



WEBINAR SERIES

# From Data to Delight: Website Personalization with CDPs

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**Norbee**

**DEP**  
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# Today's Experts



**Atul Patel**

Co-Founder & CEO | Orbee  
atul.patel@orbee.com

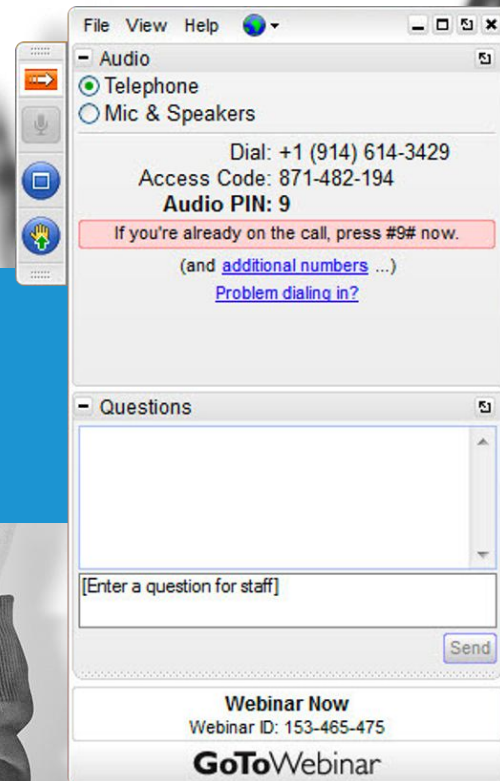


**Gino Cipperoni**

CRO | Dealer eProcess  
gino@dealereprocess.com

# Questions? Comments?

Type them in the questions box!



The screenshot shows a GoToWebinar interface. On the left is a vertical toolbar with icons for chat, audio, video, and help. The main window has two sections: 'Audio' and 'Questions'. The 'Audio' section shows 'Telephone' selected, with dialing instructions: 'Dial: +1 (914) 614-3429', 'Access Code: 871-482-194', and 'Audio PIN: 9'. A red banner says 'If you're already on the call, press #9# now.' Below it are links for '(and additional numbers ...)' and 'Problem dialing in?'. The 'Questions' section has a large text area for questions, a placeholder '[Enter a question for staff]', and a 'Send' button. At the bottom, it says 'Webinar Now' with 'Webinar ID: 153-465-475' and the 'GoToWebinar' logo.

File View Help

**Audio**

☒ Telephone  
☐ Mic & Speakers

Dial: +1 (914) 614-3429  
Access Code: 871-482-194  
**Audio PIN: 9**

If you're already on the call, press #9# now.

(and [additional numbers ...](#))  
[Problem dialing in?](#)

**Questions**

[Enter a question for staff]

Send

**Webinar Now**  
Webinar ID: 153-465-475

**GoToWebinar**



# PRIZE ALERT!

**Stay tuned to win later in the broadcast.**

Win a 20oz hot-or-cold MiiR Tumbler!





WEBINAR SERIES

# From Data to Delight: Website Personalization with CDPs

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# Agenda

- ❏ Customer Data Platforms
- ❏ Identities
- ❏ Journeys
- ❏ Segmentation
- ❏ Activation
- ❏ Personalization



A high-angle, dark-toned photograph of a woman and a man standing next to a silver car. The woman, on the left, has long brown hair and is wearing a black blazer over a white shirt, black pants, and black heels. She is holding a clipboard and gesturing with her right hand towards the car's side mirror. The man, on the right, is seen from the back, wearing a white shirt and a patterned tie. The car is a silver sedan, and the scene is set on a light-colored tiled floor. The overall image has a dark, moody aesthetic with a semi-transparent dark overlay.

# Customer Data Platforms



Businesses that effectively  
leverage CDPs can increase  
customer lifetime value by up  
to 30%

(source: McKinsey)

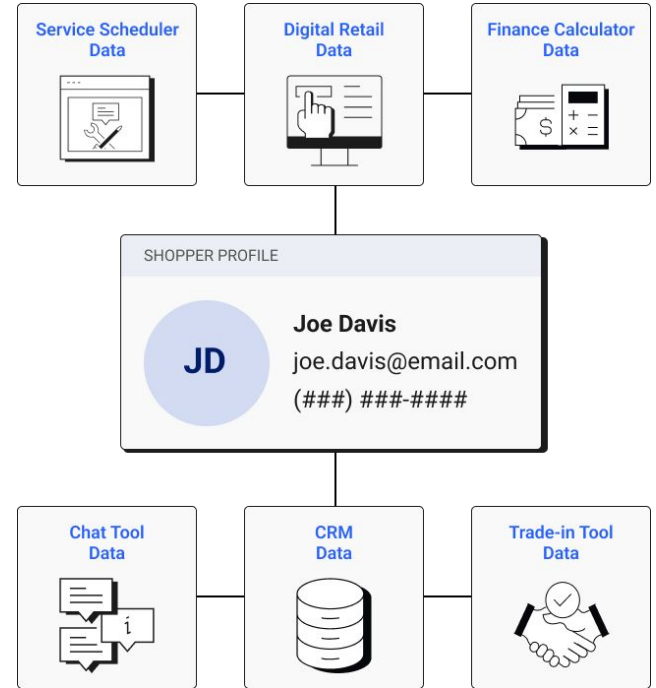


Norbee

DEP  
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# What is a CDP?

A Customer Data Platform (CDP) is a software solution that consolidates and unifies customer data from multiple sources.

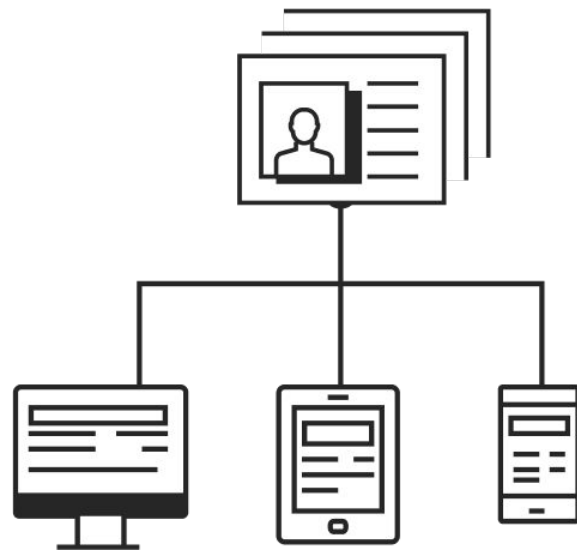


A high-angle, dark-toned photograph of a woman and a man standing next to a silver car. The woman, on the left, has long brown hair and is wearing a black blazer over a white shirt, black pants, and black heels. She is holding a clipboard and gesturing with her right hand towards the car's side mirror. The man, on the right, is seen from the back, wearing a white shirt and a patterned tie. The car is a silver sedan, and the scene is set on a light-colored tiled floor. The word "Identities" is overlaid in white text in the center of the image.

# Identities

# Unique First-Party IDs

- ❑ Every user gets a unique first-party ID
- ❑ ID numbers persist throughout the customer journey
- ❑ Omni-device identity resolution capabilities are essential



# Cross-Device and Cross-Domain ID Linking

- ❏ Linking IDs between devices for a seamless experience
- ❏ Ensuring cross-device tracking and personalization

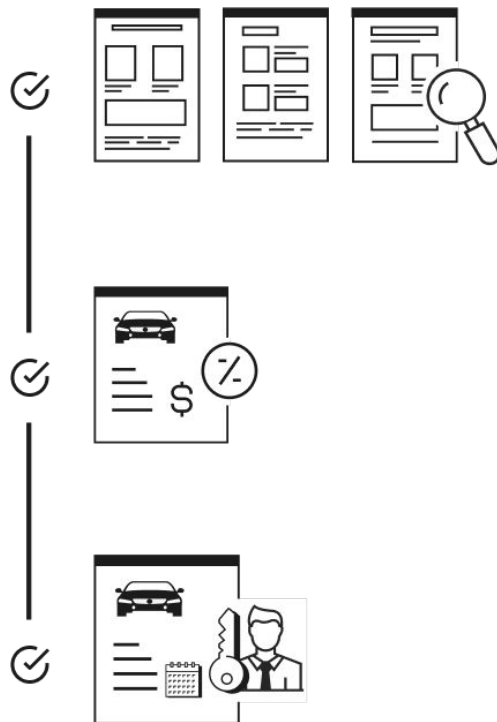


A high-angle, dark-toned photograph of a woman and a man standing next to a silver car. The woman, on the left, has long brown hair and is wearing a black blazer over a white shirt, black pants, and black heels. She is holding a clipboard and pointing her right hand towards the car's side mirror. The man, on the right, is seen from the back, wearing a white shirt and a patterned tie. The car is a silver sedan, and the interior is visible through the open driver-side window. The background is a light-colored tiled floor. The word "Journeys" is written in white, sans-serif font across the center of the image.

# Journeys

# Data-Driven Customer Journeys

- ❑ Customer journeys based on user data and behaviors
- ❑ Orbee's APIs and SDKs for seamless integration.





# Integrated Journeys

- ❑ Integration with partners like Dealer eProcess and their APIs
- ❑ Dynamic journey creation through API integration
- ❑ Touchpoints happen on every component on your properties

A high-angle, dark-toned photograph of a woman and a man standing next to a silver car. The woman, on the left, has long brown hair and is wearing a black blazer over a white shirt, black leggings, and black heels. She is holding a clipboard and pointing her right hand towards the car's side mirror. The man, on the right, is seen from the back, wearing a white long-sleeved shirt and a dark tie. The car is a silver sedan, and the interior is visible through the open driver-side window. The background is a light-colored tiled floor. The word "Segmentation" is overlaid in white text in the center of the image.

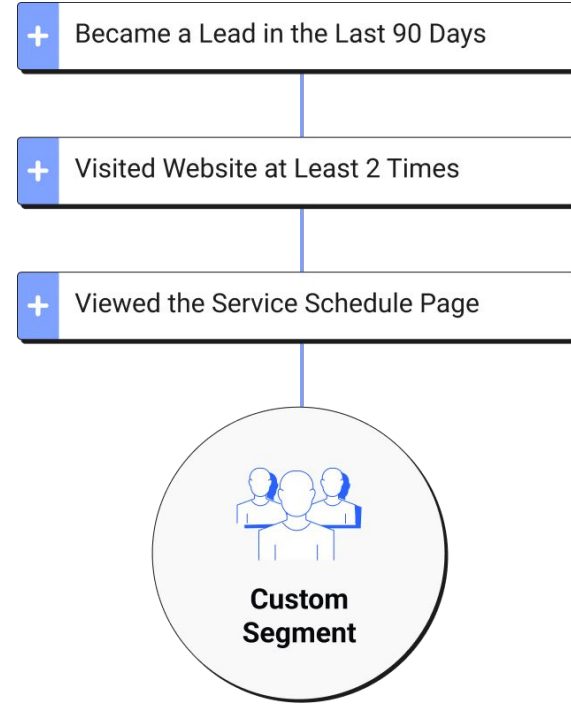
# Segmentation

# In-Depth Behavioral Analysis

- ❑ Analyzing customer behaviors in real-time
- ❑ Using data to identify patterns and preferences
- ❑ Comprehensive view of customer interactions

# Shopper Segmentation Strategies

- ❑ Grouping customers with similar behaviors and preferences
- ❑ Utilizing segmentation for targeted marketing campaigns
- ❑ Enhancing customer engagement and retention



A high-angle, dark-toned photograph of a woman and a man standing next to a silver car. The woman, on the left, has long brown hair and is wearing a black blazer over a white shirt, black pants, and black heels. She is holding a clipboard and gesturing with her right hand towards the car. The man, on the right, is wearing a white shirt, a patterned tie, and dark pants. He is looking at the car. The car is a silver sedan, and the interior is visible through the open driver-side door. The background is a light-colored tiled floor.

Activation

# Personalized Advertising Activation

- Applying personalization and segmentation to advertising offerings
- Omni-channel continuity in messaging



User **starts** to schedule a service appointment



**Abandons** on the service selection step



**Send email** with service offers

To: Abandoned Customer

Subject: Not sure what service you need?

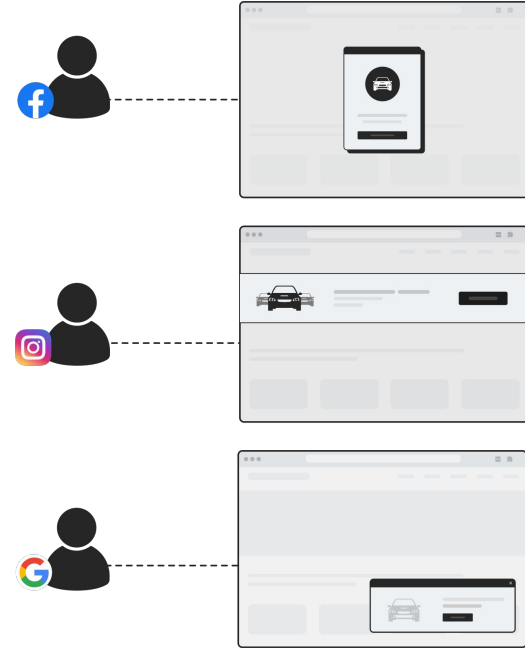


**We offer every service your vehicle needs to stay in shape**

[Schedule a Service](#)

# Consistent Messaging Across Channels

- ❏ Companies with strong omni-channel customer engagement strategies retain an average of 89% of their customers, compared to 33% for companies with weak omni-channel strategies (Aberdeen Group).



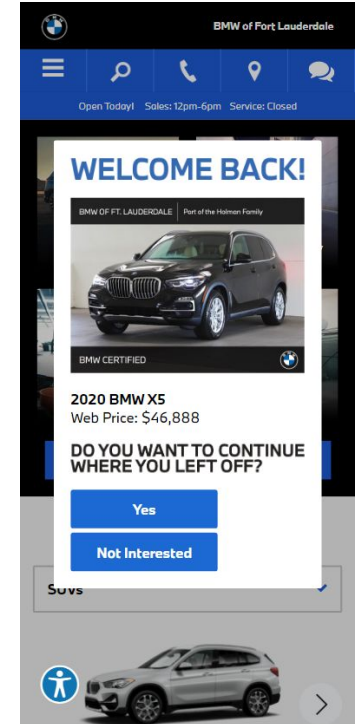
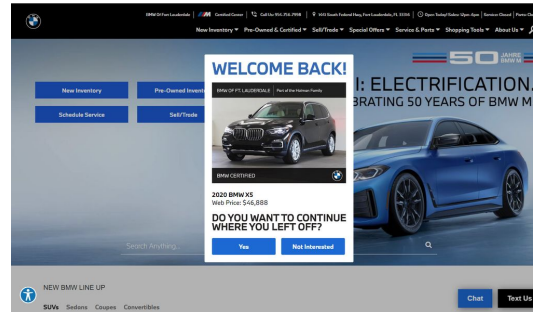




Personalization

# Website Personalization

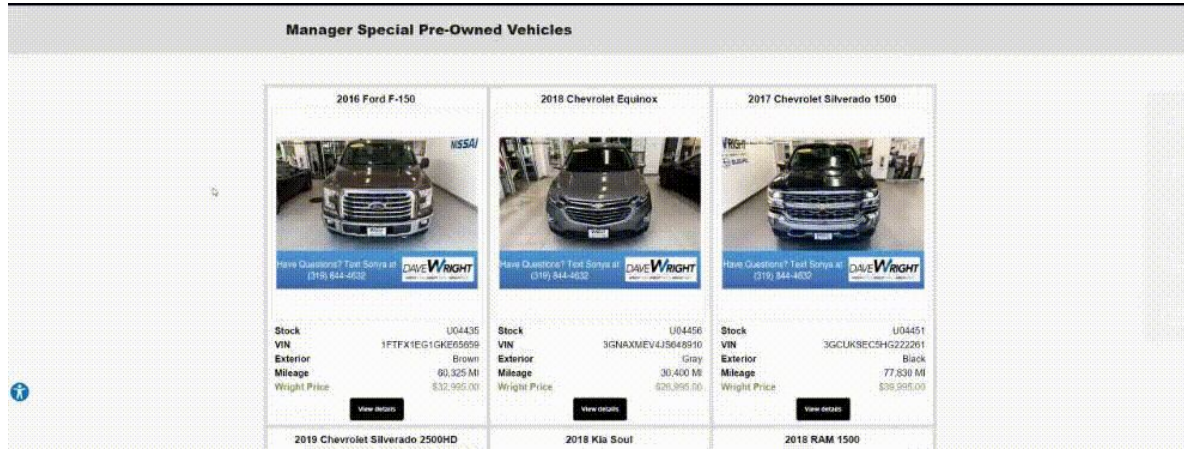
- ❏ Using segmented data for website personalization
- ❏ Tailored recommendations and next steps for users




# Enhanced User Experience

❏ Adapting website elements based on Orbee's SDK and API and user segments

❏ Enhanced user experience through personalization



The background is a dark, blurred photograph of a car dealership. In the foreground on the right, the front corner of a dark-colored car is visible, showing the headlight and grille. In the background, several people are standing and talking, and other cars are parked. The overall scene is dimly lit, with the text overlaid in white.

You Have To Make It  
Personal!

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Different  
shoppers with  
different needs  
come to your  
website every  
single day...



**I need a truck to haul  
my new fishing boat**



**Safety and cargo space  
are our main concerns**



**I need something  
affordable with good  
gas mileage**



...but they're  
all met with  
the exact  
same website  
experience.



A laptop screen displaying a car dealership website. The website has a dark blue background with a light blue border. On the left, there is a large image of a smiling man in a white shirt talking on a phone and holding a laptop, with a car in the background. To the right of the image is a blue circle with the text "25% OFF". Further right, there is a logo for "CAR DEALER" with the tagline "TAGLINE HERE". Below the logo, the text "Special price" is followed by "THE NEW MODEL" in large, bold, light blue letters. Underneath, there is a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet." Below this is a blue button with the text "BOOK NOW". At the bottom, there is more text: "More information call us: +000 (1234) 5678" and "www.cardealer.com". The website also features decorative elements like a series of dots and a blue circle.

# Would You Let This Happen In Your Showroom?



**I need a truck to haul  
my new fishing boat**

**I Think You're Going to  
Love This Coupe!**









Your Shoppers Demand A  
Personalized Experience

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The background of the slide shows a group of people sitting on the floor, looking at their smartphones. Overlaid on this are four large, semi-transparent emoji faces. From left to right: a yellow face with a black 'X' for eyes (dead), a yellow face with wide-open eyes and a small open mouth (shocked), an orange face with a wide, toothy grin (grinning), and a yellow face with a single curved line for a mouth and a small 'v' shape for a nose (sweating or nervous).

**71%** of consumers expect companies to deliver personalized interactions. **76%** get frustrated when this doesn't happen.

A close-up photograph of a person wearing a grey suit jacket, a white shirt, and a blue tie. They are holding a stack of US dollar bills, with the top bill being a \$100 bill. The background is blurred.

Companies that excel at personalization  
generate **40% more** revenue from those  
activities than average players.



A man with a beard, wearing a dark suit, is looking towards a woman whose back is to the camera. The woman is wearing a grey blazer and blue jeans. They are standing next to a dark-colored car in a brightly lit room with large windows. The man is holding a white folder or document.

**62%** of consumers say a brand will lose their trust if they deliver an non-personalized experience, **up from 45%** in 2021.

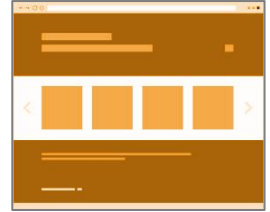
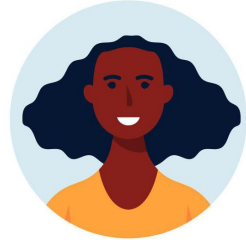
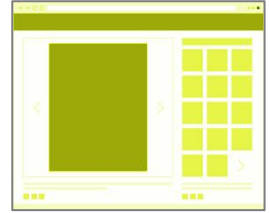


**Over 80%**<sup>1</sup> of consumers say that trust is a key factor in their buying decisions...for car buyers, that number jumps to **over 90%**<sup>2</sup>

<sup>1</sup> <https://hbr.org/2022/06/3-ways-marketers-can-earn-and-keep-customer-trust>

<sup>2</sup> Marchex 2021 Automotive Buyer Study

# A Truly Custom Experience





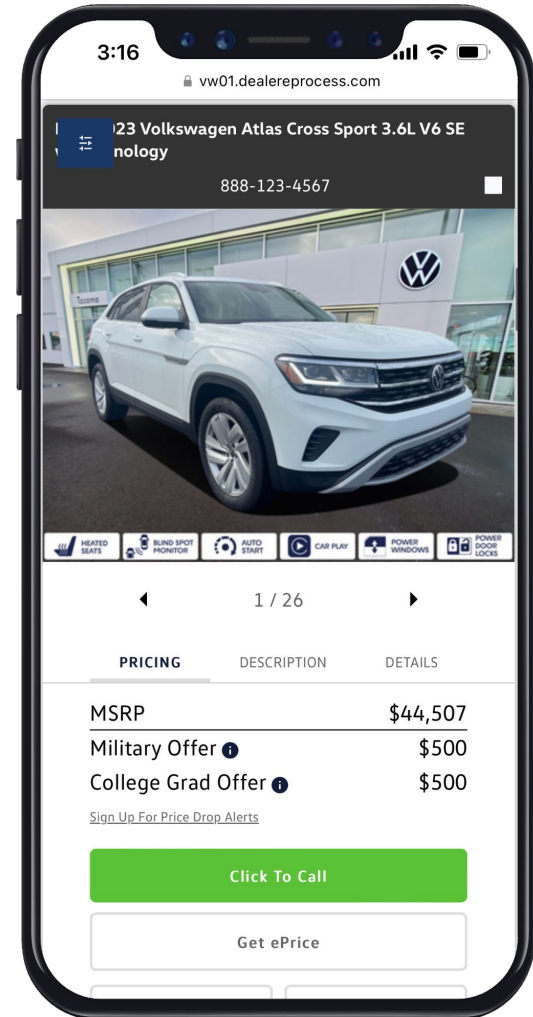
An aerial, high-angle photograph of a busy pedestrian crosswalk. The crosswalk is marked with white diagonal stripes on a grey asphalt surface. A large number of people of various ages and ethnicities are walking across the crosswalk in different directions. Long shadows are cast by the people, suggesting it is either early morning or late afternoon. The entire image is framed by a thin blue border.

**“If we have 4.5 million  
customers, we shouldn’t have  
one store. We should have 4.5  
million stores.”**

**Jeff Bezos, 1998**



# Customer Profile in the CDP



PRICING	DESCRIPTION	DETAILS
---------	-------------	---------

MSRP		\$44,507
Military Offer ⓘ		\$500
College Grad Offer ⓘ		\$500

[Sign Up For Price Drop Alerts](#)

Click To Call

Get ePrice

# Customer Profile in the CDP



Engagement w/ Digital Marketing

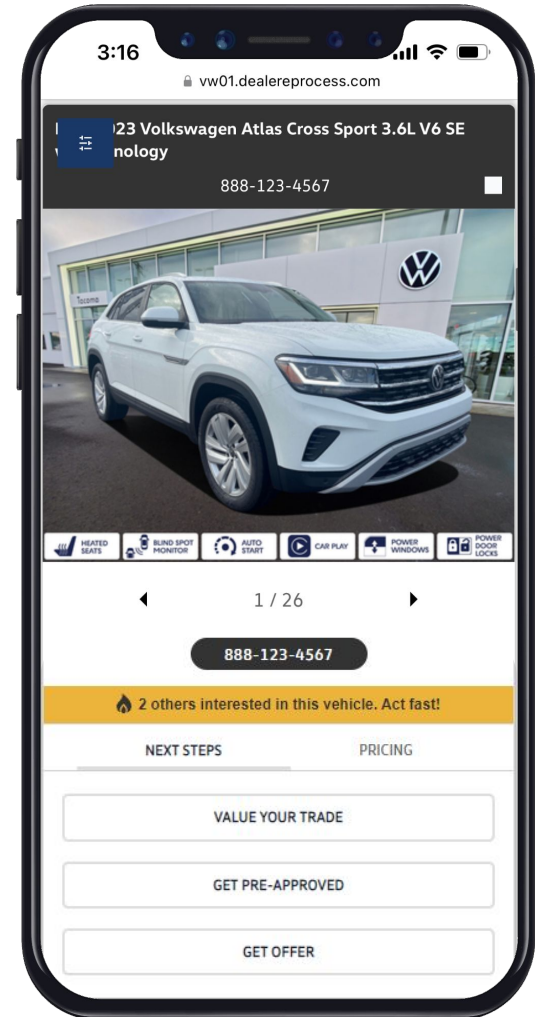
Phone Calls w/ Dealership

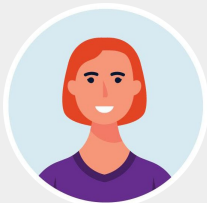
Texts and Chats

Service Schedules

3rd Party Site Visits

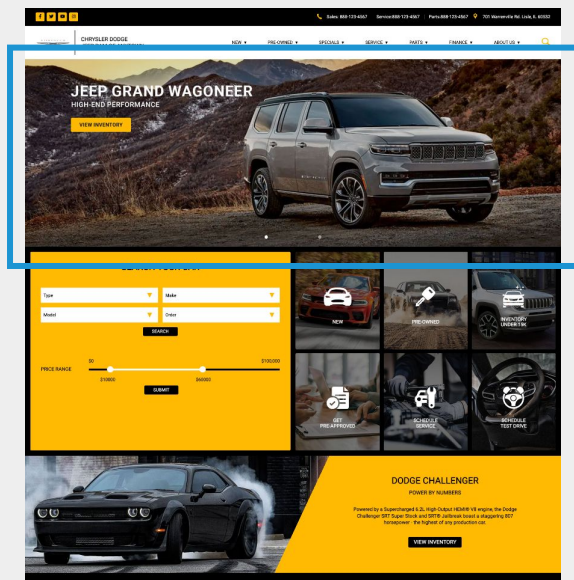
Amazon Shopping Data





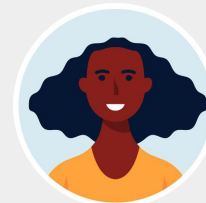
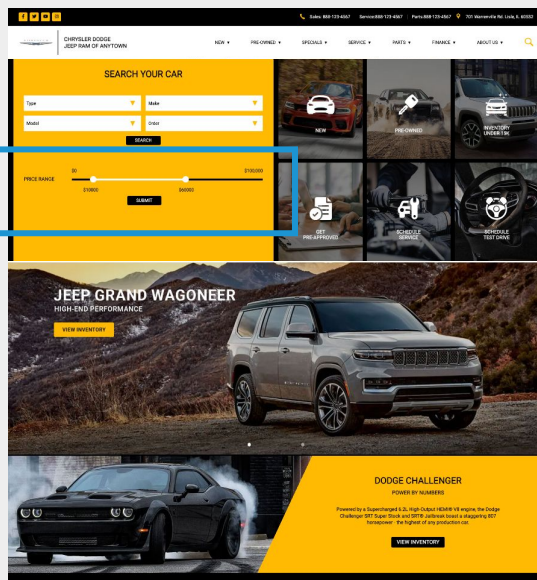
## User 1

Tends to engage with banners



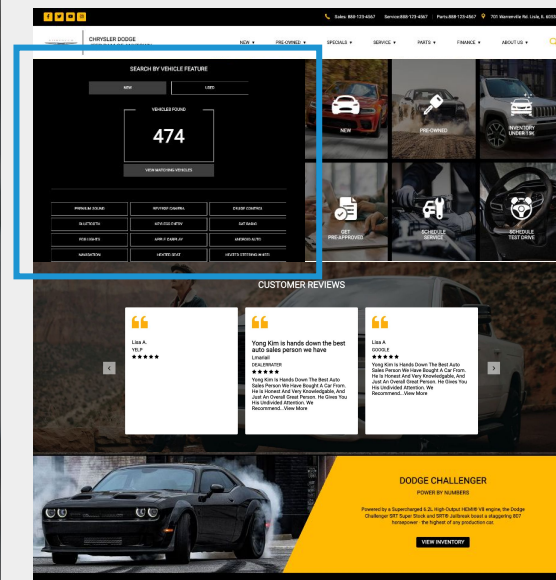
## User 2

Payment based shopper

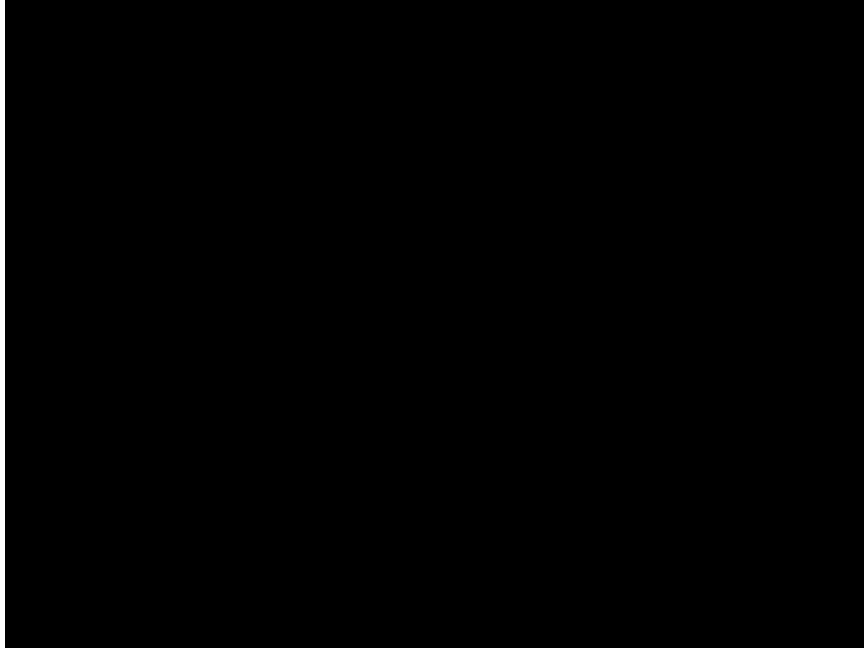


## User 3

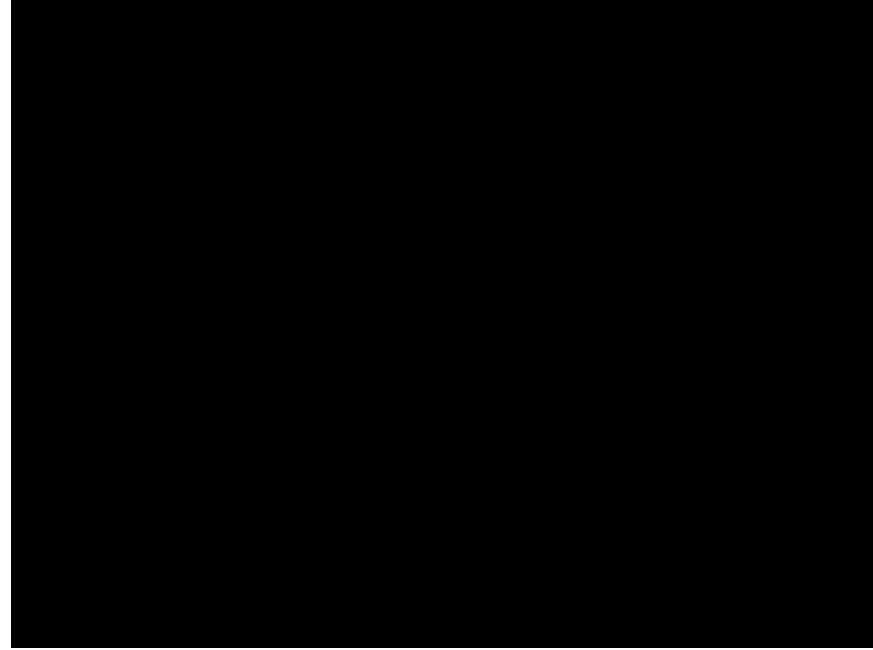
Features based shopper



### [Shopper ID'd as a Tech/Feature Based Car Buyer](#)



### [Shopper ID'd as a SUV Buyer](#)



Subaru of America

701 Warrenville Road Lisle, IL 60532

Sales: [Phone Icon]

FINANCE & SPECIALS

SERVICE & PARTS

ABOUT US

SCHEDULE SERVICE

BUY SUBARU PARTS

Search Icon

146 Results Found

RESULTS VIEW: LIST SORT BY: PRICE / LOW TO HIGH

AVAILABLE FEATURES

3rd row seating Android Auto Apple CarPlay Bluetooth Cruise Control EYESIGHT Fog Lights Heated Seats Heated Steering Wheel Keyless Entry Lane Departure Navigation Power Lift Gate Premium Sound Reverse Camera

Custom Sorted Filters

FILTERS

CLEAR ALL (4)

SEARCH...

LOCATIONS

MAKE

MODEL

YEAR

PRICE

PAYMENT FINANCE

PAYMENT LEASE

BODY STYLE

COLOR

FUEL ECONOMY

ENGINE

TRANSMISSION

MILES

DRIVETRAIN

FUEL TYPE

SEATING CAPACITY

FEATURE

Pre-Selected Vehicle Features

Apple CarPlay Heated Seats Sunroof/Moonroof

Previously Viewed Vehicles

1 2 3 4 5 13 Next

New Subaru with Heated Seat and Apple CarPlay and Sunroof/Moonroof for Sale in Lisle, IL

Apple CarPlay Heated Seat Sunroof/Moonroof New

New 2022 Subaru Impreza Premium

MSRP: \$27,107

2 others interested in this vehicle. Act fast!

1 / 7

See how the experts rate Impreza View Awards & Accolades

VALUE YOUR TRADE

GET PRE-APPROVED

PERSONALIZE PAYMENTS

Still looking for more?

MODEL OVERVIEW SCHEDULE TEST DRIVE WINDOW STICKER VEHICLE BROCHURE

VEHICLE DETAILS

★ Trade In Value added to Math Box

★ Conditional Offers added to Math Box

New 2022 Subaru Impreza

MSRP: \$27,107

Sign Up For Price Drop Alerts

Get ePrice

GET PRE-APPROVED VALUE YOUR TRADE

IN TRANSIT

See how the experts rate Impreza

Dynamic CTAs

Custom Engagement Tools

New 2022 Subaru Impreza Sport

MSRP: \$29,007

FINANCE \$398/mo PERSONALIZE LEASE \$XXX/mo PERSONALIZE

New 2022 Subaru Legacy

866-543-2200

FINANCE \$415/mo PERSONALIZE LEASE \$XXX/mo PERSONALIZE

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New 2022 Subaru Ascent Touring 7-Passenger in Lisle, IL

Internet Special

MSRP \$49,590

Get a Price

Get Pre-Approved

Value Trade-In

See how the experts  
rate Ascent

View Features & Accolades

SUBARU  
STARLINK  
YOUR SUBARU CONNECTED

EyeSight<sup>®</sup>

Driver Assist Technology

FINANCE

\$666/mo.

PERSONALIZE

LEASE

\$1000/mo.

PERSONALIZE

< Photo 1 of 21 >

VEHICLE BROCHURE

VEHICLE STOCK

COMPARE SAVABILITY

FEATURES SHOWN

VEHICLE DESCRIPTION

2018  
456WAWF00N0423576

Mileage  
4

7th  
Touring 7-Passenger

Color: Outer  
Crystal White Pearl

Inner: Outer  
Black

Fuel Economy  
City/20 Hwy/25

Doors  
4

Passengers  
7

Transmission  
Continuously Variable Transmission

VEHICLE DETAILS

MSRP MSRP + INC

SAFETY

TECHNOLOGY

EXTERIOR

INTERIOR

MEDIA/MP3

CONNECT

PERFORMANCE

- ★ Trade In Value added to Math Box
- ★ Conditional Offers added to Math Box

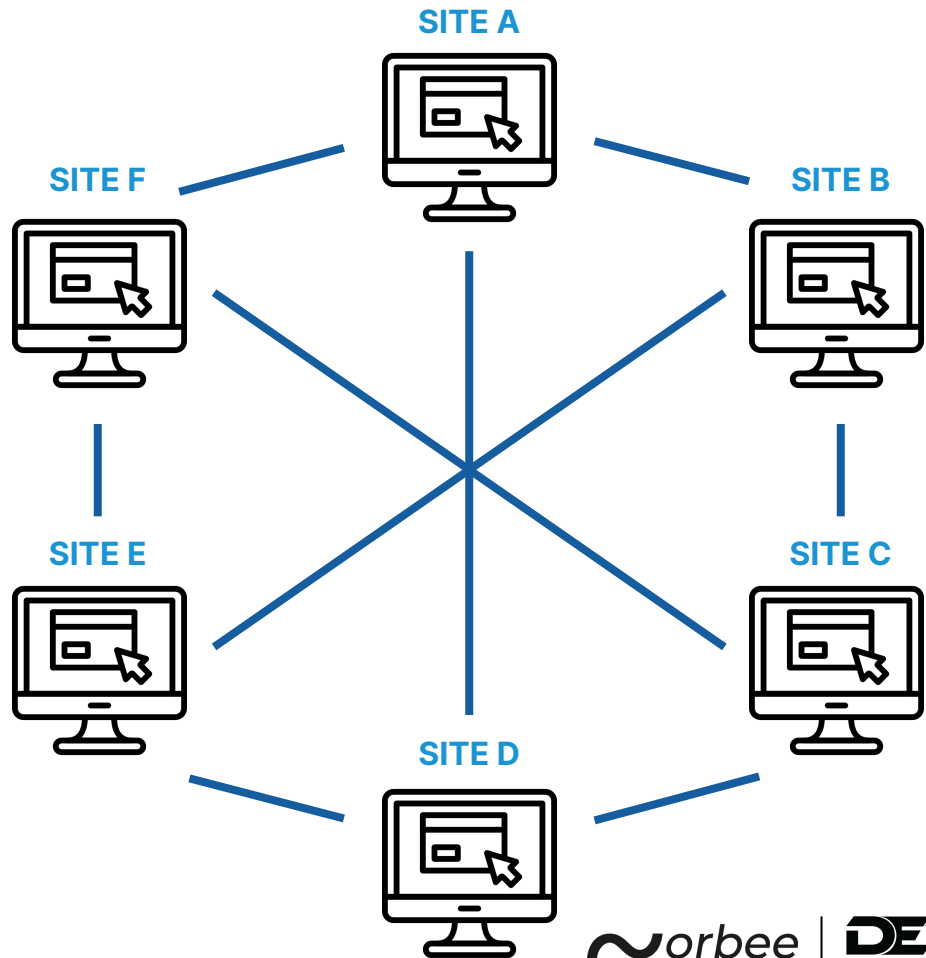
Custom Engagement Tools

- ★ Full integration with your Digital Retailing tool
- ★ Customized payments based on past site data and/or DMS data

Dynamic CTAs

Sorted to preferred features

# Group Sites Share Data

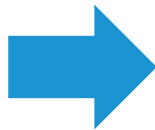


## SITE A



### Session Data:

- Viewed SUVs
- Selected Apple Carplay, Heated Seats, Sunroof
- Selected Black and Silver vehicles
- Searched within \$500-\$700 Payment Range



## SITE C



### Upon Visit, Site Displays:

- SUVs with Apple Carplay, Heated Seats, Sunroof in Black and Silver
- Sorts those vehicles that land within \$500-\$700 Payment Range to the top of the SRP



# | Achieve Digital Bliss

1. **Give your customers the personalized experience they've been looking for**
2. **Completely integrate all digital tools into one powerful solution**
3. **Save time and money by only having to deal with one provider**





# Let's Take A Poll!

**READY TO WIN?**



# Ask the Experts



**Atul Patel**

Co-Founder & CEO | Orbee  
[atul.patel@orbee.com](mailto:atul.patel@orbee.com)



**Gino Cipperoni**

CRO | Dealer eProcess  
[gino@dealereprocess.com](mailto:gino@dealereprocess.com)

# Orbee's Upcoming Events



## Digital Dealer Tampa

Visit us at Booth #131



Digital  
Marketing  
Strategies  
Conference

## DMSC 2023

Keynote: Sunday, May 21st at 4:30pm

**Identity Resolution Is the Foundation of CDPs**



## Brave New Worlds 2023

Keynote: Thursday, June 8th, 2023

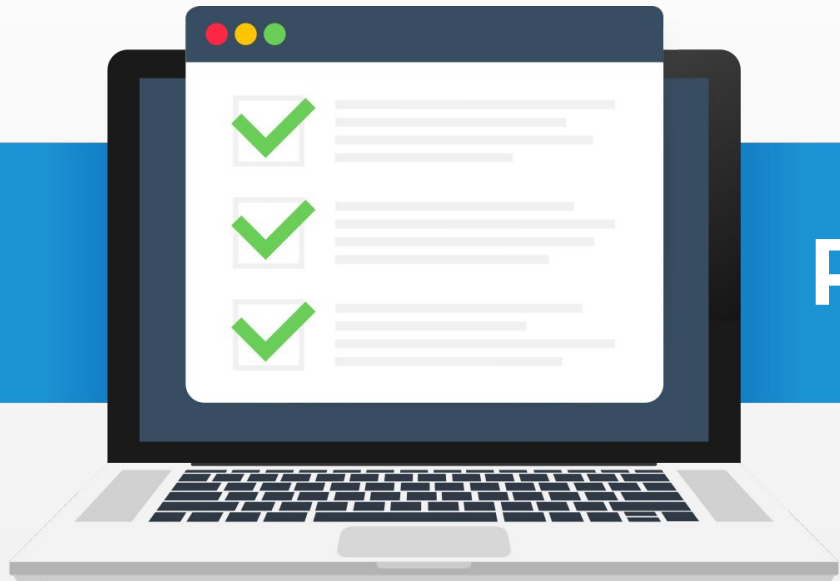
**GREETINGS FROM 2033: EXPLORING THE  
FUTURE OF CONNECTED MEDIA**



## Canada's Used Car Week

Keynote: Monday, June 12th @ 4:30pm

**DIY with APIs**



# Please Take Our Survey





DON'T MISS OUR NEXT WEBINAR

# Strategies to Boost Customer Retention Through Fixed Ops

**WEDNESDAY, MAY 10TH**  
1PM EST / 12PM CST

[dealereprocess.com/webinars](http://dealereprocess.com/webinars)



**OWEN MOON**

CEO of Fixed Ops Digital

**FIXED OPS**  
DIGITAL

# DEP's Upcoming Events



May 1-3, 2023

Tampa, FL

Booth 231

Stop by booth 231 for a chance to win a Louis Vuitton bag valued at over \$3000!

Pre-register [HERE](#) for an additional chance to win!

Come Meet With Us  
One-on-One!



Gino Cipperoni  
Chief Revenue Officer

Hosted Dealer Program

Get the opportunity to network and explore new products in a 1:1 setting! Similar to speed dating, dealers will experience three-minute pitches on how the solutions can help the dealer's business grow.

Tuesday, May 2, 2023  
10:25 am ET

Wednesday, May 3, 2023  
10:30 am ET



May 21-23, 2023

Austin, TX

Come See Us At Booth #13!

[Information/Tickets](#)

Save \$250 With Code DEP250  
Receive Group Discount With Code  
DEALERGROUP

Check Out Our  
Speaking Session!



Gino Cipperoni  
Chief Revenue Officer

CDP Research Report

This panel will explore the major findings of the BPE Research report on Automotive CDPs and we have invited industry leaders to discuss the future of a first-party data centric ecosystem.

Tuesday, May 23, 2023  
4:00 pm – 5:00 pm CST  
Main Stage



May 23-25, 2023

Clayton, GA

Cabin #B12

[Information/Tickets](#)

Camp Counselor



Eliana Raggio  
Chief Marketing Officer

Team Reputation Management

As camp counselor, Eliana is the subject matter expert for Reputation management and will lead interactive workshops, hands-on training sessions, and team-building exercises.

Thursday, May 25, 2023  
9:45 am ET







# Thank You.

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Partner

