



CERTIFICATION PREPARED FOR

Optimove, Inc.

2024 UPDATE March 31, 2024
AUDIT COMPLETION July 17, 2023

CONFIDENTIAL



HEREBY GRANTS THIS

RealCDP CERTIFICATE 2024

PRESENTED TO

OPTIMOVE

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 Thirty-First day of March 2024.

A handwritten signature in black ink, reading 'David M Raab', written over a horizontal line.

DAVID RAAB
President, CDP Institute



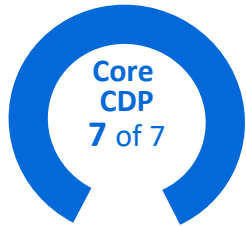
A handwritten signature in black ink, reading 'Vernon Tirey', written over a horizontal line.

VERNON TIREY
RealCDP Auditor



Confidential Report For: **Optimove**

Audit Complete Date: **7/17/2023**



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

Optimove CDP meets all core RealCDP certification requirements. This SaaS platform can be hosted in the cloud or on a company’s private servers and supports both B2C and B2B companies (primarily B2C). Data can be ingested from any source in any type of data structure in both batch and real time. Tag and 1st party cookie management are native and Kafka is used to process data in real time; Snowflake is the data store for historical data and for creating robust, unified customer profiles. Full data reconstruction is available and data retention/expiration is controlled by clients. Unified customer profiles are created using deterministic matching/stitching and profiles are easily enhanced by users via a computational tool for creating derived variables. Privacy capabilities are robust with native consent management functionality that enables customers to manage their own communication preferences directly and users can control message frequency at the customer level. Data can be shared anywhere via APIs for batch updates and Kafka Streams for real time updates and data exports.



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

Optimove CDP meets or exceeds all enhanced RealCDP requirements. Optimove connects to any external messaging channel but also provides native messaging for email, SMS, web push (and pop-ups), mobile push and in-app messaging. Over 150 pre-built connectors are provided to external customer interaction and data management platforms for both data ingestion and export. Connectors to 3rd party ID graphs (e.g. Liveramp) are available for data enhancement and matching. Real time processing is standard, although real time ID resolution processing is not available. Data hygiene is strong, with postal data processing available for physical address quality enhancement. User training is robust, with customized role-based user training, on-demand workshops, and boot camps. Weekly calls with customer success managers are provided and Optimove Academy provides online videos, courses, manuals, and documentation.



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

Optimove CDP meets all CDP stack requirements. Native analytics and reporting are mature, with an option to connect to PowerBI for additional reporting capabilities. Mission Control delivers pre-built dashboards and reports with the ability to filter on any data attribute and modify columns. Reports can be as high-level or as granular as desired and the UI is intuitive and flexible. Pre-built models are provided OOTB and include lifecycle segmentation (macro and micro) as well as predictive scores for future value, churn, reactivation, conversion, and others. Product recommendations and clustering are also available. Additional models can be built upon request by Optimove but there is no native model building functionality in the platform; scores from models built externally can be added to profiles. Personalization capabilities are excellent with full data availability for highly targeted segment creation, dynamic content (users load content into the system from external digital asset management systems) and the ability to build and preview messages for native messaging channels. Streams Builder (journey orchestration) provides an elegant UI with sophisticated tools like auto-optimization (AI Pilot), exclusions (to prevent over-messaging), exit criteria (pull customers out who have already met the goal), priority management, and KPI selection — a best-in-class offering.

OTHER

Optimove provides geo targeting/fencing and deferred deep linking. The deferred deep linking capability enables customers to link directly to a specific page in a mobile app even when the customer must first download the app, providing a more satisfying customer experience.

SUMMARY

Optimove CDP is a RealCDP with particular strengths in personalization, journey building, and measurement. Mid-market and enterprise companies around the globe (particularly in retail and gaming) with a desire to move to more customer-centric marketing and increased customer revenue will benefit from Optimove’s sophisticated platform and focus on measurement. A full range of consulting services and modular pricing options enable a customizable economic fit.



Optimove Inc. Findings

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