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How India Today built a customer data platform (CDP)

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Agenda

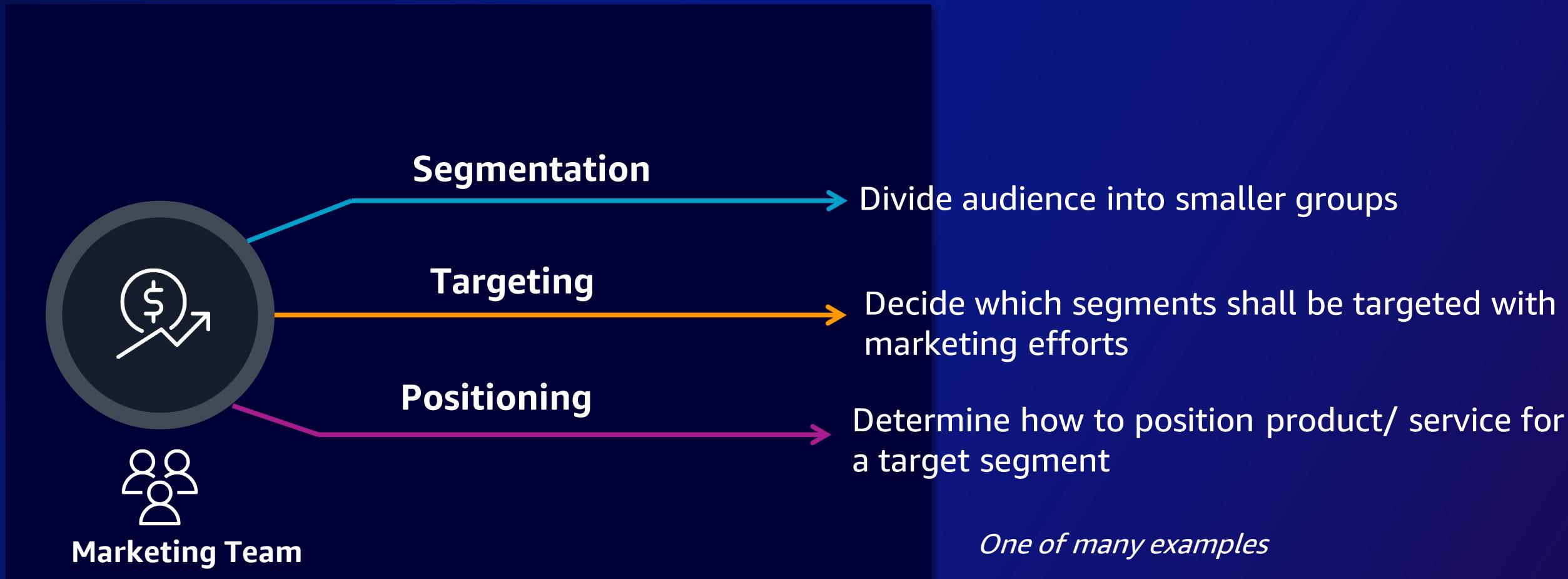
**What is
customer data
platform**

**How to build on
AWS**

**India Today
Group Journey
to build CDP**

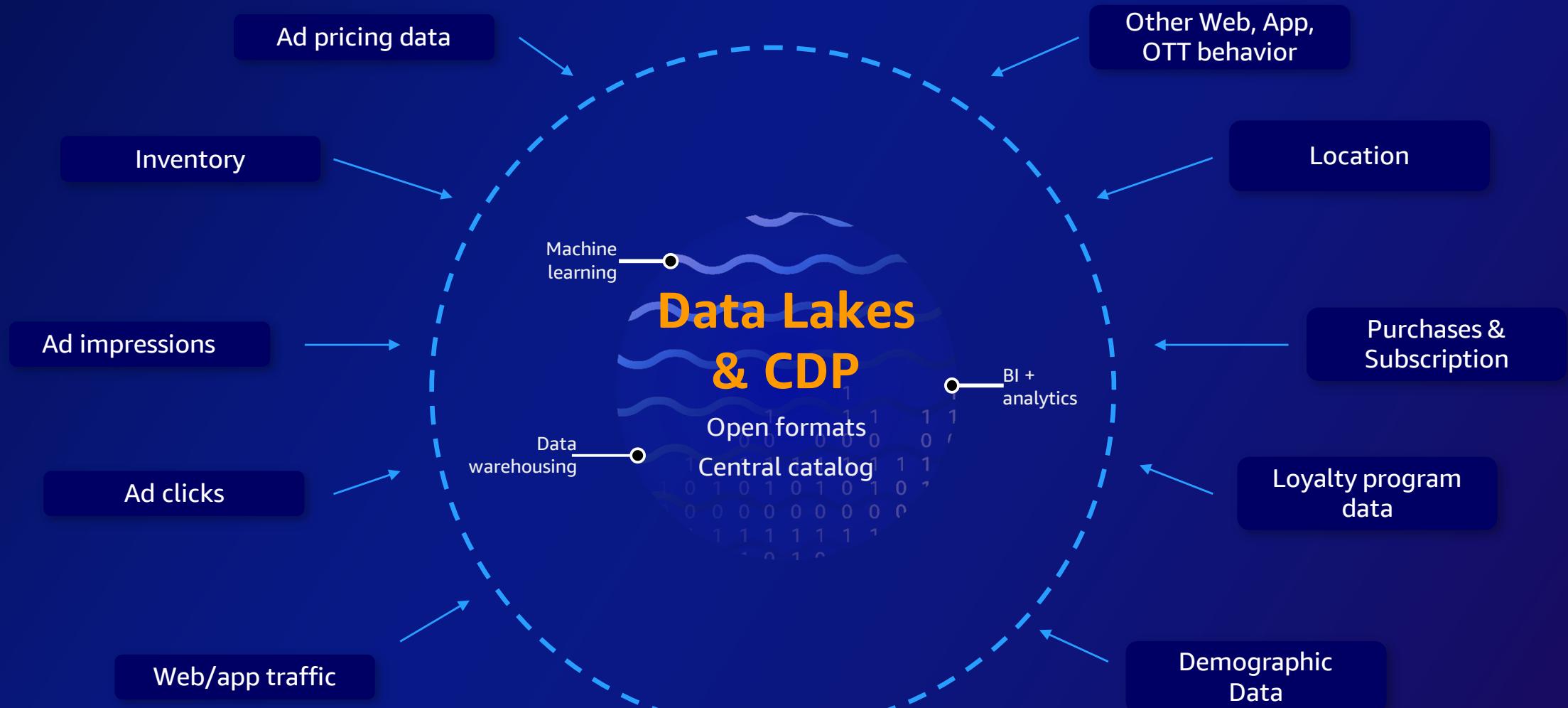
What is Customer Data Platform

Lets take a business problem to solve



CDP – Unified view across channels and devices

By Data Intents



Customer obsession isn't an option. It's an imperative.

Mastering customer obsession **starts with data** – demographics, psychographics, transactions, purchase records, support cases, product usage, shopping habits, content preferences, pain points and more.

<10%

<5%

Of companies have a 360-degree view of customers

Use this view to systemically grow their business

Source: Gartner, "Create Powerful Customer Experiences with a 360 Degree View of Customer"

Billions of events and interactions

Millions of transactions and behaviors

Thousands of products and services

Hundreds of enterprise systems

Challenges of building a single customer view



Disparate data



Actionability of insights



Governance of PII and
1st party data



Proliferation of data



Confidently resolving
Identities



Lack of technology
expertise

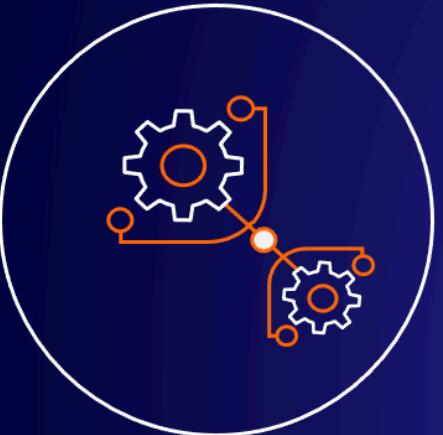
Risks caused by a fractured view of the customer



Benefits of CDP



Increase Customer Satisfaction



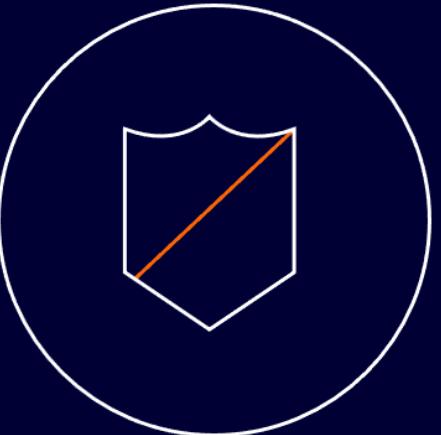
Accelerate time-to-market of new products/features



Gain a Competitive Advantage



Increase profitability per product/service



Reduce risk of fraud

What use cases do you expect to realize?

Customer

- Drive acquisition & retention
- Predict consumer churn
- Improve cross-content wallet share
- Personalize offers with next best action recommendations
- Improve marketing ROI
- A/B testing of messaging, art work, UI +

Experience

- Deliver consistent high-quality cross-channel experiences
- Aggregate customer service feedback for product insights
- Calibrate customer social media sentiment with media sentiment
- Customer engagement with recommendations

Content

- Leverage ML derived content insights to match against audience profiles
- Develop look-alike content characteristics for predictive revenue modeling by cohort
- Identify content opportunities to drive additional acquisition and engagement from underperforming consumer groups
- Model cost benefit analysis of offering content as SVOD or AVOD, or to maximize window timing to transition from SVOD to AVOD.

What features do you expect to impact in building CDP

Modular Architecture

Data Governance

Highly Secure and Compliant

Data Integration and Analytics

Data Clean, Transform and Enrich

Segmentation/Classification

Campaign Lists (Email, Display, Social Inc. DMP)

Real-time Interactions (Web Site, App, Call Center Programmatic)

Customer Identity Management

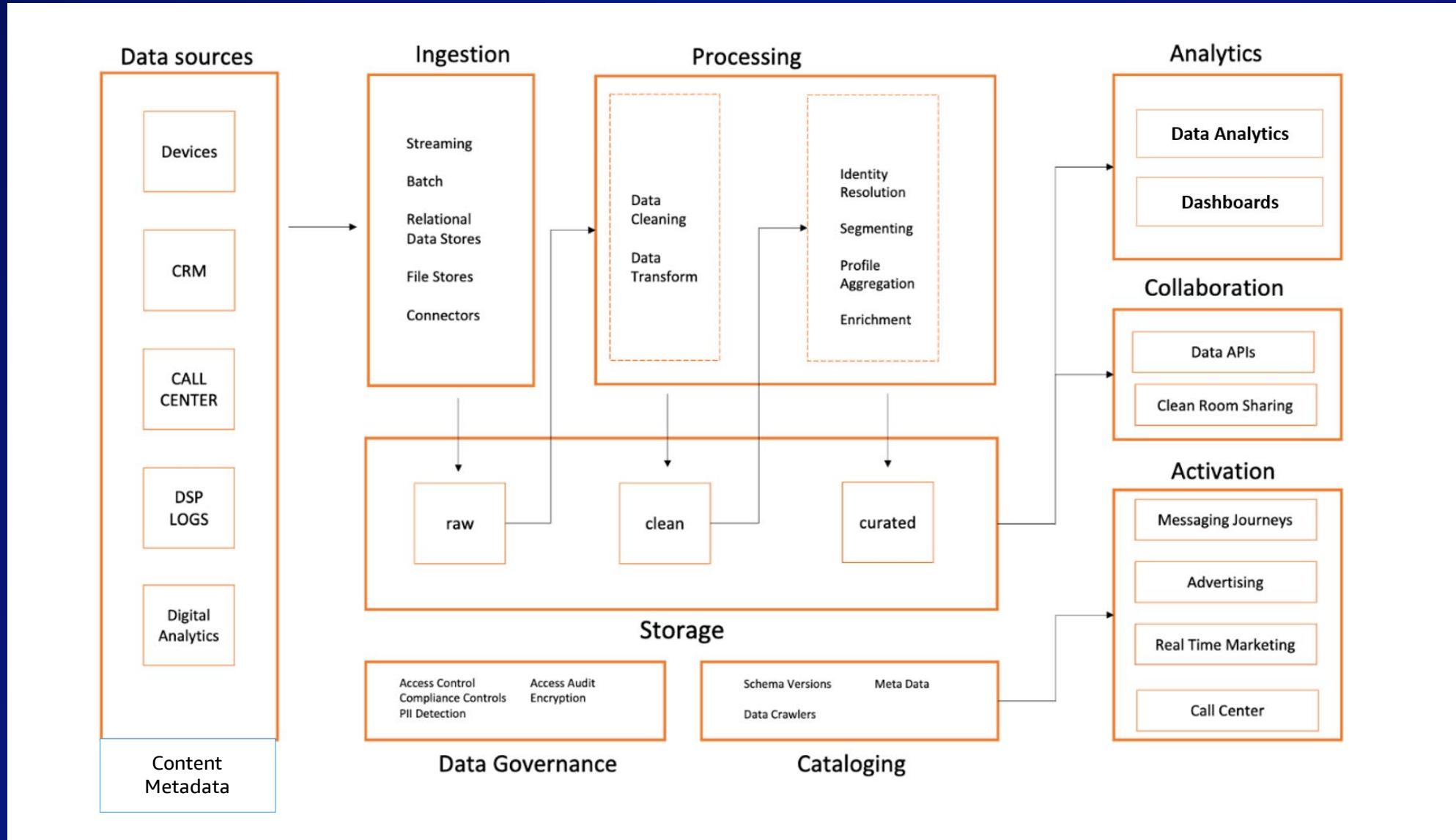
Other

How to build on AWS

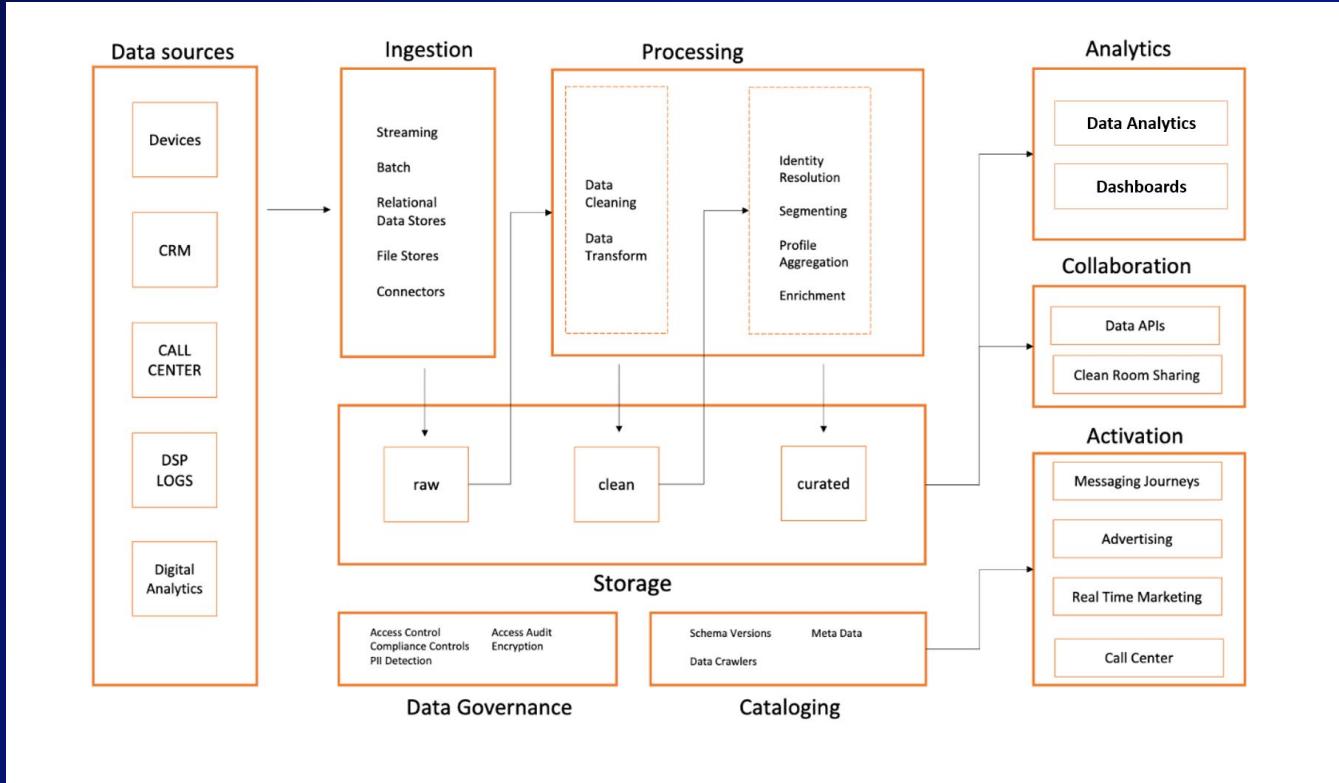


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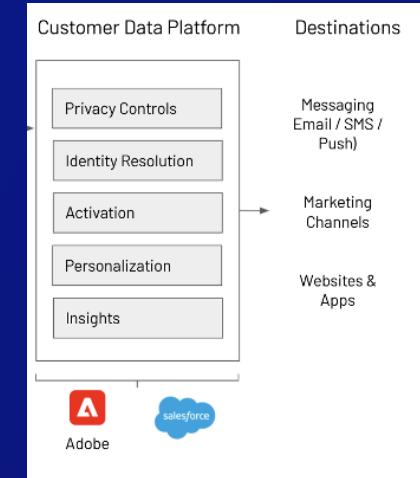
Marketing CDP logical architecture



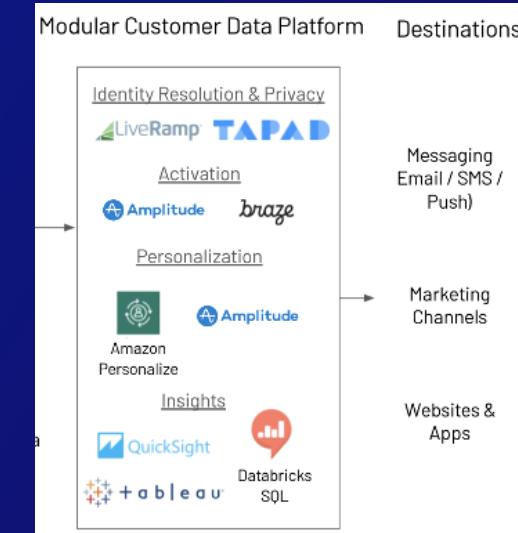
Marketing CDP logical architecture build v/S buy options



Option 1 : Fully Integrated CDP Suite (Adobe, Salesforce, etc)



Option 2 : Modular CDP



Core Design Tenet :

1. Key Business and PII Data always remains in your control



1

Define your customer journey

- Capture customer touchpoints
- External sources: Web, mobile, call centers, social media, external feeds
- Internal sources: databases, systems, CRMs
- Capture 1st party data

2

Choose your engine

- Storage layer, Databases, Data warehouse.
- Data ingestion tools / techniques
- Processing layer
- Zero-trust design, data Governance, monitoring.
- Hosting environment
- Immutable Infrastructure

3

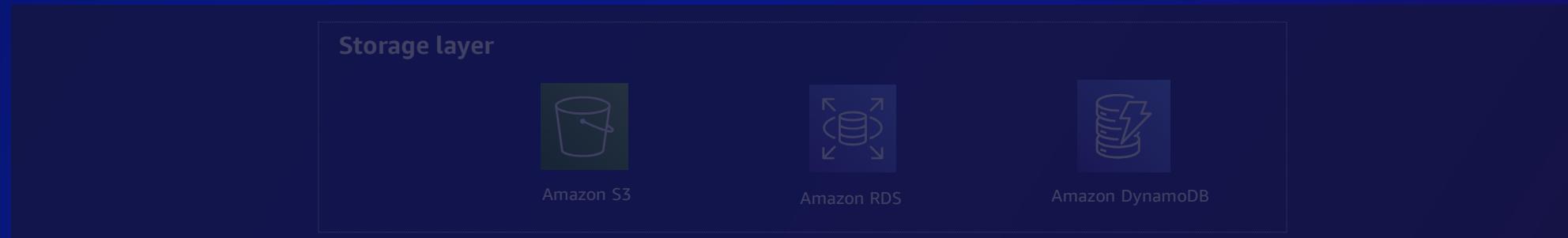
Execute your use cases

- Choose your customer engagement platform
- Perform customer segmentation
- Targeted customer service
- Personalization

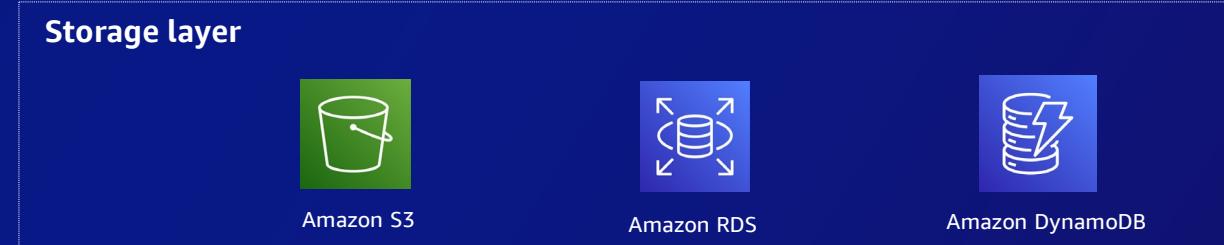
CDP - Block architecture storage layer



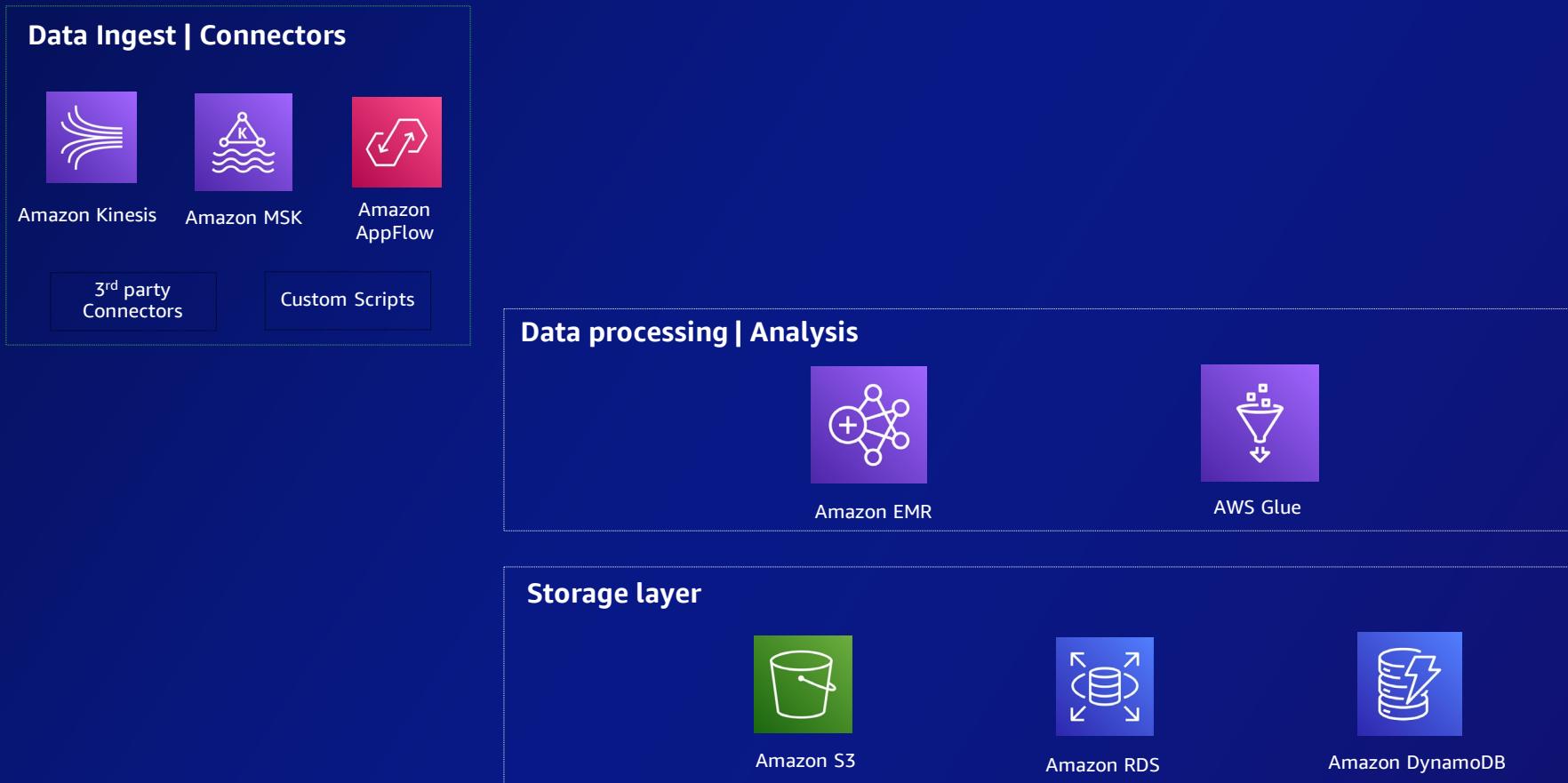
CDP - Block architecture storage layer



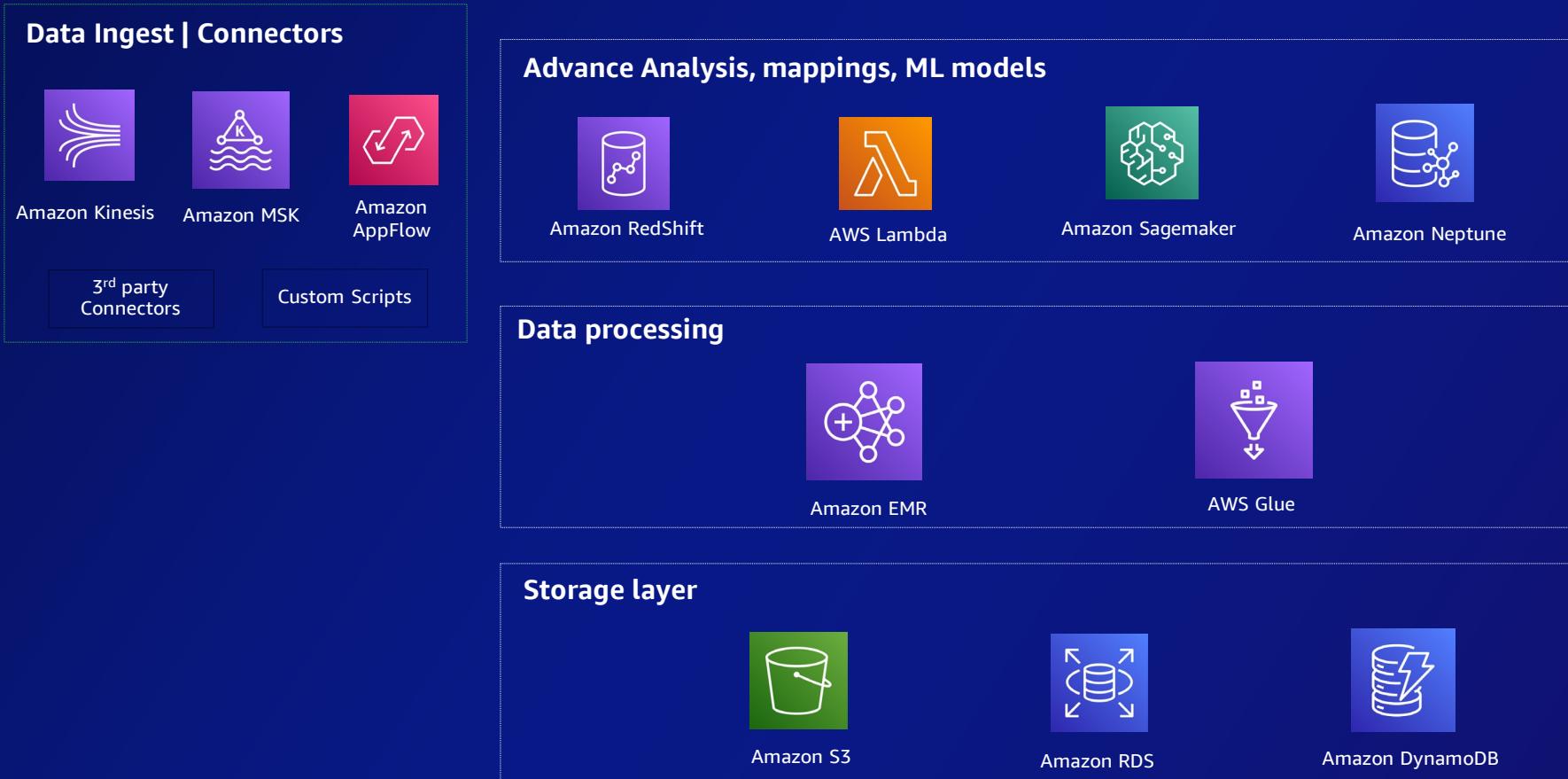
CDP - Block architecture ingestion layer



CDP - Block architecture processing layer



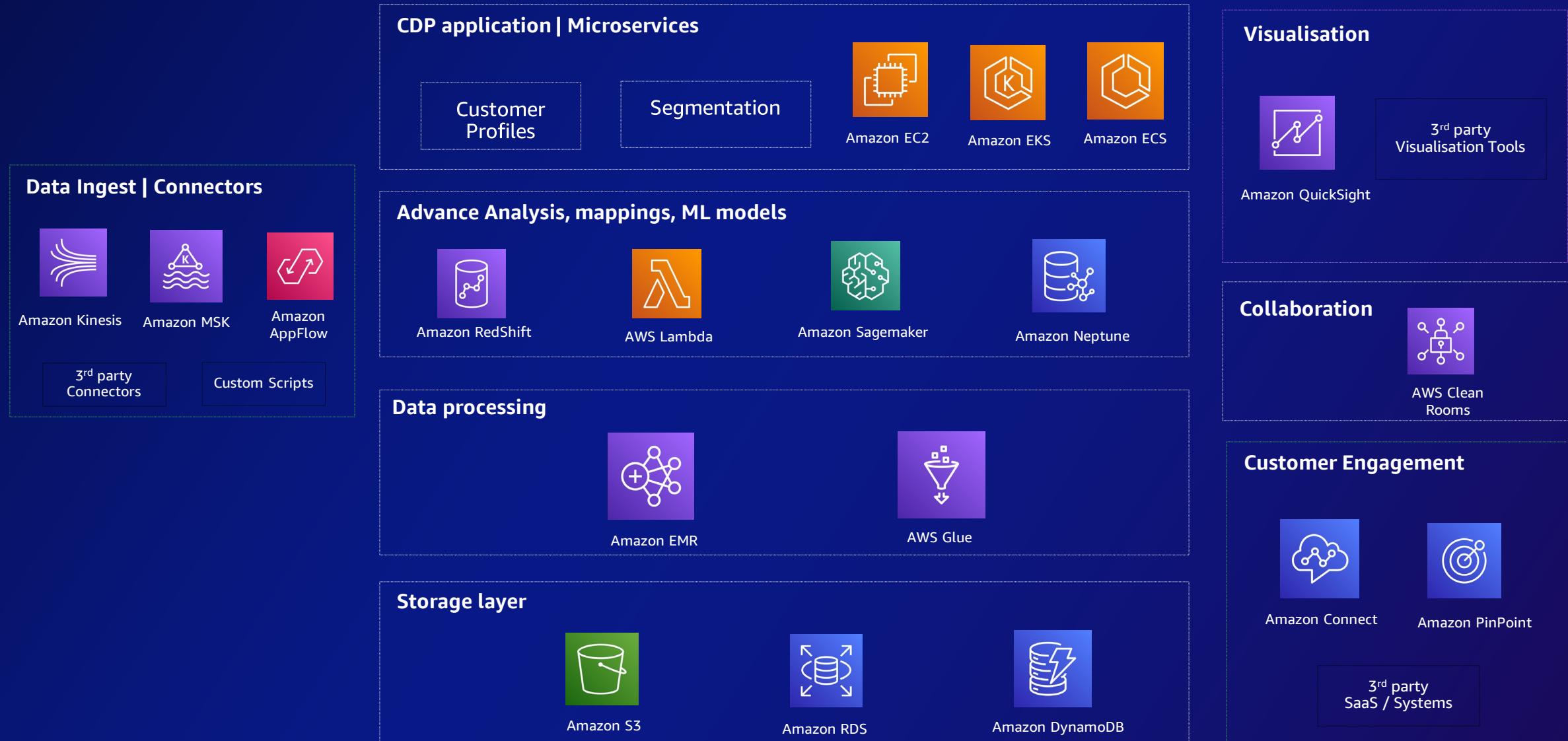
CDP - Block architecture advance analysis layer



Customer data platform – CDP application layer



CDP - Visualization | CE | Collaboration



INTRODUCING

AWS Clean Rooms

CREATE CLEAN ROOMS IN MINUTES. COLLABORATE WITH YOUR PARTNERS WITHOUT SHARING RAW DATA



Create your own clean room, add participants, and start collaborating in a few clicks.

Collaborate with hundreds of thousands of companies on AWS without sharing or revealing underlying data

Protect underlying data with a broad set of privacy-enhancing controls for clean rooms

Use built-in, flexible analysis rules to tailor queries to your specific business needs

LEARN MORE

<https://aws.amazon.com/clean-rooms>

Customer data platform – Security & Governance

Data Ingest | Connectors



3rd party Connectors

Custom Scripts

Management | Security | Orchestration | CI CD



CDP application | Microservices

Customer Profiles

Segmentation



Amazon EC2



Amazon EKS



Amazon ECS

Advance Analysis, mappings, ML models



Amazon RedShift



AWS Lambda



Amazon Sagemaker



Amazon Neptune

Data processing



Amazon EMR



AWS Glue

Storage layer



Amazon S3



Amazon RDS



Amazon DynamoDB

Visualisation



Amazon QuickSight

3rd party Visualisation Tools

Collaboration



AWS Clean Rooms

Customer Engagement



Amazon Connect



Amazon PinPoint

3rd party SaaS / Systems

Unified governance



ANA008

Customer data platform, journey with India Today Group

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About India Today Group



India Today Group and AWS

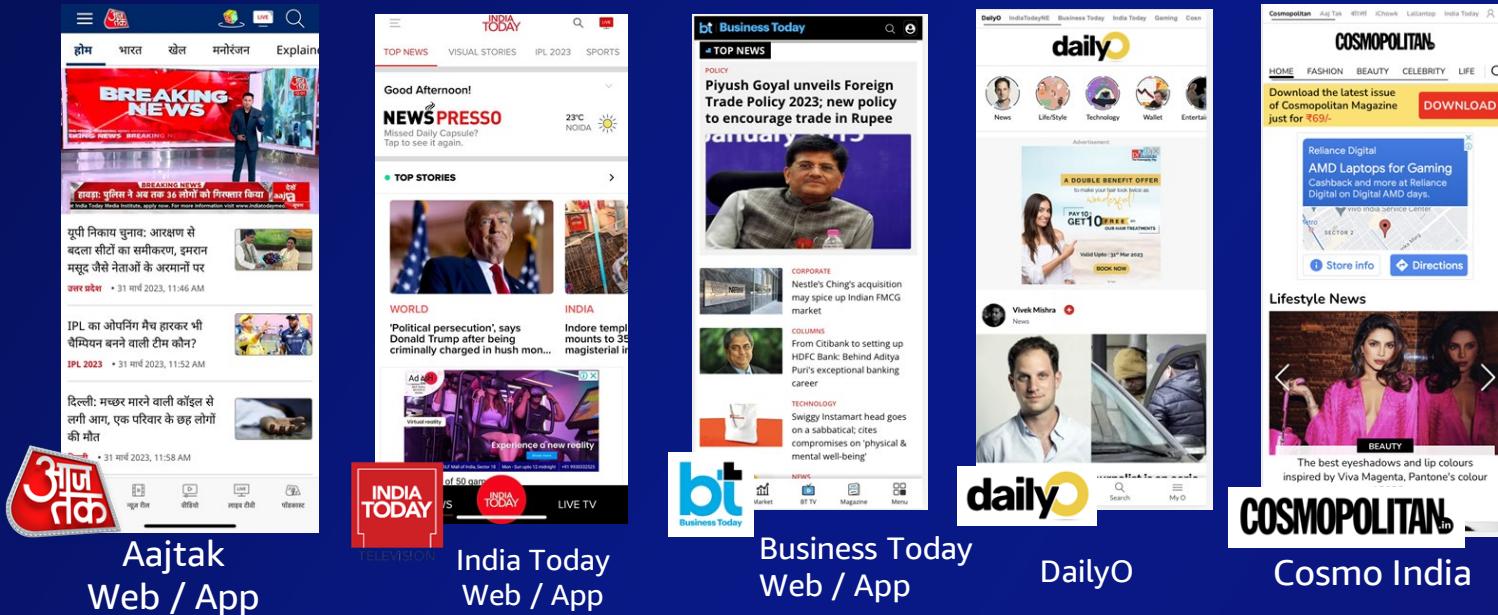


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Why did India Today Group build a CDP?

TREND: GROWING DIRECT CUSTOMER ENGAGEMENT

1st party digital channel (Touch Points)



Many
More

- More control over digital channel
- Promote direct channels and bring them on the platform
- Growing Subscriptions & Signed in users
- CDP is strategic and central piece of digital marketing



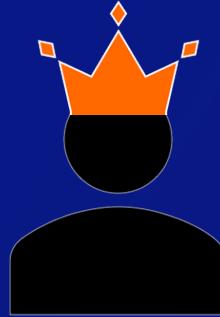
Why we built CDP inhouse – 1View

- Dynamic and fast moving environment
- Full control over data
- Exists in our ecosystem, full capability for integration
- Complete control of all features
- Can be implemented as needed / can change quickly



1View

Our journey to building a CDP platform on AWS



Our journey to building a CDP platform on AWS

Customer Journey

- Map customer journeys
- Identify touchpoints
- Prioritize for maximum value



Use cases we picked - Goals

Unified
customer
view

User profiling
and
segmentation

Multi-channel
personalization

Segmentation
based ad
targeting

Improved
analytics &
customer
insights

Our journey to building a CDP platform on AWS



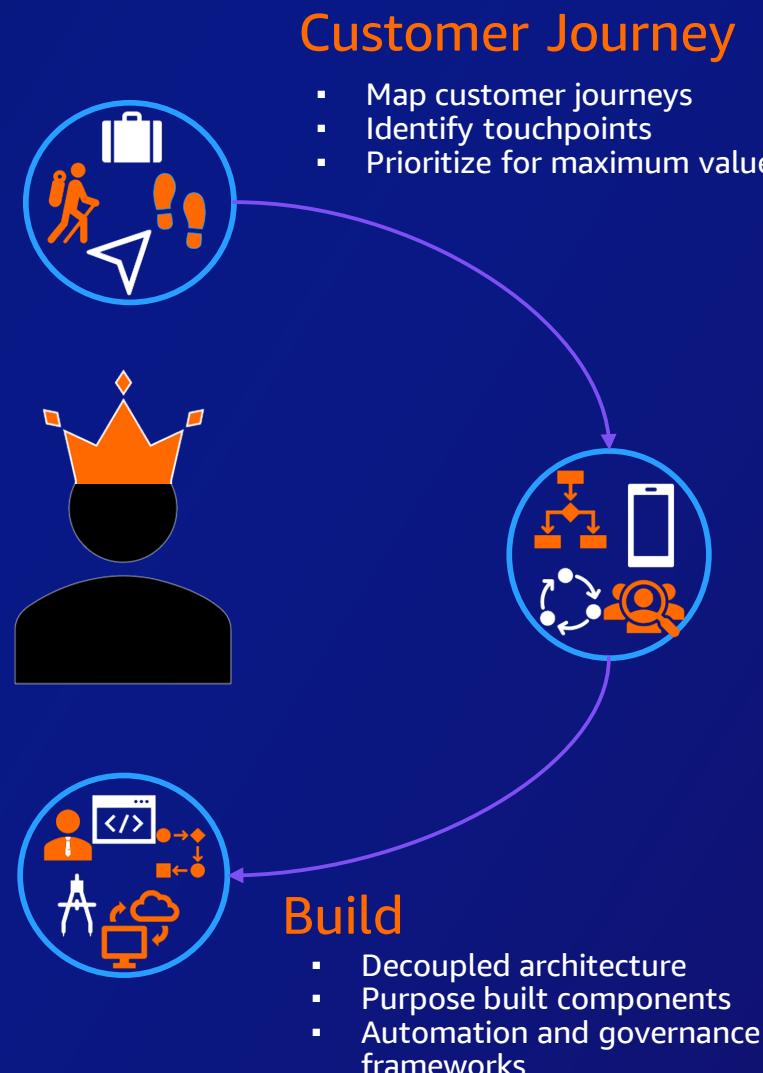
Customer Journey

- Map customer journeys
- Identify touchpoints
- Prioritize for maximum value

Data Assets

- Pick data sources just enough to capture key customer journeys and touchpoints
- Frequency of data
- Prioritize for maximum value

Our journey to building a CDP platform on AWS



Features in our CDP platform



HIGH VOLUME
CLICKSTREAM DATA USING
FIRST PARTY DATA



360 DEGREE
PROFILE



AI MODELS FOR
RECOMMENDATION
ENGINE TO SUGGEST
RELEVANT ARTICLE AT
REALTIME BASIS

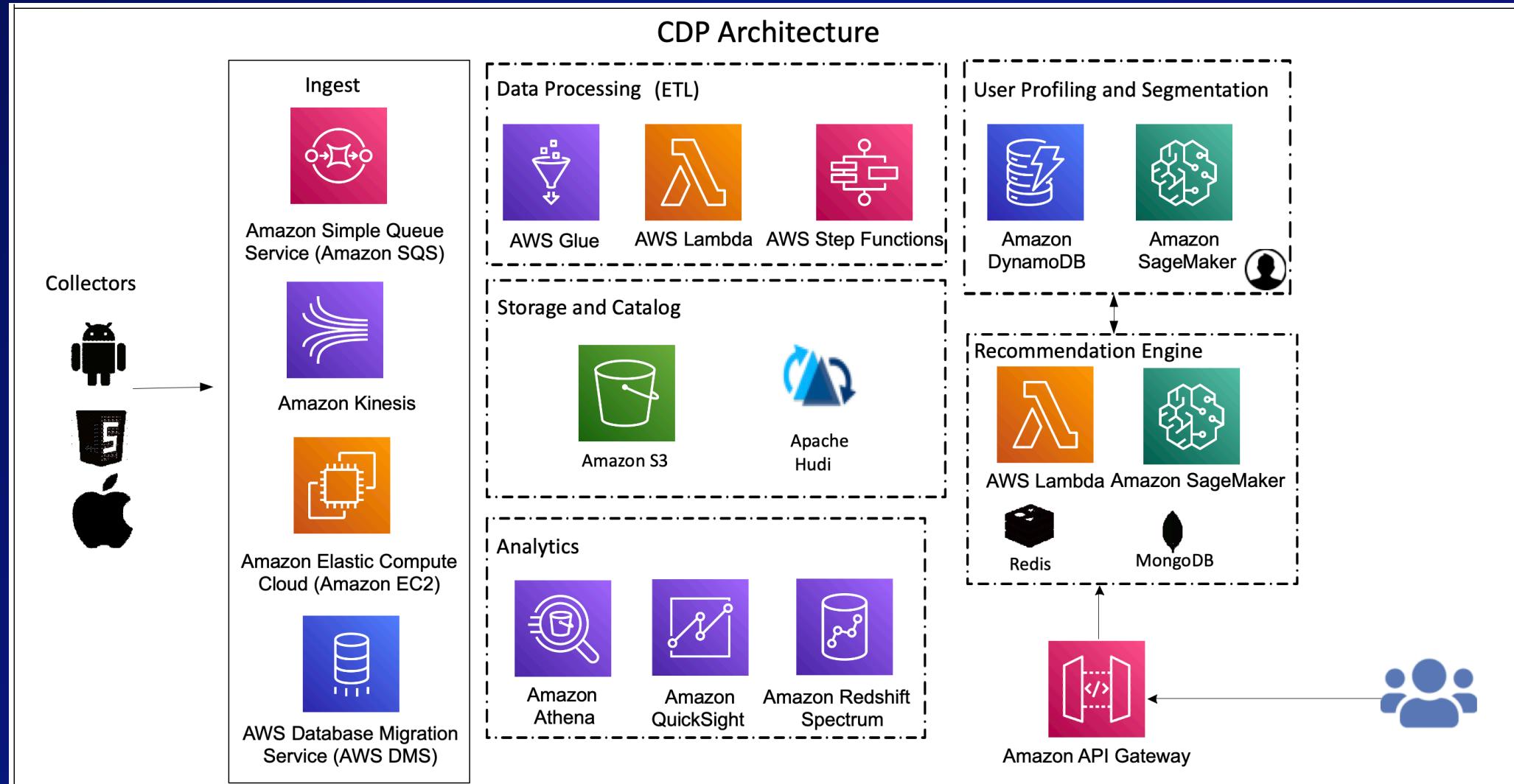


SEGMENTATION
BASED TARGETING



ANALYTICS &
DASHBOARD

CDP architecture



Our journey to building a CDP platform on AWS



Behind the scene

Using AWS Managed services for building CDP, we completed

3 use
cases

with just

5 data
engineers

in only

14 weeks

Business outcomes



Higher
recirculation



Increase in
engagement



Increase in time
spent on website



Reduction in
bounce rate



Better insights into
audience metrics



Ad targeting

Future looking

- Omnichannel engagement by cross channel marketing
- Lifecycle optimization by converting them to loyal users from casual
- Campaign orchestration

Key takeaways

- CDP is a critical and foundational workload in Martech
- CDP has higher agility requirement in architecture than data lake or single data source
- AWS breadth and depth of data analytics services can support both agility and governance within a CDP
- Enable CDP partners with cloud-native technologies to help Brands and ISVs
- AWS Clean Rooms helps companies and their partners more easily and securely analyze and collaborate on their collective datasets

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