



CERTIFICATION PREPARED FOR

mParticle, Inc.

AUDIT COMPLETION OCTOBER 12, 2021
Recertified January 2022

CONFIDENTIAL



HEREBY GRANTS THIS

RealCDP CERTIFICATE 2022

PRESENTED TO

mParticle, Inc.

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



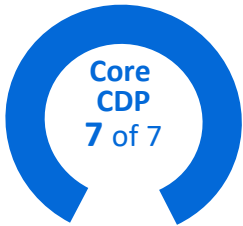
A handwritten signature in blue ink that reads 'Vernon Tirey'.

VERNON TIREY
RealCDP Auditor



Confidential Report For: mParticle, Inc.

Audit Complete Date: 10/12/2021



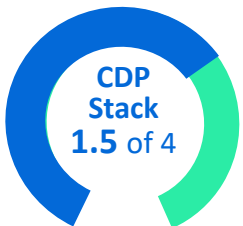
- ✓ Ingest Data
- ✓ Maintain Data
- ✓ Store Historical Data
- ✓ Unified Customer Profile
- ✓ Privacy
- ✓ Share Customer Data
- ✓ Real Time Data Updates

mParticle CDP meets all core RealCDP certification requirements. mParticle supports a wide variety of B2C companies in North America, EMEA and APAC (6 offices globally) with a cloud-based SaaS platform hosted in AWS. Data is ingested from any source and stored in a variety of data stores, including DynamoDB, ScyllaDB and Amazon S3. There are currently over 300 pre-built data connectors to leading advertising, analytics, customer service, BI, commerce, and marketing platforms; additional connectors are easily built by clients. Full detail and history is maintained typically for 2 years, though this is negotiable. Customer profiles are created and assigned an mParticle ID, using ID Sync — a rules-based, deterministic matching process with prioritization of sources. Data models are customized and developed jointly with clients and include calculated attributes. Privacy capabilities are strong and integrate well with 3rd party consent and compliance platforms. mParticle CDP has solid real time update processing and has the ability to share data automatically with external systems in near real time so that external customer engagement systems are kept in synch with updated profile elements.



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

mParticle CDP meets all enhanced RealCDP requirements. All channels are supported for both data ingestion and data distribution. There are no limits on data sources supported, though some will require development work if they are outside the pre-existing 300+ connector list. Primarily a customer data management and data integration platform, mParticle is designed to seamlessly interface with external MarTech systems, such as customer engagement platforms, to create more powerful customer experiences. Real time processing is a strength, with customer profiles updated in under 200 milliseconds; profile updates to external systems are also in real time, if desired. Data hygiene is rules-based and includes postal data, but integration with 3rd party ID graphs is not part of the standard offering. User training is robust and includes online resources for both technical and non-technical users. There is an interactive demo available for users to refresh their training and every client is assigned a Customer Success Manager for additional support.



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

mParticle CDP provides excellent Personalization and Analytics & Reporting capabilities but limited Model Building and Journey Orchestration. The platform provides excellent analytics and reporting on data management processes (records processed by source, errors, etc.) and data insights and trends are also provided with some visualizations. A robust set of customer journey analytics is now available with mParticle’s recent acquisition of Indicative and easy integration with external BI tools is standard. There is no native model-building capability, but the platform readily accepts predictive outputs from 3rd party applications such as Amplitude Recommend and Amazon Personalize, as well as model scores from client-managed analytic teams. Personalization is robust, delivered via an easy-to-use audience builder that provides access to all data via Boolean drop-downs. Audiences come in two types: Real Time and Standard. Real Time enables repeating audiences to be automatically updated and shared with external messaging systems, while Standard is used to define single snapshot audiences. Journey orchestration occurs mostly in the client’s preferred customer engagement platform (pre-built integrations with 50+ messaging platforms) but A/B testing is available and split audiences can be delivered to multiple channel partners.

OTHER

mParticle’s data management user interface provides exceptional visibility into and control over data handling. Users can track data processes in real time, monitor progress by data source, and check for data errors. Invalid data can be sent automatically to a data store (e.g., S3 bucket) for manual review and correction.

SUMMARY

mParticle CDP is a RealCDP and excels at integrating customer data into a powerful unified customer profile that can be leveraged across hundreds of MarTech applications. Enterprise companies across many industries who have a well-developed MarTech stack but lack high quality customer data will find mParticle to be an excellent fit. Midsize companies will also find a cost-effective solution to their customer data management challenges. All clients benefit from the excellent support provided online and via the customer success team, with a tiered support model to fit every budget.



mParticle, Inc. Findings

The CDP Institute audits 17 CDP related capabilities. Below are the high-level findings for mParticle, 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
✓ Privacy	Core CDP	Meets all requirements
✓ Share Customer Data	Core CDP	Meets all requirements
✓ Real Time Updates	Core CDP	Meets all requirements
✓ Channels	CDP Enhancement	Meets all requirements
✓ Data Sources Supported	CDP Enhancement	Meets all requirements
✓ 3rd Party Applications	CDP Enhancement	Meets all requirements
✓ Real Time Processing	CDP Enhancement	Meets all requirements
✓ Data Hygiene	CDP Enhancement	Meets all requirements
✓ End User Training	CDP Enhancement	Meets all requirements
✓ Analytics & Reporting	CDP Stack	Meets all requirements
✗ Model Building & Scoring	CDP Stack	Native model building not available, but 3 rd party solutions fully supported
✓ Personalization	CDP Stack	Meets all requirements
✗ Journey Orchestration	CDP Stack	Journey Orchestration is not included but audience building and testing are available

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
Privacy	Core CDP	Manage personal identifiers, consent & privacy management, privacy enforcement
Share Customer Data	Core CDP	Distribute and/or syndicate data wherever (and ideally whenever) needed
Real Time Updates	Core CDP	Capture, update, share, and decision data in real time
Channels	CDP Enhancement	CDP supported Channels and available Connectors to capture and distribute data
Data Sources Supported	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
3rd Party Applications	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
Real Time Processing	CDP Enhancement	Enhanced Real-time processing update capabilities (ideally in sub-second speed)
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 & Reporting	CDP Stack	Report building and sharing for data, program performance and customer analytics
Model Building & Scoring	CDP Stack	Model development and data scoring in support of targeting and decisioning
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