

Is a Customer Data Platform Right for You?

Learn How to Assess If You're Ready For a Customer Data Platform (CDP)



Is a CDP Right for You?

As customer experience continues to evolve and becomes more digitally fragmented, achieving a single view of your customer will only become more difficult. If customer experience matters for your business, in addition to becoming more efficient, and improving revenue - a CDP

is probably going to be a helpful addition. Now, a small mom-and-pop store with just a Facebook page aren't going to need (or have the ability to manage) a CDP, but many others—from SMBs to the largest enterprises—can benefit from a CDP.



The number one thing to ask yourself is: **Do you know who your customer is?** If you haven't solved the identity part, all of your advanced use cases are going to fall apart.

Armando Rosario, VP Strategic Programs at Tealium



If customer experience matters

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So how do you figure out if a CDP is right for you — and which one's right for you?

01

The business pain/use case

The best place to start when deciding whether you need a CDP is to identify the business challenges you are trying to address.

If your entire customer experience revolves around the in-store experience, with little emphasis on the online experience, a CDP is likely not going to deliver value. But if you complement your in-person experience with a website, engage with consumers on social media, have a CRM to manage your customer base, or do some targeted advertising, a CDP will bring all of the data behind the customer experience together in order to improve all of those efforts. Clearly understanding the business challenge and the pieces to optimize is critical.

02

Technology and data infrastructure

You want to get the most out of the technologies you've invested in already. However, your technology and data infrastructure probably is underperforming. **According to Gartner, marketing leaders report utilizing only 58% of their Martech stack's potential.** It's little surprise; with so many technologies to keep updated and integrations to manage, marketers are going to let some things fall through the cracks. Technologies aren't being used and silos of data are sitting around.

You'll need a Customer Data Platform that works with all of the customer data-reliant technologies in your stack. But the Martech stack is volatile; look for a futureproofing CDP that is flexible enough to work with what you have today and what you'll have tomorrow. A vendor-neutral CDP not only ensures the longevity of the CDP investment, but also the longevity and productivity of your other Martech investments.

03

Organizational readiness (people/process)

The third is the people or team you have to propel your CDP initiative to success. You will need a strategic, data-driven thinker who "owns" the technology for sure. You'll also need executive buy-in to support this transformative technology. But know that there is no set blueprint for the CDP team you need. Even small teams can deliver huge value with just a single use case.

Just like you need the right team, you need agreement on the goals and processes that are driving your CDP initiative. Understanding where your data maturity is at as an organization can help you determine what a CDP can do for your business.

CHECKLIST

Is a CDP right for you?



Your company could benefit from delivering real-time customer experiences to improve personalization efforts, cross-channel campaigns, and governance and privacy initiatives.



01

The basics

- ✓ You have a business problem and supporting use case(s) that warrants the technology.
- ✓ Your company uses multiple channels to market to buyers and needs that data to make decisions.
- ✓ Your company is (or will be) tackling organization-wide challenges like data governance (CCPA, GDPR).
- ✓ Your company could benefit from delivering real-time customer experiences to improve personalization efforts, cross-channel campaigns, and governance and privacy initiatives.

02

Customer journey

- ✓ You have a multi-channel customer experience, like in-store plus website, apps, call center, and social media that you need to optimize and ensure is more relevant.
- ✓ You need to understand the customer journey more than your CRM can provide.
- ✓ You are looking to achieve personalization and targeted advertising at scale.

03

The team

- ✓ You have a strategic owner in a Marketing, IT, or data science/related department.
- ✓ You have executive sponsorship for your CDP initiative.

Nice to Have, but Not Necessary to Start

- ✓ You have a core team of data-first workers committed to implementing and executing on use cases.

04

The data culture

- ✓ Your company understands the need to drive business goals from customer data insights.
- ✓ Your company is supportive of technology and believes the business challenge is a priority.

Nice to Have, but Not Necessary to Start

- ✓ Your company sees customer data as a strategic asset.
- ✓ Your company is thinking about the future of data governance and privacy.

Before Starting a CDP Project, Take Stock of Your Capabilities

It's important to understand where your marketing organization and your data maturity stand before starting on a CDP initiative. A Customer Data Platform will do a lot to improve both, but it is important to have a holistic baseline to measure your growth in these areas. We've included a Marketing and Data Maturity self-assessment to help you guide your internal conversations as you prioritize use cases, roles, and responsibilities.

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Marketing Maturity Self-Assessment

Marketing is a complex discipline balancing science and art. The following questions are intended to help you understand where your marketing organization's strengths are and where improvements can be made. This will in turn help you determine which use cases will make the biggest, quickest impact.

Rate the following on a scale of 1 to 5, where 1 is "I do not agree" and 5 is "I highly agree"

- ✓ Our organization works well together across marketing disciplines.
- ✓ The digital marketing budget is well justified for every project.
- ✓ Our marketing talent pool is rich and diverse.
- ✓ We have a good understanding of customer's motivations, needs, and goals.
- ✓ We create holistic and high-value data-driven experiences.
- ✓ Customer experiences are coordinated/integrated across channels and business units.
- ✓ We have in-depth personas developed for our target visitors/users/buyers.
- ✓ Developed programs exist to engage current customers and prospective buyers.
- ✓ We have a highly automated, multichannel campaign management capability to drive all programs.
- ✓ We use digital technology to engage buyers and connect commerce experiences across online and offline.
- ✓ Our digital marketing efforts allow us to target our highest value prospects and improve customer lifetime value.
- ✓ Inbound (search, social, and display) and outbound (email, mobile messaging) are utilized to optimize our digital commerce strategy.
- ✓ Organizational departments work together to develop loosely-coupled processes and share best practices to drive change.
- ✓ We use marketing technology/software to automate processes, improve interoperability and time to market.
- ✓ Innovation is a cultural norm — encouraged, rewarded, and continuous — providing a competitive advantage.
- ✓ The organization is recognized as the one to emulate innovation and lead our industry in market-moving ideas.
- ✓ We're very data-centric in everything we do; no new ideas go forward without data/evidence indicating it will work.

Score range	Maturity segment	Characteristic behavior
64-85	Differentiators	Leveraging data to drive customer obsession
43-63	Collaborators	Breaking down traditional silos
21-42	Adopters	Investing in skills and infrastructure
1-21	Skeptics	Just beginning the digital journey

Data Maturity Self-Assessment

Every organization has a level of data maturity; knowing if your organization's capabilities are stronger or weaker will help determine what use cases are priorities. Is your data governance all over the place? Perhaps managing the distribution of user consent is a top priority. Is your cross-channel communication non-existent? Activating campaigns using unified audiences from the CDP may be first on the docket.



Rate the following on a scale of 1 to 5, where 1 is "I do not agree" and 5 is "I highly agree"

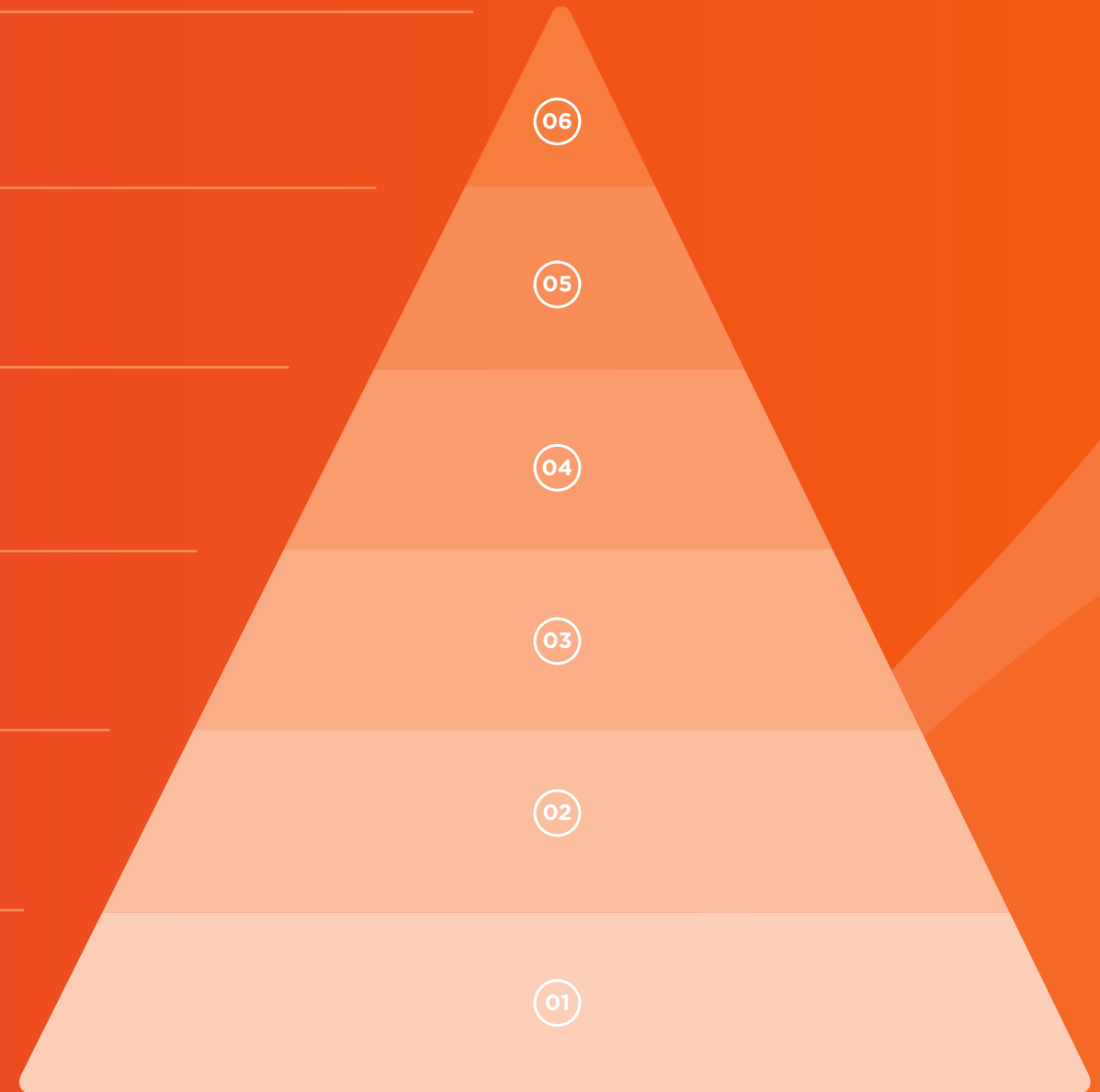
- ✓ We have the ability to optimize campaigns in real time and have well-defined data ownership policies.
- ✓ We inform strategic growth options with the intelligence we create from our data collection.
- ✓ We've achieved business advantage through our custom models and algorithms.
- ✓ We have robust customer, prospect, and visitor data for personalization and building attribution models.
- ✓ Continually updated data records feed an analytics engine.
- ✓ We have a sophisticated team of analytics professionals.
- ✓ We have real-time data integration to support marketing initiatives.
- ✓ We can track performance across channels and provide predictive analytics to determine future needs.
- ✓ Marketing metrics are tracked in real time and correlated with business results to enable campaign optimization.
- ✓ We use data to develop high-value customer experiences.
- ✓ We have a mature process to capture and report on transactional and demographic data.
- ✓ Marketing metrics are established in advance based on previous campaign performance or competitive intelligence.

Score range	Maturity segment	Characteristic behavior
51-60	Predict	Use signals from data to anticipate
41-50	Optimize	Strategy spans customer journey
31-40	Activate	A unified view of customer profile
21-30	Understand	Unified data and supply chain
11-20	Protect	Data governance in place, control over what data is collected and where its sent
1-10	Define	Mapped data management process

Understanding your level of data maturity

A key component of determining your marketing maturity level is to additionally understand where you fall according to the Universal Data Maturity Model.

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- 06. Predict** Use signals from data to anticipate
-
- 05. Optimize** Strategy spans customer journey, unified customer profile data available to each channel
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- 04. Activate** Data activated cross-channel, single view of the customer/ unified customer profile
-
- 03. Understand** Data unified, data supply chain including BI, Analytics, etc.
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- 02. Protect** Data Governance in place, control over what data is collected and where it is sent
-
- 01. Define** Data management mapped, vendor tags launched, integrations defined, data dictionary, etc.
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We Connect Data So You Can Connect With Your Customers

Tag Management • API Hub • Customer Data Platform and Machine Learning • Data Management

Tealium connects customer data—spanning web, mobile, offline, and IoT devices—so brands can connect with their customers. Tealium’s turnkey integration ecosystem supports over 1,200 client-side and server-side vendors and technologies, empowering brands to create a unified, real-time customer data infrastructure. The Tealium Customer Data Hub encompasses tag management, an API hub, a customer data platform with machine learning, and data management solutions that make customer data more valuable, actionable, and secure. More than 1,000 businesses worldwide trust Tealium to power their customer data strategies.

For more information, visit www.tealium.com.

Omnicom Precision Marketing Group (OPMG) aligns Omnicom’s global digital, data, and CRM capabilities to deliver precisely targeted and meaningful customer experiences at scale. Using its universal framework of connected data, connected intelligence, and connected experiences, OPMG provides services that include data-driven product/service design, technology strategy and implementation, CRM / loyalty strategy and activation, econometric and attribution modeling, technical and business consulting and digital experience design and development. At the core of delivering these services is Omni, an advanced technology platform that combines a powerful cultural insights engine with massively scaled data insights from the first-, second- and third-party sources, including several proprietary Omnicom data partnerships.

OPMG



CREDERA

