



CHEAT SHEET

Our 5 most common Adobe Real-Time Customer Data Platform questions—answered.

Preparing for the deprecation of third-party cookies is at the top of many marketers' agendas. The obvious solution for most organizations is to pivot to first-party data that's freely offered by customers and owned by the company. But the challenge? Data is scattered, and unifying it can require countless IT hours.

Adobe Real-Time Customer Data Platform is designed to unify and make first-party data actionable—with faster cross-team adoption and without custom work from IT.

Still, many marketing and IT teams grapple with the “build versus buy” dilemma. We answer five questions your IT team may have to help better understand Adobe Real-Time CDP.

Imagine this scenario.

A Panera Bread customer places an online order for curbside pickup. Their local Panera Bread is automatically notified and successfully hands off the order. Upon noticing a missing item at home, the customer informs Panera Bread through the mobile app and is promptly refunded with a credit for future use. This is an omnichannel loyalty experience done right.

It's possible because [Panera Bread relies on Adobe Real-Time CDP and other Adobe solutions.](#)



Question 1: How does Adobe Real-Time CDP integrate with my existing systems?

Real-Time CDP allows IT to integrate the solution simply and without a lot of hassle. With dozens of pre-built connectors to adtech, CRM, email, data lake, and other systems, Adobe Real-Time CDP integrates easily with non-Adobe software.

Question 2: How does Real-Time CDP integrate with other Adobe products?

As part of Adobe Experience Platform, Real-Time CDP has native integrations with other Adobe Experience Cloud products. IT teams can easily integrate it quickly and seamlessly with built-in functionalities.

Question 3: How much data can Real-Time CDP handle?

Whether marketers have thousands of customer data profiles or hundreds of millions, Real-Time CDP can manage and scale your data as you grow.

See why [Adobe Real-Time CDP handles more data, more responsibly.](#)

Read our implementation guide to learn how to get Adobe Real-Time CDP up and running fast.

[Get the guide](#)

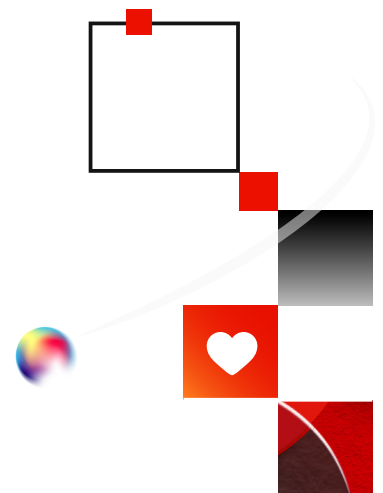
Question 4: How can Real-Time CDP help my organization comply with organizational and regional data privacy regulations?

Nearly all customers today (96%) say more should be done to ensure that companies protect their privacy. With Real-Time CDP, organizations can simplify how they adhere to organizational and regional policies with best-in-class privacy and data governance features.

The solution helps IT and marketing monitor and respond to each customer's data access, comply with CCPA and GDPR regulations, use data internally and appropriately, and manage data usage.

Question 5: Is Real-Time CDP on-premises or cloud-based?

Real-Time CDP is available as a cloud-based SaaS solution. IT can save time and money by not having to buy or maintain on-premises servers, software, and network equipment.



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