Statwolf

Simplify. Understand. Act.

Digital Intelligence and Customer Data Platform

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Challenges and Opportunities

"Consumer behavior has changed radically in response to the COVID-19 lockdown. Understanding which changes are likely to stick will help companies plan for the recovery."

— McKinsey, August 2020

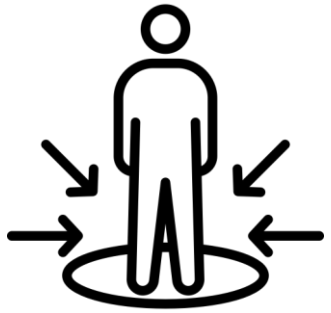
Challenges and Opportunities

"Consumer behavior has changed radically in response to the COVID-19 lockdown. Understanding which changes are likely to stick will help companies plan for the recovery."

"…many of the longer-term changes are still being formed, companies have an opportunity, if they act now, to help shape **the next normal**."

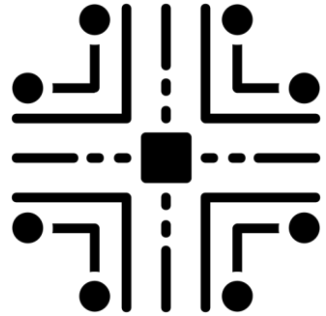
— McKinsey, August 2020

Battle plan



Focus on the Customer actions, journey and touchpoints.

Enhance data granularity and connect data and Customer.



Provide meaningful information to the right stakeholder.

Battle plan

Focus on the Customer actions, journey and touchpoints.

Nice!

Enhance data granularity and connect data and Customer.

Provide meaningful information to the right stakeholder.

...but how?

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Battle plan

Focus on the Customer actions, journey and touchpoints.

Customer Data Platform (CDP)

Enhance data granularity and connect data and Customer.

Provide meaningful information to the right stakeholder.

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Customer Data Platform.

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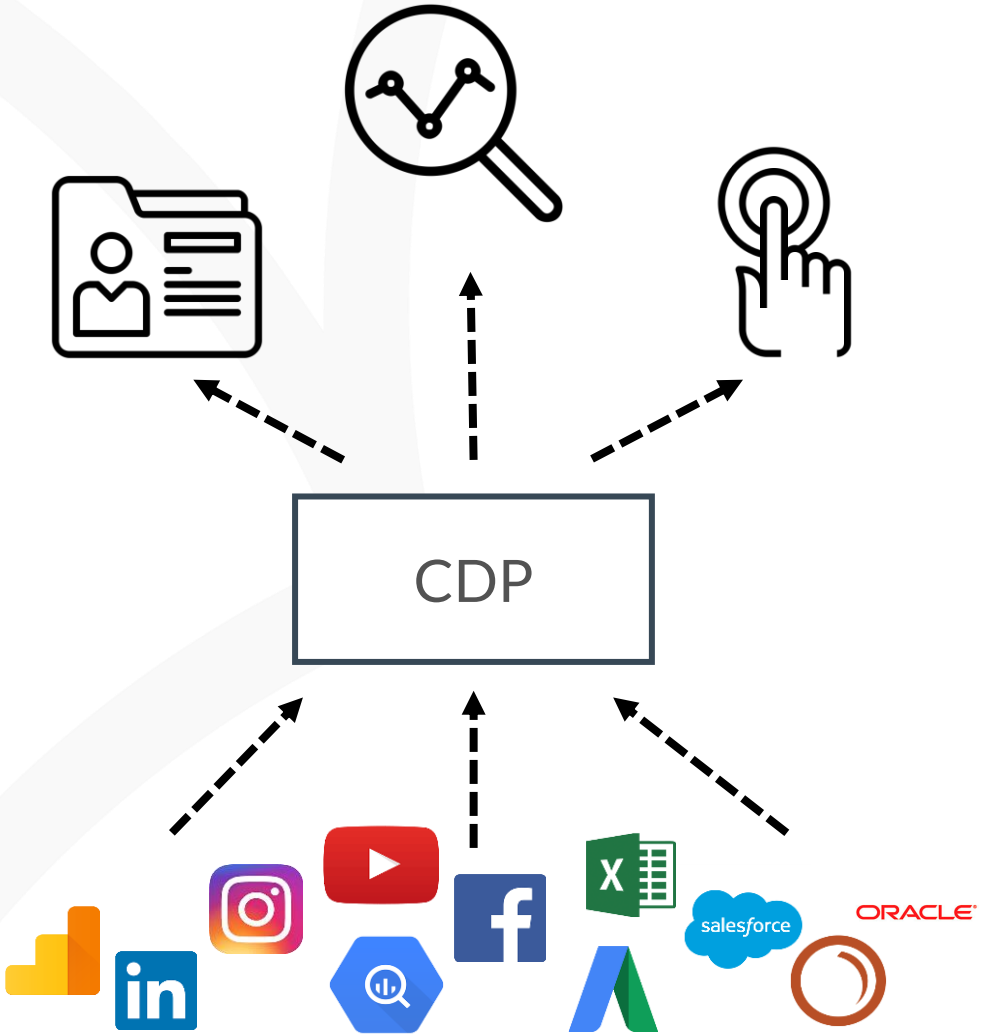
CDP – What

A **Customer Data Platform** enables you to

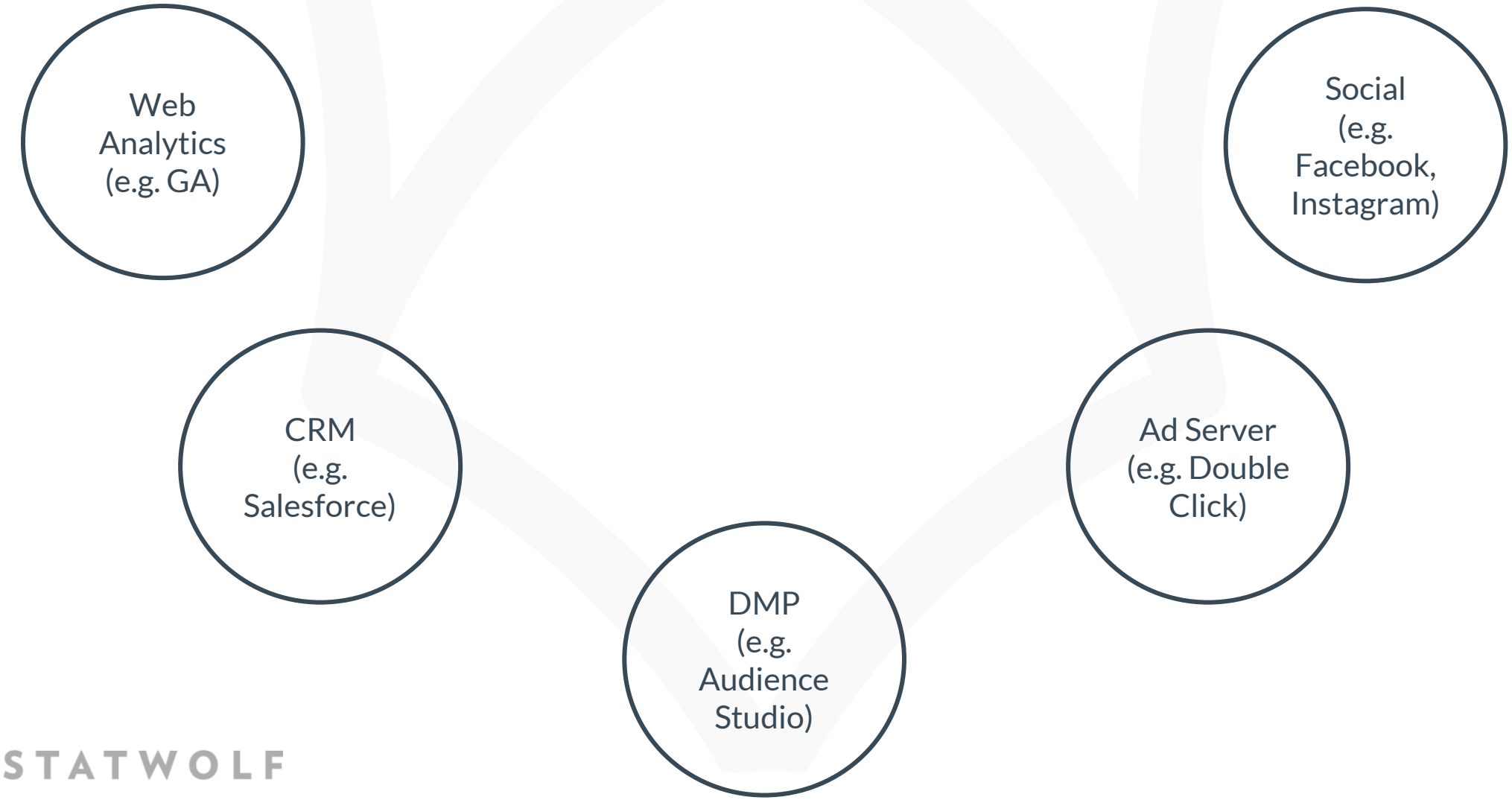
- **Collect** data from every customer touch point;
- **Unify** profiles and store customer data at maximum granularity in one place;
- **Discover** audiences, personas and customers' insights;
- **Activate** feedback to tools, platform and people to improve strategies and operations.



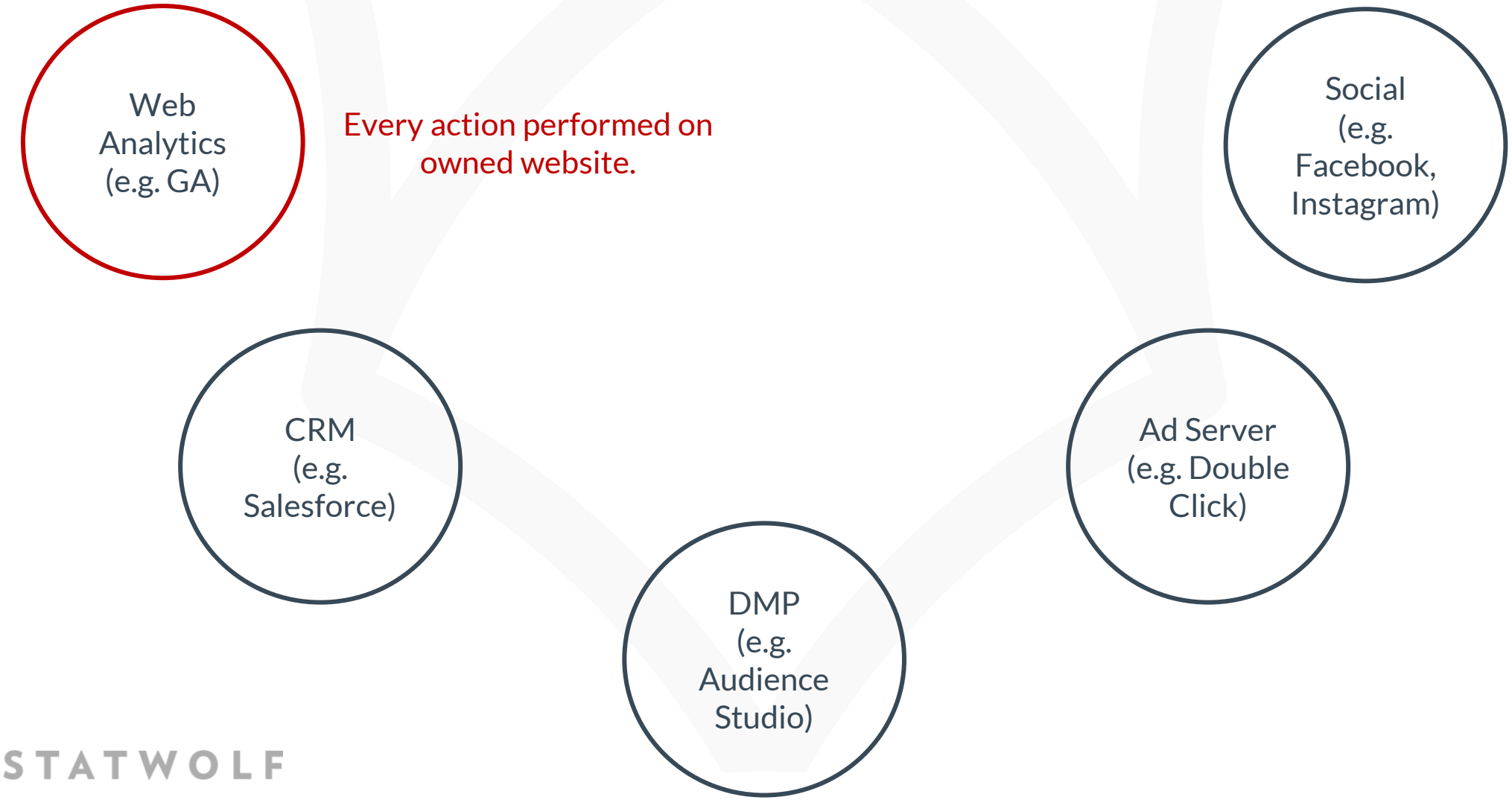
CDP – Why

- Single Customer View and Sales Enhancement
- Buyer personas, Customer Journey and Attribution modelling
- Audience creation and Personalization

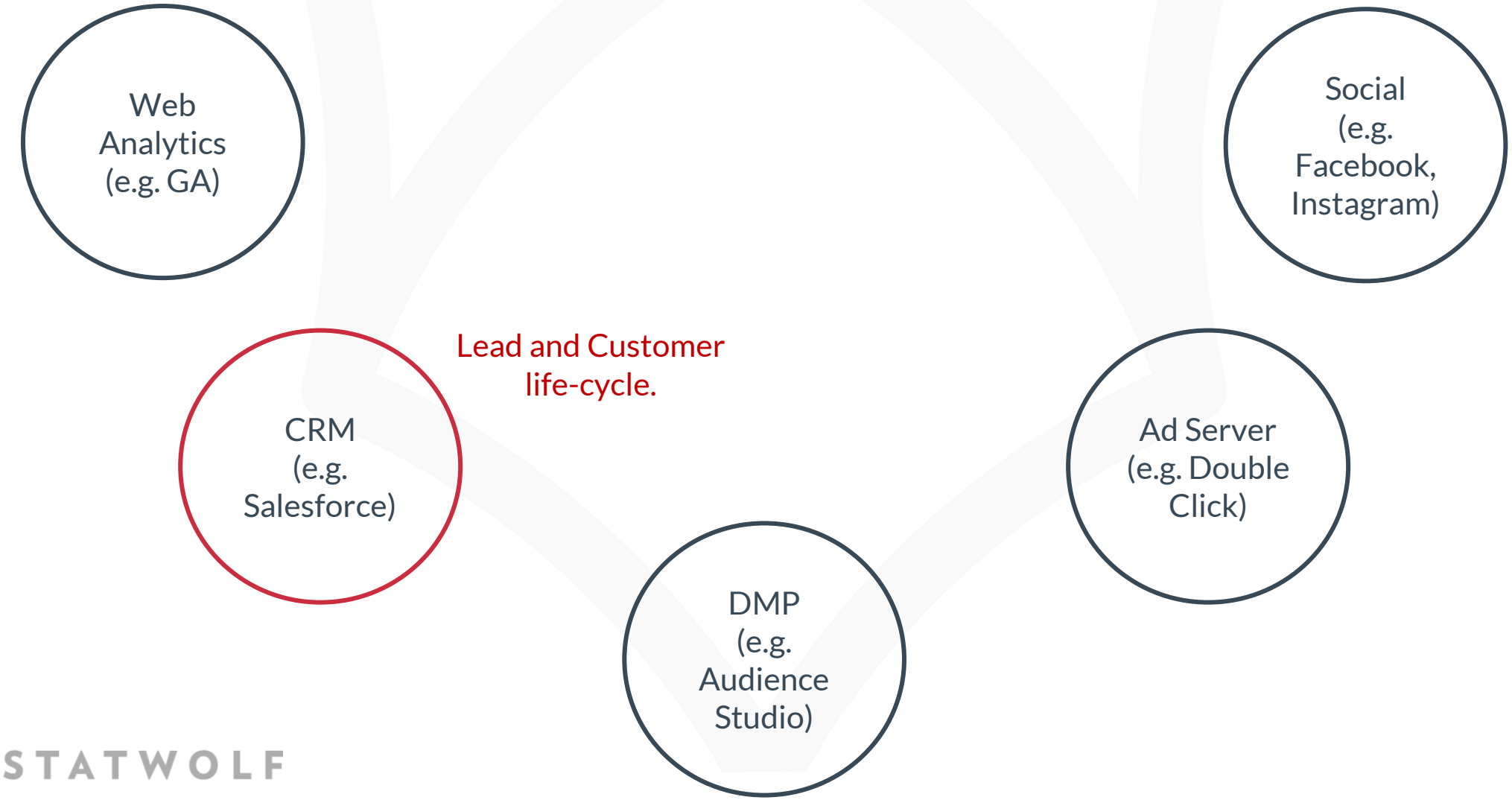
CDP – Where


Web Analytics (e.g. GA)
Social (e.g. Facebook, Instagram)
CRM (e.g. Salesforce)
Ad Server (e.g. Double Click)
DMP (e.g. Audience Studio)

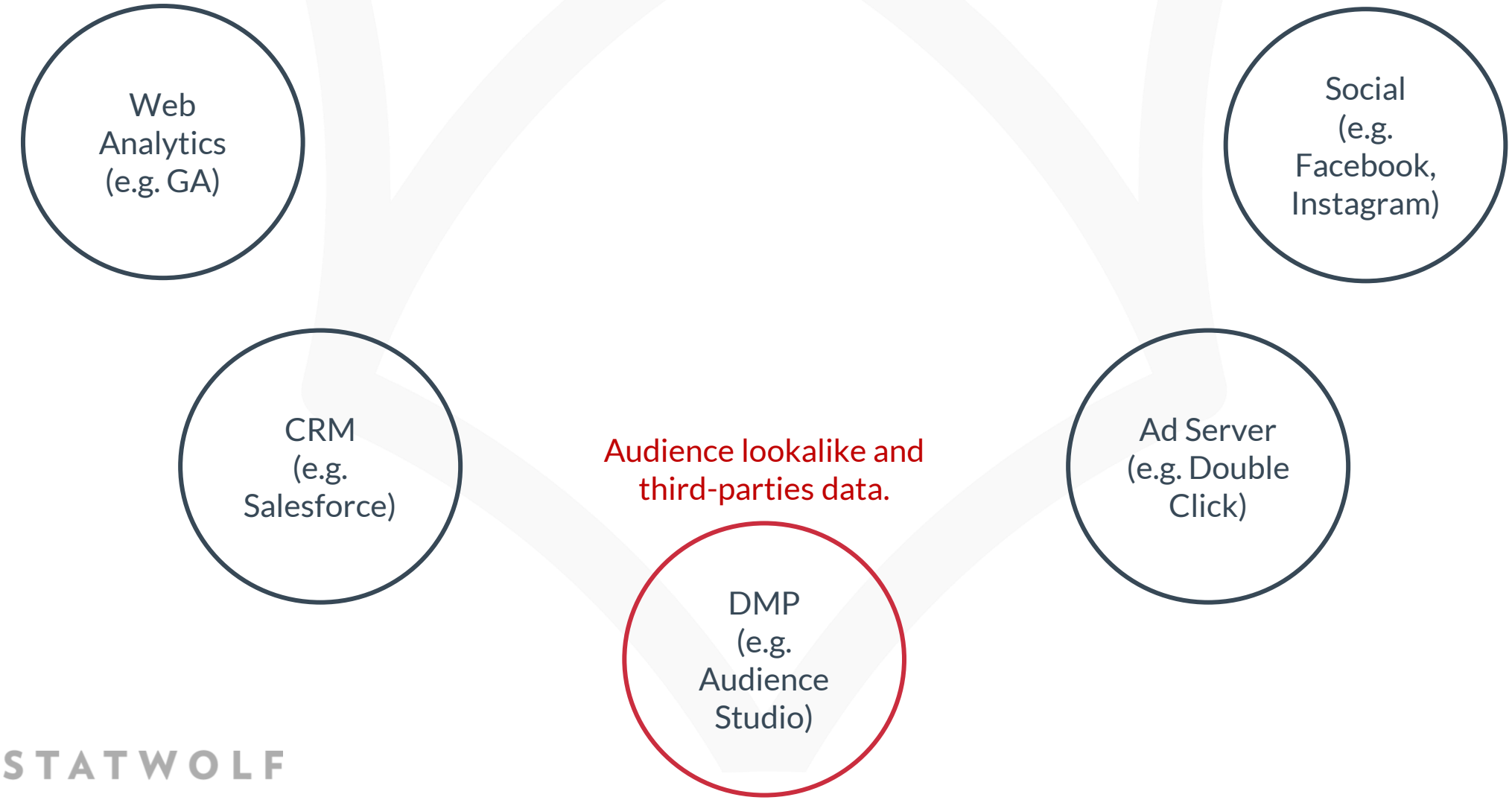
CDP – Where


Web Analytics (e.g. GA)
Every action performed on owned website.
Social (e.g. Facebook, Instagram)
CRM (e.g. Salesforce)
Ad Server (e.g. Double Click)
DMP (e.g. Audience Studio)

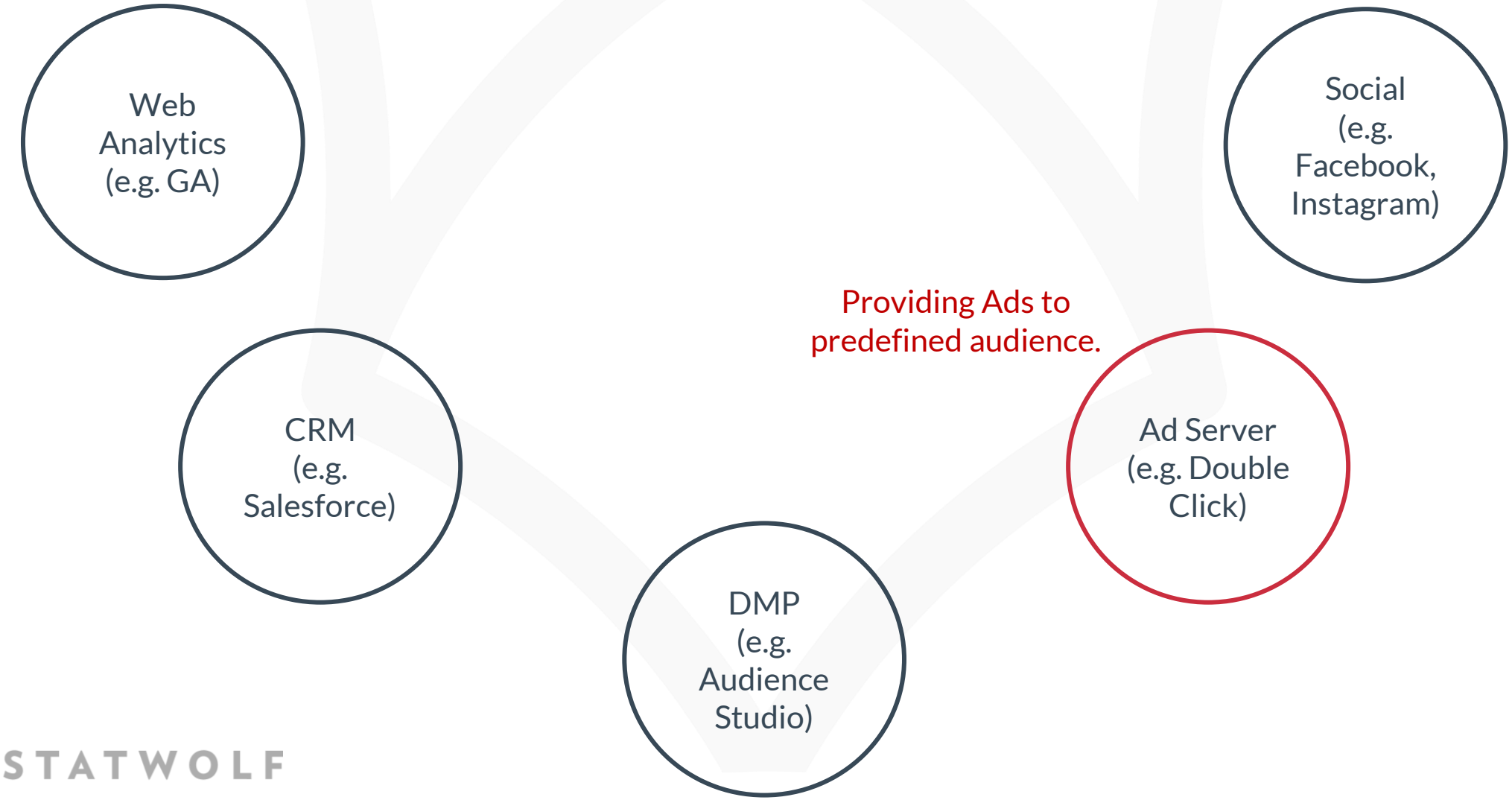
CDP – Where


Web Analytics (e.g. GA)
Social (e.g. Facebook, Instagram)
Lead and Customer life-cycle.
CRM (e.g. Salesforce)
Ad Server (e.g. Double Click)
DMP (e.g. Audience Studio)

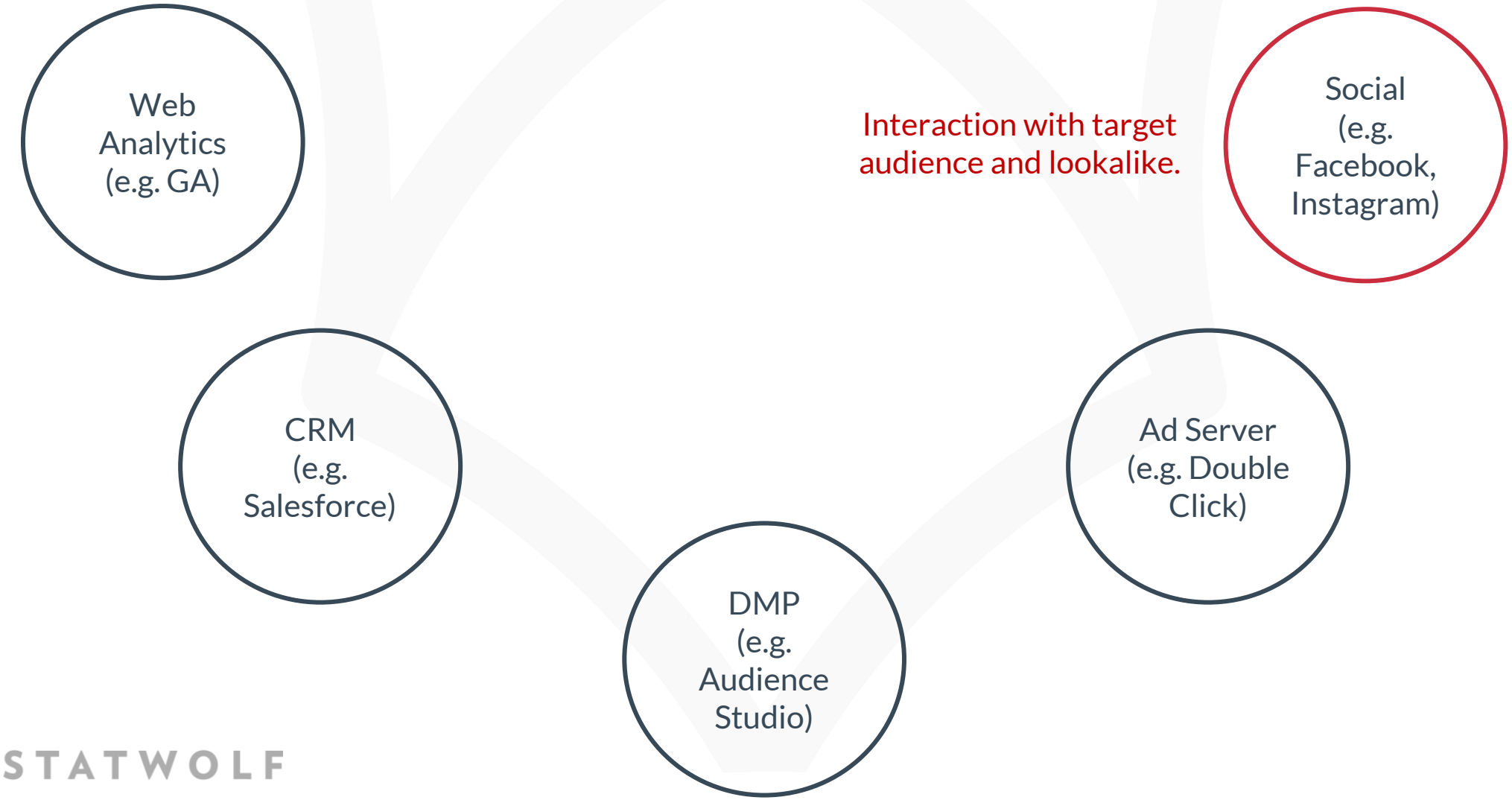
CDP – Where


Web Analytics (e.g. GA)
Social (e.g. Facebook, Instagram)
CRM (e.g. Salesforce)
Audience lookalike and third-parties data.
Ad Server (e.g. Double Click)
DMP (e.g. Audience Studio)

CDP – Where


Web Analytics (e.g. GA)
Social (e.g. Facebook, Instagram)
Providing Ads to predefined audience.
CRM (e.g. Salesforce)
Ad Server (e.g. Double Click)
DMP (e.g. Audience Studio)

CDP – Where


Web Analytics (e.g. GA)
Interaction with target audience and lookalike.
Social (e.g. Facebook, Instagram)
CRM (e.g. Salesforce)
Ad Server (e.g. Double Click)
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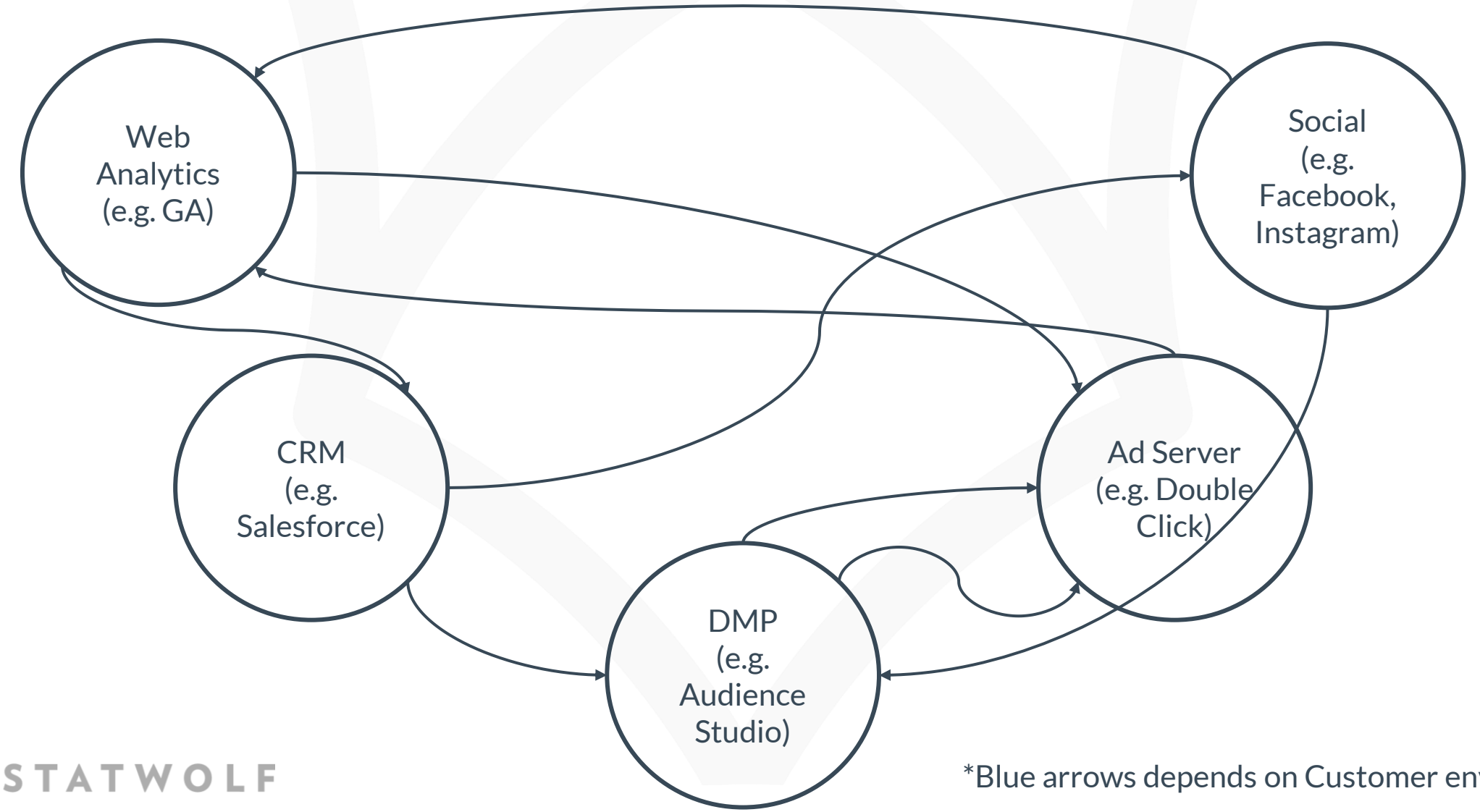
CDP – Where



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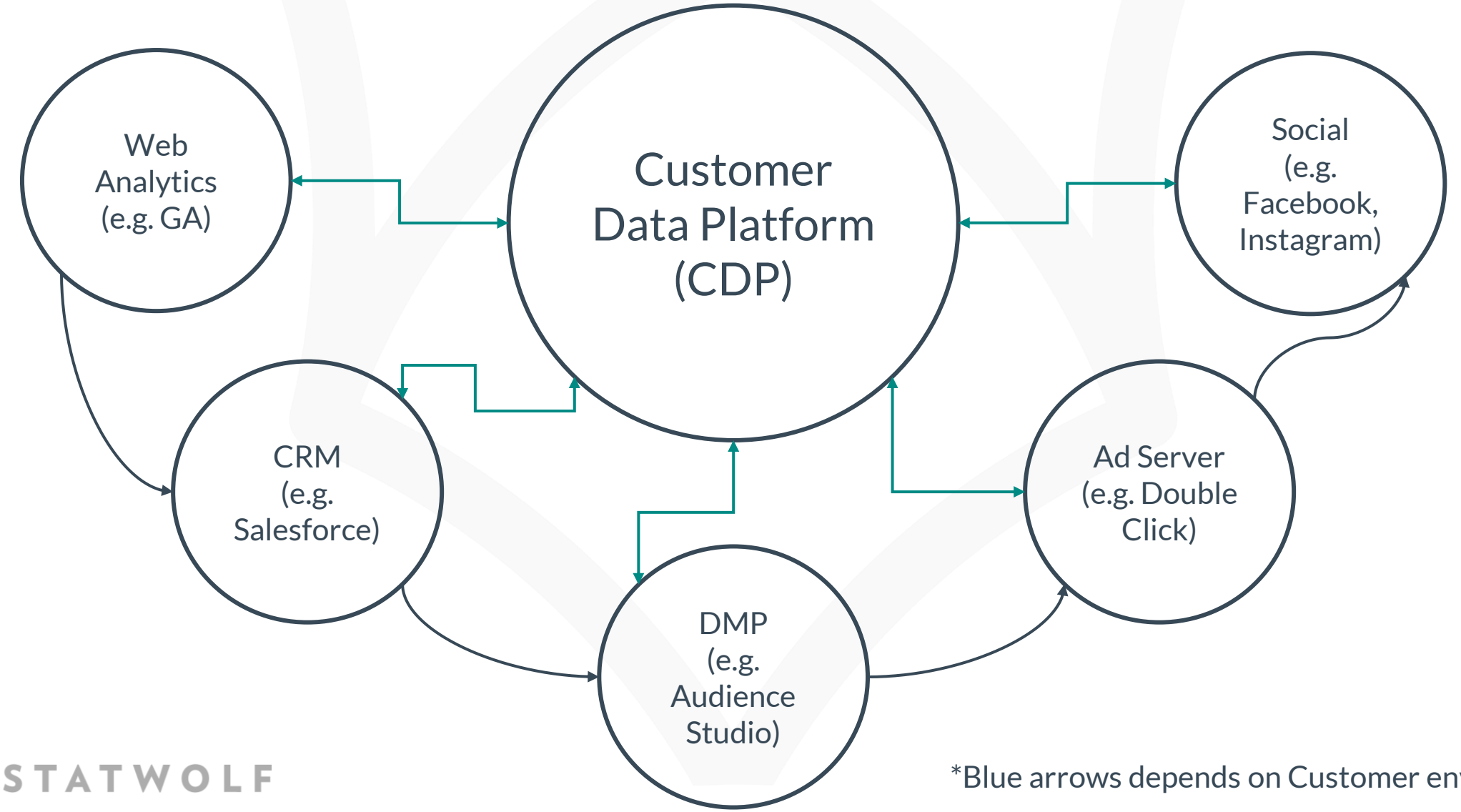
*Blue arrows depends on Customer environment.

CDP – Where



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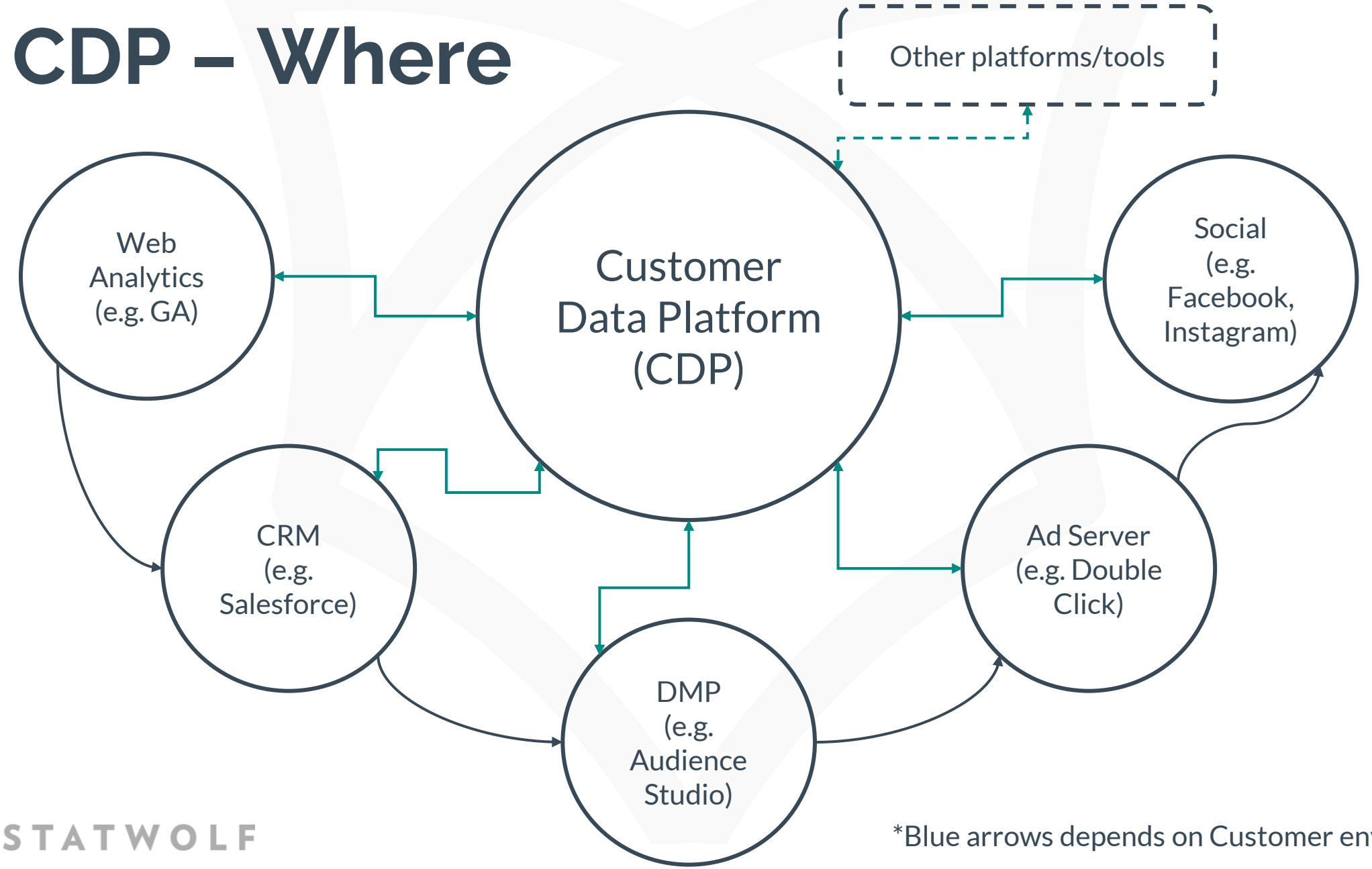

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Statwolf CDP.

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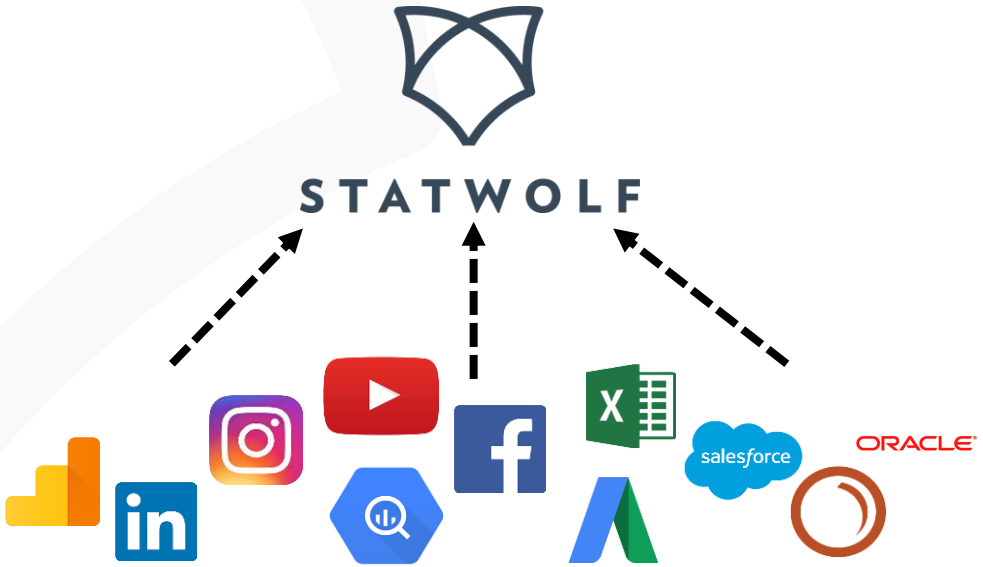
Statwolf CDP

Statwolf CDP enables you to

- **Collect** data from every customer touch point;



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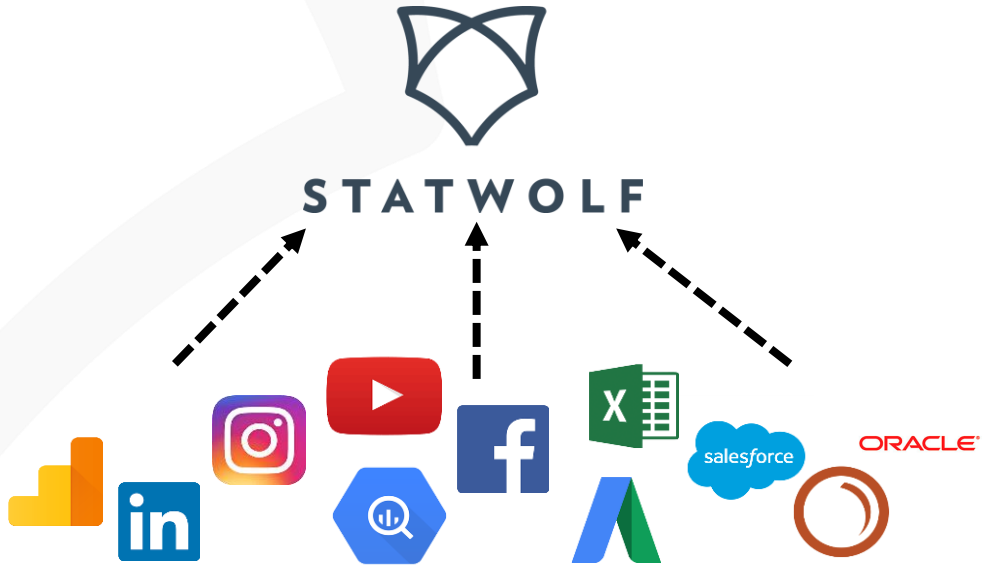
Statwolf platform allows to connect to every known data sources, retrieving the data at maximum granularity and customize update and syncing.



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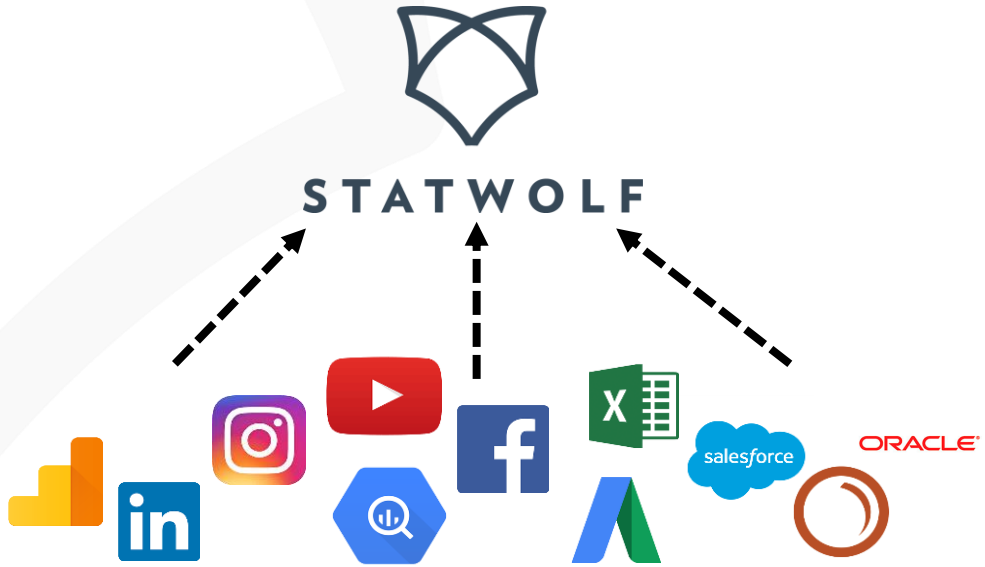

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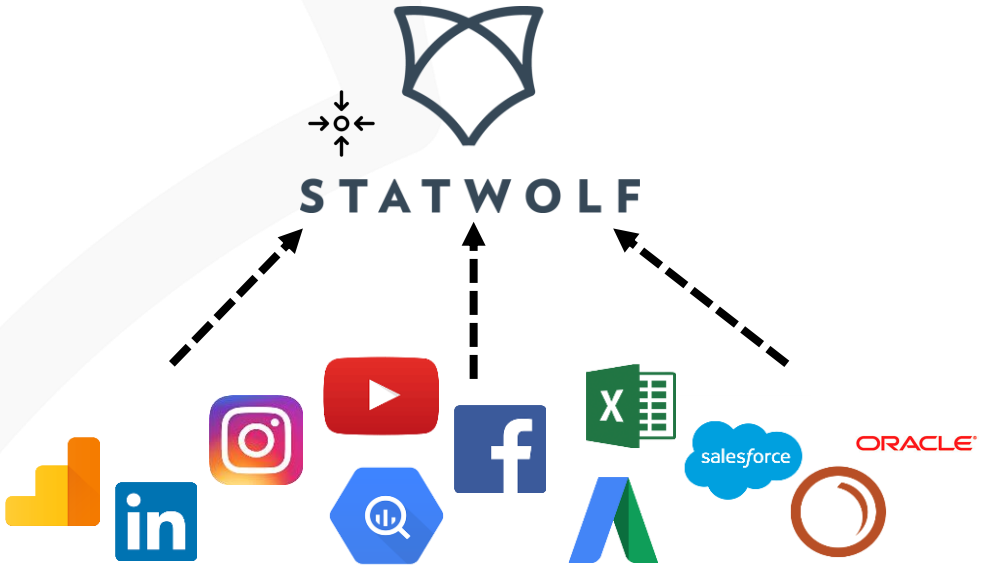
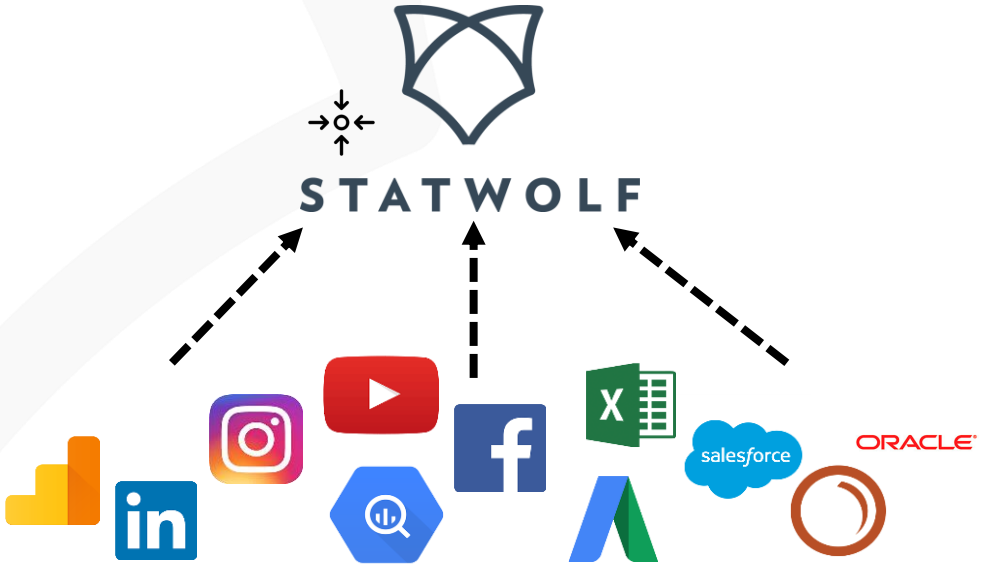


Statwolf CDP

Statwolf provides flexible and customizable profile unification logic.
This allows to plug in customer data from web properties, CRM, adv platforms, post-sales, service and any other data sources, obtaining the Single Customer View (SCV).



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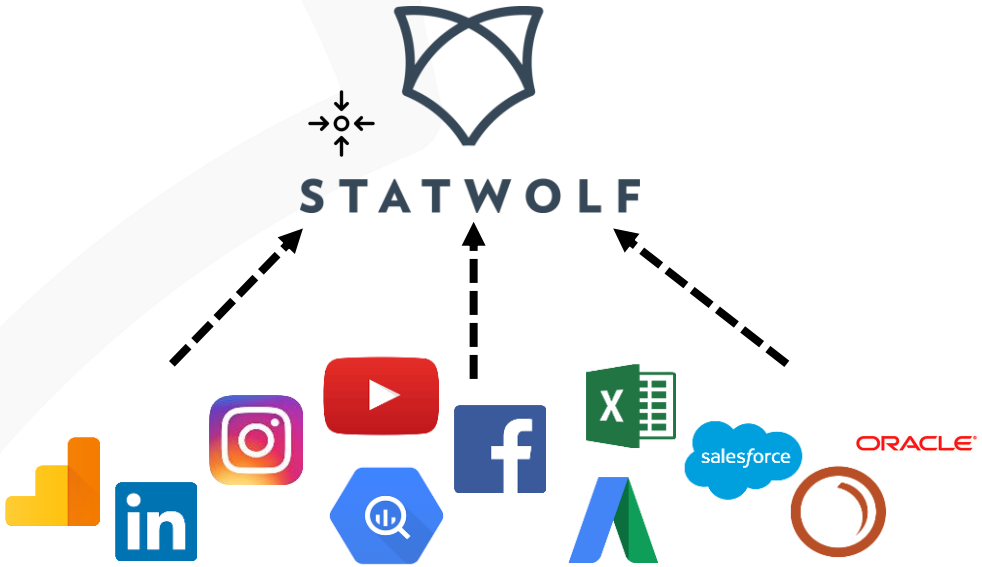
Statwolf provides also the option to use Statwolf Pixel (on web/mobile properties), and encryption functions for Personal Data*.



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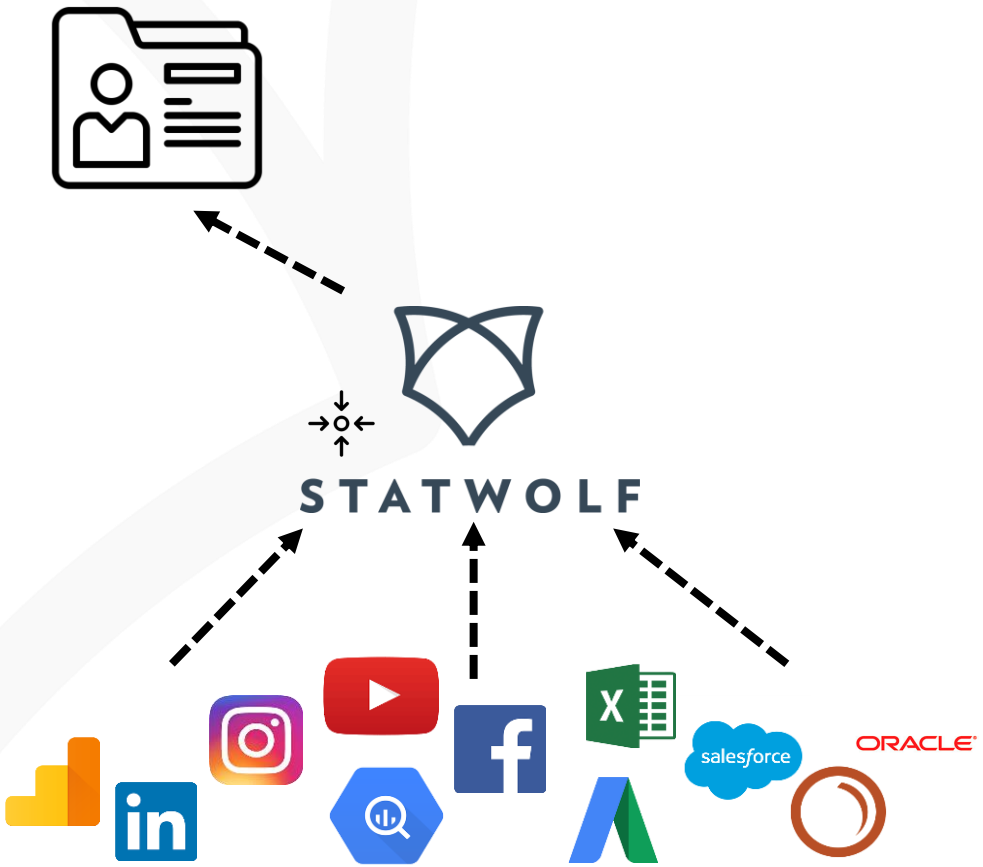
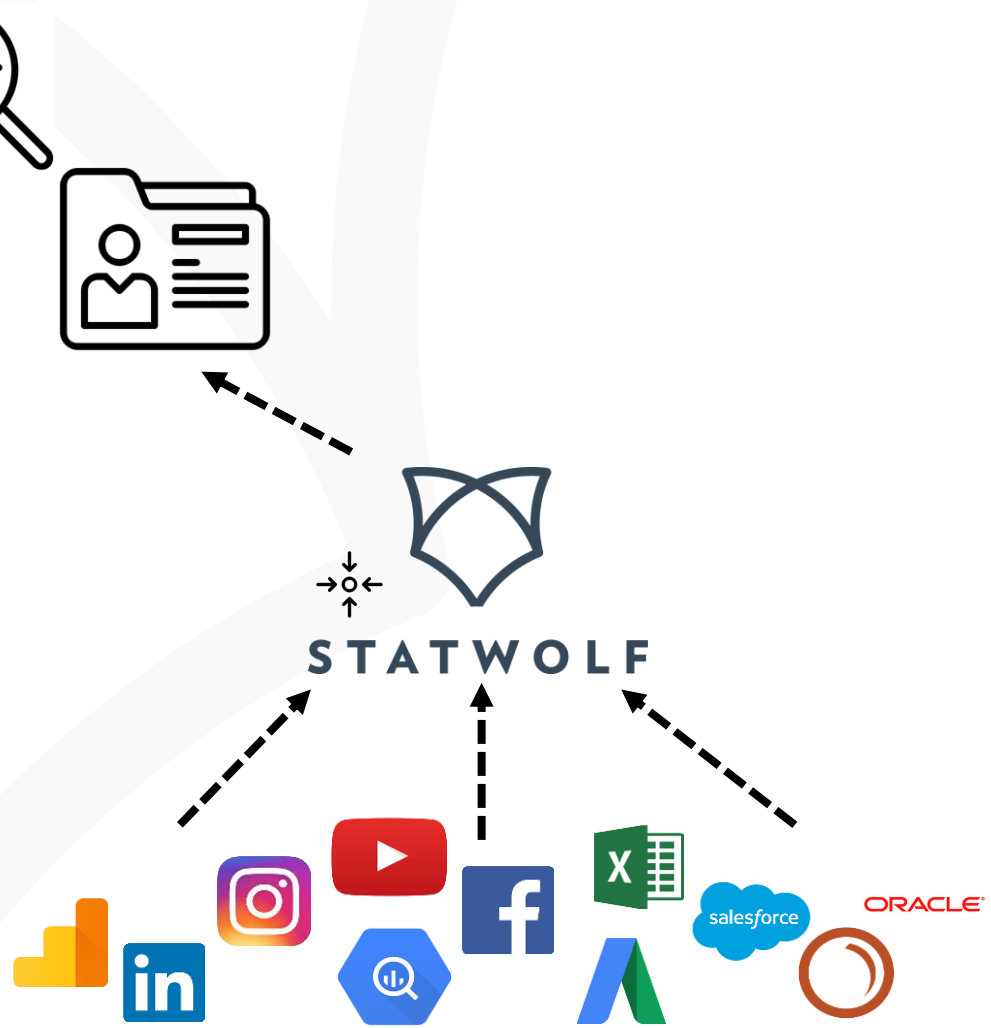


Statwolf CDP

Statwolf provides various interfaces to query, transform and analyse the data.
It also provides the possibility to access and retrieve the data – at custom granularity and frequency – by third-party tools and data platform.



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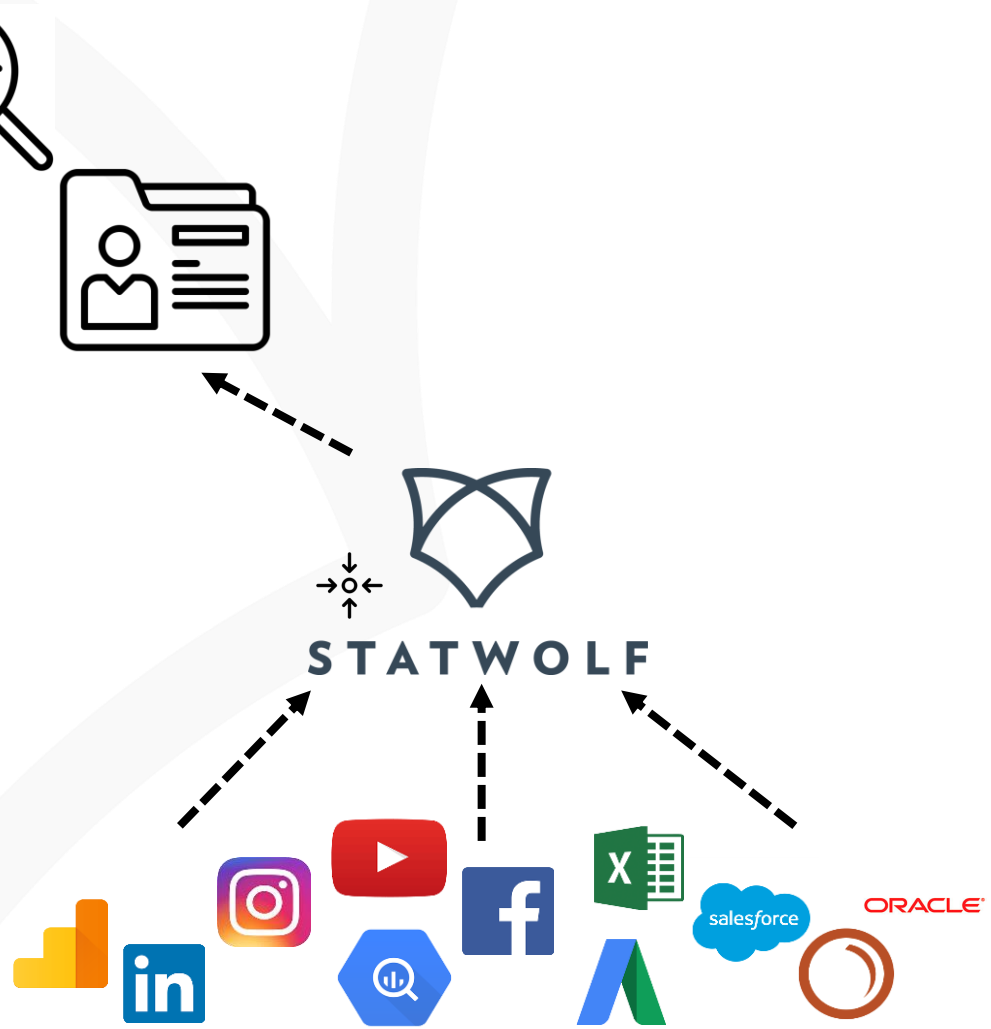
Statwolf Analytics, Artificial Intelligence (AI) and Universal Connector modules are available with various options*.



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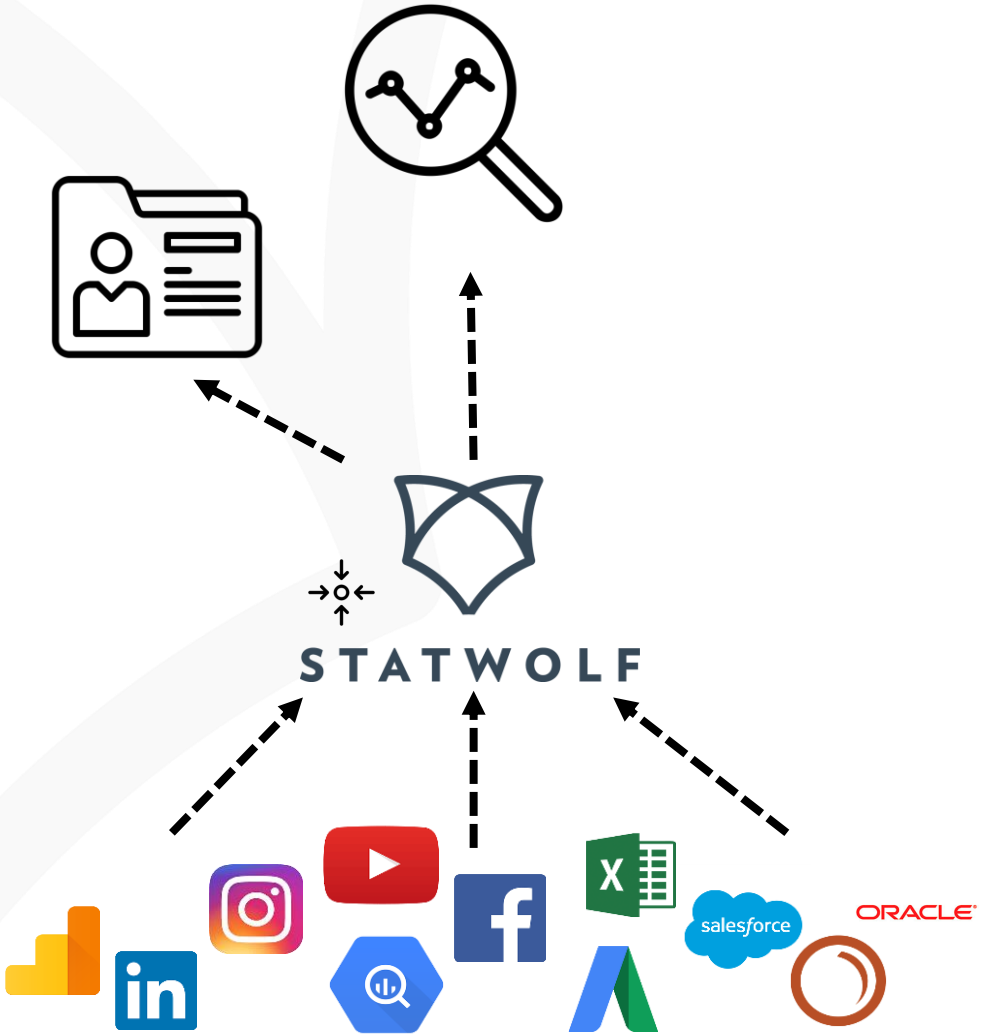

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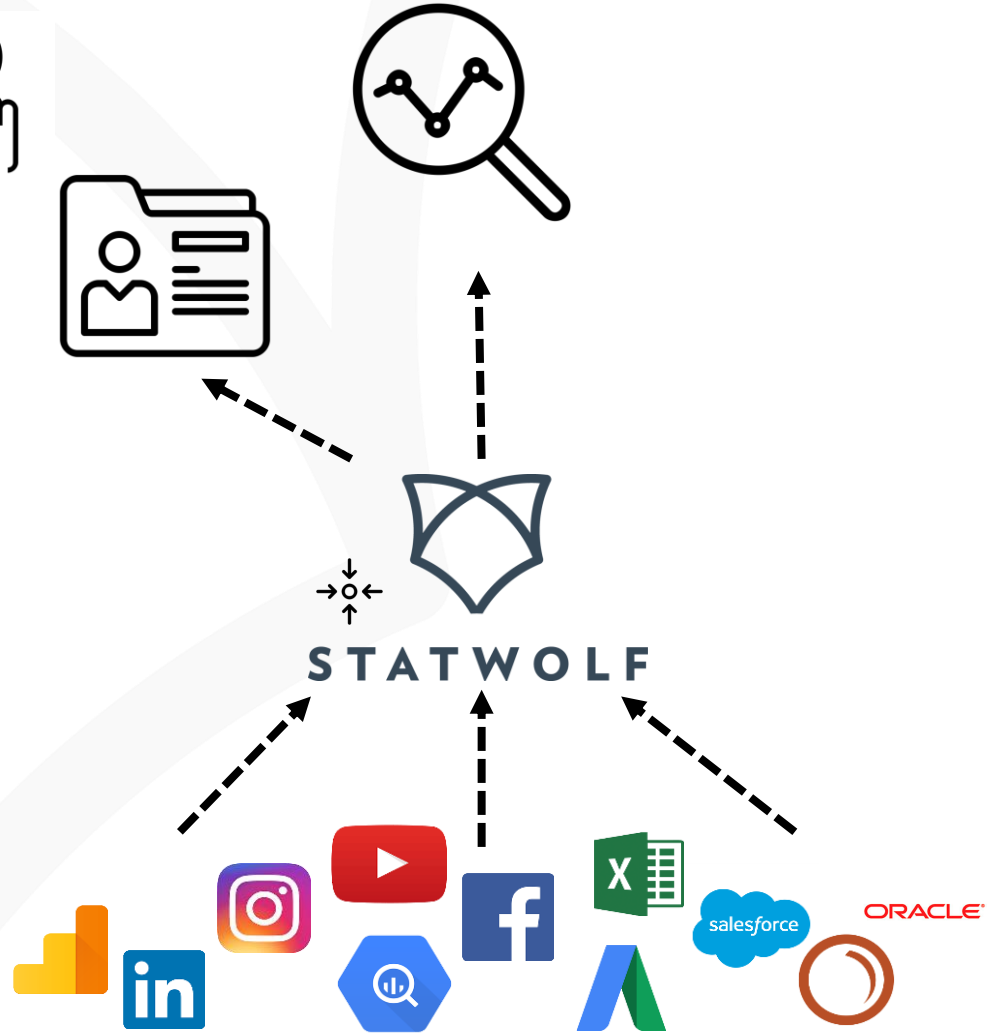
Statwolf CDP provides interfaces to most-common data destinations, allowing to upload custom audiences, activate lookalike audiences and trigger content personalisation.



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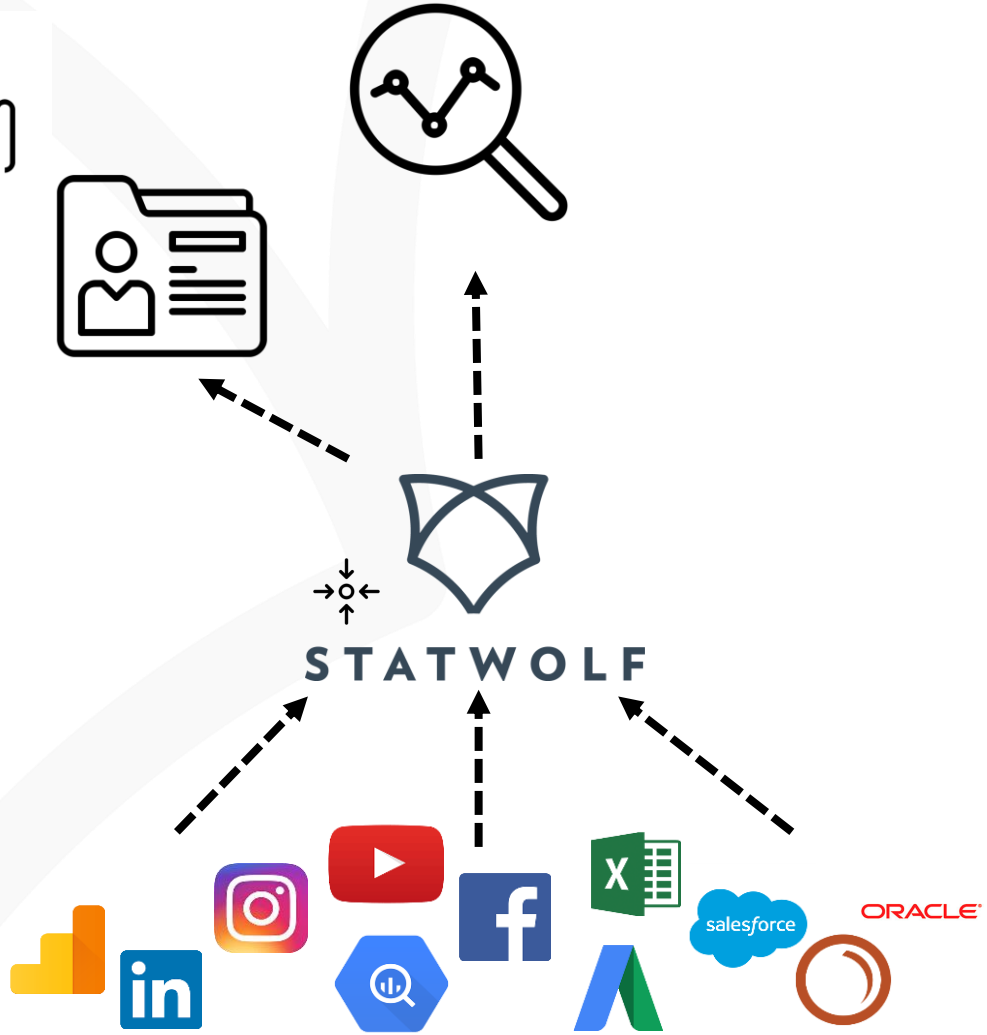

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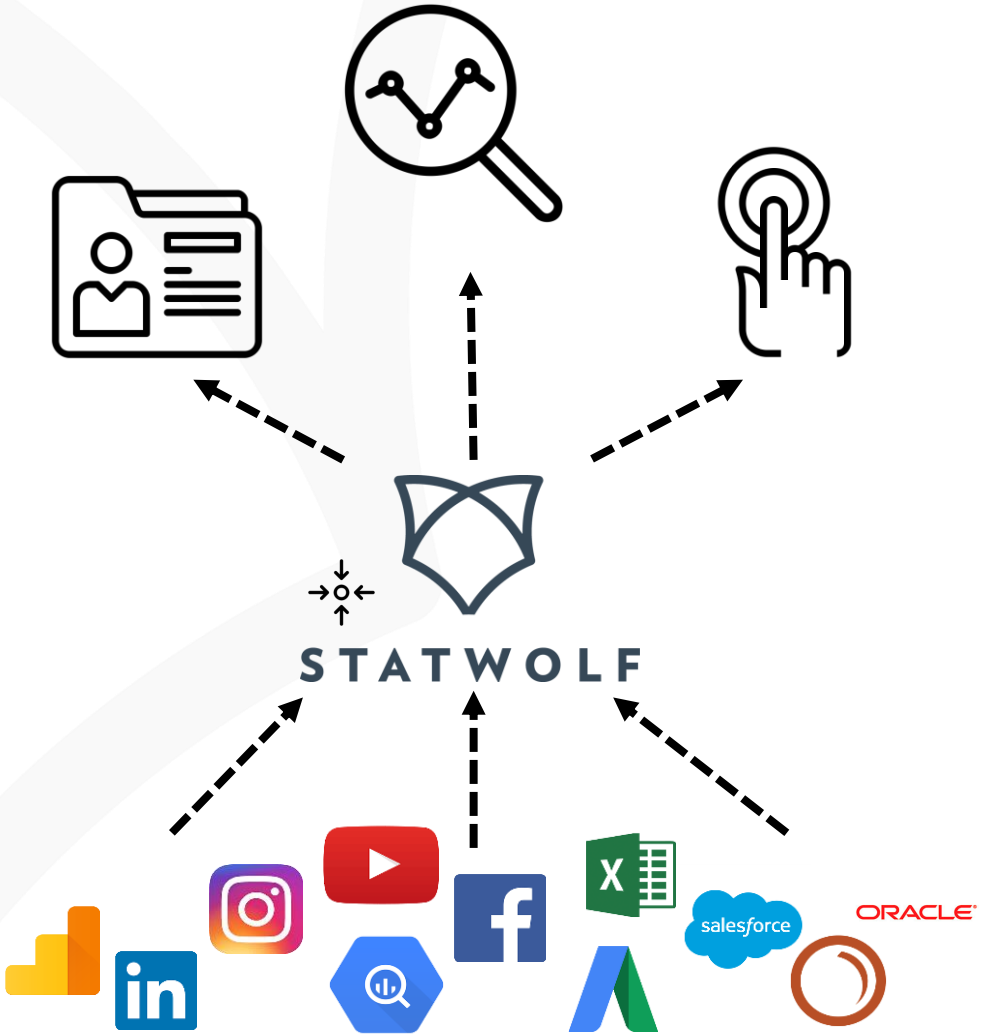

Statwolf CDP – Use cases.

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Customer Journey.

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CDP for Customer Journey

Scenario

- Fashion brand e-commerce needs to identify various customer journeys to optimize adv spending and communication content.
- The tech environment includes Google Analytics, Google Ads, Instagram Ads, Salesforce.com and Marketing Cloud.

CDP for Customer Journey

Solution

- Statwolf CDP collect and unify the brand's customers data at maximum granularity available (i.e. hit-level on the website).

CDP for Customer Journey

Solution

- Statwolf CDP collect and unify the brand's customers data at maximum granularity available (i.e. hit-level on the website).
- Analyst team can discover and analyse multiple customer journeys, and prepare the data to test Clustering and Propensity algorithms.

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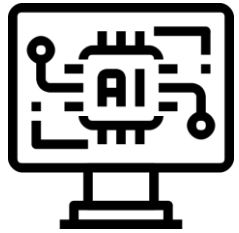
- Analyst team can discover and analyse multiple customer journeys, and prepare the data to test Clustering and Propensity algorithms.
- Statwolf AI module deploys the selected algorithm, with daily models evaluation frequency, and monthly retraining.



Audience Optimization.

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CDP for Audience Optimization

Scenario

- B2C brand with products' purchase options both Online and Offline, with high Adv spending needs to optimize the audience selection for digital ads.
- The tech environment includes Google Analytics, Google Ads, Facebook Ads, DoubleClick and Data Warehouse (to identify ROPO – Research Online Purchase Offline – events).

Google Analytics

Google Ads

facebook Ads

DoubleClick by Google

CDP for Audience Optimization

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- Statwolf CDP activate the audiences' selection/removal directly on the adv platform involved (i.e. ad server, search and social).

Sales Personalisation.

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CDP for Sales Personalisation

Scenario

- B2B brand with many products available online – and complex sales process – needs to improve personalisation in both lead nurturing (marketing automation) and opportunity conversion (sales reps).
- The tech environment includes Google Analytics, Salesforce.com, Salesforce Marketing Cloud and Service Max.

CDP for Sales Personalisation

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CDP for Sales Personalisation

Solution

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- Marketing team can filter and segment recipients thanks to information on their navigation patterns and personalize content and promo accordingly.

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Solution

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- Analyst team can define the most relevant information for Sales team, to be attached to the prospect/customer profile and smoothing conversations to finalize the sales/upsell actions.

Thank you!

Any questions?

Contact us at info@statwolf.com

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