



CARDINALPATH

## DATA MANAGEMENT PLATFORMS

Omnichannel has arrived.

### CARDINAL PATH'S EXPERT DMP SERVICES:

| Planning

| Solution Design

| Implementation

| Activation

The competition is racing to adopt this next-generation marketing technology for a holistic understanding of the customer experience across channels, and the ability to target and reach those customers with optimized content that can lead to more efficient and effective marketing.

A Data Management Platform (DMP) combines first, second, and third-party data, delivering a significant boost to your marketing performance and creating competitive advantage. It's fast becoming not a question of whether to move forward with a DMP, but how to do it right the first time and start seeing value quickly. In fact, DMPs can provide impressive results in a short time, with many organizations reporting ROI within 6-12 months.

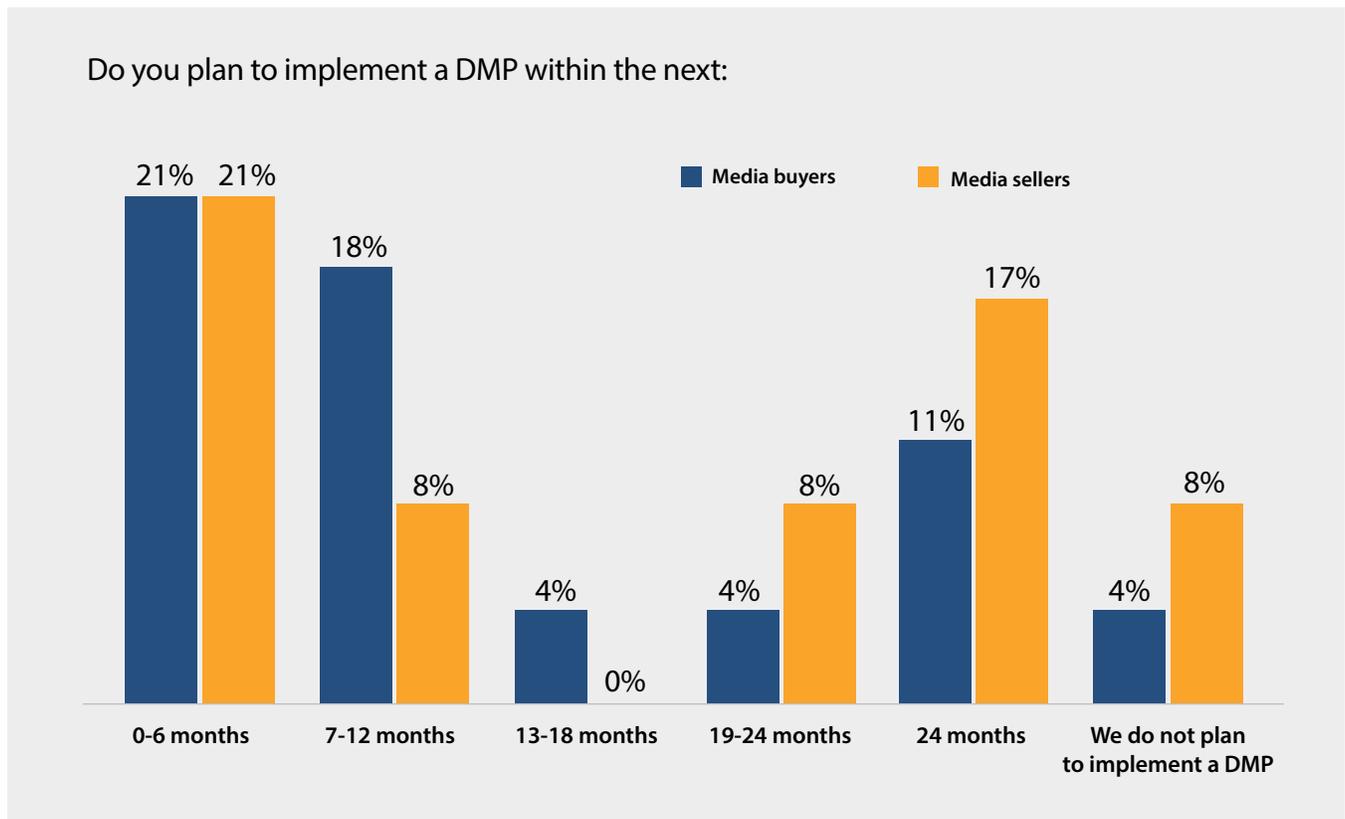
# A ROADMAP FOR DMP SUCCESS

In the emerging, vendor led-ecosystem of DMPs, you need a trusted advisor to help plan the right strategy for your organization. A recent report by Econsultancy shows that marketers are challenged to see results from DMPs due to legacy technology, disparate data sets, and a lack of skills and talent. The report also finds that for organizations able to overcome these challenges, the benefits to their data-driven marketing initiatives are transformational.

Cardinal Path combines its industry-leading strategic planning and technical expertise in data analytics and digital marketing to guide you through any stage of integrating a DMP into your marketing infrastructure.

Whether you are at the early stages of investigating how a Data Management Platform can help you, or you need to optimize the performance of an existing DMP, Cardinal Path is ready with solutions designed to quickly get you on track to deploying a DMP that is right for your business.

## DMPS ARE A TOP PRIORITY FOR LEADING ORGANIZATIONS



Source: ExchangeWire Research, 2015



## CARDINAL PATH CUSTOM DMP SOLUTION FRAMEWORK

Many of these early adopters will dive in without the benefit of expert guidance to cut through the complexity of a diverse ecosystem of DMP vendors, agencies, and systems integrators - not to mention the operational requirements to ensure the success of a DMP.

Cardinal Path delivers a DMP Solution Framework tailored to your organization's unique needs. As a vendor-agnostic guide, we can help you work through some common questions: "What DMP will work with my current data architecture?" to "What operational procedures do I need to put into place to ensure data is actionable" and "What skillsets do we require to make the most of a DMP?"

Our DMP process gives you a custom roadmap that will provide a clear path to utilizing the right data, platforms, process, and people.

- We begin with an in-depth review of your overall strategy, activation goals, technology infrastructure and available data.
- Our in-person meetings with key stakeholders will help prioritize exactly what capabilities your organization needs in order to deliver on your business goals.
- We will create a roadmap tailored to your organization that includes a detailed action plan designed to deliver value as quickly as possible.

Cardinal Path works with you across all the major phases of your DMP initiative:

## Planning

- Define strategic & business objectives
- Business case creation
- Data strategy/governance
- Customer journey mapping
- Organizational change management

## Implementation

- Project management plan
- Audience segmentation
- Look-a-like modeling
- Data integration
- Tagging guide

## Solution Design

- Business requirements
- Customer action classification
- Data taxonomy
- Technology/vendor selection

## Activation/Operations

- Site personalization
- Audience activation across paid channels
- Cross-channel reporting
- Technical platform operations

# IMMEDIATE ROI ON YOUR DMP WITH A PROVEN, TRANSPARENT APPROACH

Cut through the noise and set up your organization to realize the benefits of true omnichannel marketing. Cardinal Path will guide you every step of the way through the process that takes you beyond implementing a DMP - by providing an operational model to support your activation efforts and ensure your ROI and competitive advantage from this valuable investment.

Speak with one of our DMP experts today.

### Contact us:

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Sources: Econsultancy, eMarketer, and ExchangeWire Research

Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Named **Most Influential Agency/Vendor of the Year** by the Digital Analytics Association in 2015, Cardinal Path is known for its industry leadership and for tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity. With dedicated teams of award-winning analysts, statisticians, data scientists, developers, and many of the top minds in the digital marketing space, we help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.