

Customer Data Platform on Google Cloud:

Advancing insights at a Single-Point-of-View



What's the story of your customer? Today's retailers face this question. Organizations enhance marketing capabilities to deliver real-time, personalized experiences. But aggregating data gets tough: Siloed systems lead to fragmented customer understanding and growing privacy-awareness shrink available data for marketers. To balance more AI with less data sophisticated data strategies are needed. The solution: **Customer Data Platform.**

Build a 360-degree views of customers through Customer Data Platform

By integrating data from different systems into one central hub, CDPs generate new insights that can be infused into other systems. **The result: Smarter customer interactions leading to higher return on marketing invests.**

But current out-of-the-box solutions don't keep the promise. Only 25% of CDP users claim to achieve satisfying views on customers, **as most stand-alone solutions specialize in generic use cases**, but not in specific requirements.

In 2022:

86%



of marketers **have deployed or planned to deploy a personalization platform**, according to the 2022 Gartner's Marketing and Communications Technology survey.

Create a synergistic retail experience

Deloitte reimagines CDPs through a client-first lens. Our CDP framework offers a solution that prioritizes both usability and utility for business users. Instead of buying generic solutions, **we build a customized product together** with our client's teams. Building on your own comes with key advantages:



Customization

No need to buy an overweight solution. We invest time with your teams to define use cases with fast impact and high return. You only pay for what you need.



Easy-To-Use

We keep an eye on the human factor and enable your team for better insights. For this, we reduce complexity while building the architecture of the CDP.



Future-Ready

Your CDP is built for tomorrow: flexible, scalable and sustainable. Plus: by integrating GCP services, you use today's most innovative AI solution on the market.

Built on solid ground: CDP on Google Cloud

Looking for a strong partner, Deloitte has teamed up with Google Cloud and powerful state-of-art services.

Google Cloud is recognized Leader in AI². Innovative, trustworthy ML algorithms enable fast calculations for advanced use cases.

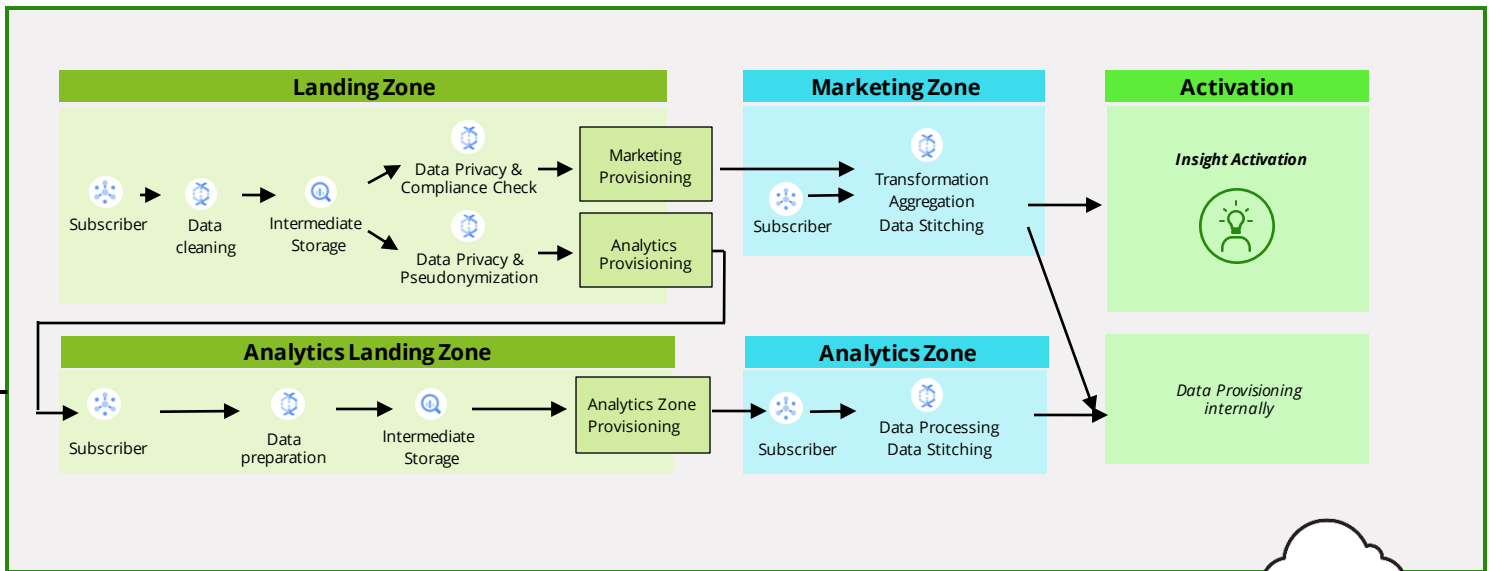
Easy-to-use tools provide quick collaboration for all users. Marketers are often **familiar with services** like BigQuery or Google Analytics.

The customized CDP operates on **strict GCP privacy measures**, e.g. private data networks for separated & secure data storage

GCP offers **highest uptime and data reliability** for its services and by that making sure the CDP stays available all the time.

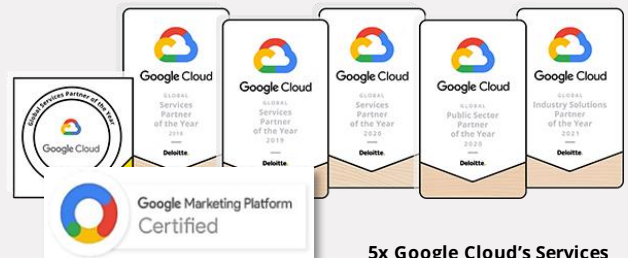
Brick by Brick: the right architecture to drive innovation

Good architects are dedicated to integrated and responsive design. Just like with buildings, we define a solid architecture in advance - to drive innovations of tomorrow. To realize the CDP, we suggest a tailored architecture which is able to serve all your relevant channels. It consists of four key building blocks:











Why Deloitte?

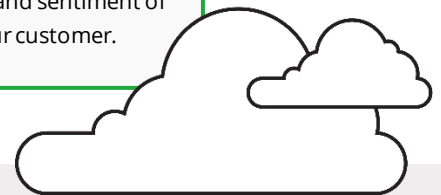
- Deloitte and Deloitte Digital combine hands-on marketing experience with technical know-how
- Global network of certified practitioners with in-depth knowledge in creating leading GCP & GMP solutions
- Recognized as Google Cloud's Services Industry Solutions Partner of the Year 2017-2021.
- Gartner's 2022 Magic Quadrant Leader for Public Cloud IT Transformation Services2



5x Google Cloud's Services Industry Solutions Partner of the Year & GMP Certified

Completely your choice: With building your own CDP, a variety of use cases can be realized

 <h3>Enhanced Consumer Understanding</h3> <p>Construct customer profiles, incl. behavioral and attitudinal attributes.</p>	 <h3>Smart Segmentation for Analytics</h3> <p>Create look-alike segments for analytics based on first party data.</p>	 <h3>Personalized Communication</h3> <p>Action insights and deliver next best action.</p>	 <h3>Attribution Modelling</h3> <p>Analyze marketing spend to review budget allocation.</p>
 <h3>Ecommerce Product Recommendation</h3> <p>Identify the right recommendations and upsell opportunities.</p>	 <h3>Customer Lifetime Value Optimization</h3> <p>Generate actions on prescriptive data to extract maximum CLV.</p>	 <h3>Trend Spotting for Innovation</h3> <p>Utilize customer data to understand trends & to identify innovation.</p>	 <h3>Consumer Sentiment Analysis</h3> <p>Use consumer insights to understand sentiment of your customer.</p>



We have relevant experience in CDP implementation

<h3>Success Stories</h3>	<h4>#1: Enhanced Data & Analytics solution at Retailer</h4>  <p>Approach: Creating best-in-class marketing analytics solution that enabled the ability to see a single view of customer for analysis</p> <p>Outcome: 15% Lift in Sign-Up Rate</p>	<h4>#2: Develop an advanced marketing analytics platform</h4>  <p>Approach: Design & build architecture for central customer data hub incl. a recommender landscape and enabling teams in advanced analytics.</p> <p>Outcome: > 2x Conversion Rate for Marketing Campaigns</p>	<h4>#3: ML-based Lead Propensity & CLV models</h4>  <p>Approach: Deploying CDP, introducing real-time lead prioritization and setup of ML models for Lead Propensity and Expected Lifetime Value Score.</p> <p>Outcome: 7x Conversion High-Propensity Leads</p>
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Start the conversation

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