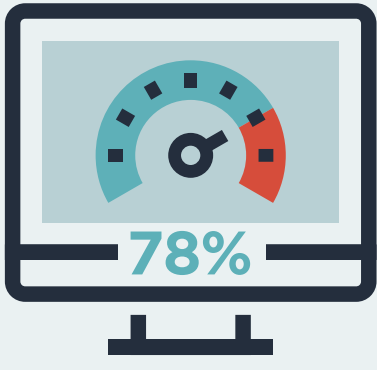


OMNICHANNEL MARKETING EXCELLENCE: The Impact of CDPs

New research from London Research and BlueVenn shows how companies with customer data platforms (CDPs) are ahead of the game when it comes to omnichannel marketing excellence.*

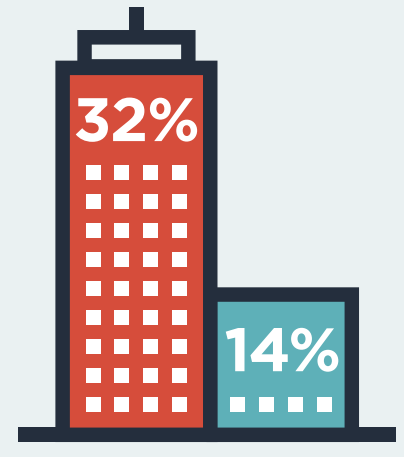
The study looks at the performance of companies across four key pillars of omnichannel marketing. Across all these dimensions, companies with CDPs are found to perform significantly better.



The coronavirus pandemic has accelerated the shift online, with 78% of responding companies reporting **increased online traffic** since the onset of Covid-19.



The proportion of **companies with CDPs** (organizations with \$50m+ annual revenues) has increased from 51% to 63% since early 2019.



Those companies with CDPs were more than twice as likely to have **'significantly outperformed against their main business goal'** in the 12 months leading up to the Covid crisis (32% vs. 14%).

Four key dimensions of omnichannel marketing

Outbound marketing and media optimization



This is defined as 'push' communications that are initiated by the brand and delivered to audiences that meet their criteria.

'We have synchronized/coordinated customer journeys across offline and digital channels that flow over a period of time and are triggered by customer behaviors.'

40%

Organizations using a CDP

vs.

24%

Organizations not currently using a CDP

Companies with a CDP are 67% more likely to have synchronized customer journeys across offline and digital channels.

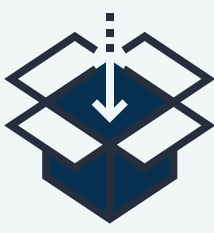
Transactional companies - those selling directly to customers - are more than twice as likely as likely to have fully **synchronised customer journeys across offline and digital channels** (38% vs. 18% for non-transactional businesses).



Less than half of the companies surveyed (45%) are using **customer journey mapping** in some form to design higher-order, joined-up, outbound programs.



Inbound marketing and optimization



Defined as inbound marketing activity that promotes consumer-initiated interactions.

'We apply an integrated, cross-channel approach to lead nurturing, including lead scoring, customer segmentation, conversion journey management with triggered communication in response to an action/behavior.'

30%

Organizations using a CDP

vs.

11%

Organizations not currently using a CDP

Companies with CDPs are almost three times as likely to be adopting an integrated, cross-channel approach to lead nurturing.

Owned media optimization



Owned media is defined as web, mobile and social properties that support customer engagement and/or ecommerce.

'We have synchronized/coordinated customer journeys across offline and digital channels that flow over a period of time and are triggered by customer behaviors.'

23%

Organizations using a CDP

vs.

7%

Organizations not currently using a CDP

Organizations using a CDP are more than three times more likely to be delivering advanced personalization to enhance the customer experience.

Cross-channel orchestration



Defined as coordinating and integrating customer journeys and customer experiences across all channels and devices (both online and offline, outbound and inbound).

'We have synchronized/coordinated customer journeys across offline and digital channels that flow over a period of time and are triggered by customer behaviors.'

37%

Organizations using a CDP

vs.

7%

Organizations not currently using a CDP

CDP users are five times more likely than non-users to be leveraging advanced customer data analytics to deliver and optimize their customer experience.



CDP users are much more likely than non-users to employ these advanced capabilities and to have outperformed their business goals. Clearly the CDP is a key enabling technology. While many other organizational and technical factors influence marketing maturity, it's almost impossible to do advanced marketing without having some type of CDP in place.

David Raab Founder, Customer Data Platform Institute

*The Omnichannel Marketing Excellence report is based on a global survey of 235 organizations with annual revenues of at least \$50m. The survey was carried out in August and September 2020, and promoted by London Research and its sister company, Digital Doughnut.

