DMP or CDP, WTF!
Why you are here today

Obsessed in Acronyms and would love to know what DMPs and CDPs are

Always thought DMPs are useless and looking for new ways to prove it

Genuinely want to know whether you should buy a DMP, CDP, both or neither?

Know nothing and don’t care about this topic but you love to support me
DMP: Data Management Platforms
Collect, Segment and Activate
Cookie based
3rd Party Cookies & Mobile Device IDs
ANONYMOUS ONLY = NO PII
DMP Facts

- Onboard offline first party data
- Manage identity
- Activate across multiple channels
- Real-time Activation
- Bi-directional Integration with CRM and Data Lakes
- Activate on Social
CDP: Customer Data Platform
Wait, WTF?
CDP = DMP + PII + Marketing Automation
CDP got power

Anonymous + PII
Single Source of Truth
Data Lake
Custom Schema
Automation and Orchestration

Real Time Data Collection
API I/O
Online + Offline
Identity Manager

Customer Centric
Supports Abandoned Cart
B2B/B2C
Better Segmentation
Unified Customer Database
CDPs are growing at record speed!
Merges and Acquisition

- Salesforce and Dataorama + Evergage
- MasterCard and SessionM
- Dun and Bradstreet and Lattice Engines
- Acquia and Agilone
- Arm and Treasure Data

Source: Martechtoday.com
CDP Accelerators
Questions

- I have a DMP, do I need to get a CDP?
- I like a lot what I see in a CDP, shall I drop my DMP and get a CDP?
- CDP sounds like an extension of my CRM, why would I need a CDP?
- What is the best CDP out there?
- Shall I keep my DMP?
- With the rise of GCP, Azure and AWS – shall I build my own CDP?
References

- CDP Institute
- Martech Today
- Adobe
- Salesforce
- Google
- AdExchanger