

Traditional vs. Composable CDP Comparison table

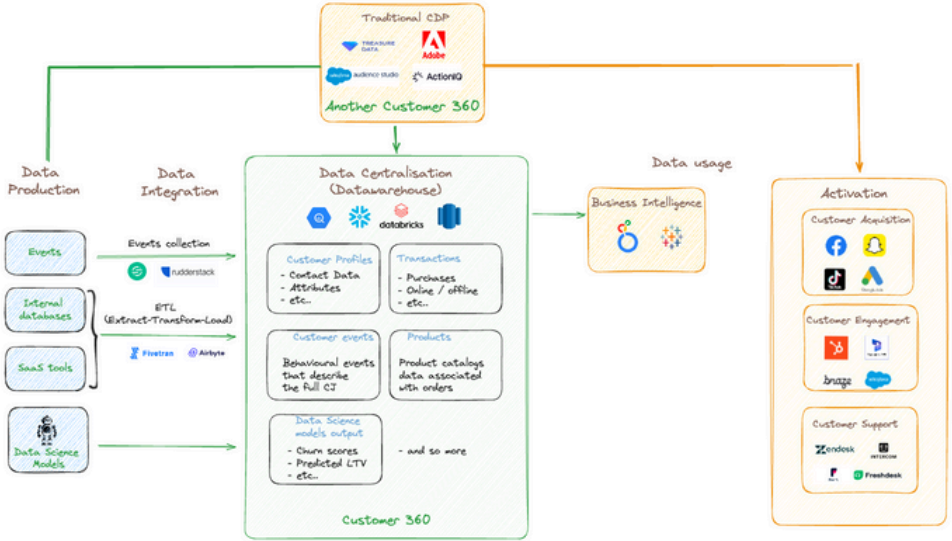


Functionality	Traditional CDP	Composable CDP
Event Collection	Events are loaded into the CDP's infrastructure	Events are loaded into your data warehouse
Customer 360	Unify profiles using the data available in the CDP	Unify all data available in your data warehouse
Schema	Limited to leads, customers and accounts	Flexible: support any custom entity (also products, orders, subscriptions,...)
Storage	Data is duplicated and stored in the CDP vendor's infrastructure	Data is stored in your data infrastructure (data warehouse)
Single Source of truth	Duplicates your existing single source of truth	Your single source of truth is your data warehouse
Data Activation	CDP to destination	Data warehouse to destination
Implementation time	More than 6 months in average	30 minutes
Cost	Not transparent, not flexible and not scalable (> 100k €)	Transparent, flexible and scalable From 5k euros to a few 100k euros
Compliance	Not immediately GDPR & CCPA compliant	Secure by design: immediately GDPR & CCPA compliant

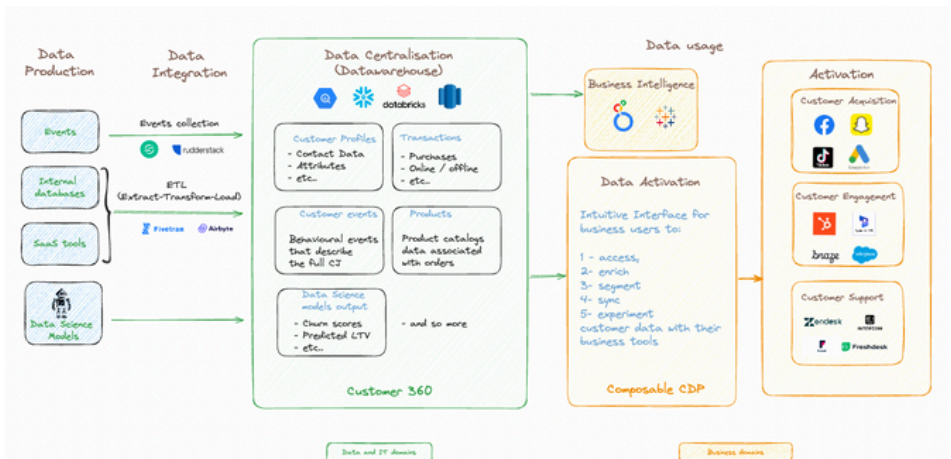
If you're interested in discovering more about Composable CDP, schedule a demo with us!

[Book a demo](#)

A Traditional Customer Data Platform (CDP) is a **packaged software** that collects, stores and organizes customer data from multiple sources into a unified database for data activation purposes.



A Composable CDP has the same objectives as traditional ones: collecting, storing, modeling and activating data. **Yet, instead of operating as a separate entity, a composable CDP integrates seamlessly with this existing data infrastructure.**



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