

CDP use cases

Customer profile unification

Rationalize customer data records to get a 360 view of customers, to do effective personalization and to reduce ad spend waste

Audience building

Tracking the history of a customer over time

Segmentation

Marketers can easily drag and drop attributes, user behaviors (web, mobile, POS, Social etc.) and even other segments in order to build out powerful segmentation

Personalization

Personalize across channels based on segmentation and activity

Online + offline

(persistent identity unification)

With a CDP, it's easy to associate multiple identifiers with each customer, stitching together a persistent identity that is retained forever

Predictive scoring

Marketers will be able to predict customer behavior such as who is likely to churn, purchase, click, or convert in near future

Retargeting

Improve retargeting accuracy by connecting your customer data with advertising data, creating optimized audience segments and automating the whole process

Multi-touch attribution/customer journeys

Enabling marketers to score customers and perform real-time optimizations across a number of display, search and social channels

Recommendation engines

Use customer behavior data, such as the products a shopper has liked or rejected in the past to run analytics like continuous A/B testing

Predictive models/analytics

Determine likelihood to buy, propensity to churn, customer lifetime value

Mobile

collect first party data through mobile SDKs, which are easy to integrate with existing websites and applications available for real time use

Social Advertising

Target customers in social channels

Lookalike marketing

Advertise across social media and the open web to audiences matching your top customers

Measurement and insights

Deep customer and business reporting