Custonomy.AI
Your Customer's Universe

CDP Showdown:

salesforce vs Adobe vs Custonomy.AI Your Customer's Universe

Which CDP delivers the smartest, most connected customer experience?
Let's break it down.

1. Data Unification & Identity Resolution

Feature	Salesforce CDP	Adobe Real-Time CDP	Custonomy AI-CDP
Data Collection Approach	Built around CRM data from Salesforce ecosystem.	Collects data mainly from Adobe Experience Cloud apps	Connects to any source—web, mobile, POS, CRM, loyalty—and captures every signal.
Identity Resolution	Uses CRM IDs to stitch profiles; limited cross-device tracking.	Good identity stitching but mostly works within Adobe's ecosystem.	AI-powered identity graph builds a live Digital Twin of each customer across all touchpoints.
Offline + Online Data Merge	Basic support for merging offline events like store purchases.	Strong for Adobe users; POS requires additional setup.	Built-in real-time merging of offline (POS, loyalty) and online behavior.
Real-Time Syncing	Near-real-time in Salesforce-native apps; delays in other channels.	Some real-time updates, depending on use of Adobe tools.	Instant data unification and availability across channels in real-time.

Custonomy stands out with real-time customer visibility across every channel and device—powered by a continuously evolving Digital Twin.

2. AI & Intelligence Capabilities

Feature	Salesforce CDP	Adobe Real-Time CDP	Custonomy AI-CDP
Predictive Intelligence	Powered by Einstein AI; works best within Salesforce CRM.	Adobe Sensei provides prediction mostly tied to content usage	10+ ML models work on symphony for CDP use cases like churn prediction, lifetime value, and conversion intent.
Segmentation	Rule-based segments; manual and time-consuming.	Offers dynamic segments, but complex to manage.	AI-driven segments that evolve automatically based on behavior and intent.
Customer Journey Forecasting	Triggers and flows available, but not context aware.	Good if using Adobe Journey Optimizer; lacks true predictive mapping.	Smart, predictive journey mapping that adapts in real time to user signals and context.

Custonomy's intelligence is deeply embedded—not bolted on—enabling proactive, personalized journeys, not just reactive automation.

3. Activation & Personalization

Feature	Salesforce CDP	Adobe Real-Time CDP	Custonomy AI-CDP
Omnichannel Reach	Best suited for Salesforce Marketing Cloud and ad tools.	Strong within Adobe Experience Cloud; l imited external reach.	Integrates with all major channels—ads, email, SMS, app, POS, web—without vendor lock-in.
Personalization Delivery	Basic real-time rules; lacks deeper contextual relevance.	Content-driven personalization; relies on Adobe stack.	Context-aware personalization across channels based on live behavior and preferences.
Journey Orchestration	Good for static campaigns; lacks cross-channel intelligence.	Powerful with Adobe Journey Optimizer, but high complexity	Intelligent, AI-powered orchestration built around each customer's unique journey path.

Custonomy empowers brands to act fast, personalize smarter, and engage customers wherever they are.

4. Scalability, Agility & Business Readiness

Feature	Salesforce CDP	Adobe Real-Time CDP	Custonomy AI-CDP
Implementation Time	Several months, especially for custom setups	Long onboarding for brands outside Adobe ecosystem.	Quick setup with plug-and-play integrations—live in weeks.
Ease of Use	Geared towards Salesforce admins and developers.	Requires deep knowledge of Adobe's suite and tooling.	Designed for marketers and analysts with intuitive, low-code interfaces.
Flexibility & Ecosystem Fit	Best for Salesforce-first brands.	Ideal for those deeply invested in Adobe stack.	Built for flexibility—connects to any stack, scales with your growth.

Custonomy is built for speed, simplicity, and flexibility—no heavy setup, no learning curve, just fast value.

Why Modern Brands Choose Custonomy

- True real-time data + activation across every touchpoint
- AI that learns and adapts with every interaction
- Digital Twin of Customer (DToC) for precise personalization
- No platform lock-in—bring your own tools, we fit right in
- Smart dashboards and analytics for business and tech users alike
- 10+ ML models work in symphony

Custonomy isn't just a CDP—it's a customer intelligence engine built for brands who want to win the future.

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