

The background features a stylized rocket launch. A rocket is positioned at the top center, emitting a bright, multi-colored beam of light that tapers downwards. The beam transitions through a spectrum of colors: yellow at the top, followed by orange, red, pink, purple, and finally blue and green at the base. The background is a gradient from a warm orange on the left to a deep dark blue on the right, with a subtle pattern of small white dots resembling stars. The overall composition is dynamic and futuristic.

MarTech Customer Data Platform

Shah Saad Azfar

02/04/2021



CDP

Definition

MarTech EcoSystem & CDP

Value Proposition

Content & Components





What is a CDP?

These are **not** CDPs

Complex Platforms



Real Story GROUP

Specialized Products



Real Story GROUP

These are CDPs

Real Story GROUP

Pure-Play Platforms



Real Story GROUP

Analysts Quotes about CDPs

Real Story
GROUP
MAX BETTER
TECHNOLOGY DECISIONS

Gartner

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

FORRESTER®

Consumers expect that they can get what they want in their immediate **context** and **moments** of need.

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.

Galápagos



High-Level about CDP



LEAD Enrichment



Contact Discovery



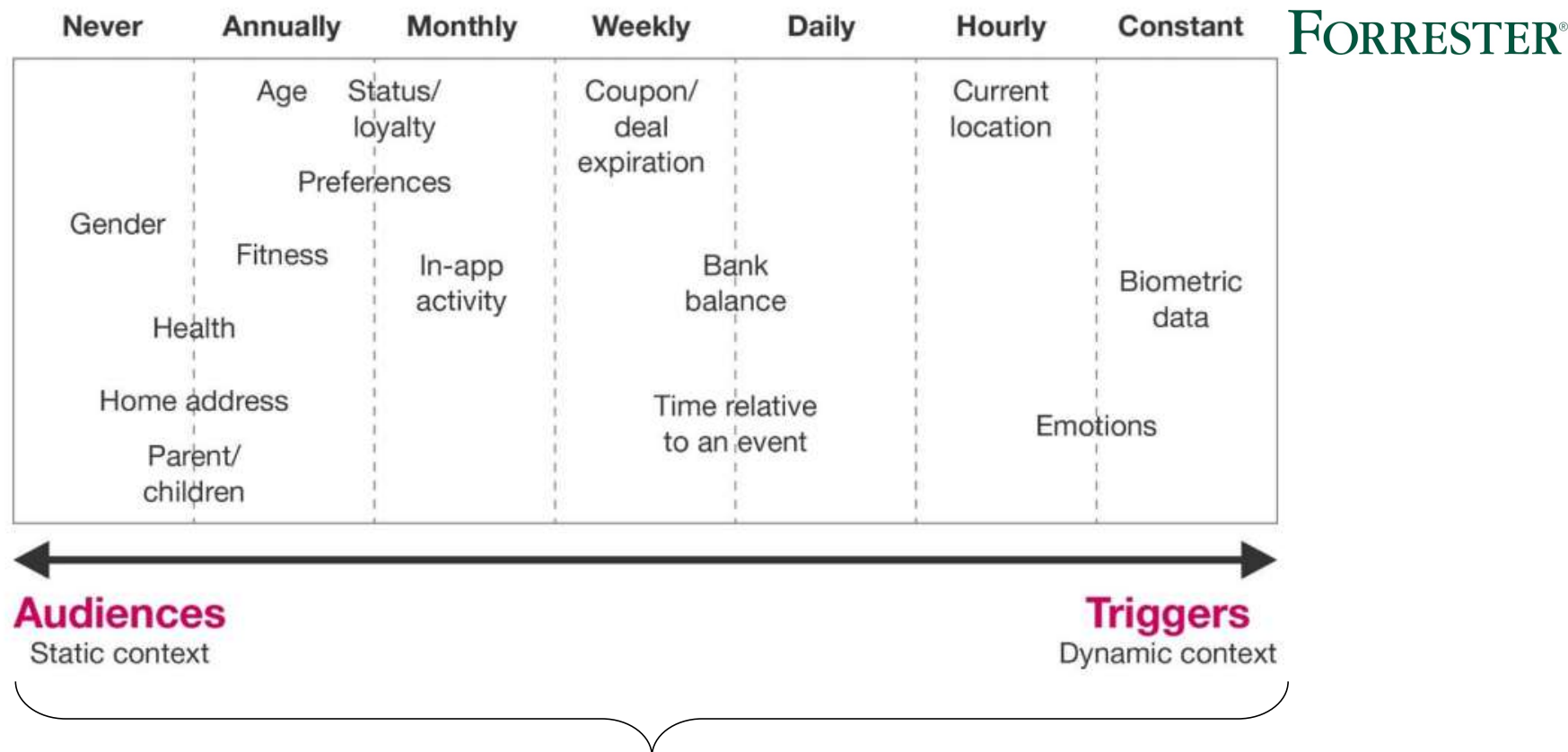
360 Account Intelligence

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





Create MarTech Stack for Moments



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



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
...

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
...

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

Insights
SSO
...




Galápagos - HCP self-registration.

How CDP Support Identity Mmgt.

Data economics

Registreren bij de Galapagos website

Een Galapagos account aanmaken
Vul onderstaand formulier in om een Galapagos account aan te maken

BIG nummer  Verplicht veld

BIG nummer vergeten? [Klik hier](#)

E-mail Verplicht veld

Registreer


[Of Aanmelden](#)

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

Een Galapagos account aanmaken
Vul onderstaand formulier in om een Galapagos account aan te maken

BIG nummer

E-mail

 **CIBG**
Ministerie van Volksgezondheid,
Wetzijn en Sport

**Op basis van uw opgegeven BIG-nummer
hebben we de volgende contactgegevens
gevonden**

Aanhef
MR

Voornaam
T.H.

Achternaam
Kapinga

Specialisme
Reumatoloog

☐ Ik bevestig dat ik een professionele zorgverlener ben die in Nederland werkzaam is en ik accepteer de [Gebruiksvoorwaarden](#) van Galapagos.nl.

☐ Ik verklaar dat de ingevulde gegevens mijn persoonlijke gegevens zijn en dat de informatie volledig en accuraat is. Ik verklaar dat ik mijn gegevens niet zal delen met derden om die derden toegang te verlenen tot de huidige website. Ik zal Galapagos onmiddellijk op de hoogte brengen van elk bekend of vermoed niet-geautoriseerd gebruik van mijn persoonlijke gegevens inzake de toegang tot deze website.

☐ Ik ontvang graag informatieve en promotionele communicatie via e-mail over de producten, diensten en andere ontwikkelingen van Galapagos.

Raadpleeg onze [privacyverklaring](#) voor meer informatie over hoe we met uw persoonsgegevens omgaan.

Verzenden

Galapagos

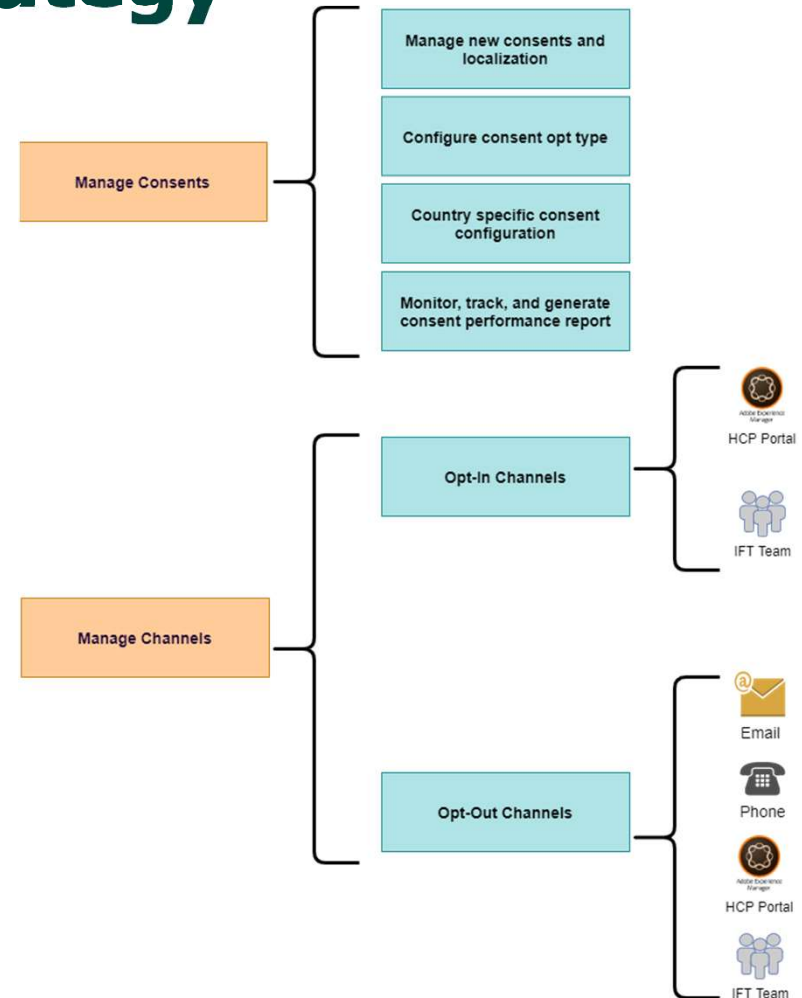
CDP is independent data layer
and integrates with all
target commercial authorities
using OneKey

CDP improves User Experience gives immediate access



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



CDP supports Data Privacy Compliance

Je consens à ce que Galapagos m'envoie des informations promotionnelles et environnementales concernant tous les produits et services de Galapagos à l'adresse mail que j'ai fournie.

+ Assign consent to country

Netherlands			
Preference / Purpose			
► Promotional email marketing	fr_BE nl_NL nl_BE	Single Opt-in	Manage opt type Remove
► Galapagos Terms of Use	fr_BE nl_NL nl_BE	Single Opt-in	Manage opt type Remove
► Preference Test 01	nl_BE	Single Opt-in	Manage opt type Remove
► Preference Test 015	nl_NL	Double Opt-in	Manage opt type Remove
► Sharing Personal Data With 3rd Parties	nl_BE fr_BE nl_NL	Single Opt-in	Manage opt type Remove
► AEM DEV TEST	nl_NL	Double Opt-in	Manage opt type Remove
Belgium			
Preference / Purpose			
► Promotional email marketing	fr_BE nl_NL nl_BE	Single Opt-in	Manage opt type Remove
► Sharing Personal Data With 3rd Parties	nl_BE fr_BE nl_NL	Single Opt-in	Manage opt type Remove
► Preference Test 013	nl_BE		Remove
► Galapagos Terms of Use	fr_BE nl_NL nl_BE		Remove
France			
Preference / Purpose			
► Sharing Personal Data With 3rd Parties	nl_BE fr_BE nl_NL		Remove
► Preference Test 020 (Inactive)	nl_BE		Remove
► Preference Test 05	nl_BE		Remove

Achternaam Vereist

Date of Birth Required

Specialisme
Kies uw specialisatie Vereist

☐ Ik bevestig dat ik een professionele zorgverlener ben die in Nederland werkzaam is en ik accepteer de [Gebruiksvoorwaarden](#) van Galapagos.nl.

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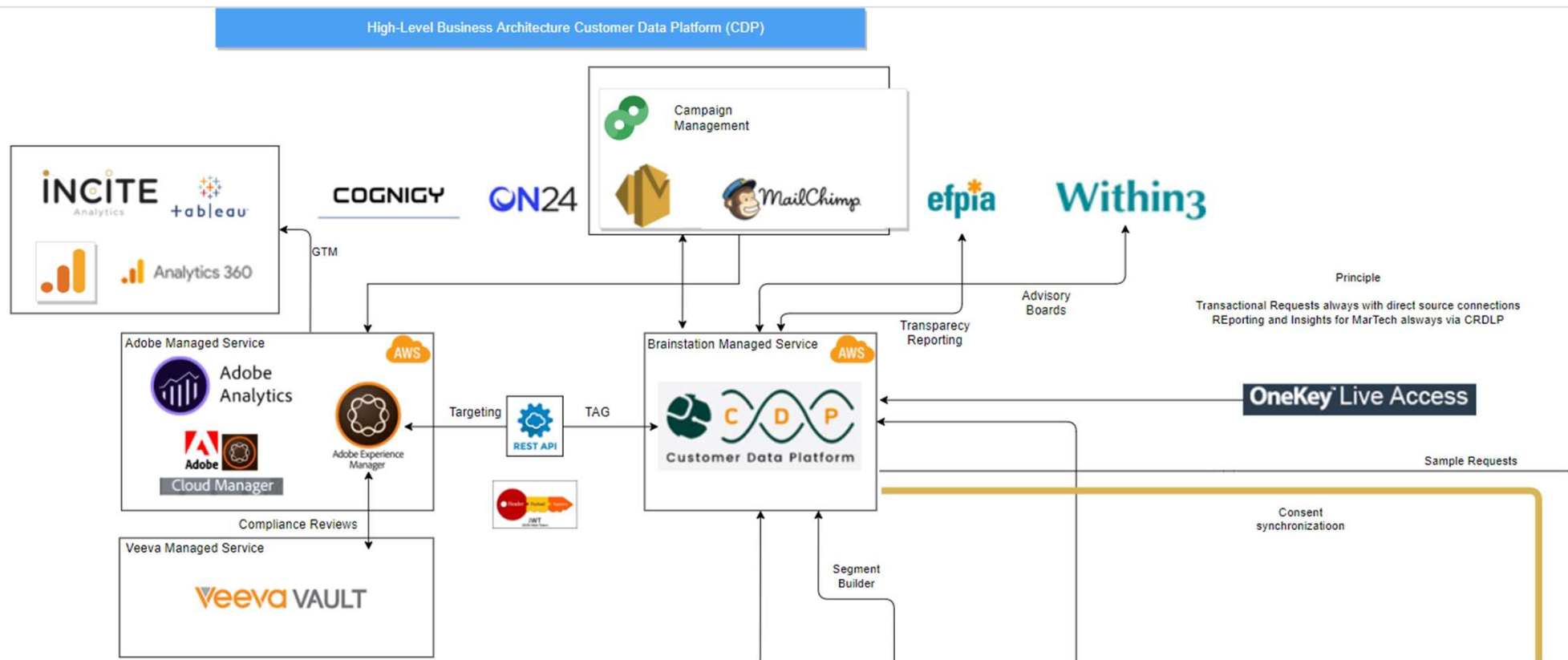
[Verzenden](#)

Of Aanmelden

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

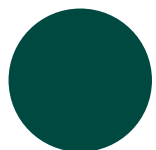


Marketing Technology - Front End

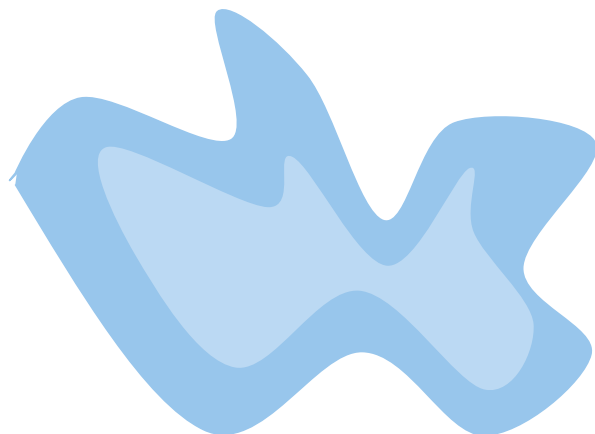




Campaign Builder



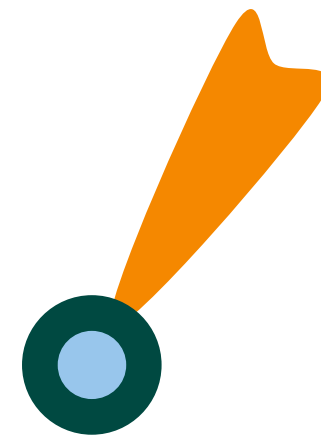
Create Campaign



Build HCP Audience
Segment



Journey Planner


















Insights &
Next Best



Manage Email marketing Campaigns

Filter By Category

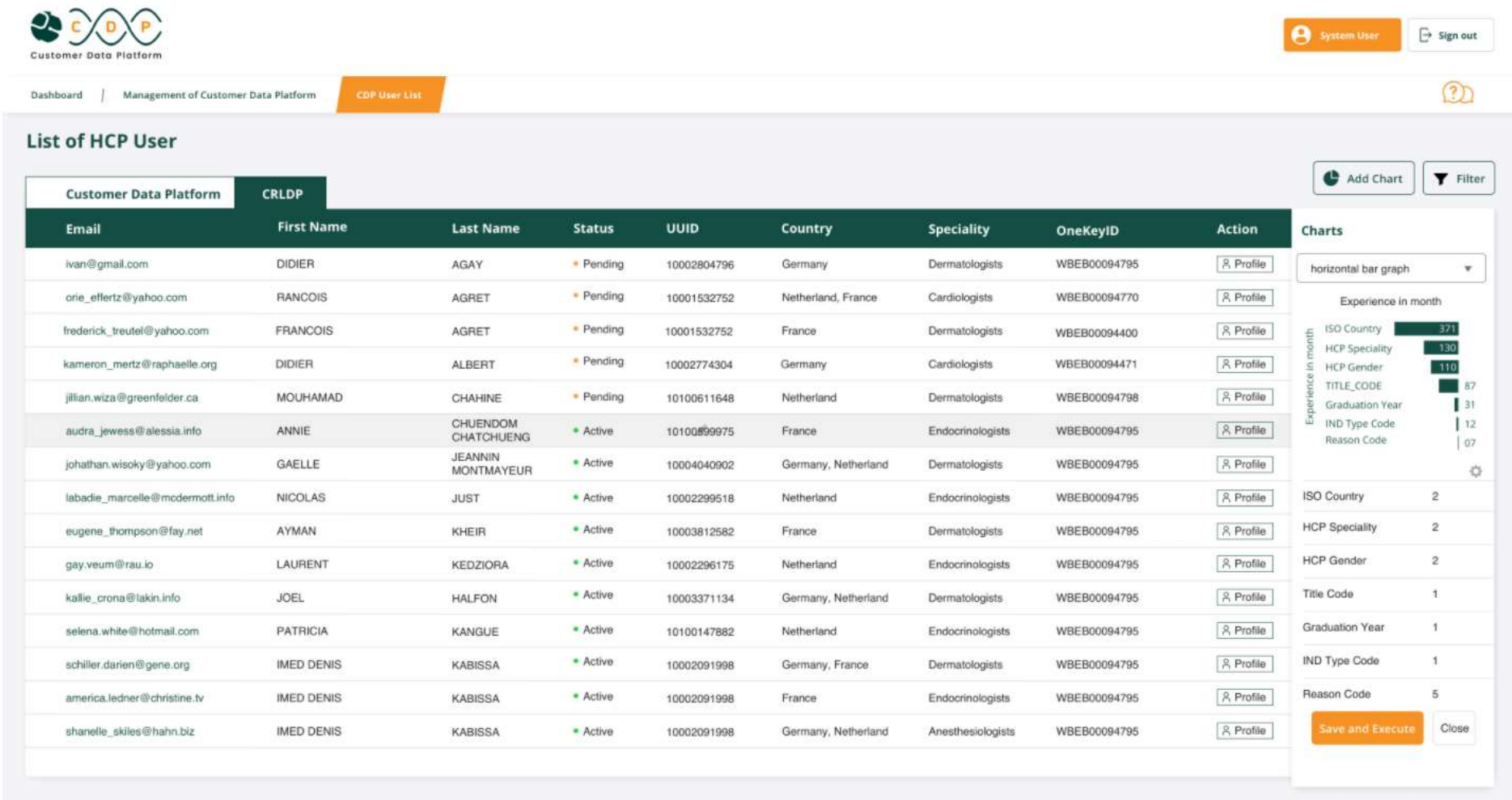
+ Create New Campaign

Medical		Commercial									
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	<u>100</u>	Belgium Week of Gastroenterologists	Ankylosing Spondylitis	HCP Portal	12%	12%	<u>15</u>	12%	
C112211	local Congress	Before	<u>100</u>	Belgium Week of Gastroenterologists	Crohn's Disease	HCP Portal	12%	12%	<u>24</u>	12%	
C112211	Conference	During	<u>100</u>	Belgium Week of Gastroenterologists	Lupus Erythematosus	HCP Portal	13%	13%	<u>12</u>	13%	
C112211	KOL Webinar	After	<u>100</u>	Prelaunch of UEG Week	Sjogren's Syndrome	Call to KOL Webinar	10%	10%	<u>23</u>	10%	
C112211	Gaming/Quiz	Before	<u>100</u>	Prelaunch of UEG Week	Ulcerative Colitis	HCP Portal	12%	12%	<u>32</u>	12%	
C112211	eDetailing	Before	<u>100</u>	Prelaunch of UEG Week	Systemic Sclerosis	HCP Portal	12%	12%	<u>11</u>	12%	
C112211	Event	During	<u>100</u>	Belgium Week of Gastroenterologists	Uveitis	Call for Mode Action Video	13%	13%	<u>08</u>	13%	
C112211	Remote-Engagement	After	<u>100</u>	Belgium Week of Gastroenterologists	Rheumatoid Arthritis	HCP Portal	10%	10%	<u>15</u>	10%	
C112211	Medical Inquiry	Before	<u>100</u>	Belgium Week of Gastroenterologists	Atopic Dermatitis	HCP Portal	12%	12%	<u>24</u>	12%	
C112211	Virtual Advisory Boards	Before	<u>100</u>	Prelaunch of UEG Week	Idiopathic Pulmonary	HCP Portal	12%	12%	<u>12</u>	12%	
C112211	New Product Introductions	During	<u>100</u>	Prelaunch of UEG Week	Fibrosis	Call to KOL Webinar	13%	13%	<u>23</u>	13%	
C112211	Study Update meetings	After	<u>100</u>	Prelaunch of UEG Week	Osteoarthritis	HCP Portal	10%	10%	<u>32</u>	10%	
C112211	Discussion Group meetings	Before	<u>100</u>	Belgium Week of Gastroenterologists	Psoriatic Arthritis	HCP Portal	12%	12%	<u>11</u>	12%	
C112211	Gaming/Quiz	Before	<u>100</u>	Belgium Week of Gastroenterologists	jogren's Syndrome	HCP Portal	12%	12%	<u>08</u>	12%	
C112211	eDetailing	During	100	Belgium Week of Gastroenterologists	Ulcerative Colitis	Call to KOL Webinar	13%	13%	09	13%	

0-15 of 50



Customer Segmentation via Query Designer





CDP Journey Planner

Belgian Week of Gastroenterology

Schedule

Campaign

Insights

Link and Pin

Campaign Calendar:

Start Date:

24 Jun 2021

End Date:

21 Aug 2021

Reminder Scheduler:

1st Reminder:

24 Jun 2021

Upload new Template

2nd Reminder:

24 Jul 2021

Upload new Template

3rd Reminder:

24 Aug 2021

Upload new Template

Confirm Date

Journey Planning

Organic

Inorganic

Medical
Scientific
Landing page

Conference
& Symposia

HCP
Service
Campaign

HCP Clinical
Trial Studies

HCP Branded
Product
Campaign

Remote Engagement

Email Campaign

Webinar

Confirm & Schedule

Belgian Week of Gastroenterology

Schedule

Campaign

Insight

Link and Pin

Enter Name to generate individual Pin:

First Name

Last Name

Search

<input type="checkbox"/>	First Name	Last Name	UUID	OnekeyID	Speciality	Email Address
<input checked="" type="checkbox"/>	Maud	Terry	112584	112584	Dermatologists	Adam@gmail.com
<input type="checkbox"/>	Agnes	Paul	168548	168548	Dermatologists	BelIA@gmail.com
<input type="checkbox"/>	Bertha	Walton	168548	168548	Dermatologists	AnowarAA@gmail.com
<input type="checkbox"/>	Noah	Bryan	141518	141518	Cardiologists	AcartyhyAA@gmail.com

0 - 4 of 10

Generate Individual Pin:

Generate Pin

243211

Expiry Date

24 Jun 2021

Generate Ad-Hoc Individual Link:

Generate Link

glog.com/loremipsum/gghyyt



MarTech – Email Campaign with CDP segment



Adobe Experience Platform

UK BSG Congress GLPG Campaign

[Campaign Preview](#) [HTML Source](#) [Plain-Text Email](#) [Details](#)

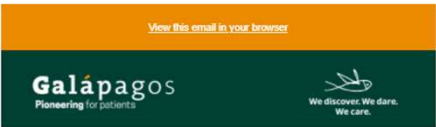
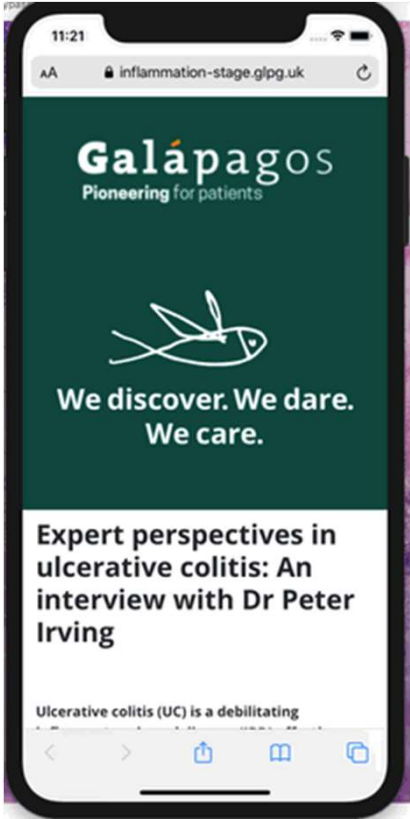
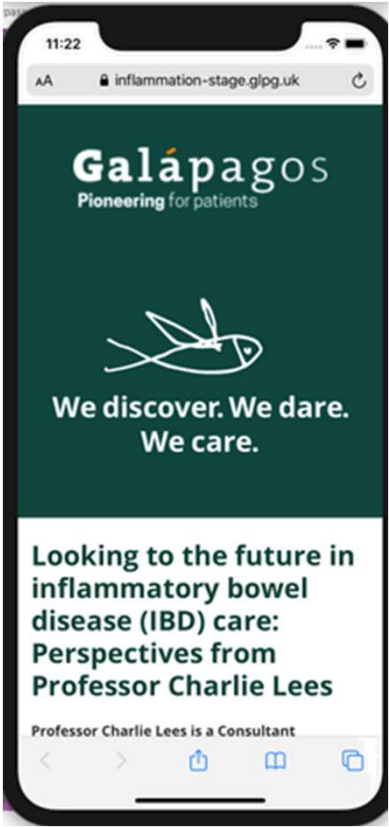


Table with 5 columns: Name, Email, Phone, Country, Specialty. It lists various healthcare professionals and their contact information.

Name	Email	Phone	Country	Specialty
Dr. Peter Irving	peter@glpg.co.uk	01223 313131	United Kingdom	Gastroenterology
Dr. Peter Irving	peter@glpg.co.uk	01223 313131	United Kingdom	Gastroenterology
Dr. Peter Irving	peter@glpg.co.uk	01223 313131	United Kingdom	Gastroenterology
Dr. Peter Irving	peter@glpg.co.uk	01223 313131	United Kingdom	Gastroenterology
Dr. Peter Irving	peter@glpg.co.uk	01223 313131	United Kingdom	Gastroenterology
Dr. Peter Irving	peter@glpg.co.uk	01223 313131	United Kingdom	Gastroenterology
Dr. Peter Irving	peter@glpg.co.uk	01223 313131	United Kingdom	Gastroenterology
Dr. Peter Irving	peter@glpg.co.uk	01223 313131	United Kingdom	Gastroenterology
Dr. Peter Irving	peter@glpg.co.uk	01223 313131	United Kingdom	Gastroenterology
Dr. Peter Irving	peter@glpg.co.uk	01223 313131	United Kingdom	Gastroenterology



User Experience & CDP for clinical trials

Front-End



Back-End



Galapagos
Clinical Trials

For patients and caregivers | For healthcare professionals

Find a clinical trial

Search results for

[Idiopathic Pulmonary Fibrosis]

Keyword search
Country
United Kingdom

We have found 15

TRIAL STATUS

PHASE

AGE RANGE

GENDER

Idiopathic Pulmonary Fibrosis

Enrolling by invitation

Male and female
40 years and older

10 km

Learn more

Idiopathic Pulmonary Fibrosis

Not yet recruiting

Male and female
40 years and older

15 km

Learn more

Idiopathic Pulmonary Fibrosis

Active, not

Male and female

15 km

Customer Data Platform

Clinical Trial Management

Clinical Trial Management

Manage Content For Each Clinical Trial

Create a StoryTelling Abstract for a specific or a group of clinical trials considering country and/or city within 30 minutes

Manage General Disclaimer for Specific, All or Multi-Selected Clinical Trials

Create a Disclaimer Abstract for a specific or a group of clinical trials considering country and/or city within 30 minutes

Manage the Scheduler To Update The Clinical Trials Database

Here a Technical System Admin can update the Clinical trial database from clinicaltrials.gov for CDP within 30 minutes

Manage Patient Application for a Specific Clinical Trial

A clinical trial operator can manage the Patient's applications from patients who raised their interest to apply for a specific clinical trial within 15 minutes

Manage GPS Coordinates of the HCO

A clinical trial operator can check the research centers and their postal address, calculate the GPS coordinates for a routing in the clinical trial finder within 2-5 minutes

Version Control and Audit Log of Content Changes

An auditor can check all Content Management changes of Stories and disclaimers related to clinical trials which have been created, changed or deleted for audit purposes within 30 - 45 minutes

Manage Mapping Between Onekey ID of workplace and Clinical Trial Locations

The Data Steward for clinical trials can manage the master data quality of trials and locations. The trials located at these research centers are mapped to IQVIA OneKey to understand what HCPs are working at these research center within 15 minutes

Manage Attributes From Study Design

Manage all master data attributes related to a specific trial or group of trials or trial condition and activate for the patient clinical trial finder for the search algorithm within 15 minutes

Manage Criteria of a Specific Clinical Trial

Assign the grouping of conditions related to a specific trial or group of trials to facilitate the search mechanism for patient trial finder within 15 minutes

Manage Catalogue of MESH Terms Derived from Relevant Clinical Trials

Manage the medical dictionary according to medical headings which can be found here <https://meshb.nlm.nih.gov/search> and classify each trial according to the medical headings within 20 minutes

BrandX
Support

System User

Sign out

FAQ Hints

What is a Customer Data Platform?

A Customer Data Platform (CDP) is a software that aggregates and organizes customer data across a variety of touchpoints and is used by other software, systems, and marketing efforts. CDPs collect and structure real-time data into individual, centralized customer profiles.

Key Benefits a CDP

Data Collection



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

Step 1

First Name
Last Name
Email
SUBMIT

A user first visits the website and is required to complete a form to download an asset.

Step 2

First Name
Last Name
Email
Company
Phone Number
SUBMIT

They then return to download another whitepaper. However this time the fields vary and the form is oncreased in length.

Step 3

First Name
Last Name
Email
Company
Company Size ▼
Phone Number
Address 1
Postcode
SUBMIT

They then return again and once again the form presents additional fields to capture further information on the visitor.

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

CDP Journey for HCP becoming Glpg Supplier



Adobe Experience Platform



Galapagos Business Contact Requestor



SAP S/4 HANA

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

Organization
Rembrandt Hospitals Limited

Company Code
C 1155660

Email Address
Dstheodor@gmail.com

Procurement Contact
Dstheodor@gmail.com

☐ Confirm Information is correct

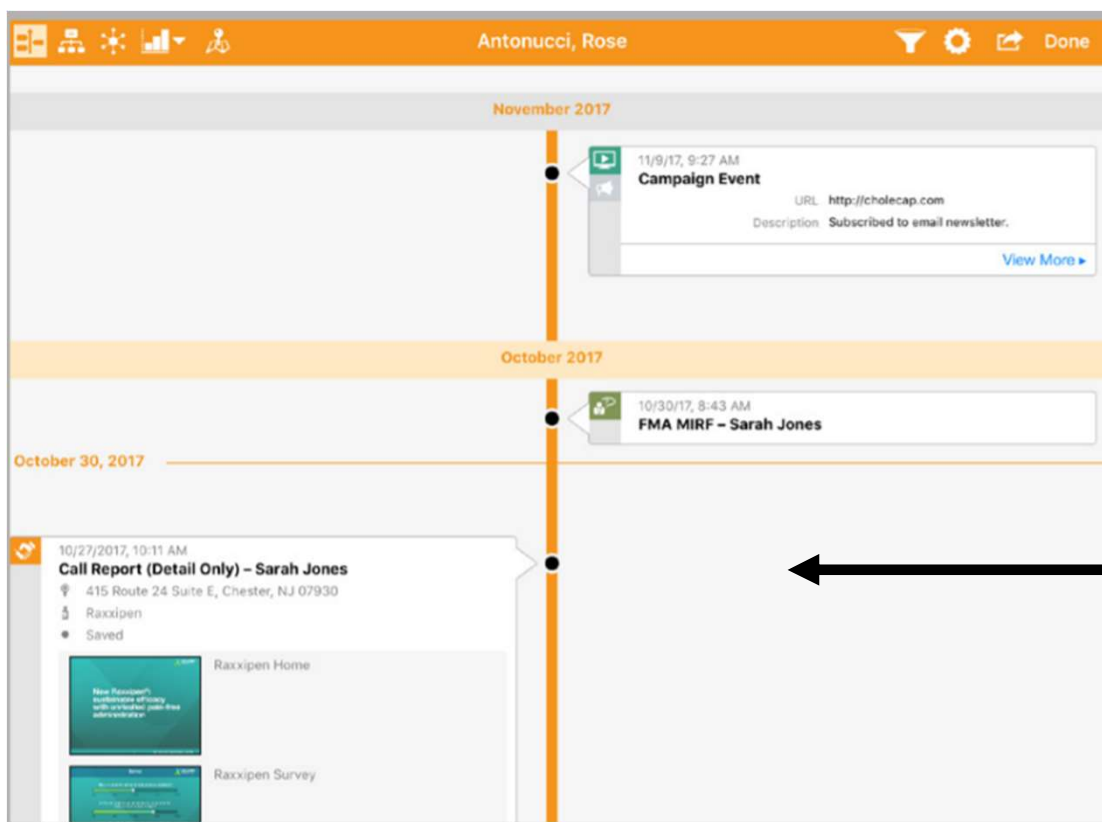
General Information

Name / Legal Entity*
Theodor Blanc

VAT Number / Company Registration Number*
AT776766666

Galapagos

CDP unified view to distribute OC insights



Data stitching via CDP



+



Galápagos