



# Experience more, with a Customer Data Platform

By unifying data and instantly knowing what a customer wants, you will deliver the right solution and engage at the first time of asking. Give your organization a unique, fully focused, 720-degree or three-dimensional view of every single customer with a Customer Data Platform (CDP).

## What is a CDP?

A CDP is a single source of truth for a customers' frame of mind, history of buying patterns and what their next course of action will be. It ingests and integrates customer data from multiple sources, stitches together the customer's profile in real time and makes it available for use across various points of engagement.



**Research suggests that it's those B2B businesses** that have deployed or are planning to deploy a CDP that are most satisfied with their Martech.



**A CDP can deliver 5-8 times the ROI** on marketing spend, and can **lift sales by 10%**.

## The benefits of a CDP

- A 'single customer view' profile is available on any device and is accessible in real time
- Actionable insights powered by artificial intelligence and machine learning
- Recognize what your customers need at any given time and provide them with a highly personalized experience that creates loyalty and trust

The overall benefits of a CDP extend across content personalization, audience expansion, retargeting capabilities, audience retention and more.

## When considering a CDP, be prepared to:

### 1. Define your goals

Think about how a CDP would fit with your organization's existing operations, how it could plug the gaps in your customer data and what ROI you'd expect to see.

### 2. Sort your strategy

Take a strategic approach to CDP implementation and consider how it integrates with your wider business strategy.

### 3. Start small

Begin with a pilot to establish how a CDP works within your business.

### 4. Optimize

While a CDP can start delivering instant results, ongoing optimization will help to realize its full potential.

## Common CDP myths:

'I already have a Data Warehouse, so I don't need a CDP'

A CDP improves your Data Warehouse. It's where you get insights on individual customers, or segments of customers, whereas a Data Warehouse is where you store the raw data you gather. Data Warehouses commonly have custom development built on top to provide limited insights on the data within, but this approach does not scale, and is not agile enough to support continuous improvement. You need a Data Warehouse and a CDP to realize value.

'A CDP will be my silver bullet'

You need the correct foundations to be in place for a CDP to be truly effective. You'll require a strategy to sit alongside it. And you should also consider whether other parts of your organization's customer data ecosystem are mature enough. CDP is a powerful tool but will only work within the right overall environment, which includes the necessary AI technology to help you understand what you wish to gain insight into.

'A DMP is enough to gain customer loyalty'

A DMP is purely anonymous data, used more for tracking digital engagement at the trend level. By contrast, a CDP is data centered around a customer's behavior, CRM and transactions, and can be used to learn what customers do and how they do it. Together, a DMP and a CDP can give a complete picture of customer habits. A DMP is unlikely to provide this on its own.

**Find out how Avanade can help you implement a CDP. Register your interest for a 30-minute consultation [here](#).**

## About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem, and the power behind the Accenture Microsoft Business Group.

Learn more at [www.avanade.com](http://www.avanade.com)

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