TREASURE DATA

CDP for Digital Transformation

Why you should start your digital transformation with a customer data platform

Start Your Transformation With a CDP and Empower Your Data-driven Decisions

Ultimately, customer data is the key to realizing meaningful value from **digital transformation** initiatives and staying ahead of the competition. This data powers processes, insights, and actions that help you engage and serve your customers. The risk of not recognizing the value of your data may be higher than you think. You should feel confident that you're getting the most value out of your customer data.

Your organization's first step to harnessing this valuable resource is to create a comprehensive data strategy that includes having an accurate view of every customer by consolidating and integrating all the data that you have at your disposal. Starting with a **customer data platform (CDP)** for your digital transformation strategy will:

- Increase marketing performance and drive audience and revenue growth
- Improve customer experience with personalization and reduce churn
- Make it easy to manage and update your customer data
- Allow you to be responsive to increased regulation around data privacy
- Improve marketing efficiency and channel activation
- Make your customer data available to all of your martech stack

A CDP is the heart of your martech stack. It is foundational for digital transformation because it lets you gain value from large volumes of customer data, without massive engineering effort–empowering your applications across the enterprise whether they are BI tools or activation tools.

How CDPs Drive Digital Transformation

A CDP unifies customer data from different types of technologies–and provides a single view of the customer for the entire enterprise. When this unified customer data is applied across technology tools, you can accomplish your short-term and long-term digital transformation goals faster, and with better results. This unified data is then used to provide personalized experiences and allow you to bridge customer data gaps within your organization.

Because a CDP ingests all types of data from multiple sources and channels, it can export information from a data warehouse, customer relationship management (CRM) systems, and data management platforms (DMP). Using data from these external sources to enrich its own customer data foundation, a CDP connects the dots that enable marketing teams to personalize customer engagement across channels.

CDPs impact both revenue and cost savings because they enable you to provide **powerful personalized customer experiences**. By aggregating customer information across all of your channels you can create unified, robust customer profiles that contribute to deeper consumer insights–a competitive edge that is not easily matched.

Start With a CDP Even If You Already Have a CRM

CRM vs. CDP: What's the Difference?

CRM

CRM solutions are used to manage sales teams and pipelines, forecast revenue, and track day-to-day interactions with customers and prospects, including those with customer service & support.

CDP

CDPs unify historical and real-time data from multiple online and offline sources–including CRMs–for a deep and granular understanding of consumer behavior and to create hyper-targeted marketing campaigns.

CDPs unlock value from more data sources and types of previously siloed data, both structured and unstructured. In turn, the same CDP can feed this full view of the customer directly into BI systems. CDPs can even use CRM data, but also take data generated from many other parts of your customer journeys, including point-of-sales (POS) data, social media, web browsing histories, mobile apps, loyalty programs, Internet of Things (IoT) devices, advertising platforms, and much more.

CDPs go beyond CRM sales management functions to unify historical and real-time data from multiple online and offline sources—including CRMs—for a deep and granular understanding of consumer behavior and to create hyper-targeted marketing campaigns.

So with a CDP, you get deeper insights and automation of compelling, personalized, omnichannel customer experiences, to handle every aspect of finding new and building customer loyalty.

Better Together

The real answer to CRM vs. CDP is that these platforms can work in tandem. With a CDP serving as the hub, CDPs and CRMs systems work together to fulfill different business goals, with each enriching the other. The sales team gains a more robust and complete picture of a target provider, while the marketing team can easily use the data from the CRM to surface relevant insights and be more deliberate in how they plan and manage omni-channel customer interactions.

Can a Data Warehouse Do The Same Thing As a CDP?
EDW vs. CDP: What's the Difference?

EDW

An Enterprise Data Warehouse (EDW) is a type of centralized storage that receives large amounts of data from several departments, sources, and databases. These repositories resemble physical warehouses in that any data—whether customer information, financial data, transactions, tickets, and others—can be stored and organized.

CDP

A Customer Data Platform (CDP) is an intelligent unified customer database that builds rich customer profiles with data. A CDP cleans and combines data to make individualized customer profiles accessible to other company systems to increase sales, improve customer experience and support, and identify growth opportunities. You can also take advantage of the intelligence with a CDP to provide insights about your profiles.

A CDP surpasses a data warehouse because it not only ingests and stores information but also makes data actionable for non-IT customer-facing teams and applications. This alleviates dependence on IT personnel and makes it easier for marketing or sales teams to leverage customer data for personalized marketing campaigns, targeting specific persons and audiences, and evaluating sales performance.

Traditional data warehousing also requires periodic downtime and maintenance to load new batches of information. This makes it harder to ingest real-time or streaming data. CDPs, on the other hand, are built to ingest structured and unstructured data from multichannel sources including those that generate real-time, event-level, and streaming data. A CDP's ability to use all types of information from multiple sources allows it to create unified, robust customer profiles that contribute to deeper consumer insights that drive BI applications across the business—a competitive advantage that is not easily replicated by rivals.

Better Together

By working together, a data warehouse platform and a customer data platform can help maximize the value of a company's data assets. Without a CDP, the warehoused data remains inert for marketing purposes. But without information from the data warehouse, the CDP's predictive results lack fullness and depth. Both tools complement one another and allow brands to get the most out of their data assets for optimal results.

Start Your Digital Transformation With Treasure Data

With a deep understanding of your customers' preferences and behaviors, you'll be able to identify and respond to market shifts quickly and efficiently. Below is a list of some common digital transformation company goals–and how Treasure Data can help.

Digital Transformation Goal	How Treasure Data Can Help
Improving customer experience	According to Gartner, "customer experience is the new competitive battlefield," and companies from every industry have realized that building a strong customer relationship is a key competitive advantage. With Treasure Data Customer Data Cloud, you can gather a broad range of data across numerous touchpoints, such as purchase frequency, social media mentions, physical store check-ins, email interactions, product reviews and sentiment analysis, and digital asset or ad engagement. You can use this 360-degree, unified customer view to target prospects more effectively, segment buyers efficiently, and increase the ROI on digital spending. Consequently, interactions become more personalized, fostering a truly connected customer experience.
Increasing operational efficiency	With Treasure Data CDP, you can achieve greater targeting precision and operational efficiency by automating data collection, storage, and analysis. By bringing all data sources together in a single place, TD enables a cohesive and complete view of the customer. This comprehensive view, in turn, can be leveraged by artificial intelligence (AI) algorithms to identify customer behaviors and ideal contact methods. Additionally, machine learning (ML) is used to create customer personas, enabling businesses to better understand customers' investment preferences and readiness for change.
Enhancing agility and innovation	Treasure Data can gather all your data from different sources and connect them seamlessly in real time. This includes marketing hubs, web logs, IoT, and geolocation data, which can be unified using over 180 pre-built connectors. With all your data in one place, you can quickly identify market conditions and adapt your strategies to engage and convert your target customers effectively.
Enabling data-driven decision-making	Treasure Data is an expert in managing data complexity at scale. We quickly onboard customer data with schema-flexible data ingestion and built-in query engines that provide fast access to persistent, historical customer views. Customer Data Cloud enables access to up-to-the-minute real-time customer analysis as your customers shop, browse the web, post on social media, and use mobile apps.
Driving revenue growth	Treasure Data can help you fuel revenue growth by enabling you to optimize your customer acquisition process, personalize customer experiences, and increase loyalty and retention. With deeper insights into customer behavior, you can develop effective engagement strategies, such as loyalty programs, exclusive offers, and personalized support. This will help you generate more revenue from your existing customer base, while minimizing losses associated with churn.

Digital Transformation Technology Criteria

The following is a prioritized list of criteria for assessing which technology should be updated during your digital transformation–and in what order.

1	2	3	4	5
Does the technology have the potential to impact revenue and cost savings?	Will it improve both customer and employee experiences?	Can it enable teams across the organization to operate both smarter and faster?	Will this technology deliver innovation, operational efficiency, and security?	Will the technology accelerate transformation by developing leaders and maturing digital practices?

Treasure Data Customer Data Cloud helps enterprises use all of their customer data to improve campaign performance, achieve operational efficiency, and drive business value with connected customer experiences. Our suite of customer data platform solutions integrates customer data, connects identities in unified customer profiles, applies privacy, and makes insights and predictions available for Marketing, Service, Sales, and Operations to drive personalized engagement and improve customer acquisition, sales, and retention. To learn more, visit www.treasuredata.com.

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