

What can Customer Data Platforms do for you?

Financial services firms globally are seeking answers for ways to increase operational efficiency, leverage data and analytics to improve customer experience, and optimize marketing/advertising spend

How can we respect customer preferences consistently across marketing channels?

How can we move into journey-based marketing?

How can we make intelligent decisions to personalize content in real-time?

How can we centrally build and activate audiences instead of doing so in different MarTech tools?



The solution?

A Customer Data Platform (CDP)

CDP is a packaged software solution that employs a unified, persistent and analytically-driven view of individual customers based on data from interactions across multiple data sources (CRM, clickstream, transactions, third-party, etc.), and is already benefitting firms around the FS industry.

78% of companies either have or are developing CDPs

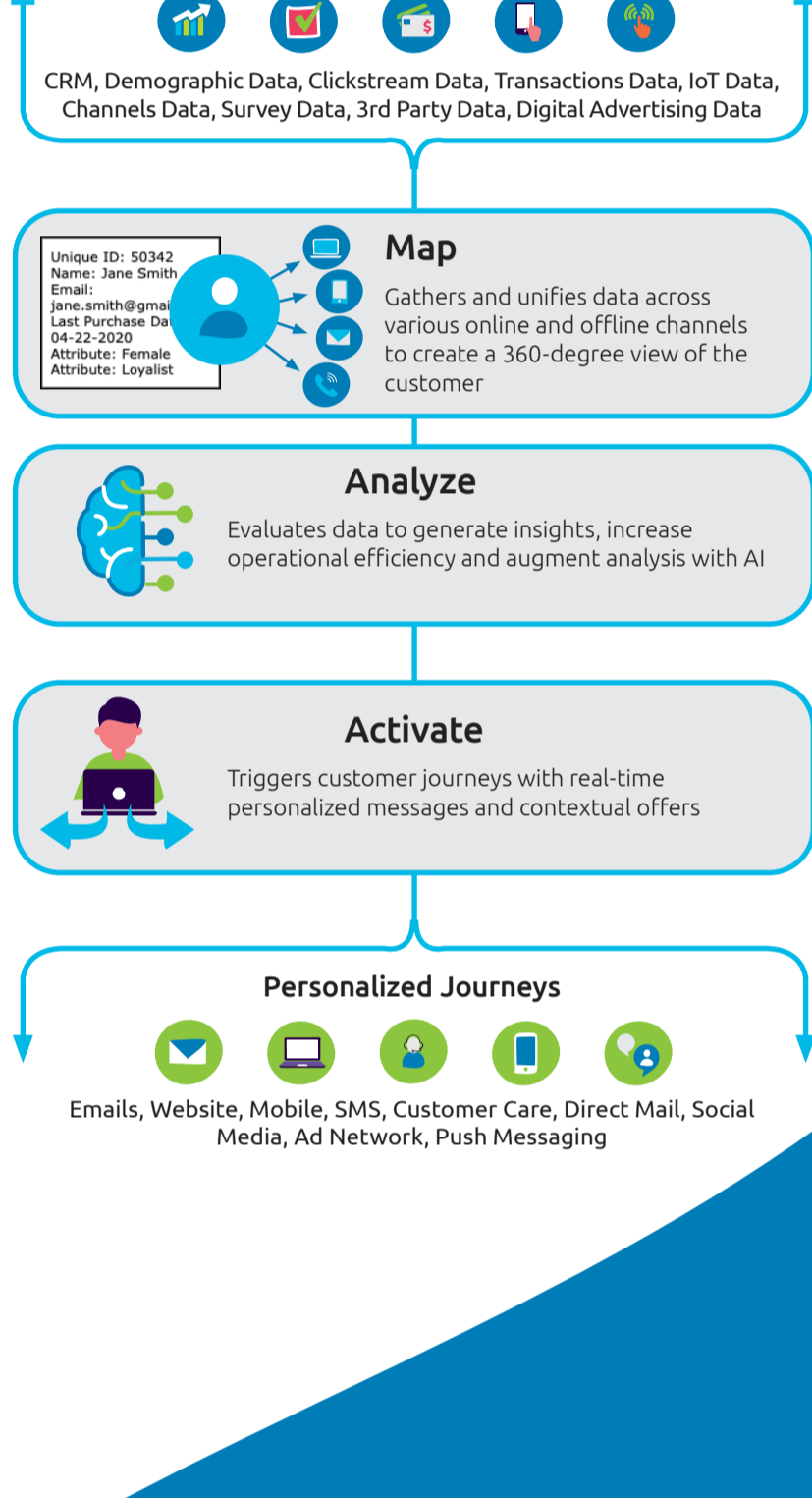
44% of organizations report CDPs help drive customer loyalty

62% of CDP users enable individualized personalization on email



Core CDP Capabilities

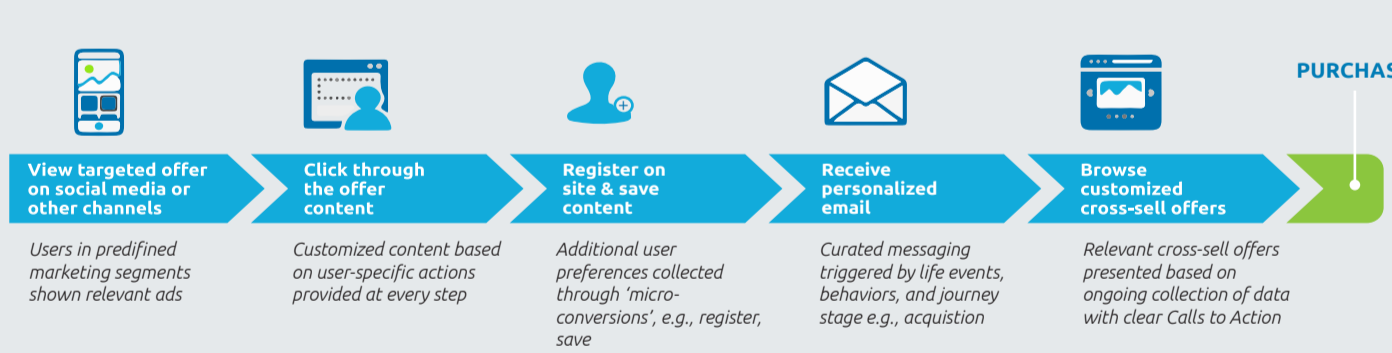
A CDP works through a three-step process: **Map, Analyze, and Activate**



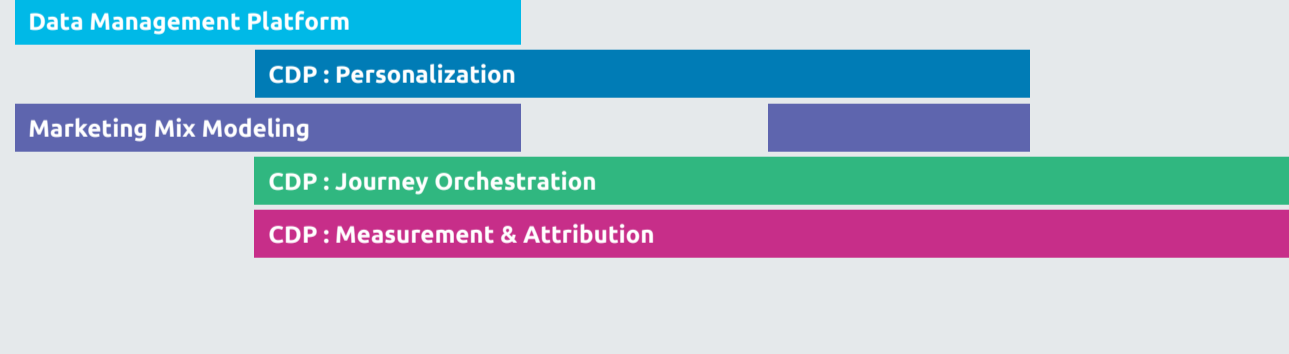
CDP Use Cases

- » Augments consumer marketing strategies via individualization
- » Enhances personalization recommendations across various touchpoints
- » Unifies a 360-degree view of customer with cross-channel data to improve marketing efficiency
- » Enables offer and loyalty management
- » Optimizes ad targeting
- » Discovers and monetizes new audiences
- » Accelerates lead generation
- » Centralizes consent management across platforms
- » Predicts future purchasing behavior
- » Increases subscribers and engagement to drive revenue
- » Prevents subscriber churn

CDP enables personalized offers via the end-to-end customer journey



Campaign Workflow Automation



Where Capgemini comes into play

Through each stage of the CDP lifecycle, Capgemini will partner with you to explore, design and implement the right platform that will help you realize business outcomes.

Assessment Assessment of various CDP vendors to meet your organization's requirements	Advisory Advisory services with deep marketing and financial services knowledge to design a roadmap to achieve business goals	Analysis Leverage marketing domain data science expertise to conduct and match analysis with client requirements
Implementation Implementation of customer data platform and integration with MarTech ecosystem	Data Management End-to-end data management to provide single source of truth and enable advanced analytics	Reporting Design and implement standard reports dashboards and ad hoc reports with different technologies

Why Capgemini?

Capgemini's industry-leading Insights & Data Global Business Line brings its deep digital analytics and technology expertise into delivering solutions that drive actionable insights and measurable business outcomes for clients.

To learn more about CDP, Email: financialservices@capgemini.com or Visit us at <https://www.capgemini.com/insights-data>

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of almost 220,000 team members in more than 40 countries. The Group reported 2019 global revenues of EUR 14.1 billion.

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