

fullpath

Introduction to CDXP for Automotive



WHAT IS A CDP?

A Customer Data Platform provides you with a comprehensive window into customer behavior and insights by way of centralizing your data. CDP's fundamentally break data silos and bring data together in one coherent platform driven by intelligent decision-making. Put simply, they allow you to easily (and securely) store your collective data across channels, mediums, and touchpoints.

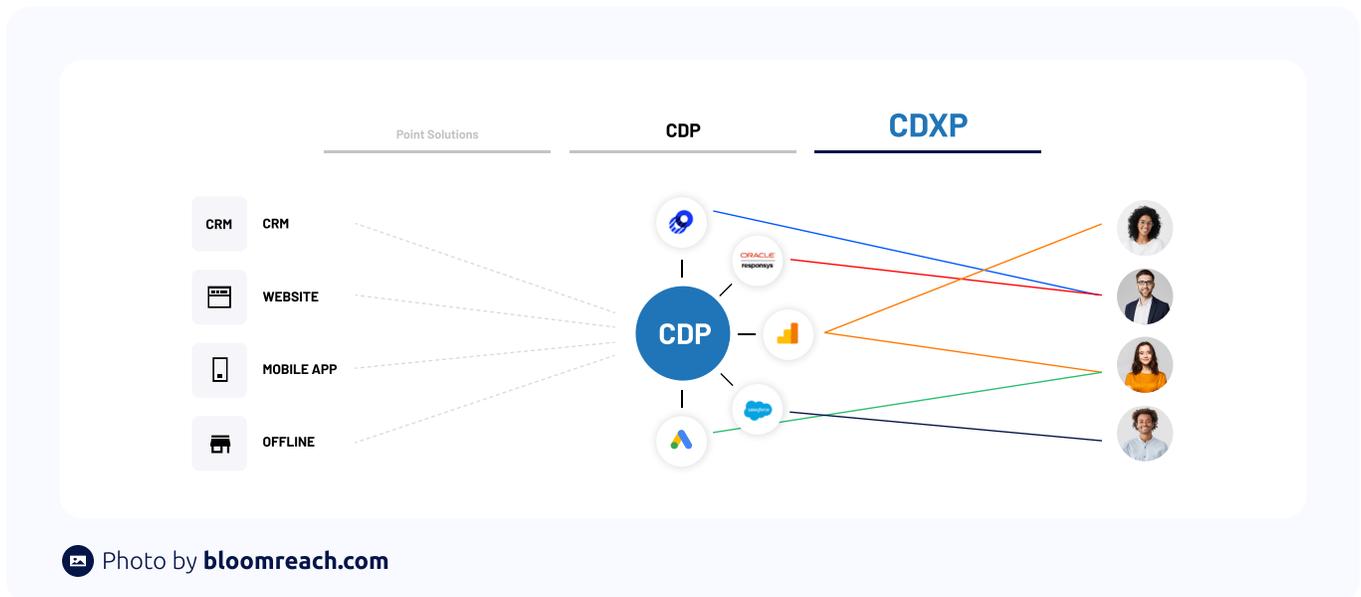
WHAT IS A CDXP?

A Customer Data and Experience Platform is an omni-channel marketing automation and experience platform that unifies data from every customer touchpoint and provides marketing experts with a complete tool-set to build complete, personalized

customer journeys. It simplifies workflows and increases productivity by collecting frequently used tools into one integrated interface. CDXP's are also flexible and can fit into your existing tech stack. They mold around what you already have and fill gaps, creating the perfect solution for your company. 1

Key Benefits to using a CDXP²:

- Provides a foundation for a 360-degree customer view
- Makes customer-loyalty-driven decision making possible
- More precise targeting and higher-quality interactions with customers
- Allows for meaningful analysis of marketing initiatives across different channels
- Enables agile responses to changes in the market or customer preferences



1 <https://www.bloomreach.com/en/blog/2021/07/going-beyond-a-customer-data-platform.html#>

2 <https://www.bloomreach.com/en/blog/2021/07/going-beyond-a-customer-data-platform.html#>

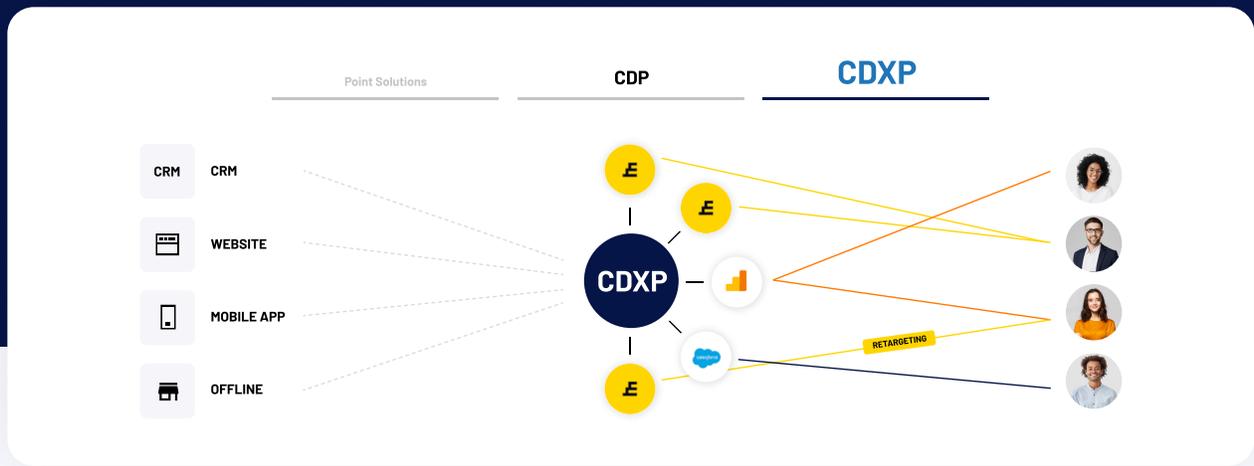


Photo by [bloomreach.com](https://www.bloomreach.com)

THE EVOLUTION OF THE CDXP

In order to better understand the evolution of the CDXP, let's take a step back and gain context about why CDXP's are so critical.

In the last decade, consumer behavior has completely shifted towards high-functioning expectancy when it comes to online shopping. They've become channel agnostic and don't view their brand interactions across channel lines.



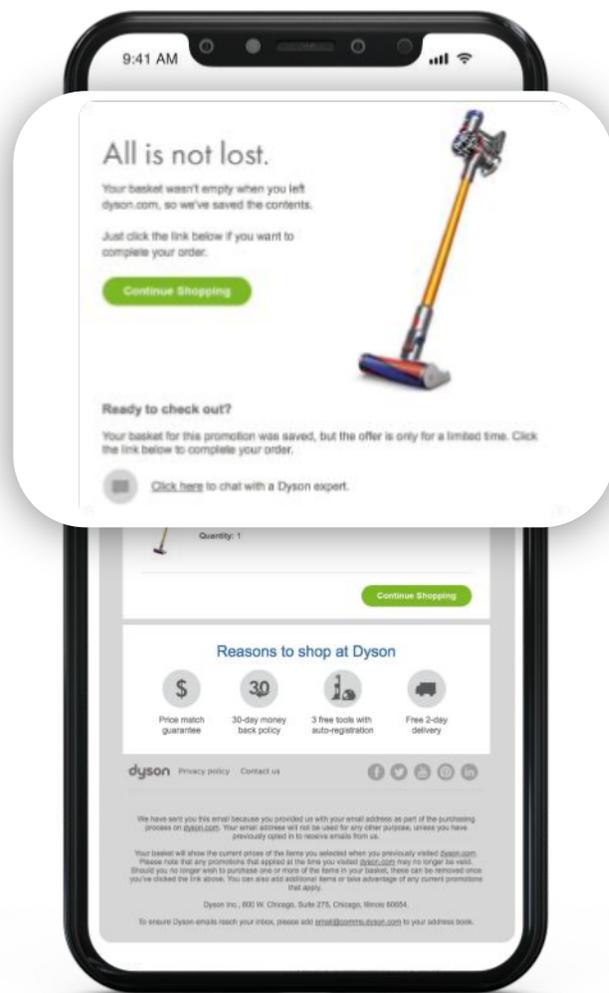
73% of shoppers use multiple channels, and the more channels they use when engaging with a brand, the more they spend³.

³ <https://hbr.org/2017/01/a-study-of-46000-shoppers-shows-that-omnichannel-retailing-works>

Amazon, Netflix, Zappos, and other large tech companies have conditioned shoppers to be reminded of unfinished shopping experiences in follow up emails and retargeting campaigns. These e-commerce giants use the best technology, including Google and Facebook's algorithms, in order to successfully give today's consumers exactly what they want to see.

Now in order to reach shoppers, you must invest in omni-channel marketing that customizes your user's journeys at every step of the way. Meaning, any interaction a single user has with your brand immediately dictates what their next touchpoint will look like, tailor-made to their experience.

CDXPs now combine all the benefits of a standalone CDP with an experience cloud, creating a single, powerful, customer-centric marketing platform. A CDXP gives marketers the complete tool-set they need for creating incredible customer experiences, by bringing together AI-driven marketing automation, real-time analytics and UX optimization with a best-in-class CDP.



CDXP = CDP + ESP + UX + AI

CDXPs complete the picture for most marketers since it enables you to leverage the consolidated data into actionable insights and marketing campaigns, in seconds.

4 <https://exponea.com/blog/customer-data-platform/>

THE APPLICATIONS OF CDXP IN AUTOMOTIVE

Dealers currently sit on automotive's broken foundation of data silos - spending thousands of dollars on marketing each month with multiple vendors and an overall lack of transparency. The CRM is unable to speak to the DMS, DMS to website & first-party data, CRM to market data, so on and so forth. Without a smart, holistic marketing approach, dealers are simply guessing what shoppers are looking for.

For automotive specifically, a CDXP platform is going to be critical in challenging the way the industry operates. It will no longer be acceptable for dealerships to have big data centers that do not communicate with each other, like the website or the CRM. Instead, **using an omni-channel approach means putting the customer at the center of every interaction.**

By leveraging the best practices of CDPs and CDXP, automotive dealerships will eliminate data silos. Inventory feeds, OEM incentive feeds, website changes, CRM customer databases, and the DMS will all communicate with each other and become a hub of information for dealerships to leverage for smart, targeted marketing campaigns.



Dealers jumped sales by 25% when using a CDXP.



WHAT TO EXPECT?

Expect that without the proper technology, it's hard work to create meaningful customer experiences throughout the lifecycle that adds value. Customers are more informed, more demanding, and less patient than we've ever encountered.

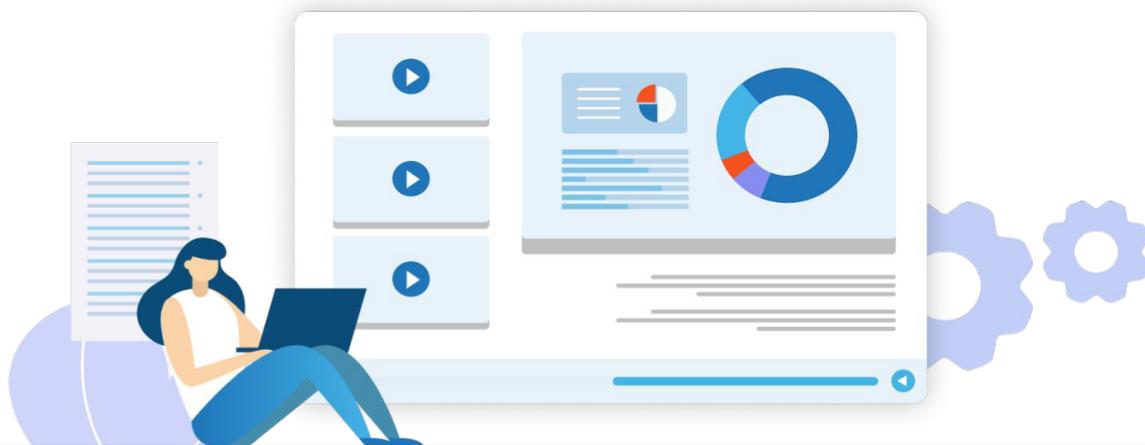
Expect that without the infrastructure that CDXP allows your dealership to create, you will quickly fall short in staying relevant in today's ever-evolving, competitive landscape.

Expect that with omni-channel marketing, your dealership can take a fundamentally different approach and eliminate disconnects between your CRM, website, inventory, and virtually every

platform that you use to level-up your shopper's process by creating dynamic experiences built around a holistic view of your customer.

Expect that in order for your customer data platform to work its hardest for you, first assess what you want to get out of it. From there, look for the capabilities and type of CDXP that will work the best for your organization.

Dealers have seen on avg. a 47% decrease in Cost Per Lead (CPL) when investing in a CDXP.



Conclusion

Use your hard earned data to create seamless, holistic experiences for your shoppers with the right message at the right time. If done correctly, you'll be able to quickly begin creating incredible customer experiences and driving real results powered by an omni-channel approach.