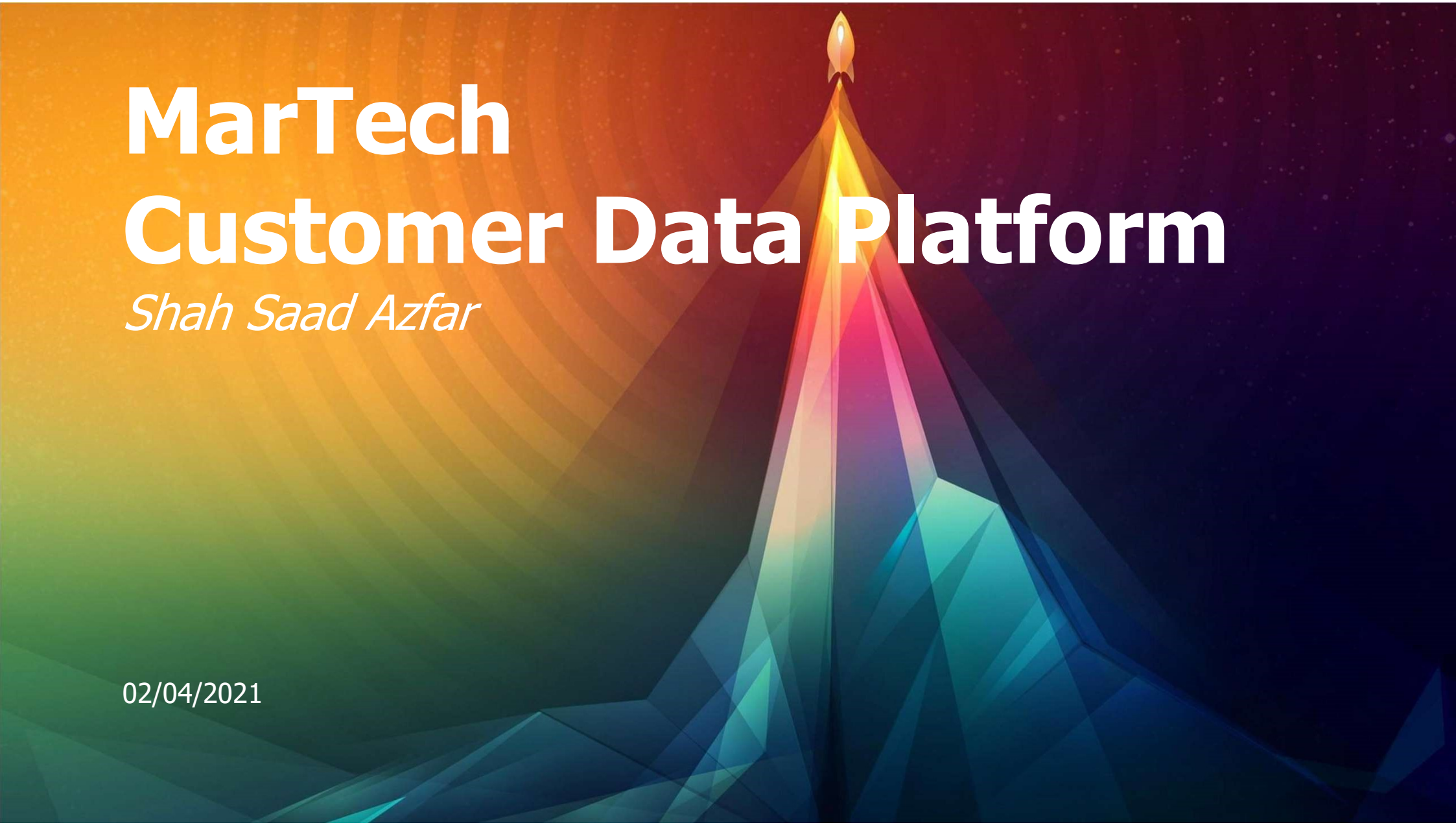

MarTech
Customer Data Platform
Shah Saad Azfar
02/04/2021

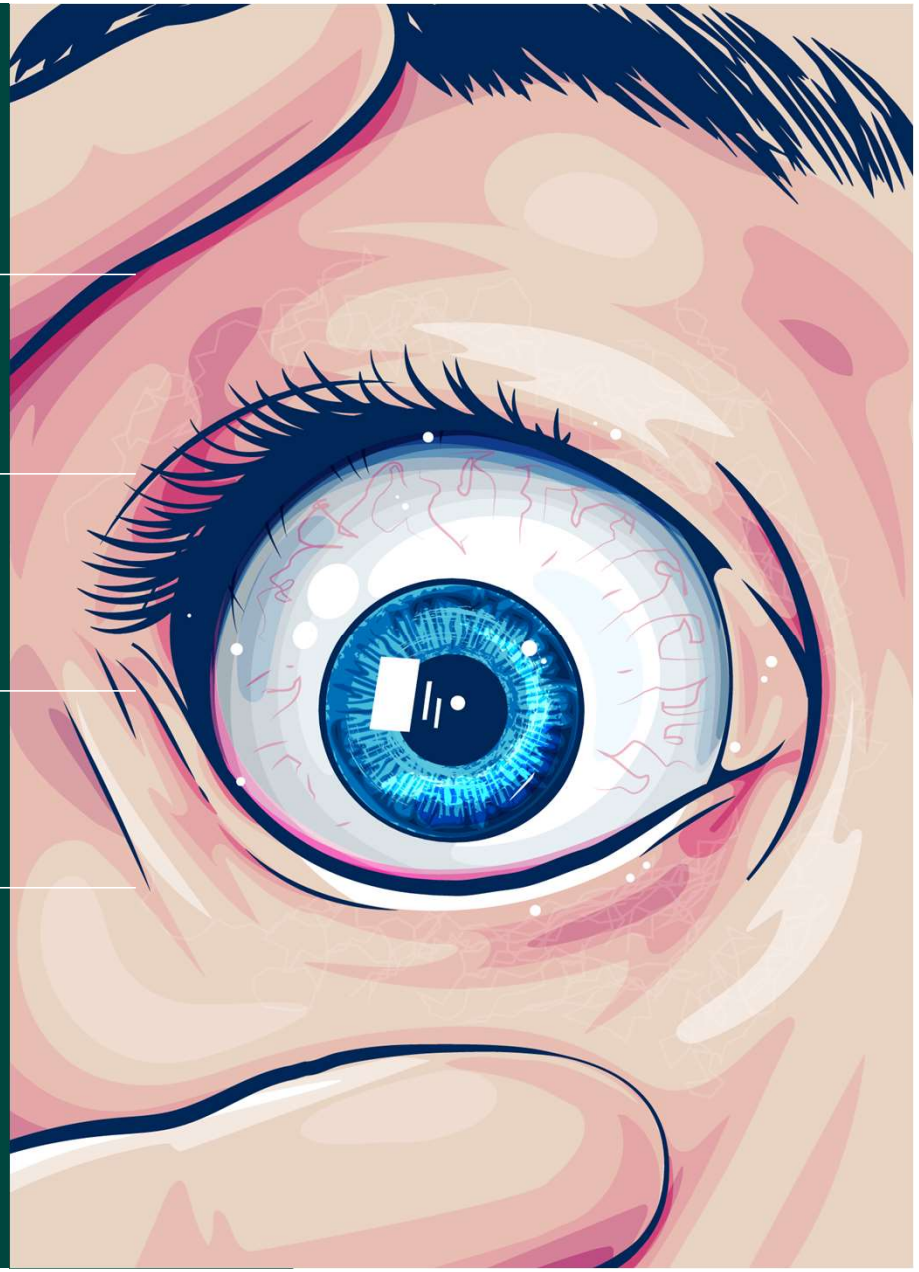
CDP

Definition

MarTech EcoSystem & CDP

Value Proposition

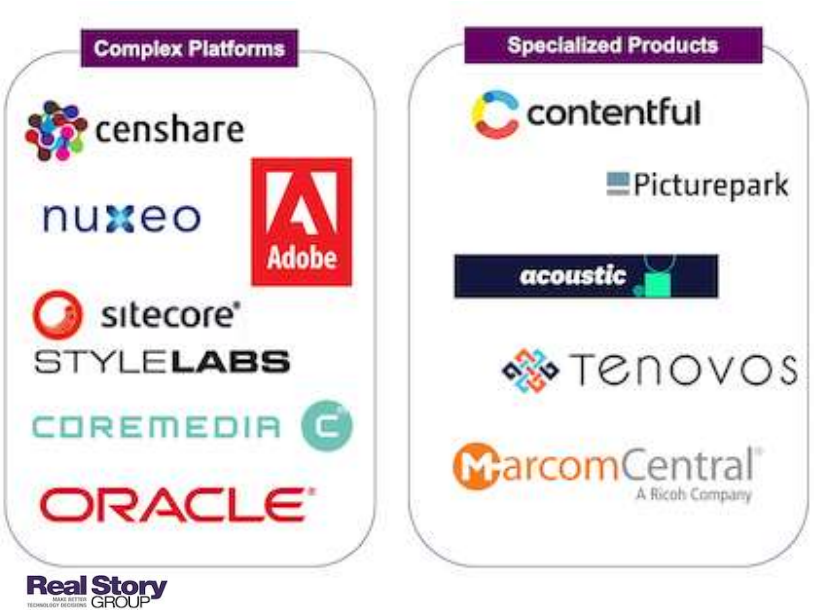
Content & Components



Galápagos

What is a CDP?

These are not CDPs



These are CDPs

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Analysts Quotes about CDPs

Gartner

"With so many customers oscillating between phones, consoles, desktops & laptops, many marketers are des unified view of the customer."

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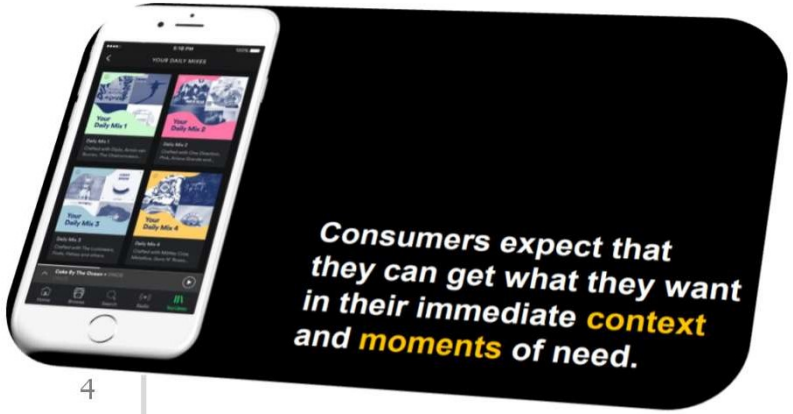

Real Story GROUP

Real Story Group Finds CDPs from Major MarTech Vendors Still Lag the Market

Analyst Firm Evaluates CDPs from Six Major MarTech Vendors

BOSTON, MA - Last year saw the six largest MarTech vendors launch or reconsolidate their Customer Data Platform (CDP) offerings, but new research from independent analyst firm Real Story Group finds their offerings still lagging the market.

Published on https://www.realstorygroup.com/Reports/cdp and available by subscription, Real Story Group's vendor evaluations analyze the strengths and weaknesses of 30 major CDP offerings.

RSG recently updated its evaluations of Acoustic/IBM, Adobe, Microsoft, Oracle, Salesforce. Here are some of the findings.

- The primary initial use case for each vendor seems to be unifying data within their own suites, rather than envisioning a truly independent data layer. This has had some impact on how vendors approach segmenting as well as data schemas in general.
- None of them excel today at B2B scenarios (though a couple are trying); to be fair, this parallels a broader deficit in the marketplace as a whole.
- The six solutions feel young and comparatively feature-thin right now.
- The vendors are approaching the challenge of packaged connectors to external data sources with varying degrees of enthusiasm.
- In each case the CDP depends on services from other platforms in the vendors' suites.

The platforms do differ in several respects, for example how omnichannel in focus, as opposed to just marketing-oriented use cases.

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High-Level about CDP

LEAD Enrichment

Contact Discovery

360 Account Intelligence

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CDPs appeal to our desire for simplicity, but complexity still lies beneath the surface.

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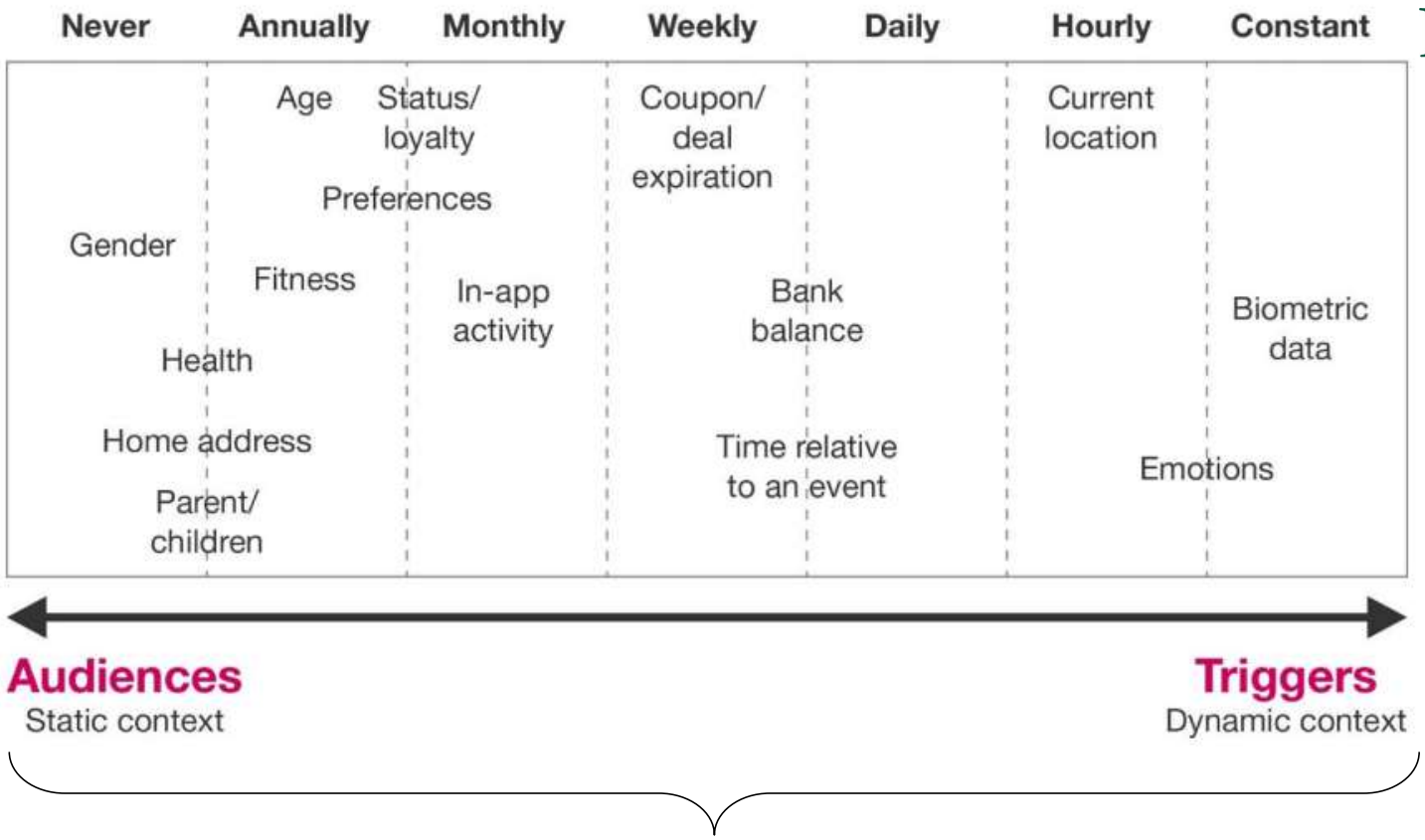
Create MarTech Stack for Moments



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CDPs enables dynamic context,
drives velocity, granularity and evokes impact at customers

Galápagos

Reference Use Cases for CDPs

- Staging data for customer insights
- Web and email personalization
- Data collection for marketing and Custom Experience clouds such as Adobe
- Short term data storage while db/data lake projects are in-flight (EXON)
- Small or resource constrained (e.g. people, budget) teams
- Fill-in niche data collection or distribution gaps within existing stack

CDP

MarTech capability

to convert

Unknown User

into known target audience

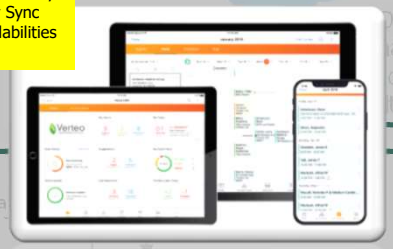
Our CDP journey within the MarTech Stack

1. **External Identity Management for HCPs and HCOs**
2. Improve the initial data quality in SAP for vendor, HCP & HCO creation
3. **Governance on Consent Management (legal)**
4. **Pharma-regulated access control (Compliance)**
5. Connect customer data platform with different sources to unlock new valuable HCP User Journeys
6. Use Consents as driver to trigger HCP Journeys and increase reach
7. Enrich Glpg master data with 3rd Party sources (independent layer)
8. Progressive Profiling with Robotics Process Automation (RPA)
9. …

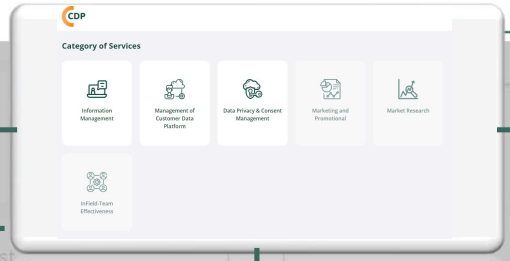
Zoom-in on CDP in MarTech Stack

To-Be

Timeline History
Territory Sync
IFT Availabilities
..



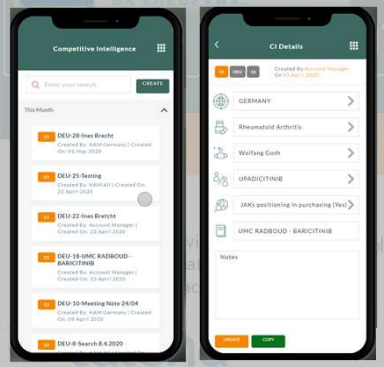
Consent Synchronization



Provide HCO data /
receive flagged Market Access data

Sync back to
CDP
..

PRICE RIGHT BY EVERSANA



SAP S/4 HANA

Probably manual
Later EDI interface
PoC to validated
...

Pre-validation to increase
data quality

Contract
Synchronization

Monitor & request
Consents
for upcoming
Transparency
Reports in EU5

Monitor & request
Consents
for upcoming
Transparency
Reports in EU5

Monitor Consents
Drive traffic

Connection
planned Q1'
2021
..

icertis

SAP Concur

Insights
SSO
...

Within3

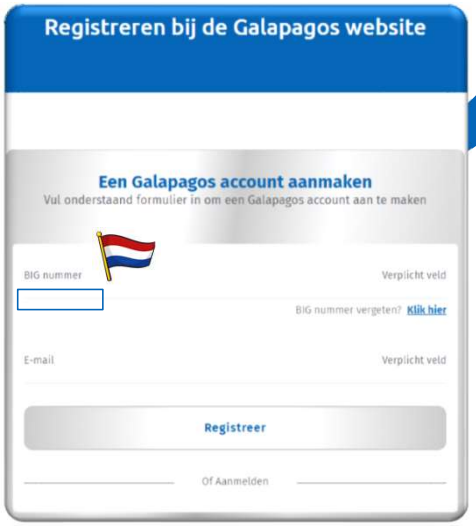
Create Stop Watch Report
to monitor and track GDPR
Opt-Outs

Galápagos - HCP self-registration.

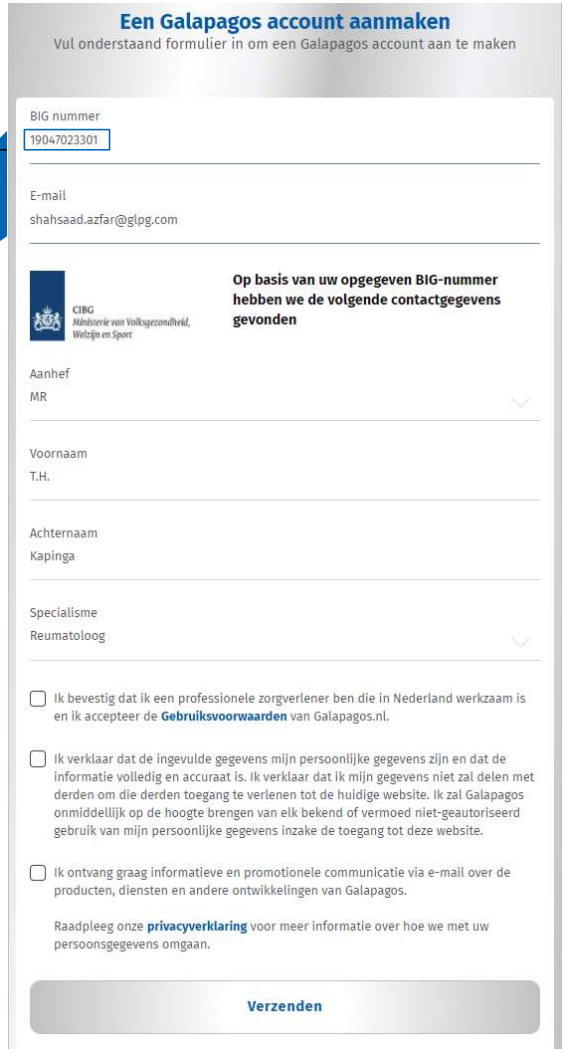
How CDP Support Identity Mmgt.

CDP is independent data layer and integrates with all target commercial authorities using OneKey

Data economics



We ask only two input fields to initiate registration process. UUID & Email

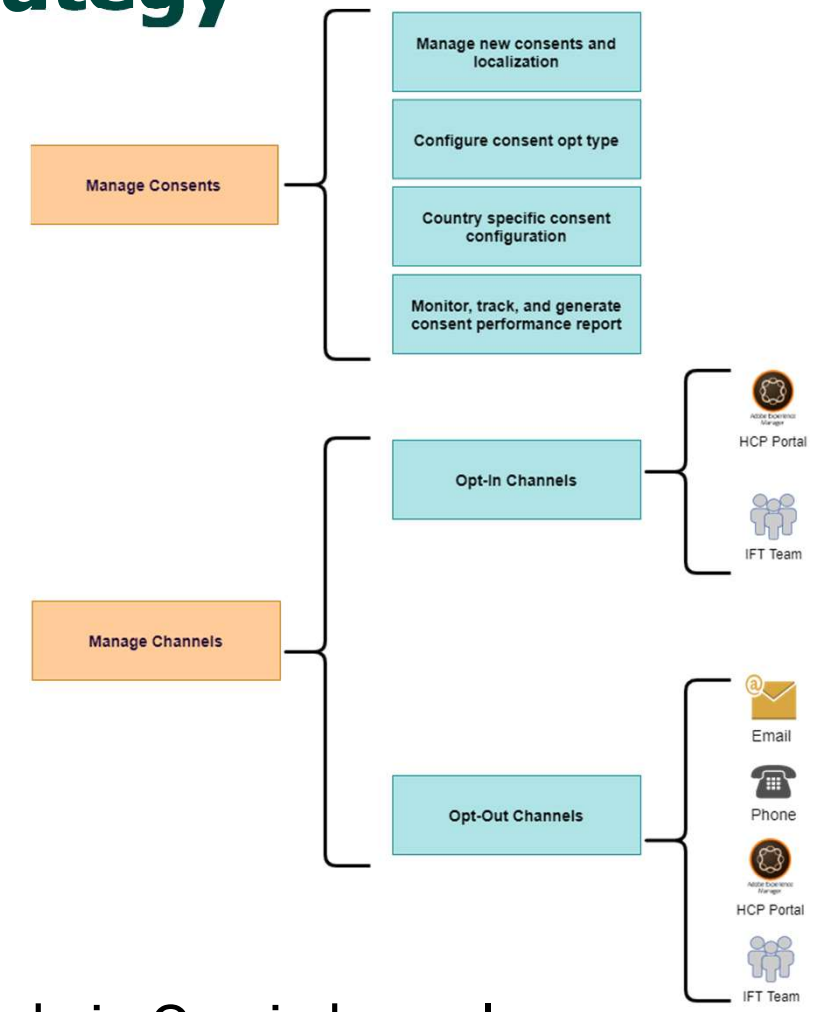


CDP improves User Experience gives immediate access

Galápagos

Centralized Consent Strategy

- Manage new consents
- Country specific opt-in configuration
- Sync consents from other sources
- Generate consent performance report
- Consent Opt-Out via opt-out channels
- Provide consent services to HCP portal



License to communicated via Omni-channel

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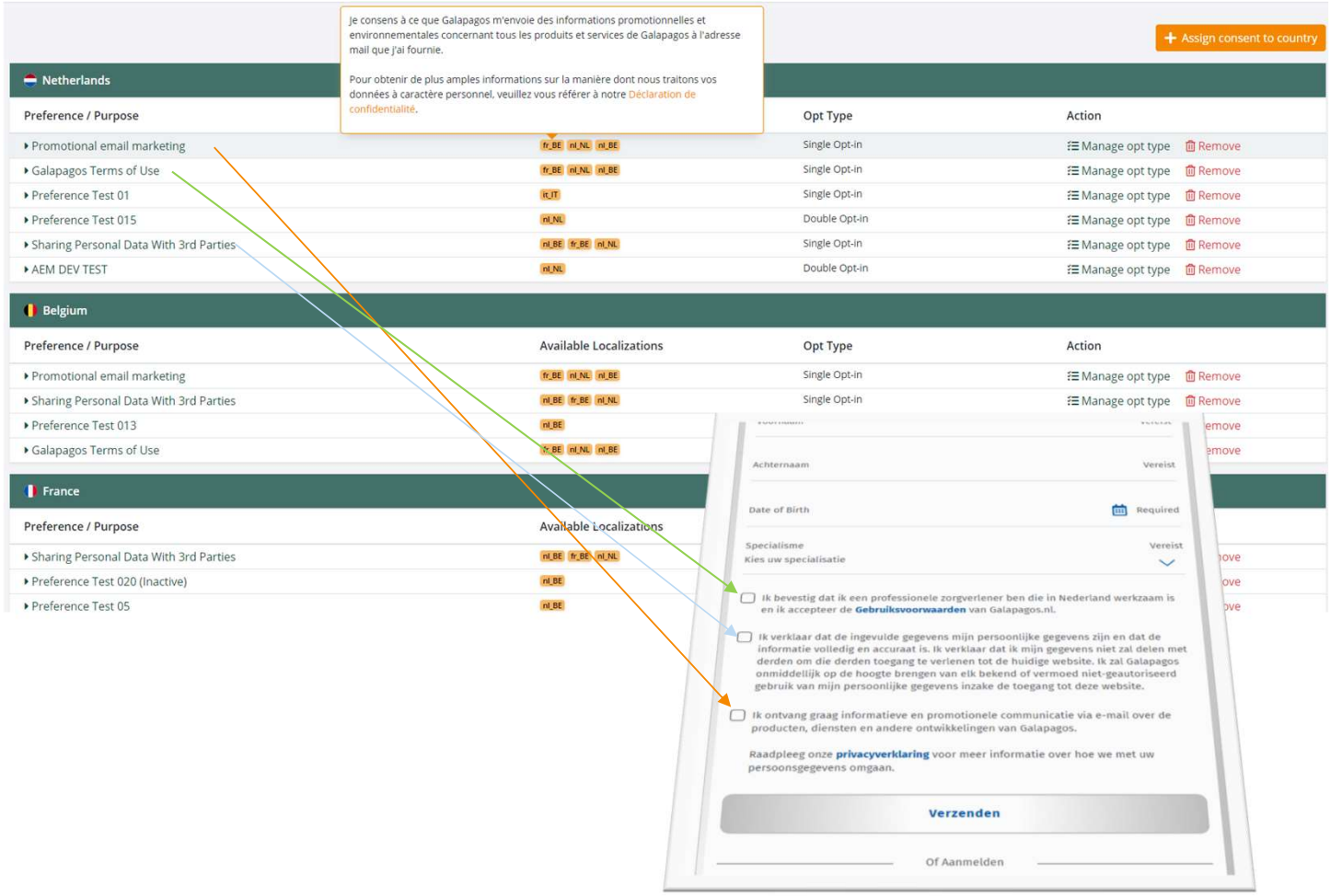
CDP supports Data Privacy Compliance



- Country specific consents required
- Classify Consents
- Manage opt-in type
- Configure Preferences & legal basis
- Collaborate on Consent creation with local legal councils

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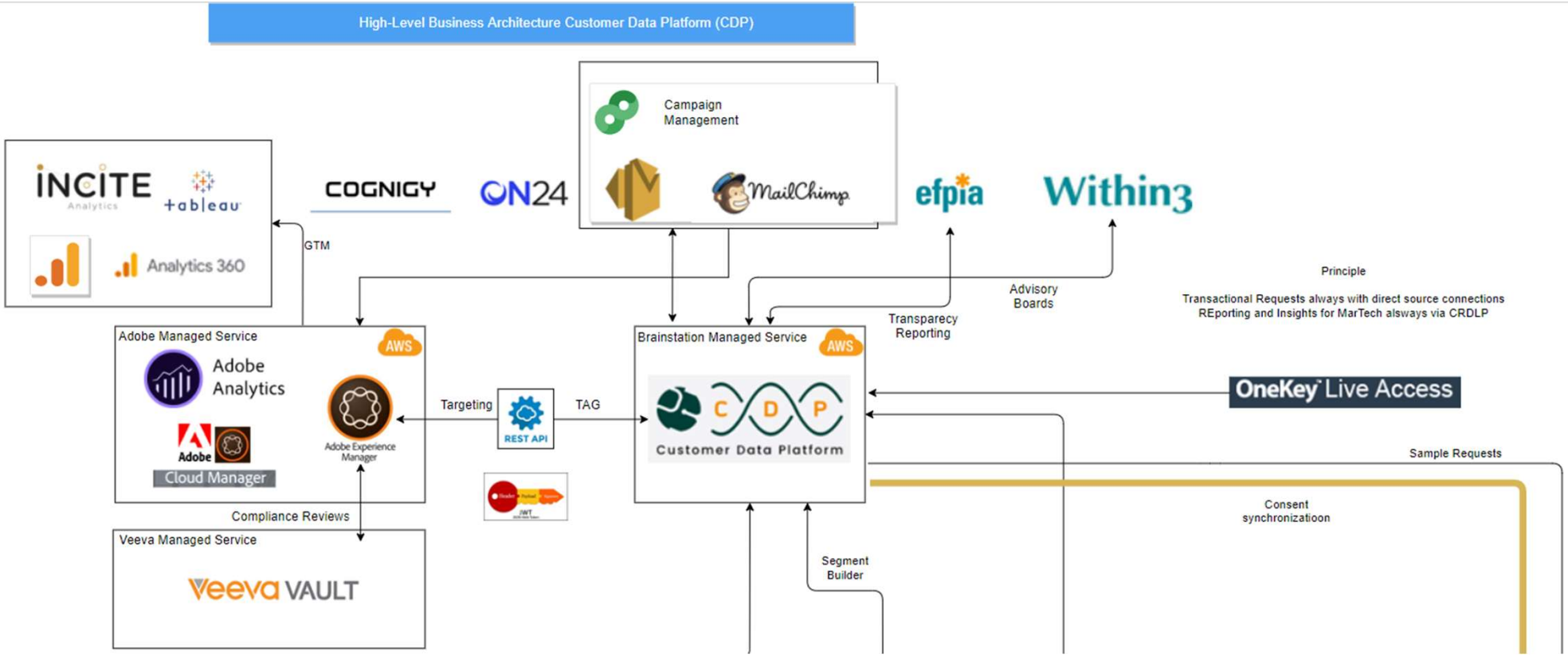
Marketing Technology - Front End



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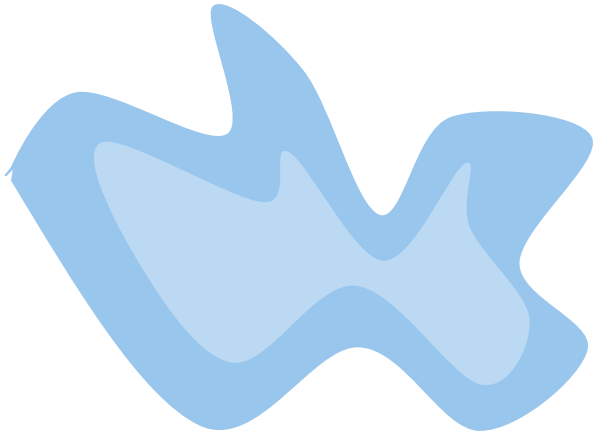
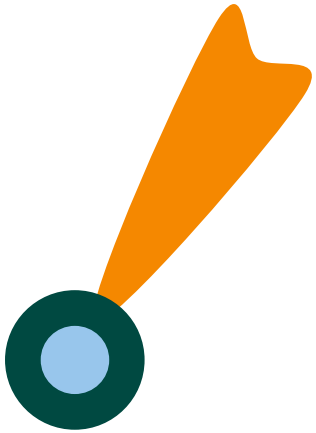
Campaign Builder

Create Campaign



Build HCP Audience Segment

Journey Planner



Insights & Next Best

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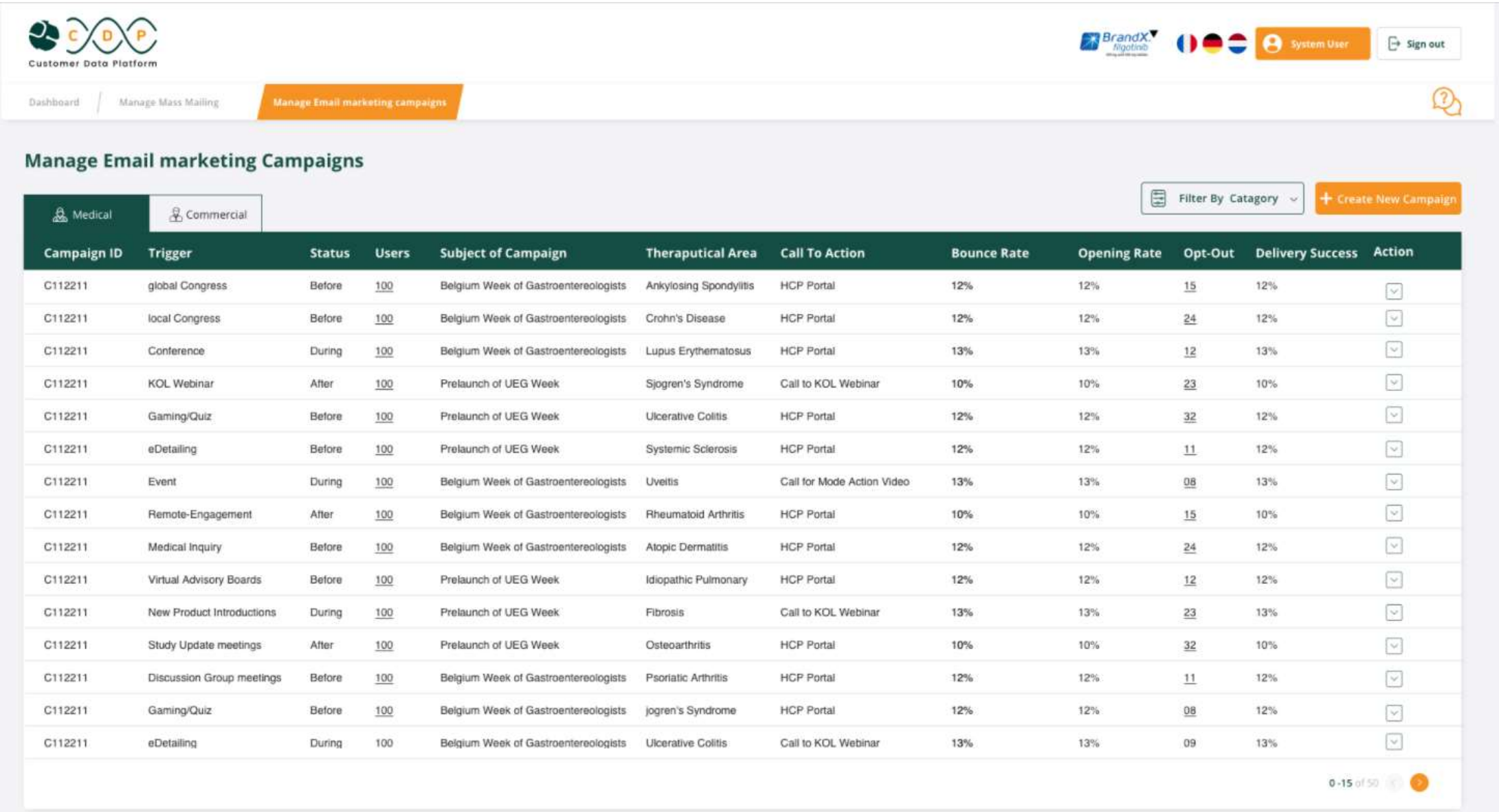
Customer Data Platform
BrandX filgotinib
System User
Sign out
Dashboard
Manage Mass Mailing
Manage Email marketing campaigns
Manage Email marketing Campaigns
Medical
Commercial
Filter By Catagory
Create New Campaign
Campaign ID | Trigger | Status | Users | Subject of Campaign | Theraputical Area | Call To Action | Bounce Rate | Opening Rate | Opt-Out | Delivery Success | Action
C112211 | global Congress | Before | 100 | Belgium Week of Gastroentereologists | Ankylosing Spondylitis | HCP Portal | 12% | 12% | 15 | 12%
C112211 | local Congress | Before | 100 | Belgium Week of Gastroentereologists | Crohn's Disease | HCP Portal | 12% | 12% | 24 | 12%
C112211 | Conference | During | 100 | Belgium Week of Gastroentereologists | Lupus Erythematosus | HCP Portal | 13% | 13% | 12 | 13%
C112211 | KOL Webinar | After | 100 | Prelaunch of UEG Week | Sjogren's Syndrome | Call to KOL Webinar | 10% | 10% | 23 | 10%
C112211 | Gaming/Quiz | Before | 100 | Prelaunch of UEG Week | Ulcerative Colitis | HCP Portal | 12% | 12% | 32 | 12%
C112211 | eDetailing | Before | 100 | Prelaunch of UEG Week | Systemic Sclerosis | HCP Portal | 12% | 12% | 11 | 12%
C112211 | Event | During | 100 | Belgium Week of Gastroentereologists | Uveitis | Call for Mode Action Video | 13% | 13% | 08 | 13%
C112211 | Remote-Engagement | After | 100 | Belgium Week of Gastroentereologists | Rheumatoid Arthritis | HCP Portal | 10% | 10% | 15 | 10%
C112211 | Medical Inquiry | Before | 100 | Belgium Week of Gastroentereologists | Atopic Dermatitis | HCP Portal | 12% | 12% | 24 | 12%
C112211 | Virtual Advisory Boards | Before | 100 | Prelaunch of UEG Week | Idiopathic Pulmonary | HCP Portal | 12% | 12% | 12 | 12%
C112211 | New Product Introductions | During | 100 | Prelaunch of UEG Week | Fibrosis | Call to KOL Webinar | 13% | 13% | 23 | 13%
C112211 | Study Update meetings | After | 100 | Prelaunch of UEG Week | Osteoarthritis | HCP Portal | 10% | 10% | 32 | 10%
C112211 | Discussion Group meetings | Before | 100 | Belgium Week of Gastroentereologists | Psoriatic Arthritis | HCP Portal | 12% | 12% | 11 | 12%
C112211 | Gaming/Quiz | Before | 100 | Belgium Week of Gastroentereologists | jogren's Syndrome | HCP Portal | 12% | 12% | 08 | 12%
C112211 | eDetailing | During | 100 | Belgium Week of Gastroentereologists | Ulcerative Colitis | Call to KOL Webinar | 13% | 13% | 09 | 13%
0 -15 of 50

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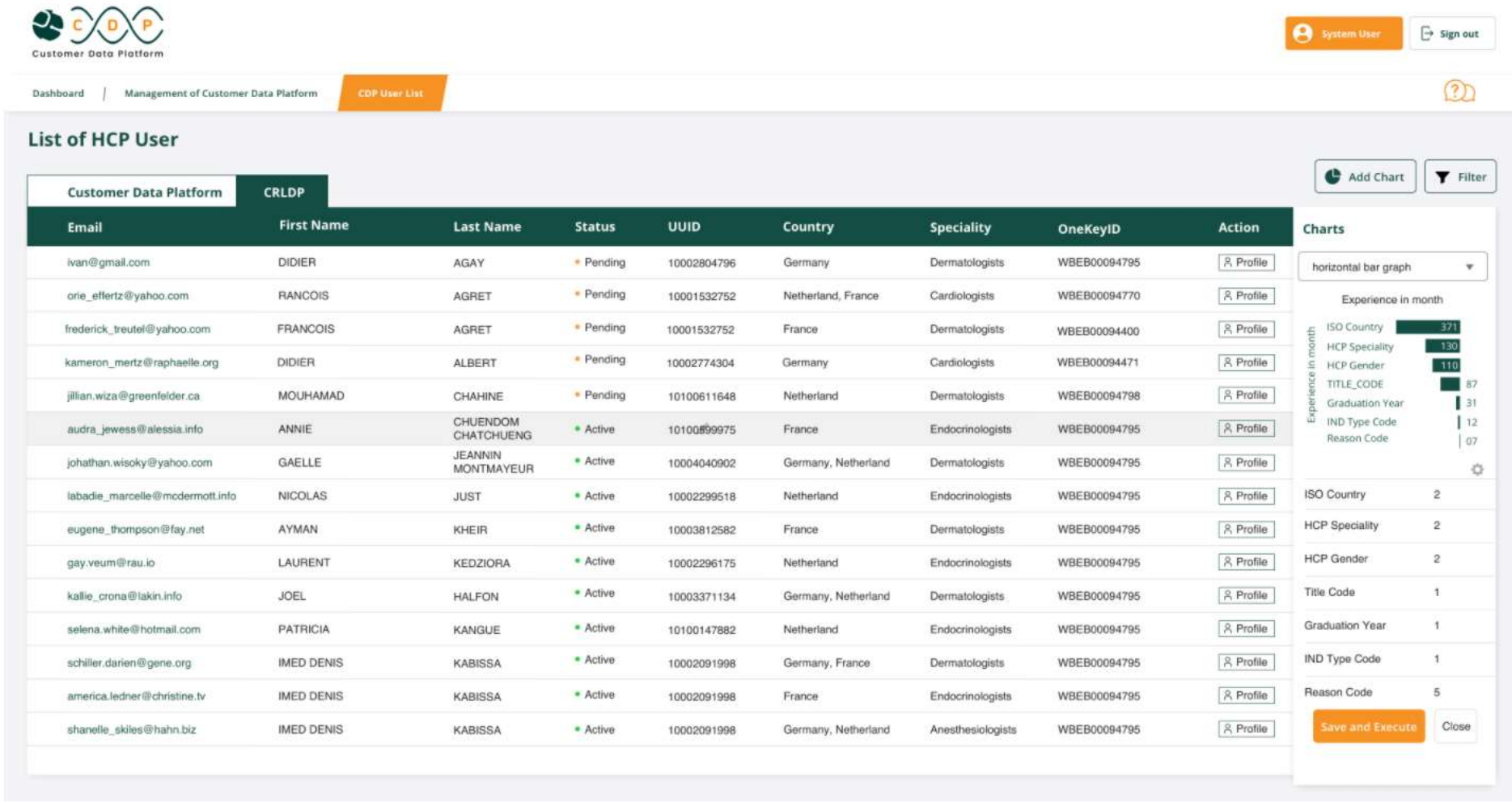
Customer Segmentation via Query Designer



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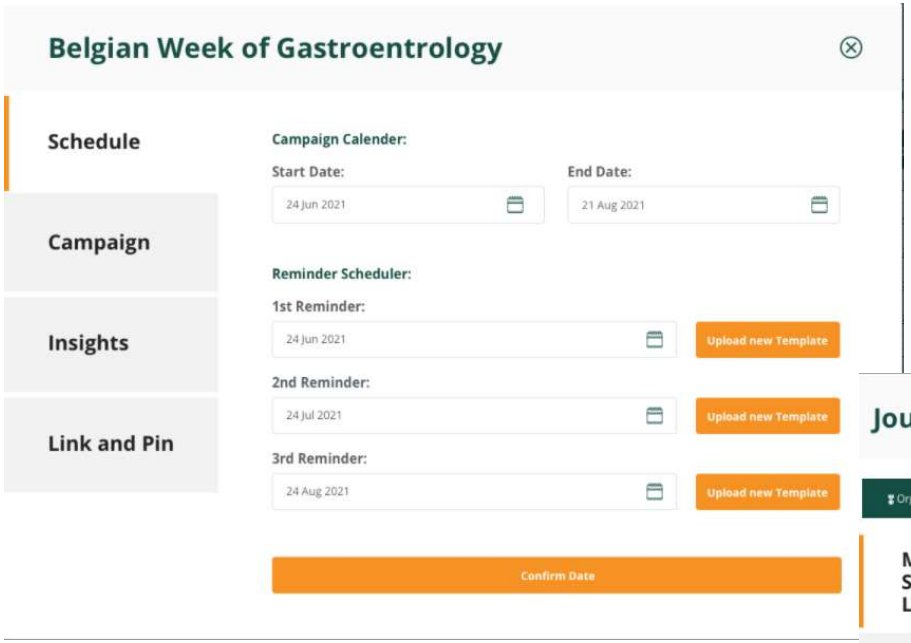
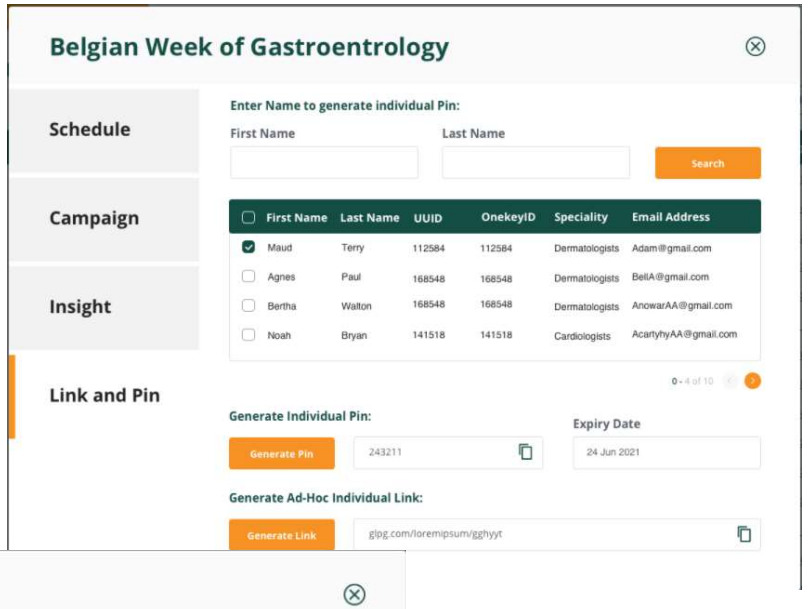
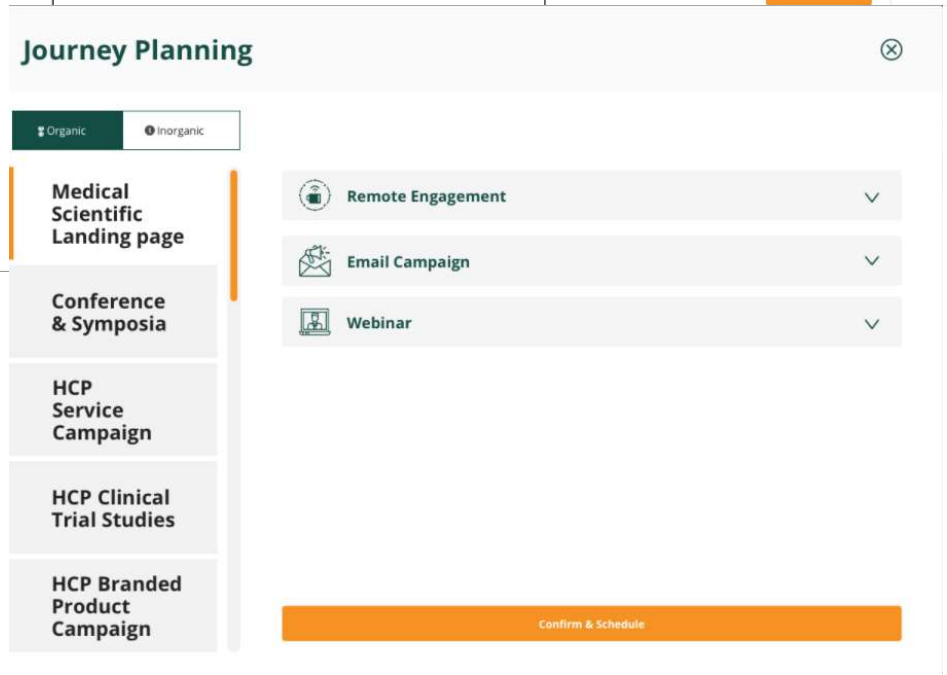
CDP Journey Planner







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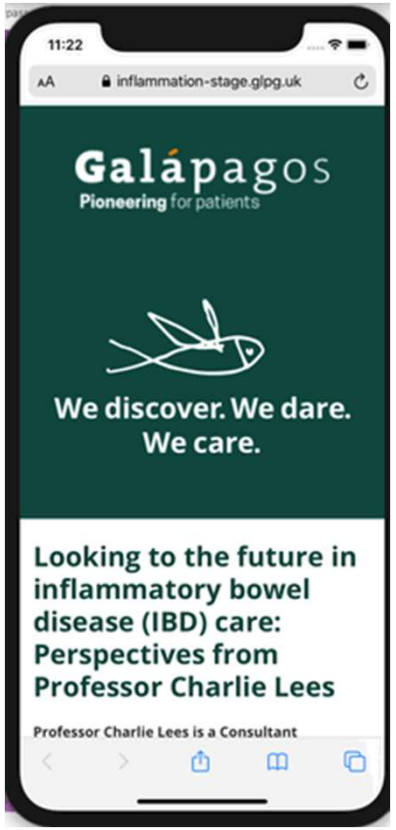
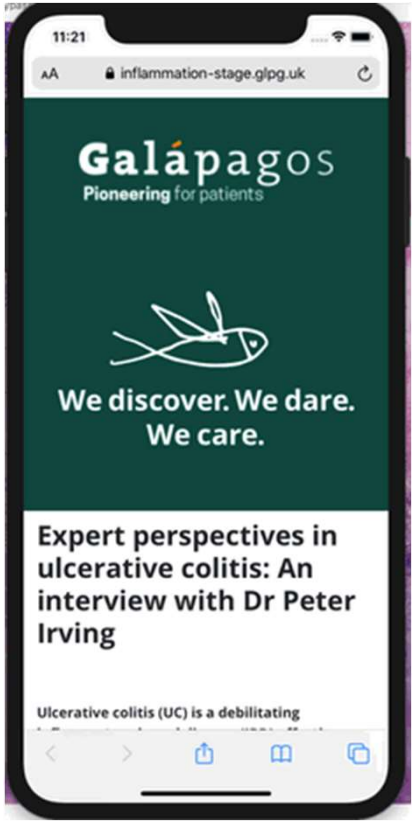
MarTech – Email Campaign with CDP segment

mailchimp

Adobe Experience Platform





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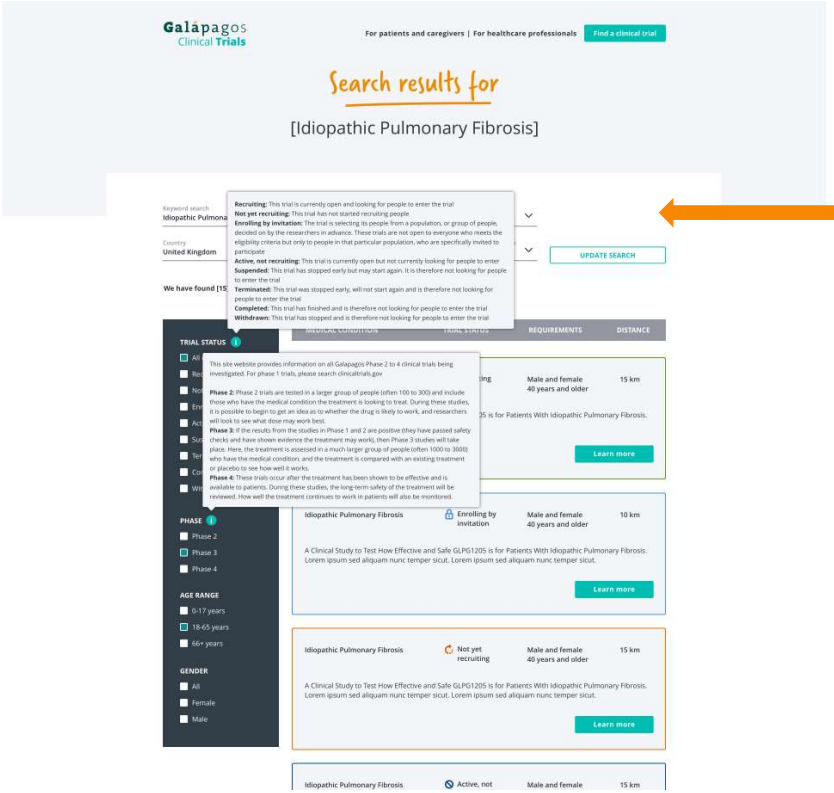
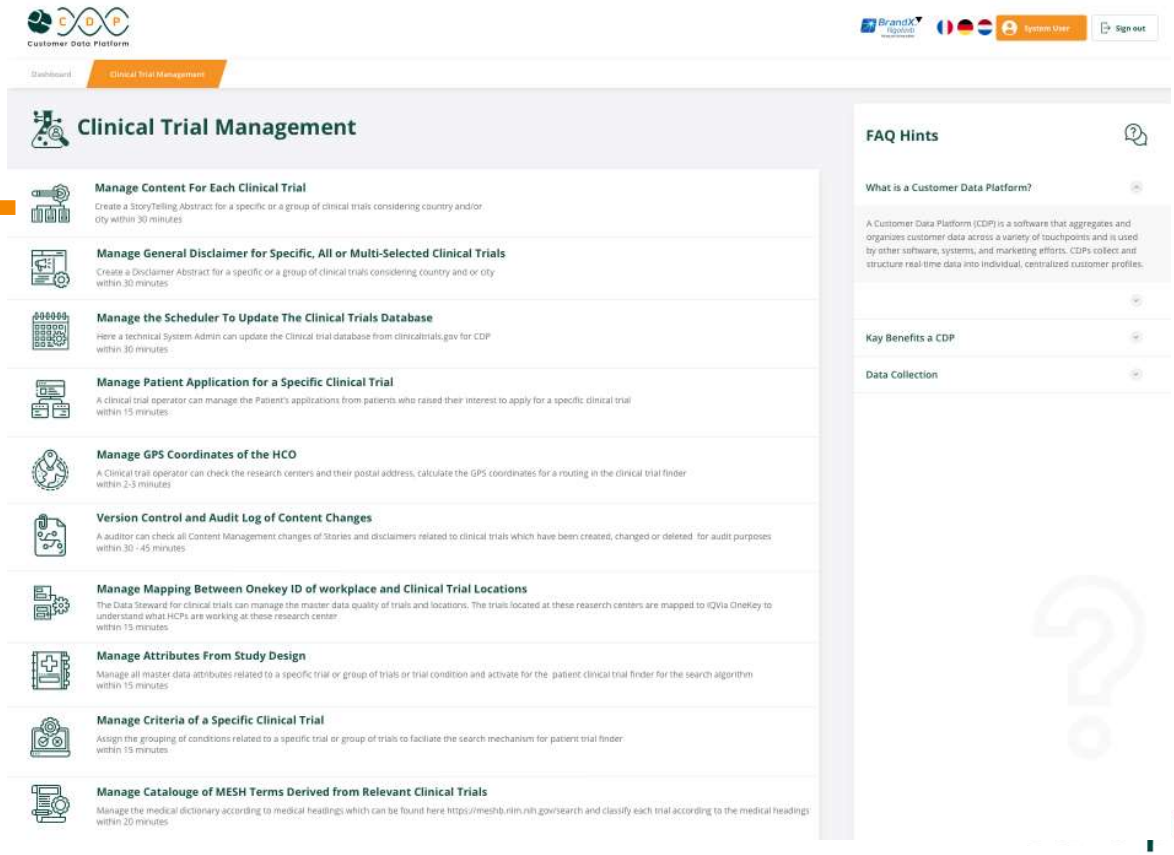
User Experience & CDP for clinical trials

Front-End

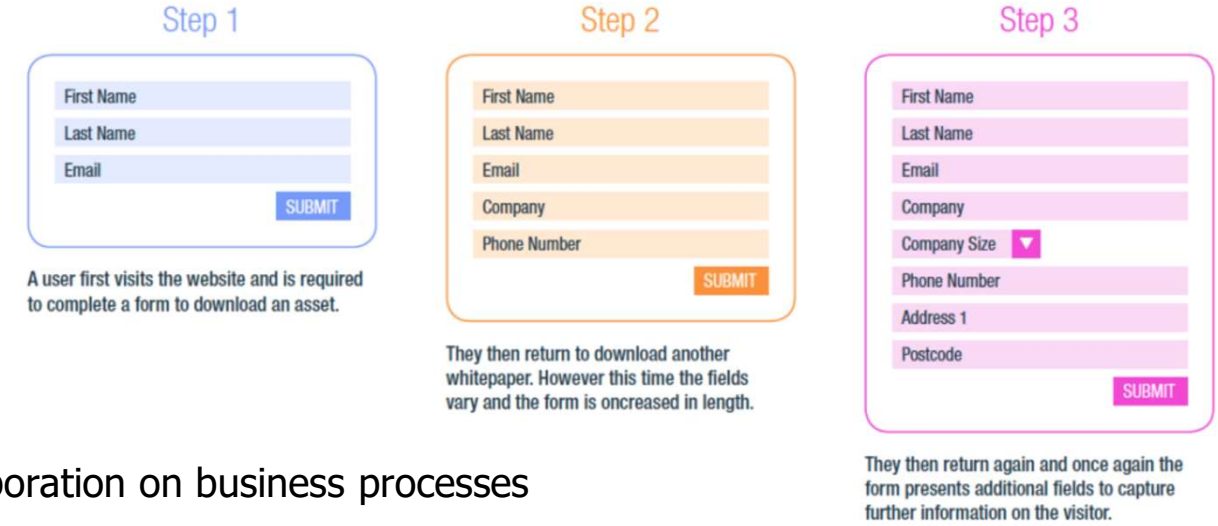
Adobe Experience Platform

Back-End





Unified customer view



- Data Governance
- Digital Transformation on Business Processes
- Fosters cross-functional elaboration on business processes
- Manage TAGs to create Personas
- Tiering & Segmentation for channels such as Email for campaigns
- Distribute Omni-channel Insights to the Glpg organization such as IFT-members

One of the Core features is the collaboration on Master Data Objects and enrich it with behavioral data - CDP orchestrates this!

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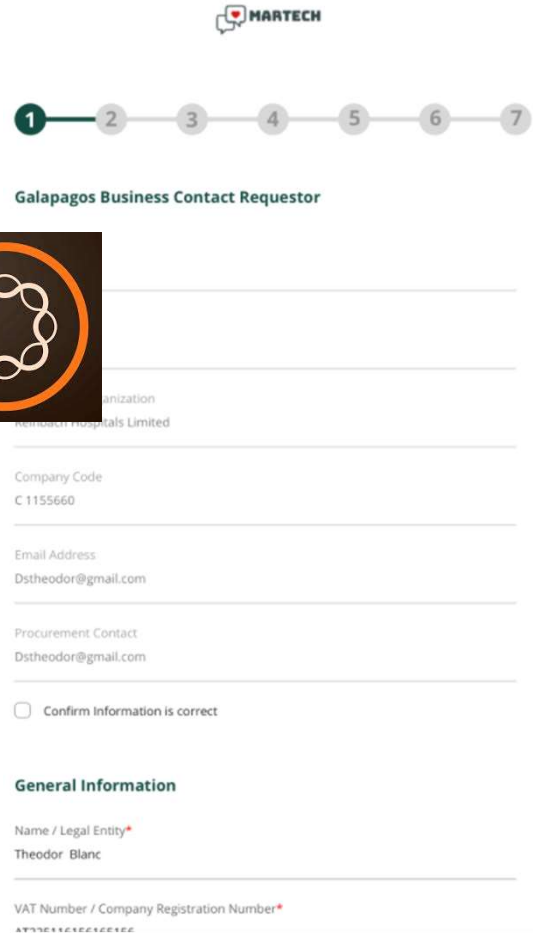
CDP Journey for HCP becoming Glpg Supplier

Adobe Experience Platform

IQVIA + mailchimp +

SAP S/4 HANA

CDP manages HCP supplier Customer Self-Service with online validation to SAP



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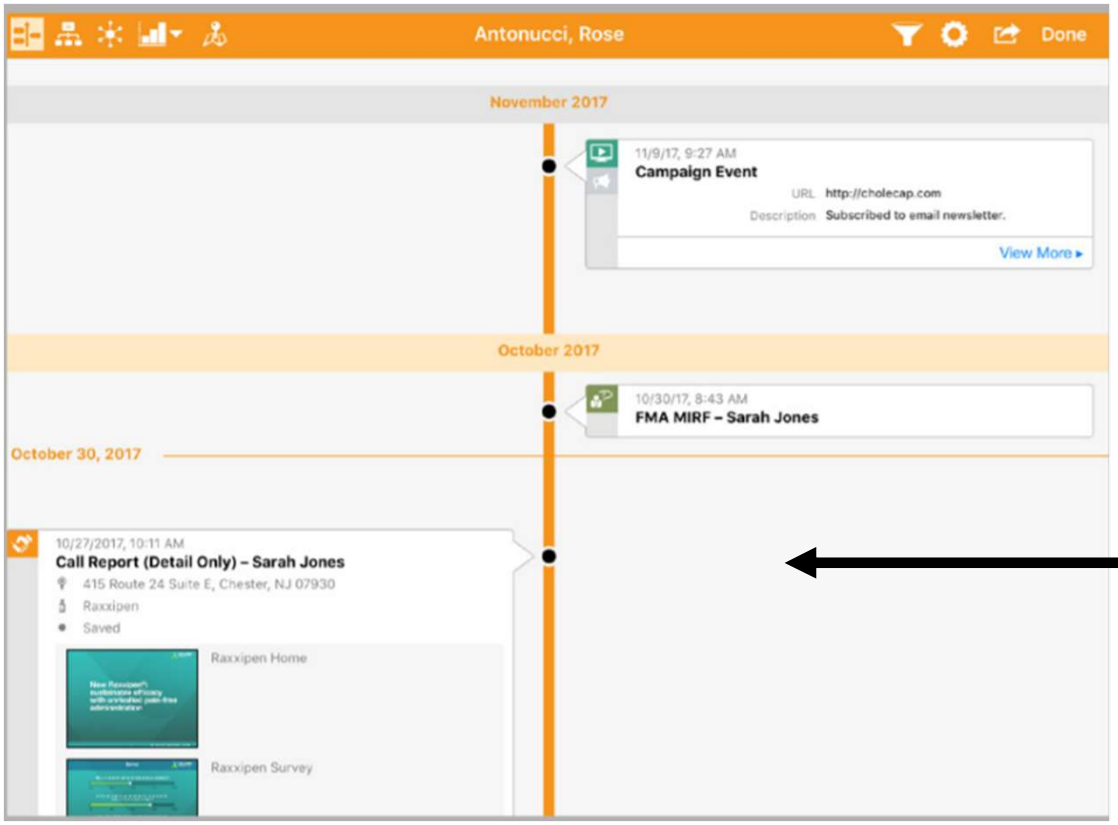
CDP unified view to distribute OC insights



Data stitching via CDP

OneKey by IQVIA

+

datorama
A Salesforce Company

Analytics 360

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