



CERTIFICATION PREPARED FOR

**Acquia**

2024 UPDATE March 31, 2024  
AUDIT COMPLETION July 19, 2022

CONFIDENTIAL



HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2024

PRESENTED TO

**ACQUIA**

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



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

**Acquia, Inc. meets all RealCDP certification criteria with Acquia Marketing Cloud (AMC) anchored by Acquia CDP.** Specializing in B2C data, Acquia CDP sits on a Snowflake server and is delivered as a multi-tenant SaaS solution supported by real-time APIs to capture, process, store, and deliver first, second, and third-party customer data. A “360 Single View of the Customer” is created and maintained with the Identity Resolution Engine supporting both deterministic and anonymous event data configured to deliver four customer data capabilities: 1) Standardization, 2) Cleanse & Enhance, 3) Dedupe & Link, and 4) 3<sup>rd</sup> Party Append. Acquia CDP supports both offline and online cross-channel data-driven engagement capabilities configured and optimized to acquire, engage, and grow customer relationships across the buyer lifecycle and support best practices analytics, personalization, and customer journey orchestration.



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

**Acquia CDP, with support from the Acquia Success Manager, delivers enhanced CDP capabilities, minimizes impact on IT resources, and provides users direct data access with easy no-code and SQL options.** A library of over 50 connectors and real-time APIs for capturing and distributing customer data is available. The number of connections and data volumes are unlimited but custom connectors, APIs, and integrations can only be built and implemented by the Acquia support team. AMC is real-time ready and architected to capture, update, decision, and share data in real-time. The ID Resolution module has ETL capabilities to customize and standardize any required data hygiene, attribution, aggregation, or enhancement requirements. For Retail Companies there is a rich set of OOTB data solutions. Finally, Acquia provides many different forms of end-user training and support.



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

**The Acquia CDP stack was built by integrating complimentary applications which provides a rich set of functionality day one.** Acquia Analytics and Machine Learning deliver a mature data visualization tool with easy-to-use dashboards, ad hoc reporting, and direct data query access. Acquia’s native machine learning and ID graph supported by the Acquia Service team provides OOTB and customized predictive modeling with plans to deliver self-serve model building capabilities for both marketing users and data scientists in the future. Acquia’s Campaign Studio and Campaign Factory combine to provide a multi-tenant functionality for individual brand groups and true cross-account and cross-channel customer journey orchestration at an enterprise level. Personalization capabilities are robust in the ID Resolution, Analytics, and Campaign modules and its not clear that the innate redundancy has been integrated to create a seamless solution.

## OTHER

**As a SaaS solution Acquia CDP put more emphasis on the word Service than Software.** Implementation, data integration, software configuration, and ongoing management and support requires a lot more hands on involvement by the Acquia Team than typical CDP systems making this solution seem more like a managed services or service bureau relationship than a software purchase. This is good news for the CDP customer looking for startup and adoption help.

## SUMMARY

**The Acquia CDP is a RealCDP with enhanced functionality and a full CDP Stack.** This is an enterprise marketing solution designed to improve sales and marketing efficiency and results. Acquia has a best practices vision and blueprint for this solution but the integration with Acquia Marketing Cloud is still new, retail centric, and setup and onboarding is dependent on Acquia support services. Even though Acquia is still knitting together the functionality and repackaging this into a cohesive offering, given the significant progress made in the past year, AMC should continue to make great strides as a robust full stack enterprise CDP solution.



# Acquia, Inc. Findings

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

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