



CERTIFICATION PREPARED FOR

LEXER

2023 UPDATE FEBRUARY 16, 2023
AUDIT COMPLETION JUNE 16, 2022

CONFIDENTIAL



HEREBY GRANTS THIS

RealCDP CERTIFICATE 2023

PRESENTED TO
LEXER

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 Sixteenth day of February 2023.

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

DAVID RAAB
President, CDP Institute



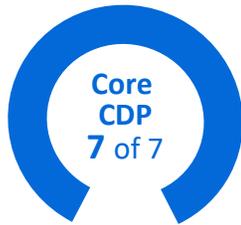
A handwritten signature in blue ink that reads 'Vernon Tirey'.

VERNON TIREY
RealCDP Auditor



Confidential Report For: LEXER

Audit Complete Date: 6/16/2022



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

Lexer’s CDP meets all core RealCDP certification criteria. The platform supports primarily Retail-focused B2C companies with some B2B solutions in place. It is a true no-code SaaS solution hosted in AWS (Redshift and S3 databases) with full data ingestion, data integration and data enhancement capabilities, which support the creation of robust customer profiles designed to support a consumer-centric marketing approach. Web data is gathered via the Lexer Javascript tag. Profiles are built using both deterministic and probabilistic matching. The solution comes with a recommended “starter” data model that contains 300+ raw and derived data entities; the data model is fully customizable, and profiles can be easily enhanced with third party persona and demographic data. There is no limit on data volumes or types (Lexer’s background is in social media data and analysis so it handles unstructured data extremely well) or how long data is stored. Automated data sharing is bi-directional and data security meets all industry requirements.



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

Lexer CDP meets all of the RealCDP Enhanced criteria. The platform comes with over 130 pre-built connectors to many of the leading marketing, commerce and other related platforms. Lexer will build new connectors as needed and full API capabilities are included. Initial set-up of connectors is performed by Lexer, but ongoing data exchange with external platforms is managed by users. Real time profile updates and personalization can be executed within the Lexer platform or within a third-party messaging platform. Processing speeds are fast with automatic scaling in the AWS environment. Customer profiles are robust and include many derived and modeled variables such as RFM bands, behavioral summaries (e.g. email responsiveness, web behavior patterns) and predicted scores (churn, spend, next best product, etc.). Experian data can easily be added to enhance the profiles with demographics and personas (Experian Mosaic). Data hygiene is strong and includes an inferred gender capability. Full user training is provided, and online user guides are provided. Each customer has an assigned Account Director and additional marketing, and technical services are available.



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

Lexer CDP has good predictive modeling, strong personalization and partial journey orchestration capabilities. The platform enables users to set up KPIs that get tracked over time and build reports and dashboards. Predictive modeling is built-in to provide further insight into likely consumer behavior and results from externally built models are easily integrated. Personalization capabilities, fueled by rich customer profiles, are strong and can be used in the native customer service and clienteling solutions or external marketing platforms. There is a native customer survey capability that automatically populates responses into the customer profile. Customer experiences can be seamlessly managed with the customer service and in-store sales associate solutions but there is no built-in journey orchestration tool.

OTHER

Lexer’s native customer service and clienteling tools provide users with the ability to create highly personalized experiences using comprehensive customer profiles. These tools are integrated into the solution and when combined with tightly-integrated external marketing platforms (email, Facebook, Instagram, etc.) create a powerful cross-channel, customer-centric solution for retailers that is truly unique in the CDP space.

SUMMARY

Lexer CDP is designed primarily for mid-market and enterprise retail/ecommerce companies, but it has solid acceptance in other industries and is being used successfully by small companies as well as large. One of the most intuitive and facile user interfaces in the CDP space makes user adoption easy and helps companies accelerate customer revenue growth. But should companies need assistance, Lexer is ready to provide marketing strategy, analytic and technical support as needed.

Lexer Findings

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

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	Meets all requirements
✓ Personalization	CDP Stack	Meets all requirements
⚡ Journey Orchestration	CDP Stack	Integrates with industry solutions but does not deliver a native journey application

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