Hiya.

Hori—
zontal

Sitecore Smart Hub CDP from the Lens of a Beginner

Chirag Khanna
Varun Shringarpure

September 19, 2023

Chirag Khanna

Technology Lead, Horizontal Digital

- Total 9 years of Technology experience.

- Sitecore 10, Sitecore CDP, Sitecore Content Hub and Sitecore Order Cloud Certified.

- I am blogging at https://passion4sitecore.wordpress.com

- Redis Labs Hackathon Winner, a Global Competition

- Love travelling and outing with friends and family.

Varun Shringarpure

Senior Technology Lead, Horizontal Digital

- Total 13 years of experience , of which 9+ years At Horizontal!

- 4 Time Sitecore MVP (2015-2020). Sitecore 6.5 through 10 Certified & Sitecore Content Hub Certified Developer

- I am blogging at https://varunvns.wordpress.com, I have been blogging from around 12+ years now.

- LinkedIn : https://www.linkedin.com/in/varunvns/

- DIY Hobbyist and Avid Gardener.

Agenda

❑ **CDP & Personalize**

❑ **Smart Hub CDP**

❑ **Basic Terminology Walkthrough**

❑ **Quick Glance at Sitecore CDP & Personalize**

Why these Buzzwords gaining the importance?

CDP

Personalize

Horizontal

Why Personalize for a user?

Customer Need

Content vs Context

Simple Personalization vs Connected Experience
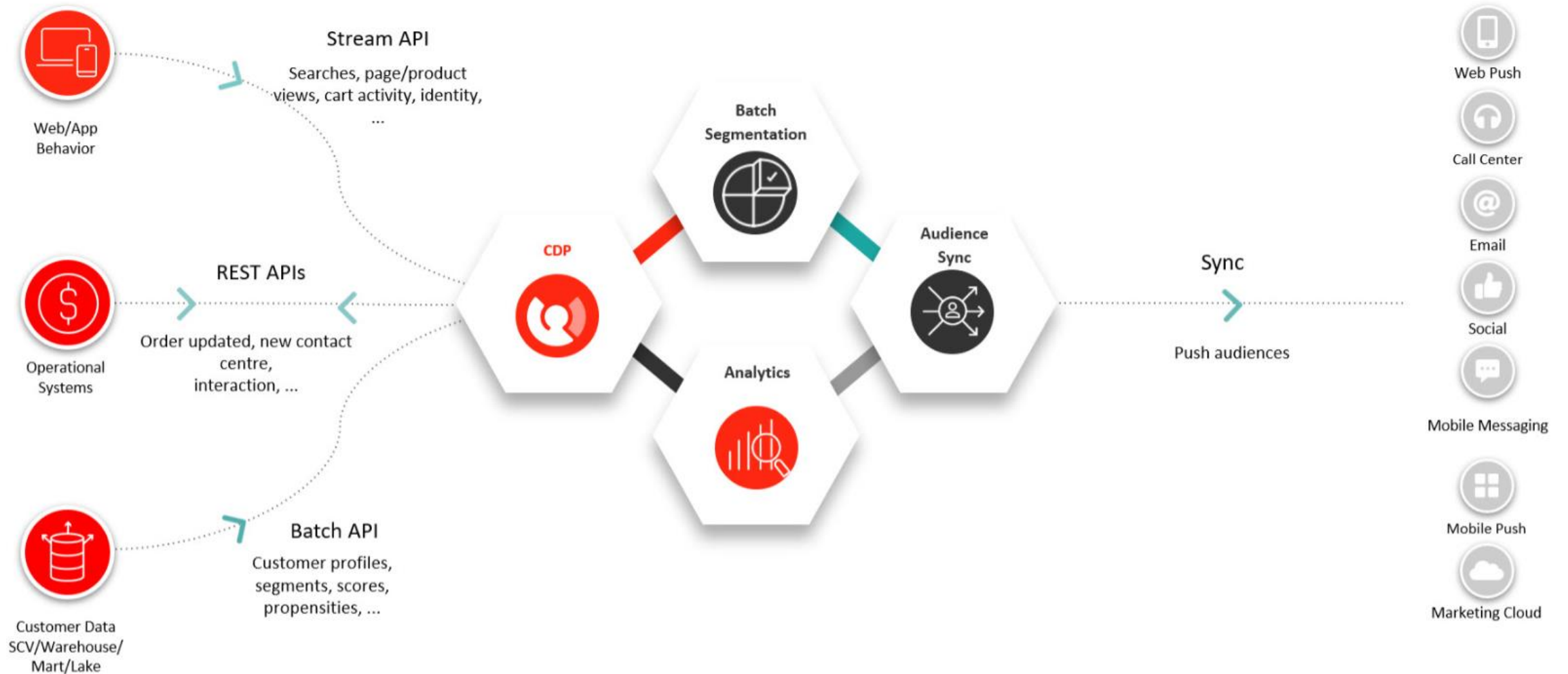
Customers value the Experience more than the Brand

> "
> **91% of consumers are more likely to shop with brands who recognize, remember, and provide them with relevant offers and recommendations**
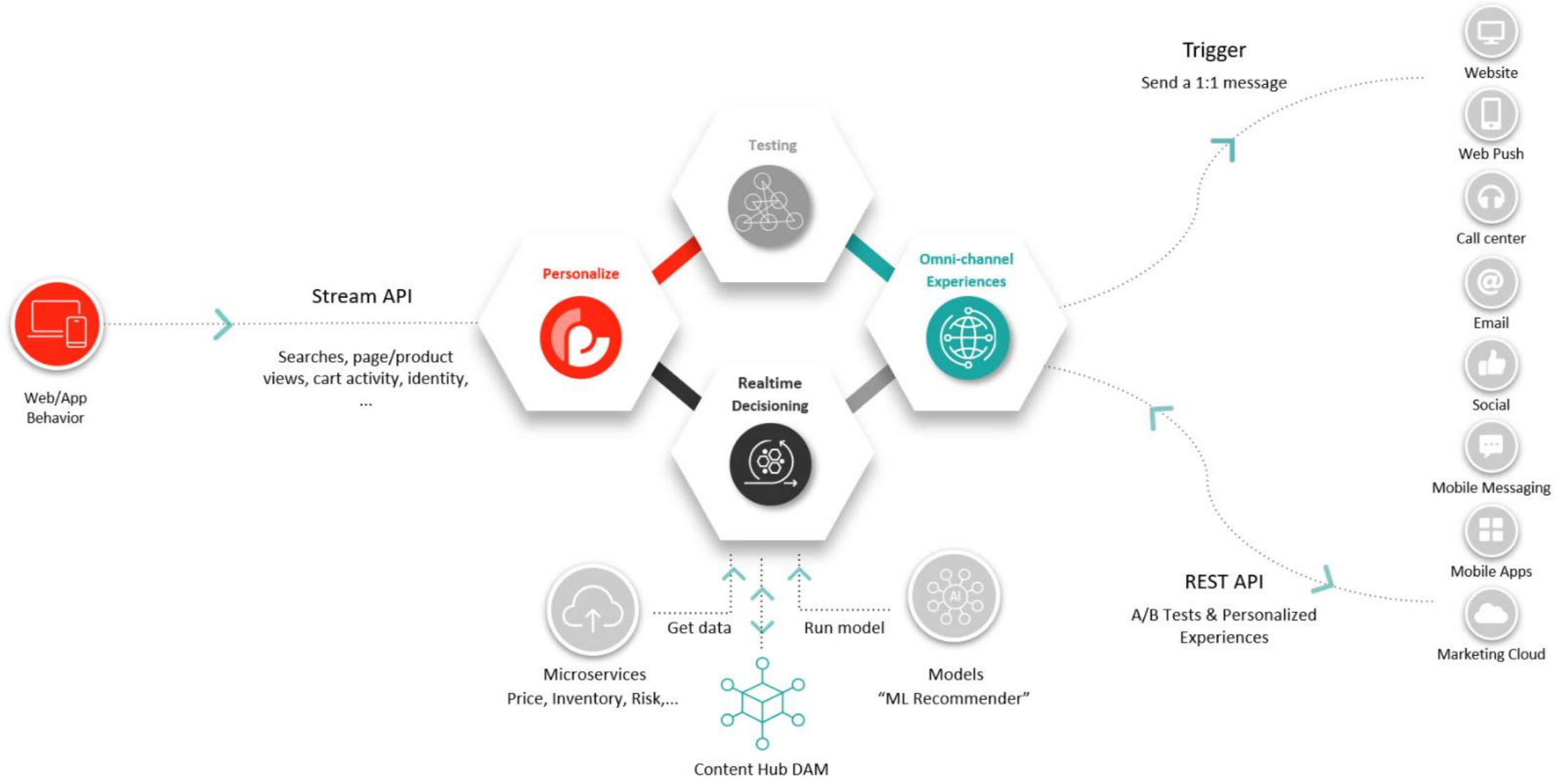
Sitecore CDP

Sitecore CDP

- What is CDP?
  - **C**ustomer **D**ata **P**latform
  - Persistent & Unified and Accessible customer database
  - Data is pulled from Multiple Sources and Combined to Create a Single Customer Profile.

- Why CDP?

  - 360° View of a Customer

- Why Sitecore CDP?
  - Tracks every user data and behavior
  - Consolidates and connects all customer data in one place
  - Builds Customer Profiles and Segments with Real-time data

Sitecore CDP

Stream API

Searches, page/product views, cart activity, identity, ...

Web/App Behavior

REST APIs

Order updated, new contact centre, interaction, ...

Operational Systems

Batch API

Customer profiles, segments, scores, propensities, ...

Customer Data SCV/Warehouse/Mart/Lake

CDP

Batch Segmentation

Analytics

Audience Sync

Sync

Push audiences

Web Push

Call Center

Email

Social

Mobile Messaging

Mobile Push

Marketing Cloud

Sitecore Personalize

Sitecore Personalize

Sitecore CDP vs Personalize

Sitecore CDP	Sitecore Personalize
Batch API, Stream API and Rest API	Stream API
Batch Segments	Real Time Segments/Conditions
Audience sync	✖
Guest Collection	✖
✖	Decisioning
✖	Experience/Experiments (*REST API*)
Dashboard Reports	✖

Smart Hub CDP

Sitecore Smart Hub CDP

CDP

- Customer Data >
- Audience Sync
- Library >
- Dashboards
- Connections

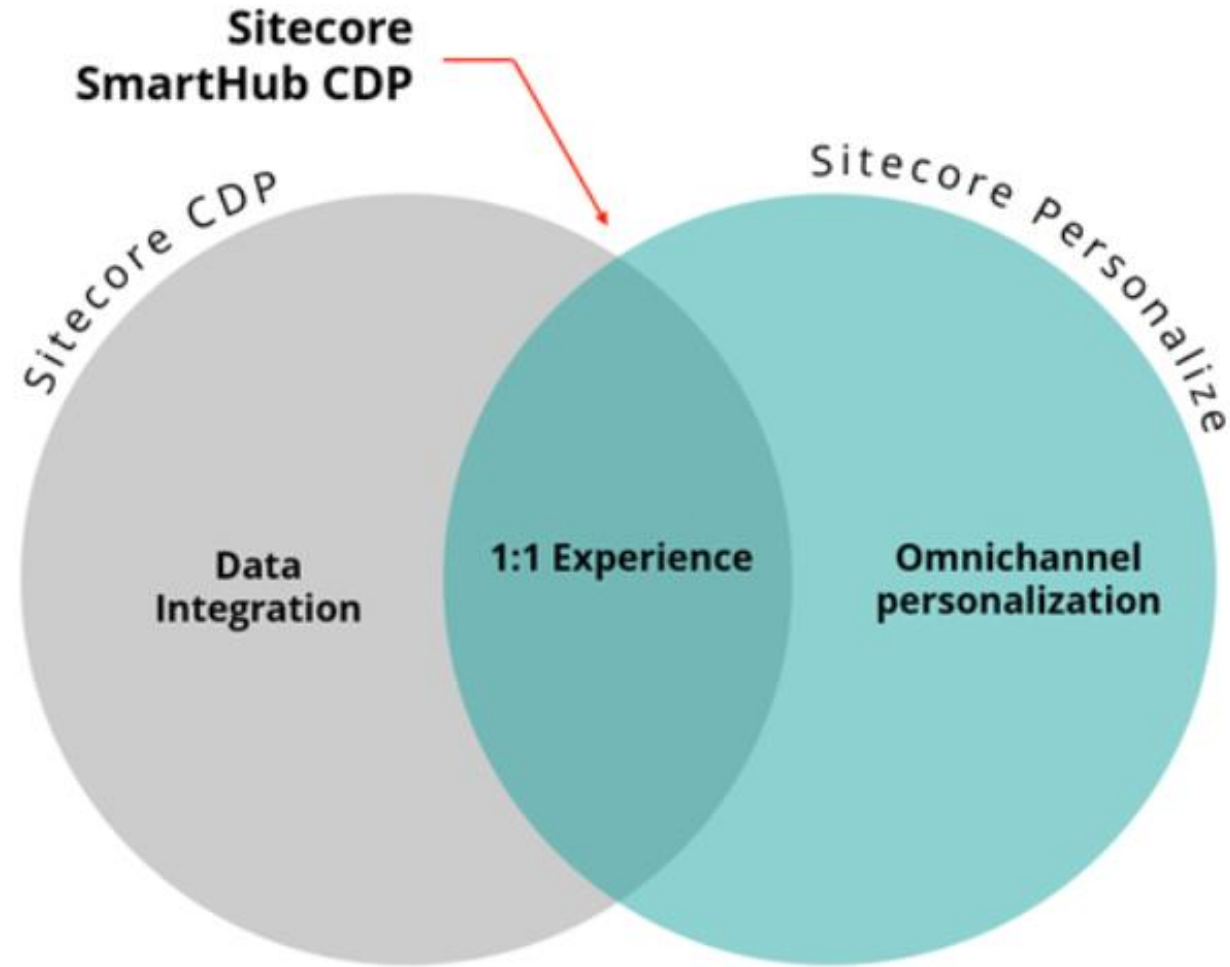**Personalize**

- Experiences >
- Experiments >
- Decisioning >
- Library >
- Connections

Smart Hub CDP (CDP + Personalize)

- Customer Data >
- Audience Sync
- Experiences >
- Experiments >
- Decisioning >
- Library >
- Dashboards
- Connections

Why is Sitecore called Smart Hub CDP?

Basic Terminologies

Horizontal

Terminologies related to Sitecore CDP

Stream API — Behavioral and Transactional Data

REST API — CRUD Operations, Custom Operations like Audience Sync

Batch API — Large Amount of Data/Offline Ingestion/Periodic Sync

Segmentation — User Persona/Profiles

Terminologies related to Sitecore CDP

Guest — The one who interacts with the Brand – Contact!

Visitor — Unidentified Guest – Unknown Contact!

Customer — Identified Guest – Known Contact!

Retired — Archived Guest

Terminologies related to Sitecore Personalize

Experience

Creating Personalized Content

Experiment

A/B Testing

Page Targeting

Which Page?

Audience

Users on a given Segment!

Decisioning

Next Best Action!

Goals

The Purpose!

A Quick Glance..

Horizontal

Questions?

But wait.. this is not it!

Advanced Session on Sitecore Smart Hub CDP coming soon!

Thx.

Hori—
zontal