

CDP Features: Basic vs. Advanced

| Category | Basic Features | Advanced Features |
|---------------------------|---|---|
| SELF-SERVICE UI | <ul style="list-style-type: none">• One Non-Technical User Interface for All CDP Tasks• Ability to Restrict User Access to Data• Users Can Create New Profile Attributes | <ul style="list-style-type: none">• Ability to Correct Customer Profiles in UI• Ability to View UI in Multiple Languages |
| DATA COLLECTION | <ul style="list-style-type: none">• Prebuilt Data Connectors/APIs• Storage of Online and Offline Data• Sub-Second Big Data Ingestion• Storage & Stitching of Website Cookies• Ability to Update Profiles in Real Time• Profile Enrichment Via Desired 3rd-Party Vendor• PII Encryption + GDPR + CCPA Compliance | <ul style="list-style-type: none">• Single Database Underpinning Entire Solution (no need to sync mult. DBs)• Unlimited Storage of Raw-Level Event Data• Choice of Cloud Provider (e.g. AWS, GCP, Azure)• Prebuilt Data Streaming Connectors• Marketers Can Integrate New Data Feeds• Data Quality Alerts and Corrections in UI• Flexibility to Change Data Structure on a Whim |
| PROFILE UNIFICATION | <ul style="list-style-type: none">• Rule-based Deterministic Deduplication of Profiles• Single-Identifier key (e.g. email)• Stitching All Events to Single ID• Adjustable Rules to Decide Best Values Per Attribute (e.g. for multiple phone #s) | <ul style="list-style-type: none">• Machine Learning (ML) Probabilistic Deduplication of Profiles• Multi-Identifier key (e.g. email + name)• User May Decide Strictness of Profile Matching in UI• Identity/Device Graphs to Deduplicate Cookies• User Can View Aggregated Profiles (household; business hierarchy) |
| ANALYTICS | <ul style="list-style-type: none">• Reporting & Visualization of KPIs• Pre-Packaged ML/Predictive Models• Rule-Based Segmentation• Journey and Lifecycle Analytics | <ul style="list-style-type: none">• Sub-Second Big Data Query Processing• Integration of Homemade Analytic Models• Pre-Packaged Marketing Attribution Models• ML-Based Segmentation• SQL Querying for Custom Insights |
| ORCHESTRATION | <ul style="list-style-type: none">• Prebuilt Data Connectors to Mktg, Commerce, and CX Channels• Marketers Can Schedule Automated Data Exports• Marketers Can Customize Data Exports | <ul style="list-style-type: none">• Real-Time Triggering of Campaigns• Journey Design, Management, and Automation• Real-Time Customer Lookup and Response to CX, Commerce, or Mktg Channels |
| PERSONALIZATION & TESTING | <ul style="list-style-type: none">• Rule-based Determination of Customer Affinities (e.g. content, brands, price, products)• A/B/n Testing + Measurement of Campaigns• Rule-Based Next-Best-Action Recommendations | <ul style="list-style-type: none">• ML-Based Customer Affinities• ML-Based Real-Time Next-Best-Action Recommendations• Journeys Self-Optimize Via Machine Learning |