

# THE TOP 10 REASONS

## CDP PROJECTS FAIL AND HOW TO OVERCOME THEM

**Customer Data Platform (CDP)** projects can be daunting. Ensuring success, staying on track and avoiding common pitfalls can stall your data capture efforts and be a challenge.

We've put together a checklist of the top 10 challenges we see with CDP implementations....and dare we say, failures.

01

### LACK OF CLEAR GOALS & OBJECTIVES

You think you know what you want, but have you clearly defined your objectives? Define clear and specific goals and expectations for your CDP project. Know that if you eventually don't see any value from your CDP, it's okay to break up with your vendor!



02

### INSUFFICIENT DATA QUALITY

Ensure your data is accurate, reliable, trustworthy, complete, and current. Building a warehouse of data that is reliant upon poor quality data sources to feed it in the first place is exacerbating the problem you already have.



03

### GAPS IN DATA

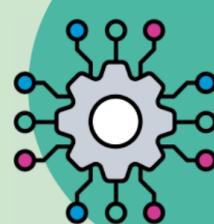
Gaps in data can largely be attributed to tagging and inaccuracy. Look for a solution that makes tagging obsolete and helps you instill confidence with accurate data.



04

### DATA INTEGRATION

Focus on seamless integration across systems by leveraging flexible data structures that don't require extensive tagging and can adapt to diverse systems without the need for complex tagging.



05

### GAPS IN DIGITAL IDENTITY

If you're unable to connect the dots of a single consumer's activity across all interactions with your CDP, that's a problem. Unfortunately, most organizations work with flawed identity solutions that provide broken identities and disjointed profiles. Focus on ways to connect the dots of a single consumer's activity across all channels and interactions.



06

### THE MYTH OF PRIVACY AND SECURITY

CDP projects experience loss of ownership and control over their data, not to mention compliance challenges and PII risks within system integrations. Instead, look toward a data solution that is 100% fully compliant and adheres to the highest privacy and security standards without a reliance on third-party cookies.



07

### GAPS IN CONNECTIVITY

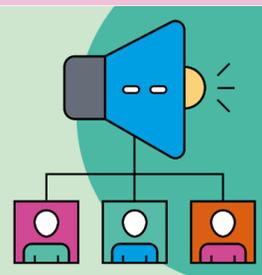
Capture data to be sent to activation and decisioning systems within milliseconds. Hours, or even days, to connect data just doesn't cut it. To be successful, you need to have data available in the right format at the right time, all the time.



08

### IGNORING CHANGE MANAGEMENT

Change management is critical when it comes to tagging, which CDPs rely heavily on. A data capture solution that doesn't tag helps you to avoid these headaches.



09

### FAILURE TO MEASURE ROI

If you're unable to get a full view of your data set and of an individual customer, there's no way you'll be able to measure ROI. This limited connectivity leaves teams scrambling to understand the entire picture and determine the true data set.



10

### INADEQUATE SCALABILITY

With the volume of data exponentially growing, scalability is important. If your data structures are complex and you find yourself having to constantly alter or tweak them, you don't have an out-of-the-box solution that can adapt to shifting needs. For example, you miss out on artificial intelligence (AI) and machine learning (ML) signals when everything must be built from the ground up.



## THE TAKEAWAY:

Improving the relationship with your customers with better data requires more than what a traditional CDP can typically offer. **Don't waste any more time and money** on ineffective CDPs 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 contact Celebrus!