

6 QUESTIONS TO ASK ANY CDP VENDOR BEFORE SIGNING

Because most platforms sound identical—until you look at how they actually operate.

Choosing a Customer Data Platform isn't just a technology decision—it's a decision about how quickly and intelligently your business can respond to customer behavior.



Most vendors promise real-time data, AI-driven insights, and seamless integration. But in practice, these capabilities often fall short due to delays, fragmented data, or limited execution.

The real difference lies not in what platforms claim, but in how they operate.

WHAT TO LOOK FOR IN A CDP

Understanding the gaps is only the first step.

The next is knowing how to evaluate a platform based on what actually drives performance.

These questions focus on the fundamentals—how data is structured, updated, and translated into meaningful audiences.

01

How strong is your identity resolution and how flexible is your data architecture?

◆ **Look for:**

Unified identity resolution that stitches data across channels, entities, business lines, systems and devices into a single, persistent customer profile.

02

Is your customer data truly unified in real - time?

◆ **Look for:**

True real-time data ingestion and continuous profile updates without batch delays.

03

How advanced is your audience segmentation?

◆ **Look for:**

AI-driven segmentation that updates audiences dynamically based on live behavior.

04

Can insights be activated instantly across channels and systems?

◆ **Look for:**

Instant, omnichannel activation with minimal lag between insight and action.

05

Is AI deeply embedded or layered on top?

◆ **Look for:**

Deeply embedded AI that automates decisions, not just surfaces insights.

06

How seamlessly does the CDP integrate with your existing ecosystem?

◆ **Look for:**

Seamless integration with your existing stack, ensuring synchronized data flow.

Choosing the right CDP isn't about features—it's about execution.

Ready to see how real-time decisioning actually works?

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