

Crown

QR3644517 ABS-1901535	Stage 3 Upside	\$375k ASV	New / Renewal	RTCDP B2B	Close Dt 15-Oct-23 Q4	AE Rahul Peterson	SC Anirudh Chakray
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DEAL CONTEXT

- Attended Summit and impressed with RTCDP
- Data siloed over multiple sources; looking to get a unified view of the customer
- Current Marketo customer; interested in the CDP + Marketo Story

KEY USE CASE / CHALLENGES

- Bring together data from all sources
- Delivering a personalized, consistent journey to all our leads/customers
- Data Privacy & Governance : adhere to CCPA & other regulations
- Effectiveness & ease of segmentation and activation via multiple channels

Competition

Segment CDP

RISKS

Demo originally scheduled for 15/5 got pushed over due to issues with CLAS on demo sandbox. Issue escalated & being fixed by Engineering.: Jira ticket

Risk Level: **Low**

NEXT STEPS

- Schedule demo once PLAS bug is fixed
- Next Check: **25-May-23**

VOICE OF THE CUSTOMER

- We have always had trouble with clean data.
- Very excited to see what RTCDP can do for us – bring it all together [Digital Marketing Director]

DELIVERABLES [Link](#)

Discovery	POV	Demo	Tech Case	Others
x	x	-	-	-

