

# INTERESTING CDP USE CASES FOR RETAIL

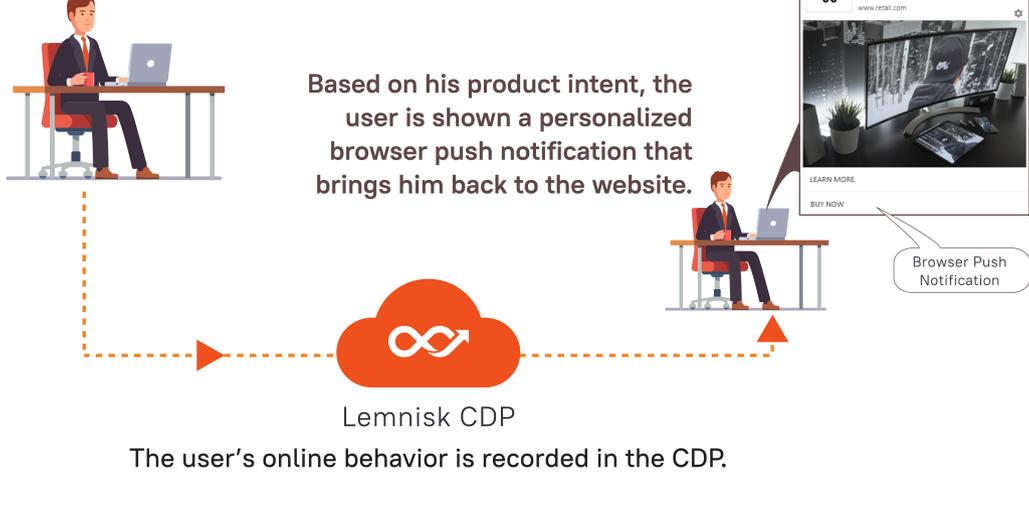
As retail is one of the most competitive industries, it is very important for marketers to understand their customers well. Today, retail marketers are quite adept at using marketing automation tools for their business.

A CDP or Customer Data Platform is the latest martech product that has caught the attention of retail marketers.

## HERE ARE 4 CDP USE CASES THAT MARKETERS CAN IMPLEMENT FOR THE RETAIL INDUSTRY:

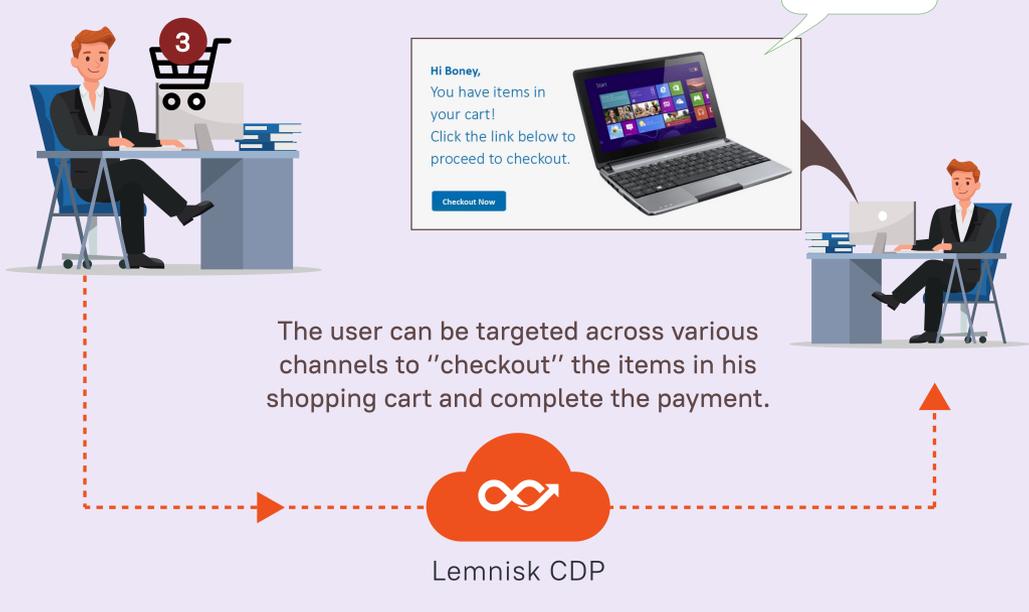
### 01 PRODUCT INTENT

A prospective user visits a retail brand's website, browses a particular product, and drops off.



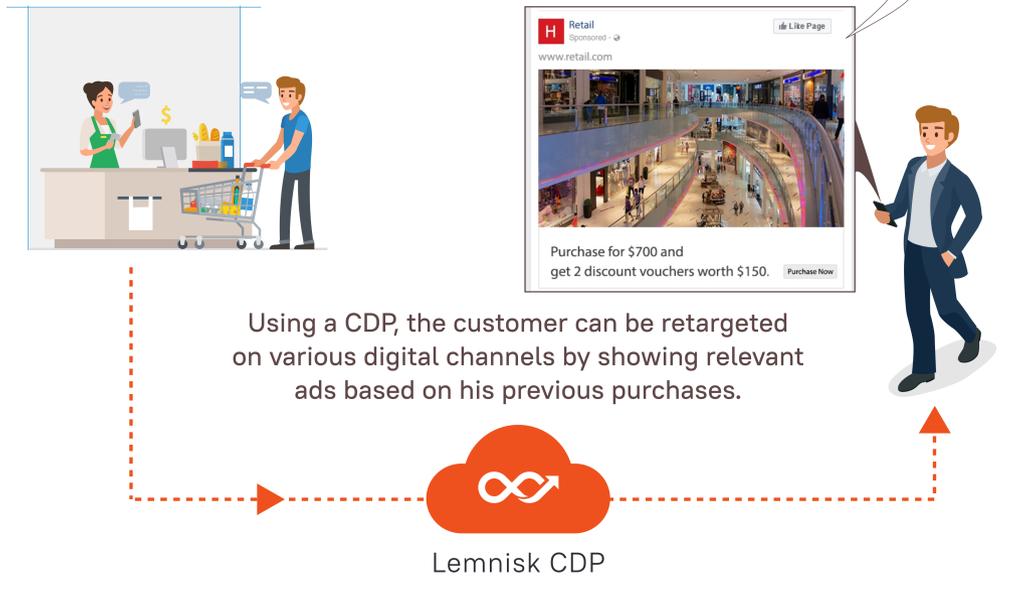
### 02 CART ABANDONMENT REMINDER

A customer has added some products to the shopping cart and later drops off.



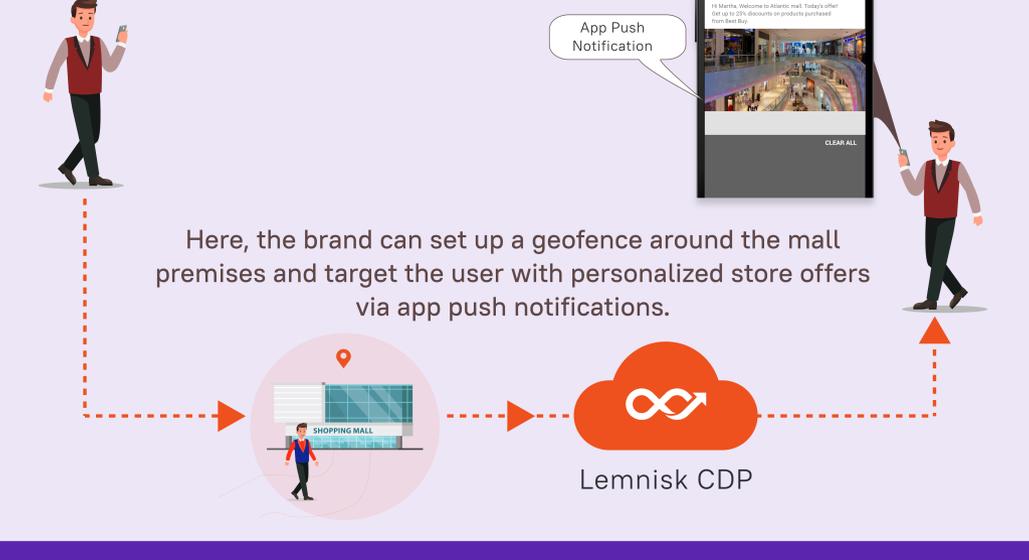
### 03 IN-STORE BEHAVIOR

A prospective customer buys a few products from the offline store and has provided his contact details during the payment process.



### 04 GEOFENCING

A customer with a retail brand's mobile app walks into a mall where the brand's retail store is present.



Get access to all 20 CDP Use Cases for the retail industry below:  
[E-BOOK: 20 CDP USE CASES FOR RETAIL](#)