



THE BUSINESS CASE FOR A CDP

A new report from London Research and BlueVenn shows how customer data platforms are helping successful marketers provide exceptional customer experiences and optimized data-driven initiatives*.

Organizations with CDPs are two and a half times more likely than their peers to have significantly outperformed against their organization's main marketing goal in 2018

24%

us.

10%

CDP-equipped organizations
Organizations with no CPD

CDP-equipped organizations are at least three times more likely than those at other companies to agree strongly that they have the following attributes:

CDP-equipped organizations
Organizations with no CPD

A full view of their customers across digital and offline interactions with their brand

41%

us. 5%

Use of attribution beyond first/last-click to improve their paid media performance

31%

us. 6%

Use of machine learning for real-time decisioning / data analytics

26%

us. 6%

Ability to deliver real-time personalization of content based on visitor behavior

36%

us. 8%

Testing and optimization capabilities that are central to their website and email strategies

40%

us. 13%

Ability to set up and execute multichannel campaigns from a single technology platform

38%

us. 12%



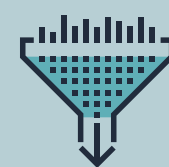
A study by the CDP Institute has found that Customer Data Platforms are delivering 'significant value' for **four in five** organizations that have deployed one.

<https://www.cdpinstitute.org/DL1412-CDPI-Europe-2018-Member-Survey>

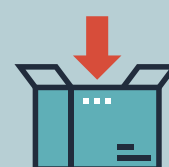
According to the London Research survey, adoption of CDPs by companies with annual revenues of at least \$50m is high, with more than half (51%) now claiming to have one.

CUSTOMER DATA PLATFORM INSTITUTE
www.CDPInstitute.org

According to the Customer Data Platform Institute's RealCDP certification program, a CDP needs to do the following to be classed as such:



Ingest data from any source



Capture full detail of ingested data



Store ingested data indefinitely (subject to privacy constraints)



Create unified profiles of identified individuals



Share data with any system that needs it

North America is leading the way when it comes to CDP adoption.



Yes, we are already using a CDP



No, but we are planning to invest in one



No plans to invest in one

*This customer data management report is based on a global survey of 194 organizations with annual revenues of at least \$50m. The survey, carried out in March 2019, was publicized through LinkedIn and dedicated emails sent out by London Research and its sister company, Digital Doughnut.

