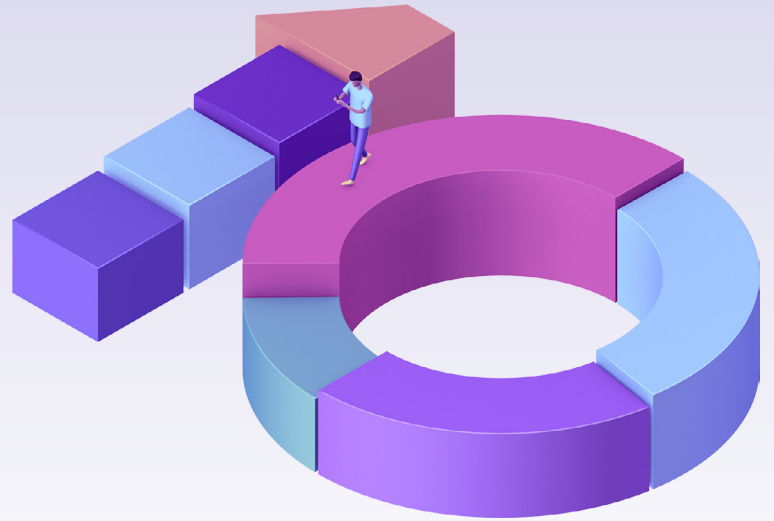# CDP Selection Criteria: 10 Things to Consider

People & Cookies
CDP is designed to help you learn from your customer behaviors: from anonymous to known to loyal. Make sure they have web and mobile SDKs to collect event data and support identity-based (email, user names, etc.) and cookie-based (browser cookies, IDFA, etc.) tracking.

Q: Does CDP track both anonymous visitors and known customers across devices?

All History in One Place
History sometimes repeats itself and always helps us figure out why your campaigns succeeded or failed. CDP should capture and retain as much historical data as possible.

Q. Does CDP offer flexible and ideally unlimited data retention?

Integrate Everything
To build your Master Audience Profiles (MAP), you need to bring together data from multiple systems. To enable cross-channel campaign management (CCCM), you need to connect with all activation systems.

Q. Does CDP integrate with all data sources you need to bring together? How about activation tools (email, digital advertising, push notifications, dashboards)?

Infinite Resolution
Average and aggregate stats only tell you 10% of the story. To uncover key moments in your customer journeys, you need access to raw, unfiltered data. CDP must support raw data access through GUI, API or SQL.

Q. Does CDP offer access to all raw data for all data types without requiring external data warehouses?

Masterful Orchestration
Modern marketers orchestrate marketing programs cross-device and cross-channel. Make sure your CDP has the foundation to support increasingly complex customer journeys.

Q. Does CDP provide the ability to orchestrate cross-channel campaigns mapped to customer journeys?

IT Optional

Your IT team has a lot on their plate. Instead of waiting for them to give you access to the data you need, own and act on your data today. CDP should help you own and master all customer data without IT.

Q. Does CDP require IT help during the setup, onboarding or maintenance?

Flexibility

Customer data can be messy and understanding customer journeys requires advanced techniques. Make sure your CDP is flexible: flexible data unification, segmentation and activation.

Q. Can CDP process all data types and formats that you want to unify? Can it handle the most complex analysis and segments you need in your project?

AI-Powered

Treasure Da Vinci packages the latest AI and machine learning algorithms and brings them to every marketer's fingertips. Identify your brand advocates at scale, make your recommendations relevant, serendipitous and deliver delightful experiences.

Q. Does CDP have AI/Machine-learning engines, currently or on its roadmap? How flexible/ approachable are they?

Ongoing Customer Success

Building CDP is a process. New channels and partnerships emerge every month, and the market landscape is constantly evolving. Your CDP vendor should be a trusted companion who helps you succeed in the long term.

Q. Do they have an onboarding program tailored to your needs? What do they offer beyond the platform?

Secure & Compliant

Your customers trust you with their data and that means security should be a top priority in choosing CDPs. Make sure that they are certified by relevant institutions and implement the latest best practices.

Q. Which security certifications/attestations does CDP have?

TREASURE DATA