

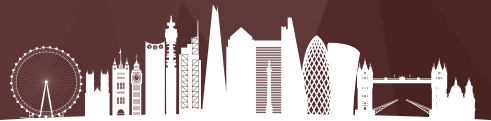
Keynote | [Customer Data Platforms] Deliver Customer-Centric Experiences Across Channels



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NICKY PETERSE

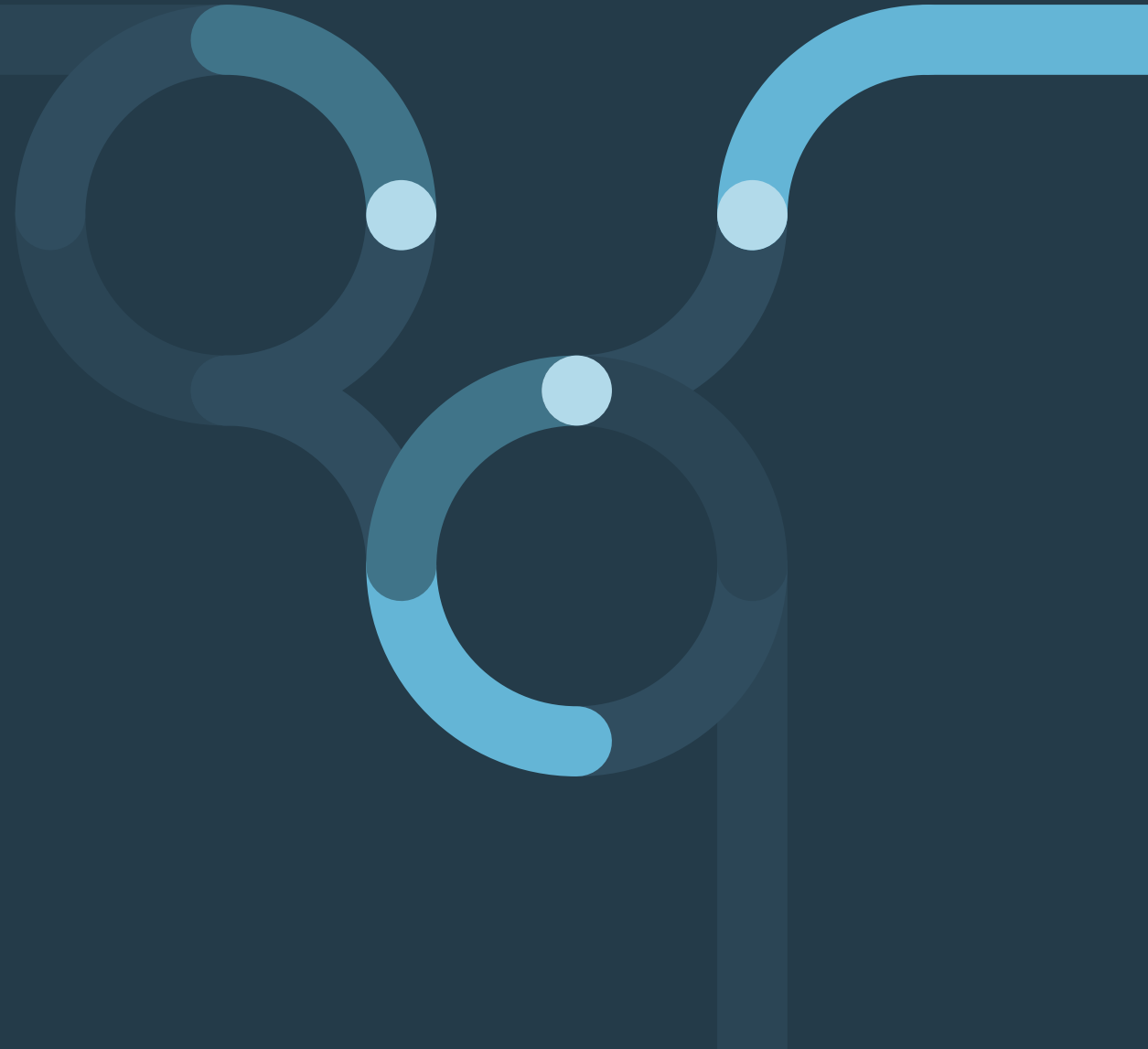
Principal Customer Success Manager
BlueConic



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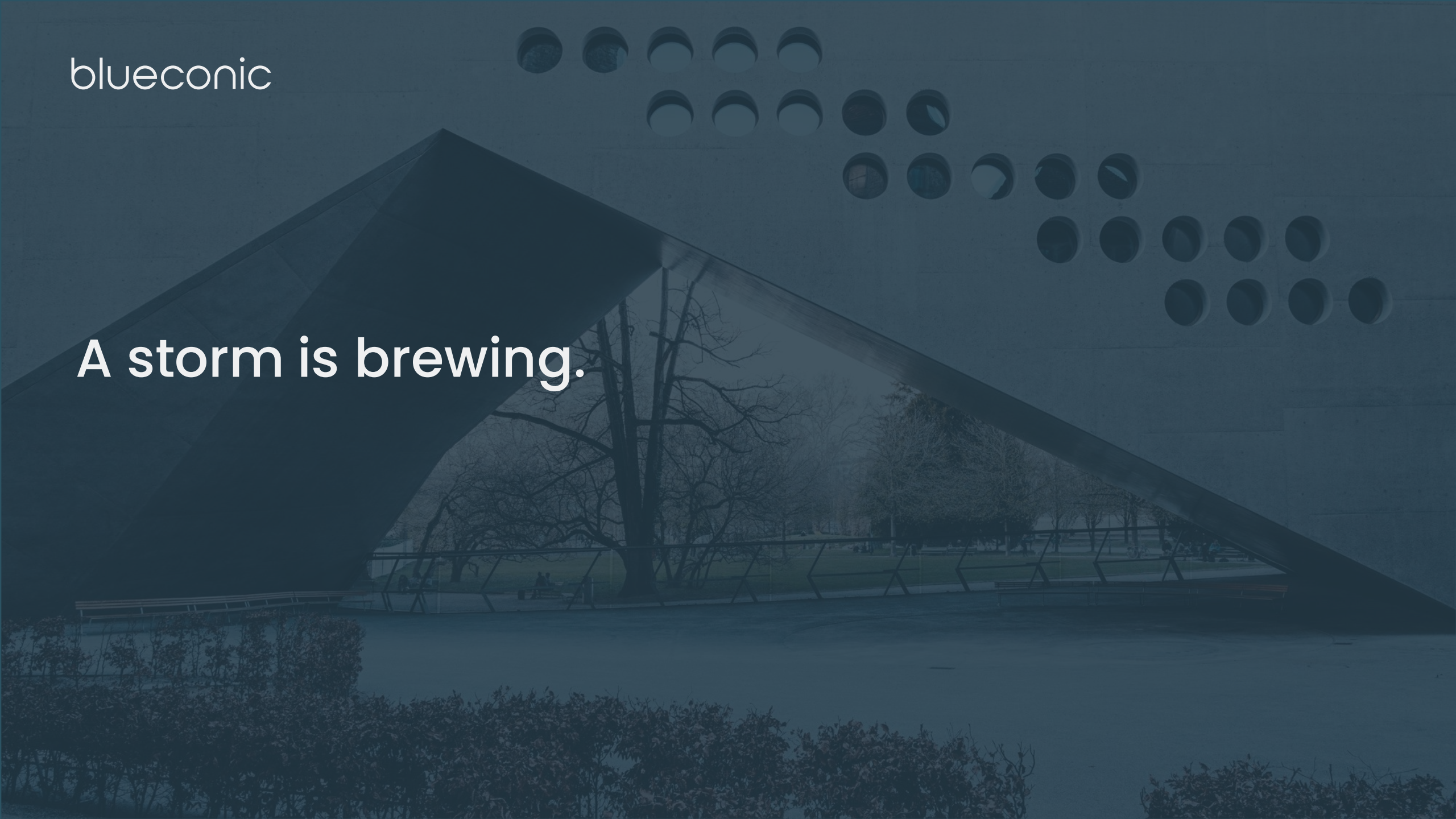
Deliver Customer-Centric Experiences Across Channels

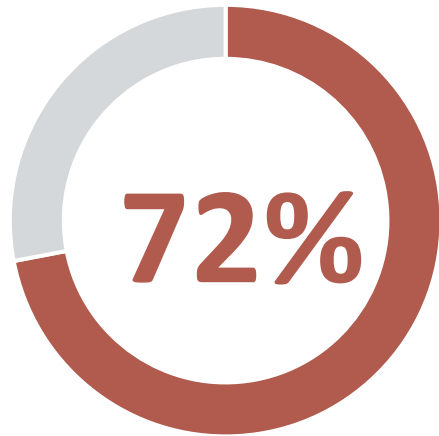
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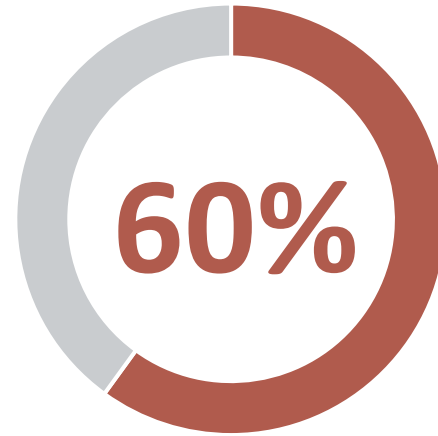
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A storm is brewing.

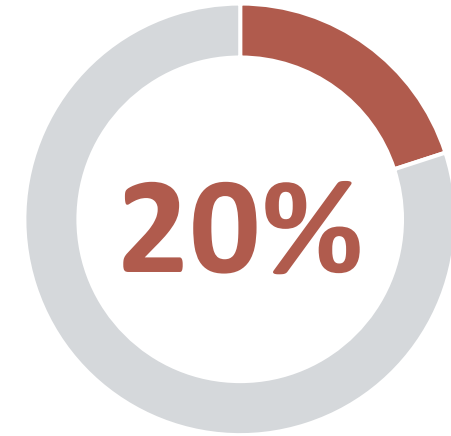




are **aware their information and activities are collected** by websites and apps they use



are **not comfortable with companies sharing and selling their information** and online activities



don't trust any companies to keep their personal information secure



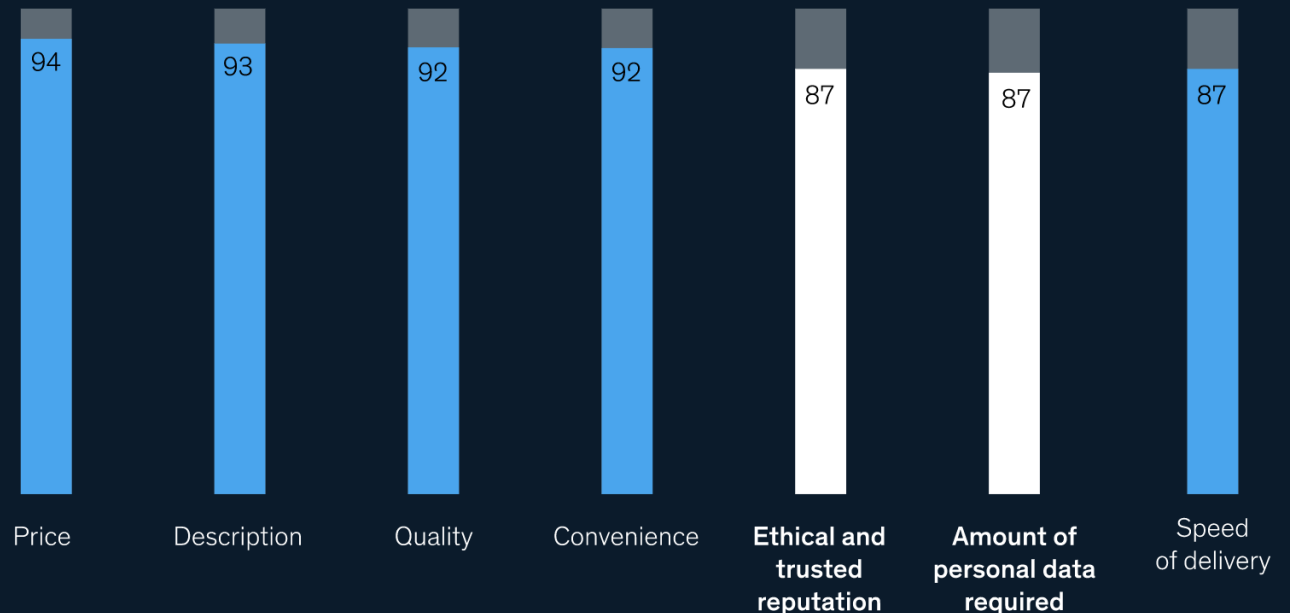
Consumer centricity is the key to business growth.

“Money is the currency of transactions.
Trust is the currency of interactions.”

– Rachel Botsman, author of *Who Can You Trust?*

Survey respondents consider trustworthiness and data protections to be nearly as important as price and delivery time.

Factors important to buying decision, % of respondents



[McKinsey – Why Digital Trust Truly Matters](#) September 12, 2022

Customer Data Paradox

The majority of customers think that they need “every data point” for their 360 degree customer view to be successful ALSO BELIEVE that the **more** data they collect the **less** benefit they realize.

-Gartner, March 2022



Data not for data's sake.

"Data to power customer experiences is beyond the sole purview of marketing teams and their technology solutions. As CIOs develop new digital products (not just digital storefronts for physical goods), CDPs face a range of new demands from digital commerce, sales, operations and customer service to unify and disseminate data to power relevant customer engagements. Where the CDP may initially have served marketing teams seeking to make use of data from elsewhere in the organization, the demand is now bidirectional."



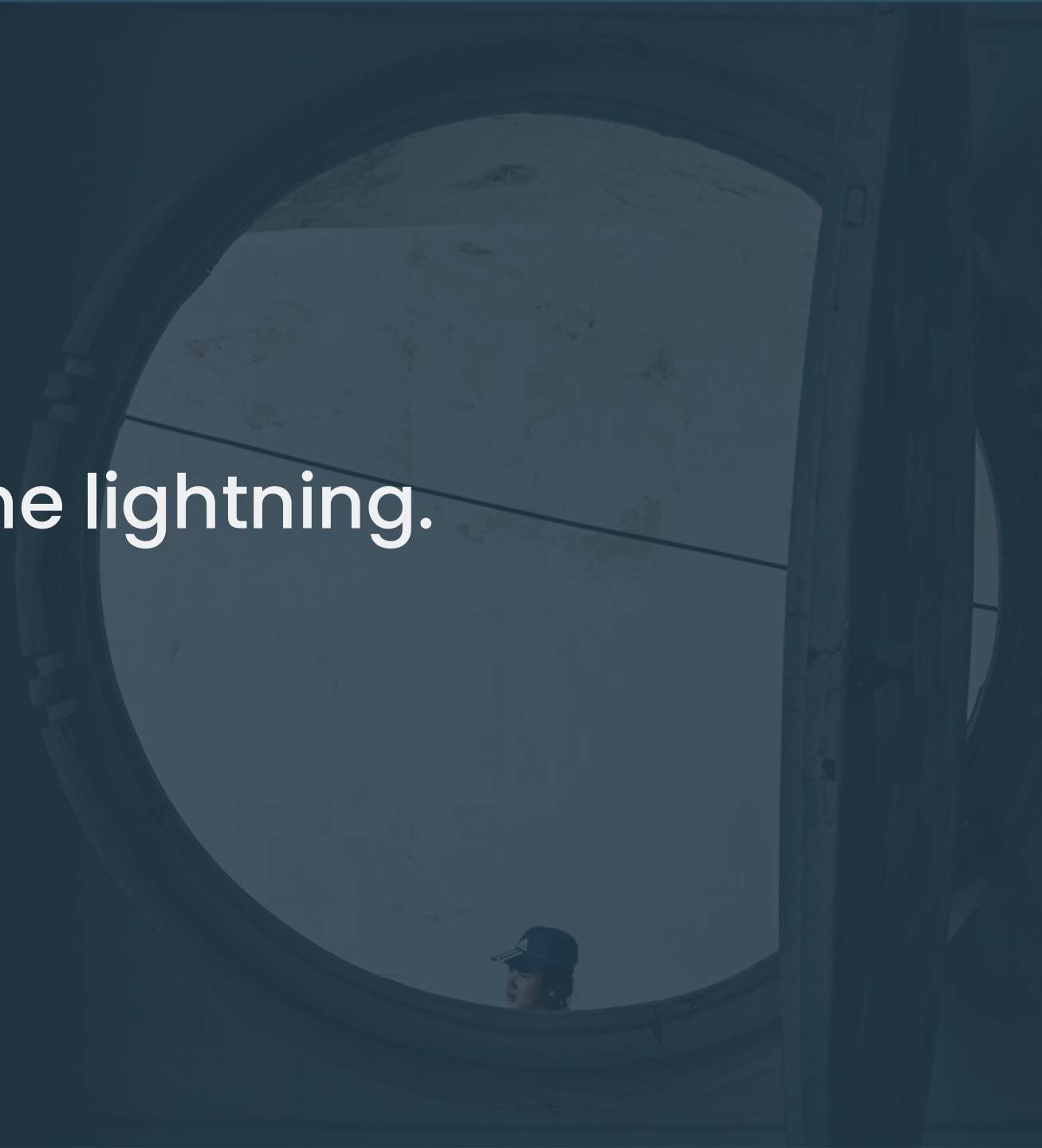
Empowerment leads to growth

Arm non-technical teams with data and the right tools.

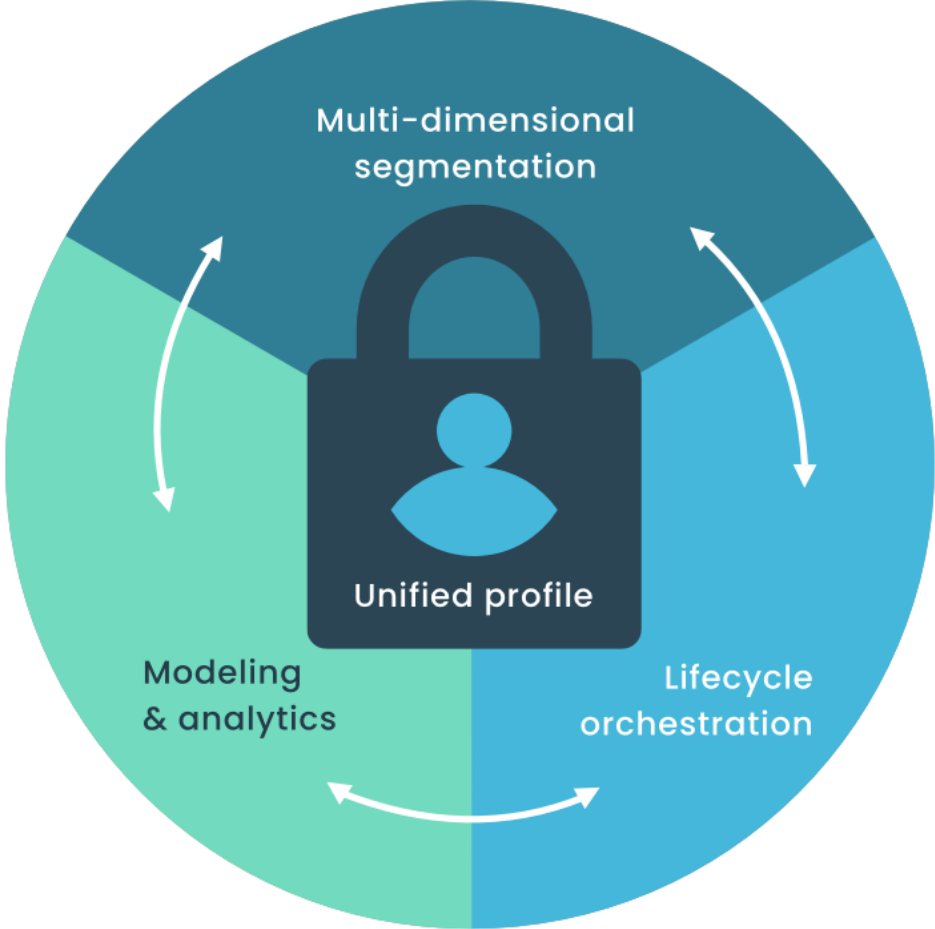
- ✓ Build a first-party data asset
- ✓ Empower marketing teams to experiment, execute, and analyze with technology
- ✓ Maintain standardization, control, and consumer privacy

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Harness the lightning.



BlueConic powers customer centricity with unified profiles



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INDUSTRY

Telecommunications

INITIATIVE

Personalization at scale

RESULTS

Quickly execute
on new ideas

Next best-action engine
Based on first-party data

40% increase in conversions
for specific campaigns

// BlueConic was the technology we needed to enable an entirely new way of working that eliminated previous data bottlenecks and supported cross-functional collaboration.”

Head of Customer Value Management



INDUSTRY

Media and Publishing

INITIATIVE

Digital Products and Experiences

RESULTS

31.3M profiles

89% of which have one consent objective attached

6x increase

in their automotive target audience using real-time look-alike audiences

Boosted revenue

with the launch of a dedicated look-alike model product

“BlueConic’s look-alike audiences has opened up tremendous opportunities for us to stay relevant to our audiences while driving value and revenue from our advertising partners. We’ve engaged new segments in the market because of the relevant content we’re providing based on BlueConic’s look-alike modeling.”

Customer Journey and Data Product Manager

Key Takeaways

- ✓ Start with first-party data asset for modeling and analytics
- ✓ Empower marketing teams to experiment, execute, and analyze with technology
- ✓ Test and iterate quickly to engage audiences and build loyalty

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Thank you!

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Come say hi at our booth!