



Customer Data Platforms - The key to personalized omnichannel marketing

2020-09-28



Emil Björnskär



Senior Consultant – Mitton Insights

Business Development CRM & Loyalty – Daniel Wellington

Business Development Loyalty Program – Coop

Head of Gift Cards - H&M

Head Coach – Swedish Canoe Federation

Long experience working in the intersection between Business and IT. Emil has been driving many large projects transforming companies' customer relationship management. For example, transforming COOP loyalty program overseeing both business requirements and the technical implementation. Also, from scratch setting up Daniel Wellington's CRM and loyalty work, implementing the platform and setting up strategies.

CDP and overlapping technologies

EDP

DMP

CXP

CRM

CDI

MA

ODP

CDP

UDMP

DEP

DW

What does a Customer Data Platform do?

Capture customer data from wherever your customer interacts with you



Conforms to policies and standards. Ensure data quality and compliance



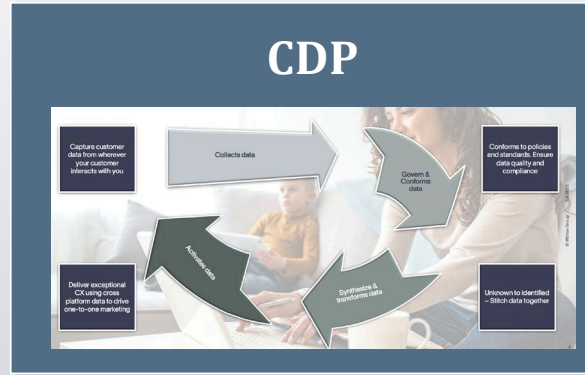
Deliver exceptional CX using cross platform data to drive one-to-one marketing



Unknown to identified - Stitch data together



How is a CDP different from other platforms?



VS.

DMP

- A DMP collects anonymous web and digital data. CDP collects data that is identifiable to an individual.
- A DMP is generally used for digital advertising. A CDP to provide more personalized content

Data Warehouse

- DW/DL usually collects data from a few sources with the same type of structure. Data can be synthesized but lacks the functionality to identify the user. Sometimes updated with scheduled intervals
- CDP has built in features to make the data usable

CRM

- A CRM is developed to create one customer view
- A CRM is not designed to support digital engagement and the growth of data sources types and applications

Marketing Cloud

- Developed from CRM to drive engagement
- Often limited number of activation channels
- Often very dependent on CRM platforms – Lack some data governance

Challenges brands are facing today



Continued fragmentation of consumer platforms - >There are more customer touchpoints than ever



Followed by an explosion of specialized tools and platforms trying to solve brands different challenges



Companies has more data than ever – but more data is not corresponding to more insights. According to Forrester 60-73% goes unused because of poor quality or improperly formatting.



Business are unprepared to manage the volume of data being thrown at them. Data sits in silos and can't be integrated, analyzed, used as base for decision making and activated in the right way.

Key Benefits of a CDP

ID RESOLUTION

- Identity matching and resolution to build a single user profile for all user activities.
- Combining all of your customer data to create and enrich custom profile

DATA STRUCTURE

- A CDP will not only help you holding a solid data structure. Implementing a CDP will help/make you build a cohesive data structure

OWN YOUR DATA

- You collect zero- and first-party data in a very structured way!
- You'll get more, better and structured data, as a base for decision making, that is easy to take action on

PREDICT NEXT BEST ACTION

SAME SOURCE OF TRUTH

- You'll democratize data and have "one source of customer truth"

360 VIEW

- Leverage the possibilities of a CDP will bring you a lot closer to have a 360 view of your customers

BREAKING SILOS

- CDP will bring data cross platforms together, breaking data silos and bring departments closer together (If you do the work)

What to think about when choosing a CDP

What's your why?

1

- What is that you want to resolve?
- Pain points & Gain points
- What do you need to resolve it?
- Define your key use cases
- What are the use cases going to achieve?
- Goals? KPIs

What is most important?

2

- Data compliance?
- One Customer view?
- Data structure?
- Paid marketing?
- Marketing Automations?

Decide and align ownership

3

- What competencies do you have at your disposal? Both implementation and operations
- Alignment within organisation – Readiness. CDP is a cross-department platform

Data Health

4

- From where will you gather your data?
- Where do you activate it? Which provider can help *you*?
- Data consistency?
- Plans going forward

Success factors implementing a CDP



Organizational alignment - Business ♥ IT and management buy-in



Put time on your use cases –What’s your expected outcome? How are you going to measure it?



Work backwards from you highest value use case and map out the required data



Do the effort structuring your data



Agile approach – Implement in iterations



Don’t pause your ongoing activities



A successfully implemented CDP should...





Emil Björnskar

Senior Consultant

LinkedIn:
<https://www.linkedin.com/in/emilbjornskar/>

+46 73 508 08 32
Emil.Bjornskar@miltton.com

