

# Customer Data Platforms

Resources about customer data platforms, which are technologies that enable central control of customer data, such as profiles, personal information, visitors, email responses, and so on.

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Below we have compiled publicly available sources from around the world that present views on Customer Data Platforms.

## Perspectives on Customer Data Platforms

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- **What Is a Customer Data Platform (CDP)?**

This article takes a look at the Customer Data Platform as a way to achieve a unified view of the customer.

[Read the article on martechtoday.com »](#)

- **How Can a Customer Data Platform Tackle Common Challenges Faced by CMOs?**

This post takes a look at how a CDP can help with addressing the challenges that CMOs encounter, while listing the challenges and possible solutions.

[Read the article on viralizernetwork.com »](#)

- **A Single View of the Customer Is Essential to Your Success**

This post discusses the need to unify disparate consumer data into the single view of the customer that will power contextually relevant experiences regardless of channel.

[Read the article on blog.redpoint.net »](#)

- [How to Protect Customer Data While Fostering Customer Intimacy](#)  
icrunchdata.com
- [Customer Data Management: Advice From 20 Experts](#)  
ngdata.com
- [Using Customer Data to Create the Ideal Traveling Offer 2017](#)  
www.allianzworldwidepartners.com
- [How Content Intelligence Platforms Raise Content Quality](#)  
cms-connected.com
- [Top 10 Things a Customer Data Platform \(CDP\) Should Do For You](#)  
ensighten.com
- [5 Best Practices For Your Customer Data Management](#)  
datapine.com
- [Customer Data Platforms Trends Of 2016](#)  
blueconic.com
- [Top 5 Challenges in Customer Data Management](#)  
customerthink.com
- [How Customer Data Platforms Turn Big Data into Business Insights](#)  
radius.com
- [Raab Associates Debuts Institute For Customer Data Platforms](#)  
demandgenreport.com

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## Specific Technologies

- **VoiceBase - Get the Full Picture of Your Customer Interactions**

This post presents 7 tools that when used together, will guide you to a complete understanding of your customer's needs.

[Read the article on blog.voicebase.com](http://blog.voicebase.com) »

## Product Comparisons

- [Customer Data Product List](http://trustradius.com)  
trustradius.com

## Further Reading

- [BI for Advertising Analytics](#) — Resources about how business intelligence and big data technology is used to analyze, optimize and personalize online advertising.
- [Online Behavioral Analytics](#) — Resources about technology used to analyze event data and extract insights about the behavior of users on websites, mobile and other platforms.
- [Predictive Analytics for Marketing](#) — Resources about how predictive analytics technology can help marketers predict user behavior to optimize marketing efforts.
- [Data Visualization for Marketing](#) — Resources about how data visualization technology can help explore, present and report on marketing data.
- [Marketing Dashboards](#) — Resources about how online dashboards can help marketers visualize key KPIs for marketing campaigns.
- [Customer Data Platforms](#) — Resources about customer data platforms, which are technologies that enable central control of customer data, such as profiles, personal information, visitors, email responses, and so on.
- [Marketing Data Integration](#) — Resources about marketing data integration, a technology used to integrate multiple data sources in order to derive marketing insights.
- [BI, Big Data and Personalization](#) — Resources about how BI and big data technology can be used to personalize online experiences for users, in order to optimize conversion and user experience.
- [BI and Segmentation](#) — Resources about how business intelligence technology can help marketers perform more detailed and accurate segmentation of users.

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