The Top 5 Biggest Myths about CDPs

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b.telligent
smart data. smart decisions.

b.telligent in a nutshell

Industries & Customers in the DACH area

Telecommunication
Telefónica · T · · Sunrise

Financial Services
COMMERZBANK · Kreditpartner · Vontobel

Media & Entertainment
EUROPA PARK · DIE ZEIT VERLAGSGRUPPE

Retail
OTTO · DOUGLAS · breuninger

Automotive
Audi · Mercedes-Benz · elringklinger

Insurance
GENERALI · SwissLife · Allianz

Energy
SWM · e·on · swissgrid

Manufacturing
IFCO · ZEPPELIN WE CREATE SOLUTIONS · RAMPF SINCE 1926

Consumer Products
PUMA · B/S/H/ · Miele

+500 clients

Development
(Employees & Locations)

Year	Value
2004	
2009	
2011	
2016	118
2018	
2020	261
2021	
2022	
2023	
2024	300+

| Munich | + Zurich + Hamburg | + Dusseldorf | + Frankfurt | + Berlin | + Hanover | + Basel | + Cluj | + Vienna + Nuremberg |
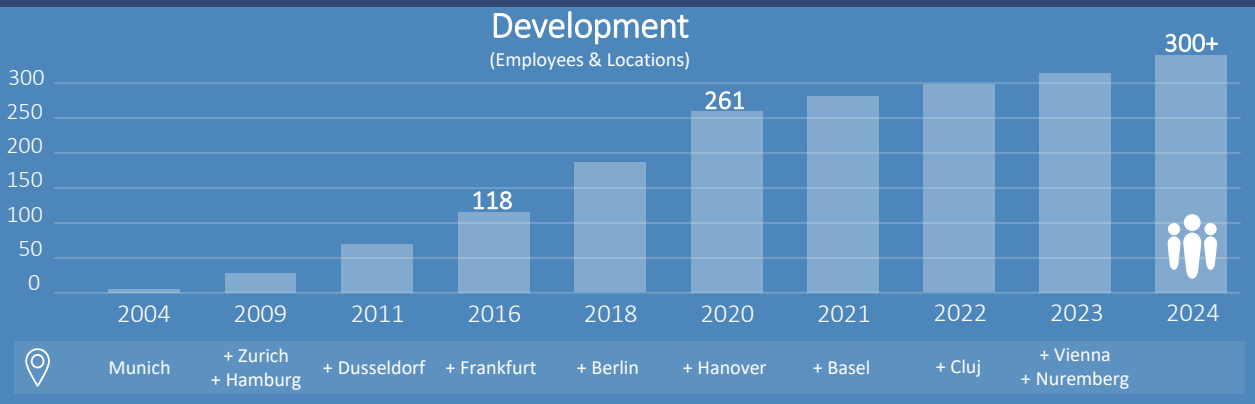
Topics

- Data Strategy
- Data Governance
- Analytics and data platforms
- Big Data
- Cloud
- Data Science AI/ML
- Visual Analytics
- Business Intelligence
- Performance Management
- Customer Engagement

Range of Services

- Check
- Design
- Build
- Run
- Optimize

Partners

aws

databricks

Google

IONOS by 1&1

Microsoft Solutions Partner

SAP

snowflake

+ 50 partners

b.telligent

Markus A. Frick

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12 years of experience in data-driven digital marketing, digital analytics and conversion optimization – working both Agency-side and In-House in international environments.
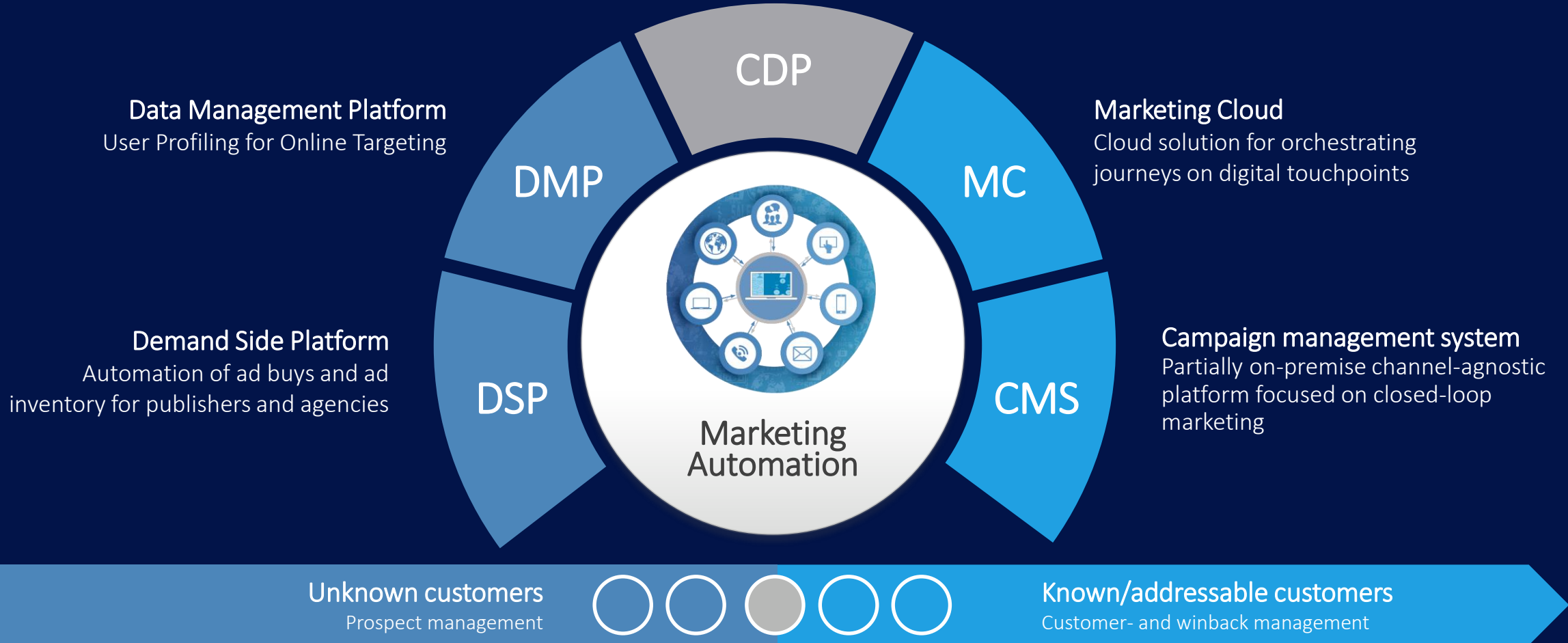
smart data. smart decisions.

in Let's connect

Intro

Customer Data Platform

Pre-built customer-centric cloud solution with standard connectors for real-time digital marketing journeys

CDP

Data Management Platform
User Profiling for Online Targeting

DMP

MC
Marketing Cloud
Cloud solution for orchestrating journeys on digital touchpoints

Demand Side Platform
Automation of ad buys and ad inventory for publishers and agencies

DSP

Marketing Automation

CMS
Campaign management system
Partially on-premise channel-agnostic platform focused on closed-loop marketing

Unknown customers
Prospect management

Known/addressable customers
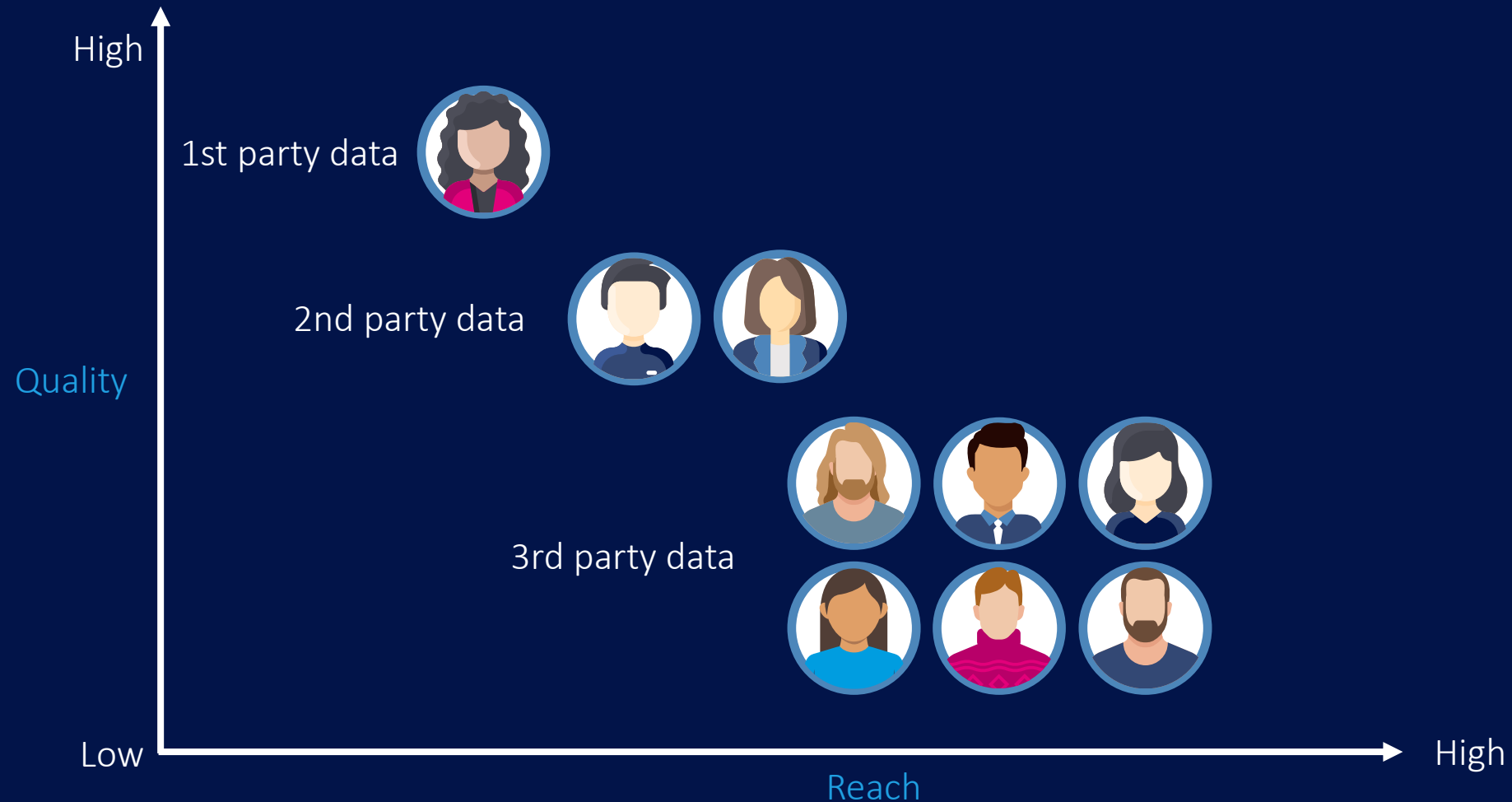Customer- and winback management

Myth #1

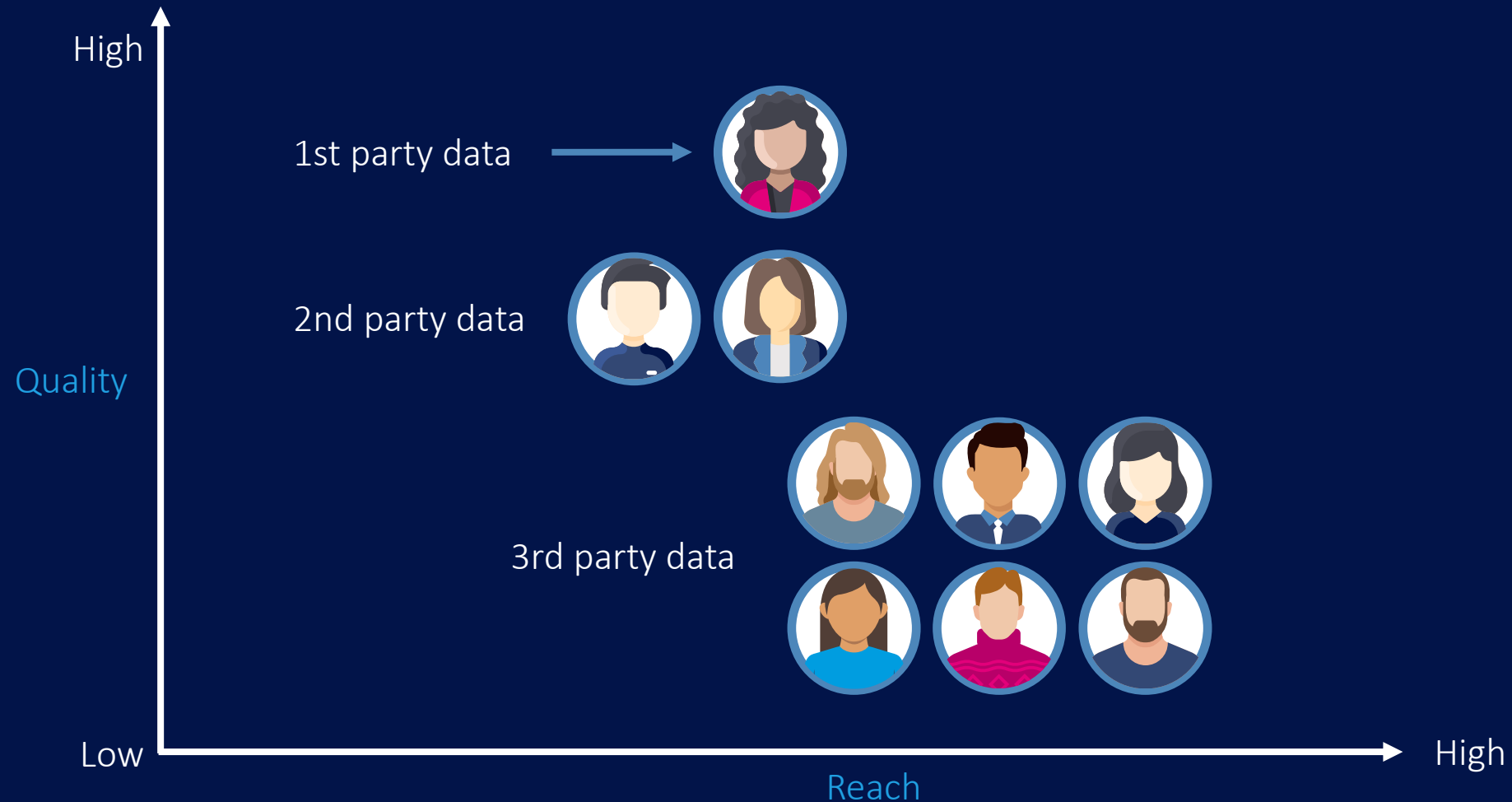A CDP alone solves all Cookie problems.

Debunking Myth #1
A CDP alone solves all Cookie problems

Debunking Myth #1
A CDP alone solves all Cookie problems

Myth #2

A CDP is the All-in-One solution.

Debunking Myth #2
A CDP is the All-in-One solution

CLV calculation is only possible rudimentary

CDP is not the customer-leading system

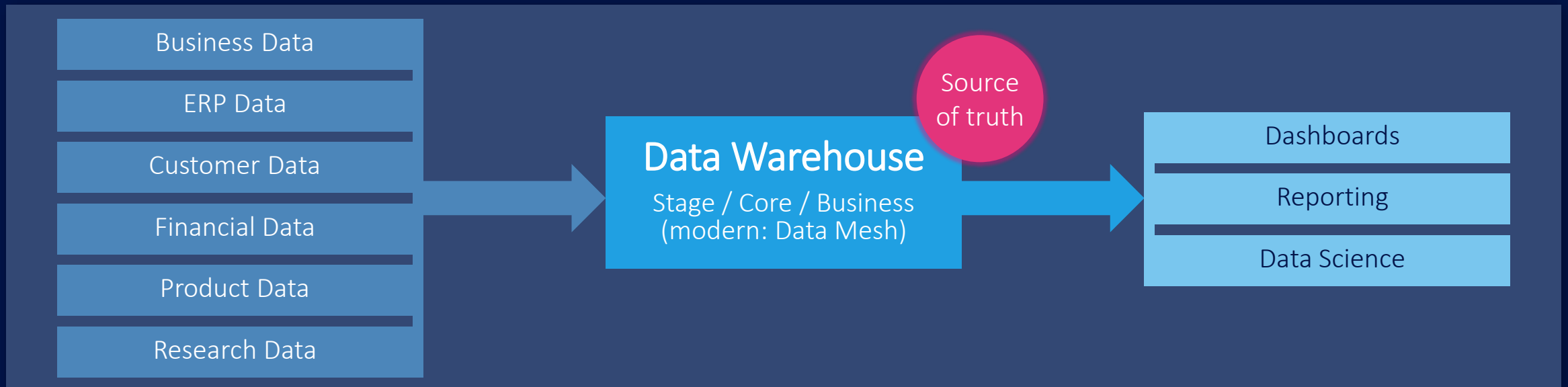CDP will not replace a DWH

CDP will not replace Customer Analytics

A CDP is the Single Source of Truth.

Debunking Myth #3
A CDP is the Single Source of Truth

CDP

Inputs	Outputs
User Profile / Customer Data	E-Mail
Event Data	Push
Consent Data	CRM
Customer Service Data	Ad Audiences

Data Warehouse
Stage / Core / Business
(modern: Data Mesh)

Source of truth

Inputs	Outputs
Business Data	Dashboards
ERP Data	Reporting
Customer Data	Data Science
Financial Data	
Product Data	
Research Data	

Myth #4

A CDP is leveraged by anyone.

Debunking Myth #4
A CDP is leveraged by anyone

Personalization
Automation
Surpression

Lead Management
Lead Qualification
Lead Forwarding

Sales

Marketing

IT

CDP

Analyses
Recommendations

Maintenance
Implementation
Interfaces

Analytics

Legal

Product

Product Development
Onsite Personalization
Segmentation

Consent Compliance
Data Protection
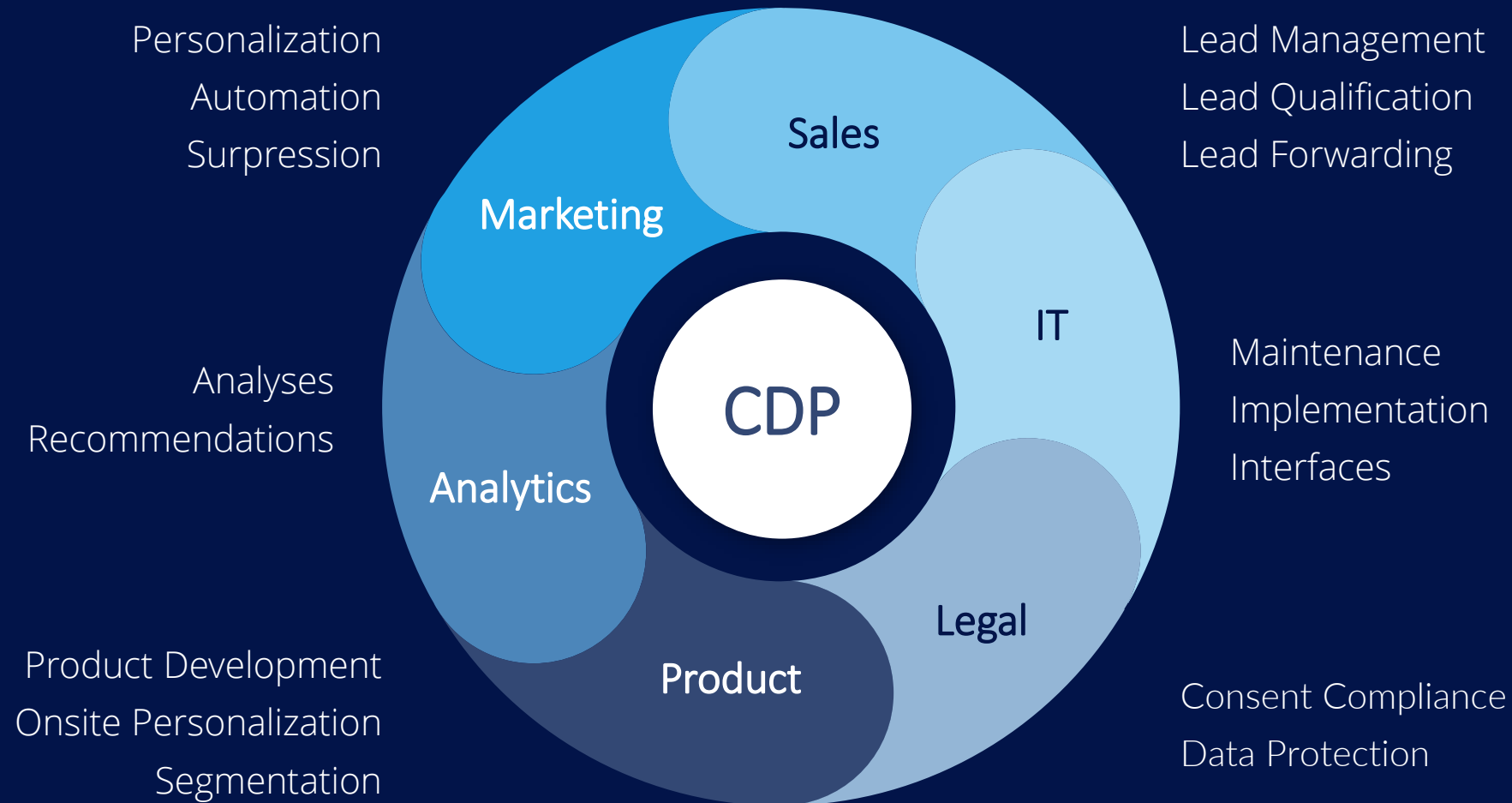
Myth #5

A CDP can realize all my use cases.

Debunking Myth #5
A CDP can realize all my use cases

Event-based →

← **Selection-based**

- Real-Time
- User Events & Properties (App & Web)
- Channels: Push, Onsite Personalization
- Profile Data

- Fixed Time Period
- Batch Loading
- Historical Data
- Channels: Email, Paid, Push
- Profile Data

Data CDP

CDP
Use Case

Use Cases

Campaign
Management
Use Case
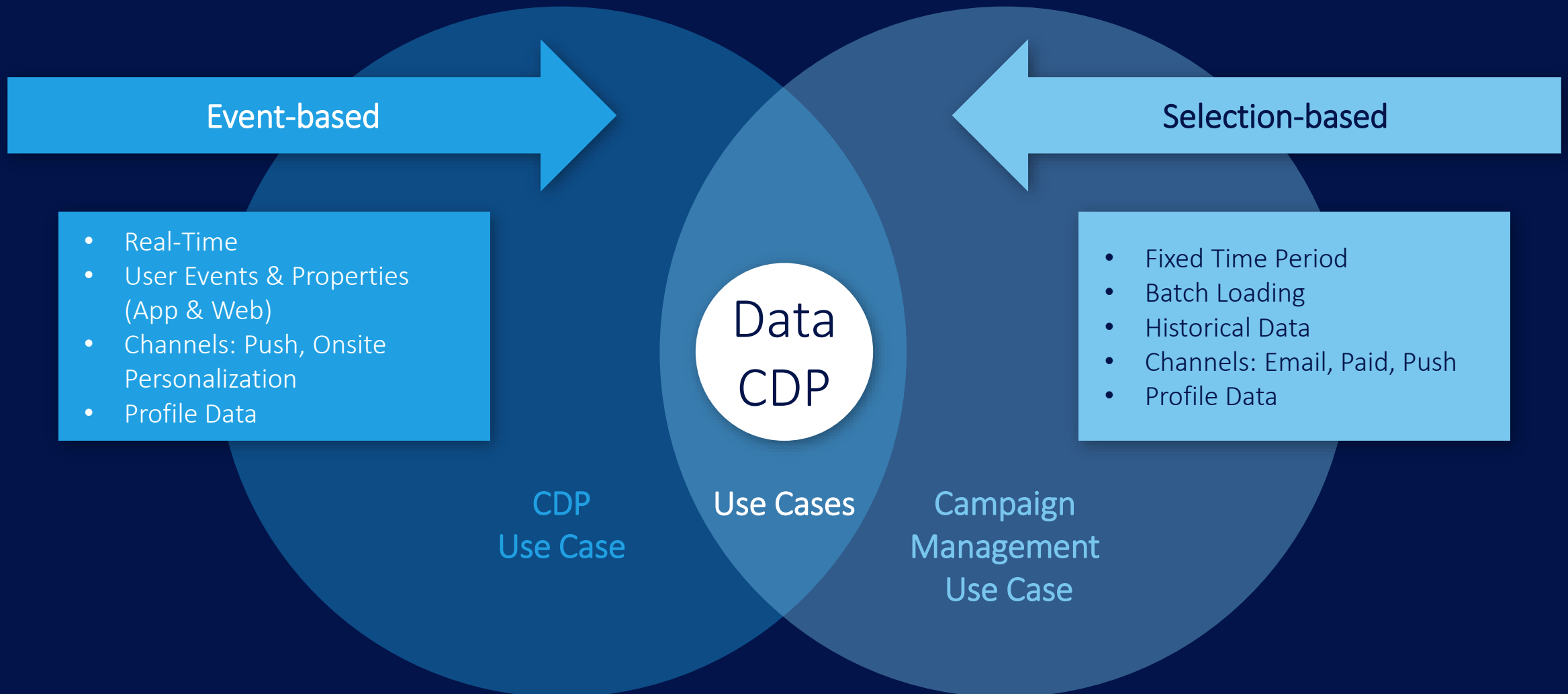
Key Messages

Recap: Key Messages

01
Create a Strategy for 1st Party Data & Consent

02
Know your MarTech Stack & its core functions

03
CDP & DWH is not contrary - it is complimentary

04
Consider Operational Model & keep your stakeholders close

05
Define your Use Cases as detailed & early as possible (think Events!)

Q&A