

how to choose the right CDP.

from data silos to seamless integration: insights, strategies and talent



Consistently delivering exceptional experiences is no longer optional — it's essential. Falter on this front, and you can quickly lose customers. The COVID-19 pandemic amplified this expectation, exposing gaps in how organizations provided highly personalized experiences to their customers.

In response, businesses have invested in infrastructure to ensure seamless access to their data ecosystems. At the forefront of this transformation is the Customer Data Platform (CDP), a game-changing tool for consolidating and analyzing customer data. CDPs empower organizations to deliver highly personalized experiences, meeting the demands of today's consumers.

As the need for CDPs grows, so does the demand for the specialized talent required to manage them. The [global customer data platform market](#), valued at \$1.75 billion in 2022, is projected to reach \$9.92 billion by 2030, growing at a remarkable compound annual growth rate of 24.4 percent during this period.

This whitepaper will help you realize the full potential of a CDP and change the way you interact with customers. It also emphasizes the importance of having the right talent to bring your data-driven experience strategies to life.



key challenges in managing customer data.

Organizations across industries face several key challenges when managing customer data. These challenges can hinder your ability to leverage data effectively for decision-making, customer engagement and compliance. The following are some of the main data challenges modern organizations face, their impact, and how a CDP can potentially address them.

issue

data silos

Customer data is often fragmented across various systems (CRM, ERP, marketing platforms, etc.), making it difficult to get a unified view of the customer.

data quality and accuracy problems

Inconsistent data entry, outdated information and duplication can compromise data quality.

compliance and privacy demands

Organizations across industries face strict regulations regarding data privacy, such as the general data protection regulation and the California Consumer Privacy Act.

impact

fragmentation

leads to inconsistent customer experiences and missed opportunities for personalized marketing.

poor data quality

can result in misguided strategies, ineffective campaigns and potential regulatory issues.

noncompliance

can lead to significant fines and damage to reputation.

CDP value

data unification

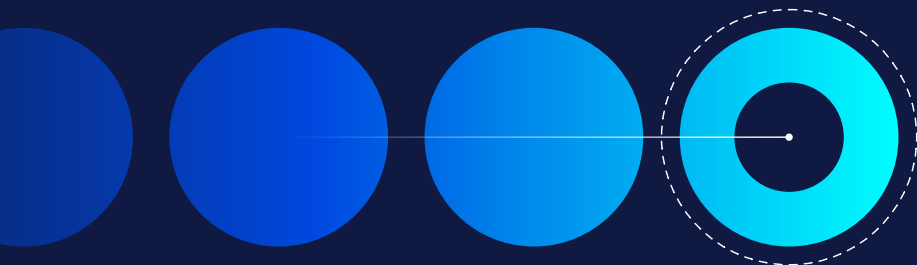
Unified data and access means teams are all working with the same information, enhancing operational efficiency and cooperation that drives better marketing strategies and customer engagement efforts.

better data quality

A centralized repository integrates data from disparate systems into a single source of truth for customer information. Real-time updates improve accuracy while maintaining data integrity to support reliable decision-making.

greater compliance capabilities

Secure data management supports compliance needs. Real-time checks automate data validation and privacy assessments, and risk monitoring provides compliance teams with tailored views for improved risk assessment.



issue

integration challenges

Many organizations struggle to integrate data from various sources due to different formats, systems and protocols.

lack of real-time data access

Many organizations lack the ability to access and analyze customer data in real time.

impact

poor integration

can slow down data-driven decision-making and increase operational inefficiencies.

Inaccessibility of information

can hinder timely responses to customer needs and market changes.

CDP value

streamlined system integration

Minimizing duplicated data reduces redundancy across systems to minimize storage needs and simplify data management, ultimately leading to cost reductions.

data-driven marketing

Campaigns based on real-time data boost engagement with personalized content. Automation enhances efficiency, allowing marketers to focus on strategy and execution.

key CDP capabilities.

From data collection and integration to advanced analytics to hyper-personalization and experience creation, a successful CDP implementation needs to be optimized across many variables. The result will be a well-honed customer-centric approach that helps you stay ahead of the competition. Here are some key capabilities that CDPs must offer to deliver value to modern marketing organizations. These include:

- unifying data from multiple sources into a single view
- managing customer data to maintain incredibly accurate profiles
- providing real-time intelligence for more timely and contextually relevant campaigns
- extracting behavioral insights to pinpoint customers' needs and preferences
- combining AI with real-time data for highly personalized experiences across touchpoints
- maintaining data privacy and enforcing data security and governance policies

roadmap to selecting the right CDP.

According to Gartner, CDPs optimize the timing and targeting of messages, offers and customer engagement activities, and enable the analysis of individual-level customer behavior over time. So, if you are planning to implement or upgrade a CDP, a carefully planned [CDP selection process](#) is going to make all the difference for success and ROI in the long term.



real-time insights

Access to real-time data allows businesses to respond promptly to customer behaviors and market changes. For instance, a retailer can adjust promotions instantly based on current purchasing trends, leading to increased sales.



identity resolution

Accurate customer profiles are essential for personalized marketing. A financial institution, for example, can consolidate data from various channels to offer tailored services, enhancing customer satisfaction and loyalty.



personalization and campaign activation

Effective personalization leads to higher engagement. Streaming services like Netflix use CDPs to recommend content based on individual viewing habits, improving user experience and retention.



seamless integration

Integrating a CDP with existing systems prevents data silos. A healthcare provider can unify patient data across platforms, ensuring comprehensive care and efficient operations.



security and compliance

Robust data protection is vital to maintain trust and comply with regulations. Companies adhering to GDPR standards, for example, avoid hefty fines and protect their reputation.



use case alignment

A CDP that aligns with specific business needs ensures optimal performance. An e-commerce platform focusing on cart abandonment can implement targeted strategies to recover sales, boosting revenue.

A survey by the [CDP Institute](#) identified the lack of appropriate talent and skills as a major barrier to successful CDP integration. Securing the right talent is essential for successfully implementing data-driven strategies with CDPs. These platforms, which power personalized marketing efforts, have redefined the skill sets needed, resulting in a significant gap in specialized expertise. This shortage is further exacerbated by the growing demand for professionals skilled in leveraging CDPs to create highly tailored customer experiences.

Organizations frequently face shortages in critical areas like data management, integration and analysis — expertise essential for effectively deploying and utilizing a CDP. Inadequate training and misaligned teams further hinder success, highlighting the importance of securing specialized talent to bridge these gaps and achieve impactful results.

CDP benefits in action: real use cases and benefits.

banking and financial services

CDPs can create a single, unified view of each customer by consolidating data from multiple sources, such as CRM systems, web activity, social media sentiment and customer service interactions. The CDP can then provide a holistic understanding of customer behavior, preferences and interactions, enabling personalized marketing campaigns, product recommendations and tailored customer experiences in real-time and deepening customer relationships and attracting new business.

healthcare providers

A CDP can enable a more comprehensive understanding of patients' health conditions and behavioral patterns, so that healthcare teams can more effectively steer individuals toward optimal wellness journeys and promote adherence to care plans. Insurers can also leverage these comprehensive insights to facilitate care navigation and promote products and incentives aimed at member wellness. Using a unified, cohesive patient profile from initial enrollment through wellness initiatives and customer service interactions, stakeholders can provide uniquely tailored, individualized healthcare experiences.

automotive manufacturers

For automotive manufacturers, the right CDP platform helps harness unified data, AI-driven insights and content automation to deliver targeted, relevant experiences for account-based marketing. A CDP enriches CRM data with valuable customer insights gleaned from various sources, providing a deeper understanding of buyers' needs and preferences throughout their exploration and evaluation process. This helps marketers create and manage content at scale, using automation to expedite cross-channel delivery to enhance the buyer journey while conserving time and resources.

best practices for implementing a CDP.

Successful CDP implementation requires careful planning. The following are key best practices:

analyze data volume

Assess your customer base to estimate future data volumes and consider your data retention needs. Align your CDP with your data sources and tools so that it integrates smoothly with your current infrastructure, leading to a more effective and impactful data strategy.

configure data ingestion

Start by identifying the essential data and tools required for ingestion. Then, pinpoint key touchpoints where customer data is collected and select a CDP that aligns with these needs. Plan for effective data merges by configuring integrations with various sources. Finally, fine-tune the CDP configuration to optimize performance and efficiency.

design the technical solution

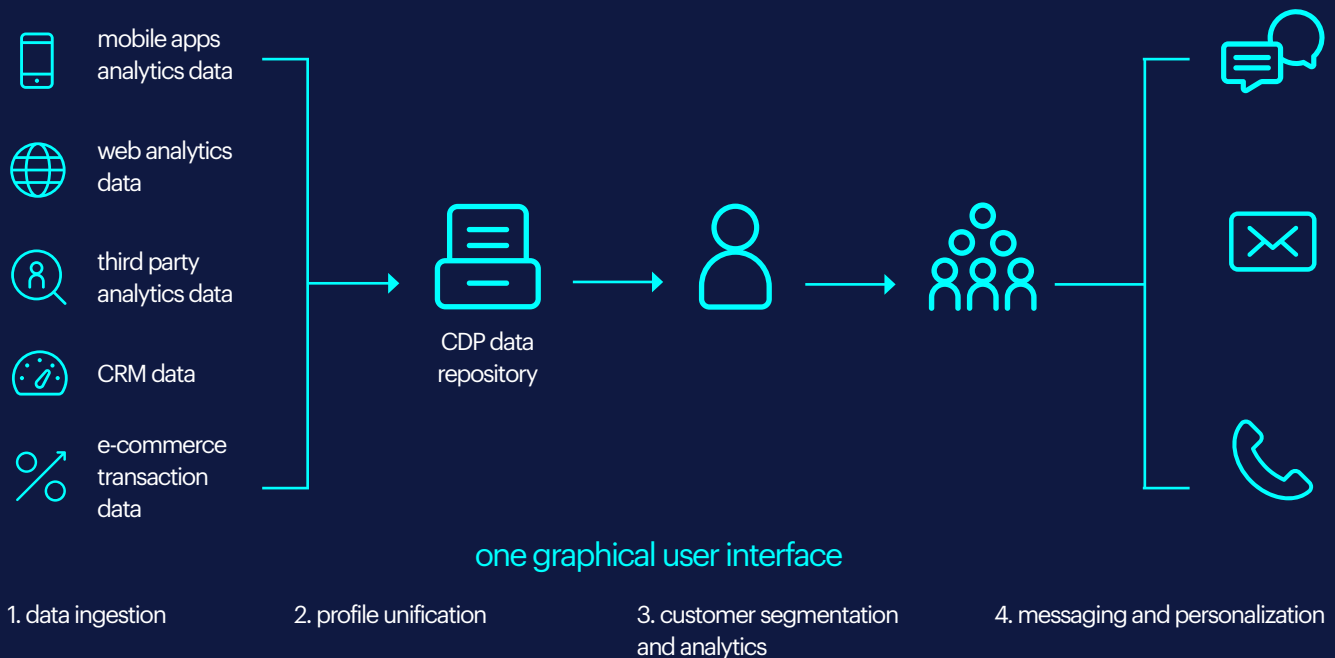
Audit your existing infrastructure to identify integration methods, then compile a list of technical requirements such as update frequency and ingestion methods to identify essential features for your CDP. Ensure the platform can handle batch data efficiently and connect APIs while scheduling data pulls to prepare for efficient schema organization.

deploy

Segment your customer base to define target groups for personalized offers. Be sure to create a deployment plan with clear success metrics, then measure results and adjust based on performance. Build internal support by communicating successes both internally and externally.



end-to-end CDP implementation framework.



why CDP implementations often fail.

CDPs have the promise to add immense value to marketing organizations, however projects are not universally successful. Only 17% of marketers report high utilization of their CDP, and 67% estimate that they only use 47% of the capabilities of installed solutions.¹ CDP implementations can fail to deliver the desired results for a variety of reasons.

- Undefined objectives diminish the platform's utility. Poor data integration and inaccurate or inconsistent data can undermine insights.
- Starting with overly complex use cases, insufficient staff training and inadequate vendor support further complicate implementation.
- Unrealistic expectations for immediate results can lead to disappointment, while a lack of alignment between departments can hinder success.

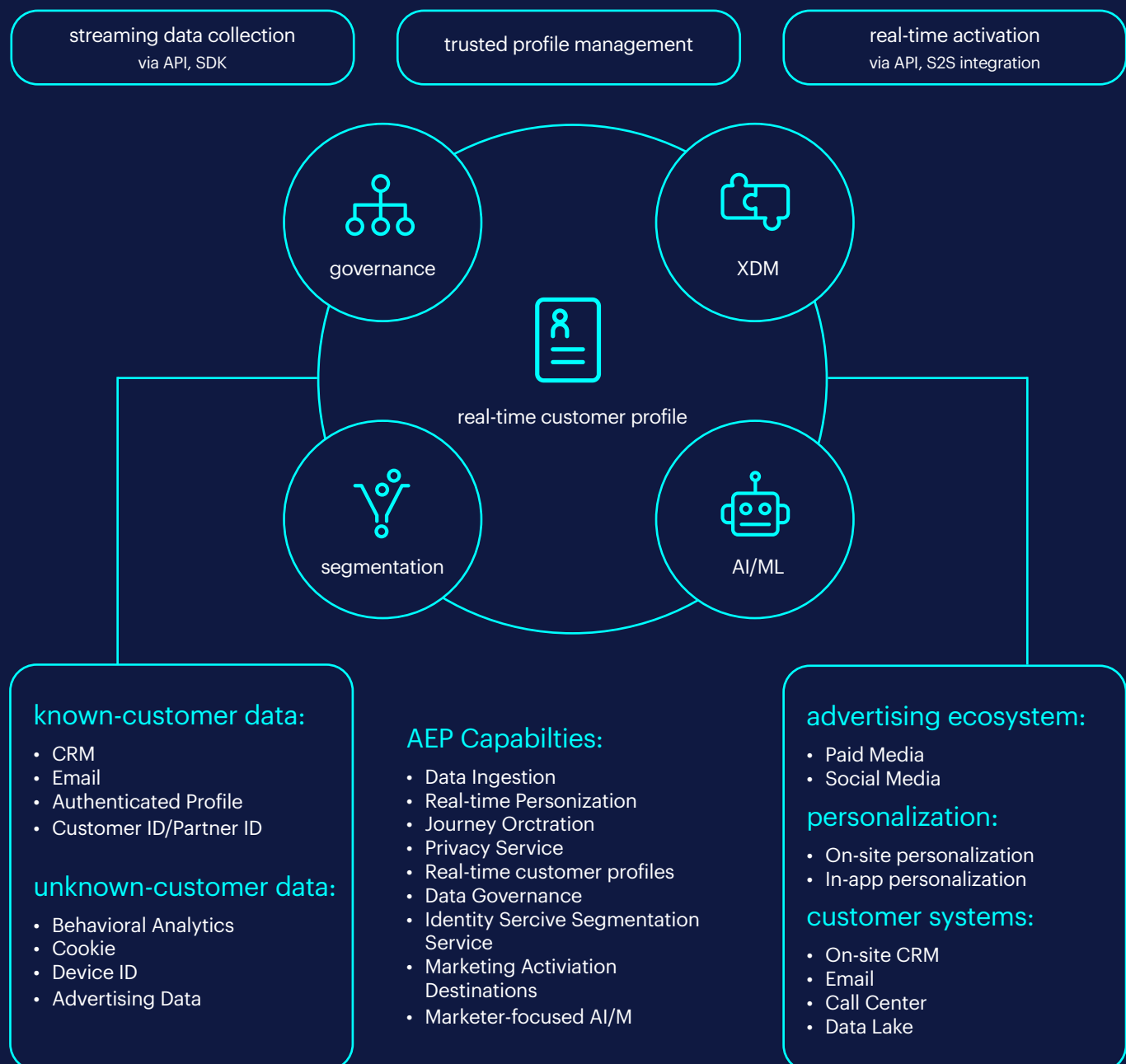
To maximize the benefits of a CDP, marketing teams should focus on defining clear objectives, quality data management and strong interdepartmental collaboration while setting realistic expectations for outcomes.

1. CDP.com, [Customer Data Platform \(CDP\) Industry Statistics](#), accessed November 2024.

adobe experience platform offers a leading CDP solution.

Adobe Experience Platform (Adobe Experience Manager or Adobe CDP) offers a real-time CDP that provides a unified interface for various digital services. AEP tailors information based on customer context, making it more relevant with increased usage.

simplified collection management.



unique features of AEP.

AEP helps you overcome customer data challenges without adopting a separate point solution that adds complexity to your martech stack. In addition, Adobe CDP offers unique features, such as:

data science workspace

Enable data scientists to execute complex code like Python and Scala and leverage deep learning for AI models designed to improve user experiences.

real-time CDP

Use real-time segmentation that allows for targeted communications that cater to B2B customers with account-specific data and connectors and B2C customers by emphasizing the buying process and tackling issues like cart abandonment.

customer journey analytics

Conduct user flow analysis and predictive journey mapping using data from Adobe Analytics and AEP's data lake.

journey orchestration

Track customer progress and suggest next steps with a "journey score" that helps enhance the buying experience.

XDM-powered schema

Standardize customer interaction descriptions, enabling real-time analytics and optimizing experiences across business objectives using the Experience Data Model (XDM).

query service

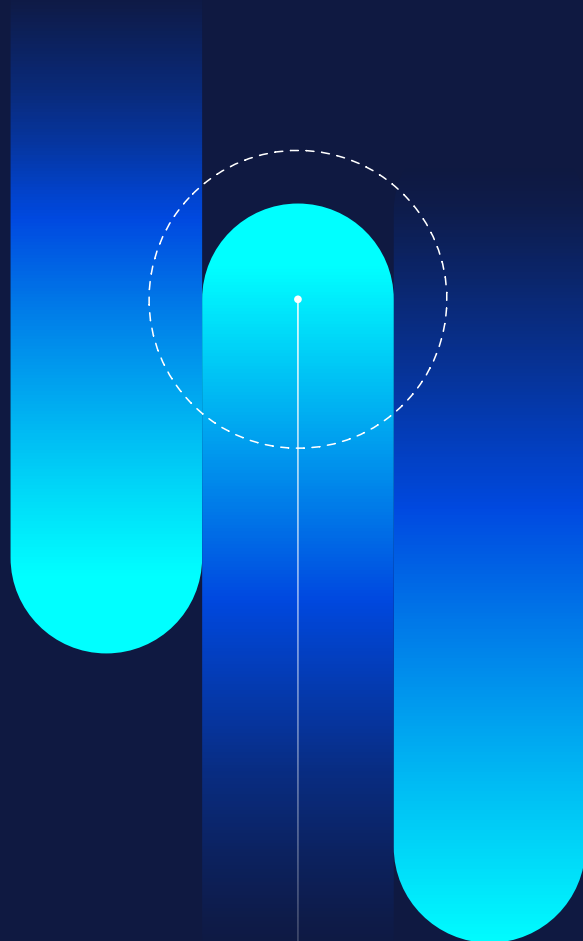
Join any dataset in the data lake and capture the query results as a new dataset for use in reporting and machine learning, or for ingestion into a real-time customer profile.

data integration

Combine datasets for reporting, machine learning and profile ingestion to deliver a comprehensive view of the omnichannel customer journey.

compliance management

Comply with laws and policies around data usage, enabling regulation creation and monitoring for violations, which is essential for a compliant real-time CDP.



randstad digital maximizes AEP benefits.

Turning innovative ideas into reality demands more than just cutting-edge technology — it requires the right expertise and talent pool to make it happen. Randstad Digital, an Adobe solution partner, is at the forefront of helping businesses accelerate their journey from concept to execution.

With a deep bench of skilled professionals and as an early adopter of AEP, Randstad Digital leads the way in delivering industry-first solutions. Our approach combines cutting-edge technology with specialized talent, ensuring you achieve exceptional outcomes tailored to your business goals.

As an early adopter of AEP, Randstad Digital leads in delivering industry-first solutions. Key contributions include:

seamless adoption

Randstad Digital's framework facilitates efficient integration with Adobe Experience Cloud, avoiding lengthy migration projects.

optimal AEP utilization

We empower companies to leverage AEP's manageability, scalability and integration capabilities to deliver personalized experiences and drive revenue growth.

targeted upskilling

Transform your existing workforce with training designed to help employees optimize AEP investments.

end-to-end CDP implementation framework

Accelerate projects such as migrating from legacy content management systems (CMS) to Adobe Experience Manager (AEM) or moving to the cloud.

data-driven personalization

Our Unify, Segment, Personalize and Activate (USPA) framework harnesses comprehensive customer profiles and offers real-time insights to deliver highly tailored experiences across all touchpoints.

customer successes.

Deploying and optimizing CDP leads to impressive results for Randstad Digital clients:

- The largest sporting goods retailer in the U.S. enabled 5X faster business decisions and cut operational costs by 20%.
- A Fortune 100 pharmaceutical distribution giant projected \$200 million+ in annual revenue opportunities and \$444 million in pharmacist savings opportunities.
- A large retail bank with 400 branches achieved 85% faster source onboarding and 5X quicker business decision-making.

about randstad digital.

Randstad Digital is a trusted digital enablement partner that facilitates accelerated transformation for businesses by providing global talent, capacity, and solutions across specialized domains. Our digital talent solutions allow you to seamlessly scale your team while connecting you with skilled professionals around the world who align with your chosen technologies. Our focus lies in managed programs, and we empower businesses to move at speed and achieve goals efficiently. We support four service lines, including customer experience, cloud & infrastructure, data & analytics, and digital & product engineering in addition to three engagement models, including talent services, global delivery centers and managed solutions. For more information, see www.randstaddigital.com.

learn more.

Leverage Randstad Digital's expertise to unlock the full potential of AEP and deliver highly personalized, real-time customer experiences.

To learn more, visit: [Randstad Digital Adobe Services](#)

