

# There's a lot of data out there.



## Transactional data

What time did a customer make a purchase? For how much?



## Demographic data

How old is your customer?  
What gender do they identify with?



## Behavioral data

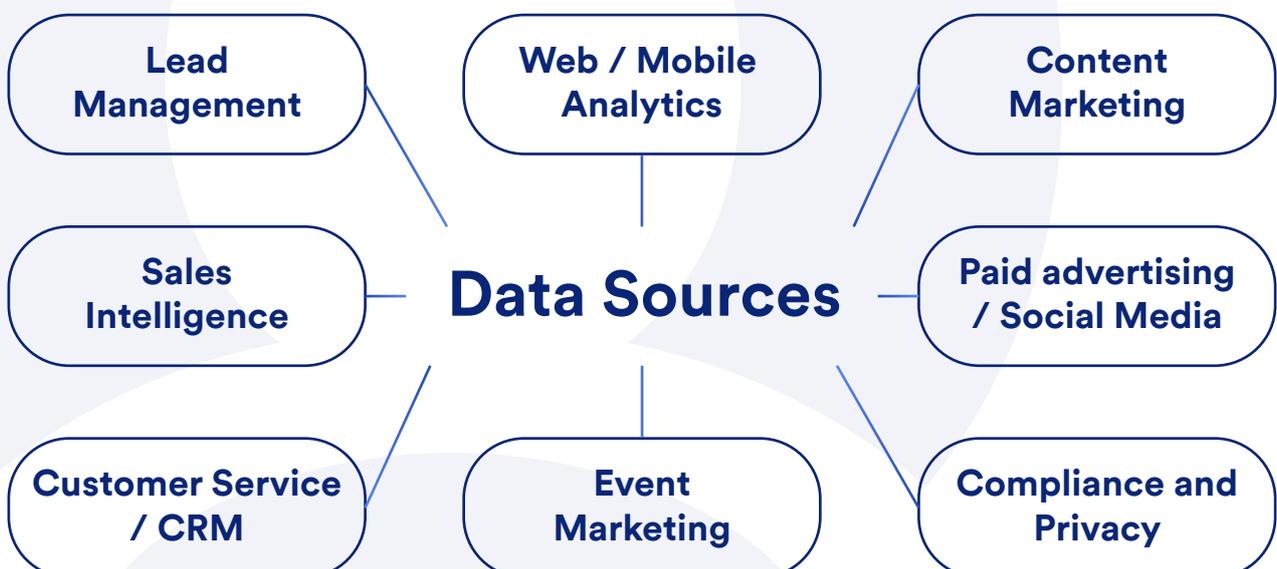
What does your customer often buy? What do they avoid?



## Psychographic data

What does your customer buy?  
Do they seek discounts?

And a lot of places to collect that data from:



# What is a CDP



Chances are, you've got at least 5 different tools in your stack — and you collect customer data from each one of them.

That's 5 different places to handle customer data from! Doesn't it get hectic?

This is where a CDP comes in.

If you're not careful,  
it can cost you up to

**25%\***

in revenue to deal  
with impure data.

**CDPs consolidate data from multiple sources to build a unified customer profile.** This profile can then be accessed by the other products in your stack.



CDPs give you one place to manage all customer data, without worrying about integrations or privacy settings.

Now think of the same thing—  
but for communicating with your customer.  
There are a lot of channels, like email,  
SMS, push, whatnot!

# Enter CEP

Customer engagement platforms (CEPs)  
give you one place to communicate with your users,  
irrespective of the channel.



CEPs like MoEngage go one step further and provide **intelligent analytics and powerful segmentation** capabilities, allowing you to group your customers for more **personalized messaging**.

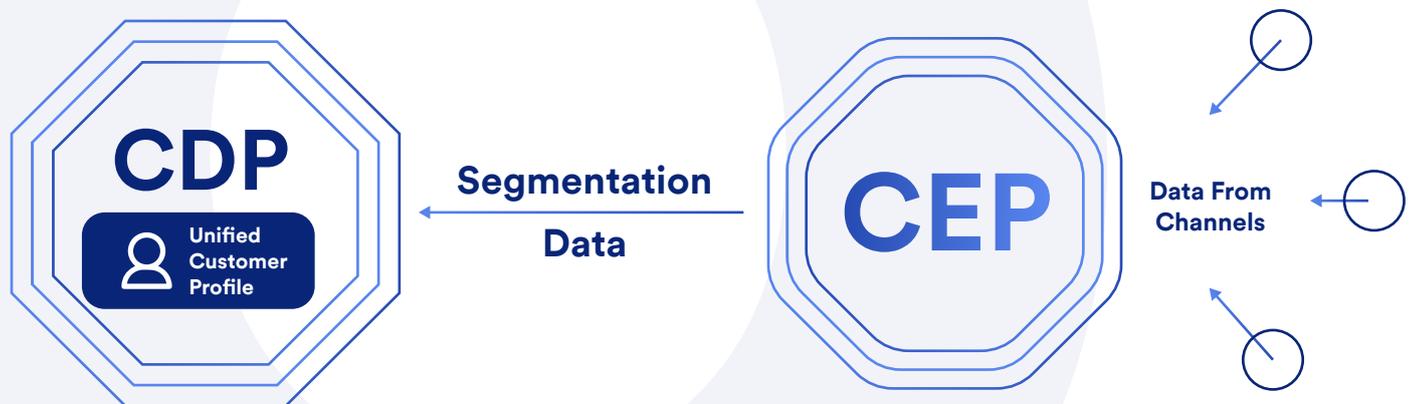
# How does a **CDP** fit in with a **CEP**

CDPs give you access to a rich customer profile, collated with customer information from hundreds of sources.

CEPs can use this information to create personalized campaigns, which can be sent via different channels.



**Wait, it's a win-win! Here's how:**



CEPs analyze how customers interact with each campaign. This data is sent back to the CDP to enrich customer profiles for other products in your tech stack.

## About **moengage**

MoEngage is an insights-led engagement platform built for the customer-obsessed marketer. With AI-powered automation, optimization capabilities, and inbuilt analytics, MoEngage enables hyper-personalization at scale across multiple channels like mobile push, email, in-app, website push, on-site messaging, and SMS.

Fortune 500 brands such as Deutsche Telekom, Samsung, Vodafone, Nestle, McAfee, and internet-first brands such as Ola, OYO, Bigbasket, and Tokopedia use MoEngage to orchestrate their cross-channel campaigns and engage efficiently with their customers.

**Get a demo of MoEngage today**

**Gartner**



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