

CERTIFICATION PREPARED FOR

**Zeta Global**

2023 UPDATE FEBRUARY 6, 2023  
AUDIT COMPLETION JANUARY 13, 2022

CONFIDENTIAL



HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2023

PRESENTED TO

## Zeta Global

Entitled to be known as a RealCDP™ and authorized to display the RealCDP™ badge for successfully completing a comprehensive evaluation and providing satisfactory proof that meets all qualifications set forth by the Customer Data Platform Institute.

In Witness Thereof, this Sixth day of February 2023.

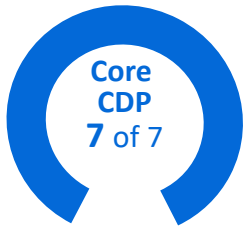
A handwritten signature in blue ink that reads 'David M Raab'.

**DAVID RAAB**  
President, CDP Institute



A handwritten signature in blue ink that reads 'Vernon Tirey'.

**VERNON TIREY**  
RealCDP Auditor



- ✓ Ingest Data
- ✓ Maintain Data
- ✓ Store Historical Data
- ✓ Unified Customer Profile
- ✓ Privacy
- ✓ Share Customer Data
- ✓ Real Time Data Updates

**Zeta CDP+ meets all core RealCDP certification requirements.** Zeta CDP+ supports both B2C and B2B companies across a wide variety of industries with a SaaS offering hosted in AWS. Structured and unstructured data is ingested in batch and real time and stored in a multi-dimensional framework. Unified customer profiles are created using a combination of deterministic and probabilistic matching, with robust hygiene processing. Real time updates are enabled and marketing (non-technical) users can add new data feeds and edit existing feeds using a low- or no-code interface in Data Conductor. Profiles include full historical detail on customers and prospects and are enhanced with data from the Zeta Data Cloud, a powerful and unique offering in the CDP space that also enables superior ID resolution. Zeta provides preference center management to ensure privacy compliance and also has a privacy team and client support teams to guide clients. Real time or batch data sharing is available in any format and ad hoc and automated data sharing can be managed by non-technical resources if required.



- ✓ Channels Supported
- ✓ Data Sources Supported
- ✓ 3rd Party Applications
- ✓ Real Time Processing
- ✓ Data Hygiene
- ✓ End User Training

**Zeta CDP+ meets all enhanced RealCDP requirements.** Zeta CDP+ connects to all channels for data ingestion and to most channels for data export, including CRM and call center systems. A large library of two-way, pre-built connectors (50+) exists to connect to leading MarTech platforms. Additional connectors can be added as needed. While many CDP providers do not have native message delivery, Zeta provides channel delivery capability within the platform for Web, Email, Mobile and Display. Real time data processing speeds are sub-second for data ingestion, ID resolution, profile updates and sharing to external platforms. Data hygiene is robust and uses a combination of rules-based and reference table processes as well as postal hygiene for 42 countries. Zeta provides a persistent ID that helps clients become less reliant on cookies for tracking customers. Zeta's strength in the B2B space is enhanced by a partnership with D&B, which provides more robust hygiene and deepens customer profiles for B2B clients. Zeta provides full-service support for clients if required and user training includes videos, manuals and full documentation in the Zeta Knowledgebase.



- ✓ Analytics & Reporting
- ✓ Model Building & Scoring
- ✓ Personalization
- ✓ Journey Orchestration

**Zeta CDP+ meets all CDP Stack requirements.** The easy-to-use UI comes with built-in reporting capabilities and visualizations that allow users to track marketing and response activity such as: deliverability, content viewed, segment performance and attribution. The inclusion of attribution reporting is a differentiator in the CDP space. Enterprises with multiple business units can view results across all business units. OOTB reporting can be set up to run and be shared automatically. For more advanced reporting, Zeta will develop reports in Tableau or will connect a 3rd party BI tool of choice. The Opportunities dashboard compares client customer data to market-wide profiles in the Zeta Data Cloud, delivering market insights and identifying look-alike prospect audiences for campaigns. Zeta CDP+ offers two advanced analytics (modeling) options, a hands-on version for data scientists to build and tune models, and pre-built models for marketers. The pre-built models are fully automated and include scores for: reactivation, lifetime value, price sensitivity, next best product, best channel, direct mail optimization and best send time ("Prime Time"). Personalization is robust, with all customer data and Zeta Data Cloud data available for driving targeted content via the no-code interface. Likewise, customer journeys are easy to build and have sophisticated cross-channel campaign capabilities, goal-driven decision trees, and controls for limiting message frequency to customers.

### OTHER

**Zeta Data Cloud is one of the largest consumer databases in the world** with over 225 million individuals and more than 2,500 demographic/behavioral attributes per individual (based on ingestion of over 1 trillion content consumption events per month). When combined with 1st party customer data, this asset delivers tremendous insight and value for clients and is a best-in-class offering.

### SUMMARY

**Zeta CDP+ is a RealCDP with powerful capabilities enhanced by a strong services offering.** The Zeta Marketing Platform, with CDP+ at its core, is designed to "make sophisticated marketing easy" and has an open garden approach that fits well into existing Martech stacks. Zeta's global footprint, B2B and B2C capabilities, and strong data-driven marketing services provide an excellent fit for large companies in any industry looking to take results to the next level.



# Zeta Global Findings

The CDP Institute audits 17 CDP related capabilities. Below are the high-level findings for Zeta Global.

Requirements fall into three categories:

- ✓ Meets All Requirements
- ✓ Meets Some Requirements
- ✗ Meets No Requirements

CAPABILITY	TYPE	Findings
✓ Ingest Data	Core CDP	Meets all requirements
✓ Maintain Data	Core CDP	Meets all requirements
✓ Store Historical Data	Core CDP	Meets all requirements
✓ Unified Customer Profile	Core CDP	Meets all requirements
✓ Privacy	Core CDP	Meets all requirements
✓ Share Customer Data	Core CDP	Meets all requirements
✓ Real Time Updates	Core CDP	Meets all requirements
✓ Channels	CDP Enhancement	Meets all requirements
✓ Data Sources Supported	CDP Enhancement	Meets all requirements
✓ 3rd Party Applications	CDP Enhancement	Meets all requirements
✓ Real Time Processing	CDP Enhancement	Meets all requirements
✓ Data Hygiene	CDP Enhancement	Meets all requirements
✓ End User Training	CDP Enhancement	Meets all requirements
✓ Analytics & Reporting	CDP Stack	Meets all requirements
✓ Model Building & Scoring	CDP Stack	Meets all requirements
✓ Personalization	CDP Stack	Meets all requirements
✓ Journey Orchestration	CDP Stack	Meets all requirements

# Directory of Audited CDP Capabilities

For a full description of CDP capabilities please see the [RealCDP Audit Guide](#). Below is a brief description of each CDP capability reviewed in the RealCDP Certification Audit. To qualify as a RealCDP a vendor must fully support all Core CDP capabilities.

CAPABILITY	TYPE	DESCRIPTION
<b>Ingest Data</b>	Core CDP	Data ingestion and data capture capabilities for all data types
<b>Maintain Data</b>	Core CDP	Maintain and manage all required customer and demand-side data
<b>Store Historical Data</b>	Core CDP	Store all detailed historical and longitudinal data required by Users
<b>Unified Customer Profile</b>	Core CDP	Create and manage unified customer profiles
<b>Privacy</b>	Core CDP	Manage personal identifiers, consent & privacy management, privacy enforcement
<b>Share Customer Data</b>	Core CDP	Distribute and/or syndicate data wherever (and ideally whenever) needed
<b>Real Time Updates</b>	Core CDP	Capture, update, share, and decision data in real time
<b>Channels</b>	CDP Enhancement	CDP supported Channels and available Connectors to capture and distribute data
<b>Data Sources Supported</b>	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
<b>3rd Party Applications</b>	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
<b>Real Time Processing</b>	CDP Enhancement	Enhanced Real-time processing update capabilities (ideally in sub-second speed)
<b>Data Hygiene</b>	CDP Enhancement	Data scrubbing, filtering, standardizing, formatting, and matching capabilities
<b>End User Training</b>	CDP Enhancement	End User training, workshops, documentation, and educational materials
<b>Analytics &amp; Reporting</b>	CDP Stack	Report building and sharing for data, program performance and customer analytics
<b>Model Building &amp; Scoring</b>	CDP Stack	Model development and data scoring in support of targeting and decisioning
<b>Personalization</b>	CDP Stack	Customer Personalization solutions including tools, technologies, and techniques
<b>Journey Orchestration</b>	CDP Stack	Customer Journey Orchestration solutions for multi-touch, multi-channel marketing