

# 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.

Table of Contents:

- [Perspectives on Customer Data Platforms](#)
- [Specific Technologies](#)
- [Product Comparisons](#)
- [Further Reading](#)

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](#)  
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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