

What's your data use case?

Deployteq
CDP

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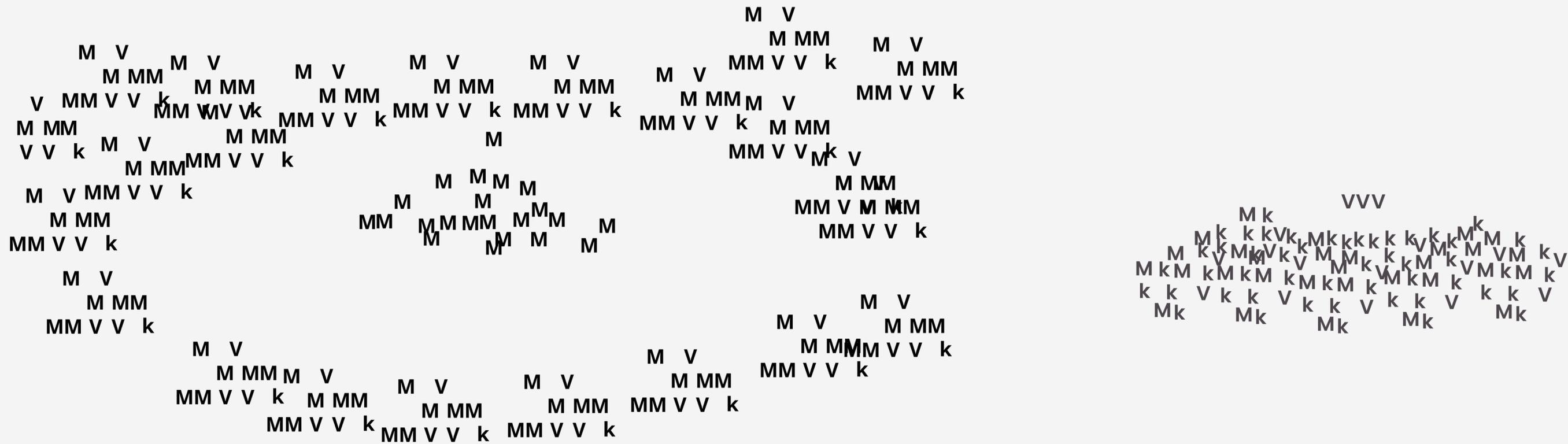
September 2025

What is data actually?

Data is basic facts of truth and information consists of data placed in a certain context.

When data is placed in the right context, information is created that can be converted into value.

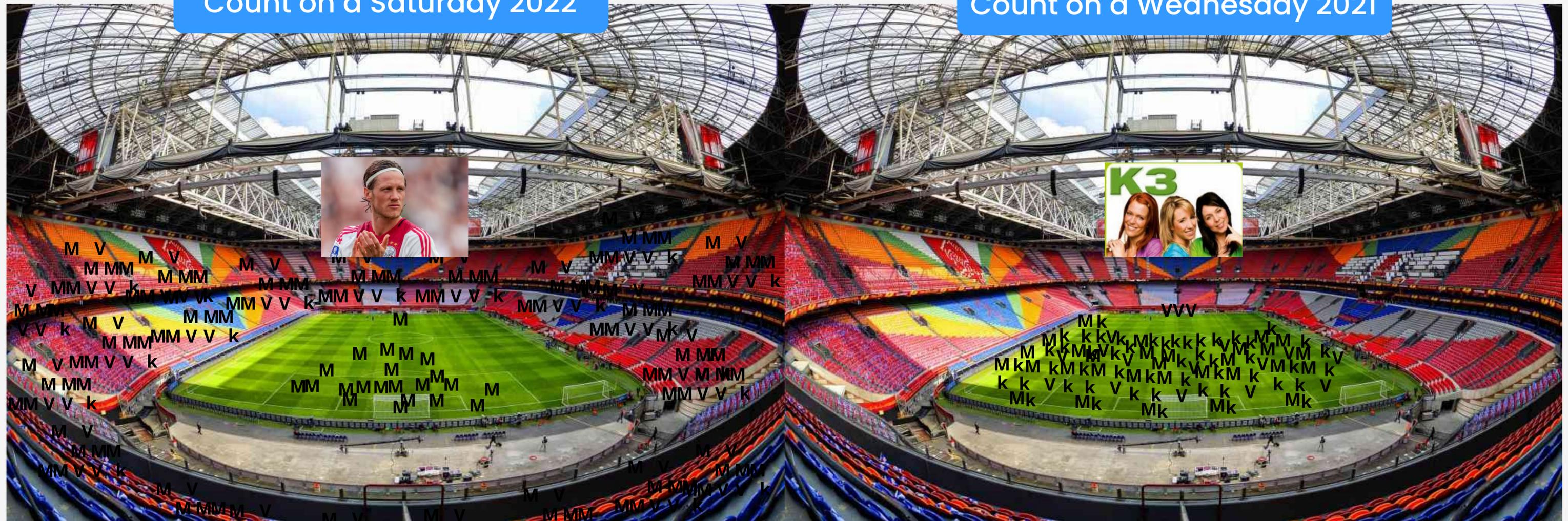
What is data, actually?



What is data, actually?

Count on a Saturday 2022

Count on a Wednesday 2021



M = man
V = woman
K = child

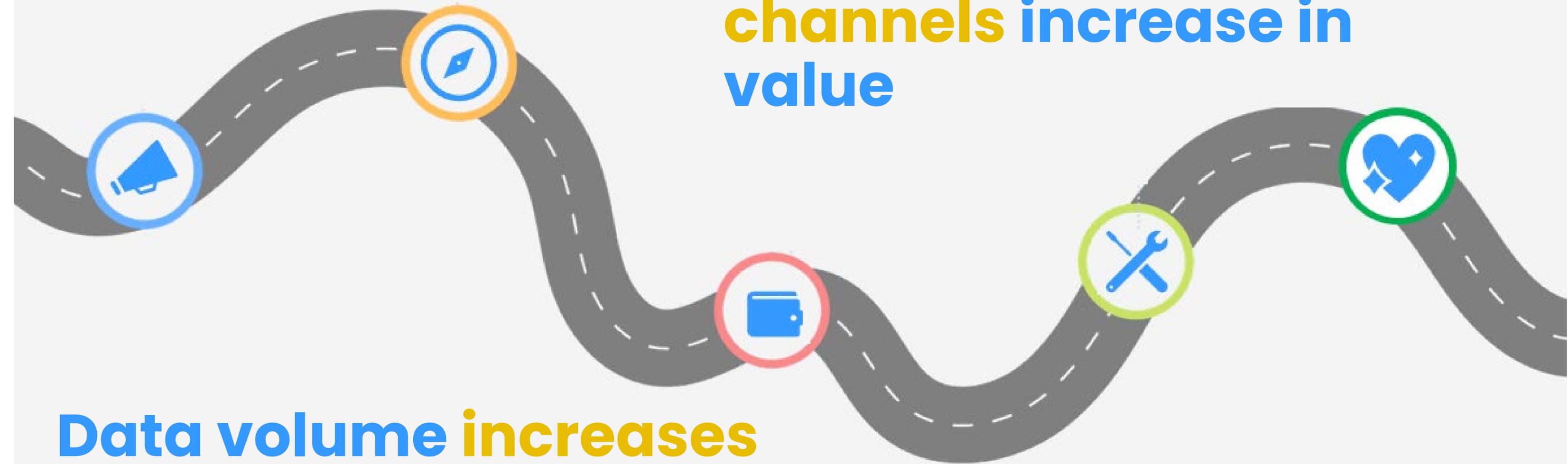
From data to action

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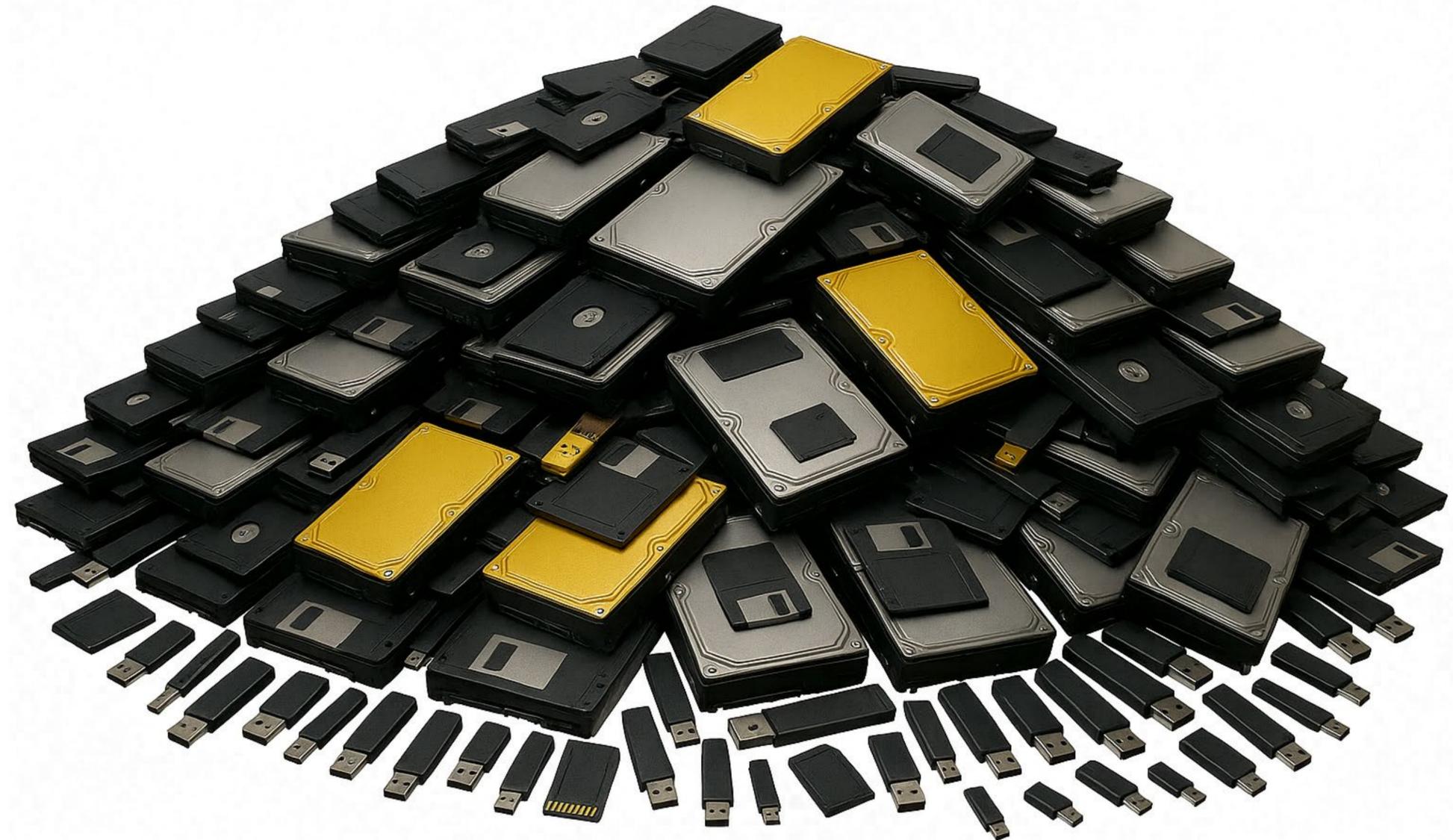
The customer journey

Along the journey **direct channels** increase in value

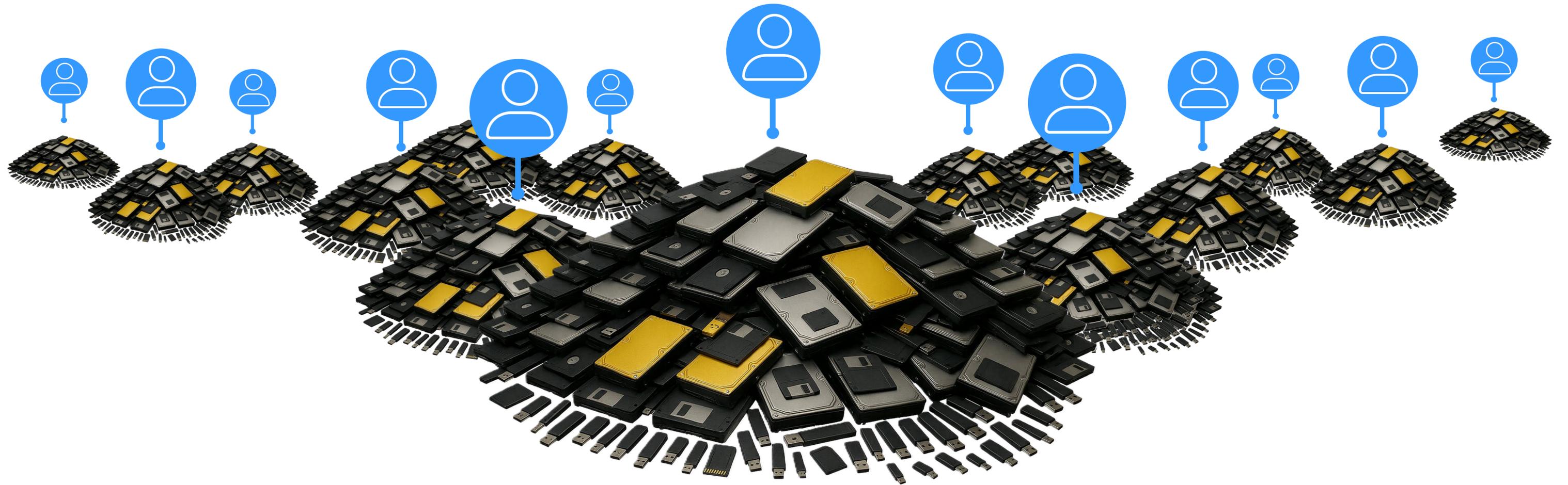
Data volume **increases** rapidly with every touchpoint



It's about finding the
hidden **ROI** in your
data...



But **every customer** has a big pile of data...

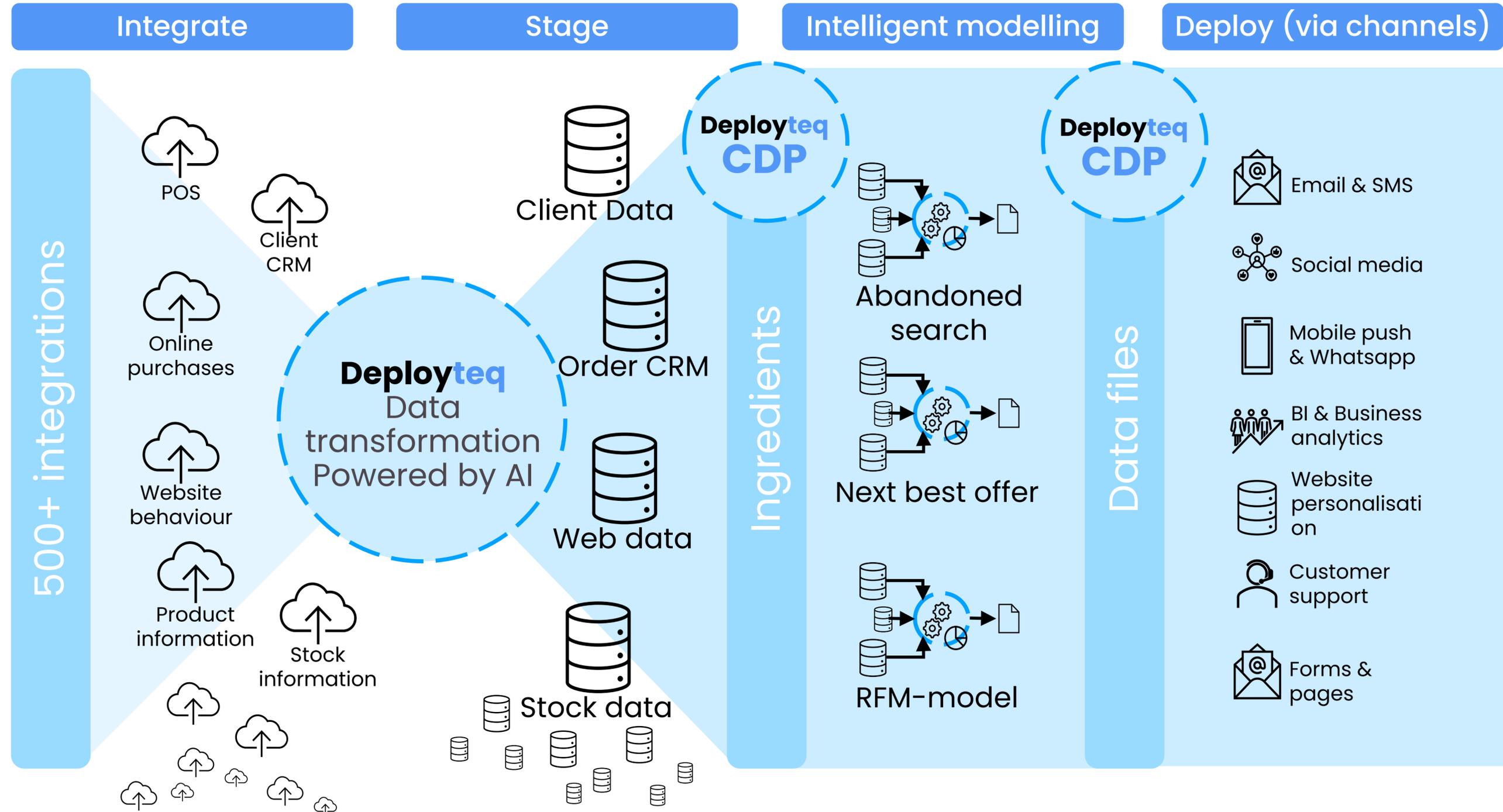


To prevent a data overload, you need to **identify the gold data** and have a system to **make your data useful and actionable**

DATA
OVERLOAD

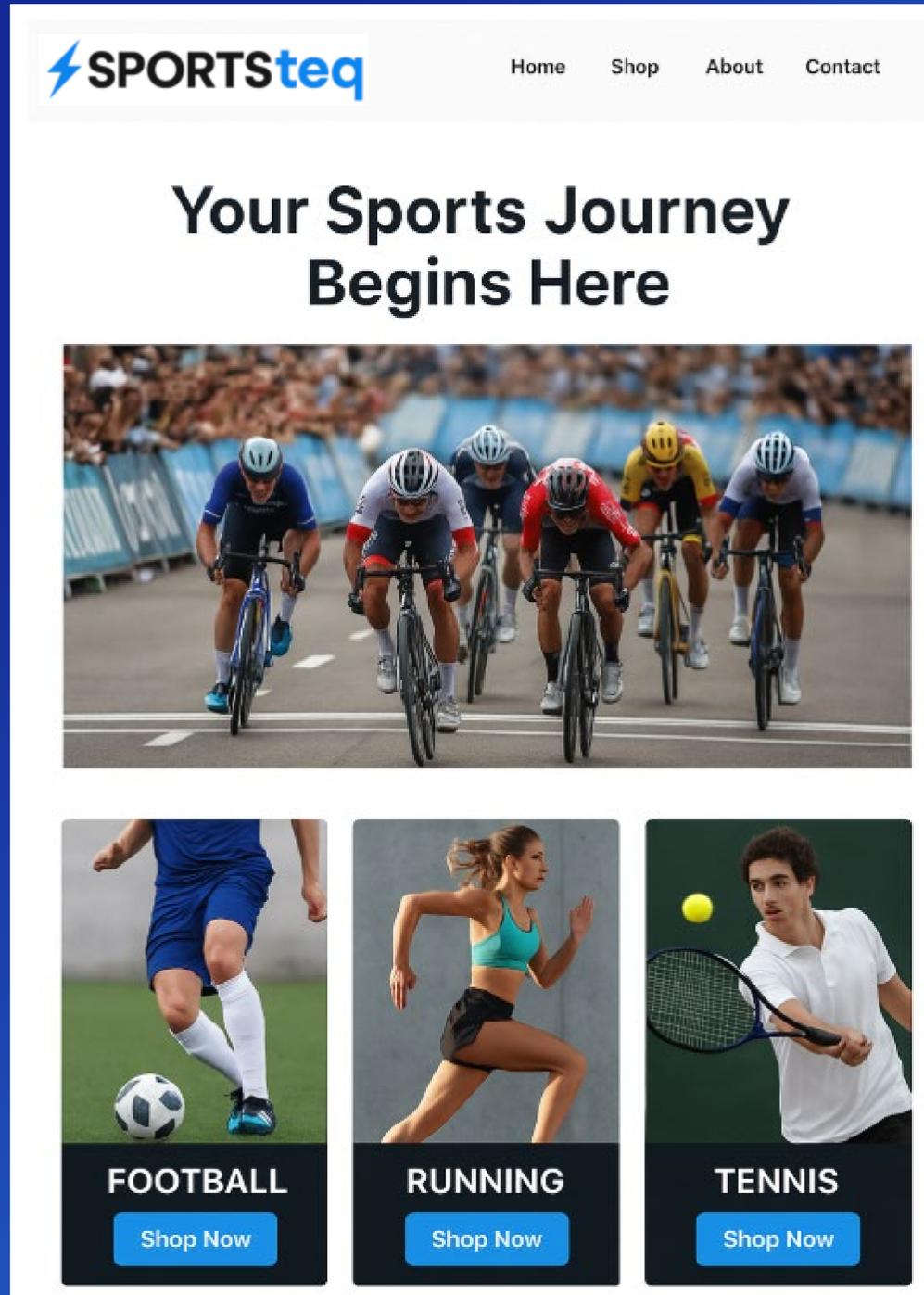


Deployteq CDP



Data check!
now you need a plan

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Our customer: Our online sports shop

Numbers:

- **127.500 opt-ins** (potential) customers
- 5.000 products
- 700.000 website visits
- 855.132 products sold (in **228.280 baskets**)

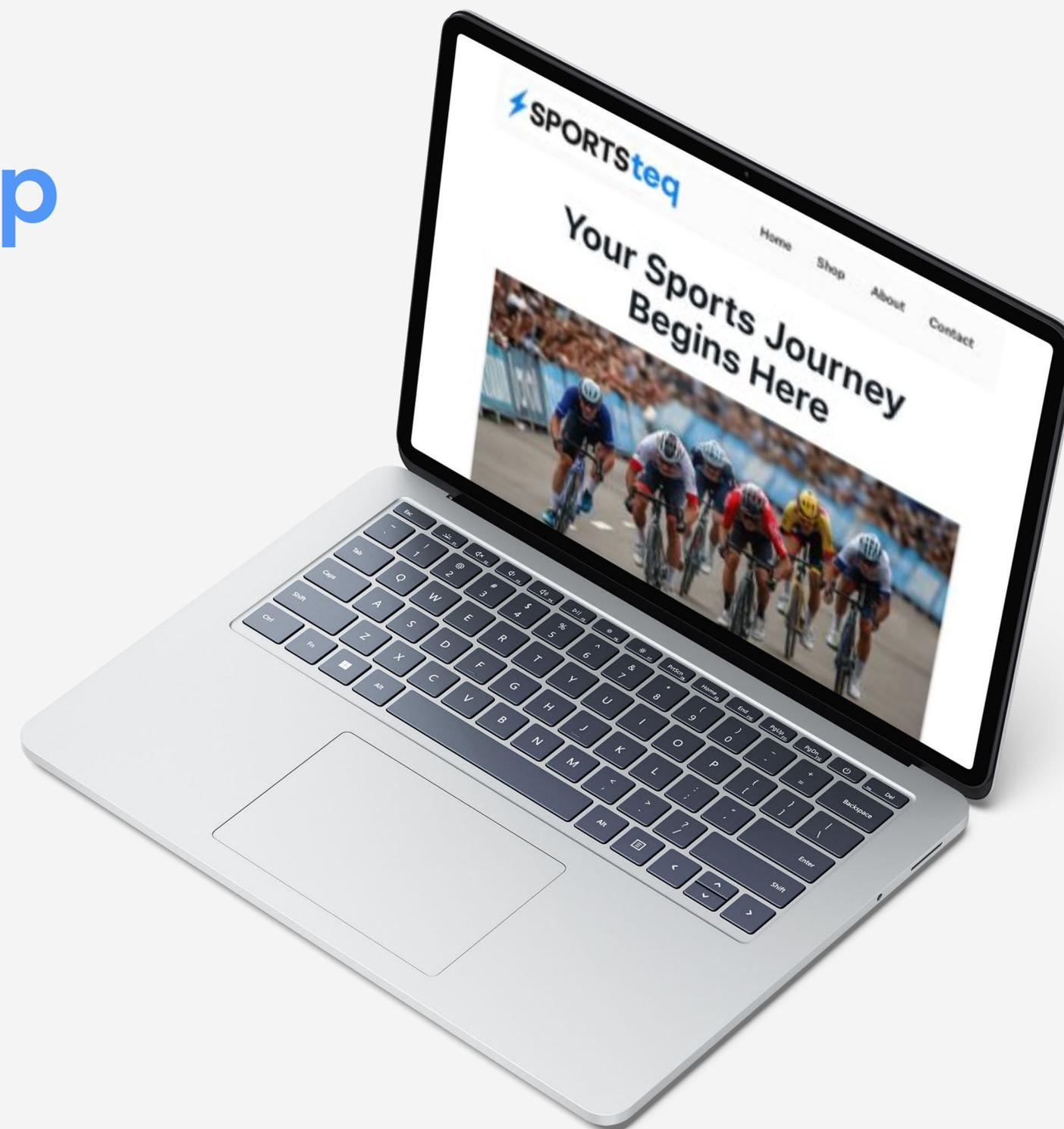
Our customer: Our online sports shop

Goals:

- **Increase Customer Lifetime Value**
- Improve conversion rate first time buyers
- Increase percentage of second purchase buyers
- Offer products the customer actually needs

Business case:

- Build a **Next Best Offer model** in Deployteq CDP
- Use 'Next Best Offer' in **three journeys**.

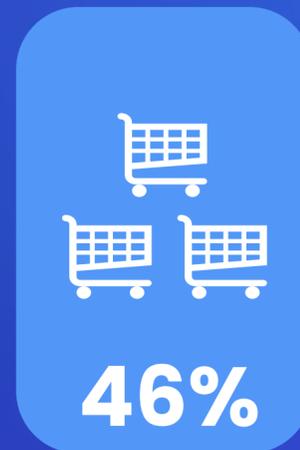


Going from first time buyer: to repeat purchaser

The three journeys for Next Best Offer



Likelihood to buy again after 1st, 2^d, 3th purchase



Every Business case: Needs a calculation

Formula

uplift conversion rate x email addresses = extra orders
x average order value = extra revenue per email
x yearly emailing's = yearly revenue increase

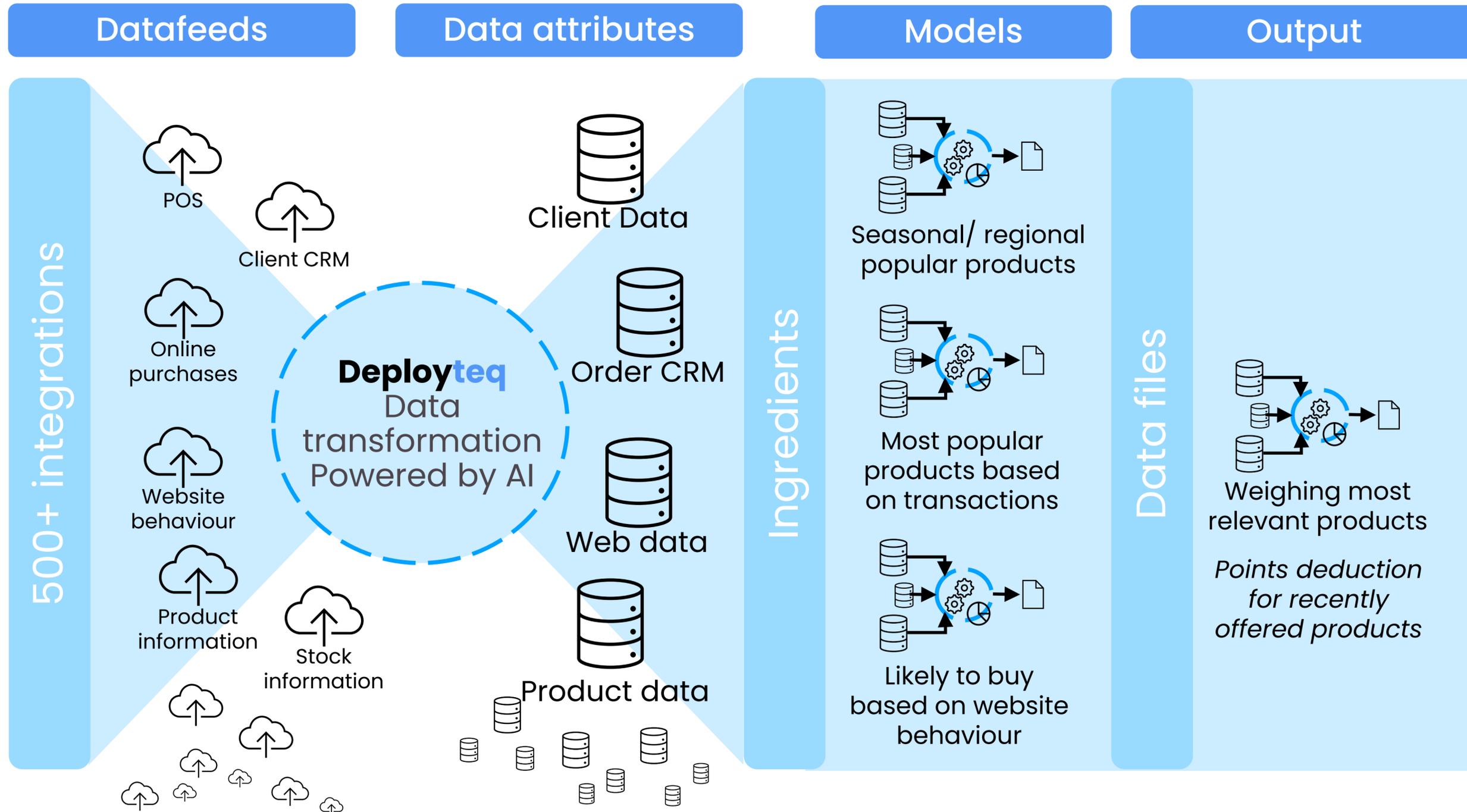
Information

Opt-ins:	127.500
Newsletters:	1 per week
Avg. order value:	64 Euro
Uplift conversion rate:	+0,092%

This business case

+0,092% x 127.500 = 117,3 [extra orders] **x 64 = 7.507,20 euro** [per emailing] **x 52** [yearly emailing's] = **390.374 euro**

Business case: Next best offer

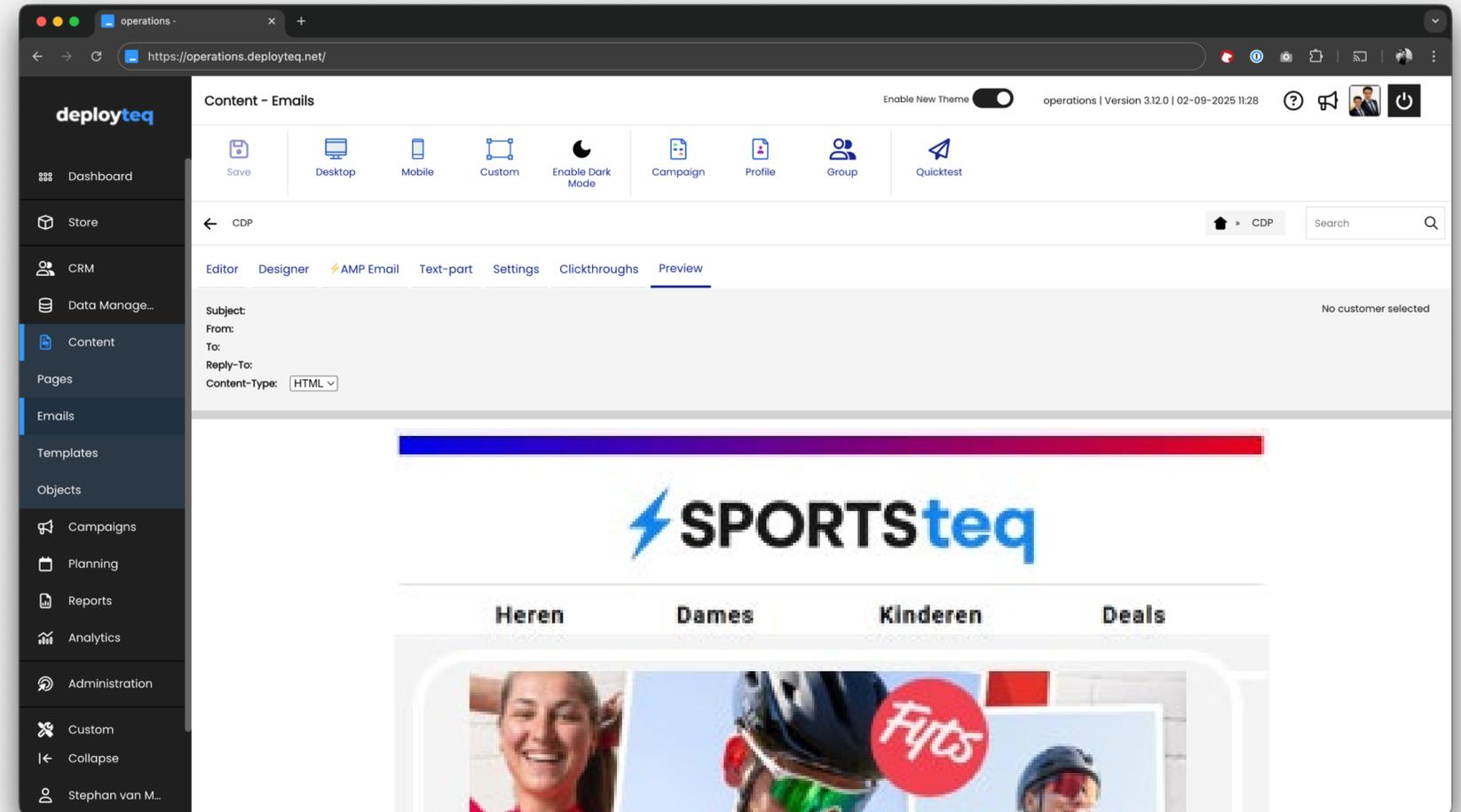
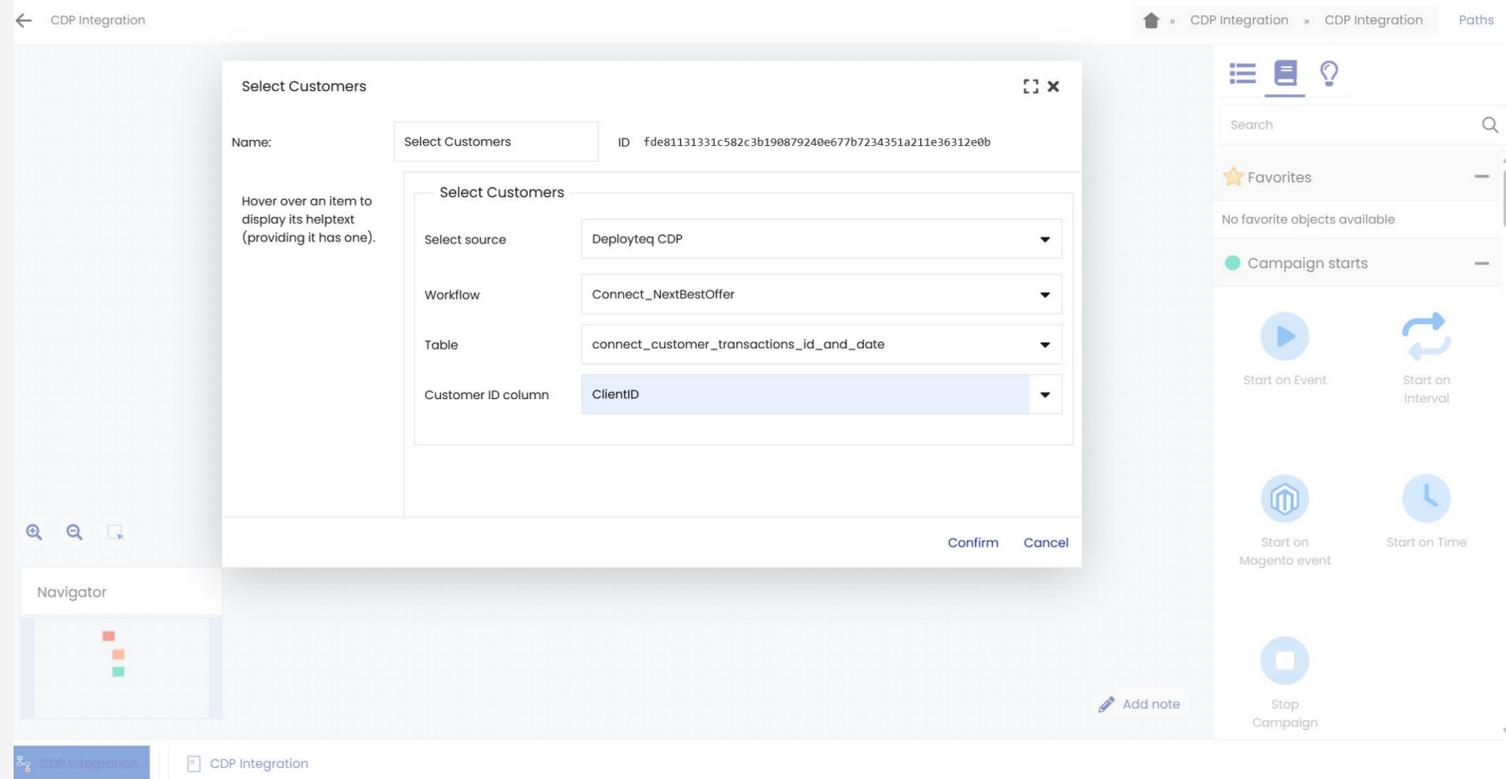


Demo time!
+
Q&A

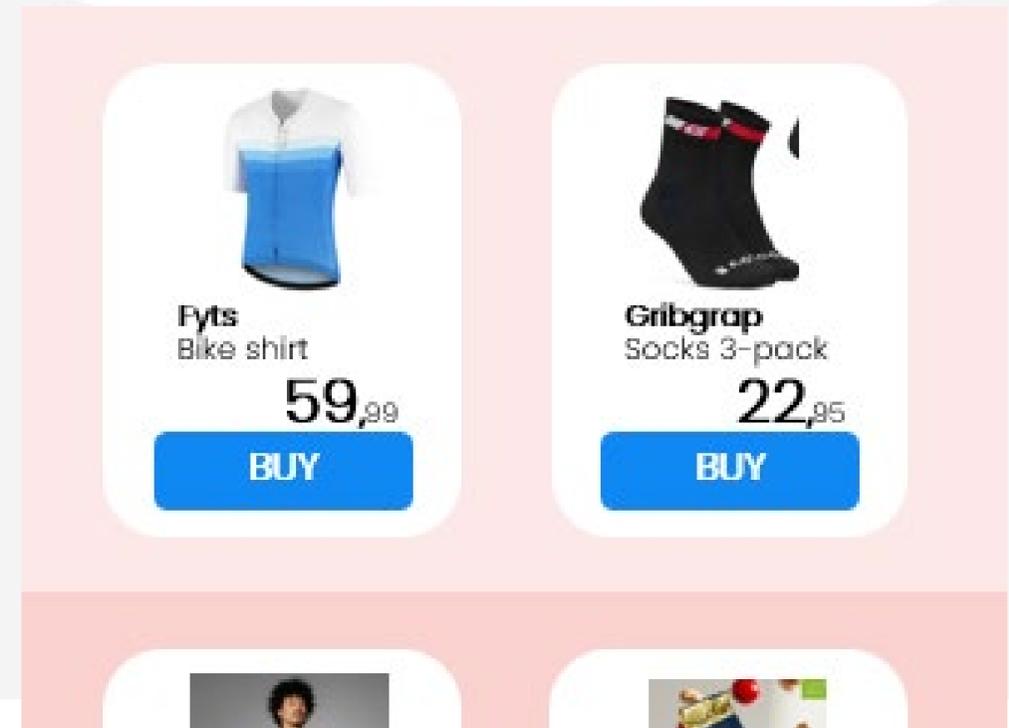
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From CDP to Action

Select the CDP output in the journey builder



And see the personal offers per person



From CDP to Action

Select the CDP output in the journey builder

The screenshot shows a 'Select Customers' dialog box with the following configuration:

- Name: Select Customers ID fde81131331c582c3b190879240e677b7234351a211e36312e0b
- Select source: Deployteq CDP
- Workflow: Connect_NextBestOffer
- Table: connect_customer_transactions_id_and_date
- Customer ID column: ClientID

Below the dialog, there are options to start or stop a campaign:

- Start on Event
- Start on Interval
- Start on Magento event
- Start on Time
- Stop Campaign

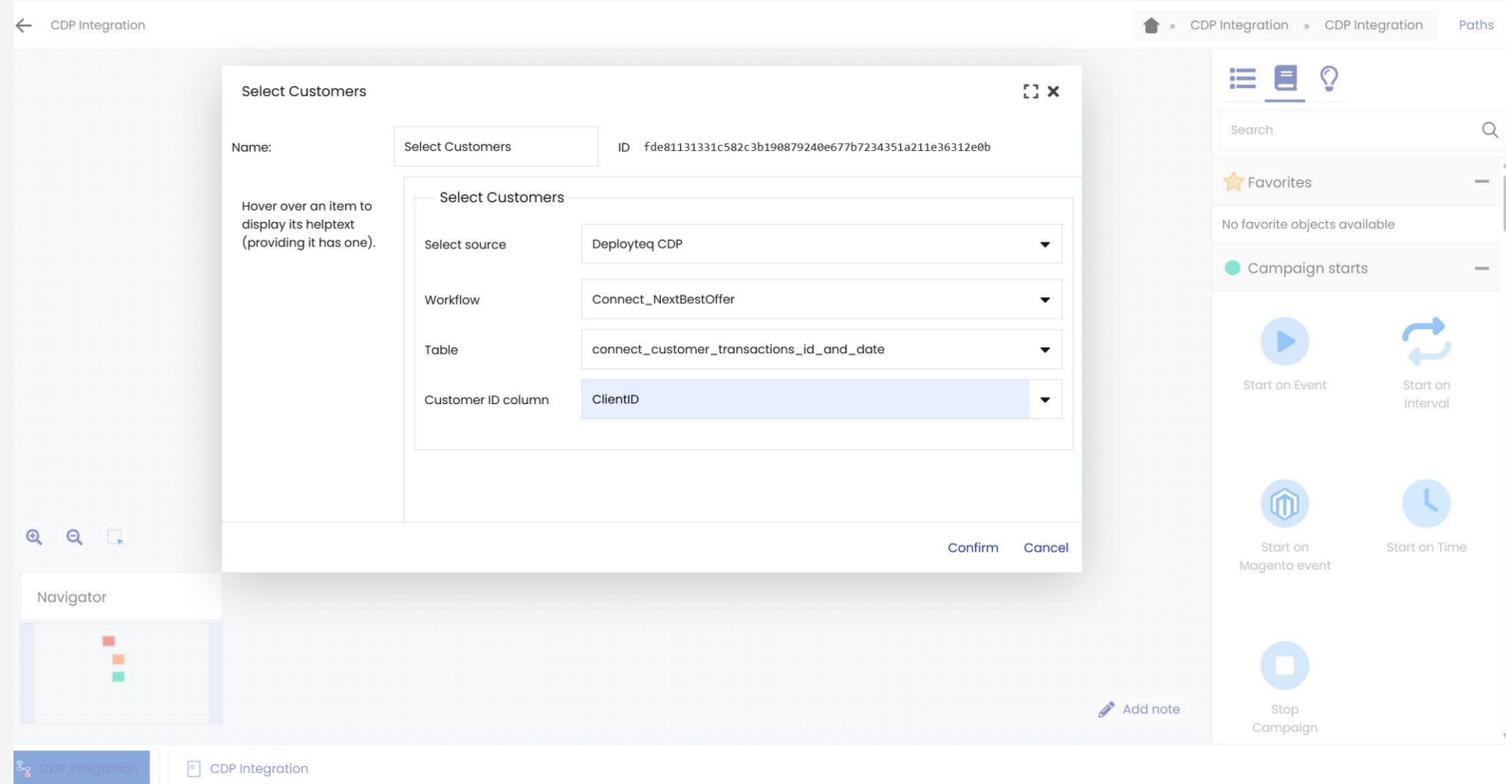
And see the personal offers per person

The screenshot shows the 'Content - Emails' editor interface. The left sidebar contains a navigation menu with items like Dashboard, Store, CRM, Data Manage..., Content, Pages, Emails, Templates, Objects, Campaigns, Planning, Reports, Analytics, Administration, Custom, Collapse, and Stephan van M... The main area shows the email editor with fields for Subject, From, To, Reply-To, and Content-Type (HTML). Below the editor, there is a preview of the email content, which includes the SPORTSteq logo and navigation tabs for Heren, Dames, Kinderen, and Deals. The preview shows a group of smiling people and two product cards:

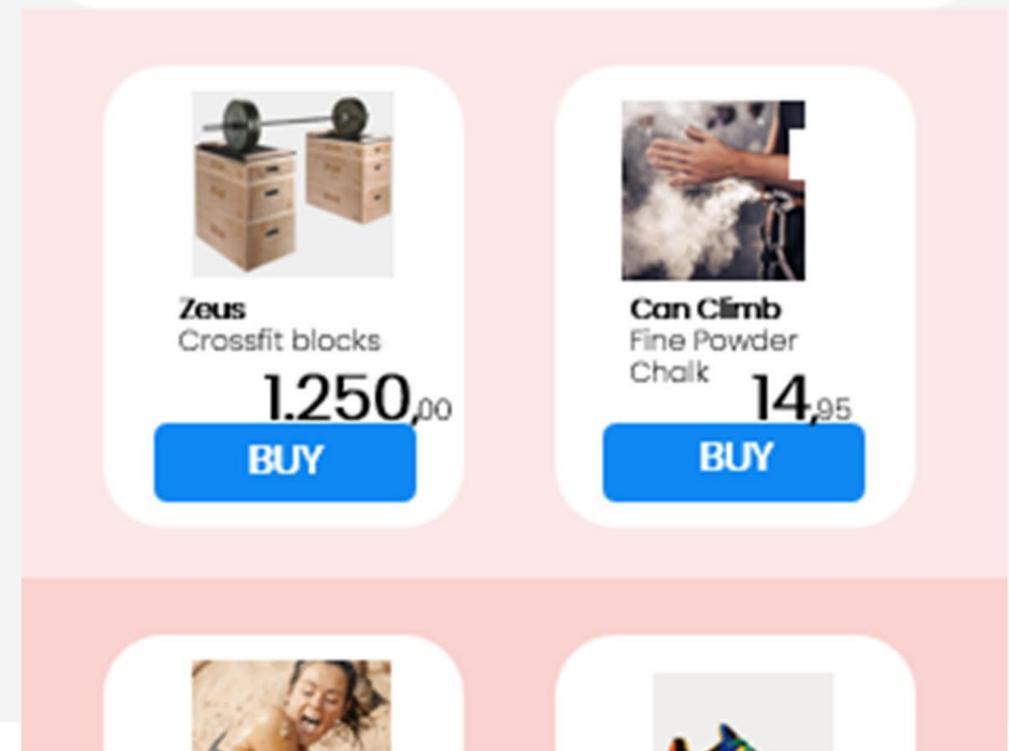
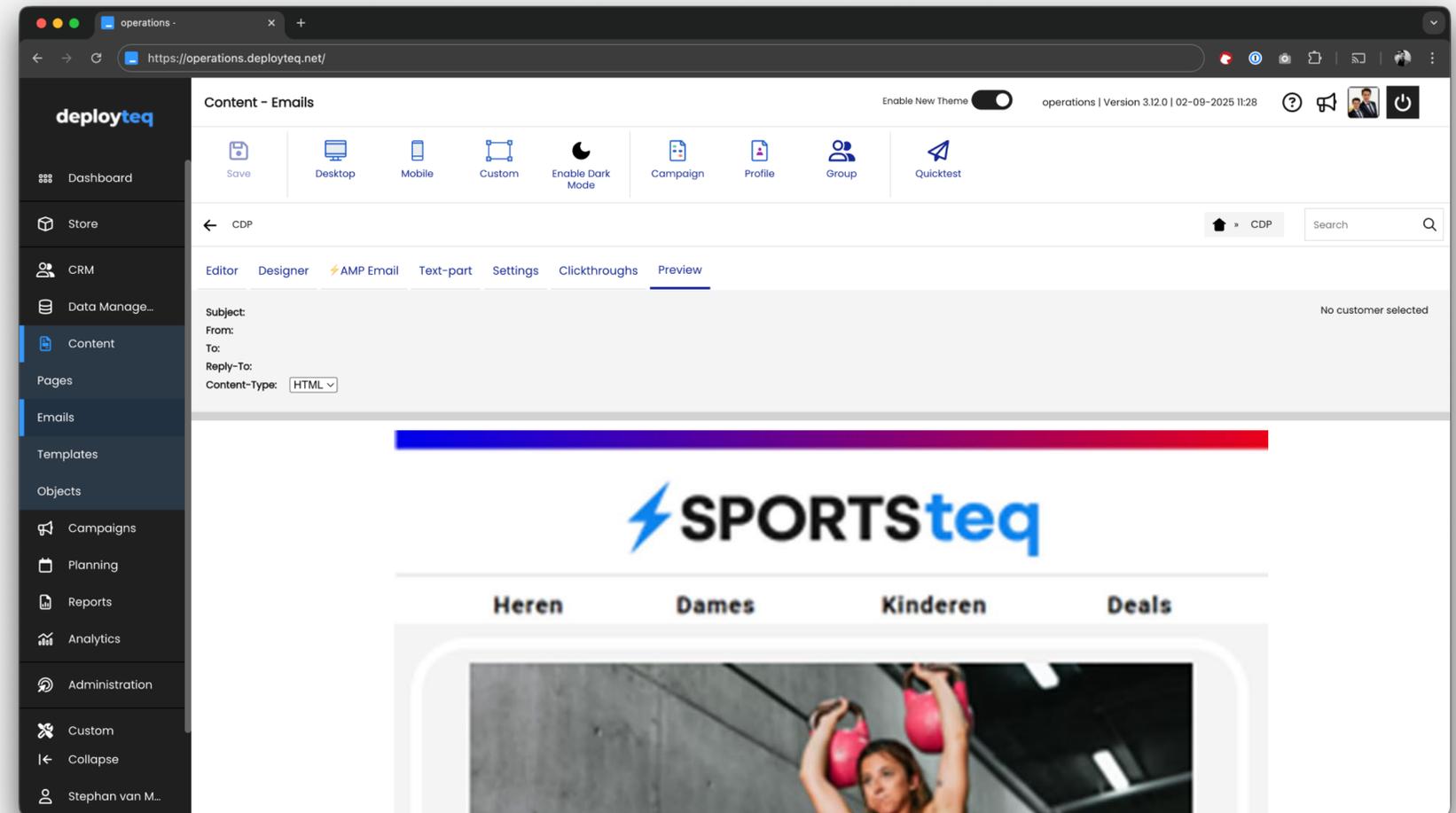
- Nike FC Barcelona shirt: 120,95 BUY
- Reece Trainingspak: 53,90 BUY

From CDP to Action

Select the CDP output in the journey builder



And see the personal offers per person





Hoka Running Mach 189,93

BUY



Puma Football shoe 39,95

BUY



Brabo Hockey stick 32,95

BUY



Tunturi Yoga mat 49,59

BUY

<< From To >>



Albert

Cycling AS Roma



Bought a Fyts Bibs last week

Fyts cycling jersey 59,99

BUY

Buys cycling socks in black every year



Gribgrap Socks 3-pack 22,95

BUY



Adidas AS Roma shirt 98,95

BUY

Just looked at this shirt



Earthfood 20 Energy bars 33,59

BUY

Buys bars every 2 months



Hoka Running Mach
189,93

BUY



Puma Football shoe
39,95

BUY



Brabo Hockey stick
32,95

BUY



Tunturi Yoga mat
49,59

BUY

Next Best Offer Personalisation



Albert

Seasonality

Previous purchases

Website behaviour



Buys cycling socks in black every year



Bought a Fyts Bibs last week

59,99

BUY



Gribgrap Socks 3-pack
22,95

BUY

Buys bars every 2 months



Adidas As Roma shirt
98,95

BUY

Just looked at this shirt



Earthfood 20 Energy bars
33,59

BUY

SPORTSteq

Heren Dames Kinderen Deals



Buys female children football gear

Nike FC Barcelona shirt
120,95
BUY

Buys male children hockey gear

Reece Trainingspak
53,90
BUY

Looked at Yoga positions

Mahan Yoga broek
112,95

Sportkleding voor kinderen
-20%
BUY

<< Stephan



Hockey
Football
Yoga

SPORTSteq

Heren Dames Kinderen Deals



Talk goes fast

Can Climb Fine Powder Chalk
14,95
BUY

Buys crossfit gear every quarter

Crossfit blocks
1.250,00
BUY

Buys designer sport wear

Mudmasters Claim je spot
FREE
FREE

Ralph Lauren Trackster sneaker
175,99
BUY

Mudrun could be fun

Chantalle >>

Crossfit
Climbing
Gold level



Deployteq CDP: Keep on growing

Summary

1. The Next Best Offer Model powers 3 journeys
2. Hyper Personalised Newsletters, Abandoned Search Journey, Direct Action Emails

Other opportunities/ Next steps

- Based on results the model will learn and be perfected
 - Include other models like;
RFM, stock management, margin management, next best channel
and many more

Deployteq CDP: What's your use case?

There are 100's of use cases

Next Best Offer

RFM-Model

Abandoned Search

Buyer Journey Identification

Website Behaviour

Channel Preference

Contact Pressure Management

Customer Journey Management

Website Personalisation

Let's find your use case



Thank you :)

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