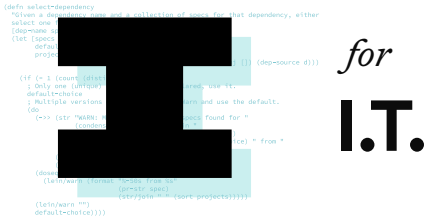# CDP A→Z

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Customer Data Platform Wishlist

Capabilities & Outcomes Guaranteed to CDPlease

I for I.T.

✓ **Improves business outcomes with a unified customer view**

Connect all the fragments of customer data into accurate profiles — combine a full history of online, offline transactional, and engagement data (A lot of CDPs say they can do this but struggle to make it work). That unified view powers better-targeted marketing, deeper analytics, higher returns on paid media, and more.

✓ **Speeds time to value with easy ingest and unification**

Ability to take in raw data in any format without manual transformation or schema mapping means your unified view is up and running with accurate profiles in a matter of weeks, not months or years (or never).

✓ **Builds a reliable data asset with persistent identity and full transparency**

Resolves customer identities that don't break down over time, instead staying up to date by incorporating new data. And no black boxes: you can check under the hood and see how the identity is put together.

✓ **Reduces risk through data governance**

With control over access to personally identifiable information and different permission levels by function, brand, and region, your company stays on the right side of the law.

✓ **Saves IT resources and eliminates downtime from architecture changes**

Parallel testing environments allow you to safely add or change data sources, attributes, and configurations in the platform without having to do it live in production and risk breaking workflows.

✓ **Evolves with your organization's tech stack**

Flexible connectors let you sync with the tools you're using now and the ones you might be using next year. Cloud agnostic infrastructure works with your existing investments.

M for Marketing

✓ **Drives revenue through higher accuracy**

Better match rates means reaching more customers with ads ($); accurate customer profiles mean more effective personalization ($$); identifying high value customers means focusing retention resources and building better seed audiences for acquisition ($$$).

✓ **Delights customers by remembering their preferences and brand history**

A CDP should act as a long term memory so that each customer feels like they're a valued patron instead of a stranger. With effective personalization you can turn customers into superfans and give them a reason to come back.

✓ **Boosts acquisition with higher match rates**

Using unified profiles based on first-party data dramatically improves ad targeting because you're working with known audiences instead of anonymous IDs based mostly on third-party data.

✓ **Saves time and money with direct activation for advertising**

Sending audiences directly to ad platforms instead of going through an onboarder means getting campaigns to market faster and not having to pay the middleman.

✓ **Cuts costs with deduplication**

Unifying multiple versions of the same person into a single profile means no more paying to market to the same customer twice.

✓ **Gets you a better return on investment by knowing your customers**

Identifying customers who just purchased and suppressing them from campaigns; understanding who is willing to buy full price versus needing a discount; finding who is at risk of churning — just a few ways a good CDP makes your marketing dollars go farther.

B for Beyond

✓ **Coordinates efforts across the company with a single source of truth**

When everyone has confidence in the customer data and has the right access to it, it can go beyond marketing use cases to power customer service, financial forecasting, product development, business health metrics, and more.
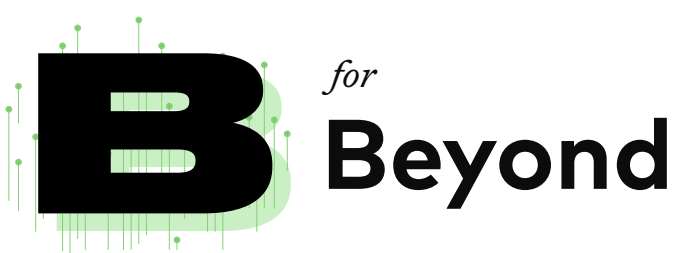
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If these sound like the kind of results you're looking for, get in touch to **set up a demo with Amperity**