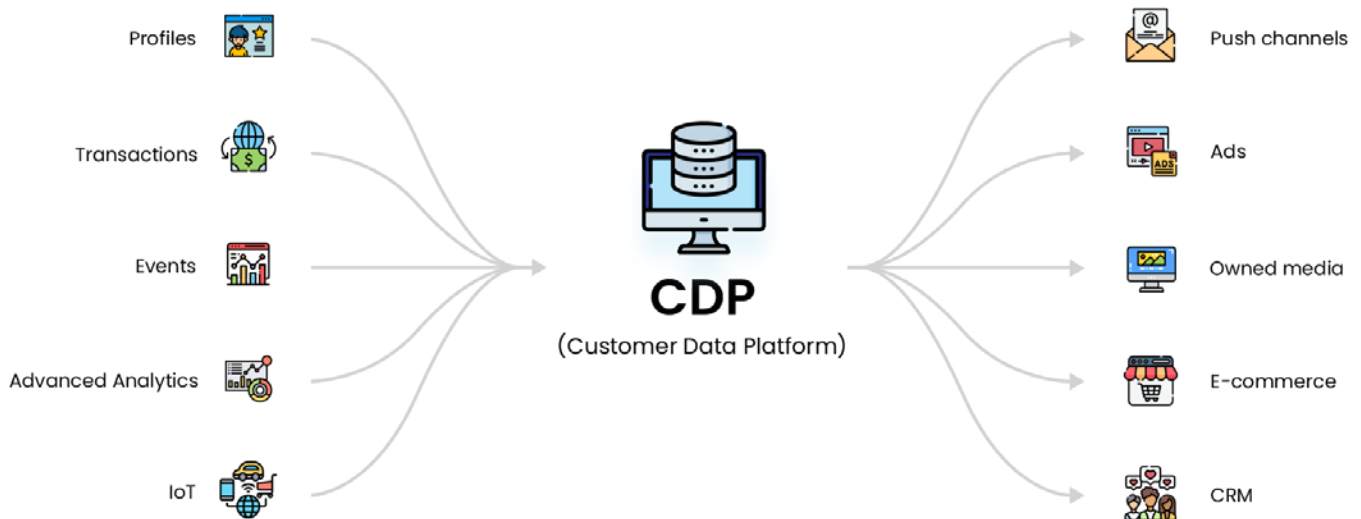# Everything you need to know to take the first step with a CDP

CDPs are designed for you, the multi-channel marketer. They provide marketers with tools to automate the process of personalizing customer journeys by activating customer relevant marketing channels.

Capable of ingesting unprecedented volumes of customer information, this database has a friendly interface that allows users to orchestrate seamless, personalized customer experiences across multiple channels. With a reimagined 360-degree view of the customer, CDPs help marketers meet evolving goals and expectations.

CDPs enable you to:

Amass critical customer data

Ingest, process, and activate this data to shape decisive marketing campaigns

Transform the customer experience with precision

Connect with customers through orchestrated engagement with your brand across all marketing and digital channels

Now that you know the valuable role of a CDP, you need to decide how you will integrate a CDP in your MarTech stack. Some points to consider to enable you to make the right choices in CDP solutions:

Should you build a CDP in-house or outsource the project?

In-house

Pros

- ✔ Familiarity with your unique tech stack
- ✔ Maintain control of your data
- ✔ Control the timeline

Cons

- ✖ Expensive
- ✖ Time-consuming
- ✖ Hire data engineers
- ✖ Sustain new integrations
- ✖ Risk

Outsource

Pros

- ✔ Quick and easy implementation
- ✔ Leverage the engineering and technical resources of an experienced vendor
- ✔ Cost-efficient
- ✔ Ongoing support
- ✔ Minimal risk

Cons

- ✖ Grant access to data to vendor
- ✖ Manage external talent

An outsourced solution is the logical choice for most companies, as working with an experienced partner helps avoid a timely and costly struggle. Internal teams are not typically equipped with the engineering expertise required for a CDP implementation — outsourcing bridges this gap.

Equally important, a qualified partner can help select the right type of CDP to integrate with your existing MarTech stack. They can determine which one is going to provide the best user and customer experience.

Types of CDP

All CDPs are characterized by their ability to connect with any channel and delivery systems and fit into one of two categories.

1 **Best of Breed CDP**

This type of CDP has the advantage of fostering flexible design architecture within a marketing stack. While a best of breed CDP can connect to suite delivery systems, it does not lock you into one vendor. You can build on its success by scaling, changing, and evolving as needed.

Best of breed CDP functionalities:

- Ready to use for specialized niche industries
- Capable of automated integrations with email, website, social, mobile apps, CRM, and Google Ads using APIs
- Use Artificial Intelligence and Machine Learning to gain insights from data

Best of breed CDP advantages:

- Quick to get up and running
- Flexibility and freedom, not limited to an ecosystem
- Easy integration of niche products with larger solutions
- Vendor-neutral

ACTIONIQ

Customer Data Platform

Engage business users, data architects/engineers and analysts to enable the value of the CDP

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2 In-suite CDP

Major marketing cloud providers have extended their suites to include CDPs. An in-suite CDP is a good choice for a company who has already invested in one vendor's tools. The vendor's CDP is primarily designed to be seamlessly integrated in-suite to create a more robust stack.

In-suite CDP functionalities:

- Improved integration for suite services and apps
- Capable of supporting customer data on a large scale
- Seamlessly connects in existing MarTech stack

In-suite CDP advantages:

- Already have the license
- Scalablilty
- Familiarity with the vendor
- Easy to get up and running due to seamless integrations with in-suite tools
- Reliable customer support

Adobe Experience Platform

Share data from a central place with Adobe Experience Platform (AEP)

Adobe Gold Solution Partner Campaign Specialized Accreditation

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salesforce

Centralized intelligent, actionable, and trusted data

Engage customers with relevant, personalized communications that builds trust

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sas

Manage identities and integrate customer data from multiple sources and channels.

Orchestrate powerful omni-channel journeys from a centralized, common UI

LEARN MORE

Ready to get started?

Now that you've explored CDP solutions, you can move towards reaching your goals! Munvo can help you transition to an agile, flexible, and scalable database to improve customer engagement and differentiate your brand with these three steps:

Plan

Decide which CDP is most suitable based on your current state and vision for the future. Consider how the investment will enhance your marketing stack.

Implement

Deploy your company's CDP on a manageable scale and grow incrementally as your business dictates. Activate first party customer data and anonymous data to orchestrate cohesive customer journeys.

Orchestrate

Activate data to a mix of channels unique to your brand's needs, including:

- Acquisition channels: social, search, ads and soon to come CTV
- Owned channels: outbound, real-time inbound, in-app messaging, eCom
- Loyalty channels: CRM, POS, IoT

➤ Learn more how CDPs can play a powerful role in your evolving MarTech stack.

Book a free 30-min consultation

email: sales@munvo.com

phone: + 1 (514) 223 – 3648

BOOK NOW