

# The launch of our Consumer Data Platform. A key digital milestone.

In December, we announced that our Digital team started the first phase transitioning from our existing platform, DotDigital, to a new Consumer Data Platform (CDP) Exponea.

Today we are delighted to announce that Winsor & Newton, Liquitex, Snazaroo and LB have now been successfully migrated over to Exponea, our new CDP (Consumer Data Platform).

## What is a CDP?

Consumer Data Platform is a unified database that collects consumer data from all possible touchpoints around the business into one central hub to create a truly complete 360-degree picture of all its consumers, including their past, present, and expected future behaviour. This data can then be stitched together to build advanced audience segments and deliver extremely personalised experiences across all those multiple channels, all from within the same platform.

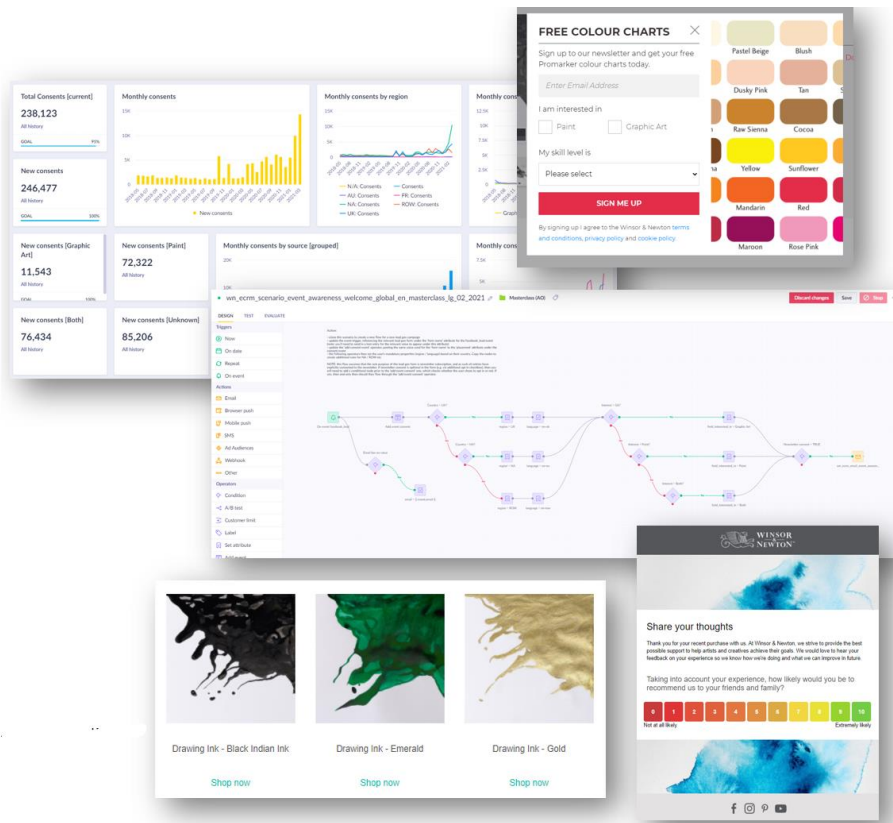
The completion of this project marks a significant step in our digital maturity. This provides us with a single view of all our consumers, allowing for much deeper analytics and the ability to design much more personalised, omni-channel experiences that drive consumer growth, retention and loyalty.

From an internal business perspective, Exponea is also an extremely flexible, scalable solution. It will be an integral component of the digital democratisation project, allowing brand, commercial and marketing teams access to a vast amount of data for local reporting, marketing campaigns and eCommerce activation.

We want to thank the incredible hard work and dedication from the entire project team, with Josh in the lead and supported closely by Liza, Sam, Jules, Jasper, Aga and Adriano. You can see the presentation [here \(link to be added\)](#)

**Want to know some of the stats since launch? - Watch the video now.**





## What next?

Colart Academy - Exponea training topics	Regional rollout (continued)	Personalised onsite product recommendations (WN to begin with)
Lead gen landing pages (integrated w/ Exponea)	Unique coupon codes (for use in Exponea emails)	Pinterest x Exponea audience feed (enabling us to create look-a- like audiences within Pinterest)
FB API integration (to improve reliability of event such as purchases in FB)	Freshdesk integration (2- way: query data in, campaign + order data out)	Elephant (scoping Q2)
Lifetime buyer + order data available in a centralised, marketer-friendly tool (combined with CRM / web data)	New + improved sales attribution modelling (ability to assign value to marketing, content and better visibility on overall ROI)	New dashboards + reporting (daily / weekly / monthly / campaign-based + ad-hoc)