



# Next JS Application Enhancement with **Sitecore CDP**

**Horizon**



# Garima Thakore

DX Engineer, India

- Professional Experience
  - 6 years in web development
  - 3 years specializing in Sitecore
- Certifications
  - Sitecore 9.x, 10.x, XM Cloud
- Technical Skills
  - Back-End: Sitecore Headless/JSS ,CDP
  - Front-End: JavaScript, TypeScript, React, Next JS
- LinkedIn Profile
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# Devanshi Kakade

Senior DX Engineer, India

- Working at HZTL for 6 years
- Blog : <https://techinsightsbydevanshi.wordpress.com/>
- LinkedIn : <https://www.linkedin.com/in/devanshi-k-5a7a87129>
- Certification : Sitecore XM Cloud Certified | Sitecore 10 / 9 Certified | Sitecore CDP & Personalize Certified Developer



# Agenda

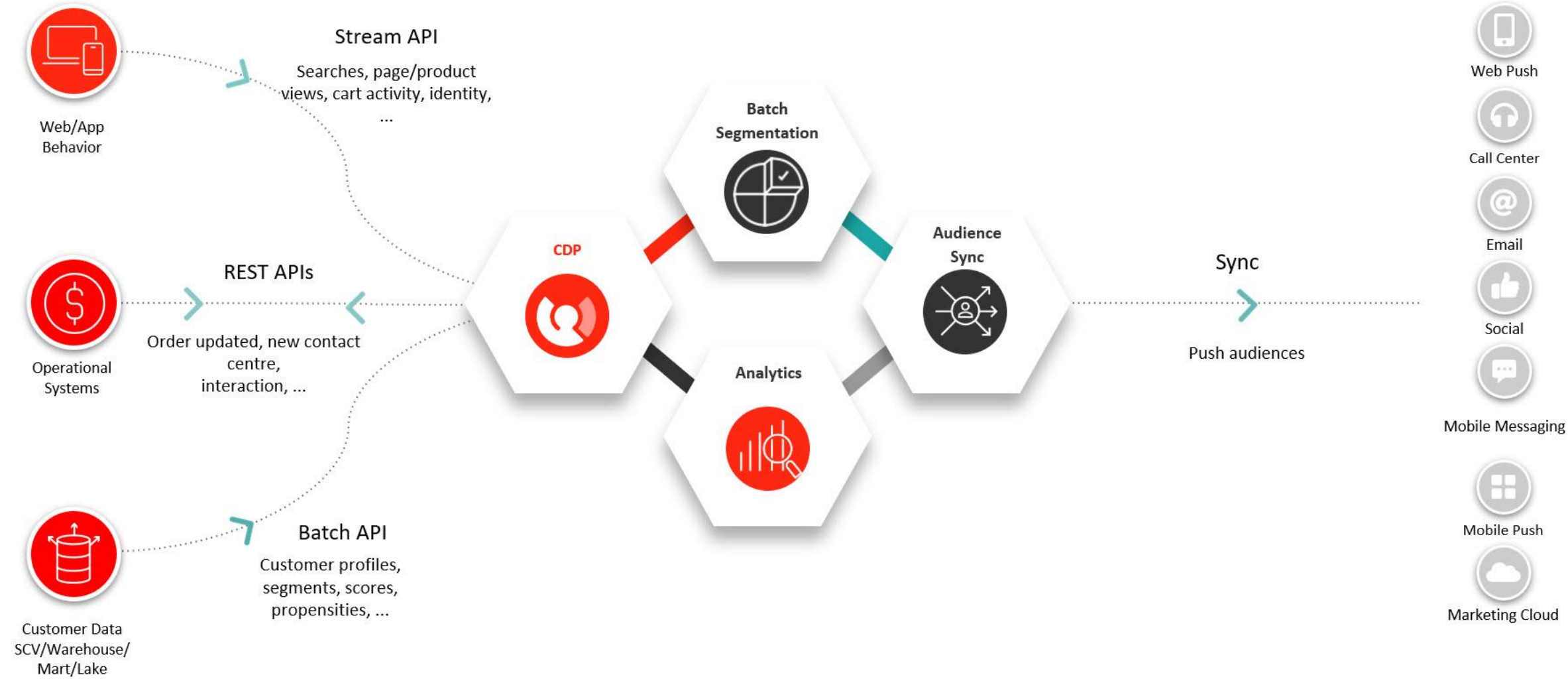
- What is CDP
- What is Sitecore CDP and its Architecture
- Integration of Next App with Sitecore CDP
- Features of Next js
- Demo

# CDP Capabilities

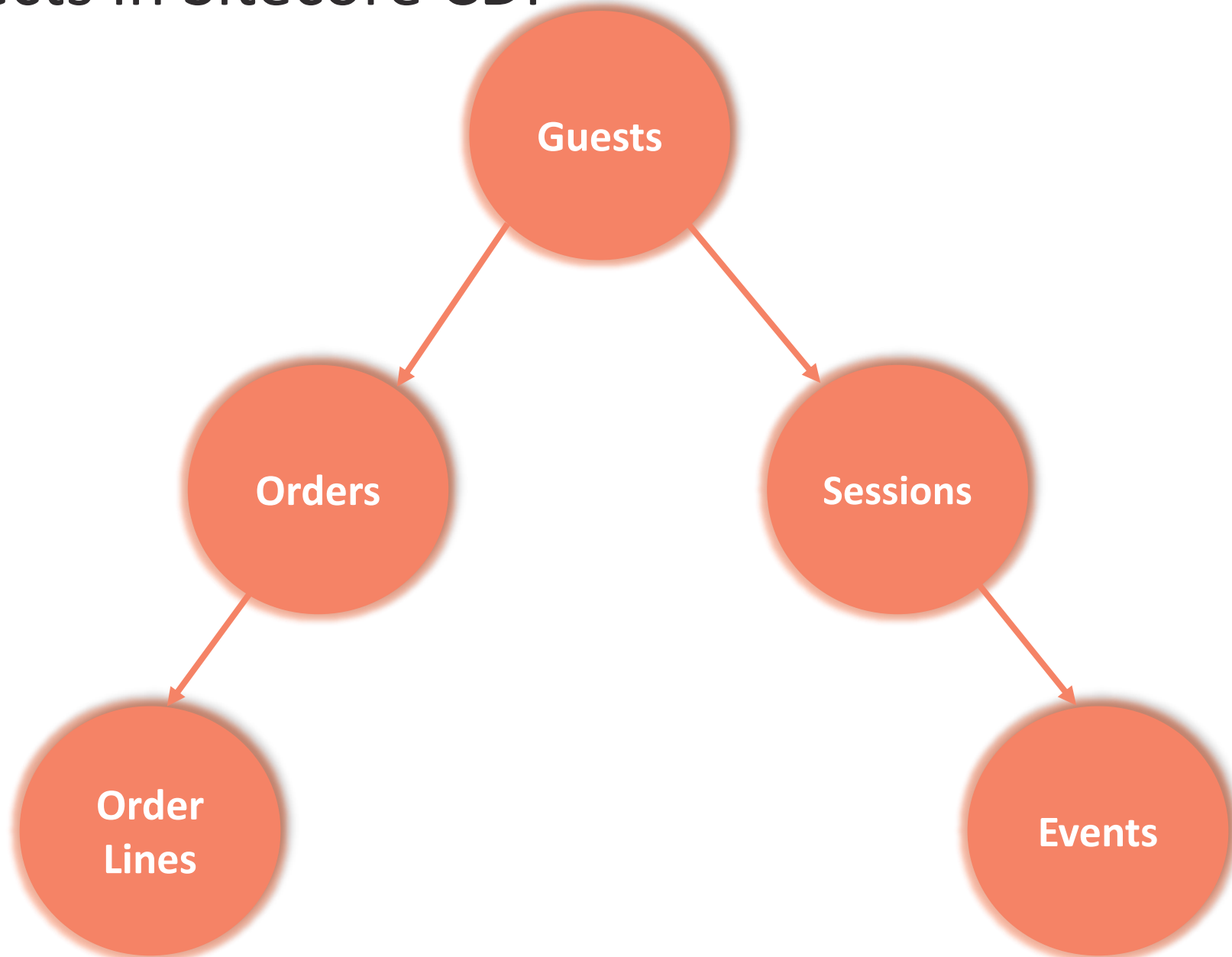
- Data collection
- Profile unification
- Segmentation
- Activation



# Sitecore CDP



# Data Objects in Sitecore CDP



# Integrating with Sitecore CDP

- Stream API
- Batch API
- Rest API



# Stream API

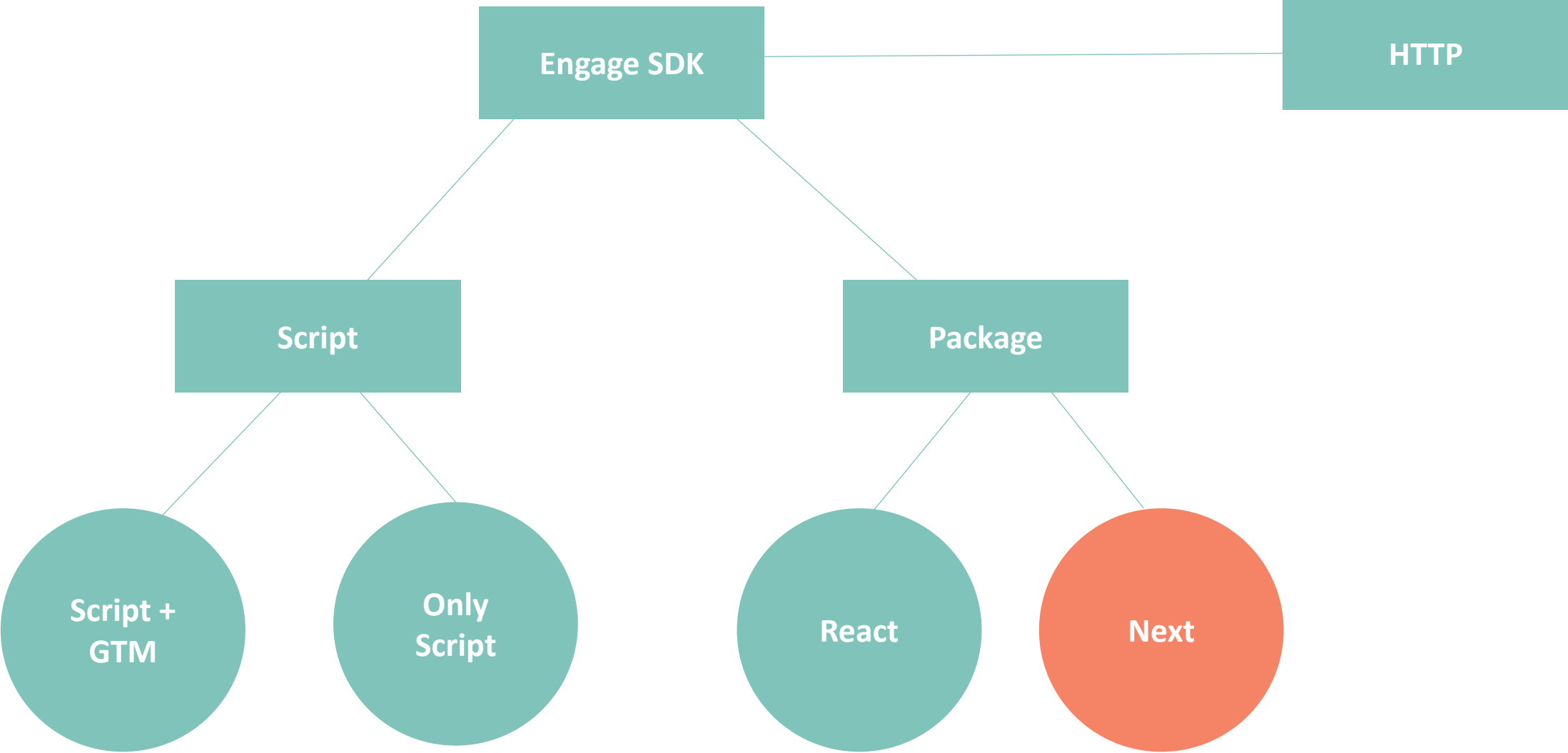
- ❖ Supports synchronous calls
- ❖ Sends write-only data
- ❖ Processes structured data
- ❖ Captures online events
- ❖ Facilitates Online Data Capture (ODC)

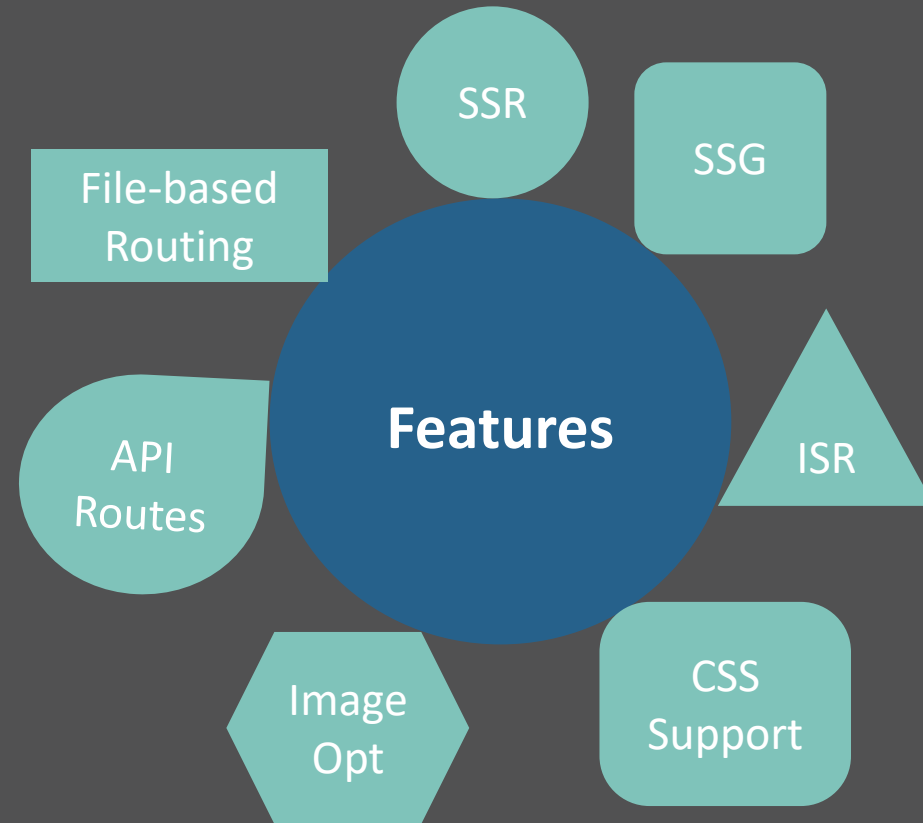
**Demo !!**  
**Building Blocks of CDP**



# Sitecore Engage SDK

# Engage SDK Integration Based on a Web App







# Demo in Action!

- ❑ Engage SDK integration
- ❑ Events

# What's next!!

After integration:

- Building segments of your customers using the data you have collected.
- Activating your audiences in external systems.
- Viewing your data in pre-built analytic dashboards.





Horizontal

Thank you!