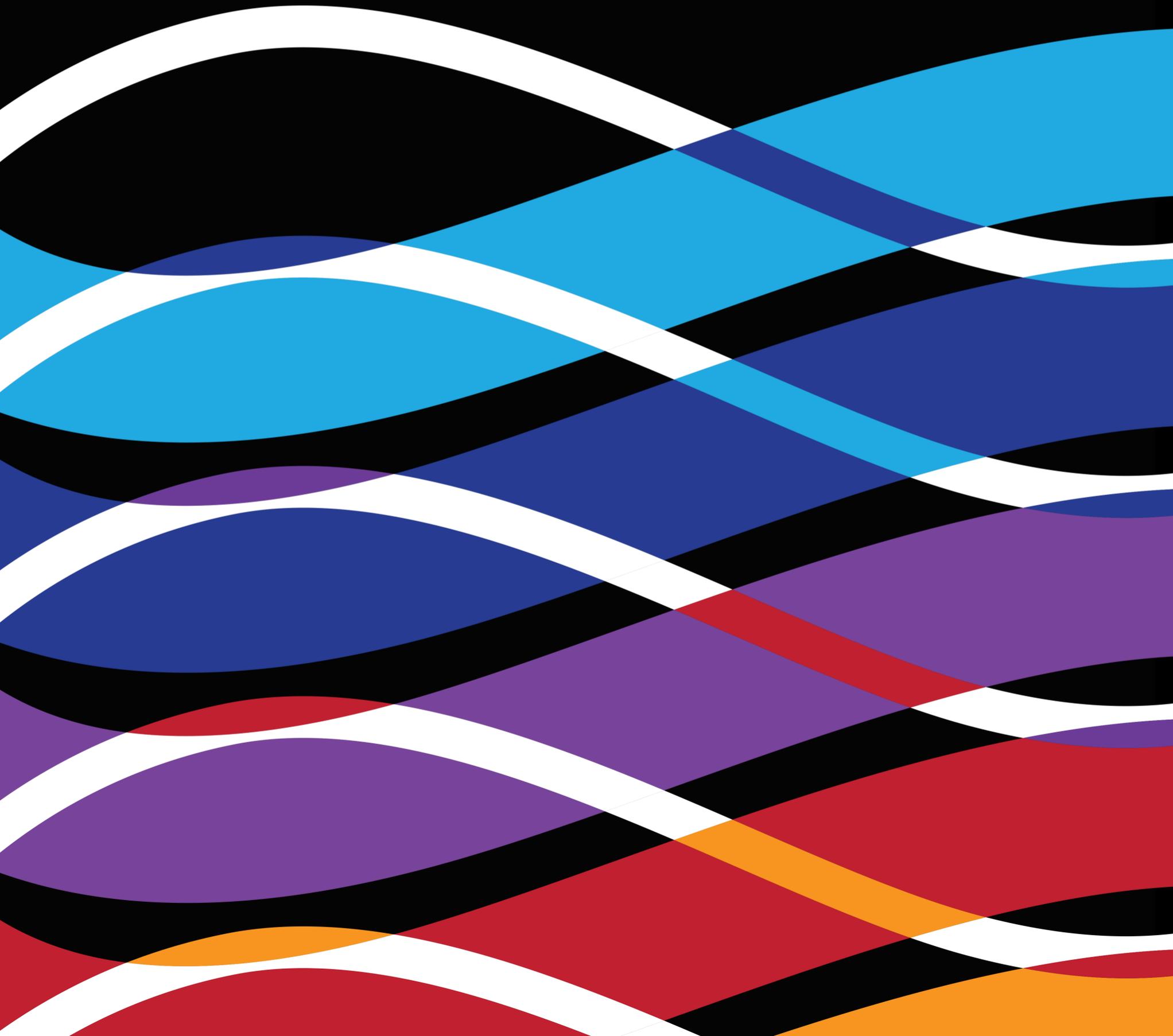


**PIWIK** **PRO**

# **Customer data platforms vs. data management platforms**



# Customer data platforms vs. data management platforms: a detailed comparison

For many years, [data management platforms](#) (DMP) were one of the most useful tools in the MarTech and AdTech toolbox. It was the first technology that allowed advertisers and marketers to collect, classify and store valuable data from multiple sources such as web and mobile tags, API links to other tools and server-to-server integrations. DMP data could then be used to create audience segments, merge with demand-side platforms (DSP), side-supply platforms (SSP) and ad networks, or for sale to a third party.

However, in 2013 the arrival of customer data platforms (CDP) offered marketers a new way to manage user's details across the whole customer journey. CDPs have become a great alternative to DMPs. First, they connect data from numerous sources allowing you to create specific audiences, build precise user profiles and improve cross-channel marketing campaigns. Second, unlike DMPs that feed on third-party data, [CDPs](#) work primarily on [first-party data](#), which allows organizations to comply with various privacy regulations. You can read more about it [here](#).

We feel it's important to stress that, although CDPs and DMPs have some features and benefits in common, they are not the same. Each has different data sources, types of customer views and data retention settings, for example.

Here is the full list of similarities and differences:

General	Customer data platforms	Data management platforms
<b>Usage</b>	Any task needing analysis and segmentation of customer data	Advertising
<b>Source of data</b>	Primarily 1st-party data + some 3rd-party data	Primarily 3rd party data + non-PII 1st party data*
<b>Data ownership</b>	Company	DMP or company using DMP
<b>Customer view</b>	Single customer view	Anonymous audiences
<b>Customer journey map</b>	Whole customer journey	Only some touchpoints
<b>Data expiration</b>	The data doesn't expire**	Lifetime of a cookie
<b>User profile matching</b>	Deterministic – precise (based on unique IDs: emails, phone numbers etc.)	Probabilistic – less accurate (based on algorithms)
<b>Onboard online and offline data</b>	Yes	Yes

Hosting options	Customer data platforms	Data management platforms
<b>On-premises</b>	Yes	Yes
<b>Cloud</b>	Yes	Yes

\* It's possible to import 1st-party data & audiences to DMP. However, the data should go through an anonymization process (e.g. hashing, encryption, or generalization), to remove any personally identifiable information (PII), such as the customer's email, name, address, and date of birth.

\*\* It depends on the company's policy.

User information	Customer data platforms	Data management platforms
Full name	✓	✗
Home address	✓	✗
Email	✓	✗
Date of birth	✓	✗
Phone number	✓	✗
Personal identifications numbers	✓	✗
Photographic images	✓	✗
Log-in details	✓	✗
Country, state, city	✓	✓
Device IDs	✓	✓
IP address	✓	✓
Cookies	✓	✓
Browser type	✓	✓
Device type	✓	✓
Plug-in details	✓	✓
Language preference	✓	✓
Screen size	✓	✓
Custom segments	✓ (more advanced segments)	✓ (less advanced segments)

The screenshot displays the Piwik PRO Audience Manager interface. At the top, there's a navigation bar with 'Menu', 'PIWIK PRO Audience Manager', and 'Piwik PRO Website'. Below this, there are tabs for 'Audiences', 'Profiles browser', 'Attributes', and 'Settings'. The main content area is divided into several sections:

- Search and List:** A search bar and a list of profiles. The profile 'j.doe@mail.com' is selected and highlighted in blue.
- User Profile:** A detailed view of the selected user, showing their email, last update date, and various attributes like User ID, Analytics visit ID, Device ID, Country, City, Browser, Device, and OS.
- Summary Metrics:** Three boxes showing 'Total revenue (USD)' (\$3,572.00), 'Total time' (4h 45 min), and 'First visit' (7/Mar/18 91 days ago).
- Session Log:** A section showing a list of sessions. The selected session is from Friday, 10 Nov 2017 at 17:59. It includes details about the visitor (IP, User ID), session (Returning visitor, Direct entry, 2 goals converted), device (Safari 11.1.2, macOS 10.14.5), and location (Cardiff, United Kingdom).
- Event Details:** A detailed view of a 'Page view' event at 11:29, showing the page title, URL, and a 'Download' event for a PDF document.

**Interested in integrating and activating your first-party data with a privacy-friendly Customer Data Platform?**

**Request a demo**

# About Piwik PRO

Piwik PRO makes powerful, privacy-compliant analytics software and offers high-touch support, so customers can get the most out of their data. Piwik PRO Analytics Suite provides flexible data collection and reports in addition to consent management, tag management and a customer data platform. Analytics professionals from leading organizations, such as the Government of the Netherlands, Crédit Agricole and Greiner AG, optimize customer and user journeys with Piwik PRO.

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