# WHAT MARKETERS NEED

**82%** of companies agree - the future of CX is proactively turning customer engagement through real-time data collection and analysis

## WHAT ARE MARKETERS SAYING?

### CX LEADERS ACHIEVE
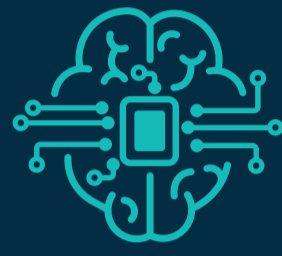
**1.9x**
Better recommendation & advocacy

**2.1x**
Receptiveness towards new products

**1.9x**
Greater share of wallet

### INTELLIGENT SYSTEMS

**86%**
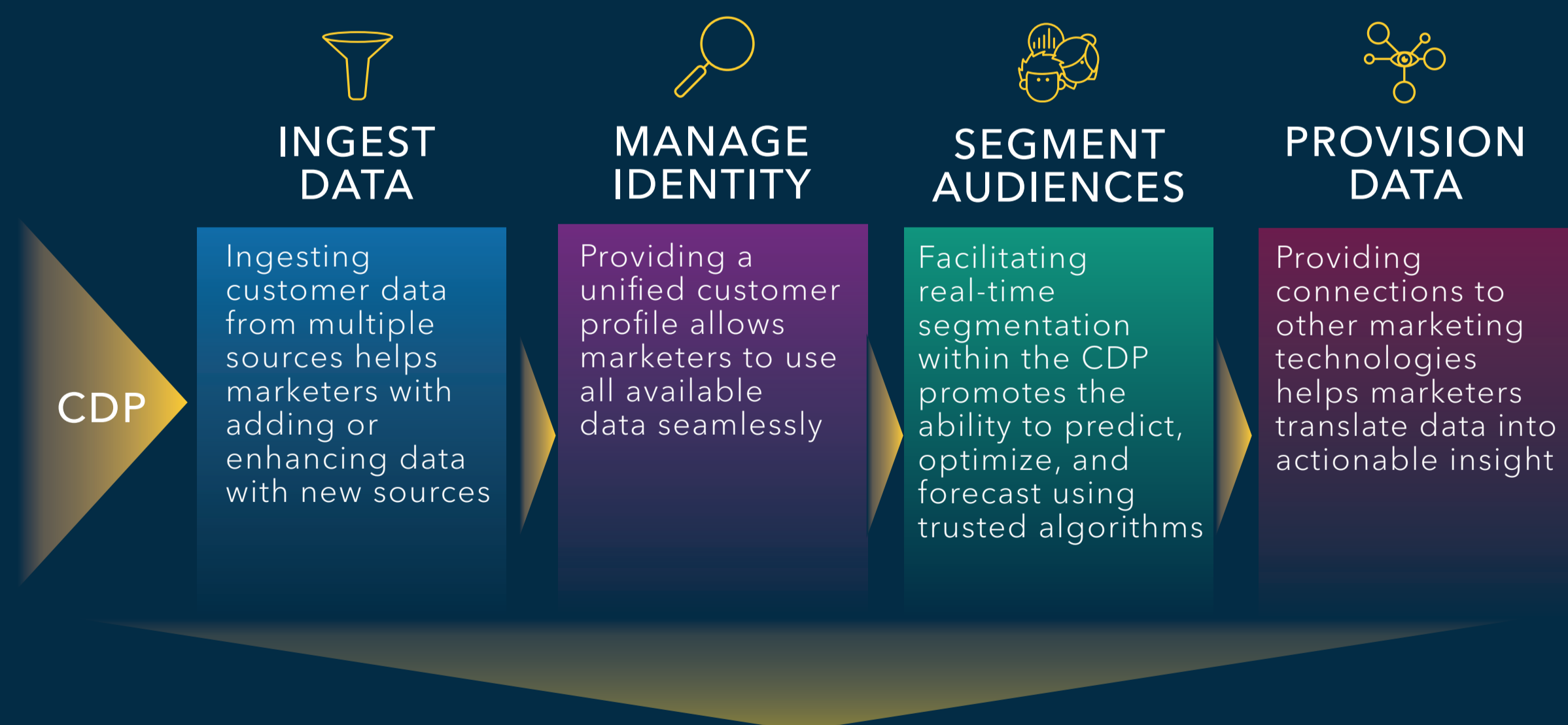Believe consumer engagements will be done increasingly through intelligent systems

### CLOUD

**82%**
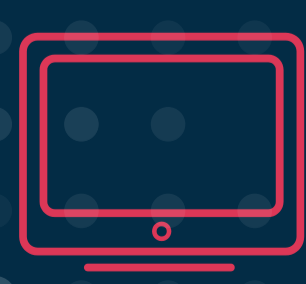Will centralize computing in the cloud to better create a single customer system of record

## FOUNDATIONAL CAPABILITIES FOR SHAPING CUSTOMER INTERACTIONS

| | Agree it's importance | Do it successfully |
|---|---|---|
| Translating data into actionable insight at the optimal time | 83% | 22% |
| Using all available data (e.g., customer activity) seamlessly | 73% | 18% |
| Predicting, optimizing, and forecasting using trusted algorithms | 64% | 19% |
| Adding / enhancing data with new sources | 61% | 19% |

## HOW CDP HELPS

**CDP**

### INGEST DATA
Ingesting customer data from multiple sources helps marketers with adding or enhancing data with new sources

### MANAGE IDENTITY
Providing a unified customer profile allows marketers to use all available data seamlessly

### SEGMENT AUDIENCES
Facilitating real-time segmentation within the CDP promotes the ability to predict, optimize, and forecast using trusted algorithms

### PROVISION DATA
Providing connections to other marketing technologies helps marketers translate data into actionable insight

## CDP ADDRESSES MARKETERS MAJOR DATA CHALLENGES

**LEGACY SYSTEMS**

**DATA SILOS**

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