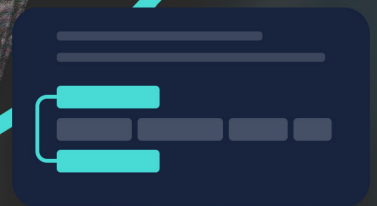


# Customer Data Platform

Better targeting, smarter personalization  
& stronger results



 **raptor** by  
ibexa



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# No two customers are the same

They have radically different interests and intentions, and they respond differently to the messages you send their way.

You probably already know this. And you might already be working with segmentation and personalization, whether it's in your e-mail marketing, your paid media, or on your site. But what if you want to take it one (or *several*) steps further?

## What if:

- ▶ You want to get to know your customers on an even deeper level, like their **brand interests**, their **loyalty level**, or even their **lifetime value**?
- ▶ You want to bring down your **CPA** in paid social by making sure each targeted message hits the bull's eye?
- ▶ You want to make sure your site **speaks directly to each user**, changing based on each visitor's purchases, role, or passions?

That's exactly what a Customer Data Platform can help you achieve.

A Customer Data Platform (CDP) solves one of the most complex challenges facing businesses today: Unifying customer data from all ends of your business and transforming it into customer insights that are tangible, measurable and actionable.

From Single Customer View to customizable audiences, and Customer Lifetime Value Models, it gives you the insights you need to create a truly personalized experience.

## To help you get started, this guide covers:

- ▶ What a Customer Data Platform is, and what types of results it drives
- ▶ What resources it takes to create the results you want (no magic boxes here!).
- ▶ An overview of the many inspirational use cases for the CDP when activated into the channel of your choice.



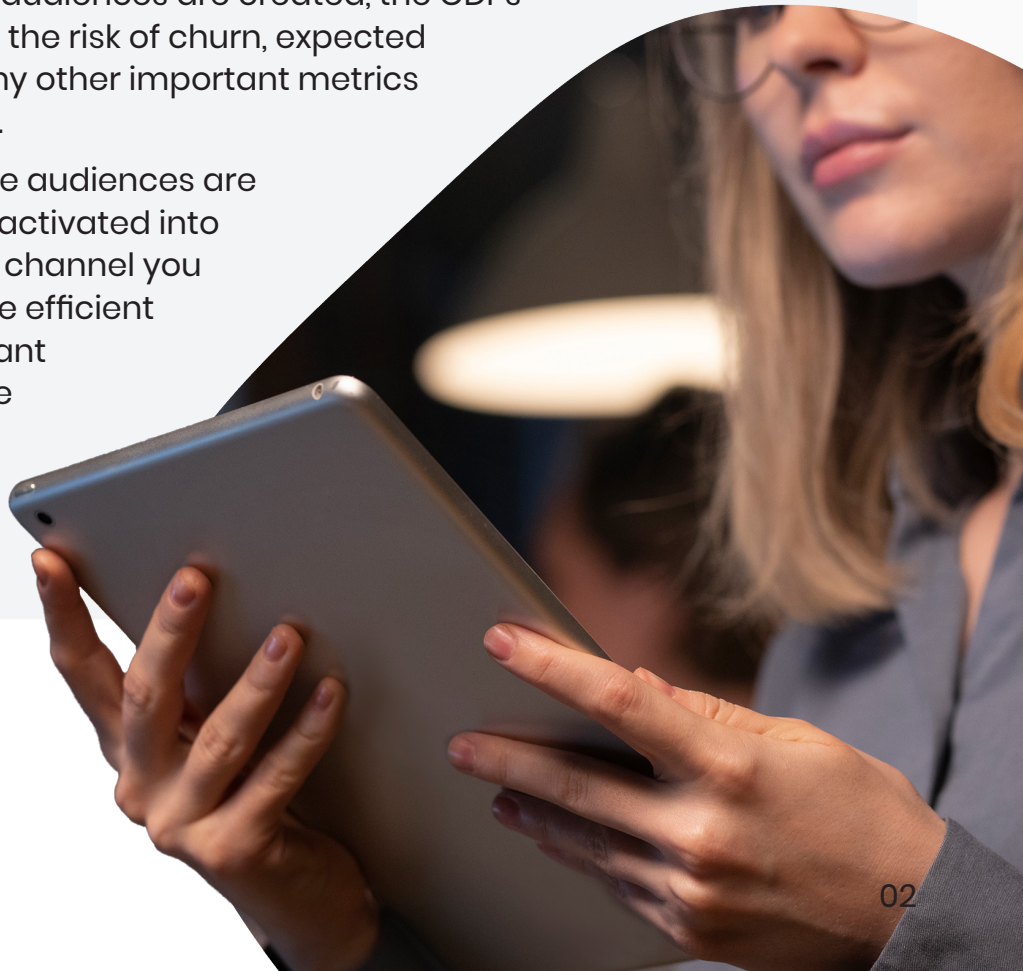
# What is a Customer Data Platform?

A **Customer Data Platform (CDP)** is a system designed to collect, unify, and manage customer data from multiple sources. It integrates customer data from channels such as CRM systems, websites, email campaigns, social media, POS systems, and more.

The core function of a CDP is to consolidate this data into unified view of your entire customer base – and each customer within it – allowing you to segment and target with precision.

## How a CDP works:

- ▶ **Data unification:** The CDP gathers data from all customer touchpoints and standardizes it into a consistent format. This ensures that information from different systems is consolidated and easily accessible.
- ▶ **Audience segmentation:** With all customer data ingested and available, marketers can analyze the customer base and create meaningful segments based on everything from demographics to behavioral patterns, Customer Lifetime Value, and other useful metrics.
- ▶ **AI enrichment:** Once audiences are created, the CDPs built-in AI can predict the risk of churn, expected future value, and many other important metrics in campaign building.
- ▶ **Data Activation:** Once audiences are created, they can be activated into whichever marketing channel you choose, allowing more efficient targeting, more relevant campaigns, and more personalized communication wherever they go.





## 5 Key Benefits of a Customer Data Platform

- 1. Collect data directly from your customers:** Build actionable audiences directly from customers, website visitors, social media followers, and subscribers. Behavioral data is the best type of data to collect if you want to personalize their experience and communicate consistently and personally on all your channels.
- 2. Get rid of data silos:** Isolated and siloed data can block your efforts towards scaling personalization. A CDP gives teams the ability to access and use customer data across departments – tearing down data silos that prohibit growth and transparency.
- 3. Design your own tech stack:** The CDP activates to the technologies and channels you choose, so you can switch out components at will while customer data, audiences, and predictions are set up centrally in the CDP.
- 4. Understand your customers:** Get a deeper understanding of how your customers behave – both at the audience and user level. You can act on the data you get from all channels and customer touchpoints to create even more relevant and personal communication wherever they meet you.
- 5. European-based data unification:** Today it's more important than ever to be mindful of how customer data is collected, stored, and handled. Raptor is ISAE 3000 verified, meaning that all data handling processes comply to the highest standards, including GDPR.



*“Raptor’s CDP is insanely user-friendly. While other CDPs are very complex and hard to use for the average marketer, Raptor’s CDP took no time to implement, is easy to navigate, and outperforms every test we’ve made.”*



**Mads Bøgh Larsen**

Head of e-commerce, Imerco

# CDP – more than a “magic box”

There's a lot a Customer Data Platform (CDP) can help you accomplish.

But the industry has tended to advertise the CDP as a “magic box” that automatically transforms your marketing through data.

This is not the case. A CDP project requires thoughtful strategy, the right resources, and an understanding of how to use it effectively.

## Define your goals

Before you dive into implementation, ask yourself: What exactly do you want to achieve with your CDP?

- ▶ **Personalized campaigns?** Do you want to personalize messages and offers based on customer behavior and preferences?
- ▶ **Sharper targeting?** Are you aiming to build more precise audience segments for better targeting?
- ▶ **Dynamic content?** Would you like your website to adapt to individual visitors, showing relevant content in real time?

## Assess your resources

Next, consider the resources you have available:

- ▶ **Who will use the CDP?** Once it's set up and data is flowing, the CDP is intuitive for marketers to use. But it's good to keep in mind who you envision as the daily users of the CDP. A marketer with a solid strategic mind and some technical know-how is ideal.
- ▶ **Do you need partner support?** The more resources you assign – whether it's dedicated team members or a trusted partner – the more ambitious your CDP projects can be.

## Need inspiration?

Curious about what's possible with a CDP?

**We have collected some of our favorite use cases** ranging from basic segmentation to full-scale personalization.

But before we do that, let's first cover the most important KPIs that you can track or improve with the Customer Data Platform.



# What can you achieve with a Customer Data Platform?

## How you should measure your CDP activities

There are probably a lot of KPIs that you're already tracking in your marketing activities, including Conversion Rate, Cost Per Acquisition, Return on Ad Spend, and Click Through Rate.

These KPIs are good and necessary, but they also tend to be more short-term, and you quickly lose track of how your activities affect your customers in the long run.

A CDP can calculate **Customer Lifetime Value**, which allows you to track a number of different KPIs that are game changers in marketing. Yet way too few marketers actually track them.

### Short-term KPIs



Conversion Rate



Cost Per Acquisition



Return On Ad Spend



Click Through Rate

### Long-term CLV KPIs



Average Order Value



Days Since First Order



Days Since Last Order



Customer Lifetime Value



Churn Risk



Repurchase Probability



Predicted Future Value 365 Days



Predicted Orders 365 Days



Inactivity Score

### Customer Lifetime Value (CLV)

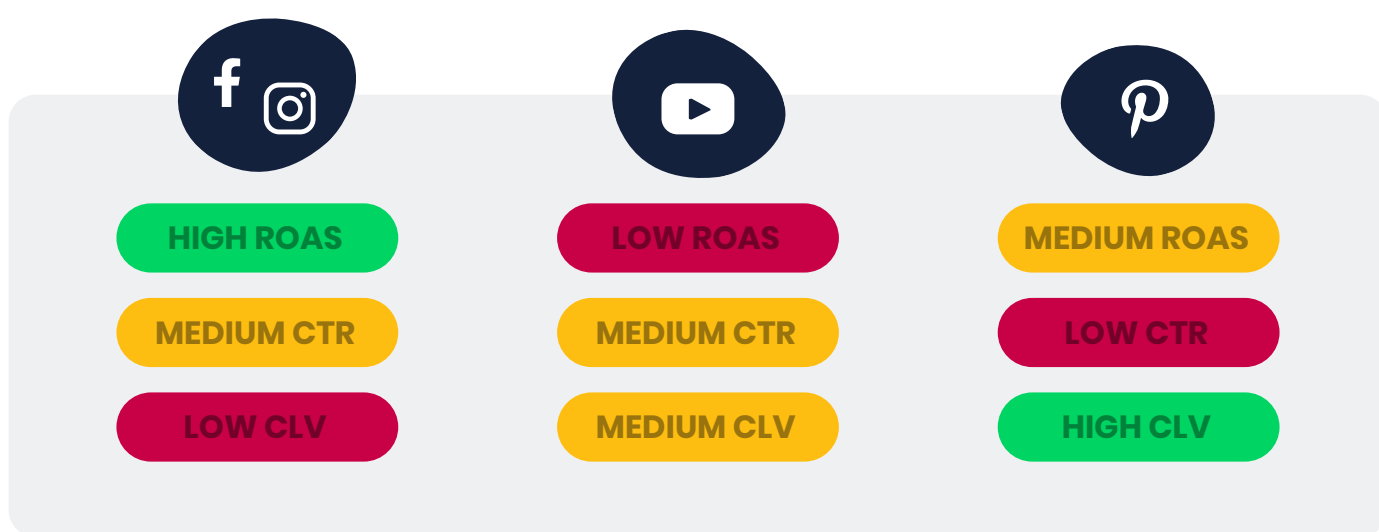
is a measure of a customer's total value within your business.



Customer Lifetime Value (CLV) is a measure of a customer's total value within your business.

Used in combination with standard KPIs, you can evaluate not just how a campaign is performing within a certain channel, but what quality customers you want to reach in each channel.

Maybe you want to retarget low-value customers in META or reach your high-value customers with specific messages in Pinterest? All this is possible within the Customer Data Platform.



***“Short-term KPIs tell you what’s working now, but tracking long-term metrics like Customer Lifetime Value in a CDP reveals who’s worth investing in. It’s not just about driving conversions—it’s about cultivating relationships that maximize impact across the customer journey.”***



**Jeppe Godske Olsen**

Vice President, Commercial, Raptor Services

# Customer Lifetime Value Model

The best way to get insight into these long-term KPIs is through the Customer Lifetime Value (CLV) Model – a core function within the CDP.

The CLV Model calculates every single customer that has ever made a purchase with you and estimates their historic and future value as well as how likely they are to churn.

These parameters – CLV and Churn – are extremely useful when building audiences. Instead of blindly targeting similar messages to all your customers, you can spend your money with the customers of most potential to you – now or in the future.

Depending on your business, the CLV model can be utilized on buy data, page visits, add to basket, downloads, returns, or any other measure that matters to you.

## Customer value is shown in a matrix like the one below.

In shades of red, yellow, and green, you get an overview of the value of your customers – both in terms of the **amount of money spent with you (CLV)** and their **likelihood of staying with you (loyalty)**.

By simply clicking on one of the boxes within the matrix, you can build a new audience with a CLV/loyalty of your choice, so you can target them with communication to bring them even further into the green.

	Churned (0-10%)	Potential (10-50%)	Loyal (50-100%)	Total
High CLV CLV > 400 EUR	1.905 customer (2%) 1.765k EUR (6%)	13.644 customers (15%) 10.273 EUR (37%)	3.228 customers (3%) 3.784k EUR (14%)	18.777 customers (20%) 15.822k EUR (57%)
Medium CLV 175 – 400 EUR	1.638 customers (2%) 452k EUR (2%)	25.484 customers (27%) 6.647k EUR (24%)	1.042 customers (1%) 307k EUR (1%)	28.164 customers (30%) 7.407k EUR (27%)
Low CLV CLV < 175 EUR	1.050 customers (1%) 124k EUR (0,45%)	45.728 customers (49%) 4.378k EUR (16%)	163 customers (0,17%) 23k EUR (0,08%)	46.941 customers (50%) 4.525k EUR (16%)
Total	4.593 customers (5%) 2.341k EUR (8%)	84.856 customers (90%) 21.298k EUR (77%)	4.433 customers (5%) 4.114k EUR (15%)	93.882 customers (100%) 27.753k EUR (100%)

## Audience Insights

The CDP also gives insights into a number of other, valuable metrics. Audience Insights gives you information about how each audience is performing relative to your full customer population.

Here, you can see how each audience performs in terms of average order value, inactivity score, repurchase probability, and other valuable metrics to help you build even better campaigns.

And while there is much to learn about your customer on the audience level, you can go one step deeper through the **Single Customer View**.

Performance indicator	In Audience	In total population	Relative to total
Predicted repurchase probability	31%	27%	+13%
Historic value last 365 days	220 EUR	129 EUR	+71%
Historic value all time	255 EUR	204 EUR	+25%
Predicted future value next 365 days	40 EUR	26 EUR	+55%
Predicted customer lifetime value	296 EUR	230 EUR	+29%
Predicted number of orders next 365 days	0,23 orders	0,16 orders	+48%
Days since first order	226 days	333 days	-32%
Days since last order	171 days	298 days	+74%
Number of orders	1,55 orders	1,39 orders	+11%
Order value	165 EUR/order	146 EUR/order	+13%
Days between orders	66,23 days	57,29 days	-13%
Inactivity score	1,039	1,863	+79%



# Single Customer View

The Single Customer View gives you all the most valuable information about each individual user at a glance.

- ▶ What audiences are they a part of?
- ▶ How likely are they to buy again?
- ▶ And how much money can you expect the customer to be worth in the future?

Let the data do the talking – and plan your marketing activities based on facts rather than gut feelings.

Single Customer View has all the same metrics as Audience Insights, but for each individual customer. If you're curious about how your customers tend to behave, you can dive into one person's behavior to discover any underlying patterns.

## Interaction timeline

The timeline gives you a bird-eye view of every interaction in the customer journey, giving you insights to improve it.

**Online purchases, product views, or clicks** on an e-mail – you choose the five interaction types to include in the timeline.



Use cases

# 10 ways to create personalized experiences with a CDP

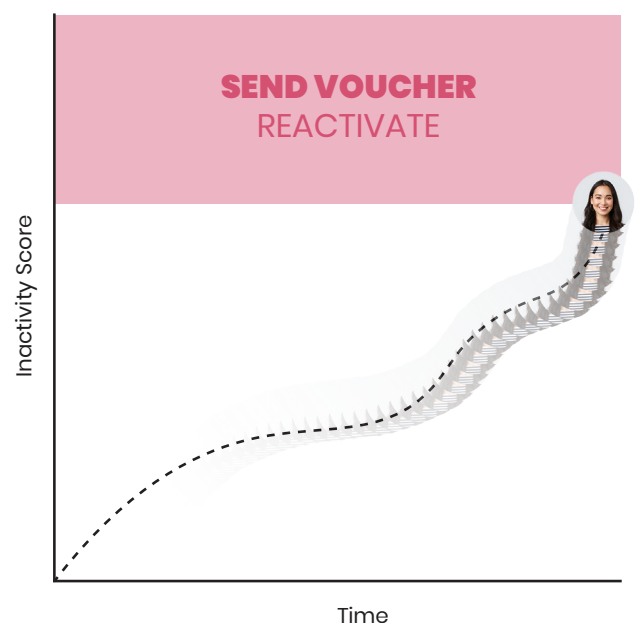
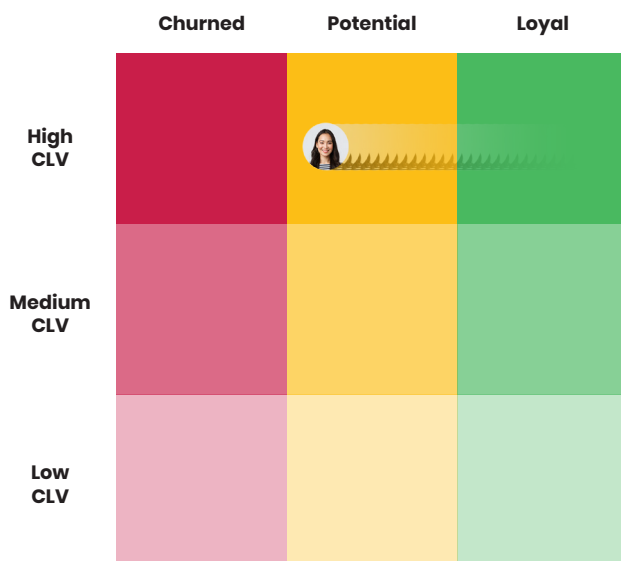


# 1. Reactivate customers based on CLV and inactivity scores

A CDP can do much more than measure CLV. It can also measure each customer's **Inactivity Score**, a score given based on when they were expected to make their next purchase with you – and if they 'miss' that deadline.

When a CDP flags customers with high CLV score but an increasing inactivity score, it's a sign that these valuable customers are at risk of churning.

That means it's time to act: Engaging these customers with targeted campaigns can rekindle their interest, prevent the churn, and boost long-term retention.



## You can activate them with:

- **Exclusive promotions:** Offer personalized discounts or VIP promotions to draw them back in.
- **New product highlights:** Showcase products that align with their past interests or purchasing patterns.
- **Personalized reminders:** Send reminders based on their last interaction, such as "We miss you!" messages or recommendations based on past purchases.



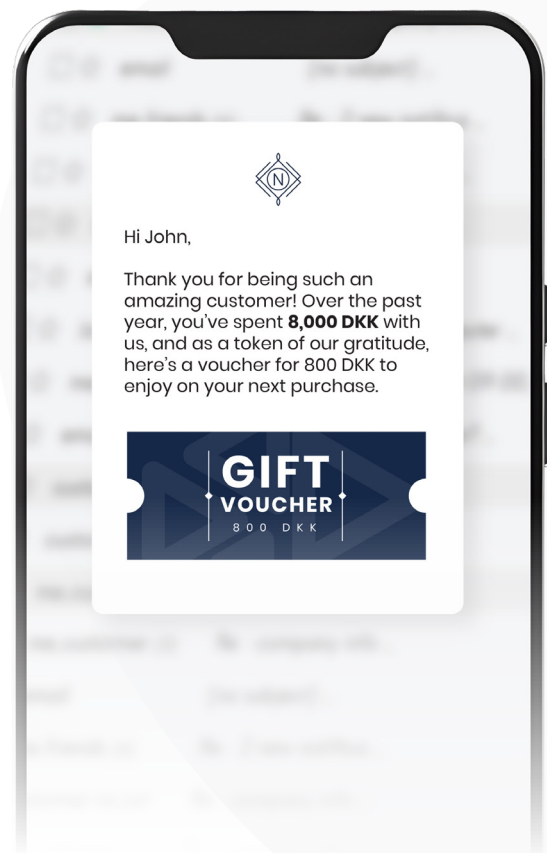
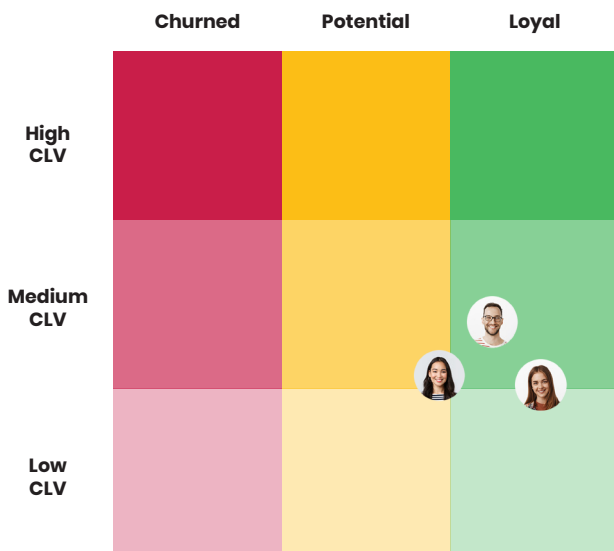
## 2. Reward your premium customers and nurture their loyalty

Loyal customers deserve to be rewarded.

Use the CDP to track customer purchases, engagement, and lifetime value and make sure to customize the loyalty rewards and communication you send their way.

### Track the outcome:

- **Redemption rate:** Track the percentage of customers redeeming rewards.
- **Customer Lifetime Value growth:** Monitor changes in customer lifetime value for loyalty members.
- **Customer feedback:** Use surveys to assess satisfaction with loyalty perks.



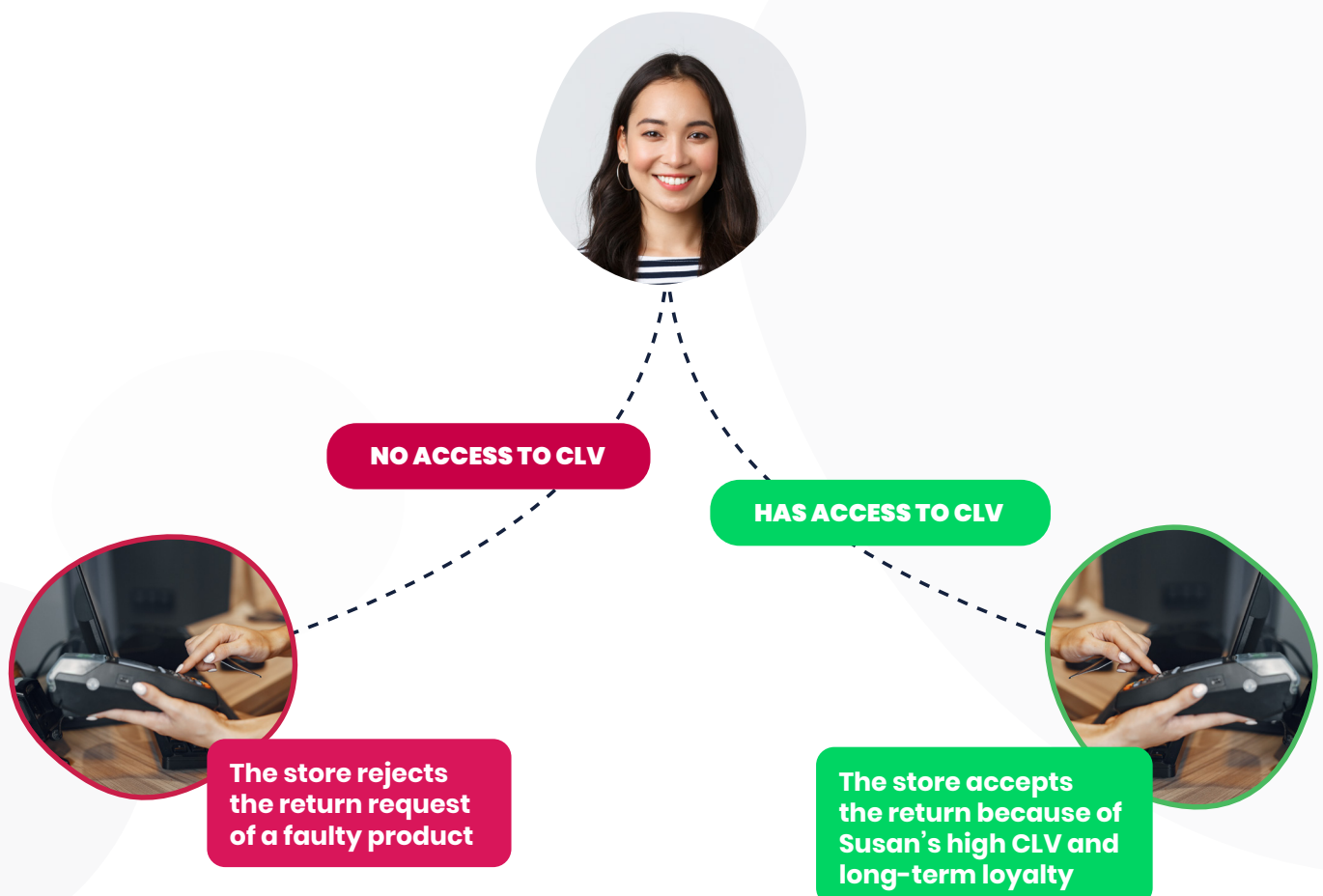
# 3. Make customer insights available across the company

Customers meet you on several different platforms, so make sure they're recognized everywhere they go.

Give in-store clerks, customer service agents, and marketing professionals access to all the key metrics for each customer. This way, all interactions will align with the customer's needs and preferences.

## Here are some great examples:

- ▶ Customer service agents can view past purchases or issues, allowing for more personalized and efficient support.
- ▶ In-store clerks can give better recommendations based on past purchases.
- ▶ In customer complaint cases, it might make sense to bend the rules a bit in favor of very loyal customers to preserve the relationship.

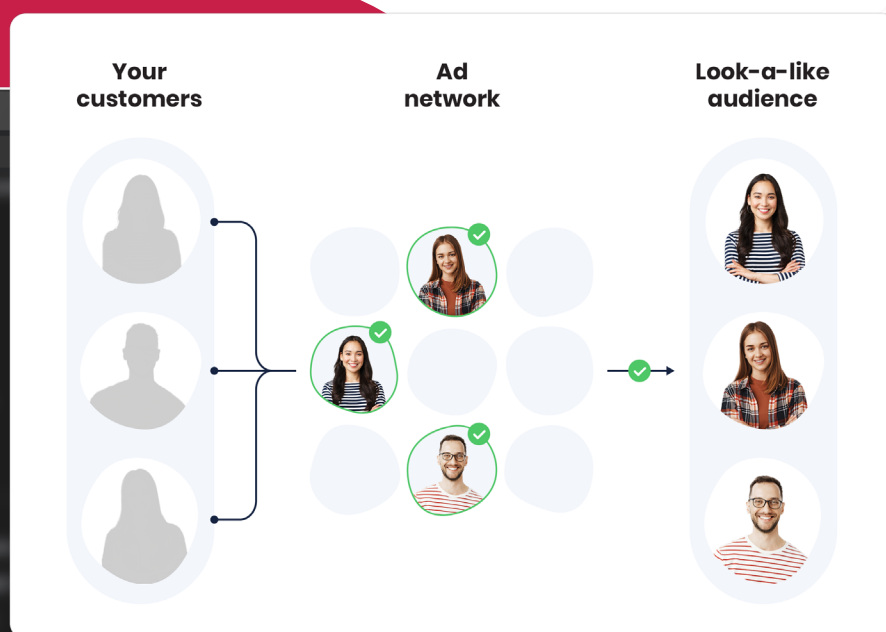


## 4. Find more of your best customers

Once you discover who your best customers are, it's about attracting more of them! Find your top spenders or those with high engagement and then target users with similar attributes through look-alike campaigns in Google and Meta.

### Did you know...?

Look-alike audiences created in Raptor's CDP drive up to **16x more sales** compared to META's algorithm. This is because the CDP is able to recognize many more data points than META, which only targets users based on interests.





# 5. Segments within segments within segments

The more finely grained your audiences are, the more relevant your communication will feel.

## Here are some great examples:

The shoe retailer Skoringen sends out different newsletters to each target group based on which style they prefer or genders and age groups they shop for. Similarly, the home and lifestyle retailer **Imerco** communicates to different segments on the campaign level. In this **Royal Copenhagen campaign**, they sent out different products and messages to 4 different segments: All segments had lower Cost Per Click (CPC) and higher Click Rates. Especially the high-end segment had a Click Rate with an index of 338.

Target group:

### Classic Women



**63%**  
OPEN RATE

**14%**  
CLICK RATE

Target group:

### Fashion Women



**52%**  
OPEN RATE

**7%**  
CLICK RATE

[Read the full case here](#)



**+30%**

NUMBER OF  
SUBSCRIBERS



**+102%**

ONLINE REVENUE  
FROM E-MAILS



**+57%**

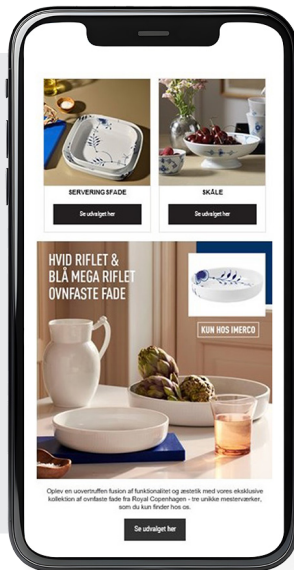
WEBSITE VISITORS  
FROM E-MAILS

# 6. Speak directly to your customer's interests

1

## High-end

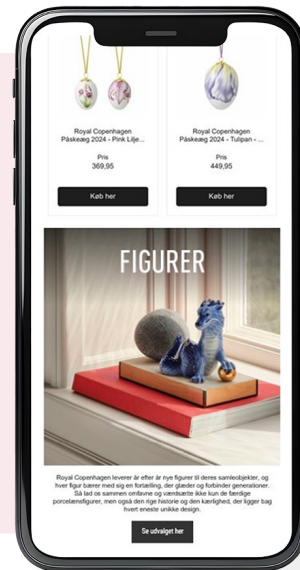
E-MAIL EXAMPLE



2

## Easter News

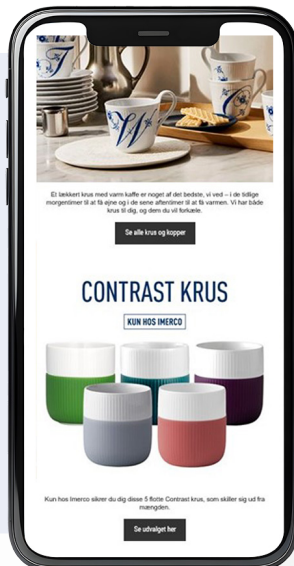
E-MAIL EXAMPLE



3

## Set Collectors

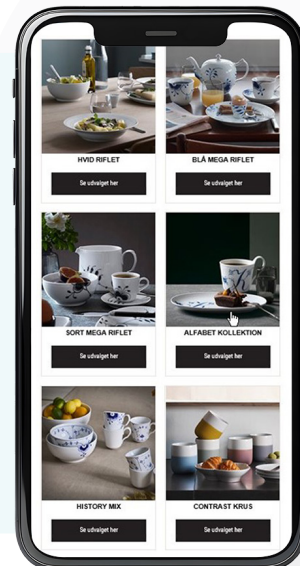
E-MAIL EXAMPLE



4

## Leftover Stock

E-MAIL EXAMPLE



  
**338**  
CLICK RATE  
INDEX

# 7. Personalize the front page

Visitors are more likely to engage and purchase when they see content that resonates with their unique preferences.

Display content that align with their past interests or recent browsing activity. For example, a mother of two who has previously bought lunchtime snacks can be targeted with kid-friendly recipes or news within similar categories.

Prismatch  
REMA 1000

Grovhakket leverpostej  
400 g / Stryhn's  
29<sup>95</sup>  
74,88 kr./Kg.

Prismatch  
REMA 1000

Banan  
1 stk. / Colombia / Klasse 1  
2<sup>50</sup>  
2,50 kr./Stk.

Prismatch  
REMA 1000

Yoghurt m. pære og bana...  
1 l / Yoggi  
20<sup>95</sup>  
20,95 kr./Ltr.

Prismatch  
REMA 1000

Ostehaps  
18 stk. / 324 g / Arla Lillebror  
37<sup>95</sup>  
117,13 kr./Kg.

Prismatch  
REMA 1000

Minimælk  
1 l / Danmælk  
11<sup>50</sup>  
11,50 kr./Ltr.

Prismatch  
REMA 1000

Jordbærfrugtstænger  
5 x 20 g / Castus  
17<sup>95</sup>  
17,50 kr./Kg.

Burrata mozzarella  
150 g / Galbani  
27<sup>95</sup>  
186,33 kr./Kg.

Avocado i net øko.

700 g / Spanien / Klasse 1  
30<sup>00</sup>  
42,86 kr./Kg.

Münster rødkøst

110-135 g / Alsace / Lynhjem  
55<sup>95</sup>  
508,64 kr./Kg.

Skyr naturel 0,2%

1 kg / Cheasy  
31<sup>95</sup>  
31,95 kr./Kg.

Havredrik Oat Barista øko.

1 l / Naturli  
22<sup>95</sup>  
22,95 kr./Ltr.

Colombia Huila

500 g / hele bønner / Risteriet  
179<sup>95</sup>  
359,90 kr./Kg.

When you make visitors feel seen and understood, you'll:

Improve customer retention

Boost brand perception

Enhance customer satisfaction

17

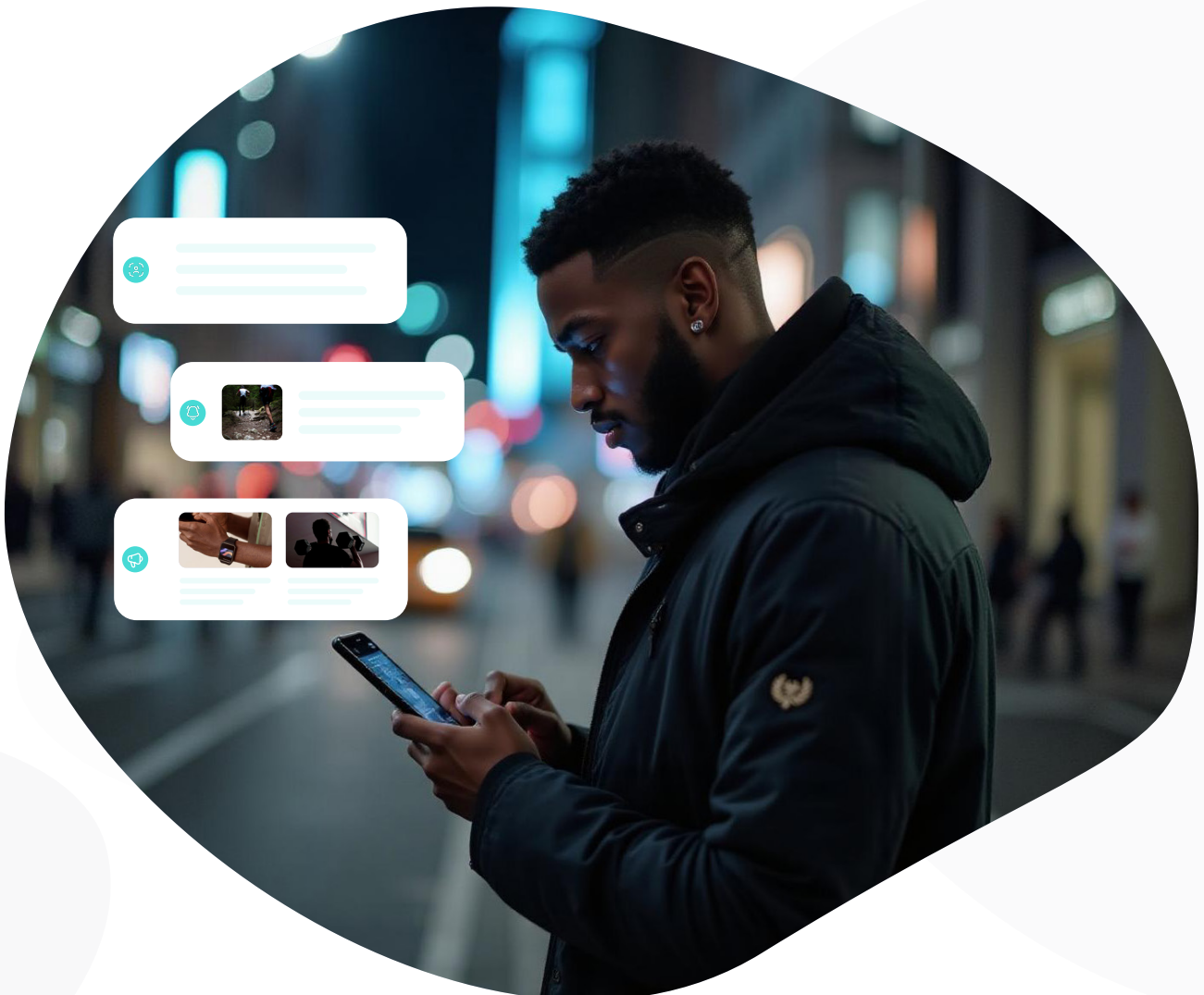
# 8. Keep your customers past the trial subscription

If subscriptions are a part of your business model, there are several ways a CDP can help you extend the customer lifetime.

then a CDP can help you identify users whose subscription is about to expire.

## **With a CDP, you can:**

- ▶ Identify users whose subscription is about to expire.
- ▶ Convince users to stay beyond the free trial by showcasing news within the content they enjoy.
- ▶ Nudge users from one format to another (e.g. from print to digital).
- ▶ Own the user through changing interests and life circumstances.





# 9. Keep seasonal customers with you year after year

If you work in travel, tourism, or any other season-dependent field, you'll know how hard it can be to foster loyalty year after year.

With a CDP, you can segment your skiers, beach goers, and city shoppers – and target them at the exact time they usually book their trip.

If your Italy segments usually book their summer vacation in February, you can start targeting them with inspirational hotels, rentals, and hidden restaurants in December or January – before they make their booking with a competitor.



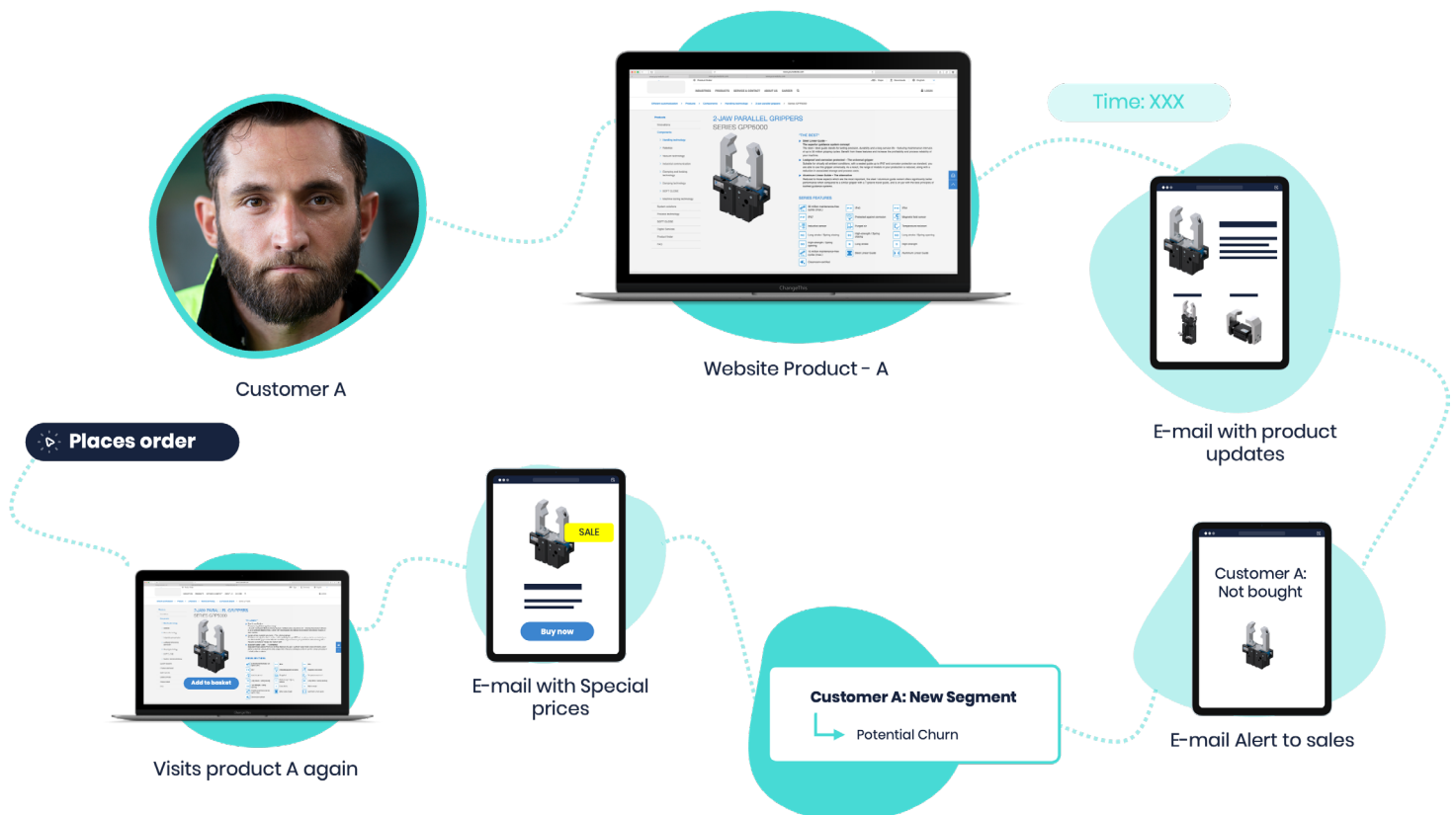
# 10. Predict your customer's next move

In many industries, a customer's behavior on your site is a major predictor of their next move.

- ▶ Visiting a price page can be a churn warning sign.
- ▶ Stranding on a certain site might mean the customer has turned to a competitor.
- ▶ Checking out an inspiration page is a sign that they're in the consideration phase.

With a CDP, you can set up audiences of people who have performed a certain action on your site, so they receive an automated and curated response.

This way, you can reach out to the customer before a churn, react to signs of interest, or send them targeted ads to keep them engaged.





## Ibexa is the Digital Experience Platform built for global brands

We empower organizations to build, scale, and personalize digital experiences that make a business impact.

Whether you need **expansive content** universes, **personalized digital journeys**, or robust **product information systems**, Ibexa's modular structure brings it all together – with Raptor's Customer Data Platform and Quable's Product Information Management system built in.

Each product solves a critical part of the digital experience – standing strong on its own yet built to connect and work in unison.

With Ibexa, you get a DXP that's flexible when you need it to be and powerful where it matters.

Learn more on: [www.ibexa.co](http://www.ibexa.co)



**Quable is the PIM & DAM solution for brands and manufacturers seeking growth.**

Thanks to Quable, over 300 brands manage 40 million products in the fashion, luxury goods, food and industrial sectors.

Beyond technological excellence, Quable is also a team of passionate, committed experts who uphold the strong values of humility, efficiency and customer satisfaction.

Learn more on: [www.quable.com](http://www.quable.com)



**Raptor is a Customer Data Platform built for brands that want to make every digital experience count.**

By connecting and activating customer data in real time, Raptor helps you deliver relevant experiences across every channel.

With behavior-based recommendations, AI-driven insights, and user-friendly audience building, you can create personalized marketing that excites and converts.

And with a CDP as part of Ibexa's DXP, you have a flexible and modular solution for creating the digital experience of the future.

Learn more on: [www.raptorservices.com](http://www.raptorservices.com)

# Do you want to see the CDP in action?

Get a demo today

 FREQUENT BUYER

 AVR: 30.457,8

 BRANDLOVER

