

# Is it time to re-evaluate your DMP?

EPSILON

CONVERSANT

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**Data management platforms (DMP) are supposed to solve your marketing challenges. But are they fulfilling the promise? It may be time to ask some hard questions of your current or prospective DMP vendor. Their answers may surprise you.**

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## **IDENTITY:**

- Does your platform contain any personally identifiable information (PII)?
- How does your platform match real people across devices and channels, and how do you ensure it's accurate?
- What percentage of real people can you still identify after 6 months? 12 months? 18 months?
- If site visitors aren't logged in to my website, what percentage can you identify?

## **DATA:**

- How many device IDs and cookies do you have connected to each person?
- What information – demographics, transactions, online actions – do you have about each real person?
- How quickly can your platform identify and activate in-market prospects? In real-time, within days or weeks?
- What unique or exclusive data is available?
- Are all inbound and outbound marketing interactions collected and linked back to an individual (e.g., display, direct mail, email, call center, POS, service center)?

## **ACTIVATION:**

- Can I build my own data models, scoring and machine learning directly into your platform?
- Does your platform require additional modules or vendors to execute end-to-end marketing programs (e.g., data onboarder, attribution vendor, decision engine)?
- Can I activate audiences both online and offline?

## **MEASUREMENT:**

- Can you assign control groups globally, by campaign or by channel?
- Does your platform contain a native attribution engine?
- Are marketing activities and conversions tied back to real people?