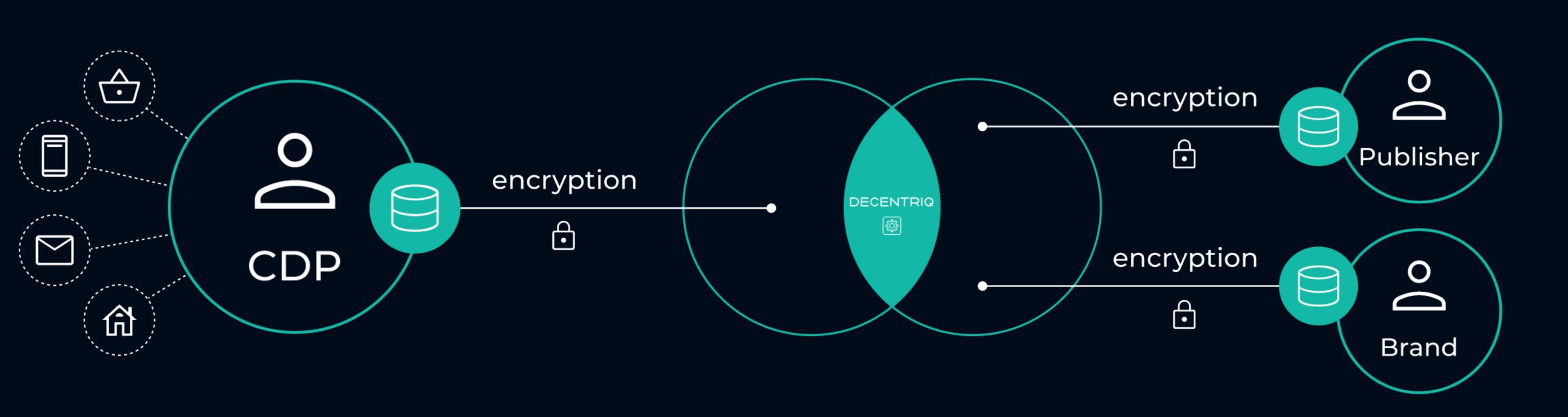
CDP & DCR — Why your brand needs both in your stack



- Build a 360° view across all customer touch (\checkmark)
- Orchestrate campaigns across direct and m (\checkmark) channels
- Activate first-party data by sending persona and losing control to publisher
- No secure environment for external data collaboration on first- and second-party dat
- Implementation takes place over several mo





	Data clean room
npoints	First-party data preparation must ta upstream
nedia	Only focus on media channels
al data	Activate first-party data with lookali retaining control and privacy
ita	Combine first- and second-party da with external partners for audience creation and enrichment
onths	First use-cases implemented in a data

ake place

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ata securely insights,

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