



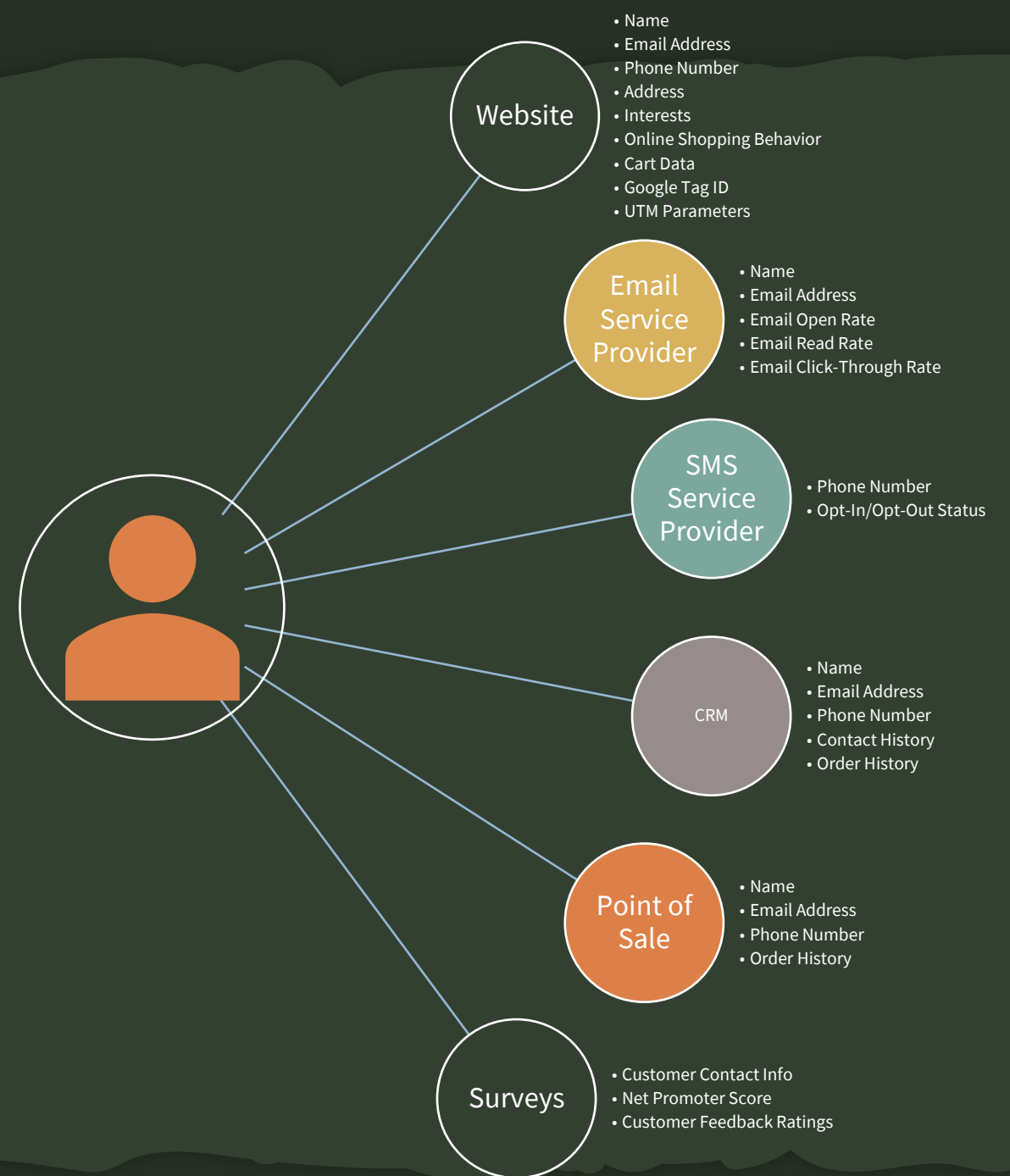
Customer Data Platform Strategy Framework

Prepared by Sally Scott
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Profile Data Sources

- Data is collected from various sources
- As data is ingested into BlueConic, profiles are created or updated
- When specific profile data matches, profiles are merged, creating a more comprehensive view of the shopper
- This profile information can then be used to segment profiles for personalized marketing and experiences



Place listeners on form fields to collect customer info that can be matched to info from other sources to merge matching profiles.

Segment customers based on key profile information for more personalized marketing.

[illegible]

Interests

Now tell us about yourself so we can personalize your experience.

- ☐ Exploring the city
- ☐ Enjoying the outdoors
- ☐ Relaxing with friends
- ☐ Performance on the jobsite
- ☐ Protecting the environment
- ☐ Street style and fashion trends

Save Interests

*Required field

Country*

United States

First Name *

Last Name *

Address Line 1 *

Address Line 2 (Optional)

City *

State*

Zip Code *

+1

Mobile Number *

Email *

Example: johndoe@email.com

☒ Make this your default billing address

Save this address

Cancel

Points balance **Rewards balance**

0 **\$0**

—●—●—●—●—

\$10 \$20 \$30 \$40
 100 200 300 400

100 more points until your next \$10 reward

$1 \text{ spent} = 1 \text{ point earned}$

You can use up to \$300 in rewards per transaction

Member ID: S-0123456789

Women > Footwear

Women's Motion Access Waterproof Sneaker

~~\$130.00~~ **\$89.99** 



Color: Natural Mesh

★★★★★ (55)

Size

Width

9

Medium

FIND A STORE



United States of America



Filters

Timberland® Stores

Outlets

Timberland® Clothing

Timberland® Footwear

Timberland PRO® Footwear

Timberland PRO® Clothing

Kid's Footwear

Online Order Pickup

Curbside Pickup

Reserve Online

Same-day Delivery

My Favorites

2 Products



New To Sale





Women's Motion Access Low Lace-Up Waterproof Sneaker

\$125.00 \$79.99



Women's Motion Access Waterproof Sneaker

\$130.00 \$104.99

Extended Sizes

Women's Motion Access Waterproof Sneaker

\$130.00 \$104.99

Additional Listeners

Listener	Description	Benefits & Opportunities
Cart Data	Collect visitor cart information, such as promo code, products in cart, and order total.	Know what customers have in their carts, their order totals, who is using promo codes and what promo codes are using. This information supports conversion funnel.
Site Searches and Products Viewed	Record site searches and products viewed by website visitors.	Understand what visitors are searching for and viewing for retargeting and personalization opportunities.
Campaign Tracking	Identify visits from campaigns by collecting query string parameters.	Understand who is visiting from what campaigns and potentially identify visitors from ID information in the query string. Decode email addresses for improved identification of profiles.
Engagement	Use BlueConic's engagement listener to bucket visitors into high, medium, and low levels of engagement and assign engagement scores.	Differentiate content, offers/promotions, and other messaging to users based on their level of engagement.
Geolocation	Identify location information for visitors.	Populate more data in customer profiles for improved merging and location-specific marketing (e.g., store openings).
Interest Ranking	Add interests as keywords to a profile property in a customer profile based on a points-based system.	Understand what the visitor is most interested in to improve personalization
AdBlock Detection	Detect whether a visitor is actively using an ad blocking technology to hide advertisements.	Understand why analytics data may be incomplete due to ad blockers blocking analytics scripts, tracking pixels, and tag managers.

Personalization

- Increase engagement by incorporating personalization into email marketing
 - Interests from profile
 - Favorites from profile
 - Categories of interest from listeners

Increased personalization = increased engagement

Example

Interests

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My Favorites

2 Products



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\$130.00 \$79.99



Extended Sizes
Women's Motion Access Waterproof Sneaker
\$130.00 \$104.99

- Profile indicates interest in “enjoying the outdoors”
- Visitor has 2 pairs of women’s hiking shoes in favorites
- Most visited categories are women’s footwear and hiking boots & shoes

Personalize messaging based on these known interests.

Work Sneakers Built for the Job. [Inbox](#)

Timberland PRO <TimberlandPRO@t.timberland.com> [Unsubscribe](#) Tue, Jun 2, 8:51 PM (14 hours ago) ☆

to me



Performance That Moves With You

Timberland PRO® work sneakers combine lightweight comfort, athletic flexibility, and jobsite-ready protection built for long days on your feet.

[Shop Work Sneakers](#)



Find Your Fit

Explore lightweight work sneakers built for comfort, protection, and performance.



Men's Timberland PRO® Powertrain EV Comp-Toe Athletic Work Sneaker



Men's Timberland PRO® Powertrain Sport Alloy Toe Work Sneaker



Men's Timberland PRO® Intercept Steel Toe Work Sneaker

[Shop All Styles](#)

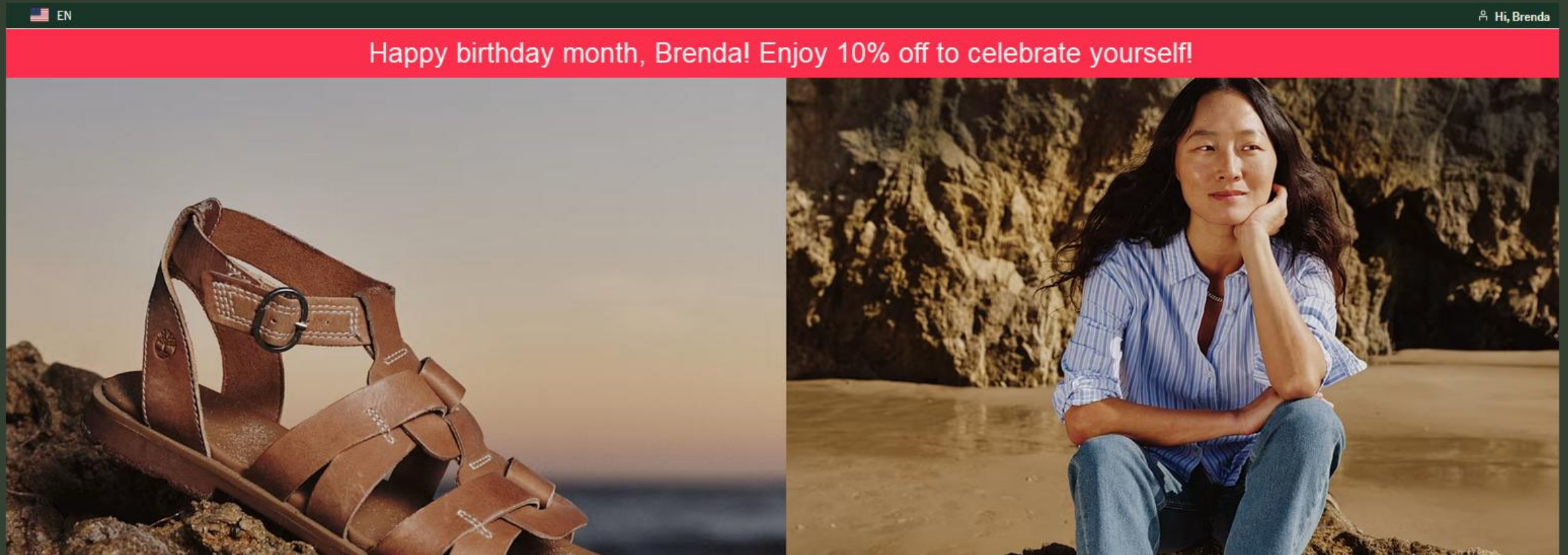
Data Integrity

- Ensure unique identifiers are truly unique
- Use multiple criteria for profile merging (e.g., first name + email address + phone number must all match before merging)
- Frequently audit data to ensure accuracy (e.g., compare data directly from the source to profile properties in the CDP)
- Automatically remove profiles based on specific property data (e.g., non-U.S. profiles, under 18, missing key information like email address)

Use Case Ideas

Use Case	Description	Goal	Data Source/Target Audience
Unused Rewards	Engage customers with a rewards points balance.	Increase sales by engaging customers with a rewards point balance to use their points by purchasing	Use listeners to identify customers with a rewards balance on their account
Favorite Products	Run campaigns to encourage customers to purchase products they've added to their favorites.	Increase sales by reminding customers of their favorited products on the website	Use listeners to identify products customers have added to favorites
Birthday Promotion	Use BlueConic dialogues to place a happy birthday message and promotion on the website.	Increase sales during customer birthday month	Birthday field on shopper profile
High Value	Provide a special experience (e.g., sneak peeks, VIP program) for high value customers.	Increase engagement, drive retention and increase sales and number of transactions from high value customers	Purchase history (e.g., top 25% of customers with purchases in last 18 months)
Conversion Funnel	Enable an omni-channel messaging series across marketing channels that moves customers from the top of the purchase funnel through to post-purchase.	Engage online shoppers who have abandoned before purchasing to drive them to complete their purchase	Use listeners to identify shoppers who have abandoned at a product page or cart
Lapsed Purchase	Re-engage customers who have lapsed from purchasing in recent years.	- Re-engage customers who have not purchased in last X years - Convert lapsed customers to active customers	Purchase history (e.g., customers who have not purchased in the last 2 years)
Churn Risk	Reduce the risk of churn from customers who have submitted a low-score survey or contacted customer support.	Improve the customer experience for customers who have reported a less than positive experience.	Survey feedback and use listeners to track return and customer service activity.
Email Signup	Encourage online visitors who are not subscribed to email marketing to sign up.	Increase email marketing subscribers	Use website dialogues to encourage email subscriptions for users who are not currently subscribed.

Birthday Promotion – Website Dialogue Banner Example



Journey 1: Lifestyle/Fashion Customer

This is someone who wants the product because they like the brand or aesthetic.

Awareness	Consideration	Purchase	Post-Purchase	Loyalty
Signals • Instagram/TikTok engagement • Influencer content • Streetwear blogs • Paid social ads • Friend recommendations CDP Data • Ad clicks • Website visits • Product views • Social audience memberships	The customer browses: • 6-Inch Premium Boots • Apparel • New arrivals • Collaborations Behavioral signals • Multiple visits • Size guide views • Cart additions • Wishlist creation Possible personalization • Show recently viewed products • Recommend matching apparel • Highlight customer reviews • Trigger browse abandonment emails	Customer buys boots. CDP opportunities • Attribute marketing source • Suppress acquisition campaigns • Trigger welcome series	Instead of immediately pushing another boot purchase: 0-30 days • Care instructions • Waterproofing tips • Styling inspiration 30-90 days • Socks • Apparel • Accessories	The goal becomes: • Repeat purchases • Community engagement • Advocacy Signals • Reviews • Referrals • Social engagement • Multiple category purchases

Journey 2: Pro Work-Boot Customer

This customer is often much more practical.

Awareness	Consideration	Purchase	Post-Purchase	Loyalty
The trigger may be: • New job • Worn-out boots • Employer recommendation • Safety requirements	Important behaviors: • Comparing safety ratings • Looking at waterproofing • Reading durability reviews CDP enrichment Could identify: • Industry • Employer • Occupation • Work environment	Customer buys one pair. Unlike fashion customers, they may disappear for 12-24 months. A common mistake is treating them as inactive.	Instead of weekly promotions: Timing based on expected replacement cycle For example: • 9 months: check-in • 12 months: replacement reminders • 18 months: upgrade offers	The goal becomes: • Repeat purchases over a longer purchasing cycle • Higher individual order value

Journey 3: Outdoor/Hiking Customer

This customer behaves more like a The North Face customer.

Awareness	Consideration	Purchase	Post-Purchase	Loyalty
Searches/browses: • Hiking boots • Waterproof boots • Trail footwear	Consumes lots of content: • Reviews • Hiking guides • Product comparisons Possible personalization • Show recently viewed products • Highlight customer reviews • Trigger browse abandonment emails	Buys hiking footwear.	Cross-sell: • Socks • Jackets • Base layers • Packs	Encourage: • Trail content engagement • User-generated content • Seasonal gear purchases

Strategy: Intent Classification

Focus less on demographics and more on intent classification, providing personalized messaging based on key behaviors.

Customer Type	Key Behaviors	Personalized Messaging
Fashion	Views collaborations, lifestyle content, apparel	• Email • SMS • Website personalization • Paid media audiences • Customer service • Retail experiences
Workwear	Safety features, PRO pages, durability content	
Outdoor	Hiking gear, trail content, weather-related products	
Gift buyer	Seasonal browsing, limited engagement	
Loyalist	Multiple purchases across categories	

Action Plan

- CDP analysis – document current setup
- Identify any gaps or friction for resolution
- Data audit – check data for potential identity issues & resolve
- Set up listeners to start compiling visitor data for profiles
- Plan/review use cases – determine requirements
- Review customer journeys
- Create an enablement timeline