

THE ROI OF CDP: 5 WAYS UNIFIED CUSTOMER INSIGHTS MAXIMIZE COMPANY PERFORMANCE

Managing customer data effectively is a challenge that pays off generously for firms that do it well. Aberdeen research found that 53% of companies use a customer data platform (CDP) to assist in their efforts to unify CX data available across various sources. Another 34% of firms are considering or plan to incorporate a CDP into their activities by 2022. Firms that use a CDP are driving superior results, and this is motivating peers to adopt the technology to accelerate their own business outcomes.

Companies using CDP outperform those that don't by:

9.1x	greater annual increase in customer satisfaction rate
2.9x	greater year-over-year growth in annual company revenue
5.7x	greater annual increase in average customer spend
4.5x	greater annual increase in employee engagement rate
4.9x	greater annual growth in cross-sell / up-sell revenue