

# DATORA

Customer Data Platform for Implementing Data-Driven Decisions

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## WHY DO WE NEED IT?

A customer data platform (CDP) empowers businesses with a unified view of customer information, enabling personalized marketing and targeted campaigns. It enhances the customer experience by delivering tailored interactions and insights into individual preferences. With data-driven decision making and compliance features, a CDP ensures optimized marketing strategies, improved segmentation, and adherence to data privacy regulations. By centralizing and integrating customer data, businesses can unlock valuable insights and drive growth through effective data utilization.

## VISION

To redefine the customer experience landscape by pioneering an avant-garde customer data platform (CDP) that transcends traditional boundaries. We strive to empower businesses with an unparalleled, next-generation CDP solution that seamlessly unifies and harnesses vast volumes of customer data. By unlocking the true potential of data-driven insights, we empower organizations to forge deep, personalized connections with their customers, forge unbreakable loyalty, and supercharge their decision-making prowess. Our unwavering commitment is to reshape the future, enabling businesses to revolutionize customer engagement, drive extraordinary growth, and achieve unparalleled success in an ever-evolving market.

## MISSION

Develop a user-centric customer data platform that enables the users to convert the raw data to reports and gain actionable insights from those reports.

## PROBLEMS THAT CDP SOLVES

1. Data silos
2. Lack of unified customer view
3. Inefficient data integration
4. Poor data quality
5. Incomplete or outdated customer profiles

6. Ineffective targeting and personalization
7. Manual and time-consuming data management processes
8. Difficulty in tracking customer interactions across channels
9. Limited customer insights and analytics capabilities
10. Compliance and data privacy challenges

## USERS & PROBLEMS

CDP Users	Problems Solved by CDP
Marketing teams	<p>Data fragmentation</p> <p>Incomplete customer profiles</p> <p>Personalization challenges - marketers can leverage enriched customer profiles to deliver highly personalized and relevant marketing messages across channels, improving customer engagement and conversion rates.</p> <p>Cross-channel attribution</p> <p>Real-time insights</p> <p>Enhanced campaign optimization - marketers analyze customer data and behavior, helping them refine marketing campaigns, identify high-value segments, and optimize marketing strategies for better ROI.</p>
Sales teams	<p>Improved lead management and tracking.</p> <p>Enhanced customer segmentation and targeting.</p> <p>Increased sales and revenue visibility.</p> <p>Streamlined sales processes and workflows.</p> <p>Enhanced customer relationship management (CRM) integration.</p>
Customer service teams	<p>Access to comprehensive customer profiles.</p> <p>Personalized customer interactions.</p> <p>Efficient issue resolution.</p> <p>Proactive customer support.</p> <p>Seamless omnichannel support.</p> <p>Enhanced customer satisfaction.</p> <p>Improved customer retention.</p>
Digital marketing teams	<p>Data fragmentation and silos.</p> <p>Incomplete customer profiles.</p> <p>Lack of personalized marketing campaigns.</p> <p>Limited cross-channel attribution.</p>

CRM managers	<p>Centralized customer data management.</p> <p>Improved data quality and accuracy.</p> <p>Enhanced customer segmentation and targeting.</p> <p>Streamlined customer relationship management processes.</p>
Data analysts	<p>Easy to analyze the structured data</p> <p>Easy to manage and derive insights from the centralized data</p>
Product managers	<p>"Enhanced understanding of customer needs and preferences.</p> <p>Improved product development and innovation.</p> <p>Data-driven product decision making.</p> <p>Effective product positioning and messaging.</p> <p>Seamless integration of customer feedback into product development."</p>
Customer experience managers	<p>Comprehensive customer journey mapping.</p> <p>Personalized customer experiences.</p> <p>Seamless omnichannel experiences.</p> <p>Real-time customer insights.</p> <p>Proactive customer engagement.</p>
Data governance and compliance teams	<p>Data privacy and compliance management.</p> <p>Centralized data governance and control.</p> <p>Data security and access controls.</p> <p>Consent management and opt-out mechanisms.</p> <p>Auditability and traceability of data usage.</p> <p>Regulatory compliance monitoring and reporting.</p>

## FOCUSED USER/S

CDP Users	Why Should We Focus On Them?
Marketing Team	It is a primary user of a CDP as they heavily rely on customer data to develop targeted marketing campaigns, personalized messaging, and customer segmentation. A CDP enables marketers to access comprehensive customer profiles, analyze behavior, and deliver highly relevant marketing communications across multiple channels.
Sales Team	It benefits from a CDP by gaining insights into customer behavior, preferences, and interactions. By having access to a unified customer view, the sales team can enhance lead management, optimize sales strategies, and tailor their approach based on individual customer needs, increasing the likelihood of conversion and revenue generation.

Customer Service Team	It utilizes a CDP to access detailed customer profiles, including past interactions, preferences, and purchase history. This empowers them to provide personalized and efficient support, resolve customer issues effectively, and deliver an exceptional customer experience.
Customer Experience Team	It focuses on improving the overall customer journey and satisfaction. A CDP provides valuable insights into customer behavior, preferences, and touchpoints, enabling the team to identify pain points, optimize customer journeys, and deliver personalized experiences that align with customer expectations.

## PRIORITIZATION OF PROBLEMS

CDP Users	Top 3 Problems for Each Target Segment
Marketing Team	<ol style="list-style-type: none"> <li>1. Data fragmentation: A Customer Data Platform (CDP) can solve the problem of data fragmentation by integrating and centralizing customer data from various sources, providing a unified view for effective marketing campaigns and personalization.</li> <li>2. Incomplete customer profiles: A CDP addresses the issue of incomplete customer profiles by aggregating data from multiple touchpoints, enriching customer profiles, and enabling more accurate and targeted marketing efforts.</li> <li>3. Personalization challenges: A CDP helps marketers overcome personalization challenges by utilizing comprehensive customer data to deliver tailored and relevant marketing messages, resulting in improved customer engagement and conversions.</li> </ol>
Sales Team	<ol style="list-style-type: none"> <li>1. Improved lead management and tracking: A CDP can solve lead management challenges by providing a centralized platform for organizing and tracking leads, enhancing efficiency and enabling timely follow-ups.</li> <li>2. Enhanced customer segmentation and targeting: A CDP enables sales teams to segment customers based on their behaviors and preferences, allowing for more targeted and personalized sales approaches that increase the likelihood of successful conversions.</li> <li>3. Increased sales and revenue visibility: With a CDP, sales teams gain access to comprehensive customer data, empowering them to identify sales opportunities, predict customer needs, and improve revenue generation through data-driven sales strategies.</li> </ol>
Customer Service Team	<ol style="list-style-type: none"> <li>1. Access to comprehensive customer profiles: A CDP provides customer service teams with a unified and detailed view of customer profiles, allowing them to understand customer history, preferences, and previous interactions, leading to more personalized and efficient customer support.</li> <li>2. Efficient issue resolution: By utilizing a CDP, customer service teams can access relevant customer information quickly, facilitating effective issue resolution and reducing customer</li> </ol>

	<p>frustration and resolution times.</p> <p>3. Proactive customer support: A CDP enables customer service teams to anticipate customer needs and proactively provide support by utilizing real-time customer data, resulting in enhanced customer satisfaction and loyalty.</p>
Customer Experience Team	<p>1. Comprehensive customer journey mapping: A CDP assists the customer experience team in mapping the end-to-end customer journey, identifying pain points, and optimizing touchpoints for a seamless and satisfying customer experience.</p> <p>2. Personalized customer experiences: With a CDP, the customer experience team can leverage detailed customer data to deliver personalized experiences, tailoring interactions and offerings to individual preferences and increasing customer satisfaction.</p> <p>3. Seamless omnichannel experiences: A CDP enables the customer experience team to provide consistent and cohesive experiences across multiple channels, ensuring a smooth and integrated customer journey regardless of the touchpoints utilized.</p>

## DEMOGRAPHIC PROFILE OF TARGET AUDIENCES

A working class professional (more than 18 years of age).

Working in an established corporation.

Professionals with computer skills, SQL knowledge, mathematical background.

Geography - any country, remote.

## USER PERSONA

Marketing manager in an FMCG company uses a Customer Data Platform (CDP)

*In an FMCG company, a marketing manager faced several challenges in **understanding customer behavior, optimizing marketing campaigns, and driving sales**. By implementing a CDP, the marketing manager was able to overcome these challenges effectively.*

*The marketing manager leveraged the CDP to **integrate and consolidate customer data from multiple sources, eliminating data silos and obtaining a unified view of customer information**. This enabled them to **develop comprehensive customer profiles** and gain insights into purchasing patterns, preferences, and demographics. With enriched customer profiles, the marketing manager utilized the CDP to **personalize marketing campaigns and messages**. By leveraging behavioral data and preferences, they delivered highly*

*targeted and relevant content across various channels, resulting in increased customer engagement and conversions.*

*The CDP's **cross-channel attribution capabilities** allowed the marketing manager to track the effectiveness of marketing touchpoints and optimize campaign performance. They could attribute revenue accurately and allocate resources efficiently based on data-driven insights. Real-time data updates from the CDP provided the **marketing manager with up-to-date customer information, enabling agile decision-making and rapid response to market trends**. They could adapt marketing strategies in real-time and capture emerging opportunities swiftly.*

*Additionally, the marketing manager utilized the CDP to **segment customers based on demographics, preferences, and purchase history**. This facilitated targeted marketing efforts, **allowing them to focus on high-value customer segments and optimize ROI**. Overall, the implementation of a CDP empowered the marketing manager in the FMCG company to better understand customers, personalize marketing efforts, optimize campaigns, and drive sales growth, resulting in improved marketing performance and customer satisfaction.*

## SOLUTION THINKING & STRUCTURE

A few key features of a Customer Data Platform (CDP) are as follows:

### Data Integration

- Data ingestion: Ability to collect and aggregate customer data from various sources.
- Data cleansing: Ensuring data accuracy and consistency by removing duplicates and errors.
- Data transformation: Converting and standardizing data formats to enable seamless integration.

### Data Management

- Unified customer profiles: Consolidating data to create comprehensive and centralized customer profiles.
- Identity resolution: Linking and resolving customer identities across multiple channels and devices.
- Real-time data updates: Continuous synchronization and availability of the most recent customer data.

### Data Analysis

- Customer segmentation: Segmenting customers based on behaviors, preferences, or demographics.
- Predictive analytics: Utilizing machine learning algorithms to forecast customer behaviors and trends.

- Customer lifetime value (CLV) analysis: Calculating the potential value of a customer over their lifetime.

### **Data Activation**

- Personalization: Delivering targeted and tailored experiences based on customer attributes and preferences.
- Omnichannel orchestration: Coordinating customer interactions across multiple channels and touchpoints.
- Campaign management: Planning, executing, and analyzing marketing campaigns for specific customer segments.

### **Data Privacy and Compliance**

- Consent management: Capturing and managing customer consent preferences for data usage.
- Privacy controls: Enabling customers to control the sharing and usage of their personal data.

### **Data Governance**

- Data access controls: Managing permissions and restrictions for data access within the CDP.
- Auditability and traceability: Tracking data usage and changes for compliance and accountability.

### **Integration and APIs**

- API connectivity: Integrating with external systems and applications to exchange data.
- CRM integration: Seamlessly connecting with CRM platforms to synchronize customer data.

### **Reporting and Insights**

- Dashboards and visualization: Providing visual representations and interactive dashboards for data analysis.
- Customer insights: Extracting meaningful insights from customer data to drive informed business decisions.

## **REVENUE MODEL FOR CDP**

Subscription Fees - CDP providers charge customers a recurring subscription fee based on factors such as data volume, number of user profiles, or features and functionalities offered.



**Usage-Based Pricing** - Some CDPs charge customers based on the volume or usage of data processed or stored within the platform. This could include factors such as the number of data events, API calls, or data transfer.

**Enterprise Licensing** - CDP providers may offer enterprise licensing agreements, where organizations pay a fixed annual or multi-year fee for unlimited usage of the platform.

**Professional Services** - CDP vendors often provide professional services, such as implementation, integration, customization, training, and ongoing support. These services are typically charged separately from the platform's subscription fees.

**Data Monetization** - CDPs may offer opportunities for data monetization, allowing customers to derive additional revenue by sharing or selling anonymized and aggregated customer data to trusted third parties.

**Value-Added Services** - CDP providers can offer value-added services such as data analysis, customer segmentation, predictive modeling, or data-driven insights, which customers can opt for at an additional cost.

**Partner Ecosystem** - CDP vendors may establish partnerships with other technology providers or data sources, allowing them to offer bundled solutions or generate referral or revenue-sharing opportunities.

## EXECUTION STAGES

Stage	Priority	Impact	Explanation	End User
Data Integration	High	High	Collect and aggregate customer data from various sources for a unified view.	Data Engineers, IT Team
Data Management	High	High	Consolidate and manage customer profiles with accurate and up-to-date information.	Data Managers, Marketers
Data Analysis	Medium	High	Analyze customer data for segmentation, predictive analytics, and CLV analysis.	Data Analysts, Data Scientists
Data Activation	High	High	Activate customer data for personalized experiences, omnichannel orchestration, and campaign management.	Marketers, Campaign Managers
Data Privacy and	High	High	Implement consent management and privacy controls to ensure compliance with	Data Governance Team, Legal Team

Compliance			data protection regulations.		
Data Governance	Medium	Medium	Establish data access controls, auditability, and traceability for data governance and security.		Data Governance Team, IT Team
Integration and APIs	Medium	Medium	Integrate with external systems and CRM platforms through APIs for seamless data exchange.		IT Team, Developers
Reporting and Insights	Low	High	Create dashboards and visualizations to provide actionable insights for data-driven decision-making.		Analysts, Managers

## PRODUCT ROADMAP

Sprints	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
User Research	Gather insights and requirements	Analyze user feedback	Validate requirements	Conduct user testing	Analyze user behavior	Refine user personas	Evaluate competitive landscape	Refine requirements	Analyze market trends	Conduct user interviews	Analyze user feedback	Validate user requirements	Conduct user testing	Analyze user behavior	Refine user personas	Evaluate project outcomes
Product Management	Define goals and objectives	Refine goals and priorities	Plan feature roadmap	Prioritize features	Define success criteria	Develop user stories	Refine feature prioritization	Develop MVP roadmap	Define MVP feature set	Develop backlog	Prioritize backlog items	Develop release plan	Plan future enhancements	Implement post-release feedback	Monitor KPIs and performance	Conduct project retrospective
UX & Design	Create wireframes and prototypes	Finalize UI design	Enhance UX based on feedback	Iterate on UI design	Iterate on UX and design	Finalize UI and visual elements	Conduct usability testing	Iterate on UX and design	Refine UI based on feedback	Iterate on UX and design	Refine UI and visual elements	Iterate on UX and design	Refine UI based on feedback	Iterate on UX and design	Finalize UI and visual elements	Iterate on UX and design
Data Architecture	Define data requirements	Refine data architecture	Optimize data storage	Improve data indexing	Ensure data accuracy	Improve data governance	Enhance data integration	Enhance data security	Optimize data privacy	Enhance data governance	Optimize data integration	Enhance data security	Optimize data governance	Enhance data governance	Optimize data integration	Enhance data security
Data Engineering & Analytics	Set up data pipelines	Transform and analyze data	Enhance data quality	Refine analytics capabilities	Implement segmentation models	Enhance data visualization	Analyze customer behavior	Optimize data insights	Implement predictive modeling	Enhance data quality	Analyze customer behavior	Optimize data insights	Implement predictive modeling	Enhance data quality	Analyze customer behavior	Optimize data insights
App Development	Develop backend infrastructure	Implement profile management	Implement analytics features	Enhance personalized marketing	Implement omnichannel features	Implement campaign management	Enhance user experience	Implement data activation	Implement campaign optimization	Implement reporting features	Implement advanced analytics	Implement personalization	Enhance campaign management	Implement optimization features	Enhance user experience	Implement final enhancements
App Release	Prepare for initial release	Deploy initial release	Continuously improve and refine	Gather feedback and iterate	Address feedback and iterate	Finalize release preparations	Conduct final testing	Finalize release preparations	Conduct final testing	Gather feedback and iterate	Conduct final testing	Finalize release preparations	Conduct final testing	Gather feedback and iterate	Conduct final testing	Finalize release preparations
Beta Testing	Conduct internal testing	Collect feedback and iterate	Address issues and improvements	Collect feedback and iterate	Enhance testing and stability	Conduct wider testing	Address issues and improvements	Gather feedback and iterate	Address issues and improvements	Enhance testing and stability	Address issues and improvements	Gather feedback and iterate	Address issues and improvements	Enhance testing and stability	Address issues and improvements	Gather feedback and iterate
Performance Marketing	Define marketing strategies	Launch targeted campaigns	Monitor campaign performance	Analyze campaign performance	Optimize marketing strategies	Analyze campaign performance	Refine marketing strategies	Launch marketing campaigns	Monitor campaign performance	Optimize marketing strategies	Refine marketing strategies	Launch marketing campaigns	Monitor campaign performance	Optimize marketing strategies	Refine marketing strategies	Analyze campaign performance
Timeline	Month 1	Month 1	Month 2	Month 2	Month 3	Month 3	Month 4	Month 4	Month 5	Month 5	Month 6	Month 6	Month 7	Month 7	Month 8	Month 8

## ALL METRICS

Metric	Formula	Importance
Data Completeness	(Total customer data points / Expected data points)	Measures the percentage of complete customer data, ensuring data accuracy and reliability.
Data Accuracy	(Validated data points / Total data points)	Determines the percentage of accurate customer data, ensuring reliable insights and decision-making.
Data Integration Time	(Time to integrate data from sources)	Evaluates the efficiency of data integration processes, indicating the speed of data availability.

<b>Customer Segmentation</b>	(Number of customer segments)	Assesses the effectiveness of segmenting customers for targeted marketing campaigns and personalization.
<b>Customer Lifetime Value (CLV)</b>	(Average purchase value * Purchase frequency * Customer lifespan)	Measures the projected value of a customer over their relationship with the company, helping identify high-value customers.
<b>Conversion Rate</b>	(Number of conversions / Number of visitors)	Indicates the effectiveness of converting prospects into customers, reflecting the impact of marketing efforts.
<b>Churn Rate</b>	(Number of customers lost / Total number of customers)	Measures the rate at which customers disengage or stop using the company's products or services.
<b>Data Latency</b>	(Time between data update and availability)	Evaluates the timeliness of customer data, ensuring real-time insights and decision-making.
<b>Personalization Effectiveness</b>	(Number of personalized interactions / Total interactions)	Measures the success of delivering personalized experiences, indicating customer engagement and satisfaction.
<b>Data Security Compliance</b>	(Number of security compliance violations)	Tracks the adherence to data security regulations and the number of violations, ensuring data protection.
<b>ROI (Return on Investment)</b>	(Gains from CDP - Cost of CDP) / Cost of CDP	Assesses the financial impact of implementing the CDP, measuring the effectiveness and value generated.
<b>Customer Satisfaction</b>	(Customer satisfaction survey scores)	Captures customer feedback on satisfaction levels, indicating the overall experience with the CDP.

## IMPORTANT METRICS

The Customer Lifetime Value (CLV) metric calculates the estimated value that a customer will bring to a company throughout their entire relationship. It considers factors such as the average value of purchases, the frequency of purchases, and the duration of the customer's engagement. Understanding CLV is crucial as it offers valuable insights into the long-term profitability and value generated by customers. This understanding empowers organizations to make data-informed decisions concerning customer acquisition, retention, and overall business strategy. It allows companies to allocate resources strategically, nurturing relationships with customers who possess the potential to generate substantial revenue over their lifetime. This approach leads to enhanced profitability and sustainable growth.

# GO-TO-MARKET

Entering the USA CDP Market:

1. Conduct market research to understand the US market landscape and competition.
2. Develop a strong value proposition that resonates with US businesses.
3. Build a comprehensive marketing plan targeting specific industries and verticals like FMCG, Marketing Agencies.
4. Focus on growth strategies like referrals.
5. Leverage content marketing around benefits of insights to establish thought leadership and educate potential customers.
6. Utilize digital marketing channels such as search engine optimization (SEO), paid advertising, and social media marketing.
7. Attend relevant industry events and conferences to network and generate leads.
8. Cultivate strategic partnerships with US-based companies in complementary fields.
9. Offer customer case studies and testimonials to demonstrate the value of your CDP.
10. Implement a robust lead nurturing and sales process to convert prospects into customers.
11. Provide exceptional customer support and success to drive customer satisfaction and retention.

# BRAND BUILDING

Consider the following steps:

1. Conduct market research to identify a unique positioning for your CDP brand.
2. Develop a distinctive brand name and logo that aligns with your positioning.
3. Implement referral strategies.
4. Create a visually appealing and user-friendly website with a clear value proposition.
5. Craft targeted messaging that highlights the specific benefits and use cases of your CDP.
6. Leverage content marketing to showcase your expertise and provide valuable insights.
7. Engage with industry influencers and thought leaders to amplify your brand reach.
8. Utilize social media platforms to share relevant content and engage with your target audience.
9. Participate in industry events and webinars to establish your brand as a trusted authority.
10. Foster strategic partnerships with other industry players to enhance brand visibility.
11. Provide excellent customer support and ensure customer satisfaction to build a strong brand reputation.

[https://docs.google.com/spreadsheets/d/1569WJG4t3eAkSe\\_NoUktzauDQMf5KKxGJsoFu-H3W6w/edit#gid=0](https://docs.google.com/spreadsheets/d/1569WJG4t3eAkSe_NoUktzauDQMf5KKxGJsoFu-H3W6w/edit#gid=0)