Still Clinging to Your CDPs?

HERE'S WHY SMART BRANDS ARE MOVING ON?
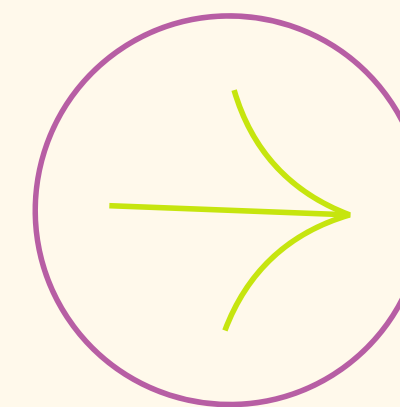
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The CDP Hype Hangover

CDPs were supposed to be the golden ticket to customer data nirvana.

Integrate data from any source and build a unified customer profile- or so they promised.

Instead

they've become clunky, overpriced software costing brands a fortune!

Are you getting real value or paying a fortune for a data storage solution?

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The Legacy CDP Dream vs. The Harsh Reality

WHAT MARKETERS THOUGHT THEY WERE BUYING:

A magical, omnichannel customer intelligence engine.

WHAT THEY ACTUALLY GOT:

A data swamp

Integration nightmares
(Your IT team hates you for making their lives miserable)

Sneaky hidden costs
(Implementation fee, training, constant updates, etc.)

404 ERROR

ATTEN

408

ERROR!!
TYPE MISMATCH
OK

What's even worse is opening Pandora's Box and realizing that you lack the internal resources and bandwidth to connect your marketing strategy to your data strategy.

At the end of the day, building a 'unified customer profile' and 'having a single source of truth (SSOT)' is still a daydream away.

(like in 2013 when the category of CDP was launched).

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The Dirty Little Secret of Most Legacy CDPs

Why data collection ≠ engagement?

Most consumer brands have a vast data repository across marketing, sales, and customer support teams.

If data collection were an Olympic event, these brands would be world leaders.

However, having customer data in disparate systems means nothing for your customer engagement strategy.
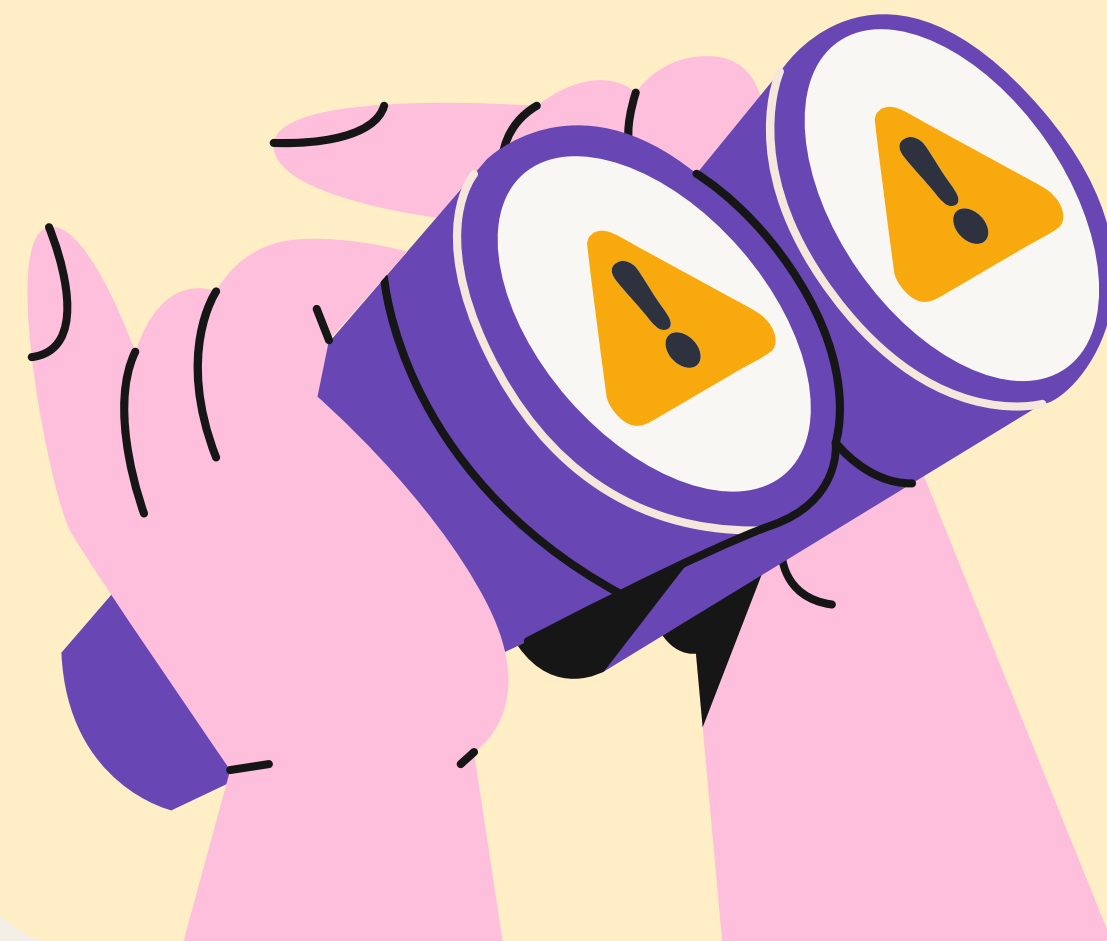

The real problem:

Marketers don't need more data; they need actionable insights—in real time.

Legacy CDPs aren't the solution—they're just a symptom of a deeper MarTech disconnect, adding more complexities and confusion to an already confuddled MarTech stack.

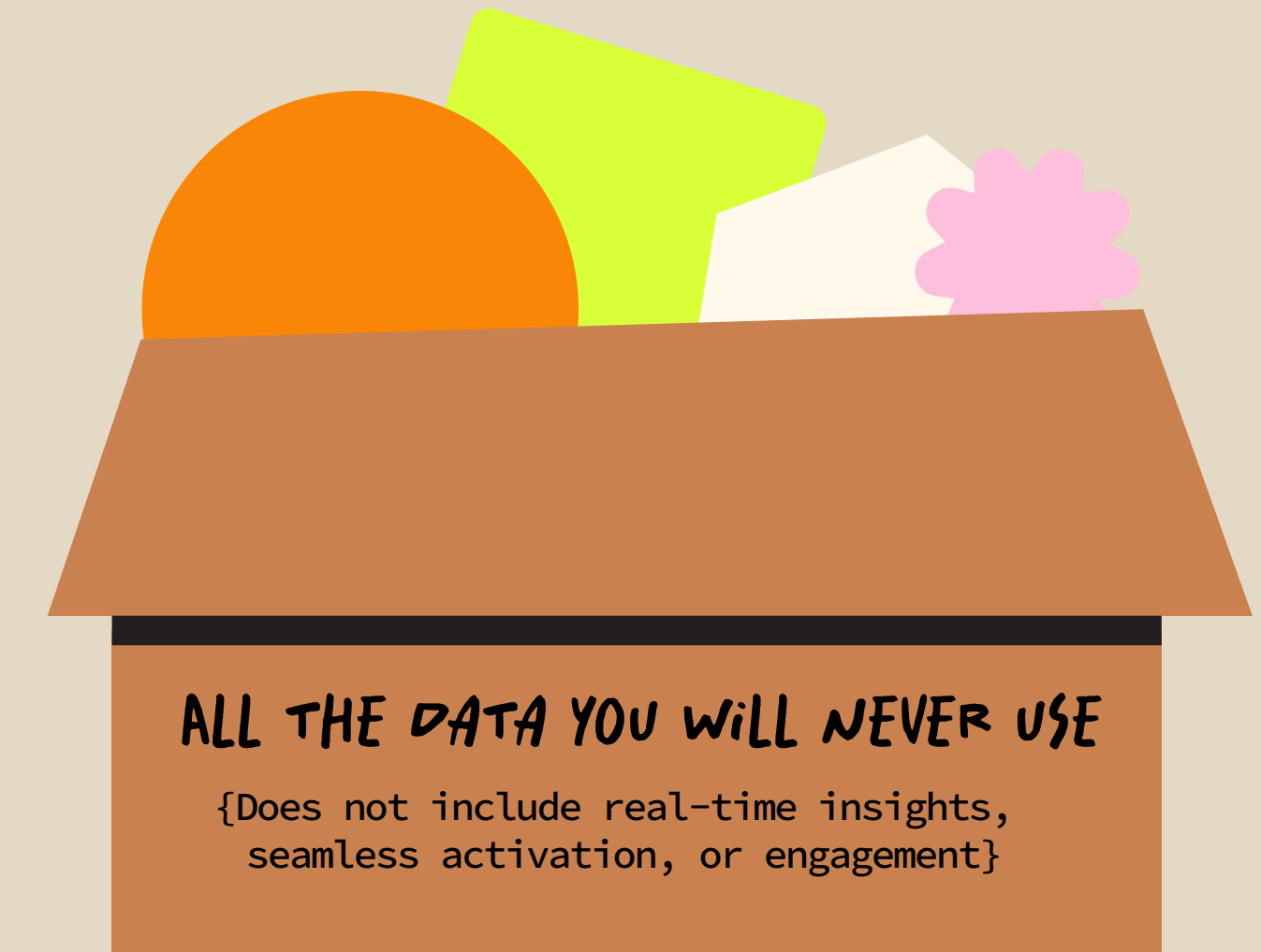**moengage**

Signs Your Legacy CDP Is Not Working

You cannot afford to stay in the CDP data swamp if:

- You have a CDP, but you're still struggling with fragmented customer experiences.

- It takes forever to activate campaigns, despite all that "clean" data (And real-time campaign is an inside joke)

- You've dodged numerous conversations with your finance about ROI from your current CDP.

The only folks who love CDPs to death are...

the consultants you hire to make it work. And, of course, the team who sold the CDP to you

ALL THE DATA YOU WILL NEVER USE

{Does not include real-time insights, seamless activation, or engagement}

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How to Escape the Legacy CDP Trap

Hoarding data is like hoarding empty pizza boxes

0% value, 100% clutter.

0% VALUE 100% CLUTTER

ASK THE HARD QUESTIONS:

Is your CDP driving revenue or just gathering dust?

- Has there been an increase in customer lifetime value (CLV), retention rates, and revenue per customer after installing a CDP?

- Has a consistent increase in campaign performance metrics, customer loyalty, and conversion rates been observed after installing a CDP?

- Has there been an increase in your customer satisfaction (CSAT) scores and positive reviews?

If the answer to these three questions is not a resounding

YEEES!

it's time to bid farewell to your current CDP.

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Still Clinging to Your CDPs? "Here's Why Smart Brands Are Moving On?"

05

Choose the Smarter Alternative - **A CDEP**

Maybe you can build a unified customer profile with your existing tech stack, *but at what cost?*

You're being ripped off if:

- The pricing model is consumption-based [you will run out of credits quickly if you attempt real-time data unification].

- You can only access cookie-cutter identity graphs; your current CDP doesn't solve complex use cases.

- You are spending heavily to activate your data and even more to 'store' your data.

- You are asked to replace multiple tools in your MarTech stack to accommodate an underperforming CDP.

Wanna turn data into marketing revenue? (And save some costs? And some more?)

Many brands have customer data but need a customer data and engagement powerhouse (CDEP) to capitalize on data.

How can opting for a CDEP help your business?

- ✅ Unify data to build a single customer profile
- ✅ Segment your customers based on behavior, demographics, or propensity
- ✅ Personalize communications in real-time, at scale
- ✅ Understand campaign performance and gain actionable insights

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SoundCloud builds unified customer profiles at scale with MoEngage
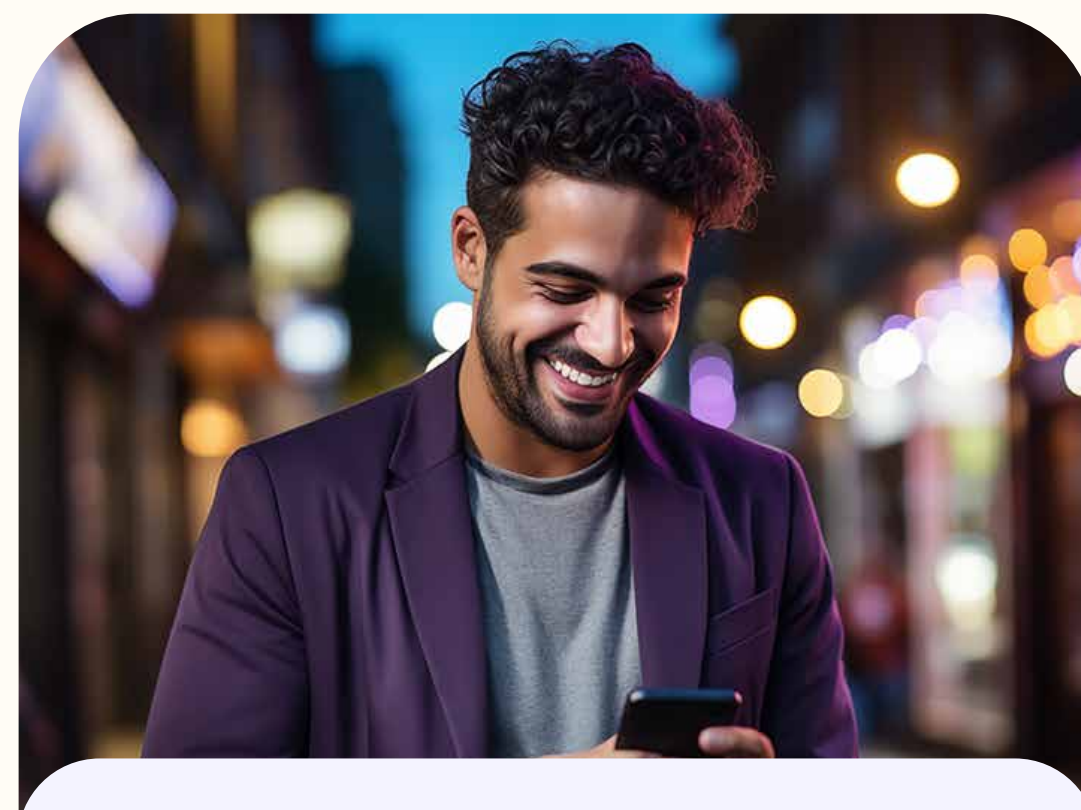
RESULT

15%
Increase in Audio Streams

SOUNDCLOUD

Read More →

IndusInd Bank builds dynamic customer segments with MoEngage

RESULT

2.6x
Growth in Transactions

IndusInd Bank

Read More →

Poshmark sends 1.5 Billion personalized emails with MoEngage

RESULT

30%
Increase in Conversions

POSHMARK

Read More →

GoTyme Bank turns data into actionable insights with MoEngage

RESULT

15%
Increase in Audio Streams

GOtyme bank

Read More →

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Shift your focus from collection to connection

Forward-thinking brands like Edelweiss, Samsung, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, and OYO have moved beyond passive data platforms (read legacy CDPs).

They trust MoEngage, an insights-led customer engagement, to be more agile, efficient, and independent than a legacy CDP. These brands achieve this by increasing campaign velocity, reducing the time to go live, optimizing at scale, and eliminating redundancy while maintaining data security and privacy.

For over a decade, leading consumer brands in 60+ countries have been using MoEngage to reach enterprise goals that are most important to their global business without compromising quality or speed of execution. Our ever-expanding partner ecosystem helps enterprise brands build a lean, flexible, and reliable martech stack.

With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

/To learn more, visit **www.moengage.com**

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ANALYST RECOGNITIONS

FORRESTER®

MoEngage was named a Contender in **The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report**.

IDC

Named as a Leader in the **IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.**

MoEngage complies with

GDPR | CCPA | AICPA SOC aicpa.org/soc4so | STAR LEVEL TWO: THIRD-PARTY AUDIT SECURITY TRUST ASSURANCE & RISK | ISO 27001 International Organization for Standardization | HIPAA

Still Clinging to Your CDPs? "Here's Why Smart Brands Are Moving On?"

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