

WHY ACQUIA IS THE #1 CDP FOR RETAIL



Thanks to rapidly evolving technology, an explosion of channels and modalities, and increasing customer expectations for immediacy and relevance, the retail industry is more competitive than ever before. The Covid-19 pandemic turned the industry on its head, forcing brands to pivot overnight, and shortened the timeline of digital transformation initiatives from years to months or even weeks. Moreover, with the impending “death” of the third-party cookie by Google and other browsers, the more pressure than ever is on retailers to get their first party data strategy right. In a time when uncertainty is the only certainty, retailers require intelligence in order to gain and retain customers, optimize spend, and generate ROI in an increasingly complex marketplace.

Modern retailers possess enormous amounts of customer data, but that data lives in dozens of different tools and systems, both online and offline. Increasingly, retailers who have outgrown their traditional CRM and DMP solutions are seeking a Customer Data Platform (CDP) to unify data across systems into a single, persistent customer database. Yet the CDP marketplace is a confusing and dynamic space. New vendors and rebranded legacy martech companies have emerged almost overnight, all aligned to the importance of understanding data and promising the nirvana of a “single customer view.”

Only [Acquia CDP](#) provides a unique combination of retail expertise, platform scale and flexibility, product functionality, and proven customer success to emerge as the leading choice for retailers seeking an enterprise grade customer data platform. Here are a few of the reasons the best retailers in the business partner with Acquia to solve their data management challenges.

1. **Acquia CDP (formerly AgilOne) has more than 15 years of experience in the CDP space.** We have been doing CDP long before it was even called CDP. Our team of technologists and data scientists have worked to build the most flexible, fully featured platform that is purpose built for the most complex retail use cases.
2. **Acquia CDP provides more scale than any other vendor.** Acquia CDP processes 21B transactions and 112B events every single day, and is proven to meet the needs of some of the largest retailers in the world on their biggest and busiest days, from Black Friday, Cyber Monday, and beyond.
3. **Acquia CDP has more expertise in retail than any other CDP provider.** Acquia has more retail customers than any other CDP provider and also has a team of retail experts to help extract maximum value from the platform. Acquia CDP has business critical rules and reports for retailers built into the platform but is also highly configurable so retailers can create custom rules, attributes, and reports required for even the most complex retail use cases.



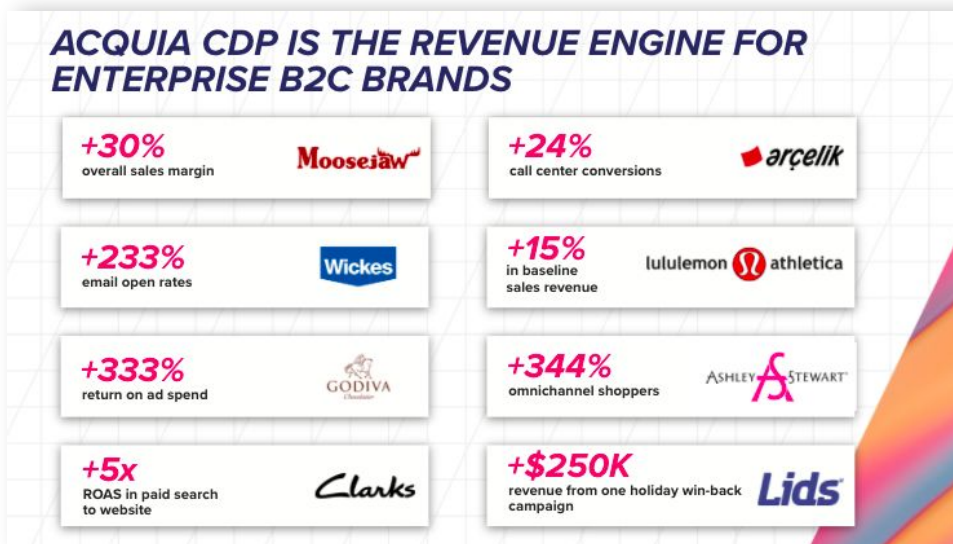
LULULEMON ATHLETICA

Lululemon Athletica unified online and store data to drive orchestrated 1:1 personalization in stores and across digital channels.

- 15% increase to baseline revenue
- 50% boost to website visits
- 25% increase in event participation



4. **Acquia CDP provides machine learning for marketers (and data scientists).** Unlocking the value of machine learning shouldn't be limited to the data science team. Acquia CDP provides the best of both worlds when it comes to Machine Learning because ML capabilities have been designed into the platform from day one. Acquia CDP offers dozens of [out-of-the-box machine learning configurations](#) that are purpose built for marketers in retail, such as average order value, distance to store, favorite product, likelihood to buy, preferred channel, product seasonality, and much more. For retailers who do have their own machine learning or data science practice, Acquia CDP provides an open framework so that organizations can bring their own pre-built models into the platform and use their own data science expertise to build a more customer centric business.
5. **The Acquia Data model enables retailers to easily ingest and unify online and offline data.** Acquia offers a retail version of our [data model](#) that is time tested and configured to retail use cases, meaning retailers won't have to think through how to configure first purchase, last order, and other key attributes. The pre-configured retail data model increases time to value, but it is also extendable so that it can be customized to meet a retailer's unique business requirements and specifications.
6. **Acquia CDP offers flexibility to support retailers in a changing industry.** Last year Acquia worked with 15 retail customers to deliver a one of its kind [Covid-19 dashboard](#). The dashboard includes over 40 pre-built reports offering actionable insights into how Covid-19 is impacting businesses, including how online buying behavior has changed since Covid-19, how customer channel preference has changed during the pandemic, the business impact of store closings, and much more. While incredibly valuable to retail customers, this is just one example of Acquia's ability to support new retail requirements, whether it be Covid-19, digital only payments, new channels of engagement, or whatever the future may hold.
7. **Most importantly, Acquia provides more ROI for Retailers than any other provider.** Here's the proof.



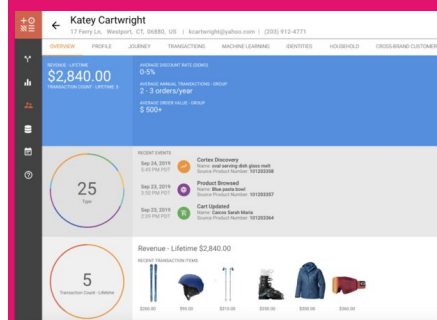
For detailed [case studies of retailers](#) who saw value from Acquia CDP, click here.



MOOSEJAW (A WALMART COMPANY)

Moosejaw leveraged Acquia CDP's machine learning to drive a persona-based discount strategy that boosted customer engagement and increased profitability.

- 30% growth in sales margin
- 125% increase in conversion rates
- 10% reduction in cost per acquisition



Acquia CDP provides unified customer intelligence, deep analytical insights, and orchestrated experiences.