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## #audiomeetsdata:

Erfolgreiche Datenstrategien aus der Praxis  
für Publisher in der Post-Cookie-Ära.

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# Consumers want personalised, human interactions

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**84%** of customers say that being treated like a person, not a number, is very important to winning their business



Digital-First  
Customer



Digital Leader

**34%** of companies treat customers as unique individuals





The Next Decade Needs

# Post Cookie Strategies

- The Post Cookie Landscape
- The First Party Data Revolution
- Solving The Identity Crisis
- Crossplan Deutschland



# Where did this all start?



Lou Montulli



In 1994, Lou thought of a concept that would allow browsers to have “memory”. The cookie was born.

Lou didn’t foresee that web pages don’t just run their own code - code from other sites can be loaded too.

The third party cookie was born, and for lack of a better solution - established as a standard. As early as 1996, internet users were not happy about being tracked.



# Where are we now?



2014-2019



2019



2022-3

Future Insights

# The Post Cookie Landscape



Existing Walled Gardens : **Media**



**salesforce+**

Emerging Walled Gardens : **eComm**



# Walled Gardens

Browser built audiences



Website Users



Content Cohorts



# But, what do we do?



How will I address  
my customers in  
the future?



# What Changes?



## Old World

Cookie Dependent

Relied on 3rd-Party Data

Few Walled Gardens

Privacy = Consumer Consent

## New World

New Browser APIs

First-Party Data Focused

World of Gardens

Browser Enforced Privacy

# To Succeed: Collect Connect, Activate

The three pillars work together in a connected cycle





Collect:

# First Party Data Revolution



# Welcome to the First Party Data Revolution



## Last Data Revolution:

Big data sold the promise of an oracle. You just need data, and AI will solve all problems. Costly, hard to deploy, can only answer specific questions.

## New Data Revolution:

First Party data is the new focus of all companies. It is the key to success in the post cookie world. Low cost, multiple values, easy to activate.



# Upleveling Your Data Strategy

Transcending to a Data Flywheel



## Low Maturity

### Silo Data

- Data is valued but not connected
- Nascent with data discipline
- Only a few data sources.



## Average

### Connected Data

- Multiple Data Sources.
- Data is connected
- Data disciplines in place but have not mastered them



## Advanced

### Data Flywheel

- Data is leveraged to create a flywheel effect
- The Business has Multiple Flywheels
- Data discipline excellence
- Data is valued in many ways



# Insight: 3 Keys To Building A Data Flywheel

**1: Constant Collection** To gain the data you must be able to exchange a value for it. There are many possible values. Additionally when you leverage that data you must deliver that value back in exchange.

**2: Dynamic Connection** The data must be connected in a dynamic way. This allows for progressive profiling, personalized experiences, and greater value obtainment from the customer.

**3: Value Exchange** The data must be used to deliver the value promised. If not it will be harder to gain that data again in the future, and brand trust may erode.



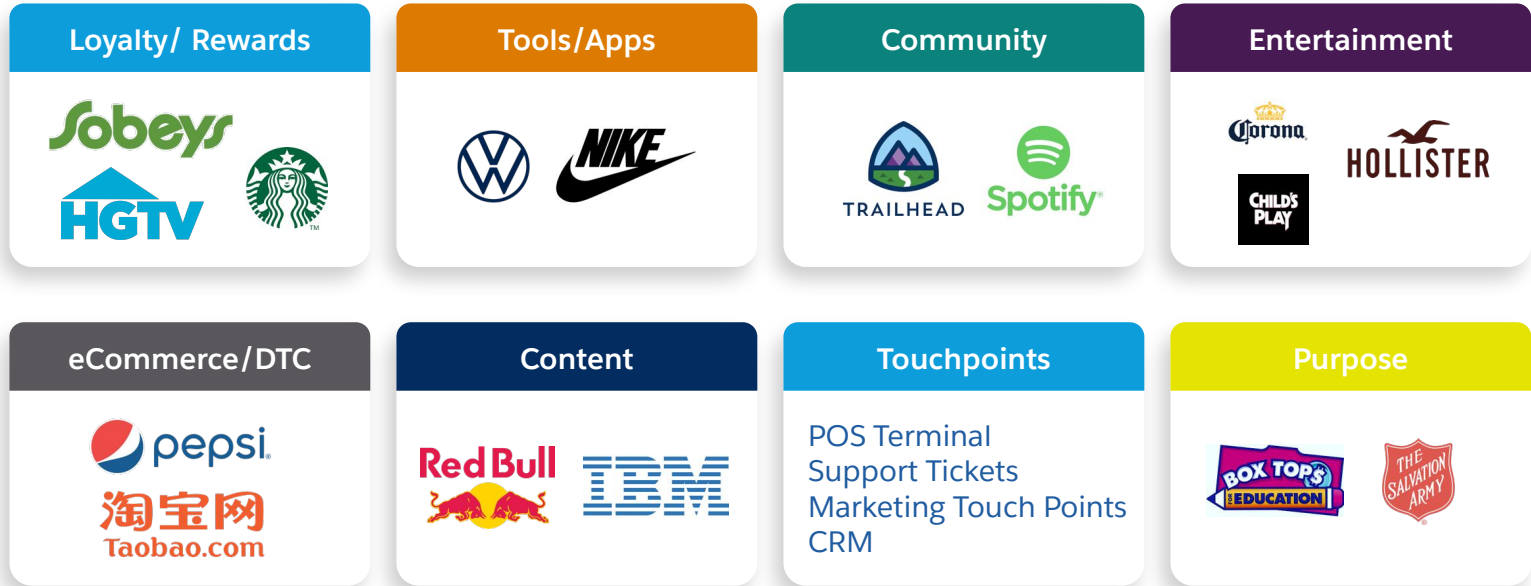
## Follow the Crawl - Walk - Run Approach

**Crawl** - Control what you can. Start by maximize your existing technology, and ecosystem to refine your first party collection methods. Start with your CRM, Website, & Community.

**Walk** - Begin to see new digital engagements as first party data collection methods. This will help you see your eCommerce store, and current methods in a new way.

**Run** - Expand into new methods of data collection that allow you to maximize any moment. Turn your product into flywheels with QR codes, or create new gaming apps for your audience.

# Strategy: The 8 Pillars of First Party Data



**How Advanced Is Your 1PD Practice?** Can you list all of the 1pd data sources you have? Can you create a single view of each person? Do the owners of those sources work together? Some very advanced firms have up to 27 sources.



# Crawl: Leverage Your Stack Better

Touchpoints

**Service/Support:** Every service and support request is a gold mine of data. Be sure you are connecting it back to their single record so it can be leverage.

**Community:** Your community is a great flywheel. You need to make sure your existing communities data is able to be connected back to your SSOT to turn it into a flywheel.

**Your CRM is Gold:** This record is a gold mine of first party data, from what they tell sales, to the products they have ordered.

**Marketing Data:** What emails have they opened, what content have they engaged with, and what permissions do you have? Your marketing data should be connected to their SSOT so you can leverage it.

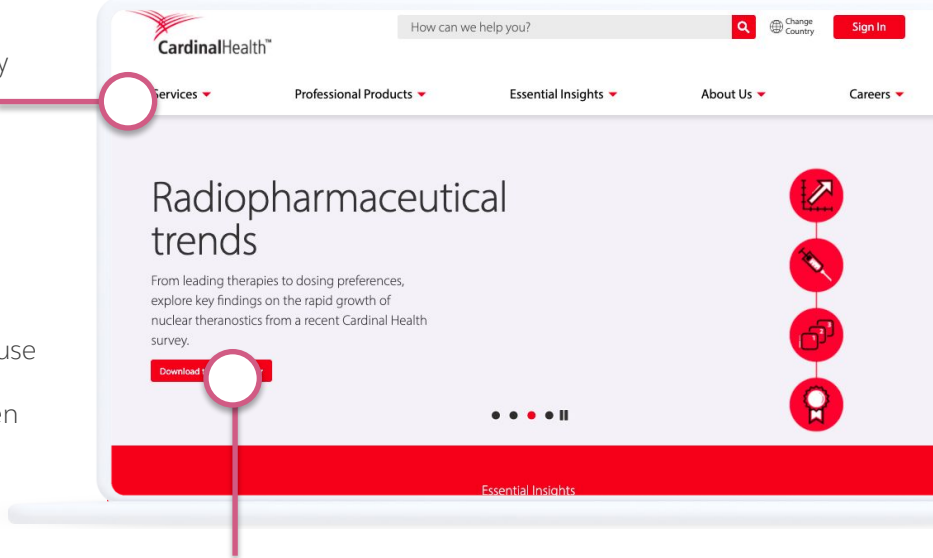


# Crawl: Your Website Is Critical



**Design For Data Collection:** Design through the lens of data collection to make it easy to know who and what.

**Sales Must Use The Data:** Buyers know you know them, and they expect your business to use that information. Frustration happens when they call in and Sales doesn't use the data to inform the conversation.



**Use The Data for Hyper Personalization:** Cardinal Health leveraged their first party data to dynamically alter their site for each person creating a 'zero click' experience. By doing this they they drove \$47million in new pipeline for a new product in under 5 months.

# Walk: Apps Can Up Level Old Methods

**Purpose**



**Digital First Method:**

Moved from postal process to an app that allows instant action

**Gain More Data:**

Email, social media IDs, phone numbers. Also demographics, ages, and spending habits.



**Create 1:1 Channel:**

Truly connect with the core customer group, to create truly personal journey and open doors to new experiences.

# Connect It: Solving The Identity Crisis



# The Identity Crisis

The average brands has 12 data sources, and 30 tools, and the average person has 10 connected devices. . Each uses a different ID. Knowing who a person is in any moment is increasingly more difficult.

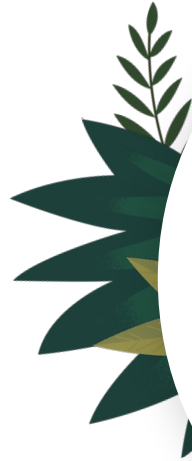


# Why You Need A CDP

Connecting those disparate data sets allows you to Create a Single Source Of Truth (SSOT). This is a foundational element to execute hyper-personalization.

**“Single Source of Truth is a core enabler on our path to digital transformation. By enabling us to create unified customer views across multiple business segments, we can deliver optimal experiences at every customer touchpoint.”**

- MICHELLE ANDERSON | CHIEF DIGITAL OFFICER,  
THE WAREHOUSE GROUP



**60%**

ranked **SSOT** as the  
**most important digital  
capability** for their  
organization

Source: Salesforce

Activate it to:  
**Win The Moment**



# Winning The Moment & Making The Flywheel(s) Turn



Unknown



Pseudo known



Known



Active Member



Customer



**Moment:** See's an ad on Facebook for your product. She clicks through to your site and signs up for your newsletter.

**Activate:** Ad is targeted based off of model from current data set.

**Collect:** Product interest, Device ID

**Connect:** New record is created

**Moment:** 2 days later she is shopping on Walmart.com.

**Activate:** Ad is deployed on Walmart.com from 1pd match for 30% off coupon. To get coupon she must fill out her name

**Collect:** Name, New device ID.

**Connect:** Profile now includes email, name, and 2 devices.

**Moment:** She receives email with coupon, and invitation to loyalty program

**Activate:** Hyper Personalized email promoting Loyalty Program Sign up

**Collect:** Registering for Loyalty she answers 5 questions giving interest, address, and her needs for the product.

**Connect:** She becomes fully known to the brand.

**Moment:** She opens the app to explore new products.

**Activate:** Chatbot knows her and makes recommendations based on her interest.

**Collect:** More granular data on preferences is collected

**Connect:** Service records, customer data, bot conversations.

**Moment:** When she is watching TV, on social, and listening to music.

**Activate:** Ad is targeted and leverages the products she has shown interest in.

**Collect:** Engagement collects a new device ID.

**Connect:** Data is connected to the C360





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# State of Marketing

## SEVENTH EDITION

Insights and trends from over 8,200 global marketers engaging customers from anywhere.

English

<https://sforce.co/SOM7report>



Deutsch

<https://sfdc.co/SOM-7>



# Fragen? Kontaktieren Sie mich!



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**Thank You**