Enable your organization to transform data, glean insights and automate decisioning with Deloitte’s Customer Activation Platform. Automate and scale the 360-degree customer experience from acquisition to re-targeting to loyalty with this unique, unified view into your customers’ minds and needs. Our solution is designed to break down data silos, drives predictive engagements, augments your consumer data, takes advantage of Google Cloud’s secure-by-design infrastructure, and addresses a privacy-centric future. Data management platforms of the past will not stand up to the privacy regulations of the future. Deloitte’s Customer Activation Platform provides a better way to leverage your powerful data, so that you can deliver a personalized, profitable customer experiences at scale.
Making it real: Case study

A retailer embarked on a digital transformation journey to improve digital experiences and meet the needs of their customers. They had been experiencing a disjointed view of the customer—which resulted in a fragmented experience with the company—for the customers—all due to having a disconnected infrastructure. By implementing cloud services and new technology assets, the client was able to deploy Customer Activation Platform, create a unified customer profile, and unlock Google Marketing Platform and Google Cloud capabilities. Today the client continues to optimize experiences by leveraging the marketing and customer activation platforms.

**60x**
Digital business growth supported via Customer Activation Platform

**65%**
Cost savings by migrating to Customer Activation Platform

**2x**
Data availability by connecting additional data

Source: Deloitte Fortune 200 client, April 2021.

Customer Activation Platform—Technical Components

Data is “preprocessed” via a data integration solution to unify, standardize, cleanse, and connect (identity resolution) data from many online and offline sources. Profiles are scored and calculated attributes are computed here.

This preprocessed data is fed into a strong execution-focused CDP where a unified profile is created for each ID and then activated in real-time based on business-defined segments or ML automated decisioning.

Start the conversation

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