RealCDP

CERTIFICATION PREPARED FOR

Lemnisk

2024 UPDATE March 31, 2024
AUDIT COMPLETION May 31, 2023

HEREBY GRANTS THIS

RealCDP CERTIFICATE 2024

PRESENTED TO

LEMNISK

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

2024 **RealCDP**
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VERNON TIREY
RealCDP Auditor

RealCDP Audit Report

Audit Complete Date: 5/31/2023

Core CDP **7** of 7
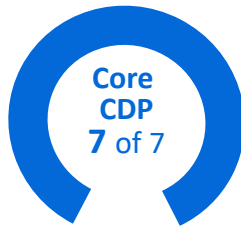
- ✔ **Ingest Data**
- ✔ **Maintain Data**
- ✔ **Store Historical Data**
- ✔ **Unified Customer Profile**
- ✔ **Privacy**
- ✔ **Share Customer Data**
- ✔ **Real Time Data Updates**

Lemnisk CDP meets all core RealCDP certification requirements. Lemnisk is a B2C SaaS CDP platform that can operate wholly in the cloud or in a hybrid model where PII is stored on-premise at the client. The platform can ingest data from any source and in any format (structured, semi-structured and unstructured) in both batch and real time using a variety of methods (API, SDK, SFTP, etc.). A proprietary java script tag and cookie management capability streamlines collection of data from websites, but clients retain the option to use their own tag/cookie management tools. The Sources & Destinations module enables both technical and non-technical users to set up new data sources. Data is maintained in NoSQL, Hadoop and Amazon S3. There are no limits on storage of historical data and the client directly controls data element retention/expiration. Unified customer profiles are developed using deterministic matching/stitching. The Calculated Properties functionality creates derived variables for profile enrichment. The platform has data security (ISO 27001 and ISO 27018) and privacy controls (GDPR/CCA compliant). Data can be shared in real time and batch to any external system and controlled directly by users.

CDP Enhanced **5.5** of 6

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

Lemnisk CDP meets or exceeds all enhanced RealCDP requirements except for Data Hygiene. All channels are supported for data ingestion and export except for point-of-sale and the platform can deliver messages natively via website, email, SMS, mobile app and eCommerce. All data sources are supported. The platform has over 70 connectors to leading database and customer interaction systems and additional connectors can be built upon request. Real time processing is a core capability for data ingestion (event streaming), ID resolution, profiles updates, segmentation and message delivery. Data hygiene includes rules- based and reference table quality checks and cleaning but does not include data enhancement/ standardization from 3rd party sources (e.g. postal data, ID graphs). End user training is robust with workshops, bootcamps, videos and complete online documentation. This is augmented with on-demand support and weekly calls.

CDP Stack **4** of 4

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

Lemnisk CDP meets all CDP stack requirements. Data exploration/ BI is native with data visualization and dashboards also standard (connectors are available to leading 3rd party BI platforms, if desired). Data trends and campaign/journey statistics are easily tracked and a unique, interactive report on "stitching" provides powerful insights into how profiles are being built using keys. Pre-built models are provided (Lemnisk will build additional models upon request) using predictive, attribution, cluster, segment and propensity techniques. Outputs from the models are updated automatically and made available to users in real time. An expert-level model-building interface is in development. Lemnisk is focused on "hyper-personalization" and delivers that with Ramanujan AI, a real time machine learning functionality that optimizes customer messaging for channel and delivery time. Users have full access to all customer data and external content management systems to further personalize message content. Journey orchestration enables multi-step, multi-channel messaging streams to be built in a drag and drop interface and supports real time interactions. A unique function in the journey builder is the ability for users to target customers based on where they are in the sales "funnel" (funnel stages are fully-customizable and are presented graphically to the user).

OTHER

Lemnisk has developed a "stitched" view of how various customer keys (persistent ID, email, cookie, etc.) are linked together to build unified customer profiles. This interactive report is unique in the CDP industry and enables users to explore how keys interact and provides insights on where to focus efforts to build more complete customer engagement.

SUMMARY

Lemnisk CDP is a RealCDP with particular strengths in real time processing, personalization, and journey building. Mid-market and enterprise companies in APAC, EMEA and North America (particularly financial services, telecom, travel/hospitality, retail) with a desire to have a fully-comprehensive customer data management and messaging platform will find a strong fit here. Rapid implementations, reasonable pricing and "center of excellence" support teams provide clients with strong ROI potential.

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Lemnisk Findings

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

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 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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