

What to expect from a CDP?

10 key questions to ask as you seek the right solution

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Data ingestion and storage

Can it integrate with a wide range of internal and external sources to securely ingest and store customer data?

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Identity unification

Can it enable deduplication and determine individual audience identities based on customer profile unification rules?

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Reporting capabilities

Does it include a UI that performs AI-driven analytics on your audiences and omnichannel marketing performances?

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Security

Can it ensure data security through robust encryption, hashing, and masking? Does it comply with legal regulations and requirements such as CCPA, HIPAA and GDPR?

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Data segmentation

Does it support advanced, rule-based segmentation and persona creation to create precise target audiences?

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Data actioning

Can it accommodate the mapping of triggers and rules to refine both real-time and batch communications across channels?

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Robust architecture adherence

Does it support documented architecture standards to make it adaptable for your organization across data integration, security, and access control?

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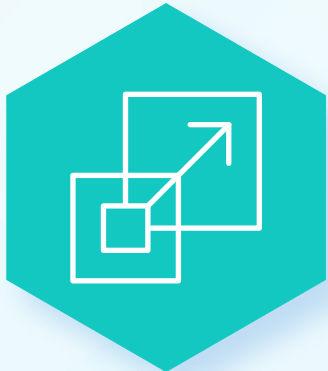
Data quality and enrichment

Can it go beyond pure ingestion to provide data quality scoring as well as data enrichment (e.g., progressive profiling)?

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Business case

Can it demonstrate ROI impact through precise attribution?

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Performance and scalability

Does it deliver SLA-based performance and support both horizontal and vertical scaling?

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