

IS YOUR **CDP** FUTURE-PROOF?



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As the shift away from third-party cookies has demonstrated so clearly, marketers need to find ways to be more self-reliant, particularly when it comes to data. Brands have increasingly relied on Customer Data Platforms to make the most of their first-party data, but that's just one piece of the puzzle.

Over the past few years, consumers have increasingly clamoured for more transparency into the data collection process, as well as the ability to prevent brands from collecting and storing their information without consent. Many CDPs are simply not equipped to allow marketers to meet the challenges of a privacy-first, data-centric future.

Here's a quick rundown of what marketers should *really* be looking for in a future-proof CDP - and what they should avoid.



QUICK RECAP: **WHAT IS A CDP?**

The CDP Institute [defines a CDP](#) at the most basic level as “packaged software that creates a persistent, unified customer database that is accessible to other systems.” The relative simplicity of this definition means that there's a great deal of variety within the CDP market - so it's important to understand the nuances between outwardly similar platforms.

CDPs have many uses, but by far the most important one is to enable you as a marketer to keep track of your customers while delivering personalised experiences to them across all touchpoints.

It might sound simple, but it can be difficult to find a CDP that truly delivers on that front while providing other features - GDPR compliance, identity resolution, analytics, etc. - that enable you to truly maximise the reach and effectiveness of your marketing.

HOW CAN **CDPs** HELP MARKETERS OF THE FUTURE?

Most CDPs tend to offer a similar slate of features: they collect and store customer data from all sources, create unified customer profiles, and enable external systems to access that information. More sophisticated platforms might offer customer segmentation, machine learning, journey mapping, and predictive modeling, as well as data analytics and campaign optimisation.

There's no question that all of these capabilities are hugely useful in helping marketers deal with day-to-day challenges - but they won't necessarily protect marketers in the event of industry-wide transformation.

Case in point: today's privacy and compliance standards are stricter than ever, with laws like GDPR (In Europe) and CCPA (in North America). As countries around the world beef up their privacy standards, it becomes even more important to have a CDP that can help you operate in complete compliance with the appropriate legislation.



THE IMPACT OF **CONSUMER DATA** CONCERNS

Even in places without strong data privacy laws in place, there is a clear sense amongst users that it is a serious concern that can have an impact on their relationship with a brand. Marketers have to be careful, then, to only collect information that users have consented to - otherwise, they might end up driving more customers away than they bring in.

With that said, managing the consent journey can be just as difficult as managing the customer journey: users might consent to have their data stored on one channel but refuse on another, while different regions can have drastically different data privacy requirements.

A CDP that can also manage and view cross-channel customer consent preferences from one unified interface will make the consent process much easier to manage, and prevent potentially costly mistakes from occurring, is a necessity.

HOW A **CDP** CAN SUPPORT AND PROTECT YOUR DATA STRATEGY

Given that, it is important to keep in mind that CDPs based in North America may have more relaxed protocols in place given the more relaxed data privacy regulations - so if you're looking to do business in Europe, you should look for a CDP that's specifically engineered to meet GDPR and other privacy requirements. By adopting a CDP that's been designed with privacy in mind from the very beginning, marketers can be secure in the knowledge that they are equipped to meet the challenges of a privacy-first world while still providing personalised advertising to their audiences.

Of course, which type of CDP you choose is highly dependent on the needs of your company. But it's also important to look at how the marketing industry is changing, and how those changes will affect the way your company is able to collect and use data.

In particular, brands have to think about customer data compliance, and how to collect, store, and use customer data in a way that aligns with existing regulations around the world.

ALREADY USING A CDP? HERE'S WHAT YOU NEED TO THINK ABOUT

Even if you already use a CDP, it's important to think about whether your current setup is equipped to allow you to meet long-term marketing goals and adequately respond to industry challenges.

The upcoming deprecation of third-party cookies is a case in point: most marketers were not expecting anything like this to happen, and so have been left to scramble together solutions that will enable them to continue marketing the way they're used to. That's why it's important to invest in tools that not only help you in the short term, but also insulate you from the shock of unexpected events.

Concerns about data privacy and the misuse of personal data are now part and parcel of the entire marketing process. Marketers need to make sure they're equipped to handle the current requirements as necessitated by law, but they should also be ready to adopt additional data privacy measures as soon as they are needed. Without a CDP that's futureproof, marketers are making the job much harder than it has to be.

CDPs AND DATA PRIVACY:

A COMPLIANCE CHECKLIST

- **Watch for key privacy and consent compliance certifications such as the EU Data Protection ePrivacy Seal and IAPP and FPF corporate membership.**

The former indicates GDPR compliance, whilst the latter demonstrates the organisation's participation in international memberships like the IAB Consent Framework.

- ★ **As a German-based company, Zeotap was certified with the ePrivacy Seal in 2016 and again in 2018, and is a key member of the IAB.**

- **Take a closer look at data security standards.**

A CDP forms the basis of your data, stitching together identities from multiple attributes and helping achieve a single and unified view of your customers. You'll therefore need to ensure that the environment it operates in is compliant with up-to-date security regulations. The following key Information Systems certifications set the standards globally:

- ➔ **The ISO/IEC 27018** demonstrates that Personally Identifiable Information (PII) in public cloud computing environments is protected.
- ➔ **The ISO/IEC 27017:2015 and ISO/IEC 27001** ensures that an organisation's controls-based use of cloud services is certified and promotes a safe cloud environment.

- **Look out for the CSA Security, Trust, Assurance and Risk (STAR).**

This certification is given on successful ISO 27001 certification completion and when additional cloud-based requirements are met.

- ★ **Zeotap is proud to count the ISO/IEC 27018, ISO/IEC 27017:2015, ISO/IEC 27001 and CSA Security, Trust, Assurance and Risk (STAR) as part of its accreditations.**

- **Ensure that members of the team are up to the challenge of ensuring end-to-end compliance. The main two certifications that confirm this are:**

- ➔ **(ISC)2CISSP** - proves that one or more of the team members can effectively design, implement and manage a best-in-class cybersecurity program to ensure maximum security.
- ➔ **The Certified Information Privacy Technologist (CIPT)** - demonstrates a company's commitment to privacy through its top management being IAPP Certified International Privacy Technologists.
- ★ **Zeotap has achieved both the (ISC)2CISSP and Certified Information Privacy Technologist (CIPT) certifications.**

A REPORT BY ZEOTAP

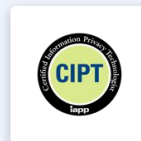
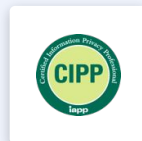
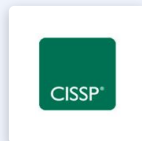
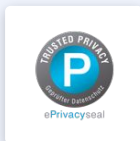
THE NEXT GENERATION CUSTOMER DATA PLATFORM

Zeotap creates unity between data and privacy to power personal and trusted customer experiences. At its heart is **Zeotap CDP**, the next-generation Customer Data Platform that empowers marketing and data teams to collect, unify, segment and activate customer data while putting privacy and compliance front-and-centre. Complemented by **Zeotap Fuel**, a data asset designed to deliver quality without compromising on data privacy, Zeotap also offers **ID+**, a universal marketing ID. Recognised by **Gartner** as a "Cool Vendor" and G2 Crowd as a **CDP Momentum Leader**, Zeotap works with market-leading brands including **P&G, Audi** and **Virgin Media**. For more information visit www.zeotap.com.



PRIVACY AND SECURITY IS IN OUR DNA

Designed in Germany for the stricter compliance standards of operating in Europe



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