



QUICK GUIDE

A quick guide to the Sitecore CDP

Helping product and marketing teams build brilliant data-driven experiences

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The evolution of the CDP

The Customer Data Platform (CDP) has established itself as a critical tool in the modern tech stack.

It's one place to collect and organize all your data – giving your business a clear and comprehensive understanding of every customer.

But as the demands on marketing and product teams have grown to deliver standout digital experiences, so too have the demands on the CDP.

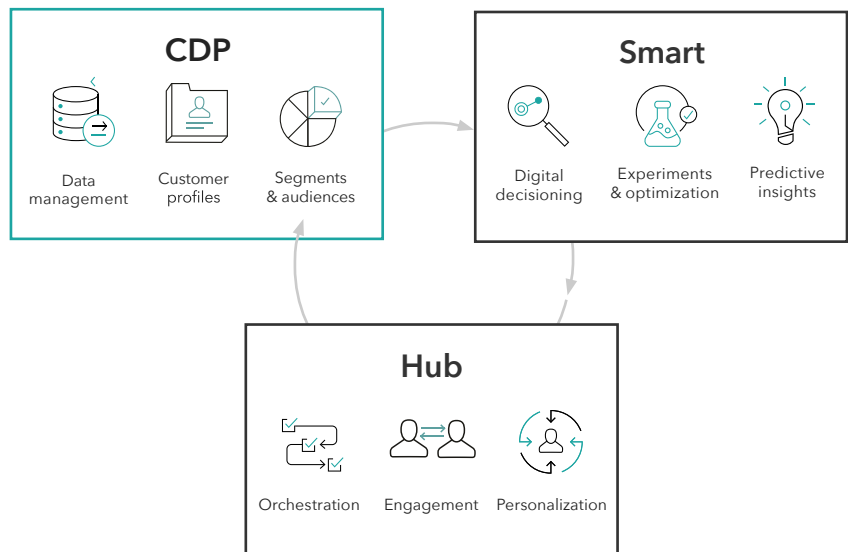
Enter the Sitecore CDP.



Introducing the Sitecore CDP

The Sitecore Smart Hub CDP - as recognized by Gartner - is designed to unlock the value of your customer data and **drive brilliant experiences** across every digital channel.

It takes the core data management capabilities of a CDP, and layers on top intelligent decisioning, predictive analytics, experimentation and orchestration.



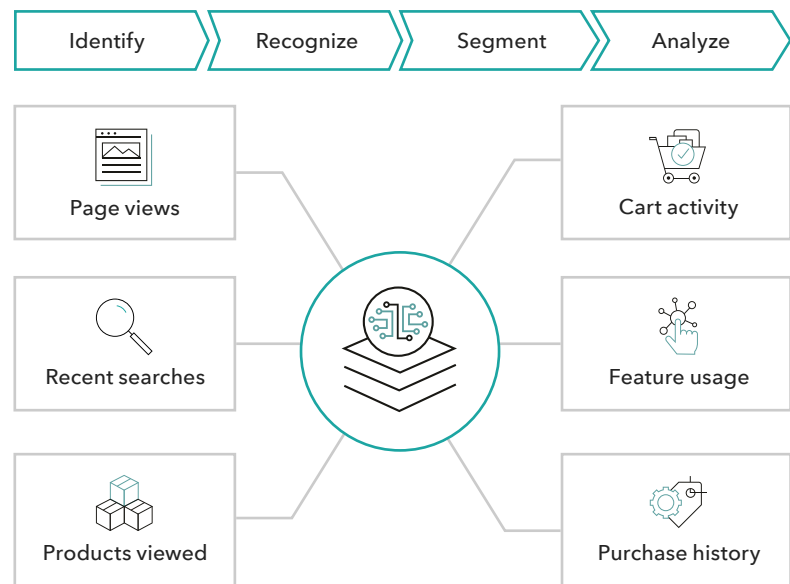
Breaking down the Sitecore CDP

- **CDP:** Data management to connect and organize all your customer data
- **Smart:** Intelligent decisioning, predictive analytics and experimentation
- **Hub:** Orchestration across all your digital channels

CDP: Understand every customer in every moment

Build a **clear and comprehensive understanding of all your customers** – both returning and new.

Recognise any user in real-time with a Smart Hub CD to enable relevant and personalised interactions.



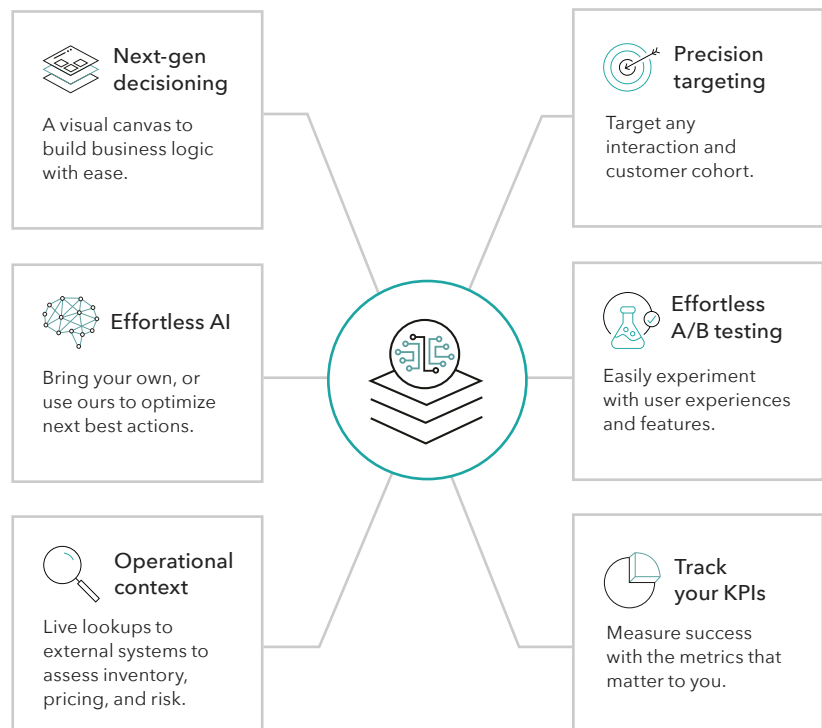
Key capabilities

- CDP tracks every click, search, tap, and buying signal
- Consolidate and connect all your customer data in one place
- Build customer profiles and segments with real-time data
- Data is integrated seamlessly from across your business

Smart: Automate intelligent customer interactions

Predict, test and optimise every customer interaction across every product and experience.

Leverage predictive analytics, decisioning technology and real-time experimentation to inform smart, data-driven interactions.



Key capabilities

- Predictive analytics and AI inform intelligent interactions
- Leverage customer and business data alongside real-time context
- Decisioning technology enables powerful data-driven decisions
- A/B test features and experiences on any digital channel

Hub: Deliver relevance on every channel

Create more **relevant and joined-up experiences** across every digital app, platform or channel.

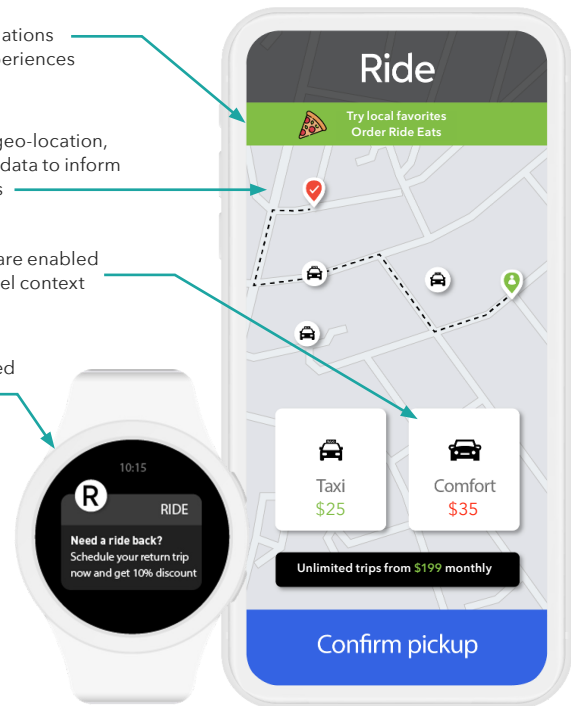
Leverage powerful orchestration to deliver the right message, at the right time in the right place.

Personalized recommendations create hyper-relevant experiences

Channel is enabled with geo-location, demand, margin and risk data to inform personalized experiences

Dynamic pricing models are enabled based on real-time channel context

Messages are orchestrated across digital channels



Key capabilities

- Orchestrate every interaction across all your digital channels
- Create seamless experiences that jump from channel to channel
- Deliver hyper-relevant experiences for every customer
- Trigger personalized messages to help customers take action



Sitecore CDP: Building more valuable digital experiences

The capabilities of the Smart Hub CDP combine to **unlock the value of customer data** for your business - and **deliver smarter and more valuable digital experiences** for every customer.

CDP

Data management

Track activity on every touchpoint

Understand every customer

Connect and consolidate all your data

Smart

Prediction & decisioning

Predict with intelligent AI

Make data-driven decisions

Experiment and optimize every interaction

Hub

Orchestration

Engage across all your channels

Build omnichannel experiences

Create joined-up and personalized experiences

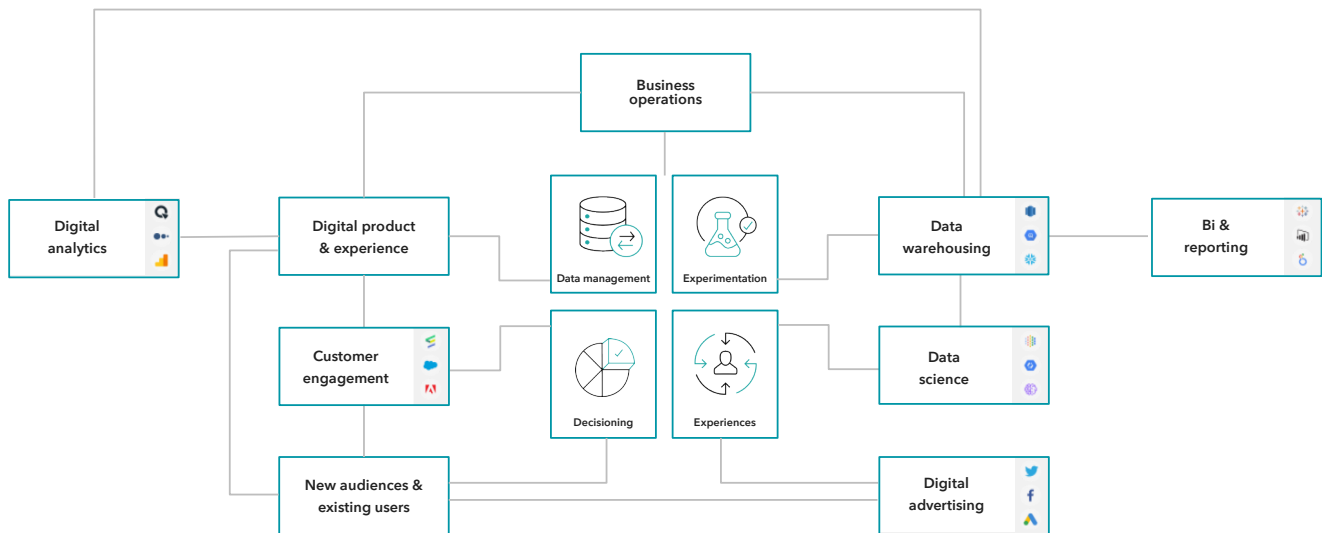
Want to learn more?

[Get in touch](#) to learn more about how a Smart Hub CDP can deliver more value for your business and your customers.

Sitecore CDP: The digital brain for your tech stack

Sitecore helps product and marketing teams at some of the world's leading brands to build more **relevant, engaging experiences** for every customer.

Our **Smart Hub CDP** sits at the heart of your tech stack and acts as the digital brain - powering data-driven decisioning, experimentation and orchestration across your ecosystem.



Want to learn more?

The Sitecore CDP is transforming results for some of the world's biggest brands. [Get in touch](#) to learn more about how a Smart Hub CDP can deliver more value for your business and your customers.



About

ABOUT SITECORE

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with their customers. A highly decorated industry leader, Sitecore is the only company bringing together content, commerce, and data into one connected platform that delivers millions

of digital experiences every day. Leading companies including American Express, ASOS, Kimberly-Clark, L'Oréal, and Volvo Cars rely on Sitecore to provide more engaging, personalized experiences for their customers.

Learn more at [Sitecore.com](https://www.sitecore.com).

ABOUT PRODUCTIVE EDGE

Productive Edge is a digital business consulting and technology solutions company that helps organizations and their leaders reinvent and transform their businesses with digital technologies.

Productive Edge accelerates digital outcomes by combining digital strategy, customer experience, and technology execution to deliver groundbreaking digital products and services.

Learn more at productiveedge.com.