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Pearl CDP Recognized as RealCDP™ by the Customer Data Platform Institute (CDPI)

FOR IMMEDIATE RELEASE

June 5, 2019 Boston, MA – Pearl Thinks, LLC is pleased to announce that its Pearl CDP Platform has been recognized as a **RealCDP™** by the Customer Data Platform Institute (www.cdpinstitute.org). Pearl, a patent-pending, SaaS Customer Data Platform (CDP), is built exclusively to help Retail/E-commerce brands unify, enrich, store and deliver contact data insights and analytics helping marketers deliver greater returns on customer relationships for sustained revenue growth.

RealCDP™ is a program launched by CDPI to reduce confusion plaguing the Customer Data Platform industry.

“The CDP industry faces two challenges,” said CDP Institute Founder **David Raab**. “First, many firms offering a CDP or CDP alternative fail to build the complete, shareable customer database—the heart of all CDPs. Second, legitimate CDPs vary hugely in the additional features they provide, leaving buyers confused by the range of options. We hope this program makes it easier for brands/buyers to find the CDP platform they truly need – and avoid alternatives that will leave them disappointed.”

To qualify as a *RealCDP™*, a CDP must be capable of:

- Ingesting data from any / all data sources
- Capturing full details of all ingested data
- Storing ingested data indefinitely
- Creating unified profiles of all identified contacts
- Sharing data with any system or user that needs or requires access

“CDPs have become popular because they promise open access to complete customer data,” said Raab. “Buyers understand this to mean all data, with full detail, stored over time, presented in a unified customer view, and accessible at any time. Buyers who purchase systems without these features are likely to be disappointed.”

To learn more about the Pearl RealCDP platform and how Pearl powers marketers for superior marketing performance, please visit www.pearlthinks.com

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About Pearl Thinks, LLC:

Pearl Thinks, LLC is a data technology company that helps small, medium and Enterprise-size retailers and eCommerce companies convert data into long-term customer and database growth through data enrichment, unification, analytics, and activation strategies. For more information, visit www.pearlthinks.com

About Customer Data Platform Institute (CDPI) and RealCDP:

The Customer Data Platform Institute is a vendor-neutral organization that educates marketers and technologists about customer data management. To learn more about CDPI and/or RealCDP, www.cdpinstitute.org or www.realcdp.com