

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Customer Data Platforms and Personalisation

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Customer data is scattered across websites, apps, CRM, call centres and stores, which makes consistent personalisation difficult. This course explains how customer data platforms unify customer profiles, how consent and privacy are managed, and how marketing and service teams use segments, journeys and real-time personalisation to improve engagement and revenue.

Personalisation done well increases conversion and loyalty; done badly it wastes budget or breaches trust. You will learn how to plan a customer data strategy that delivers value responsibly.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Platform demonstrations, data mapping exercises, segmentation workshops and case studies from retail, banking and telecoms.

Course objectives

By the end of this course, participants will be able to:
• Explain the role of customer data platforms
• Map customer data sources and identity resolution
• Design segments and personalised journeys
• Manage consent and privacy requirements
• Measure personalisation impact
• Plan selection and implementation of a CDP

Target audience

This course is suitable for:
• Marketing and CRM managers
• Digital and e-commerce leaders
• Customer experience professionals
• Data and analytics teams
• IT managers supporting marketing



Course content

Target competencies

Participants will develop competencies in:

- Customer data strategy
- Segmentation
- Journey orchestration
- Privacy compliance
- Performance measurement

Course outline

Day 1: The Customer Data Challenge

09:00–10:08	Fragmented customer data
10:08–11:00	CDP versus CRM and data warehouse
11:00–11:30	**Coffee break**
11:30–11:45	CDP versus CRM and data warehouse (continued)
11:45–12:53	Use cases and value
12:53–14:00	Exercise: data source mapping

Day 2: Building Unified Profiles

09:00–10:08	Identity resolution
10:08–11:00	Data quality and enrichment
11:00–11:30	**Coffee break**
11:30–11:45	Data quality and enrichment (continued)
11:45–12:53	Real-time and batch data
12:53–14:00	Demonstration: profile building

Day 3: Segmentation and Journeys

09:00–10:08	Behavioural and value segments
10:08–11:00	Triggered journeys
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Triggered journeys (continued)
11:45–12:53	Channel orchestration
12:53–14:00	Workshop: personalisation plan

Day 4: Privacy and Consent

09:00–10:08	Consent management
10:08–11:00	Data minimisation
11:00–11:30	**Coffee break**
11:30–11:45	Data minimisation (continued)
11:45–12:53	Regulatory requirements
12:53–14:00	Case study: privacy-first personalisation

Day 5: Measuring and Implementing

09:00–10:08	Testing and attribution
10:08–11:00	Platform selection
11:00–11:30	**Coffee break**
11:30–11:45	Platform selection (continued)
11:45–12:53	Implementation roadmap
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Kuala Lumpur Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Rome Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Istanbul Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,650.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Vienna Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,940.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,650.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	31 May 2027	4 Jun 2027	**€2,840.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,890.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Rome Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,840.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
London Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Rome Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,540.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Vienna Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,940.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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