

Customer Data Platforms: The Complete Evaluation Guide

64%¹ of CMOs Say

A platform that provides a single customer view is critical for more

connected, relevant experiences:

The right CDP can drive these personalized experiences at scale

What are the core capabilities you need to reach this goal?

Make sure to ask if a CDP can:

And Has These Core Capabilities:

If you get the answer below? It's a showstopper.

Unify >



Data Connectivity & Unification

The CDP can't bring in all relevant historical customer data - online, offline, behavioral, and demographic, without IT.

Match >



Intelligent Identity Resolution

The CDP can't map all customer data to unified customer profiles while preserving disparate IDs for orchestration across channels.

Define >



Dynamic Customer Attributes

Marketers can't define customer attributes within the CDP and are forced to rely on outside, pre-built ones instead.

Discover >



Audience Discovery & Insights.

Marketers can't directly manage audience creation or discovery, nor complement those efforts with AI driven targeting and insights.

Activate >



Activation & Orchestration

Marketers can't orchestrate and drive 1:1 personal customer journeys across every channel, using all available customer behavioral data nor gain insights on true performance.



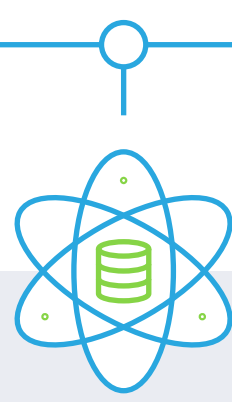
Enterprise-Grade Management Capabilities

The CDP does not provide the enterprise-grade tools needed to support support multiple marketing and analytics teams or to manage teams, roles, and data governance.

ActionIQ's Complete Evaluation Guide will help you get the CDP you need



to transform billions of customer data points into personalized, "one-voice" conversations



to support a seamless flow of actionable customer data from across your enterprise



to give marketers intuitive ways to interact with their data, from building audiences to cross-channel testing and measurement



Download the guide now to get started



www.actioniq.com/guide



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¹ "Predicts 2018: CRM and Customer Experience", Gartner.