

The Value of a CDP

Accelerate Revenue with an Actionable
Customer Data Platform



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Overview



The Data Pain Marketers Face

What is a Customer Data Platform?

Top Use Cases/Pain Points

Features, Benefits and Advantages

Request a Guided Tour

Marketers Struggle with Complexity



April 2020

Marketing Technology Landscape The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1936

Social & Relationships 1969

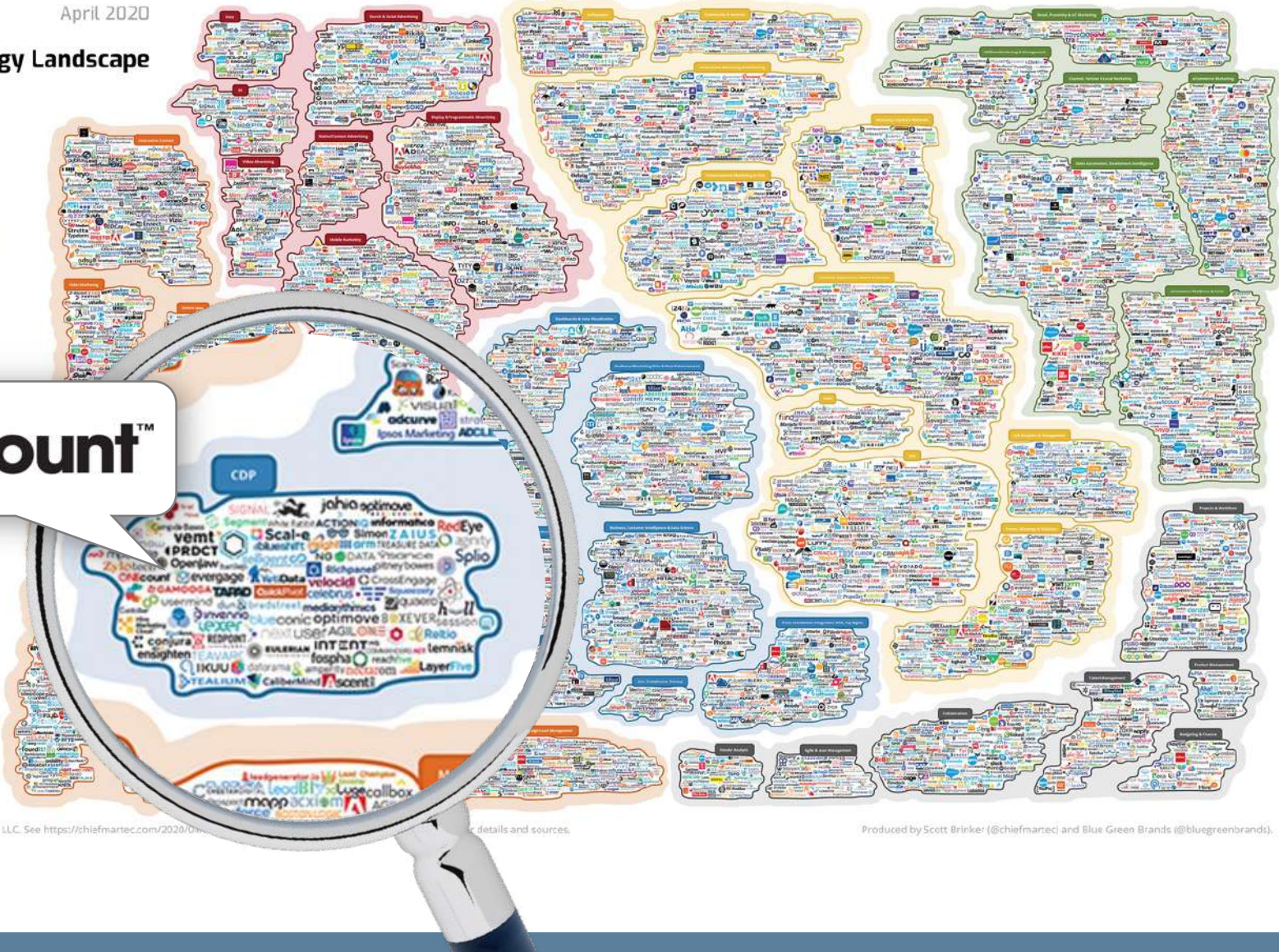
Commerce & Sales 1314

Data 1258

Management 501

Access all the data of this landscape & more

ONEcount™



Common challenges



**Disconnected
silos**

**Lack consolidated
data view**



**Limited access
to data across
all touchpoints**

**Customer journey
is fragmented**



**Manual efforts
to launch
multi-channel
targeted
campaigns**



**Insights/data
intel resides
in separate
systems**



**3rd-party
cookie demise**

**Challenges
with privacy
compliance**

What is a Customer Data Platform?

A customer data platform (CDP) helps centralize customer data into one single ecosystem.

Empowers actionable insights to personalize customer experiences.

The Forbes logo, consisting of the word "Forbes" in white serif font inside a black rectangular box.

Named CDP as Top 10 Digital Transformation Trends For 2021

CDP Differences...

CRM | Customer Relationship Management



- Uses relational data, primarily updated manually lacks the ability to handle many silos of data.
- CDP automates data between systems. Collects behavior insights, OC includes a data warehouse.

DMP | Data Management Platform



- Use anonymous data. Shared IDs. Can't report user-level/PII detail.
- CDP holds data governed by first-party permissions. Creates a federated ID across systems.

Who Can Benefit From A CDP

- **Marketing Managers** responsible for growth, demand generation and/or operations.
- **Sales Teams** who want better conversations with prospects and customers using insights that may live in other systems.
- **Data Engineers** tasked to unify different data sources but don't have the bandwidth or resources because of other higher priority projects in the pipeline.

Data-Driven Ecosystem

DATA COLLECTION

- Inputs from any source
- Stores, unifies in usable format
- DExTr – Bi-directional exchange

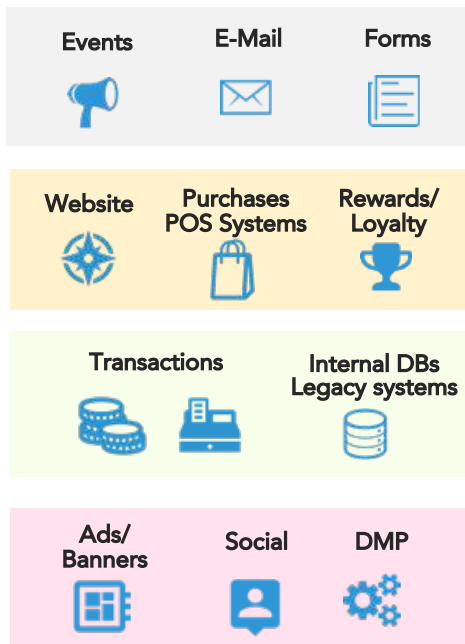
PROFILE UNIFICATION

- Associate IDs with a person
- Appends behavioral history
- Deduplicates, multiple identifiers

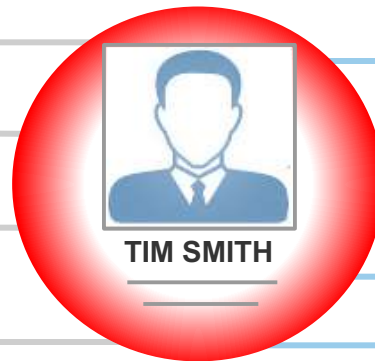
ACTIVATION

- Connects external systems
- Deploys multi-channel campaigns
- Built-in Inbound/outbound reach

DATA SOURCES



CDP + DATA WAREHOUSE



360° SINGLE CUSTOMER VIEW

TOOL SUITE



The Top Benefits of a CDP

- Provide a single, **holistic customer view**
- Create **complete customer profiles** with cross-device identification
- **Convert unknown visitors** to identified profiles with behavioral history append
- Segmentation at a **granular level**
- **Targeting relevant** campaigns more accurately
- Deliver **multi-channel execution**
- **Aggregated** reporting and analytics

Pathway to Dynamic Activation



According to McKinsey

McKinsey
& Company

50 PERCENT of customer interactions today happen during multichannel, multi-event journey.

DATA-DRIVEN personalization generates a marketing-budget savings of 30 percent.

ONEcount's CDP Will Help You...

- **Lower customer fatigue**, churn and service costs
- **Shift your channel mix** to reach ideal audiences
- **Activate audiences** in real time
- Improve **informed decision making**
- **Reduce costs** by optimizing operational effectiveness and efficiencies

According to HBR...

**Harvard
Business
Review**

MARKETERS who use personalization can reduce their acquisition costs by as much as **50 PERCENT.**

Can **INCREASE** the efficiency of their marketing spend by **10 - 30 PERCENT.**

What's On Your Wish List?

Use Cases / Goals?









Key Takeaways



SINGLE SOURCE OF TRUTH

360-holistic view across your enterprise

ADVANCED INTELLIGENCE

Greater data accessibility across teams

MULTI-CHANNEL EXPERIENCES

Curates personalized 1:1 messaging

INCREASES customer acquisition, conversions, retention and revenue

GROWTH, trust and transparency for all parties!



4 CDP KEY PILLARS

Data Services + Customer Data Platform
Identity Access Management
Activation & Targeting Tool Suite
Dashboard Reporting & Analytics

The Platform Advantage



Data Services + CDP

- Unify & consolidated data in a single, unified data warehouse
- Bi-directional ETL, data and cookie sync with existing login, IDs, third-party systems
- REST API, SAML authentication
- Import/export tools
- List Matching abilities
- Utilizing technologies including Cassandra, MongoDB, Spark, Kafka, etc.

If any of these third-party components are already in your tech stack, ONEcount can work with or along side them.



Identity Access Mgmt.

- Global registration, federated ID across all sites/systems
- Identity resolution, marry PII to device, browser, digital fingerprint, profile unification center
- Single sign-on /social log-in with direct API access
- Progressive look-up, pre-populate fields
- Behavior tracking, convert unknowns to identified with up to 3-year appended history
- Smart Paywalls – integrates with leading payment processors
- Resource Manager – gate assets with forms, landing pages, lead generation, capture and full reporting



Activation Toolsuite

- Segmentation and Targeting Engine—builds first-party, ABM and/or behavior-based segments in minutes
- Action Manager—form and landing page, pop-up/modal builder, retargeting, QR codes, GEO, etc.
- Content recommendation engine
- Social suite—remarketing and social analytics
- ONEmail: built-in ESP with A/B testing dedicated IPs, domain keys



Dashboard Reporting & Analytics

- Automated Data Feed engine
- Cross-tactic, aggregated analytics and data visualizations with content topic drill-down
- Reports user-level/PII engagement across all channels



CUSTOMER CASE STUDIES

MARKETING CASE STUDY

Challenge

- Inability to create and trigger effective multi-channel campaigns using PII, web and content
- No actionable behavior-based insights to reach ideal audiences
- Long wait times on segment matches

Solution

- Target and segment users filtering known vs unknown visitors
- Create and deploy modals for each type of user
- Aggregated cross-channel analytics with user-level data

Results

- Over 6,8000 views on modal/pop-up campaign
- Over 2,600 users engaged in a two-day period with completed registrations
- 64% response rate from known audiences tied back to e-mail
- Increased site traffic by 30%

**32%
Conversion**

AUDIENCE USE CASE

Challenge

- Offline data legacy vendor
- No single sign-on and metering capabilities
- Low e-mail engagement with MailChimp
- Device consolidation

Solution

- Flexible metering / gating engine enable teams to create timely offerings
- Marry offline data, real-time transactions authentication
- Closed all identity loopholes
- Implemented ONEmail ESP for all marketing campaigns

Results

- Increased paid subscriptions by 30% in first three months
- Reduced duplication in customer records
- Increased open rates dramatically
- Consolidated financial reporting

30% ROI

DATA CASE STUDY

Challenge

- Over 10 disparate data silos
- No single source of data collection
- Data housed in 10 separate POS systems
- Lack of marketing activation

Solution

- Marry offline data, SMS, Rewards data and past purchase history data thru DEXtr data exchange engine
- Unified intake forms across web, app, and in-store
- Campaign builder for instant targeting

Results

- Increased product sales and customer acquisition within first two months
- Reduced duplication in customer records
- Leveraged aggregated data for personalized offers, coupons, etc.

25% ROI

MEMBER CASE STUDY

Challenge

- Member management system was siloed
- Lacked 360-degree customer view
- Marketing team of three could not deploy multi-channel campaigns without IT involvement

Solution

- DExTr – Mapped Personify, Informz event reg data to create unified view
- Created strategic segments and curated campaigns thru integrated tool suite
- Improve communications based on member status

Results

- Saw 22% jump in form completions by deploying Incomplete Profile campaign with weekly modal
- Identified over 3,200 members across all social campaigns in less than 5 months
- Member retention numbers are up

**25%
Engagement**

FIRST-PARTY DATA CASE STUDY

Challenge

- Disparate data sources
- Lack of real-time targeting across customer touchpoints
- Separate analytics and measurement reporting

Solution

- Consolidated and unified data across entire ecosystem
- Standardized data collection for lead generation reporting
- Curated Buyer Influencers segments coupled with custom actions
- Implemented ONEmail ESP for all marketing campaigns

Results

- Increased paid subscriptions by double digits
- Data accessibility for all cross-functional teams
- Launched new topical newsletters based on aggregated analytics

2x Revenue

BEHAVIOR + IDENTITY USE CASE

Challenge

- Convert anonymous visitors to known users
- Lack of e-mail engagement with third-party systems
- Need for precise targeting based on behavioral intent

Solution

- Progressive profiling and identity resolution
- Target and action manager to personalize messaging
- Cross-silo content analytics and measurement
- Implemented ONEmail ESP for increasing identified users

Results

- Launched contests based on content consumption
- Increase in web engagement, CTRs and impressions by two-fold
- Higher conversions of unknowns to knowns

20% in CLV

TARGETING CASE STUDY

Challenge

- Target individual HCPs across 38+ sites
- No global registration and access management
- Lack of automated reporting for key agencies and advertisers

Solution

- Global sign-on, social log-in tied to unified user database
- Key integrations including Google GAM for instant targeting
- List matching abilities for one-to-one messaging
- DExTr's secure data feed aggregated all campaign metrics

Precision Targeting

Results

- Frictionless user experience — increased quality lead gen
- Launched sponsored hubs and MD-IQ based on topic consumption — over 85% known on ungated sites
- Retained top advertisers by providing automated dashboards

3x CPMs



Let's Get Results



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