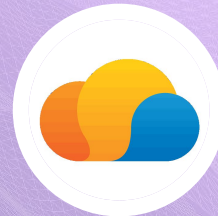




Data Cloud - What's In It For Me?

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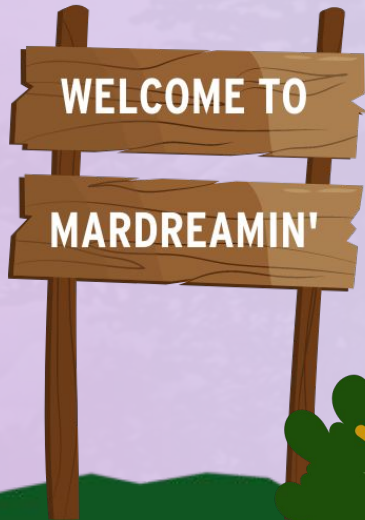
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Agenda

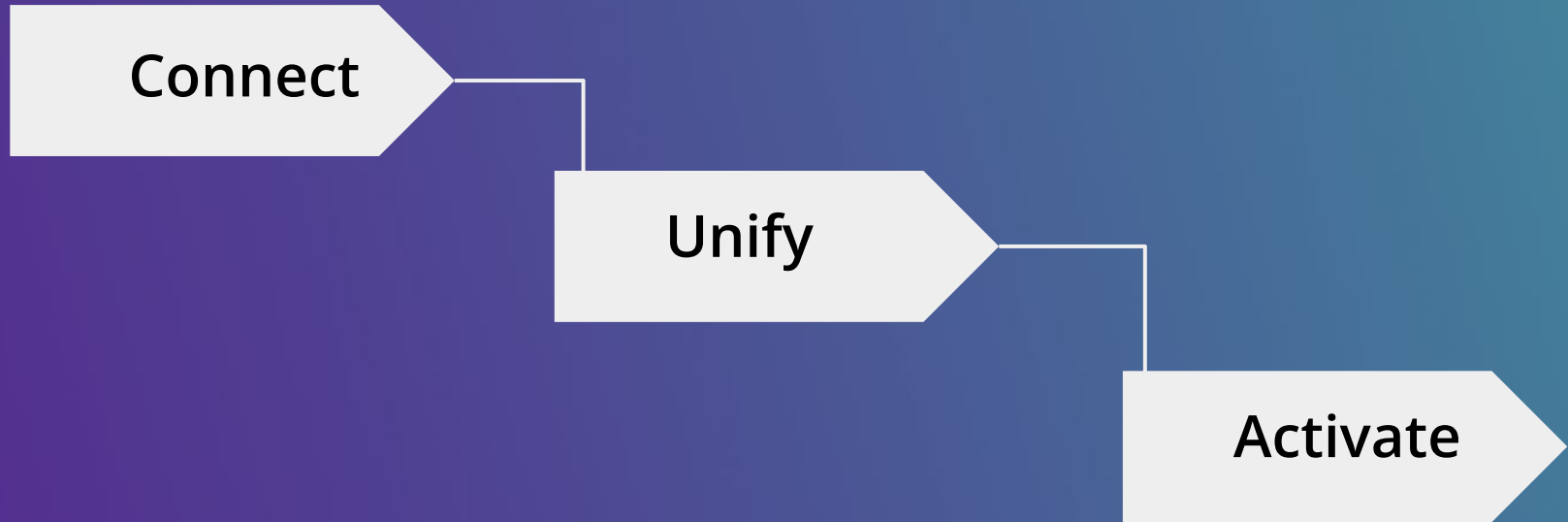
- What is Data Cloud
- Why Data Cloud
- How To Data Cloud
- Resources / Q&A



What Is Data Cloud



Data Cloud is a Customer Data Platform (CDP)



What is CDP? (Definition)

Bard – Take One
What is CDP?

CDP stands for Carbon Disclosure Project. It is a global non-profit organization that runs the world's environmental disclosure system for companies, cities, states and regions.

Bard – Take Two
What is a customer data platform?

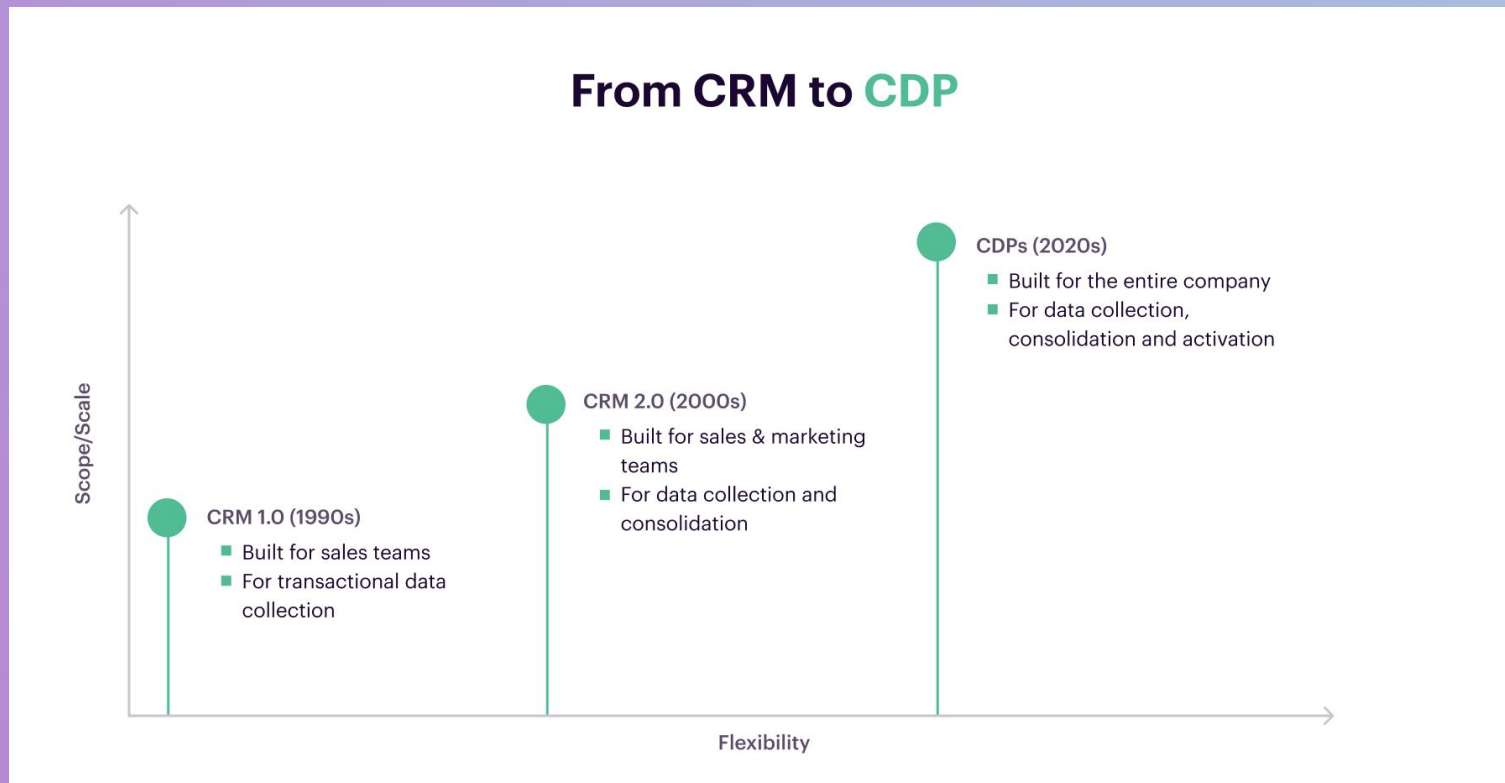
A customer data platform (CDP) is a software platform that helps businesses collect, unify, and activate customer data from a variety of sources.

OpenAI – Take One
What is CDP?

CDP stands for Customer Data Platform. It is a software system that collects, organizes, and manages customer data from various sources to create a unified and centralized customer profile.

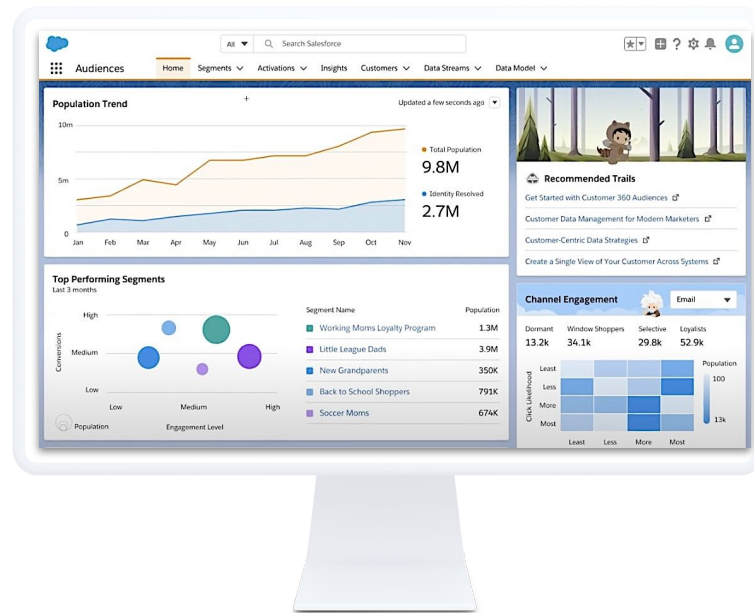


Evolution of the CDP



Listen To Your (Customer) Data

- Pinpoint likely points of conversion
- Understand types of loyalty programs certain segments might respond to
- The best time to introduce rewards
- How to position upsells or cross-sells
- Recommendations for new customers based on current customers



CDP vs. MDM: We Are Not The Same

Customer Data Platform (CDP)

Traditionally known as a marketing tool.

Aggregates and organizes customer data across multiple touch points. Unifies data into centralized customer profiles.

Mutable

Master Data Management (MDM)

Traditionally known as an IT tool.

Consolidates data that drives business value across the organization (i.e., many departments, not just marketing).

Immutable

Why Data Cloud



The Power of Data Cloud



What's In It For Me (WIIFM) – Customer

Put People First

- Personalized Experiences
- Consistency Across Channels
- Relevant and Timely
- Improved Customer Service
- Enhanced Product Recommendations
- Better Customer Experience (CX)



People-Centric Engagement



WIIFM – Company Edition

Unifying Customer Profiles

- Removing blind spots
 - Connect Your Data
 - Teamwork Makes The Dream Work
- Spotting trends
 - Let The Data Talk
- Improving personalization
 - Relevance
 - Timeliness
- Respecting preferences
 - Channel-Specific
 - Opt... In / Down / Out
- Consistent Experience
 - Omnichannel
 - CX builds trust/loyalty



What Data Cloud Can Do

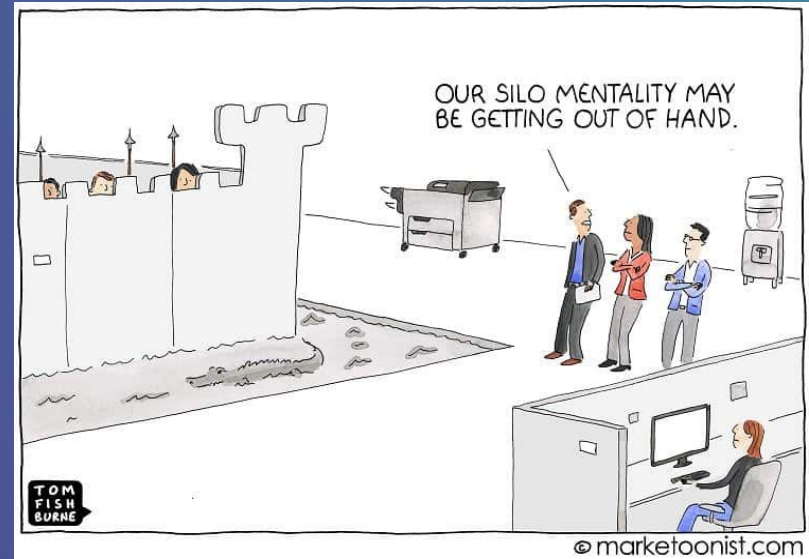
Top Use Cases for CDPs

- Optimize & Future-proof at Scale
- Customer 360
- Personalization
- Segmentation
- Omnichannel Marketing
- Insights / Analytics
- Reduce Churn with 1st Party Data
- Consent Management
- Lookalike Audiences
- Enhance Ad Performance
- Cross/Upsell
- AI/Machine Learning
- Customer/Lead Scoring



Break The Walls Down!

Align your teams behind a common goal that cuts across the data silos.



Ethical Personalization



Constrain the negatives while driving shared positive outcomes with a customer-first strategy.

How To Data Cloud



Identity Resolution: Unifying Your Individuals

Match Rules

- Allows you to create criteria that ties contact points across different sources
- Can be matched through two methods:
 - Exact
 - Fuzzy
- Should be based on more than one contact point to avoid over grouping
- Best practice is to only utilize one match ruleset.



Identity Resolution: Picking The Right Value

Reconciliation Rules

- Determines which contact point is utilized in the unified profile

Methods of Configuration

- Last Updated
- Most Frequent
- Source Priority



Segmentation That Counts

Calculated Insights

- High Volume Data Processing
- Collected in Batches
- Complex calculations involving historic data

Use Cases:

- Customer Lifetime Value
- Recency Frequency Monetary
- Affinity Scoring

Streaming Insights

- Continuous stream as data is received
- Works on events happening in real time
- Micro batches of few records

Use Cases:

- Real Time Lead Scoring
- Customer Feedback
- Points Balances

Activation Targets

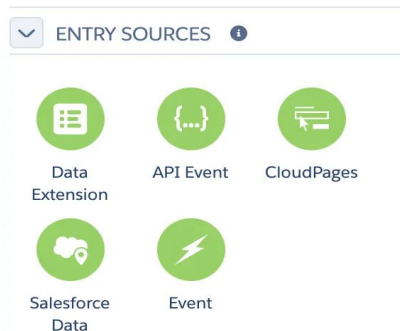
Cloud File Storage



External Activation Platform



Marketing Cloud



Loyalty Management



Resources



Supplemental Intelligence

AI Can Enhance Your Data, Not Replace It Or You

- Artificial Intelligence (AI) won't replace you
 - People with AI skills will
- AI won't make your data better
 - Good Data will make AI better
- If you build it, it will work
 - If you plan it, it will work



Key Terms and Definitions

Term	Definition
CDP	Customer Data Platform
MDM	Master Data Management
CX	Customer Experience
CLV or LTV	Customer Lifetime Value
RFM	Recency Frequency Monetary
BOPIS	Buy Online, Pickup In-Store
AI	Artificial Intelligence
GPT	Generative Pre-trained Transformer

Additional Resources

Blogs

- [What is a Customer Data Platform?](#)
- [Salesforce Data Cloud Overview](#)
- [Success Center: Get Started with Salesforce CDP](#)
- [People-Centric Engagement](#)
- [Harness the Power of Customer 360](#)

Trailhead

- [Get to Know Salesforce Data Cloud](#)
- [Data Cloud for Marketing Basics](#)

Salesforce Architects (Data Cloud Diagrams)

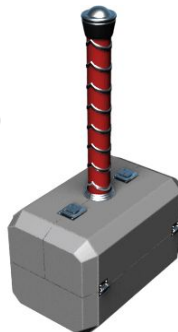
- [Customer Data Platform Overview](#)
- [Customer Data Platform Privacy](#)
- [Customer Data Platform Party](#)

Help

- [About Salesforce Data Cloud](#)
- [Release Notes](#)
- [Glossary of Terms](#)
- [Implementation Guides](#)
- [Product Changes](#)
- [Resources](#)
- [Solutions](#)
- [Data Cloud Developer Center](#)

Industry Sources

- [CDP Institute Case Studies](#)



In Summary

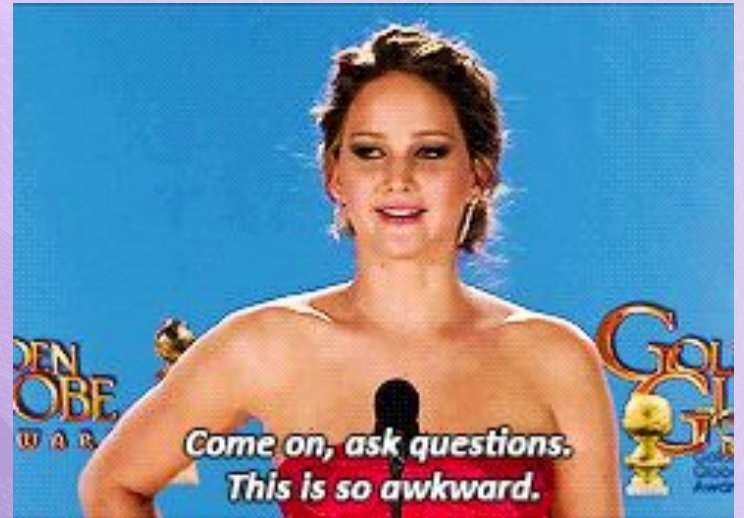
**Put People
First**

**Prioritize
Use Cases**

**Collaborate
& Activate**



Question For Me?





Data Cloud - What's In It For Me?



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Thank You!

