

1. Record Nr.	UNINA9910798841103321
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Titolo	Customer data platforms : use people data to transform the future of marketing engagement / / Martin Kihn, Chris O'Hara
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , [2021] ©2021
ISBN	1-119-79013-1 1-119-79012-3
Descrizione fisica	1 online resource (xii, 227 pages)
Disciplina	658.8
Soggetti	Marketing Data-analyse Direct marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	The customer data conundrum -- The brief, wondrous life of customer data management -- What is a CDP, anyway? -- Organizing customer data -- Build a first-party data asset with consent -- Building a customer-driven marketing machine -- Adtech and the data management platform -- Beyond marketing putting sales, service, and commerce data to work -- Machine learning and artificial intelligence -- Orchestrating a personalized customer journey -- Connected data for analytics -- Summary and looking ahead.
Sommario/riassunto	"Never before has there been such a stark dichotomy in marketing: customers demand the type of deep personalization from brands that technology companies like Netflix and Amazon deliver, but they are increasingly leery of offering the type of personal data required to make it happen. Over the years companies have built byzantine "stacks" of various marketing and advertising technology to try and deliver the fabled "right person, right message, right time" experience to deliver on customer journeys, but have found themselves stuck with a hot mess of siloed systems, disconnected processes, and legacy technical debt. Riding in like a white knight, Customer Data Platforms have come to the fore, offering companies a seemingly plug-and-play way to

capture, unify, activate and analyze customer data. CDPs are the hottest technology category for marketers today, a growing category with over 100 different companies, and a hot topic at industry events and in industry press. But are CDPs worthy of the hype? Customer Driven takes a deep dive into everything CDP and breaks down the fundamentals, including how to:

- Understand the problems of managing customer data
- Define the category and understand what CDPs do (and don't do)
- Organize and harmonize customer data for use in marketing
- Build a safe, compliant first party data asset your brand can use as fuel
- Create a data-driven culture that puts customers at the center of everything you do
- Understand how to leverage AI and machine learning to drive the future of personalization
- Orchestrate modern customer journeys that react to customers in real-time
- Power analytics with customer data to get closer to true attribution

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