

# CDP Implementation Checklist



## Determine use cases

- Evaluate all the ways a CDP can support with your business strategies.
- Decide which CDP use cases are most critical and pick one or two to get started.
- Align your use cases to measurable KPIs, so you can track your progress and make real-time adjustments.



## Document data sources

- Identify your current data usage and the most important data sources.
- Coordinate with IT and systems administrators to document other customer data sources.
- Identify existing second- and third-party data providers that can be used to enrich the data you already own.



## Involve key stakeholders

- Involve business leaders and key stakeholders in choosing the best CDP solution.
- Develop privacy and security guidelines to ensure that data is used appropriately
- Choose one business owner, dedicated to managing CDP projects, implementing use cases, and training users.