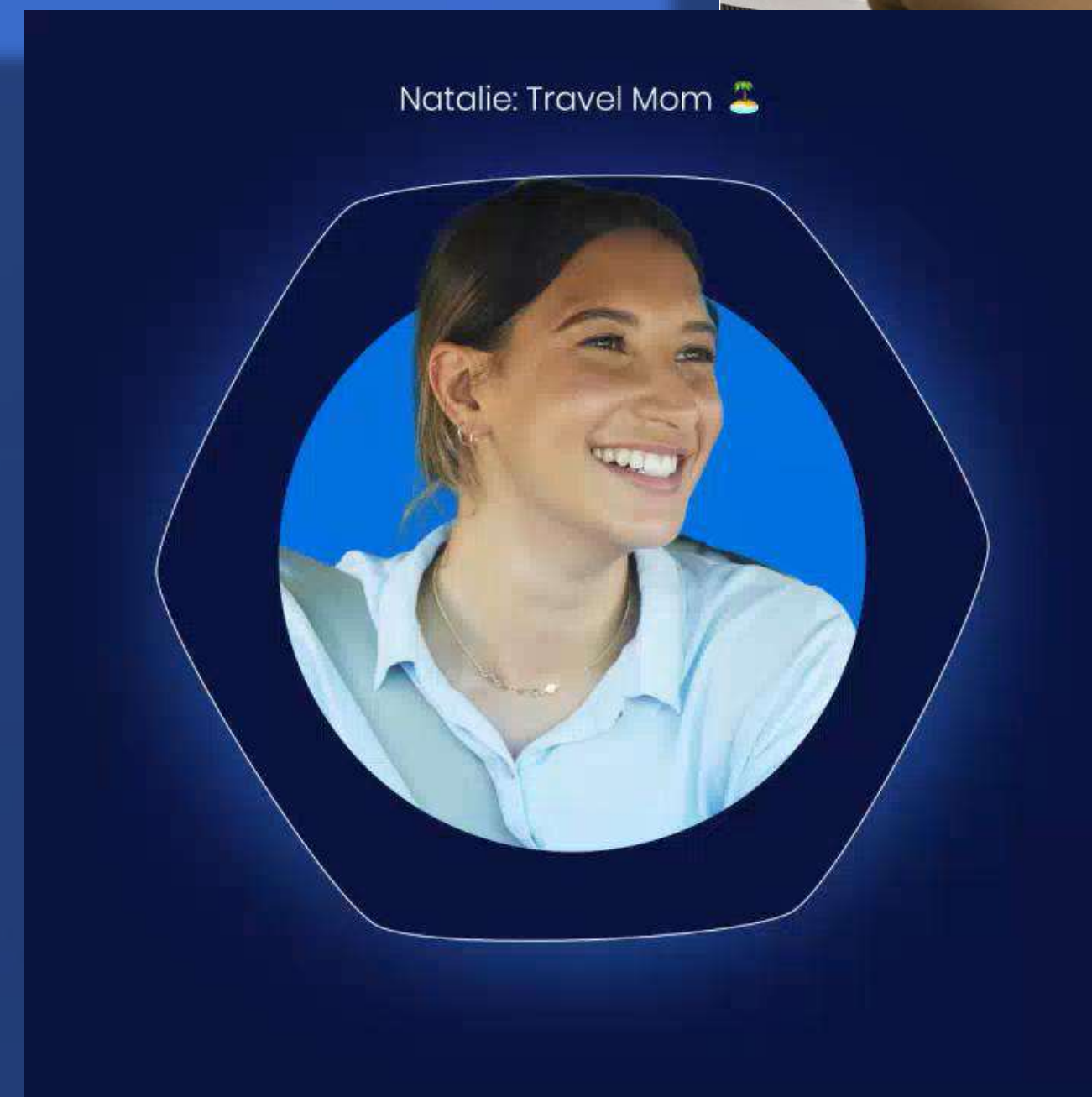


deplyteq™

SPORTSteq

Launching growth with Deployteq CDP

September 2026



This is me

20 years experience in data & marketing automation

Always looking for ways to add value for customers and companies

Worked for:

arvato
BERTELSMANN

B/S/H/

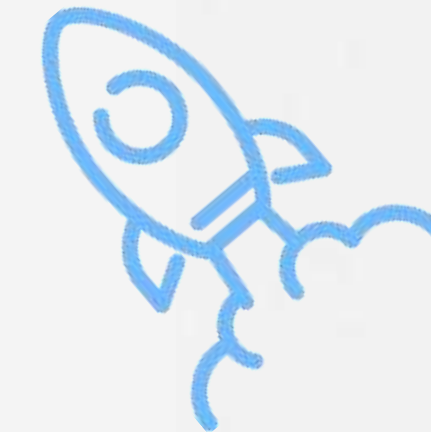
And now:

T Mobile

ematters
marketing & data engineers

FedEx
Express

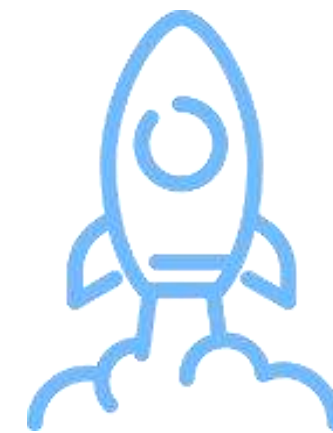
deplyteq



Albert Vogelaar
Lead Strategic Client
Development

Remember last year?

Deployteq launched the CDP



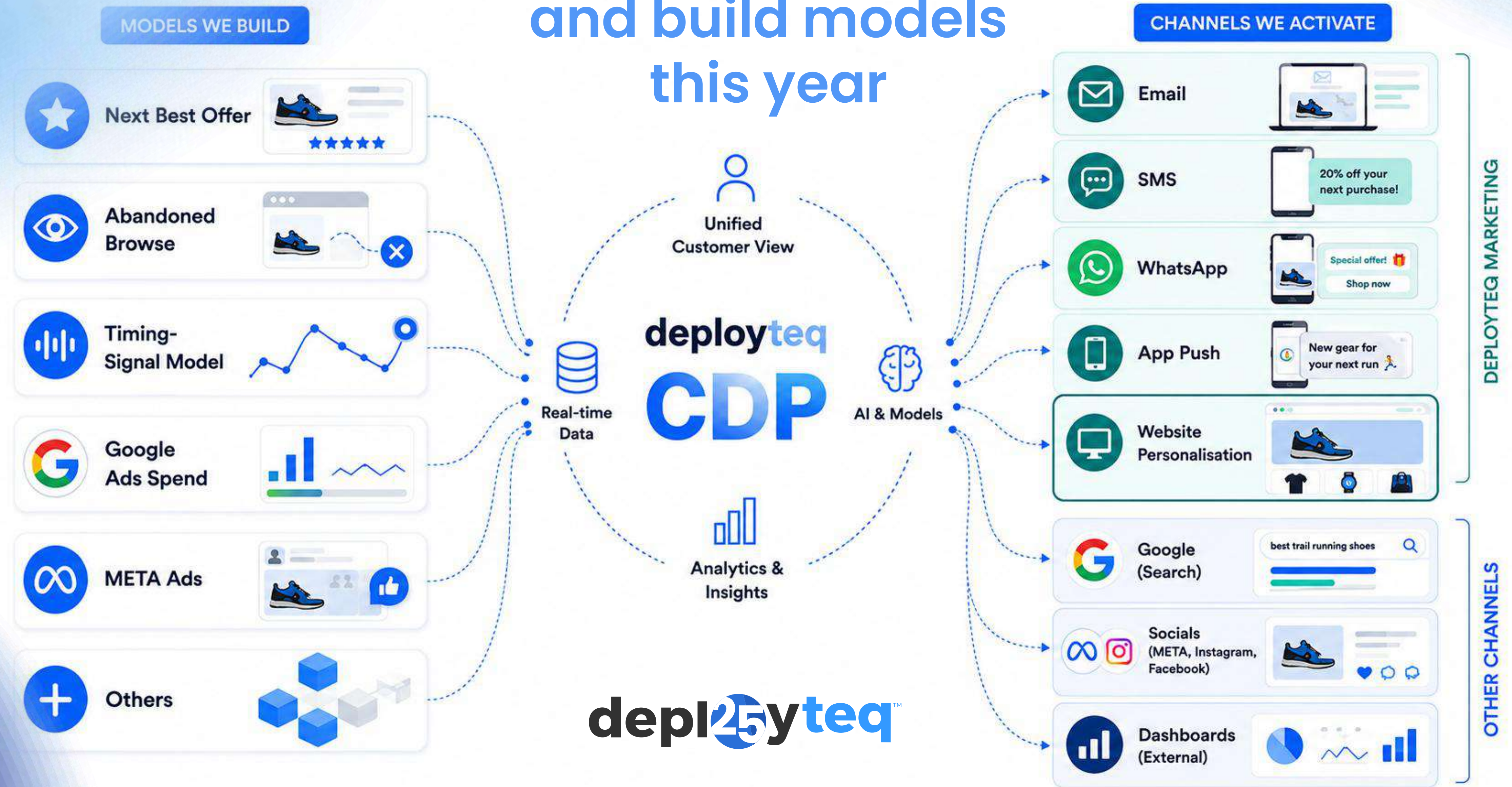
Since then, we onboarded
launching clients and build
multiple use cases and models



And others joined

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We designed use cases and build models this year



A quick reminder

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INTEGRATE

STRUCTURE

INTELLIGENT MODELLING

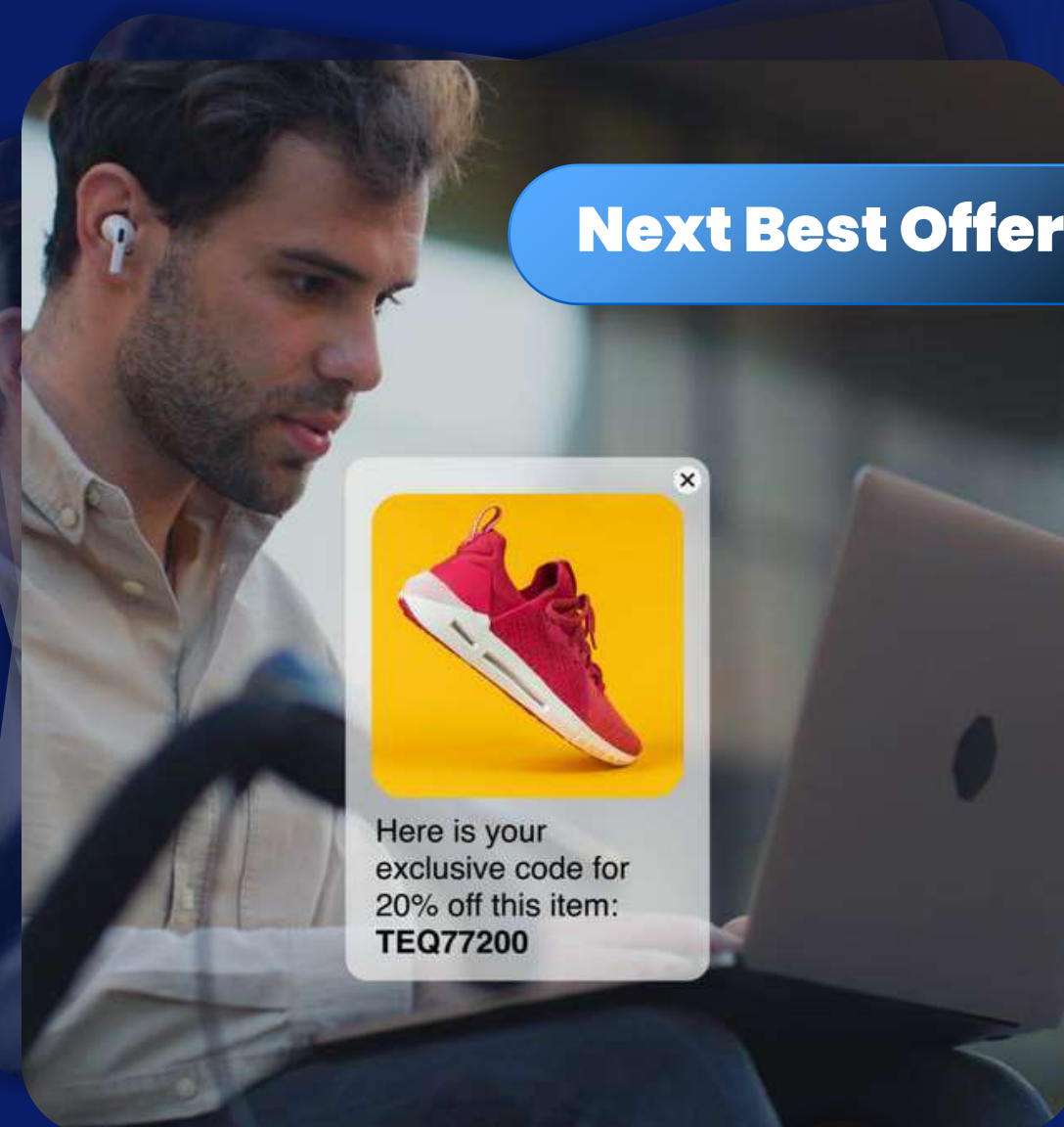
DEPLOY



USE-CASE FIRST. REVENUE FIRST. THEN SCALE.

We start with one **high-ROI use case** (recommendations, churn save, next-best-product).

Once the data and profiles are live, we scale models and channels **without re-platforming**.



Remember ⚡ SPORTsteq?

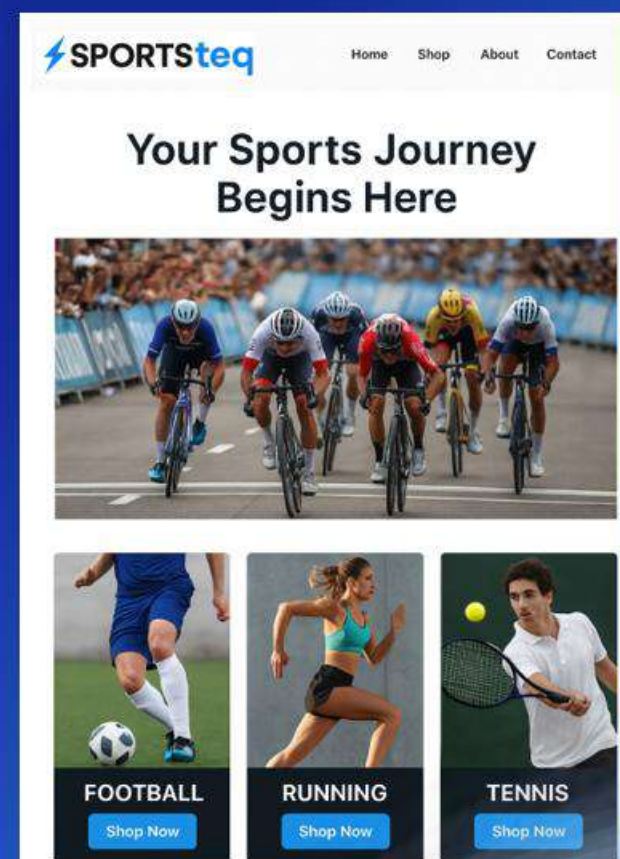
⚡ SPORTsteq Our own sports shop

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**.



⚡ SPORTsteq Our own sports shop

Numbers:

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



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Abandoned browse & Next Best Offer

depl25yteq™

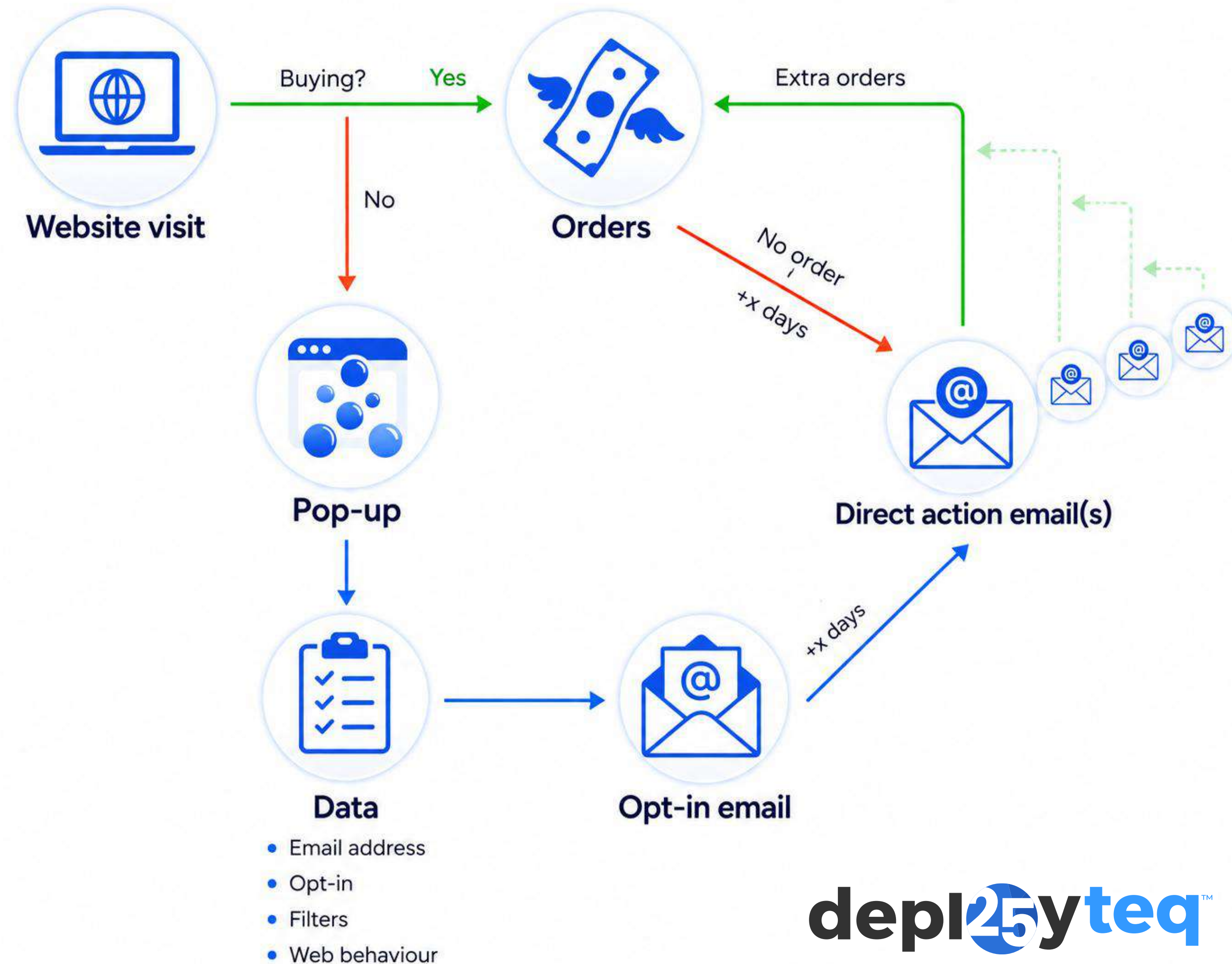
Abandoned browse

Target:

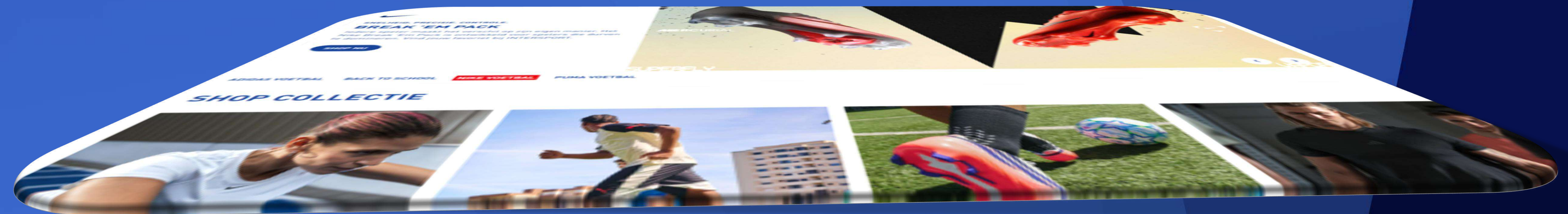
Retarget the visitor that is not buying with relevant offers.

Unknown website visitors:

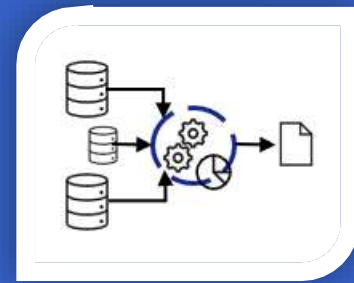
- Show a pop-up as soon as the visitor is probably not going to convert
- Retargeting with direct action email (using Next Best Offer)



Abandoned browse & Next Best Offer



depl25yteq™

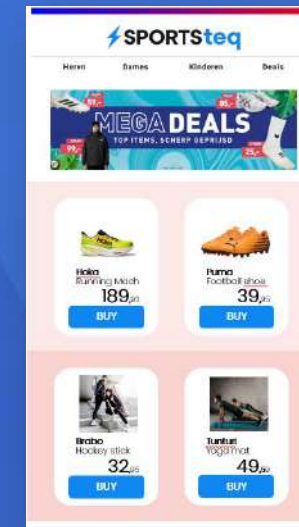


Buying Pop-up
Model



First website
visit

Gives email
opt-in



Newsletter to
website visit

PRODUCTTYPE

- ☐ Broeken
- ☒ Fietsbroeken
- ☐ Jassen

MERK

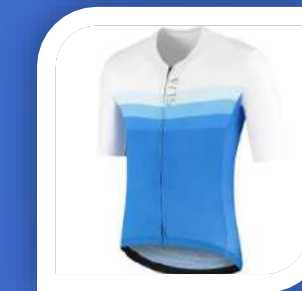
- ☐ Björn Borg
- ☒ Craft
- ☐ Falcon

WIELRENNEN

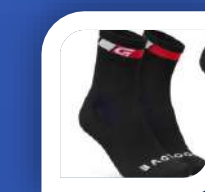
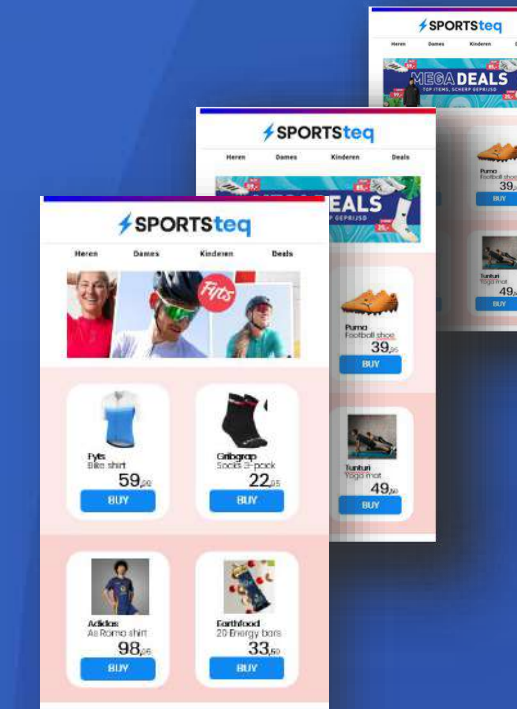
Uses filters &
looks at products



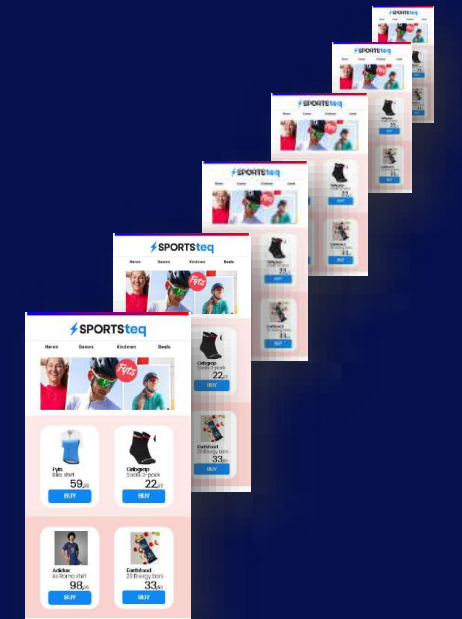
Put products in
basket



Abandoned
basket campaign



Bought
product(s)



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Going from first time buyer: to repeat purchaser

The three journeys for Next Best Offer

1

Abandoned Search Journey

From unknown website visitor to first purchase

2

Hyper Personalised Newsletters

From general newsletters to offering relevant products in the email and the subject line

3

Direct Action Email

From sending newsletters to reacting instantly on behaviour

Going from first time buyer: to repeat purchaser

The three journeys for Next Best Offer

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



30%

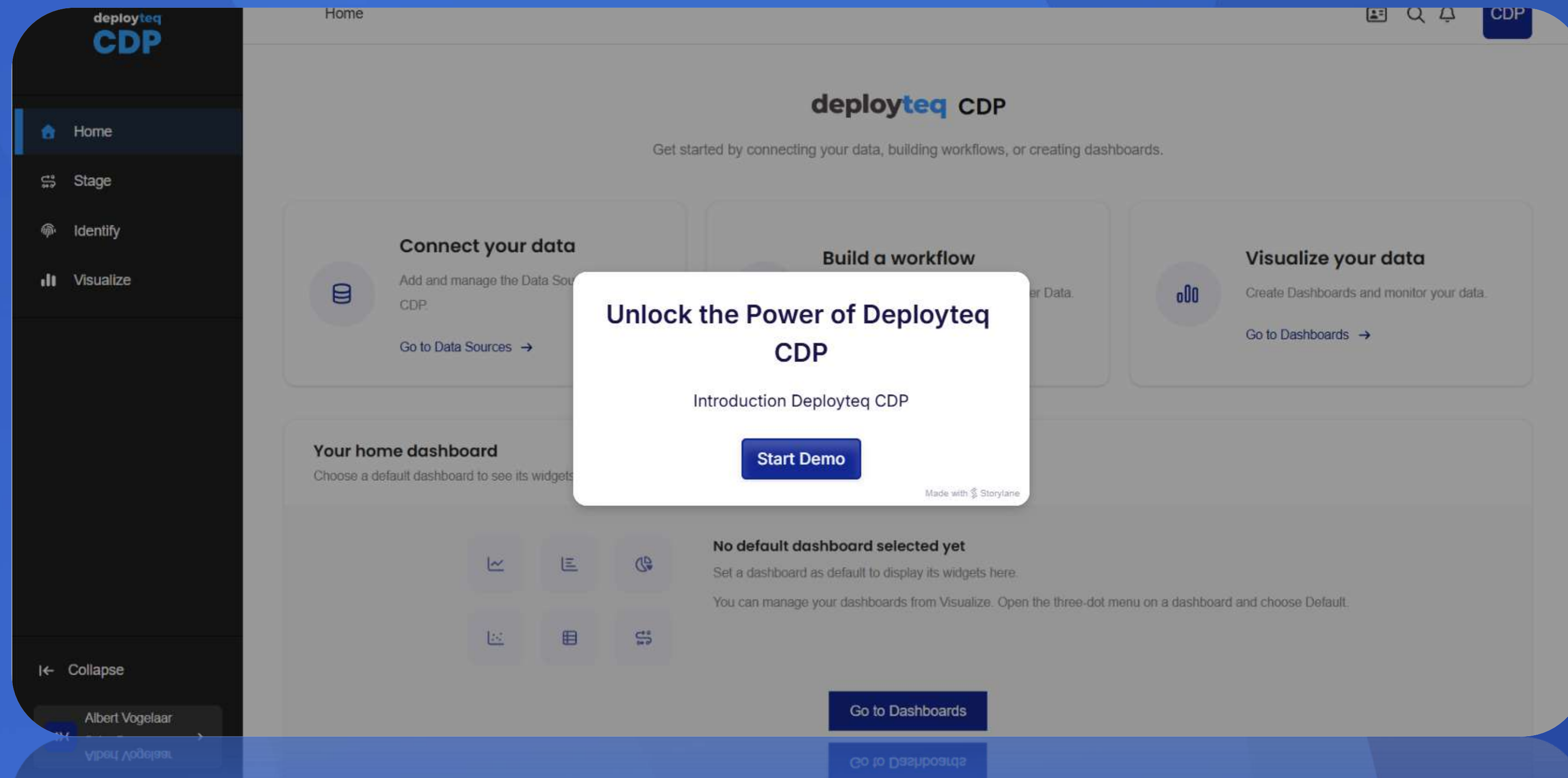


36%

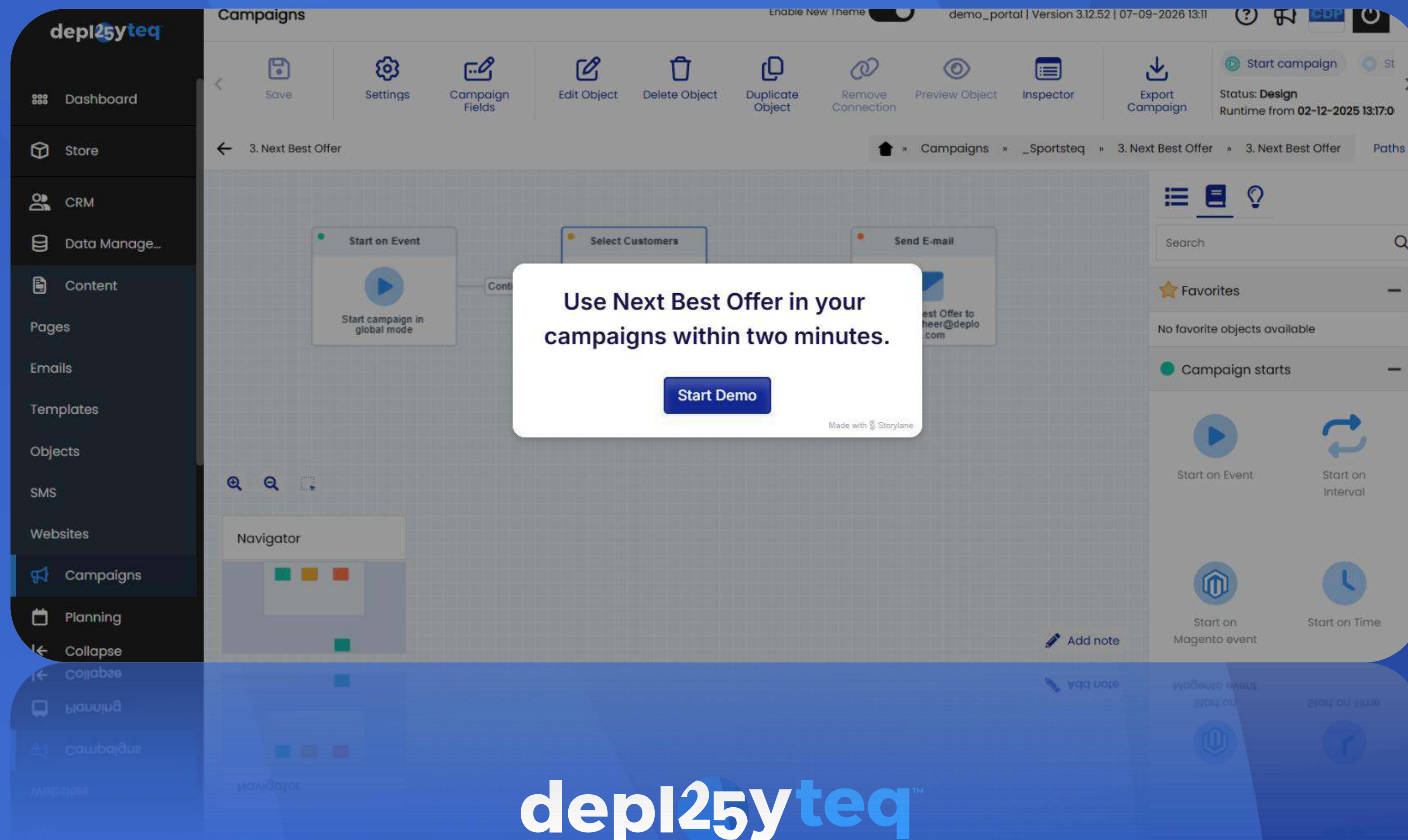


43%

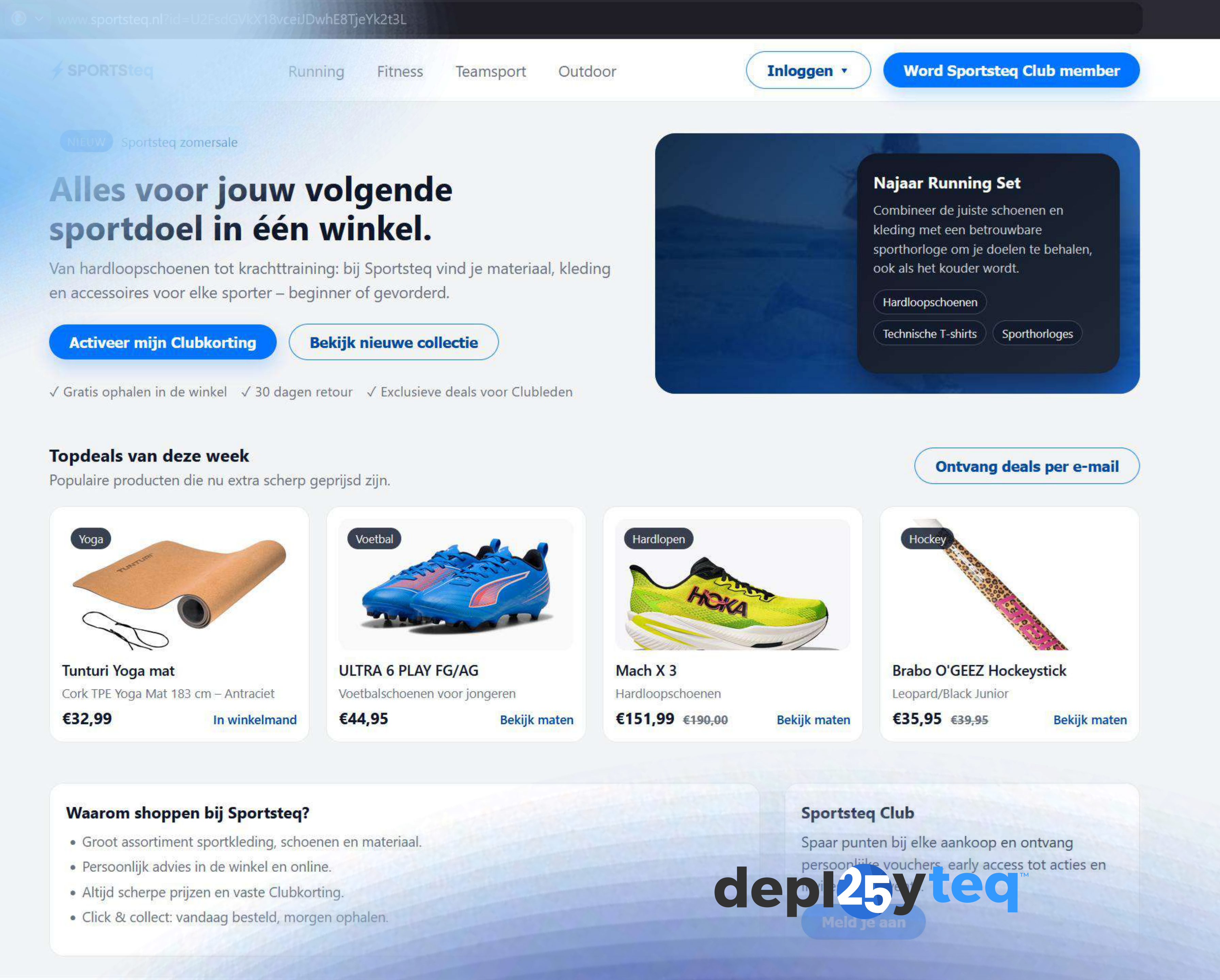
Deployteq CDP Next Best Offer



Using Next Best Offer in Deployteq Marketing



**For website personalisation
it works the same**



Algemeen

NIEUW Sportsteq zomersale

Alles voor jouw volgende sportdoel in één winkel.

Van hardloopschoenen tot krachttraining: bij Sportsteq vind je materiaal, kleding en accessoires voor elke sporter – beginner of gevorderd.

Activeer mijn Clubkorting

Bekijk nieuwe collectie

✓ Gratis ophalen in de winkel ✓ 30 dagen retour ✓ Exclusieve deals voor Clubleden

Topdeals van deze week

Populaire producten die nu extra scherp geprijsd zijn.



ZEUZ Houten Stapelbare Jerk Blokken Set t

Blocks voor CrossFit, Weightlifting, Fitness & Gewichtheffen – 92 CM Hoog

€1250,00 [In winkelmand](#)



Midnight Lightning 275g Powder

UltraPremium SeaWater Sourced Chalk

€22,95 [In winkelmand](#)



MUD MASTERS

Unforgettable Obstacle Runs

€71,00 [Bekijk evenement](#)



Polo Ralph Lauren

SIGNATURE PONY SLIDE - Sneakers laag - multi-coloured

€140,00 [Bekijk maten](#)

Ontvang deals per e-mail

Waarom shoppen bij Sportsteq?

- Groot assortiment sportkleding, schoenen en materiaal.
- Persoonlijk advies in de winkel en online.
- Altijd scherpe prijzen en vaste Clubkorting.
- Click & collect: vandaag besteld, morgen ophalen.

Sportsteq Club

Ontvang exclusieve kortingen, early access tot acties en invites voor events.

Meld je aan

SPORTSteq

Running

Fitness

Teamsport

Outdoor

Inloggen

Word Sportsteq Club member

NIEUW

Sportsteq zomersale

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Topdeals van deze week

Populaire producten die nu extra scherp geprijsd zijn.

Wielrennen



FYTS SNL Summer Light Fietsshirt

Korte Mouwen

Heren - Blauw/Wit

€25,95

€59,95

Bekijk maten

Wielrennen



GripGrab Lightweight SL Fietssokken

Zwart 3-pack

€40,99

€45,99

Bekijk maten

Sportrepen



EarthFood High Energy Biologische Energiereep (20 stuks)

Chocola-Hazelnoot

€37,99

€47,99

Bekijk details

Voetbal



AS Roma 24/25 Derde Shirt

€70,00

Bekijk maten

Waarom shoppen bij Sportsteq?

- Groot assortiment sportkleding, schoenen en materiaal.
- Persoonlijk advies in de winkel en online.
- Altijd scherpe prijzen en vaste Clubkorting.
- Click & collect: vandaag besteld, morgen ophalen.

Sportsteq Club

Spaankosten bij elke aankoop en ontvang exclusieve voordelen, early access tot acties en invites tot events.

Meld je aan

SPORTSteq

Albert

depl25yteq

NIUW Sportsteq zomersale

Alles voor jouw volgende sportdoel in één winkel.

Van hardloopschoenen tot krachttraining: bij Sportsteq vind je materiaal, kleding en accessoires voor elke sporter – beginner of gevorderd.

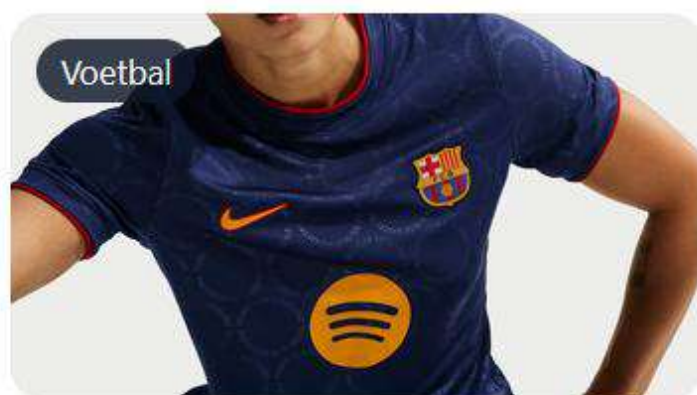
Activeer mijn Clubkorting

Bekijk nieuwe collectie

✓ Gratis ophalen in de winkel ✓ 30 dagen retour ✓ Exclusieve deals voor Clubleden

Topdeals van deze week

Populaire producten die nu extra scherp geprijsd zijn.



F.C. Barcelona Third Nike Dri-FIT

Football Pre-Match Top

€69,99

Bekijk maten



Shift Hooded Full Zip Top

€54,95

Bekijk maten



Mahan Men's Yoga Pants

Organic Cotton Yoga Pants for Practice

€114,00 ~~€130,00~~

Bekijk maten



Sportieve basics voor kinderen

€7

Bekijk meer

Waarom shoppen bij Sportsteq?

- Groot assortiment sportkleding, schoenen en materiaal.
- Persoonlijk advies in de winkel en online.
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Sportsteq Club

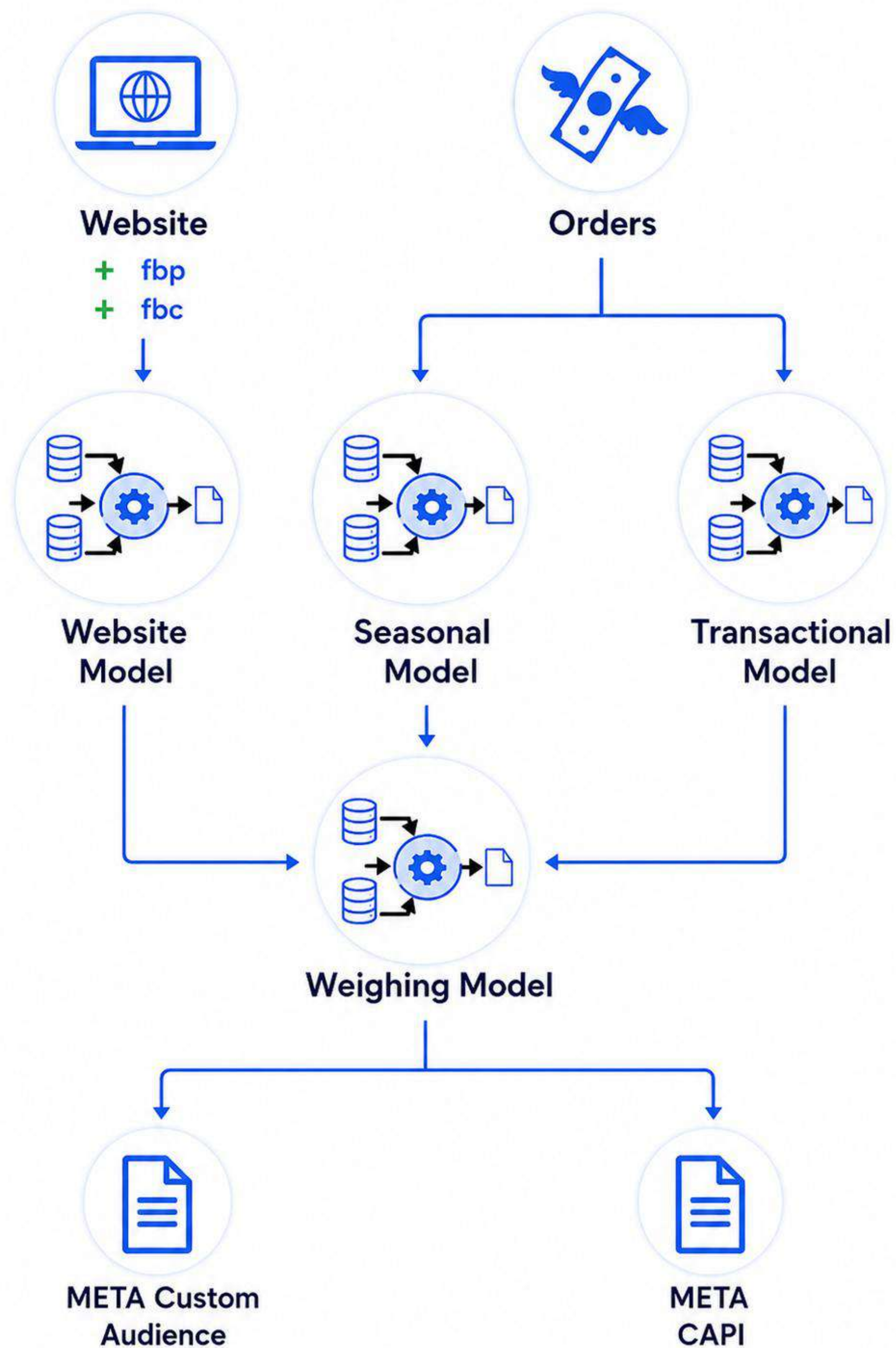
Spaar punten bij elke aankoop en ontvang persoonlijk vouchers met early access tot acties en exclusieve voorbeelden.

Meld je aan

Use case

META Ads model

depl25yteq™



Deployteq CDP & META

Three steps

1. Website behaviour as input

Website data is send to CDP including the _fbid (Facebook unique identifier)

2. Next Best Offer Model:

Analysis the website behaviour (from the session(s)), includes the seasonal model and previous transaction is they are done

3. Output to META:

Data from known customers go to custom audiences. Data from unknown visitors go to CAPI.

Deployteq CDP META Ads Model

The screenshot displays the Deployteq CDP interface. On the left is a dark sidebar with the 'deployteq' logo and navigation options: Stage, Sources, Workflows, and Identify. Below these is a 'Collapse' button and a user profile for Albert Vogelaar (Sales Demo Admin). The main workspace is titled 'Workflows' and shows a specific workflow named 'Demo - META Ad Intelligence'. A modal window is centered over the workflow canvas, containing the text: 'Use our Meta ads model to increase conversion with more relevant offering. See how our platform connects behavioral signals, predictive scoring, and segmentation to drive personalized engagement at scale.' with a 'Start Demo' button. The workflow canvas itself shows a step named 'webevents_nboscore' followed by a 'Split' connector. The top right of the interface includes icons for a workspace, search, global settings, notifications, and a 'CDP' tab.

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Use cases along the customer journey



Awareness



Orientation



Buying



Delivery



Usage



Cross &
upsell



Repeat
buying

Deployteq
Marketing

product launch

heartbeat

abandoned cart

tracking

welcome campaign

loyalty

transactional

reviews

Deployteq
CDP

advice journey

abandoned browse model

Google & Meta ads

next best offer / event model

timing signal model

depl25yTMteq

A photograph of a skateboarder in a blue crop top and grey pants performing a trick on a metal rail at a skate park. The sun is bright in the background, and the scene is reflected in a blue surface below. The image is part of a larger graphic with blue geometric shapes.

What's your use case?

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