Your Book Title <e.g. Customer Data Platform>

Your Book Sub title

<e.g. Leverage Your Customer Data to Transform the Digital Marketing Engagement>

Your Name <e.g. MANOJ GUPTA>

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# Preface

<Write Your Own Preface in Your Own Word – This will help to stand out your book>

Writing a technical cum non-fiction book that is based upon my real time work experience, including series of workshops, global customer meetings, their expectation and demand, conducting numerous proofs of values (POVs) and pilot projects, has been a unique experience. Let me be very candid that, I enjoyed and had a wonderful experience while writing this book.

This book reflects some good insight about the practical and proven approach for enriching customer experience and how an enterprise or organization, their marketing units and the sales and marketing team can leverage the outstanding digital platform for hyper-personalized customer experience and bring great business values to the organization.

Throughout the book, you will experience many of the real time digital transformation processes, driving innovation across a wide spectrum of digital industries, real time industry case studies and how marketers have grown their business leaps and bounds with an extra-ordinary customer experience.

You will discover how leading industry taking huge advantage of customer data platforms and leverage customer’s data to thrive their business.

<Your Name>

<Date>

# Acknowledgments

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First and foremost, I would like to thank and acknowledge the organizations, I worked for and the global customers that presented me with the right opportunities to have the insight I have presented in this book.

I would take this opportunity to thank Viswas Pitre, Ramakrishna Lingireddy, Venkata Reddy and all my colleagues, peers, friends and practitioners who helped and inspired my in my career journey and helped in shaping up a true version of me.

I would especially like to thank Vikas Gupta, Yogesh Sharma, Jitesh Sinha, Vivek Jha, Ashutosh Gupta, Kiran Karthik, Hrishikesh who were with me when I have started my professional journey. I would like to have a special mention of Som Bathla and Satdal Lahiri, whose mentoring in the formative years was immensely helpful.

A special thanks to Siddharth Rajsekar, who is one of the most innovative and creative people I know and have an impeccable impact on my overall journey. Thank you very much for all your support.

Finally, and most importantly, I want to thank my wife, Renu, for tolerating long hours of absence as I spent time traveling, reading, writing and busy with the work. Without her support, it would not be possible to complete this book.

And last but not least you readers, who have trusted me and my work (in all my previous blogs, white papers, articles etc.). Hope this book will live up to your expectations

# Introduction

<Write Your Book Introduction – This will help to stand out your book>

Customers need a hyper-personalized experience

We live in a digital world, an era of stupendous network, where customers expect the service providers and product vendors understand their needs and wants. Customers are largely the epicentre of consumer marketplace and it’s no longer exception.

Customers expectation from business have grown multi-fold. Customers are not only looking for the service providers or product vendors not only meet their (customers) expectation, but precisely anticipate and exceed the expectations.

Today the marketplace is highly dynamic and constantly fluctuating. In this rapidly changing consumer marketplace, just having a strategic robust marketing plan is not good enough. As we are witnessing, the consumer preference, needs and wants are changing constantly and their expectations are much higher than previous ones, any generic or common market targeting strategy is completely out of window to attract and serve the digital savvy consumer segments.

To address these challenges and provide a seamless customer experience, the need of the hour is hyper-personalized customer experience coupled with AI-Powered Marketing Strategy.

**Who should read this book?**

<Write Who should Read Your Book (Your Target Audience) – This will help to stand out your book>

This book is for CIO, CTO, IT professionals, Customer-Centric marketing professionals who wants to understand unique customer profile, the 360-view of the customers and aligned to provide a unique and distinguished hyper-personalized customer experience while servicing the customers unique needs.

This book outlines the concept of enterprise customer data platforms, their benefits, the major market players providing the enterprise CDPs for their B2B customers and how uniquely they are positioned in the market place with a clear understanding of future roadmap and how the platform will keep evolving to keep their target customers ahead of the curve in their service offerings and customers experience.

The intent of this book is to provide an insight about the usage of customer data, CDP strategy, how meaningfully this can be leveraged to not only provide a unique customer experience, but also to help your business thrive in this customer dominated market segment. So, whether your company offers an IT Service or operate in retail segment, financial or healthcare products, this is a must read for you. Happy Reading!

**About the Author**

<Write Author Descriptio>



**Manoj Gupta** is a practicing Chief Architect and Solutions Director in a leading Global Information Technology Conglomerate, with over 22 Years of Experience in Information Technology, Manoj is a well-respected and trusted advisor in the technology industry to many of the world-class companies. Manoj is passionate about building high-performance team, taking individual and teams on a journey to excellence and satisfaction.

Manoj Gupta studied Electrical Engineering from Regional Engineering College (REC) Jamshedpur, now known as National Institute of Technology (NIT) Jamshedpur, India and have done post-graduation from Great Lakes institute of Management, Chennai and Illinois Institute of Technology (IIT), Chicago, the USA. He lives with his family in Hyderabad, India.

You can connect with Manoj Gupta via the following channels:

*Website:*

*LinkedIn:*

*Facebook:*

*Email:*

**How this book is structured?**

EXAMPLE :

This book explains how a CDP platform gives a you a holistic 360 view of your customer. An enterprise CDP manages your data so that you can focus on delivering hyper-personalized campaign, advertisement, product engagement, shopping experience and many more.

**Chapter-1**: In this chapter, you know the details about Customer Data Platform and Importance of Customer data in context to overall customer and marketing experience. You also learn about various features and advantages of Customer Data Platform. This chapter provides an insight about various type of Customer Data Platforms and g futuristic view of CDPs.

**Chapter-2**: In this chapter, you learn more about how CDP is different than many others system of records. Many a times, customer gets confused with CDA and other customer data management systems and not able to articulate clearly the nuances and differences among these systems. This is explained in detail with some suitable and enterprise case illustration.

**Chapter-3**: In this chapter, you learn harnessing customer data for greater marketing result and customer experience. This articulates a great benefit of customer data platform and the value the platform brings to the customer and enterprise. This chapter also talks about the challenges related to customer data platform adaption and key consideration an enterprise has to pursue while onboarding a customer data platform.

In this chapter, you will also learn about the ongoing trends in CDP and beyond. There are numerous trending questions, which a reader needs to note and consider while going in depth with the selected CDP platform. All the major questions and their answers have been summarised in this chapter, so as Enterprise has a clear view on the CDP and the benefits in brings to the table.

**Chapter-4**: In this chapter, you learn about customer data hub (CDH). CDH is a key component which tie together all various components of CDP and strengthen the enterprise with right strategy and reference architecture. This chapters provides an in-depth detail related to advantages and value CDH brings in overall context and how CDP can be effectively leveraged along with CDH to provide a seamless experience and growth to the enterprise.

**Chapter-5**: In this chapter, you learn about various Customer platforms. This provides a unique experience about how various customer platforms can work together to provide a uniform and seamless customer experience.

**Chapter-6**: In this chapter, you learn more about the empowering your marketing with AI&ML. This chapter provides a deep understanding about AI&ML as a tool to leverage the overall marketing experience and how this can have a target customer segment and hyper personalized offering for a unique customer experience.

**Chapter-7**: In this chapter, you learn the real time case studies in three district segments, and how this has helped the customer with hyper-personalized experience and at the same time, it helps immensely the enterprise to service the customer needs very effectively.

**Chapter-8**: In this chapter, you learn the real time scenarios how to start your journey for enterprise customer data platform. It depicts the structure, framework and building blocks of CDPs.

**Chapter-9**: In this chapter, you learn the top10 frequently asked questions and its answers. This will be a good idea to start with these questions for your enterprise CDP journey and then, refer back to respective chapters or section to get detailed insight.

**Chapter-10**: In this chapter, you learn what is a digital transformation and how the digital transformation leverages customer data platform and provides a holistic customer experience. This also provides an insight that how CDPs can be used in digital transformation.

# 1. Chapter 01 – e.g. Customer Data Platform (CDP)

“The ability to take data – to be able to understand it, to process it, to extract value from it, to visualise it, to communicate it – is going to be a hugely important skill in the next decades”

- Hal Varian, Chief Economist

Customer Data Platform, aka CDP, a buzzword that appears on most of the technical or business leadership discussions or in the boardroom meeting agendas very often. Still there is a lot of confusion and anxieties looming over what is this all about, how it works, and how this helps the organization or the marketers.

**In Conclusion:**

Customer Data Platform is the most sought after and leading digital platform. This is a new add-on to the marketing technology, which provides a unified customer 360 view and help in hyper-personalized customer experience. A CDP is primarily meant for connecting to all various marketing databases, aggregate data from these sources and enabling analytics for the downstream applications – e.g. target market campaigns.

The CDP market is growing at a rapid pace and with a strong reason. This empowers an enterprise to leverage 360 view of customer and several new marketing capabilities. CDP builds the unified customer profile across your enterprise to deliver hyper-personalized and consistent customer experience. CDP is the key to understand the customer and effectively address their needs and wants.

<Write all your chapters like the above and add your summary or conclusion in each chapter – Continue writing for all your book chapters (minimum 10-15 chapters are advisable .

# 

# References & Inspiration

<Write all Your Book reference links – This will help to stand out your book>

**Example:**

The following books, articles, online blogs have greatly influenced my thinking and perspective over the years as I used to write a volume of blogs. Wherever possible, chapter-wise references are also provided for the convenience of the reader.

**The CDP Institute**

This is one of the promising institutes dedicated to help the organizations, enterprises, brands to manage their customer data effectively.

*CDP Institute:* [*https://www.cdpinstitute.org/*](https://www.cdpinstitute.org/)

**Books & Reference Sites:**

*The Digital Enterprise – Build your organization’s future for the innovation age by Karl-Heinz Streibich*

* *Digital Transformation – The moves and motives of the digital leaders by Lindsay Herbert*
* *Market Guide for Customer Data Platforms - Published 8 April 2020 - ID G00719681*

**Chapter-wise references**

Chapter-1: Customer Data Platform

* [*https://blog.hubspot.com/service/customer-data-platform-guide*](https://blog.hubspot.com/service/customer-data-platform-guide)
* [*https://tealium.com/lp/customer-data-platform-cdp-pricing*](https://tealium.com/lp/customer-data-platform-cdp-pricing)
* [*https://www.cdpinstitute.org/learning-center/what-is-a-cdp-used-for/*](https://www.cdpinstitute.org/learning-center/what-is-a-cdp-used-for/)

Chapter-2: Customer Data Platform – Let’s Not Get Confused with Enterprise System of Records

* [*https://exponea.com/blog/customer-data-platform/*](https://exponea.com/blog/customer-data-platform/)
* [*https://www.treasuredata.com/customer-data-platform-guide/*](https://www.treasuredata.com/customer-data-platform-guide/)

# A Request to The Reader

May I ask you for a small favour?

I would like to thank you from the bottom of my heart for having bought and read my book. I hope this book has met your expectations and given you a good insight and knowledge regarding customer data platform, its adaption, and a few success stories along with how to leverage this platform to thrive your business.

I request you to provide me your valuable rating and a review of the book on the amazon site. Your feedback would inspire and encourage me in my author-journey, where I will look forward to enhancing your knowledge, skills and positively impact lives of many professionals.

Thank you once again. Wish you all success and happiness in your life.

# About the Author

<Write Your Brief Author Journey – This will help to stand out your book>



With 22 years in the Information Technology, Manoj Gupta is a digital veteran and sought-after industry speaker who led quite a few significant and innovative programmes globally across every organizational sector.

Manoj is presently working as Solutions Director and Chief Architect in a leading global IT company specializes in technology & consulting, digital customer experience, transformation and engineering services.

As a digital transformation leader, he drives innovation that creates new markets, helps the organization to shape new deals and sharpen the competitive edges for the world largest companies.