

CERTIFICATION PREPARED FOR

**Blueshift**

2024 UPDATE March 31, 2024  
AUDIT COMPLETION August 14, 2020

CONFIDENTIAL



HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2024

PRESENTED TO

**BLUESHIFT**

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 Thirty-First day of March 2024.

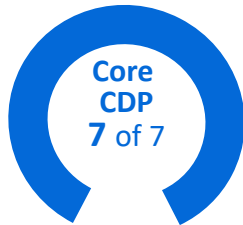
A handwritten signature in blue ink that reads 'David M Raab'.

**DAVID RAAB**  
President, CDP Institute



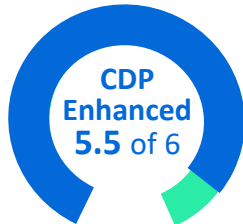
A handwritten signature in blue ink that reads 'Vernon Tirey'.

**VERNON TIREY**  
RealCDP Auditor



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

**Blueshift’s SmartHub CDP meets all core RealCDP certification requirements and supports B2C companies with a cloud-based (AWS) SaaS platform that is smart, robust and easy-to-use (no code).** SmartHub CDP is delivered and operates as a unified set of capabilities (rather than a suite of modules). This platform delivery approach enables Blueshift to provide marketers a tightly integrated user experience powered by AI/ML intelligence. Data management and integration capabilities include automated data mapping and a NoSQL database for structured and unstructured data. Processing speeds and scalability are excellent, with real-time profile updates available. While the platform can store content for personalized message creation, it also links to external content management systems. Similarly, an entire email can be built within the SmartHub CDP and sent to an ESP for delivery or SmartHub can send just the data to the ESP, where the full email is built and delivered. This “build or link” approach makes Blueshift more flexible than many CDP platforms when integrating with existing marketing engagement stacks. Data security and privacy are fully developed.



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

**Blueshift SmartHub CDP includes several key enhanced capabilities on top of core CDP capabilities.** This CDP comes with excellent connectivity (hundreds of pre-built connectors) and cross-channel messaging capabilities. SmartHub links directly with many paid media platforms and delivers a superior online ad solution. Tight linkages to other 3rd party data solutions are in place for easy data enhancement processing. Real time processing capabilities are well established and include real time data profile updates and real time personalized customer messaging. Marketing users have a comprehensive customer profile at their fingertips that displays all available customer data for developing campaigns and messaging. Building customer segments is fast and intuitive with 10+ pre-built predictive models available for easy refinement of targeting. Initial and advanced end-user training is provided with high-quality online documentation also available. Smart Hub does support identity resolution but does not include probabilistic matching. Data hygiene capabilities are basic and no advanced ETL capabilities are offered.



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

**Blueshift delivers a powerful set of analytics, personalization and journey orchestration solutions that enable marketers to support best practices and easily meet all CDP Stack certification requirements.** The SmartHub CDP provides pre-built reports and dashboards that can be filtered and modified by users with drop-down menus. AI and Machine Learning provides predictive scores for each customer and scores also assist with customer lifecycle management and campaign targeting effectiveness. Personalization is robust, with the ability to customize messages at the individual customer level and respond to customer reactions with a follow-up message. Cross-selling is enhanced with a collaborative filtering tool, unique among CDPs. Journey orchestration is outstanding with an easy-to-use visual interface that enables multi-touch, multi-channel journeys.

### OTHER

The Predictive Studio provides a “white box” approach to predictive scoring of customer records. The process is totally transparent and provides valuable insights into which data variables are providing the most predictive power in each model score. The reporting/dashboard functionality was built by Blueshift but the platform can share data with any 3rd party BI tool.

### SUMMARY

SmartHub CDP is a comprehensive CDP built for marketers with out-of-the-box features designed to accelerate an organization’s adoption of customer-centric marketing. This platform has a marketer-centric interface that is best-in-class integrates well with any existing marketing technology stack. Although it fits the needs of mid-market companies with relatively short implementation requirements it will easily scale up to meet the needs of large enterprise companies.



# Blueshift Findings

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

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 but does not include 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
<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