



CERTIFICATION PREPARED FOR

# Knowesis Pte Ltd

AUDIT COMPLETION MAY 24, 2025

CONFIDENTIAL



HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2025

PRESENTED TO

**Knowesis**

Entitled to be known as a RealCDP™ and authorized to display the RealCDP™ badge for successfully completing a comprehensive evaluation and providing satisfactory proof that meets all qualifications set forth by the Customer Data Platform Institute.

In Witness Whereof, this Twenty-Fourth day of April 2025.

**DAVID RAAB**  
President, CDP Institute



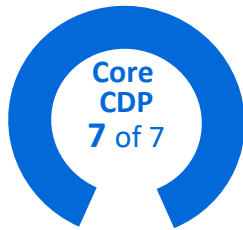
**VERNON TIREY**  
RealCDP Auditor



# RealCDP Audit Report

Confidential Report For: Knowesis

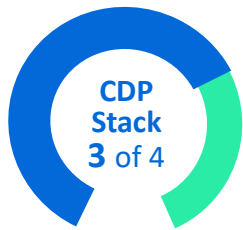
Audit Complete Date: 4/24/2025



- ✓ Ingest Data
- ✓ Maintain Data
- ✓ Store Historical Data
- ✓ Unified Customer Profile
- ✓ Privacy
- ✓ Share Customer Data
- ✓ Real Time Data Updates



- ✓ Channels Supported
- ✓ Data Sources Supported
- ✓ 3rd Party Applications
- ✓ Real Time Processing
- ✓ Data Hygiene
- ✓ End User Training



- ✓ Analytics & Reporting
- ✓ Model Building & Scoring
- ✓ Personalization
- ✓ Journey Orchestration

## OTHER

**OTHER:** Knowesis CDP provides an easy-to-use tagging capability that enables non-technical users to control existing tags and create new tags. This puts significant online data capture power in the hands of marketers.

## SUMMARY

**SUMMARY:** Knowesis is a RealCDP that provides a complete set of capabilities that pays off on their brand promise to “take control of your marketing.” With unique data capture and integration tools, Knowesis enables marketers to build fully comprehensive customer profiles and then provides flexible customer journey creation for improved CX. It’s “flexible stack” approach works well for smaller companies as well as larger ones across multiple B2C industries. It is a relatively recent entry to the space (founded 2013) but has a strong footprint with major telcos in its geographic markets.

**Knowesis CDP meets all core RealCDP certification requirements.** Knowesis supports B2C companies in Europe/Middle East/Africa/Asia/Pacific with on-premises, private or public cloud SaaS platform options though not yet available as a “plug and play” SaaS offering. The platform incorporates 3 key areas of functionality: Data Ingestion, Intelligence & Identity, Orchestration & Activation. For ingestion Knowesis utilizes Kafka Connect for robust data input and output solutions and Sift Inc. for fraud prevention and digital trust. 3rd party customer data is supported by prebuilt connectors to write data to Salesforce marketing cloud. Sift also has prebuilt connectors for Cpaas providers like Vonage. Connectors to activate custom audiences for meta promotions are also available. Unified customer profiles are created via a framework to manage cookies and the data captured can be linked to customers data using persistent ID resolutions. Inbound data can be structured (CSV or fixed) or unstructured JSON or XML. Sift CIM also supports semi-structured data (such as web logs) to be onboarded as a whole or define attribute names with capabilities to write derivations at any stage. Unstructured text data by default can be stored in Sift’s default DB while images or video can utilize external object stores such as S3 to easily share with any 3rd party platform.

**Knowesis CDP meets all RealCDP Enhanced requirements.** Knowesis provides 3rd party solution connectors for Azure blob Store, AWS S3, Google Cloud Storage, Hive, AWS ElastiCache, oracle, ELK, Azure Event hub, confluent, AWS MSK, Apache Kafka, AWS SES, INFOBIP, Vonage WhatsApp, Wavacell SMS, Salesforce Marketing Cloud, AWS SNS, Google Ads manager, Meta ads manager. Data is ingested in real time or batch to updated profiles, and pre-built models are applied to enable send-time and channel recommendations. Data matching is deterministic only with rule-base data hygiene support. Postal hygiene is non-standard but is available through customer configuration. Customer profiles are robust and full history is available at a glance, including detailed online session visitor logs for each customer. User training is provided along with full online documentation and customer support.

**Knowesis CDP has analytics, personalization and journey orchestration tools that meet the CDP Stack requirements.** The platform supports reporting using Sift Portal, ELK dashboards and Tableau Reports. Advanced analytics (ML models) are limited to pre-build recommendations for best message times and channels. Personalization is achieved either by pushing key data elements to external messaging platforms or by personalizing templates in embedded email or SMS capabilities. Multi-touch, multi-channel journeys can easily be built with a UI.

# Knowesis Findings

The CDP Institute audits 17 CDP related capabilities. Below are the high-level findings for Knowesis Pte Ltd.

Requirements fall into three categories:

- ✓ Meets All Requirements
- ✓ Meets Some Requirements
- ✗ Meets No Requirements

CAPABILITY	TYPE	Findings
✓ Ingest Data	Core CDP	Meets all requirements
✓ Maintain Data	Core CDP	Meets all requirements
✓ Store Historical Data	Core CDP	Meets all requirements
✓ Unified Customer Profile	Core CDP	Meets all requirements
✓ Privacy	Core CDP	Meets all requirements
✓ Share Customer Data	Core CDP	Meets all requirements
✓ Real Time Updates	Core CDP	Meets all requirements
✓ Channels	CDP Enhancement	Meets all requirements
✓ Data Sources Supported	CDP Enhancement	Meets all requirements
✓ 3rd Party Applications	CDP Enhancement	Meets all requirements
✓ Real Time Processing	CDP Enhancement	Meets all requirements
✓ Data Hygiene	CDP Enhancement	Meets all requirements
✓ End User Training	CDP Enhancement	Meets all requirements
✓ Analytics & Reporting	CDP Stack	Native reporting is limited but Knowesis delivers robust 3 <sup>rd</sup> party integrated solutions.
✓ Model Building & Scoring	CDP Stack	Native modeling is not included but robust 3 <sup>rd</sup> party integrated solutions are available.
✓ Personalization	CDP Stack	Meets all requirements
✓ Journey Orchestration	CDP Stack	Meets all requirements

# Directory of Audited CDP Capabilities

For a full description of CDP capabilities please see the [RealCDP Audit Guide](#). Below is a brief description of each CDP capability reviewed in the RealCDP Certification Audit. To qualify as a RealCDP a vendor must fully support all Core CDP capabilities.

CAPABILITY	TYPE	DESCRIPTION
<b>Ingest Data</b>	Core CDP	Data ingestion and data capture capabilities for all data types
<b>Maintain Data</b>	Core CDP	Maintain and manage all required customer and demand-side data
<b>Store Historical Data</b>	Core CDP	Store all detailed historical and longitudinal data required by Users
<b>Unified Customer Profile</b>	Core CDP	Create and manage unified customer profiles
<b>Privacy</b>	Core CDP	Manage personal identifiers, consent & privacy management, privacy enforcement
<b>Share Customer Data</b>	Core CDP	Distribute and/or syndicate data wherever (and ideally whenever) needed
<b>Real Time Updates</b>	Core CDP	Capture, update, share, and decision data in real time
<b>Channels</b>	CDP Enhancement	CDP supported Channels and available Connectors to capture and distribute data
<b>Data Sources Supported</b>	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
<b>3rd Party Applications</b>	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
<b>Real Time Processing</b>	CDP Enhancement	Enhanced Real-time processing update capabilities (ideally in sub-second speed)
<b>Data Hygiene</b>	CDP Enhancement	Data scrubbing, filtering, standardizing, formatting, and matching capabilities
<b>End User Training</b>	CDP Enhancement	End User training, workshops, documentation, and educational materials
<b>Analytics &amp; Reporting</b>	CDP Stack	Report building and sharing for data, program performance and customer analytics
<b>Model Building &amp; Scoring</b>	CDP Stack	Model development and data scoring in support of targeting and decisioning
<b>Personalization</b>	CDP Stack	Customer Personalization solutions including tools, technologies, and techniques
<b>Journey Orchestration</b>	CDP Stack	Customer Journey Orchestration solutions for multi-touch, multi-channel marketing