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More Free (up to 1,000 monthly visitors); \$120 per month (up to 10,000 monthly visits) Yes (onboarding, retargeting, reminders and more) Not disclosed, must contact for pricing Yes, via a number of channels and triggers Not disclosed, must contact for pricing Yes, multichannel campaigns Yes, including predictive recommendations Yes, including omnichannel customer journeys Yes, Marketing Automation \$2,988 (with annual contract) Yes, single 360 customer data platform is a software that collects and organizes customer data from various channels and sources, such as CRM systems, marketing automation tools, e-commerce platforms, social media and email channels, websites and more. The platform collects data from these sources and creates a unified customer profile that can be accessed and used by marketing, sales and customer service teams. Three main types of customer data include, behavioral, demographic and transactional. This data is collected and used to analyze customer behavior, helping to gain insights on what the customer is doing and what the customer needs, allowing for a more personalized and targeted experience. Customer data platforms often are used by businesses that have large amounts of customer data and need a centralized platform to manage it effectively. There are several benefits that businesses can gain from using a customer data platform (CDP), including the following: Centralized customer data: A CDP allows businesses to consolidate customer data from various sources into a single, unified view. This makes it easier for businesses to understand their customers and deliver a more personalized experience. Solid CDPs have the ability to easily integrate with a wide range of systems, including CRM, marketing automation, and e-commerce. This allows businesses to have a complete view of their customers across all touchpoints, leading to improved customer engagement. Some CDPs have advanced built-in AI capabilities allowing for more predictive recommendations and intelligent insights. Better customer segmentation: A CDP enables businesses to segment their customers based on various criteria, such as purchase history, behavior and demographics. This allows businesses to deliver more relevant messages and personalized offers to their customers. Streamlined marketing operations: A CDP can automate many marketing tasks, such as data cleansing, segmentation and campaign management. This can save businesses time, money and resources, allowing them to focus on other aspects of their operations. Improved return on investment (ROI): By delivering more targeted and personalized marketing campaigns, businesses can increase their ROI and revenue growth by tracking real-time insights and advanced analytics. Using a CDP can enhance your marketing ability by identifying opportunities based on preferences, location and other relevant factors. Secure customer data: By ensuring sensitive data is kept secure, you can establish customer confidence and trust by adhering to current and future privacy regulations and industry benchmarks, such as General Data Protection Regulation (GDPR), Health Insurance Portability and Accountability Act (HIPAA) and FedRAMP. Overall, a customer data platform can greatly help businesses to gain a better understanding of their customers, improve customer engagement and drive revenue growth. Choosing the best customer data platform for your business can feel like an overwhelming task, especially with an array of options on the market. Here are some guidelines to help you make the right choice. Determine Your Budget Many CDPs are priced on a per-user basis, so you need to determine how many users will be using the platform. Some CDPs offer a free trial or a limited-time discount, but you should be aware of the costs of any add-ons or integrations you may need. Determine What Tools and Integrations Are Needed: Different CDPs offer different integrations with various tools and platforms. This means that some of the platform you choose (your CRM, for example) may not be able to be integrated with all CDPs. You should ensure that the CDP you choose has the tools and integrations you need to integrate with your CDP and be sure to give the list to the CDP provider to ensure your integration needs will be met. Map Out Business Goals Some CDPs will go over your company's goals to determine your business goals with your customer data. They will then ensure that those goals can be met with the software they offer you. To prepare, preliminarily bring together all of your key stakeholders who are likely to use your CDP and make a list of their goals, then prioritize them from critical to nice-to-have. Also consider best practices, such as how your data should be protected by your chosen CDP. Formalize Your Selection Once you have a few CDP providers that align with your business needs, it's time to formalize your selection. Look for customer reviews to help narrow down the best provider for you. Then, to confirm your decision, reach out and schedule a meeting to start a conversation between your chosen CDP provider and your key stakeholders. Essential CDP Features Here are some essential features to consider when choosing a good CDP platform: Data integration: A good CDP should be able to integrate with various data sources such as CRM, social media, email marketing platforms and other third-party systems. This feature allows you to consolidate customer data from different sources and create a unified customer profile. Data cleansing and unification: A CDP should have features that help clean and unify customer data. This feature ensures that the data you collect is accurate, complete and consistent. Segmentation and personalization: Look for a CDP that provides segmentation and customer personalization capabilities. This feature allows you to create targeted campaigns and deliver personalized messages to your customers. Analytics and reporting: Look for a CDP that provides analytics and reporting capabilities. This feature allows you to track customer behavior, measure the effectiveness of your marketing campaigns and optimize your strategies. Multichannel support: Choose a CDP that supports multiple channels such as email, social media, mobile and web. This feature allows you to create a seamless customer experience across different channels. Security and compliance: A good CDP should have up-to-date security and compliance features to protect customer data and comply with data privacy regulations such as GDPR and California Consumer Privacy Act (CCPA). Integrations: A well-designed CDP platform should seamlessly integrate with a company's larger tech stack, making it an ideal choice for businesses that want to incorporate top-notch solutions into their data management platform. This allows for easy swapping of apps as needed. Let's take a look at some of the most important integration considerations when choosing the best customer data platform. Prebuilt integrations: Out-of-the-box integrations will handle the bulk of the work when it comes to moving data to and from the CDP. As a result, you won't require ongoing IT assistance when it comes to data integrations and delivery. Before choosing a CDP, check the prebuilt integrations offered by the vendor and their compatibility with your existing tech stack. While some level of customization may be necessary, the vendor's out-of-the-box integrations should cover most of the apps in your data stack. Integration capabilities: Consider the vendor's integration capabilities when selecting a CDP. Look for a vendor that offers an extensive, full range of integration capabilities that can future-proof your data management efforts. Look for integrations that can cover different source categories including web, mobile and IoT as well as destination categories such as analytics, advertising and storage. In-house integration experts: Some vendors offer in-house integration experts who can help you with the integration process. This can be a valuable resource if you have complex integration needs or if you are unsure about the integration process. CDPs will limit you to the applications and systems provided by the vendor. Opting for an ecosystem-neutral CDP enables you to use industry-leading solutions for each job. Product documentation: Check for the vendor's prebuilt integration documentation. How easy and user-friendly are the integrations? How long will it take to achieve each integration? Are there any product limitations based on the plans? These are some important questions to ask when considering a CDP platform. Other Important Considerations It's important to recognize that although a customer data platform has its advantages, it also requires a long-term commitment as it becomes deeply integrated into your digital ecosystem. It's crucial that customers, especially those with limited knowledge or technical expertise, understand what they are committing to and how to derive value from it. Let's take a look at some important questions stakeholders should ask vendors before signing on: Vendor stability: Has the product been a good partner in doing business and can it evolve with the challenges and needs of the clients? It's important to choose a vendor that is built to grow and meet your industry-specific needs. Flexibility: Does it have an array of prebuilt integrations? Look for a CDP that can adapt and integrate with multiple data types as well as all your existing data sources. Take a look at your marketing, sales and operational sources and see which data ingestion platforms it offers as integration partners (for example, Adobe, AdRoll, Google Analytics and Salesforce). Support: How is the onboarding experience? What is the level and support offered by the CDP provider? Understand the value of the CDP and evaluate the steps it takes to prepare implementation, integration and training. By taking the time to understand the value of the CDP, you can get a better understanding of the value of the CDP and how it can help you achieve your business goals. The level of complexity of your data and the features and functionality offered by the CDP can vary significantly. Some CDPs are designed for small businesses, while others are designed for large enterprises. Some organizations just getting started but free plans usually have a limited number of visitors and records per month. Many also offer a free trial allowing you to test the platform before committing to a paid plan. Entry-level pricing can range from \$120 a month to \$1,500 per month to hundreds of thousands of dollars per year for tailor-made offers. Pricing depends on the provider and the features and services needed. Platforms that target mid-market to large companies often have higher price structures due to license costs, a more experienced sales team and dedicated customer success managers. There are many variables to consider when it comes to cost: The size of your contact database The number of events and sources collected from the site The number of users (per-user pricing is very common) The level of support included in the plan Basic functionality and add-ons The budget for your CDP It's also important to note, the cost of a CDP should be viewed as an investment in your business. It's also essential to factor in the potential return on investment (ROI) that you could achieve by using the platform, which can ultimately justify the investment in a CDP. We collected and evaluated customer data platforms (CDPs) based upon five criteria: pricing, general features, additional features, ratings and reviews, and expert score. Here is a closer look at each of these criteria and how they were used to create this best-of-list. Pricing When evaluating customer data platforms (CDPs), pricing is an essential factor to consider. As part of the evaluation process, pricing was scored based on the availability of a free trial, free version and public transparency of pricing. This factor accounted for 10% of the total weighted score. General Features We evaluated the general features of each CDP, including data integration, segmentation, personalization, analytics and reporting. These features are essential for a CDP to be effective. The evaluation process of customer data platforms also includes additional features. These features include the ability to improve marketing efforts and drive revenue growth. Additional features we took into consideration included the ability to track and analyze key marketing metrics, predictive modeling, personalized product recommendations, campaign/timeline management and ROI tracking. These additional features accounted for 20% of the total score. Ratings and Reviews A high number of ratings and reviews indicate that the platform has been widely used and tested by a large number of businesses. We determined the scoring based on the number of reviews as well as platforms with an average rating of 3.5 or higher. This factor accounted for 10% of the total score. Expert Score We also evaluated the platform based on specific criteria such as any additional standout features or unique capabilities, the value of money, how it compares to competitors, how widely used it is within the industry and how user-friendly and intuitive the platform is. Our expert scoring accounted for 30% of the total score. A customer data platform unifies data from multiple tools (or sources), creating a single source of truth around customer behaviors and interactions across all brand touchpoints. This data is then made available to marketing teams to be used for the creation of highly targeted ad and marketing campaigns. Examples of customer data platforms include Twilio Segment, ActionIQ, BlueConic, Lytics and FirstFive. All of them aggregate customer data from multiple sources to create one source of truth in the form of customer profiles. Both CDPs and CRMs collect data on customers to create single and complete customer profiles. However, while a CDP uses behavioral and interactional customer data to help marketers create highly personalized ad and marketing campaigns across channels, a CRM's data is used by sales teams to track and manage customer relationships. Both CDPs and CRMs collect data on customers to create single and complete customer profiles. However, while a CDP uses behavioral and interactional customer data to help marketers create highly personalized ad and marketing campaigns across channels, a CRM's data is used by sales teams to track and manage customer relationships. Both CDPs and CRMs collect data on customers to create single and complete customer profiles. 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