

# Achieve Martech Savings with Smart CDP Migration

## Challenge

A leading publishing group implemented their first CDP in 2016 to consolidate datasets and provide better integration of terabytes of proprietary data to a network of dozens of publishers. Use cases were centered around email marketing as the hub; however, the ESP the client leveraged was antiquated. The client decided to consolidate its CDP & ESP offerings into a single provider who offered both. However, 4+ years of CDP adoption and 15+ years of ESP migration needed to be incorporated into the transition.

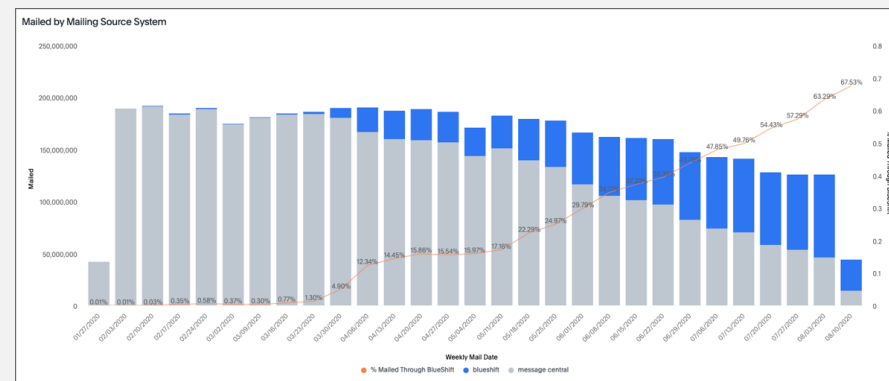
## Solution

The client hired a cross functional team of experts from Actable in order to:

- Audit both the new and prior CDPs, and larger marketing technology stack
- Document thousands of segments, integrations, and use cases across its 3 largest publications.
- Develop a migration plan for mission-critical use cases.
- Build remediations for use cases and integrations that were not well solved for by the new CDP
- Test for continuity of use cases in the go-forward CDP.

## Results

- Actable built a solution to deliver personalize site experiences that preserved over \$500k in incremental revenue
- Saved over \$2.0mm/year in redundant SaaS subscription fees
- Rapidly accelerated adoption of the new CDP.



Campaigns for Migration									
Campaign	Status	Owner	QA Complete	APPROVED	ACTIVED	LAUNCHED	LAUNCHED	LAUNCHED	LAUNCHED
Campaign 1	Launched in Brazil	Actable	TRUE	Apr 8	Apr 22	2020			
Campaign 2	Launched in Brazil	Actable	TRUE	Apr 29	Apr 21	2020			
Campaign 3	Launched in Brazil	Actable	TRUE	Apr 8	May 18	2020			
Campaign 4	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 5	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 6	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 7	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 8	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 9	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 10	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 11	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 12	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 13	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 14	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 15	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 16	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 17	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 18	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 19	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			
Campaign 20	Launched in Brazil	Actable	TRUE	Apr 29	Apr 22	2020			

Summary of Migration	
20 campaigns have launched	
0 campaigns in QA	
1 campaigns ready for QA	
1 campaigns MSP	
0 campaigns not started	
0 campaigns at (soon started)	Updates done