

HOW CDP WORKS WITH OTHER KEY COMPONENTS OF YOUR MARTECH STACK



MMH Enhancement

- CDP elevates MMH by establishing a holistic "Single Customer View."
- Improves analytics, segmentation, and recommendation delivery.
- Optimizes MMH performance through enriched data for effective campaigns.



CRM Contribution



- While CRM focuses on the bottom of the funnel, CDP enhances the overall Martech stack.
- Creates and updates customer identities in real-time.
- Offers a holistic view of customer profiles for improved engagement.



DMP Synergy

- CDP enhances DMP capabilities with unified and enriched customer profiles.
- Integrates diverse data sources for comprehensive insights.
- Enables highly targeted and personalized audience segments for enhanced ad performance.



Dynamic Data Warehouse



- CDP provides real-time customer data management for enhanced data warehouse capabilities.
- Integrates diverse and continuously updated customer information.
- Ensures agility and responsiveness in decision-making for today's fast-paced marketing landscape.



Data Lake Activation

- CDP acts as the system of activation, enabling non-technical users to access high-quality customer data.
- Integrates diverse and continuously updated customer information.
- Enhances data warehouse capabilities for a more agile and responsive system.



Loyalty Program Optimization



- CDP elevates loyalty programs with a comprehensive understanding of customer behavior.
- Enables personalized programs for specific customer segments.
- Ensures seamless integration into the customer journey for increased retention and advocacy.



FirstHive is a premier global Customer Data Platform - a tool for consumer marketing enterprises to consolidate all their opt-in first-party consumer data. Once deployed, FirstHive becomes the single source of truth of customer identity & data within the enterprise's marketing and analytics ecosystem. FirstHive acts as the single brain or system of intelligence by delivering seamless cross-tool & cross-channel communication for the marketing teams and with its out-of-the-box recommendation & assisted decision engine, directly enhances CX and marketing ROI objectives. FirstHive is a California headquartered company with operations and customers across the US, India, and ASEAN.