

# Composable CDP vs Reverse ETL

WHERE DATA FLEXIBILITY MEETS REAL-TIME EXECUTION

The real question  
**Catch up or keep up?**  
 your answer defines your competitive edge

Data isn't the problem anymore—**timing** is. In a world where customer expectations move in real time, marketers need systems that don't just store data, but act on it the moment it matters.

Two approaches shaping this space are **Composable CDPs and Reverse ETL**. Lemnisik combines the strengths of both giving you the flexibility of a composable stack and the real-time sync of Reverse ETL — in one unified platform.



## UNDERSTANDING THE APPROACHES

### ✓ COMPOSABLE CDP

A composable CDP is a flexible approach where businesses use their existing data systems and combine multiple tools to collect, unify, and activate customer data

### ↓ REVERSE ETL

Reverse ETL is the process of moving cleaned and unified data from a data warehouse back into business tools to make it actionable

## KEY DIFFERENCES

DIMENSION	COMPOSABLE CDP	REVERSE ETL	LEMNISK
DATA ACTIVATION	MULTI-TOOL PIPELINE; CAN INTRODUCE DELAYS	FASTER SYNCING; DEPENDS ON PIPELINE SETUP	COMBINES COMPOSABLE FLEXIBILITY + REVERSE ETL SYNC FOR INSTANT ACTIVATION
REAL-TIME	NEAR REAL-TIME REQUIRES EXTRA SETUP	TYPICALLY BATCH-BASED; LIMITED IMMEDIACY	MERGES COMPOSABLE ARCHITECTURE WITH REAL-TIME REVERSE ETL ENRICHMENT
COMPLEXITY	HIGH ENGINEERING EFFORT TO BUILD & MAINTAIN	SIMPLER BUT DEPENDS ON WAREHOUSE STRUCTURE	ONE PLATFORM REPLACING BOTH — NO TRADE-OFF BETWEEN FLEXIBILITY AND SIMPLICITY

# WHAT SETS LEMNISK APART



**REAL-TIME ENRICHMENT & ACTIVATION**  
 COMBINES REVERSE ETL'S WAREHOUSE SYNC WITH COMPOSABLE CDP'S REAL-TIME SIGNAL PROCESSING — CONTINUOUSLY ACTIVATING LIVE BEHAVIORAL DATA, NOT STATIC SNAPSHOTS.



**SEAMLESS WAREHOUSE INTEGRATIONS**  
 BRINGS THE BEST OF COMPOSABLE CDP'S WAREHOUSE-NATIVE ARCHITECTURE — WORKS WITH SNOWFLAKE, BIGQUERY, DATABRICKS, AND REDSHIFT — WHILE ADDING REVERSE ETL'S SEAMLESS SYNC. NO MIDDLEWARE NEEDED.



**MULTI-TOOL CONNECTIVITY**  
 GOES BEYOND STANDALONE REVERSE ETL — PRE-BUILT CONNECTORS SYNC ENRICHED, COMPOSABLE PROFILES TO SALESFORCE, META ADS, GOOGLE ADS, BRAZE, ITERABLE, AND EVERY TOOL YOUR TEAM ALREADY USES.



**ENTERPRISE-GRADE RELIABILITY**  
 BUILT TO HANDLE THE SCALE OF A COMPOSABLE CDP AND THE PIPELINE DEMANDS OF REVERSE ETL — AI-POWERED INCREMENTAL UPDATES, ROW-LEVEL DEBUGGING, AND AUTOMATED ALERTS ENSURE YOUR PIPELINES NEVER GO DARK.

## LEMNISK UNIFIED ARCHITECTURE — COMPOSABLE CDP + REVERSE ETL COMBINED



# BENEFITS OF LEMNISK



### Real-Time Personalization

CDP FLEXIBILITY + ETL SPEED → INSTANT ENGAGEMENT

By combining Composable CDP's data flexibility with Reverse ETL's sync speed, customers are engaged instantly — live interactions, not hours-old batch data.



### Reduced Complexity

CDP STACK + ETL PIPELINES → ONE PLATFORM

No need to choose between a Composable CDP or Reverse ETL — one unified platform eliminates fragmented tools and heavy engineering overhead.



### Faster Time to Value

CDP SETUP + ETL CONFIG → DEPLOY FAST

Skip long composable stack builds or separate ETL pipeline management — deploy, sync, and launch campaigns in one place, faster than ever before.



### Unified Customer View

CDP HISTORY + ETL LIVE SYNC → 360° PROFILE

Merges the historical depth of a Composable CDP with the live sync of Reverse ETL — one complete, actionable customer profile, always up to date.

# CONCLUSION

Composable CDPs bring flexibility and control over your data. Reverse ETL brings speed and activation. But used separately, each leaves a gap — one lacks real-time decisioning, the other lacks a unified foundation. Lemnisk CDP bridges that gap by combining both in a single platform. It unifies your warehouse data with live behavioral signals, then syncs enriched profiles back to your tools in real time — so every interaction is informed, timely, and personal.

The result is not just a better data pipeline. It is a smarter way to engage customers.