

Types of CDP

Finding a Platform to Step Up Your Customer Experiences

The customer data platform (CDP) space is brimming with platforms and vendors, each on a mission to elevate customer experiences. Yet, the market is complex and buyer confusion is rife.

Luckily, tech analysts have categorized CDPs according to core features and integration capabilities and segmented the market based on key buyer perspectives:

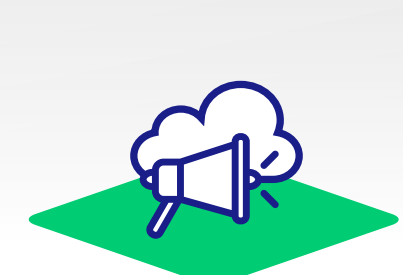
VERSUS

- Basic data integration ↔ Orchestration and measurement
- Data aggregation ↔ Customer engagement
- IT functionalities ↔ Business priorities
- Suite solutions ↔ Pure-play platforms



Which type of CDP is right for you?

According to Gartner, Real Story Group, Forrester and the CDP Institute



Marketing Cloud CDP

Are cloud-based platforms that integrate seamlessly into applications created by the same vendor.



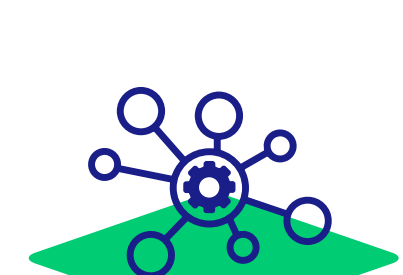
CDP Engines and Toolkits

Are typically custom-built solutions developed on top of existing CDP software.



Marketing Data-integration CDP

Combine a user-friendly interface with data aggregation and control capabilities.



CDP Smart Hub

Offer data processing, decision-making, and orchestration capabilities for relevant, real-time engagements.

Gartner

Gartner, Market Guide for Customer Data Platforms 2022

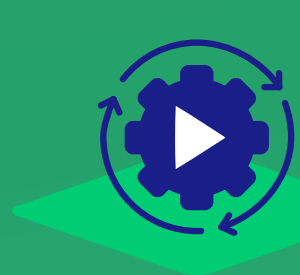
Real Story Group

Real Story Group:
www.realstorygroup.com/Reports/cdp#



MarTech Suite-Dependent CDP

Work best within a suite of MarTech applications from the same vendor.



Processing-Oriented Independent CDP

Are strongest in data aggregation, analytics, audience segmentation, and customer profiling.



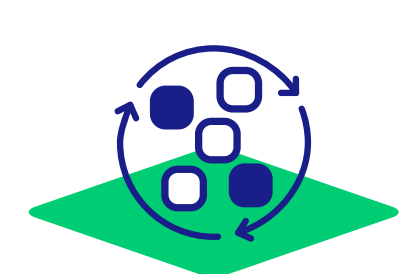
Engagement-Oriented Independent CDP

Guide and orchestrate the delivery of personalized and trigger-based customer engagements.



Data Management CDP

Build and share data-rich customer profiles with internal and external delivery channels in real-time.



Orchestration CDP

Drive personalized messages to segmented audiences via the appropriate channel.



Automation CDP

Automate real-time engagements with in-built decision-making and orchestration capabilities.



Measurement CDP

Provide a detailed view of each customer based on intelligent scoring and analytics.

FORRESTER

Forrester, Now Tech: Customer Data Platforms, Q1 2022



CUSTOMER DATA PLATFORM INSTITUTE

The CDP Institute:
<https://www.cdpinstitute.org/learning-center/what-is-a-cdp/>



Data CDP

Aggregate customer data into unified profiles to be shared with execution channels.



Analytics CDP

Apply intelligence to data throughout the customer journey, such as via predictive analytics.



Campaign CDP

Combine intelligent data aggregation with cross-channel orchestration capabilities.



Delivery CDP

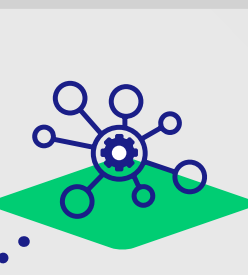
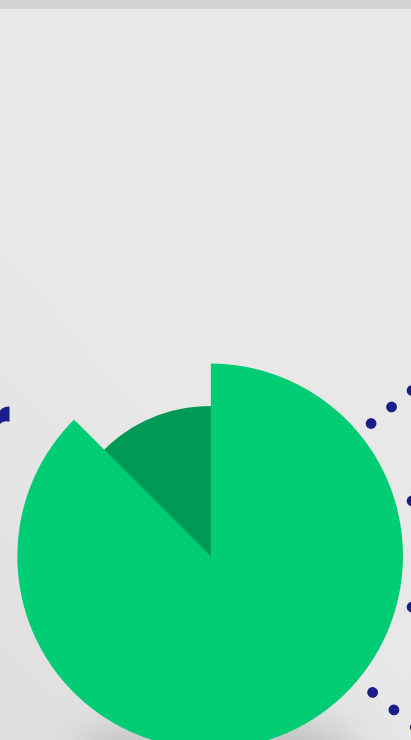
Typically begin as execution channels which have been enhanced with analytics and orchestration capabilities.

Your CDP Journey: What's Next?

Do you want to deliver personalized experiences at scale based on AI-supported customer profiling and real-time decision-making? Are you searching for a platform that learns from every interaction for consistently optimized journeys? Would you like to gain value straight away with seamless CDP implementation, out-of-the-box use cases, and customizable data integration?

The CDP space is crowded, but it doesn't have to be confusing. If you answered 'yes' to the questions above, we've got just the solution.

Which type of CDP is our Intelligent Engagement Platform? (IEP)



CDP Smart Hub

for Gartner



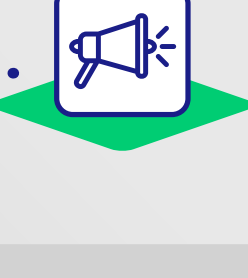
Engagement-Oriented Independent CDP

for Real Story Group



Measurement CDP

for Forrester



Campaign CDP

Customer Data Platform Institute



The Intelligent Engagement Platform: A CDP in a League of its Own

We categorize the Intelligent Engagement Platform as an **advanced CDP**. By transcending standard CDP capabilities, our platform drives contextually relevant, real-time customer engagements across every touchpoint, channel, and journey. It helps customers and marketers gain value from the get-go with simple and advanced use cases, alongside a comprehensive integration framework. Thanks to cross-channel analytics supported by AI, marketers can orchestrate personalized experiences at scale for every customer at every moment.



Ready to elevate your customer experiences?

Head to www.ngdata.com to get started, or read our [types of CDP blog](#).