

CDP VS DMP



FIRST THINGS FIRST. WHAT ARE THEY?

CUSTOMER DATA PLATFORM

First seen in 2015, David Raab, Founder of the CDPInstitute defines a **CDP** as “a marketer-managed system that creates a persistent, unified customer database that is accessible to other systems”.

<https://www.cdpinstitute.org/cdp-basics.html>

DATA MANAGEMENT PLATFORM

First seen in 2010, Bluekai define a **DMP** as “a centralized data management platform that allows you to create target audiences based on a combination of in-depth first-party and third-party audience data; accurately target campaigns to these audiences across third-party ad networks and exchanges; and measure with accuracy which campaigns performed”.

http://www.bluekai.com/files/DMP_Demystified_Whitepaper_BlueKai.pdf

STILL NONE THE WISER?

That's ok. Sometimes it can be easier to see differences when we review specific capabilities:

WHAT'S SIMILAR?

Both manage **marketing data**

Both look to meet **marketing use cases**

Both can be used to target customers on ad networks

Both can segment customers into groups for marketing purposes

WHAT'S DIFFERENT?

Built to consume and store 1st party data, incorporating 3rd party.



SOURCE OF DATA

Built to consume, store and share 3rd party data, and more recently looking to position as a 1st party data partner.

By integrating all of your online & offline data, a CDP is able to create and maintain an SCV. CDPs consume PII data directly so they can provide the best view of the individual customer.



CUSTOMER VIEW

Using your data, a DMP creates predefined, anonymous audiences. Drilling down further than the audience is not possible.

Stores customer data for longer periods of time to support retention, lifecycle optimisation and re-engagement programs.



DATA STORAGE

Typically, DMPs store user information for 90 days. (average lifespan of a cookie).

Conversion, retention and engagement marketing, but also supports acquisition strategies via integrations to display networks.



USAGE

DMP is primarily for acquisition marketing (ads).

Designed to activate data in every marketing channel including website, email, mobile app, Facebook, Google, display ads, in-store, etc.



CHANNELS

Designed to activate data in display ad networks. More recently, web also.

Charges for collecting and managing your customer data. It therefore creates a data asset that your company owns and can re-purpose.



COST & OWNERSHIP

Charges for using their data to deliver ads. Data is “rented” by you or your 1st party data is monetised by others.

GAINING COMPETITIVE ADVANTAGE

CDPs are differentiators, not equalizers.

DMPs can't help their customers differentiate as you are operating on mostly the same data as your competitors. A CDP however, enables you to leverage data that noone else has (your 1st party data). A CDP delivers a competitive, non-duplicatable advantage.

DMPs are equalizers, not differentiators.

While they are excellent at complementing your customer data, the same insights can be retrieved by a competitor who uses the same DMP.

TYPICAL USES



Generate audiences based on 1st party data

Generate audiences based on 3rd party data

Sync audiences to social networks

Sync audiences to paid media networks

Sync audiences to email or campaign tools

Blend your online & offline data

Create a profile per customer

Enable an omni channel customer experience

Analyse the entire customer journey

Provide 1:1 customer level data to an Decisioning capability to provide Offers or Recommendations

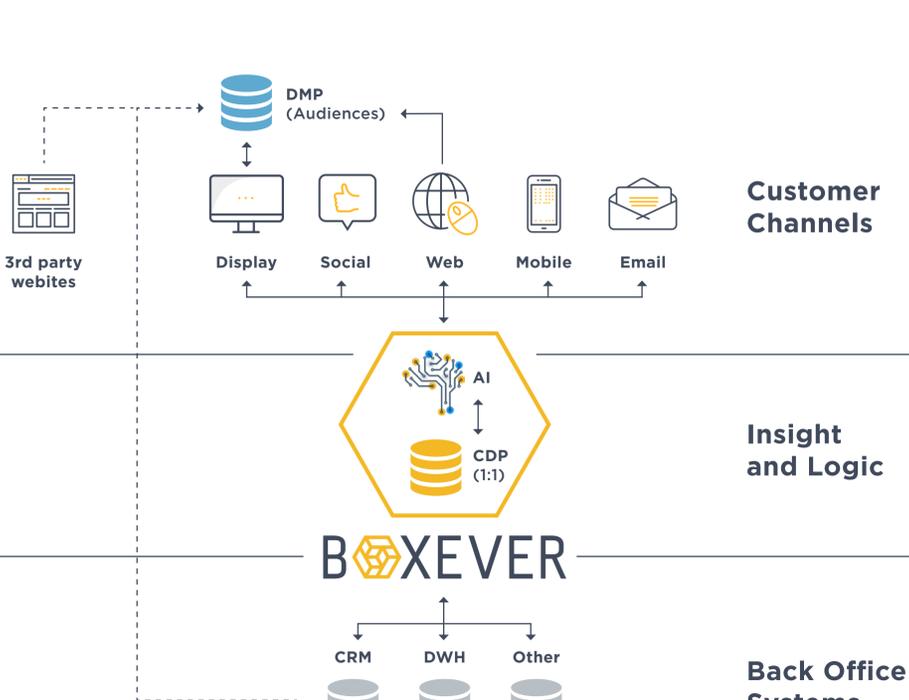
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WHERE DO THEY FIT IN MY STACK?



If you're interested to see how **Boxever's CDP** can power your Customer Experience initiatives, get in touch.

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