

CERTIFICATION PREPARED FOR

**Adobe**

2024 UPDATE March 31, 2024  
AUDIT COMPLETION June 20, 2022

CONFIDENTIAL



HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2024

PRESENTED TO

**Adobe**

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 black ink, reading 'David M Raab', written over a horizontal line.

**DAVID RAAB**  
President, CDP Institute



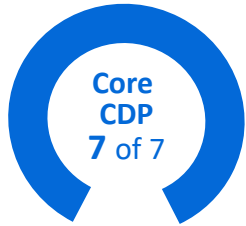
A handwritten signature in black ink, reading 'Vernon Tirey', written over a horizontal line.

**VERNON TIREY**  
RealCDP Auditor



Confidential Report For: Adobe Real-Time CDP

Audit Complete Date: 6/20/2022



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

**Adobe Real-Time CDP meets all core RealCDP certification requirements.** B2C, B2B and hybrid companies in a wide variety of industries are supported with a SaaS CDP platform hosted in Microsoft Azure. Data ingestion is flexible; any format from any type of source can be ingested in either batch or streaming mode. Many pre-built connectors are available, and Adobe will build additional connectors at no cost during implementation. End users can also set up their own data feeds in a drag and drop interface. Full historical detail is stored in an Azure data lake and dynamic scaling allows for extremely fast data ingestion and processing. Unified customer profiles (known and unknown) are created using deterministic matching of keys. Profiles are enhanced with the creation of derived variables and model scores; profiles can also be updated in real time by leveraging Adobe’s tag management and event forwarding capability (which supports real time data personalization in customer-facing environments). Segments are easily built in Segment Builder and can be shared to any external platform, including other Adobe applications. An easy-to-use (and patented) data governance application ensures that privacy compliance is robust (GDPR, HIPAA and CCPA compliant; certifications: AICPA SOC2, SOC Type II, ISO 27001 EU-US Privacy Shield).



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

**Adobe Real-Time CDP fully meets all enhanced RealCDP requirements except for Data Hygiene, which is met partially.** All channels are supported for data ingestion and distribution, with over 75 pre-built connectors currently available. Real-Time CDP connects to any external 3rd party application for customer engagement and has very tight integration with many of the Adobe applications. The Real-Time CDP platform is part of Adobe’s Experience Cloud, is powered by Adobe Experience Platform (AEP) and benefits from AEP’s powerful data services architecture. Real time processing occurs two ways: via real time streaming ingestion into Real-Time CDP or by using the tag management/event forwarding capability that bypasses Real-Time CDP processing and goes directly to customer facing systems. Both types of real time processing occur in 50-200 milliseconds. Data hygiene and matching is limited on the platform but third party ETL solutions and Adobe partners such as Merkle or Epsilon can be easily integrated. End user training is excellent and is provided to all client teams that interact with AEP. Standard training includes online documentation and tutorials, webinars, in-app guidance, quick-start use case guides, on-demand courses and a certification program.



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

**Adobe Real-Time CDP fully meets all CDP Stack requirements.** Adobe provides an excellent and easy-to-use data exploration capability within Real-Time CDP. Users can access all available data with the drag and drop Segment Builder interface to gets counts and build segments. Customizable dashboards are provided for easy data visualizations and reporting. A rich single customer view is provided and includes a unique Visual ID Graph for users to see how various keys have been linked together into the unified profile. Adobe Real-Time CDP has AI/ML for model building and comes with numerous pre-built propensity models; the AI/ML interface is designed for use by non-statisticians. Models and scores created outside of the platform can be integrated into the platform. Personalization is robust, as users have access to all historical data to build segments and pass key data elements to messaging systems for personalization. Customer Journey Orchestration is limited out-of-the-box in Real-Time CDP but can be easily expanded by adding Adobe’s Journey Optimizer application.

## OTHER

**Adobe’s patented privacy and governance application is best-in-class.** It comes with a straightforward UI for approved users to be able to control for both data access and data correction. Clients may also submit requests for limitations and editing directly via an API. A unique and powerful offering.

## SUMMARY

**Adobe Real-Time CDP is a RealCDP and a welcome addition to Adobe’s comprehensive Experience Cloud suite of solutions.** Real-Time CDP makes Adobe’s other products more powerful by providing deeper, richer customer profiles for decision-making and messaging. Adobe has also designed Real-Time CDP to integrate well with non-Adobe platforms. Clients with a large number of marketing channels, deep focus on digital marketing and high data volumes will find Real-Time CDP to be a very good fit and will also enjoy the deep and strong professional services offering provided by Adobe.



# CDP, Inc. Findings

The CDP Institute audits 17 CDP related capabilities. Below are the high-level findings for Adobe Real-Time 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	Supports simple functionality but does not include full ETL & data hygiene
✓ 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