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HOW TO
AVOID A FAILED CDP PROJECT

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The right tools to make your data work for you

The promise of **Customer Data Platforms (CDPs)**, which collect, unify and activate customer data from multiple sources, has **fallen short** in recent years. We're experiencing an **uptick of frustration** from brands who choose to invest in CDPs.

" If you're still working on a CDP project, it's time to think differently about your data problem.

01 THE DATA PROBLEM

CDP projects experience:

- Data silos with a lack of structure
- Incomplete customer profiles
- Data that isn't available in the moment to actually use
- Data that lacks a clear path toward activation and compliance
- Subpar solutions for digital identity due to the dependance on tagging and resulting poor data quality.

What good looks like:

- Digital identity verification that builds digital profiles of these individuals that persist over time
- Leverage a structured data model to power seamless integrations
- The ability to capture all interactions without having to write custom code or tags

02 THE SCALE PROBLEM

CDP projects experience:

- Inability to use data when you need it
- Lack of digital identity resolution in the moment
- The lack of a structure that makes the data usable
- Data governance challenges from each feed of information

What good looks like:

- Data available in the right format at the right time, all the time
- The ability to recall profiles about both anonymous and known individuals instantly
- Complete data ownership and control
- A full audit trail of information to understand the data and the sources

03 THE LOSS OF CONTROL

CDP projects experience:

- The loss of ownership and control of data
- Compliance challenges from data sources
- PII risks within system integrations
- The inability to persist a consumer's preference in digital and the loss of customer trust

What good looks like:

- Capture, store, and persist a user's preferences as part of the profile
- Provide complete data ownership and control
- Ensure that integrations can protect PII
- Ensure that all data is truly first-party
- Flexibility of the system to adhere to various privacy regulations

With **90% of marketers saying that their CDP doesn't meet current business needs** (according to a Forrester/ Zeta Global research), it's important to understand why that is and why the promise of a CDP **is failing brands every day.**

Connecting brands and consumers via better data.

GET MORE FROM YOUR DATA WITH CELEBRUS

As more CDP projects fail, it's important to identify their pitfalls ahead of time and look toward a solution that can help you stay on track. If you're struggling with data accuracy and limitations, building proper digital identity verification, or having difficulty actually using the data in real time then let's chat.

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