

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

## Customer data platform

- ✔ Build a 360° view across all customer touchpoints
- ✔ Orchestrate campaigns across direct and media channels
- ⚠ Activate first-party data by sending personal data and losing control to publisher
- ⚠ No secure environment for external data collaboration on first- and second-party data
- ⚠ Implementation takes place over several months

## Data clean room

- ⚠ First-party data preparation must take place upstream
- ⚠ Only focus on media channels
- ✔ Activate first-party data with lookalikes while retaining control and privacy
- ✔ Combine first- and second-party data securely with external partners for audience insights, creation and enrichment
- ✔ First use-cases implemented in a day

## Private and secure external collaboration

