

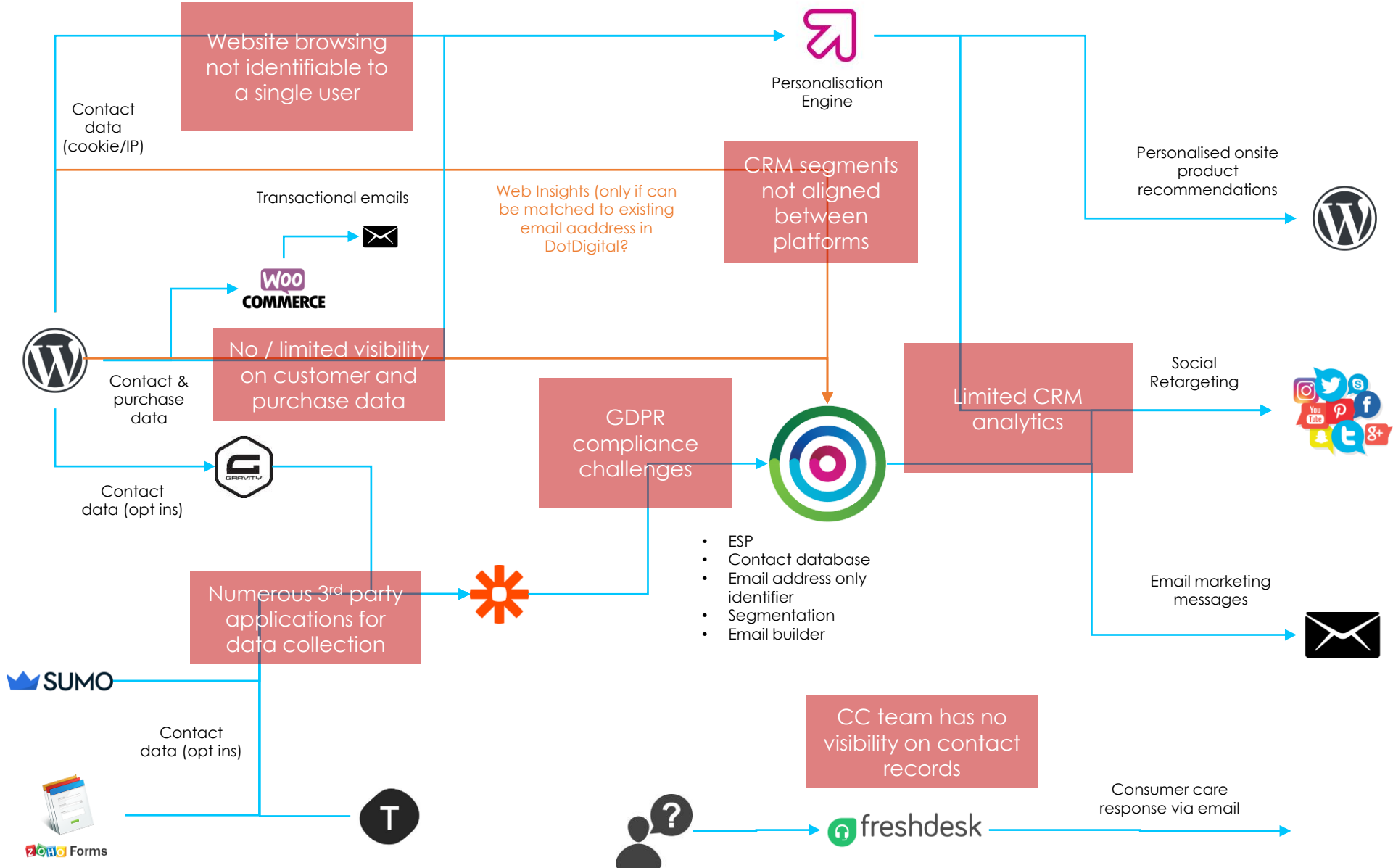


# CDP: Project Wrap Up

Joshua Hart – Digital Strategist – Email & eCRM

March 2021

# The Challenge:



# The Solution:

## A CDP IS:

A unified database that collects contact data from all possible touchpoints around the entire 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 personalized experiences** across all those same consumer touchpoints, all from within the same platform.



### This is valuable for the business because:

Cost effective solution that simplifies the technology stack and will continue to provide value well into the future as the business matures by integrating with any future systems it decides to invest in.

### This is valuable for brands because:

With a much deeper understanding of its consumers via vastly improved analytics capabilities and the ability to instantly leverage that data gathered all in the one platform via advanced segmentation and prediction models, brands can create more personalised, timely and tailored experiences which have been proven to improve consumer experience and brand loyalty.

Whatsmore, with the data and insights gathered, brand teams can use this to shape future content, messaging and experiences to show that the brand is listening, helping build trust with their audience.

### This is valuable for marketing teams because:

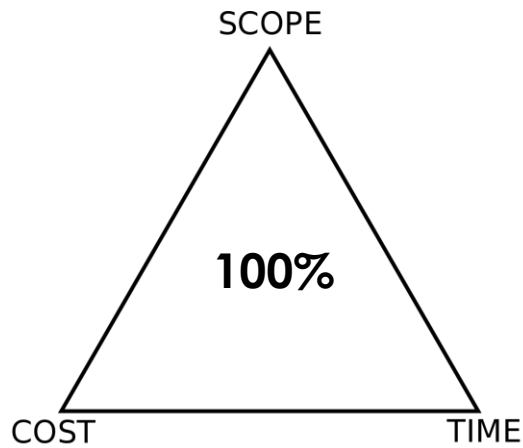
Significantly decrease time to value by allowing global and local teams to create their own segments, pull their own reports, and build their own dashboards, bridging the gap between marketing and other departments, and increasing efficiency across the board with an easy to use, marketer friendly tool.

### This is valuable for consumers because:

Receive seamless, connected and uniquely personal experiences and content that is relevant to their own interests and the current context, no matter which channel they engage with the brand on.

# Status:

- ✓ Winsor & Newton
- ✓ Liquitex
- ✓ Snazaroo
- ✓ Lefranc Bourgeois



**Project UNITE** ★

Last seen Invite / 20 Activity [+ Add to board](#) ...

Welcome to Project UNITE! The goal of this project is to unify all known consumer and behavioural data into a single contact database for analysis, segmentation and omni-channel execution. This project's EPIC can be found here: <https://colart.atlassian.net/browse/SPEC-3439> THIS PROJECT IS NOW CLOSED.

Main Table Timeline Kanban Workload % Tasks by o... Josh's tasks More v + Add View Integrate Automate

New Item Search Person Filter v

Thank YOU!!!

Initiation Phase 5 Items

Plan & Scope 12 Items

Pre-Integration phase 5 Items

Integration Phase - WN + LQX

Task	Assignee	Priority	Due Date	Assignees	Status	Documenta...	EPI
Implement JavaScript SDK					Done	<a href="https://docs...">https://docs...</a>	<a href="https://c...">https://c...</a>
Email template & blocks migration					Done	<a href="https://docs...">https://docs...</a>	
Freshdesk integration					Descoped		<a href="https://c...">https://c...</a>
Implement custom events (front end JS) on QA					Done	<a href="https://docs...">https://docs...</a>	<a href="https://c...">https://c...</a>
Data compliance & consent mgmt					Done	<a href="https://docs...">https://docs...</a>	
DotDigital contacts - bulk imports					Done	<a href="https://docs...">https://docs...</a>	
Custom event identification					Done		
Live project set up			Sep 1 - 30		Done		
mail subdomain set up			Oct 1 - Nov 30	TR +2	Done		<a href="https://c...">https://c...</a>
Facebook integration		Not priority - can be descoped if required	Sep 21 - Oct 12		Done	<a href="https://docs...">https://docs...</a>	
Customer & order data - bulk import		Historical bulk import of order data via MySQL i...	Oct 5 - Nov 30		Done	<a href="https://docs...">https://docs...</a>	<a href="https://c...">https://c...</a>

# So far...

- ✓ Single consumer view
- ✓ **1.6M** consumers identified
- ✓ **41M** individual interactions
- ✓ Customer + order data (lifetime)
- ✓ New + improved sales attribution modelling
- ✓ **4.5M** emails sent
- ✓ **20** live scenarios (automations)
- ✓ FB integration – custom audiences
- ✓ Over **250k** product rec impressions
- ✓ Over **27k** new NL subscriptions via Expona WLs
- ✓ Over **10k** new NL subscriptions via FB lead integration
- ✓ NEW dashboards (monthly / daily / initiative-based + ad-hoc reporting)
  - Examples:
    - [CRM | Monthly Subscriber Acquisition](#)
    - [CRM | NPS Post-Purchase](#)

The image displays a comprehensive marketing analytics and automation suite. At the top left, a dashboard provides a high-level overview of consent and new subscriber metrics, including a goal progress indicator for 238,123 total consents. Below this, detailed charts show monthly consents, consents by region, and consents by source. A central flowchart visualizes an automation scenario, detailing triggers, actions, and operators. To the right, a 'FREE COLOUR CHARTS' sign-up form offers a newsletter and a free color chart, with a grid of color swatches for selection. At the bottom, three product cards for Drawing Ink (Black Indian Ink, Emerald, and Gold) are featured, each with a 'Shop now' button. A feedback form for Winsor & Newton is also visible, asking for customer thoughts and featuring a Likelihood to Recommend scale.

# What next?

- ✓ Colart Academy – Expona training
- ✓ Monthly reporting (using Expona dashboards)
- ✓ Personalised onsite product recommendations
- ✓ Lead gen landing pages (integrated w/ Expona)
- ✓ Unique coupon codes (usage in Expona emails)
- ✓ Pinterest integration (custom audiences)
- ✓ Facebook API integration (improve reliability of event data in FB)
- ✓ Freshdesk integration (2-way: query data in, campaign + order data out)
- ✓ PowerBI / GDS integrations
- ✓ Elephant migration

colart

Home News My Colart Business Community Navigating COVID-19

## EXPONEA

Currently completed 0 lessons of 7 in total

0%

In Progress

*Splash is our single global HR system that is fully available to all Colart Business Units. The self-service portal enables you to easily complete basic processes such as booking leave, changing personal details and induction forms.*

### MODULES

#### INTRODUCTION TO SPLASH

#### LESSONS

- Introduction to the tool – "Workforce Experience"
- Open Actions
- People Bar I
- People Bar II
- People Bar III
- HR Request
- Booking Leave

Full roadmap available here:

<https://colart.monday.com/boards/1002655953>