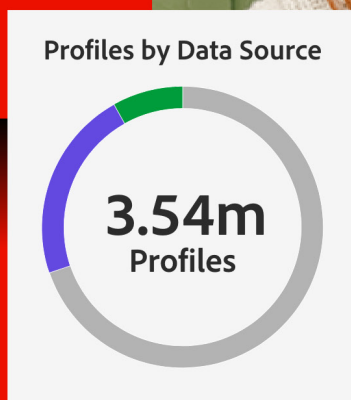




# The 90-second data management assessment.

Answer 8 questions to see where your data management is today—and where it could go tomorrow.



Welcome to the customer data management quiz, designed to give you a better idea of where your organization stands with its customer data management and analysis practices. All you have to do is answer eight questions that cover the tools and systems you use to manage customer data, how you analyze that data, and how well you comply with data privacy rules and more.

After completing the quiz, you'll receive personalized scoring and feedback that provides insights into your company's current state of customer data management and suggestions on how to improve it.

Let's get started to see how your organization is currently managing data.

**1. Does your organization utilize customer data management tools? (CRM, DMP, CDP, MDM, etc.)**  
(Select one.)

- A. No, we do not use any customer data management tools.
- B. Yes, we use one.
- C. Yes, we use a few.
- D. Yes, we use all or nearly all of these tools.

**2. Do your customer data tools integrate with other systems? (Analytics, marketing automation, customer service, etc.)**  
(Select one.)

- A. No, they don't integrate with any or we don't have any customer data tools.
- B. Yes, they integrate with one.
- C. Yes, they integrate with a few.
- D. Yes, they integrate with all or nearly all of these systems.



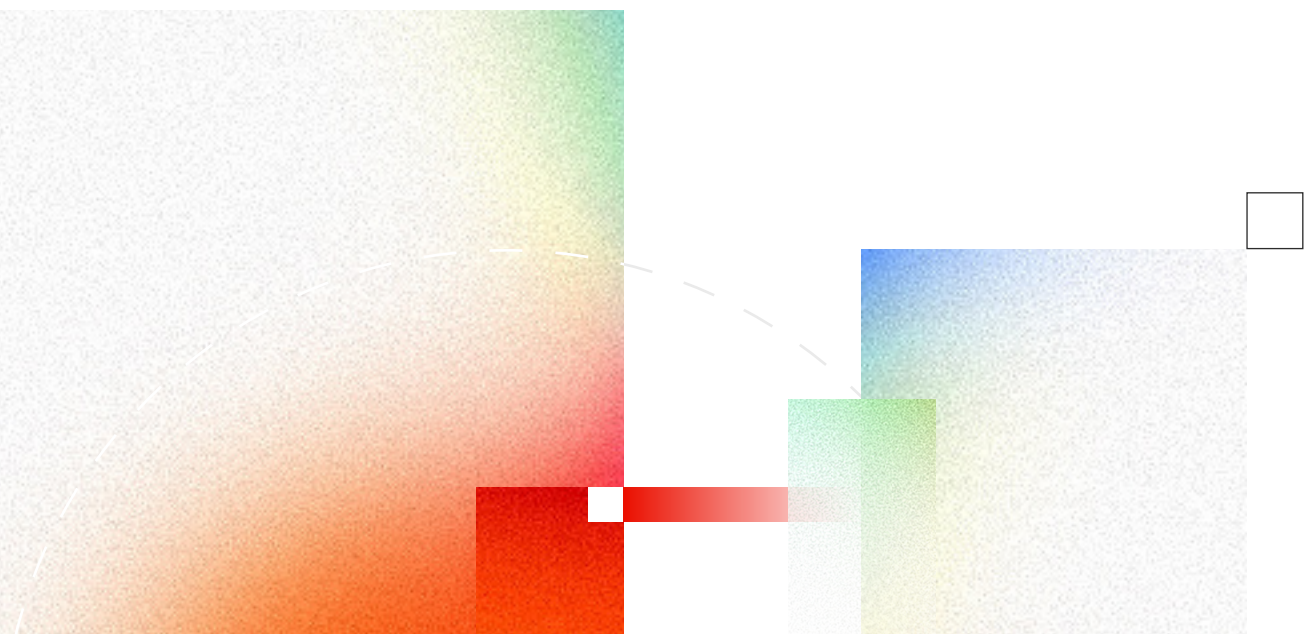
**3. Which of the following best describes customer data management at your organization?** (Select one.)

- A. Data is scattered across various silos, making it difficult to get a complete view of customers' interactions with the brand.
- B. Data is in both a central data lake and smaller departmental sources, resulting in an incomplete and delayed understanding of the customer.
- C. Data is in one central location and teams get a nearly complete view of customers, but not always in real time.
- D. All the right teams have access to unified data that updates in real time for a 360-degree view of our customers.

**4. How does your organization analyze data?**

(Select one.)

- A. Marketing teams export data manually from multiple systems into spreadsheets.
- B. Data is normalized from multiple sources and pulled into a visualization or business intelligence software.
- C. The data science team analyzes customer data from the data lake and develops original insights across the entire customer journey, although not always in real time.
- D. All users have access to dashboards with real-time, intuitive insights into the cross-channel customer journey.



## 5. How does your organization manage people and process in support of customer data?

(Select one.)

- A. There are no processes in place, making it difficult to understand how data is being used.
- B. There are some processes in place but no overarching program or strategy.
- C. There are processes in place and people to carry out various tasks and workflows, but the organization lacks a cohesive strategy.
- D. There is a center of excellence to support our data strategy and organize our teams and processes.

## 6. Does your organization have a personalized approach to customer targeting?

(Select one.)

- A. No. Digital experiences are generic and not personalized for the customer.
- B. My organization is beginning to customize digital experiences with information like customer location, referral, or browsing behavior.
- C. Our digital experiences can be personalized to each customer's interactions in multiple channels, but targeting is not in real time.
- D. Customers receive in-the-moment personalized experiences informed by their real-time behavior and AI-driven insights.



## 7. Does your organization comply with data privacy rules and regulations?

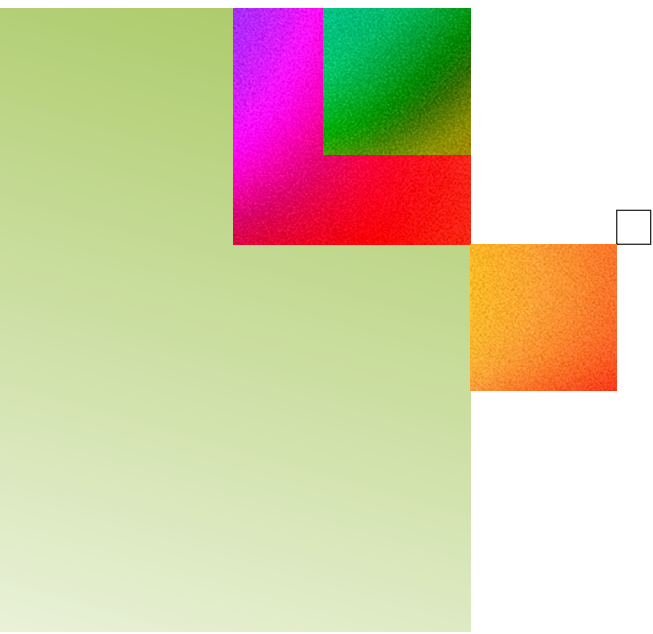
(Select one.)

- A. No/I don't know.
- B. We have informal or incomplete compliance with data privacy rules.
- C. Our privacy processes are well defined, fully implemented, and occasionally reviewed for effectiveness.
- D. We have full and automated compliance with data privacy rules and regularly review for continual improvement.

## 8. How prepared are you for third-party cookie deprecation?

(Select one.)

- A. Unprepared. We rely heavily on third-party cookie data.
- B. Somewhat. We know cookies are going away but haven't changed our practices yet.
- C. We are beginning to explore ways to make our first-party data more extensible and explore data collaboration partnerships.
- D. We rely on first-party data and use strategies such as data collaboration.





You're done assessing your organization's state of customer data management. Let's tally up those results.

[1](#)   [2](#)   [3](#)   [4](#)   [5](#)   [6](#)   [7](#)   [8](#)

A.

B.

C.

D.

**Mostly A** answers indicate your data is scattered, resulting in a disjointed customer journey.

Your customer data is fragmented, with minimal visibility into customer profiles and behavior. Generating audience insights is likely tedious, time-consuming, and often no longer applicable once complete. But there's plenty of opportunity for improvement with the right technology backing your personalization efforts. Adobe Real-Time Customer Data Platform can bring your disconnected data to life so you can understand your customers and their journeys better. [Learn more here.](#)

**Mostly B** or **mostly C** answers show you're managing your data but not keeping pace with the customer journey.

Your data is centralized and you have moderate visibility into customer profiles and behavior, but insights don't update in real time—which means the customer journey doesn't either. Real-Time CDP can improve your digital marketing efforts by collecting insights from every interaction and channel moment by moment, so you can understand your customers better and give them the personalization they depend on. [Learn more here.](#)

**Mostly D** answers reveal your data management is in great shape, but you're always looking for ways to improve the customer journey.

Your organization provides access to unified customer data that refreshes in real time while complying with evolving privacy rules. The customer journey is connected and personalized for better engagement and ROI. Real-Time CDP can enhance the way you collect, analyze, and use customer data—so you can forge lasting bonds with customers through respectful, real-time, and personalized experiences. [Learn more here.](#)



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