



Customer Activation Platform:

Drive predictive marketing, digital commerce, and innovation



Enable your organization to transform data, glean insights and automate decisioning with Deloitte's Customer Activation Platform. Automate and scale the 360-degree customer experience from acquisition to re-targeting to loyalty with this unique, unified view into your customers' minds and needs. Our solution is designed to break down data silos, drives predictive engagements, augments your consumer data, takes advantage of Google Cloud's secure-by-design infrastructure, and addresses a privacy-centric future. Data management platforms of the past will not stand up to the privacy regulations of the future. Deloitte's Customer Activation Platform provides a better way to leverage your powerful data, so that you can deliver a personalized, profitable customer experiences at scale.

1 Collect & Transform Data

Breakdown data silos to connect first-, second-, and third-party data sources in a privacy-compliant way; construct customer profiles; leverage native integrations; and gain a holistic view of the customer

Customer Understanding Enhancement

Smart Segmentation

Propensity to Convert Modeling

2 Drive Insights & Decisioning

Visualize and share self-service analytics, using Artificial Intelligence (AI) and Machine Learning (ML) enriched insights across the organization to empower data-driven customer personalization and to make innovative business decisions

Consumer Signals for Demand Sensing

Trend Spotting and Sentiment Analysis

Qualification & Product Innovation Acceleration

Marketing Spend Optimization

3 Automate & Scale Delivery

Personalize marketing and customer experiences by activating data in your marketing and customer engagement platforms to improve the customer experience and grow sales

Personalized Marketing Communications

Creative Analysis & Optimization for Personalization at Scale

Digital Commerce Product Recommendations

Consumer Lifetime Value Optimization

Making it real: Case study

A retailer embarked on a digital transformation journey to improve digital experiences and meet the needs of their customers. They had been experiencing a disjointed view of the customer—which resulted in a fragmented experience with the company for the customers—all due to having a disconnected infrastructure. By implementing cloud services and new technology assets, the client was able to deploy Customer Activation Platform, create a unified customer profile, and unlock Google Marketing Platform and Google Cloud capabilities. Today the client continues to optimize experiences by leveraging the marketing and customer activation platforms.



60x

Digital business growth supported via Customer Activation Platform



65%

Cost savings by migrating to Customer Activation Platform

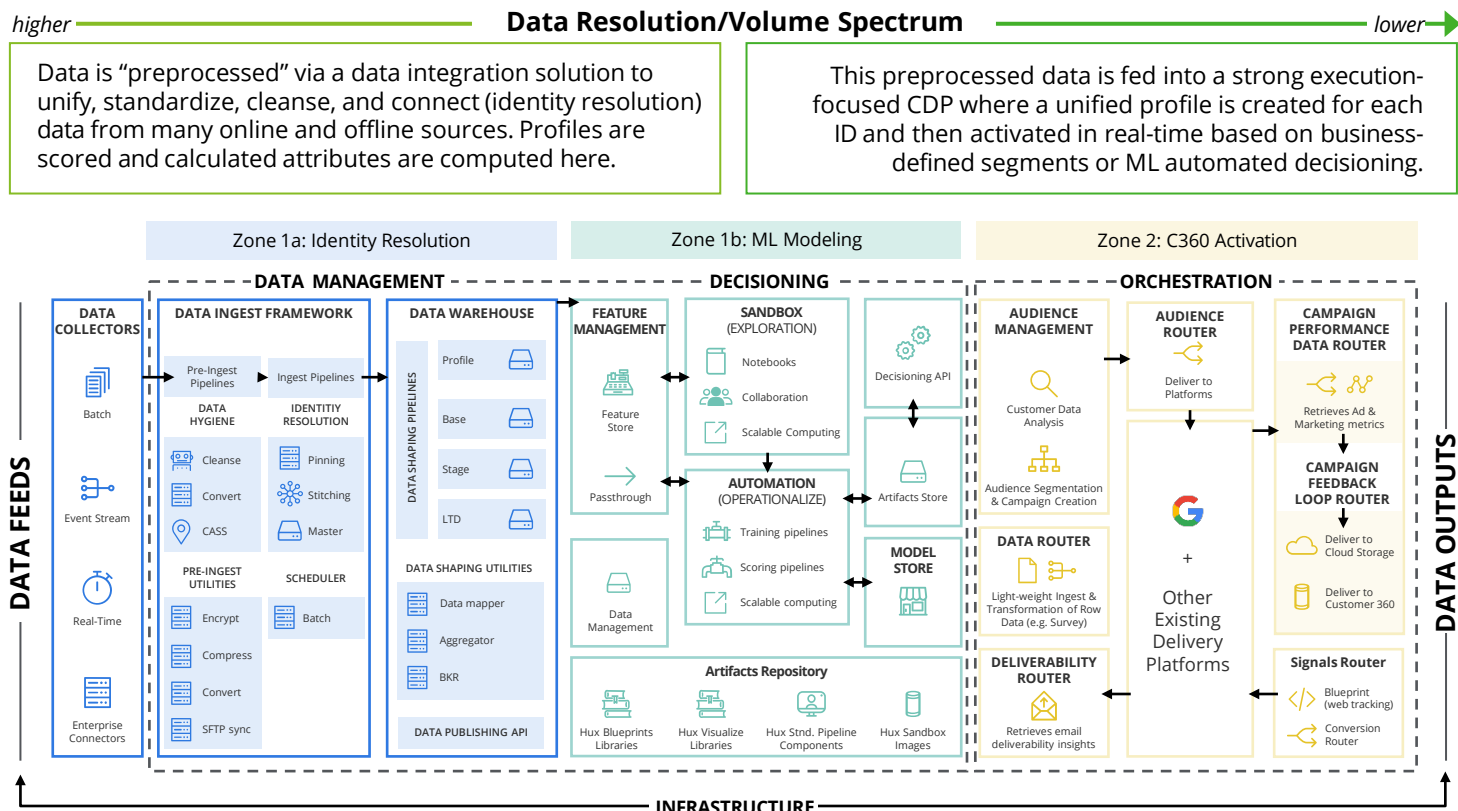


2x

Data availability by connecting additional data

Source: Deloitte Fortune 200 client, April 2021.

Customer Activation Platform—Technical Components



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Start the conversation



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