

## One51 Case Study

# Building a Composable CDP for a multi-brand Fast Food Company

### Overview

A substantial amount of industry literature on Customer Data Platforms (CDP) suggests that adopting a CDP is the silver bullet to your customer data problems – eliminating data quality issues and disconnection between systems inherent in storing customer raw data in the organisation.

Adopting a CDP solution can substantially benefit a business, but more is needed to solve the underlying data integration challenges. Adopting an "off-the-shelf" CDP can also lead to being tied to a platform with limited flexibility to move or change if your business needs or technology stack evolve.

One51 worked extensively with our client to design and implement a single-view-of-customer solution within their data warehouse, ensuring all data integration issues were managed and maintaining high data quality.

The One51 single-view-of-customer solution implemented an identity resolution system, providing unique identifiers for each customer at the brand and organisation level. With the single-view-of-customer solution in place, One51 worked with the Marketing Team in publishing these records to their Salesforce Marketing Cloud instance, enabling them to have a more accurate customer campaign targeting.

### **Duplicate customer identities and data quality issues prevented a single view of the customer.**

Our client (the parent company of several major Australian fast-food chains) approached us with a need to identify a single customer across 20+ data sources that encapsulated marketing and operational technologies.

At the time, they were in the early stages of their customer identification and profiling journey.

Customer profiles were primarily limited to customers captured through the loyalty program registration.

This meant customer data sources (such as online ordering, voice-of-customer (VoC), marketing engagement and in-store interactions) were treated as separate data entities isolated from the loyalty program.

This situation created sizeable gaps in understanding customer behaviour and prevented linking registered customers with other data sets to determine how they ultimately interact with their customers.

Our client required a bespoke solution that would allow them to integrate any customer data set to generate a single customer view across all aspects of their business.

They wanted to avoid simply adopting an "off the shelf" CDP solution, feeling that data quality work needed to be conducted to ensure current data sets would allow for the full functionality of a CDP solution. This custom approach would also eliminate dependency on a CDP – allowing them to make changes or incorporate new technologies as their business evolved.

## What is a Composable Customer Data Platform (CDP)?



A CDP system gathers, organises, and stores customer data from various sources to create unified customer profiles. These profiles can then be used to drive personalised marketing campaigns, customer engagement, and other data-driven strategies.

A Composable CDP is a bespoke build (as opposed to an "off-the-shelf" CDP functionality). It emphasises the ability to easily integrate with other systems and tools within an organisation's tech stack.

This adaptability and interoperability enable companies to create tailored marketing stacks, data pipelines, and customer experiences using their preferred set of technologies.

By being composable, this type of CDP fosters agility, scalability, and greater customisation possibilities, helping businesses make the most of their customer data to drive better results and gain a competitive edge.

Undoubtedly, the Composable CDP exists in many organisations and resides in the Data Warehouse realm, providing the single view of the customer and waiting for this data to be activated in the Marketing stack.

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## Designing a single-view-of-customer solution utilising our client's existing data platform



Loyalty Platform



Voice-of-Customer Platform



Online Ordering Platform



Salesforce Marketing Cloud

The One51 team designed a single-view-of-customer solution using the client's existing data stack in the Google Cloud Platform (GCP). This approach would also maximise the flexibility and efficiency that GCP provides – allowing for integrating any required data source and scheduling data outputs to meet current and future reporting and marketing requirements.

The single-view-of-customer solution was implemented entirely in the client's BigQuery instance, providing our client full ownership of the solution and the scalability required.

The single-view-of-customer solution integrated over 20 data sets to correlate and create customer data profiles. In addition, One51 implemented a bespoke identity resolution system to crunch the data to produce a single customer view per the client's requirements. The design was carefully structured to ensure flexibility for future upgrades and the addition of new data sources for a future-proof solution.

## Efficient Data Activation is made easy with Census.



Creating a single customer view with robust identity resolution capabilities across multiple data sets was essential to our client's use case in identifying and reporting on their customer's behaviours. Our client, however, wanted this capability to be broader than just analytical purposes.

Using Census (a Reverse ETL tool), One51 published the customer records from Google BigQuery to Salesforce Marketing Cloud in minutes. The configuration was quick and easy, provided the native connectors Census has. The data synchronisation took minutes, and scheduled jobs were created to accommodate the daily data refresh needs.

Moreover, the Marketing Team owns the customer audience creation process in Census. They can query the single-view-of-customer database and select the records and attributes that accommodate the campaign target criteria.



## A flexible, scalable single customer identity solution with trusted real-time data



Through One51's work and collaboration with our client, we delivered a robust single-view-of-customer that combined over 21 million customer data points to provide 2 million (and growing) unique customer profiles across multiple brands.

The solution designed and developed by One51 generates a daily average of 3,000 new profiles and between 50,000 to 250,000 customer profile updates.

The single-view-of-customer solution generates a unique customer identifier that allows the client to identify individuals across all data sources and their profiles related to each brand the client owns. The unique identifier is custom-generated and persists within the client's raw data, meaning it will be preserved and remain unchanged should the client decide to adopt new technology solutions or a CDP in the future. This level of data quality is essential for a tailored marketing and user experience relevant to the customer behaviours within each brand.

### Final thoughts

The single-view-of-customer solution has created a robust data set that constantly refreshes with each new data point generated by the client's business operations and provides a solid base for adopting new technologies in the future.

Census enhanced our client's marketing capabilities, allowing them to use their rich first-party data assets to drive precision targeting in real-time into a wide variety of platforms such as Salesforce Marketing Cloud, Facebook Ads, Google Ads, TikTok Ads and a variety of marketing programmatic tools for customer activation purposes.

*Want to achieve results like this in your organisation?  
To speak with a One51 consultant, contact us.*

1300 015 100

[one51.consulting/contact-us/](https://one51.consulting/contact-us/)

[info@one51.com.au](mailto:info@one51.com.au)

[/company/one51consulting](https://company.one51consulting)

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