



Guide to Packages

Zeotap's Customer Intelligence Platform combines three elements: a core Customer Data Platform (CDP) with additional Data and Identity add-ons to enhance its performance. Our solution packages are designed to give you flexibility in how you use them. Here's how it works:

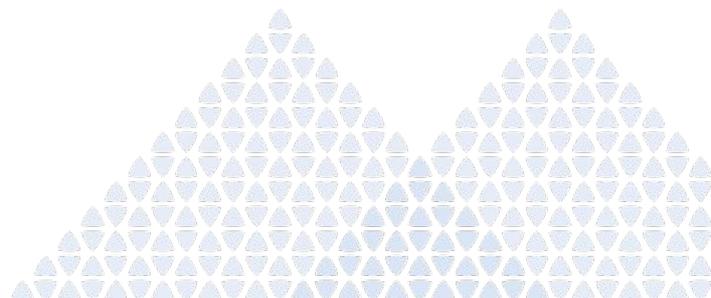
1. Choose your **CDP package**
2. Choose whether to add one or both of our **Data and Identity** add-ons

Alternatively, take on one of our **Data and Identity Products** on their own.

Zeotap Customer Data Platform (CDP)	CDP Customer Data Platform functionality that allows you to unify, manage and activate your data easily	CDP Plus Everything in our CDP package, with the addition of our user journey orchestration module	CDP Premium Everything in CDP Plus, with the addition of Predictive Audiences
Data and identity add-ons	Identity Resolution Achieve increased match rates with Third-Party Identity Resolution that uses a spine of identity linkages from over 120 providers.	Data Enrichment Enrich your first-party data with GDPR-compliant third-party data from over 120 premium sources (the largest asset of descriptive data in Europe and India).	
Data and Identity products	Identity Resolution Access to the Zeotap ID graph	Targeting Create audiences based on Zeotap's data	Data License Third party deterministic data at scale

CDP Packages

	CDP	CDP Plus	CDP Premium
Unify			
Data Unification	✓	✓	✓
Consent Orchestration	✓	✓	✓
Enhance			
Audience Management	✓	✓	✓
Predictive Audiences			✓
Activate			
All standard integrations	✓	✓	✓
Real-time Orchestration		✓	✓
ID+	✓	✓	✓
Administration			
Role-based access control	✓	✓	✓
Add-Ons			
Identity Resolution add-on available	✓	✓	✓
Data Enrichment add-on available	✓	✓	✓



Standalone Data and Identity Products

Targeting
Ability to create segments across all data categories available for a specific market
Access to all standard platform integrations
Data License
Ability to export data at a granular level, based on preset data export templates
Integrations to data warehouses and other systems of choice
Identity Resolution
Ability to onboard pre-collected first party data (raw or Hashed PII's) into our identity resolution system
Ability to create segments based on pre-collected data to onboard customers (digital identifiers)
Access to the Audience Insights analytics dashboard at a segment level, providing aggregate insights based on Zeotap's 3rd party data
Access to all standard platform integrations



CDP Offering Glossary

Unify	
Data Unification	<p>Ability to manage connecting and pulling in data from multiple sources; System configuration to filter out and clean data prior to ingestion and processing;</p> <p>Configuration for applying a strategy on how to process data across multiple different identifiers that connects the data;</p> <p>Ability to standardise the data taxonomy across multiple sources of data into a single usage taxonomy that is applicable across the platform (CDP)</p>
Consent Orchestration	Configuration for enabling consent and marketing preferences across multiple data sources and setting its applicability across the platform (CDP)
Enhance	
Audience Management	<p>Ability to create audiences from the unified data, and the management and distribution of these audiences to other platforms including Data Management Platforms (DMPs), analytics tools and other marketing tools;</p> <p>A visual dashboard that helps the user understand the audiences created by showcasing the distribution of the audiences across multiple data dimensions like demographics, behaviour and intent</p>
Predictive Audiences	Ready-to-use analytics models and dashboards, including models like RFM and CLV that uses the customers unified data to predict outcomes and bucket users into audiences
Activate	
All standard integrations	This is a list of all the existing and future integrations with systems such as marketing, analytics, personalisation, advertising and data warehouses to which the data can be shared from the CDP. Includes the ability to share the existing data (processed and unprocessed) in the CDP back to client's data warehouse and other systems.
Real-time Orchestration	A 'DIY' realtime user journey orchestration and personalisation toolset that lets the user create workflows using triggers, rules and actions
ID+	ID+ is Zeotap's universal identity system which is available as a part of the CDP, and can be used as an identifier for activating audiences across multiple systems, and also for measurement
Administration	
Role-based access control	Zeotap's advanced access control system which helps the right users get access to the right and relevant features within the platform based on their authentication