

sterk in je
schoenen

TORFS

Building a
Composable CDP
at Schoenen Torfs

INTRODUCTION

Get to know us



sterk in je
schoenen

TORFS

Schoenen Torfs

- Omnichannel shoeretailer
 - 75 stores (2 Walloon)
 - Belgium-based & profitable webshop
 - 2023 & 2024: turnover 200 M +
- 100% family owned (4th gen – 75y in '23)
 - Care for employees, customers, environment
 - Doing well & doing good



sterk in je
schoenen

TORFS



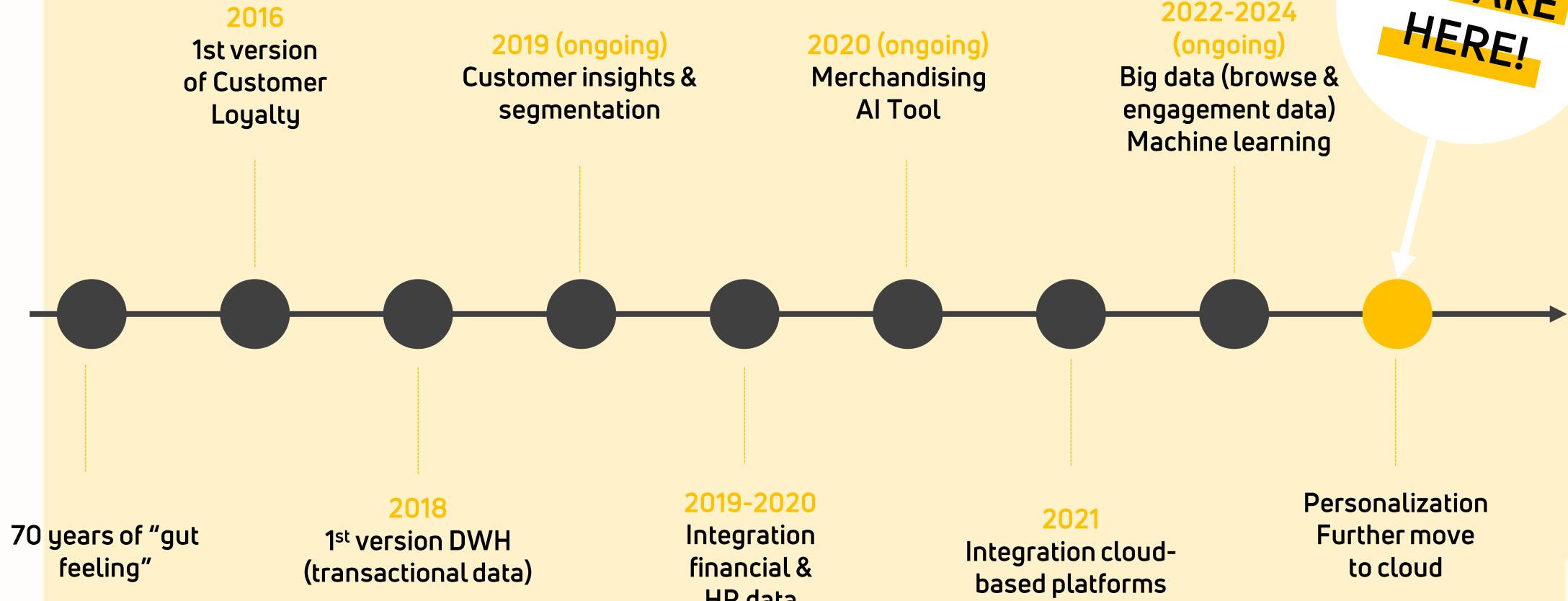
Jasper Verhulst

- At Torfs since Jan 2015
 - Technical & functional Analyst / DBA
 - From 2018 BI team lead / DBA
 - From 2025 DPO
- Almost 25 years of experience in Database management and reporting

sterk in je
schoenen

TORFS

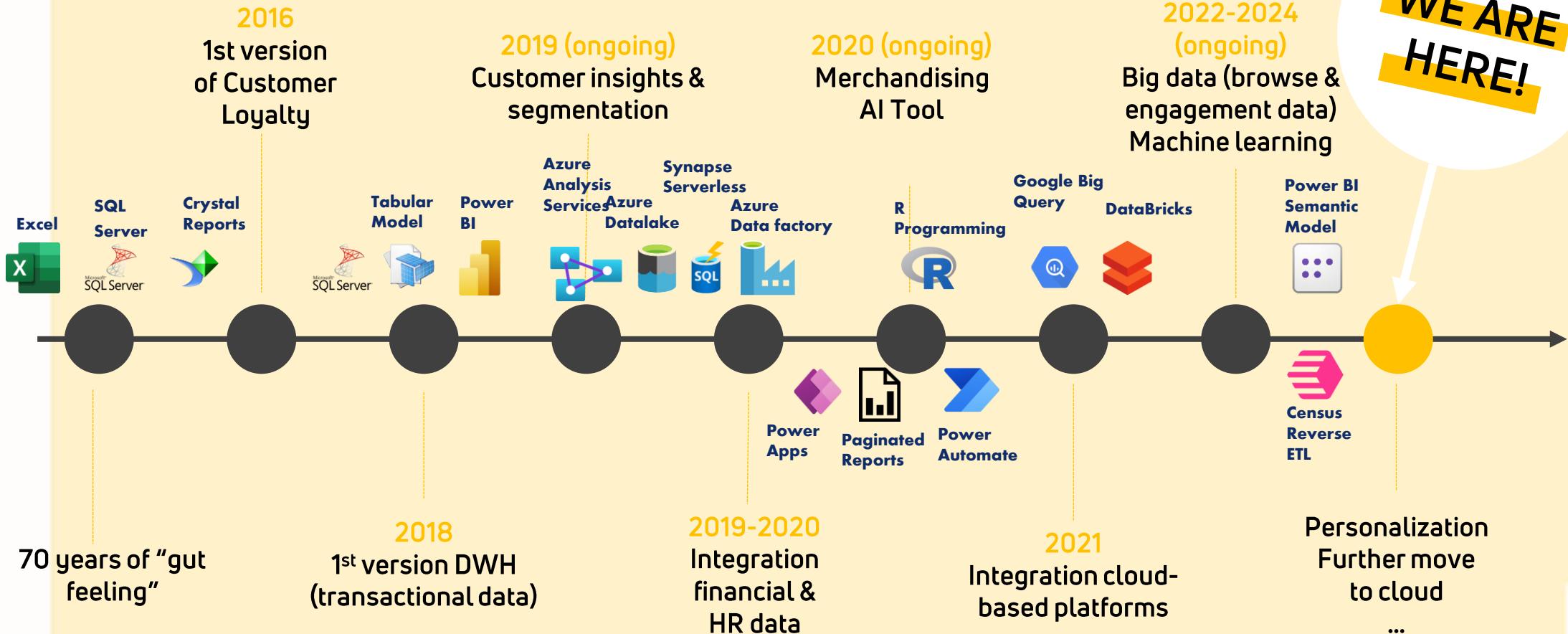
Data @Schoenen Torfs



sterk in je
schoenen

TORFS

Data @Schoenen Torfs

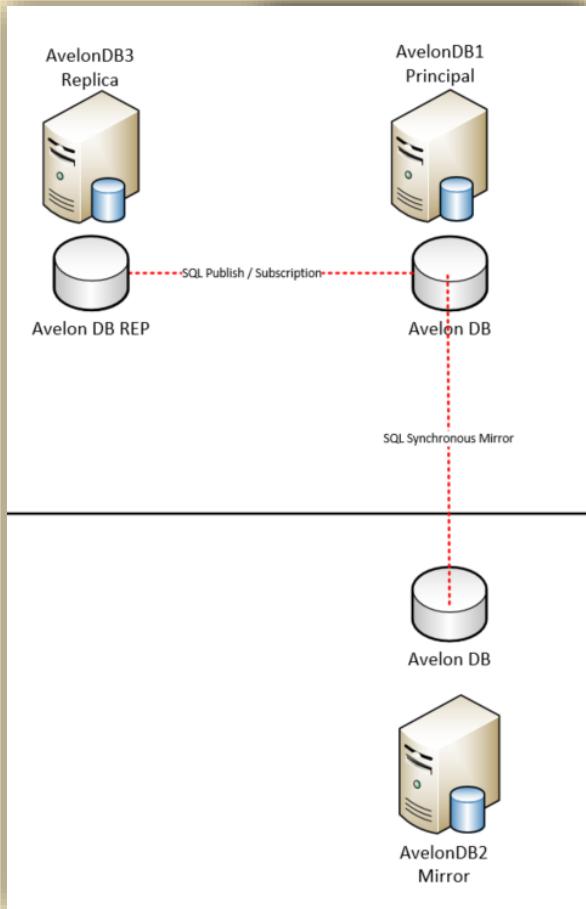


sterk in je
schoenen

TORFS

Data Roadmap

- 70 Years of 'Gut Feeling'

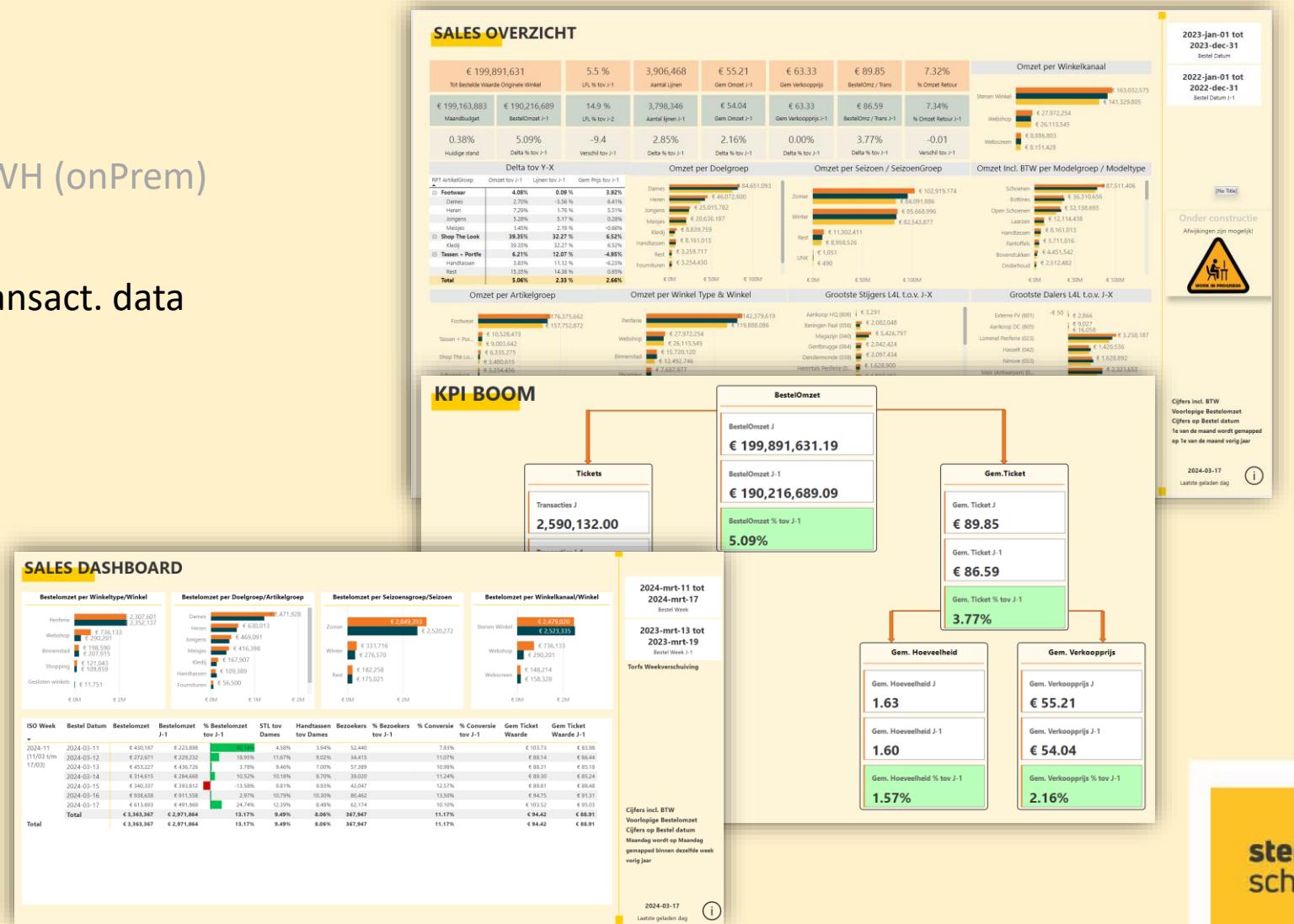


sterk in je
schoenen

TORFS

Data Roadmap

- 70 Years of 'Gut Feeling'
- End of '18 first version DWH (onPrem)
- Since then
 - Ad hoc insights in transact. data



Data Roadmap

- 70 Years of ‘Gut Feeling’
- End of ‘18 first version DWH
- Since then
 - Ad hoc customer insights and customer segmentation
 - Ad hoc insights in transact. data
 - Integration financial & HR data

Rentabiliteit per Winkel

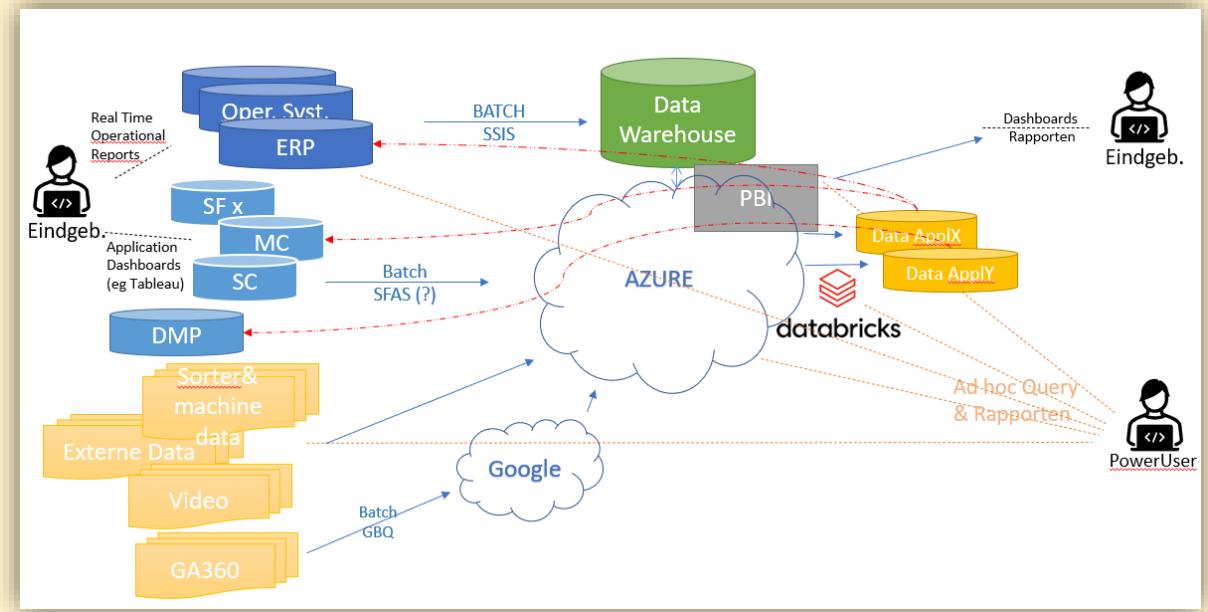
**sterk in je
schoenen**

TORFS



Data Roadmap

- 70 Years of 'Gut Feeling'
- End of '18 first version DWH
- Since then
 - Ad hoc customer insights and customer segmentation
 - Ad hoc insights in transact. data
 - Integration financial & HR data
 - High Performance, scalable architecture (Synapse)

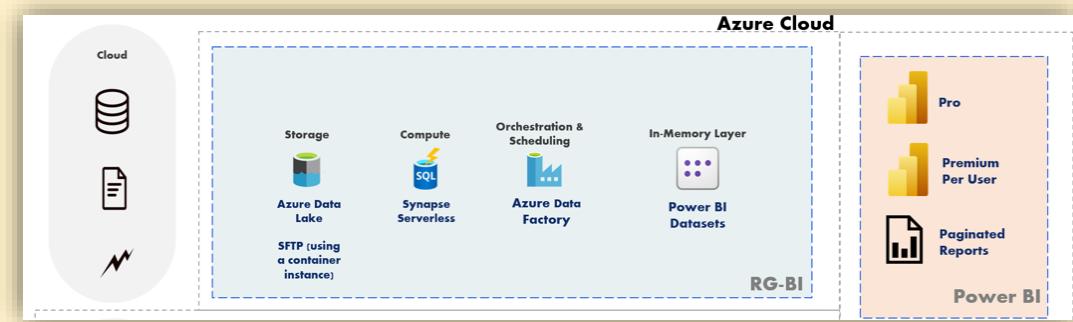


sterk in je
schoenen

TORFS

Data Roadmap

- 70 Years of ‘Gut Feeling’
- End of ‘18 first version DWH
- Since then
 - Ad hoc customer insights and customer segmentation
 - Ad hoc insights in transact. data
 - Integration financial & HR data
 - High Performance, scalable architecture
 - Integration Cloud based platforms
 - Discovery of Torfs’ ‘Big Data’
 - Browse- and engagement data
 - 1st projects based on machine learning
 - Powerbi Semantic Model



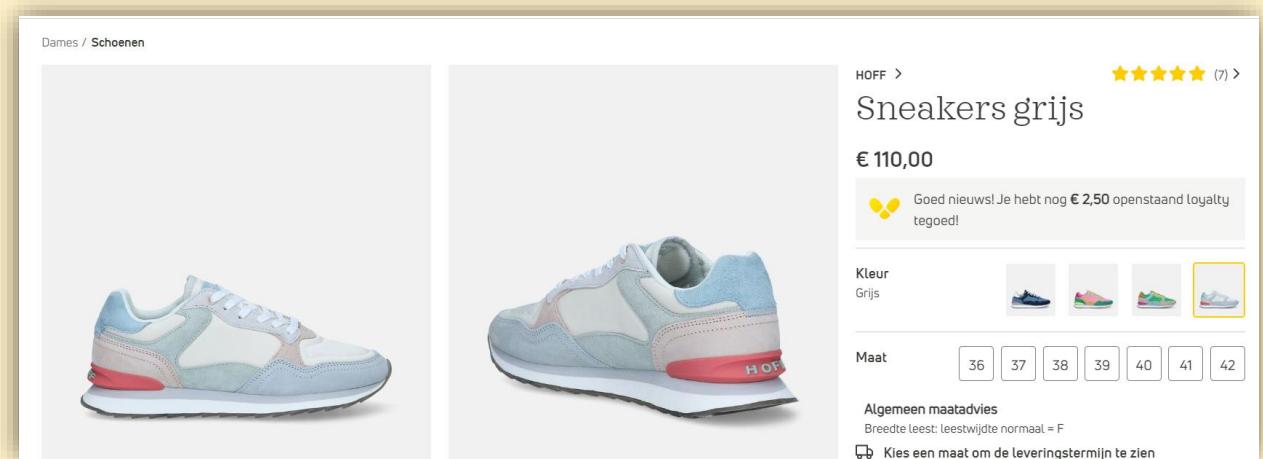
sterk in je
schoenen

TORFS



Data Roadmap

- 70 Years of 'Gut Feeling'
- End of '18 first version DWH
- Since then
 - Ad hoc customer insights and customer segmentation
 - Ad hoc insights in transact. data
 - Integration financial & HR data
 - High Performance, scalable architecture
 - Integration Cloud based platforms
 - Discovery of Torfs' 'Big Data'
 - Browse- and engagement data
 - 1st projects based on machine learning
 - Move to Powerbi Semantic Model
 - Personalisation



We missen je bij Torfs! Profiteer nu van €5 korting
(automatisch verrekend).

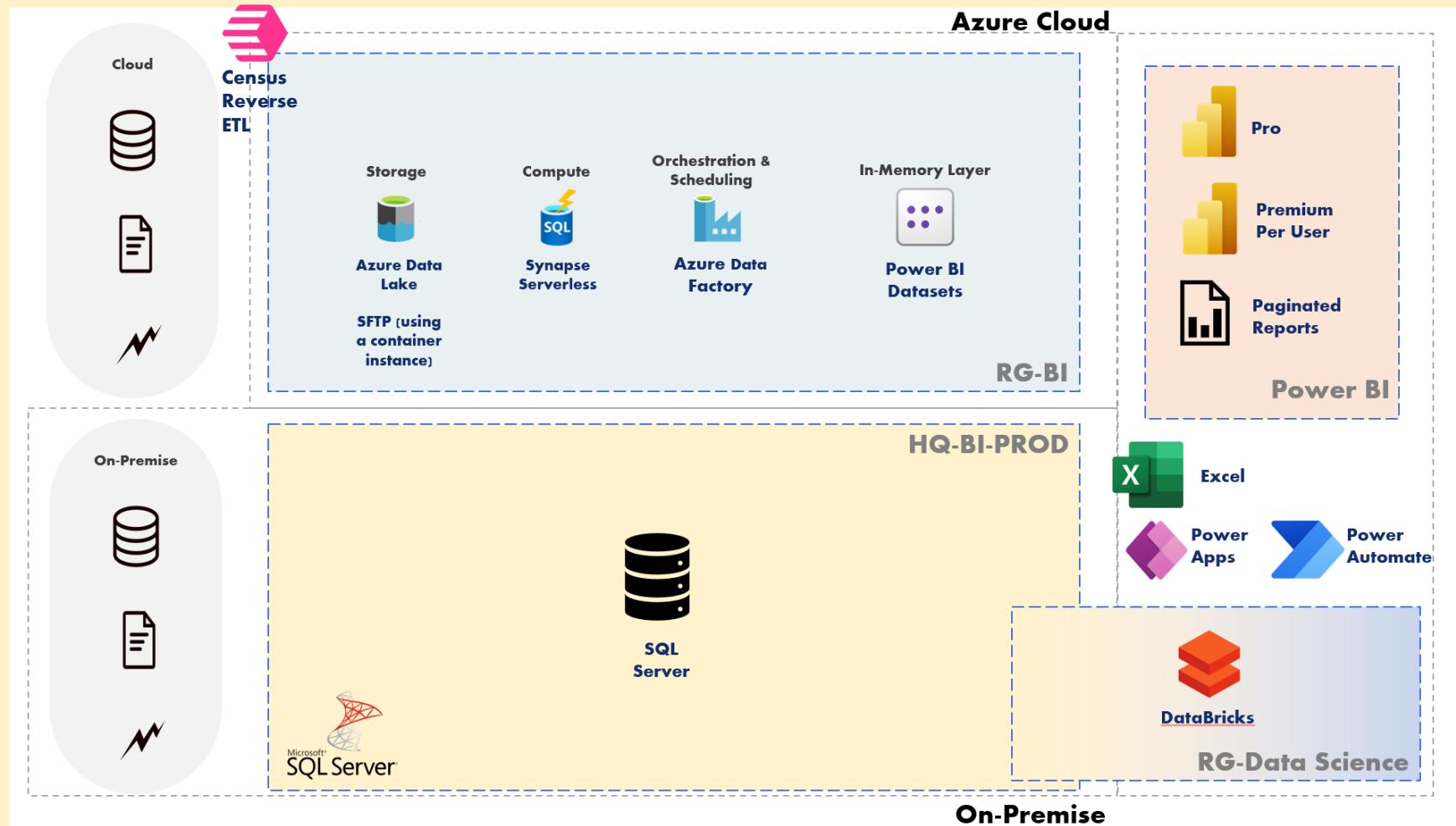
€ 5 korting
[ontdek de collectie >](#)

sterk in je
schoenen

TORFS



Set-up: lakehouse & cube

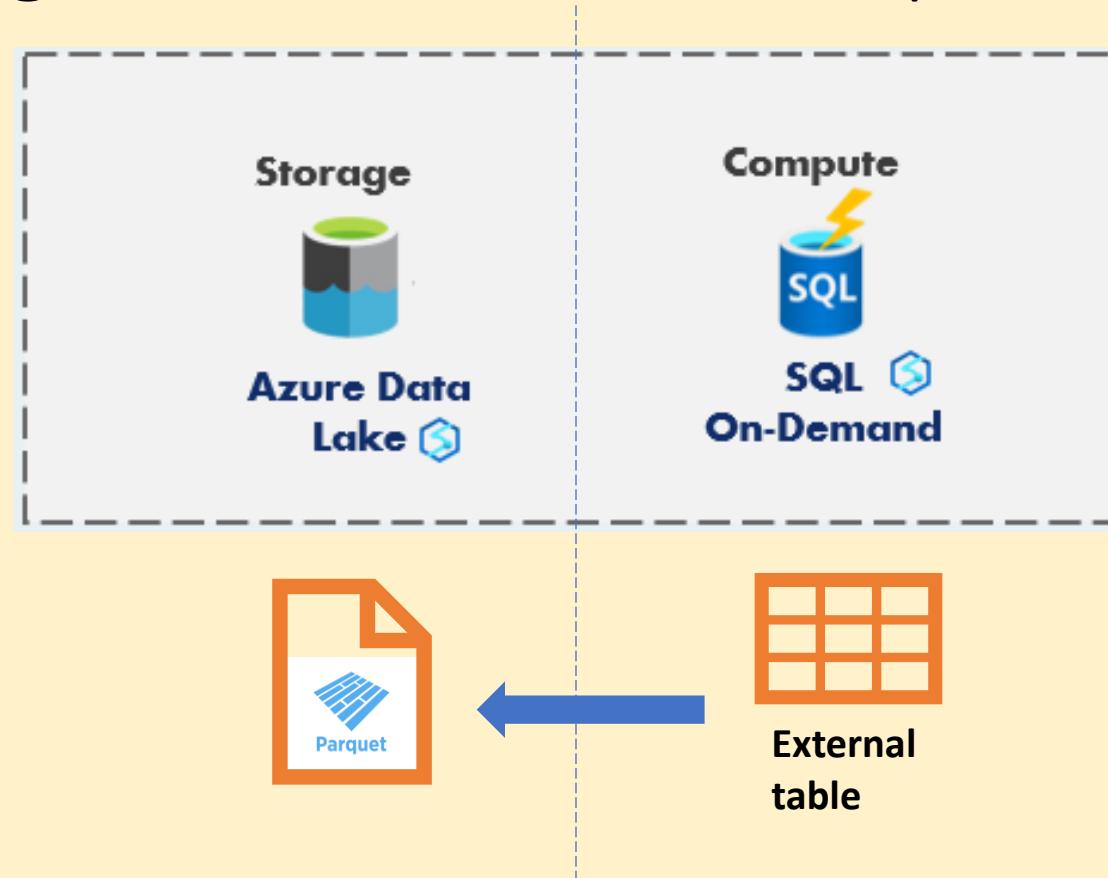


sterk in je
schoenen

TORFS

SQL Serverless

How Storage is linked to the Compute Database



sterk in je
schoenen

TORFS

Decision to Build a Custom CDP

Choosing a composable, cloud-native approach

sterk in je
schoenen

TORFS

Commercial CDP and their limitations

- High Pricing Challenges
 - Commercial CDP solutions often charge separately for data storage, syncing, and usage, leading to expensive total costs.
- Fragmented Architecture
 - Multiple product databases cause constant syncing and duplication, resulting in a messy and fragile system architecture.
- Lack of Unified Customer Model
 - No single customer model exists; stitching data together increases complexity and reduces clarity in customer insights.

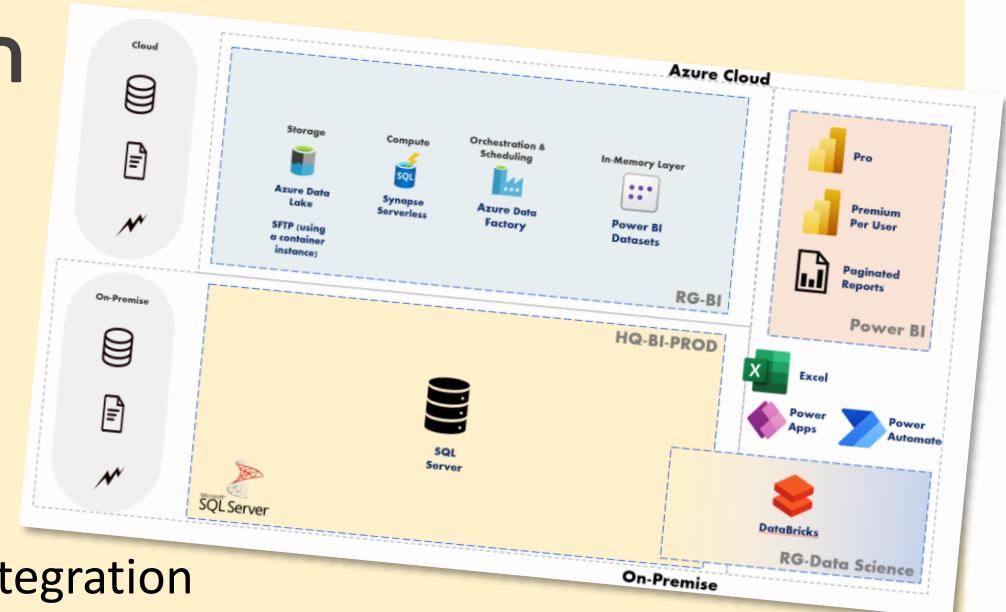


sterk in je
schoenen

TORFS

Composable, cloud-native approach

- Composable CDP Strategy
 - The chosen CDP approach is composable, avoiding black box commercial solutions.
- Cloud-Native Tools
 - Cloud-native tools like Census, ensuring seamless integration and flexibility.
- Azure Data Lake Foundation
 - Our existing strong Azure data lake serves as the foundational platform supporting the composable CDP development.

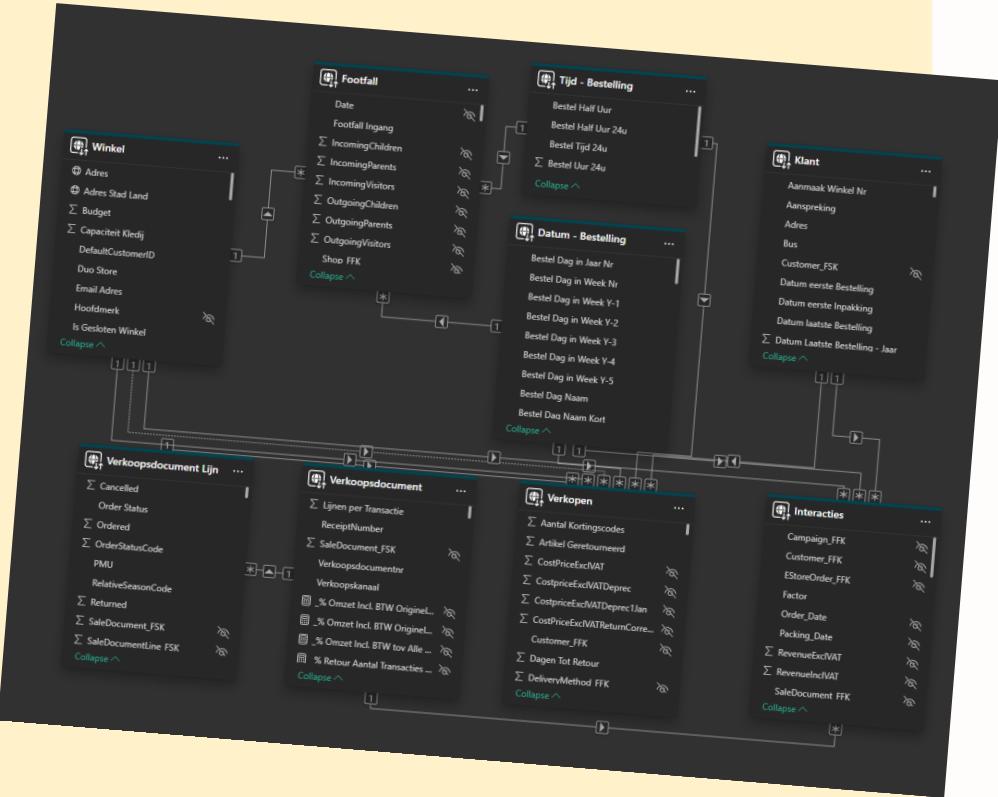


sterk in je
schoenen

TORFS

Integration of CRM, transactions, and campaign data

- Data Integration creates a comprehensive customer view.
 - Combining CRM
 - Transactions
 - Campaign data
 - Browse data
- Benefits of Integration
 - Integrated data improves customer insights, and operational efficiency.
 - We calculate up to 150 metrics per customer each day



sterk in je
schoenen

TORFS

Tracking website behaviour and segment creation

- Website Behaviour Tracking
 - Website behaviour is tracked using a generic digital data layer ensuring consistent data collection.
- Data Storage and Processing
 - Collected data is stored in BigQuery and transferred nightly to a data lake for further analysis.
- Customer Segment Creation
 - Customer segments such as high-value buyers and other customer metrics are daily calculated in the lake.

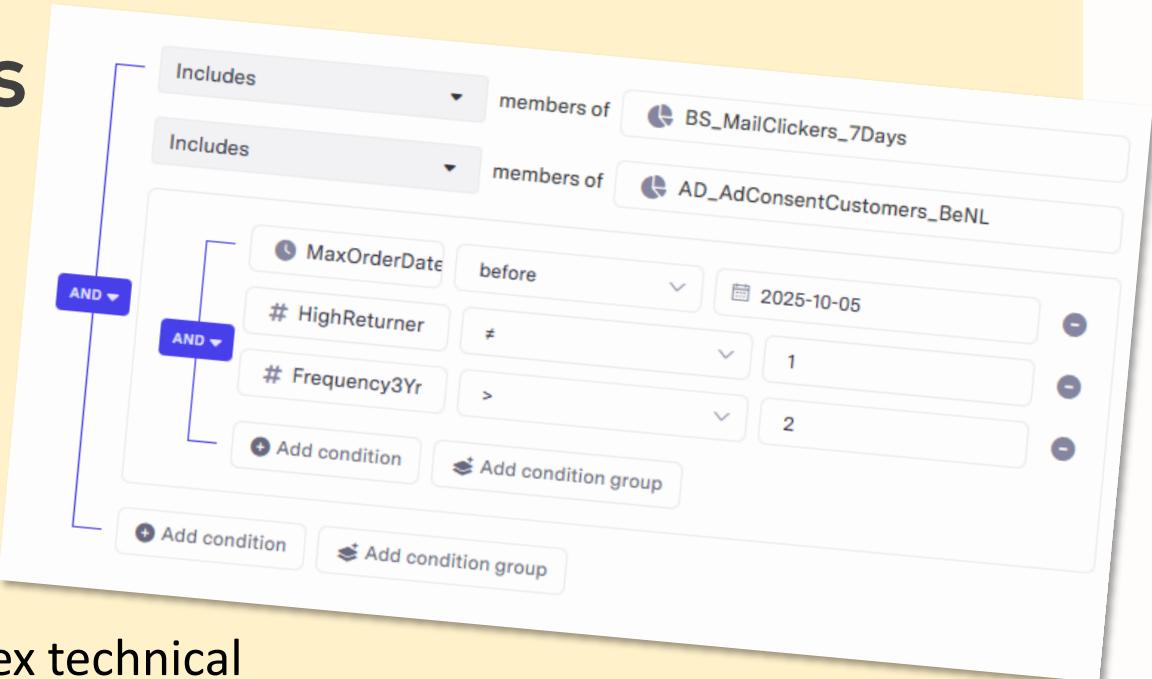


sterk in je
schoenen

TORFS

Segment activation with Census

- Segment Activation Importance
 - Building data segments is only the first step; activating them drives business impact.
- Introduction to Census
 - Census enables activation of segments by syncing data across systems without complex technical setups.
- User-Friendly Benefits
 - Census simplifies activation with an easy-to-use platform, making powerful data activation accessible to all teams.



sterk in je
schoenen

TORFS

Data mirroring and activation across marketing platforms

■ Centralized Data Mirroring

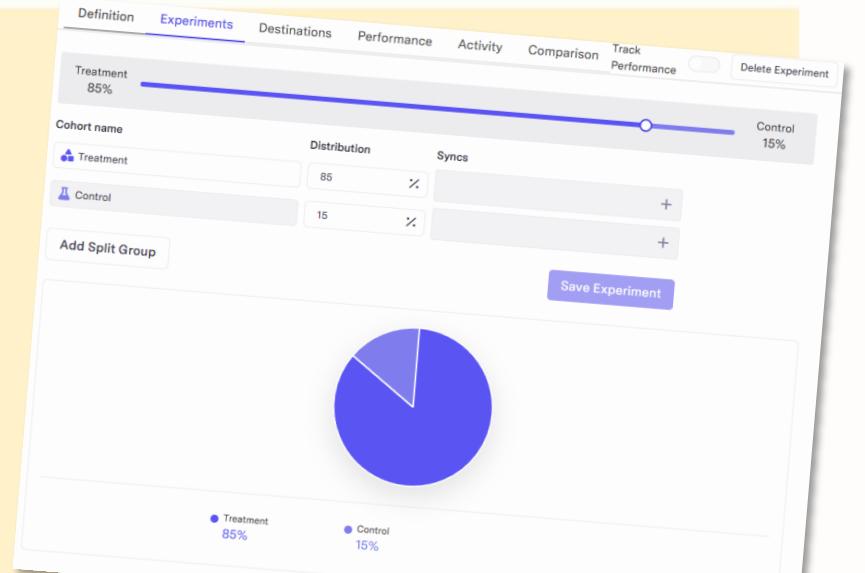
- Data is pulled directly from our data lake and mirrored into marketing platforms, maintaining a single customer model.

■ Platform Integration

- Mirroring integrates with popular platforms like Salesforce, Marketing Cloud, Google, Meta, and Criteo for seamless activation.

■ Simplified A/B Testing

- A/B tests run from the data lake are mirrored without duplication, simplifying experiment management across tools.



Advertiser / Segment	Platform	Mirror
CustomerMetrics_Consent / AD_AdConsent_KidsTopBrands_BeNL	Criteo - Audience	<input type="button" value="Mirror"/>
CustomerMetrics_Consent / AD_Converters14D_and_EarlyChampions_BeNL	Google Ads - Customer Match List	<input type="button" value="Mirror"/>
CustomerMetrics_Consent / AD_AdConsentCustomers_BeFR	Facebook Ads - Custom Audience	<input type="button" value="Mirror"/>
CustomerMetrics_Consent / AD_Converters14d_BeNL	Criteo - Audience	<input type="button" value="Mirror"/>
CustomerMetrics_Consent / AD_EmailClickers7D_BeNL	Facebook Ads - Custom Audience	<input type="button" value="Mirror"/>
CustomerMetrics_Consent / AD_EmailClickers7D_BeNL	Criteo - Audience	<input type="button" value="Mirror"/>
CustomerMetrics_Consent / AD_Converters14D_and_EarlyChampions_BeNL	Facebook Ads - Custom Audience	<input type="button" value="Mirror"/>
CustomerMetrics_Consent / AD_AdConsentCustomers_BeNL	Google Ads - Customer Match List	<input type="button" value="Mirror"/>
CustomerMetrics_Consent / AD_AdConsentCustomersFamily_BeNL	Facebook Ads - Custom Audience	<input type="button" value="Mirror"/>
CustomerMetrics_Consent / AD_AdConsentCustomers_BeFR	Google Ads - Customer Match List	<input type="button" value="Mirror"/>
CustomerMetrics_Consent / AD_AdConsent_Champions_NearChampions_BeNL	Facebook Ads - Custom Audience	<input type="button" value="Mirror"/>
AD_AdConsentCustomers_BeNL / Treatment	Criteo - Audience	<input type="button" value="Mirror"/>
CustomerMetrics_Consent / AD_AdConsentCustomers_BeFR	Criteo - Audience	<input type="button" value="Mirror"/>

sterk in je
schoenen

TORFS

Challenges

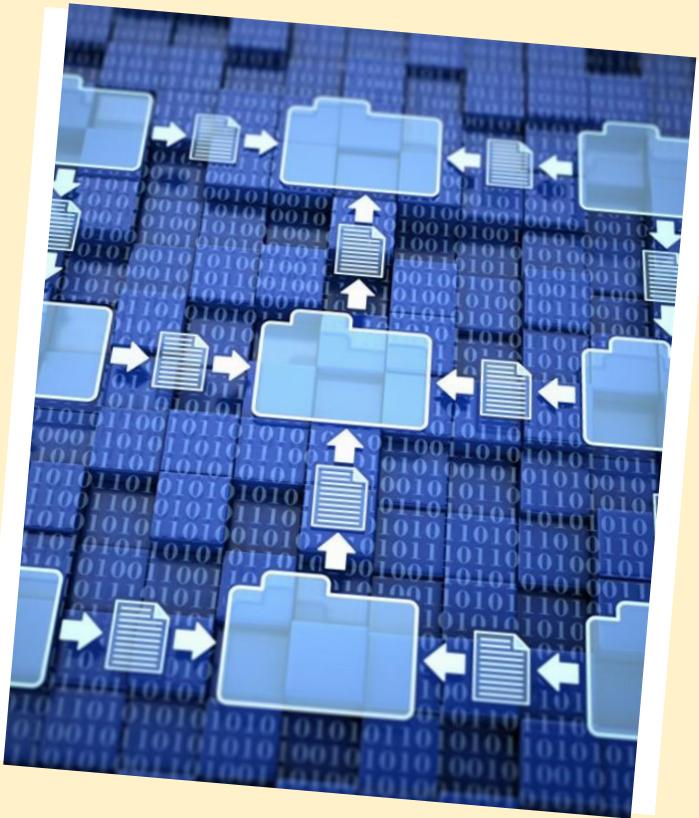
Faced During Implementation

sterk in je
schoenen

TORFS

Technical challenges

- Connector Limitations
 - Some connectors do not support data mirroring, limiting sync options to only upserts or overwrites.
- Sync Budget Management
 - Inefficient syncing can quickly waste sync budgets, requiring careful management of sync frequency and data fields.
- Optimising Data Syncs
 - Prioritize syncing only necessary fields to avoid flooding systems with unnecessary updates and slowdowns.



sterk in je
schoenen

TORFS

Building data literacy within the organisation



Challenges with Data Understanding

Initially, people struggled to ask the right questions despite trusting the data and using clean segments.



Coaching and Explanation

Slowing down to coach and explain helped improve data literacy and understanding within the team.



Cultural Shift in Approach

Marketing shifted from technical requests to strategic questioning about customer targeting, reflecting cultural progress.

sterk in je
schoenen

TORFS

Current State

and Benefits of the Custom CDP

sterk in je
schoenen

TORFS

Personalisation, independence, and ownership



Cross-Channel Personalisation

Personalisation is achieved across multiple channels using one trusted, unified customer model.



Vendor Independence

No reliance on any vendor's roadmap or pricing.



Team Ownership and Collaboration

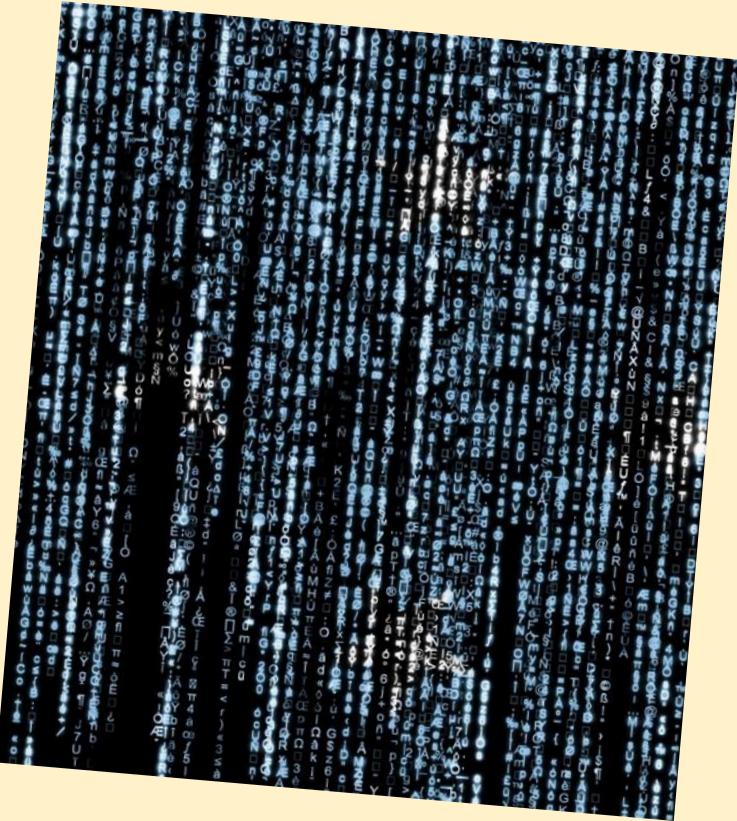
The data team fully owns the system, with marketing actively shaping its operation and outcomes.

sterk in je
schoenen

TORFS

Reasons for building the CDP

- Purpose of Building CDP
 - The CDP was created to gain freedom and control.
- Freedom and Clarity
 - Freedom and clarity empowers our business to use customer data on our own terms.



sterk in je
schoenen

TORFS

Takeaways

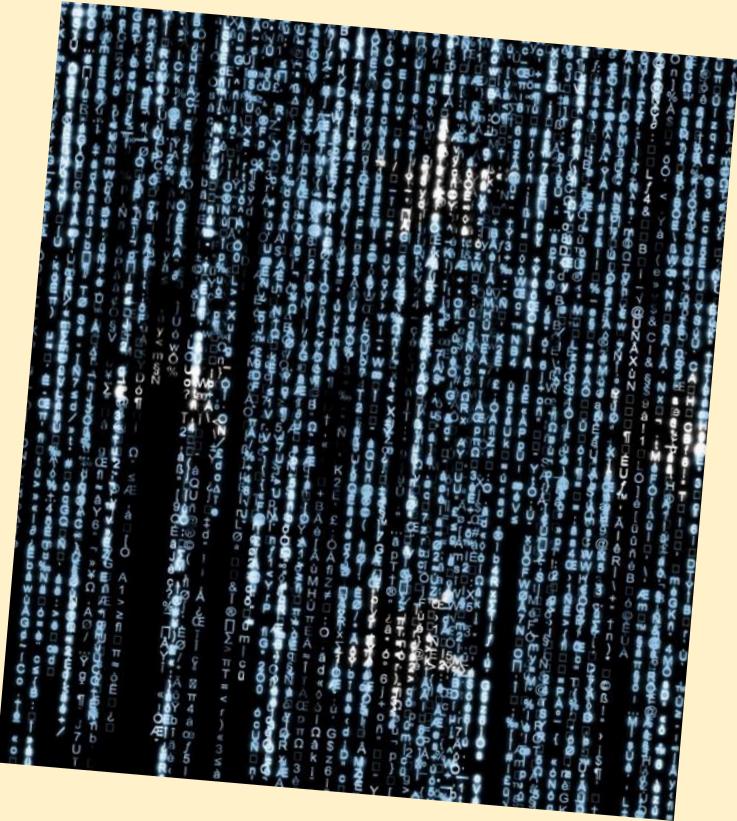
and Closing Thoughts

sterk in je
schoenen

TORFS

Key Takeaways

- Essence of Personalisation
 - Great personalization requires a strategic approach with suitable tools.
- Right People and Questions
 - Success in personalization depends on the right people and asking critical, insightful questions.
- Control Without Complexity
 - Tools offering control without complexity are key.
- Enhanced Customer Connection
 - Personalisation has changed how we work and most importantly, how we connect meaningfully with customers.



sterk in je
schoenen

TORFS

sterk in je
schoenen

TORFS

**TORFS,
ELKE DAG EEN KANS OM
STERK IN JE SCHOENEN
TE STAAN.**

OOK DE KOMENDE 75 JAAR.