

What to expect from a CDP?

10 key questions to ask as you seek the right solution.



Data ingestion and storage

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



Identity Unification

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



Reporting capabilities

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



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?



Data segmentation

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



Data actioning

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



Robust architecture adherence

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



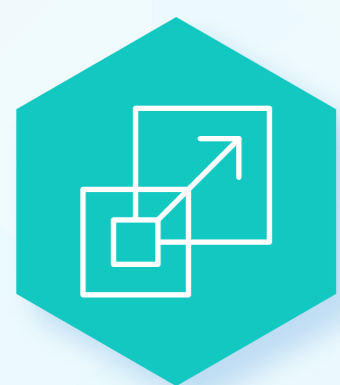
Data quality and enrichment

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



Business case

Can it demonstrate ROI impact through precise attribution?



Performance and scalability

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

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