

cassie

**A guide to
mastering
the acronyms
of data
management**



Guide

Companies have more access than ever before to consumers' personal data. They also have more tools at their disposal to process this data and make the most of it in their sales and marketing efforts.

The data privacy movement is forcing companies to come up with data marketing strategies that prioritize customer consent and control. In this new era of regulations and changing consumer expectations, tools like CMPs (consent and preference management platform) and CRMs (customer relationship management) are indispensable to marketers.

CDP

A customer data platform (CDP) is a prebuilt software system that collects, organizes, and centralizes customer data to build comprehensive customer profiles.

CDPs have three basic features: marketer-controlled systems that assemble data from multiple channels, associate data related to the same customer, and keep permanent copies of that data in a central database accessible to other systems.

CDPs primarily work with first-party data but can assimilate data points from second and third-party sources, including personally identifiable information (PII) and anonymous data.

CRM

Customer relationship management (CRM) refers to a software system that covers a broad set of applications designed to help businesses manage many key business processes including customer data, customer interactions, access to business information, sales automation, lead tracking, contracts, marketing automation, customer support, clients and contacts.

CRMs store first-party customer data: They collect data through direct interactions that a company has with its customers, such as purchases, website visits, phone calls, emails, and web chats.

A CRM platform (e.g. Salesforce or Microsoft Dynamics) can be a powerful tool for sales, marketing, and customer service. It can be used to understand customers, manage customer data, automate sales, personalize marketing campaigns across various channels, and bring the sales team and marketing team into alignment.

DMP

A data management platform (DMP) is a platform that helps you collect, organize, and activate data from various sources and put it into a usable form. Although DMPs can ingest and manage different types of data, they're typically used for non-personally identifiable information.

DMPs not only help you solve the challenge of collecting and managing complex data sets from all your sources, they also analyze your data for actionable insights, facilitate external data purchase and transfer, and connect with third-party ad networks and exchanges for targeted advertising purchases.

CMP

A consent and preference management platform is a software solution that helps businesses collect and manage personal information and consents in line with data protection laws and regulations such as GDPR and CCPA.

CMPs are designed to integrate with all sales and marketing platforms, they enable businesses to gain insight into the personal data lifecycle from the moment of opt-in to the moment of data removal, enabling them to track, monitor, and respond to data subjects' requests and consent preferences.



CPMP

Gartner Inc, a leading technological research and consulting firm that conducts research on the technologies that drive business growth, have coined a new acronym for CMPs: “CPMP”.

Gartner define CPMPs as consent and preference management platforms that present, consolidate and enforce the choices users of public-facing digital services make about how their personal data should be handled by the service provider.

Choices and preferences can be synchronized across a variety of legacy, active and incoming repositories, both on-premises and in the cloud.

CPMPs extend visibility and control to digital visitors, allowing them to have self-determination over how much of their data to expose, to whom and for what purpose with the option of changing their preferences at will. This also empowers marketers to respect customers’ choices with a minimum of manual overhead.

How do I know what’s best for my business?

For most organizations, the choice between CDP, CRM, DMP, CMP, CPMP is not a “one or the other” scenario.

It may not be an “all of the above” scenario, either. It’s not uncommon for a single enterprise to use dozens of different tools.

What happens if I don't use a consent and preference management platform, or worse, I choose the wrong one?

Not using a CMP can limit the amount of data you're able to capture while adhering to GDPR and other privacy regulations. It can also make it much harder to maintain adherence across multiple sessions and channels, including organic and paid search.

Not using a CMP can also compromise your bounce rates: Requesting consent interrupts the user experience so implementing an intuitive consent system is vital to reduce bounce rates and traffic loss.

Above all, neglecting to adopt the right CMP could lead to data loss and substantial fines: The biggest data privacy fine to date is \$888 million.

Go beyond compliance to power growth with Cassie

Cassie is the consent and preference management platform (CMP) that powers sustainable, compliant revenue growth by building stronger customer relationships through the respect of individual choices.

Cassie gives you a prime opportunity to focus on building customer trust and achieve the following goals:

- ✔ **Ensure data privacy compliance**
- ✔ **Create brand trust and credibility**
- ✔ **Enable the most effective personalization for stand-out experiences**
- ✔ **Put the customer firmly in control of how the brand communicates with**
- ✔ **Increase marketing ROI**
- ✔ **Improve marketing efficiency by only sending the communication most likely to succeed**

Be on the right side of the future

If you'd like to learn more about how we can help you on your compliance journey, our team of dedicated consent and preference management experts will be able to guide you every step of the way.

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