MessageGears

Skip the CDP

Why They Won't Solve all Your Problems

Why Wouldn't I Want a CDP?

You're probably asking yourself why we're telling you to skip the CDP. Aren't they the new, essential piece to everyone's tech stack? They help you bring all your data together, visualize it better, get audiences ready for sending campaigns, and probably a million other things you've been told they do.

And, in some cases, all that's at least partially true. If that's so, then why wouldn't you want to have one?

It's not that those aren't helpful features. It's the other baggage that comes with them that's going to cause you issues. And there's a better solution that delivers basically all the benefits without the drawbacks.

No direct data connection

Every CDP will show you their slick UI and modern-looking data visualizations, telling you how they pull all your customer data together from various places and give you one spot to access it from. They'll make all sorts of promises about what they can do with the data, and it can be tough to even confirm it all until you get your hands on it.

What they'll gloss over is how they're getting that data.

They're sitting outside your environment with their own siloed environment. They don't have any way to access the data unless you send it to them. So, if you're already tired of copying and shipping data out to your ESP, a CDP is just going to be more of the same.

That means that the data is getting stale pretty much as soon as it lands with your CDP. And, you'll pay to store it again too. If you're already paying to store it in your own database and your ESP's cloud, the CDP is a third place you'll be paying to store the exact same data ... or, at least, it's the same at the moment you send it.

Quickly, the live data that's in your database is changing as customers take actions and their attributes change. Meanwhile, the copied data in your ESP and CDP stay the same as it was when you sent it.
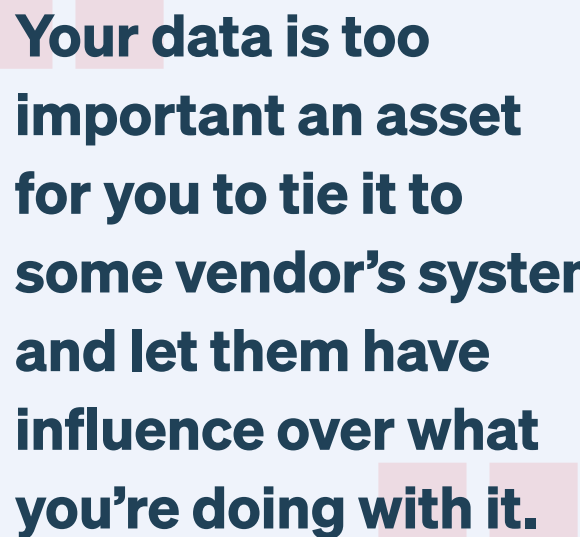
Once you're on board, they own you

So, if you're shipping your data up to them and they're ingesting it on their end, bringing it all together for you, who really owns your data at that point?

Technically, it's still yours, of course. They're your customers, you collected it, and in many ways you're responsible for it. But if all the work you're doing with it is outside your firewall in someone else's cloud, what control do you really have over any of it?

Your ability to leverage all your customer data for your company's needs and to deliver a better experience to your customer is a competitive advantage in your industry. Copying and sending that data elsewhere is surrendering that advantage. You're locked in to that CDP and have no control over how the vendor allows you to use your data.

Your data is too important an asset for you to tie it to some vendor's system and let them have influence over what you're doing with it. Not only for competitive reasons, but because the CDP's all-in-

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one nature gets your data all tangled up with their system, making it very difficult to leave if you're not happy with the results.

And none of that is even mentioning the impact of data privacy and security. If your data isn't protected behind your firewall, your CDP's potential security issue is now your security issue.

They don't provide the flexibility you need

Pretty much without fail, any CDP you're working with is built around a rigid data model that doesn't fit how your data is currently set up. Going outside their prescribed schema isn't an option when you buy an off-the-shelf CDP. This will irritate your data

team as they try to constantly jam square pegs into round holes.

If you, like most large brands, have your own proprietary objects and hierarchy within your dataset, you're going to have an incredibly difficult time reconciling that with the rigid requirements of whatever CDP you use.

They'll tell you that you can stream "custom events" to bridge that gap, but that requires a lot of both upfront work and maintenance on your end — how does writing SQL against your own data warehouse sound? — and still isn't likely to fill all the holes.

Where you have that flexibility is with the data itself where it lives, in your data warehouse. Trying to get it to conform to your CDP simply isn't necessary if you can access that data directly.
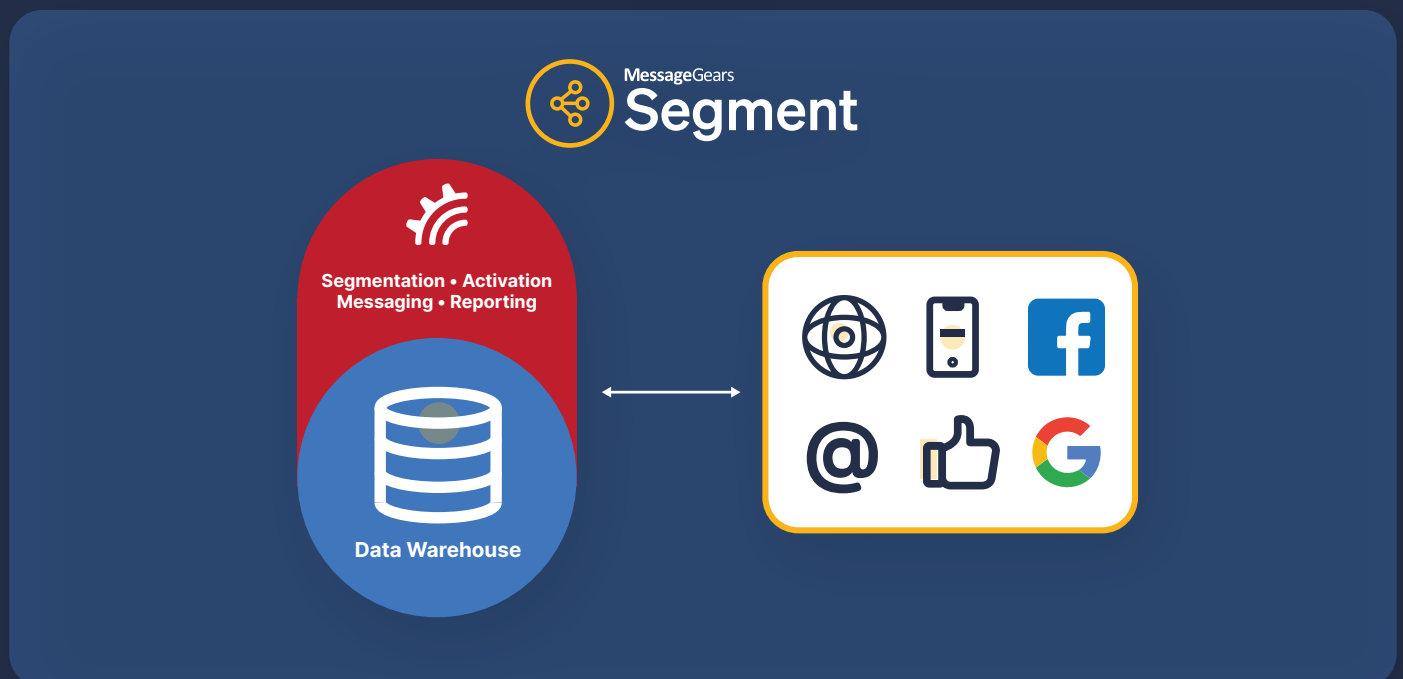
So what, then?

If we're telling you that many of the benefits of a good CDP really are helpful for enterprise marketers, but the downsides more than cancel out the good they do for you, what's the answer?

Keep reading as we introduce you to a tool that has the ability to match or exceed the main advantages of a CDP without any copying or shipping of your data and while never forcing you into any sort of prescribed schema.

MessageGears Segment: The CDP Solution

How MessageGears Segment Replaces the CDP

We're not just telling you to skip the CDP. We are providing you with an alternative that has the ability to give you all the functionality you need without those problems or the unnecessary costs.

It's called MessageGears Segment. Some of the biggest brands in the world are already using it to build better, more dynamic audiences that help them to send more personalized cross-channel messaging campaigns. For these types of enterprise brands, it's playing the role of their CDP while allowing them all the flexibility they need to maintain full control of their data.

What is MessageGears Segment?

When we set out to build MessageGears Segment, it was all about solving a problem we knew existed for marketers, and that we were positioned to solve in a unique way. During the process, we kept three key tenets in mind.

MessageGears Segment must:

Provide a best-in-class user experience to empower non-technical users to easily use their data to build audiences

Reduce technical overhead and maintain compatibility with modern data solutions

Be flexible enough to enrich and export data however and to wherever a marketer wants

What we created was a product that lives alongside your data wherever it resides, and allows you to take advantage of that direct, live access to build dynamic audiences that can then be exported wherever you need in order to target your customers.

And it does so without a complex setup that requires a lot of work or computing power from the brand. Our light software install plugs directly into your data warehouse or internal system and runs from there. MessageGears Segment exists to stay

out of the way, removing the obstacles that prevent marketers from sending the sorts of messaging campaigns they dream of, just like the rest of our products.

You don't need the CDP

If you compare the functionality of MessageGears Segment to a CDP, you should quickly start to see where they overlap in ways that are fundamental to how most enterprise marketers are doing their work today.

So, why is it that you think you might need a CDP today?

Is it to ingest data from multiple sources in order to make it accessible to your ESP? That's one of the main functions of MessageGears Segment. And we optimize efficiency by accessing that data directly rather than forcing you to copy it and ship it out beyond your firewall.

Do you want to have a nice UI for building dynamic audiences with your data? MessageGears Segment has an industry-leading drag-and-drop journey builder that helps even less technical marketers to easily visualize their audience, using any data that's available to them, and seeing up-to-the-second audience-count updates with FastCache technology. There's even an Undo button if you want to go back.

Do you want to export audiences to third-party services? MessageGears Segment can easily export to any marketing tool you might want to use in order to target potential customers.

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Are you interested in data enhancement? MessageGears Segment allows you to add segmentation labels to your user data to make better use of groups and segments, empowering marketing teams to have more control over how they message different customers.

Whatever it is you might be looking for out of a CDP, MessageGears Segment is ready to not only replicate it, but accomplish it more efficiently in many ways. That's because MessageGears Segment — unlike CDPs — provides you with a direct data connection, and that's the most important differentiator.

Even when a CDP has the functionality to be an asset for your marketing team, it's still going to be storing a copy of your data for you to work with, and that reduces the potential for what you can do. It

also makes virtually every CDP far more expensive than MessageGears Segment.

Since you're working directly with your data on MessageGears Segment, that allows you to use your data warehouse as the single view of the customer rather than having some data over here, some over there, and more wherever else it might be. Bring all your data together in MessageGears Segment and work with it there, live and in real time, saving your marketing team time, giving them more control, and empowering them to provide a better experience to your customers.

In addition, MessageGears Segment is a light software install that doesn't require complicated language rewrites and operations changes. This means that MessageGears Segment integrates easily with Snowflake, Google BigQuery, Amazon RedShift, or any other data storage you're using, without any difficult changes to make.

So, if your team starts considering if a CDP fits your needs, suggest a pivot to looking at MessageGears Segment. It's easy to try and see how powerful it can be as a CDP replacement, and its potential gets even greater once it's integrated with the rest of MessageGears' suite of products, all built around the idea that technology should empower you to use your data without any limits.

What if You Already Have a CDP?

Maybe you agree that CDPs can't live up to the magical thinking that's built up around them in recent years. But maybe you're also in the position of having already invested in a CDP, or your company is so far down the road toward doing so that there's no turning back. So what now?

MessageGears Segment is the connective tissue you need

If you've already invested in a CDP, MessageGears Segment is the perfect companion because we sync bi-directionally with many CDPs. This means that MessageGears Segment and your CDP can effectively act as one complete data system, providing the CDP with direct access to your live data. The bi-directional sync essentially makes it as if your CDP really is living alongside your database because MessageGears provides the bridge.

And MessageGears Segment does this without any predefined schema or complex operations that restrict how your data can be formatted or used. Although many other messaging platforms claim to connect natively to your CDP, what they're really interacting with is a quickly outdated copy of your data. Copying data is not connecting to data. MessageGears Segment is the only platform that uses a light software install to live with your data wherever you have it housed.

As Rakuten Rewards VP, Analytics Mark Stange-Tregear said, "Once you put MessageGears on top of your data, you can do pretty much anything you can think about, and the technology just gets out of the way." Adding MessageGears Segment will allow you to finally unlock the potential of a CDP you can't extract yourself from in the near term.

If you're with a CDP and see the problems it's causing you and your team, let's talk about how we can eliminate those challenges.

But if you don't have a CDP, MessageGears Segment can give you everything you need out of a CDP without the expensive, tangled data.

MessageGears™

Delivering Cross-Channel Messaging Success

MessageGears is the only customer marketing platform built for today's enterprise. We empower marketers to deliver more relevant, personalized messages. Our unique technology connects directly with a company's database, enabling marketers to maximize the value of their customer data in real time. Join sophisticated marketers at WebMD, Rakuten Rewards, and Expedia who rely on MessageGears to deliver more personalized cross-channel messaging campaigns.

For more information, please visit
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MessageGears Segment

MessageGears Segment provides a powerful segmentation engine designed for marketers who want to understand their users and deliver seamless, relevant experiences across any touchpoint.

MessageGears Message

MessageGears Message is a one-of-a-kind cross-channel orchestration product that connects to your customer data and helps you build personalized messaging campaigns that deliver results.

MessageGears Engage

Utilizing MessageGears Engage provides you with an always-accessible segment of your live data to connect to any third party in order to build highly personalized campaigns in real time.