

4 UNIQUE CAPABILITIES OF A CDP



A new **Customer Data Platform (CDP)** is born every day, but understanding its capabilities and why you might use one remains elusive to many of our customers. The **CDP Institute** defines a CDP as “a packaged software that creates a persistent, unified customer database that is accessible to other systems”.

Differentiating between CDPs and understanding their unique capabilities relies on unpacking: what functions are in each software package, how is a persistent key created and maintained, and what other systems can the database speak to and what can it do with them.

CUSTOMER DATA AGGREGATION

Creating the customer profile

A CDP needs to be able to connect to both real-time and batch data to create a holistic view of each customer. CRM data may only be updated monthly whereas the individual web behaviors a customer is conducting need to be coming in as they happen, so you can customize the current screen your customer is looking at. This data could be structured such as web data or unstructured such as phone data. Next to that, it can also contain segment information and calculated fields and come into the platform with many different IDs.

DATA STRATEGIC PLANNING:

MATURITY AUDIT

Assess your organization's data maturity and benchmark your business against your competition.

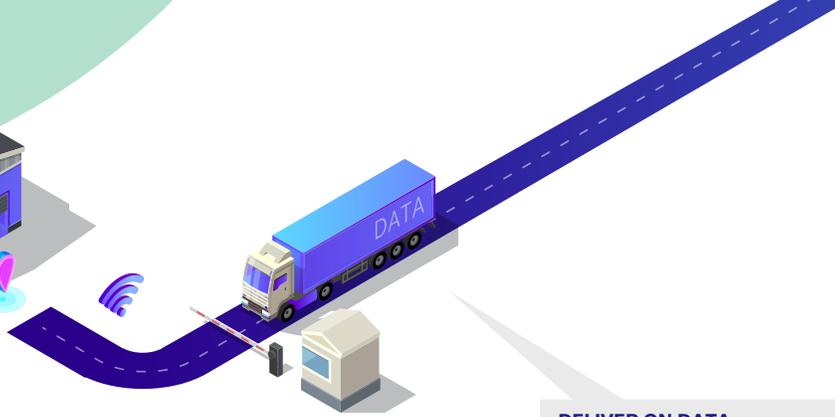
ROADMAP

Develop and prioritize your data-driven roadmap with projects that deliver concrete and immediate ROI, as well as long-term strategic value.



BLUEPRINT

Develop a blueprint for success in order to derive more value from your existing systems and data.



UNDER ONE ROOF

Centralize all your customer data within a Customer Data Platform (CDP) to deliver holistic customer insights and enable truly personalized 1:1 customer experiences.

ENSURE DATA PRIVACY SOLUTIONS

Establish regulatory compliance through comprehensive cataloging and mapping of all customer data across the organization.

DELIVER ON DATA

Create effective methods to execute on data strategy, architecture, integration, as well as a governance and analytics infrastructure to capture trusted customer data.

All of this data needs to be stitched together around the individual customer. To your customers, the web session is the same as the retail visit or the phone call they just had with you - even if that is how your company is structured internally. Customers expect you to know and understand their full relationship with you, so creating a complete customer profile is the first step in meeting those expectations.

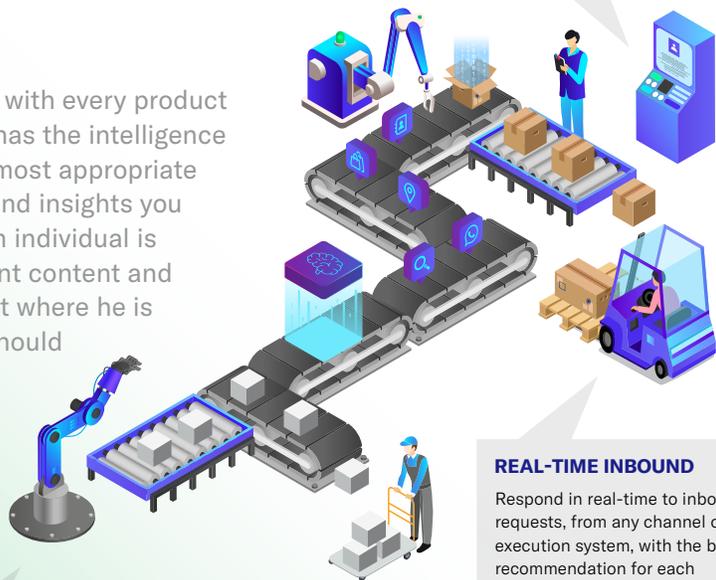
PERSONALIZING EACH INTERACTION

Creating a fluid conversation

Customers don't want to be bombarded with every product or offer they may be eligible for. A CDP has the intelligence to engage with each customer with the most appropriate offer based on the full breadth of data and insights you have. Your CDP will select the offer each individual is most interested in, with the most relevant content and copy for that person, taking into account where he is in the customer journey. And finally, it should help select the best channel and timing for individual outbound offers, and present offers and messaging fluidly in whatever channel the customer is engaging with at that moment.

PERSONALIZE THE OMNI-CHANNEL EXPERIENCE FOR EVERY CUSTOMER

Supercharge your channel and execution systems with real-time actionable insights gathered from every customer interaction point. Maximize targeting precision by placing the right context-aware message in front of the right people.



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 dynamic scoring metrics change.

SCHEDULED OUTBOUND

Support periodic generation of precise target audiences that fulfill specific conditions, or scoring metric results for an outbound (campaign) experience.

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.

AUTOMATION OF INSIGHTS AND SEAMLESS ORCHESTRATION

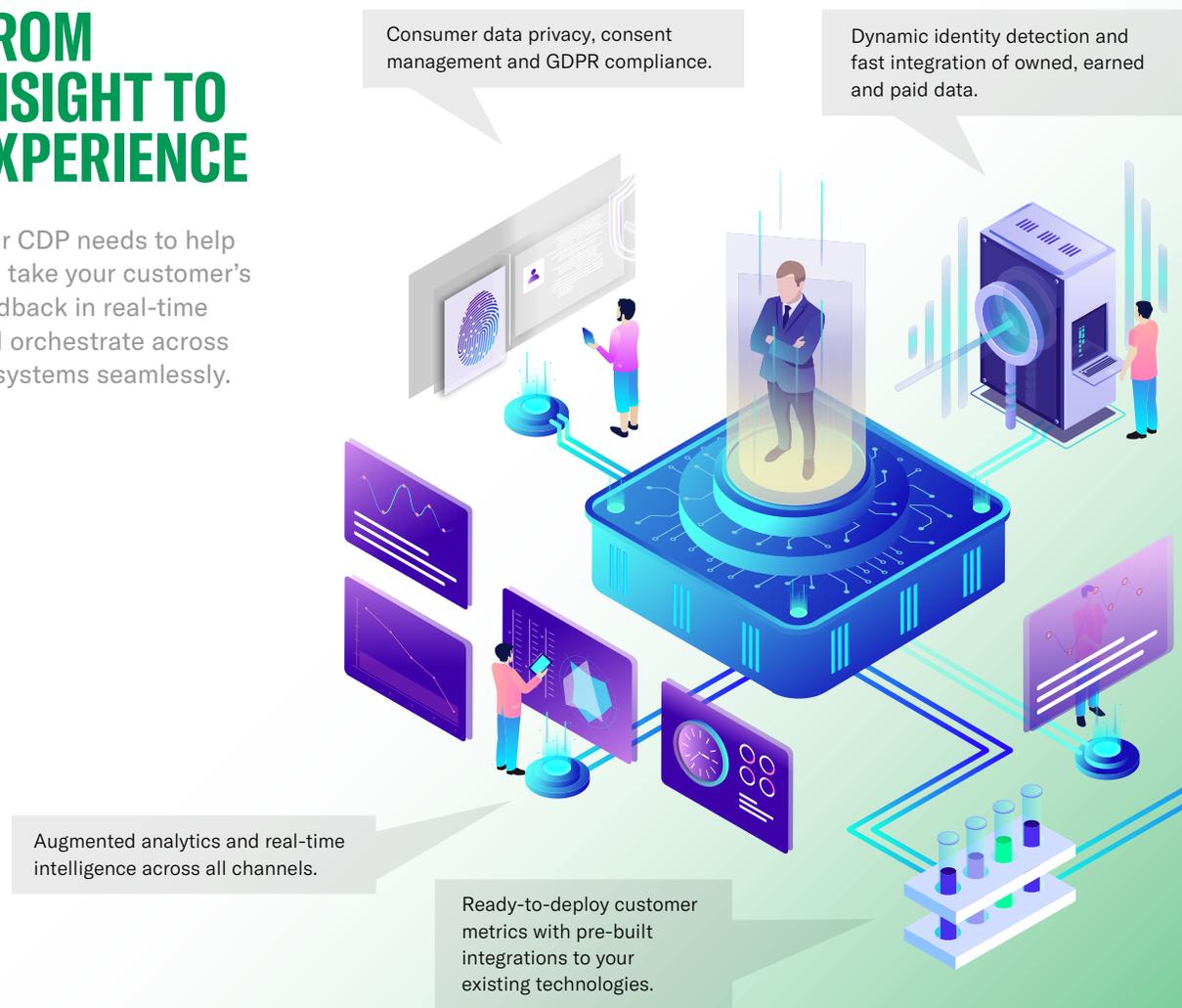
Learning from each interaction

As a customer responds to different offers and content, the CDP should learn from and build on their customer profile. This way, the preferred channel should become more nuanced over time - understanding how each customer responds in the different channels they engage with and at what stage in the buying journey. All systems should benefit from knowing when a customer responds negatively or positively to a previous engagement.

We don't want to send customers a batch email reminder about the next step in their on-boarding process when they just completed that step hours ago, nor do we want to keep presenting a product the customer has already told us he is not interested in. This will hurt the customer experience and will consecutively impact their response to other offers.

FROM INSIGHT TO EXPERIENCE

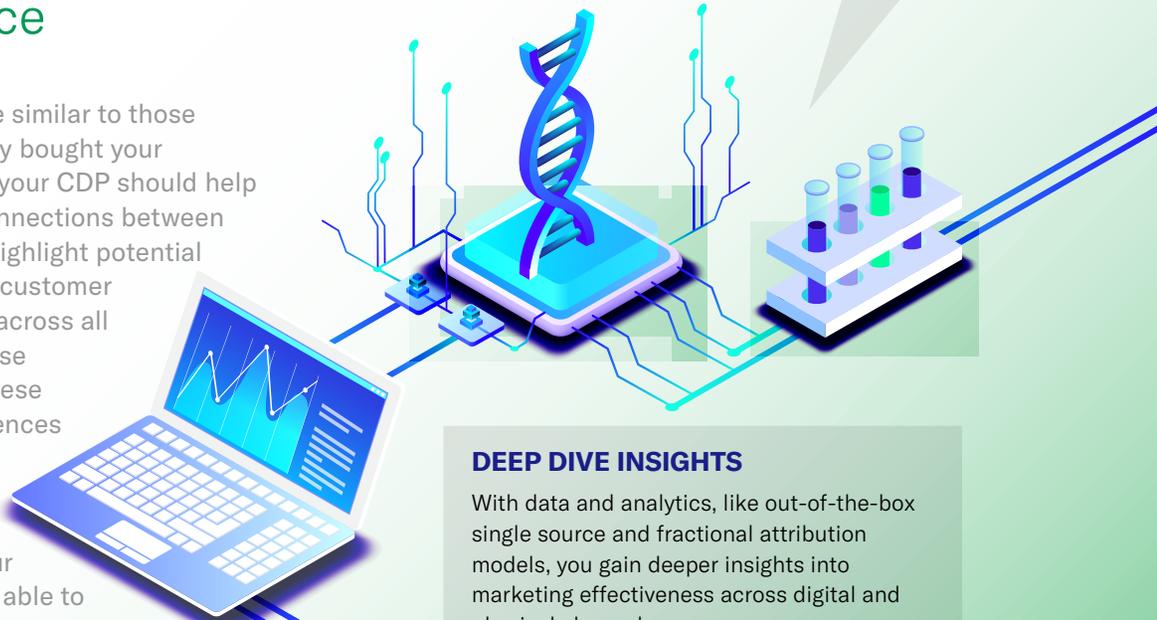
Your CDP needs to help you take your customer's feedback in real-time and orchestrate across all systems seamlessly.



UNCOVERING OPPORTUNITIES

Expanding your audience

Look at people who are similar to those customers who recently bought your product. This is where your CDP should help you understand the connections between those customers and highlight potential new audiences in your customer base who are similar - across all characteristics - to those customers. Because these newly discovered audiences will likely engage with your offers too. Lookalike modeling should be native to your system so that you are able to constantly benefit from the rich insights your connected data can provide even in the context of introducing something new.



FROM DATA TO DNA

When you apply machine learning to your customer data, you gain a whole new world of insights that can transform the way you understand and communicate with customers.

DEEP DIVE INSIGHTS

With data and analytics, like out-of-the-box single source and fractional attribution models, you gain deeper insights into marketing effectiveness across digital and physical channels.

REAL-TIME DASHBOARDS

CDPs offer a dashboard that allows you to visualize real-time data to track and analyze the performance of customer experiences against business objectives, benchmarks, trends, and more.



NGDATA empowers you to better serve your customers. Our Intelligent Engagement Platform (IEP) is much more than a regular Customer Data Platform (CDP) as it goes beyond unifying all your customer data and allowing customer segmentation. Supported by our AI capabilities, the business user can analyze, predict, and orchestrate dynamic 1-1 experiences across millions of customers in real-time, on the preferred channel in a relevant context. Because personalized, one to one marketing is the only way to build profound relationships that drive customer retention. Find us at ngdata.com for more details.

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