

CERTIFICATION PREPARED FOR

**Relay42**

AUDIT COMPLETION OCTOBER 14, 2021  
Recertified January 2022

CONFIDENTIAL



HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2022

PRESENTED TO

**Relay42**

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



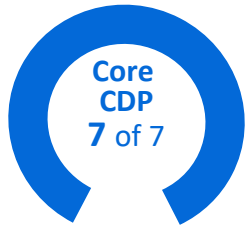
A handwritten signature in blue ink that reads 'Vernon Tirey'.

**VERNON TIREY**  
RealCDP Auditor



Confidential Report For: **Relay42**

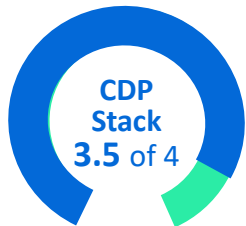
Audit Complete Date: 10/14/2021



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



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



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

**Relay42 CDP meets all core RealCDP certification requirements.** Relay42 provides a solid CDP solution for B2C companies in a wide variety of industries. The platform is hosted in AWS with a hybrid architecture that utilizes both S3 and Apache Cassandra to handle bulk and real time data respectively. Structured, unstructured, and schema-free data can be ingested in batch and real time. Unified customer profiles are created and updated in real time with a combination of deterministic and probabilistic matching are stored in a client-defined data model. Customer profiles are tracked from unknown to known status with full historical data capture. Historical data is stored, with no limits, to enable data correction and reinstatement of profiles. Users control which data is collected, used and erased to allow for privacy controls by region. At-rest and in-motion encryption provides strong security and Relay42 is ISO27001 and ISAE3000 Type II certified and GDPR compliant. Users define audience data exports with an easy-to-use UI and data can be shared anywhere via API, SDK, SFTP and Javascript.

**Relay42 CDP meets all enhanced RealCDP requirements.** Relay42 connects to all channels, including CRM and call center systems. There is a library of 50+ pre-built two-way connectors to leading email, paid media, social and other MarTech messaging applications. Additional connectors are created as needed. Any data source can feed into the platform and there are hundreds of pre-built one-way connectors available to support data ingestion and data sharing OOTB. For each of the pre-built connectors, users easily configure the required specifics for each data import/export with the 3rd party platform. An elegant platform architecture enables real time processing in under 100 milliseconds for data ingestion, ID resolution, profile updates (including scoring) and data sharing. Data hygiene includes rules-based data quality checks, cleaning and standardizing. There are pre-built connectors to 3rd party ID graph providers Tapad, Digital Audience and Liveramp for enhanced ID resolution. End user in-person and online training options are available. The Relay42 Academy (online) is a mature education and training platform that provides Intro, Basic and Advanced courses with exams and videos.

**Relay42 CDP provides comprehensive Model Building & Scoring, Personalization and Journey Orchestration capabilities but limited Analytics & Reporting.** Analytics and reporting of data and campaign activities (operational) are supported with dashboards that allow users to explore trends and patterns in customer data and campaign results. For more in-depth and flexible customer reporting and analysis, Relay42 provides connectors to 3rd party BI tools such as PowerBI and Tableau. Full model building and scoring capabilities are provided via a workbench for data scientists that enables predictive, recommendation and clustering models to be created and applied to customer profiles. Pre-built models (propensity to churn, next best product/channel, time to conversion, etc.) are included. The platform provides the ability to deliver highly personalized messages with user access to all data, including model scores and derived data. Audiences are easily created in the Boolean UI and can be either recurring or one-off. Relay42's customer journey orchestration tool provides a decision-tree type UI that enables complex multi-touch, multichannel journeys with features including triggers, A/B testing and goal optimization.

**OTHER** **Relay42's JourneyML is a new, no-code modeling interface for non-scientists.** Currently in beta and scheduled for release early 2022, the application automatically builds models based on the desired result selected by the user. Results can be reviewed so that the user can gain insight into the variables driving the model.

**SUMMARY** **Relay42 CDP is a RealCDP with particular strengths in real time processing, personalization, modeling and journey building.** Enterprise and larger mid market companies with established message delivery platforms lacking robust customer data unification and journey building capabilities will find Relay42 a good fit. With clients predominantly in EMEA, Relay42 also supports APAC and North America based companies. Implementations are quick (90 days) and professional services provide reduced time-to-value for clients.



# Realy42 Findings

The CDP Institute audits 17 CDP related capabilities. Below are the high-level findings for Relay42.

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	CDP supports some reports but does not include an end-user reporting application
✓ Model Building & Scoring	CDP Stack	Meets all requirements
✓ Personalization	CDP Stack	Meets all requirements
✓ Journey Orchestration	CDP Stack	Meets all 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