



THE DATA BEHIND CUSTOMER CENTRICITY

The divergent capabilities of Customer Data
Platforms and how you can prepare

ABOUT MERKLE



a **dentsu** company

OUR MISSION

**We empower the
world's leading brands
to create distinctly
better experiences.**

We're a global partner

12,000

Industry specialists at Merkle, a dentsu company
with a team across Americas, Europe, Asia and Australasia

400+

World-class clients

3.7 billion

First-party customer records managed

1.7 billion

Global digital media managed

3,300+

Delivery centre specialists

150+

Marketing technology
platforms managed

£1.1 billion

Managed in global digital media spend

20

million+

Mobile messages delivered

150k

Campaigns annually

Building a roadmap for digital



We're a preferred partner across a range of technologies

Premium Partners – Northern Europe



1 of 4 Premium global partners

Full Experience cloud partner

Marketo Platinum Services Partner



#1 Agency partner globally

Full Sales, Service and Marketing Cloud Partner

Largest partner within EMEA



Global Platinum Partner



Silver Partner Nordics

EpiServer CMS

EpiServer Commerce

Optimizely



Strategic Partner

Customer Engagement and Commerce Suite (CEC) specialist



Top 5 global innovation partner

First round of partners certified for GA360 products

Google Cloud and GMP

Media



CDP, Decisioning



Martech / Email



Microsoft Dynamics 365

Analytics



CMS



E-commerce



Cloud



WHAT IS A CDP?

The Customer Data Platform – What is it?



Consumers demand a unified, omni-channel experience with the brands they trust, but it's important for companies to create a truly omni-channel experience when their data exists in silos. To Create that seamless unified customer experience, you need unified data. That's where a customer data platform comes in, aggregating and integrating data from a multitude of channels and data sources to provide a comprehensive source of truth about every customer on an individual level.

A CDP isn't the same thing as a CRM database, nor is it an ordinary marketing or data management platform. Designed with marketers in mind, a CDP is unique in that it focuses on **creating a central location for all customer data**, including everything from buyer personas to web and mobile browsing history, email, chat, and phone interactions with the brand, social media behavior (follows, comments, likes, etc.), and more. While other data-focused platforms, such as CRMs or social media analytics solutions, focus on aggregating data related to one particular channel, a CDP brings together the **complete history of interactions and behaviors** across all channels to provide a more robust, in-depth understanding of every individual prospect and customer.

David Raab [Customer Data Platform \(CDP\) Institute](#)

CDPs are Considered the Next Step for Marketing

Challenges We Hear

- Getting identity right **across channels** and **platforms**
- Understanding and **enabling your customer data** across platforms
- **Orchestrating personal experiences** between online and offline

Brands Talking About CDPs

99%

Brands Actively Utilizing a Customer Data Platform

46%

Merkle 2021 Fall Customer Engagement Report

Are In the Market for a Customer Data Platform

53%

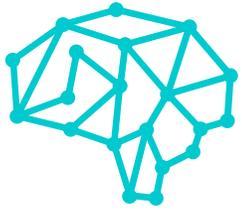
Merkle 2021 Fall Customer Engagement Report

A CDP is not a thing...

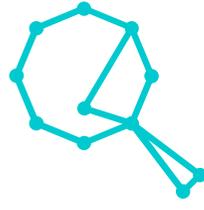
A CDP is a collection of capabilities



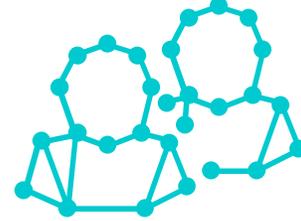
Why Do Organisations Need a CDP?



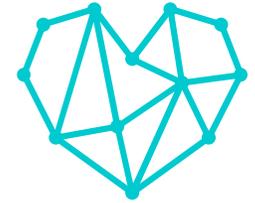
**1st party data
collection**



**Single view of a
customer**

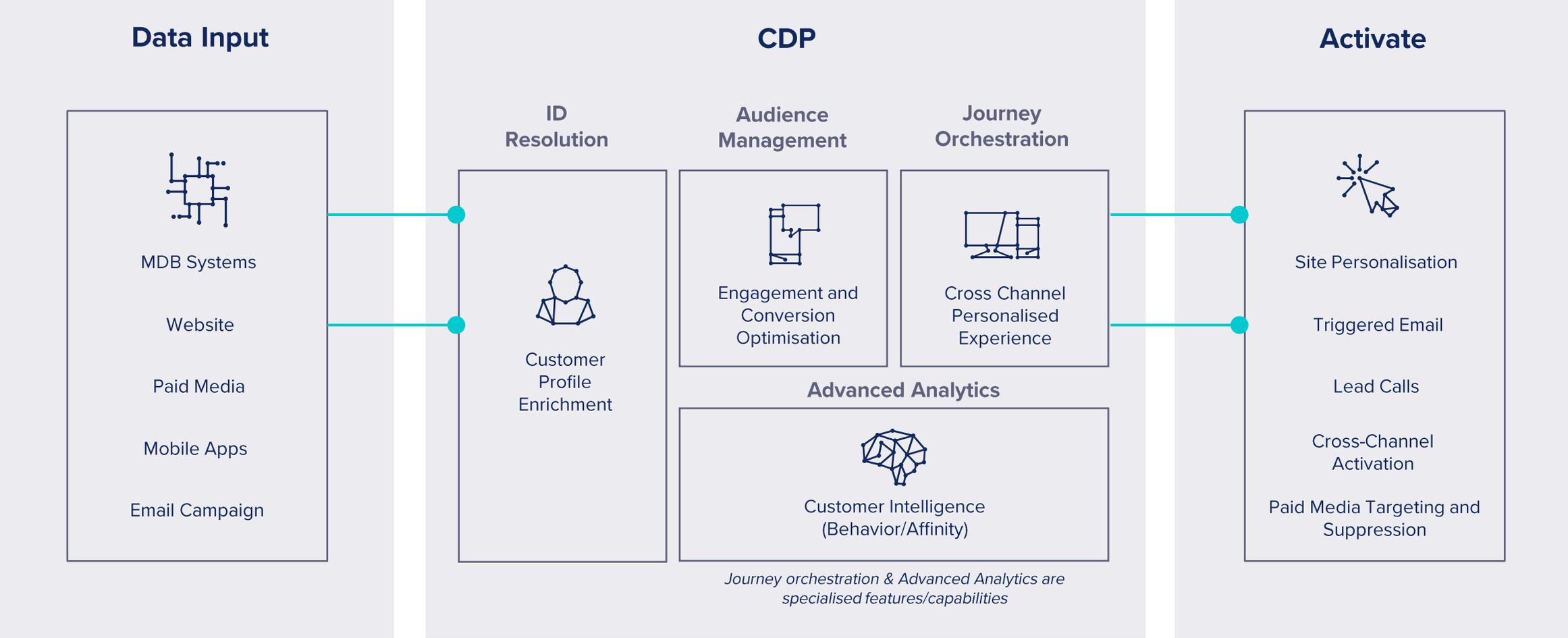


**Audience
orchestration**



**Experience
personalisation**

CDP Visualisation



CDP Vendors by Type

Suite vendors

One unified solution offering from a single vendor across multiple capabilities



Data unification

One unified solution offering from a single vendor across multiple capabilities



Data orchestration

Platforms from vendors whose functionality may originate from a core offering or been purpose built to solve an industry need



CDP Vendors by Type

Suite vendors

One unified solution offering from a single vendor across multiple capabilities

Data unification

One unified solution offering from a single vendor across multiple capabilities

Identity Resolution
Data Operations
Real-Time Data Analysis

Data orchestration

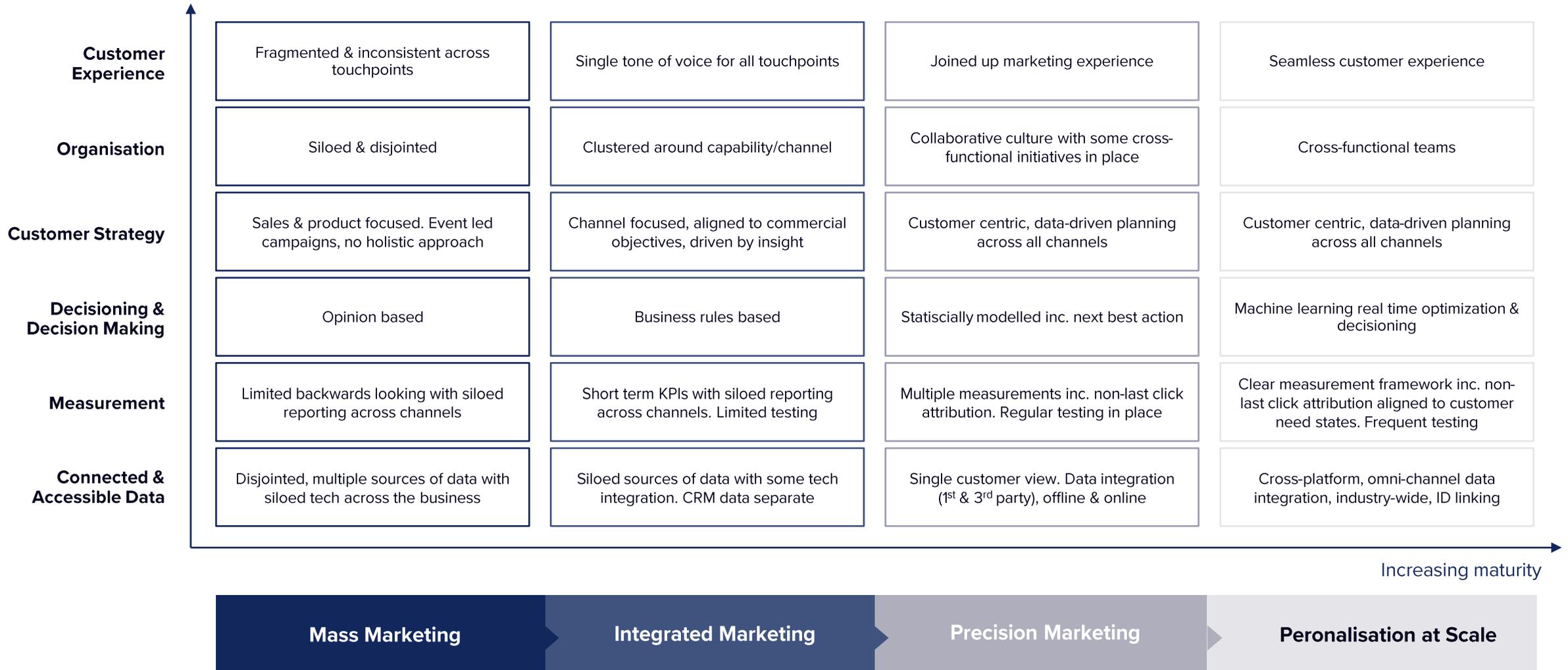
Platforms from vendors whose functionality may originate from a core offering or been purpose built to solve an industry need

Dynamic Audiences
Customer Journeys
Content Personalisation

Differences: Data Lake v. DMP v. CDP

	Data Lake	DMP	CDP
Data Utilisation	1 st , 2 nd , and 3 rd party data for audience creation and utilisation. Enables full analysis of audience patterns.	1 st , 2 nd , and 3 rd party data for audience creation and utilisation. Meant for speed and scale	Utilises 1 st party data for use cases. Built for precision and customer experience.
Id Utilisation	Anonymised data; cookies, devices, or a designated/hashed ID	Anonymised data only; cookies, devices, or a declared ID	PII and anonymised data utilisation; cookies, devices, id's, and PII
Identity Management	Can structure data to only allow non-pii data for ingestion to reduce complexity and required compliance needed for data lake	Focused on cross-device stitching for profile merging. Leverage deterministic and probabilistic methodologies	Do both de-dupe and merge on PII, as well as deterministic identifier stitching to PII, limited probabilistic matching
History	Complete lookback of history including product, service, and sales data; meant to stay relevant with changing behaviors	Has a finite lookback window on cookies; meant to stay relevant with changing behaviours	Full contact history; meant for a long-term relationship with customers for historical analysis, but focus is on most recent data points for activations and personalisation
Integration Focus	Build on existing tech stack for integrations (AWS, collibra, talend) to stitch together ERP systems to customer level profiles	Inbound data must be captured in key/value pair. Outbound integrations focus on real-time ad-tech and off-site behavioral interactions	Inbound data can be ingested in any format. Outbound integrations focused on mar-tech and customer experience use cases

The path requires a holistic approach across discrete workstreams



Advancing Your CDP Maturity

Phase capabilities and use cases over a multi-month roadmap



360 Customer Profile

Create a centralised, accessible customer data hub

Months 0-3



Identity Resolution

Leverage more connected IDs to trigger experiences across channels

Months 4-7



Real-time Activations

Inform channels about real-time behaviors for site personalisation

Months 8-12



Relevant Experiences

Leverage data science and analytics to determine NBAs or recommendations

Months 13-18



Full Journey Orchestration

Create efficiencies through ML/AI that support the customer's lifecycle

Months 18+

Customer Data Platforms: Implement through use cases



Start small

E.g., Target high propensity annual pass prospects in media

E.g., Select audiences based on propensity, interest

Test & Learn experiments are critical to measure

First cloud platform build to support specific use cases



Build on success

E.g. Increasingly advanced audience optimisation

E.g., Next Best Action to support the decisioning behind personalisation

Continue Test & Learn mentality

Enhanced cloud platform to support more robust use cases



Continue to build

E.g. Build out audience graph

E.g., Operationalise use cases that are successes

Continue Test & Learn mentality

Extend to marketing for analytics, reporting, orchestration



CLIENT INSIGHTS MICHAEL DOHERTY

HOW DO YOU EXECUTE?

My lessons learned

1

Understand

2

Sponsorship & Partnerships

3

Audience Strategy

4

Use cases

5

Roadmap & Goals

Steps to successfully bringing the vision to reality



01.

Strategic roadmap
and business case

Identify and prioritise all the drivers needed to achieve the vision and establish ROI projections



02.

Ways of working

Define the new organisational paradigm necessary to drive the vision



03.

Marketing
activation

Activate personalised marketing experiences and increase effectiveness for sustainable growth and scale



04.

Technology integration

Further integrate all data and technology elements needed to connect the total customer experience

THANK YOU

Justin Grant | Head of Technology, Merkle

Mick Doherty | Associate Director, Digital Strategy & Performance Optimisation, The University of Melbourne

Merkle partners with most leading CDPs to provide implementation and managed services for our joint clients

