

CDXP me Services Overview



Agenda

1. Key definitions
2. What CDXP does
3. Role of CDP in MarTech stack
4. CDP over other solutions
5. Business and marketing impact
6. Use-cases example
7. Industry related use-cases
8. Who we are
9. What we do
10. Service Lifecycle
11. Our Partners
12. Platforms' top clients
13. Case Study
14. Budgeting



Key Definitions

CDP (Customer Data Platform)

Is a software that **aggregates** and **organizes customer data** across a **variety of touchpoints** and is used by other software, systems, and marketing efforts. CDPs collect and structure real-time data into **individual, centralized customer profiles**.

CDXP (Customer Data & Experience Platform)

Means that it is a **CDP** and **marketing automation platform in one**.

CDXP allows to execute campaigns from within the platform.

MarTech (Marketing Technology) Stack

Is the pool of **software** marketers use to **optimize** their **marketing efforts** and achieve their objectives.

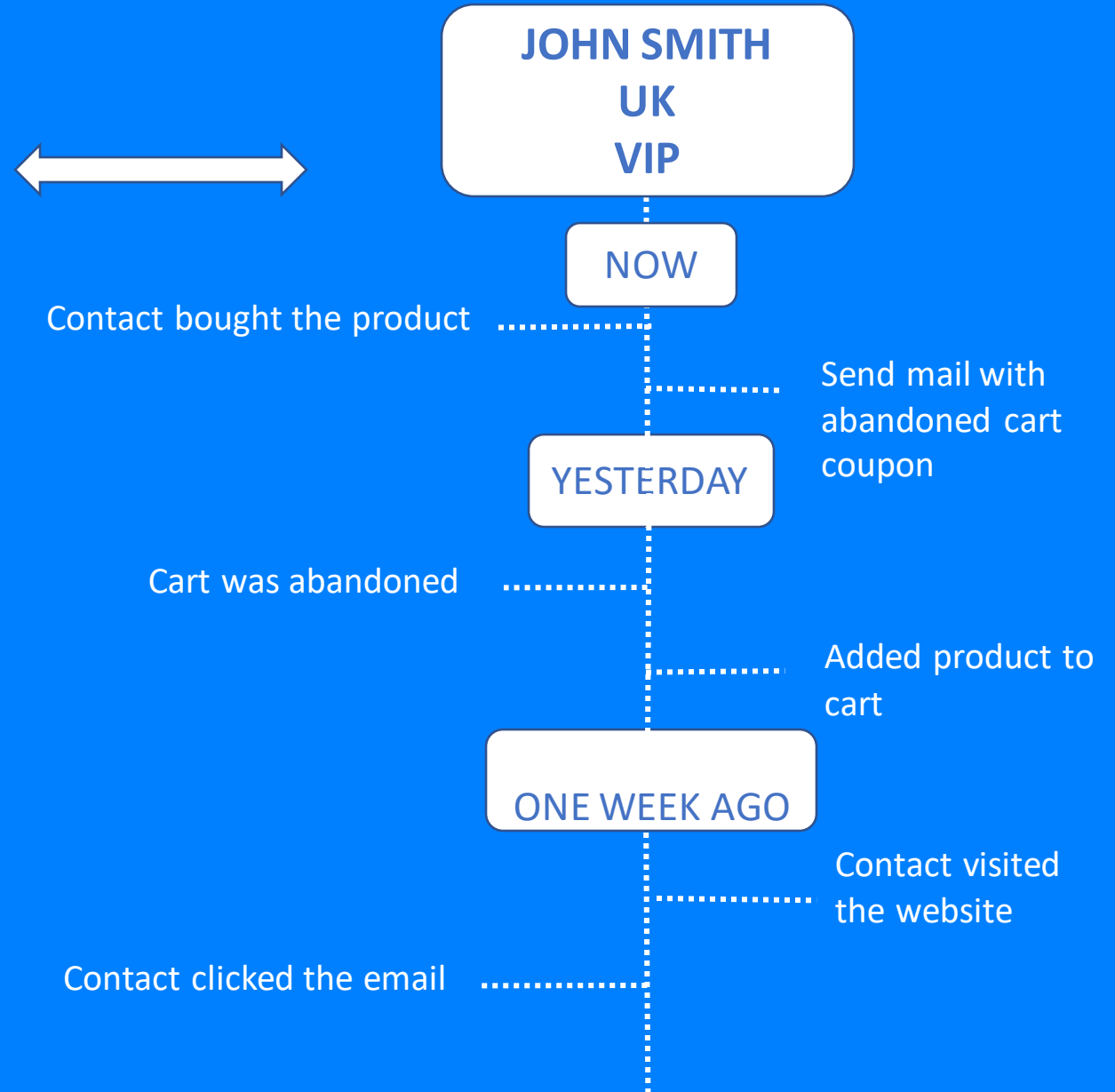
It includes CRM, content marketing platforms, email marketing software, social media management software, digital analytics tools.

Marketing Channel

Is a tool that helps companies **distribute** information about products and **sell** them to the target audience. It enables brands to **connect with customers** who wish to purchase.

Examples are Email, Social media, Website, Mobile App etc.

What CDXP Does



What CDXP Does



ADVERTISING NETWORKS



EMAIL MARKETING



GOOGLE AND FACE BOOK ADS



SOCIAL MEDIA



WHATS APP/VIBER



**ACTIONABLE
DATA SEAMLESLY
INTEGRATED
IN ONE SPOT**



IN-APP NOTIFICATIONS



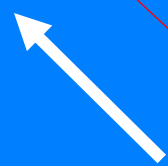
TEXT, SMS MESSAGING



RICH WEB PUSH



MOBILE PUSH MESSAGES



LIVE CHAT



What CDXP Does

MARKETING INTELIGENCE

MARKETING DATA INSIGHTS

BEST PERFORMING TOOLS AND CHANNELS

CROSS CHANNEL REVENUE ATTRIBUTION ANALYTICS

CAMPAIGN ANALYTICS

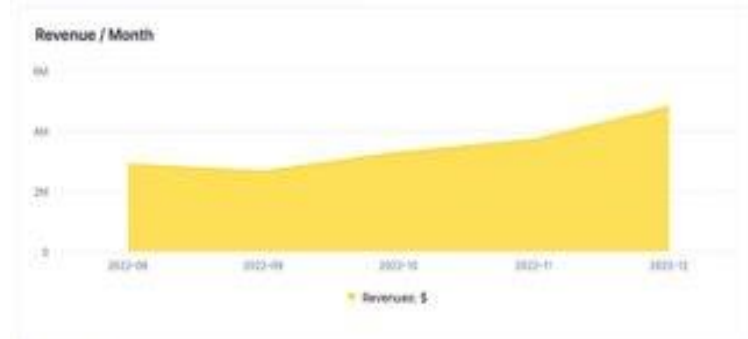
LTV, CHURN PREDITIONS

REVENUE & PRODUCT ANALYTICS

CROSS CHANNEL REVENUE ATTRIBUTION ANALYTICS



- # of purchases **+32.61%**
- Av purchase sum **+14.40%**
- # of unique buyers **+36.75%**
- Repeated purchases **+33.01%**
- Revenue **+51.84%**



What CDXP Does

Experience Layer

Integrate experiences, simplify execution, automate instrumentation, modularize tactics and experiment **to drive interactions.**

Orchestration Layer

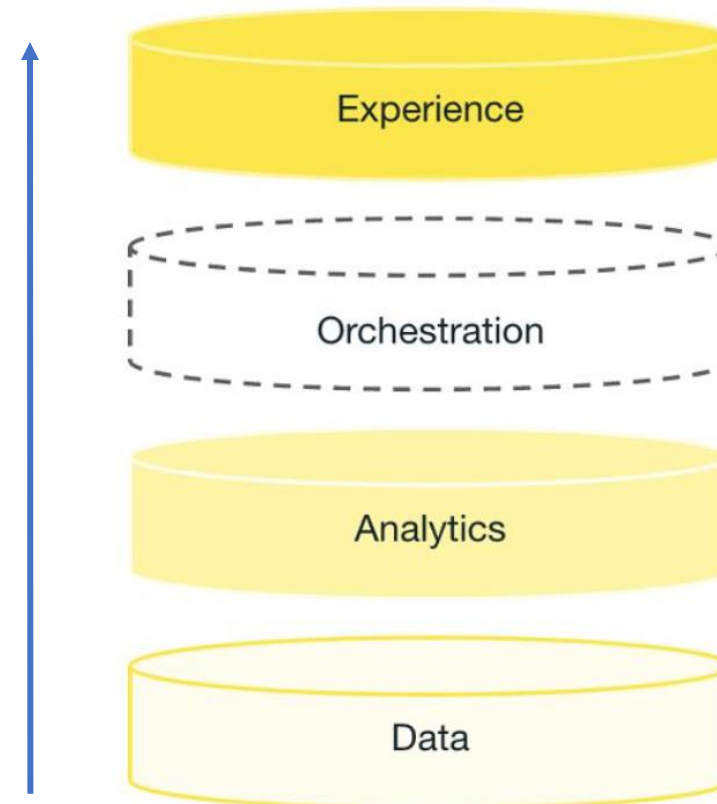
Integrate platforms, collect data, resolve identity, formulate scenarios, coordinate functions & channels, optimize plans and **decide what to do.**

Analytics Layer

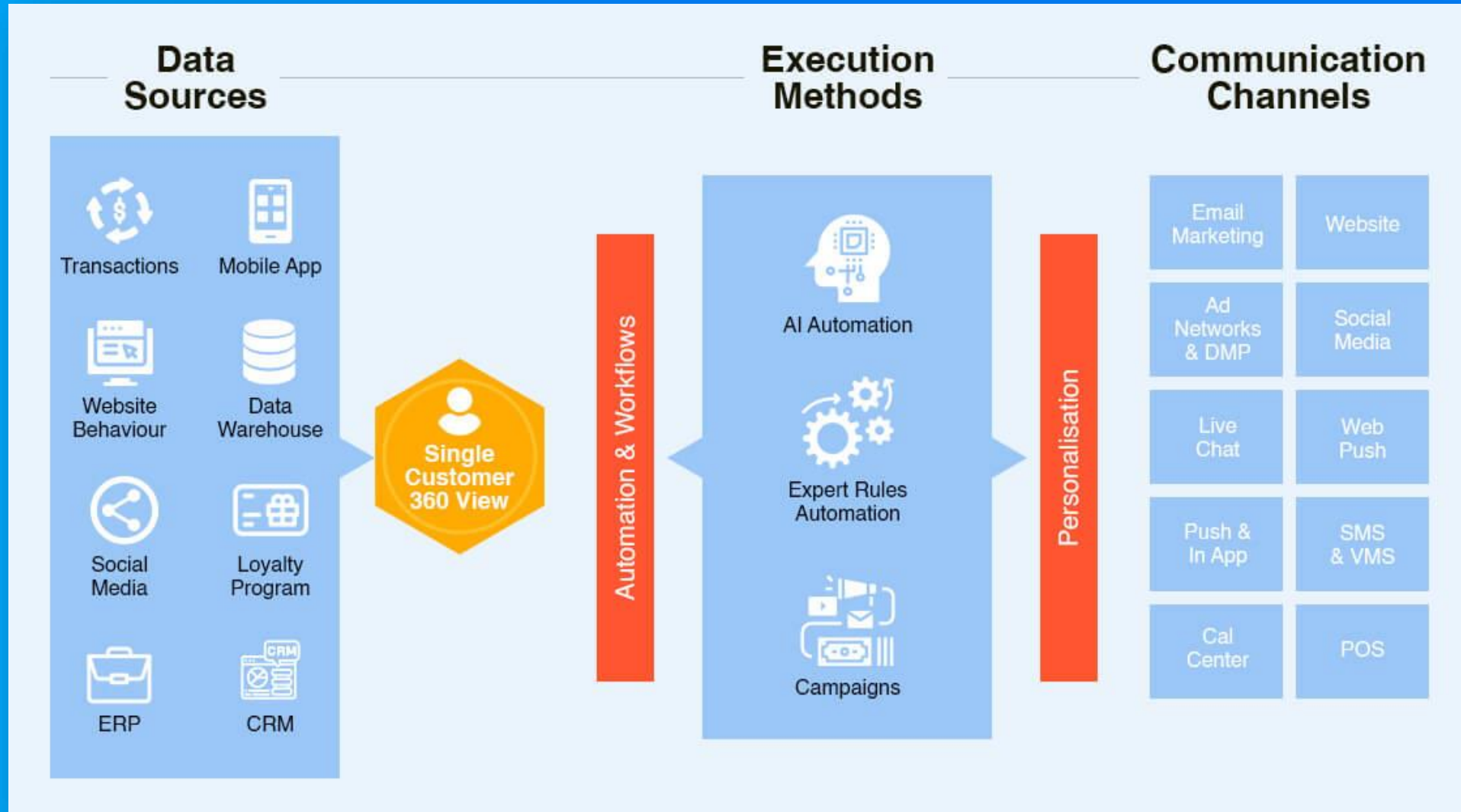
Contextualize, query, visualize and interpret data to **draw insights.**

Data Layer

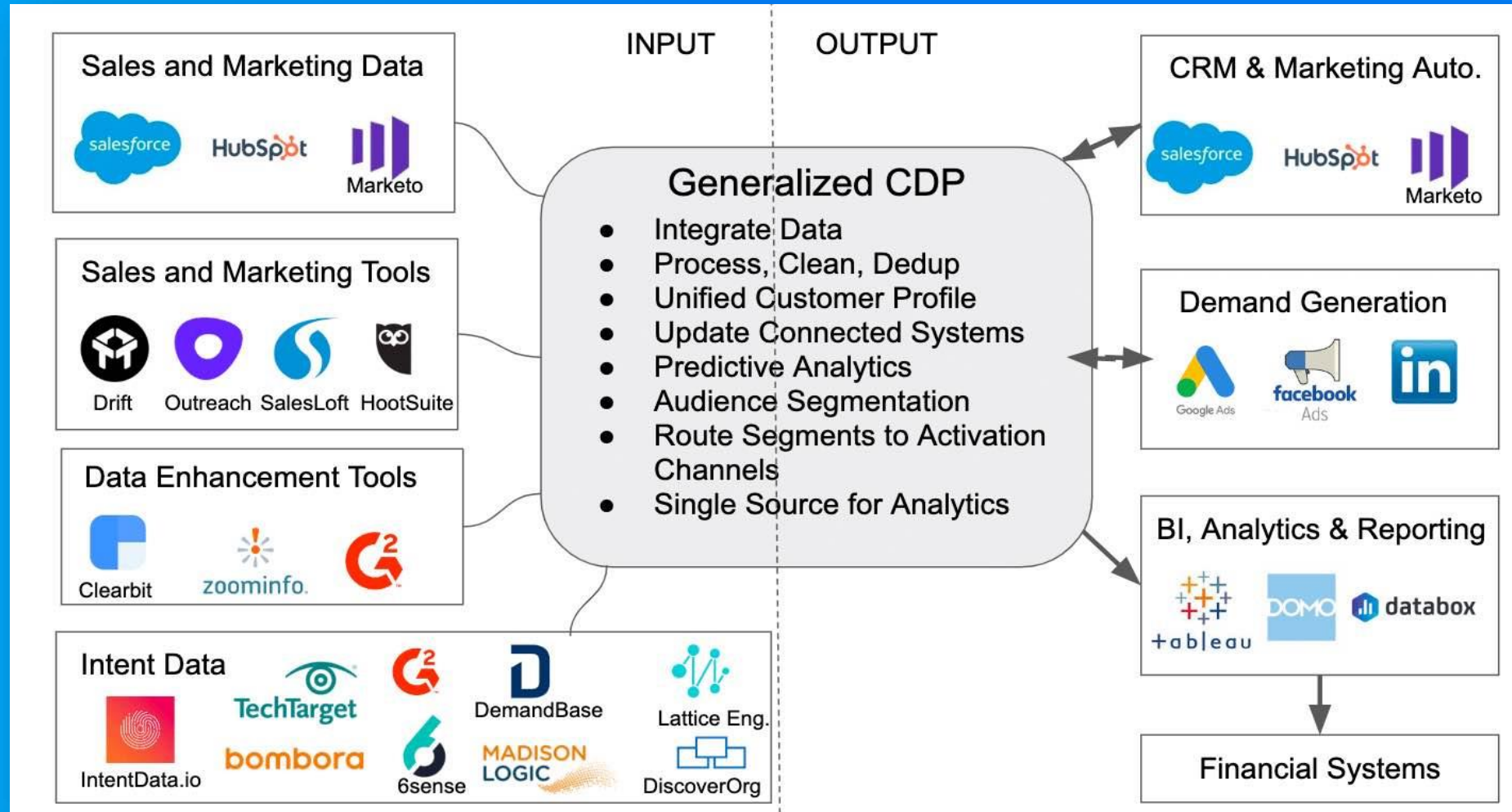
Collect, cleanse, connect, and collocate data to **inform analytics.**



CDXP Architecture



Role of CDP in MarTech Stack



CDP Over Other Solutions

| | CDP | DMP | CRM |
|-------------------------------|-----------|-------------|-------|
| Made for | Marketing | Advertising | Sales |
| Holistic Customer Data | • | | |
| Lasting Customer Profiles | • | | • |
| Packaged System | • | • | • |
| Real-time Capability | • | • | |
| Open Platform | • | • | |
| Cross-channel Personalization | • | | |
| Only Anonymized Data | | • | |
| Identity Resolution | • | | |
| Data priority: First Party | • | | • |
| Data priority: Third Party | | • | |
| Requires IT Support | • | • | • |



Business and Marketing Impact

CDXP platforms with wise implementation and usage have proven their efficiency and extremely positive impact on marketing and business.

MARKETING IMPACT

- ✓ Boost in **session duration**
- ✓ Lift **audience engagement**
- ✓ Increase **customer retention**
- ✓ Increase in email **open rate**
- ✓ Decrease in **unsubscribe rate**
- ✓ Lift **retention**
- ✓ Lift # of customer **reached**
- ✓ Highly effective **data-driven marketing campaigns**

BUSINESS IMPACT

- ✓ **Understanding** customer needs, preferences and behavior
- ✓ **High-quality data** for business decisions
- ✓ Identifying **up-sell** and **cross-sell opportunities**
- ✓ Increase in # **orders**
- ✓ Lift **AOV**
- ✓ Increase in # of **unique buyers**
- ✓ Increase in **revenue**



Use-cases Examples

CUSTOMER ANALYSIS

- RFM Segmentation
- AB Test evaluation
- Cohort Analysis
- Retention Analysis
- Average customer LTV
- Behavioral segmentation
- Social and geographical segmentation

CAMPAIGNS

- Mobile push-notifications
- Web push-notifications
- Mobile banners
- Web banners
- Emails
- WhatsApp, Viber, Line
- Surveys
- SMS
- Retargeting (Facebook, Google)
- Cart abandonment
- Browser abandonment

AI

Up-sell and Cross-sell:

- More Expensive Alternatives
- Complementary Products

Personalized Experience:

- Personalized category
- Personalized product recommendations
- Customer recent interactions

Stimulate sales:

- New products on Stock
- Alternative products
- Popular products

Real Estate: More Inquiries and Sales

- **Know your customer. Create 360deg view**
 - Collect holistic information about each visitor and build sophisticated segmentations. Ie: young professionals, newlyweds, retirees. Parents, singles and send relevant mgs. and content for relevant situations
- **Show relevant properties to each visitor**
 - Dynamically adjust your website to show listings relevant to a particular person
 - Show AI-generated recommendations to each individual
- **Boost sales and save marketing budgets with AI-generated purchase predictions**
 - Send campaigns via optimal channel and in optimal time to customers with high probability to buy



| | | |
|---------------|---------------------------|---|
| search | 16 Jan 2023, 22:11:04.399 | > |
| page_visit | 16 Jan 2023, 22:10:55.218 | > |
| page_visit | 16 Jan 2023, 22:10:48.159 | > |
| page_visit | 16 Jan 2023, 22:10:48.078 | > |
| session_start | 16 Jan 2023, 22:10:46.629 | > |

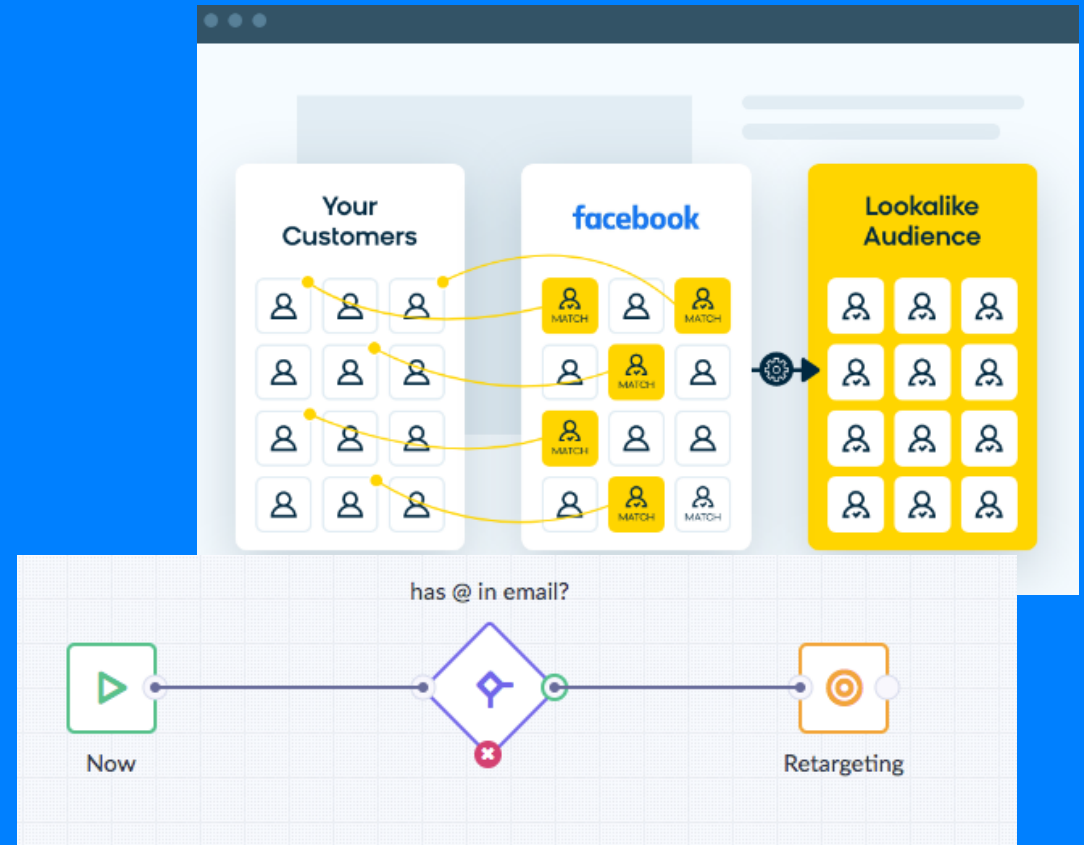


Choose prediction preset

| | | | |
|---|--|---|--|
| Purchase prediction Predict the likelihood of a future purchase by a customer | Open email prediction Predict if a customer will open a campaign email | Optimal email time prediction Predict when a customer is most likely to open a campaign email | Churn prediction Predict the likelihood of a customer churning |
| In-session prediction Predict if a customer will fulfill a selected goal during a session | Custom prediction Predict if a customer will match a custom target condition | | |

Real Estate: More Inquiries and Sales

- **Retarget segmented site visitors in Facebook, Google**
 - Boost your marketing campaigns efficiency by using retargeting campaigns
- **Become extremely helpful to your customers**
 - Send relevant offers and updates to customers based on their behavior (e.g. properties or categories viewed)
- **Keep info relevant and up to date for your team**
 - Get other agents up to speed on customers – ask customer less questions, save time and patience
 - Move clients quicker down the sales funny



Hospitality: Deliver magical experience to your guests

- **Guest Profiling**
 - Create detailed profiles of their guests: their preferences, past stays, and booking behavior
- **Personalized Marketing**
 - Create targeted and personalized marketing campaigns
- **Customer Service**
 - Provide a seamless and personalized customer service experience



Hospitality: Deliver magical experience to your guests

➤ Upselling and Cross-selling

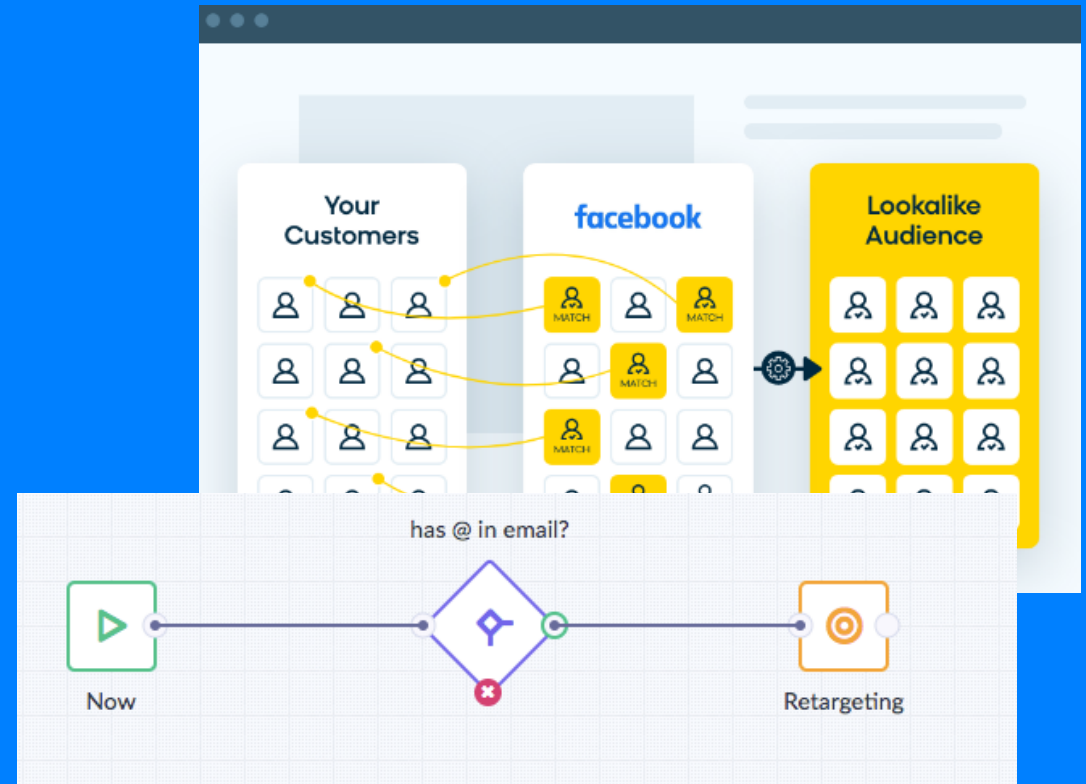
- Identify upselling and cross-selling opportunities by analyzing customer data.

➤ Loyalty Programs

- Tailor loyalty programs to customers' needs.

➤ Turn Cancellations to Opportunities

- When you do have a cancellation, you can turn to your CDP to find out who to approach to fill those vacancies.



Healthcare: Improve patient experience and outcomes

➤ Personalized patient journeys

- Aggregate data from various sources: electronic health records, medical histories, and patient interactions. Provide patients with relevant information, care plans, and recommendations.

➤ Improved patient engagement

- Increase patient engagement by providing them with relevant and personalized information, such as health tips, reminders for appointments and medication, and educational materials.

➤ Better patient management

- Provide patients with a single view of the patient's data and history. This can improve the quality of care and help providers make more informed decisions.



Healthcare: Improve patient experience and outcomes

➤ Enhanced customer service

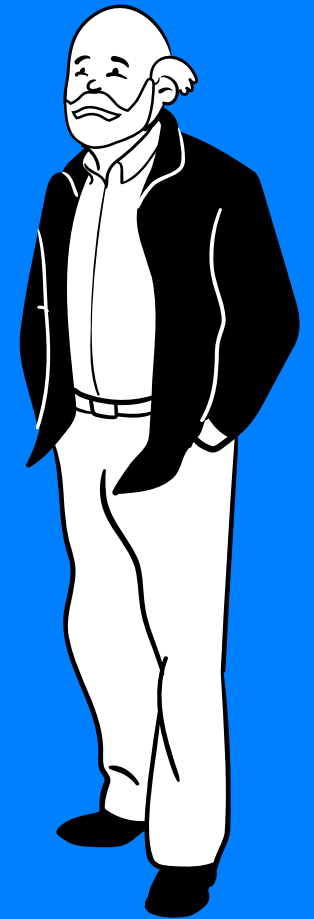
- Better understanding of their patients and their needs, enabling them to provide a more personalized customer service experience.

➤ Improved clinical decision making

- CDXP can be used to provide healthcare providers with real-time, data-driven insights that can inform their clinical decision-making. This can help providers make more informed decisions and improve patient outcomes.

➤ Better patient outcomes

- By providing healthcare providers with a unified view of the patient data and history, CDXP can help improve patient outcomes by enabling more informed decision making and personalized care plans.



Financial Services: improve customer experiences and drive business outcomes

➤ Personalized customer experiences

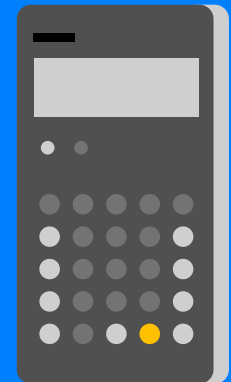
- Aggregate customer data from various sources: account information, transaction history, and customer interactions. Use this data to provide customers with relevant product recommendations, personalized promotions, and tailored financial advice.

➤ Improved cross-selling and upselling

- Helps identify cross-selling and upselling opportunities by analyzing customer data. This can enable business to offer customers additional products and services that complement their existing portfolio.

➤ Better customer engagement

- Increase customer engagement by providing customers with relevant and personalized information, such as account updates, financial planning tips, and reminders for important financial milestones.



Financial Services: improve customer experiences and drive business outcomes

➤ Enhanced customer service

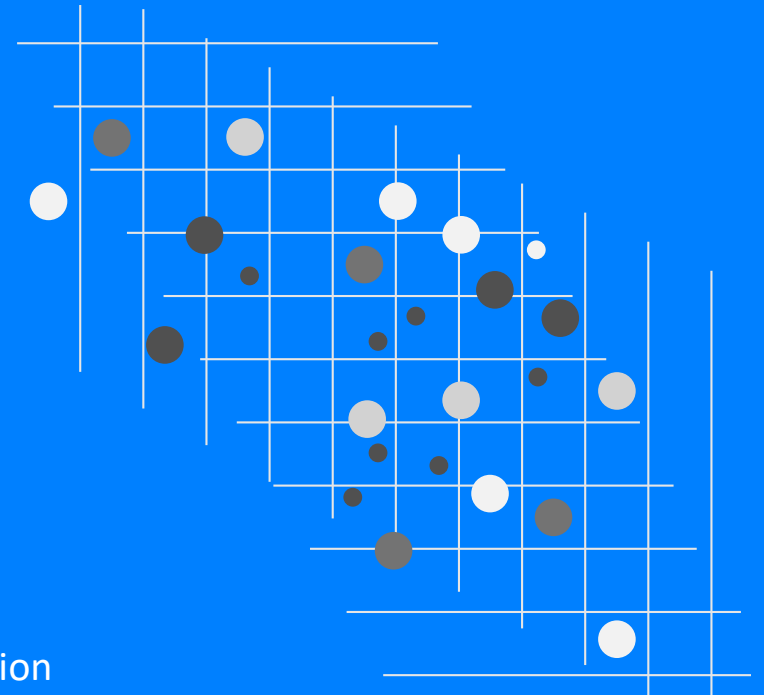
- Better understanding of the customers and their needs, enabling them to provide a more personalized customer service experience.

➤ Fraud detection and prevention

- Improve fraud detection and prevention by aggregating data from multiple sources, such as account activity, transaction history, and demographic information.

➤ Improved decision making

- Real-time, data-driven insights that can inform decision making. This can help them make more informed decisions and improve the quality of their services.



Transportation

- Track commuter volumes in real-time, assess the facilities onboard, or monitor and spread the volumes of passengers on your train platforms and or airports
 - Customers can be provided offers that can be availed using their frequent flyer reward points, as well as sent push notifications for upgrades or customised offers
- Bus, train and airline marketers to orchestrate contextually-relevant offers, upgrades, new destinations – upselling
 - When a price drop occurs on the route, the user can be intimated via a browser push notification.
- Notifications/reminders can be sent for choosing of seat, meals, luggage upgrade as well as hotel booking offers



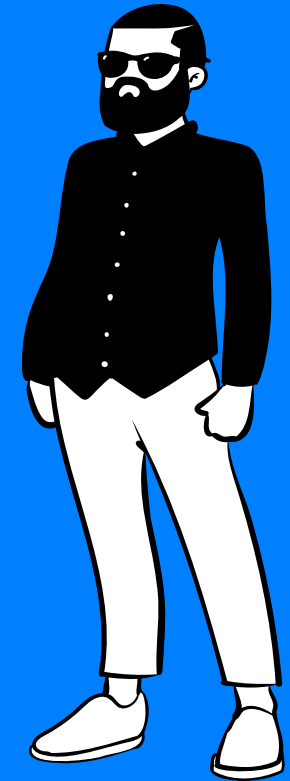
Travel

- Access legacy travel data, providing customers with right selection of travel options for their situation.
 - Hold data such as typical spends, favorite destinations, types of accommodation, price searches, package searches.
- Send targeted information, messages, push notifications on flights, accommodation price drops and deals, weather updates in chosen locations, recommended sights to see, what car to rent and so much more.
 - Some audience segments may be interested in cheaper flights and hotels and others in luxury, exclusive destinations. Know your audience



Retail

- Get noticed by generating repeat purchases via personalisation
 - Collect info- target with specific offers, discounts and relevant in stock messaging to generate revenue and encourage loyalty
- Track abandoned carts, last viewed items, most viewed items, most popular regions for sale
 - link data from internal warehouses and CRM systems with the attribution vendors' records allows marketers to identify the highest-density sources of high-value customers



Automotive

- Know what potential and existing customers want and need from a vehicle is crucial. This can help in converting customers
 - Create targeted marketing mgs.: by knowing what stage of life, they are in one can tailor make recommendations. What car for what size family
- Automotive buying has become digital, create new purchase models, that rely on digital research and ecommerce
 - By knowing your customer, you can keep up communication and customer loyalty post purchase. Offering service plans, tyre changes and upselling products



Entertainment/ sport/ music

- Turn casual spectators into life-long fans by generating ticket and merchandise sales- deliver cut-through.
- Know your fans better than the competitor and so Personalise messages at right time right place
- Use push notifications to up sales on merchandise when fans are near to a store or stadium
- Vendors and artists can reach new fans and increase spend of existing fans with discounts and merchandise offers, updates on new releases and gigs.
- Segment audiences into loyal, long serving fans and more fickle ones. - allows for personalization targeted mgs. for specific audiences
- Know what type of music, sports your consumers like helps incite them to concerts and games



Who We Are



Digital professionals

More than 15 years in the field of digital.
Business Consultants, Technology Consultants, Solution Architects, Enterprise Architects, Project Leads, Marketing and Creative minds.



UK based Limited Liability company

CDXP me Ltd is UK registered entity.
Data protection registered.



Multi-language and distributed

We speak English, Slovak, Arabic, Ukrainian, Russian.
Distributed across 5 countries. Follow the sun availability.

Our mission

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

What We Do. Our Services



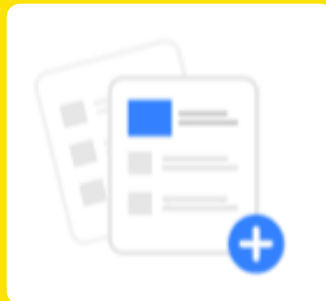
Architecture Design & Use-Case Selection

Get full use-case documentation from our Use-Cases Bank - next step would be to design a Reference Architecture for your CX Landscape! With a thorough analysis a viewpoint model will be created for your case.



Help you to select your ideal CDP

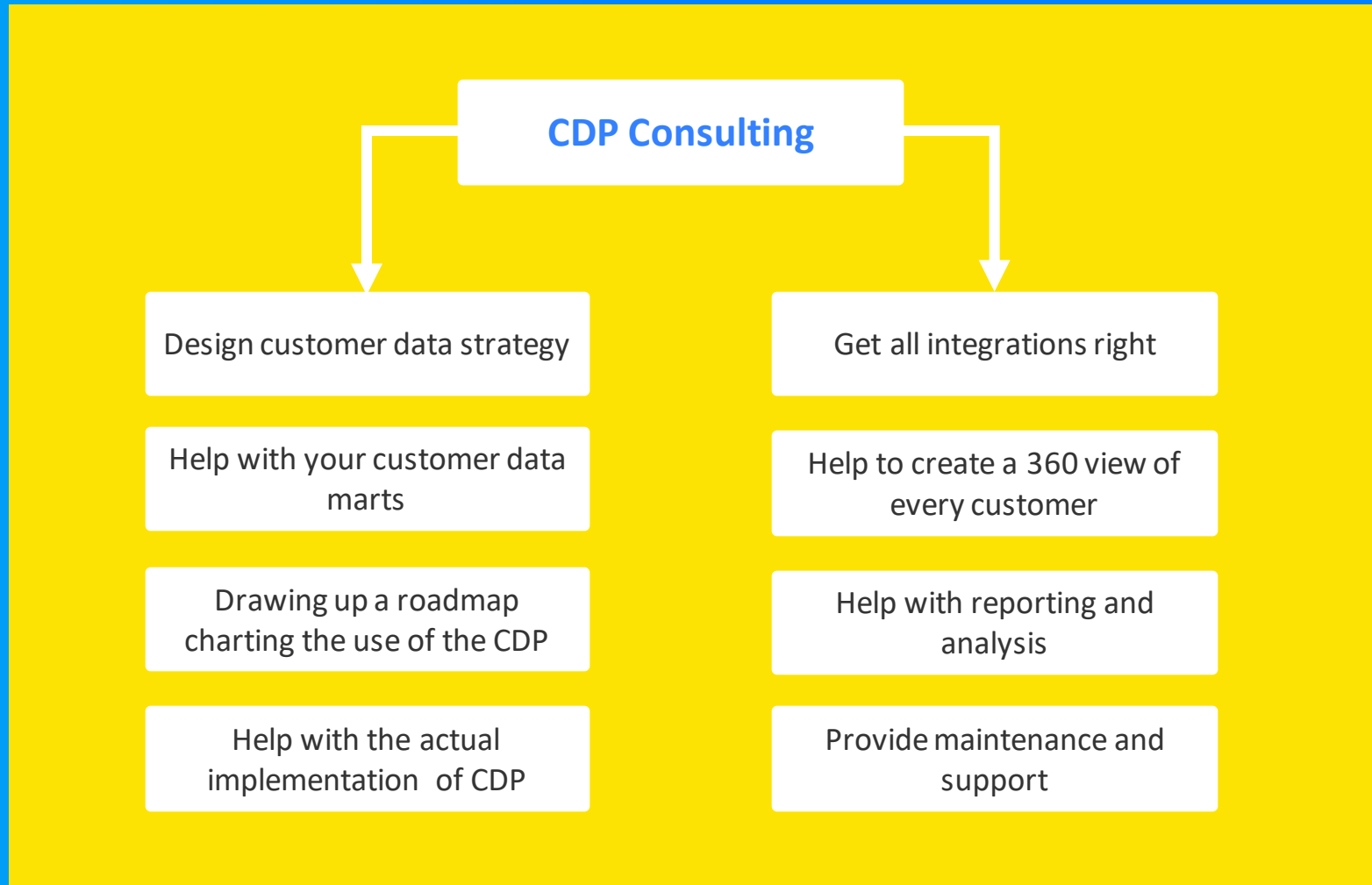
Walk you through a boutique of several technology providers and help you select the best fit for your business. We are partners with several technology providers.



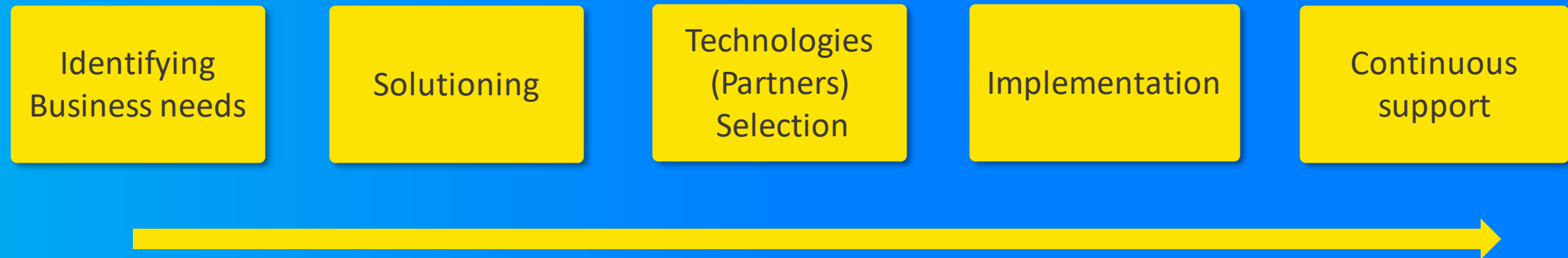
Set your Implementation Plan

Our Architects, tech consultants and business consultants will help Implement & Integrate your CDXP with your channels and data sources. Our dedicated support will continue the journey with you.

What We Do. Our Services



Service Lifecycle



Our Partners

To bring you the best results, we are partnering with the world's leading platforms and technology solutions.



Platforms' Top Clients



AL-FUTTAIM RETAIL, LAZURDE, ALBERTSONS, RAISEN, BOSCH, PUMA, FC BAYERN MÜNCHEN, MARKS & SPENCER, O2, NAY, ERSTE, DESIGUAL, GANT



RAULPH LAUREN, MUNICH RE, XANTERRA TRAVEL, AMERICAN EXPRESS, GAP, CVS HEALTH, NATIONAL AUSTRALIA BANK, AVIS BUDGET GROUP, CITIZEN M

The logo for Salesforce, which is a white cloud shape containing the word 'salesforce' in a white, lowercase, sans-serif font.

salesforce

BHARAT PETROLEUM CORPORATION LIMITED, GODREJ GROUP, RAZORPAY, SAFEXPRESS, REDBUS, KELLOGGS, WALMART

Case Study - Brightline

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.



brightline

Case Study - Brightline

PROBLEM

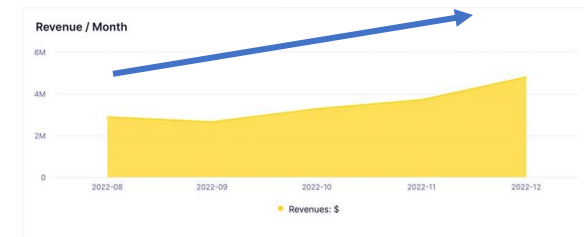
- The world reassessed and paused during the pandemic and so did Brightline. Brightline Trains stopped operations and took the time to re-evaluate its business needs and **improve the customer experience** in all departments.
- Needed to upgrade platform: **from Salesforce to Bloomreach: Exponea**

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.
- **Continued support** in all areas: Marketing automation, Software Integration, Digital Purchase, MarTech consultancy

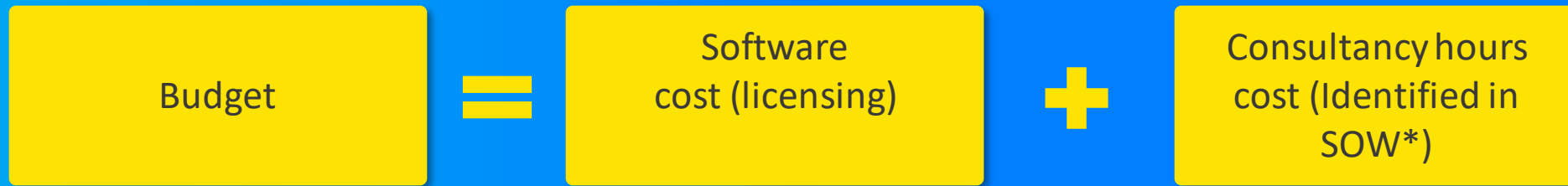
RESULTS

- # of purchases **+32.61%**
- Av purchase sum **+14.40%**
- # of unique buyers **+36.75%**
- Repeated purchases **+33.01%**
- Revenue **+51.84%**



*Results compared 4Q over 3Q '22

Budgeting



Demonstration of annual software cost per 1 mil. customers

Small CDXP
E.g. user.com
Customer.io
SalesManago
MoEngage
Marketo

30k USD

Medium CDXP
Bloomreach
Tealium
Emarsys

60-80k USD

Big CDPs
SAP CDP
SalesForce CDP
RedPoint CDXP

500k USD



*Scope of work

Thank You

www.cd xp.me

hi@cd xp.me

<https://www.linkedin.com/company/cd xp-me/>

<https://read.cd xp.me/>

