

# Close The Experience Gap

The economic disparity that exists today between top tier brands and everyone else is directly linked to the customer experience gap. Top tier brands create helpful experiences that drive sustainable customer engagement and LTV. They are able to create these experiences through better and faster analytics. And underpinning it all, is a more scalable and agile customer data foundation. In summary, top tier brands have the organizational capabilities to activate customer data in an agile, interactive, and scalable way.

CDPs have emerged as the solution to close this capability gap between top tier brands and everyone else. As you evaluate your existing marketing stack, and the range of CDP solution options available, take care that your solution approach delivers on the core requirements of a data-first CDP approach, as well as the unique needs of your business.

# Unify: CDP Requirements Checklist

NEED	REQUIREMENTS	☑
<p><b>Collection</b></p> <p>Ingest and unify all online and offline customer data in real-time and store persistently in your preferred cloud environment</p>	<ul style="list-style-type: none"> <li>• Pre-built data connectors to all online and offline sources</li> <li>● <b>Ability to ingest unstructured data in the original source format</b></li> <li>• Unlimited data storage of all raw customer events</li> <li>• Automated data quality validation monitoring and notifications</li> </ul>	
<p><b>Matching</b></p> <p>Resolve, authenticate, and dedupe customer records through configurable, deterministic, and probabilistic matching techniques</p>	<ul style="list-style-type: none"> <li>• Cross-source deterministic user matching (e.g. name, email, etc.)</li> <li>• Probabilistic machine learning-based matching techniques</li> <li>● <b>Ability to configure matching techniques and monitor performance</b></li> </ul>	

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- Also known as schema-on-read, this eliminates the need for IT to transform your data into a predefined vendor data model—saving you months of work and increasing business agility.
  - Black-box models do not reflect the nuances of your business; configuration and monitoring must be in place to make sure the matching is, and remains, high quality.

## Analyze: CDP Requirements Checklist

NEED	REQUIREMENTS	☑
<p><b>Usability</b></p> <p>Enable business users to self-serve insights, audiences, and activation needs within defined permissions and governance controls</p>	<ul style="list-style-type: none"> <li>• Configurable admin UI for managing user permissions and data controls</li> <li>• Single drag and drop user interface for all CDP features and tasks</li> <li>● <b>SQL-like UI to define and manage customer attributes on-the-fly</b></li> </ul>	
<p><b>Intelligence</b></p> <p>Run advanced analytics and operationalize ML-based models across the entire history of customer behaviors</p>	<ul style="list-style-type: none"> <li>● <b>Real-time analytics across unlimited customer behaviors and history</b></li> <li>• Native ML-based models that can be configured to custom business rules</li> <li>• Host and operationalize data science models developed outside of the platform</li> </ul>	

- This feature removes the dependency on IT to add new customer attributes by giving business users an interface to build attributes themselves using all their data, in minutes.
- The ability to immediately iterate on feedback is critical to getting to the optimal outcome; users are most effective when they can interact with data in real-time.

## Activate: CDP Requirements Checklist

NEED	REQUIREMENTS	☑
<p><b>Orchestration</b></p> <p>Orchestrate and prioritize customer journeys across all offline and online channels, in real-time, from a single UI</p>	<ul style="list-style-type: none"> <li>• Pre-built integrations to all online and offline channels used for marketing and customer experience</li> <li>• Provide a unified customer view to any upstream or downstream channel</li> <li>● <b>Data and channel agnostic customer journeys combined with real-time contextual triggers</b></li> </ul>	
<p><b>Optimization</b></p> <p>Run and measure multi-dimensional tests; apply machine learning to experiences; measure business impact</p>	<ul style="list-style-type: none"> <li>• A/B testing and measurement via custom business KPIs</li> <li>• Optimize contact priority and frequency across all channels, from a single interface</li> <li>● <b>ML-based self-optimizing journeys and customer affinity scoring</b></li> </ul>	

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- Most journeys are limited to the data and channels controlled by the vendor; journeys must be agnostic to improve customer experiences and organizational flexibility.
  - When you have a data foundation that includes behavioral data, you can apply machine learning to identify opportunities and improve optimization.

## Infrastructure: CDP Requirements Checklist

NEED	DESCRIPTION	✓
<b>Hosting</b>	<ul style="list-style-type: none"> <li>Proprietary data infrastructure able to deploy across any cloud environment</li> </ul>	
<b>Teams &amp; Roles</b>	Configurable platform controls to manage multiple teams and user types across the organization	
<b>Data Governance</b>	Configurable platform controls to manage data access and usage permissions across teams and users while providing a single source of truth across the organization	
<b>PII</b>	Platform compliance with General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), Privacy Shield and other PII-related standards	
<b>Security</b>	SOC2 Type 2 compliant system employing data encryption at rest and in motion, user access controls, multi-factor authentication, and network firewalls	
<b>Monitoring</b>	Automated data pipeline monitoring, proactive alerts, and diagnostic tools for when failures do occur	

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- Modern CDPs are hosted in the cloud, but few have the ability to deploy on the cloud of your choice. Choosing where your data is hosted will have a significant impact on the performance, security, and cost of your CDP.

## About ActionIQ

ActionIQ empowers the world's leading brands to win in today's experience economy by building deeper, more valuable relationships with their customers. Our real-time orchestration and intelligence hub, powered by the fastest and most scalable customer data platform, enables marketers to quickly turn disconnected customer data into personalized experiences, orchestrated across all channels in real-time. The New York Times, Pandora, Gap Inc., WW, and more, trust ActionIQ to differentiate their brands, drive lasting customer loyalty, and significantly improve business performance – achieving up to a 20% increase in revenue in just a few months.

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