

Top Ten Checklist for an Enterprise Customer Data Platform

The explosion of customer data has created endless new opportunities for brands to provide highly relevant consumer experiences at every turn. Famously, Amazon, Spotify, and Netflix harnessed customer data and are outperforming their competitors by delivering exceptional customer experiences, faster and cheaper.

Brands wanting to replicate similar success are turning to enterprise customer data platforms (CDPs) to unify data, gain insights, and engage customers in real time.

By capturing customer behavior from online and offline data sources, and enriching first-party data with both second- and third-party demographic and psychographic data, CDPs are quickening the path to digital transformation without the need for heavy lifting from IT.

But not all CDPs are equal. Make sure your **Enterprise Customer Data Platform** can do the following:

1. Unite your data for a single, true view of your customer.

Your CDP must integrate with all of your data sources, both online and offline. This includes—but is not limited to—web visits, mobile interactions, paid media, ecommerce browsing and purchases, loyalty apps, in-store POS, CRM data, customer service history, and more. This lets marketers know each and every customer interaction and build the most comprehensive customer profile.

2. Ingest schema-less data.

While this may seem technical, schema-less data ingestion is key to aggregate data from all sources with ease. You'll gain access to data you didn't know existed, even as it evolves over time. Without schema-less ingestion, you must know the format and structure of the data in detail before you can leverage it, then it must be transformed to fit the schema of the destination you wish to send it to, and you have to tell your system how to receive the data or it will be lost.

3. Dynamic profile segmentation.

Dynamic profile segmentation lets you define (slice) your customer data in different ways with great insight, intricacy, and refinement. Artificial intelligence (AI) and machine learning (ML) provide a powerful workbench to understand customers that have a higher propensity to buy or churn, as well as which customers will yield a higher lifetime value. Predictive scoring provides actionable insights like next-best channel, product, or action based on each individual customer. This allows marketers to target every customer with personalized messaging.

4. Maintain a persistent view of all your customer data without limitation or expiration.

All data should remain available to your campaigns indefinitely and not be purged. Many CDP vendors purge data after 90 days. You want the ability to query your data for insights without limitations of scale or data history. For example, in retail, customer insights from last year's holiday season are critical when creating engagement strategies for next year's campaigns.

5. Personalize engagement and marketing programs in real-time, with robust workflow combined with dynamic segmentation.

To reach customers or prospects in a timely manner, you want to take action immediately and deploy a targeted response based on customer interactions, preferences, and interests. This empowers you to use every bit of data to delight your customers every time. Engage with customers and prospects at the best time, on the best channel, with the best message to optimize driving conversion across every communication channel.

6. Leverage machine learning for predictive outcomes and advanced analysis.

Take your analysis to an entirely new level by using AI and machine learning to discover actionable insights about each individual customer. Then, direct targeted responses that would be otherwise impossible.

7. Scale to ingest and process billions of events per day.

In addition to quality, quantity of data ingestion, query processing, and scalability determines the speed at which your analysis can be performed. Don't get stuck with a CDP that can't grow with you as your business grows. Enterprise scale is imperative.

8. Provide the flexibility your business requires.

Let's face it, doing business at scale is complex. You need a CDP that enables your business to grow, adapt, and change as the market does. A one-size-fits-all approach will not deliver a competitive advantage. Flexibility of vendor selection, and the interoperability of those systems needs to be considered.

9. Protect customer privacy with enterprise-grade security.

Verify that the CDP has security credentials and governance practices to meet enterprise compliance plus privacy regulations, such as GDPR and CCPA. Ensuring customer data is being encrypted at rest and in transit is table stakes. Focus on protecting your customers and their privacy against data loss, theft, and corruption.

10. Speed your time to value and remove heavy lifting from IT.

The majority of your integrations should be turnkey and provide out-of-the-box value. Added professional services and support from your enterprise CDP should easily handle the customizations you need, making extensive IT projects a thing of the past.

Get Started Today

Only Treasure Data's enterprise Customer Data Platform handles the scale, security, and complexity required by a global enterprise in a way that empowers business leaders to deliver a superior customer experience and create a unique competitive advantage.

We help brands give millions of customers and prospects the feeling that each one is the one and only. With our ability to create true, unified views of each individual, Treasure Data is central for enterprises who want to know who is ready to buy, plus when and how to drive them to convert. Flexible, tech-agnostic, and infinitely scalable, Treasure Data provides fast time-to-value even in the most complex environments.

Evaluating CDPs? Grab our [RFP template and success guide](#) for a comprehensive approach to evaluate any CDP vendor.