PwC and Salesforce

How Salesforce Data Cloud can help deliver more value from your CDP

The emergence of CDPs

In the last decade, customer data platforms (CDPs) have become an important part of the martech stack to help marketers access and analyze customer data in order to deliver personalized experiences across channels. CDPs have transformed how marketers collect and use customer data, empowering them to create more effective marketing campaigns, improve customers' experiences and drive business growth.

Where CDPs fall short

Customer data platforms focus on four primary tasks: collecting data, harmonizing data, activating data and pulling insights from data. CDPs are meant to ingest data from multiple sources and centralize it into a single customer view to create customer profiles that enable companies to achieve precise targeting and give customers exactly what they want so they can earn more loyalty (and wallet share) from them.

In reality, CDPs are not living up to the expectations of many companies. **There are three main areas where these platforms fall short when it comes to unifying data across an organization:**

B2C marketing focus

Marketing was the original proving ground for using data to create personalized customer experiences. Organizations have grown beyond using the CDP for personalized B2C marketing campaigns, and now want to pull in data from sales, service and commerce for a more complete view of the customer (for both B2B and B2C). According to a report from Forrester Research, CDPs often promise cross-channel capabilities, yet the majority of practical use cases revolve around email marketing. Many CDP solutions struggle to manage the complex, nuanced technological challenges associated with unifying data and activating it across channels.

Difficulty with data integration and activation

Some third-party CDPs don't provide direct access to the data because they are primarily designed for executing marketing and sales activities like email campaigns and digital personalization. In addition, many CDPs face challenges when integrating with other clouds or systems, including scalability, data activation and data unification.

Challenges with usability prevent adoption

Some custom built CDPs require a highly technical skillset and don't provide a user friendly interface to access the data. In these cases, only certain people within the organization can leverage and use the data. The value of the CDP comes from users quickly and easily experimenting, creating new segments and deriving new insights. If they are unable to use the solution, it becomes less valuable to the organization.

The Salesforce Evolution to Data Cloud

If you're a little confused about the names of products, you're not alone. Salesforce has gone through several iterations with naming its CDP product, typically to indicate significant developments that happened to the product. The evolution is as follows:

Customer 360 Audiences

Salesforce's initial CDP offering launched in 2020

Salesforce CDP

The name changed in 2021 to align with how the blooming CDP market was referring to this technology

Marketing Cloud Customer Data Platform

In 2022, Salesforce CDP received a new name, as part of the simplification in how Salesforce named their marketing products

Salesforce Genie

At Dreamforce the same year, Genie was born. This signified a shift in the use cases (broadening beyond marketing, to sales, service and more) and the zero-copy architecture

Data Cloud

In 2023, the name 'Genie' was dropped and Data Cloud emerged as a key element for powering Salesforce's generative AI innovation

Using Lakehouse

Extending the value of your CDP

Many companies have made significant investments in their CDP and have already done the hard work of creating a unified customer view to activate their marketing channels. That investment is still valid. We have helped numerous companies build upon the foundation of rich insights within their CDP by embedding them within the day to day workflow of their customer facing employees. Data Cloud can be the mechanism for embedding those insights into the business processes companies are building in Salesforce.

Data Cloud harmonizes data from third party data sources like your CDP with the data across your Salesforce clouds, which can help teams engage with customers in a more personalized and effective manner. It uses a lakehouse architecture to store data, making it easier to categorize and classify unstructured data. The platform allows for the creation of unified customer profiles across overall touchpoints by connecting identities, engagement data, customer orders, loyalty and marketing.

What is lakehouse architecture?

A data lakehouse architecture merges the benefits of data lakes and data warehouses into a single data platform. Here's how those three architectures differ

Data Warehouses
are good at applying business intelligence to structured data but can require time-consuming extract, transform and load (ETL) solutions to import data from other systems of record.

Data Lakes
were built to capture the vast wealth of unstructured data but extracting useful insights often requires expensive data science resources and can present security and compliance challenges.

Data Lakehouses
combine the low-cost, flexible storage of a data lake with the data management, schema, and governance of a warehouse and allow teams to accelerate data processing without the need to straddle two disparate data systems.

Benefits of using Data Cloud

After seeing Data Cloud in action at several companies, we like that it can help address the CDP challenges listed above while also providing new benefits that are becoming crucial in today's marketplace

True Customer 360

Customer data platforms should enable teams across sales, service, marketing and commerce in real-time. This enterprise-wide approach enables a true Customer 360, providing a unified customer profile with a holistic view of the customer. This shared view enables teams to work together to help deliver personalized experiences and trusted relationships with customers. It can provide a seamless and consistent experience for customers across these business functions.

Customer 360 encompasses many interactions from inquiries to purchases to customer support tickets. It provides a unified and actional profile of each customer, consolidating existing customer insights from various sources into a single, centralized hub. This approach greatly reduces that fragmented, siloed experience that can frustrate customers.

Data Cloud connects your company's data together in one place, providing a unified customer view. It does this by consolidating customer records from various data streams, reducing duplicate records and achieving a single view of customers.

Generative AI (GenAI)

According to PwC's 2024 AI Business Predictions, GenAI can help you turn more data into more value more quickly and answer one of the major challenges for many companies: processing and creating intelligence around large sets of complex, unstructured data. Even so, GenAI can't do it all. It still requires you to digitize data, move it to the cloud, enable GenAI to access it, assure reliability and compliance, and manage risks. That's where Data Cloud comes in.

In Data Cloud, GenAI can be used to create and suggest personalized content across various Salesforce clouds, including sales, service, marketing, commerce and IT. The data from Data Cloud can be used to power the GenAI models. It can be employed to help generate auto-recommendations, develop content and communications based on real-time data, automate data entry and cleansing and assist in service requests. All of these are aimed at enhancing productivity and customer experiences.

Security is often a top concern for companies looking to leverage GenAI. Salesforce's Einstein Trust Layer is designed to elevate the security of GenAI through data and privacy controls that help confirm every transaction is controlled and secure. It can act as a protective barrier, masking personally identifiable information, checking output toxicity, preventing user data persistence and standardizing differences among model providers.

74%
Of us companies have already adopted ai in at least some areas of their business

54%
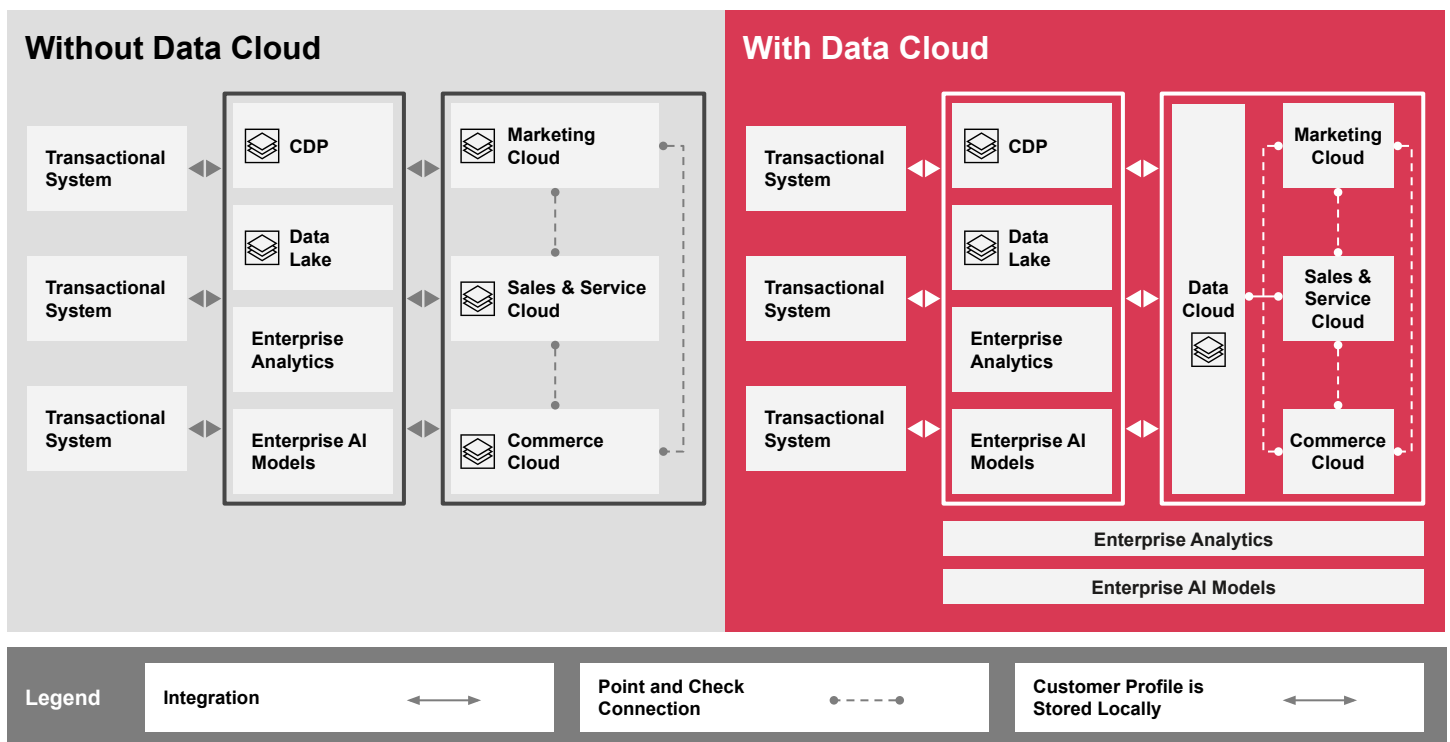Of us companies have implemented genai in some areas of their business

According to PwC's 2023 Emerging Technology Survey

Ease of integration

Forget about the cost and expense of integrating and creating yet another copy of your data within Data Cloud and Bring Your Own Lake (BYOL). Through business relationships with leading cloud providers you can now access your data from your existing data lake and Data Cloud as if it were housed in a single location — with zero-ETL. This changes the game from an implementation perspective as what was once the most complicated (and costly) part of a system implementation can now be completed with a few clicks to map the data.

If it's necessary to replicate data, using the pre-built connectors, it's straightforward to set up ingestion from sales, service, commerce, and marketing clouds, as well as connectors for Amazon Web Services, Google Cloud Platform, Microsoft Azure, and Secure File Transfer Protocol. This not only simplifies the integration of data from core cloud platforms, but also allows businesses to incorporate and use technological platforms without hassle.

Our team has seen companies reduce total cost of ownership (TCO) by integrating with Data Cloud. For a multi-cloud setup, we expect to see a significant reduction in integration TCO between CDP and the Salesforce clouds when you account for the lower number of overall integrations, less complexity due to ability to leverage no/low code solutions, etc.

Without Data Cloud

Transactional System	CDP
Transactional System	Data Lake
Transactional System	Enterprise Analytics
	Enterprise AI Models

| Marketing Cloud |
| Sales & Service Cloud |
| Commerce Cloud |

With Data Cloud

Transactional System	CDP
Transactional System	Data Lake
Transactional System	Enterprise Analytics
	Enterprise AI Models

| Data Cloud |
| Marketing Cloud |
| Sales & Service Cloud |
| Commerce Cloud |

Enterprise Analytics

Enterprise AI Models

| Legend | Integration ⟷ | Point and Check Connection • - - - • | Customer Profile is Stored Locally ⟷ |

## Exposing your unified profile through Data Cloud can offer the following benefits:

Extends enterprise analytics and AI capabilities

Reduces TCO by requiring fewer custom integrations to build and maintain

Reduces load on data lake for real-time transactions

Limits the number of copies of data (privacy and data quality impact)

Leverages built-in and point-and-click functionality to activate data across Salesforce platform (vs needing custom development/integration)

The proper investment for continued success

When you invested in your CDP, you unlocked the benefits of more personalized interactions with your customers. We now have the ability to take that a step further with the advanced functionality within Data Cloud. Wherever you are on your Data Cloud journey – from harmonizing your CDP data with Salesforce data to unlock GenAI use cases to migrating from your existing CDP – your company can benefit by connecting, unifying and activating data to power experiences across the overall customer journey – from marketing, sales, service, commerce and more.

Data Cloud sets the foundation for future success by creating the connective tissue that enables seamless data integration and utilization and sets you up to access advanced technology like Einstein Co-Pilot, Salesforce's new conversational AI assistant that leverages GenAI. We like this solution because it lets your company leverage existing investments while providing new capabilities that provide a more holistic view of your customers and shorten cycles to help deliver more value faster.

↘ **Learn more**

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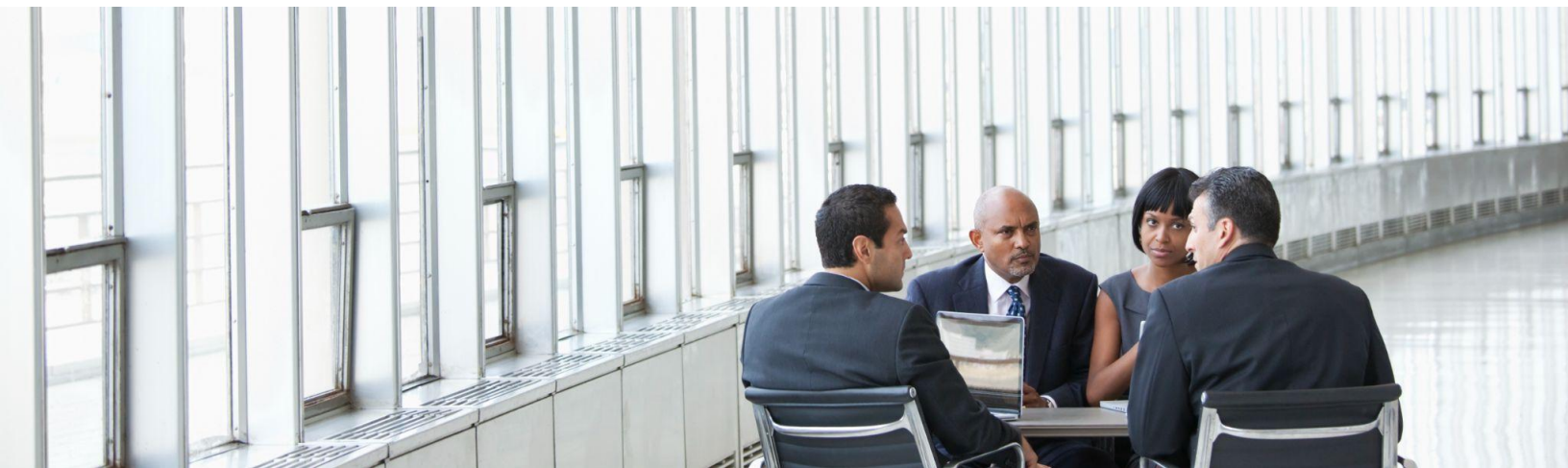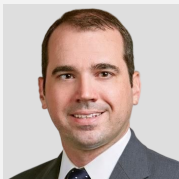
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