Why a Customer Data Platform?

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Our problem

- Fragmented customer journey across multiple touchpoints = challenges in creating a relevant experience for our customers

- High value customer data sitting in a lot of places not talking to each other

- No 365 degree view of our customer or understanding about their behaviour or motivations

- Limited understanding of what promotions & products are most relevant to them on an individual level

- Lack of loyalty and customer churn = low customer lifetime value.

59%
of customers only purchase once

70%
only purchase in the first month

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When **harnessed** through a CDP, it allows a **360 view of the customer** across previously siloed sources. And when done well, it can **fuel personalised experiences** across **marketing, sales, and customer service.**

Linking back to our strategic plan….

Become the Number 1 gift card product and digital platform

1

Build the brand

Build a unique and memorable brand that delights through all customer touchpoints

2 **Build data capability and insight**
Customer understanding and data analysis capability to deliver highly effective, targeted and personalised marketing

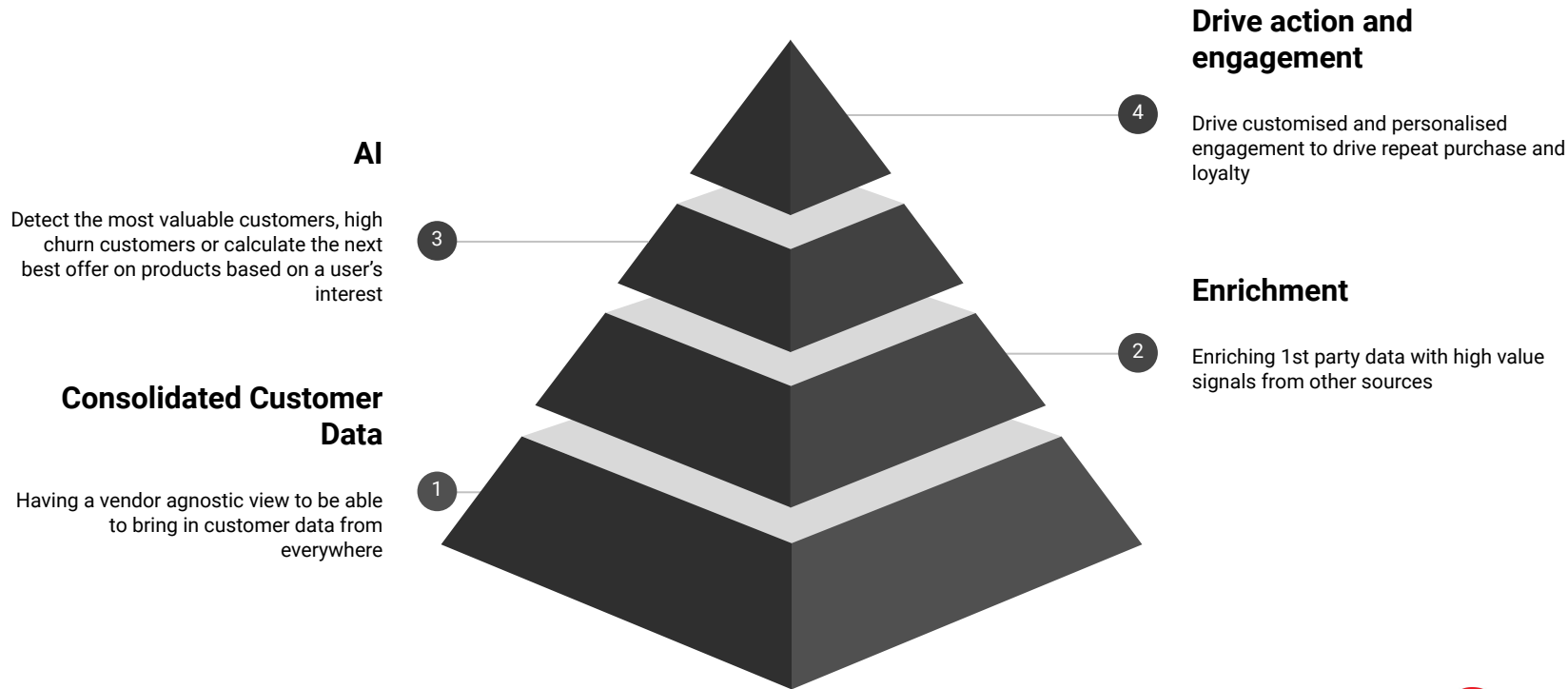**3** **Drive targeted activity across the marketing funnel**
Highly effective marketing program to drive customer growth objectives

4 **Build advanced marketing capability**
Advanced marketing capabilities to continue driving customer growth

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What a CDP will allow us to do...

Drive action and engagement

4 — Drive customised and personalised engagement to drive repeat purchase and loyalty

AI

3 — Detect the most valuable customers, high churn customers or calculate the next best offer on products based on a user's interest

Enrichment

2 — Enriching 1st party data with high value signals from other sources

Consolidated Customer Data

1 — Having a vendor agnostic view to be able to bring in customer data from everywhere

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Why a CDP?

User based data instead of aggregate

Get visibility of all user interaction on an individual level across, app, web, server and 3rd party tools (e.g. email opened, purchase, web visit, ad exposure)

Superseeds ad blockers: server side data

Site speed

One integration = less reliance on dev

B2B: We see that Sanitarium came from an article we put on LinkedIn re rewarding teams at scale. We also see engagement with the site, orders placed, abandonment points. Sales team can see they are a hot lead, ready for a call

B2C: Jo visits site (Iconic SKU) from SEO search term 'Iconic gift card'. She downloads app but doesn't engage. She doesn't purchase & doesn't return for 1 week. We email Jo with personalised eDM & highlight The Iconic gift card in-app next time she visits.

Get visibility of non-interaction events/traits and ignore ad-blockers via server-side tracking: i.e., we won't lose data from 20-30% of our traffic due to ad blockers
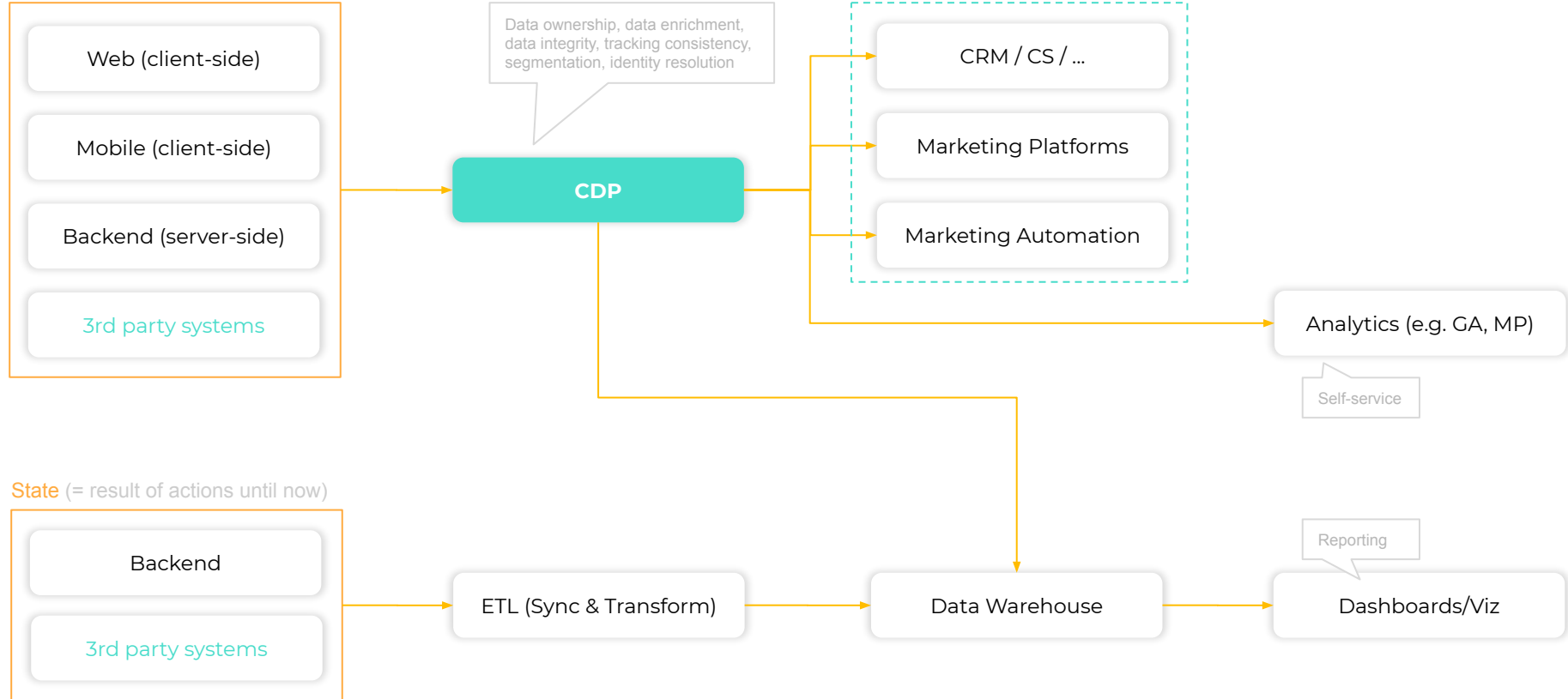
Improve site speed by implementing integrations in 'cloud-mode'

Easier testing of new analytics/ marketing tools due to quick integration

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How a CDP works with other platforms

Events (= actions as they happen)

- Web (client-side)
- Mobile (client-side)
- Backend (server-side)
- 3rd party systems

Data ownership, data enrichment, data integrity, tracking consistency, segmentation, identity resolution

CDP

3rd party systems

- CRM / CS / ...
- Marketing Platforms
- Marketing Automation

Analytics (e.g. GA, MP)

Self-service

State (= result of actions until now)

- Backend
- 3rd party systems

ETL (Sync & Transform) → Data Warehouse → Dashboards/Viz

Reporting

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What a CDP should deliver

Behaviour = User action (e.g. order completed)
Trait = User information (e.g. age, # orders LTM)

1. **Collect** behaviour & user trait data (logged in & logged out)
   a. Web, mobile, backend
   b. Other systems (e.g. Zendesk, Salesforce)
2. **Enrich** data with computed trait (e.g. LTM revenue) or data from external sources (e.g. Clearbit)
3. **Data integrity**: Flag/block bad data before it hits the system
4. **Data ownership**: Sync behaviour & user trait to data warehouse
5. **Segment** users based on traits and behaviours into audiences
6. **Publish** data into marketing, analytics and other destinations
7. Easy to use interface

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Appendix

Siloed data across multiple platforms
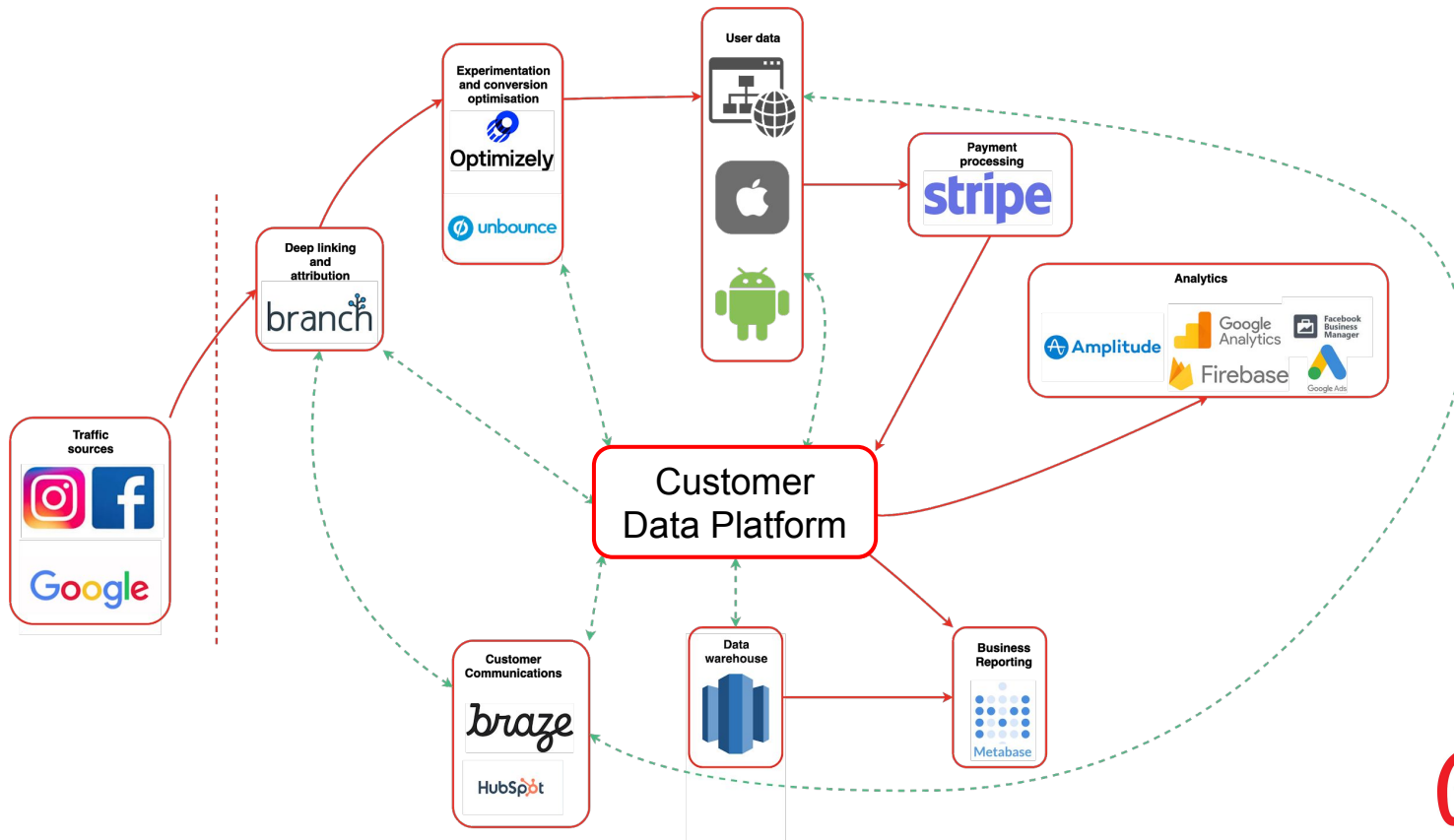
A CDP + customer engagement tools will allow us to utilise a customer engagement platform

Contextual marketing that powers relevant experiences between Prezzee and our customers at the right time across all platforms

SMS

Push notifications

Email

Onsite

In-app

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Tailored, contextual customer engagement
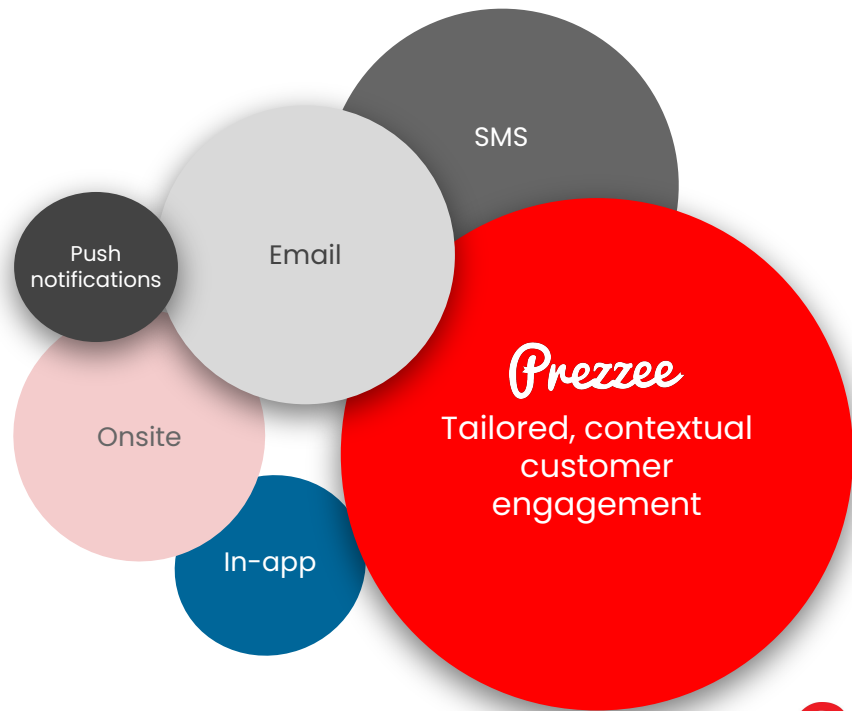
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Another way of looking at it

DATA COLLECTION | **DATA UNIFICATION & SEGMENTATION** | **CAMPAIGN EXECUTION**

1st Party Customer Data

- Web Activities
- Email Campaigns
- Social Interactions
- CRM Data
- Paid Advertising
- Events
- Mobile App Data
- Other Data

CDP
CUSTOMER DATA PLATFORM

ID unification, Segmentation, Syndication, Workflow, Query, Reporting, Data Storage, Machine Learning

2nd & 3rd Party Data

Statistics, income, weather, age / demographics, interest, occupation, POS data, etc.

Personalization Across Channels

- Web Properties
- Email Campaigns
- Paid Advertising
- Ad campaigns
- Mobile Apps
- Ads on 3rd party sites (via DSPs)

Source: elementsolutions.com

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Segment pricing

Looking forward to our demo today. Apologies this took me a while but below is a summary of costs to match the data requirements:

Segment CDP, 1million Monthly Tracked Users = $108k USD Annually
*The list price for this volume is actually $154k USD Annually. The discount is to accommodate for the 60% recipient traffic that will be collected. We can also stagger the volume within the contract to account for the seasonality of Prezzee. Ex:

Q1 - 700k MTU
Q2 - 1.3mil MTU
Q3 - 1.3mil MTU
Q4 - 700k MTU
Overall Annual contract cost for 1mil MTU
*This is just an example and we can work together on a structure that makes sense.

A typical Segment contract is 24months, Annual billing, Net 30 payment terms.

Happy to discuss further this afternoon on our Demo.

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