



# COMMANDERS **ACT**

SHAPING THE FUTURE OF DIGITAL MARKETING



COMMANDERS **ACT**

## Our Mission

“We enable marketers to be customer centric from acquisition to retention in a privacy regulation context”

(Web & Mobile, Stores, Call Center)

**12+**  
**YEARS OF  
EXPERIENCE**

**65+**  
**FTE**

**510+**  
**CUSTOMERS**

**4+**  
**GEOGRAPHIES**

**2500+**  
**SUCCESSFULL  
PROJECTS**

**3500+**  
**TRAINED & CERTIFIED  
USERS**

# European leader operating worldwide

## TOP 25 Most Active Cities for Customer Data Collection



**6000**  
Websites

**194**  
Applications

**190 000**  
Hits / seconde



# Recognized & Awarded

Gartner

## A Guide to What Is — and Isn't — a Customer Data Platform

Published 2 March 2022 - ID G00759863 - 35 min read  
By Analyst(s): Lizzy Foo Kune, Benjamin Bloom  
Initiatives: [Marketing Data and Analytics](#); [CRM Systems](#); [Marketing Technology and Emerging Trends](#)

CDPs promise to support customer data unifying customer data, but so do many other technologies. This guide explores the features, use cases, and benefits of CDPs.

Gartner

## The Gartner Marketing Technology Vendor Guide

Published 5 November 2020 - ID G00728541 - 36 min read  
By Analyst(s): Colin Reid, Benjamin Bloom, Andrew Frank, Mike McGuire, Lizzy Foo Kune

Gartner

G00255369

## How to Choose a Provider for Tag Management

Published: 23 December 2013

Analyst(s): Martin Kihn, Andrew Frank

Gartner

## Market Guide for Consent and Preference Management

Published 8 December 2020 - ID G00726094 - 28 min read  
By Analyst(s): Nader Henein, Bart Willemsen, Bernard Wood  
Initiatives: [Technology, Information and Resilience Risk](#); [Privacy and Data Protection](#)

Central to most privacy laws is the challenge of providing clarity about and control over their personal data. This market guide allows security and risk management leaders to evaluate consent and preference management capabilities.

Gartner

## Improve Efficiency and Digital Marketing Data Governance With Tag Management

Published 24 June 2020 - ID G00726102 - 19 min read  
By Analyst(s): Joseph Enever  
Initiatives: [Marketing Data and Analytics](#)

...ential, yet often underappreciated, digital marketing leaders should use this and why tag management plays a role in a collection, management and

Forrester Report Prepared For Cole Walsh With Forrester Research, Inc.

# Now Tech: Customer Data Platforms, Q1 2022

## Forrester's Overview Of 34 Customer Data Platform Providers

February 4, 2022

By Joe Stanhope with Emily Collins, Xiaofeng Wang, Cole Walsh, Christine Turley

FORRESTER

## Summary

You can use customer data platforms (CDPs) to assemble customer profiles, orchestrate customer interactions, and accelerate data delivery to analytics and engagement tools. But to realize these benefits, you'll first have to select from a diverse set of vendors that vary by size, functionality, geography, and vertical market focus. B2C marketers should use this report to understand the value they can expect from a CDP provider and to select one based on size and functionality.

Gartner

## What Data and Analytics Leaders Need to Know About Customer Data Platforms

Published 17 December 2020 - ID G00731095 - 22 min read  
By Analyst(s): Melissa Davis, Malcolm Hawker, David Norrie  
Initiatives: [Data Management Solutions](#); [Data and Analytics Strategies](#)

Customer data is vital to improving customer experiences, but data and analytics leaders are often unsure about the optimal use cases for customer data platforms. D&A leaders must understand the customer data platform landscape and the user requirements that customer data platforms support.

### Additional Perspectives

- [Summary Translation: What Data and Analytics Leaders Need to Know About Customer Data Platforms](#) (04 February 2021)

### More on This Topic

This is part of an in-depth collection of research. See the collection:

- [Using Customer Data Management Technologies for Better Customer Experiences](#)

# Customer Data Platform Industry Update

January 2022



www.cdpinstitute.org

# Delivering a platform that provides you major benefits

## AGILITY

Acting at the speed of thought.  
Anticipating and being proactive

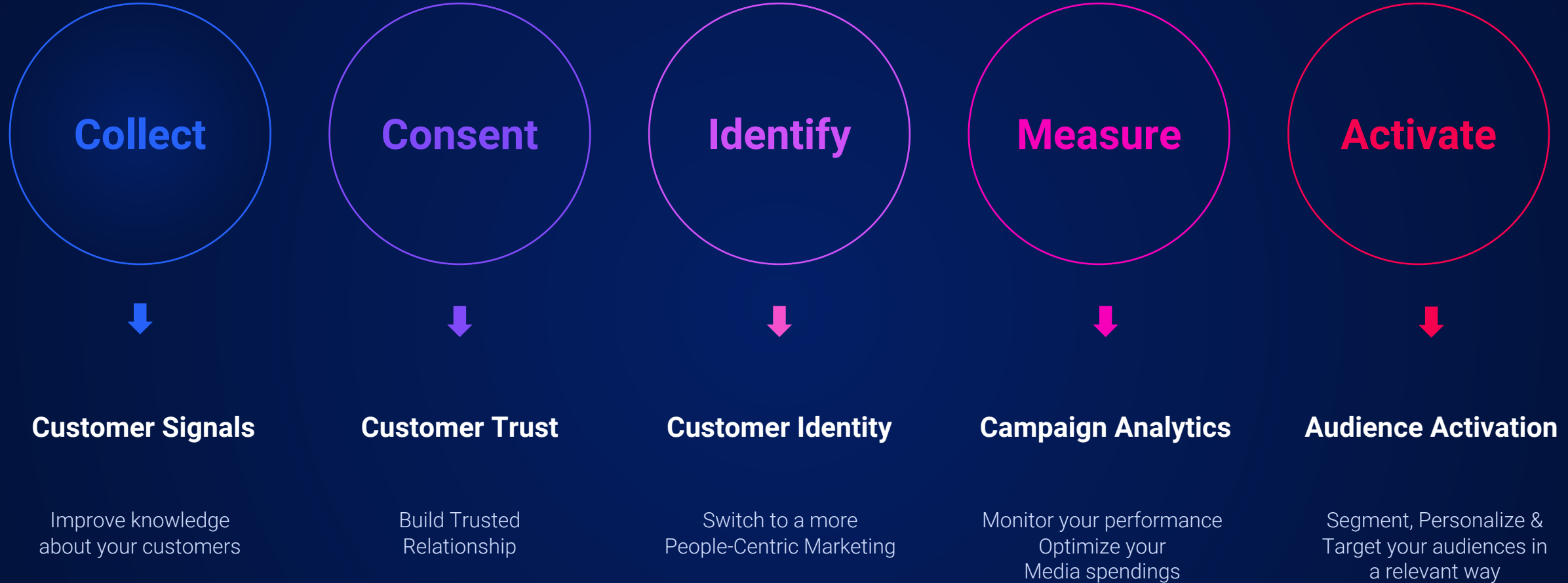
## GOVERNANCE

Compliance with regulations.  
Protecting your customer data assets  
Making it actionable

## ORCHESTRATION

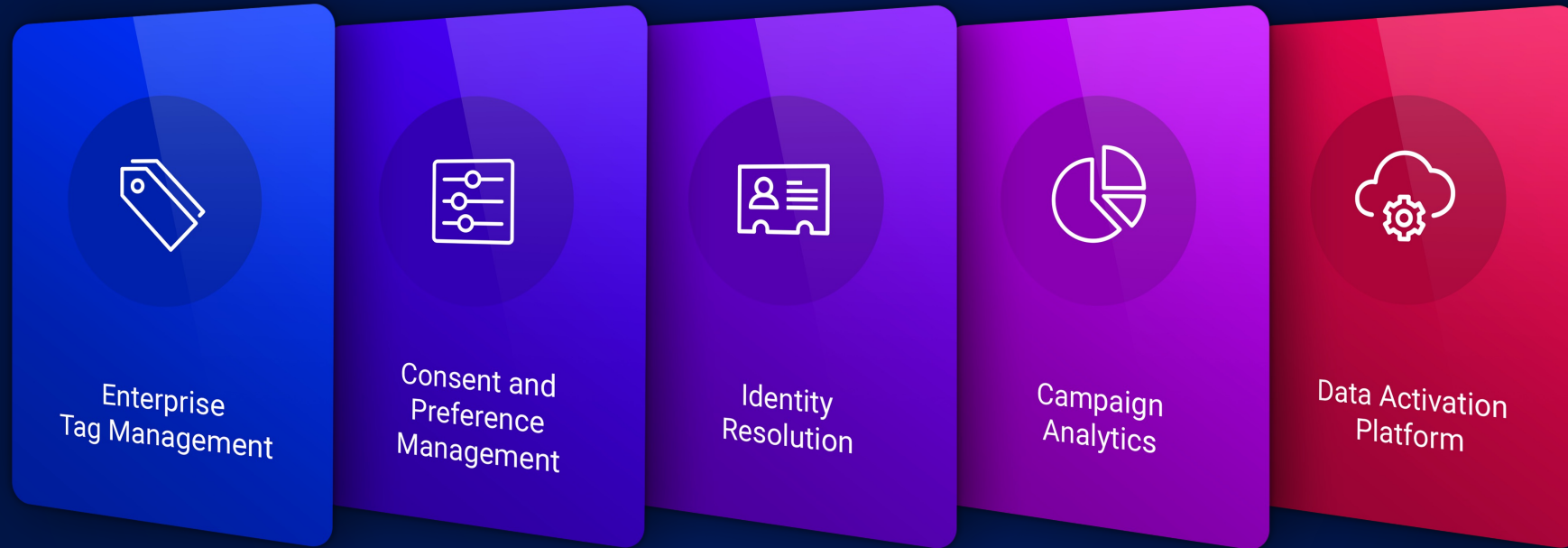
Campaigns Fed in Real Time  
Omnichannel Scope  
Scenarize

# And covers your new challenges



# By meeting expectations of sharp organizations

A Cookieless platform powered by extended Server Side capabilities



# Sharing the best of both worlds

Keeping it fast enough to bring competitive advantage to market leaders

## Enterprise Model

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- Top 3 Enterprise Tag Management ( Gartner)
- Top European CDP Player (Gartner & Forrester)
- Product competitiveness
- Robust technical infrastructure
- Compliancy with Security Standards
- Contractual flexibility (SLAs,...)
- Unlimited customer care
- GDPR Compliancy
- CSR awareness including Carbon Footprint reduction plan



## Start-up DNA

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- Innovation First.
- Agility
- Time To Market
- Committed to your success
- Roadmap built with customers
- Competitive TCO



# Teaming-Up with leaders in their digital strategy

# Considering us as a leading innovative player

Why choosing us ?

- 1 Awarded platform & solutions
- 2 Massive portfolio of well-known customers
- 3 Alternative to US based solutions
- 4 Great culture of team up with clients
- 5 European team and presence



# Contributing to the market activity

Recognized and Awarded since early 2010s

Actively contributing to the life of digital in Europe, connected with vendors and regulation authorities



Supporting the major events of the markets in whole Europe (France, Germany, Italy, Spain, Portugal,...)

# Built on a robust technical infrastructure

Global, Scalable and Secure



## Industrialized

- Worldwide coverage
- High availability
- Scalability
- Standardization, reproducibility and security



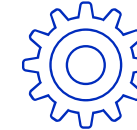
## Big Data

- Automatic sizing to handle peak traffic
- Horizontal or vertical scalability
- Real time oriented technologies



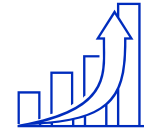
## Security

- Security by design
- Annual external audits
- Update of the latest patches
- Permanent monitoring of potential threats



## Monitoring 24/7

- Alerts processed with our partner Claranet (ISO27001 certified).
- Monitoring via specific technologies



## Leading suppliers & technology of the Market



# Pushing Enterprise standards to their highests

## Security

At Commanders Act, security starts with our core infrastructure. Designed to meet our customers' security requirements, our infrastructure is monitored 24/7 to ensure the confidentiality, integrity and availability of our customers' data. All data traveling over our network is automatically encrypted at the physical layer.

## Availability

Commanders Act uses the cloud provider that offers the highest level of network availability.

## Performances

Our infrastructure uses a network designed to increase performance with low latency, low packet loss and high overall network quality.

## Global Presence

Commanders Act uses a cloud provider with the largest global presence compared to other providers, and it continues to grow at a rapid pace. We have the ability to select the technology infrastructure that is closest to our primary target users.

## Scalability

Our infrastructure allows us to be extremely flexible and take advantage of the conceptually infinite scalability of the cloud. We can provision the amount of resources we actually need, and instantly scale up or down as needed, which also reduces costs and improves our ability to meet our users' demands.

## Flexibility

Our infrastructure gives us the ability to choose how and where we want to run our workloads. We can choose any region or zone of availability from our cloud provider.

# And really caring about your success & your team

Committed to your success

1h

Delay for a 1st answer

4h

Resolution Time

## ANALYSE

**One of the best expertises of the market**

- To answer our clients' questions as precisely as possible

## LEAD

**Identification of the origin of the problem**

- Guide the customer to the concerned products
- Redirect to the concerned expertise

## ADVIZE

**A quick & concrete understanding of your issues**

- Close to our clients
- Close to the market
- Close to the solutions

## ENGAGED

**... to the perfect resolution of your problems**

- Result-oriented culture
- Feedback to the product teams

## EXPERT

**... of our products and the ecosystem**

- A polymorphic culture
- Enriched by our Product teams
- Nourished by the Consulting team

## TEAMING UP

**... with our clients**

- 100% of the first answers in less than 1 hour
- 100% of responses in less than 4 hours

# For a Better Business & a Better World

## Compliance & Commitments

- **Climate Commitment**

- Carbon footprint
- Action plan underway
- Offsetting under study

- **Social commitment :**

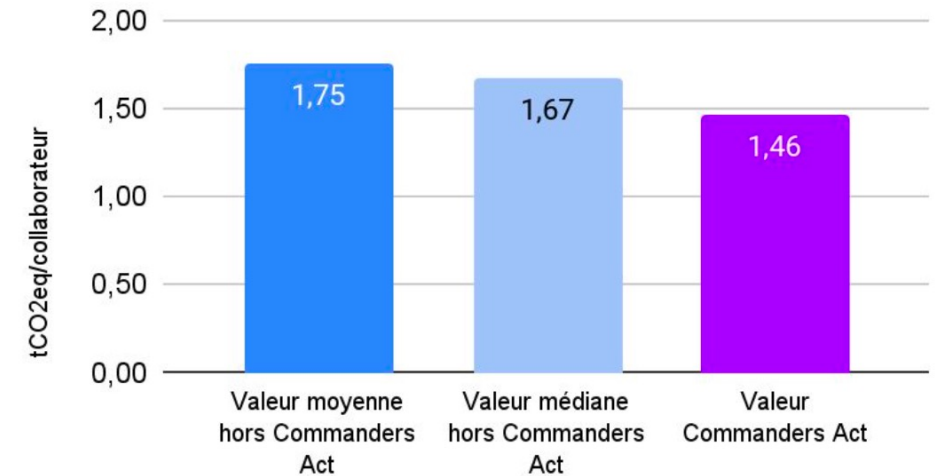
- Telecommuting Charter (4 days/week)
- Continuous training
- Parity encouraged (Operational teams, Management team, Board, Free-lance,...)

- **Protection of personal data**

- RGPD compliance and "Privacy by design"
- Actor in the development of compliance through the native integration of a consent and preference management solution.

Measurement carried out in 2020 by the French external firm SAMI

Intensité par collaborateur (tCO<sub>2</sub>eq/collaborateur)



Commanders Act headquarter\* carbon intensity = 1.46 tons of CO<sub>2</sub>e / employee