



THE ULTIMATE BUYERS' GUIDE TO FIRST-PARTY CUSTOMER DATA SOLUTIONS

Empower Your Business With Data-Driven Success



A well-prepared guide paves the path for a successful journey

Embarking on a journey to select the right solution for unlocking the full value of your first-party customer data is like navigating through a vast and confusing maze, where each turn presents different options and challenges. The multitude of features, pricing options, and provider choices can be overwhelming. Yet, here you are, ready to harness the power of organized, actionable customer data. That's a fantastic first step.

As an innovative leader, you're on the brink of making an important decision. This is about enhancing your understanding of customers, leveling up your marketing strategies, delivering exceptional value to your customers, and boosting business growth.

RRD has crafted this guide with you in mind to streamline the selection process, optimize your resources, and save you money. We will address the crucial questions you need to ask, examine the key features to consider, identify potential obstacles, provide valuable insights, and introduce a next-level solution to help you make informed choices for your business.

By the end of this guide, you'll be armed with the insights to choose a solution that smoothly integrates into your business and aligns well with your specific goals and challenges. So, let's begin your path to purchase together and ensure your next step is as informed and confident as possible.

THE PURPOSE OF THE GUIDE

This comprehensive guide is designed to assist decision-makers within your organization as you navigate the customer data solution marketplace. In today's data-driven world, choosing the right solution is more important than ever. This guide intends to streamline your decision-making process, equip you with the necessary knowledge, and provide actionable steps to identify the best software solution for your business.

THE (DATA) DILEMMA

WHY MARKETERS NEED A CUSTOMER DATA MANAGEMENT SOLUTION

In today's evolving landscape, marketers are confronted with an array of conflicting forces that impact the management and utilization of customer data. Let's look more closely into these key areas that shape the marketer's data dilemma and discover strategies to successfully navigate through them.

1. The struggle with disparate data

Marketers often find it challenging to make meaningful use of their first-party customer data. The data is stored across multiple systems, leading to incompleteness, inaccuracy, and messiness.

2. Finding the right signals in the noise

Inconsistent and fractionalized data can be costly and difficult to maintain. This results in erroneous analysis, inaccurate insights, and an inability to maintain a holistic view of customers. Consequently, marketing strategies and campaigns may prove ineffective.

3. Future-proofing marketing strategy

The marketing landscape is shifting to prioritize consumer privacy. Marketers face the task of achieving growth in this tumultuous and privacy-first world. This requires navigating immediate and long-term needs while determining how best to position customer data assets.

4. Feeling the resource crunch

Marketers often operate at the intersection of high expectations and limited resources. Inefficiencies caused by multiple systems and complex workflows can overwhelm small teams. To succeed, marketers need simplified systems and easy access to their data to move quickly.

As marketers face the challenge of managing disparate data and strive to unlock the full potential of their customer insights, it becomes crucial to explore solutions that can alleviate these obstacles. By proactively addressing these issues, marketers can overcome the data dilemma and unlock the power of their data assets, paving the way for successful marketing strategies and impactful campaigns.

THE QUESTION

IS MY COMPANY READY FOR AN INTEGRATED CUSTOMER DATA SOLUTION?

Deciding whether your company is ready for a comprehensive customer data solution that effectively collects, processes, and integrates data from multiple sources involves a keen evaluation of your business's current needs and future goals. Let's explore the key indicators that can help determine whether your organization is primed for this type of platform.

- **Data fragmentation**

If your business's customer data is scattered across multiple sources and systems, and this fragmentation is causing issues with data accessibility and usability, a customer data solution could be a viable solution.

- **Marketing personalization needs**

Your business is ready for a customer data solution if you are looking to improve marketing personalization. This solution can help you create a unified view of each customer, enabling more targeted and personalized marketing campaigns.

- **Real-time engagement**

If your business is aiming to interact with customers in real-time across multiple channels, a customer data management platform can help. It can gather, process, and instantly analyze data, allowing for live customer engagement.

- **Data compliance needs**

With increasing concerns about data privacy and stricter regulations, if your company needs to ensure compliance with consumer data protection laws, an integrated data solution can assist. The right provider has the infrastructure to manage various data signals from consents to opt-outs and to responsibly use customer data.

- **Scalability**

If your current data system is not scalable, or if it's not able to efficiently handle the increasing volume of data, you may need a customer data solution.

- **Data analysis and AI capabilities**

If your business wants to leverage AI for predictive analytics and needs a robust data infrastructure for this, an integrated customer data solution can be beneficial. It can collect and prepare large datasets necessary for effective machine learning algorithms.

Keep in mind that an integrated customer data solution is not a quick fix. It requires an investment of time, resources, and a strategic vision for it to effectively transform your business's data management and customer engagement.

THE TECH

WHAT IS A CUSTOMER DATA PLATFORM (CDP)?

A Customer Data Platform (CDP) is one of the most common solutions used for handling first-party data. CDPs are specifically designed to collect, organize, and unify first-party customer data from various sources into a single, centralized database, thereby offering a comprehensive view of each customer. The key characteristic of a CDP is its ability to create a comprehensive and single view of each customer, which is continually updated in real time.

CDPs unite customer data from various sources such as websites, mobile apps, social media, customer service interactions, offline transactions, and more. The data can include anything from basic demographic information to more complex behavioral and transactional data.



CDPs unify diverse data sources, offering businesses a comprehensive, real-time view of each customer. This understanding facilitates personalized marketing, leading to improved customer satisfaction, loyalty, and increased revenue.

Once this data has been collected, the CDP then organizes it to create individual customer profiles. These profiles serve as a single source of truth about each customer and enable businesses to gain a deeper understanding of their customers' behavior, preferences, and needs.

With these insights, businesses can create more personalized and targeted marketing campaigns, improve customer service, deliver more value, and make more informed strategic decisions. This, in turn, can lead to improved customer satisfaction, increased loyalty, and higher revenue.

CDPs are designed to provide an intuitive and user-friendly interface for marketers, regardless of their level of data management expertise, to access and use customer data to inform marketing strategies and personalize customer experiences.

For these reasons, many businesses find CDPs to be an effective solution for managing their first-party data and improving their marketing efforts. However, the ideal data solution may vary based on the unique needs and capabilities of each business.

THE OBSTACLES

EXPECTED HURDLES IN CDP SELECTION

While a CDP brings significant advantages, it is important to be aware of certain limitations and common obstacles this basic solution may present. Understanding the potential challenges your business might encounter during the CDP integration is vital for a smooth transition and implementation, and it may affect your purchase decision.

- **Integration complexity**

CDP integration can be complex, requiring compatibility checks and seamless interaction between your existing systems and the solution.

- **Employee training**

Effective CDP usage demands training, necessitating an investment of time and resources.

- **Increased data management responsibility**

A CDP increases your organization's data governance responsibilities and need for privacy compliance.

- **Potential costs**

Many CDPs require not only an initial purchase cost but also ongoing expenses for maintenance, updates, and potential storage or processing capacity needs.

- **Data overload**

A CDP involves handling large data volumes. Businesses need to efficiently manage, analyze, and utilize this data to avoid being overwhelmed.

- **Improper utilization of first-party data**

Many CDPs primarily concentrate on data collection, planning, and analysis, inadvertently leaving marketers unsure about how to effectively leverage the data to overcome complex marketing obstacles.



These potential challenges underscore the importance of thoughtful planning, research, and consultation before choosing and implementing a customer data management platform.

THE VENDOR

10 ESSENTIAL QUESTIONS ABOUT THE PROVIDER

Choosing the right solution vendor is as crucial as deciding to implement a solution in the first place. It's not a decision to be rushed — take your time to thoroughly research potential candidates. Here is a list of important questions that buyers should ask when considering a vendor or service provider:

1. What is the vendor's reputation and credibility in the industry, and how can I assess it?

A trustworthy vendor with a good reputation in the industry is more likely to deliver a solution that meets your needs.

2. Can the vendor provide evidence of a track record for success?

Look for vendors that can demonstrate a history of delivering successful solutions, as shown through case studies, client testimonials, and success stories. This can provide confidence that the vendor can meet your specific needs and expectations.

3. How does the vendor ensure that they can meet my specific needs and expectations?

The vendor's commitment to meeting your specific needs and expectations is demonstrated through their approach to customization, thorough understanding of client requirements, active feedback gathering, provision of references from similar clients, offering product demos to showcase tailored solutions, and ensuring scalability to accommodate future growth or changing requirements.

4. What type of after-sales support does the vendor offer, and how can I access it during the implementation process?

Implementing a data solution can be complex, and you're likely to need after-sales support at various stages. Excellent customer service, robust technical support, and a helpful user community can make a significant difference in your experience with the platform.

5. Can this vendor's solution align with your customer data strategy and your marketing technology strategy?

Their solution should be able to seamlessly integrate with your existing infrastructure, fulfill your specific data handling and analytical needs, and support your strategic goals, helping you to enhance customer relationships and drive business growth.

6. How does the vendor manage the collection and unification of customer data across channels and touchpoints?

The vendor's solution should be adept at aggregating and harmonizing data from diverse sources like websites, social media, and CRM systems into a unified customer view, providing you with a solid foundation for personalized marketing and improved customer experience.

7. How does the vendor's CDP deal with the challenges of personalization and identity resolution in the wake of cookie deprecation?

The solution should offer advanced features and strategies such as first-party data collection, probabilistic and deterministic matching, and consent management, to ensure that your business can still deliver personalized customer experiences while maintaining compliance with evolving data privacy regulations.

8. How well does the vendor facilitate collaboration between marketing, IT, and other stakeholders for data science, customer data modeling, data privacy, and execution?

The ideal vendor should provide an intuitive, user-friendly platform that allows different teams to seamlessly work together, enabling the efficient use of data, streamlining operations, ensuring data privacy compliance, and fostering a data-driven culture within your organization.

9. Does the vendor's solution match the existing skills and workflows within your team?

Their solution should be intuitive and user-friendly, enabling your team to easily adapt to and leverage its functionalities, and it should integrate smoothly into your current processes, enhancing efficiency rather than creating additional complexity.

10. Can the vendor's solution enable experiences that your team can create and that your customers want? How does it deliver business value?

The right solution should empower your team to leverage customer data for personalized marketing efforts that resonate with your customer base, thereby improving customer engagement, satisfaction, and value, increasing customer retention, and ultimately driving business growth.

KEY QUESTIONS

BUYERS SHOULD ASK EVERY CUSTOMER DATA VENDOR

To ensure you're partnering with the right customer data vendor, equip yourself with these pivotal questions:

1. **How does your platform unite first-party data with relevant third-party data to provide a more comprehensive view of customer behavior and preferences?**

Additionally, what measures do you take to ensure that this integration upholds ethical standards and legal obligations to protect the data, giving businesses peace of mind that their first-party data remains uncompromised?

2. **How does your platform handle the unification and management of first-party data from various sources?**

Is it capable of providing a single, comprehensive view of my customer?

3. **What mechanisms does your platform employ to capture and synthesize first-party data?**

Can it integrate and enrich data from multiple sources to provide behavior-driven insights that can be leveraged for targeted outreach?

4. **How does your platform support integrated marketing management across both digital and traditional channels?**

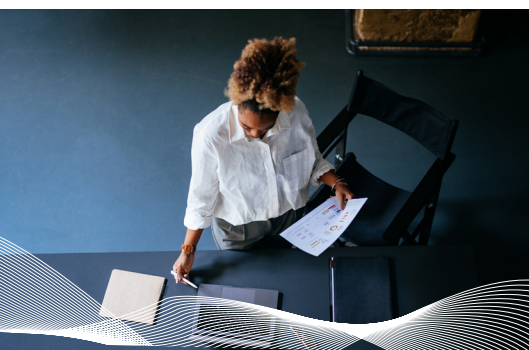
Is there a seamless integration with my existing marketing tech to ensure a smooth, omnichannel journey?

5. **Does your solution allow me to gain insights, build audiences, and see results from one place?**

If so, how granular can these insights be, and how quickly can they be leveraged for campaign adjustments and optimizations?

6. **How does your platform support in-flight optimization, testing, learning, and campaign iteration?**

Does it provide integrated reporting and actionable recommendations that help me refine my strategies and improve marketing effectiveness across all channels?



REMEMBER: There are many vendors out there, each offering different features, capabilities, and pricing options. It's important to compare these vendors, carefully considering their offerings, pricing, and customer reviews, to make an informed decision. Your chosen vendor should not only have a product that fits your needs but should also be a partner that can support you in your customer data journey.

WHY CHOOSING THE RIGHT SOFTWARE IS ESSENTIAL FOR BUSINESSES

The right customer data solution can significantly impact your marketing strategy, enhancing engagement, improving marketing ROI, and driving overall growth. A great solution can efficiently manage, enhance, and analyze first-party data, providing valuable insights and driving marketing success. Choosing the wrong platform, on the other hand, can lead to wasted resources, poor data quality, and missed opportunities.

THE CROSSROADS

CHARTING AN INNOVATIVE PATH

To provide a comprehensive guide to customer data solutions, it's important to acknowledge that certain situations, use cases, or businesses may require more than just a standard CDP. In order to surpass the usual boundaries and limitations of traditional CDPs, we introduce an innovative, next-level solution that's set to redefine the landscape of customer data management.



INTRODUCING

NXTDRIVE™

THE FIRST CUSTOMER DATA MARKETING PLATFORM FROM RRD

Navigating the complex world of customer data can be challenging, but NXTDRIVE is here to simplify the process for marketers. NXTDRIVE is a robust Customer Data Marketing Platform (CDMP) built by marketers, for marketers, engineered to unlock the full value of first-party data.

NXTDRIVE is a fully integrated, omnichannel, customer data marketing platform designed with you in mind. Its modular construction and open architecture means it's designed to grow with your business.

With NXTDRIVE, you're not just managing customer data — you're leveraging it to fuel powerful, targeted campaigns across multiple channels. Our unique marketing platform enables efficient planning and performance viewing of omnichannel media, making sure that your message reaches your target audience with precision. By offering scalability in both online and offline delivery, NXTDRIVE ensures your campaigns have maximum reach without compromising consumer privacy.

BUT IT DOESN'T STOP THERE

NXTDRIVE goes next level by providing enhanced data pertaining to households, diving deeper into the realm of customer insight. This enables you to drive more powerful campaigns, equipped with predictive insights and the ability to target specific customer attributes, as we elevate the customer file through enrichment at the individual level.

THE RESULT?

More impactful campaigns, greater audience engagement, exceptional customer value delivery, and better marketing performance. With NXTDRIVE, you're not just adapting to the world of customer data — you're mastering it. Harness the power of your data, drive stronger campaigns, deliver better value, and navigate consumer privacy concerns more effectively with NXTDRIVE by RRD.

5 WAYS NXTDRIVE IS REDEFINING THE CUSTOMER DATA MARKETING PLATFORM LANDSCAPE

1. Unified first-party data management

Experience the power of unified first-party data. NXTDRIVE streamlines the process of onboarding all your disparate first-party data sources, converging them into a single, comprehensive view of your customer. Simplify your data management and unlock valuable insights with our tailored solution.

2. Powerhouse data capture and synthesis

With NXTDRIVE, you can seamlessly collect first-party data, meld it with RRD's exclusive Consumer GraphSM data, and further enrich it to fuel personalized campaigns. This results in behavior-driven outreach perfectly tailored to your ideal audience.

3. Omnichannel activation capabilities for integrated marketing management

Managing digital and print marketing has never been smoother. NXTDRIVE integrates into your database and tech stack via an open architecture, allowing for a seamless omnichannel integration, measurement, insights, and planning, resulting in a truly connected marketing journey.

4. Comprehensive customer discovery and engagement platform

Discover high-value customers more effectively with NXTDRIVE. Our platform generates insights, audiences, and results for both digital and traditional channels, all within a single tool. It's about more than just engagement; it's about more efficient sales and stronger relationships.

5. Optimal marketing efficiency

In-flight optimization, testing, learning, and campaign iteration are a breeze with NXTDRIVE. Expect swift, integrated reporting and recommendations that allow you to refine your strategies and enhance your marketing effectiveness across all channels.

Mastering the art of CDP selection. Nothing to it, right?

As you continue on your journey to select a customer data management solution, we hope this guide has provided you with the necessary insights to make an informed decision. Remember, the right platform can transform your data into actionable insights, empower your marketing team, and drive your business to new heights.

We invite you to consider whether NXTDRIVE, the first Customer Data Marketing Platform (CDMP) from RRD — specifically designed by marketers, for marketers — could be the solution you're looking for. We offer demos and consultations to help you make an informed decision. As always, we encourage you to choose a solution that best meets your needs and aligns with your business goals.

CALL 800.280.4520

VISIT [RRD.COM/NXTDRIVE](https://rrd.com/nxtdrive)

REQUEST A DEMO OR CONSULTATION

CUSTOMER DATA MANAGEMENT SOLUTION SELECTION

YOUR GO-TO CHECKLIST

- **Understand your business needs**
Identify your unique needs and goals for customer data management and personalization.
- **Establish software requirements**
Determine the key features your CDP should have. Consider elements like data integration, identity resolution, predictive insights, omnichannel planning, advanced reporting, and privacy compliance.
- **Budget your software solution**
Understand the cost structure of CDPs, which can vary based on the number of users, data volume, and chosen features. Be clear about potential future costs.
- **Research potential vendors**
Look for reputable vendors with credible solutions. Ensure their offerings integrate well with your existing online and offline channels and that they provide strong customer support.
- **Request software demos and trials**
Prepare a list of questions or scenarios for the demo to understand the platform's real-life application for your business.
- **Check vendor references and reviews**
Pay attention to customer reviews and testimonials. They offer insights into the platform's performance and the quality of the vendor's customer service.
- **Negotiate terms and conditions**
Make sure you fully understand the licensing agreement, including usage rights, support services, and upgrade policies.
- **Plan for software implementation**
Develop a comprehensive plan for a smooth transition to a CDP. Consider factors like data migration, integration with existing systems, and strategies to minimize downtime.

NEVER MISS A STEP

Selecting a CDP solution requires understanding business needs, setting software criteria, budgeting, assessing vendors, testing platforms, reviewing feedback, negotiating terms, and planning for implementation.