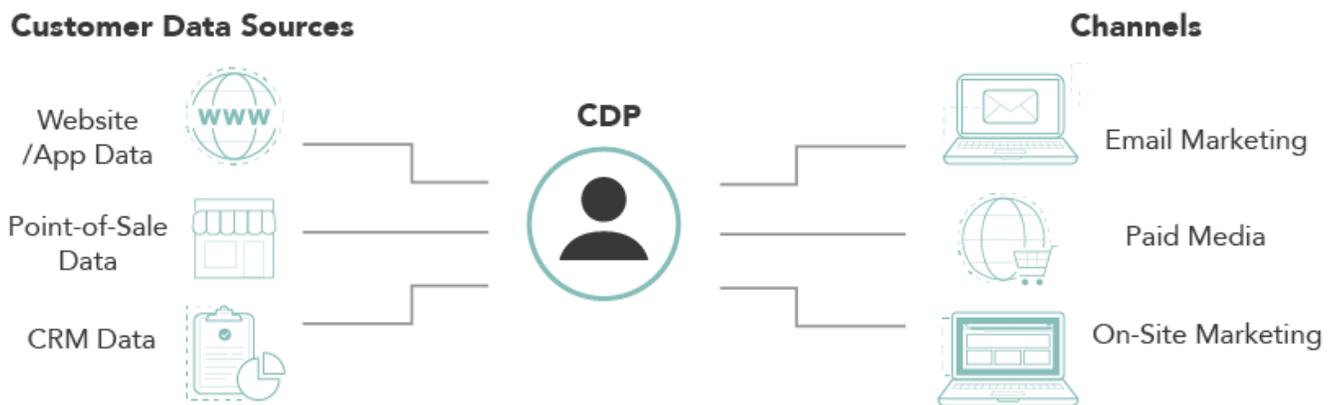# GET TO KNOW: CUSTOMER DATA PLATFORM

PAID MEDIA

Customer Data Platforms, or CDPs, are centralized customer databases that consolidate customer data from multiple sources without the need for cookies. This consolidation of data helps marketers make better decisions on campaigns and improves customization for customers. Where Data Management Platforms (DMPs) use data collected from cookies, devices or IP addresses, CDPs use first-party data with some third-party data added.

(Diagram of Customer Data Platform execution)

CDPS HELP SOLVE THE iOS14 DILEMMA

iOS14 is signalling a change in our industry as a whole. CDPs help us solve those challenges effectively and add some new potential benefits for the future.

PLANNING FOR WHEN THE COOKIE CRUMBLES

Customer Data Platforms (CDPs) are how we are future proofing our clients' success before the cookie crumbles. Currently, only FireFox and Safari, representing 21% of browser traffic, are cookie-challenged. When Google Chrome makes the transition away from cookies in 2022, **86% of browser traffic will be impacted.** That's a significant loss in data around the industry. As the community moves to a cookie-less future, we need to make sure our clients can still provide personalized messaging, offers and experiences to their customers.

Nearly all of our current online user tracking and reporting rely on third-party data delivered at the browser level via cookies. This third-party data will go away when cookies do, leaving companies with a tracking void. CDPs create a first-party data infrastructure that gives you true user metrics you can build campaigns on.

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iOS14 CHALLENGES + HOW A CDP SOLVES THEM

CHALLENGE	CDP SOLUTION
Increased Signal-Loss from Browser Tracking	Server-side event tracking for not only Facebook, but all marketing efforts
Fragmented Data Leading to Less Actionable Data	A centralized place to process, label, store and act on unified customer data
Consumers Want Personalized Experiences	Build advanced audiences + leverage them across media / platforms "Advanced" includes: based on website behavior (interested in specific categories, cart abandonment, etc) , based on POS behavior (purchased in store so suppress from ads, etc.), based on propensity to buy
Consumers Want Private Experiences	GDPR, CCPA and HIPAA compliant

MOST BUSINESSES WILL NEED A SOLUTION

CDPs provide a clean and powerful solution for most any business, including:

- Clients experiencing signal loss as a result of iOS14, resulting in less data, smaller audience sizes and/or difficulty with attribution
- Clients utilizing digital media to support multi-step customer journeys (remarketing audiences)
- Clients leveraging multiple digital marketing platforms and tools that generate and utilize data
- Clients looking to leverage digital marketing platforms to generate conversions on their website (ecommerce, lead form fills, etc.)

Our team is here to discuss CDP implementation for your brand.