

Delivering transformational value to enterprise CDP adopters

Personalized, seamless customer journeys are crucial for brand success but executing them across channels requires a unified view of data. That's where a Customer Data Platform (CDP) comes in—centralizing data from all sources and providing insights to create tailored experiences.

Nagarro and BlueConic can help you harness the true potential of your valuable customer data, even if it resides in disparate systems. Our partnership focuses on delivering exceptional customer service and fostering strong relationships as part of your growth strategy.

Why Nagarro?



Strategic CDP roadmap development with agility and innovation at the core while meeting your business goals.



Best practices and toolkits specifically designed to optimize your BlueConic CDP experience.



Product engineering partner for Blueconic's product development unit.



Adept BlueConic practitioners to ensure a smooth and efficient implementation.

Perfecting customer intelligence with first-party data

Nagarro enables businesses to leverage BlueConic's Customer Data Platform (CDP) to unify first-party data from disparate systems, ensuring it is available when needed. With BlueConic's 80+ direct connections to popular marketing and CRM platforms, we help you achieve faster time-to-value, create new revenue streams and drive measurable growth.



Development and implementation

- AI-driven data science modelling
- Platform development
- Data governance framework
- New product design



Enterprise integration and support

- Digital experience platform integration
- Performance optimization
- Customized training & knowledge transfer
- Troubleshooting



Strategic consulting

- CDP assessment and roadmap definition
- Customer data strategy
- Customer journey mapping
- Data monetisation

Why Blueconic?



A one-of-a-kind privacy compliant data collection in real time



Marketer-friendly platform for testing and innovation with no coding



Intuitive interface and pluggable integrations for any tech stack



Scalable architecture to accommodate future needs

Success stories

€40 Bn worth of new market segment realized for a Fortune 500 organization:

Nagarro helped a leading French manufacturer transition to a more customer-centric model using BlueConic. The shift helped them identify and establish a new market segment with an estimated customer lifetime value of over €40 Bn. The client experienced a 10% saving and 9.83% more conversions in a year and a 72% surge in web sign-ups within two months. This transformation not only unlocked new growth opportunities for their B2C segment but also for the entire group's B2B2C strategy on a global scale.



Improved campaign performance through personalized targeting with CDP:

Nagarro collaborated with a leading athletic footwear and apparel manufacturer to unify scattered customer data for better visibility, efficient targeting and timely campaigns. We leveraged BlueConic to centralize customer information and integrated it with CRM PoS, eCommerce, SFMC Loyalty, and third-party systems in real-time. We enriched profiles with engagement metrics, product affinity and AI-driven scores. The solution increased the client's contactable customer base, marketing agility, and campaign performance, fostering deeper connections with global customers.

Reach out to us on cdp@nagarro.com

About Nagarro

Nagarro helps future-proof your business through a forward-thinking, fluidic, and CARING mindset. We excel at digital engineering and help our clients become human-centric, digital-first organizations, augmenting their ability to be responsive, efficient, intimate, creative, and sustainable. Today, we are over 18,300 experts across 37 countries, ready to help our customers succeed. For more information, visit www.nagarro.com.

Ready to unlock the full potential of your customer data? Reach out to us to discuss how a CDP can help your client achieve your business objectives and empower them to deliver exceptional customer experiences.