



# Customer data platforms & omnichannel personalization

CDP day

Wednesday Relations

2022-02-21

# Our business areas

We can support our customers in end-to-end projects. Our focus is to help our customers to drive data-driven and digital transformation within marketing, sales, and customer experience.

## OUR OFFERS

B2C Omnichannel personalization

B2B Digital lead management

Media agency

Business agility

## WHAT WE DO

- Omni personalization
- Web personalization
- Loyalty & communities

- Demand generation
- Digital lead management

- Full funnel marketing strategy
- Harmonized data & measurement
- Paid media campaign management
- Brand & ad creatives

- Enterprise
- Customer experience
- Employee experience

## OUR CAPABILITIES

Management consulting

Marketing & project lead

Omni performance & analytics

Creative & content

Agile way of working

# Agenda

**Omnichannel personalization**

**CDP definitions, capabilities & types**

**Key success factors**

# New capabilities with a CDP

## Business capabilities

- Omnichannel personalization
- Consolidated campaign management
- Act on intent dialogs
- Varsity of dialogs presented cross channels
- Act on behavior
- Capabilities in the hands of business users



## Supporting capabilities

- Built in analytic models
- Integrations with various types of sources
- In-depth data linked to customers in one view
- Identity resolution
- Easy integration with all marketing channels
- Real-time customer behavior tracking
- Customer data unification
- In-depth, automated data analytics
- Customer and business data in one place

# Business challenges that drive omnichannel personalization



Not reaching all customers in the right context because too few channels are utilized.



Lack of one customer view and ability to use data for interaction in relevant channels.

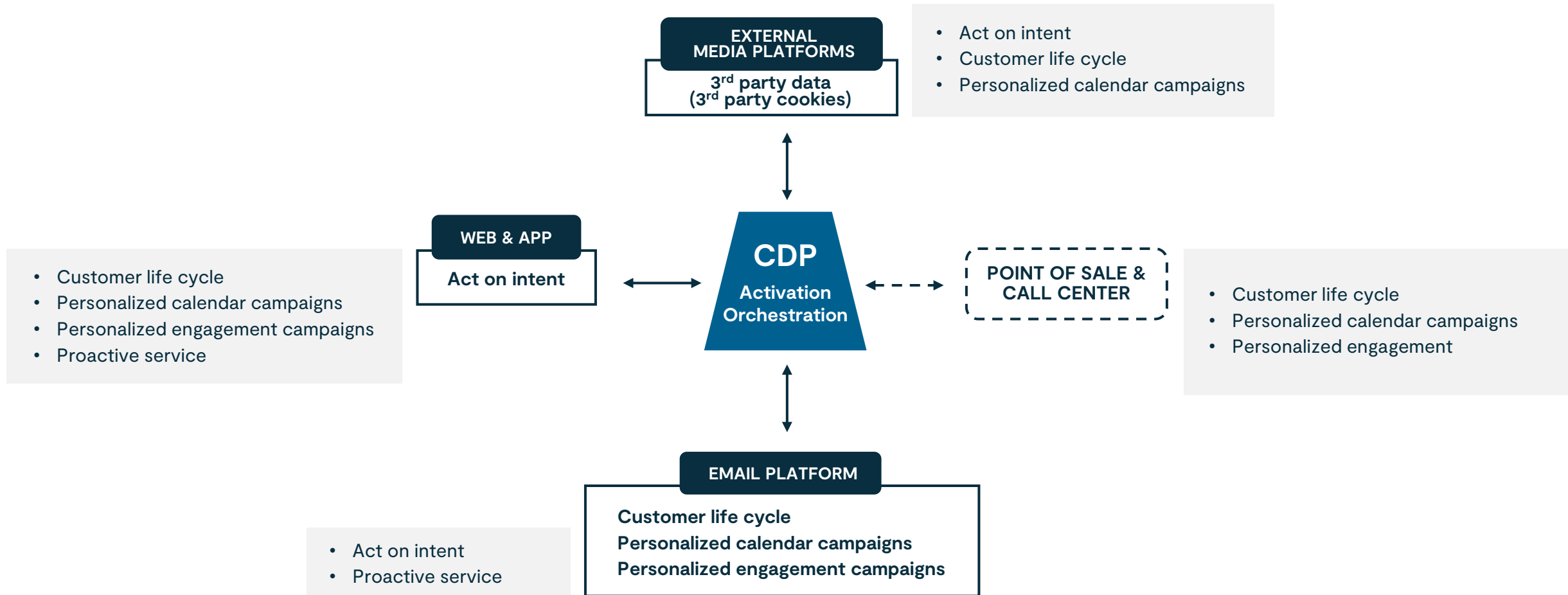


Batch oriented architecture hinders real-time triggered dialogs.



Lack of automation and set up of dialogs in multiple platforms at scale.

# CDPs push personalized interactions cross channels



# Agenda

Omnichannel personalization

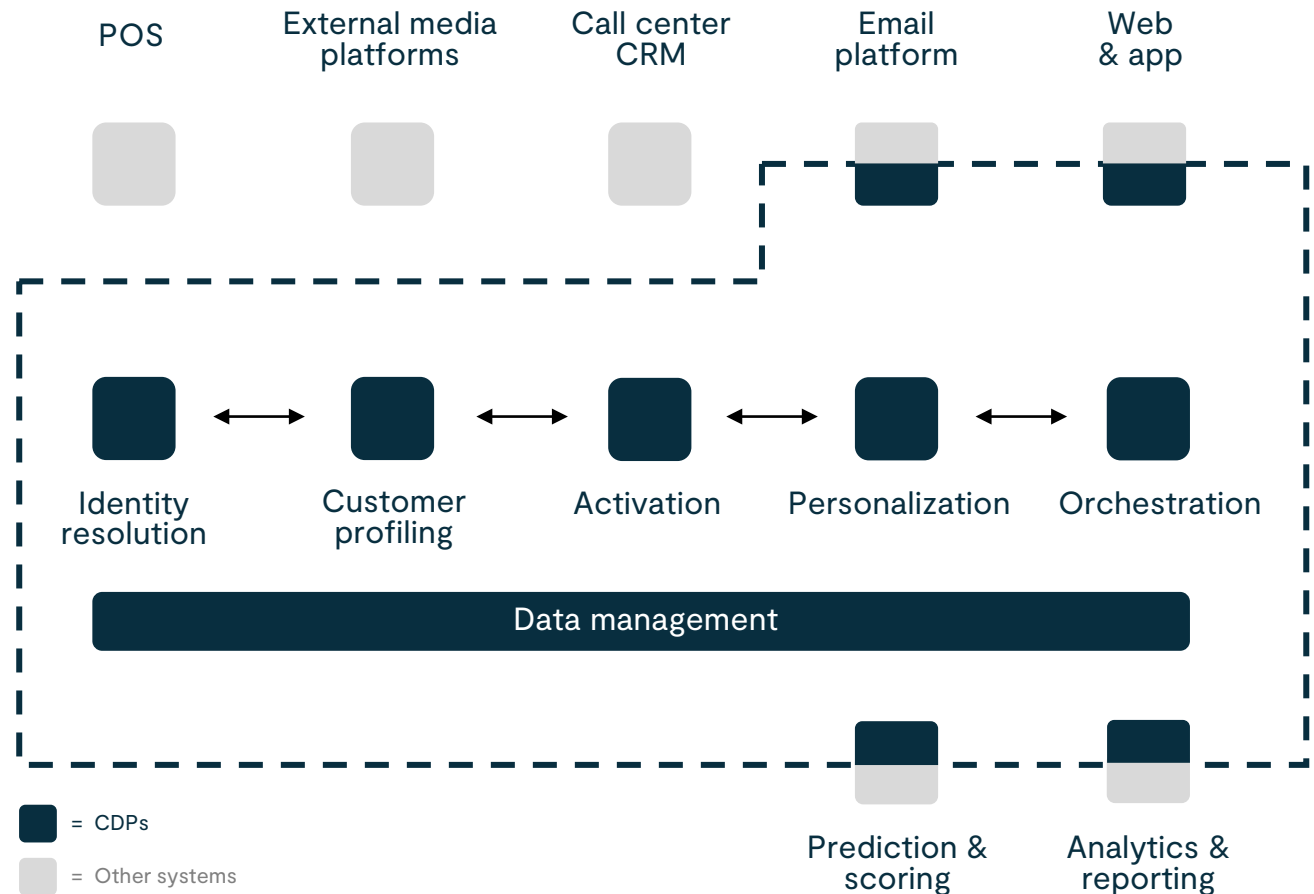
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# CDP – scope of capabilities

## CDP definition

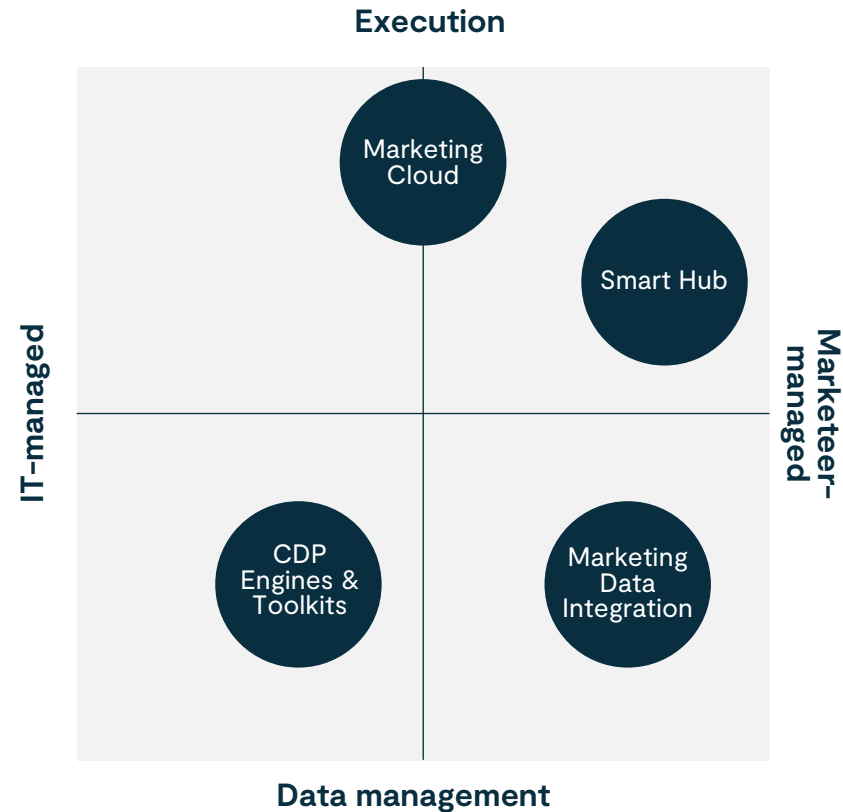
- Ingest data from any source
- Capture full detail of ingested data
- Store ingested data indefinitely
- Create unified profiles of identified individuals
- Share data with any system that needs it
- Respond in real time to new data and to profile requests





# Comparison to Gartner

## Gartner



### Marketing data integration:

Data focus data ingestion and management  
Some capabilities to deliver segments to other platforms but no orchestration

### Smart Hub:

Emphasizes on triggering and orchestration and personalization  
Predictive analysis, segmentation and interfaces for customer journey design are common

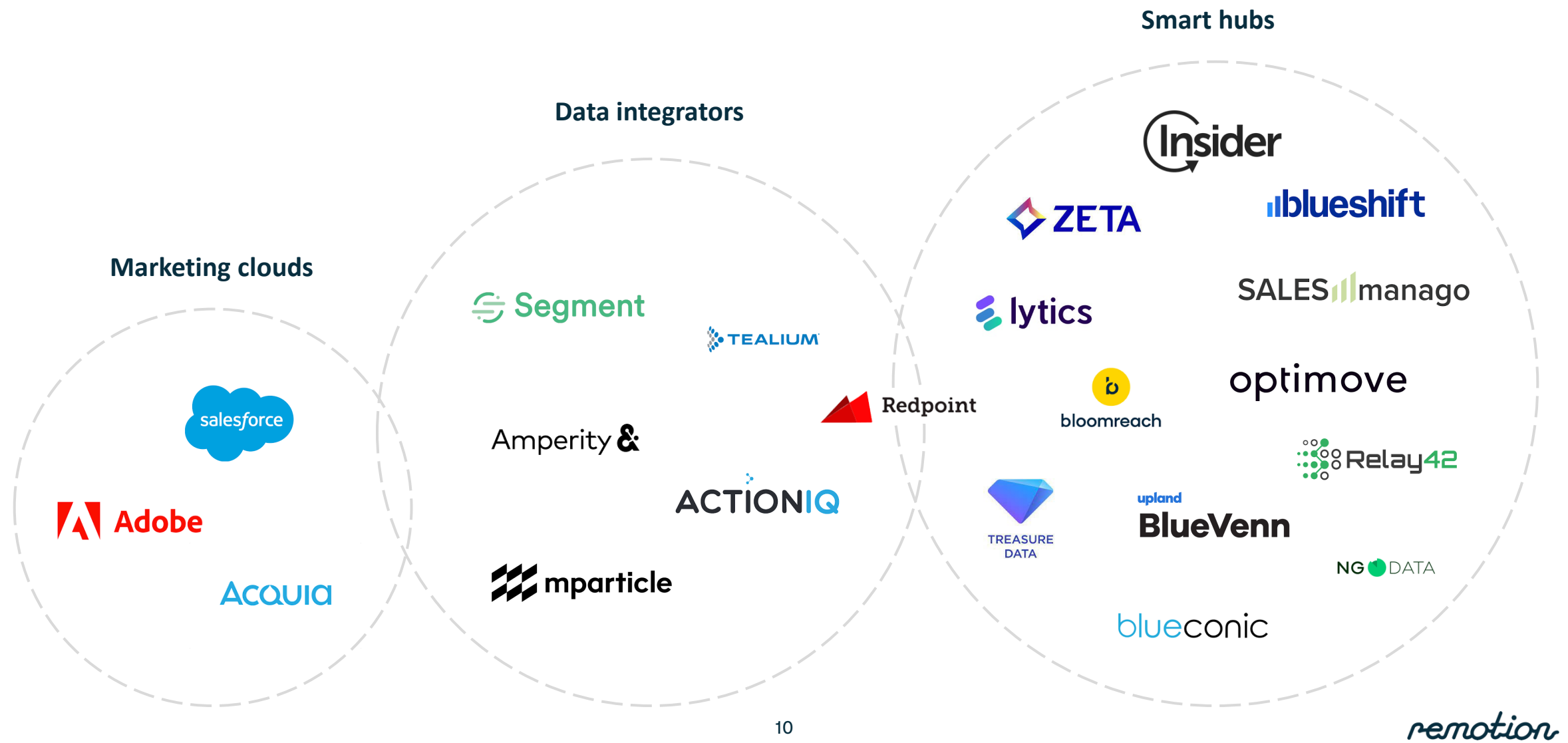
### Marketing Cloud CDPs:

Tools where everything is built into a suite  
Difficulty connecting to other systems outside the suite

### CDP Engines and Toolkits:

Described as a CDP toolkit or available as open source for IT-lead teams to build an application on top of a CDP

# CDP Landscape



# Mapping business requirements is key

Data	Standard integrations	Profile unification	Profile unification	Real-time data
Analytics	Customer profiling	Support of house holds. Built in models. Deploy native models in platforms.	Recommendation models	Real-time analytics
Customer interaction	Channel capabilities	Personal discounts. Number of products & prices. Full integration paid media. Event based.	Orchestration	Personalized offers
Measure & reporting	Omnichannel follow up	Dashboards	A/B testing	Control

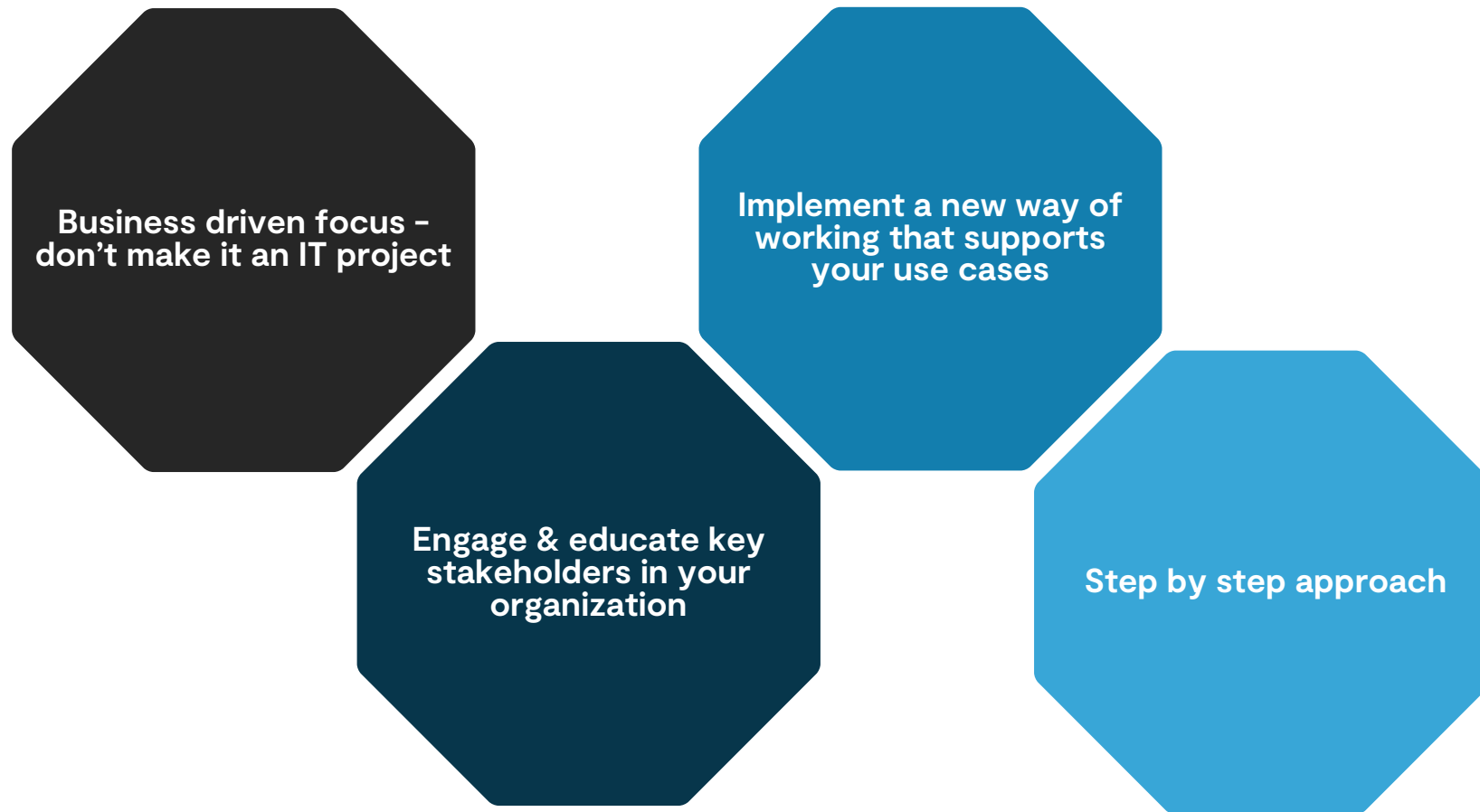
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# Key success factors



# Thank you!

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