



CERTIFICATION PREPARED FOR

**CHEETAH DIGITAL**

AUDIT COMPLETION SEPTEMBER 25, 2021

Recertified January 2022

CONFIDENTIAL



HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2022

PRESENTED TO

**CHEETAH DIGITAL**

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 Seventeenth day of January 2022.

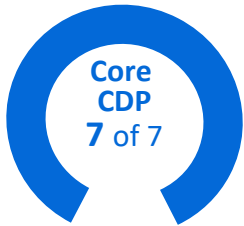
A handwritten signature in blue ink that reads 'David M Raab'.

**DAVID 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
- ✓ Privacy
- ✓ Share Customer Data
- ✓ Real Time Data Updates

**Cheetah Digital’s Customer Engagement Suite meets all core RealCDP certification requirements.** It supports both B2C and B2B companies (and B2B2C) with a cloud-based (AWS) SaaS platform that is robust, flexible and easy-to-use. The suite has four modules that work together to enable marketers to integrate data into a robust customer profile and create personalized messages. The centerpiece is the Engagement Data Platform (EDP), which is required to support the *Experiences, Messaging, Personalization* and *Loyalty* modules. The Engagement Data Platform provides a no-code interface that offers strong set of tools for ingesting, transforming integrating and sharing customer data. Once the EDP has been implemented, client-side users will find their data management processes are easy to run, maintain and expand. The EDP supports 1st, 2nd and 3rd party data and embraces Forrester’s zero-party data framework on data gathering in the customer-driven world: data that a customer willingly shares in a mutual value exchange. Real time data capture and sharing is supported. Industry PII and customer data privacy standard are supported.



- ✓ Channels Supported
- ✓ Data Sources Supported
- ✓ 3rd Party Applications
- ✓ Real Time Processing
- ✓ Data Hygiene
- ✓ End User Training

**Cheetah Digital’s Customer Engagement Suite offers 4 modules that provide enhancement capabilities on top of the core requirements delivered by the Engagement Data Platform.** *Experiences* enables companies to collect zero- and first-party data from any source and comes with many pre-built connectors to commonly used external platforms. Data can be streamed into the platform in real-time and profiles can be updated and leveraged in under 2 seconds. The *Messaging* module provides powerful capabilities to deliver messaging that is cross-channel, personalized and contextual. *Loyalty* layers loyal program management capabilities into the suite, a rare offering in the CDP space. Clients can purchase these modules alone or together, depending on need, but all require the EDP as a foundation. Data hygiene is enabled through external partners. End user training is robust, with strong online documentation. Also available are best-in-class client services that span from basic technical and campaign services to strategic services. Support services are offered globally, a competitive strength among CDPs.



- ✓ Analytics & Reporting
- ✓ Model Building & Scoring
- ✓ Personalization
- ✓ Journey Orchestration

**By imbedding proven technologies, Cheetah Digital delivers a full CDP Stack that enables companies to improve revenues by understanding customer behavior and delivering more relevant messages.** The reporting and dashboard capabilities provide numerous pre-built reports that are customized for clients during implementation; users can filter reports/dashboards using a drop-down menu. Machine Learning provides propensity models and cluster segmentation; pre-built models are included; future plans include the ability for data scientists to build their own models from scratch and deploy them in the platform. *Personalization* is a new solution in the stack that allows marketers to orchestrate real-time interactions across all channels and touchpoints. Journey orchestration is strong and growing in functionality; pre-built journeys can be modified by the user. Journey linkage to *Messaging* is in development.

### OTHER

The database (stored in Hadoop) is person-centric and comes with pre-built hierarchical dimensions (aids analytics) and tracks all events and activities at a detailed level. Client tech teams can build new feeds and load data on their own. The data model is customizable, and users can create derived variables at the customer-level.

### SUMMARY

Cheetah Digital’s e-marketing heritage (started as an ESP; over 900 clients) and depth of experience in data-driven marketing, combined with their strategic services offering, make them a natural fit for companies that are looking for more than just technology from a CDP partner. Although the full Customer Engagement Suite with its integrated and comprehensive set of capabilities is still new, the combined functionality provides a pre-built solution to support the most common marketing use cases out-of-the-box.



# Cheetah Digital Findings

The CDP Institute audits 17 CDP related capabilities. Below are the high-level findings for Cheetah Digital.

Requirements fall into three categories:

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

| CAPABILITY                 | TYPE            | Findings  |
|----------------------------|-----------------|---|
| ✓ Ingest Data              | Core CDP        | Meets requirements  |
| ✓ Maintain Data            | Core CDP        | Meets requirements  |
| ✓ Store Historical Data    | Core CDP        | Meets requirements  |
| ✓ Unified Customer Profile | Core CDP        | Meets requirements  |
| ✓ Privacy                  | Core CDP        | Meets requirements  |
| ✓ Share Customer Data      | Core CDP        | Meets requirements  |
| ✓ Real Time Updates        | Core CDP        | Meets requirements  |
| ✓ Channels                 | CDP Enhancement | Meets requirements  |
| ✓ Data Sources Supported   | CDP Enhancement | Meets requirements  |
| ✓ 3rd Party Applications   | CDP Enhancement | Meets requirements  |
| ✓ Real Time Processing     | CDP Enhancement | Meets requirements  |
| ⚡ Data Hygiene             | CDP Enhancement | Simple functionality is provided but advanced ETL and data hygiene is not available |
| ✓ End User Training        | CDP Enhancement | Meets requirements  |
| ✓ Analytics & Reporting    | CDP Stack       | Meets requirements  |
| ✓ Model Building & Scoring | CDP Stack       | Meets requirements  |
| ✓ Personalization          | CDP Stack       | Meets requirements  |
| ✓ Journey Orchestration    | CDP Stack       | Meets requirements  |

# 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   |
|-------------------------------------|-----------------|---|
| <b>Ingest Data</b>                  | Core CDP        | Data ingestion and data capture capabilities for all data types                     |
| <b>Maintain Data</b>                | Core CDP        | Maintain and manage all required customer and demand-side data                      |
| <b>Store Historical Data</b>        | Core CDP        | Store all detailed historical and longitudinal data required by Users               |
| <b>Unified Customer Profile</b>     | Core CDP        | Create and manage unified customer profiles   |
| <b>Privacy</b>                      | Core CDP        | Manage personal identifiers, consent & privacy management, privacy enforcement      |
| <b>Share Customer Data</b>          | Core CDP        | Distribute and/or syndicate data wherever (and ideally whenever) needed             |
| <b>Real Time Updates</b>            | Core CDP        | Capture, update, share, and decision data in real time                              |
| <b>Channels</b>                     | CDP Enhancement | CDP supported Channels and available Connectors to capture and distribute data      |
| <b>Data Sources Supported</b>       | CDP Enhancement | Third Party Applications that provide, pre-integrate, and or support the CDP system |
| <b>3rd Party Applications</b>       | CDP Enhancement | Third Party Applications that provide, pre-integrate, and or support the CDP system |
| <b>Real Time Processing</b>         | CDP Enhancement | Enhanced Real-time processing update capabilities (ideally in sub-second speed)     |
| <b>Data Hygiene</b>                 | CDP Enhancement | Data scrubbing, filtering, standardizing, formatting, and matching capabilities     |
| <b>End User Training</b>            | CDP Enhancement | End User training, workshops, documentation, and educational materials              |
| <b>Analytics &amp; Reporting</b>    | CDP Stack       | Report building and sharing for data, program performance and customer analytics    |
| <b>Model Building &amp; Scoring</b> | CDP Stack       | Model development and data scoring in support of targeting and decisioning          |
| <b>Personalization</b>              | CDP Stack       | Customer Personalization solutions including tools, technologies, and techniques    |
| <b>Journey Orchestration</b>        | CDP Stack       | Customer Journey Orchestration solutions for multi-touch, multi-channel marketing   |