



# **CDP INSTITUTE**

## **CAN A CDP REPLACE YOUR CONSENT MANAGEMENT PLATFORM?**

### **VENDOR PRIVACY SURVEY REPORT**

2022 SURVEY FINDINGS





# ABOUT THE CDP INSTITUTE

The Customer Data Platform Institute provides vendor-neutral information about issues, methods, and technologies for creating unified, persistent customer databases. Activities include publishing of educational materials, industry directories, news about industry developments, best practice guides, and training workshops.

For more information, visit [www.cdpinstitute.org](http://www.cdpinstitute.org)

# CDP DEFINITION

**Customer Data Platform** is defined by the CDP Institute as “packaged software that creates a persistent, unified customer database that is accessible to other systems”.

## Key elements of the definition are:

**Packaged software.** The CDP is packaged software, usually bought and controlled by business users, most often in marketing. This distinguishes CDPs from data warehouses and data lakes, which are usually custom-built by corporate or external IT specialists. The packaged nature of the CDP makes it easier to deploy and change as new needs arise.

**Persistent** unified customer database. The CDP creates a comprehensive view of each customer by capturing data from multiple systems, linking information related to the same customer, and storing the information to track behavior over time. The CDP contains personal identifiers used to target marketing messages and track individual-level marketing results.

**Accessible** to other systems. Data stored in the CDP can be used by other systems for analysis and to manage customer interactions. The CDP restructures the data, adds calculated values such as trends and model scores, and shares the results in formats that other systems can accept. Access methods typically include APIs, database queries, and file extracts.



# ABOUT THE SURVEY

OBJECTIVES & METHODOLOGY

# ABOUT THE SURVEY

## Our Goal was to Learn :

- The extent CDP vendor solutions support
  - Consent Management
  - Preference Management
  - Satisfying Privacy Right Requests (DSARs)
- The breadth of advisory services for privacy provided by CDP vendors
- The degree to which CDP vendor solutions are integrated with pure play privacy governance solutions

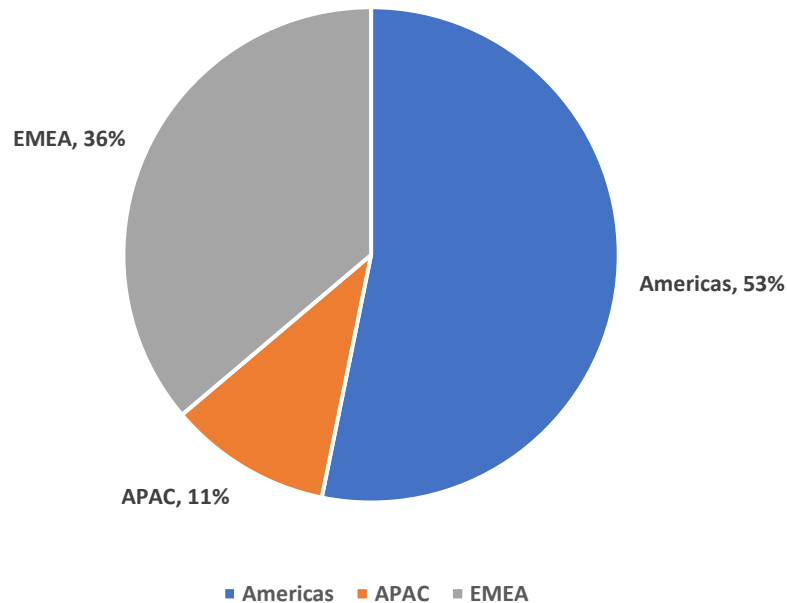
## Our Research Process:

- Online survey sent to 140 CDP vendors identified by the CDP Institute
- Responses analyzed for capabilities provided and capabilities not provided
- Research conducted between September 2021 – January 2022
- Research conducted by the CDP Institute in collaboration with Marianne Hewitt

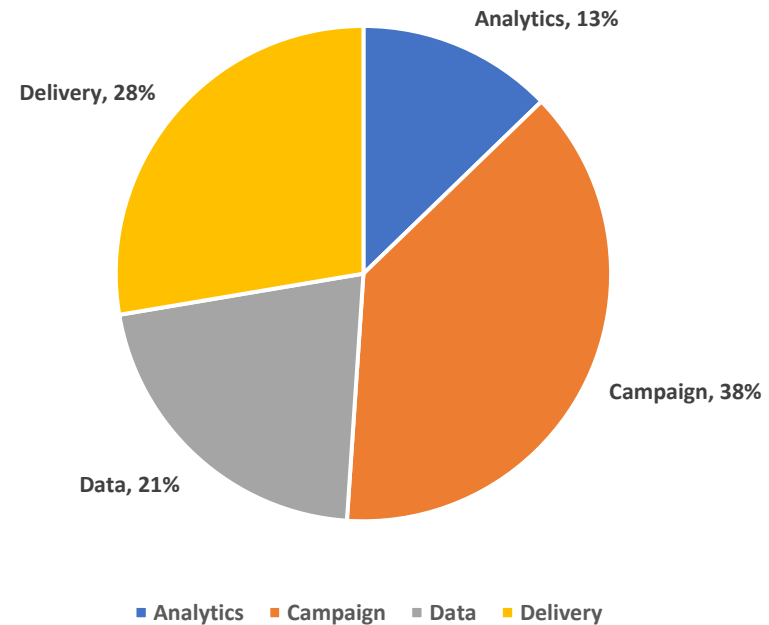
# SURVEY RESPONDENTS

The CDP Institute identified over 140 vendors who meet its requirements of being considered a CDP (packaged software, unified persistent data, accessible by other systems). There are no requirements for a CDP to provide privacy capabilities. All vendors were invited by email to participate in this survey. The distribution of respondents by region and CDP type is similar to the industry as a whole.

VENDOR RESPONDENTS BY REGION



VENDOR RESPONDENTS BY CDP TYPE





# EXECUTIVE SUMMARY

**The survey shows data is being stored for consent and preference management and for satisfying privacy requests. It is primarily being ingested by Campaign and Delivery CDP types. There is limited direct entry of consent, preference and privacy requests by end customers.**

**The data in the CDP is being exchanged with pure-play trust solutions.**

**CDPs continue to evolve and utilize customer data for new distinguishing features.**

**Privacy management is one of the ways they will differentiate their solutions.**





# EXECUTIVE SUMMARY (cont'd)

**One may ask, “Are CDPs Consent Management Platforms?”  
In fact, over 15% of respondents indicated their CDP was a CMP.**

**One may also ask, “If I have a CDP, do I still need a CMP or PMP (Preference Management Platform)?” The answer depends on the use cases of the CDP as compared to a pure-play trust or other solution.**

**As we’ve learned, CDPs are not all the same. All share some required features, but they add different sets of distinguishing features.**

**The privacy ecosystem will continue to grow and solidify. Its dependence on data is a critical success factor. CDPs will continue to evolve with the privacy ecosystem as well as other business priorities.**



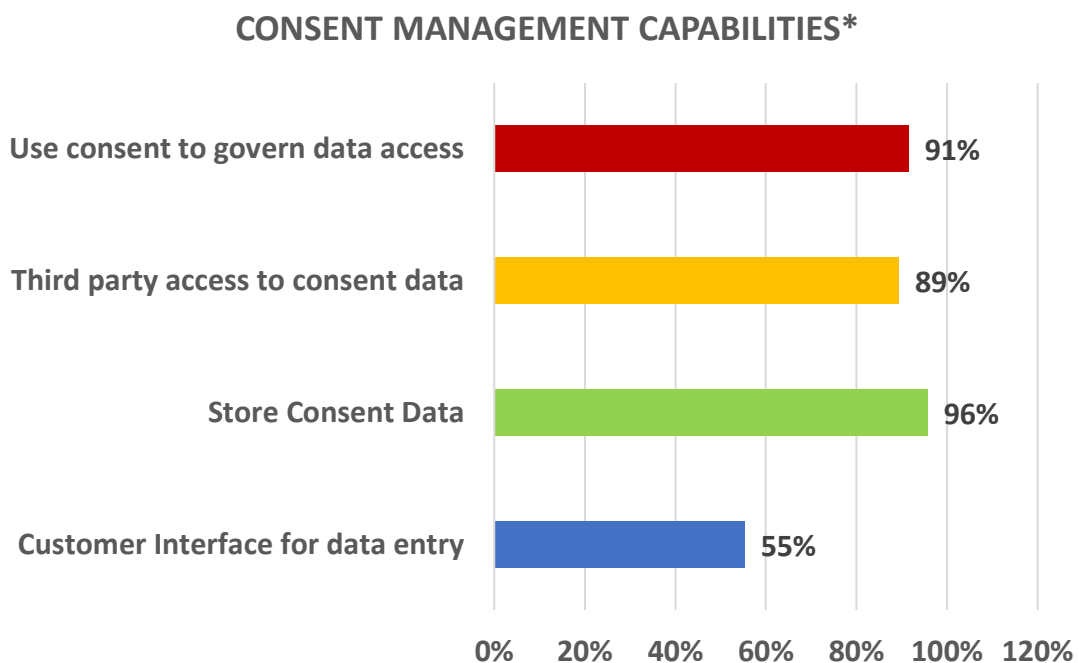
A decorative header image featuring various technology-related icons such as a smartphone, a laptop, a cloud, and a shield, set against a dark background with a grid pattern.

# KEY FINDINGS

SURVEY ANALYSIS AND INSIGHTS

# CONSENT MANAGEMENT – SUMMARY

**Nearly all CDP vendors deliver consent management functionality including the use of consent data to govern activation. But almost half lack an online interface for direct entry of consent data by end customers.**



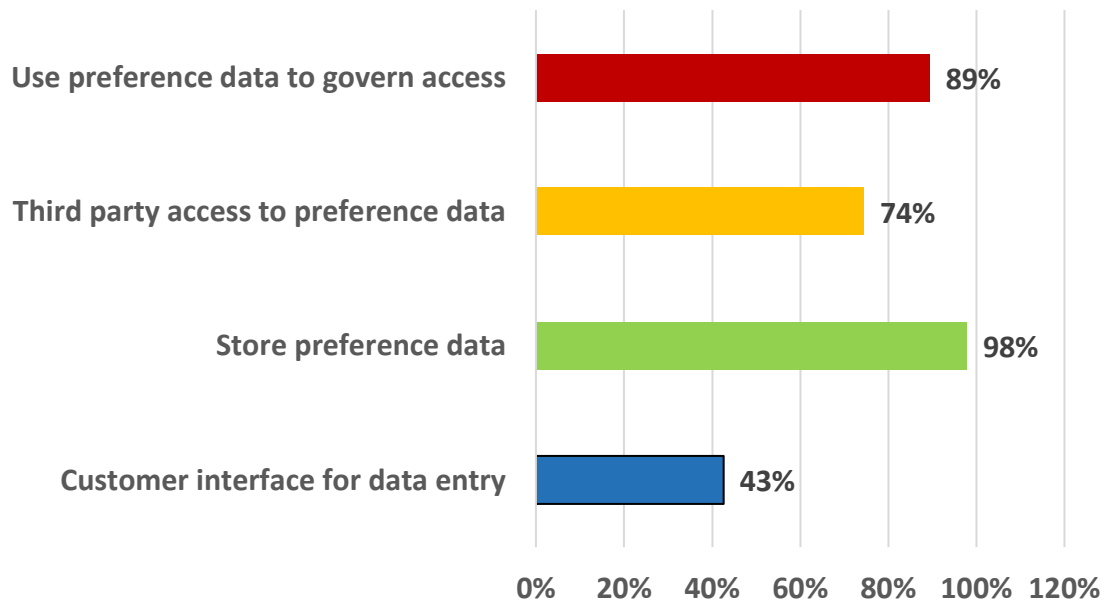
- The 85% of CDP vendors that provide 3 or 4 of the capabilities surveyed demonstrate robust functionality in their consent management offering. These vendors provide primarily Campaign and Delivery CDP types.
- A few respondents indicated their functionality was custom delivered and not out of the box.
- A few respondents clearly articulated the difference between consent management and preference management and viewed them as working hand and hand with each other.
- A few respondents clearly distinguished their CDP solution from their CMP solution and highlighted their interconnectedness.

*\*See Appendix on slide 16 for original survey question*

# PREFERENCE MANAGEMENT - SUMMARY

**All CDP vendors deliver preference management functionality including the use of preference data to govern activation. But almost 60% lack a user interface for direct entry of preference data by end customers.**

PREFERENCE MANAGEMENT CAPABILITIES\*



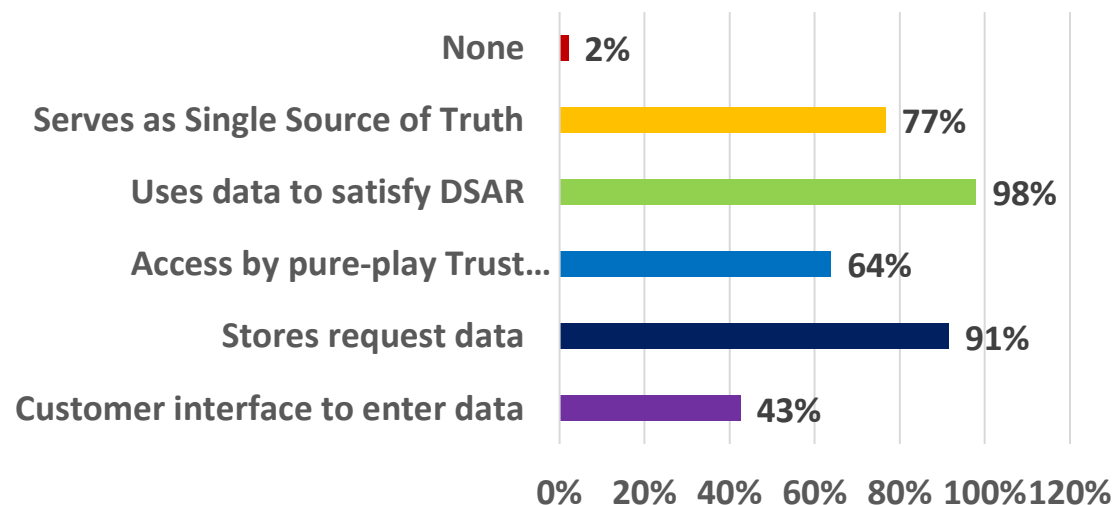
- Of respondents that provide all preference management capabilities, all but one provides all consent management capabilities.
- The 77% of CDP vendors that provide 3 or 4 of the capabilities surveyed demonstrate robust functionality in their preference management offering. These vendors provide primarily Campaign and Delivery CDP types.
- Preference management functionality is slightly less robust than consent management.
- Many of the vendors that do not provide a direct customer interface said that they are using APIs to collect preferences. A small number are using that data for real time governance.

\*See Appendix on slide 17 for original survey question

# PRIVACY RIGHTS REQUESTS - SUMMARY

Almost all respondents indicate they have the data and use that data to deliver responses to privacy rights requests. Two thirds of respondents indicate they interface directly with a pure play trust solution.

SATISFYING PRIVACY RIGHTS REQUESTS\*

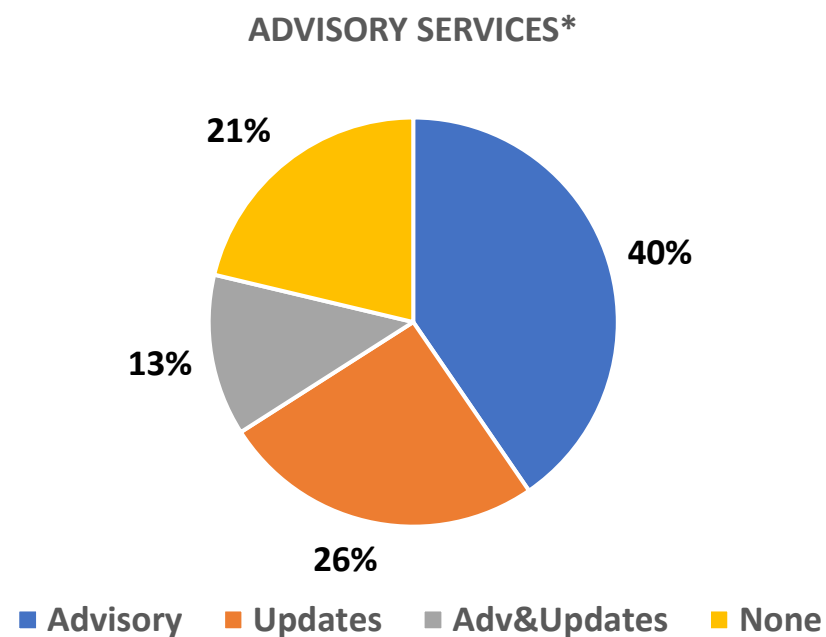


- 66% of vendor respondents provide 4 of 5 or all 5 capabilities.
- Data to accept privacy requests appears to come from ingestion, since just over 40% have a direct customer interface for request intake. In several cases the entry is being made by agents of the vendor's clients on behalf of the end customer.

\*See Appendix on slide 18 for original survey question

# ADVISORY SERVICES - SUMMARY

Three fourths of respondents provide advisory services or legislative updates or both. The services and delivery models vary.



## Variations include:

- Legal advisory and non-legal advisory such as impact on product provided.
- Incorporating best practices into the product.
- Providing vendor executive subject matter experts as part of relationship building.
- Delivering services through business partners.
- No advisory services are provided by implementation vendors. These vendors incorporate best practices into their use cases.

*\*See Appendix on slide 19 for original survey question*



# YOUR CALL TO ACTION

- **CDPs continue to take on distinguishing features to differentiate vendor offerings. Privacy Management has become one of those features as vendors seek to expand share of market.**
- **CDPs are storing, consent, preference and privacy requests data and some are serving as a privacy platform.**
  - **15% of vendor respondents indicated their CDP was a CMP (Consent Management Platform).**
- **Your use cases will determine whether the privacy features of a particular CDP will satisfy your business needs or whether you should look to a pure-play trust solution.**





# APPENDIX

## SURVEY QUESTIONS

# CONSENT MANAGEMENT

## Survey question #1

*Consent Management: the process of asking customers for permission to collect, process and store their personal information and passing that data to downstream partners. (Check all that apply to your system.)*

- Provide an interface for customers to submit and management consent data
- Store consent data
- Allow access to stored consent data by a third-party solution
- Use stored consent data to govern data use
- None of the above

# PREFERENCE MANAGEMENT

## Survey question #2

*Preference Management: the process of giving customers the ability to shape their customer experience with a brand by allowing them to select the information they will receive, how frequently they will receive it and the channels on which they will receive it. (Check all that apply to your system.)*

- Provide an interface for customers to submit and management preference data
- Store preference data
- Allow access to stored preference data by a third-party solution
- Use stored preference data to govern data use
- None of the above

# PRIVACY RIGHTS REQUESTS

## Survey question #3

*Privacy Rights Requests: the process of giving customers the ability to review, update and delete personal data held by a company, as required by privacy regulations. (Check all that apply to your system.)*

- Provide an interface for customers to submit and manage privacy rights requests
- Store personal data
- Allow access to personal data by a third-party trust solution
- Use stored personal data to satisfy privacy rights requests
- Act as the single source of truth for personal data
- None of the above

# ADVISORY SERVICES

## Survey question #4

*Advisory Services: Check all that apply to your system*

- Provide advisory services for privacy management**
- Provide updates on legislative activity**
- None of the above**

# ABOUT US



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**This research was conducted by Marianne Hewitt, Marketing Strategist and Technologist with The Growth Strategy Group**