



CERTIFICATION PREPARED FOR

Bloomreach, Inc.

2023 UPDATE FEBRUARY 25, 2023
AUDIT COMPLETION NOVEMBER 8, 2022

CONFIDENTIAL



HEREBY GRANTS THIS

RealCDP CERTIFICATE 2023

PRESENTED TO

BLOOMREACH

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 Whereof, this Twenty Fifth day of February 2023.

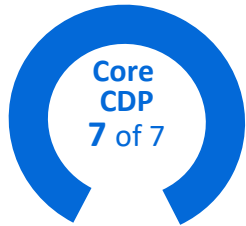
A handwritten signature in blue ink that reads 'David M Raab'.

DAVID RAAB
President, CDP Institute



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

VERNON TIREY
RealCDP Auditor



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

Bloomreach CDP meets all core RealCDP certification requirements. The SaaS platform is hosted in Google Cloud and provides B2C companies (predominantly retail) with powerful personalization tools for increasing revenue. Any type of data can be ingested in either batch or real time at processing speeds that exceed industry averages. Web tags and cookie management is native but external tags can also be leveraged. Fully detailed data history is maintained in a client-defined data model with a variety of data store options (MongoDB, Redis, Google Big Table, Google Big Query, Postgres, Google Cloud Storage). Clients are given direct control over element retention/expiration rules. Unified customer profiles are created using deterministic matching and anonymous-to-known tracking is particularly strong. Data is fully encrypted in motion and at rest. Privacy and consent management is best-in-class, with an impressive list of certifications (Bloomreach was the first GDPR certified company in the world) and consent controls are built into the UI. Data can be shared to any system in batch or real time and profiles can be updated in real time.



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

Bloomreach CDP meets or exceeds all enhanced RealCDP requirements except for Data Hygiene. Bloomreach connects to all message activation channels and has a large library of pre-built connectors (over 125) to facilitate bi-directional data flows between external messaging and operational channels (eCommerce, e.g.). Bloomreach has native messaging capabilities for email, SMS, mobile apps, digital ads, social and eCommerce. The broader Bloomreach suite includes modules for Discovery (in-session search) and Content (in-session personalization); these modules are not part of the CDP platform but have tight integrations with it. Real time processing is a strength, with a proprietary In Memory Framework (IMF) providing best-in-class performance. Data hygiene is currently limited but is a future development focus. Bloomreach Academy (user training and education) is robust and serves multiple client roles and levels with online video guides (both users and developers), documentation, and monthly best-practices webinars. All of this is augmented with weekly status calls and on-site visits with Bloomreach’s client service team.



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

Bloomreach CDP meets all CDP stack requirements. Bloomreach CDP comes with built-in reporting and dashboard capabilities to make it easy for users to gain insight into customer behaviors and campaign performance. Pre-built dashboards can be easily customized, and new ones built from scratch in the drag and drop interface. Nightly updates to Google Big Query provides another option for in-depth data exploration. A/B/n multivariate testing is sophisticated with in-channel, in-a-journey or on-a-website options. Model building and scoring is native and designed for non-statistician users with a no code interface. Pre-built predictive models include product purchase, churn, in-session action, open email and send time. Model scores are automatically added to customer profiles and are updated in real time. Native content management capabilities enable robust personalization, including AI-driven contextual personalization — a unique and powerful offering. The journey builder has a drag and drop interface that comes with plug and play use cases to reduce time to value for clients. Many delivery channels are native and webhooks enable users to integrate 3rd party message platforms into journeys.

OTHER

Bloomreach’s IMF (In Memory Framework) is a proprietary architecture designed to accelerate real time data processing. This technology enables agile operations and real time strategic decision making, delivering updated profiles and personalization with best-in-class response times.

SUMMARY

Bloomreach CDP is a RealCDP with particular strengths in real time processing/personalization, modeling and journey building. Mid-market companies (particularly retail) with a desire to have their digital messaging managed within a single platform and want advanced personalization capabilities will find an excellent fit here. Rapid implementations and pre-built tools accelerate time to value for clients. With a global footprint and large professional services team, both domestic and international companies get the support they need to succeed.

Bloomreach, Inc. Findings

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

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	CDP supports some but not all full ETL and data hygiene functionality
✓ 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
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