

**CHECKLIST**

# ARE YOU READY TO BEGIN YOUR CDP IMPLEMENTATION?

A customer data platform (CDP) can provide a 360-degree view of your customers, enabling you to generate rich, actionable insights, drive engagement and, ultimately, make smarter marketing and business decisions.

Like any large-scale software implementation project, getting up and running with a new CDP can be challenging. But once you get data into the product, your team will start seeing how it works with your digital information and you'll be better positioned to gain incremental benefits.

To confirm if your team is ready to get started, think about your organization's challenges and long-term goals while answering this short list of questions.

**ASK YOURSELF:**

	<b>YES</b>	<b>NO</b>
Is the implementation team clear on the value you want the CDP to bring to the organization?	<input type="checkbox"/>	<input type="checkbox"/>
Have you defined a clear set of goals for the CDP implementation?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have buy-in from the main stakeholders you want involved in the implementation?	<input type="checkbox"/>	<input type="checkbox"/>
Have you created a shortlist of the simplest, most important objectives to start with?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have access to the primary, useful data from across the enterprise that you want to begin with?	<input type="checkbox"/>	<input type="checkbox"/>
Is the data – even from different sources – formatted in a consistent way?	<input type="checkbox"/>	<input type="checkbox"/>

**When you can answer yes to all these questions, your team should be ready to get started on your CDP implementation project. Any points you can't say yes to now can serve as a short list of action items to tackle before you begin.**

## ACCELERATE TIME-TO-VALUE FOR YOUR CDP

If you think you're ready to start implementing your own CDP, this e-book offers expert guidance on how to get started.

**READ THE FULL E-BOOK ►**

