NG DATA

CDP software scales personalized marketing

How can the Customer Data Platform (CDP) help you to become more agile in your marketing? An intelligent CDP takes all available data about your customers and prospects and brings them together to unlock silos. This can come from internal first-party data sources (CRM, web, customer service), as well as external data sources (second-party partnerships and third-party data providers). The result of this data compilation is a holistic and living individual profile, or what we call a Customer DNA, for each and every customer.

- With Customer DNA, enterprises are equipped to make relevant offers that increase engagement and conversion rates.
- Customer DNA enables enterprises to reduce spam, which increases both customer satisfaction and customer lifetime value.
- Customers are at the center of the business - leading to a more customer centric engagement approach.

On top of that, an intelligent CDP combines advanced analytics, AI and machine learning with Customer DNA so that it can tell you — in real-time and dynamically — where each customer is in the funnel, why they might leave the funnel and help you nurture that lead via the right offers at the right time to convert them into a paying customer.

Simply put, an intelligent CDP empowers your entire organization by automatically generating relevant, real-time customer insights… so you continuously capitalize on emerging opportunities in your customer data, in a most agile way.

Find out more about our **Intelligent Engagement Platform**
Customer DNA capabilities on **NGDATA.COM**