# DMP to CDP:
# Why Transition Now?

The Why, Who, and How of Migrating from a Customer
Data Platform (CDP) to a Data Management Platform (DMP)

**ZEOTAP** CDP

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In the domain of customer data management, two robust platforms, Customer Data Platforms (CDPs) and Data Management Platforms (DMPs), each play distinctive roles. Although both systems share the tasks of collecting, storing and leveraging customer data, their intrinsic differences can paradoxically create confusion. Often, marketers engage in a CDP vs. DMP debate, wrongly assuming an either-or scenario. However, this misconception overlooks the nuanced distinctions between the two. In this white paper, our primary objective is to clarify the differences between CDPs and DMPs, highlighting their unique functionalities, diverse use cases and the profound implications for marketing strategies associated with each platform. Our aim is to illustrate why it is necessary for businesses to transition towards CDP adoption now, enabling them to make informed decisions regarding the integration of CDPs into their data management and marketing endeavours.

# Overview

Enterprises understand that Customer Data Platforms (CDPs) and Data Management Platforms (DMPs) are both integral tools for effectively managing their customer data for marketing and advertising strategies.

Despite their similar acronyms and shared functionalities, it's crucial to grasp the distinctions between them. **A <u>CDP</u> unifies data across channels, focusing on gathering information that can be linked to individual users to build comprehensive customer profiles. On the other hand, DMPs primarily collect third-party data such as cookies and segmented customer IDs, which do not directly identify specific individuals.**

As Martin Kihn from Gartner for Marketers <u>quotes</u>, *"The DMP negotiates our beloved programmatic advertising, while the CDP – by definition – is grounded in individuals known by name, email, customer number or another personal ID. The DMP operates on massive audiences; the CDP, on a sensible number of souls."*

While both platforms leverage existing customer data, create a single view of the customer and facilitate audience activation, they diverge in their approaches to identity resolution, data ingestion, enrichment and activation. **CDPs resolve identity down to a specific person, whereas DMPs operate on an anonymous level, heavily reliant on probabilistic identifiers.**

Additionally, **CDPs are capable of ingesting both online and offline data without prior matching, while DMPs require data to be pre-matched to third-party identifiers before ingestion.** Moreover, data enrichment in CDPs is based on first-party datasets captured within the platform, with the option to augment with third-party data, while DMPs rely on third-party data blending and look-alike modeling.

Finally, **data activation in CDPs spans across all tools and channels based on visitor identifiers, whereas DMPs primarily interface with other third-party AdTech platforms.** Understanding these key differences is essential for marketers to make informed decisions about leveraging CDPs and DMPs in their marketing strategies.



**CDPs**

## Mary Meier
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**Campaign Member**
2024-IG-Christmas-24

**Frequently Visits**
Company X > Makeup > Lips > Waterproof Lipstick

**Referred From**
Instagram

**Locations**
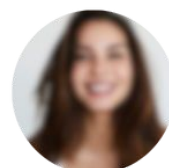Munich, DE

**Interested In**
Product LP3987,
Product LP8422



**DMPs**

## User 7285943

**Age**
25-30 or 30-35

**Education**
Bachelor's Degree

**Search Results**
Makeup

**Locations**
Munich, DE

**Interested In**
Lipstick
Makeup

# What is a CDP?

# What is a CDP?

A Customer Data Platform (CDP) is a software solution designed to transform the way organisations handle customer data. The primary data source for CDPs is first-party data from customers who have directly interacted with the business online (through website interactions, campaign engagement, online purchases and loyalty programmes) as well as offline (through in-store purchases, in-person events). CDPs may also be able to use second-party data (sourced from businesses that collect and sell first-party data) and third-party data (collected through anonymous identifiers like cookies) in addition to first-party data.

By seamlessly consolidating information from various sources such as online interactions, offline engagements, mobile apps, CRM systems and more, CDPs create a unified customer profile. This profile goes beyond just known data and incorporates anonymous customer information, providing marketers with a comprehensive understanding of their target audience.

With a CDP, marketers gain valuable insights and a 360-degree view of their customers, empowering them to deliver **personalised** experiences and tailored marketing campaigns. Insights from CDPs are valuable not only to marketing teams for campaigns and churn analysis, but also to sales and service teams who want to personalise customer experiences. For example, cross-sell or upsell recommendations can help a salesperson focus discussions on relevant products that a buyer might want. Next best action recommendations can help a salesperson personalise future interactions. Similarly, calculating a customer's lifetime spend can help service organisations prioritise calls from high-value customers.

# Types of CDPs

The Customer Data Platform Institute lists <u>**four distinct types**</u> of CDPs:

1.  **Data CDPs**
    This type focuses on collecting, storing and managing customer data. They allow companies to unify customer data from various sources and make it available in other systems.

2.  **Analytics CDPs**
    These CPDs help companies analyse customer data and gain insights that can improve business performance. They offer various analytics tools to generate reports and visualisations that help businesses better understand their customers.

3.  **Campaign CDPs**
    Campaign CPDs focus on creating and executing targeted marketing campaigns. They allow businesses to segment their customer base and deliver personalised messaging across various channels, including email, social media and mobile.

4.  **Delivery CDPs**
    With this type, businesses can deliver personalised experiences across different touchpoints, including web, mobile and email. They offer a range of tools to personalise content and optimise customer journeys.

# What is a DMP?

# What is a DMP?

A Data Management Platform (DMP) is a tool primarily used by advertisers and publishers to handle and activate third-party data for targeted advertising campaigns. DMPs focus mainly on third-party data, unlike CDPs, which utilise all data sources, including first-party data.

Traditional DMPs serve two primary groups of businesses: publishers and marketers/agencies. Publishers use DMPs to package their inventory into marketable audiences and optimise audience targeting, while marketers and agencies use DMPs to learn more about their existing customers and define new persona targets.

DMPs plays a crucial role in gathering and organising data from various sources like online publishers, ad networks and data providers. Through DMP, advertisers and publishers target specific audiences and run data-driven advertising campaigns by creating segments based on demographics, behaviors or contexts. DMPs package and repackage data to refine audience accuracy over time by collecting more anonymous data as customers interact with DMP-generated audiences for digital advertising.

# Obtaining the right insights from these Platforms

# Obtaining the right insights from these Platforms

Getting accurate information from a <u>DMP and CDP</u> hinges on your business's specific requirements and the data you aim to manage.

CDPs offer a holistic perspective of each customer, empowering businesses to tailor their marketing campaigns based on individual customer preferences. They furnish businesses with vital details like customer profiles, purchase history, website interactions and social media activity. **Such insights are invaluable for companies seeking to enhance customer engagement and forge stronger customer relationships.**

Conversely, DMPs furnish businesses with anonymous data that can fuel more targeted advertising campaigns. They encompass details such as audience segments, ad impressions, click-through rates and conversion rates. **Such information is crucial for companies striving to enhance the effectiveness of their advertising efforts and broaden their audience reach.**

While CDPs cover various marketing aspects, DMPs are specifically designed to optimise ad targeting for advertisers and agencies. However, relying solely on DMPs may not provide a sustainable competitive advantage over competitors.

# CDP vs DMP: Key Differences

# CDP vs DMP: Key Differences

Understanding the distinctions between CDP and DMP is crucial for businesses aiming to optimise their marketing strategies. Below, we delineate the fundamental disparities between CDPs and DMPs across various essential aspects of data management and utilisation.

## Data Collection Focus

### CDPs

**CDPs concentrate on gathering first-party customer data from various touch points like CRM systems, transaction records and website interactions.** This allows them to offer marketers a comprehensive view of individual customer preferences, behaviours and interactions with the brand. By aggregating data directly obtained from customers, CDPs enable businesses to create detailed customer profiles and deliver personalised marketing campaigns tailored to each customer's unique needs and preferences. In addition to utilising first-party data, CDPs may also incorporate second-party data obtained from trusted partners to further enrich customer insights and expand audience segmentation capabilities.

### DMPs

**DMPs primarily focus on aggregating third-party data sourced from external providers, such as data brokers and publishers. This data typically includes anonymised demographic information, browsing history, online behavior of internet users, cookies, device IDs and demographic information.** By collecting and organising this data, DMPs enable advertisers to create audience segments for targeted advertising campaigns across various digital channels. While DMPs do not handle personally identifiable information directly, they play a crucial role in ad targeting and campaign optimisation by providing advertisers with valuable audience insights derived from anonymised data sources. However, since DMPs rely on external data sources, they provide a more generalised view of audience characteristics rather than individual customer insights.

## Real-time Data Processing

### CDPs

**Designed for real-time data processing, CDPs continuously update and analyse customer data to provide marketers with timely insights into customer behaviour and preferences.** This real-time capability allows businesses to deliver personalised marketing messages and experiences across multiple channels, enhancing customer engagement and driving conversions. Additionally, CDPs enable marketers to trigger automated responses based on customer actions, such as abandoned cart emails or personalised product recommendations.

### DMPs

**While some DMPs offer real-time data processing capabilities, many rely on batch-oriented or delayed processing methods. This means that data updates and analysis may occur less frequently, leading to potential delays in campaign optimisation and targeting.** However, DMPs still play a crucial role in advertising by providing advertisers with audience segments for targeted campaigns, albeit with a focus on broader audience characteristics rather than individual-level insights.

## Data Retention

### CDPs

**CDPs typically retain customer data for extended periods, allowing businesses to build comprehensive customer profiles over time.** By storing historical data and customer interactions, CDPs enable marketers to track changes in customer behaviour and preferences, identify trends and personalise marketing efforts accordingly. Additionally, CDPs offer flexibility in data retention policies, allowing businesses to define retention periods based on regulatory requirements and business needs.

### DMPs

**In contrast, DMPs often store data for shorter durations, typically around 90 days.** This short-term data retention approach aligns with the immediate needs of advertisers for targeting specific audience segments in advertising campaigns. By focusing on recent data, DMPs provide advertisers with up-to-date audience insights for optimising campaign performance and maximising ad spend efficiency. However, this short-term retention may limit the long-term analysis of audience trends and behaviours compared to CDPs.

# Data Privacy and Compliance

## CDPs

**Data privacy and compliance are paramount for CDPs, which prioritise the ethical collection, storage and use of personally identifiable information (PII). CDPs adhere to strict data privacy regulations such as GDPR and CCPA, ensuring that customer data is handled securely and transparently.** Additionally, CDPs offer features like user consent management and data deletion capabilities, empowering customers to control how their personal information is used by businesses.

## DMPs

**While DMPs do not typically handle personally identifiable information, they still face privacy and compliance challenges due to the reliance on third-party data sources. DMPs must ensure that the data they collect and process complies with relevant privacy regulations and industry standards.** However, since DMPs primarily deal with anonymised data, they may have fewer privacy concerns compared to CDPs. Nonetheless, ensuring compliance with data protection laws remains a priority for DMP providers.
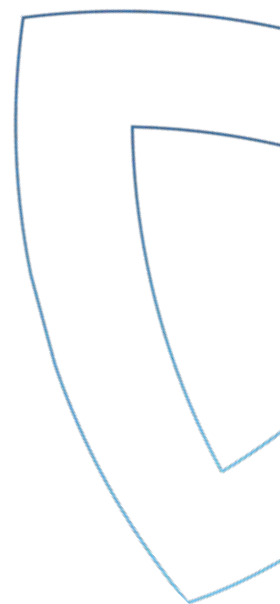
| | CDP | DMP |
|---|---|---|
| Collect third-party data | ✕ | ✕ |
| Collect first-party data | ✕ | |
| Operate on an anonymous level | | ✕ |
| Operate on specific person level | ✕ | |
| No prior matching | ✕ | |
| Data activation across all tools | ✕ | |
| Covering various marketing activities | ✕ | |
| Designed to optimise ad targeting | ✕ | ✕ |
| Real-time data processing | ✕ | Only some |
| Data retention | Longer | Around 90 days |

# What makes a CDP Unique?

ZEOTAP CDP

# What makes a CDP Unique?

CDPs stand out by their emphasis on constructing a thorough and unified customer profile that encompasses both known and unknown customer data, thereby providing marketers with profound audience insights. They utilise aggregated first-party customer data from various touchpoints to facilitate personalised marketing and customer experiences. In contrast, DMPs mainly aggregate third-party data for audience targeting in advertising campaigns, without handling **Personally Identifiable Information (PII)**.

CDPs are adept at managing various types of PII, such as names, emails, transaction data and social media interactions, while DMPs rely on anonymous data from external sources. CDPs maintain individual-level customer data persistently, retaining historical records and updates to create comprehensive, long-term customer profiles, whereas DMPs focus on temporary audience segmentation for immediate ad targeting.

Privacy and compliance are paramount for CDPs, adhering to **regulations** like GDPR and CCPA by offering features such as user **consent management** and deletion capabilities. Additionally, CDPs facilitate real-time data processing, enabling timely and personalised marketing actions, while DMPs may utilise delayed or batch-oriented data processing methods.
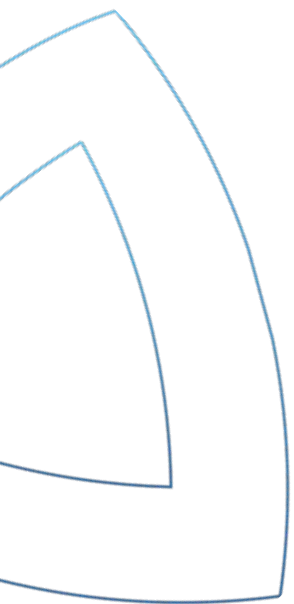
# Reasons to choose a CDP over a DMP

# Reasons to choose a CDP over a DMP

## Single, Unified Data Storage

### Use Case: Flexible, Fast Querying

**CDPs**

Stores all first-, second- and third-party data, including both anonymous and PII data such as individual customer names, postal addresses, emails and phone numbers. CDPs seamlessly integrate with advertising systems and can incorporate DMP-type information like cookie IDs with audience tags.

**DMPs**

Unable to accept first-party data, DMPs primarily operate with anonymous data such as cookies, devices and IP addresses. While some DMPs may store personal identifiers, they lack the advanced identity matching capabilities inherent in CDPs.

## Raw, Detailed Data with Unlimited Storage Capacity

### Use Case: In-depth, Rich Analysis

**CDPs**

Captures raw data with granular-level detail and offers unlimited storage capacity. CDPs store historical information persistently and support multiple data formats without predefined taxonomies.

**DMPs**

Collects data using tags, APIs and uploads, resulting in a high-level and aggregate view. Most DMPs and transactional tools retain user information for less than 90 days.

## Applications in the Entire Martech Stack

### Use Case: Usage Beyond Advertising

**CDPs**

Empowers users to syndicate data to any partner in the customer life cycle or marketing organisation, whether adtech or martech. CDPs facilitate passing segments of rich first-party data for activities such as look-alike modeling and retargeting.

**DMPs**

Primarily designed for advertising and acquisition marketing, DMPs excel in enhancing display ad targeting with pre-built anonymous audiences. They lack the differentiation capabilities of CDPs and operate as an equaliser in the data landscape.

## Complete Customer Profile

### Use Case: Personalised Customer Experience

**CDPs**

Provides comprehensive customer profiles encompassing historical, contextual, demographic and behavioural data. CDPs enable personalised communication and brand interaction across all channels and sessions, revealing new traits and opportunities for personalisation

**DMPs**

Constructs user profiles based on demographic information and anonymous cookie IDs, lacking the ability to de-anonymise or build persistent user profiles. DMP decision-making often operates within predefined rules and lacks transparency, limiting its effectiveness in delivering personalised customer experiences.

## Match Rates Challenges

### Use Case: Discrepancies in Match Rates

**CDPs**

Boosts higher match rates by integrating data from customer channels and employing advanced techniques to link and deduplicate data, improving data quality. Additionally, CDPs enrich match rates by incorporating third-party data and offering features like audience expansion and look-alike modeling to reach a larger, more targeted audience.

**DMPs**

Encounter issues with reported numbers differing from their segments to DSPs, creating data location confusion. Their reliance on third-party data results in inconsistent match rates, worsened by their anonymity and lack of advanced techniques compared to CDPs.

*"Within our adtech architecture, a CDP holds a central position. In 2023, with the decline of third-party cookies and metrics, transitioning from a DMP to a CDP solution became imperative. This shift allows us to scale up, utilise multiple identifiers, and improve targeting quality, ensuring precise messaging to our audiences at the right moment [...]*
*It's not just about advantages; it's a necessity. The transition from a dying DMP technology to a state-of-the-art CDP is crucial. Multiple identifiers and real-time effects are significant, enabling precise targeting. We anticipate benefiting from the CDP's ability to facilitate learning and adaptation on the fly."*

**Jessica Wegner, VP New Business and Retail Media at DOUGLAS**

# What does set Zeotap CDP apart from the competition?

# What does set Zeotap CDP apart from the competition?

With a growing global emphasis on consumer privacy, the future of CDPs is promising. New regulations and data governance guidelines give individuals more control over their data, prompting companies to prioritise compliance and transparency. 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.

At Zeotap CDP, privacy and compliance with stringent regulations hold the utmost importance. We differentiate ourselves from both DMPs and other CDPs in the market through our exceptional handling of Personally Identifiable Information (PII), our unwavering focus on data privacy and security, our ability to stitch unknown to known identifiers along with our unparalleled data persistence and persistent identifiers

1. **Personally Identifiable Information (PII):**
   CDPs excel in processing diverse forms of personally identifiable information (PII), encompassing names, emails, transaction data and social media interactions. Conversely, DMPs focus on anonymised data from third-party sources. Zeotap CDP stands out by accommodating both hashed and Raw PII, providing enhanced security through encryption for storing and utilising sensitive PII data across multiple activation channels. By eliminating the need for multiple data versions, Zeotap enables broader customer acquisition. Raw PII from various sources is seamlessly managed, configured and activated with utmost security.

2. **Data privacy and security at Zeotap:**

   Zeotap CDP prioritises data privacy and compliance and ensures adherence to privacy frameworks such as CCPA and GDPR, while also enabling effective marketing activation. Throughout the data lifecycle, Zeotap places a strong emphasis on secure processing, encrypting flagged PII data using the RSA Encryption Algorithm and then using it for activation. Authorised downstream systems access this data only when necessary for activation and selective sharing of identifiers and raw data ensures information is shared solely where required and confirmed by the brand. The platform also offers consent orchestration automating compliance processes and efficiently manages data subject requests, including bulk deletion and comprehensive logging for auditing purposes

   *"Zeotap was built from the ground up to ensure compliance with regulations across the world. Every workflow or data flow is compliant with consent, user preferences, and local regulations. This is an ideology that we live with every day."*

   **Projjol Banerjea, Chief Product Officer and Co-founder at Zeotap**

3. **Stitching unknown-to-known user interactions:**

   The core functionality Zeotap CDP lies in its ability to create a comprehensive view of the customer by combining data from various touchpoints. While CDPs from specific domains excel in either known or unknown user scenarios, advanced ID stitching capabilities are crucial in the omnichannel world to unify customer journeys across different channels. Zeotap, with its extensive data management capabilities, stands out by seamlessly merging user records based on defined merge controls, enabling identity stitching and unification. Notably, Zeotap excels in stitching unknown user interactions to known ones, ensuring the accuracy of profiles created using high-fidelity IDs.

4. **Data persistence and persistent identifiers:**
   CDPs excel at persistently storing individual-level customer data, ensuring comprehensive, long-term customer profiles that retain historical records and updates. In contrast, DMPs prioritise real-time data processing and temporary audience segment creation for immediate ad targeting, resulting in shorter data retention periods. Zeotap CDP offers a key feature of Persistent Identifiers, which unify user data across devices, environments and platforms, providing a consistent view of customers. This enables accurate, scalable and privacy-compliant identity linkages, creating persistent and addressable individual profiles.

5. **Server-to-server data activation on Adtech channels:**
   Zeotap CDP also enables server-to-server data activation on Adtech channels like Facebook Conversions API. This allows more reliable tracking of events than just client-side implementation that could be subjected to things like ad blocking and cookie restrictions. Zeotap CDP further provides the necessary capabilities to activate and utilise data effectively, ensuring smooth communication and optimal performance in your advertising campaigns.

## What Lies Ahead with 3P Cookie Depreciation

Looking ahead with the depreciation of third-party cookies, the traditional reliance on DMPs for advertising data management is fading. In a landscape where privacy concerns reign supreme and the use of cookies is dwindling, DMPs focusing on third-party data are becoming less relevant.

Publishers are now seeking alternative solutions to address user **addressability** in the Adtech ecosystem, leading to the advantage of choosing a CDP over a DMP. In a cookie-less future, data activation becomes a crucial aspect of reaching and engaging target audiences. Zeotap CDP empowers businesses with server-to-server data activation on Adtech channels, ensuring reliable event tracking and optimal performance in advertising campaigns. By investing in a CDP like Zeotap, publishers can leverage their first-party data to enhance accuracy, personalisation and precise targeting, replacing the reliance on third-party data.

At Zeotap, we believe in a fair value exchange that prioritises consumer privacy, advertisers and publishers alike. Our focus is on encouraging new identity solutions to link consumers across the ecosystem, with Universal IDs playing a crucial role. **Zeotap ID+**, our native solution, connects advertisers, publishers and consumers through shared, persistent identifiers based on real people. For advertisers, it is designed to deliver addressability and performance without third-party cookies. For publishers, it offers a sustainable advertising revenue to preserve free content for consumers.

The goal is for Zeotap ID+ to help safeguard the future of identity and addressability as third-party cookies decline. We believe marketers who are transitioning beyond a cookie-dependent world are preparing to better support consumers in the future.

# Frequently Asked Questions

ZEOTAP CDP

# Frequently Asked Questions

1. **What's the difference between a CRM and a CDP?**

   A CRM manages customer-facing interactions, like sales calls, while a CDP handles customer behaviour data, such as clicks on a website.

2. **What does a CDP do?**

   A CDP helps companies collect, organise and utilise customer data, acting as a bridge between data sources and destinations.

3. **What is a DMP in marketing?**

   A DMP collects and manages large, anonymised datasets for digital advertising campaigns, focusing on second- and third-party data.

4. **Should I use a CDP or a DMP?**

   Use a CDP for first-party data collection and versatile use, while a DMP is suitable for utilising third-party audiences in digital advertising.

5. **What are the main differences between a CDP and a DMP?**

   CDPs focus on individual-level first- and second-party data and store data for longer periods, while DMPs handle broader group data and have shorter retention times.

6. **Why should businesses use CDPs or DMPs?**

   CDPs and DMPs help understand audiences better, streamline marketing efforts and adapt to the personalised digital landscape efficiently.

7. **What does the future hold?**

   CDPs will become more crucial due to consumer privacy regulations, the potential demise of third-party cookies and the convergence of CDP and DMP capabilities to cover various customer lifecycle needs in one system.

8. **Why should businesses shift from a DMP to a DCP?**

   With the impending deprecation of 3P-cookies and the necessary shift towards a 1P-data strategy, businesses should start shifting from a DMP to CDP. Here's a short video on **DOUGLAS** explaining why they decide to move from a DMP to a CDP.

# Conclusion

# Conclusion

In conclusion, as we navigate the impending future of a world without third-party cookies, the role of a CDP becomes increasingly vital. Unlike DMPs, CDPs offer versatility and adaptability for long-term customer engagement, even in a cookie-depreciated environment. They empower organisations to leverage first-party data effectively, ensuring personalised experiences and targeted marketing efforts. By investing in a CDP, businesses can stay ahead in a landscape where privacy concerns and regulatory changes reshape digital marketing strategies. It's imperative to prioritise understanding your company's specific needs, resources and long-term objectives when considering the adoption of a CDP. With the right approach, a CDP can not only navigate the challenges of a cookie-less future but also unlock new opportunities for meaningful customer connections and sustainable growth. With Zeotap CDP's privacy-focused approach, unique features and capabilities, businesses can confidently navigate the changing data management landscape, optimise their advertising strategies and deliver superior user experiences based on accurate and personalised insights shared directly with the brand. Additionally, our own ID+ solution, which is a **future proof ID** that is not cookie-reliant, further enhances our offering.

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# ZEOTAP

Founded in 2014, Zeotap's mission is to make customer data easy, secure, and impactful. It empowers the world's most innovative brands to deliver personalised omni-channel customer experiences more efficiently while ensuring compliance.
Today, Zeotap owns three data solutions.

**ZEOTAP** CDP          **ZEOTAP** Data          **ZEOTAP** ID+

**Zeotap CDP** is a customer data platform for hands-on marketers to achieve meaningful business outcomes. It has been designed for comprehensive 360 customer identity, rapid deployment, low-latency real-time performance, and superior out-of-the-box connectivity, in a privacy-first world. **Zeotap Data** offers persistent, people-based and deterministic audiences built from over 500 million unique IDs, with more than 1bn data data points refreshed daily. Leveraging exclusive data partnerships from the telecoms sector, Zeotap Data is fully-consented, GDPR and ePrivacy compliant and is not reliant on third party cookies for scale or reach. **Zeotap ID+** is a universal marketing ID initiative that paves the way for addressability in the cookieless future.

Zeotap works with the world's top brands including: **Virgin Media O2**, **Rewe**, **Douglas**, and **TIM**.

## Privacy and Security is in our DNA

Designed in Germany and developed for stringent European regulation

TRUSTED PRIVACY — **P** — EU data protection — ePrivacyseal          CISSP®          Certified Information Privacy Professional — **CIPP** — iapp          Certified Information Privacy Technologist — **CIPT** — iapp          Information Security Management — **ISO 27001** Certified          STAR LEVEL TWO: THIRD-PARTY AUDIT — **STAR** LEVEL TWO — SECURITY-TRUST ASSURANCE & RISK

## Industry Recognitions

| 2019 WINNER THE ADEXCHANGER AWARDS | ADWEEK | CDP CUSTOMER DATA PLATFORM INSTITUTE | 2023 RealCDP CERTIFIED | Gartner COOL VENDOR 2020 | campaign TECH AWARDS WINNER |
|---|---|---|---|---|---|
| Best Data Enabling Technology | Best in 1P Data Integration | Certified CDP | RealCDP Certificate | Cool Vendor in Advertising | Tech Pioneer of the Year |
| **ADEXCHANGER** | **ADWEEK READERS' CHOICE** | **CDP INSTITUTE** | **CDP INSTITUTE** | **GARTNER** | **CAMPAIGN TECH AWARDS** |

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