CDP Market Trends for 2021

December, 2020

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OMNICHANNEL STACK VENDOR MAP

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1. Enterprise Data Integration
2. External Modeling
3. Omnichannel Future...
4. Engagement Lite?
5. Expertise Shortage
6. Bonus Non-Trend...
# Reference Architecture Model for the 2020s: Omnichannel CX Stack

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<th>ENGAGEMENT CHANNELS</th>
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<th>ENTERPRISE FOUNDATION PLATFORMS</th>
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<td>Social</td>
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**INTERACTION & DELIVERY ENVIRONMENTS**

- Advertising: Generate demand
- Sites: Deliver Information
- Applications: Deliver services
- E-commerce: Sell things
- Distribution: Deliver via channel
- Contact Centers: Answer questions

**CONTENT & ENGAGEMENT MANAGEMENT PLATFORMS**

- Service & Support: Address customer inquiries and problems
- CRM & SFA: Salesforce Automation & Relationship Mgmt
- Social Engagement: Engage in social media & communities
- Email & Marketing Automation: Manage outbound messaging
- WCM: Manage web content & inbound experience
- DAM / MAM: Manage image, video, & audio assets

**ENTERPRISE FOUNDATION PLATFORMS**

- Operations Hubs: Creative & Content Development, Campaign Scheduling, Resource Mgmt
- Journey Orchestration Engine: Omnichannel engagement and personalization: rules and decisions
- Omnichannel Content Platform: Content object store for base components
- Customer Data Platform (CDP): Definitive consumer data & segments

**Innovation Hubs:** Processing, Analytics, Reporting & Visualization, Predictive Modeling, Dashboards

**CIAM:** Customer Identity & Access Management, and SSO

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Data Fabric Integration (rather than replication)
FIRST PARTY CUSTOMER DATA
- Profile
- Mobile Activity
- Customer Survey
- Product Interaction
- CRM Records

SECOND & THIRD PARTY DATA
- Statistics
- Income
- Occupation
- Ad Data
- Firmographics

OMNICHANNEL ENGAGEMENT
- Social
- Messaging
- Voice
- CRM
- Site Personalization
- Ecommerce
- Call Center

CUSTOMER DATA PLATFORM SERVICES
- Customer API
- Device Stitching
- Data Enrichment
- Relationship Graphing
- Segmentation
- Event Handling
- Rules Activation
- Data Cleaning / ETL
- Other…

TARGETED ADVERTISING
- Social
- Messaging
- Ecommerce
- Call Center

LOCALIZED ANALYTICS
- Predictive Modeling
- Statistics
- Dashboard & Visualizations

ABOUT CDPS
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### Reference Architecture Model for the 2020s: Some Choices

#### INTERACTION & DELIVERY ENVIRONMENTS

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#### Intelligence Hubs: Processing, Analytics, Reporting & Visualization, Predictive Modeling, Dashboards

- **CIAM**: Customer Identity & Access Management, and SSO
Externalized ML / AI
Data Lake vs. Other...

| Data Lake | Predictive & Advanced Analytics | Weeis - Months | $$$$$ |  |  
|-----------|----------------------------------|----------------|-------|---|---|
| Data Warehouse | Multi-Purpose Enabler of Operational & Performance Analytics | Hours - Days | $$$$ | $$$ | $$ |
| Data Mart | Line of Business Specific Reporting & Analytics | Minutes - Hours | $$$$ | | | 

Img src: holistics.io
# Reference Architecture Model for the 2020s: Some Choices

## Engagement Channels

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## Interaction & Delivery Environments

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## Content & Engagement Management Platforms

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Omnichannel Use Cases
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Engagement Services Lite
Ten Potential CDP Business Use Case Categories

Key Considerations:

• Not all CDP vendors support all use cases, or support them evenly
• Do you want the CDP platform to support or execute?
Expertise Shortage
Platforms and High-Level Roles

Management Capabilities
Prepare data for activation

Key themes:
Data Fabric
Data Ops

Integration Engineer
Builds connectors

Data Engineer
Grooms data and logic for inserting, merging, updating, outputting, etc.

Data Scientist
Builds models & reports

Campaign Manager
(Defines requirements)

Marketing Analyst
(Builds & activates segments)

Activation Capabilities
Leverage data for more effective engagement

Key Themes:
Self service?
Data vs. Execution
Bonus Non-Trend!
CDP Logo Landscape

Suite Vendors

Pure-Play Platforms

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Key Take-Aways

1. Make sure you understand where a CDP will fit in your broader customer data fabric...
2. CDP may not be the right place for advanced modeling or ML-based activity
3. Consider omnichannel use cases as you explore CDP capabilities
4. Draw a clear line between a CDP as a back-end support platform versus execution and delivery engine
5. Plan for expertise shortage; build internal muscle on capabilities that aren’t platform-specific
6. Don’t default to major MarTech suite vendor CDPs
7. Meta story: do your research – RSG can help you here... 😊
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