



From data to activation

Strengthen Your Toolkit with a CDP and a Cross-Channel Personalization Layer



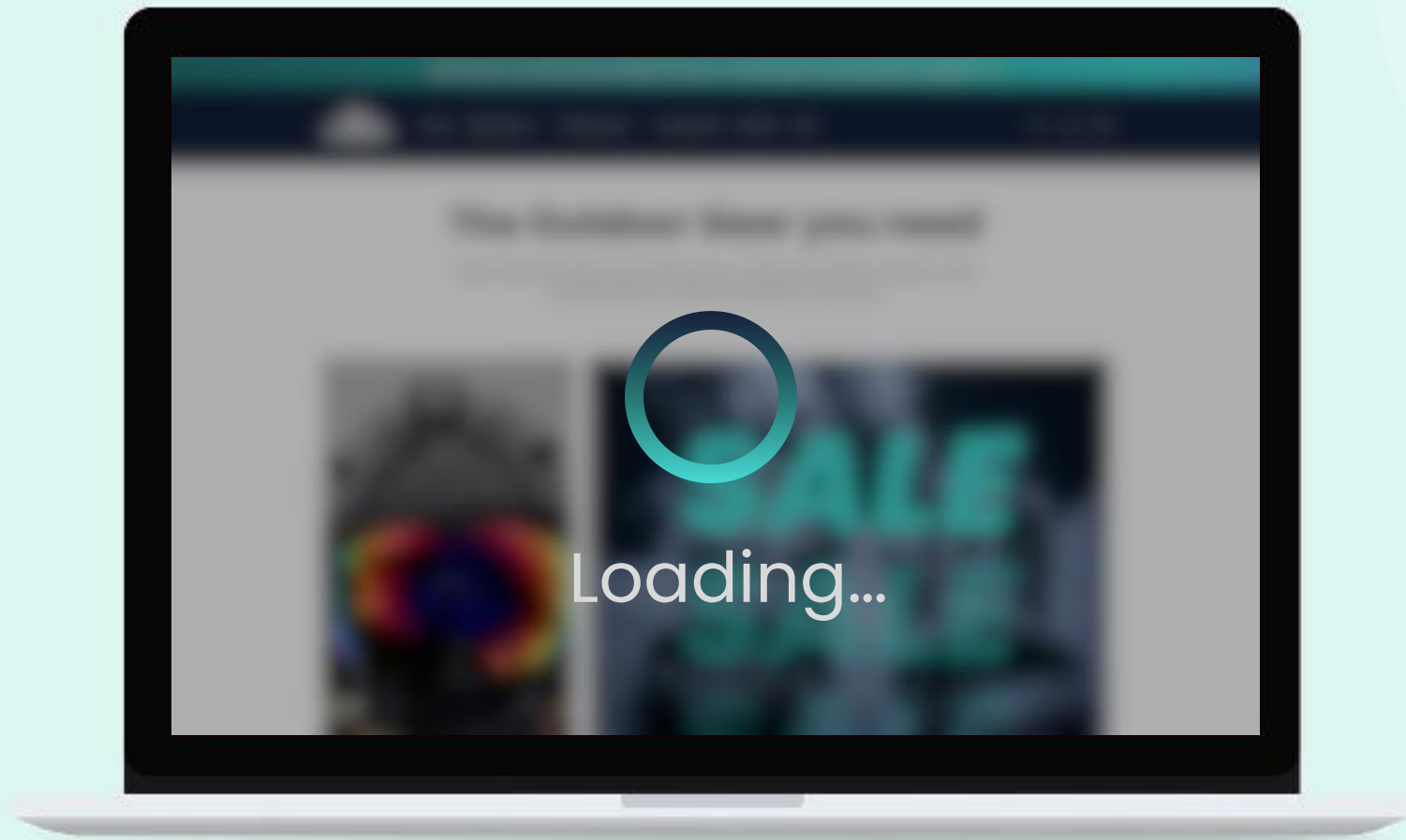
We are..



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Co-founder, Raptor Services



Right people
Right time
Right message



1. Ingest

All Your Customer Data



Behavioral



Transactional



DMP



CRM



Device

2. Unify

Audiences and Predictions

Single Customer View



3. Activate

Real Time Engagement



Website/DXP



In-Store



Email



Mobile



Ads



Use case



The who, why, what and when



Focus on the goals



Improving the customer experience



Greater insight of customer data



Creating 360° customer profiles



Increase conversions



Increase avg. Order value



Increase profitability



Increase retention



Increase the engagement



Create relevant conversations



The Outdoor Gear you need

Share information about your brand with your customers. Describe a product, make announcements, or welcome customers to your store.



Wintersports →



Use cases

1

Identify persons who are interested in wintersport and target them with a relevant message, to increase the conversion rate



Sophie Collins
Marketing Manager

2

Target high value customers in risk of churning, to extend their customer lifetime value



Peter Monroe
Chief Revenue Officer

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Want to know more?

Commercial Certification

Learn about the CDP from a commercial point of view, and we will strengthen you with more knowledge about how to sell and scope the Raptor CDP.



February 4th: 1pm - 3pm

April 8th: 1pm - 3pm



Implementation Certification

Learn about the CDP from a technical point of view, with focus on the implementation process and how to ingest data with the Data Manager.



February 6th: 1pm - 4pm

April 10th: 1pm - 4pm





Thank you

