



CERTIFICATION PREPARED FOR

Ascent360, Inc.

AUDIT COMPLETION October 13, 2020

CONFIDENTIAL



HEREBY GRANTS THIS

RealCDP CERTIFICATE 2020

PRESENTED TO

ASCENT360

Entitled to be known as a RealCDP™ and authorized to display the RealCDP™ badge for successfully completing a comprehensive evaluation and providing satisfactory proof that meets all qualifications set forth by the Customer Data Platform Institute.

In Witness Thereof, this Thirteenth Day of October 2020.

A handwritten signature in blue ink that reads 'David M Raab'.

DAVID M. RAAB
President, CDP Institute



A handwritten signature in blue ink that reads 'Vernon Tirey'.

VERNON TIREY
RealCDP Auditor



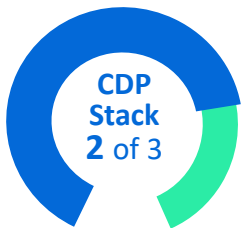
- ✓ Ingest Data
- ✓ Maintain Data
- ✓ Store Historical Data
- ✓ Unified Customer Profile
- ✓ Share Customer Data

Ascent360 meets all RealCDP certification criteria with the Ascent360 CDP. Ascent360 is a SaaS solution with a variety of service level packages to ingest, store, analyze and execute for BtoC companies in retail, travel, hospitality and entertainment businesses with little to no inhouse technical capabilities. Multiple data retention options exceed base requirements and are customizable for the Enterprise product tier. 3rd Party data enrichment is provided using partner data vendors and can also work with other preferred vendors. Creates and provides access to a unified customer profile and complies with privacy and security regulations.



- ✓ Channels & Connectors
- ✓ 3rd Party Applications
- ✓ Real Time Updates
- ✓ Real Time Customer Profile
- ✓ Data Hygiene
- ✓ End User Training

Ascent360 has proprietary out-of-the-box (OOTB) capabilities to enrich core CDP capabilities. SQL based data platform supports structured data with API and integrations to more than 150 3rd party apps. Most integrations are provisioned by the customer success team that customizes core connectors for client needs. Data Updates and access for 3rd party systems is real time, however lower cost service options are updated nightly. The Ascent360 Data Integration engine provides cleansing and matching - matching against the NCOA database, CASS Postal Address System, email cleansing routines, rulesets, nickname tables and phonetics; creates master IDs to aggregate duplicate matched individual IDs and stores transaction information against them, enhances with at least 25 out-of-the-box fields (more fields and custom fields options are available in at higher product tiers). Manuals, documentation and standard user training are provided as part of the implementation with weekly conference calls for customers.



- ✓ Analytics
- ✓ Personalization
- ✗ Journey Orchestration

Ascent360's CDP Stack includes predictive modeling, personalization and journey orchestration capabilities. It can be bought as a standalone CDP or as a package that also includes ESP capabilities. The Platform comes with basic intuitive reporting and at higher product tiers, integrates to analytics platforms for advanced modeling and analytics. Dynamic audience segment driven execution touchpoints aggregated into marketing plays enable building playbooks with in-built reporting and are seeded with customer relevant intuitive plays out of the box. Personalization is available primarily for email campaigns - the system achieves dynamic content by pushing text substitution fields through integrations to ESPs. Analytics and simple reports are included and a full BI platform option is available. This CDP does not include Customer Journey Orchestration capabilities.

OTHER

Ascent360 has a rich set of capabilities. Subsequent releases are expected to enhance product capabilities and enhanced functionality for personalization and orchestration were specifically mentioned.

SUMMARY

Ascent360 is a RealCDP that focuses on customer data management. Unlike many CDP companies that evolved or pivoted into the CDP space, Ascent360 has created a solution optimized to establish a single view of the customer and to execute smart capable interactions with little technical expertise. Especially suited for retail, hospitality and travel, the platform has the potential to grow in other verticals as it builds vertical specific stacks on top of its strong Core and Enhanced CDP features.



Ascent360, Inc. Findings

The CDP Institute audits 14 CDP related capabilities. Below are the high-level findings for Ascent360, Inc.

Requirements fall into three categories:

- ✓ Meets All Requirements
- ✓ Meets Some Requirements
- ✗ Meets No Requirements

CAPABILITY	TYPE	Findings
✓ Ingest Data	Core CDP	Meets all requirements
✓ Maintain Data	Core CDP	Meets all requirements
✓ Store Historical Data	Core CDP	Meets all requirements
✓ Unified Customer Profile	Core CDP	Meets all requirements
✓ Share Customer Data	Core CDP	Meets all requirements
✓ Channels & Connectors	CDP Enhancement	Meets all requirements
✓ 3rd Party Applications	CDP Enhancement	Meets all requirements
✓ Real Time Updates	CDP Enhancement	Meets all requirements
✓ Real Time Customer Profile	CDP Enhancement	Meets all requirements
✓ Data Hygiene	CDP Enhancement	Meets all requirements
✓ End User Training	CDP Enhancement	Meets all requirements
✓ Analytics	CDP Stack	Meets all requirements
✓ Personalization	CDP Stack	Meets all requirements but has room to grow
✗ Journey Orchestration	CDP Stack	CDP's solution requires technical expertise beyond the typical marketing user

Directory of Audited CDP Capabilities

For a full description of CDP capabilities please see the [RealCDP Audit Guide](#). Below is a brief description of each CDP capability reviewed in the RealCDP Certification Audit. To qualify as a RealCDP a vendor must fully support all Core CDP capabilities.

CAPABILITY	TYPE	DESCRIPTION
Ingest Data	Core CDP	Data ingestion and data capture capabilities for all data types
Maintain Data	Core CDP	Maintain and manage all required customer and demand-side data
Store Historical Data	Core CDP	Store all detailed historical and longitudinal data required by Users
Unified Customer Profile	Core CDP	Create and manage unified customer profiles
Share Customer Data	Core CDP	Distribute and/or syndicate data wherever (and ideally whenever) needed
Channels & Connectors	CDP Enhancement	CDP supported Channels and available Connectors to capture and distribute data
3rd Party Applications	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
Real Time Updates	CDP Enhancement	Real-time update capabilities that capture data (ideally in less than 10 seconds)
Real Time Customer Profile	CDP Enhancement	Real-time customer profile extracts delivered where needed
Data Hygiene	CDP Enhancement	Data scrubbing, filtering, standardizing, formatting, and matching capabilities
End User Training	CDP Enhancement	End User training, workshops, documentation, and educational materials
Analytics	CDP Stack	Analytic solutions to build and enable algorithms, models, reports, and analysis
Personalization	CDP Stack	Customer Personalization solutions including tools, technologies, and techniques
Journey Orchestration	CDP Stack	Customer Journey Orchestration solutions for multi-touch, multi-channel marketing