How to choose a future-proof CDP.

Use this checklist to invest in a CDP you won't outgrow.

The future of customer experience is built on trust. And trust depends on data—using it to add value and personalization every time you interact with a customer.

With a customer data platform (CDP), you can collect data from everywhere a customer interacts with your company and consolidate it into unique customer profiles. These profiles can then be used to create and deliver more personalized marketing campaigns and consistent experiences.

To help you select the right CDP for your needs, one that can future-proof your data management, we've put together this CDP checklist.

5 crucial CDP features.

When evaluating a CDP, ask:

1. Unified profiles across all channels and lines of business

Invest in a single CDP that manages B2C and B2B data with hybrid profiles for people and accounts.

- Does it bring together people and account data into unified profiles?
- Can it build a profile from unknown data and add in known data later?
- Can it connect different identifiers with user profiles in real time?

2. Real-time ingestion, profile refresh, audience creation, and activation

A CDP needs to ingest, process, qualify, and activate customer data at a speed that meets the personalization expectations of consumers.

- Does it ingest data from critical sources as soon as that data becomes available?
- Do profiles and segments refresh instantly when new data is ingested?
- Can you stream unified profiles to critical destinations such as Google, Facebook, or on-site personalization systems?

3. Productized governance and consent tools

Look for a CDP that allows you to configure your governance framework to meet the requirements of your privacy team and build trust with your customers.

- Does it offer unified, automatic capabilities to enforce business, consumer, and regulatory needs?
- Can it enforce consumer consent preferences to avoid sending messages in the wrong channel?
- Are governance rules configurable based on brand requirements and regional regulations?

4. Productized governance and consent tools

Look for a CDP that allows you to configure your governance framework to meet the requirements of your privacy team and build trust with your customers.

Does it offer integrations with your top data sources and destinations for prebuilt use cases?

Is it flexible enough to support forwarding of behavioral event data and activation of profiles and segments to different destinations?

Does it offer integrations with tools beyond the adtech or martech category, such as cloud infrastructure, data lake, and customer service systems that are important considerations for your IT team?

5. Profile-level integrations with essential systems

Keep your audience centralized and consistent with enriched customer profiles created by your CDP and shared with your key destinations.

Does it connect natively to other applications as part of a broader tech stack?

Can you build custom connectors to user profiles in internal or partner systems of insights and action?

Does it provide data collaboration tools to enrich your first-party data with partner insights?

> " A customer data platform is an investment in a tool that will directly impact your customer experiences. Choosing the right technology is essential for internal adoption and long-term success.
>
> **Matt Skinner**
> Group Manager, Product Marketing, Adobe

Adobe Real-Time Customer Data Platform checks all the boxes.

If your evaluation shows you need real-time, unified profiles for B2C, B2B, or both people and account data, then we invite you to explore the advanced data management capabilities of Adobe Real-Time CDP. It includes a patented and configurable governance framework with consent enforcement and prebuilt connectors to hundreds of industry systems, including native connectivity to Adobe Experience Cloud applications, as well as the extensibility to customize integrations when needed.