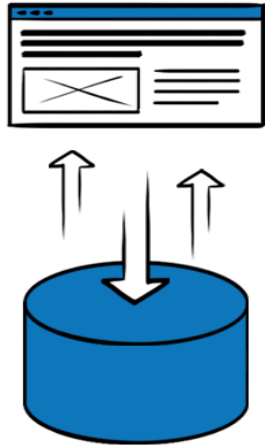


Why you need to invest in a CDP

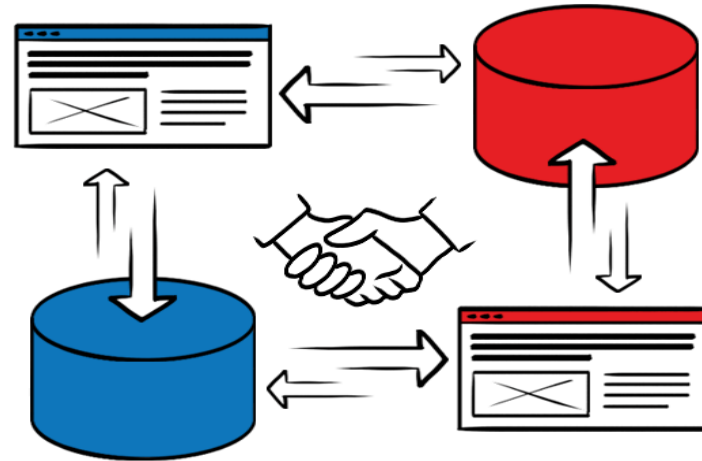
Data primer : Types of data

1st party data



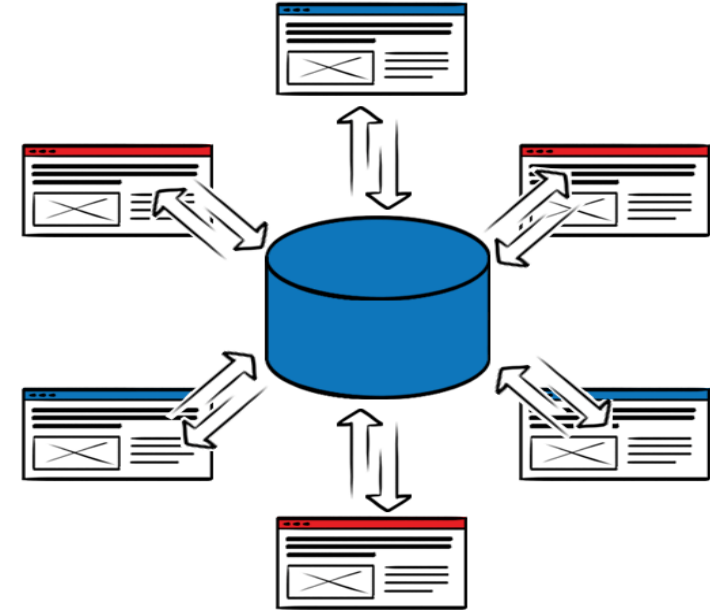
- Data that is collected directly from audience or customers
- Highest quality
- Publisher + data owner have it

2nd party data



- Data that is sourced from a trusted partner /direct data owner through a deal
- Partner sites
 - Business deals (e.g deal with telco)

3rd party data



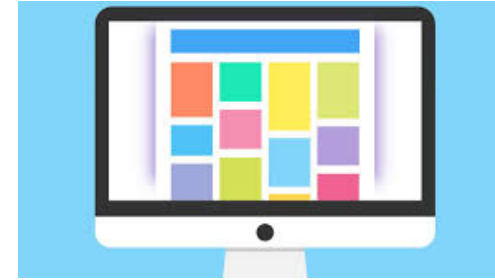
- Data that is sourced from aggregators and marketplaces
- Typically 3rd party cookies that have been used by DSPs/DMPs or data sellers

Data primer : Primary identifiers used for media buying

App



Mobile Web And Desktop



	Device ID	First party Cookies	3rd party Cookies
Identifier used	<ul style="list-style-type: none">• IDFA for IOS• AdID for Android	Happens on the websites domain through the publishers webserver or JS code	Request or Pixel is sent from website to a third party system (DMP, Ad server, any adtech provider) Ad tech providers then ensure cookie mapping table to aggregate cookies across publishers and form a pool.
Usage by Ad tech systems (programmatic)	Yes with no addl processing	Cannot be used , only accessible in publisher domain	Yes
Persistence	Not easy to reset by user , so persistent	Can be deleted by user	Being blocked by Google in 2 yrs, Already blocked on Safari User can also use incognito mode

New challenges from Apple and Google are hitting marketers



Google Chrome's deprecation of third party cookies limits use of ad tech to track users across websites for marketing



Apple's new privacy regime in IOS 14+ increases opt-out thus reducing addressable base of identifiable users for marketing

Data primer : Some commonly asked questions

Questions

- Why is 3rd party data driven buying still popular, even when first party data is available and more accurate ?
- Does the data sync even if advertiser DMP and publisher DMP are different ?
- Can I use Google Analytics as a DMP?

Answers

- Scale
- Ease of use (already available on DSP platforms)
- Tradable
- Publisher has to do separate contracts for his own data (and has user consent)

- Yes since there is cookie table shared between DSP and DMP
- However this is a function of the scale of the DMP – if DMP works with more publishers and DSPs his ‘sync scale’ is high and match rates is high

- Yes it has some features of DMPs for data collection
- It has its own identification called client ID , so not compatible with third party systems
- Cant extract the data fully

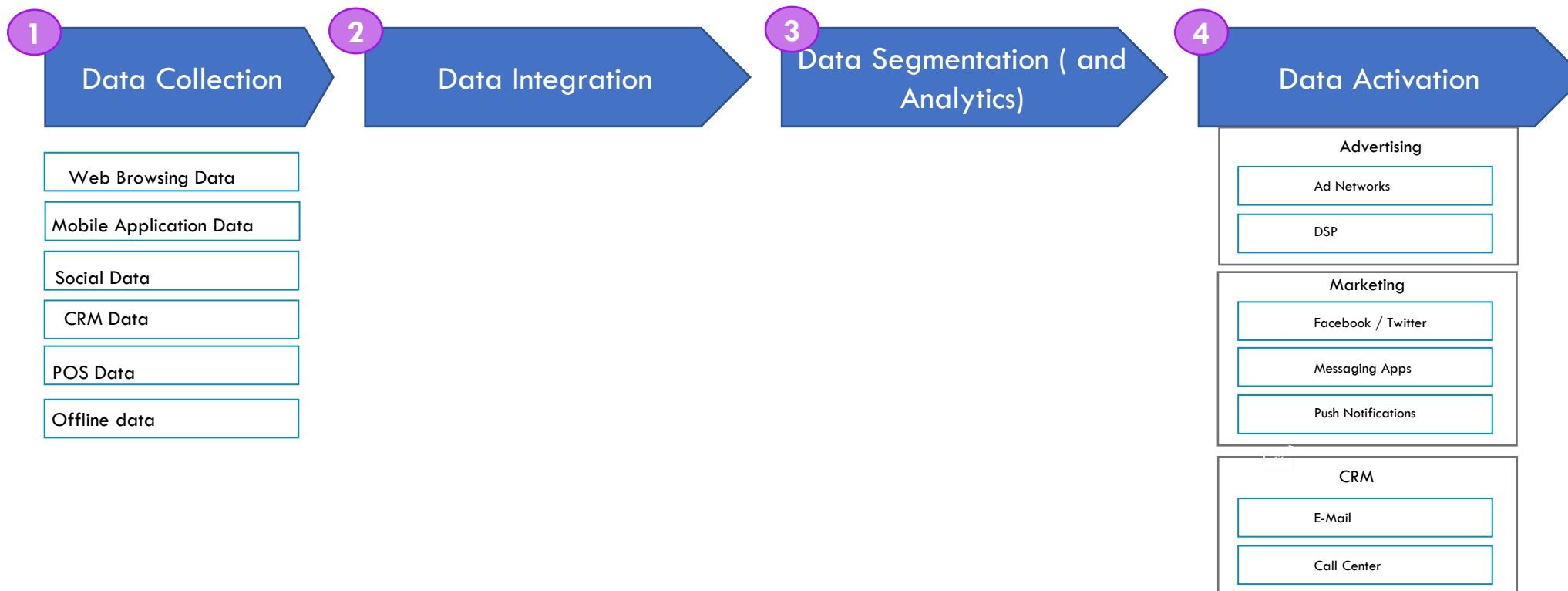
Data primer : How CDPs are better than DMPs

FEATURE	CDP	DMP
Primary Use	Marketing + Advertising	Primarily advertising
Data handled	First, second and third party data	Mostly Third party with anonymized first party data
Type Identifier	PII - Name, Email, Phone Number etc.	Non PII - Device ID, Cookie ID, IDFA etc.
Data Retention	Full data retention – no change to original data	Converted to segment without knowledge of taxonomy
Segmentation	Detailed	Simplistic
Time period	As long as needed	Typically 90 days or dependent on cookie expiration
User profile	Deterministic matching	Based on algorithms

CDPs are critical to secure the company's data strategy

- **Secure the future – invest in first party data stack**
- **Build one customer view across multiple touchpoints, marketing and data stacks**
- **Build the key use cases**
 - Marketing automation
 - Personalization that improves user retention and viewership
 - Integrated funnel management
 - Data agility for business teams – reduce dependence on data ETLs by BI teams
 - Triggers , alerts and nudges during the consumer journey – saw an ad but did not purchase
 - Faster roll out of new initiatives
 - Onboarding of data partnerships
- **Make it work by putting multi-discipline team behind it (to utilize the features) and create outcomes**

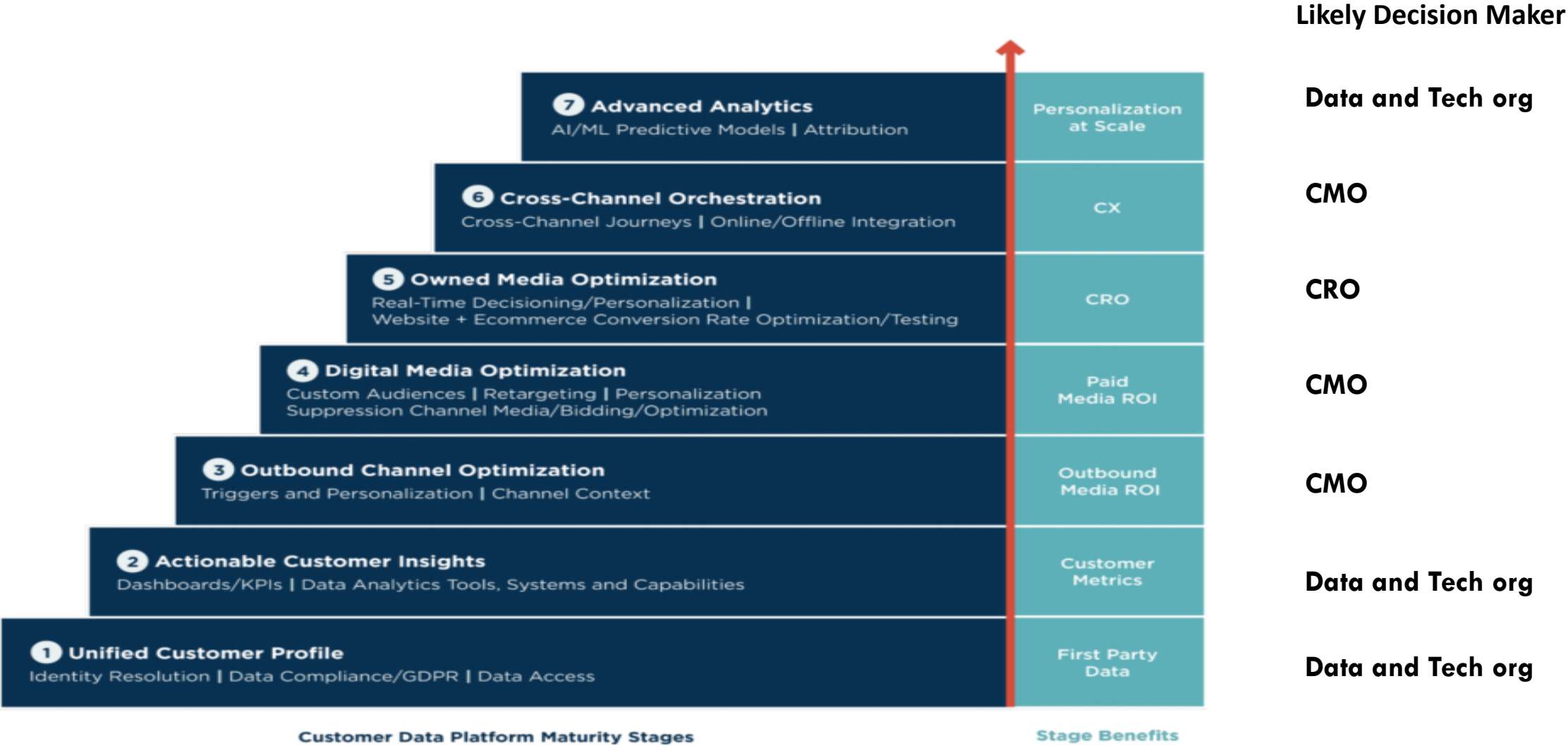
Customer Data Platform(CDP) integrates your data and makes it actionable



A Customer Data Platform is a system that enables

- 1. Data Collection** - Collect data from every customer touch point
- 2. Data Unification** - Unify profiles and store customer data in one place and manage identity
- 3. Data Segmentation** - Segment customers into meaningful groups and provide analytics
- 4. Data Activation** : Activate the customer data and audiences in end user tools like marketing platforms or recommendation platforms needed to drive personalization and revenue.

CDP investment is a multi-functional decision, not just marketing or data teams



The CDP journey – are you ready?

