

Understanding CDPs and Navigating the Hype



Today's Speakers



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Munvo maximizes your MarTech investments. We partner with the leading MarTech solutions to deliver services from implementation to run services.

Strategic Partners:

 ACTIONIQ

 Adobe
Solution Partner
GOLD
SPECIALIZED Adobe Campaign

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 salesforce

 sas Gold
Partner

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Products:

- **SMS Gateway** (Data Decision & Delivery)
- **campaignQA** (Data Quality)
- **Rewind for Adobe Campaign** (Config Migration)
- **MunvoAI** (Data Processing)

100+
Consultants and
Developers

120+
Enterprise
Customers

300+
Marketing Solutions
Projects

15+
Years of
Experience

Colleagues' pain that motivated me to build a CDP

IT Teams



- **Blamed** for incomplete integrations and slow technical support
- **Frustrated** that integrations had to be custom built
- **Bemoaned** that they had to work on integrations vs. more exciting IT projects

Analytics Teams



- **Wasted** 80+% of their time integrating, cleansing, transforming, and shipping data
- **Disappointed** stakeholders with delays in customer insights and audience lists

Business Teams



- **Over-touched** customers due to siloed decisioning
- **Regarded** 1:1 personalization as Mission Impossible
- **Failed** to meet their business goals for acquisition and retention

If your organization feels these pains, a CDP is the right tool for you



CX Team

- **Disjointed** data prevents an understanding of customers' needs
- **SQL-only** interfaces prevent business professionals from accessing data



Analytics Team

- **Siloed** point solutions in marketing, sales, and service cause endless data wrangling
- **Duplicate** customer identities cause inaccurate insights and distrust among stakeholders



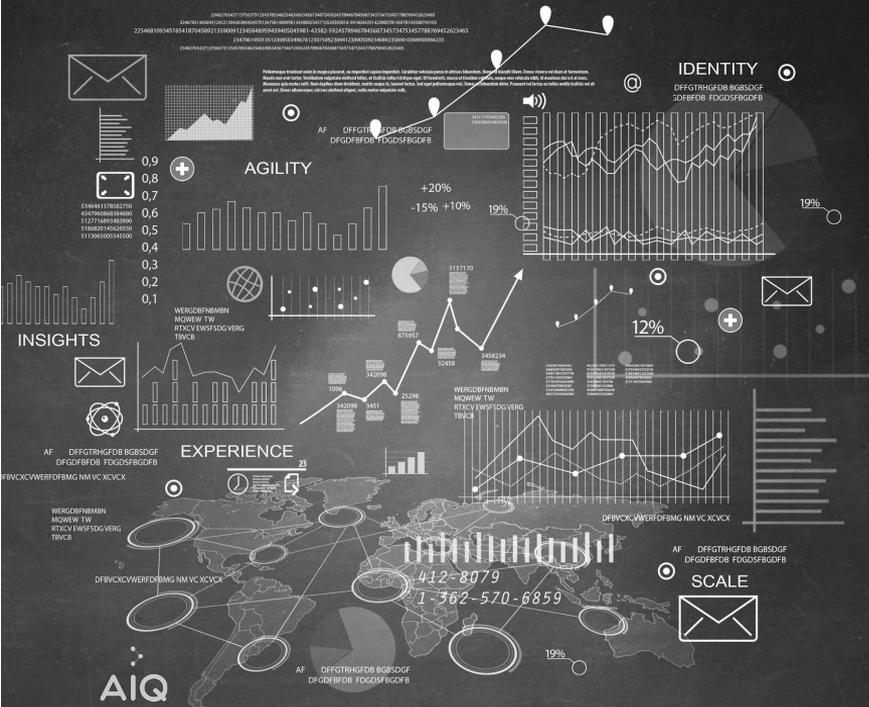
IT Team

- **Broken** integrations between martech solutions consume all their time away from critical projects
- **Friction** between Marketing and IT encourages constant rip-and-replace of martech



Executive Team

- **Costs** for technology are growing uncontrollably because of vendor lock-in
- **Rigid** tech stacks prevent transition to best-of-breed technologies



Key Issues

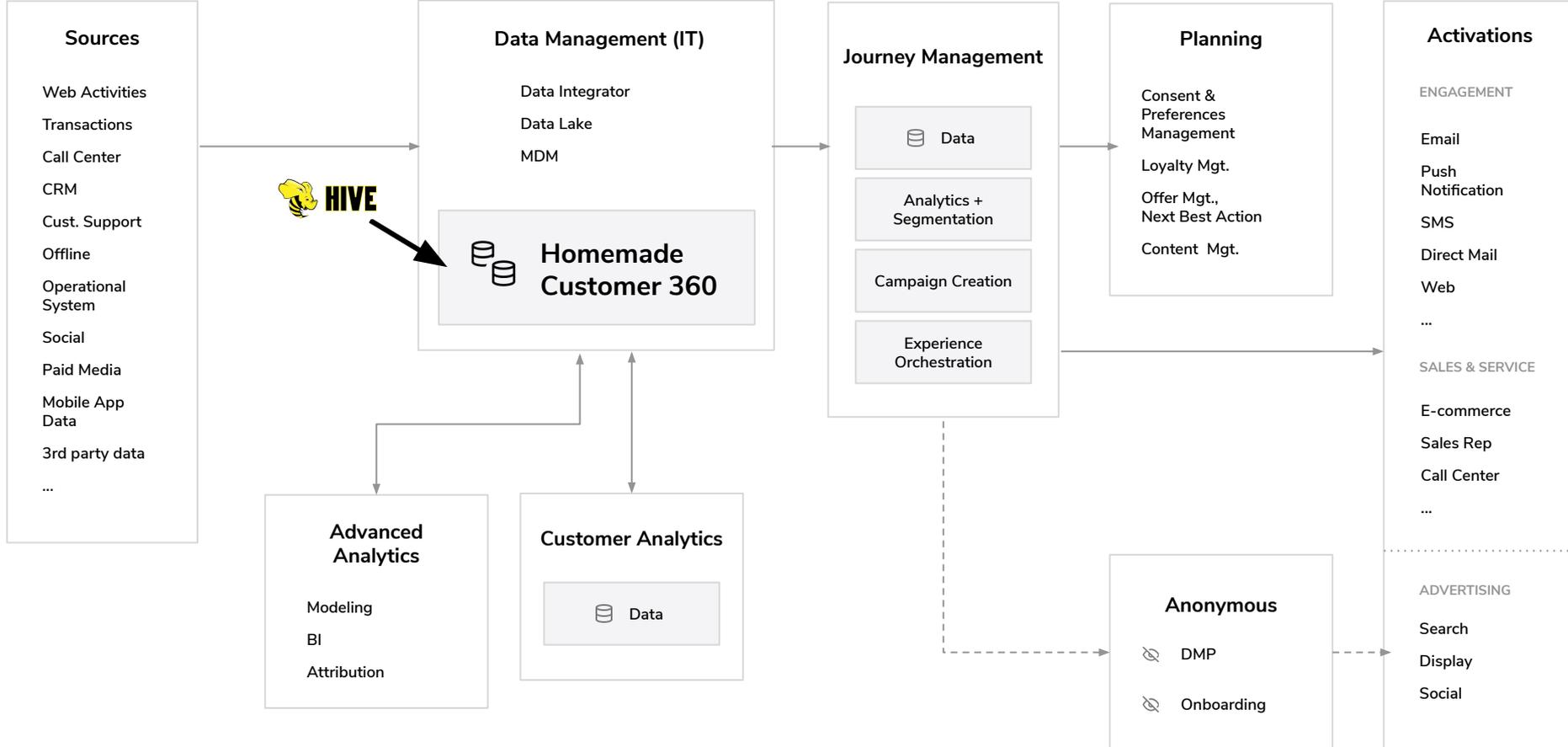
- When a CDP makes sense
- Critical criteria of a CDP
- Understanding the types of CDPs
- Where a CDP should fit in CX stack
- Stories of client success, including ROI

What I **thought** Lowe's needed as I built their CDP

- 1) De-silo all the disparate sources of customer data (14)
- 2) Assemble a customer 360 across all customers (215 million)
- 3) Ship this customer 360 to downstream engagement systems for marketing personalization (ESP, DMP, PE)



The result was a CDP that **helped IT**, not the Business



Foolish me, I only solved **one third** of the criteria!



**CUSTOMER
360**



Centralized database
including all customer
interactions



**ANALYTICS AND
SEGMENTATION**



Friendly interface for
analyzing, segmenting, and
predicting outcomes



**EXPERIENCE
ORCHESTRATION**



Experience automation
across all marketing, CX, and
commerce channels

If I could go back in time, I would **license a CDP...**





Key Issues

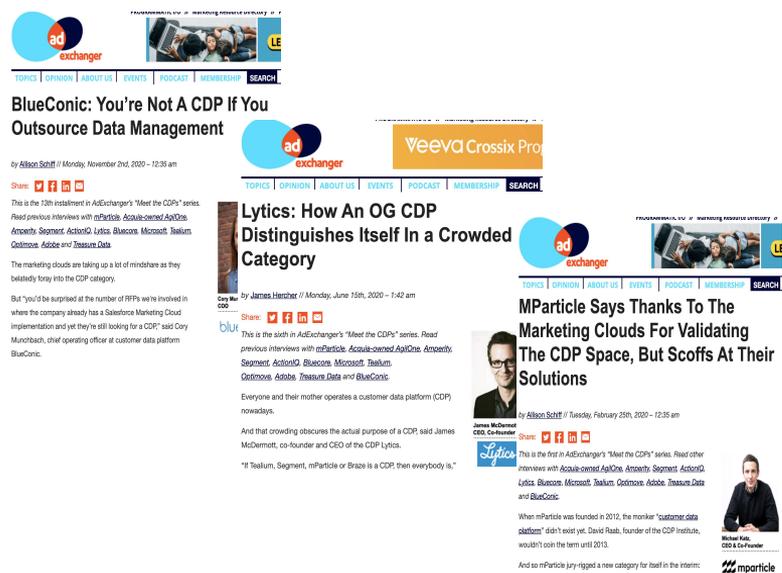
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But the CDP marketplace is confusing

1 | Too many vendors



2 | Every vendor says they're the best



Good news...

Industry analysts regularly regard ActionIQ as **honest and helpful**, so we'll demonstrate it today by sharing some helpful background on each vendor, including us



ActionIQ provides valuable guidance on all CDPs and are known for sometimes even recommending a competing solution for some projects if that is a better fit for the organization.

—**Research in Action, 2020**

The most overlooked aspect of CDPs

When building their CDP, no vendor had enough resources to build everything for everyone. Instead, money and time were limiting factors.



On Day 1 of every vendor's existence, they faced a major decision...



...they had to decide whether to build Approach A or its inverse, Approach B

Approach A: Application-first CDP

Fancy applications atop a lightweight data infrastructure

Applications:



User Interface



Models



Journeys

Infrastructure:



Ingestion



Storage

Approach B: Infrastructure-first CDP

A robust data infrastructure with fewer applications atop it (more built over time)



User Interface



Activations



Ingestions



Pipeline



Storage

It's a difficult decision because the tradeoffs are massive

Approach A

Pros/Cons of Building **Application-first**

- + Easier to build = Quicker to market
- + Attractive UIs quickly entice buyers
- Struggle with scale and flexibility
- Very difficult to strengthen data infrastructure after launch

Approach B

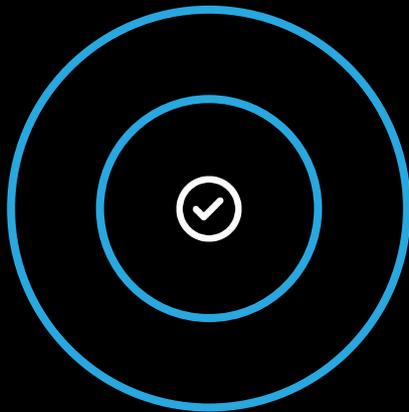
Pros/Cons of Building **Infrastructure-First**

- + Adaptable to all verticals and sophisticated use cases
- + Applications function more effectively atop strong infrastructure
- Requires funding to survive early days
- Expensive infrastructure engineers (\$)

Remember, vendors had to pick one approach and live with its sacrifices forever



So let's reveal what each CDP
vendor picked...



Simplified View of CDP Marketplace

Data Integration CDPs

 Segment TEALIUM mparticle

Not true CDPs because...

- Incomplete customer 360
- No advanced analytics
- No campaign orchestration

Application-First CDPs

 AGILONE blueconic salesforce Simon

Infrastructure-First CDPs

 ACTIONIQ redpoint Adobe* ORACLE*

*Infrastructure for their cloud data only

Pros and Cons of each type of CDP on the user

Approach A

Application-First CDP

- + Attractive UIs + dashboards
- + Additional predictive models
- + Additional real-time capabilities
- Less adaptability from fixed designs
- Not suitable for enterprise scale
- Do not surface all data in UI
- Low computing power

Approach B

Infrastructure-First CDP

- + Easier to customize
- + Scales easily for enterprises
- + Higher performing predictive models
- + Stronger reliability due to infra. focus
- Some applications still being built
- More expensive

So if I could truly go back in time...



An infrastructure-first CDP is what Lowe's needed

Data Integration CDPs

 Segment TEALIUM mparticle

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 AGILONE blueconic salesforce Simon

Infrastructure-First CDPs

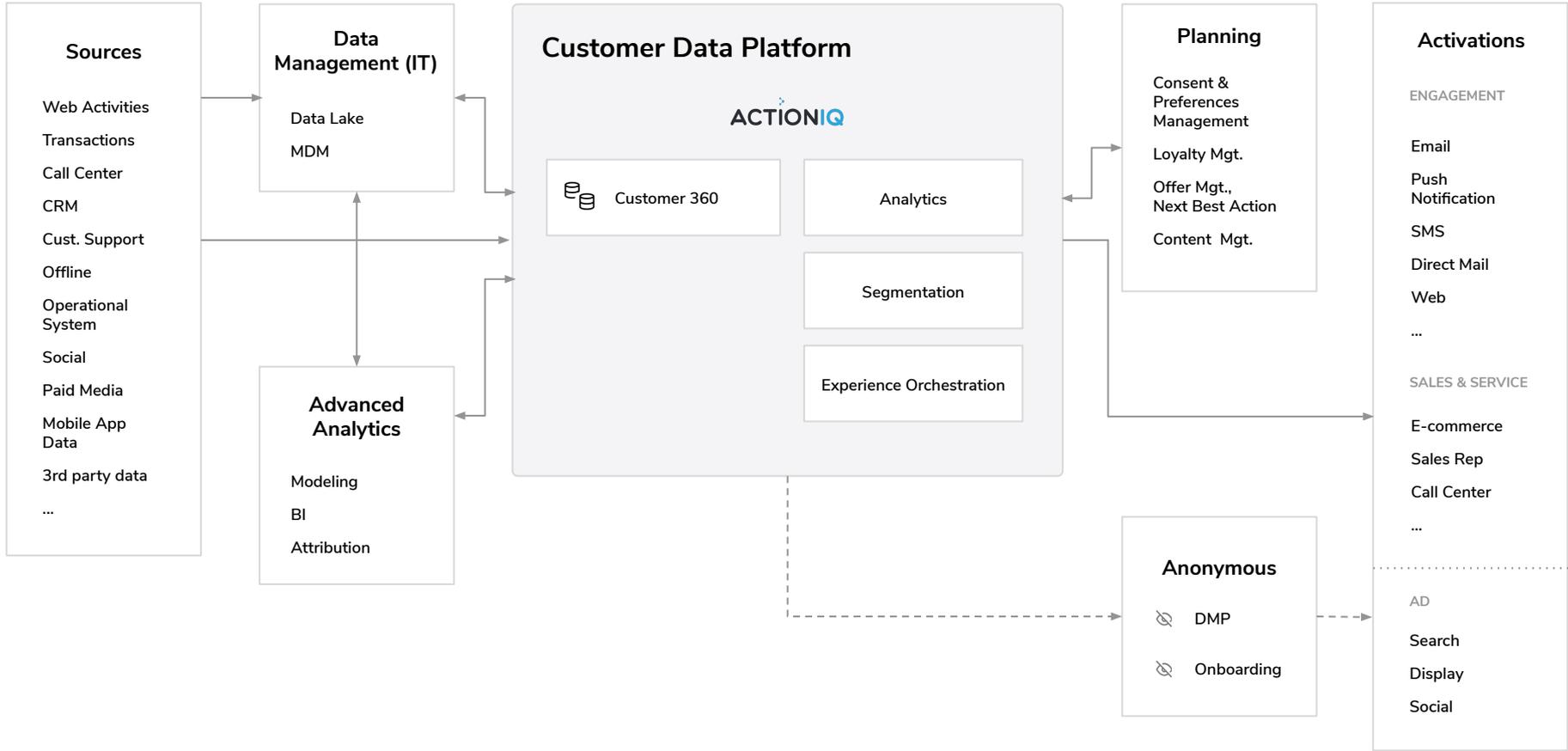
 ACTIONIQ redpoint Adobe ORACLE



Key Issues

- When a CDP makes sense
- Critical criteria of a CDP
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- Stories of client success, including ROI

Where an infrastructure-first CDP fits in the larger CX stack



The outcomes a CDP must enable

TRUST

Teams confident in the data they use

EFFICIENCY & TIME BACK

Teams free to focus on generating value

HIGH IMPACT ON BUSINESS

Teams make the right decisions

CONTROLLED RISKS & COSTS

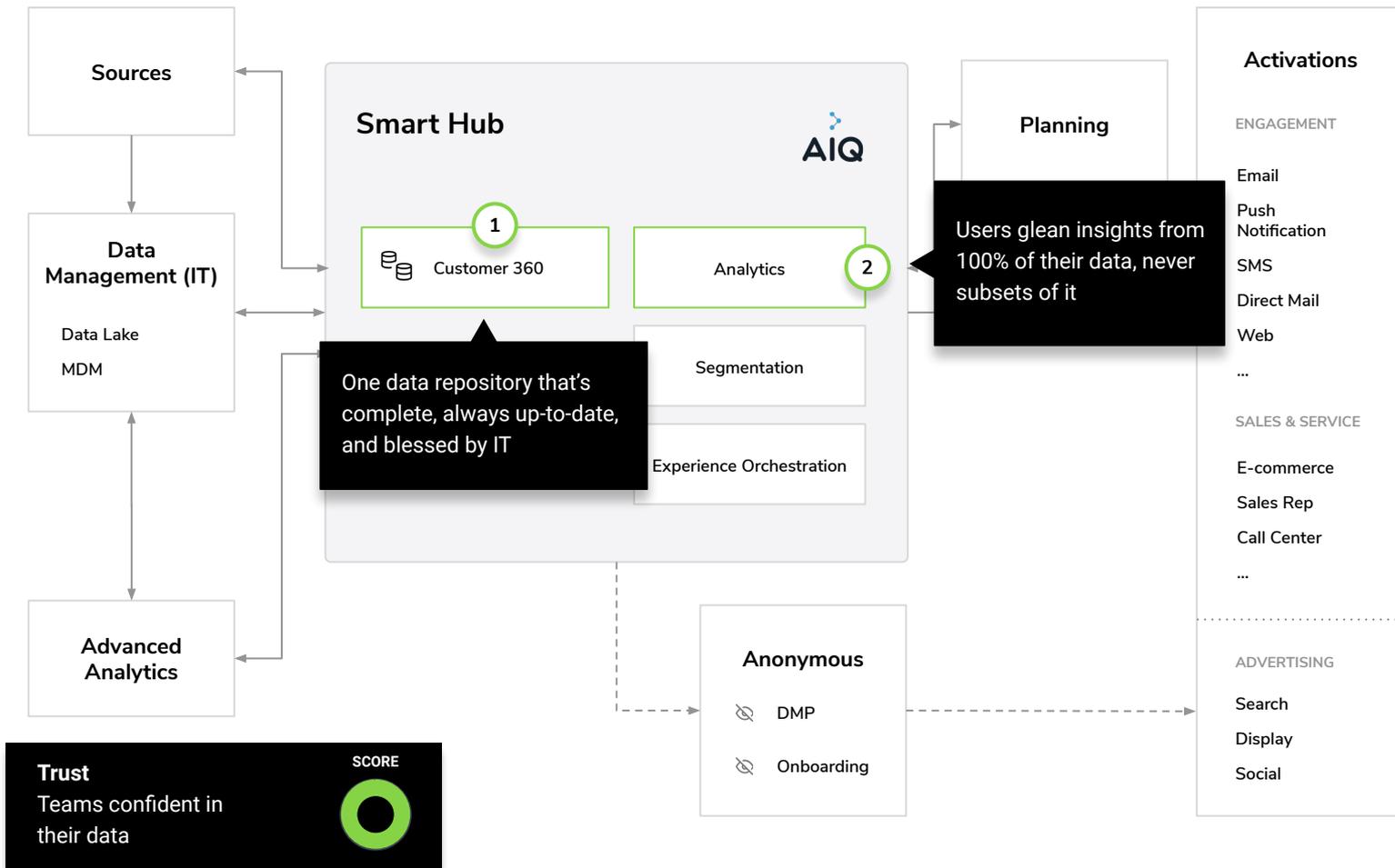
Teams gain flexibility from future-proof stack

Capabilities required to enable those outcomes

1. Single source of truth
2. Insights calculated on all data
3. Self-service data management
4. All data accessible via no-code friendly UI
5. Centralized decisioning across all channels
6. Democratized predictive intelligence
7. Leverage existing investments in Stack
8. Adaptable stack components

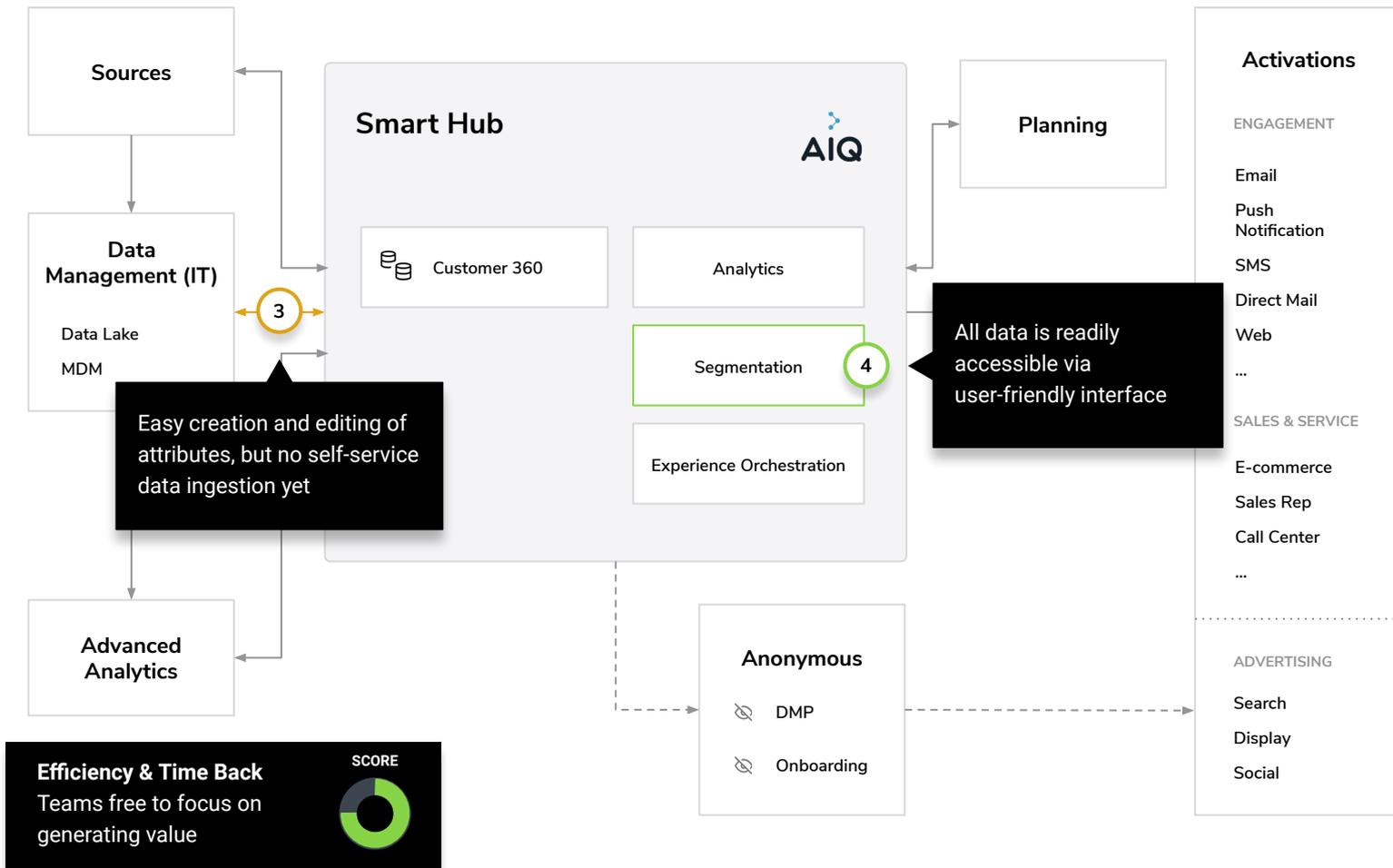
EVALUATION CRITERIA

- 1 Single source of truth
- 2 Insights calculated on all data
- 3 Self-service data management
- 4 All data accessible via no-code friendly UI
- 5 Centralized decisioning across all channels
- 6 Democratized predictive intelligence
- 7 Leverage existing technologies in stack
- 8 Adaptable stack components



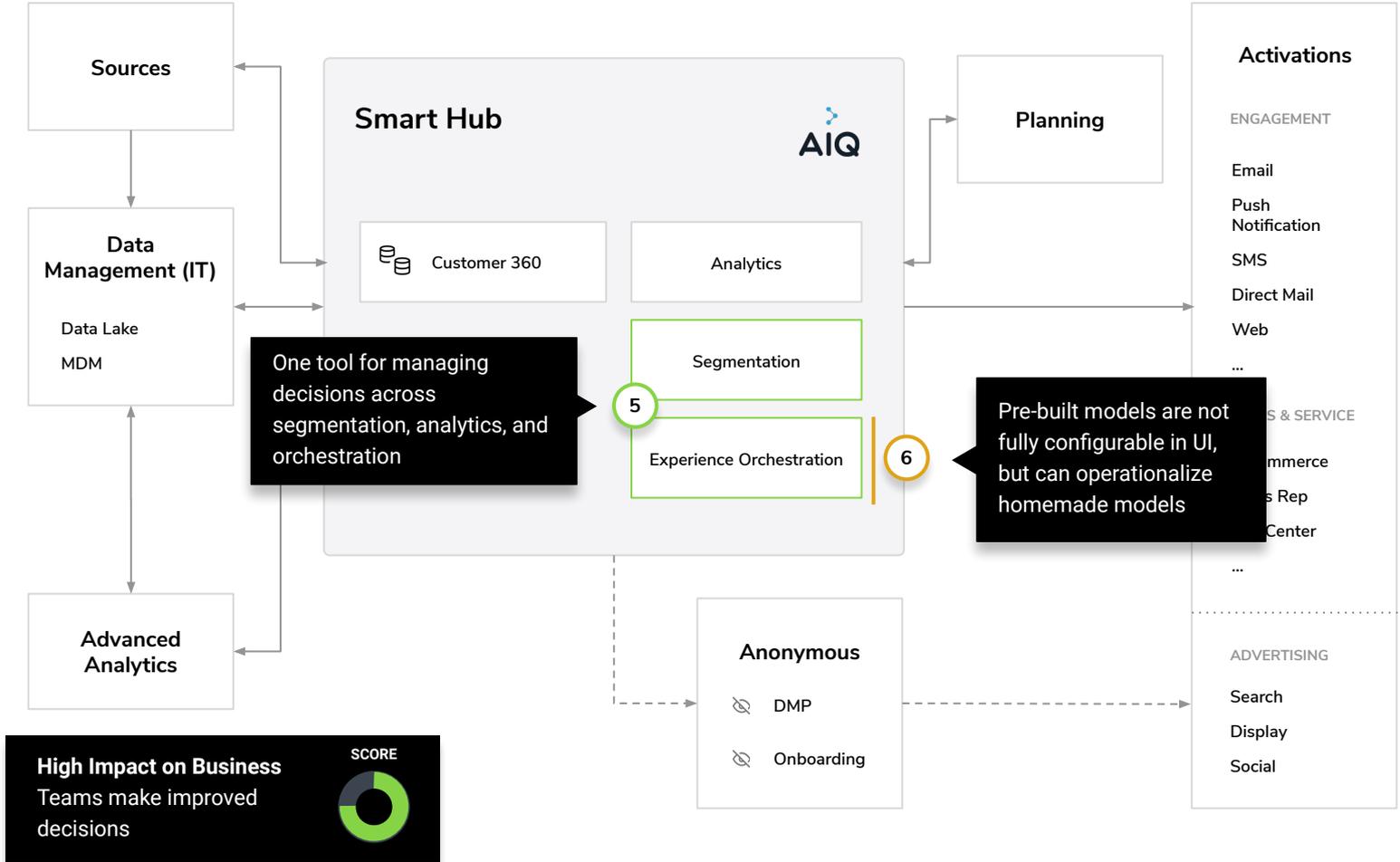
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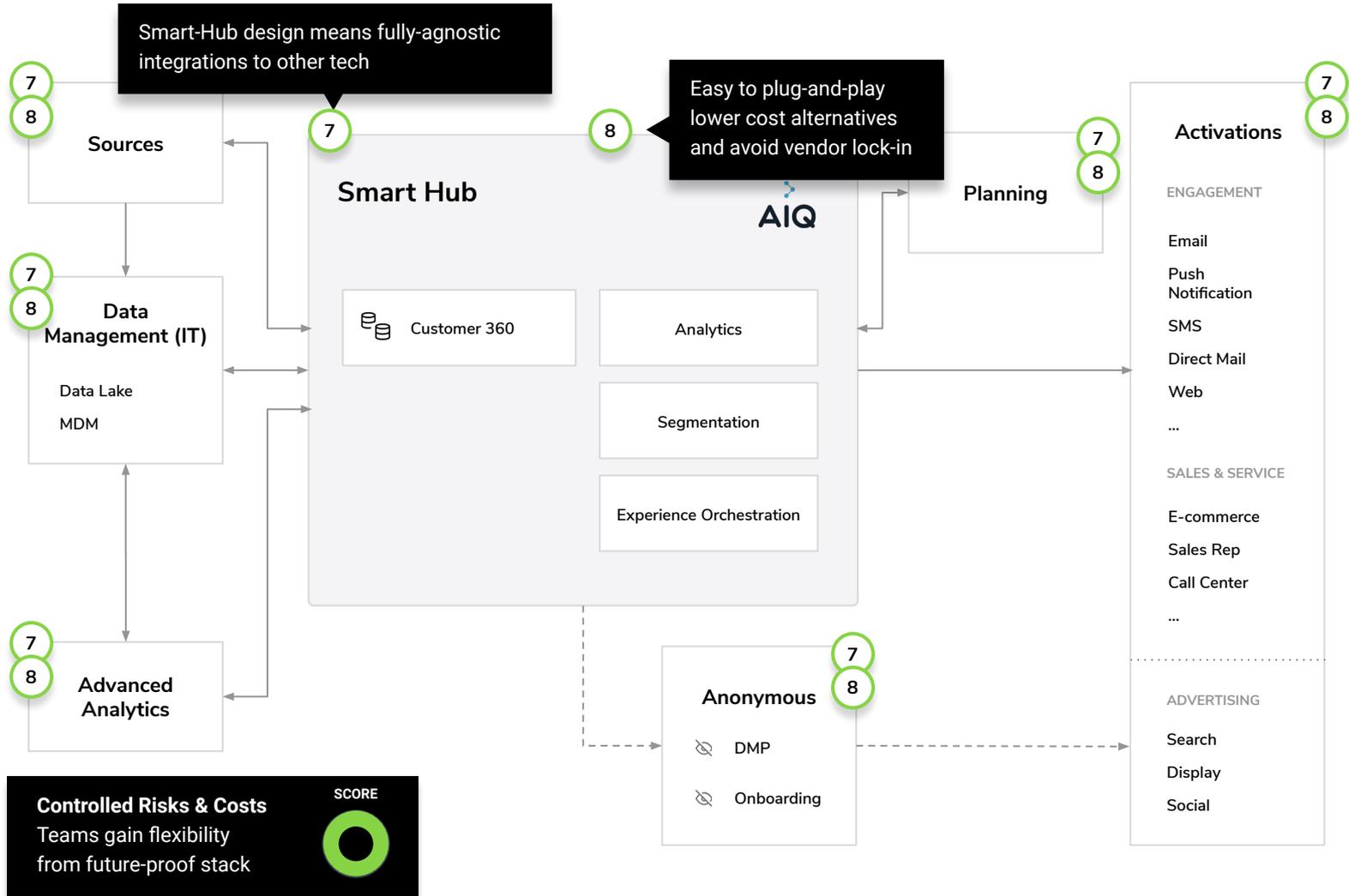
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SUMMARY

Benefits



Trust

Teams confident in their data



Efficiency & Time Back

Teams free to focus on generating value



High Impact on Business

100% data democratized



Controlled Risks & Costs

Teams gain flexibility from future-proof stack

Supporting Capabilities



Single source of truth



Insights calculated on all data



Self-service data management



All data accessible via friendly UI



Centralized decisioning across all channels



Democratized predictive intelligence



Leverage existing investments in Stack



Interchangeable stack components



Key Issues

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ActionIQ's clients confirm the benefits

FORRESTER®

FORRESTER

Executive Summary

According to Forrester, customer data management solutions foster business agility and innovation by allowing organizations to focus on business outcomes rather than technology challenges. While organizations look to use customer data in virtually every function of the business, enterprises struggle to successfully integrate, transform, curate and aggregate customer data to deliver a comprehensive, 360-degree customer view.¹ ActionIQ empowers enterprises with simple-to-use tools to better leverage customer data.

Financial Summary

CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS

Cash Flow Analysis (Risk-Adjusted Estimates)

	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$160,204)	(\$543,907)	(\$543,907)	(\$543,907)	(\$2,692,015)	(\$3,238,986)
Total benefits	\$0	\$2,387,342	\$5,388,383	\$9,895,481	\$17,672,207	\$14,658,968
Net benefits	(\$160,204)	\$1,843,435	\$4,844,476	\$9,351,574	\$14,980,191	\$11,420,000
ROI						82%
Payback						<8 months

The Total Economic Im Of ActionIQ's Custome Platform

Cost Savings And Business Benefits Enabled By ActionIQ's Customer Data Platform

August 2020

Revenue Growth

- Purchase rate +80%
- AOV +20%

Margin Growth

- ROAS +7.2%
- Labor costs -31%
- Tech costs* -75%

Revenue on Investment

- ROI 522%
- <6 month payback

*Tech supporting audience segmentation and campaign orchestration

Prior Challenge

- **LIMITED CUSTOMER INSIGHTS** — Incomplete and fragmented data across dozens of systems and processes due to historical B2B focus
- **DISCONNECTED DIGITAL EXPERIENCES** — Little to no transactional infrastructure for shopping, buying policies & claim/policy management; little to no engagement strategy across call center, web, app, email, etc.
- **DATA GOVERNANCE OBSTACLES** — Subject to regulation including GDPR, CCPA, HIPAA. Adding personally identifiable information (PII) from D2C channels further increases complexity.

ActionIQ Solution

- Consolidate and unify customer data across hundreds of databases giving teams a 360-degree view of customers
- Empower Genworth business users to derive actionable insights from customer data
- Implement data governance and privacy best practices
- Customize and orchestrate customer journeys across channels to drive new policy sales

”

“ActionIQ is the brain of our smart-hub approach to customer experience management. It enables us to consolidate data across the organization and provide self-service access to orchestrate omnichannel customer journeys.”



Deidre Watts
Director of Marketing,
Genworth Financial

pandora

Prior Challenge

- Data fragmentation
- No self-service insights
- Slow speed-to-market
- Prior to investing in ActionIQ, Pandora relied on a limited, homemade segmentation tool atop of Hadoop called Maestro that traded flexibility for usability. This resulted in a “SQL crazy train” in order to fulfill any non-basic segmentation

ActionIQ Solution

- Unified data into a customer 360
- Empowered all CX teams with insights
- Scaled quantity of testing experiences

-51%

reduction in customer acquisition cost

18%

increase in LTV of new subscribers

”

There have been phenomenal increases to the customer experiences and retention because of ActionIQ. We use the Journeys product to introduce customers to Pandora, retain them and also to win them back.

—Pandora

Questions?



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Thank You!



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