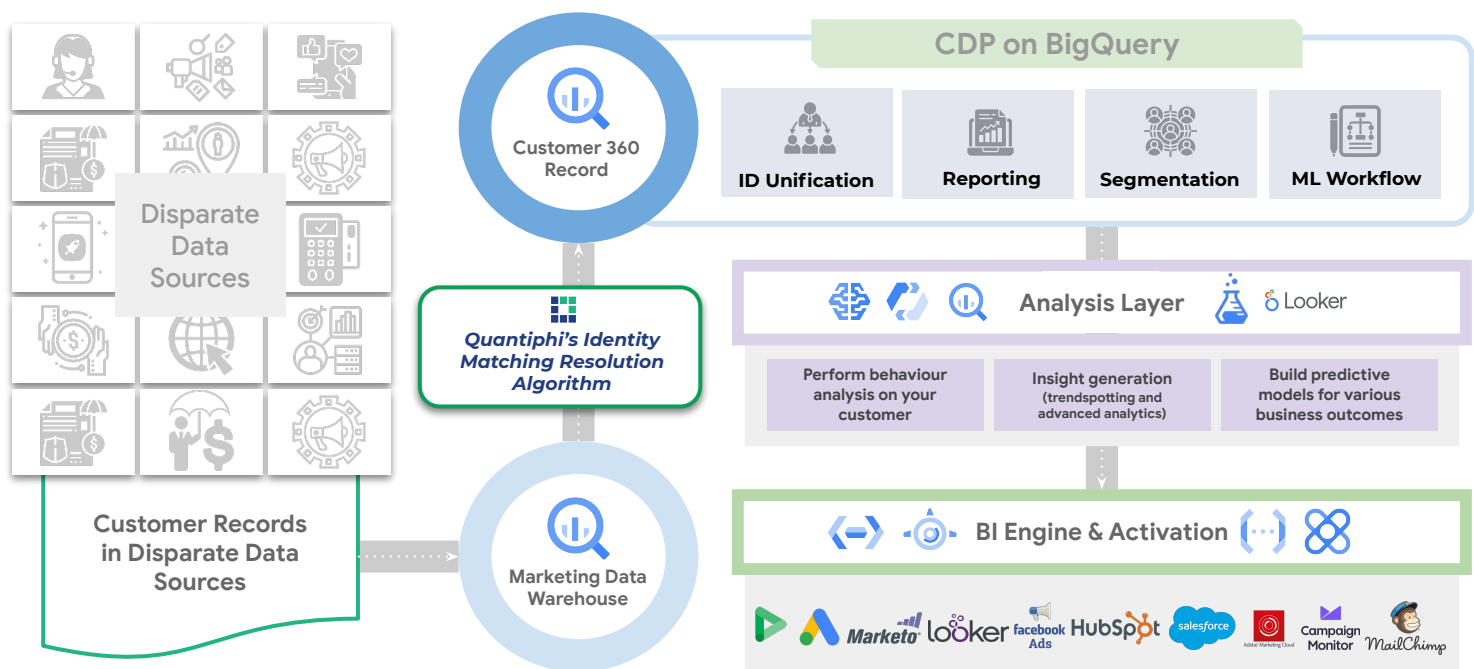




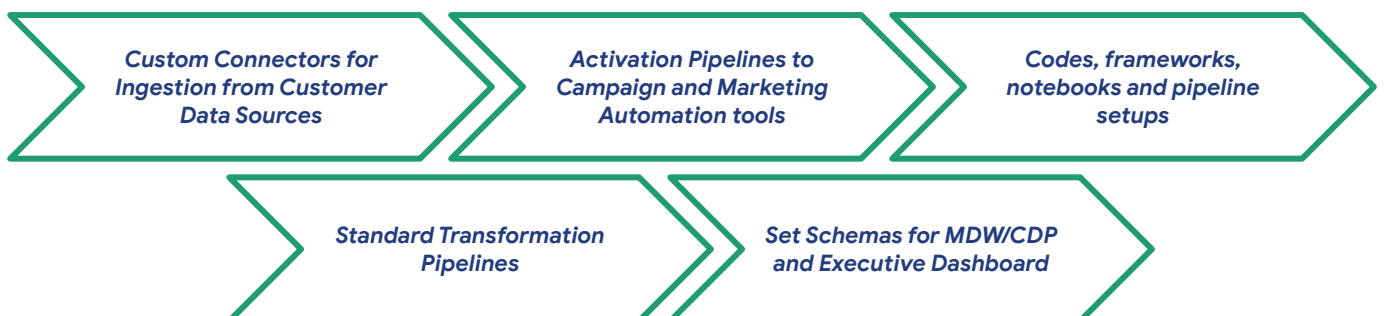
## Customer Data Platform on GCP

Customer Data Platform is a solution that helps to build a holistic picture of your customers by aggregating all of the data across various customer touch points. The solution enables to provide the highest level of personalized service and build lifelong relationships and customer loyalty



### CDP on Google Cloud Platform

Quantiphi leverages in-house accelerators and a dedicated team of certified professionals to help clients accelerate the development of the Customer Data Platform on Google Cloud Platform



In partnership with Google Cloud, Quantiphi helped clients to ingest, merge and unify their disparate customer data sources to build a 360 view of their customers.

### Talent 360 Customer Success Story

Quantiphi helped one of the global leaders in the recruitment industry with a strong presence in the US to build a **Talent 360 solution** by ingesting data from various data sources into Google BigQuery, unifying applicants records across and designing automated Microsoft Power BI dashboards

- Automated ETL from various data sources including proprietary sources such as Bullhorn, Recruitics, etc by building ingestion pipeline to BigQuery
- Generated 360 view of applicants using custom BQ SQL Scripts right from the advertising of a job to fulfilment
- Built multi-layered dashboard storyboard for end to end view of the entire customer journey

### Customer Data Platform (CDP) Customer Success Story

Quantiphi helped a French multinational corporation and conglomerate that specializes in luxury products create a **whitebox Customer Data Platform** on BigQuery that replaced their existing productised CDP, and made it available on their CRM platform for direct consumption in promotional activities

- Ingested customer data from SaaS, marketing and internal tools and platform to BigQuery
- Developed custom whitebox solution for identity resolution and golden record creation
- Refined customer profiling and segmentation from the newly created customer records
- Achieved an end to end automation and deployment of CDP in production in a span of 6 months

### Applications of a Custom CDP

<i>Enhanced Consumer Understanding</i>	<i>Smart Segmentation</i>	<i>Personalized Marketing Communication</i>	<i>Attribution Modeling</i>
<i>Marketing Spend Optimization</i>	<i>Consumer Signals for Demand Sensing</i>	<i>Ecommerce product recommendations</i>	<i>Consumer Lifetime Value Optimization</i>
<i>Propensity to Convert Modeling</i>	<i>Trend Spotting</i>	<i>Sentiment Analysis</i>	<i>Accelerating Qualification &amp; Innovation</i>

### Point of Contact

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### About Quantiphi

Quantiphi is an award-winning Applied AI and Big data software and services company driven by the desire to solve transformational problems at the heart of business. Our unique approach combines deep industry expertise, disciplined cloud and data engineering practices, and cutting-edge AI research to achieve quantifiable business impact; making products smarter, customer experience frictionless, and processes autonomous while uncovering anomalies, threats and risks that make businesses safer. For more on Quantiphi's capabilities, visit [www.quantiphi.com](http://www.quantiphi.com) , our website.