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Manual vs. CDP-Based Suppression: A Study in Efficiency and Cost Savings

The Case for CDP-Based Suppression

The case is often made for deploying a customer data platform (CDP). However little has been done in particular to quantify the benefits of implementing a CDP-based marketing suppression process.
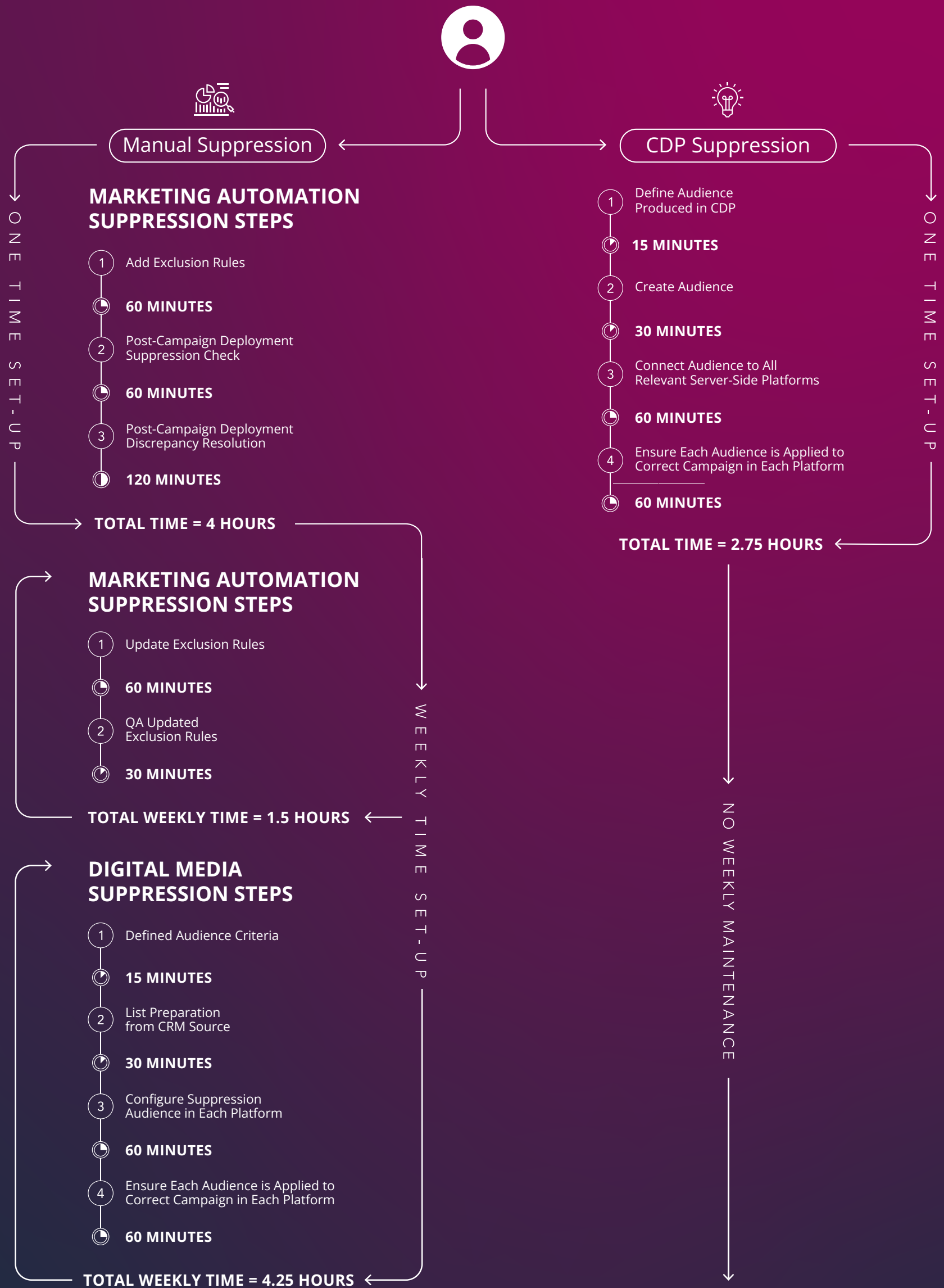
As an organization scales, the need for automating suppression becomes an imperative. The benefits of improved customer journeys, marketing cost avoidance, and increased return on ad spend through real-time marketing reinvestment, all far outweigh CDP platform costs.
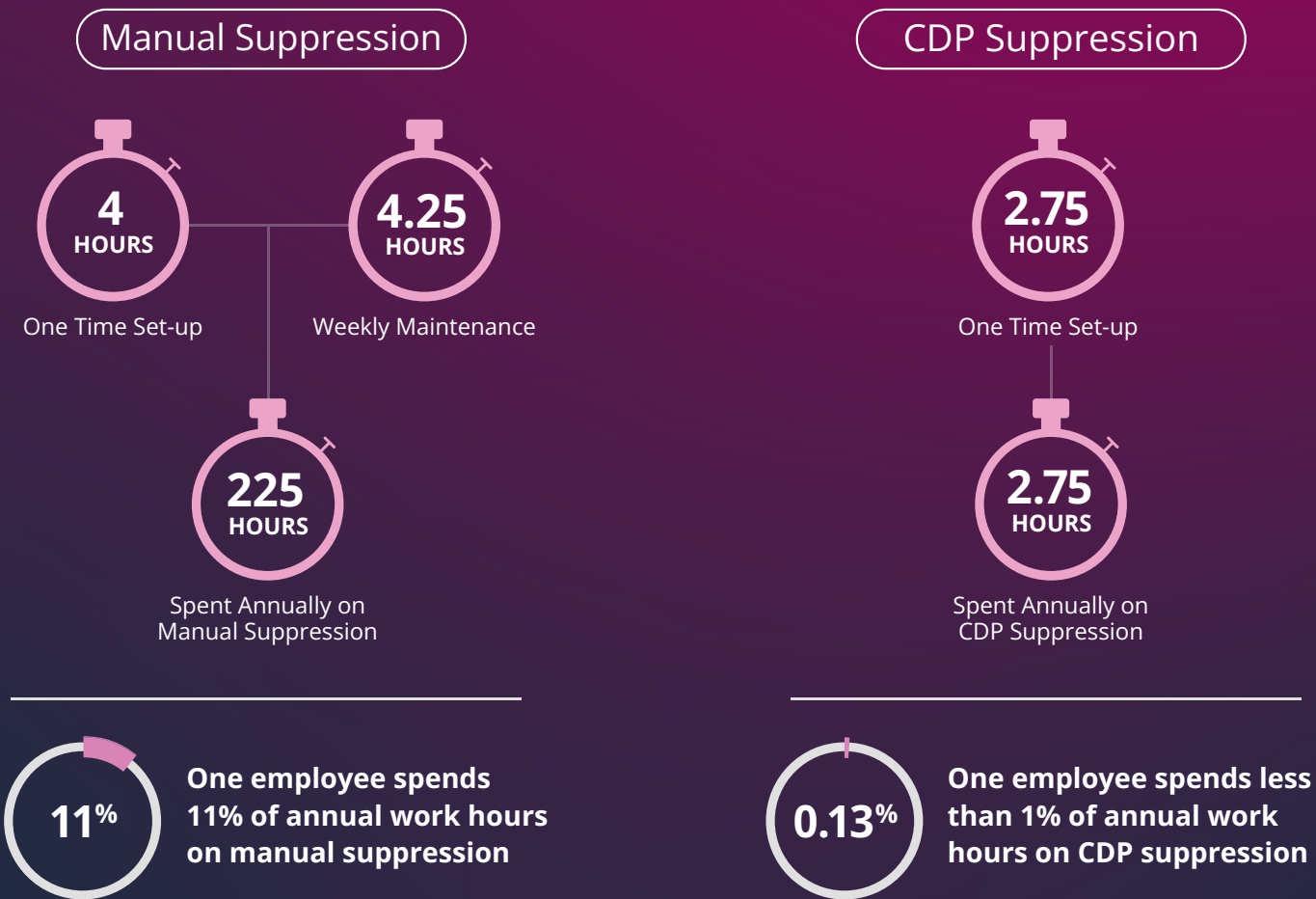
Streamlining the Suppression Process

Organizations often have challenges when trying to manage large amounts of customer data to drive tailored customer journeys through media and marketing automation campaigns. Manual suppression of audiences can take a marketing team member an average of 147 hours per year to set up and maintain – equating to about 7% of annual work hours. And, while there are efficiencies to be gained as marketers handle multiple audiences via manual suppression, our study finds that a marketer's workload for properly-conducted manual suppression can reach as much as 14% of their annual work hours. CDP-based audience suppression reduces this time that could have otherwise been spent on campaign strategy and optimization. There is also generally a delay of days to weeks between when an audience member should have been suppressed due to conversion or some other behavior and when a manual list upload typically occurs. This misses the opportunityto serve the most relevant content to the customer in real-time and potentially causes the serving of incorrect messaging to the customer.

Manual Suppression

MARKETING AUTOMATION SUPPRESSION STEPS

1. Add Exclusion Rules
   60 MINUTES
2. Post-Campaign Deployment Suppression Check
   60 MINUTES
3. Post-Campaign Deployment Discrepancy Resolution
   120 MINUTES

TOTAL TIME = 4 HOURS

MARKETING AUTOMATION SUPPRESSION STEPS

1. Update Exclusion Rules
   60 MINUTES
2. QA Updated Exclusion Rules
   30 MINUTES

TOTAL WEEKLY TIME = 1.5 HOURS

DIGITAL MEDIA SUPPRESSION STEPS

1. Defined Audience Criteria
   15 MINUTES
2. List Preparation from CRM Source
   30 MINUTES
3. Configure Suppression Audience in Each Platform
   60 MINUTES
4. Ensure Each Audience is Applied to Correct Campaign in Each Platform
   60 MINUTES

TOTAL WEEKLY TIME = 4.25 HOURS

ONE TIME SET-UP

WEEKLY TIME SET-UP

CDP Suppression

1. Define Audience Produced in CDP
   15 MINUTES
2. Create Audience
   30 MINUTES
3. Connect Audience to All Relevant Server-Side Platforms
   60 MINUTES
4. Ensure Each Audience is Applied to Correct Campaign in Each Platform
   60 MINUTES

TOTAL TIME = 2.75 HOURS

ONE TIME SET-UP

NO WEEKLY MAINTENANCE

Automated CDP-Based Suppression

Identifying what audiences not to target and suppressing the segments is crucial to the success of any organization's campaigns. When using a CDP, the marketer can easily define an audience. The audience can then be configured to be sent to multiple marketing platforms. Imagine no longer having to manually upload audiences to Facebook, TikTok, SnapChat, Google, Bing, SMS platforms, and marketing automation platforms. This set up equates to just a few hours of work, with no ongoing manual work or uploading of lists required.

Manual Suppression

4 HOURS
One Time Set-up

4.25 HOURS
Weekly Maintenance

225 HOURS
Spent Annually on Manual Suppression

11% — One employee spends 11% of annual work hours on manual suppression

CDP Suppression

2.75 HOURS
One Time Set-up

2.75 HOURS
Spent Annually on CDP Suppression

0.13% — One employee spends less than 1% of annual work hours on CDP suppression

Improved ROI, Resource Savings, & Increased CX Relevancy Through CDP-Based Suppression

All suppression occurs automatically, in real-time, with customers no longer receiving content that does not apply to them given their stage of the customer journey. The resulting streamlining of media spend and campaign delivery yields immediate time savings, which equates to both money and resource savings. It will also result in a better customer experience, delivering timely and relevant messaging to each segment when they are most likely to convert. Thus, an increase in return on ad spend is realized from better-aligned messaging and content aligned to the customer and their respective journey.