



CERTIFICATION PREPARED FOR

FirstHive

2024 UPDATE March 31, 2024
AUDIT COMPLETION December 8, 2022

CONFIDENTIAL



HEREBY GRANTS THIS

RealCDP CERTIFICATE 2024

PRESENTED TO

FIRSTHIVE

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 that reads 'David M Raab'.

DAVID RAAB
President, CDP Institute



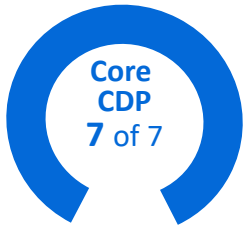
A handwritten signature in black ink that reads 'Vernon Tirey'.

VERNON TIREY
RealCDP Auditor



Confidential Report For: **FirstHive**

Audit Complete Date: 12/8/2020



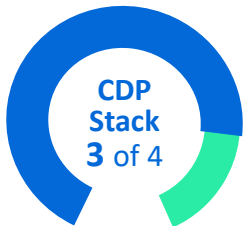
- ✓ **Ingest Data**
- ✓ **Maintain Data**
- ✓ **Store Historical Data**
- ✓ **Unified Customer Profile**
- ✓ **Privacy**
- ✓ **Share Customer Data**
- ✓ **Real Time Data Updates**

FirstHive CDP meets all core RealCDP certification requirements. FirstHive CDP supports B2C and B2B companies with a SaaS CDP platform that can be either cloud-based or on-premise. AWS and Google are the preferred cloud options. The platform incorporates 3 key areas of functionality: Data Ingestion, Intelligence & Identity, Orchestration & Activation. For data ingestion, FirstHive embeds Streamsets software to provide a robust data input and output solution. Once ingested, data is enhanced via partnerships with 3rd party data providers such as Pipl Data, Dotin and Liveramp. Unified customer profiles are created in two steps: first, within each channel source and then across all sources with a persistent FirstHive ID; this is unique and a strength for FirstHive. Inbound data can be structured, semi-structured or unstructured but unstructured data is converted to semi-structured for storage. Real time data ingestion is supported. There is no limit on how much historical data can be stored and data can be easily shared with any 3rd party platform.



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

FirstHive CDP meets all RealCDP Enhanced requirements. There are currently over 200 pre-built connectors to leading CRM, Social, Email, SMS, Customer Service and other types of Martech platforms (most are 2-way connectors). Not only does FirstHive integrate well with leading Martech platforms, it embeds selected Email and SMS platforms into the platform (SendGrid, Twilio, e.g.) so that clients can deliver messages without having to establish separate 3rd party relationships with messaging vendors. Data is ingested in real time or batch to update profiles, and pre-built models are applied to enable send-time and channel recommendations. Data matching is both deterministic and probabilistic and data hygiene is rule-based via Streamsets. Postal hygiene is non-standard but is available through custom configuration. Customer profiles are robust and full history is available at a glance, including detailed online session visitor logs for each customer. User training is provided along with full online documentation and weekly calls with the customer support team are standard.



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

FirstHive CDP has good analytics, personalization and journey orchestration tools that meet the CDP Stack requirements. The platform has 50+ reports OOTB with selection options for specific date ranges, keywords and campaigns. Custom reports are built by FirstHive during implementation and replica databases are created for direct access via 3rd-party BI tools. Advanced analytics (ML models) are limited to pre-built recommendations for best message times and channels. Personalization is achieved either by pushing key data elements to external messaging platforms or by personalizing templates in embedded email or SMS capabilities within FirstHive. The embedded SMS capability comes with a URL “shortener” that generates a unique URL for each customer in a campaign to strengthen tracking and measurement. Multi-touch, multi-channel journeys can easily be built with a boolean drop-down UI, that includes “wait” and “if/else” tools that make it easy for marketers to add intelligence to customer journeys.

OTHER

FirstHive CDP provides an easy-to-use tagging capability that enables non-technical user to control existing tags and create new tags. This puts significant online data capture power into the hands of marketers and is unique in the CDP space.

SUMMARY

FirstHive is a RealCDP that provides a complete set of capabilities that pays off on their brand promise to “Take control of your marketing.” With unique data capture and integration tools, FirstHive enables marketers to build fully comprehensive customer profiles and then provides flexible customer journey creation for improved CX. It’s “flexible stack” approach works well for smaller companies as well as larger ones across multiple industries, both B2B and B2C. It is a relatively recent entry to the space (founded 2016) but has a global footprint with headquarters in San Francisco and particular strength in APAC.



FirstHive Findings

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

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	CDP supports BI integration and FirstHive can also build and implement to spec
⚡ Model Building & Scoring	CDP Stack	CDP supports integration and FirstHive can also build and implement to spec
✓ 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