



C O M P A N Y P R O F I L E

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A G E N D A

What is
CDXP?

What do
we do?

Who are
we?

Company
Culture

Case Studies
& Partners

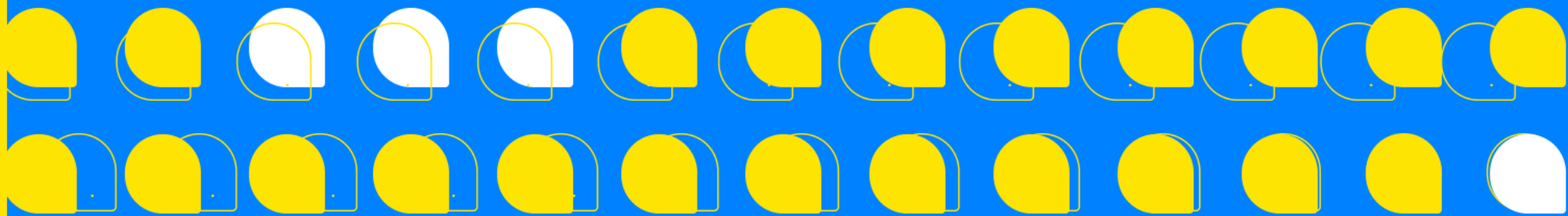
Contact
Information

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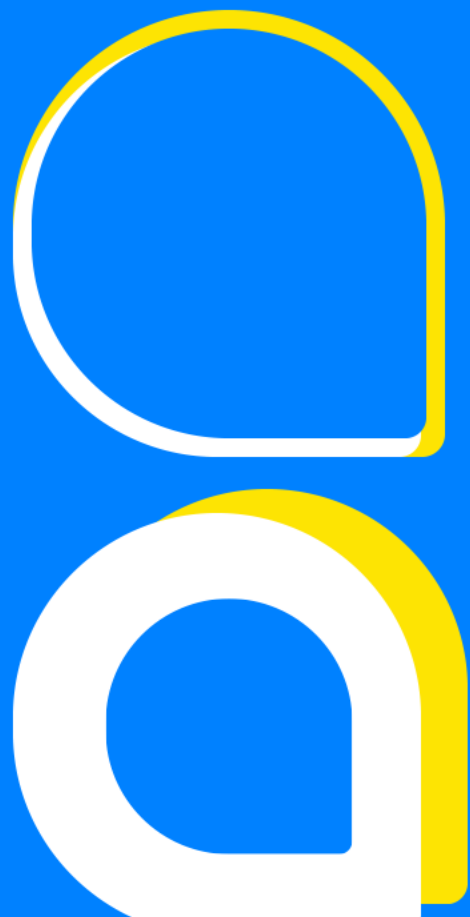
WHAT IS CDXP?

CDXP stands for:

CUSTOMER DATA & EXPERIENCE PLATFORMS



WHAT DO WE DO?



DESIGN SOLUTIONS & ARCHITECTURE

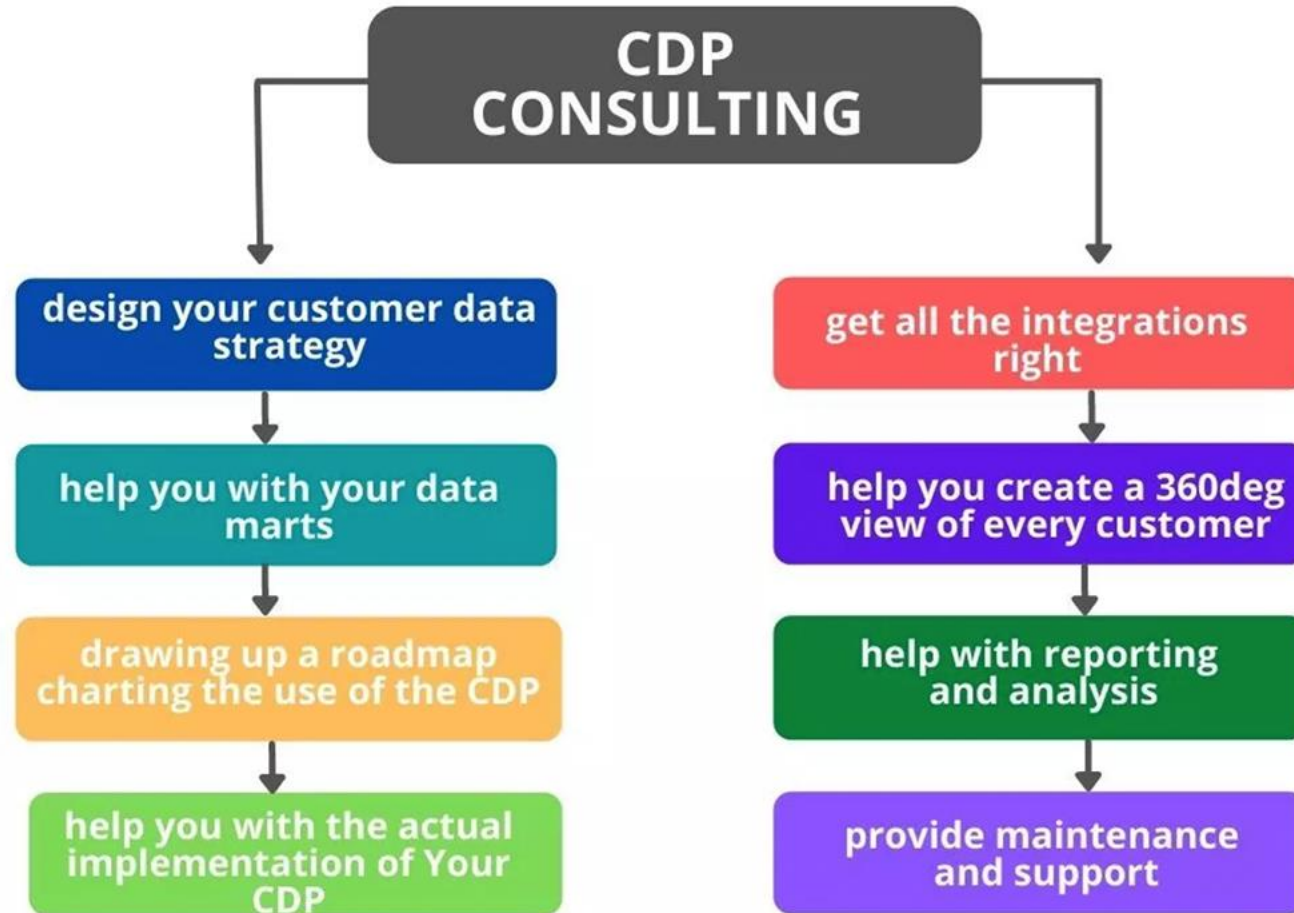
ANALYZE MARTECH STACK

IMPLEMENT USE-CASES

HELP CLIENTS SELECT TECHNOLOGIES

SUPPORT CLIENTS LONG-TERM

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COMPONENTS OF THE PROCES



M I S S I O N

- ● ● ● To be a quality one stop shop
- ● ● ● for data centric insights,
- ● ● ● marketing automation,
- ● ● ● and customer experience
- ● ● ● to help your business grow.



V A L U E S



Core Values

Accountability

Transparency

Quality

Readiness

Availability

Customer First

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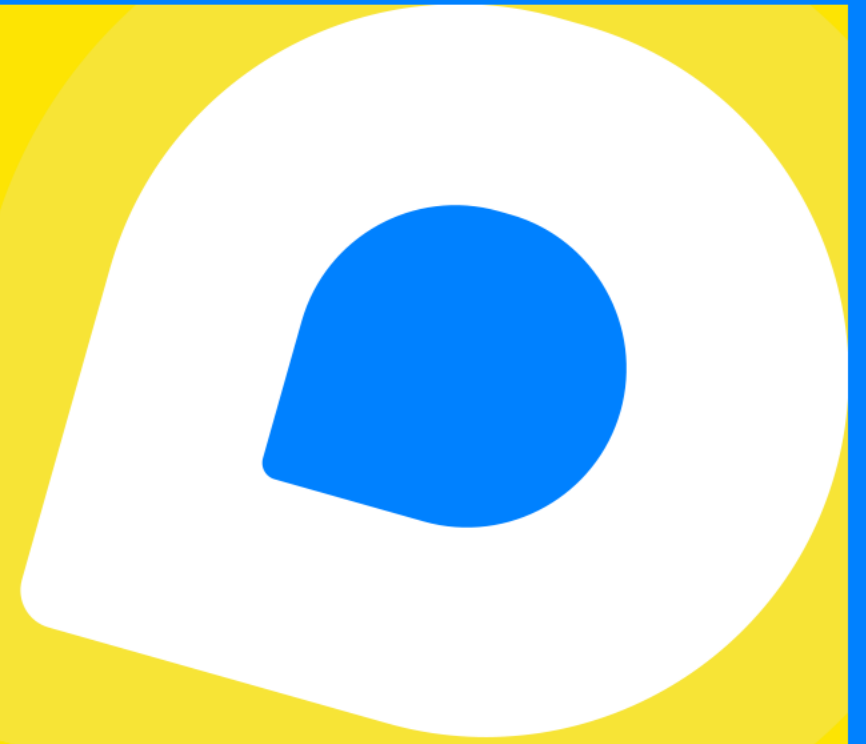


C a s e s t u d i e s

CASE STUDY BRIGHTLINE TRAINS 2.0

Brightline is a US privately run inter-city rail route between Miami and West Palm Beach, Florida that runs on track owned by Florida East Coast Railway. An extension from West Palm Beach to Orlando International Airport is expected to open in 2023.

In addition to the train service and hospitality, Brightline Trains has restaurants and/or bars within each of the stations.



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P R O B L E M

The world reassessed and paused during the pandemic and so did Brightline. Brightline Trains stopped operations and took the time to re-evaluate its business needs and improve the customer experience in all departments.

Needed to upgrade platform:
from **Salesforce** to **Bloomreach:Exponea**

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STRATEGY

Upgrade platform: from **Salesforce** to **Bloomreach:Exponea**

Working with Brightline's third-party technology team to implement event attributes to provide real-time 360 view of customers: purchase records, campaign statistics, and more.

CDXP provides continued support in ALL areas:



**Marketing
Automation
Implementation**



**Software
Integration**



**Digital
Purchase**



**MarTech
Consultancy**

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R E S U L T S

Implemented automated campaigns and other platform capabilities to drive revenue, loyalty, and promotional usage:

Abandoned cart reminder automation

Several Sign up Weblayers

GTM & GA4 Integrations

Twilio SMS integration

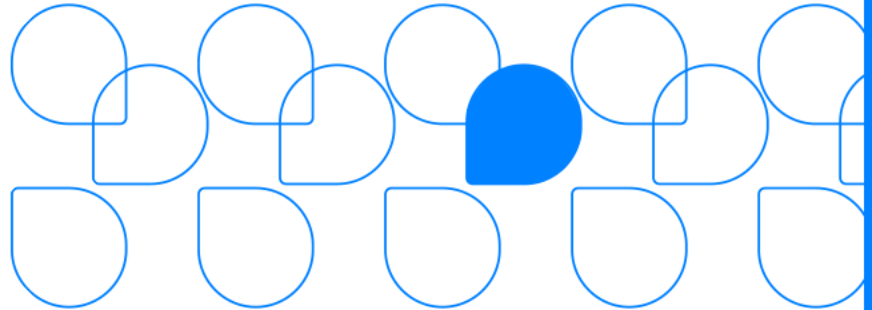
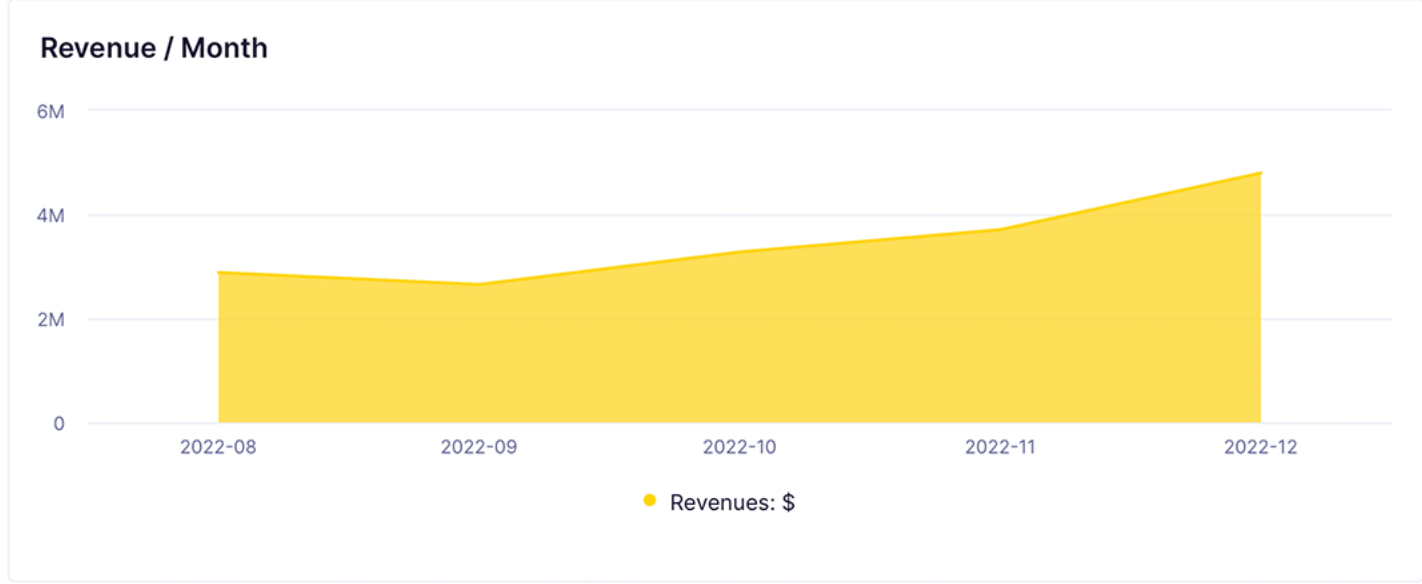
Full Audit on Front-End and Back-End Tracking

Micro Segmentation of Audiences

Sharing Audiences with Thirdparty Custom Audiences for retargeting



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#of purchases
Average Purchase Amount
Revenue
#of unique Buyers
Repeatet purchases - metric

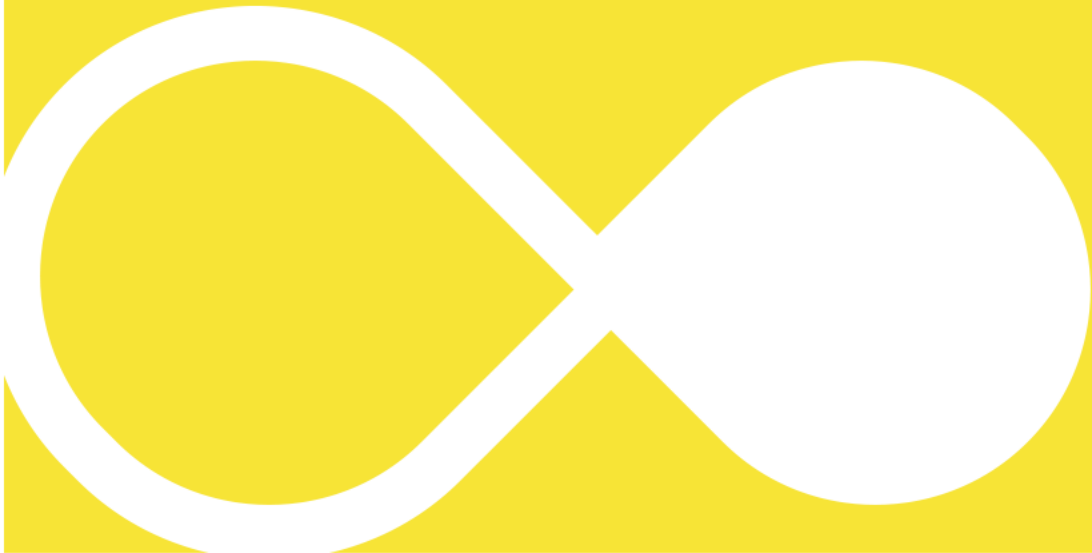
+5.96%
+17.42%
+24.79%
+21.80%
+2.21%

TESTIMONIALS

CDXP has enabled us to meet deadlines consistently thanks to their lightning-fast turnaround and flexibility with even the most last-minute requests.

Their team's attention to detail is impeccable.

- Tim Miner from Brightline



PARTNERS



To bring you the greatest results, we partnered with the world's leading platforms and technology solutions.



PLATFORMS TOP CLIENTS



PEEK & CLOPPENBURG, TUI, VIRGIN MUSIC
LAZURDE, T-MOBILE, RAISEN



RAULPH LAUREN, MUNICH RE, XANTERRA
TRAVEL, AMERICAN EXPRESS, GAP, CVS HEALTH



FORD, LOREAL, FILA, ENGIE, PAY PAL, US BANK, IMB
UNITED HEALTHCARE, MERCEDES



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T h a n k y o u !