RealCDP

CERTIFICATION PREPARED FOR

Xtremepush

2024 UPDATE March 31, 2024
AUDIT COMPLETION February 15, 2023

CDP

CUSTOMER DATA PLATFORM

INSTITUTE

HEREBY GRANTS THIS

RealCDP CERTIFICATE 2024

PRESENTED TO

Xtremepush

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.

DAVID RAAB
President, CDP Institute

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VERNON TIREY
RealCDP Auditor

RealCDP Audit Report

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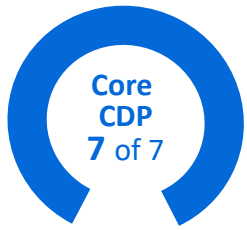
- ✔ **Ingest Data**
- ✔ **Maintain Data**
- ✔ **Store Historical Data**
- ✔ **Unified Customer Profile**
- ✔ **Privacy**
- ✔ **Share Customer Data**
- ✔ **Real Time Data Updates**

Xtremepush CDP meets all core RealCDP certification requirements. This SaaS platform hosted in AWS (can be private cloud as well) supports B2C companies in a variety of industries. Structured, semi-structured and unstructured data can be ingested in both batch and real time via SDKs (web and mobile) or APIs. Tag and cookie management is native, but clients can also use 3rd party tag managers (Google Tag Manager, e.g.); geo-fencing capabilities are also available. Redis is used for in-memory processing to support real time updates. Historical customer data and unified customer profiles are stored in S3 and SingleStore and support full data reconstruction. Data retention/expiration limits are determined by clients. Unified customer profiles are created using deterministic matching/stitching and are made visible to users in the Single Customer View (SCV). Profiles can be enhanced with a strong computational tool for creating derived variables. Privacy management is complete, with data encryption in motion and at rest and the platform is fully GDPR-compliant. Data is easily shared to any system in either batch or real time and customer profiles can be update in real time.

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

Xtremepush CDP meets or exceeds all enhanced RealCDP requirements except for Data Hygiene. Xtremepush connects to all external message activation channels but also provides native massaging capabilities for most digital messaging channels. Pre-built connectors are available for over 40 of the leading customer interaction platforms, including eCommerce and call center (Shopify, Magento, Optimove, Zendesk, e.g.). All data sources are supported except for ERP systems and 3rd party ID graphs (Liveramp, e.g.). Real time processing is a strength, with real time processing functions occurring in under 300 milliseconds. Rules-based and reference table data quality checks and cleaning provide solid data hygiene but there is no physical address hygiene available (e.g. postal processing, 3rd party data enhancement). User training is provided as part of the implementation process and is augmented with ongoing client support (amount and type varies based on client need), online video tutorials, manuals and documentation.

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

Xtremepush CDP meets all CDP stack requirements. Analytics and reporting are built-in and provide an easy way for users to create insights on customer behaviors and campaign performance. The Intelligence Studio includes pre-built dashboards and reports (both campaign and customer lifecycle), as well as the capability to compute (derive) new data variables for use in segmentation and analysis/reporting. Clients can also easily feed data into their BI tool of choice (Tableau, Qlik, Microstrategy, etc.) for additional reporting and analysis capabilities. Pre-built predictive models are provided OOTB (churn, likelihood to purchase, e.g.) and others will be built upon request. Models built externally can be integrated into the platform for ongoing updates. Personalization capabilities are very strong as all data is available for targeting and personalization of messages. Content management and message-building is provided for all native messaging channels, allowing clients to build and preview messages within the platform. Multi-channel journey building and orchestration in the drag and drop interface is both powerful and easy-to-use. It comes with pre-built templates for the most common journey types (welcome, cart abandonment, winback, refer-a-friend, etc.).

OTHER   **Xtremepush has developed a message queuing capability for rapid deployment of real time messages to large customer groups.** Xtremepush CDP supports certain industries (sports betting, media) that require frequent messaging to large customer groups (10-20+ million) with real time delivery and this unique application breaks up large volumes of customers into manageably-sized groups for rapid deployment.

SUMMARY   **Xtremepush CDP is a RealCDP with particular strengths in real time processing, personalization, message-building and journey building.** Mid-market companies around the globe (particularly retail, sports betting, financial services, media/publishing) with a desire to have a fully-comprehensive customer data management and messaging platform will find a strong fit here. With a modular software approach, many pre-built tools and features, as well as reasonable fees, clients are likely to realize a solid return on investment.

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Xtremepush Findings

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

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 some 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

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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

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