

Customer Data Platform (CDP)

The logo is centered within a large, dark blue circle that has a subtle gradient and a thin white outline. The background of the entire image is a blurred, abstract composition of blue, white, and orange tones, suggesting a modern, digital environment.

KEYRUS
digital

A MAJOR PLAYER IN CONSULTING AND TECHNOLOGIES

OUR AREAS
OF EXPERTISE

MANAGEMENT &
TRANSFORMATION

DATA INTELLIGENCE

DIGITAL EXPERIENCE

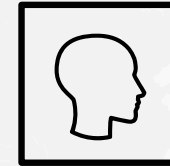
SOME
FIGURES



+20 years
of experience



18 countries
4 continents



+3500
employees



415M\$
2018 revenues

SOME
AMBASSADORS



BNP PARIBAS
La banque d'un monde qui change

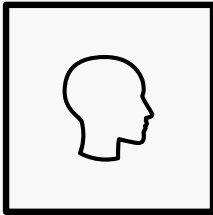


ALDO L'ORÉAL



NORTH AMERICA

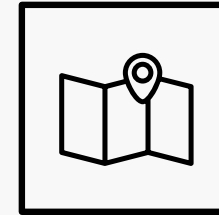
LOCAL FLEXIBILITY WHILE GLOBAL SCALABILITY



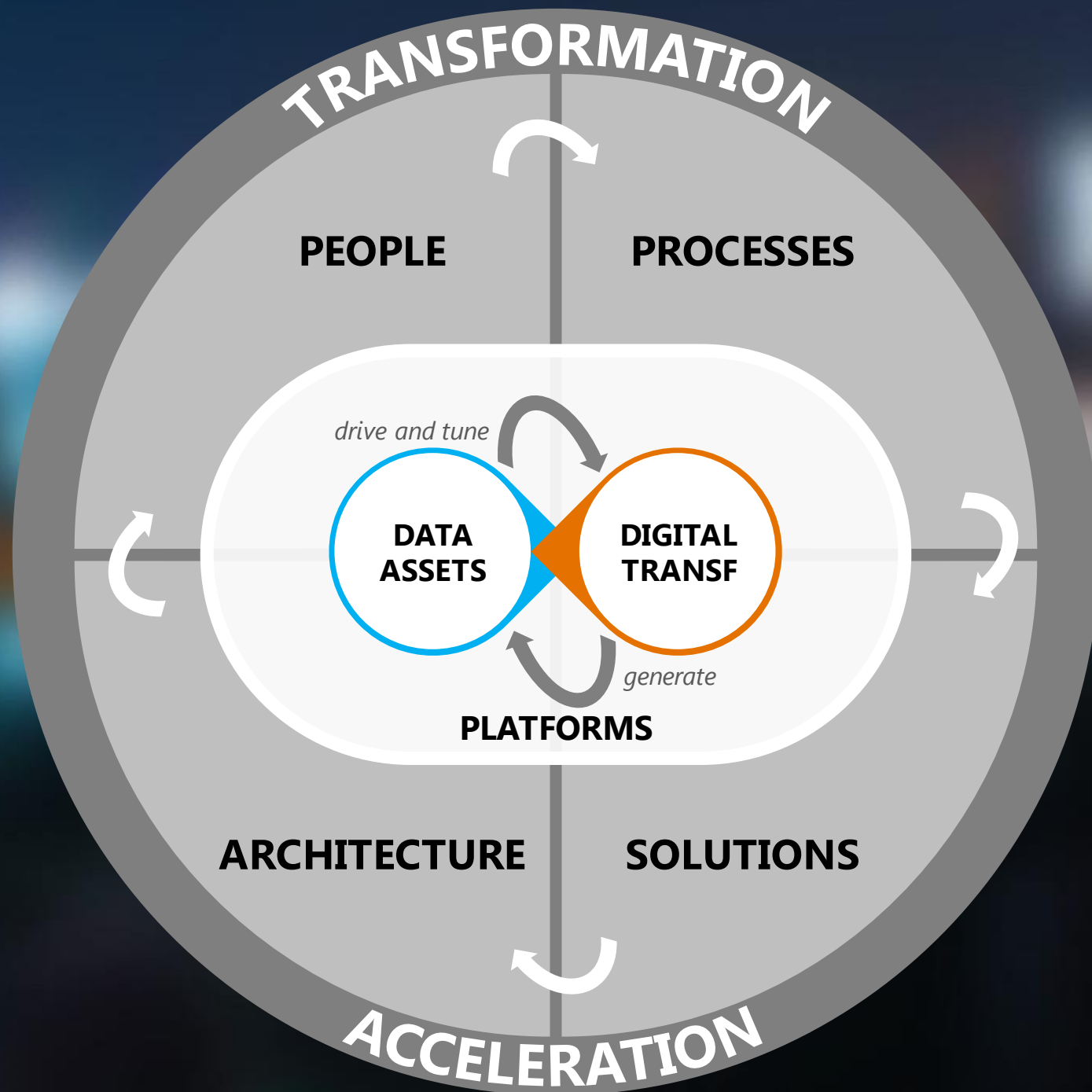
+150
employees



+20 years
in North America



5 offices
Montreal, Toronto, New York,
Washington, Los Angeles



FULL SERVICE PROVIDER FOR CUSTOMER ENGAGEMENT & UNIFIED COMMERCE

01



STRATEGIC HIGH END CONSULTING



DIGITAL AND COMMERCE ADVISORY

02



PRODUCT INFORMATION | CONTENT
MANAGEMENT | SEARCH | MERCH



PRODUCT INTELLIGENCE

03



MARKETING | CRM | CDP | DMP | AI



CUSTOMER
INTELLIGENCE | PERSONALISATION

04



E-COMMERCE | O2O | MOBILE | OMNI



USER EXPERIENCE | UNIFIED
ENGAGEMENT AND COMMERCE

05



PERFORMANCE | EVOLUTION | AMS



BUSINESS AND IT SUPPORT SERVICES

END-TO-END FULL SERVICE PROVIDER

Personalization at scale
& media waste reduction
with **Customer Data Platform
(CDP)**

A MISSED opportunity

- Netflix, Pinterest, Amazon and LinkedIn build great consumer relationships : they grow their businesses around understanding them through data.
- Today, companies manage customer relationships in 2 types of systems:
 - Channel-centric tools like ads, email services, web analytics
 - Databases that store various data sets in-house by IT
- Siloed data, huge amounts of data, unstructured data, two-way data flows and real-time orchestration makes a customer-centric approach much more difficult
- Not being able to act on the signals that consumers provide in real-time is a missed opportunity.

NETFLIX

amazon

Linked in

Pinterest

The Ultimate Goal

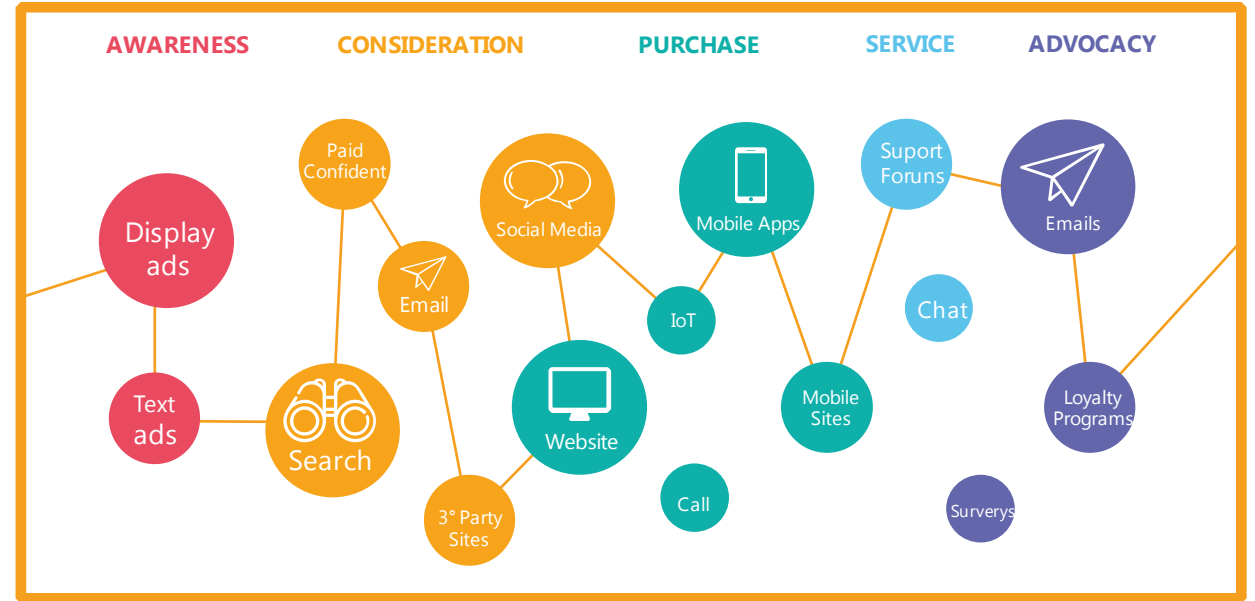
Marketing in the Moment = Right Time, Right Place, Right Channel

The Challenges

Siloed Channels, Fragmented Data Sources, Lack of Real-Time Data

The Solution: CDP

Collect, Own and Take Action on 1st Party Customer Data and Profiles Using 1000's of Pre-Built TMS Integrations



WHY a CDP ?

CDP can help you to create segmented audiences that will help your company to:

- Reduce media waste
P&G will cut \$2 billion in marketing spending
- Increase sales

How?

- Communicate with Segmented Audiences using buying behaviors + demographic info + psychographic profiles
- Acquiring and enriching the right Consumer Data

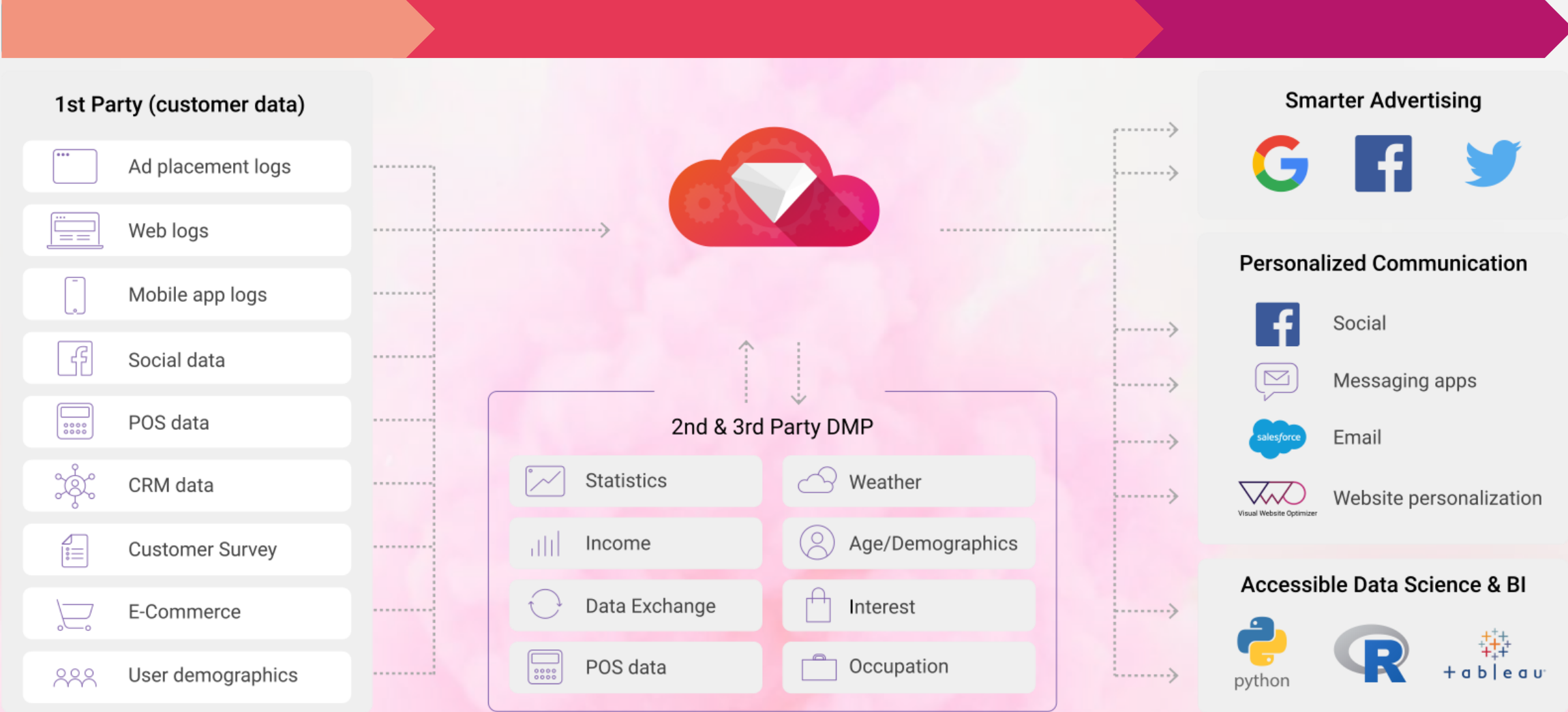


With the need of personalization, which % of your media budget is spent with segmented audiences ?

PRODUCT VISION

Offrir une vision client 360° en réconciliant média, CRM, cookies et adresses emails, via le rapprochement entre la navigation web d'un visiteur et son compte client.

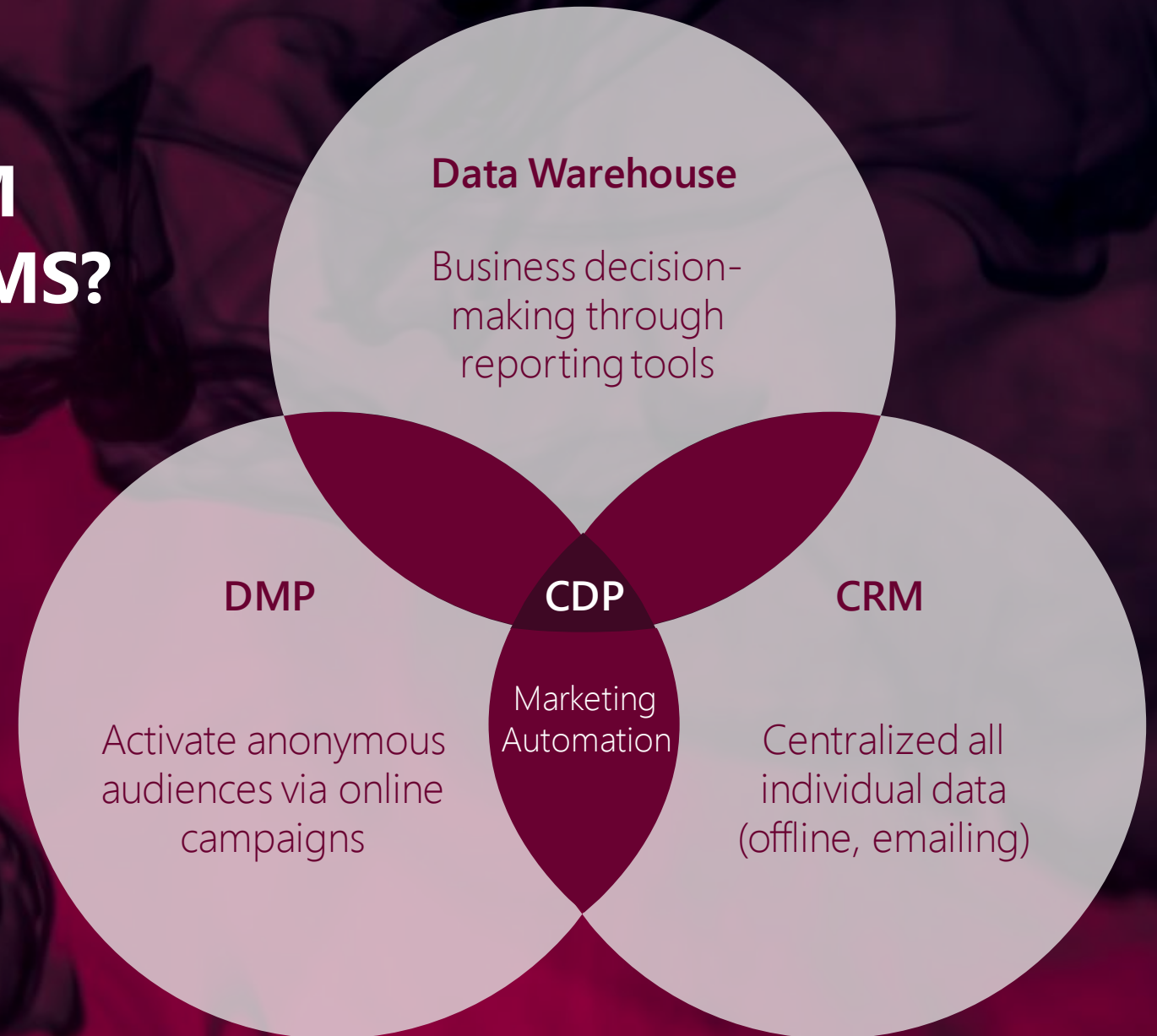
WHAT IS A CDP?



Gartner

A **Customer Data Platform** is a marketer-controlled integrated customer database that can support coordinated programs across multiple channels

HOW CDP DIFFERS FROM OTHER MARTECH SYSTEMS?





















THE 8 PILLARS OF CDP

- ① Connectors IN/OUT : SFMC, DMP, Social Media...
- ② UI/UX: for Marketers, for the Insights dpt, for management
- ③ Infrastructure : does the platform have the capacity to ingest all your data ?
- ④ Unification
- ⑤ Segmentation
- ⑥ Data Enrichment and 3rd party data
- ⑦ Predictive insights, content, offer with Machine Learning & AI
- ⑧ Reporting

How to import data ?

- **Connectors:** more than 120 connectors IN/OUT available to import data to the CDP
- **Tag:** Page views and web forms results
- **Pixel:** Campaigns data from emails or ads
- **SDK:** Mobile Applications data
- **API:** Other sources

Catalog

USE CASES WITH MACHINE LEARNING & AI


- **Product recommendation:** find the best products that someone is willing to buy taking into account external/internal parameters (fatigue, offline online purchase history, weather...)
- **Customer clustering:** automatically detect hidden segments with high potentials
- **Buying propensity:** probability that someone will buy a specific product
- **Best time to send:** maximize the opening rate finding the right time people are opened to advertising
- **Best channel:** find the media people use the most to interact with the company
- **Basket analysis** (e-commerce): product recommendation (marketing) + sales and supply chain optimization
- **Predictive maximum budget:** predict how much is customer willing to pay

360 DEGREE VIEW OF THE CUSTOMER

Customer

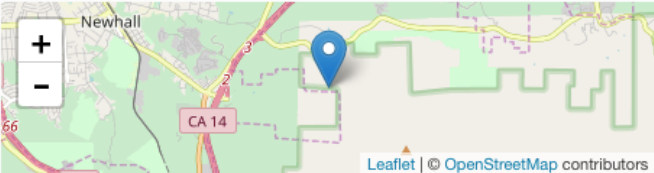
Profile

Attributes



Theresa Klinger
Director, Global Sales and Channel Development
tklinger1@gmail.com


[f](#) [in](#) [G+](#)



Leaflet | © OpenStreetMap contributors

Interest Categories

Shopping



Hamlin Enterprises
Gmail is one of the very popular free webmail service provided by Google. It offers an advertising-supported free

Founded 2015

Employees 50,000

Keywords B2B

Last 3 campaigns

retargeting

→

retargeting

→

summer_sale_em...

Sep 9, 2017 2:50 pm

Sep 12, 2017 1:11 pm

Sep 20, 2017 7:41 am

Activities

Session

19

Duration

00:00:38

>

Sep 20, 2017

00:00:01

1 session

>

Sep 19, 2017

00:00:12

1 session

>

Sep 18, 2017

00:00:03

3 sessions

>

Sep 16, 2017

00:00:04

1 session

>

Sep 15, 2017

00:00:14

3 sessions

>

Sep 14, 2017

00:00:01

1 session

>

Sep 12, 2017

00:00:01

1 session

>

Sep 10, 2017

00:00:01

1 session

>

Sep 9, 2017

00:00:01

3 sessions

SEGMENTATION EXPERIENCE

Global Audience Insights Segments Profiles Predictive Scoring

← New Segment

CLOSE SAVE ...

Include ALL profiles that match below criteria

attribute

country equal to United States X

predictive

include profiles from Churn Scoring where predictive range is possibly to likely + X

segment

include profiles from active users segment X

and

behavior

web visits count equal to 0 X

filter ALL profiles that match below criteria

city latitude equal to 66442.0 X

+

in the last + X

+ add rule

10,450

Profiles in this segment 30% of 5,347 total Audience

30%

Last 30 Days

New Users	<div></div>	20%
Users Left Segment	<div></div>	15%
Existing Users	<div></div>	65%

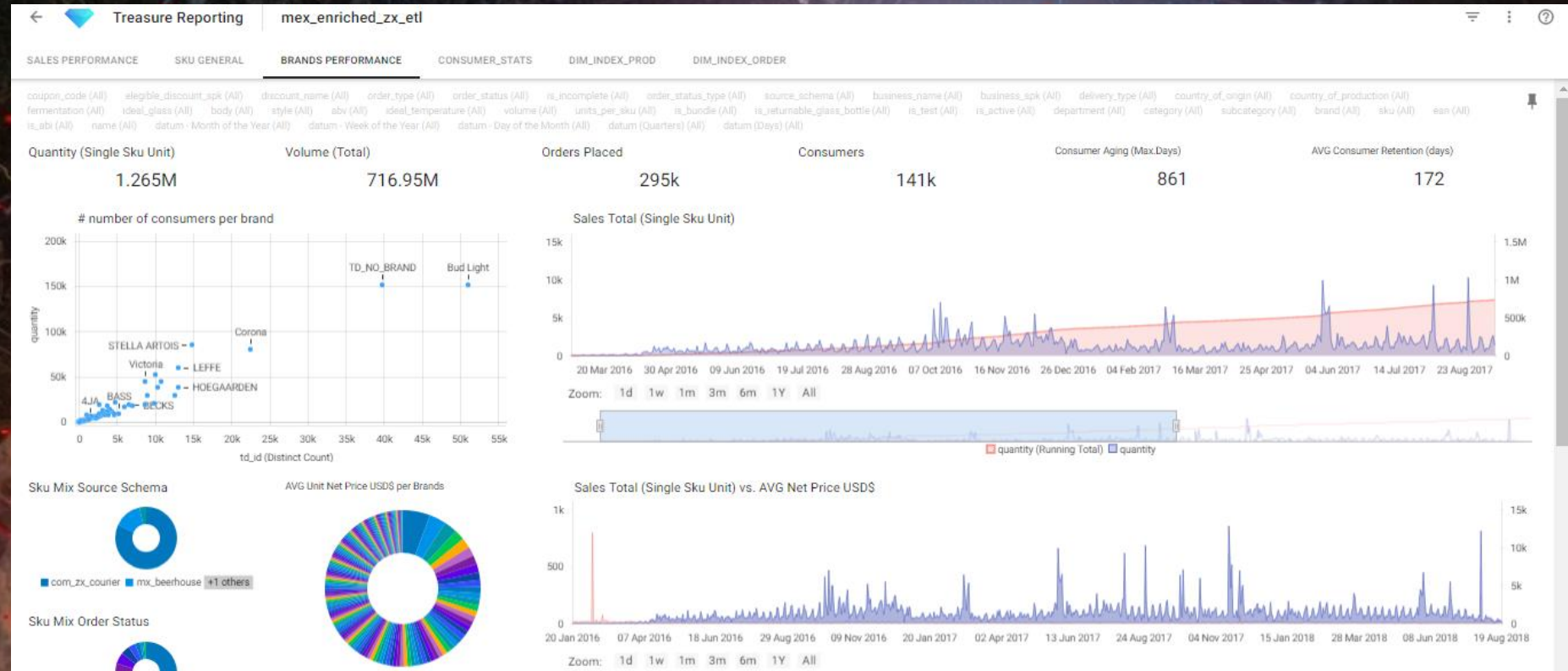
Sample Users

New Users

Users Left Segment

Existing Users

REPORTING





HOW TO GET TO KNOW YOUR CUSTOMER

A journey about value, data and platforms.



**SOMEONE IS
VISITING OUR
WEBSITES
BUT WHO?**



**WITH THE CDP
WE BEGIN TO KNOW
WHO'S BEHIND THE
DEVICE.**

WITH CDP + DMP JUST BY BROWSING THROUGH THE WEB WE KNOW:

I'm A036A18799605C
and I like your
beverage.

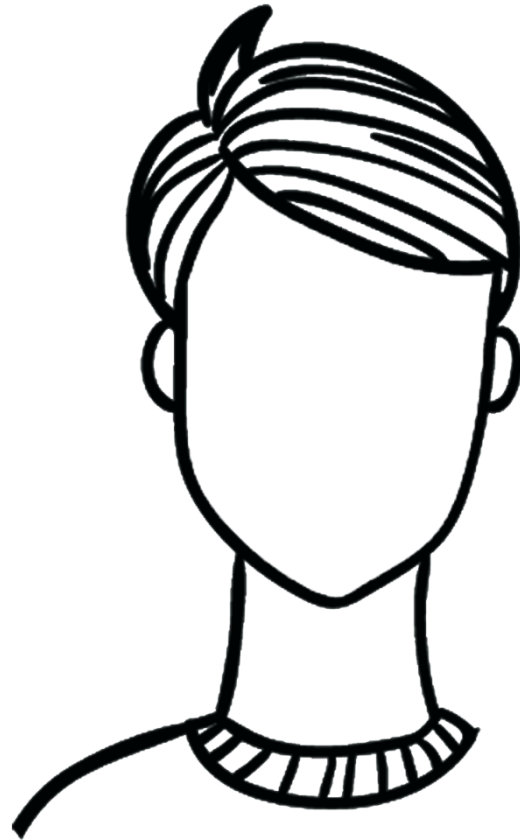


I'm
A036A18799605C
and I use iPhone 7
ID: 3245xcrde567

A036A18799605C
is looking for a
jersey.



SO NOW, WE KNOW THIS:



- I'm **A036A18799605C**,
- I like your beverage,
- I'm from Canada
- I like Soccer.
- I use: iPhone 7 ID: 3245xcrde567

HOW DO WE TURN HIM INTO A CUSTOMER?

**WITH
DMP
WE CREATE AN
AUDIENCE BASED
ON:**



70596C6801A3A9
5190A609736AC8
0819630679ACA5
A180A6709C9536
80C667959A310A
016A79C53806A9
590786A03CA619
7A01659A83906C
9618A09037AC65
1068A7A990365C
A663C9A0701598
75C9981036A06A
A036A18799605C
A369860A70C519
96083A6059A1C7
8091CA65A93076
81609A6C750A93
1CA53A06879069
A78A09C9661305



**THIS AD WILL APPEAR
FOR **A036A18799605C**
NEXT WEBSITE VISITED.**



A036A18799605C WILL CLICK ON THE AD AND REGISTER ON A LANDING PAGE.



A036A18799605C IS NOT A STRANGER ANYMORE.

MEET ~~A036A18799605C~~ RICHARD TREMBLAY

WITH OUR **CDP** WE COLLECT AND ENRICH THE INFO WE HAVE FROM ALL OUR DIFFERENT PLATFORMS AND RICHARD IS NOT JUST A RECORD ANYMORE... HE'S A CUSTOMER AND WE KNOW WHAT HE LOVES.

salesforce marketing cloud

salesforce DMP



**CD
P**

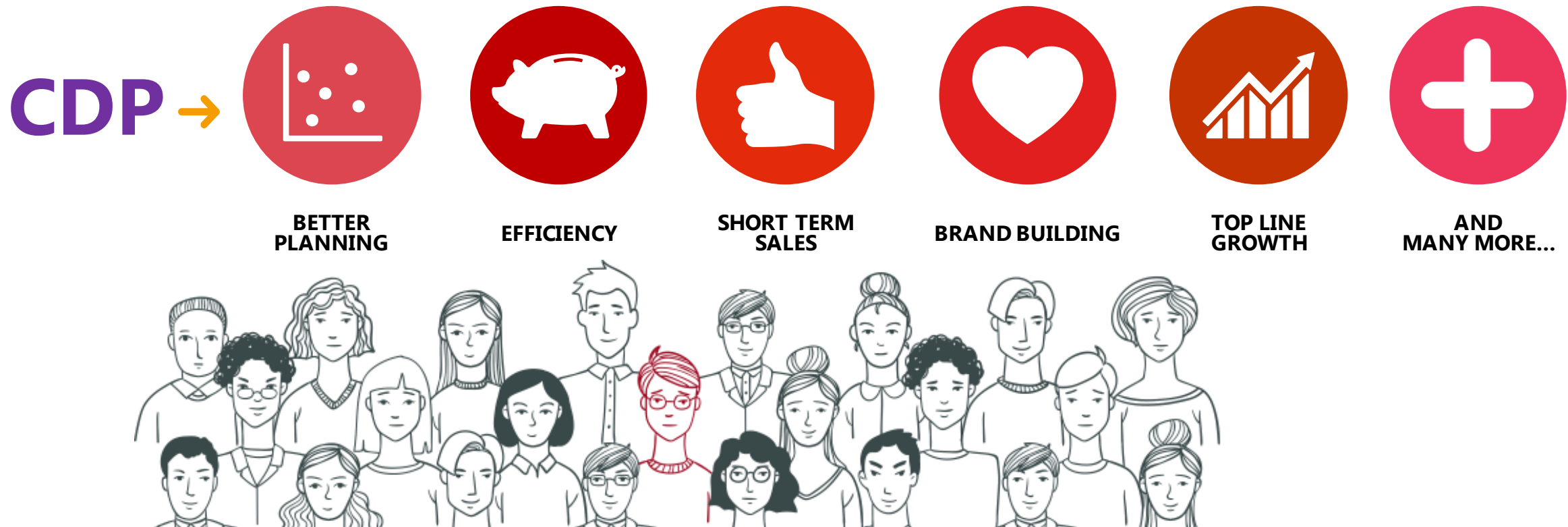


I'm Richard Tremblay,
I live in Québec,
I like your beverage,
love soccer,
use facebook,
I'm 23 years old,
my email is
rtremblay@gmail.com,
I like online shopping,
I own an iPhone that I use
from 2 to 4 p.m., etc.



THERE ARE MILLIONS LIKE **RICHARD**.

WITH THE **CDP** YOU CAN REACH THOSE MILLIONS IN THE BEST WAY POSSIBLE,
GENERATING COMPREHENSIVE AUDIENCES BRINGING YOUR STRATEGY TO A NEW LEVEL BY...



CONCLUSION

Le CDP vous permet de réconcilier les données de navigation et les données de compte client et faire entrer votre stratégie dans une nouvelle dimension, celle de la conversation personnalisée.

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digital