ACQUIA
CUSTOMER DATA PLATFORM

KNOW YOUR CUSTOMERS. RESPOND AUTHENTICALLY. MAXIMIZE LIFETIME VALUE.

ACQUIA
EXPERIENCE DIGITAL FREEDOM

Today's marketing professionals have more customer data at their fingertips than ever before. But understanding what the data is telling them about their business, and activating this data to create relevant experiences, is no simple task. In fact, **83% of marketers** say that customer data lives in silos, making true personalization next to impossible. The challenge is rooted in too many uncoordinated channels, disconnected systems, and uncorrelated data. While this multitude of channels gives marketers massive amounts of data, it's not usable without a clear, unified understanding of the customer that marketers can harness to effectively drive customer engagement.

Introducing Acquia Customer Data Platform

Acquia Customer Data Platform (CDP) transforms the way organizations can understand and engage with their customers. By unifying data across disparate, siloed systems into a single customer view, brands leverage machine learning to gain important insights into who their customers are so they can deliver consistent, relevant messages and offers across communication channels. In doing so, Acquia CDP increases customer lifetime value and profitability.

Acquia CDP incorporates over 15 years of experience helping large B2C companies unify, understand, and activate many sources of data. By boosting marketing agility, future-proofing your business against changing market dynamics, and enabling brands to harness the power of first and zero party data, Acquia CDP is a requirement for any company wanting to drive retention, loyalty, and growth of existing customers while improving ROI on acquiring new customers.

LULULEMON ATHLETICA

Lululemon Athletica unified online and store data to drive orchestrated 1:1 personalization in stores and across digital channels.

– 15% increase to baseline revenue

– 50% boost to website visits

– 25% increase in event participation

Acquia CDP Key Capabilities

Acquia CDP is a real-time platform with high performance, enterprise scale, and configurability to meet unique business needs. Acquia CDP gives marketers direct access key insights into their customer data, shaving off days or weeks from segmentation or reporting projects while boosting operational efficiency. The following features enable you to deliver best-in-class omni-channel experiences:

Single Customer View

– *Data ingestion* - Ingest structured and unstructured data tied to customer records from a wide variety of channels via an integration framework to rationalize disparate data.
– *Identity resolution* - Cleanse, dedupe, stitch, and enrich identities from event, transaction, and profile data into a single view to better your customers, however they engage with your brand.
– *Unified profile* - Combine attributes into elastically searchable customer profiles that are available in the Acquia CDP UI or via an API that can be leveraged to provide insight and visibility across the enterprise.

Analytics and Machine Learning

– *Machine learning* - Harness Acquia CDP's predictive, persona-based, and personalization-driven models, clusters, and recommendations to understand customers and drive 1:1 engagement.
– *Reporting and analytics* - Leverage over 300 out-of-the-box metrics, and create your own dashboards and reports using any custom attribute.
– *Direct query access and data sharing* - Give BI professionals direct access to Acquia CDP's intelligence & enable data sharing with external analytics systems, for maximum control and flexibility.

Customer Data Activation and Orchestration

– *Outbound marketing* - Enhance systems such as email, SMS, push notifications, and direct mail with the ability to segment based on analytics and machine learning models.
– *Digital advertising* - Intelligently target and suppress audiences beyond simple demographics across display, search, and video advertising.
– *Customer experience* - Deliver the right web, chat, call center, or in-person experience based on who the customer is, harnessing data such as identity graph, real-time events, and active offers.

## Acquia CDP: Foundational Data Layer for Acquia Marketing Cloud

Acquia CDP serves as the foundational data layer for Acquia Marketing Cloud. This means that all data unified into a cleansed, deduped, and enriched persistent profile by the CDP can be natively harnessed by the rest of Acquia Marketing Cloud, such as Acquia Personalization and Acquia Campaign Studio. Machine learning, customer intelligence, and deep insights are all synchronized into Acquia Marketing Cloud for use in reporting, BI analysis, segmentation, and targeting. Learn more about Acquia Marketing Cloud.

Moosejaw

MOOSEJAW (A WALMART COMPANY)

Moosejaw leveraged Acquia CDP's machine learning to drive a persona-based discount strategy that boosted customer engagement and increased profitability.

– 30% growth in sales margin
– 125% increase in conversion rates
– 10% reduction in cost per acquisition
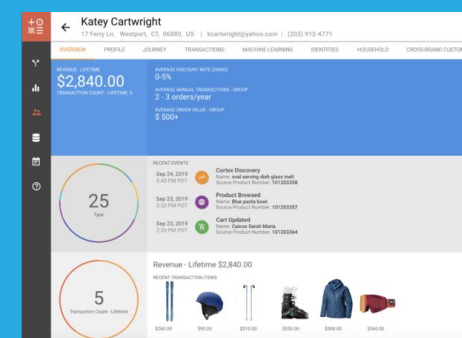
Acquia CDP provides unified customer intelligence, deep analytical insights, and orchestrated experiences.

Acquia