

Unify





Your Customer Data

Customer Data Platform Quick Start

You're swimming in customer data. In the past, you may have collected multiple layers of information about a single customer without being able to connect them all, leading to many data sources being used ineffectively, or not at all. A **customer data platform (CDP)** is capable of collecting data from multiple online and offline interactions and matching them to a single customer profile.

This ability to stitch customers across devices increases the likelihood that you'll deliver a compelling, relevant message. However with access to more than 7,000 marketing and advertising technology options, it's crucial that marketers have the correct data collection and data onboarding strategy in place for CDP success. Blast can provide you with the data management consulting strategy and resources you need to get the best performance from your CDP.

Benefits

-  Unify all of your customer data sources into one repository for a single customer view
-  Build precise known and anonymous audience segments for targeted campaigns
-  Deliver real-time, personalized customer experiences
-  Measure and take action across the entire customer journey



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Scope

- **Customer Data Platform Discovery Stakeholder Sessions**
- **Strategic Audit of CDP Data Collection, Audience Segmentation, and Taxonomy**
- **Review of Activation Use Cases**
- **Roadmap for High-Value Use Cases**
- **Audit Presentation to Key Stakeholders**

Deliverables

- **CDP Solution Design** – Captures the current state of your CDP
- **CDP Audit Issues and Opportunities** – Provides prioritized output of findings from the audit with recommended updates
- **CDP Technology and Use Case Roadmap** – Identifies opportunities for activation and high-value use cases that will result in the most actionable customer profiles

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Common Supported Tools



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