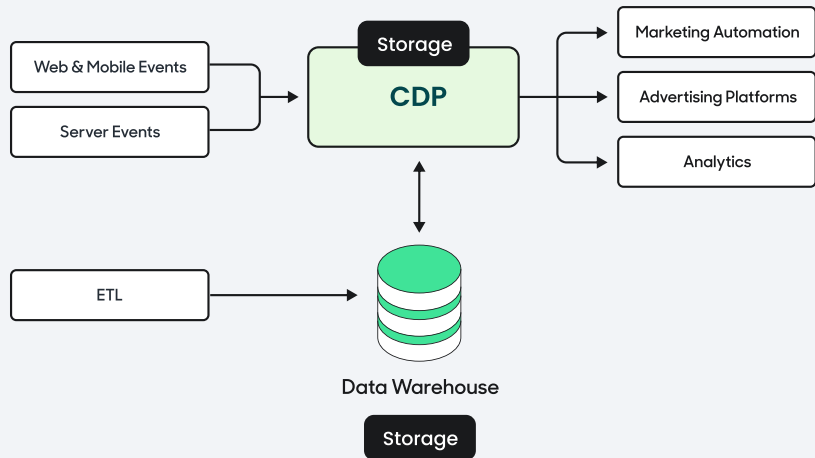


CDP vs. Composable CDP Comparison Chart

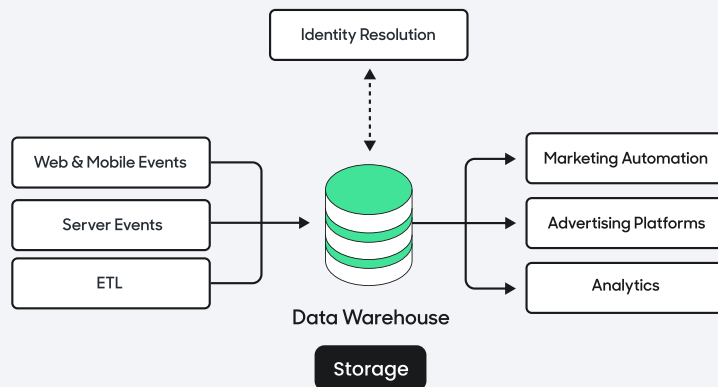
Traditional CDP Architecture

A traditional CDP is a packaged solution that collects, stores, models, and activates customer data within a black box.



Composable CDP Architecture

A Composable CDP is an unbundled solution that collects, models, and activates customer data from your owned data infrastructure.



Traditional CDPs live independently from a company's broader data warehouse, and their components are tightly coupled. A Composable CDP has a similar purpose but a very different architecture.

In order to be composable, a CDP must meet the four following requirements:

- ✓ A Composable CDP must run on your own infrastructure
- ✓ A Composable CDP must be schema-agnostic
- ✓ A Composable CDP must be modular and interoperable
- ✓ A Composable CDP must provide unbundled pricing

Functionality	Traditional CDP	Composable CDP
Event Collection	SDK that collects & loads events into the CDP's infrastructure	SDK that collects and loads events into your data warehouse or streams them directly to downstream tools
Real-Time	Supports event forwarding directly to your destinations	Supports event forwarding to your destinations & streaming from your warehouse tables
Identity Resolution	Unify profiles using only the event data that lives in your CDP	Unify any & all of the customer or entity data in your warehouse (i.e. events, ML predictions, related objects)
Identity Graph	Owned & managed by the CDP vendor	Owned & managed by you in your existing infrastructure
Schema	Limited to users & accounts	Supports any custom entity or object (e.g., households, playlists, etc.)
Audience Management	Build audience cohorts by grouping users or accounts into segments	Build audience cohorts by grouping users, accounts, or any related model into segments
Storage	Data is stored & duplicated outside of your infrastructure	Data is stored in your existing cloud infrastructure.
Data Activation	CDP to destination	Warehouse to destination
Reverse ETL	Add-on feature separate from CDP data storage	Core activation capability built into the platform architecture
Analytics	Limited to behavioral data & clickstream events	Flexible to any data in your data warehouse
Implementation	6-12 month average implementation time after contract signature	100% of customers are live with a production use case at the time of contract signature
Proof of Concept Testing	Not available	2-3 weeks for SMB 4-6 weeks for enterprise
Data Retention	1-3 years	Unlimited lookback & history
Cost	Bundled: full platform fee plus MTU billing	Unbundled: individually priced features with no MTU billing
Compliance	Not immediately GDPR & CCPA compliant. Typically, cannot meet HIPAA compliance.	Immediately GDPR & CCPA compliant. Able to sign BAA to be HIPAA compliant.

If you're interested in learning more about the Composable CDP, schedule a demo with one of our solution engineers.

[Schedule a Demo](#)