Capterra

Questions to Ask Customer Data Platform Vendors

Navigating the Customer Data Platform (CDP) landscape is daunting. Here's a list of questions to jumpstart your discussions with CDP vendors, so you can better understand each system and find the solution that works best for your organization.

1. How complex is technical implementation of your product? Does your CDP require coding knowledge or IT oversight?

2. Does your CDP have a marketer-friendly interface?

3. What, if any, storage limits are in place?

4. What integrations do you offer?

5. Does this product use machine learning and predictive analytics?

6. Does your CDP offer an easy way to create segments that can be used with other tools?

7. What customer service offerings do you provide to help us get the most out of your solution?

8. Does your product incorporate offline data?

9. Does your CDP include GDPR compliance features? Is it hosted on a secure, cloud-based server?

10. Can your solution process structured and unstructured data? Does it accept data from multiple sources?

11. Do you have case studies to share?

12. Can your tool help identify users and take them from anonymous to known customers?