



Pop Quiz

Test Your CDP Knowledge

Many marketers know that customer data platforms – or CDPs – are powerful solutions that help them build a compelling customer experience (CX) for their websites, apps, and digital properties.

But as one tool in a sprawling list of martech solutions, there can still be a lot of confusion about what a CDP actually does.

Want to test your level of knowledge around CDPs?

Choose an answer for each item, then see how well you did.

1. Which system can a CDP stitch together customer data from?

- A. E-commerce systems
- B. CRM systems
- C. Loyalty systems
- D. All of the above

2. A customer data platform can help you address a range of marketing-related pain points. For example, a CDP can:

- A. Unify structured and unstructured customer data from both online and offline systems.
- B. Update customer data in real time.
- C. Enable personalized experiences by orchestrating data for action across channels.
- D. Help you accomplish all of the above, and more.

3. Data lakes can be good data management tools, allowing you to store, process, and secure data in native formats. However, unlike data lakes, a CDP can:

- A. Provide a unified view of customers.
- B. Offer analytics about its stored data.
- C. Automatically create an audience segment for an email campaign.
- D. Do all of the above, and more.

4. When you have a CDP powered by machine learning (ML), you can leverage capabilities that:

- A. Recognize patterns in large volumes of data.
- B. Make intelligent predictions.
- C. Help predict the likelihood of website visitors to engage, convert, or churn.
- D. All of the above.

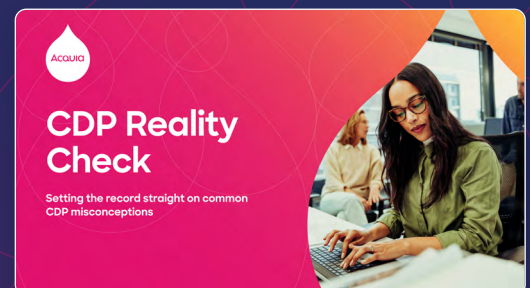
5. What challenge typically holds an organization's leaders back from executing effectively on their CX goals?

- A. Key data is siloed in different applications or platforms.
- B. Marketers don't have a complete view of customer behavior and preferences.
- C. Personalizing experiences across marketing touchpoints is too difficult.
- D. All of the above.

How did you do?

If you are well-versed on CDPs, you might have noticed that while most of the options were technically correct, the last in each set is the most accurate. However, no matter how you fared, you should find our new e-book interesting.

In the e-book, "**CDP Reality Check: Setting the Record Straight on Common CDP Misconceptions**," we outline seven common myths about CDPs, then clarify what is real versus what is not.



[Read the full e-book](#)