






















# Comparing 6 Common Customer Data Tools

presented by 

	Customer Data Platform	Data Management Platform	Data Warehouse	CRM	Data Integration & Workflow Tools	Data Lake
<b>Definition</b>	A CDP is a packaged software that creates a persistent, unified customer database accessible to other systems. It offers a centralized place to house first, second and third-party customer data and makes it easy to take action off that data.	A DMP consolidates first, second and third-party data to segment customers for audience targeting across advertising channels.	A data warehouse aggregates structured data from one or more sources for comparison and analysis that delivers business intelligence.	A CRM manages all relationships and interactions with prospects and customers, serving as a system of record.	Data integration and workflow tools pass data between systems. They can also transform, map and cleanse data.	A data lake is a highly scalable storage system that holds structured and unstructured data in its original form. It does not require planning for analysis on that data. Rather, it assumes that analysis will happen later.
<b>Personally-Identifiable Information (PII)</b>	Anonymous + Identified	Anonymous	Identified	Identified	Anonymous + Identified	Identified
<b>Business Focus</b>	B2B; B2C	B2C	B2B; B2C	B2B; B2C	B2B; B2C	B2B; B2C
<b>Use Case</b>	Direct prospect and customer engagement as well as taking action based on combined data from GTM systems.	Acquisition via advertising and "lookalike" audience creation.	Correlating broad business data to improve insight into performance.	Logging sales team interactions and activity with customers, but not built to ingest huge volumes of behavioral data from the customer.	Combining data from different sources and, in some cases, taking actions on the data like transforming, mapping and cleansing. They do not take action based on the data though - they just move and manage it.	Storing both structured and unstructured data in its original form and processing later when analysis is needed.
<b>Primary Users</b>	Marketers, typically with a technical or growth background	Marketers; Marketing Agencies	IT, Business Analysts	Sales	Marketers, Business Analysts, IT, Sales	Data scientists
<b>Data Sources</b>	Website, CRM, marketing automation, sales enablement tool, data warehouse, data enrichment, and more	Primarily cookies, IP addresses, and device IDs	Structured organizational data such as financial transactions, CRM and ERP data. Other data sources such as social media, web server logs and documents are not stored because they are more difficult to model and their volume makes them expensive and difficult to manage.	Direct input from sales, marketing automation, sales enablement, website	Owned tools that house data, such as CRM, marketing automation, sales enablement, ERP, etc.	Any and all
<b>Data Types</b>	1st, 2nd and 3rd party	1st, 2nd and 3rd party	1st party	1st party	1st, 2nd and 3rd party	1st, 2nd and 3rd party
<b>Data Retention</b>	Long-term; historical	Limited; short-term (lifespan of a cookie)	Limited; short-term (lifespan of a cookie)	Long-term; historical	Long-term if desired (users can set retention rules for different types of data)	Long term; Data is never deleted, permitting analysis of past, current and future information
<b>Examples</b>	  	   	   	  	   	  



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**Hull is the Customer Data Platform built for B2B companies.**