



Discover proven methodologies to maximize your investment in a Customer Data Platform (CDP)



At KPMG, our goal is to help strengthen your company's capacity to thrive in highly disruptive environments. We understand that one of the main issues faced by marketers today is knowing and segmenting their customers well enough to provide unique and personalized experiences that redefine how they interact with your business at every touchpoint.

Marketing has undergone exceptional transformation in recent years, and the relationship between customers and brands has evolved significantly. That relationship is now guided by the proliferation of smart devices, the far-reaching presence of technology, and a culture of 24/7 connectivity that has given rise to a new set of business challenges.

Marketers' top challenges can impact companies' current and future performance.

In today's online marketing landscape, businesses are continually engaging customers with personalized, cross-channel messaging globally. In order to sustain this practice, businesses need unified customer data and identity resolution to engage customers with personalized content at scale.

52% of customers now expect the offers they receive to always be personalized¹

50% of executives cite external data availability, operational data quality and operational trust as challenges to using data to drive new business models²

72% of marketers are not satisfied with their ability to engage customers across channels at scale³

Marketers' top challenges



Personalize cross-channel interactions across segments



Enable single source of truth for customer data and consolidation of data silos across the organization



Match customer data to a person

Customer Data Platforms help unify all of your customer data enabling a complete view of your customers.

CDPs help businesses build unified customer profiles by enabling a single source of truth that links known and unknown customer data together. This gives marketers the power to provide personalized experiences for each customer at every touchpoint by connecting data across various external platforms.

Citations: (1) "State of the Connected Customer", Salesforce, October 2022 (2) "The Virtual Enterprise: The Cognitive Enterprise in a virtual world." IBM Institute for Business value, May 2021 (3) "Introducing the 7th Salesforce State of Marketing Report: Here Are the Top Trends Redefining the Profession", Salesforce, December 2018

KPMG supports companies with effective adoption of CDPs.

We have a defined, tried, and tested Delivery Model. We use an agile approach, tailored to the client/industry, to retain flexibility and nimbleness as we work through CDP planning and configuration. We aim to strike the right balance between efficient and effective agile delivery and quality safeguards and controls.



Advisory – Strategic guidance and planning for CDP implementations, discovery, gap analysis, roadmap creation, and design



Data ingestion & modeling – Connect CDP to customer data sources and map to enable a single source of truth



Identity resolution – Unify customer data through identity resolution by matching customers to a known person



Segmentation & activation – Segment customers and activate personalized cross-channel experiences across your marketing technology platforms.

We also understand how hard it is to deliver successful change within a marketing team so we offer a tried and tested, people-centric approach to end-user enablement and training. Our deep understanding of various MarTech products will help companies use these products to maximum effect.

The KPMG difference

We go beyond initial strategy and implementation to long-term optimization, analytics, campaign management, additional channels, and other offerings to ensure the CDP is being used to its fullest potential.

Focus on success

We're focused on driving business outcomes and best-of-breed marketing strategies, not just IT implementations.

We lock arms

Our approach is to collaborate and work with you rather than simply execute.

MarTech leaders

We know MarTech, and we'll help you avoid common pitfalls to ensure a successful outcome.

Accelerators

Our proven methods, assets, and tools accelerate benefits and value.

Value-focused solutions

Our clients can expect value-focused, performance driven solutions to their marketing challenges. We know with the right design and implementation strategy, companies can enhance customer experience and drive profitable growth. Companies effectively using Customer Data Platforms provide their customers with unparalleled customer experience across channels, customize their interactions with customers according to their real-time behaviors, and realize a better return on marketing spend.

Contact us

For more information on how KPMG can help you maximize your investment in a CDP, talk to us today.



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