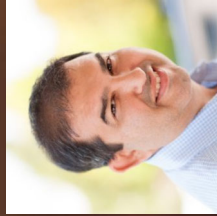




Executive Guide to Enterprise Customer Data Platforms



David Raab, Founder,
Customer Data Platform Institute



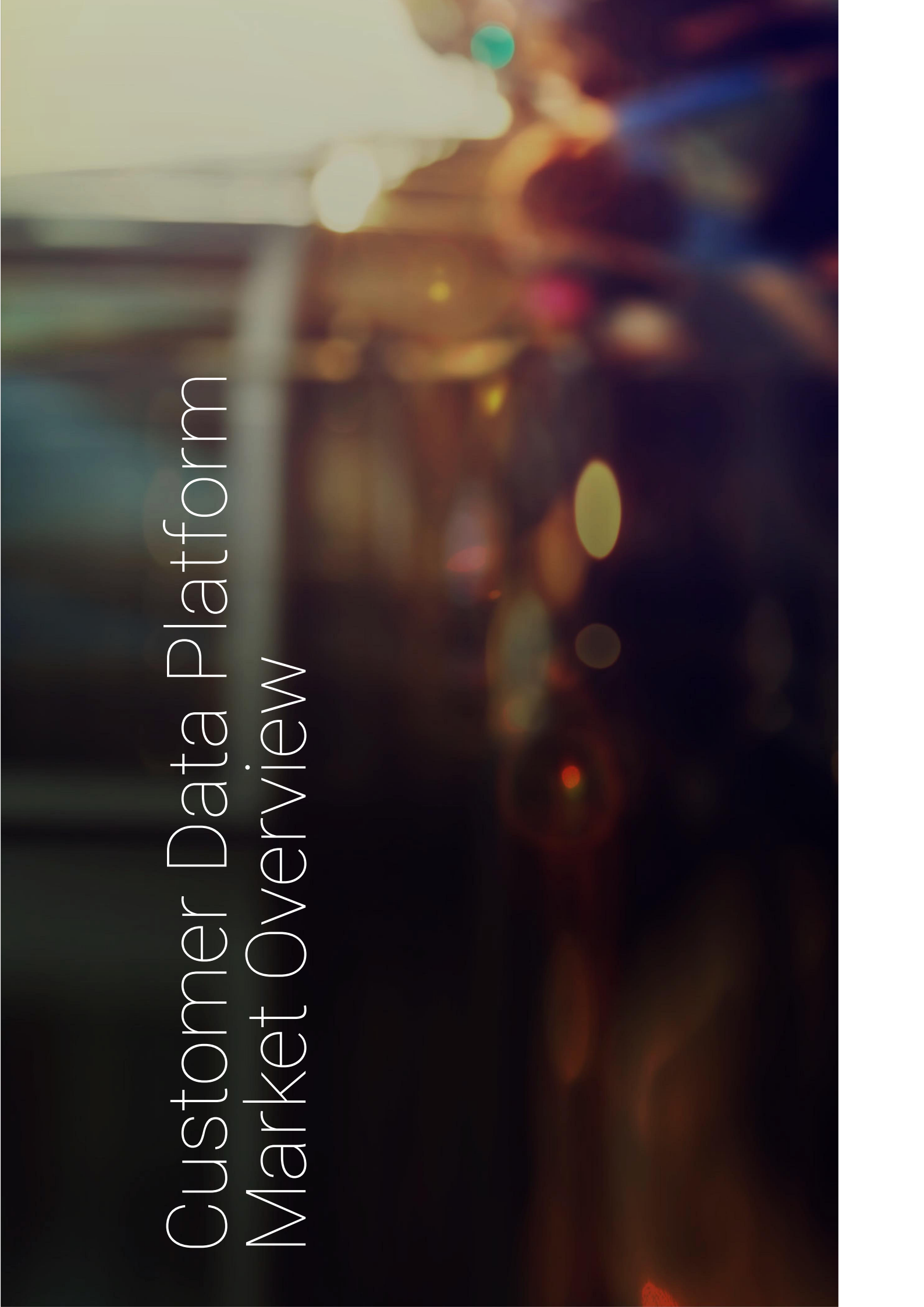
Omer Artun, Founder and CEO,
AgilOne

Agenda

- Customer Data Platform (CDP) market overview
- CDP trends from enterprise omni-channel brands
- Five CDP must-haves for omni-channel enterprise brands
- Q&A



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Customer Data Platform Market Overview

Customer Data Platform Defined

All CDPs

- Marketer-controlled system
- Builds a unified, persistent customer database
- Accessible by external systems

Many CDPs

- Cloud deployment & SaaS
- NoSQL data stores
- Specialized data structures & real-time access
- Integrated apps: business intelligence, predictions, campaigns

Rise of Customer Data Platforms

- April 2013 Raab Associates defines CDP category
- October 2013 Raab Guide to Customer Data Platforms includes AgilOne
- July 2016 Gartner's first mention of CDPs - in Hype Cycle
- October 2016 CDP Institute launched with AgilOne as a founding sponsor
- November 2016 Gartner Research Note on CDPs
"The inquiries on CDPs were very high in just the first 2 months of the publication" per Gartner.

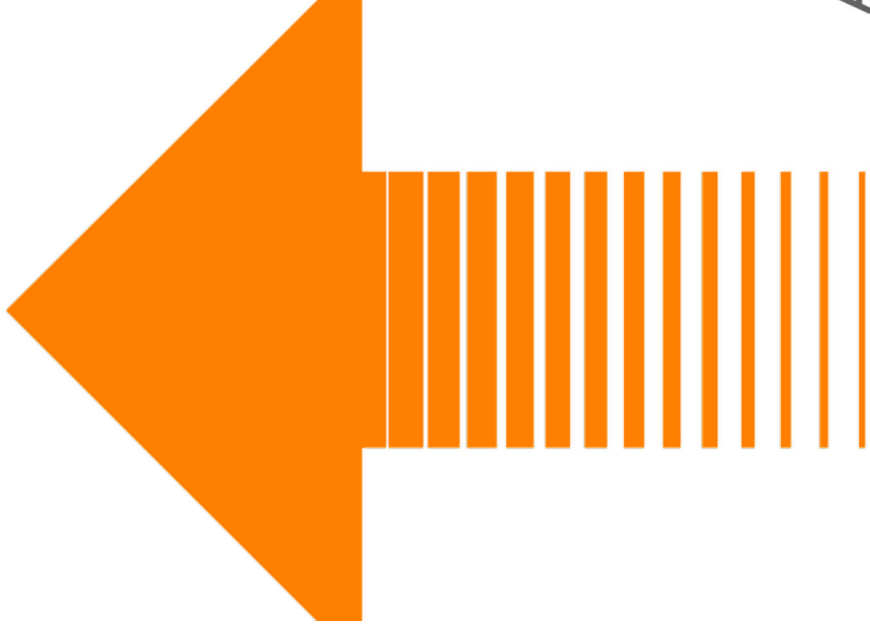
Gartner's Definition of CDP:

An integrated customer database managed by marketers that unifies a company's customer data from marketing, sales and service channels to enable customer modeling and drive customer experience.

Gart

CDP Market Sizing & Growth

- 30+ vendors
- \$700+ million funding to date
- \$300+ million revenue in 2016
- \$1 billion revenue by 2019
- 2,500 mid / enterprise clients



Why CDPs... Why Now

Need for unified customer data

- Growth in marketing channels and systems
- Growth in data per source
- Customers expect unified experience

Why CDPs

- CRM, marketing automation, channel systems lack complete view
- Marketing clouds and suites not fully integrated
- Enterprise warehouse not tailored to marketer needs
- New technologies allow marketer-controlled solutions



Impact of New Technologies

Old Technology	New Technology
Relational databases	NoSQL databases
Human-coded algorithms	Machine intelligence
On-premise systems	Cloud-based systems
Result: IT or MSP-Controlled	Result: Marketer-Controlled
Semi-regular updates (e.g., quarterly)	Continuous data refresh (daily, hourly real-time)
Multiple products and services	One SaaS platform
Fewer enhancements, challenging upgrades	Continuous product development & updates
Lag time between insights and actions	Easy data access & self-service list pulls
Custom integrations	Included connectors
Limited out-of-the-box capabilities	Abundant out-of-the-box capabilities
Ongoing additional service costs	Lower total cost of ownership
Net Result: from Service...	to Software

CDP Misconception #1:

“It’s Just a DMP”

DMP

- Ad audiences
- Optimized for real time selections
- Flat list of attributes
- Anonymous
- Cookies

CDP

- Many purposes
- Multiple access methods
- Complex sets of objects
- Known
- Multiple identifiers

CDP Misconception #2

“It’s Just a CRM”

CRM

- Operational systems (sales, call center, service)
- Optimized for transactions by individual users
- Only store current information
- Single identifier (email address, account ID, etc.)
- Data used internally

CDP

- Analytical systems (selection decisions)
- Optimized for set operations (segmentation, campaigns)
- Keep old data (e.g. past address)
- Multiple identifiers (requires matching)
- Data shared externally

CDP Misconception #3:


“You Can Build a CDP In-House”

In-House

- custom integrations (source and output)
- purchased or home-built identity management
- added cost for each specialized data store
- design from scratch, often with little prior experience

CDP

- prebuilt connectors (source output)
- existing identity management methods
- multiple data stores built in product
- base design in place, tuned by CDP specialists



CDP Trends from the Omni-Channel Enterprise

Why Mass Migration to CDPs?

Two Real World Examples: What MSPs Lack

Fashion retailer left MSP because:

- No flexibility to gather customer insights
- No flexibility to execute campaigns across channels in a timely manner
- Data updated only once a week

Fabric retailer left MSP because:

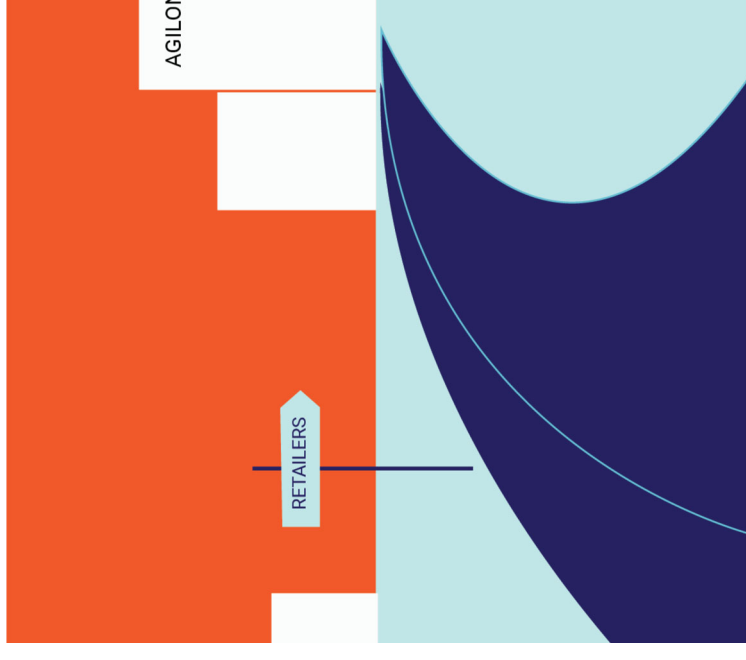
- Lack of access to data
- No self-service capability
- Lag-time in requests for information
- Ongoing services costs for routine information

Use Cases and Value Delivered by C

Acquisition	Engagement	Conversion	Retention	Spend Optimization
<ul style="list-style-type: none">• Display optimization by suppressing buyers (Criteo)• Google customer match lookalike• FB/Instagram custom audience• Cookie matching for DMP display targeting segments (BlueKai)	<ul style="list-style-type: none">• Closest store engagement (AgilOne)• In store events (Eventbrite)• Call center ticket complaints (Oracle RightNow)• Free in-store wifi/store visit follow ups (Euclid Analytics)• Mobile app integration for engagement (mParticle)	<ul style="list-style-type: none">• Replenishment triggers• Abandoned search• Real-time abandoned browse• Display retargeting (Criteo)• Social retargeting (FB/Instagram)• Web personalization, A/B Testing (Monetate)• Web recommendations (AgilOne)	<ul style="list-style-type: none">• VIP retention• 1-2x conversion• At-risk customers• Clienteling (Tulip, AgilOne)• Direct mail (AgilOne)	<ul style="list-style-type: none">• LTV by first order category and migration• Google Analytics attribution, LTV by acquisition source• Likelihood to buy/Cluster discounting

Unique CDP Needs of the Enterprise

- Real-time + historical volumes
- Holiday loads
- Integrating many silos of data into the CDP
 - Clienteling, service/call center, social, display, offline, mobile app, etc.
- Global data



The Agility & Power of Configurability Configuring Unique Business Needs into the Platform

- Entities/events, calculations, profile data quality, input/output connectors
- Pipeline processing configuration

The screenshot displays the UDM+ Configuration interface, which is used for managing data models and rules. It is divided into several sections:

- UDM+ Configuration:** A top-level menu with a search bar and a list of tables. The 'Tables' section shows a list of tables with their respective columns and data types. The 'Columns for Table: cook' section is expanded, showing columns like 'Batch', 'Cookie', 'DeleteFlag', 'ID', 'LastSeasons', 'LastTimeStamp', and 'RowCreated'.
- Edit Column : Description:** A modal window for editing a column's description. It includes fields for 'Name', 'Description', 'Display Name', and 'Type'. A dropdown menu is open, showing options like 'CAMPAIGN', 'CONTENT', 'API', 'SUMMARY', and 'CUBE'.
- Edit Matching Rule : Address fuzzy:** A modal window for editing a matching rule. It includes fields for 'Name', 'Address fuzzy', 'Fuzzy Threshold' (set to 0.87), and 'Max Count' (set to 5000). The 'Rule String' is defined as `((Zip1) AND ((lastname1) AND (firstname1) AND (address1)) AND (((lastname2) AND (address2)))`.
- Comparison Rules:** A table listing comparison rules. The table has columns for 'Name', 'Algorithm', 'Comparison Column', and 'Threshold'. The rules listed are: 'lastname1' (JARO_WINKLER, lastname, 0.84), 'firstname2' (JARO_WINKLER, firstname, 0.89), and 'firstname1' (JARO_WINKLER, firstname, 0.82).



Five CDP “Must-Haves” for Omni-Channel Enterprise Brands

Five Things to Look for in an Enterprise CDP

1. Data quality and identity management
2. Online and offline data
3. Reporting
4. Analytics and machine learning
5. Data actionability



Five Things to Look for in an Enterprise CDP

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CDP Enterprise Checklist:
Data Quality/Identity Management

- ✓ Input assessment
- ✓ Cleansing and standardization
- ✓ Transformation and enhancement
- ✓ Identity management

Automated Data Cleansing & Enrichment

AgilOne Data Quality Engine (DQE)

Standardization

Name Parsing / AKA
DPV/CASS Address Standardization
Phone Validation
Email validation

Cleanse/Enhance

Geo-coding / Distance to Store
Genderization
Household Income
Population Demographics

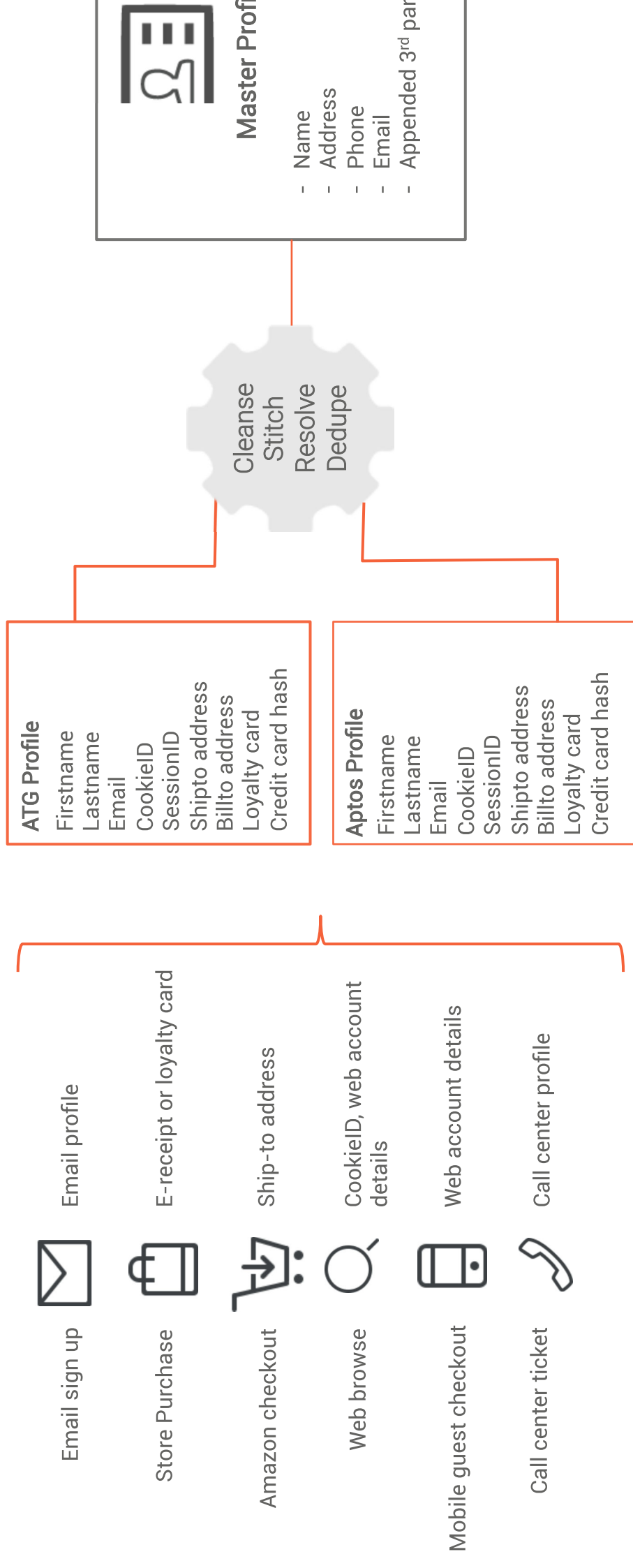
Dedupe & Link

Cross-device profiles linked to offline profiles
Fuzzy dedupe
Persistent ID
Linkage with thresholds
Merge across records
Find best value (email, phone, address)


3rd party append


Weather
3rd party apps
Datalogix
Acxiom Data Append
Social Sign-On


Identity Graph Across Multiple Devices and Channels




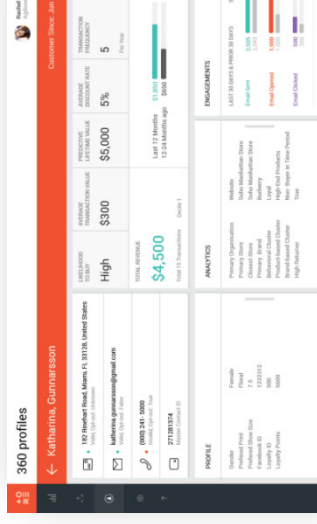
Master Database Fuels All Marketing

 **Richard Kern**
rkern@gmail.com
Browsed "grills" 3/1
On Android Chrome

 **Rich Kern**
richkern@yahoo.com
Bought "weber 320" on 3/5
From Store 784

 **Rick Kern**
rickkern@yahoo.com
Called for missing parts 3/6
Talked to agent J1247

 **Richard Kern**
rkern@gmail.com
Browsed "grills" 3/1
Bought "Weber grill" 3/5
Called "missing parts" 3/6



Audience orchestration

Robust public APIs, application and connectivity to deliver audiences, intelligence, and

Master customer database


Single source of truth for customer data including robust MDM functionality



Business rules and analytics

Customer specific business rules, attributes and out-of-the-box analytics

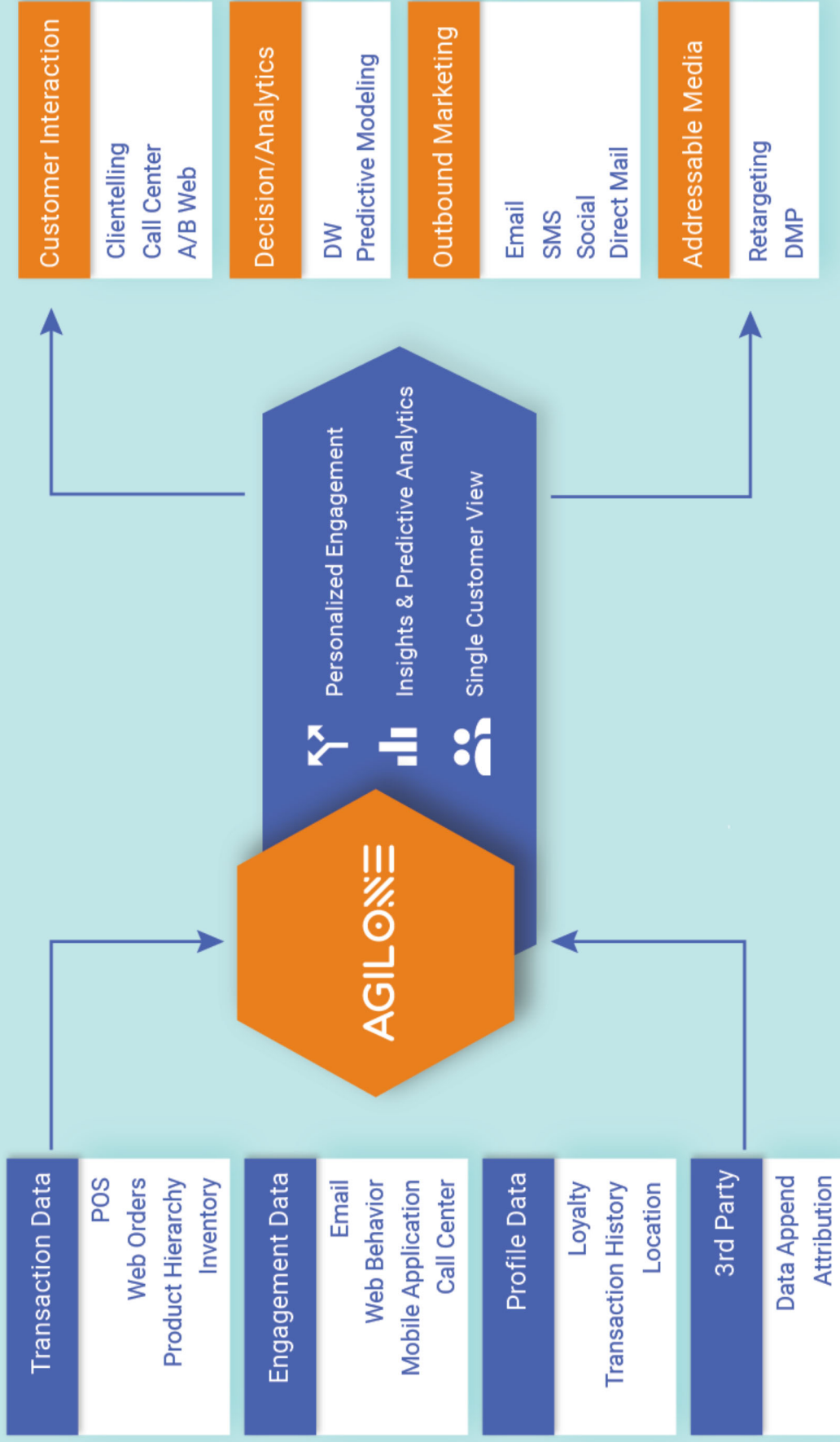
Five Things to Look for in an Enterprise CDP

1. Data quality and identity management
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CDP Enterprise Checklist: Online/Offline

- ✓ Data ingestion
- ✓ Feature extraction
- ✓ Scalability
- ✓ Accommodation of changes
- ✓ Anonymous and identifiable profiles
- ✓ Data persistence
- ✓ Connection to external systems

Sample Omni-Channel Architecture



Lululemon: Relevant Omni-Channel Marketing

Opportunity:

- Customers who engage on all Lululemon channels have a 10% higher spend

Campaigns and experiences powered by AgilOne:

- Email, Facebook, in-store, advertising, call center

Results:

- 50% jump in website visits
- 25% boost in customer participation at local events in stores
- 15% increase in baseline revenue from digital marketing campaigns

Benefits:

Level Of Personalization:

“We now have the insights that allow us to create appropriate and authentic messages.”


Seamless Cross-Channel Marketing:

“We are now telling the same story across channels.”

--Gregory Themelis, Director of Customer
Guest Insights



Five Things to Look for in an Enterprise CDP

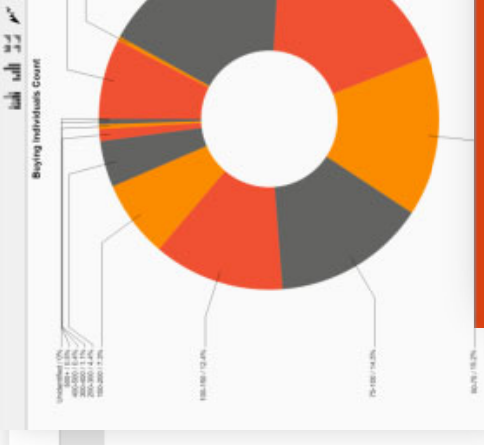
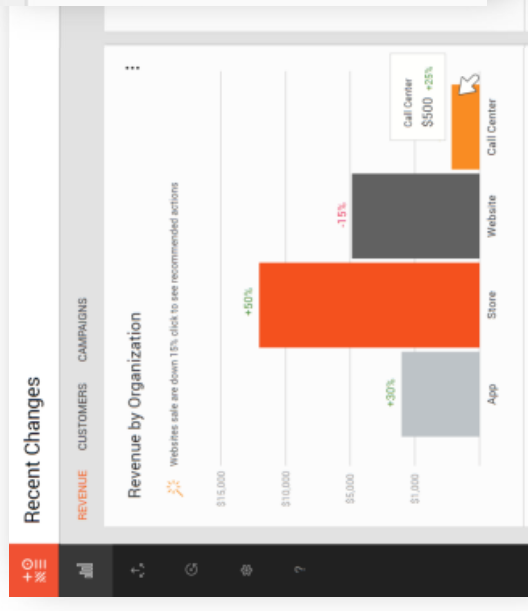
1. Data quality and identity management
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CDP Enterprise Checklist: Reporting

- ✓ Standard reporting
- ✓ Customer profiles
- ✓ Segmentation
- ✓ Usability

Key Features of Reporting/Analysis

- Configurable metrics and dimensions
- Predictive algorithms implemented using scalable SparkML libraries, supporting custom predictive models and calculations
- Adaptive performance based on query usage history



Customer - Average Discount Rate	Buying Individuals Count
0%	942,282
0-5%	92
5-10%	1,939
10-15%	5,308
15-20%	13,414
20-25%	21,174
25-30%	5,934
>30%	1,164,371
Unidentified	1

The screenshot shows a 'Measures' panel with a search bar and a list of measures. The measures are grouped into 'Customers' and 'Demographics'. The 'Customers' group includes: 'All Individuals Count', 'AOV', 'Buying Households Count', 'Buying Individuals Count', 'Lifetime Margin per Customer', and 'Lifetime Revenue per Customer'. The 'Demographics' group includes: 'Number Of Households' and 'Population'. Each measure has a checkbox next to it.

Five Things to Look for in an Enterprise CDP


1. Data quality and identity management
2. Online and offline data
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CDP Enterprise Checklist: Analytics/M

- ✓ Data preparation
- ✓ Analytical functions
- ✓ External systems
- ✓ Automation
- ✓ User control
- ✓ Access to results

Out-of-the-Box Insights and Predictive Analy



300+ Marketing Metrics

- Value
 - LTV
 - Lifetime Orders
- Behavioral
 - Recency/AOV/Frequency
 - Cart
 - Cancels>Returns
- Geographic
 - Local/Store
 - Market share
- Demographic
 - Gender
 - Income
- Engagement
 - Email open/click
 - Visit (store, web)
 - Reviews



3 Clustering Models

- Product clusters
- Behavioral clusters
- Brand clusters

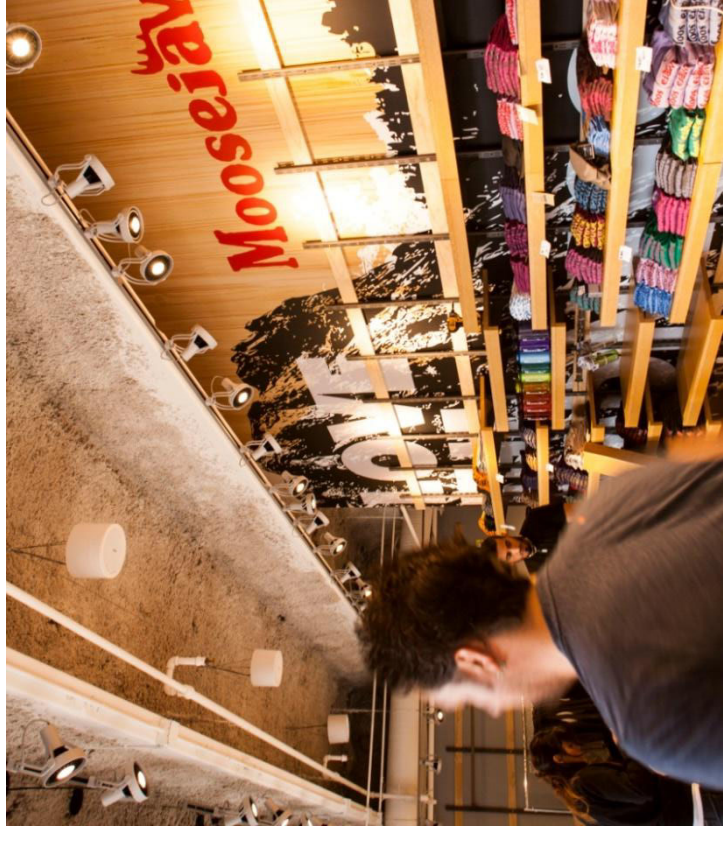


6 Response Models

- Propensity to engage
- Product recommendations
- User recommendations
- Propensity to convert
- Propensity to buy
- Predictive lifetime value


Moosejaw: Using Predictive Clusters and Segmentation to Drive Revenue

- **Goal:** Eliminate “batch and blast” campaigns and apply discounts only for the right shoppers
- **Strategy:** AgilOne identified affinity discount levels, likelihood to buy, and which message would be effective for which customers.
- **Results:** 30% increase in customer lifetime value for 75% of customers



Moosejaw

Five Things to Look for in an Enterprise CDP

1. Data quality and identity management
2. Online and offline data
3. Reporting
4. Analytics and machine learning
5. **Data actionability** 

CDP Enterprise Checklist: Data Action

- ✓ Accessible format
 - ✓ Specify elements to include
 - ✓ Scores and calculated values
 - ✓ Indexes and summary tags
- ✓ Update speed
 - ✓ Load and prep time
 - ✓ Support required volume
- ✓ Real-time access
 - ✓ Specialized formats
 - ✓ Interaction system integration

Enhancing Oracle DMP with AgilOne Data

Goal: Increase advertising ROI by enriching BlueKai audience data with AgilOne data

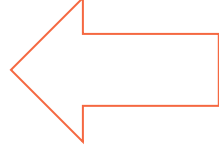
Strategy: Extract customer details from AgilOne, transform into BlueKai format, and send to BlueKai via FTP

Lululemon's use cases:

- Suppress recent buyers from display ads
- Target lapsed customers via display

BlueKai

ORACLE



ILLO

Clienteling / Store Campaigns

Create relevant store experiences leveraging AgilOne's single customer profile

- Ease communication in the store
- Build meaningful relationships
- Share relevant information with customers

360 profiles
← Katharina, Gunnarsson

Customer Since: Jun 7, 2013 (3 years)

LIKELIHOOD TO BUY	AVERAGE TRANSACTION VALUE	PREDICTIVE LIFETIME VALUE	AVERAGE DISCOUNT RATE	TRANSACTION FREQUENCY
High	\$300	\$5,000	5%	5 Per Year

TOTAL REVENUE
\$4,500
Total 15 Transactions Decile 1

ANALYTICS
Primary Organisation: Website
Primary Store: Soho Manhattan Store
Closest Store: Soho Manhattan Store
Primary Brand: Burberry
Behavioral Cluster: Loyal
Product-based Cluster: High-End Products
Brand-based Cluster: Non-Buyer in Time Period
High Returner: True

PROFILE
Gender: Female
Preferred Print: Floral
Preferred Shoe Size: 7.5
Facebook ID: 1232312
Loyalty ID: 500
Loyalty Points: 5000

ENGAGEMENTS
LAST 30 DAYS & PRIOR 30 DAYS
Email Sent: 2,505
Email Opened: 1,090
Email Clicked: 500
Web Visits: 40,089

TRANSACTION FREQUENCY
8 Transactions
3 Transactions

GUESTS

- Gregory Themelis
- Kate Gregory
- Megan Gregory
- Gregory Haryan
- Gregory McLamb
- Cecilia Gregory
- Mark Gregory
- Gregory Egan
- Gregory Boucher

Robert Svensson
371 88 Powell St. Columbia, Canada, V6A 0E2
+16043700239
SMS communication is not allowed

Contact
Add to Book Book
Add Follow Up
Phone: +16043700239

Details
Email: greg.themelis@gmail.com
Address: 371 88 Powell St. Columbia, Canada, V6A 0E2
+16043700239
SMS communication is not allowed
Gender: Male
Closet: 2 West
Favorite: Favorites
Notes: Recommendations
Guest Preferences: Wishlist, January, March, Favorites, Audiences



Facebook and Social Marketing

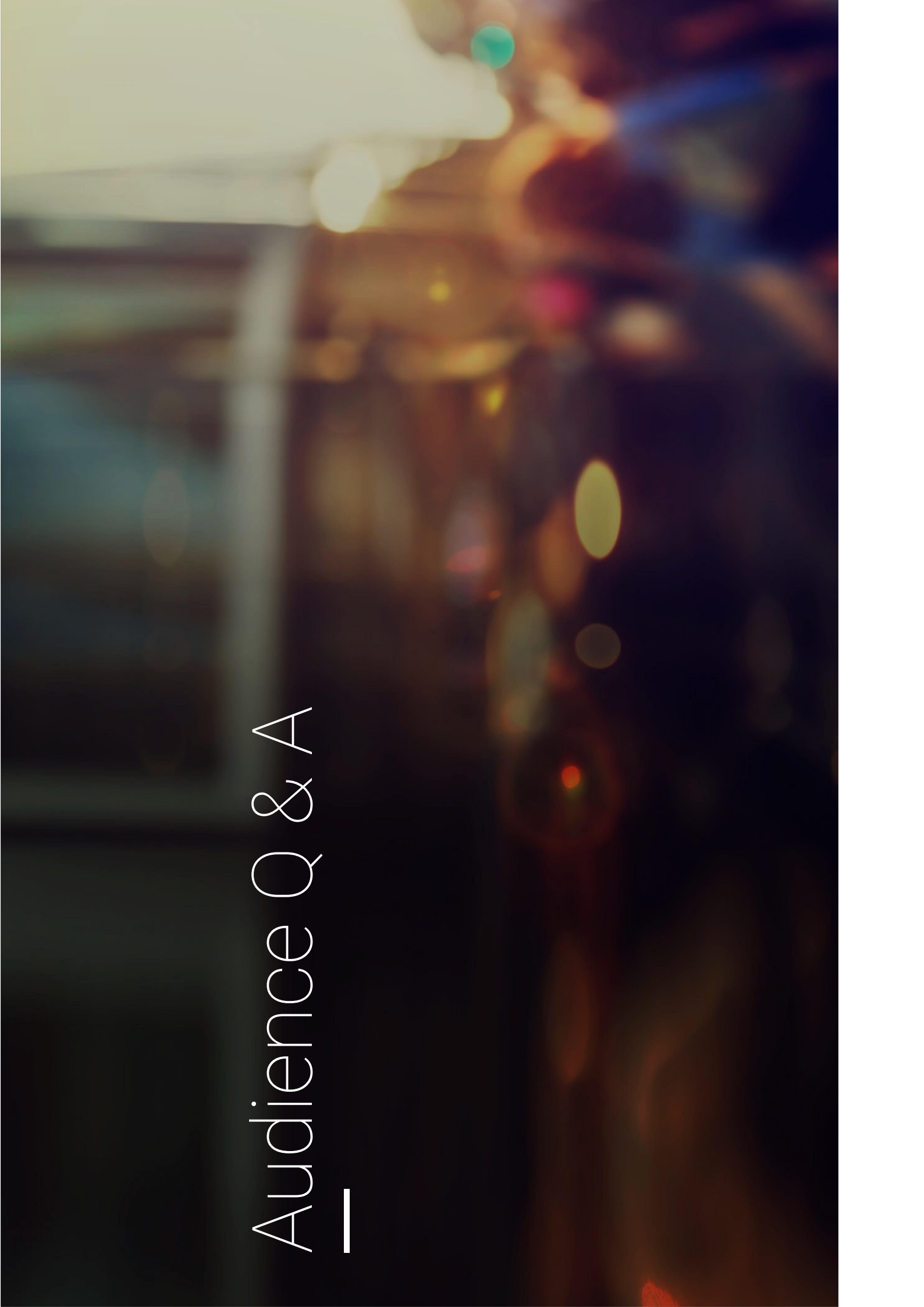
Boost social marketing with AgilOne's:

- Specific product-based lists
- Regency-based lists
- Order volume based targeting
- Re-engaging people who received and opened an email but did not purchase
- Offers from specific markdown events

Leading publisher boosts res
lookalike campaigns:

- 4x higher CTR
- 2x higher ROI

Audience Q & A



Next Steps

- Download the whitepaper “Requirements for Enterprise Customer Data Platforms”
- Register for the webinar on 4/11: “How to Dismantle Organizational Silos and Set Your Customer Data Free”
- Featuring Charlie Cole, Chief Digital Officer, **TUMI**
- Sign up for the Customer Data Platform Institute newsletter
- <http://www.cdpinstitute.org/>



Download your free copy today!