

# TEST YOUR STRENGTH!

## WHERE ARE YOU ON THE CDP DATA READINESS SCALE?

10

Data privacy- and security-compliant everywhere, every time.

Congratulations, your data is 100% CDP ready!

9

Richer analytics drives regular closed-loop campaign improvements.

8

Data-driven personalization and segmentation are driving better customer experiences.

Improved recognition nurtures deeper insights and relevance across all touchpoints.

7

Executive summary PowerPoint for internal socialization and buy-in are completed.

Data governance, hygiene and standardization are optimized.

6

Data systems, workflow, and gap analyses mapped.

5

Full-journey catalog with requirements and KPIs are published.

Anticipated timelines for each phase of the roadmap are established.

4

Teams/people requirements for plan are determined.

Logical order of execution for journey deployment are mapped out.

3

Roadmap for data availability is complete.

Required content is identified.

2

Required system integrations are identified.

Customer journeys are partially cataloged and prioritized.

1

Data requirements and availability for each journey are established.

Requirements for customer journeys are documented.

KPIs for customer journeys are established.

There is low confidence in cross-channel recognition.

It is hard to find and activate insights in the data.

Profiles are not always complete or relevant.

FOR MORE INFORMATION:

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