

Data Activation Architecture Scorecard

CDP vs reverse ETL vs warehouse-native activation

Use this in the meeting before the vendor shortlist hardens.

1. Name the first workflow

- What downstream decision should change after activation goes live?
- Destination system: _____
- Business owner: _____
- Success measure: _____

2. Score the architecture fit

- Score each row from 1 (weak) to 5 (strong).
- Workflow clarity: CDP ___ Reverse ETL ___ Warehouse-native ___
- Source readiness: CDP ___ Reverse ETL ___ Warehouse-native ___
- Ownership durability: CDP ___ Reverse ETL ___ Warehouse-native ___
- Destination complexity fit: CDP ___ Reverse ETL ___ Warehouse-native ___
- Consent / suppression risk fit: CDP ___ Reverse ETL ___ Warehouse-native ___
- Internal maintenance capacity: CDP ___ Reverse ETL ___ Warehouse-native ___

3. Interpret the pattern

- CDP-led usually wins when identity, collection, consent, and marketer-friendly audiences are the real gap.
- Reverse ETL usually wins when warehouse logic is trusted and standard destinations need reliable delivery.
- Warehouse-native/custom usually wins only when the workflow is unusual, controlled, and worth internal ownership.
- If workflow clarity is low, do not buy yet. Translate the ask first.

4. Ownership checklist

- Who owns business logic? _____
- Who owns destination mappings? _____
- Who monitors failures? _____
- Who approves consent and suppression rules? _____
- Who decides when the workflow expands? _____

5. Decision note

- Chosen pattern: _____
- Reason: _____
- First workflow to ship: _____
- Do not buy yet until: _____

Next step: if the workflow is clear, use Data Activation. If the ask is still muddy, use Translate the Ask.
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