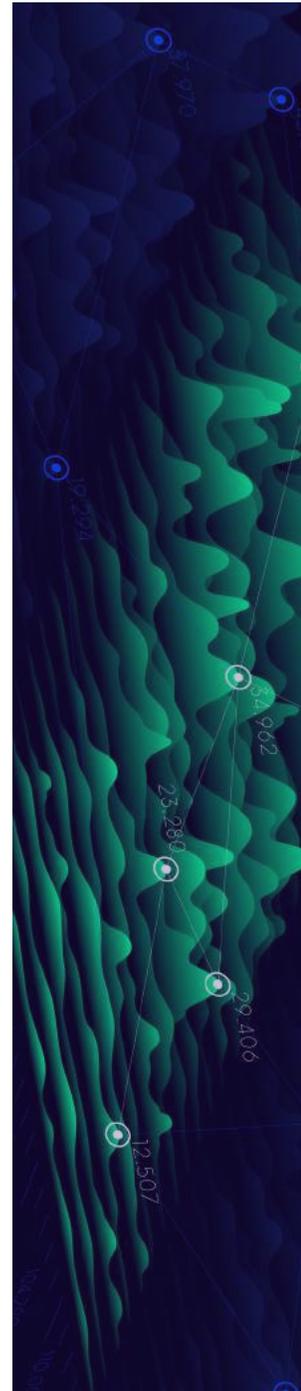
Today’s consumers demand a unified, omni-channel experience with the brands they trust, but it’s impossible for companies to create a truly omni-channel experience when their data exists in silos. To create that seamless, unified customer experience, you need unified data. That’s where the customer data platform (CDP) comes in, aggregating and integrating data from a multitude of channels and data sources to provide a comprehensive source of truth about every customer on an individual-level. David Raab, Founder of [the CDP Institute](#), defines a CDP as “a marketer-managed system that creates a persistent, unified customer database that is accessible to other systems.”

Because brands gather a larger volume of data about their customers and prospects than ever before, they need to know how to fully leverage that data. CDPs are capable of aggregating data from the multitude of channels and touchpoints throughout the customer journey, and that provide actionable insights that can inform the complex, multi-channel journeys that today’s buyers travel on the path to purchase.

With a better understanding of what your customers’ patterns of behavior are, as well as what their needs are, you’ll have the knowledge to more accurately predict their next moves. Once you can predict what their next moves are, you’ll be able to implement targeted campaigns relevant to customers’ particular needs. As you can imagine, this more strategic approach to using customer data could be the difference between a lost customer or a newly gained one.

But, what should marketers and decision-makers be looking for in a CDP? Is it important for a solution to gather and analyze data across channels? Should it have the ability to segment prospects and customers based on buyer personas? Or, do the best solutions create an atomic-level view of the individual consumers?

In this white paper, we’ll delve into the CDP, what makes it different (and complementary) to and from other technologies in your martech stack, and why implementing one will be the best decision you can make for your brand’s overall customer experience.

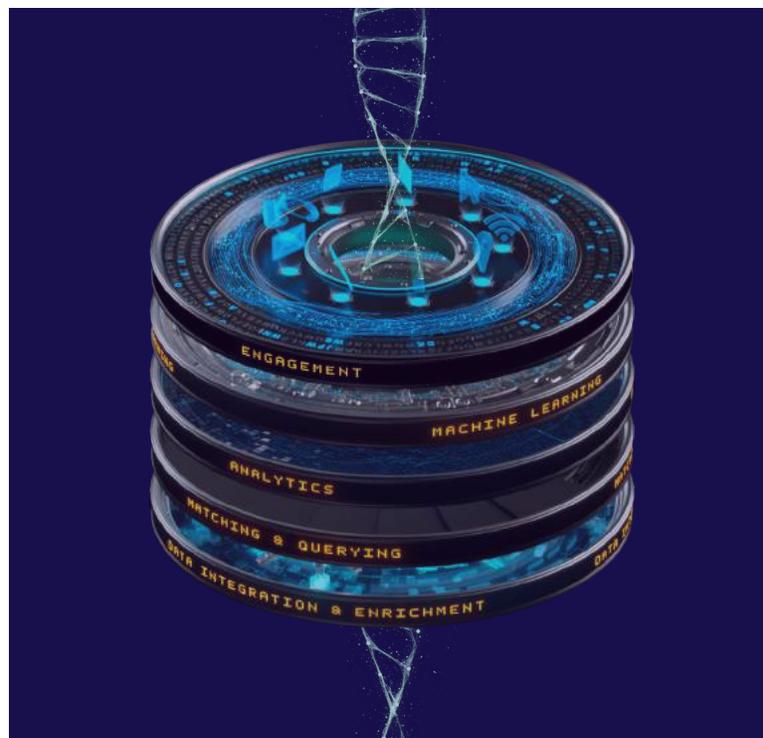


## Taking a Deep Dive Into the CDP

Designed with marketers in mind, a CDP is unique in that it focuses on creating a central location for all customer data, including everything from buyer personas to web and mobile browsing history, email, chat, and phone interactions with the brand, social media behavior, and more. While other data-focused platforms, such as CRMs or social media analytics solutions, focus on aggregating data related to one particular channel, a CDP brings together the complete history of interactions and behaviors across all channels to provide a more robust, in-depth understanding of every individual prospect and customer.

Despite growing awareness of the need for fully integrated, multi-channel customer data, many companies are still relying on siloed, channel-focused data sources. As the number of channels through which customers can interact with brands continues to rise, in tandem with consumer demand for a seamless, cross-channel experience, these companies are failing to meet their customers' expectations.

Brands already utilizing database marketing solutions may realize the need for a better customer database, but they may fail to understand how CDPs bridge the integration gap. Many companies relied on segmentation rather than an individual customer profile to target marketing activities, but segmentation fails to meet consumer demand for a highly personalized, omni-channel experience.



## The Martech Stack Conundrum: CRM vs. DMP vs. CDP

Too often, marketers blur their overall customer data management solution. Of note, the Customer Data Platform (CDP), the Data Management Platform (DMP) and the Customer Relationship Database (CRM): what's the difference? Their distinctive features are often questioned by, but they fulfill very different, but nevertheless complementary, tasks on behalf of marketing departments.

First and foremost, CRM data can only track interactions with known customers. No doubt, a lot can be learned about the unfamiliar customers, and targeted marketing to these customers could be done. However, the limitation with CRM is that this can be done only with known customers already in the database. This leads us to more multi-faceted systems.

The DMP is an anonymous data processing platform, used primarily to create audience segments and activate them in media. DMPs are based on anonymous data reconciled around a cookie (or cookie ID).

The CDP goes further in the process since it focuses its targeting at the level of the individual and no longer segments of individuals. Entailed with algorithms, and enriched with machine learning, the CDP makes it possible to personalize marketing campaigns down to the individual. By linking the qualified and non-anonymous data and no longer an anonymous cookie ID, and then tracing the user's customer journey, it can be identified precisely in the form of a very detailed customer profile (which we, at NGDATA, call Customer DNA). This can serve to offer customized and relevant offers, at the right time, on the individual customer's preferred channel.



Often in organizations, there is still the idea that the CDP is actually a competing solution of the DMP. And, therefore, adopting a CDP would be equivalent to questioning years of work around the DMP. However, both platforms easily find their place in the business ecosystem. The CDP and the DMP have complementary utilities because they allow, in parallel to global marketing campaigns, to develop personalized campaigns on business units or particular use cases. They bring a level of precision and adaptability for results beyond measure.

Better still, both systems increase their strengths when they are associated. Companies that adopt both a DMP and CDP have access to even more consumer information, such as the customer journey, which they can cross-check with other proprietary and external data to refine the Customer DNA.

### *Why add a CDP when a DMP is already installed?*

A DMP is geared towards leveraging and executing on prospect data (2nd and 3rd party data) for creating brand awareness, lead generation, a first sale, etc. Yet, to stay competitive, you need to cover the journey of both prospects and existing customers.

- What to do when a website visitor is already a customer?
- Can you offer this visitor relevant and personalized online experiences?
- How can you offer relevant and personalized experiences to increase engagement if you don't know the complete history of a customer?
- How do you anticipate, in real-time, customer sentiment and preferences?
- How can you successfully launch new products if you have no insights into the experience of existing customers?

## Overhaul Your Entire Marketing and Customer Experience

According to [Gartner](#), “customer data platforms are gaining widespread attention from marketers due to the promise of providing a holistic view of the customer to help execute and optimize personalized journeys.” Perhaps more compelling, however, is the idea that by leveraging a CDP, “companies can shift control of the customer database (once managed by IT) to marketing,” according to Raab.

What marketers want most of all from their data are actionable insights, and that’s where CDPs really make an impact. Integrating multiple data sources traditionally was a time-intensive, laborious and often imperfect process. As the need to eliminate data silos became obvious, some vendors offered customer profiling tools, making it possible to generate reports on-the-fly that combined various data sources. While this marked an improvement, these platforms fall short of providing a consistently available, always-integrated, single source of customer data.

By integrating a myriad of customer data sources into a single, centralized platform, gleaned truly actionable, data-driven insights is faster, and those insights are more accurate, thanks to the robust contextual data that exists when multiple data sources are combined. Thanks to CDPs, a single source of truth about every individual is always available, making it possible to drive all decision-making in the context of all available data. Eliminating silos and weighing decisions based on multiple variables is no longer an afterthought - it’s the foundation.

## Effectively Manage, Analyze and Deploy Multi-Source Data to Power Connected Experiences

Operating in a saturated market often means your brand awareness is high and the line between prospects and existing customers is becoming vague. In the end, it's all about individuals, all with their own and ever-changing characteristics and preferences.

The challenge is to effectively adjust your brand and customer experience activities to each individual to successfully delight your customers.

As mentioned before, CDPs, unlike other customer management platforms, are designed specifically with the goals of marketers in mind. CDPs provide marketers with all of the information they need to thoroughly manage the customer lifecycle – without needing to rely on other parties or systems to gather data from multiple sources.

A recent [Forbes](#) article expressed that, “Because a CDP is driven by marketing, its focus is the customer. The CDP uses algorithms to recognize customer identities across touchpoints. This enables brands to proactively engage at the right moments, with the right messages and solutions. A unified customer experience is impossible without unified customer data, and a CDP is a great way to get there.” If you've ever wanted to garner deeper insight into your customers, the value of a CDP is unparalleled. A CDP offers all of the data necessary to better identify customers' needs. CDPs identify each customer in a unique and personal way, so you will find it significantly easier to use a CDP to track each customer's journey and behavior through various channels than other methods.



## Tomorrow's Customer Data Platform, Today

NGDATA's intelligent, AI-powered CDP puts people at the heart of your business. It continuously learns from behavior to deliver relevant, useful and engaging experiences at any stage in customer's journey. It boosts the effectiveness of your customer interactions by providing, in real-time, more intelligence and recommendations to your channel applications.

### Real-Time DNA

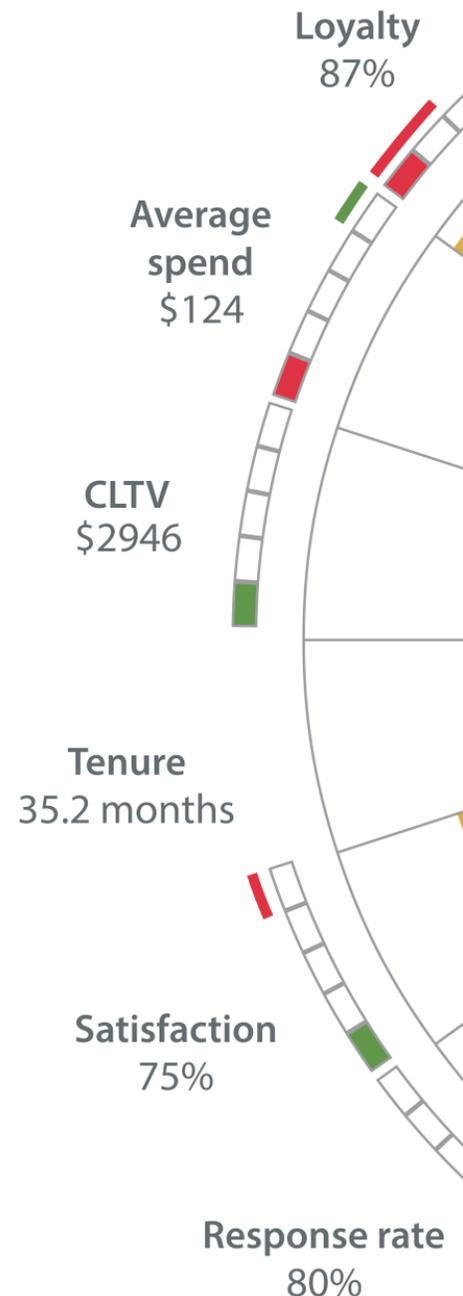
The NGDATA CDP's Real-Time DNA is your data-fueled holistic, contextualized, and relevant perspective on every customer. Our Real-Time DNA also drives the intelligence behind every CDP-powered action.

- ◆ **DNA Metrics:** The metrics forming a Customer's DNA can hold simple values, can be the outcome of a formula or the outcome of a complex algorithmic scoring model.
- ◆ **Custom Metrics:** Easily define custom metrics using various methods including formulas, predictive models, neural network models, linear models, and more.
- ◆ **DNA-Powered Alerts & Actions:** Our CDP's Customer DNA powers every customer experience by determining and triggering the next best experience based on shifting real-time customer behavior.

### Engagement

You can supercharge your channel and execution systems with real-time actionable insights into individual customers and maximize targeting precision by placing the right personalized message in front of the right people.

- ◆ **Real-Time Inbound:** Respond in real-time to inbound requests, from any channel or execution system, with the best recommendation for each customer or audience.
- ◆ **Trigger-Based Outbound:** Initiate real-time alerts when a customer becomes part of an audience or qualifies for a specific recommendation. Alerts are activated when conditions are met or scoring metric results are updated.
- ◆ **Scheduled Outbound:** The NGDATA CDP supports periodic generation of precise target audiences that fulfill specific conditions or scoring metric results ideal for an outbound (campaign) experience.



## Analytics

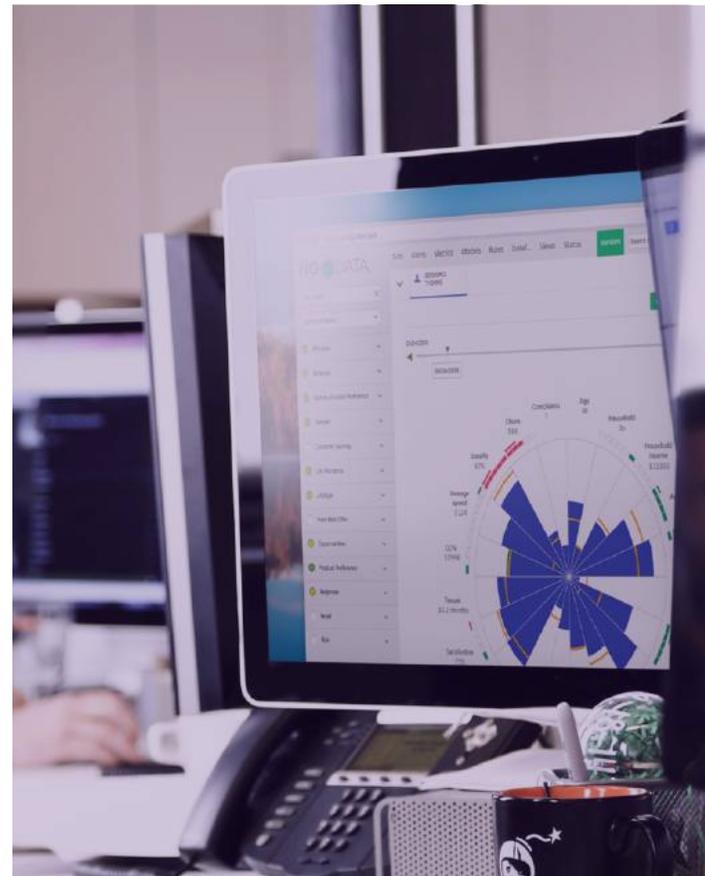
You can discover, analyze and visualize customer and entity data in real-time to identify opportunities the moment they arise.

- ◆ **Visualize DNA:** Apply our CDP's Real-Time DNA intelligence to your entity data and gain a whole new world of insights at a glance into your products, offers, and campaigns.
- ◆ **Real-Time Dashboards:** Visualize data inside the CDP to easily track and analyze the performance of customer experiences against goals, trends, benchmarks and more.
- ◆ **Attribution:** With out-of-the-box single source and fractional attribution models, the CDP delivers deep insights into your marketing effectiveness.

## Machine Learning

You can operationalize data models in real-time by training formulas against a fully integrated ecosystem of real-time customer data. Allowing you to deliver better, faster and more precise predicted customer experiences.

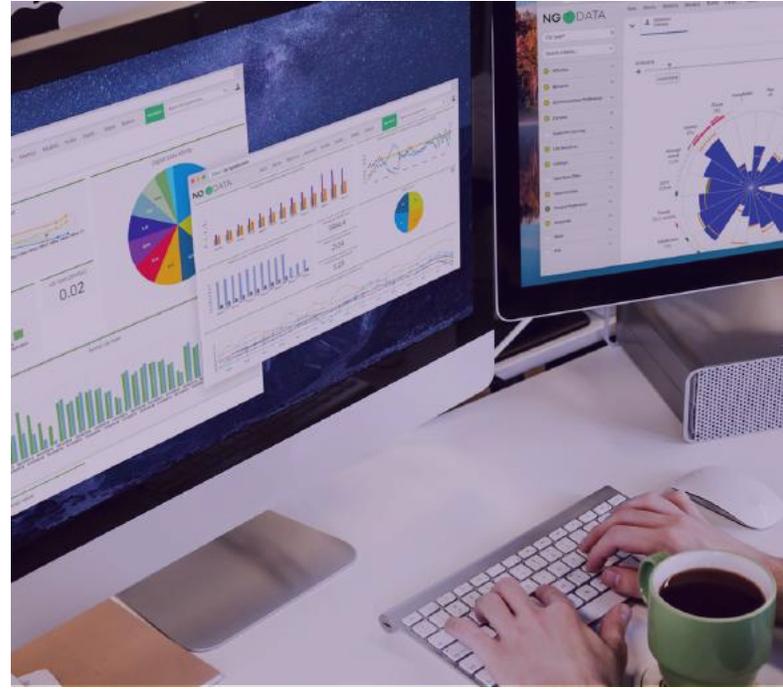
- ◆ **Continuous Learning:** Increase the effectiveness of your data models with continuous learning through bi-directional feedback between your models and their effectiveness on predicting actions & outcomes.
- ◆ **Data Model Training:** Train your models in real-time against the NGDATA CDP's Real-Time DNA data then automatically optimize any DNA with updated thresholds & newly optimized data models.
- ◆ **Predictive Alerts & Actions:** Automatically identify actionable changes in your customer data and trigger automated alerts across your engagement technologies with a predicted Next Best Experience action.



## Matching & Querying

NGDATA's identity resolution capability performs matching of augmented data, ensuring incoming data is linked to right people or entities.

- ◆ **Identity Resolution:** Automatically identify and match people faster with their unique Customer DNA to resolve the inefficiencies stemming from duplicate customer records.
- ◆ **Matching:** Match and pair data in real-time, from across sources, into rich, accurate, and context-aware customer profiles.
- ◆ **Querying:** Ensure channel and reporting applications are leveraging the most up-to-date customer insights by querying our CDP's real-time API's.

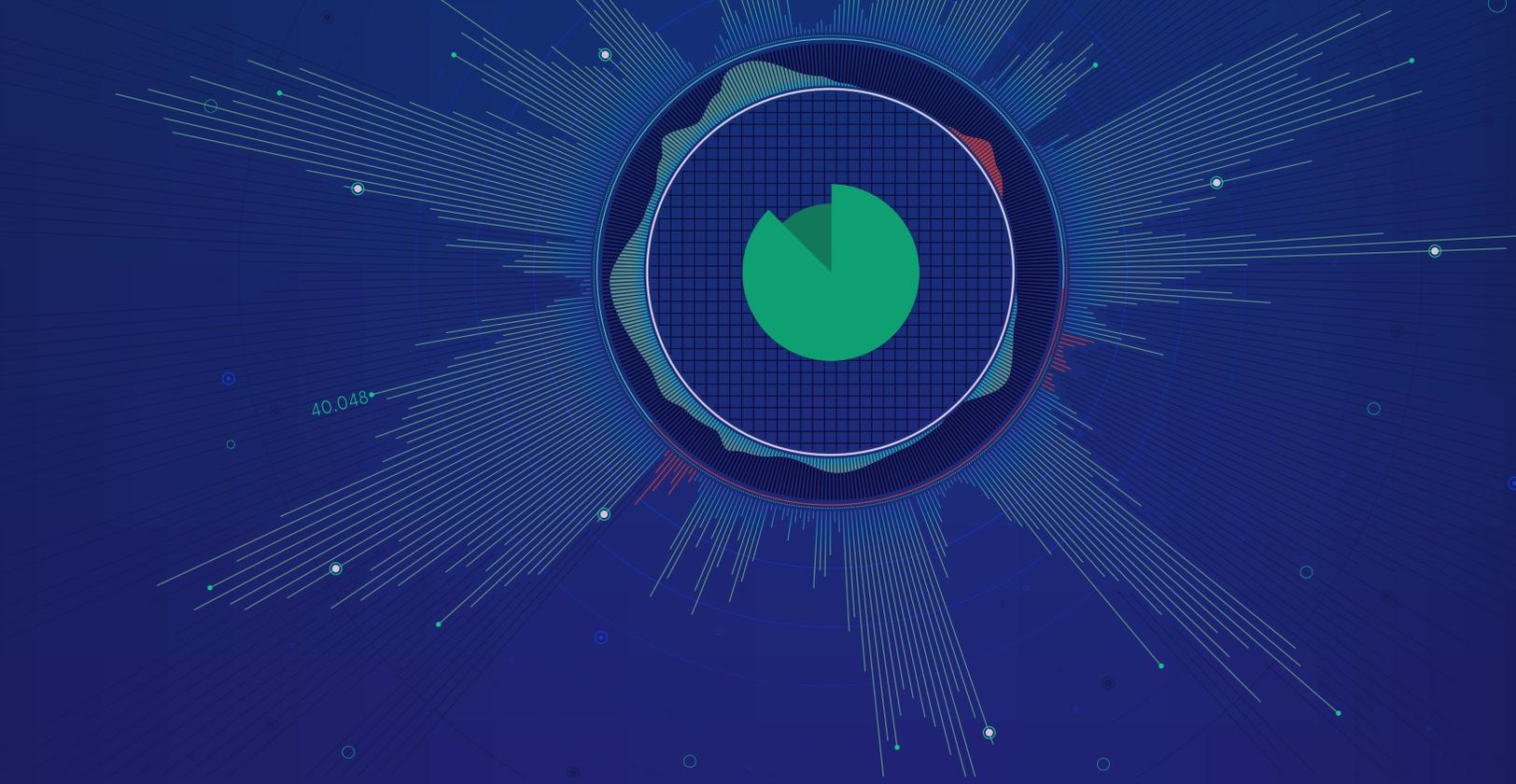


## Data Integration & Enrichment

The only true single picture of each customer and prospect is an analytical view combining available and relevant 1st, 2nd and 3rd party data into a single, context-aware, real-time Customer DNA.

- ◆ **OOTB Connectors:** Seamlessly connect NGDATA's CDP into your eco-system. From channel and marketing applications to analytics & reporting tools, your data lake, and more.
- ◆ **BI Platform Integration:** Apply an additional layer of smarts to your existing business intelligence tools by quickly integrating the CDP's datamart with external systems.
- ◆ **Data Enrichment:** Enrich the data coming into the NGDATA CDP by ensuring data is stored in the right format and immediately ready to deliver more holistic insights and effective actions.

NGDATA's CDP gives you the power to transform your brand's customer experience. Customer data is analyzed and contextualized in real-time, enabling you to react to the behaviors of each individual - delivering on customers' expectations for personalized experiences. This customer-centric approach ensures a lasting impact on improved sales, customer loyalty and the highest ROI.



# NG DATA

NGDATA helps brands achieve data-driven customer centricity. Our AI-powered Customer Data Platform (CDP) & Digital Transformation services and solutions enable our clients to deliver relevant, connected and timely customer experiences. We partner with our clients to help them capitalize on emerging opportunities, drive profitable customer experiences and supercharge analytics and campaign ROI. NGDATA partners with companies around the world to drive digital transformations.

Visit [www.NGDATA.com](http://www.NGDATA.com) for more information.



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