



CERTIFICATION PREPARED FOR

Teavaro, Ltd.

2024 UPDATE March 31, 2024
AUDIT COMPLETION May 19, 2021

CONFIDENTIAL



HEREBY GRANTS THIS

RealCDP CERTIFICATE 2024

PRESENTED TO

TEAVARO

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



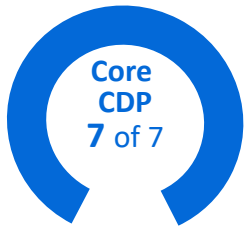
A handwritten signature in black ink that reads 'Vernon Tirey'.

VERNON TIREY
RealCDP Auditor



Confidential Report For: Teavaro, Ltd.

Audit Complete Date: 5/19/2021



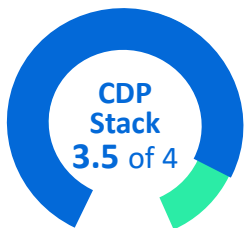
- ✓ Ingest Data
- ✓ Maintain Data
- ✓ Store Historical Data
- ✓ Unified Customer Profile
- ✓ Privacy
- ✓ Share Customer Data
- ✓ Real Time Data Updates

Teavaro CDP meets all core RealCDP certification requirements. Teavaro supports B2C companies with a cloud-based (AWS) SaaS platform that integrates data of any type into a unified customer profile and stores full histories on customers and prospects in MongoDB and Postgres databases. The platform excels at connecting disparate identities into a single view and using that enhanced view to strengthen online messaging in real time, including the ability to recognize consumers across corporate business domains. Data can be shared anywhere but the system is designed primarily to support online media efforts. Privacy capabilities are strong and, as Teavaro is an EMEA-based solution, supports the stringent privacy requirements of GDPR. Data is encrypted upon ingestion and users control compliance rules directly. “Listening” for behavioral data occurs via Apache Flink and is applied in real time trigger campaigns, user attribute updates and machine learning scores. Data “sharing” is also in real time, with over 99% of requests processed in under 50 milliseconds.



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

Teavaro CDP provides full enhanced capabilities for Real Time Processing and delivers solutions for Channels, Data Sources, and 3rd-Party Applications support. Teavaro can connect to any channel and has particular strengths in connectivity to digital ad platforms (DMP & DSP). There are no limitations on which external data sources can be connected, though Teavaro must set up the connections on behalf of customers. Audiences/segments can be shared with any 3rd-party application for execution of marketing campaigns/messages and integrations exist to many of the larger marketing campaign platforms such as Adobe, Pegasystems, Utica (IBM Watson), SAS, Google, YouTube and Facebook. Real time updates are a core strength, with over 95% of data calls processed in under 10 milliseconds. This capability enables messaging to be based on user attributes and machine learning model scores that are updated in real time. Data matching and integration is deterministic only and data hygiene is mostly supported in FunnelManager; there is no postal address standardization offered. End user training is provided but because a Teavaro support team is required to help manage the system the client receives no formal systems training and documentation.



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

Teavaro CDP provides solid Analytics & Reporting, Modeling & Scoring and Personalization capabilities but limited Customer Journey Orchestration. Analytics and reporting are supported via the integration of 3rd-party tools. A combination of Kibana and ElasticSearch is used against event logs to monitor data processing and data trends — users can see both detail level data and visualizations for trend analysis. Amazon QuickSight allows users to access the database for tracking customer/prospect activity and KPIs. Machine Learning modeling is provided (predictive, segmentation, cluster) but currently is managed by Teavaro, not the customer; model scores can be updated in real time for enhanced personalization. Personalization can be controlled directly by users with boolean logic drop-down selections to create segments/audiences that are then exported to 3rd-party messaging platforms for campaign execution. Journey Orchestration through audience exports (managed directly by users) can be multi-channel and multi-offer within a campaign, but not multi-step.

OTHER

Teavaro excels at capturing online data and updating profiles in real-time and then using that updated data to deliver more personalized messages. The processing speed Teavaro achieves in real time exceeds what the majority of CDPs can provide today.

SUMMARY

Teavaro is a RealCDP with best-in-class real time data management and real time personalization capabilities. **Enterprise companies with large-scale processing and personalization needs and a desire for custom configuration and a full-service support partner will find a good fit here.** Teavaro provides consulting services as needed but also has a burgeoning partner network with large service providers like Accenture Digital. Though relatively new to the CDP space, Teavaro’s capabilities are powerful and their vision to build an identity ecosystem alternative to the big marketplaces (Google) is ambitious.



Teavaro Findings

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

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	End User Training is available but systems training, and documentation, is not
✓ 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	Teavaro supports multi-channel/offer selects but not program builds with multi-steps

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