The Right Way to Select CDP Technology

August 18, 2021
A Different Kind of Analyst Firm...

<table>
<thead>
<tr>
<th>GEEKS</th>
<th>MYSTICS</th>
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<table>
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<tr>
<th>LOSERS</th>
<th>POSERS</th>
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“the mystical quadrant”

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<tr>
<th>INDEPENDENCE FACTORS</th>
<th>REAL STORY GROUP</th>
<th>OTHER FIRMS</th>
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<tbody>
<tr>
<td>CONSULT TO VENDORS?</td>
<td>NO</td>
<td>YES</td>
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<tr>
<td>SPEAK AT VENDOR EVENTS?</td>
<td>NO</td>
<td>YES</td>
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<tr>
<td>ACCEPT EXPENSES &amp; HOSPITALITY FROM VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>WRITE PAPERS FOR VENDORS?</td>
<td>NO</td>
<td>YES</td>
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MARTECH STACK VENDOR MAP

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www.realstorygroup.com/try

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Key Architectural Decisions

CDP Marketplace

The Right Way to Select a CDP

Key Take-Aways
## RSG MarTech Services Reference Model

### ENGAGEMENT CHANNELS
- **Ads**
- **Web**
- **Email**
- **Mobile**
- **Social**
- **Print**
- **Alexa**
- **Chat**
- **Call**
- **PoS/F2F**
- **IoT/Product**

### INTERACTION & DELIVERY ENVIRONMENTS
- **Advertising**
  - Generate demand
- **Sites**
  - Deliver information
- **Applications**
  - Deliver services
- **Distribution**
  - Deliver via channel
- **Storefront**
  - Sell things
- **Contact Center**
  - Answer questions

### CONTENT & ENGAGEMENT SERVICES
- **Product Information Management**
  - Manage and syndicate product info
- **CRM & SFA**
  - Automate sales & manage relationships
- **Social Media Management**
  - Engage in social media & communities
- **Outbound Marketing**
  - Manage campaigns
  - Deliver messages
- **WCM**
  - Manage web content & inbound experiences
- **Ecommerce**
  - Manage commercial activity

### ENTERPRISE FOUNDATION SERVICES
- **Omnichannel Content Services**
  - Manage components fueled with data
- **Customer Data Activation**
  - Manage actionable data & segments
- **Customer Data Management**
  - Ingest, process, and unify customer data
- **Omnichannel Personalization**
  - Customize individual experiences
- **Journey Orchestration**
  - Set decisions for omnichannel engagement

### CONTENT
- **Digital Asset Management**
  - Manage rich media & brand assets

### DATA
- **Customer Data Activation**

### DECISIONING
- **Customer Data Management**

### Data Intelligence:
- Analytics, Reporting & Visualization, Predictive Modeling, Dashboards

### Creative & Marketing Ops:
- Creative & Content Ops, Scheduling, Project & Resource Mgmt

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Emerging Model

Customer Data Management
- Ingest
- Transform
- Clean
- Process
- Segment
- Event Handling
- Activate
- (Calculate)
- (Personalize)
- (Orchestrate)
- (Test)
- Other

Data Fabric

Customer Data Activation
- Customer API
- Segment
- Event Handling
- Activate
- (Calculate)
- (Personalize)
- (Orchestrate)
- (Test)
- Other

Data Fabric

CDP

First / Zero Party Customer Data
- Profile
- Mobile Activity
- Customer
- Product Interaction
- CRM Records
- Social Activity
- Web Activity
- Event Data
- E-Commerce
- Email Activity

Second & Third Party Data
- Statistics
- Demographics
- Income
- Data Exchange
- Occupation
- Weather
- Ad Data
- Interest / Intent
- Firmographics
- Location

Omnichannel Engagement
- Social
- Messaging
- Voice
- CRM
- Site Personalization
- Customized Emails
- Ecommerce
- Call Center

Targeted Advertising
- Facebook
- Google
- Twitter
- Amazon

Enterprise Analytics
- Predictive Modeling
- Statistics
- Dashboard & Visualizations

Rethinking CDPS...
### Key Options for Vertical and Horizontal Scope

#### ENGAGEMENT CHANNELS
- **Advertising**: Generate demand
- **Sites**: Deliver information
- **Applications**: Deliver services
- **Distribution**: Deliver via channel
- **Storefront**: Sell things
- **Contact Center**: Answer questions

#### INTERACTION & DELIVERY ENVIRONMENTS
- **Advertising**: Generate demand
- **Sites**: Deliver information
- **Applications**: Deliver services
- **Distribution**: Deliver via channel
- **Storefront**: Sell things
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#### CONTENT & ENGAGEMENT SERVICES
- **Product Information Management**: Manage and syndicate product info
- **CRM & SFA**: Automate sales & manage relationships
- **Social Media Management**: Engage in social media & communities
- **Outbound Marketing**: Manage campaigns & deliver messages
  - **WCM**: Manage web content & inbound experiences
  - **Ecommerce**: Manage commercial activity
- **Omnichannel Personalization**: Customize individual experiences
  - **CDP Core**: Customer Data Activation
    - **CDP?** Manage customer data & segments
  - **CDP?** Journey Orchestration
    - **CDP?** Set decisions for omnichannel engagement

#### ENTERPRISE FOUNDATION SERVICES
- **Omnichannel Content Services**: Manage components fueled with data
  - **Digital Asset Management**: Manage rich media & brand assets
- **Customer Data Management**: Ingest, process, & unify customer data
  - **CDP?** Customer Data Activation
    - **CDP?** Manage customer data & segments
- **Customer Data Activation**: Manage customer data & segments
  - **CDP Core**: Customer Data Activation
  - **CDP?** Journey Orchestration
    - **CDP?** Set decisions for omnichannel engagement

#### DECISIONING
- **Omnichannel Personalization**: Customize individual experiences
  - **CDP?** Journey Orchestration
    - **CDP?** Set decisions for omnichannel engagement

#### DATA
- **Data Intelligence**: Analytics, Reporting & Visualization, Predictive Modeling, Dashboards

#### CONTENT
- **Creative & Marketing Ops**: Creative & Content Ops, Scheduling, Project & Resource Mgmt

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Key Architectural Decisions

CDP Marketplace

The Right Way to Select a CDP

Key Take-Aways
CDP Market: Fragmentation Persists

**Suite Vendors**
- Microsoft
- SAP
- Adobe
- salesforce
- acoustic
- Acquia
- ORACLE

**Pure-Play Platforms**
- arm
- blueconic
- TREASURE DATA
- blueshift
- lemnisk
- BlueVenn
- mparticle
- Lytics
- RedEye
- NGDATA
- dun & bradstreet
- ACTIONIQ
- REDPOINT GLOBAL
- optimove
- QuickPivot
- Amperity
- CrossEngage
- Segment
- LEXER
- Ascent360
- celebrus
- TEALIUM
- ALGONOMY
Analysis of Suite Vendors

General Observations About These Vendors:

• Brands are well-known but...

• Their solutions are newer and generally thinner

• Tend to be very parochial: focus on aligning data in their own stacks rather than independent layer

• Tend to rely on / bind you to other solutions in their suites

• Tend to be comparatively much pricier
Key Architectural Decisions

CDP Marketplace

The Right Way to Select a CDP

Key Take-Aways
Four Traditional Approaches to Evaluation...and a Bonus
Caveat: What Other Vendors May Try to Sell....

**INTERACTION & DELIVERY ENVIRONMENTS**

- **Advertising**
  - "We're a CDP!"
  - Deliver via channel

- **Applications**
  - Deliver services
  - "We're a CDP!"

- **Distribution**
  - Deliver via channel
  - "We're a CDP!"

- **Storefront**
  - Sell things
  - "We're a CDP!"

- **Contact Center**
  - Answer questions
  - "We're a CDP!"

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**ENTERPRISE FOUNDATION SERVICES**

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  - "We’re a CDP!"

- **Omnichannel Personalization**
  - Set decisions for omnichannel engagement
  - "We’re a CDP!"

- **Journey Orchestration**
  - Set decisions for customer experiences
  - "We’re a CDP!"

**CONTENT, DATA, DECISIONING**

- **Data Intelligence**
  - Analytics, Reporting & Visualization, Predictive Modeling, Dashboards
  - "We’re a CDP!"

- **Creative & Marketing Ops**
  - Creative & Content Ops, Scheduling, Project & Resource Mgmt
  - "We’re a CDP!"
Term of the Day....

“Design-Thinking”
Business-focused
Team-based
Empirical
Iterative
Adaptive
How to Filter...

1. **EMPATHIZE (30+)**: Create Diverse User Stories
2. **DEFINE (6-8)**: Create RFP and Vendor Shortlist
3. **IDEATE (4)**: Review Proposals and Demos
4. **PROTOTYPE (2)**: Hands-on Bake-off
5. **TEST (1)**: Optional PoC
Key Considerations:

- Not all CDP vendors support all use cases, or support them evenly.
- Do you want the CDP platform to **support** or **execute**?
Generate a “Real” Quadrant
Conduct competitive proofs-of-concept:
- Real scenarios
- Real ("dummy") data
- Real people
- Real environment
Key Architectural Decisions

CDP Marketplace

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Key Take-Aways
Key Take-Aways

1. CDPs are increasingly foundational to a truly omnichannel stack
2. You need to consider proper scope of CDP in your particular stack
3. CDP Marketplace likely to remain fragmented for some time
4. Large vendors starting to play, but continue to lag
5. Use architecture as filter, but **business scenarios** as your prime criteria
6. There are many different scenarios: you’ll want to prioritize
7. Employ an agile-oriented selection process featuring adaptive testing
8. **Try before you buy**, even if that’s labor intensive
9. RSG research and advisory will help you make the right decisions
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