ACQUIA
EXPERIENCE DIGITAL FREEDOM

CHECKLIST

MUST-HAVE CUSTOMER DATA PLATFORM CAPABILITIES

A growing number of brands recognize that a customer data platform (CDP) may be a great solution for their business. Whether you think that *buying* a CDP solution or *building* one on your own is the right approach for your organization, which capabilities will be most essential?

USE THIS CHECKLIST TO HELP YOUR TEAM IDENTIFY WHAT YOU NEED.

	YES	NO
Provides a single, unified view of our customers based on all relevant data sources, both online and off	☐	☐
Includes connectors to all relevant analytics, marketing, sales, and operational systems	☐	☐
Help us clean, deduplicate, and manage the quality of customer record data	☐	☐
Includes a persistent identity graph that links personal identifiers to each customer	☐	☐
Gives us the ability to segment customers based on demographic and behavioral characteristics	☐	☐
Serves as a way to activate and operationalize across all channels	☐	☐
Delivers comprehensive data quality measures, identity resolution, and omnichannel customer data profile enhancement	☐	☐
Provides robust reporting capabilities	☐	☐
Offers machine learning and data modeling capabilities that that can reveal new and actionable insights about our customers	☐	☐

HOW TO MAKE THE NEXT BIG DECISION ABOUT YOUR CDP

Now that you've checked off what features you need, you're ready to implement a customer data solution — whether it's one you build yourself or buy. To help you decide which approach is best for your organization — and then how to get started, download our e-book.

READ THE FULL E-BOOK ▶

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BUILD OR BUY: WHAT'S THE RIGHT CUSTOMER DATA MANAGEMENT APPROACH FOR YOUR BUSINESS?

How to best prepare your team to make the decision and embark on the deployment process