



How to Select the Right CDP

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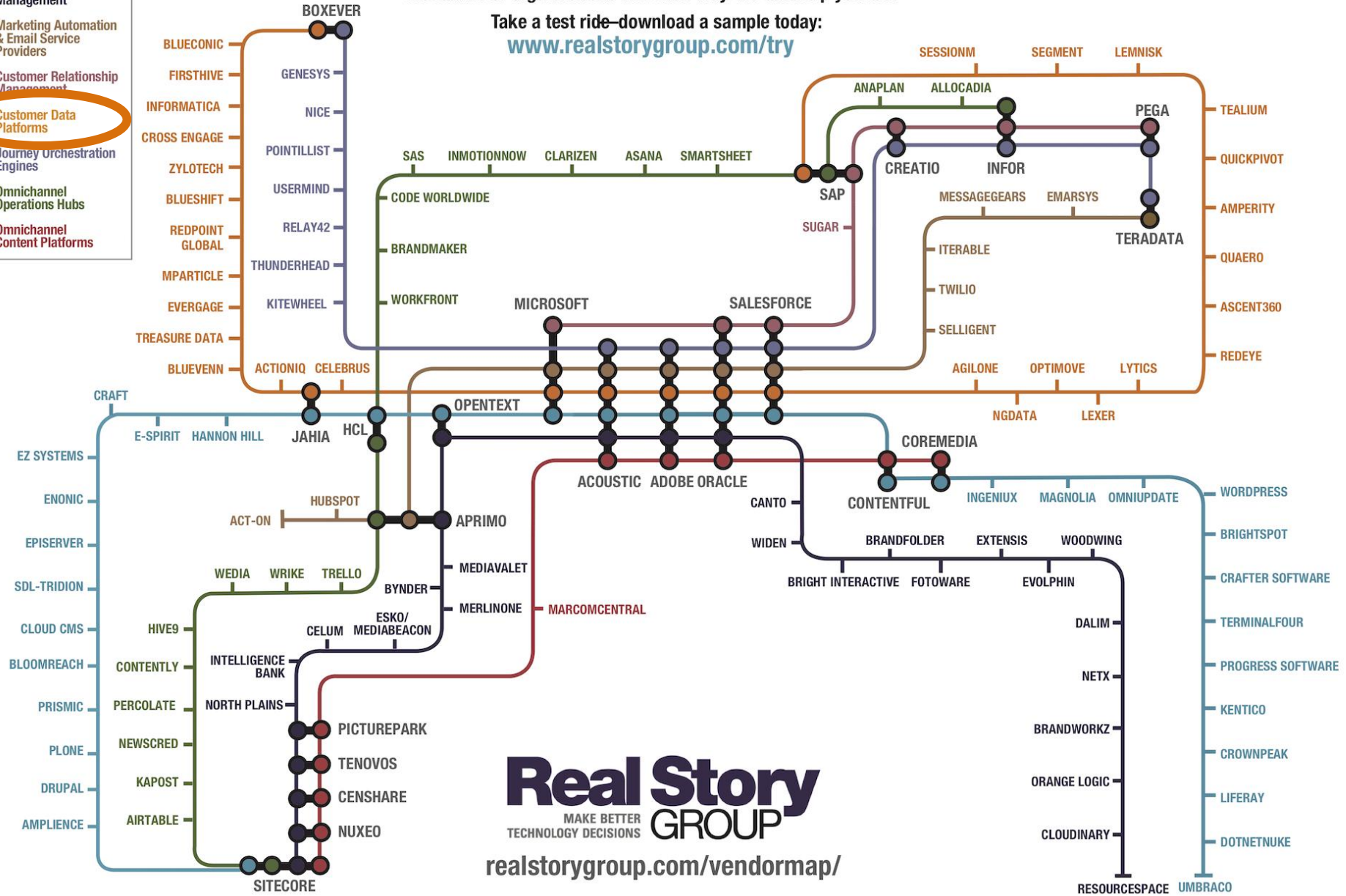
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OMNICHANNEL STACK VENDOR MAP

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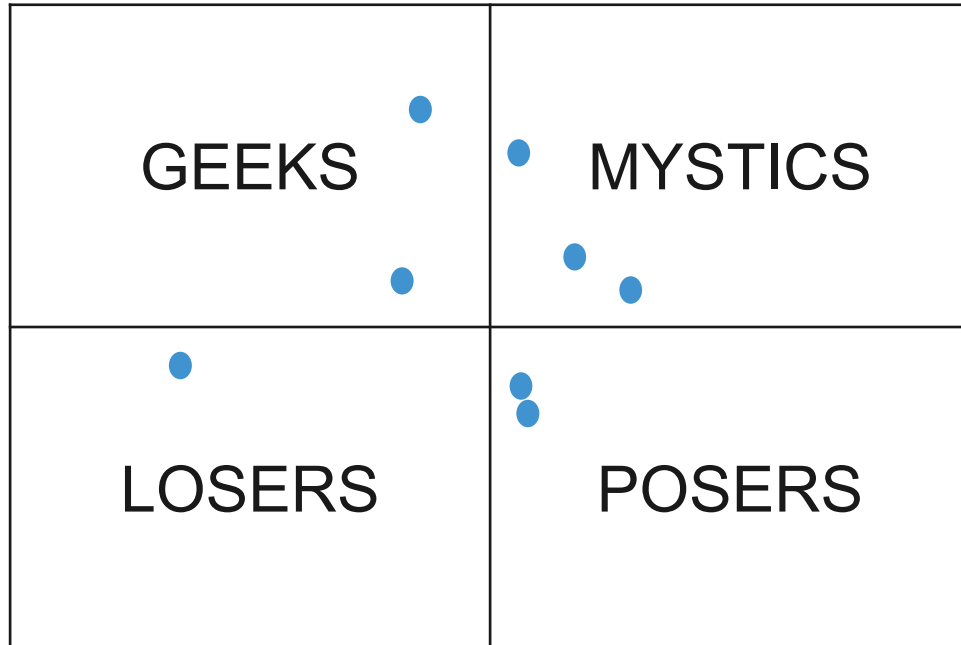
- KEY**
- Web Content & Experience Management
 - Digital Asset Management
 - Marketing Automation & Email Service Providers
 - Customer Relationship Management
 - **Customer Data Platforms**
 - Journey Orchestration Engines
 - Omnichannel Operations Hubs
 - Omnichannel Content Platforms



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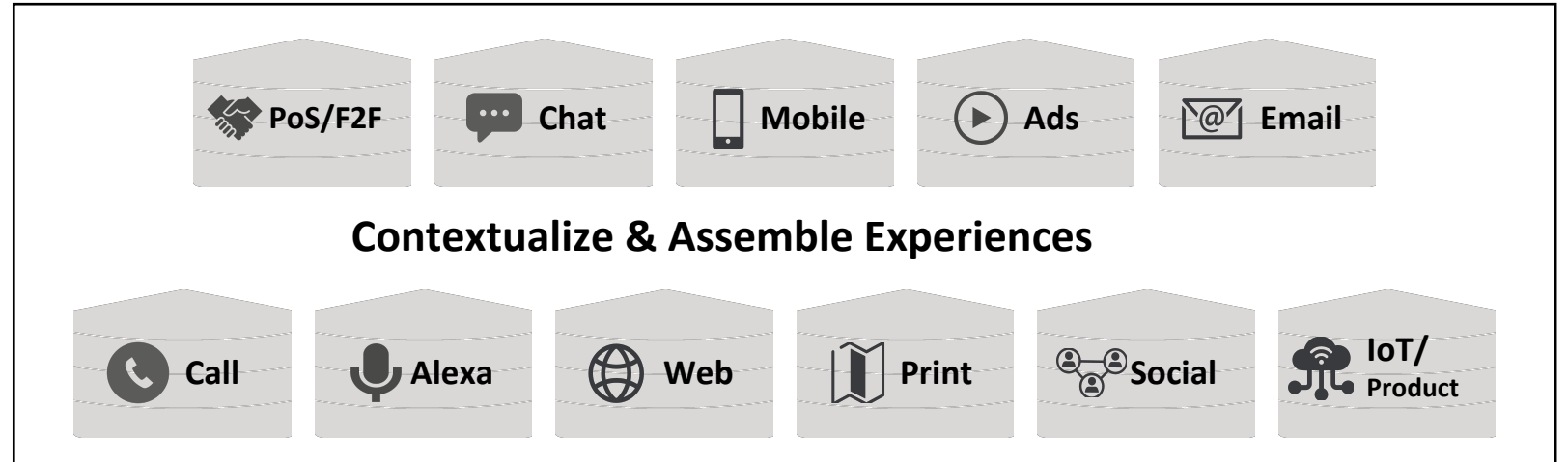
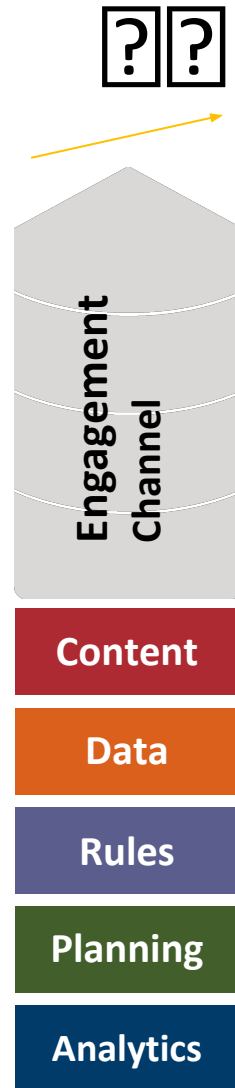
A Different Kind of Analyst Firm...



“the mystical quadrant”

| INDEPENDENCE FACTORS | REAL STORY GROUP | OTHER FIRMS |
|---|------------------|-------------|
| CONSULT TO VENDORS? | NO | YES |
| SPEAK AT VENDOR EVENTS? | NO | YES |
| ACCEPT EXPENSES & HOSPITALITY FROM VENDORS? | NO | YES |
| WRITE PAPERS FOR VENDORS? | NO | YES |

Context: Ideal Customer Engagement



Get the right content and message...

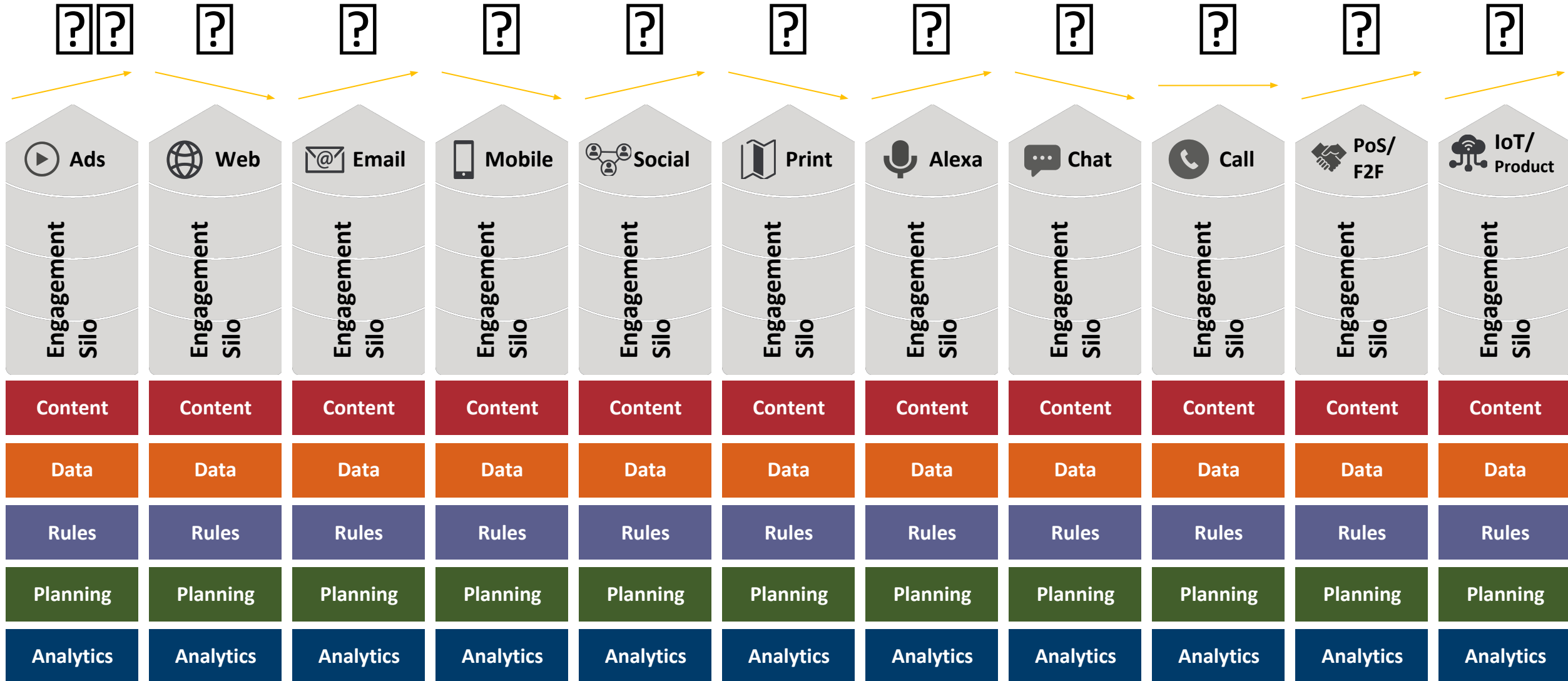
To the right person...

In the right context...

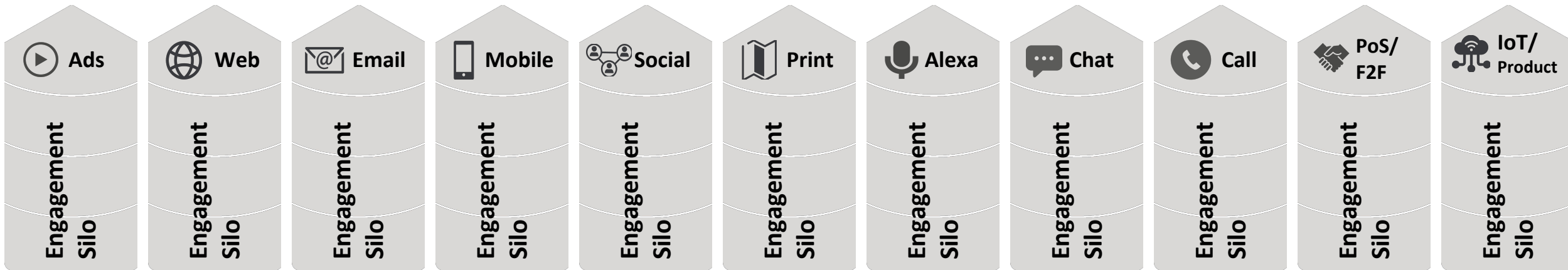
At the right time...

...And measure the effectiveness

Silo Problem: Isolated, Disjointed, Inconsistent Customer Experiences

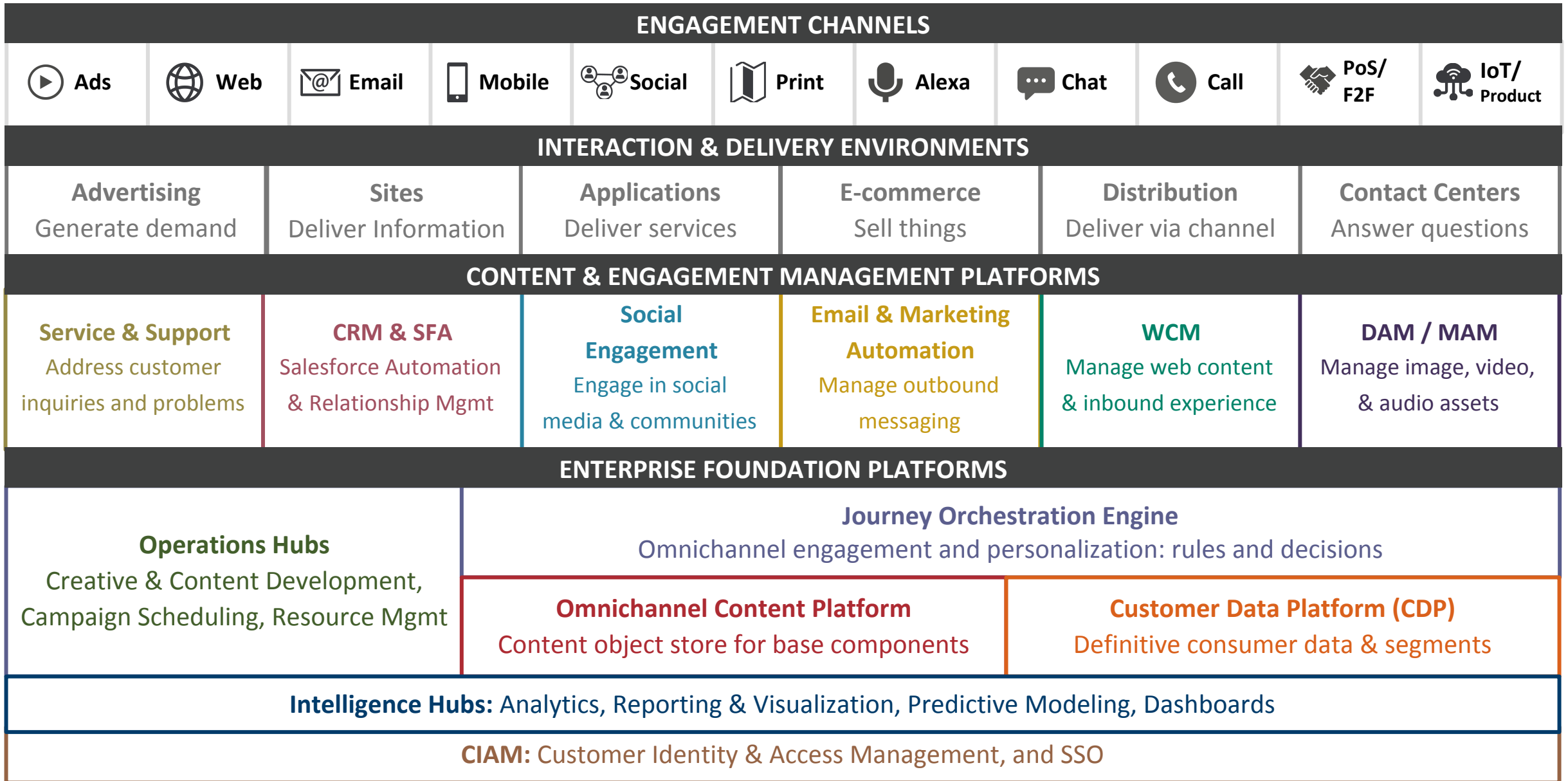


Enterprise Target Reference Model for an Integrated Customer Experience

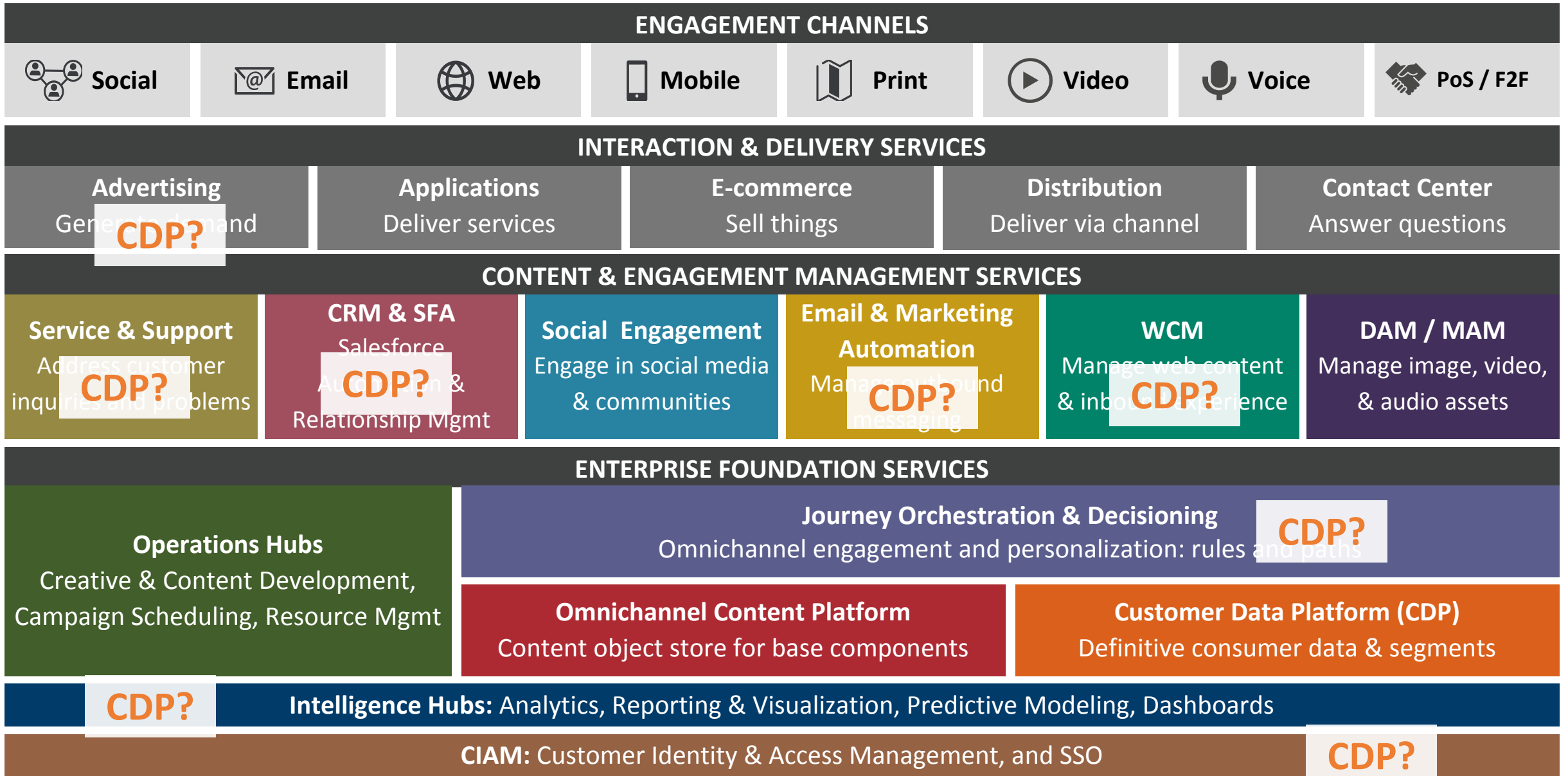


| | | | |
|---------------------|---|----------------------|-------------------|
| FOUNDATION SERVICES | Omnichannel Operations: Cross-team collaboration and planning | Consistent messaging | CUSTOMER BENEFITS |
| | Unified Customer Data: Single source for definitive customer data & segments | "They know me..." | |
| | Journey Orchestration: Omnichannel personalization and next-best-action rules | Coherent interaction | |
| | Omnichannel Content: Single source of the truth for re-usable assets | Story consistency | |
| | Customer Intelligence: Analytics, reporting, and modeling | Relevant options | |

Reference Architecture Model for the 2020s: Omnichannel CX Stack



Beware Other Platforms Trying to Hold Definitive Customer Data...



FIRST PARTY CUSTOMER DATA

- Profile 
- Mobile Activity 
- Customer Survey 
- Product Interaction 
- CRM Records 
- Social Activity 





SECOND & THIRD PARTY DATA

- Statistics 
- Income 
- Occupation 
- Ad Data 
- Firmographics 
- Demographics 













CUSTOMER DATA PLATFORM SERVICES

- Customer API
- Device Stitching
- Data Enrichment
- Relationship Graphing
- Segmentation
- Event Handling
- Rules Activation
- Data Cleaning / ETL
- Other....

OMNICHANNEL ENGAGEMENT

- Social 

- Messaging Voice 

- CRM 

- Ecommerce 


TARGETED ADVERTISING



LOCALIZED ANALYTICS



Predictive Modeling

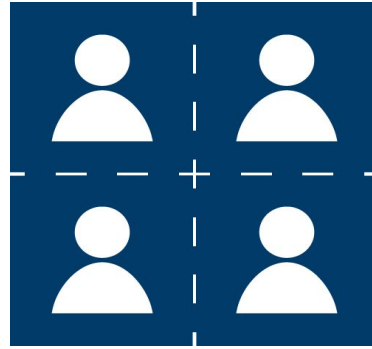
Ten Potential CDP Business Use Case Categories



Advanced Customer Data Management



Predictive Analytics



Outbound Marketing Campaign Support



Online Personalization & Experience Optimization



Ecommerce Recommendations & Optimization



Omnichannel & Offline Aggregation



Realtime Behavioral Analysis



B2B / Household / Channel Support



Digital Advertising Support

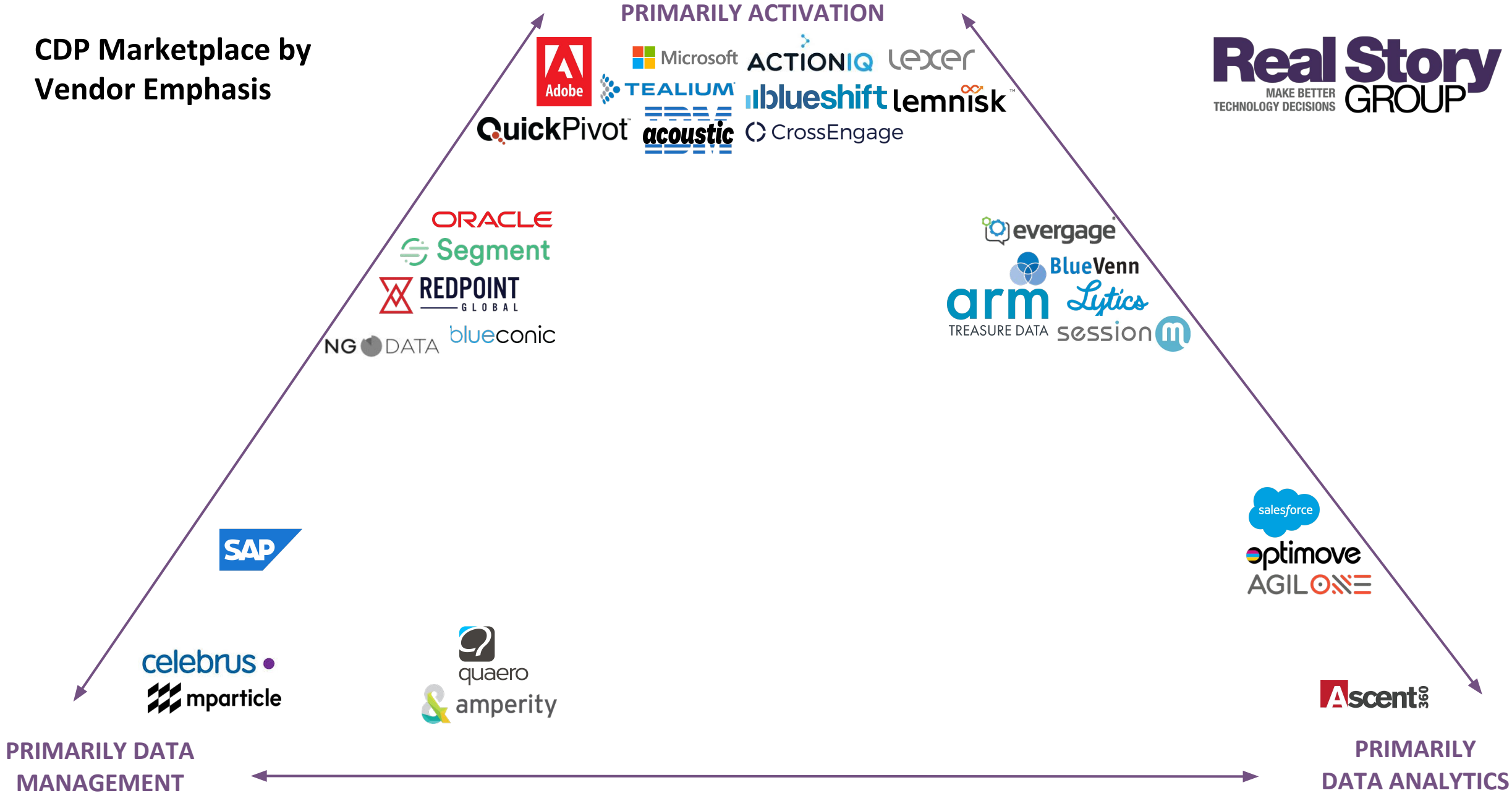


Loyalty & Rewards Management

Key Considerations:

- Not all CDP vendors support all use cases, or support them evenly
- Best practice to prioritize business importance among them

CDP Marketplace by Vendor Emphasis



CDP Logo Landscape

Suite Vendors



Pure-Play Platforms



Suite vendors are surprisingly parochial



Key Themes

- Relative newcomers (think: immature tech)
- Initial use case is around unified customer data for *their own siloes...*
- Typically require licensing multiple pieces above and below
- Talk about playing nicely with each other, but little evidence to date
- Explore but don't default to your incumbent

Pure-Play vendors remain viable



Key Themes

- Smaller players (think: immature vendor and ecosystems)
- Greater specialization (region, industry, customer size)
- Expanding into other tech segments (understandable, but customer beware)
- Richly funded, so market consolidation unlikely this year or next

Tend to Score Lower on Strategic Considerations



How to Select a CDP?

“Design-Thinking”

Team

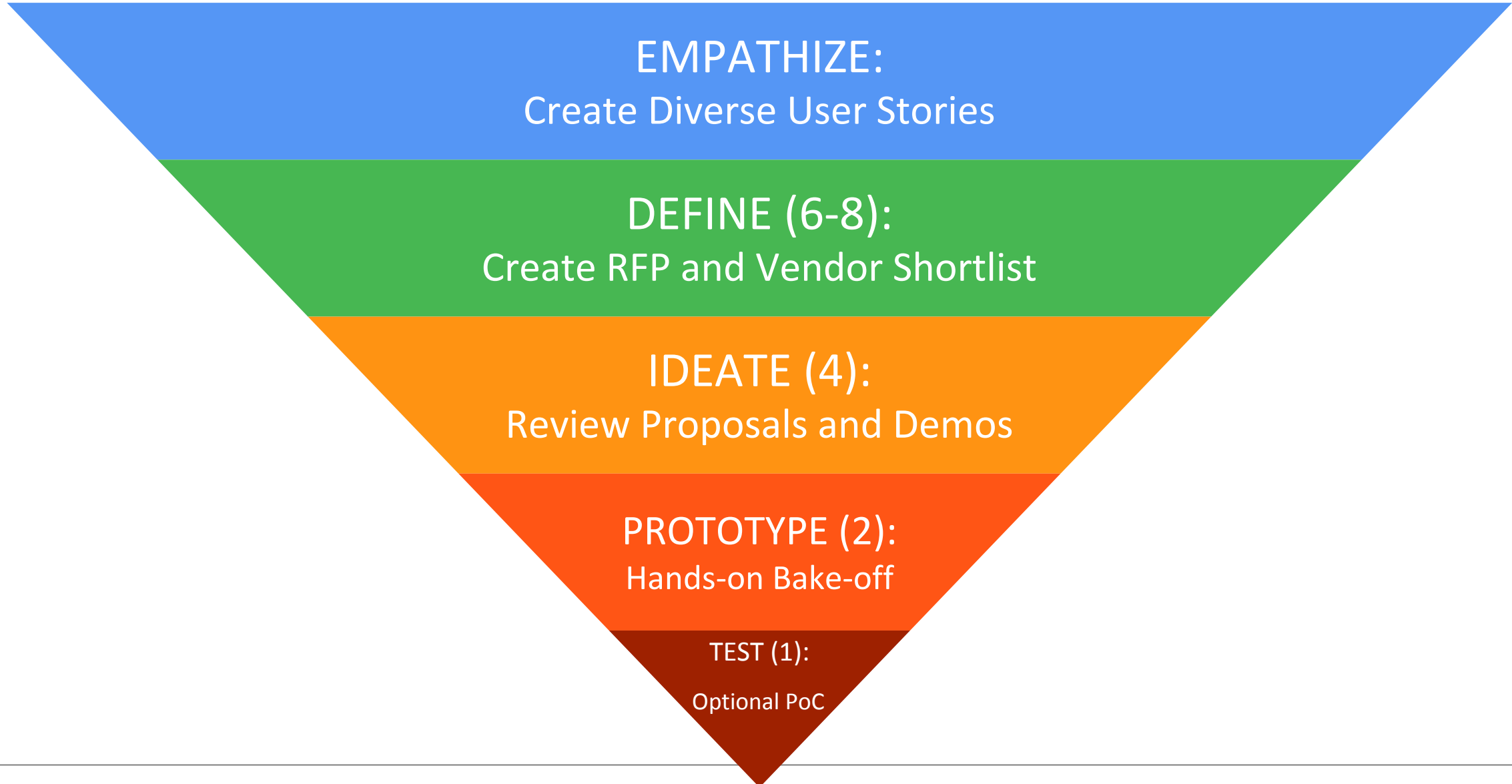
Test

Iterate

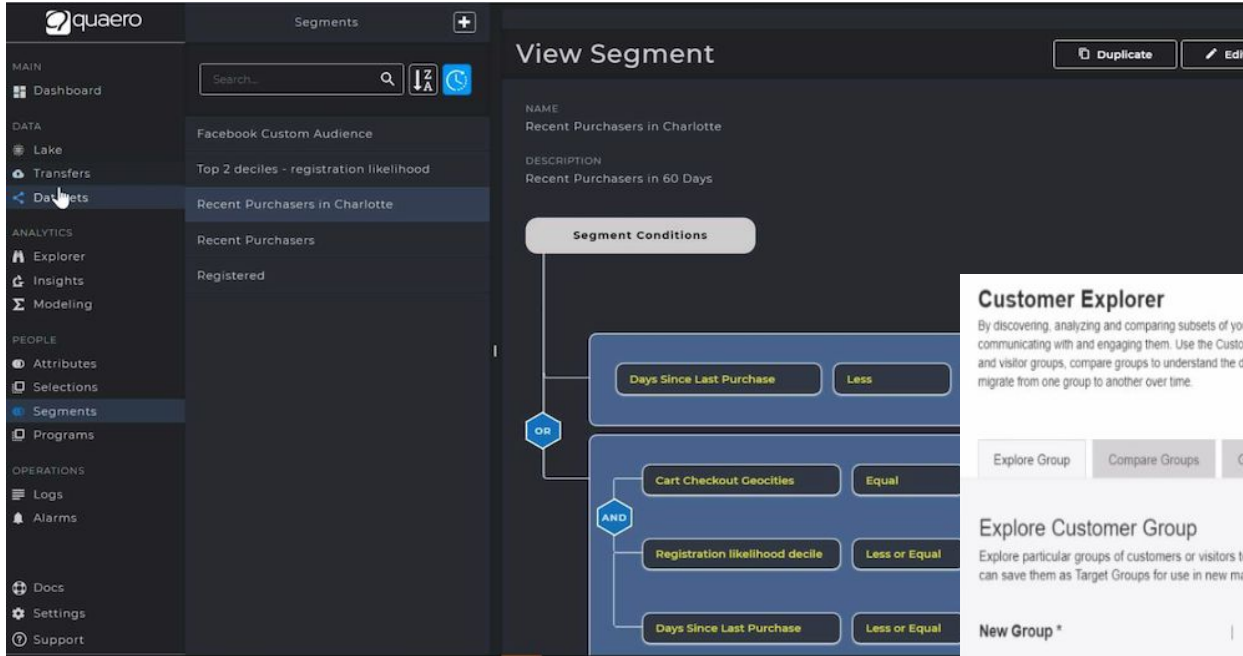
Adapt



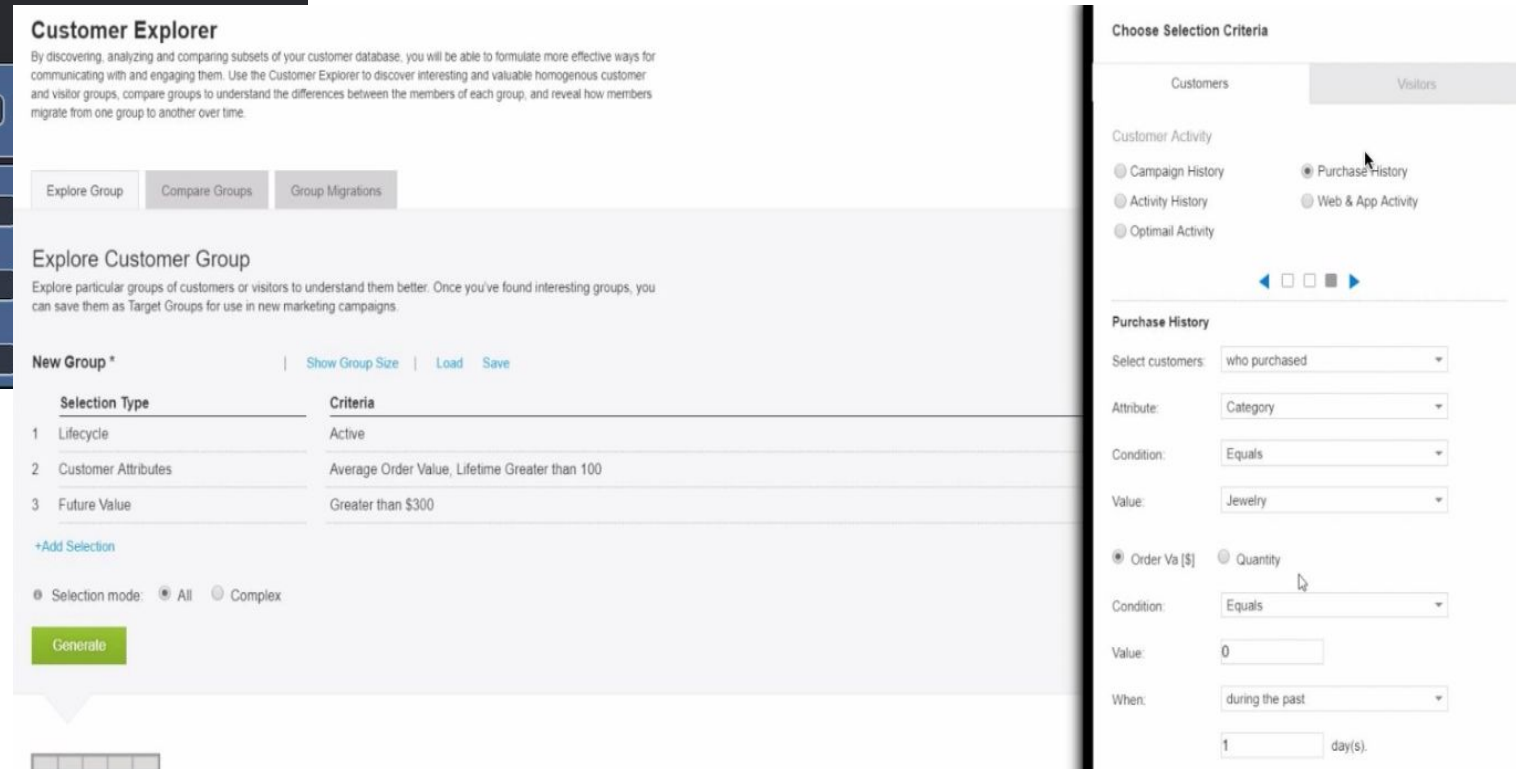
How to Filter...



Segmenting in a CDP



Quaero's segment editor



Optimove's customer segmentation user interface.

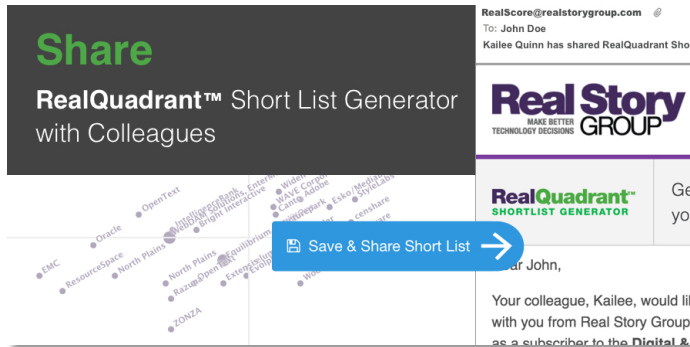
Key Take-Aways

1. CDPs – either packaged or homegrown – are increasingly foundational to a truly omnichannel stack strategy
2. Avoid building customer datamarts in other packaged platforms!
3. There are many different use cases: you'll want to prioritize
4. CDP Marketplace likely to remain fragmented for some time
5. Large vendors starting to play, but continue to lag
6. Employ an agile-oriented selection process featuring adaptive testing
7. Try before you buy, even if that's labor intensive
8. RSG research and advisory will help you make the right decisions



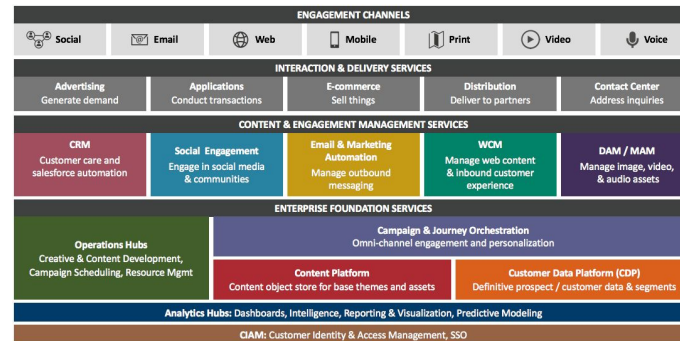
Three Subscription Offerings

Vendor Selection Advisory



Inform and empower tech selection teams with critical research and candid advice

Omnichannel Stack Advisory



Advise stack owners on strategic decisions and technology choices

Council-Level Membership



Host executive leadership council for peer support to omnichannel stack owners

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Customer Relationship
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