



*QuaeroView*

# CDPs generate actionable insights

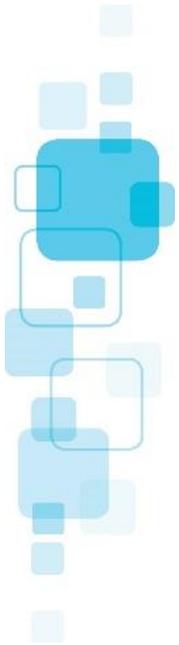
*Building customer value through insight and engagement*

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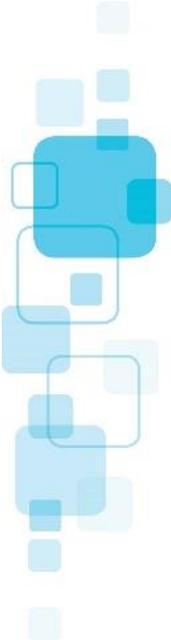


CEB/Gartner recently identified "generating forward looking insights" as [the top priority](#) for the strategic insights function within major companies. The second ranking priority was consolidating customer information. Despite this, a recent CMO Council survey found that just 23% of marketing leaders have a comprehensive view of customer data from across their organization. One wonders how many of these 23% have generated the forward-looking insights they have prioritized and how the other 77% generate actionable customer insights.

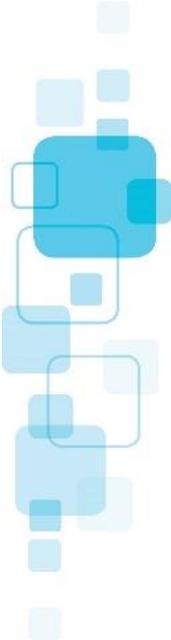
The CDP Institute (of which Quaero is a sponsor) and ClickZ just published an [introduction](#) to customer data platforms (CDPs) and the quest for the holy grail of unified customer data. For those who face this problem and are looking for solutions, this is a good place to start.

Like many CDPs, Quaero's platform unifies data from multiple online and offline sources. However, what sets it apart is its ability to address the foremost priority highlighted by the Gartner study, i.e. generating actionable, forward looking customer intelligence and insights and making these insights readily available across the organization at all levels and to executional systems across all channels. These include

- Democratizing the creation, distribution and operationalizing of customer intelligence across the full range of roles in any data driven organization - from marketing and business analysts, data scientists and modelers to senior executives in marketing, customer experience, sales, strategy, insights and other related areas.

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- Empowering marketers with actionable predictive and prescriptive intelligence that moves beyond descriptive and diagnostic analyses, to drive truly personalized experiences and optimized resource allocation - thus driving dollars to the top and bottom lines
  - Meeting organizations where they are. We understand that companies differ in where they are on the evolution to being data driven. We accelerate this transformation with a flexible technical architecture that integrates with existing technology stacks and data sources, if they are in place, and a flexible engagement model that provides as much or as little human support as needed to ensure success.

Quaero is unique among CDPs in having a legacy as a marketing services provider to some of the largest brands in the country and the experience of building complex custom databases supporting both marketing and strategic insight for nearly two decades. Our CDP makes it easy for our customers and partners to implement their own custom CDPs at scale, without the need for extensive IT commitment or technical skills. Building on that foundation, Quaero customers and partners leverage the extensive analytics and insights capabilities within their CDP to turn data into action and measurable business results, generating real value to themselves and their customers.



## About Quaero

At Quaero, we want our clients to be heroes, by establishing conversations with their customers that are genuine and meaningful.

We build sophisticated customer data platforms and utilize advanced analytics to ensure that insight derived from customer data guides every interaction, fostering engagement and increasing value.

Many of our category-leading clients rely on Quaero to accelerate their customer value, in verticals including media and publishing, financial services, pharmaceutical and healthcare, travel and hospitality, consumer retail, and high technology.

For more information, visit our website at [www.quaero.com](http://www.quaero.com) or email us at [info@quaero.com](mailto:info@quaero.com).