

# 10 Questions to Ask Your CDP Vendor

In today's privacy-first era, companies across industries face the challenge of delivering personalized experiences while reducing their reliance on third-party data. A customer data platform (CDP) can help you collect, unify, and activate privacy-compliant first-party data to optimize customer engagement and drive business growth, but not all CDPs are equal. Ask these critical questions to ensure you choose the right vendor for your business.

## 1 What consent management capabilities are included in the platform?

Look for robust features to request, capture, and federate consent across all data sources, channels, and delivery platforms.

## 2 Can the platform easily accommodate new data sources, formats, and channels?

The best CDPs are completely data and technology agnostic, giving you the freedom to integrate the tools and systems that best suit your needs.

## 3 Is the platform business user friendly?

Look for a CDP with a user-friendly UI that makes it easy for business users without technical skills or SQL knowledge to access, analyze, and activate the data to support their use cases.

## 4 Will the platform scale as the business grows?

Ensure the CDP accessibly and elastically scales as the volume, variety, and velocity of your data increases without driving up costs.

## 5 How quickly can I expect to see value?

Choose a vendor with a proven track record of delivering quick time to value in weeks or months.

## 6 How robust are the platform's segmentation capabilities?

Look for a CDP with a user-friendly UI that makes it easy for business users without technical skills or SQL knowledge to access, analyze, and activate the data to support their use cases.

## 7 How well does the CDP create and maintain a persistent ID?

Make sure the CDP can create customer profiles for both known and unknown individuals and merge them based on any identifier or combination of identifiers.

## 8 Will the platform enable us to democratize our data?

Look for a CDP that empowers both business users and technical teams with machine learning models and insights based on their needs.

## 9 Can the platform support multi-brand and multi-region deployments?

Ensure the CDP can provide corporate-level governance over customer data while still allowing individual brands to execute on chosen marketing and customer experience tactics.

## 10 Why would I want to duplicate my customer data in a centralized CDP?

A centralized CDP provides a true, real-time record of your customers and enables your non-technical teams to move faster and drive a valuable customer experience, all while minimizing business risk and total cost of ownership.

*For additional information on how to select the CDP that's right for you, download our RFP Toolkit today.*

[Get the Toolkit](#)