

# CDP

# v/s

# MAS

## Customer Data Platform

A customer data platform is a type of packaged software which creates a persistent, unified customer database that is accessible to other systems.

**Example - Lemnisk, Tealium, Evergage, Blueshift, Lytics, etc**

## Marketing Automation Systems

Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online and automate repetitive tasks.

**Example: Marketo, Hubspot, Salesforce, Userfox, etc.**

Here are a few points of difference between MAS and CDP to help financial marketers understand why a Customer Data Platform scores over a Marketing Automation System.

DATA MANAGEMENT	MAS	CDP
Organize data from different sources	✓	✓
Aggregate and unify customer data from different sources	✗	✓
Create a single user view	✗	✓
DATA SHARING	MAS	CDP
Drive core automation features	✓	✓
Integrated data sources	✗	✓
Real time data sharing with connected systems	✗	✓
DERIVING ACTIONABLE INSIGHTS	MAS	CDP
Drive campaigns based on the data that is fed to it.	✓	✓
Derive insights to fuel and craft the right marketing campaign for a customer	✗	✓
Campaign Management	✗	✓
Personalized marketing	✓	✓
Control all aspects of the campaign from a strategic standpoint	✓	✓
Manage multiple platforms and channels from one central location	✓	✓
Personalized communication at user level	✗	✓
Real- time personalization	✗	✓
Cross-channel personalization based on users' online behavior	✗	✓