



# Unleash the Power of **Customer Data Platforms** with Wipro



**“67% of businesses have adopted a CDP, but they estimate using only 47% of the total capabilities available in their solutions.”**

- Gartner Marketing Technology Survey 2023

With evolving customer expectations, increasingly complex data landscapes, and the need for personalized engagement, a robust **customer data platform (CDP)** has become essential for businesses to thrive in today's competitive market.



## Our Customer Data Platform (CDP) solutions

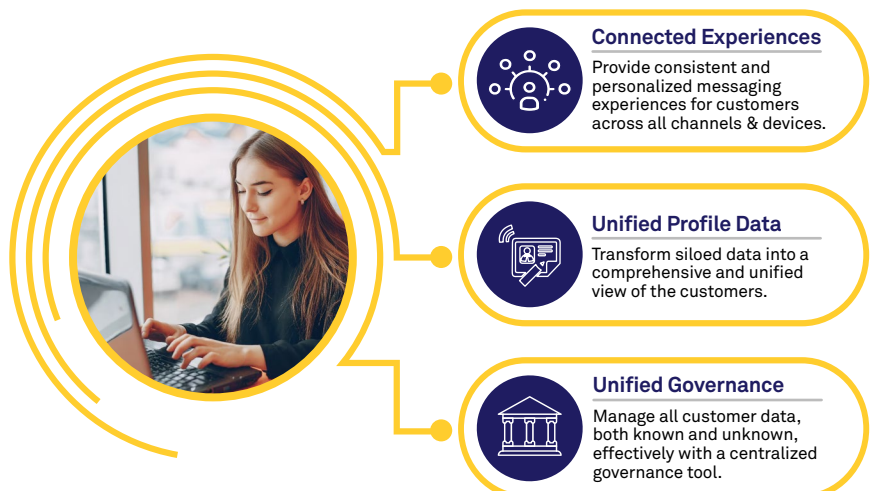
focus on transformative capabilities impacting the most important KPIs for the CMOs. We aim to enhance **brand awareness** and **foster customer relationships** by providing **personalized customer service**, delivering hyper-personalized **customer experiences** and executing **seamless marketing operations** driving sales and conversions.

## Focuses on connecting fragmented data

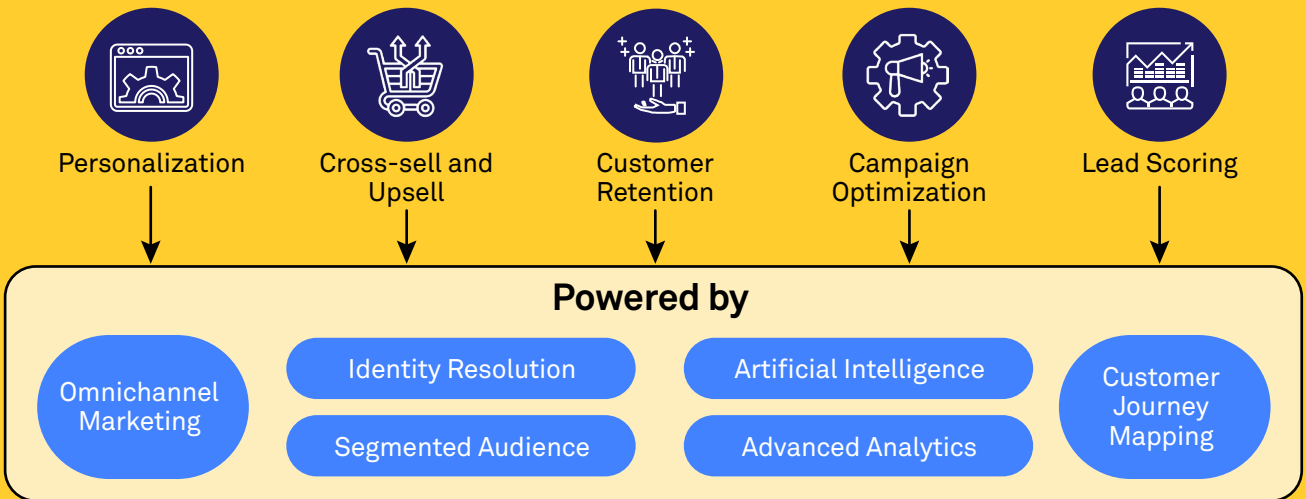


## ... to help create a Unified Profile

Wipro's Customer Data Platform (CDP) analyses the behavioral, personal, subscription, sales and channel data from multiple touchpoints and creates unified customer profiles.



# Achieved through pre-defined standard use cases



# And our unique approach to delivering solutions



## Wipro Accelerators

We leverage pre-built solutions for common use cases that significantly reduces time to go to market



## Proven Methodologist

We employ a robust framework with pre-defined

- Personalization Framework
- Schema Approach
- Segmentation Techniques



## Deep Domain Expertise

Wipro has deep expertise in data management, customer experience, and digital transformation across various industries

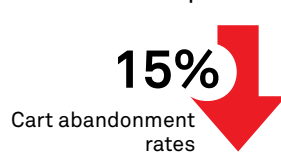
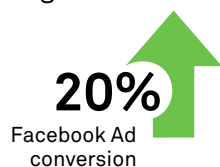
# Our Successes



## Enabling C360 across the brand marketing systems and across the global markets using Adobe Audience Manager

American multinational manufacturer and marketer of home appliances

Despite having a robust Adobe ecosystem and multiple Data Management Platforms, our client had challenges leveraging their Audience Manager effectively. Wipro conducted a thorough assessment & refined the client's approach to audience segmentation, data management platform integration and connection with other platforms.



## Transforming Customer Engagement and Sales Enablement with a Comprehensive Digital Strategy

### Leading Global Financial Services

Our client faced challenges with fragmented customer data, leading to ineffective marketing and slow campaign execution. By implementing a unified customer data platform, we empowered the company with real-time customer insights, personalized campaigns, and automated workflows.

**25%**  
Customer  
engagement

**30%**  
Campaign  
execution time

**15%**  
Sales  
conversion



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