

# Five things to think about when starting with a CDP

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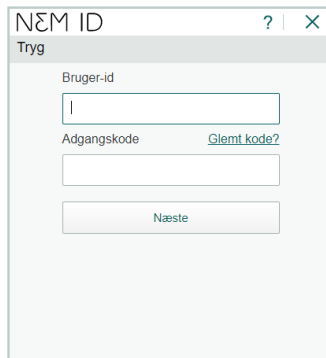
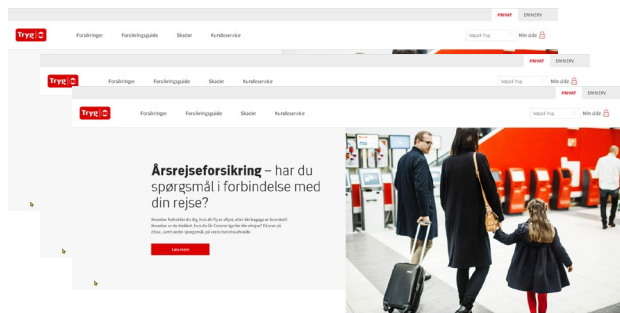
# 1

## Realtime is important to you too

- Realtime means data processing within a fraction of a second
- At some point, it will probably be important to you too
- Get Realtime capability in surrounding systems as well

Realtime matters, example 1:

# Content targeting after Authentication



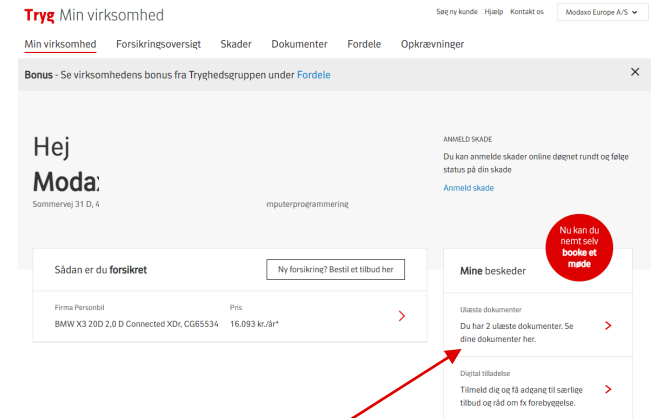
## Log på Min side

Har du fået MitID, skal du logge ind med det. Har du stadig NemID, kan du bruge det indtil sommeren 2022.

[Få hjælp til at logge på](#)

[Er du erhvervskunde? Log på her](#)

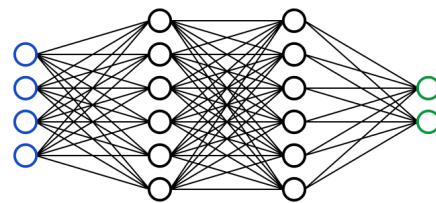
[Log på med MitID i stedet](#)



Visit, open pages on tryg website.  
Unknown visitor

Authentication.

Front page of logged in Universe.



Predictive model

# CDP

Identity resolution,  
data transportation

Content targeting:

# What you don't want



Tryg Min virksomhed

Søg ny kunde Hjælp Kontakt os

Modaxo Europe A/S ▾

Min virksomhed

Forsikringsoversigt

Skader

Dokumenter

Fordele

Opkrævninger

Bonus - Se virksomhedens bonus fra Tryghedsgruppen under [Fordele](#)



Hej  
Mod

Sommervej 31

ANMELD SKADE

Du kan anmelde skader online døgnet rundt og følge status på din skade

[Anmeld skade](#)

Sådan er du **fors**

Ny forsikring? Bestil et tilbud her

Firma Personbil

Pris

BMW X3 20D 2,0 D Connected XDr, CG65534 16.093 kr./år\*



**Targeted advertisement  
will load here shortly.**

Please wait while our batch-based marketing system finds the right advertisement for you.

Reload the page in approximately 7 minutes to get your ad.

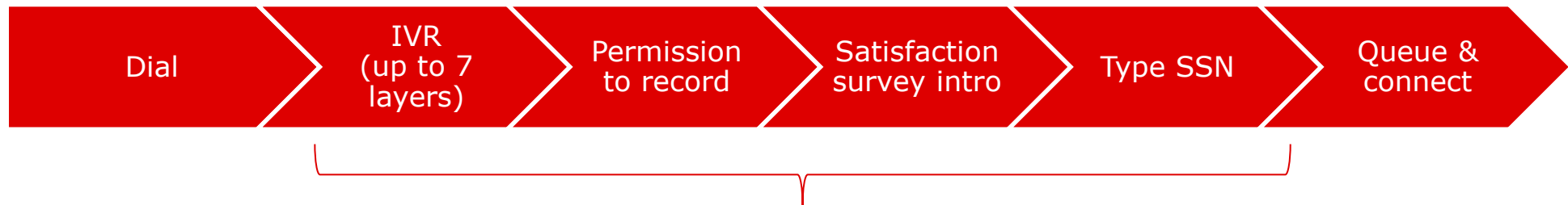
Realtime matters, example 2:

# Automatic call routing



The business challenge

Calling Tryg Forsikring in Denmark:



Can be more than 3 minutes

Huge dropoff!

# Call routing: Works with call tracking



Brug for at komme i **kontakt** med os? Vil du i kontakt med os, har du flere forskellige muligheder. Vi sidder klar på **78 74 81 35** til at hjælpe dig.

<b>Akut hjælp</b> > Er der sket en akut skade eller ulykke? Vi rådgiver dig over telefonen eller rykker ud på stedet 24 timer i døgnet.	<b>Anmeld skade</b> > Anmeld online døgnet rundt. På Min side kan du se status på din skade.	<b>Bestil tilbud</b> > Få en af vores forsikringsrådgivere til at beregne pris på en eller flere forsikringer.
<b>Bliv ringet op</b> > Vælg et tidspunkt - så ringer vi, når det passer dig.	<b>Bestil onlinemøde</b> > Tal med en forsikringsrådgiver ansigt til ansigt på din computer - og få en skræddersyet løsning til dig eller din familie.	<b>Skriv til os</b> > Skriv til os direkte her fra hjemmesiden med spørgsmål om forsikringer eller andet.

Ring til en forsikringsrådgiver på **78 74 81 35**

Mandag til torsdag kl. 8-21  
Fredag kl. 8-18  
Lørdag kl. 9-16

Regning og betaling >

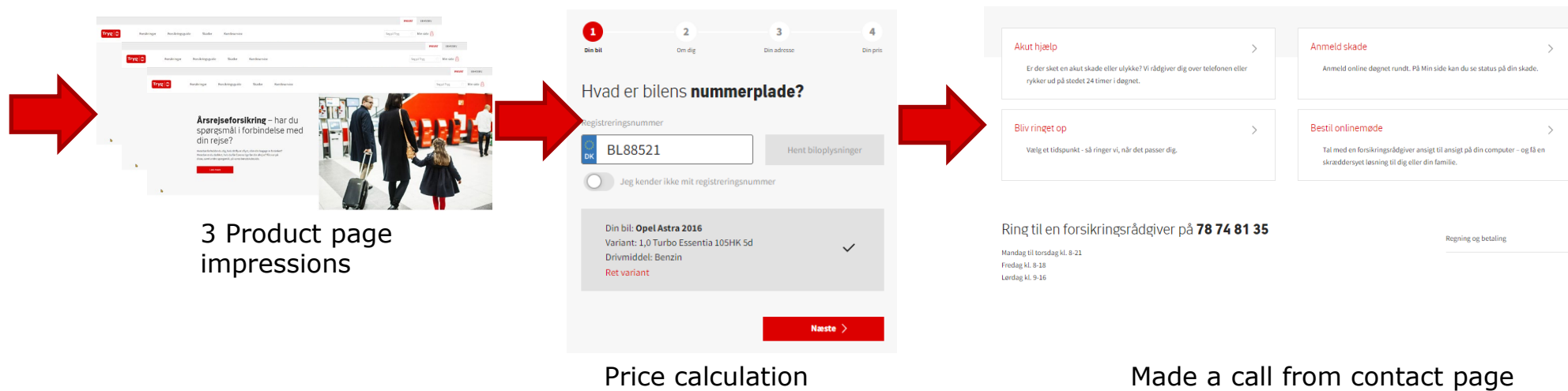
**A call on this number comes from my visit.**

**Call is redirected to main number**

# Realtime matters, example 2: Imagine this Visit



Ad · www.tryg.no/bilforsikring  
Tryg - Spar mindst 20 % rabat på de vigtigste forsikringer  
Køb din bilforsikring, rejseforsikring eller indboforsikring online og få mindst 20 % rabat på din pris. Det er nemt og tager kun få minutter.



Google ads click

3 Product page impressions

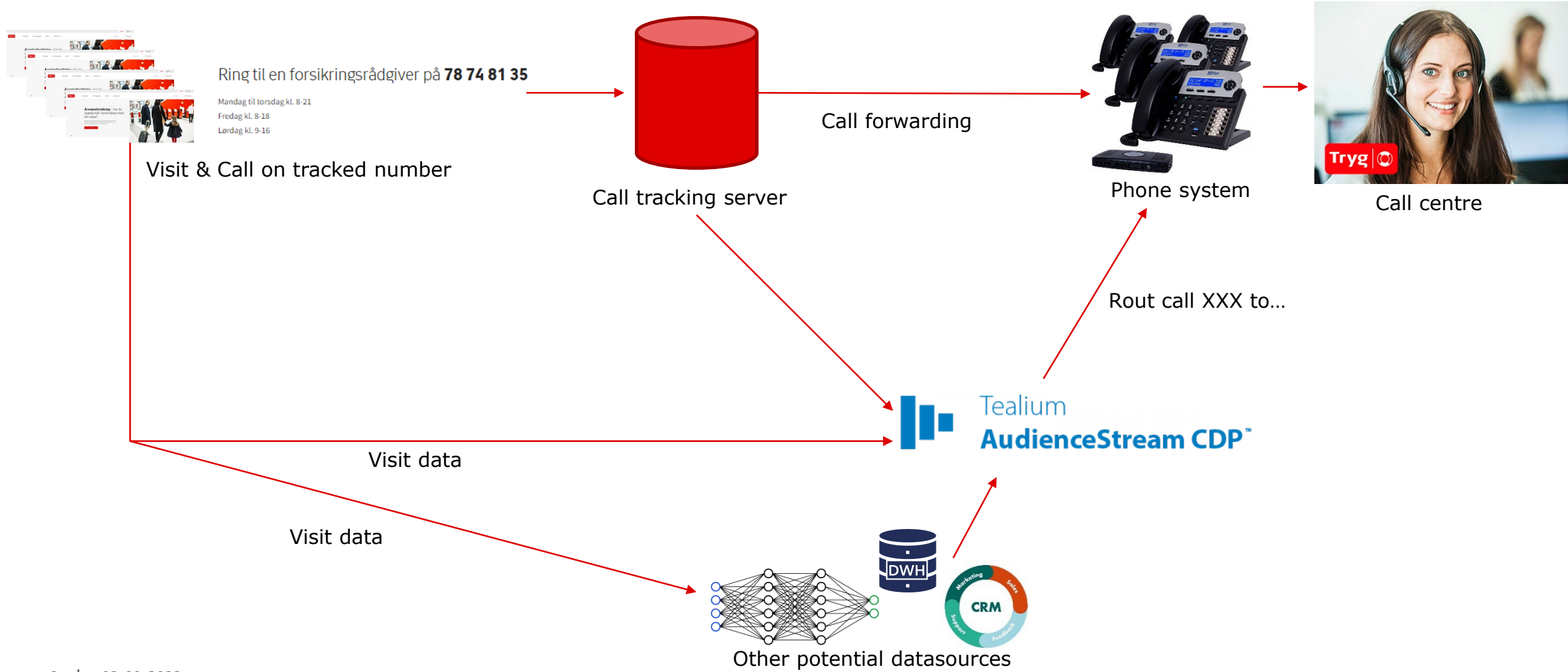
Price calculation

Made a call from contact page



Do we really need to ask this caller what he wants to talk about?!

# Automatic call routing: The process



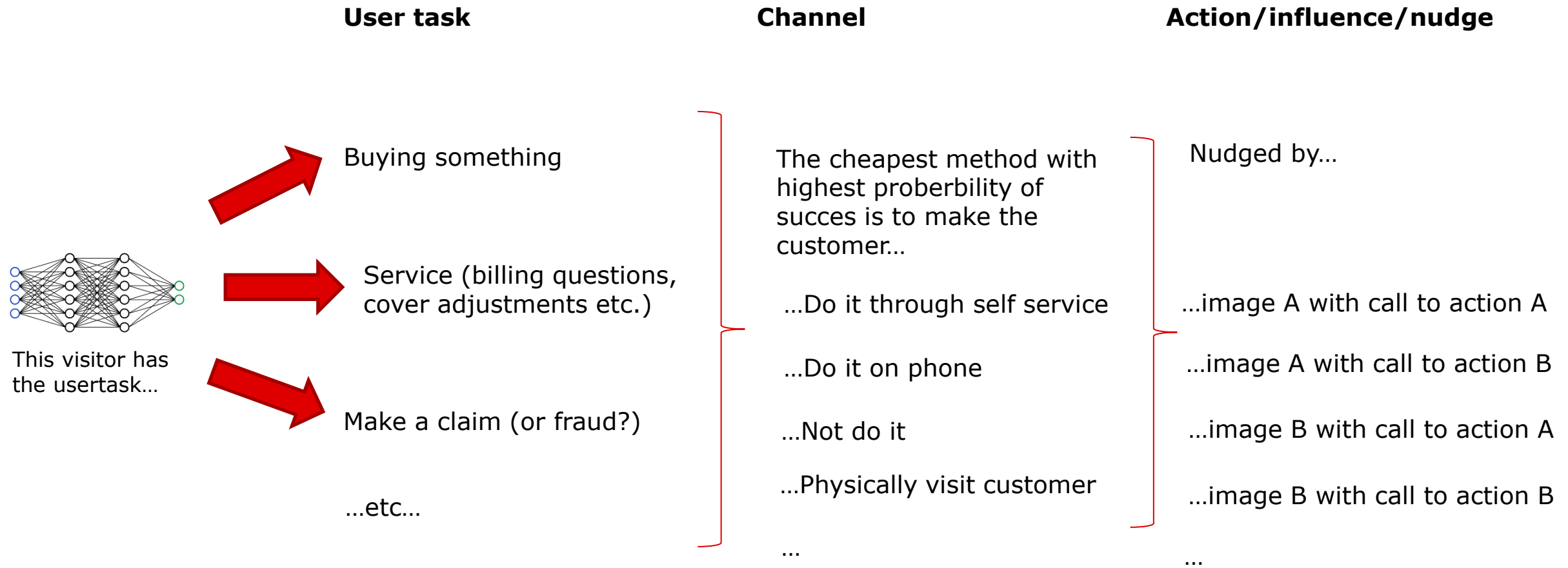


# 2

More than cart reminders and content targeting

More than you think example one:

# Predictive model deployment



Model maturity – CDP takes over the rest.

# More than you think example 2: Feedback loops



Imagine  
a classic  
webshop:

**Cheap Shoes All £5 - Every Product Only £5**  
Ad [www.everything5pounds.com/Shoes](http://www.everything5pounds.com/Shoes) 4.4 ★★★★★ advertiser rating  
New Arrivals, Updated Daily.



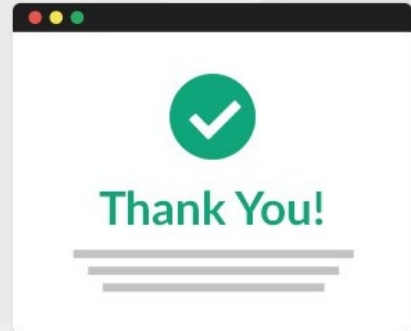
Featured Products

 \$120.00 Add to Cart Sed ut perspiciatis	 \$100.55 Add to Cart Sed ut perspiciatis	 \$120.55 Add to Cart Sed ut perspiciatis	 \$170.55 Add to Cart Sed ut perspiciatis
 \$100.00 Add to Cart Sed ut perspiciatis	 \$150.55 Add to Cart Sed ut perspiciatis	 \$120.00 Add to Cart Sed ut perspiciatis	 \$170.55 Add to Cart Sed ut perspiciatis
 \$100.00 Add to Cart Sed ut perspiciatis	 \$150.00 Add to Cart Sed ut perspiciatis	 \$130.55 Add to Cart Sed ut perspiciatis	 \$100.00 Add to Cart Sed ut perspiciatis

Online store Wrapper News Contacts



## THANK YOU PAGE



```
<!-- Google Code for new_code Conversion Page -->  
<script type="text/javascript">  
/*  */<br/>var google_conversion_id = 1234567890;<br/>var google_conversion_language = "en";<br/>var google_conversion_format = "1";<br/>var google_conversion_color = "ffffff";<br/>var google_conversion_label = "Wk66CJYKwABCg6zc6WM";</pre></div><div data-bbox="164 695 765 935" data-label="Diagram"><img alt="Red L-shaped arrow pointing from the bottom left towards the top left, indicating a feedback loop from the thank you page back to the advertisement."/></div><div data-bbox="20 960 40 985" data-label="Page-Footer"><p>11</p></div>
```

# More than you think example 2: Feedback loops

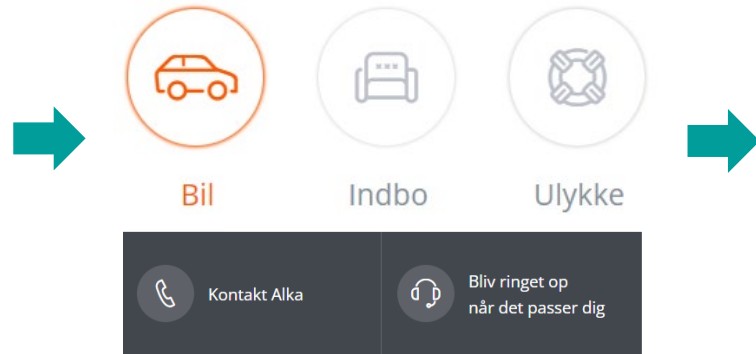


Same thing in Tryg forsikring:

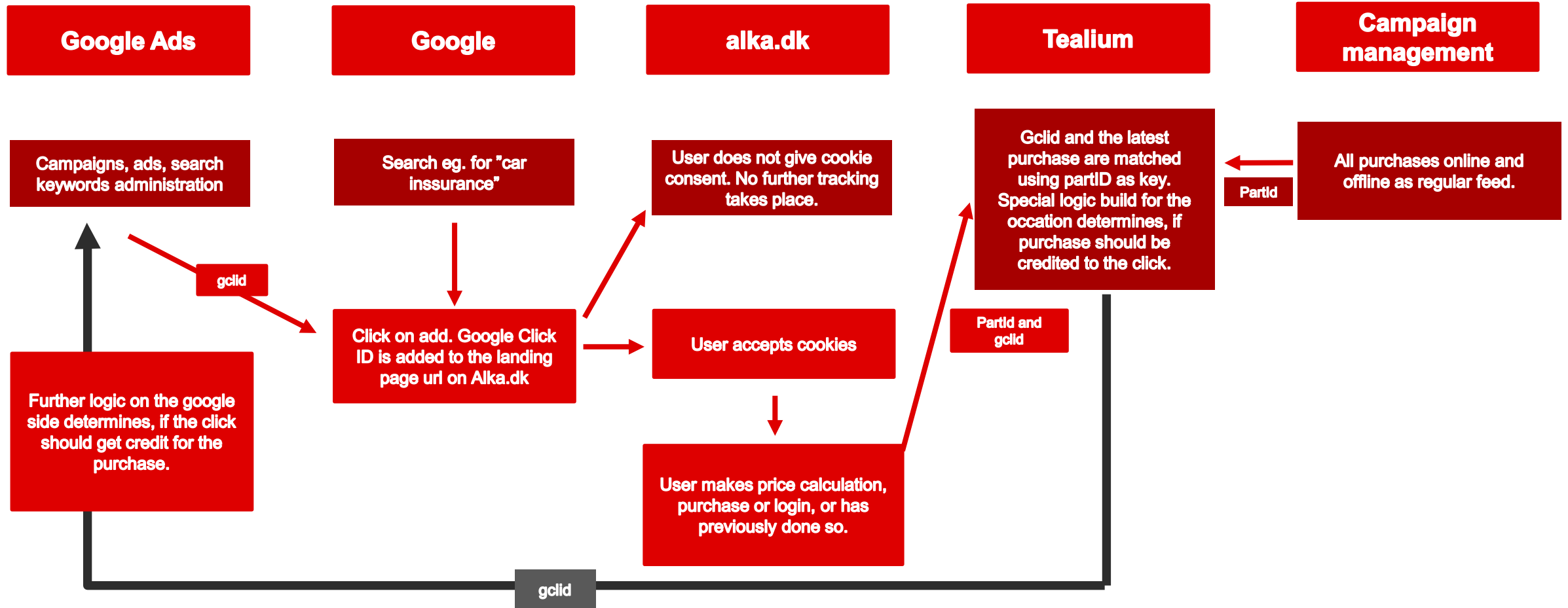
Ad · <https://www.alka.dk/>

Alka Bilforsikring - Beregn nemt og hurtigt

Forbrugerrådets blad Tænk har kåret **Alka** som testvinder på **Bilforsikring**. Månedlig betaling. Tænk Penge anbefaler. Se pris online. Forsikringsdækning: Vejhjælp, Friskade.



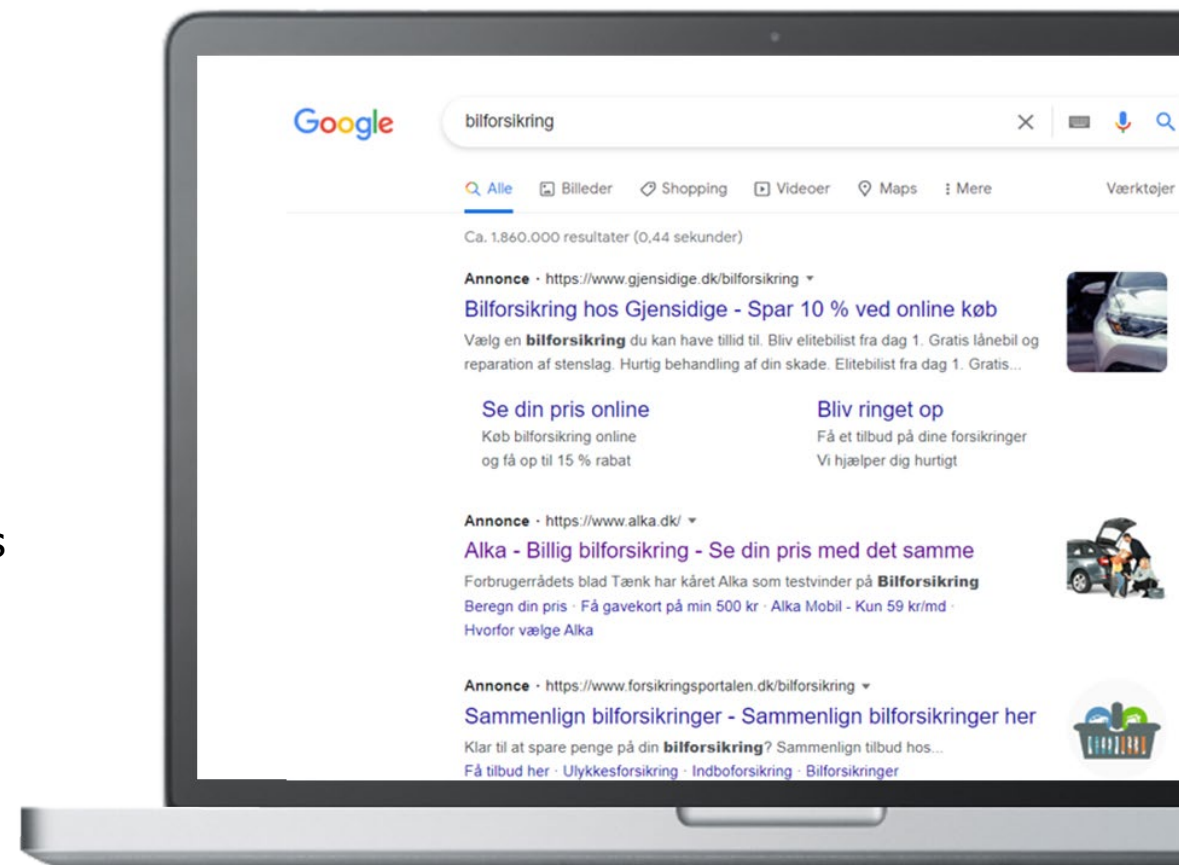
# Feedback that includes offline purchases in Alka\*



\*...Because the association between gclid and identity is stored serverside, this method is not as vulnerable to deleted cookies, counter-tracking measures etc.

# Preliminary perspectives and results

- 4 times more conversions could be tracked
- Both online and offline conversions are tracked.
- Far less prone to to adblockers, browser cookie restrictions and cookie deletion.
- Can track across multible devices:
  - Attribution is more correct.
- SEM accounts for roughly 1/3 of the traffic/conversions on the site – important to track the impact correctly.



# 3

Go for a "best of breed" strategy

A classic discussion in any IT department:

# Best of breed vs. Single vendor

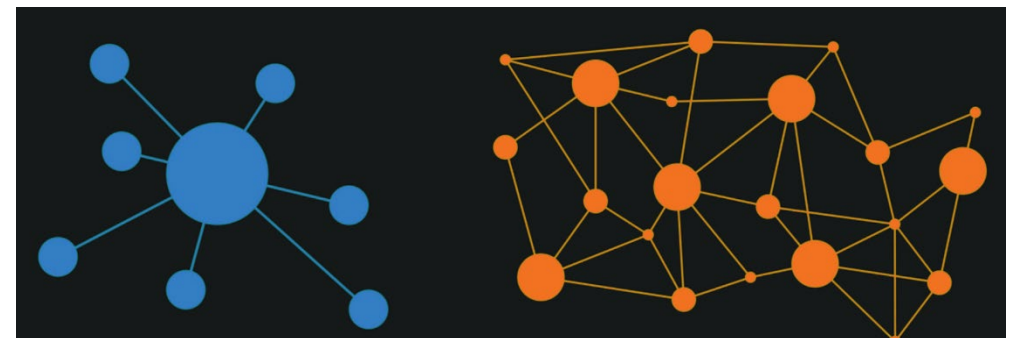


Best of breed	Single Vendor (aka. Monolithic systems)
<p>PRO:</p> <ul style="list-style-type: none"><li>• More likely to meet your business requirements (and then some)</li><li>• Working with the best can be done as exploration. Will lead to discovery of new practices and capabilities.</li><li>• More flexible. Will let you respond faster.</li></ul>	<p>PRO:</p> <ul style="list-style-type: none"><li>• Simpler to manage, less complex tech landscape (at least from the outside).</li><li>• Reduced chance of forced IT-changes due to mergers/acquisitions/bankrupt. (but the consequences are bigger)</li><li>• Easier to find external experts that can help. Less prone to key personnel leaving.</li></ul>
<p>CONTRA:</p> <ul style="list-style-type: none"><li>• More complex to manage and maintain.</li><li>• Vendors may be small businesses and can close or change ownership.</li><li>• May require more inhouse expert knowledge.</li></ul>	<p>CONTRA:</p> <ul style="list-style-type: none"><li>• Rarely meets all your business needs.</li><li>• Often only really good at a few things, while the rest are bolted on to fit more business needs.</li><li>• Vendor lock-in. Data portability and external integrations are impaired.</li></ul>



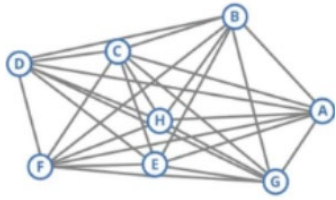
# 4

## Organizing it



Avoid complete decentralization:

# The hub and spoke approach



## Decentralization:

*Each team or unit can log in and do what they want.*

### Pro:

Closer to the end users – more attuned to business needs

### Contra:

Messy

Risky (stability, legally)

Prone to changes in staffing

No-one excels

## Hub and spoke:

*A centralized team handle most needs on request from business units.*

### Pro:

(more) Tidy

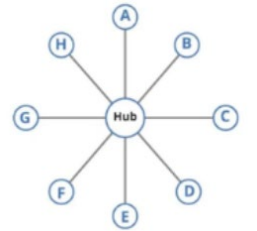
Use case and best practise transfer medium

Centralized competence – potential for further specialization.

### Contra:

Actively seek out interaction or become disconnected

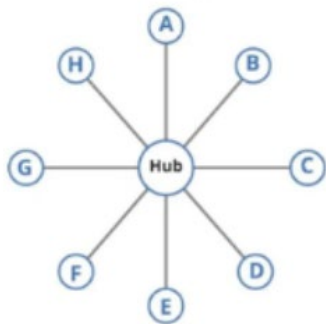
Little or no mandate



# The skills wish list

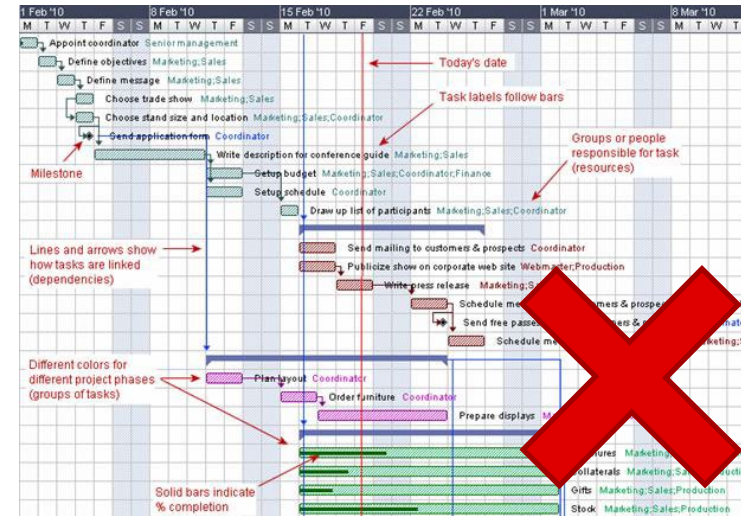
- Former Online marketer, website manager or CRM manager.
- Outreaching talkative salesman type
- Technically adept developer-type (but not necessarily an actual developer).
- Web analytics experience
- Understands the business and its technical landscape

**Not necessarily the same person**



# 5

# Get cracking!



Don't over-analyze and over-plan



Start exploring!