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A Look at Customer Data Platforms (CDPs)

The Pros & Cons of Using CDPs for Precision Demand Marketing

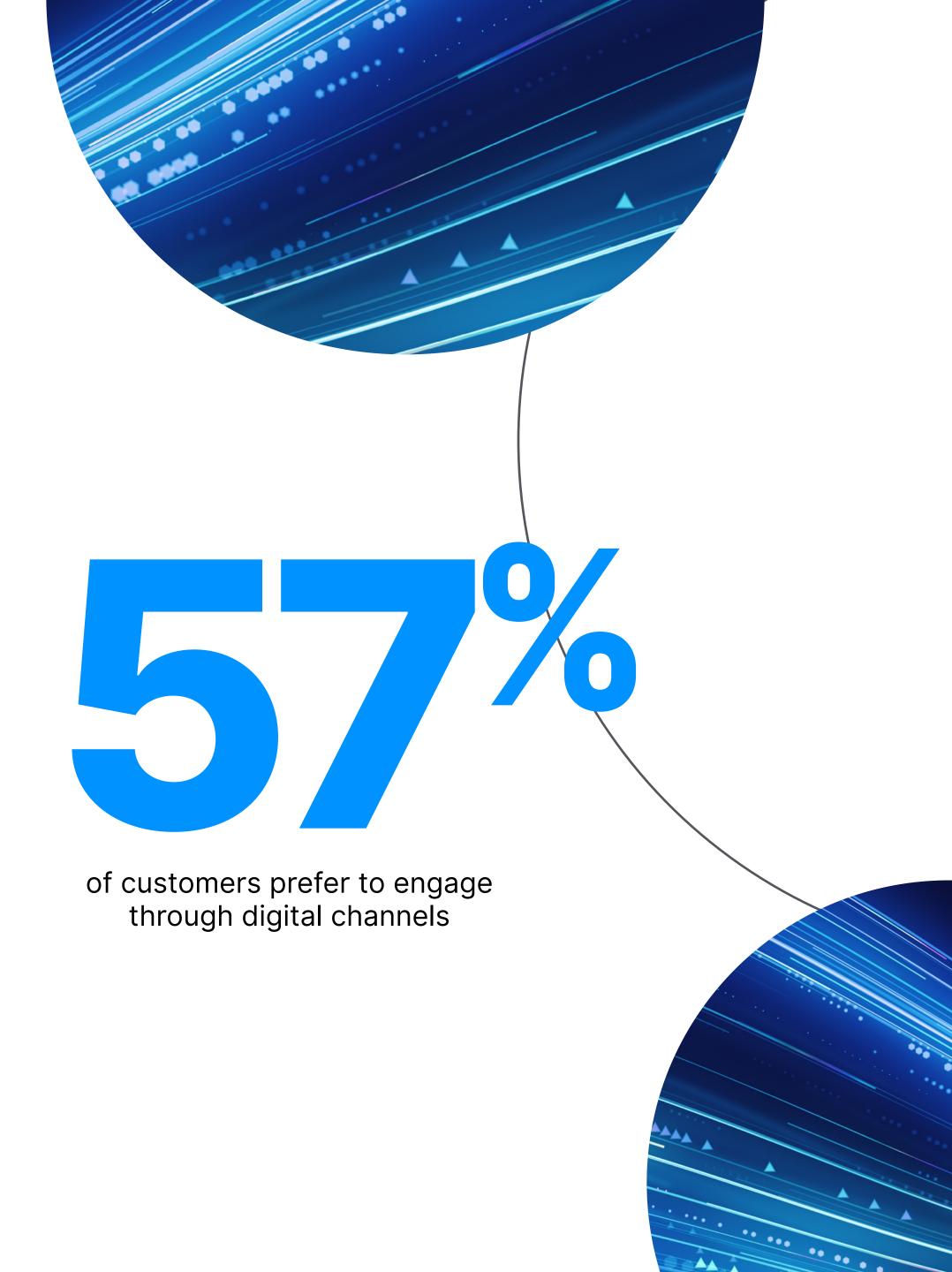# Is a CDP Enough for **Marketing Precision?**

Until recently, B2B marketing teams often took a mass-customization approach when messaging prospective customers. While we wanted to give prospects a tailored experience, in practice, due to a lack of time and technology, we marketed to everyone in the same way — often making assumptions about who they were and where they were in their buyer journey.

Then came the COVID-19 pandemic in 2020. As people sheltered in place, product research firmly went digital; online shopping surged 43%.

Since then, customers have continued their direct interactions with brands on digital channels. But delivering a bespoke digital experience to B2B buyers is more complicated than doing so for B2C shoppers. Instead of tailoring your offer to one customer, you must:

- Engage a buying group of a dozen or more people with the right content at the right time.

- Accommodate a sales cycle that can last a year or longer.

That's where the tools like a customer data platform (CDP) come in.

57%

of customers prefer to engage through digital channels

CDPs: **What and Why**

Evolving data privacy regulations are moving marketers towards a third-party cookie-less future. This means having a trusted, first-party source of customer data is critical for marketers.

Here, CDPs can help. A customer data platform (CDP) is software that collects and aggregates data from many sources, and from which it creates a unified customer profile for each buyer. Then, you can orchestrate customer interactions based on this first-party data.

CDPs also speed up data delivery to analytics and engagement tools, which creates a near real-time ability to customize the omnichannel customer journey.

CDP usage is on the rise, and for good reasons. According to a recent Polaris study, the global customer data platform market is expected to grow 35% by 2030. This is due to an increased focus on improving customer satisfaction, which is tied to offering a better shopping experience.

By implementing a CDP, you can:

- Create and share a single view of the customer
- Optimize your message timing and targeting
- Personalize all customer offers
- Analyze individual customer behavior over time
- Enable campaign orchestration

Not all CDPs are **Created Equal**

The ability to execute these activities relies upon finding the right CDP. And not all CDPs have the same functionality. The RealCDP program measures customer data platforms against six capabilities.

They can:

- Ingest data from any source

- Capture the full detail of ingested data

- Store ingested data indefinitely (subject to privacy constraints)

- Create unified profiles of identified individuals

- Share data with any system that needs it

- Respond in real time to new data and profile requests

A platform that doesn't include all these capabilities can keep you from reaching the full potential a CDP can provide, unless you invest in additional integrations.

73%

of customers expect companies to understand their unique needs and expectations
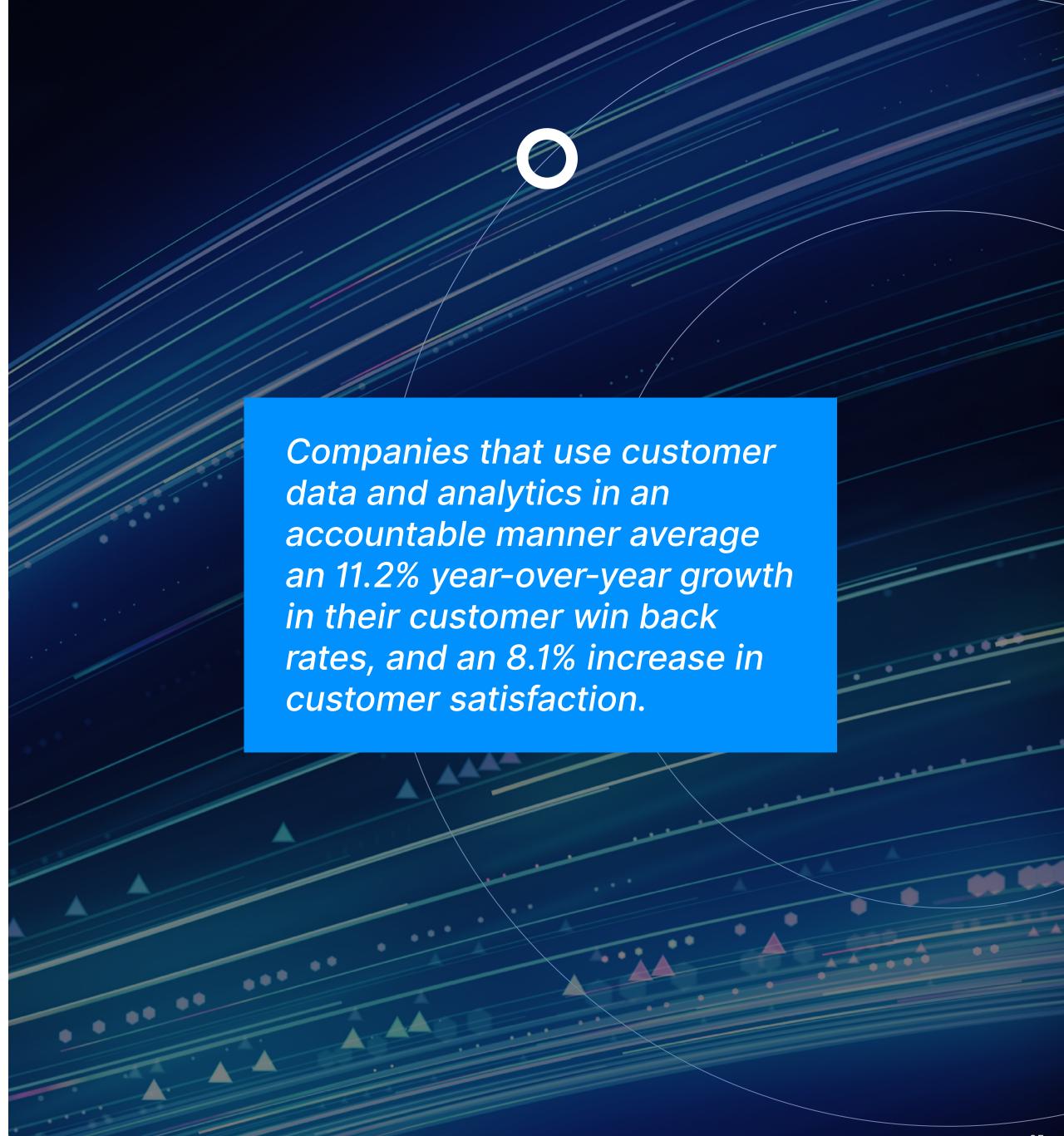
CDPs Do Have
Limitations

As we head into a period of economic uncertainty, companies are restructuring and laying off employees. There's so much movement out there it can be hard to keep vital data — such as target account lists — in a CDP current. At the same time, you likely have less budget and fewer people on your own teams than you did last year. This requires you make precise, targeted investments, and be intentional with every marketing touch.

A CDP can help you access your potential customer's data once they are on your site — but it can't act on this data on its own.

A CDP provides significant value as a single source of trusted customer data. Its ability to help you deliver a more cohesive buyer experience hinges upon the cleanliness and breadth of the data it contains, and its integrated systems. Your CDP requires other tools to turn that data into marketing insights and activities. This can either be a suite of point solutions, like a Customer Relationship Manager and a Digital Personalization Engine, or a demand acceleration platform (DAP) — software that helps you get the full potential out of your CDP.

Companies that use customer data and analytics in an accountable manner average an 11.2% year-over-year growth in their customer win back rates, and an 8.1% increase in customer satisfaction.

https://www.aberdeen.com/blogposts/good-bad-ugly-usingcustomer-data-for-marketing/

Driving Better
Conversion

To put the data in your CDP to work to drive better conversion, you need to:

- **Identify known and unknown buyers across channels**.
  Connect your demand data, channels, and campaigns to reach your buyers where they are.

- **Drive ROI by extending ABM and demand strategy investments across marketing channels**. Understand which cohort of accounts are engaging with your marketing activities, and what content is driving the interest.

- **Use reliable data to reach the right buyers and accounts at the right time**. Ensure data is valid, compliant, and 100% marketable to reach your target buyers and accounts.

- **Build optimized audiences**. Ensure data is consistent when it comes to the governance engine and send the data back to the CDP to allow it to build accurate audiences, to activate first-party ad channels.

- **Forecast predictable pipeline**. Activate, govern and measure marketing campaigns across demand channels. Make real-time adjustments, optimize performance, and maximize impact.

A CDP can't do that on its own—but combine a CDP with the right additional technology, and you can ensure your data and messaging are completely accurate.

53%

expect personalized offers

Salesforce, State of the Connected Consumer 5th Edition

Get More Out of Your
CDP with a DAP

The Integrate Demand Acceleration Platform (DAP) connects interactions with buyers and accounts to your digital demand strategy at all parts of the buyer journey:

- Content syndication to attract new buyers just starting to research solutions to their business needs.

- Webinars and display advertising to help buyers through their decision-making process.

- Insight into individual account buying group activities when they are ready to buy.

- Visibility into channel performance throughout the buyer's journey.

This results in a buyer-driven, omnichannel approach that drives more revenue at scale.

"Solutions like Integrate allow us to reach key personas and accounts around the world in a highly scalable way without having to sacrifice precision."
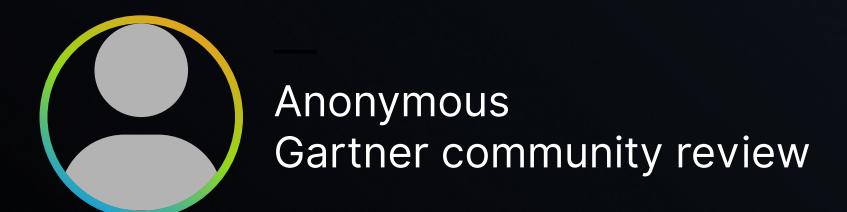
Leslie Alore
Global VP of Growth Marketing
Ivanti

> Without Integrate we would be left paying with an abundance of leads that don't meet the criteria we've asked for from our lead generation vendors. The savings from these leads alone is hundreds of thousands of dollars a year. In addition to what it helps us prevent, it also enables us to run some of the most targeted lead generation campaigns possible, all while providing a seamlessly simple experience for the user. If there ever is a moment where I am needing support, their team responds in under an hour to address the situation.

Anonymous
Gartner community review

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The Integrate DAP Helps You Defend Your Spend in This Turbulent Market

Integrate empowers you to adjust your marketing activities to address market changes. Real-time data allows you to immediately respond to intent signals. No more missed opportunities or overlooked emails. Integrate DAP is the demand generation tool that delivers the precision you demand.

Find out how the Integrate Demand Acceleration Platform can revolutionize your marketing performance. Watch this demo to see the platform in action or request a personal demo today.

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