

# CDP Deployment at Global CPG – Global Blueprint and North America Roll-out

## **Business Context:**

The deprecation of 3rd party cookies and the desire for more personalized digital experiences led a global CPG to add a Customer Data Platform (CDP) to their marketing tech stack. The CDP provided critical identity and activation capabilities required to drive the benefits of their first-party data strategy.

The North American region was the focus of the first phase of their global CDP roll-out. Subsequent phases of their broader enterprise marketing data modernization efforts included identity resolution, data lake, clean room, GA4 migration, ESP and DSP consolidation.

## **The Challenge:**

- Develop global CDP implementation plan and roadmap
- Coordinate with client, external agency and vendor teams
- Lead CDP implementation to support:
  - 22 North American brands
  - 2+ inbound data sources per brand
  - 2+ outbound integrations per brand
  - 3+ client and agency teams
  - 10+ stakeholders

## **Solution**

- Actable deployed a cross-functional team, involving technical project management, solution architecture, solution engineering, and marketing operations CDP experts
- Actable integrated its team into the client's scrum workflow to ensure the success of the multi-agency deployment team
- Actable devised an identity resolution solution to enable the client's first-party consumer data strategy
- Actable architected a CDP account strategy to enable the client's global roll-out and brand marketing activation plans
- Actable's strategic consulting partnered with 10+ client stakeholders to identify use cases and an activation roadmap to drive CDP ROI across the various client brands
- Actable engineers tested the CDP data ingestion processes and platform functionality

## **Results**

- ✓ Successful onboarding of 22 brands' inbound and outbound data integrations within 6 months
- ✓ Successfully activated three client use cases
- ✓ Established one of the highest performing marketing technology scrum teams
- ✓ Created a foundation to support for global roll-out across brands in EMEA and APAC