

# Customer Data Platform Guide for Enterprise Technology Organizations

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## The Challenge

In the midst of public-health and economic crises that are dramatically changing both business and consumer behaviors, technology enterprises are more challenged than ever to deliver experiences and offers that are meaningful to a customer's context. Many technology companies are discovering that their ability to understand and engage with businesses and users requires costly, manual team resources and ill-suited technologies. Ultimately, for many brands, customer lifetime value is decreasing while customer acquisition cost increases.

## The Opportunity

ActionIQ (AIQ) is a Customer Data Platform (CDP) that helps technology enterprises unify siloed data sources to create a centralized source of complete, up-to-the-minute customer profile data for the entire organization. Using this solution, technical users automate ad-hoc data requests while business users responsible for customer experience can access customer insights in a "no code" platform to orchestrate powerful customer journeys that support growth goals.

## Key Benefits

- **Improve organizational agility** by providing cross-functional teams access to accurate, contextual customer data, enabling technical and business users to collaborate in real-time
- **Deliver superior customer experiences** on the full breadth of your customer data, enabling data-driven engagement strategies that improve CSAT and LTV at scale
- **Deliver transformational growth** by quickly testing and measuring new products, services, and engagement strategies while reducing legacy process and technology costs
- **Increase control and governance** over where your data lives and how it is used while reducing operational risk

## Why ActionIQ

AIQ is the only CDP built on infrastructure capable of scaling to enterprise volume and complexity: The average AIQ client manages 60M active consumer profiles and personalizes over 80B customer experiences every year across marketing, services and sales touchpoints. Additionally, only AIQ provides a single interface for technical and business users across the organization and in-platform experience orchestration.



### Client Profile

- Large B2B and B2C technology enterprises, especially \$1B+ in revenue
- CX & marketing leaders; enterprise data and platform teams
- CIO, CTO, and Marketing Technology teams



### Pain Points

- Incomplete customer understanding
- Inability to deliver connected customer experiences; low CLTV and high CAC
- Inability for business teams to quickly test, deploy and measure acquisition, retention & growth strategies
- Time- and cost-intensive processes between IT and business teams

## Competitive Landscape & Differentiation

Many enterprises use walled-garden marketing clouds like Adobe and Salesforce that lack a scalable data layer and flexible integrations. Enterprises that look to tag managers like Segment and Tealium for a similar solution will find that these systems are limited in ability to ingest non-digital data at enterprise scale and orchestrate experiences across channels.

## Customer References

1. **CDW** - Technology product & service provider with \$16 billion in revenue
2. **Autodesk** - American multinational software corporation with \$2.5 billion in revenue
3. **Shopify** - Canadian multinational e-commerce company with \$1.6 billion in revenue

## ! Frequently Asked Questions

### 1. Why do I need a CDP if we use a marketing cloud?

Marketing clouds were built through point-solution acquisitions that struggle to integrate with other cloud tools or client databases. They can't handle complex data at scale or drive true omnichannel customer experiences.

### 2. Why do I need a CDP if I have a DMP?

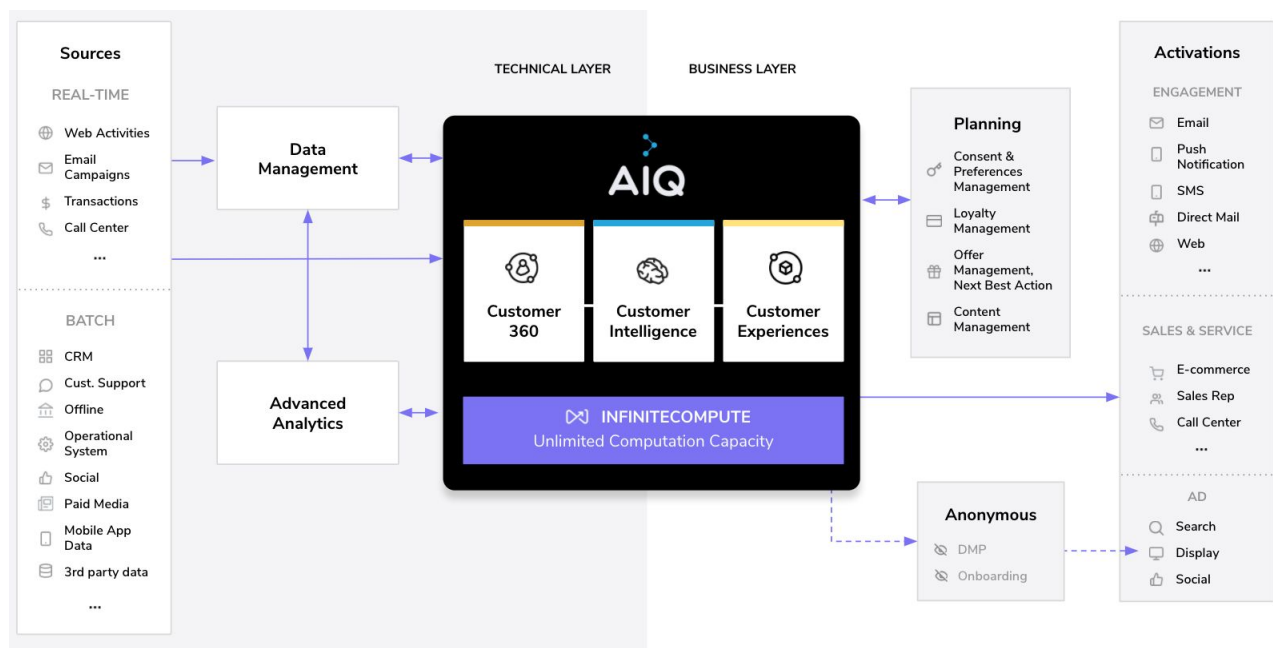
DMPs specialize in advertising use cases and anonymous identifiers – they can't connect to PII. ActionIQ supports advertising use cases and anonymous IDs as well as PII-driven omnichannel CX.

### 3. How do I know ActionIQ can keep our customer data safe and compliant?

The ActionIQ data security team has decades of combined experience in enterprise software. We are SOC 2® Type 2 certified & GDPR and CCPA compliant. Our clients always have full control and ownership of their data.

### 4. What if our data quality is poor?

Data does not need to be structured to be ingested into ActionIQ. ActionIQ can ingest data iteratively as new sources come online or have been validated.



## The Smart-Hub Customer Experience Stack

- **High-performance organization:** Build an omnichannel stack around a “smart hub” that unifies data and empowers teams and tools with the real-time insights they need
- **Superior customer experiences:** Gain deep customer understanding that enables you to deliver trust-building, profitable customer experiences at scale
- **Transformational growth:** Drive incremental revenue and hard cost-savings while attracting, converting and retaining more customers.

### Example **Acquisition** Use Cases

- **Suppress existing customers** in paid media campaigns to lower customer acquisition costs by 25% or more
  - **Improve average value of new customers** by modeling lookalike audiences on high value customers
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### Example **Activation** Use Cases

- **Convert trial users to paid customers** with personalized web, email, paid channel journeys
  - **Launch omnichannel welcome journeys** designed to encourage specific behaviors for new users
  - **Increase quote conversion rate** by providing relevant outreach about open quotes across email, display, web and more
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### Example **Growth** Use Cases

- **Upsell products at scale** with personalized web, email, paid channel journeys based on product usage
  - **Launch personalized winback journeys** to re-acquire churned customers based on full online & offline history
  - **Cross-sell products at scale** based on demographics, behavior, and predicted affinity and more
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### Example **Retention** Use Cases

- **Identify at-risk customers** and mitigate churn by testing personalized journeys across email, direct mail, paid media
- **Improve renewal rates** for customers nearing subscription end with personalized, cross-channel journeys
- **Calculate predicted LTV of customers** and focus personalized outreach and offer timing to top customers

## Get Started Today

The ActionIQ team is ready to empower your customer experience organization and accelerate transformational growth initiatives. To learn more, [contact ActionIQ now.](#)