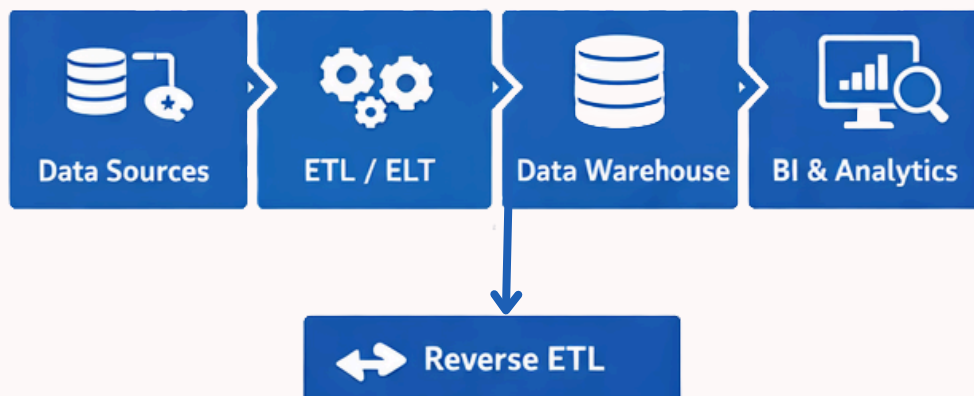


Modern Data Stack **VS** Composable CDP

Modern Data Stack

A modular ecosystem of tools to collect → store → transform → analyze data in a centralized warehouse.

Core idea: Build your data platform using best-in-class tools



Composable CDP

A modular approach to building a Customer Data Platform on top of your warehouse to unify and activate customer data.

Core idea: Turn your data into real-time customer experiences



At-a-Glance Comparison



MODERN DATA STACK

COMPOSABLE CDP

Goal

Analytics & Reporting

Customer personalization & activation

Focus

Data pipelines & insights

Unified customer profiles

Architecture

Modular tools

Modular, built on MDS

Data Storage

Central warehouse

Warehouse = source of truth

Speed

Batch-heavy

Real-time / near real-time

Primary User

Data engineers, analysts

Marketing, product teams

Activation

Needs Reverse ETL

Built-in / tightly integrated

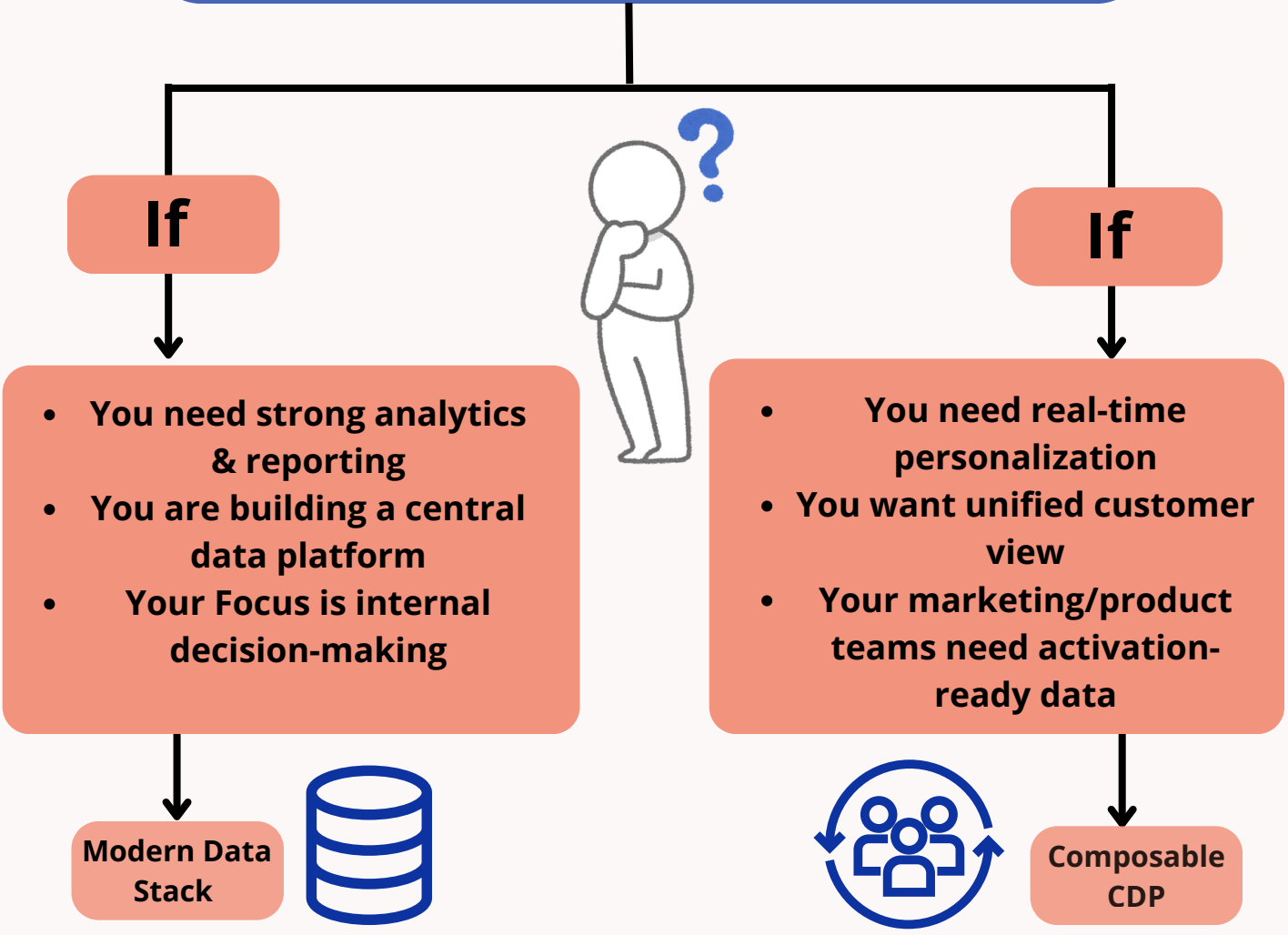
Flexibility

High

Very high (low vendor lock-in)



Choosing the Right Approach



Turn Your Data Into Real-Time Customer Experiences.
[Explore Lemnisk's Composable CDP Today!](#)