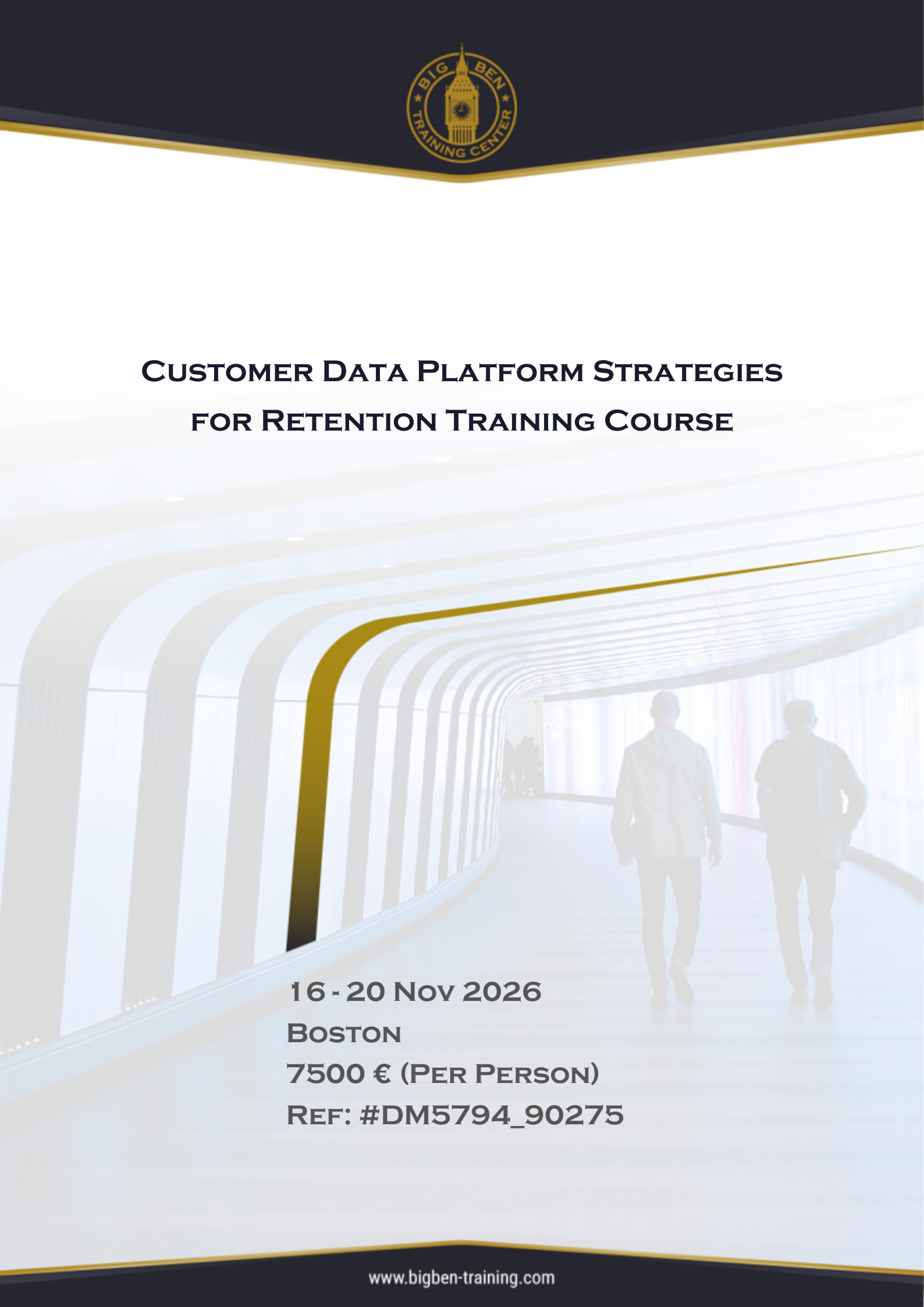
Customer Data Platform Strategies for Retention Training Course



16 - 20 Nov 2026

Boston

7500 € (Per Person)

Ref: #DM5794_90275

Course Introduction / Overview:

This course provides a comprehensive exploration of Customer Data Platforms (CDPs) and their pivotal role in modern customer retention strategies. In an era of fragmented customer journeys and data silos, a CDP offers a single, unified view of the customer, enabling businesses to deliver personalized experiences that foster loyalty and reduce churn. This program, offered by BIG BEN Training Center, moves beyond theoretical concepts to provide actionable frameworks for implementation and optimization. We will delve into the core principles of first-party data collection, identity resolution, and audience segmentation. Drawing upon the foundational work of thought leaders like David Raab, who helped define the CDP category, participants will learn to architect a robust data strategy. The curriculum is designed to be practical, referencing concepts from works such as "Customer Data Platforms: Use People Data to Transform the Future of Marketing Engagement" to ensure a deep understanding of how to leverage unified data for predictive analytics, personalized communication, and measuring customer lifetime value. This training course is engineered to equip professionals with the skills to not only select and implement a CDP but to strategically manage it to drive measurable business growth and create a sustainable competitive advantage through superior customer understanding.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Digital Marketing Specialists.
- CRM and Loyalty Program Managers.
- Data Analysts and Business Intelligence Professionals.
- Customer Experience (CX) and Customer Success Managers.
- Product Managers.
- E-commerce Managers.
- IT professionals involved in marketing technology stacks.

Target Sectors and Industries:

- Retail and E-commerce.
- Banking, Finance, and Insurance Services.
- Telecommunications and Media.
- Hospitality, Travel, and Tourism.
- Healthcare and Pharmaceuticals.
- Technology and Software as a Service (SaaS).
- Governmental and public sector organizations.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- Customer Service and Support.
- Data Analytics and Insights.
- Information Technology (IT).
- Product Management and Development.
- Strategy and Corporate Planning.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic framework for implementing a Customer Data Platform.
- Master techniques for data integration and creating a unified customer profile.
- Design and execute advanced customer segmentation strategies for targeted campaigns.
- Apply personalization tactics across multiple channels to enhance customer engagement.
- Utilize predictive analytics to identify at-risk customers and prevent churn.
- Map the end-to-end customer journey using CDP-driven insights.
- Establish data governance policies for compliance and data quality.
- Measure the return on investment (ROI) of CDP-powered retention initiatives.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can immediately apply their learning in a professional context. This course moves beyond traditional lectures by incorporating a blended learning approach. Mornings will often feature expert-led sessions that break down complex concepts into understandable modules, while afternoons are dedicated to hands-on application. Participants will engage in collaborative workshops, analyzing real-world case studies to deconstruct successful CDP strategies and identify potential pitfalls. Group discussions and brainstorming sessions will encourage the sharing of diverse perspectives and problem-solving approaches. A significant portion of the course involves practical exercises where attendees will work with sample data sets to build segmentation models, map customer journeys, and develop retention campaign blueprints. This hands-on experience is reinforced by continuous feedback from the instructor and peers, fostering a dynamic and supportive learning environment. The focus is on building tangible skills and strategic thinking, empowering participants to drive real business results.

Course Agenda (Course Units):

Unit One: Foundations of Customer Data Platforms

- Introduction to Customer Data Platforms (CDPs).
- Differentiating CDPs from CRM, DMP, and Data Warehouses.
- The strategic importance of first-party data for retention.
- Core capabilities of a modern CDP.
- Understanding the CDP technology landscape and key vendors.
- Building the business case for a CDP investment.
- Aligning CDP strategy with overall business objectives.

Unit Two: Data Strategy and Unified Customer Profiles

- Architecting a robust first-party data collection strategy.
- Techniques for data ingestion from multiple sources (online and offline).
- The process of identity resolution and stitching customer profiles.
- Ensuring data quality, hygiene, and standardization.
- Developing a comprehensive and actionable single customer view.
- Managing data privacy and compliance (GDPR, CCPA).
- Integrating the CDP with the existing marketing technology stack.

Unit Three: Segmentation and Audience Management

- Principles of effective customer segmentation for retention.
- Static vs. dynamic segmentation models.
- Creating behavioral, demographic, and psychographic segments.
- Leveraging RFM (Recency, Frequency, Monetary) analysis.
- Building predictive segments for churn risk and lifetime value.
- Activating segments across marketing and advertising channels.
- Managing audience suppression and frequency capping for better CX.

Unit Four: Personalization and Customer Journey Orchestration

- Mapping the customer journey with CDP data.
- Developing personalized messaging and content strategies.
- Implementing real-time personalization on web and mobile channels.
- Orchestrating multi-channel communication campaigns (email, SMS, push).
- Using AI and machine learning for predictive product recommendations.
- A/B testing and optimizing personalization tactics.
- Case studies of successful personalization-driven retention.

Unit Five: Analytics, Measurement, and Optimization

- Defining key performance indicators (KPIs) for retention.
- Building dashboards to monitor customer health and engagement.
- Conducting cohort analysis to understand customer behavior over time.
- Attribution modeling and measuring the impact of retention campaigns.
- Calculating Customer Lifetime Value (CLV) and Customer Acquisition Cost (CAC).
- Developing a framework for continuous optimization and learning.
- Presenting CDP-driven results and insights to stakeholders.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As AI-driven personalization becomes more sophisticated, where is the ethical line between creating a relevant customer experience and intrusive data surveillance?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the strategic application of Customer Data Platforms rather than solely on the technical features of a specific software. While many programs concentrate on implementation, our curriculum is built around the business outcomes of customer retention and lifetime value. We bridge the gap between data science and marketing strategy, ensuring participants understand not just the "how" but the critical "why" behind every action. The content is rooted in established marketing principles and academic frameworks, yet it is delivered through the lens of cutting-edge technology and real-world business challenges. Unlike tool-specific training, this course provides a vendor-agnostic perspective, empowering participants with a versatile skill set applicable across any CDP environment. The emphasis on hands-on workshops, case study deconstruction, and ROI measurement ensures that attendees leave with a practical, actionable playbook. They will be equipped not just to operate a CDP, but to lead a data-driven retention strategy that demonstrably impacts the bottom line and fosters lasting customer loyalty.