



# HOW TO CHOOSE THE BEST CUSTOMER DATA PLATFORM FOR YOUR NEEDS?

- ☐ Evaluate Your Data Sources
- ☐ Consider Privacy Requirements
- ☐ Assess Real-Time Processing & Identity Resolution
- ☐ Check Integration Options
- ☐ Verify Data Security & Compliance Certifications
- ☐ Prioritize Ease of Use for Marketing Teams
- ☐ Confirm Vendor Support, Training & Onboarding