

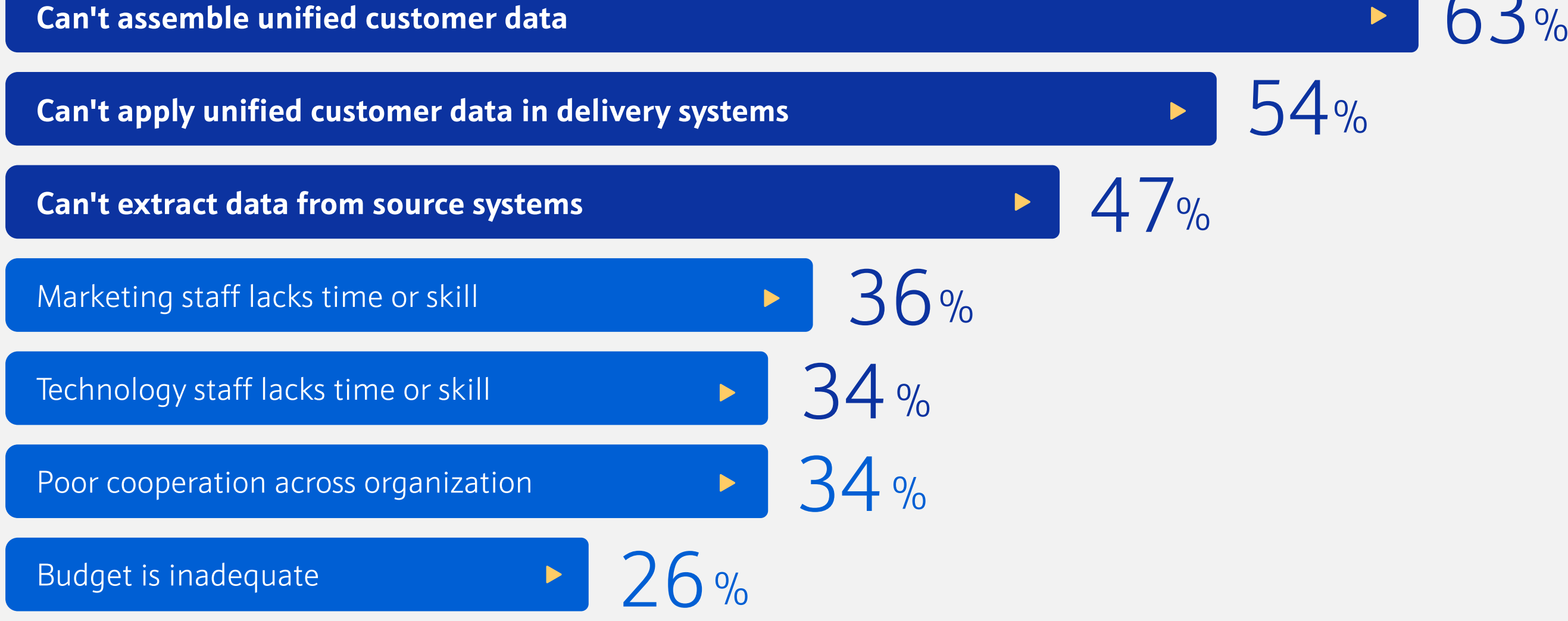
# Why CDP is a Necessity for Marketers

## What is a CDP?

According to the CDP Institute,  
**“A Customer Data Platform is packaged software that creates a persistent, unified customer database that is accessible to other systems.”**

## Obstacles to Using Customer Data

What are your biggest obstacles to better customer data utilization? \*



## Need for CDP



Disconnected customer data



Disparate data sources



Generic customer experiences



Non-integrated marketing systems

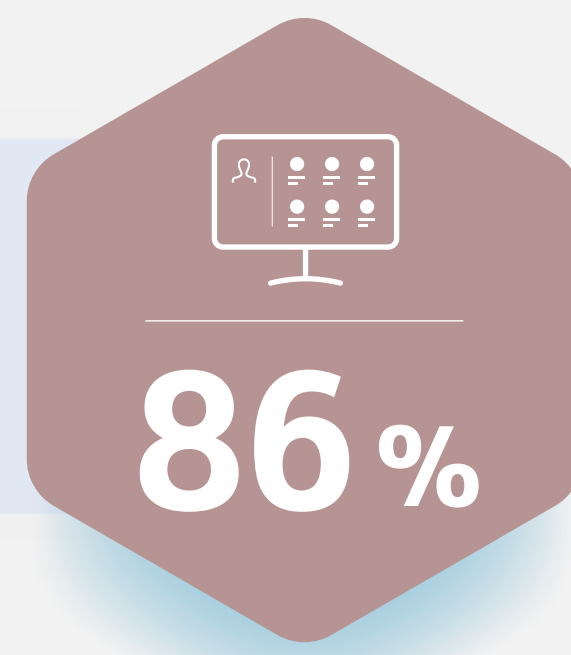
## The Growing Importance of CDP



44% of organizations surveyed by Forbes Insights report that a customer data platform is helping drive **Customer Loyalty** and **ROI** in their organization.



B2B companies are more likely to hope the CDP will reduce their reliance on **IT from 42% to 24%.**



Creating a unified view was selected as a top benefit by **86%** of respondents, far more than applications such as predictive modeling (**59%**), message selection (**49%**) or cross-channel orchestration (**49%**).

## Capabilities



Data Aggregation



Smart Segmentation

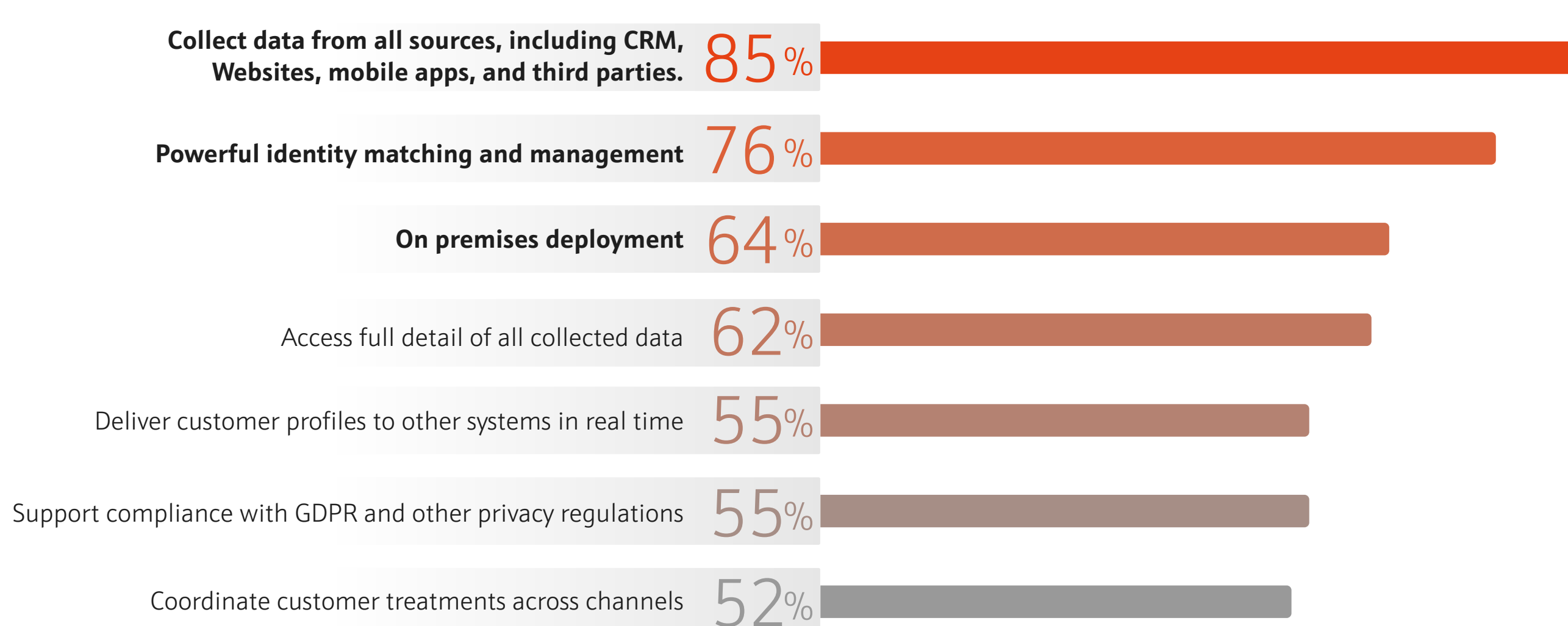


Identity Resolution



Real-Time Customer Experience

What CDP capabilities are most important to you? \*



## Benefits



Aggregate data directly from your audience



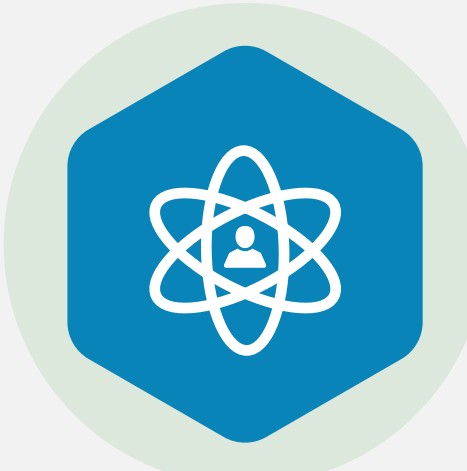
Eliminate data silos



Create a single unified customer view

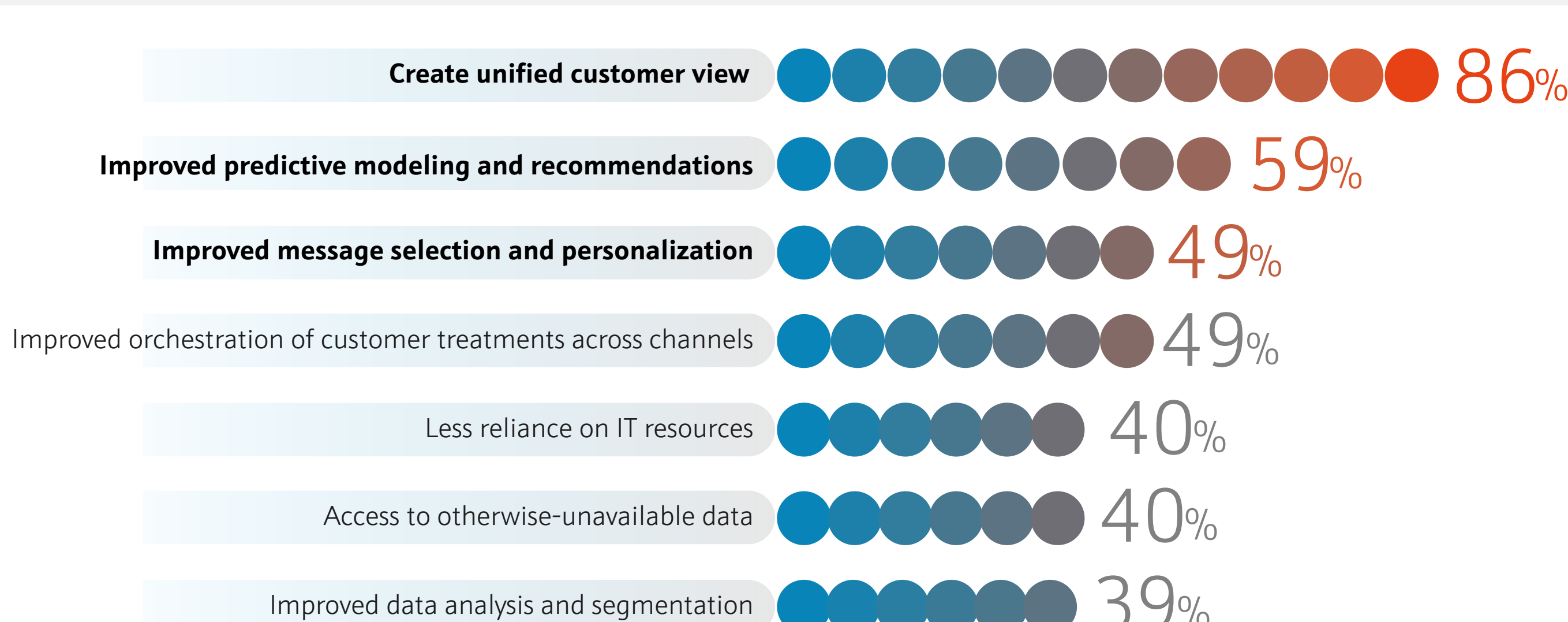


Unify cross-channel marketing efforts



Personalize the user experience

What benefits do you expect from a CDP? \*



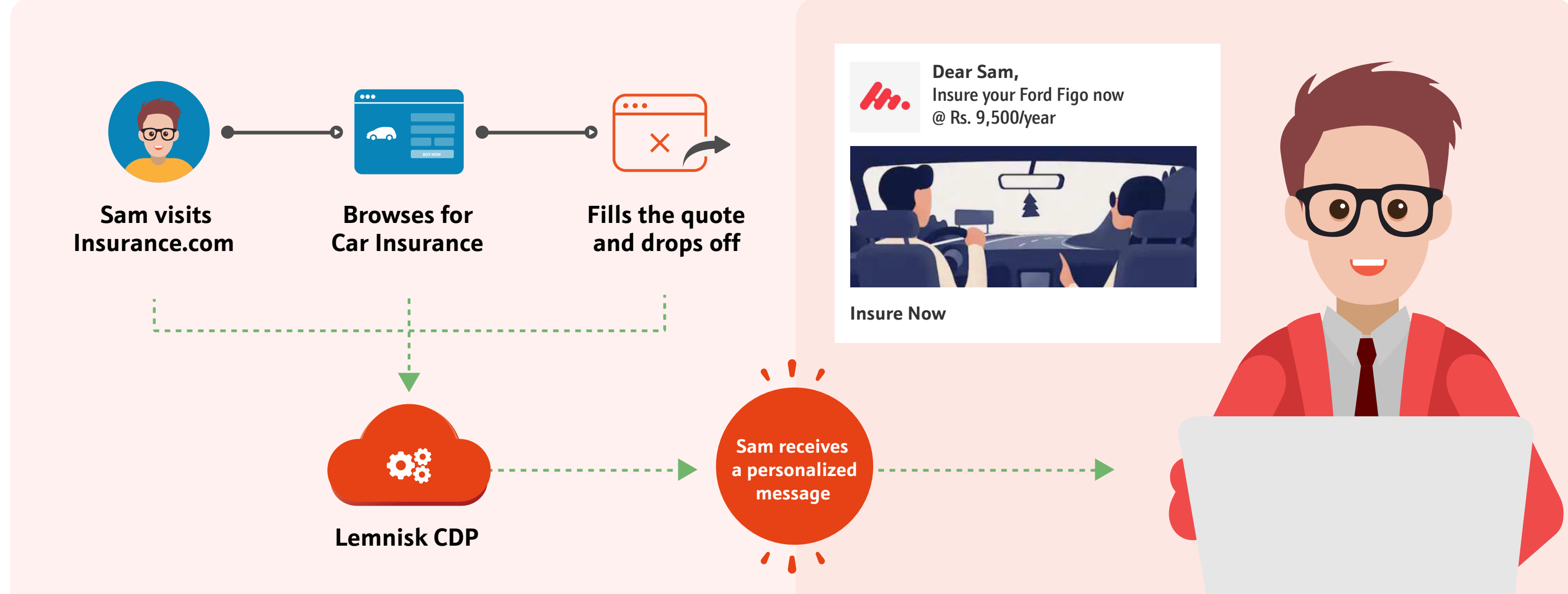
## CDP: Delivering Personalized Customer Experiences



of marketers credit personalization with a major or moderate boost in lead generation.



of marketing leaders say personalization majorly or moderately improves customer acquisition.



## CDP: Improving Digital Growth for Enterprise Marketers

Data-activated marketing based on a customer's needs, intent, and behavior in real-time are becoming a vital part of digital growth for enterprises. This can boost total sales easily by **15-20%** and improve the ROI on marketing spend across various marketing channels. A growing number of enterprise marketers are turning to CDPs to resolve their scattered and siloed customer data problems.