

# CRM, CDP and DXP:

## What They Are and What You Need



### KEY DIFFERENTIATORS

- Deals directly with customers
- Can power your e-commerce website & applications
- Tracks your existing customer interactions
- Helps manage customer relationships
- Supports sales team
- Can be used as an input & output channel to a CDP

- Manages data on customer behaviors
- Centralizes customer databases
- Provides Identity resolution & segmentation
- Helps you understand your customers better
- Offers real-time personalization recommendations
- Ingests data from CRMs, DXPs, and other platforms

- Focuses on connectedness and integration
- Connects to other platforms & external systems
- Manages content creation & performance tracking
- Helps develop meaningful customer relationships
- Delivers personalized content to your customers
- Front-end software that works seamlessly with CRMs, CDPs and other programs

### WORKS BEST AS A:

Primary system for websites and applications

Central customer database

Digital and content management solution

### BEST OPTION FOR

Managing customer relationships

Elevating the customer experience

Managing digital experiences throughout various touchpoints

## Looking to create personalized experiences?

Schedule a complimentary consultation to find out how Granify can help you convert more leads to sales through simple yet effective personalization strategies that truly work.

[Get Started](#)

