



# CDP FOR BROKING: BUILDING A 360-DEGREE INVESTOR PROFILE

A guide for brokerages ready to move from fragmented data to unified investor intelligence.



# Chapter 1: The Fragmented Investor Journey – and What It Costs

Every brokerage collects data. Trading logs, app analytics, KYC documents, support tickets, email engagement metrics — the volume is immense. In most brokerages, this data sits across siloed systems that were never designed to talk to each other.

A relationship manager calling an investor has no visibility into what that investor browsed on the app last night. The marketing team sending a mutual fund campaign has no idea which recipients already hold the same fund. This is not a technology failure — it is a **data architecture problem**. And it has direct commercial consequences.



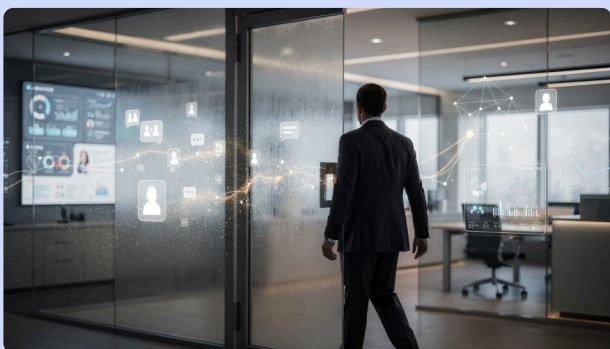
## Dormancy

Over **60% of new demat accounts** go dormant within 12 months. Generic, untargeted communications fail to connect investor goals with relevant products at the right time.



## Missed Cross-Sell

An equity-only investor holding the same three stocks for two years is a prime SIP or ETF candidate. Without a unified profile, that opportunity is completely invisible.



## Churn

Investors don't announce they're leaving — they simply stop. Reactive outreach after 90 days of inactivity rarely works. Proactive engagement, powered by early behavioural signals, does.



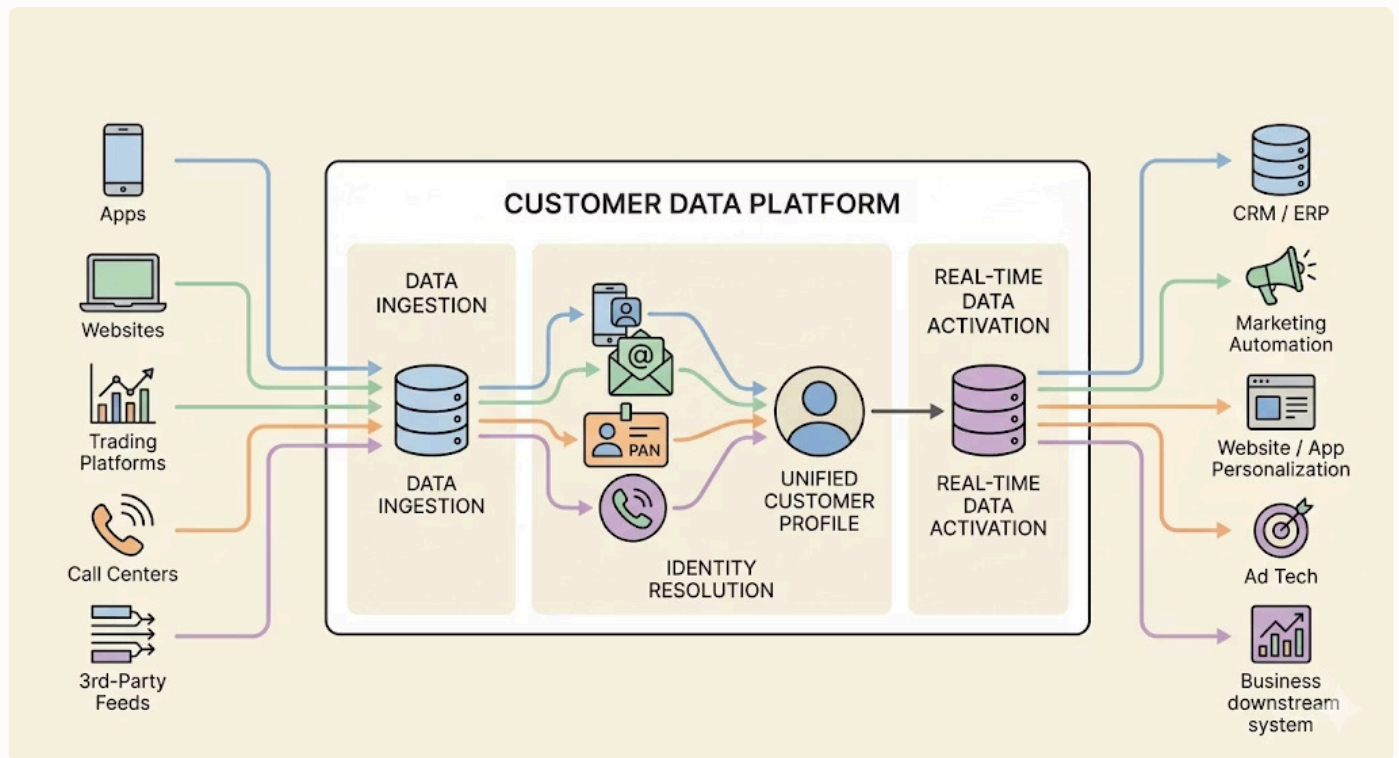
## Generic Communications

When every investor receives the same campaign, most ignore it. Some find it irrelevant enough to unsubscribe entirely. The cost of irrelevance compounds over time.

# Chapter 2: What Is a CDP & Why Broking Needs One

A Customer Data Platform is a centralised system that collects data from every source and touchpoint, resolves it to individual customer identities, and makes unified profiles available in real time to every downstream system.

It ingests data from any source — apps, websites, trading platforms, call centres, third-party feeds — resolves multiple identities (device IDs, email addresses, phone numbers, PAN) to a single individual, and activates data across every channel and system.



The broking relationship is unusually data-rich. Every investor generates continuous signals: logins, watchlist updates, trades, research reads, calculator uses, IPO applications, support contacts, and market event responses.

Without a CDP, this signal stream is largely wasted. With one, it becomes the foundation of a genuinely investor-centric experience — personal, timely, and relevant, because it is built on a complete picture of that individual.

# Chapter 3: Building the 360-Degree Investor Profile

The 360-degree investor profile is the core output of a CDP deployment in broking. It is a living, continuously updated view that brings together every meaningful signal about an investor. A complete investor profile contains **six layers of data**.

## Identity & KYC



Name, PAN, date of birth, contact details, bank linkages, risk category, income band, occupation, and account opening date. This is the foundation layer, but it is often kept separate from behavioural data.

## Portfolio & Transactional Data



Current holdings, historical trades, asset allocation, SIP mandates, realised and unrealised P&L, brokerage generated, and product mix. This layer tells you what the investor *has done*.

## Behavioural & In-App Data



Login frequency, session duration, features used, watchlists, research articles read, screeners accessed, calculators used, and content engagement patterns. This layer tells you what the investor *is thinking about*.

## Engagement & Communication Data



Email open and click rates, push notification responses, SMS engagement, WhatsApp interaction, and channel preference signals. This layer tells you *how to reach* the investor effectively.

## Support & Service History



Tickets raised, resolution times, complaint categories, escalation history, NPS survey responses, and advisor interaction logs. This layer tells you where the investor has experienced *friction*.

## Intent Signals & Predictive Attributes

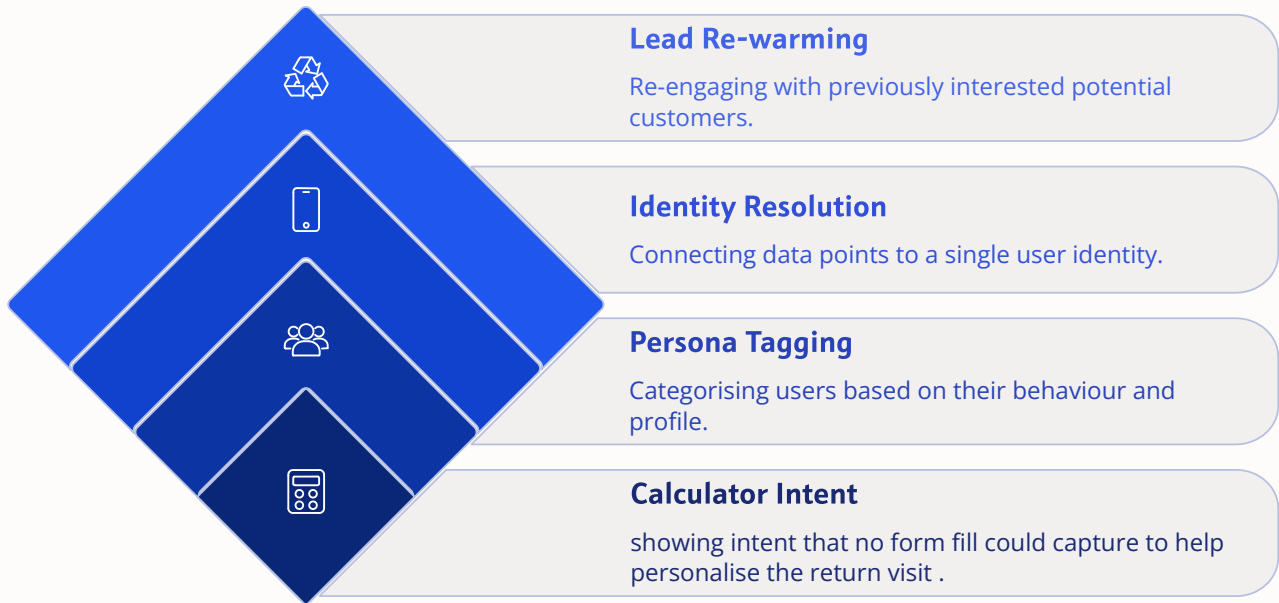


Propensity to activate or churn, product affinity scores, segment membership, and next-best-action recommendations. These are derived from the layers above.

# Chapter 4: Key Use Cases for CDP in Broking

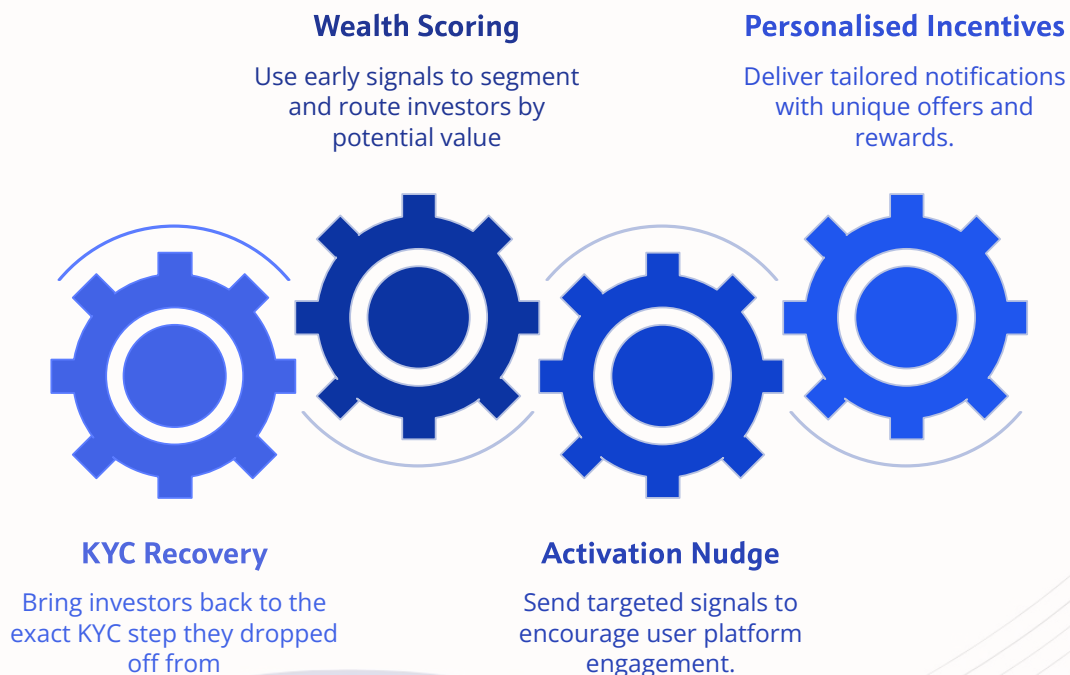
## Stage 1: Pre-Account – Anonymous Intelligence and Lead Activation

Most brokerages treat the investor journey as beginning at signup, but a CDP extends that boundary backwards into the anonymous browsing phase where high-value intent signals are generated.



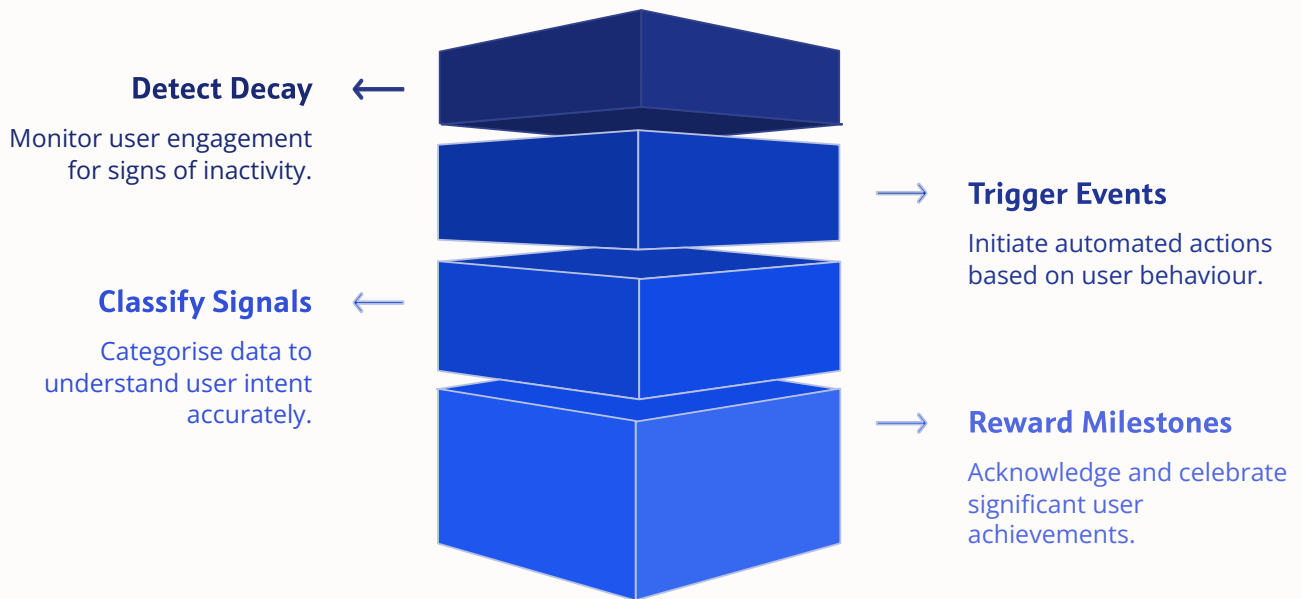
## Stage 2: Onboarding – Reduce Friction and Prioritize High-Value Leads

The onboarding stage is where the largest volume of potential investors is lost, and the industry's **60%-plus dormancy rate** makes precision intervention essential.



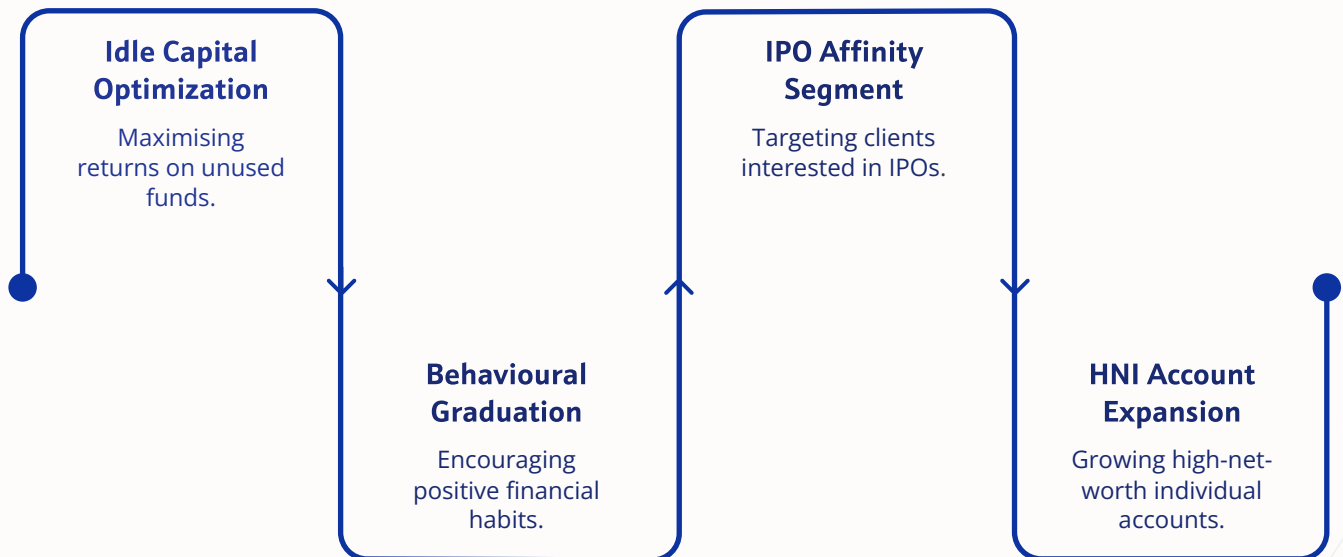
## Stage 3: Retention – Monitor Behavioural Health and Portfolio Signals

Retention in broking is not a campaign, it is a monitoring problem. The signals that precede churn, dormancy, and disengagement are present in the data before they become a business problem.



## Stage 4: Wallet Expansion – Cross-Sell and Upsell at the Right Moment

Cross-sell in broking fails when it is driven by product targets rather than investor readiness. The CDP surfaces the next product only when the data indicates the investor is genuinely ready for it.



Not all of these use cases deliver equal value at equal speed. For brokerages beginning their CDP journey, the highest-ROI starting point is typically step-level KYC recovery, day-zero activation, and activity decay detection; fix the leaks first, then build the engine.

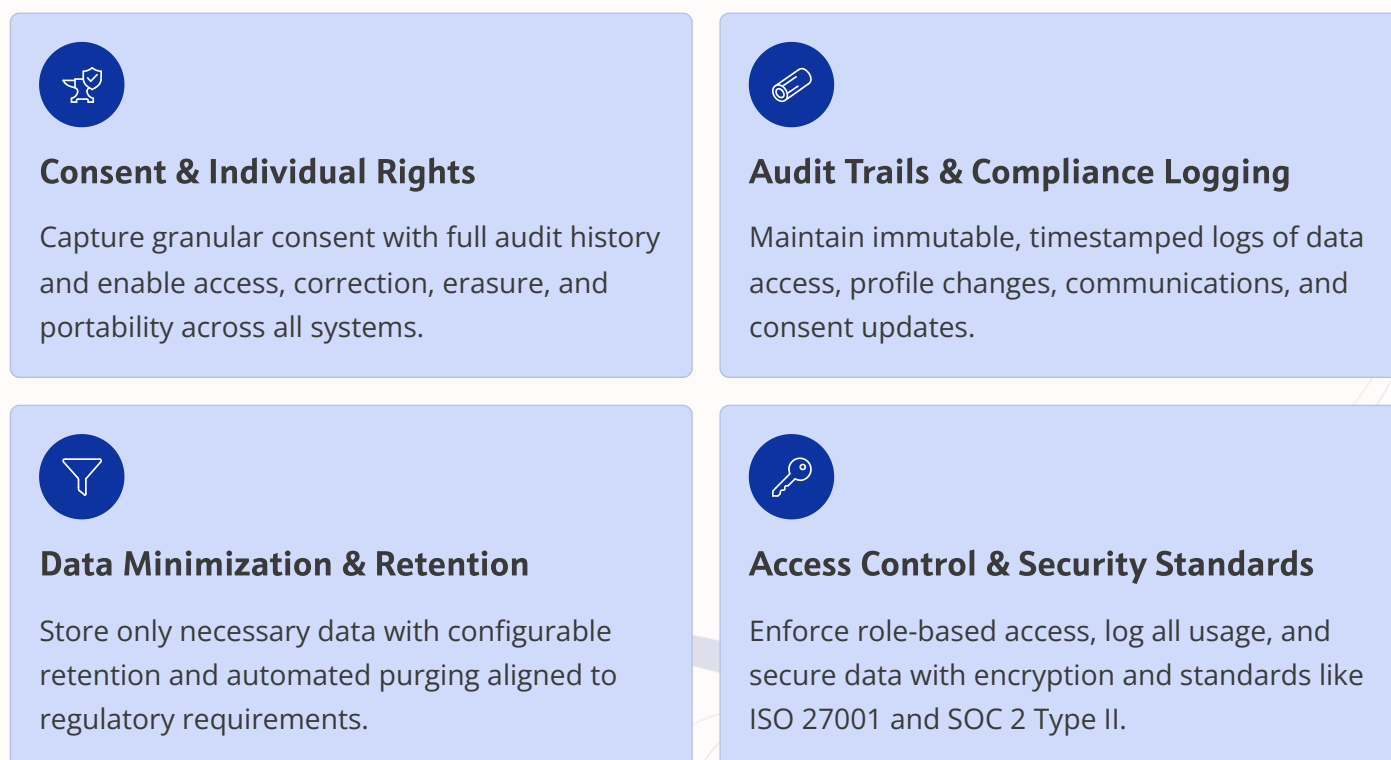
# Chapter 5: Regulatory Compliance and Data Privacy in CDP for Broking

Brokerages face strict regulations on how investor data is handled. In a CDP, compliance must be built in from the start—not added later. A compliance-first CDP reduces risk and makes data governance a competitive advantage.

## The global regulatory landscape for investor data



## Key compliance capabilities a CDP must support



# Chapter 6: Technology and Integration Architecture

A CDP's value is directly proportional to the completeness of the data flowing into it. In a broking context, this means integrating with a wide range of source systems, each of which holds a piece of the investor picture.



## Trading Platform

Real-time feeds of trade executions, order placements, portfolio valuations, and P&L updates. The highest-value data source for understanding investor behaviour.



## KYC & Account Management

Demographic data, risk classification, account status, bank linkages, and nominee details. Typically a one-time ingest with periodic updates for amendments.



## Mobile App & Website

Behavioural event streams — every click, scroll, feature interaction, and page visit. Implemented via SDK or tag-based integration. The richest source of intent signal data.



## Communication Platforms

Email service providers, SMS gateways, push notification platforms, and WhatsApp Business APIs. The CDP activates these channels and receives delivery and engagement data back.



## CRM & Advisor Platform

Relationship manager notes, call logs, and advisor-assigned segments. Bidirectional integration is ideal — the CDP enriches the CRM with behavioural data, and the CRM feeds the CDP with relationship-layer information.



## Third-Party Data Enrichment

Bureau data, income-tier models, and market data feeds that enhance profile attributes where first-party data is limited.

In broking, a **hybrid CDP architecture** addresses data residency requirements by keeping sensitive data — KYC documents, PAN details, detailed financial records — in its source system while maintaining a reference in the CDP profile, allowing personalization and activation without unnecessary data movement.

# Chapter 7: Measuring the ROI of a CDP in Broking

ROI from a CDP deployment is real but not instantaneous. Most brokerages see measurable impact within the first **6 to 12 months**, particularly on onboarding activation and dormancy reduction. Baselines must be established before implementation begins.



## 90

### Days to First Impact

Typical window for first measurable improvement in investor activation rate after CDP-powered onboarding is deployed.

## 5%

### Dormancy Reduction

A 5% cut across 500,000 accounts, at ₹3,000 annual brokerage per reactivated investor, runs into hundreds of crores in recovery.

## ₹250

### Cost Per Inbound Call

At ₹150–250 per inbound call, a 15% reduction in avoidable contact centre volume represents meaningful operational savings at scale.

## 2%

### Cross-Sell Uplift

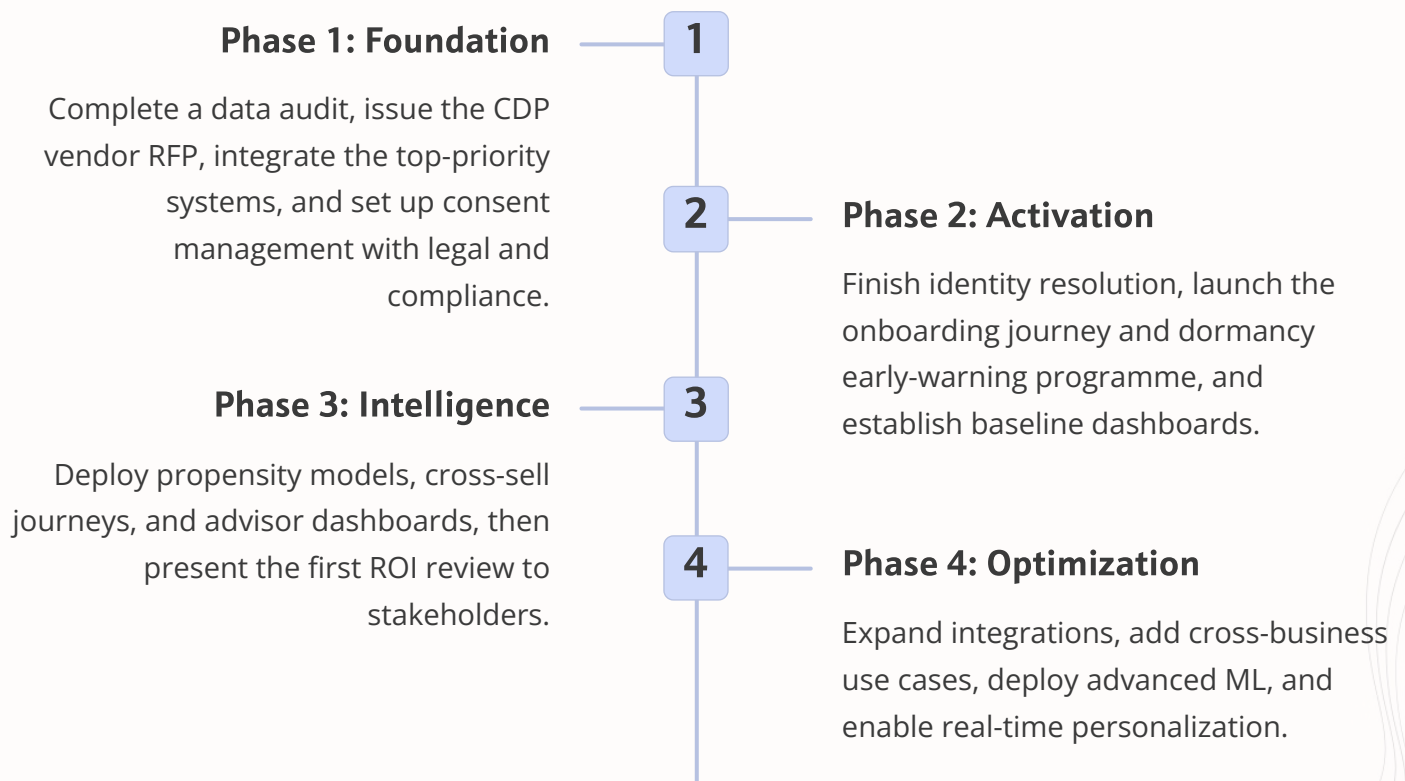
A 2-point lift in cross-sell conversion across a large investor base, spanning NPS, MF, and bonds, compounds significantly over three years.

The key metrics to track include: **investor activation rate** (first trade within 30/60/90 days), **dormancy rate** (accounts with zero trades in trailing 90 days), **time to second product**, **campaign conversion rate**, **ARPU**, **AUM per active investor**, **churn rate**, and **contact centre volume**. CDP-driven personalization should show measurable improvement across all of these within 12 months of deployment.

# Chapter 8: Getting Started – A Practical Roadmap



CDP implementations in financial services are complex because the data landscape is deep, legacy systems are numerous, and integration timelines can be long. That makes careful planning essential, not delay.



**Implementation Principle:** Define the target investor profile before selecting a vendor — know what attributes must be present in a complete profile, and where each comes from. Evaluate CDP vendors on: real-time ingestion capability, financial services compliance track record, identity resolution methodology, integration ecosystem, and data residency support.

# Conclusion: The Data-Intelligent Brokerage

The brokerages that win the next decade will be the ones that understand their investors most deeply and use that insight to deliver experiences that feel genuinely personal, relevant, and valuable. A Customer Data Platform makes this possible by turning scattered, siloed, underutilised data into a unified picture of every investor — enabling the shift from reactive to proactive, generic to personalised, and transactional to relational.

Reactive → Proactive	Generic → Personalised	Transaction → Relation
Identify dormancy and churn signals weeks before they become patterns, not months after.	Replace mass campaigns with one-to-one intelligence at scale, grounded in real portfolio and behavioural data.	Build investor relationships. Investors who feel understood stay longer, invest more, and bring others.

The 360-degree investor profile is not just a CX ambition. It is a commercial strategy. The investors who feel understood stay longer, invest more, and bring others. The ones who don't, leave — quietly, and often without warning.

## Ready to Transform Your Broking Platform?

Connect with **Lemnisk** to discuss your data landscape, use case priorities, and the right implementation path for your business. Whether you're at the beginning of your CDP journey or looking to accelerate an existing programme, our team can help you move from fragmented data to unified investor intelligence.

Start with a data audit, define your target investor profile, and identify the two or three use cases that will deliver the fastest commercial impact. The infrastructure for a genuinely investor-centric brokerage is within reach.

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