Building vs. Buying a CDP
See What’s Right For Your Team

MessageGears Can Enhance or Replace Your CDP Solution

Build

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

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

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

Buy

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

Offline and Online identity resolution are an important to your business

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

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

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