

CERTIFICATION PREPARED FOR

**SALESmanago**

2023 UPDATE MARCH 11, 2023  
AUDIT COMPLETION JULY 18, 2022

CONFIDENTIAL



HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2023

PRESENTED TO

**SALESmanago**

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 Eleventh day of March 2023.

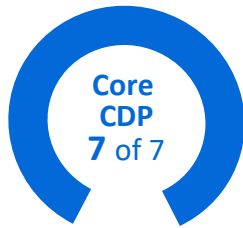
A handwritten signature in blue ink that reads 'David M Raab'.

**DAVID RAAB**  
President, CDP Institute



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

**VERNON TIREY**  
RealCDP Auditor



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

**SALESmanago’s CDP meets all core RealCDP certification requirements.** It supports B2C and B2B companies with an AI-driven, no-code SaaS platform in a commercial cloud solution (Google), private cloud or on-premise. The platform is designed for end-users and makes it easy for e-commerce marketers to take their customer interactions and x-channel performance to the next level. Data ingestion and integration is set up for clients by SALESmanago, but users can also upload ad hoc contact lists via an elegant and intuitive UI. Any type of data can be integrated into a 360-degree customer profile in batch or real time and dynamic scaling supports excellent processing speeds. Full historical data is stored in a variety of data stores and allows for full reconstruction of data as needed. Customer privacy is ensured (and fully GDPR compliant) with a best-in-class CX preference center module that makes it easy for customers to opt in, share preferences and personalize their experience with zero party data. Data from the CDP can be shared seamlessly (in real time) to external platforms via pre-built APIs; ad hoc exports are supported as well.



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

**SALESmanago CDP meets all enhanced RealCDP certification requirements.** SALESmanago ingests and sends data to all commercial platforms and comes with native channel messaging capabilities for the primary channels used by e-commerce companies (email, SMS, mobile app, web push, online ads, etc.). 3rd party applications can also send and receive data. Real time listening, data sharing and profile updating is supported and happens automatically with the channels native to the platform. The tagging capability automatically reads URLs being viewed by customers, translates URLs into product codes, and then scores customer profiles for level of interest and engagement. ID resolution and data integration into a unified customer profile is achieved via deterministic and probabilistic matching; anonymous-to-known tracking is a strength. User training is provided, and an excellent online documentation system provides clients with easy learning and troubleshooting. SALESmanago’s full-service professional services team provides additional technical, marketing and analytic assistance as needed.



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

**SALESmanago CDP meets all stack RealCDP certification requirements.** Analytics/reporting with cross-channel attribution is built into the CDP platform, making it easy for users to track key metrics and understand performance. Additional marketing insights and recommended adjustments (“Insights, Tips and Tricks”) are automatically generated and provided in the CDP dashboard to help marketers improve results. Although a model-building interface is not provided, SALESmanago does deliver pre-built predictive (churn, e.g.), product recommendation, and customer engagement/interest scores with the platform. Additional predictive models can be built on request. Personalization capabilities are strong, as users have full access to all customer data, scores, and reporting derivative datasets. There is no native content management system, but the platform is tightly integrated with each client’s e-commerce platform and accesses images and other content from those systems; this enables users to build and preview messages with content loaded. The automation/workflow module provides multi-touch, multi-channel journey orchestration in an intuitive UI that lets marketers build sophisticated campaigns that effectively engage and dialog with customers over time.

### OTHER

While most CDPs integrate with 3rd party loyalty program systems to track points, SALESmanago CDP includes a pre-integrated Loyalty Program module that allows companies to manage loyalty points for customers within the platform. This marries well with the native messaging capabilities to provide a fully self-contained solution and cost savings.

### SUMMARY

**SALESmanago CDP is a no-code end-to-end full stack CDP solution built for e-commerce marketers.** Unlike many CDPs which are data centric, SALESmanago keeps the focus on leveraging data to build more relevant messaging and effective customer engagement. Since we started tracking this CDP in early 2021, enhanced capabilities are being added to the platform at a dizzying pace. Although SALESmanago is growing rapidly with over 2,000 customers across a breadth of industries, it remains loyal and committed to cost effectively servicing ecommerce related businesses of all sizes in Europe.



# SALESmanago Findings

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

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	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