Building vs. Buying a CDP

See What's Right For Your Team

MessageGears Can Enhance or Replace Your CDP Solution

Build

Buy

VS

You have a **large IT organization** that can operate and control your applications

Your data connections exist for your data sources and there are no plans to build **proprietary/internal data storage**

You need a **flexible sales model** that doesn't lock you into a certain schema

Offline and Online **identity resolution** are an important to your business

Strict **data security requirements** and you want your own internal **monitoring and governance** of applications

If **80% of your use cases** can be met with the solution and you have no 'out of the box' requirements

ACTIVATE CUSTOMER DATA QUICKLY AND EASILY

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To learn more about MessageGears, hit us up at @messagegears or visit us at www.MessageGears.com