

Keynote Presentation | [Customer Data Platform] Navigating Economic Downturn with/without Customer Data Platforms (CDPs): Maximise Benefits and Minimise Costs for Your Business



Tatvic

JYOT PATEL

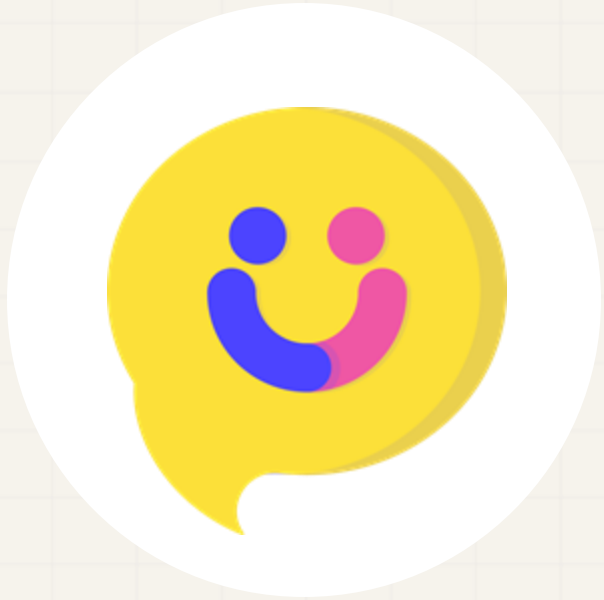
Head of Analytics & MarTech Business,
Tatvic Analytics

CONTEXT



Moments of Struggle

CUTE COMPANY



Happy Customers

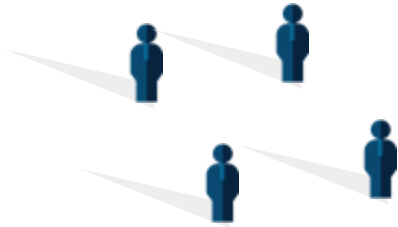


Great Reviews



Increasing Revenue

ECONOMIC IMBALANCE - COVID-19 PANDEMIC



Market Shift

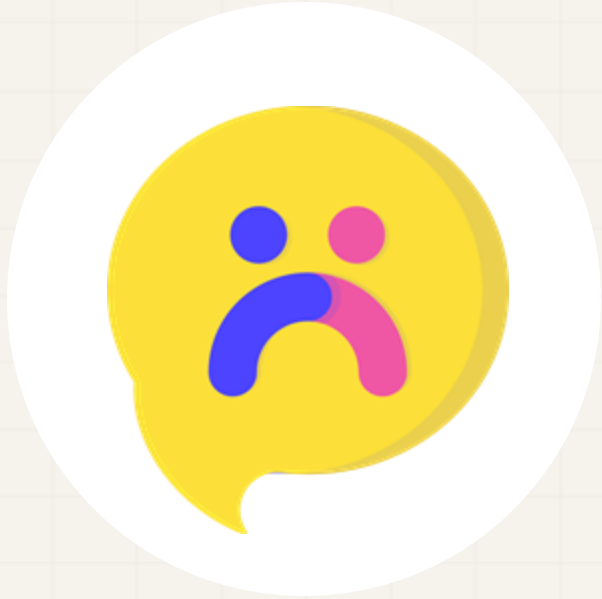


Me too! Products



**Change in
Customer Behavior**

~~CUTE~~ COMPANY



Angry/Sad Customers

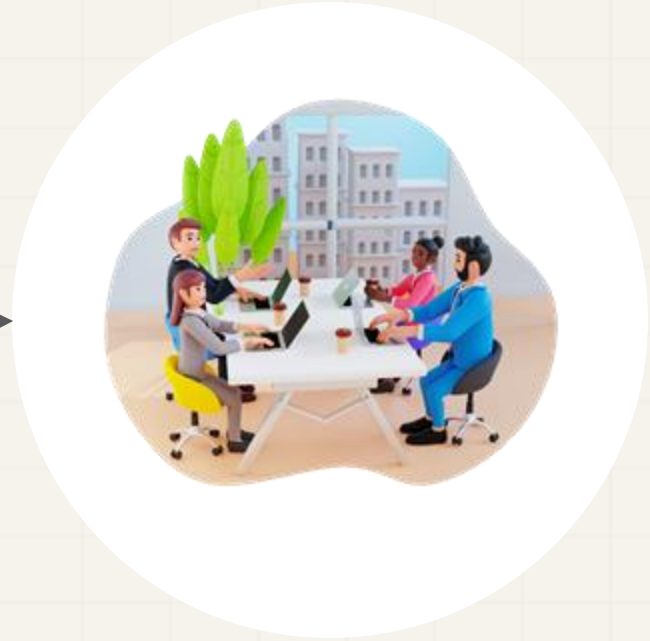
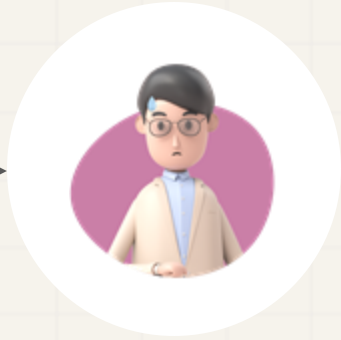


Bad Reviews



Decreasing Revenue

THE CEO



The one **“who takes it seriously”** - CEO

Board Room

THE MEETING

We need more product features.

We need more innovative products.



We need to motivate our employees.

We need to cut down on the cost.



COLLABORATIVE TASK FORCE



Alvin



Hana



George



Farah

THE TEAM



Alvin

Google Analytics Expert

*Data-driven
Love to Shares Insights*



Hana

Hubspot Expert

*Marketing Swiss-knife
Meticulous
Email, Push, SMS*



George

Google Ads Expert

*Fast, Reputable
Brings customers*



Farah

Figma Expert

*Creative Person
User Experience
Feedback*



Declining Revenue Trends



Alvin
Google Analytics Expert

Revenue
15% decline QoQ

Avg Order Value
12% decline QoQ

Engagement
5% decline QoQ

Reduced Loyalty



Hana
Hubspot Expert

Loyal Customers
5% decline QoQ

Email CTR
30% decline QoQ

Prospect Conversion
1% pt decline QoQ



Increasing Competition



George
Google Ads Expert

CPA
10% increase QoQ

CTR
30% decline QoQ

Campaign Conversion
10% decline QoQ

Frustrated Customers



Farah
Figma Expert

Negative Feedback
10% more complaints
QoQ

Declines in Rating
30% decline QoQ

High Drop-offs
11% increase QoQ

THE CEO CHALLENGE



We need a solution that is...



Fast



Impactful



Cost-effective



Simple

THE CEO PRIORITIES



1



**Save Loyal
Customers**

2



**Be Relevant to
customers**

3



Reduce Costs

LET'S TAKE A CLOSER LOOK



1



**Save Loyal
Customers**

2



**Be Relevant to
customers**

3



Reduce Costs

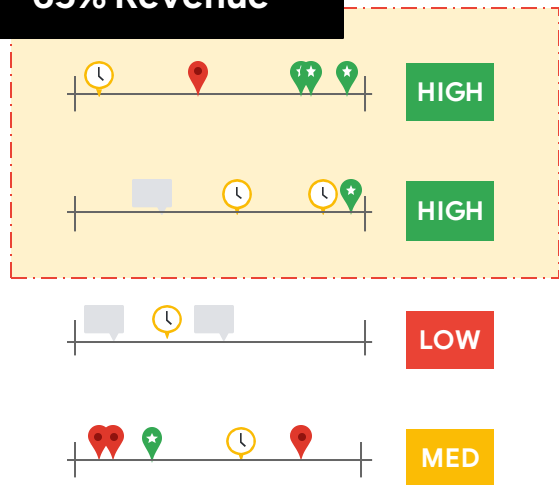
1



Save Loyal Customers



65% Revenue



Complex Loyalty Program



Simple Loyalty Program/ Offers

- Purchase our products with app & get best **offers/rewards**.
- **Deals** you are currently eligible for (Pro-active Comms)
- Special Birthday **Offers** (Celebrate!)
- Early Access to features and events (Feel Special)

1



Save Loyal Customers



Reduced Loyal
Customer churn by
30%



Improved the profit
margins by **25%**

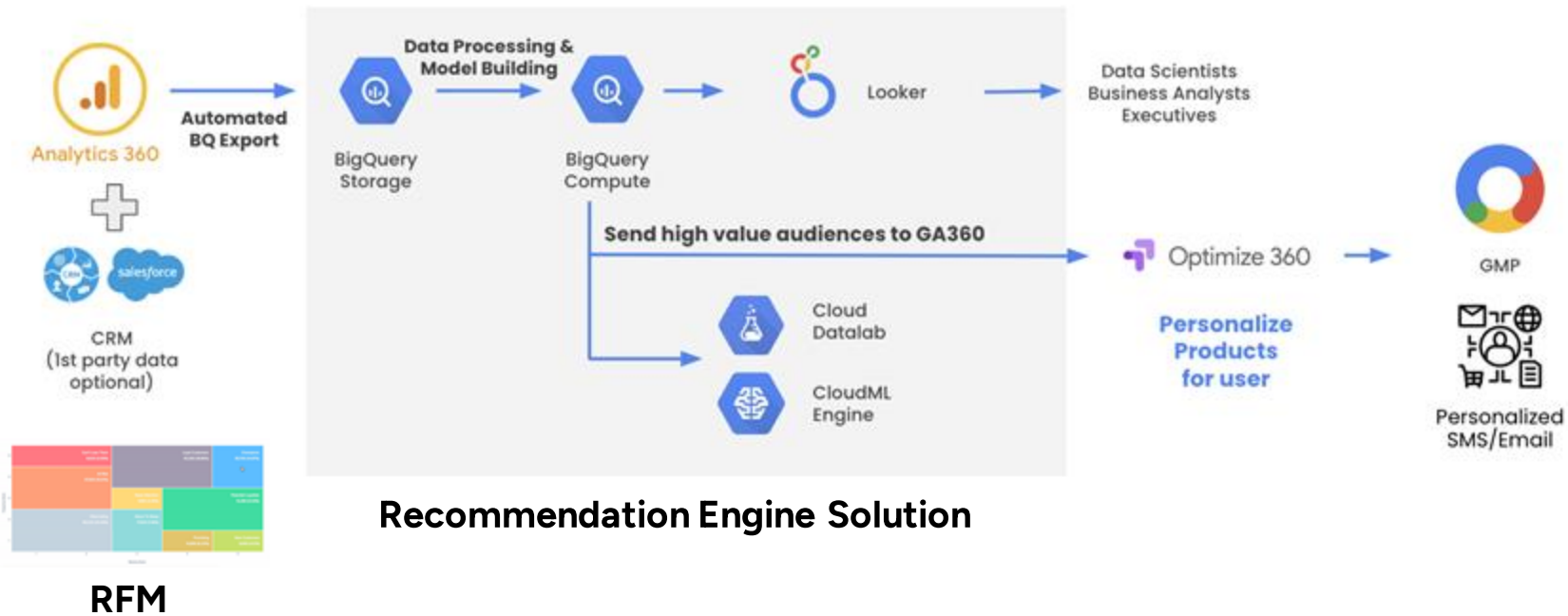
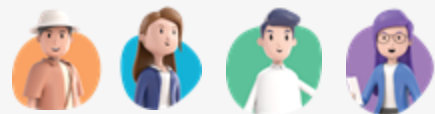


Referrals from Loyal
Customers
increased by 2x

1



Save Loyal Customers



LET'S TAKE A CLOSER LOOK



1



**Save Loyal
Customers**

2



**Be Relevant to
customers**

3

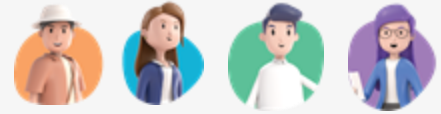


Reduce Costs

2



Be Relevant to customers



Same experience for all customers!



Segmented Personalization

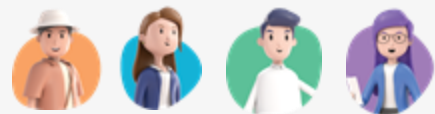
Break Data Silos

Segmentation using K-means

2



Be Relevant to customers



10% less email opt-outs



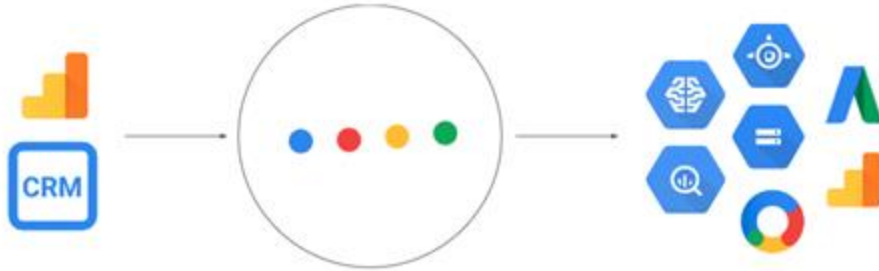
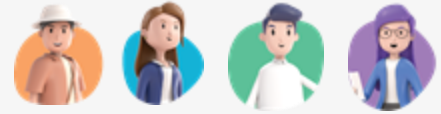
Improved the conversion rate by **5%**



16% increase in ROAS



Be Relevant to customers



Advertisers CRM data

Google products



<https://google.github.io/crmint/>

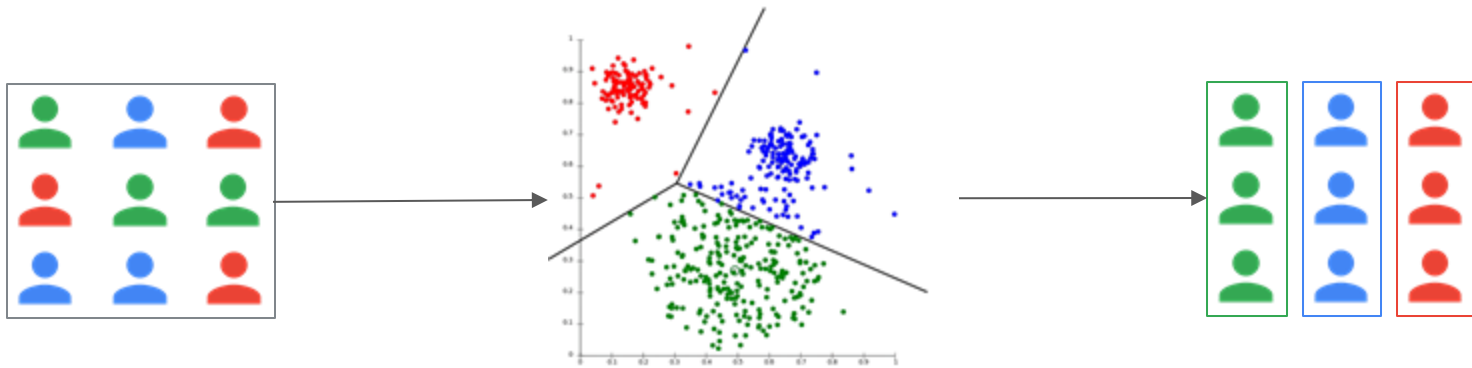
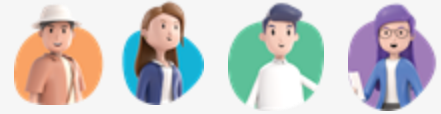
1. Breaking Data-silos

Using CRMint (An Open-source Google library), they were able to bring CRM data into Google Tools, and break data-silos without costly tool purchase.

2



Be Relevant to customers



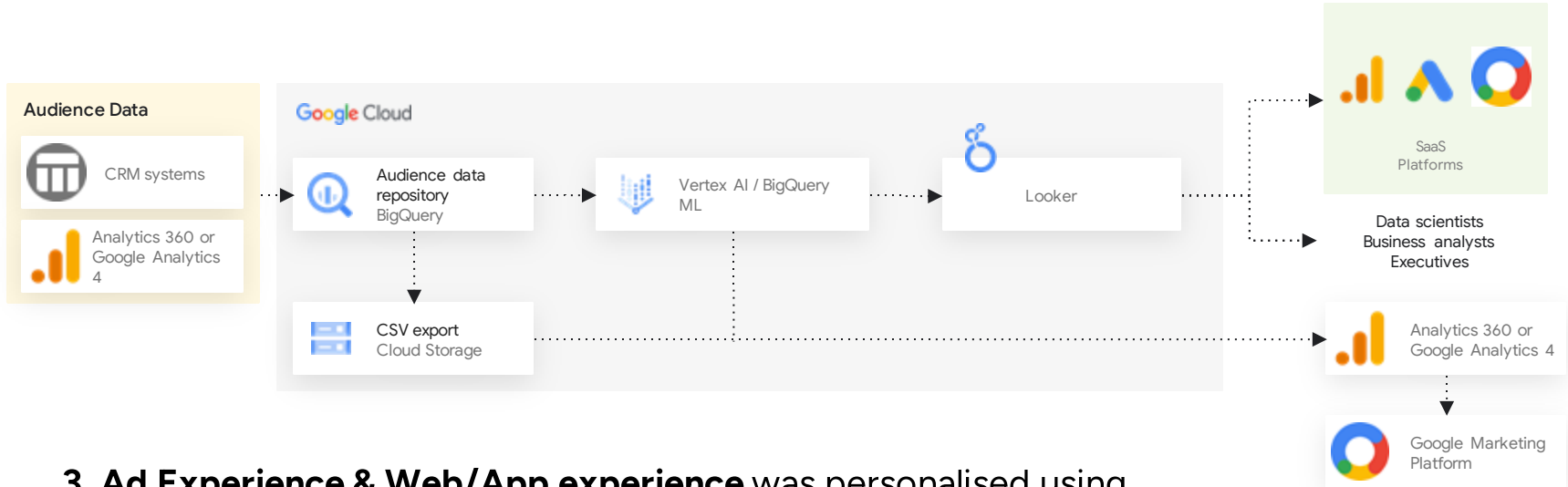
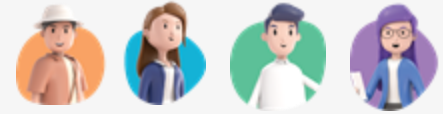
2. K-means Segmentation

To understand what are the segments that work for business. **Not what someone assumes to be the segments!**

2



Be Relevant to customers



3. Ad Experience & Web/App experience was personalised using tools like Google Ads, Google Optimize, Google Analytics.

LET'S TAKE A CLOSER LOOK



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**Save Loyal
Customers**

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**Be Relevant to
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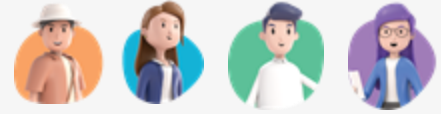


Reduce Costs

3



Reduce Costs (Find New Ways)



High cost of technology & people

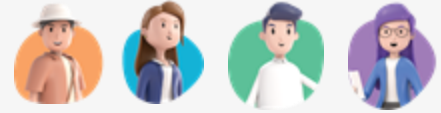


Reduced Cost + Efficient Operations

3



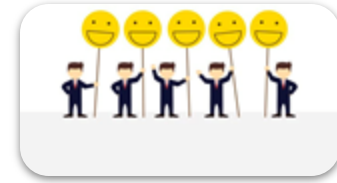
Reduce Costs (Find New Ways)



Reduced the # of tools by **10%**



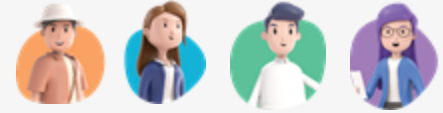
Reduced the technology cost by **71%**





Happier Employees



Reduce Costs (Find New Ways)



BigQuery Pricing Estimate  

Location: Iowa

Active Logical Storage: 10,000 GiB	USD 229.77
Long-term Logical Storage: 1,000 GiB	USD 15.84
Active Physical Storage: 1,000 GiB	USD 39.60
Long-term Physical Storage: 1,000 GiB	USD 19.80
Streaming Inserts: 100,000 MiB	USD 5.00
Streaming Reads: 10,000 TiB	USD 10,670.00
Queries: 1,000 TiB	USD 4,995.00
* Upcoming price: USD 6,243.75	
USD 15,975.01	
* Upcoming price change (New Pricing): USD 17,223.76	
Total Estimated Cost: USD 15,975.01 per 1 month	
Estimate Currency	
USD - US Dollar	

Cloud Cost Optimisation Strategy

1. Identify the tables / source of high costs
2. Implement Data Archival Strategy




Tool Scaping / Audits

1. Tools have repeat functionalities
2. Same data is sent to multiple tools.

THE HAPPY DAYS ARE BACK!




1




Save Loyal Customers

2



Be Relevant to customers

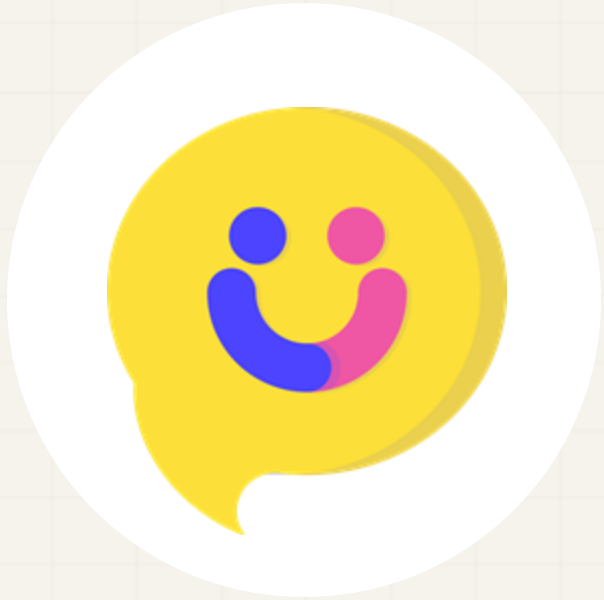
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Reduce Costs



CUTE COMPANY



Happy Customers



Great Reviews



Increasing Revenue



THANK YOU

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