

Customer Data Platforms

2021 Q3
EDITION

CDP

MARKET GUIDE



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Introduction

For businesses to compete in the modern digital world, B2B and B2C organizations alike need to build ongoing relationships with their customers based on trust and value. To understand customer needs and behaviors and engage with them where and when they want to be, businesses of all sizes should centrally manage customer data from every touchpoint and use that centralized data to create actionable insights and personalized recommendations.



A substantial amount of customer data is currently siloed and not actionable, so finding the right data management solution to not only manage and combine data, but to segment audiences and orchestrate campaigns is critical to business success. The solution for this data management challenge is the customer data platform (CDP). First identified as a defined marketing tool in 2013, today's CDP industry has evolved and advanced, with vendors representing all global regions and catering to all industries.

As the CDP market matures, there are both significant similarities and substantial differences between platforms currently categorized as CDPs. Some vendor platforms eschew the traditional CDP moniker, preferring to stylize themselves as platforms that “go beyond a traditional CDP” or “exceed traditional CDP capabilities.” Others cater to specific industries or regions, digging deep to solve for their industry's unique challenges.

In this guide, we will define the CDP, examine its basic elements and functionality and discuss potential benefits and use cases. Further, we will examine the current CDP market, provide a (near) exhaustive vendor list (with at-a-glance profiles and product information) and look to the future of the category.

Overview

CDP Defined

A CDP is a customer data management system with a unified and persistent database, which other marketing technology (martech) systems can access. CDPs ingest and integrate behavioral, transactional, structured and unstructured data from multiple sources into a single repository that allows a business to build a unified profile of an individual customer. These customer profiles can then be segmented into groups to allow for better targeting of valuable audience groups.

Finally, CDPs allow for the activation of customer data by pushing it out to the relevant martech systems to personalize the customer experience (CX). Other tools in the martech stack can access CDP data either via APIs or through integrations.

History in Brief

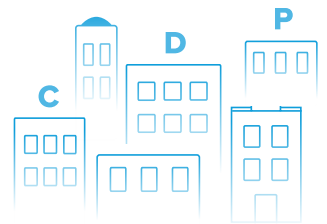
David Raab, founder of the CDP Institute, first coined the term “customer data platform” in 2013 to describe marketing systems with the ability to create a unified customer database.

Initially, most customer databases were designed to support a vendor's specific software applications, such as website personalization or marketing campaign management. Vendors of these applications recognized the business value in enabling other applications to use their databases for accessing and incorporating the customer data contained therein. Many vendors began adding integration tools to their customer databases and evolving them toward what we now call CDPs.

Simultaneously, some web analytics and tag management vendors headed down a similar path. They modified their existing systems to create a persistent customer database for other applications to use. While some companies market their CDP to a wide audience, others focus on specific industries, such as travel or hospitality, taking into account the unique data needs of that industry.

By 2016, many of the smaller- and medium-sized vendor solutions had converged to form the CDP industry, and a significant number of the larger enterprise software vendors followed suit in 2018 and 2019. Growth in the CDP industry slowed during the first half of 2020, due to several factors: reticence to spend on new tools following the COVID-19 caused global shutdown and the proliferation and saturation of the market triggered in part by the entry of large enterprise players.

Despite the 2020 slowdown, the CDP market continues to grow and mature. Enterprise software companies, such as Salesforce and Adobe, have added CDP solutions to their product stacks, while pure-play CDP companies continue to proliferate. As the industry has grown, many companies have merged or been acquired by larger players in the space. Our non-exhaustive list



counts 35 mergers and acquisitions, with the majority happening between 2018 and 2021.

Core Attributes

CDPs consist of the following three elements:

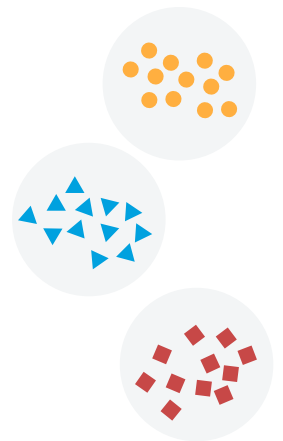
- They need to be **packaged software**, a prebuilt system configured to meet the needs of each organization. While some technical resources will be needed to set up and maintain the CDP, it should not require the same skill and support as other data warehouse solutions, reducing cost, time and business risk. This allows market-ers and CX professionals to take ownership of the CDP and not be reliant on IT each time there are changes.
- A CDP needs to be a **persistent, unified database** that can collect data from multiple sources and associate that data with an individual unified customer profile. A CDP doesn't need to store all the data itself or take in every piece of customer data, but it should serve as a hub in the martech stack organized around providing a single customer view.
- They need to be **accessible to other martech systems**. CDP data should be accessible and easily available to any other system. They should easily integrate with all the technology in your martech stack via API. They should not operate like an integrated software suite, where a system can only interface with other like-pieces of a proprietary software suite.

Ideally, CDPs sit at the center of a business's martech stack, ingesting data and feeding it to a data management platform (DMP), customer relationship management (CRM) platform, or other marketing automation solutions.

Classifications

As the CDP industry continues to mature, how CDPs are classified and grouped continues to change as well. Typically, CDPs can be broken down into one of the following types:

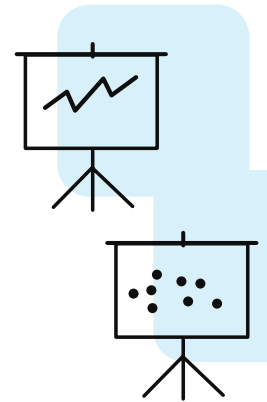
- **Data:** These CDPs ingest customer data from multiple sources, combining and linking that data to customer profiles. The resulting information is stored in a persistent database that is available to external martech systems. Platforms in this category will typically have specialized features for data management and unification. Many CDPs in this category started as tag management or web analytics systems.
- **Analytics:** These CDPs combine the data management functionality of data CDPs with expanded analytical and visualization features. Analytics CDPs may include the ability to perform customer segmentation and can have advanced features like machine learning and predictive modeling. These systems can sometimes automate the distribution of segmented lists to marketing automation platforms.
- **Campaign:** These CDPs are more inclusive systems that provide data management, analytics and customer treatments. Treatments differ from segments in that they may include personalized messaging, outbound marketing campaigns, real-time interactions, or product and content recommendations. These systems may include the ability to orchestrate customer treatments across multiple channels.
- **Delivery:** These CDPs combine data assembly, analytics and customer treatments with message delivery, typically through email, web, the CRM or some combination. These systems typically started as delivery products before evolving to include aspects of the other CDP types.



Key Features

No matter the classification, CDPs will typically include some or all of the following features:

- **Analytics:** Most CDPs have some built-in analytical capabilities, providing marketers with actionable insights to help optimize segments, campaigns or broader customer journeys for efficiency and efficacy.
- **Data ingestion:** CDPs must be able to ingest data from multiple customer touchpoints in real-time. Touchpoints include sources like websites, mobile devices, server data, CRM systems, payment systems, email, ad campaigns and help desks. While the data doesn't need to live in the CDP permanently, it does need to persist there for as long as is needed to process it.
- **Data integration:** CDPs should serve as the hub of the martech stack, collecting all customer data and activating it for other marketing tools. Getting that data integrated and routed into the rest of the martech stack is the only way organizations will fully realize the benefits of a CDP. Make sure the CDP has good documentation and can set up new data integrations without software development kits (SDKs) or additional tracking codes.
- **Data output/activation:** CDPs should be able to push out segmented data, with instructions on how to activate it and personalize messaging to external systems like email, mobile, social media and web.
- **Internal processing/unification:** CDPs should have the ability to prepare that newly collected data for use, which could include profile unification — the ability to consolidate profiles and connect attributes of a single person. Look for a CDP that can provide historical data storage to allow for building customer profiles over time.

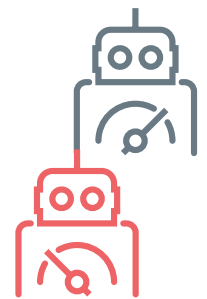


- **Segmentation:** CDPs should have a web-based interface where marketers can segment customers into custom audiences. A CDP should make it easy to market to these audiences across existing martech tools, ad networks and other apps.

Advanced Features

Beyond the core CDP features defined above, there are a variety of additional features to consider.

- **Artificial Intelligence (AI) and machine learning (ML):** Some CDPs use AI to determine optimal activation strategies across large sets of data. CDPs that integrate some level of AI or ML can help marketers achieve deeper insights into their customers' behaviors, allowing them to deliver more personalized messaging or offers — and in some cases discover emerging customer segments or leverage AI-driven orchestration. Examples of CDP vendors with AI or ML capabilities include [Adobe](#), [Treasure Data](#), [Blueshift](#), [BlueConic](#), [Datorama](#), [Evergage](#), [Microsoft](#), [NGDATA](#), [Oracle](#), [Reltio](#) and [Tealium](#).
- **Cloud or on premises:** Some companies prefer on-premises solutions due to security and privacy compliance concerns. Most CDPs (especially ones from vendors who have only been around a few years) are available only as a software-as-a-service (SaaS) platform. However, some vendors such as [BlueVenn](#), [Celebrus](#) and [Piwik PRO](#) offer the option of deploying either in the cloud or on-premises.
- **Data controls:** Some CDPs have advanced data controls, giving control over what data is sent to which database or integration point.
- **ETL automation:** An automated extract, transform and load (ETL) tool can extract data found in a system, transform it based on rules and load it back into the system in its new state. Automating this type of data handling can alleviate manual work for the marketer and create an ongoing flow of data in and out of the CDP.



- **Mobile capabilities:** Consider whether a vendor makes mobile app tools available to marketers as well as desktop tools. Those that offer mobile apps include [LeadBoxer](#) and [mParticle](#).
- **Platform architecture:** While nearly all CDP vendors integrate with other vendors' martech tools, some (such as Jahia) emphasize the open-source nature of their own platforms, allowing for more customization. For example, BlueConic's CDP features a database architecture built on Apache Cassandra, which Facebook initially developed and has since made open source.
- **Predictive channel optimization/engagement:** Some enterprise-grade CDPs use AI to analyze customer behavior patterns to determine the optimal channels and time of day to message them.
- **Predictive segmentation:** More robust campaign CDPs can automatically identify and create persona segments that have a higher probability to react to certain events and messages.
- **Data protection and security:** General Data Protection Regulation (GDPR) compliance is mandatory for any company that deals with EU citizen data. Additional data protection regulations emerge on a regular basis in the U.S. and elsewhere. Consider a CDP with built-in data protection and compliance features. A CDP with data encryption, single sign-on (SSO), federation of data removal, role-based permissions or a combination of features will have enough robust security to help keep customers' personal information secure.
- **Visualization:** Some analytics and campaign CDPs have advanced visualization tools, giving marketers and customer experience professionals powerful views of the customer journey. These tools can deliver insights in ways that pure data often does not.

Specialties

Businesses in the market for a CDP should consider the following specializations and use cases.

- **Business-to-Business (B2B) or Business-to-Consumer (B2C):** Some CDPs are designed specifically for B2B-focused organizations while others are B2C-centric. Some are more generalized and cut across both types. For example, [Insight 360](#) offers a CDP for B2B enterprises, while [ActionIQ](#) is tailored to B2C companies.
- **Data or business application focus:** CDPs tend to fall into two broad categories of base functionality. Either they will be primarily a data solution focused on data handling and management (like [Treasure Data](#)), or they will be more of a business application with a focus on analytics, visualization and activation, like [Optimove](#).
- **Industry specialty:** Beyond a B2B or B2C focus, some CDPs are geared toward particular industries. Examples include [Naviga](#) (media), [OpenJaw](#) (travel) and [Ysance](#) (retail). Businesses should consider industry-specific CDPs if the data they use is unique or niche.

Certification

In 2019, vendor-neutral organization the CDP Institute launched the RealCDP certification. The certification aims to easily identify systems that meet the institute's criteria of a CDP. To be certified, the platform is measured against five capabilities. Certified platforms are identified as such on the CDP Institute's website and can identify themselves as certified on their own websites.



Certified platforms should be able to:

- Ingest data without regard to source
- Capture all data details
- Store data details indefinitely
- Use data to create unified profiles of individual customers
- Share customer profiles and data with other systems as needed

Vendor Evolution

The CDP market consists of vendors that come from one of two starting points. The first group originally developed software platforms for other uses — such as marketing campaign management and tag management — and then later evolved their offerings into CDP solutions. The second group are CDP-native startups.

In a recent CDP Institute report, 53% of vendors were founded between 1996 and 2012 — technically before the CDP market existed. The report noted that older firms likely started in a different market and repositioned themselves as CDPs ([Dun & Bradstreet](#) is an example of this). Of the rest of the CDP vendors tracked in the report, 29% were founded between 2013 and 2014, while 19% were founded between 2015 and 2019.

The variety of CDP vendors has grown over the years. Some vendors deliver native CDPs right out of the box. Others — particularly legacy vendors such as Adobe and Salesforce — have added CDP capabilities to their tech stack offerings. As the market matures, there has also been a flurry of mergers and acquisitions. In 2021 alone, nine CDP vendors have been acquired by larger companies.

Use Cases

Why use a CDP? To put it bluntly, the days of the linear sales funnel are over. These days, customers interact with brands in countless ways, long before and after the actual buying process. They comment on products on company websites, talk to their friends on social media about companies, leave product reviews, click on ads and engage with customer service agents through contact centers. All these touchpoints produce enormous volumes of data (especially in the B2C world), and smart organizations are clamoring to derive insights from this data in order to make it actionable.

A well-designed and well-implemented CDP can aggregate and unify much of an organization's structured and unstructured customer data across customer touchpoints. This gives the organization a more complete view of the customer, from the research phase, through the buying cycle and finally through retention to advocacy.

Common Use Cases

Common use cases for a CDP include:

1. Create a 360-degree customer view

CDPs centralize customer data across all the channels where they engage with the brand to produce a single, unified view of each customer.

2. Gain actionable insights

CDPs don't simply aggregate, store and unify customer data from multiple tools, sources and engagement channels. From unified customer views, businesses can get actionable intelligence into customer behaviors, likes, dislikes, patterns and preferences. Those insights can help develop more effective and better-targeted campaigns and personalized messaging.



3. Increase customer acquisitions and customer engagement via enhanced personalization

The wealth of actionable data in a CDP can help businesses gain new customers by targeting lookalikes of high-value customers and automating highly personalized messages based on cart abandonment, website views or other actions.

4. Grow the audience

Organizations can use personalized content and intent-based marketing to increase the amount of valuable first-party data, encourage anonymous visitors to return to the website and register or make a purchase.

5. Segment the audience

Most CDPs offer the ability to segment customers into desirable groups to enhance targeting and activation. More advanced campaign CDPs offer predictive segmentation, which use AI and machine learning to automatically identify and create meaningful customer segments.

6. Deliver the right message to the right person at the right time

CDPs — especially those that apply machine learning algorithms to real-time customer data — can identify exactly when to send a personalized message, such as the moment when a return visitor actively explores a particular product page on the website.

7. Increase customer lifetime value

Customers frequently reward personalized messaging with trust and loyalty, leading to repeat purchases and increased average order value.

8. Optimize marketing campaign ROI

A unified customer view of customers provides a deeper understanding of how customers prefer to engage with the business, whether it's via email, social networks or website visits. From this knowledge, businesses can optimize their messaging, meeting customers where they are.

9. Target customers based on behaviors

A unified, real-time view of customers can help tailor campaigns and offer messages based on customer characteristics, such as price sensitivity, purchase frequency, propensity to churn and more.

10. Comply with GDPR and other privacy regulations

With a CDP, businesses know where their customer data is, and that's critical in the age of GDPR. A CDP can assist with compliance, providing a digital trail and comprehensive history of customer data.

11. Predict the future

CDPs that leverage machine learning can analyze customers' past behaviors and provide predictive indicators, such as whether a customer will likely buy again, what they're likely to purchase and when they'll be ready to complete that transaction.

Market Overview

Americas

The CDP market continues to grow, with new players entering the space and current companies expanding their offerings and partnerships. New products from large players such as Adobe, Microsoft, Oracle, Salesforce, SAP and SAS have entered the market over the past year. Smaller companies also continue to release their own CDPs, often geared toward niche industries. New vendors in the directory for Q3 that are headquartered in the Americas include Algonomy, Brightloom, Cendyn, Omeda and Wisely.

As a whole, the CDP industry is projected to reach \$1.55 billion in revenue by the end of 2021 — a 20% increase over 2020 revenue. CDP vendors based in the Americas account for 47% of companies in the industry, 59% of the industry workforce and receive 74% of funding.

EMEA

The CDP market has grown in Europe in part because of the May 2018 adoption of GDPR, which emphasizes consumer privacy protection. CDPs can help companies become compliant with GDPR and other privacy regulations by providing transparency into where customer data came from, where it's stored and how the information is being used or shared, among other attributes.

Although the number of CDPs based in EMEA has grown, the industry in EMEA is smaller than the Americas. European CDP vendors account for 38% of companies in the industry, 30% of the industry workforce and receive 15% of funding. New vendors in the directory for Q3 that are headquartered in EMEA include Invenna, Nessie and Terragon Group.

APAC

While North America is expected to have the highest market share for CDP growth, Asia-Pacific is expected to have the highest CDP growth rate. The number of CDP vendors headquartered in APAC is smaller than either the Americas or EMEA; however, like other regions, vendor numbers in APAC are climbing. Although the APAC CDP market is small compared to other regions, investment in education and awareness about the benefits of a CDP will pay dividends for vendors in this region as the market for a CDP expands. APAC accounts for 14% of companies in the industry, 10% of the industry workforce and receives 10% of funding. No new vendors headquartered in APAC have been added to the directory for Q3.

CDP Vendor Directory

The vendor directory on the following pages provides at-a-glance information about the companies, their products, customers and key executives.

CDP vendors typically have a few key buckets of functionality or orientation that they can be grouped into.

The first group of CDP vendors have products that are best described as a foundational element of data infrastructure or a data hub. We call these Data CDPs. The second group is called Analytics CDPs and are better viewed as business applications that offer visualization and analytical functionality in addition to the data management capabilities of Data CDPs. Third, there are Campaign CDPs, platforms that have all the capabilities of the first two groups, but also have customer treatment capabilities like personalized messaging, outbound marketing campaigns, and product and content recommendations. Finally, there are Delivery CDPs, which have all the capability of a campaign CDP but have delivery through web/email/CRM functionality baked in.

No CDP is a fit for all organization sizes — most will be best-suited to one or two business sizes, such as mid-market and enterprise or small and mid-market. Ensure the CDP vendor is tailored to the business size and verify this with reference clients. If your business is in a specialty industry, you might take advantage of the CDP vendors that focus on specific industries, such as hospitality or travel. Finally, some vendors focus on B2B use cases, while others focus more on B2C use cases. Check with the vendor first for some real-world use cases to model an evaluation after.

Please note that company and product details were obtained from the following sources: Crunchbase, LinkedIn, Capterra, G2 Crowd, Bloomberg, the CDP Institute, direct vendor conversations and individual company websites.

Pricing and support information (beyond basic email support) is included when available, though the vast majority of vendors only offer those details upon request. Website links, prices and funding totals are given in USD and are accurate as of June 2021.

Directory – Americas



OVERVIEW: Headquartered in San Francisco, 6sense was founded in 2013. To date it has raised \$226 million in funding.

PRODUCTS: 6sense's account engagement platform leverages AI to scale to gather insights and align data to marketing and sales.

CUSTOMERS: Cisco, Domo, PGi, ptc, Sumologic, ZenDesk.

KEY EXECUTIVES: Jason Zintak, CEO; Viral Bajaria, co-founder and CTO; Premal Shah, co-founder and VP of engineering.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Boston, Acquia was founded in 2007. In December 2019 Acquia acquired CDP company AgilOne.

PRODUCTS: The Acquia CDP is an enterprise-level platform that uses machine learning to drive customer lifetime value. It also integrates with a multitude of systems to more fully leverage business customer data.

CUSTOMERS: Clarks, David's Tea, Godiva, J Crew, Wicks.

KEY EXECUTIVES: Michael Sullivan, CEO; Dries Buytaert, co-founder and CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in New York City, ActionIQ was founded in 2014. To date it has raised \$176.7 million in funding.

Directory – Americas

PRODUCTS: ActionIQ is a B2C platform for Fortune 500 organizations that connects first-party customer data, orchestrates cross-channel campaigns, and measures incremental lift across all digital and offline channels. It is VC-backed by Sequoia Capital, Andreessen Horowitz, FirstMark Capital and Bowery Capital.

CUSTOMERS: Fast Retailing, Gap Inc., HBC, Michael Kors, The New York Times, Nutrisystem.

KEY EXECUTIVES: Tasso Argyros, co-founder and CEO; Nitay Joffe, co-founder and CTO.

PRICING: Upon request.

SUPPORT: Clients are assigned a dedicated account team that includes an account executive, engagement director and field engineer.



OVERVIEW: Headquartered in San Jose, Calif., Adobe was founded in 1982.

PRODUCTS: Adobe's Real-Time CDP is built on top of the Adobe Experience Platform (AEP). The Real-Time CDP combines known and unknown customer data into a single unified profile without using third-party cookies. Other features include robust privacy controls and real-time data activation. A B2B edition of its CDP is available. In summer 2020, Adobe added data governance capabilities to its platform.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Shantanu Narayen, chairman, president and CEO; John F. Murphy, CFO; Abhay Parasnis, CTO and chief product officer — document cloud.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Los Gatos, Calif., Aginity was founded in 2005. To date it has raised \$27.5 million in funding. Kairn Corporation acquired

Directory – Americas

Aginity in March 2020.

PRODUCTS: Aginity's Amp is data warehouse software that enables companies to create, catalog and manage analytics as assets, which can be reused throughout the enterprise. Amp software is deployed globally with partners that include IBM, Cloudera and Hortonworks.

CUSTOMERS: Amazon, Dish, Fidelity Investments, GEICO, REI, Virgin Media.

KEY EXECUTIVES: Richard Hall, CEO; Agne Adomonyte, chief product officer.

PRICING: Upon request.

SUPPORT: Not disclosed.

Aislelabs

OVERVIEW: Headquartered in Toronto, Aislelabs was founded in 2013. To date it has raised \$1.2 million in funding.

PRODUCTS: Aislelabs' Customer Data Hub is a CDP targeted at brick-and-mortar retailers. It captures data through online signups, in-person signups and Wi-Fi guest logins, among others.

CUSTOMERS: Gatwick Airport, Godiva, Kohl's, Navy Pier, Starwood Retail Partners.

KEY EXECUTIVES: Nick Koudas, co-founder and CEO; Nilesh Bansal, co-founder and CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.

ALGONOMY

OVERVIEW: Headquartered in San Francisco, Algonomy was founded in 2020.

PRODUCTS: The Algonomy CDP is a real-time intelligence hub optimized for retail. Its algorithms enable real-time activation, customer profiles and audience engagement.

CUSTOMERS: Future Group, Pizza Hut, Relationship, Rue 21, Visionworks.

Directory – Americas

KEY EXECUTIVES: Atul Jalan, CEO; Raj Badarinath, CMO; Manoj Agarwal, chief operating officer.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Denver, Alterian was founded in 1997.

PRODUCTS: Alterian's Chameleon software consolidates customer data, campaign management and email marketing into an "Adaptive Customer Experience" platform.

CUSTOMERS: Cornerstone, Merkle, Mitsubishi Motors, ScottishPower, TiVo.

KEY EXECUTIVES: Bob Hale, CEO; Chris Nolan, CTO.

PRICING: Not available.

SUPPORT: Not disclosed.

Amperity &

OVERVIEW: Headquartered in Seattle, Amperity was founded in 2016. To date it has raised \$87 million in funding.

PRODUCTS: The Amperity CDP is based on the SQL engine and ingests raw customer data from multiple systems. It then leverages AI/machine learning to resolve customer identities and deliver actionable insights. The data can be used for customer initiatives, acquisition and retention marketing programs and advanced customer analytics. In September 2020, Amperity launched the third generation of its platform.

CUSTOMERS: Alaska Airlines, Dick's Sporting Goods, Kendra Scott, Seattle Sounders FC, Wheels Up.

KEY EXECUTIVES: Kabir Shahani, co-founder and CEO; Derek Slager, co-founder and CTO; Amy Kelleran Pelly, CFO.

PRICING: Upon request.

SUPPORT: Not disclosed.

Directory – Americas

Ascent360

OVERVIEW: Headquartered in Golden, Colo., Ascent360 was founded in 2013. To date it has raised \$6 million in funding.

PRODUCTS: The Ascent360 CDP platform, for B2C companies, integrates customer and transaction data from any touchpoint and enables targeted, omnichannel communications direct to prospects and customers. The platform integrates with more than 75 different platforms including Facebook, Google, Magento, MailChimp and Salesforce.

CUSTOMERS: Alabama Outdoors, Bicycle Sport Shop, Diamondback, Marmot, Ragnar, Smartwool.

KEY EXECUTIVES: Scott Buelter, president and CEO; Karen Buelter, co-founder and vice president of operations; Nayab Khan, CTO.

PRICING: Upon request.

SUPPORT: Every account is assigned an account manager who is an expert in CRM strategy and digital marketing.

blueconic

OVERVIEW: Headquartered in Boston, BlueConic was founded in 2010. To date it has raised \$26.6 million in funding.

PRODUCTS: The BlueConic platform is built on an open-source Apache Cassandra NoSQL database, a technology noted for scalability, responsiveness, flexibility and read/write speed. Platform functionality includes unified customer profiles, multi-dimensional segmentation and cross-channel lifecycle activation with built-in personalization.

CUSTOMERS: America's Test Kitchen, Hearst Newspapers, ING, T-Mobile, Volvo.

KEY EXECUTIVES: Bart Heilbron, co-founder and CEO; Martijn van Berkum, co-founder and CTO; Cory Munchbach, COO.

PRICING: Upon request.

SUPPORT: Not disclosed.

Directory – Americas

blueshift

OVERVIEW: Headquartered in San Francisco, Blueshift was founded in 2014. To date it has raised \$64.6 million in funding.

PRODUCTS: Blueshift's platform, positioned as a "Customer Data Activation Platform," is targeted at the larger-scale B2C market and leans more toward the business application, versus the data infrastructure side of the CDP functionality spectrum. It combines data aggregation, cross-device identity resolution, patented AI recommendations and decisioning, and cross-channel journey orchestration. The company targets media and publishing, travel, retail, personal finance and related industries.

CUSTOMERS: BBC, IAC, Lending Tree, Udacity.

KEY EXECUTIVES: Vijay Chittoor, co-founder and CEO; Mehul Shah, co-founder and CTO; Manyam Mallela, co-founder and chief AI officer.

PRICING: Upon request.

SUPPORT: Email support; premium packages available.

BlueVenn

OVERVIEW: Headquartered in Raleigh N.C., BlueVenn was founded in 1998. Upland Software acquired BlueVenn in March 2021.

PRODUCTS: The BlueVenn platform is designed to deliver customer analytics, omnichannel journey management, modeling and campaign execution for B2B and B2C customers. BlueVenn can be deployed in the cloud, on premises, or in a hybrid environment.

CUSTOMERS: AAA, International Personal Finance, Space.NK.apothecary.

KEY EXECUTIVES: Jack MacDonald, chairman and CEO; Rod Favaron, president.

PRICING: Upon request.

SUPPORT: Not disclosed.

Directory – Americas



OVERVIEW: Headquartered in Los Angeles, Bridg was founded in 2012. To date it has raised \$11 million in funding. Cardlytics acquired Bridg in April 2021.

PRODUCTS: The Bridg CDP is purpose-built for brick-and-mortar retailers — specifically the restaurant and retail industries. It features second-party data integration and boasts of identity match rates of up to 85%.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Amit Jain, founder and CEO; Rony Sawdayi, CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in San Francisco, Brightloom was founded in 2015. To date it has received \$45.5 million in funding.

PRODUCTS: Brightloom's Customer Growth Platform uses proprietary machine learning models to generate customer personalization recommendations and promotions. Their daya-science-as-a-service is aimed at restaurant and retail brands.

CUSTOMERS: Evergreens, Jamba, Kickee.

KEY EXECUTIVES: David Friedberg, founder and board member; Adam Brotman, CEO; Ben Straley, president and chief product officer.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Buyer Genomics is headquartered in New York City.

Directory – Americas

PRODUCTS: Buyer Genomics calls its project a Predictive Marketing Automation (PMA) platform. The PMA functions as a next-gen CDP, housing all historical data and capturing all new customer data to deliver insights.

CUSTOMERS: Bandier, Best Made, C-IN2, Dylan's Candy Bar, Gravitas, Milly, Naked Cashmere, Ritani

KEY EXECUTIVES: Mike Ferranti, founder and CEO; Nancy Matnick, CFO; Gary Beck, chief strategy officer.

PRICING: Based on number of customers.

SUPPORT: Dedicated customer service manager assigned to account; training provided to all users and anyone looking to become a Certified User.



CaliberMind

OVERVIEW: Headquartered in Boulder, Colo., CaliberMind was founded in 2016. To date it has received \$5.3 million in funding.

PRODUCTS: CaliberMind's B2B platform brings together analytics, attribution and workflow automation for marketers. The company's ABM Converter & Revenue Analytics solution, built on top of its CDP, aims to let marketers repurpose existing CRM and marketing automation systems to manage, measure and report on Demand Generation and ABM initiatives.

CUSTOMERS: Apto, Datavil, Fidelis, IMPLAN, Optrinsic.

KEY EXECUTIVES: Eric Westerkamp, CEO; Ravid Turner, co-founder and chief product officer.

PRICING: Upon request.

SUPPORT: Not disclosed.



CENDYN

OVERVIEW: Headquartered in Boca Raton, Florida, Cendyn was founded in 1996.

PRODUCTS: Starling is Cendyn's CDP aimed at the hotel industry. Starling unifies all technology solutions and guest data points to provide a central

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source of truth. Data portability allows the CDP data to be used across the enterprise. At time of publication, Starling is expected to be available for purchase later in 2021.

CUSTOMERS: Hard Rock Hotels, Hyatt, IHG, Marriott, Virgin Hotels.

KEY EXECUTIVES: Tim Sullivan, president and CEO; Donna Goudie, chief operating officer; Brad Noe, CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Chicago, Cheetah Digital was founded in 1998.

PRODUCTS: The Cheetah Engagement Data Platform (EDP) aims to go beyond the capabilities of a traditional CDP. It allows for end-to-end customer lifecycle management through real-time collection, data unification and insights.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Sameer Kazi, CEO; Michelle Curless, chief customer officer; Bill Ingram, chief product officer.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in New York City, Chord was founded in 2019. To date it has received \$25 million in funding.

PRODUCTS: Chord is a headless ecommerce platform. Their commerce-as-a-service model includes a provisional CDP.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Bryan Mahoney, co-founder and CEO; Henry Davis, co-founder, chairman and CSO.

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PRICING: Starting at \$1,000/month, plus transaction fees.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Ambler, Penn., Clutch was founded in 2012. To date it has received \$24.8 million in funding.

PRODUCTS: The Clutch B2C CRM and CDP combines the best of those two systems, integrating data and allowing for dynamic segmentation and analytics.

CUSTOMERS: Godiva, Kendra Scott, Pandora, Scholastic, Stella & Dot.

KEY EXECUTIVES: Ned Moore, co-founder, chairman and CEO; Dan Guy, co-founder and CTO; Andy O'Dell, co-founder and CSO.

PRICING: Upon request.

SUPPORT: Email support.



OVERVIEW: Headquartered in New York City, Datorama was founded in 2012. Before Salesforce acquired Datorama in July 2018, Datorama had raised \$50 million in funding.

PRODUCTS: The Datorama platform is for B2B and B2C organizations that want to leverage AI for data integration, insights into customer data, predictive analytics and more.

CUSTOMERS: IBM, Neo@Ogilvy, Nike, Ticketmaster, Viacom.

KEY EXECUTIVES: Ran Sarig, general manager; Katrin Ribant, co-founder and CSO; Efi Cohen, co-founder and CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.

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dun & bradstreet

OVERVIEW: Dun & Bradstreet is based in Short Hills, N.J. and was founded in 1841 as one of the first companies to provide business information to customers. A private Chinese investment firm acquired Dun & Bradstreet in 2018. In June 2019, Dun and Bradstreet announced its acquisition of Lattice Engines with the intention to integrate Dun and Bradstreet's data with Lattice Engines AI and analytics solution into a single platform.

PRODUCTS: D&B DataVision is a cloud-based solution that helps B2B marketers profile, visualize and segment their global customer and prospect data to identify the right targets for growth.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Anthony Jabbour, CEO; Stephen C. Daffron, president.

PRICING: Upon request.

SUPPORT: Not disclosed.

ENSIGHTEN

OVERVIEW: Headquartered in Menlo Park, Calif., Ensignten was founded in 2009. To date it has raised \$108.5 million in funding.

PRODUCTS: Ensignten's CDP includes tools for enterprise tag management, omnichannel data collection, first-party customer profile creation and activation and data privacy and security. It services companies in financial services, travel, publishing and consumer goods.

CUSTOMERS: CDW, Hearst Corp., The Home Depot, Microsoft, State Farm, T-Mobile, United Airlines.

KEY EXECUTIVES: Marty Greenlow, CEO; Jason Patel, CTO; Mat Hauck, COO.

PRICING: Upon request.

SUPPORT: Not disclosed.

FANTHREESIXTY

OVERVIEW: Headquartered in Kansas City, Mo., FanThreeSixty was founded in

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2011 by owners and executives of Sporting Club and the MLS team Sporting Kansas City.

PRODUCTS: The company's fan data platform is a CDP for sports and entertainment organizations that integrates with Facebook, SeatGeek, Ticketmaster, Twitter and other platforms.

CUSTOMERS: Allianz Stadium, Sioux Falls, Skyforce, Speedway Motorsports Inc., US Open.

KEY EXECUTIVES: Cliff Illig, founder; Troy Tetzlaff, CEO; Bart Hampton, COO.

PRICING: Upon request.

SUPPORT: Not disclosed.



Integrate | Automate | Innovate

OVERVIEW: Headquartered in Missouri City, Texas, Group FIO was founded in 2007.

PRODUCTS: FiO's CDP is targeted at the retail, financial services and distribution industries. It uses a variety of known and unknown data sources to build real-time customer profiles. The CDP is designed to integrate seamlessly into current martech stacks or alongside FiO's intelligent CRM.

CUSTOMERS: DBS, LBH, NikTech, Rockport, TransactionTree.

KEY EXECUTIVES: Ravi Srinivasan, CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in San Francisco, Gainsight was founded in 2009. Before Vista Equity Partners acquired Gainsight for \$1.1 billion in 2020, it had raised \$156.3 million in funding.

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PRODUCTS: The Gainsight Platform centralizes customer data and integrates with a host of other technologies to deliver key insights.

CUSTOMERS: Box, GE, LinkedIn, Splunk, WeWork.

KEY EXECUTIVES: Nick Mehta, CEO; Kellie Capote, chief customer officer; Carol Mahoney, chief people officer.

PRICING: Upon request.

SUPPORT: Not disclosed.



A MessageBird company

OVERVIEW: Headquartered in Atlanta, Hull was founded in 2013. To date it has raised \$5.2 million in funding. MessageBird acquired Hull in March 2021.

PRODUCTS: The Hull B2B CDP platform integrates a brand's suite of online marketing channels, including email marketing, website, mobile site and apps, to analyze consumer motivations and use that knowledge to create personalized experiences.

CUSTOMERS: Airbnb, Universal Pictures, Wilson.

KEY EXECUTIVES: Romain Dardour, CEO; Stefan Koenig, co-founder and COO; Stephane Bellity, CTO.

PRICING: Starts at \$950/month.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Redwood City, Calif., Informatica was founded in 1993.

PRODUCTS: Informatica's Customer 360 Insights combines customer data from multiple sources, creates relationships using machine learning algorithms, uses natural language processing to infer additional customer attributes, and

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provides a visualization of complex relationships using a graph data store.

CUSTOMERS: Amgen, AutoTrader, BCHydro, BMW Group, Citrix, eBay, FannieMae, JLL, Kelly Services, Nissan Europe, PayPal, PUMA, Unilever, Wasco, Weatherford.

KEY EXECUTIVES: Amit Walia, CEO; Vineet Walia, EVP and chief strategy officer.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Santa Monica, Calif., InQuba was founded in 2010.

PRODUCTS: The InQuba CX platform gathers customer data from multiple sources to provide a real-time view of the customer journey. Features and unstructured data analytics engine to gain insight from unstructured data, such as social media discussions.

CUSTOMERS: American Modern, British Airways, Capgemini, Goodyear

KEY EXECUTIVES: Michael Renzon, group CEO.

PRICING: Upon request.

SUPPORT: Customer success team support.



OVERVIEW: Headquartered in Piscataway, N.J., InSight360 was founded in 2012.

PRODUCTS: The InSight360 SaaS-based platform is specifically designed for B2B publishers and includes features such as a data-driven customer recommendation engine.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: John Roney, president; Gary Aiello, vice president of technology.

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PRICING: Upon request.

SUPPORT: Not disclosed.

leadspace

OVERVIEW: Headquartered in San Francisco, Leadspace was founded in 2007. To date it has raised \$107 million in funding.

PRODUCTS: Leadspace is a B2B customer data platform with predictive modeling and persona modeling. Its latest release focuses on enterprise-level scaling and flexibility.

CUSTOMERS: Adobe, Google, IBM, Intel, Microsoft, Nvidia, Oracle.

KEY EXECUTIVES: Alex Yoder, CEO; Amnon Mishor, founder and CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.

lytics

OVERVIEW: Headquartered in Portland, Ore., Lytics was founded in 2012. To date it has raised \$58.3 million in funding.

PRODUCTS: The Lytics CDP connects marketing data about customers and users from multiple sources, including structured and unstructured data from tools, anonymous and known profiles and other interactions and events. The platform creates behavior-based user segments that sync with other marketing tools to help improve marketing campaign results and reduce inefficiencies. Lytics leverages machine learning to deepen personalization. The platform leans more toward the business application and insights versus the data foundation end of the CDP functionality spectrum.

CUSTOMERS: Access Intelligence, Atlassian, Dr. Martens, The Economist, SourceMedia, AEG Presents.

KEY EXECUTIVES: James McDermott, co-founder and CEO; Jascha Kaykas-Wolff, president; Aaron Raddon, co-founder and CTO.

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PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Redmond, Wash., Microsoft was founded in 1975.

PRODUCTS: Dynamics 365 Customer Insights is Microsoft's CDP built on the Microsoft Azure and Power platform. It unifies customer data across multiple sources, and includes AI-driven insights such as churn risk, customer LTV and actionable suggestions to improve performance and long-term relationship development. Since it is built on Azure, it is possible to bring existing Azure data into the CDP. The system also has data privacy, regulation compliance and governance tools.

CUSTOMERS: AEP Energy, Campari, Marstons, Tivoli, UNICEF.

KEY EXECUTIVES: Satya Nadella, CEO; Brad Smith, president.

PRICING: Starts at \$1,500/month.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in New York City, mParticle was founded in 2013. To date it has received \$121.3 million in funding.

PRODUCTS: mParticle originated as a data aggregation platform for mobile applications and has since expanded to include the integration of customer and event data from a broad variety of sources. The product is best considered as a data foundation component that feeds other analytics, visualization and orchestration tools in the customer experience ecosystem. The company also offers a Mobile Data Activation platform.

CUSTOMERS: Airbnb, Chick-fil-A, Gilt, NBC Universal, Postmates, Spotify, Starwood, Venmo.

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KEY EXECUTIVES: Michael Katz, co-founder and CEO; Dave Myers, co-founder and COO; Andrew Katz, co-founder and CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Austin, Texas, MVPindex was founded in 2012. To date it has raised \$7 million in funding. In 2018, MVPindex acquired Umbel.

PRODUCTS: MVPindex's software platform is aimed at service-heavy industries. The platform gives an omnichannel view of partnerships and sponsorships, helping clients quantify the value of those relationships.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Brain Foley, CEO; Brian Garsson, acting COO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Bloomington, Minn., Naviga was founded in 2013. In 2018, Naviga acquired Marketing G2.

PRODUCTS: The Naviga Audience platform is primarily targeted toward media companies. It includes Naviga Engage for customer segmentation, Naviga Discover for data insights and Naviga Subscribe for customer information integration.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Scott Rossler, CEO; Jeff Shine, president and chief strategy officer; Karin Söderlund, president and general manager content.

PRICING: Upon request.

SUPPORT: Not disclosed.

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nectarom

OVERVIEW: Headquartered in Dallas, NectarOm was founded in 2014. To date it has raised \$2.1 million in funding.

PRODUCTS: NectarOM is an omnichannel personalization suite that includes nectarConnect, for CRM and customer data management; nectarEssence, for customer segmentation and targeting; and nectarEngage, for omnichannel execution.

CUSTOMERS: AT&T, Cinemark, Getaroom, Michaels, TGI Fridays.

KEY EXECUTIVES: Amrit Kirpalani, founder and CEO; Sai Gunturi, head of product development and technology.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in San Francisco, NextUser was founded in 2013. To date it has raised \$3.5 million in funding.

PRODUCTS: NextUser provides ecommerce and other consumer companies with an open platform designed to aggregate user data, create user profiles for anonymous and identified traffic and orchestrate communication across all user channels. The platform uses IBM Watson AI to help provide a deeper understanding of customer journeys and greater personalization.

CUSTOMERS: Carrefour, Match.com, Metropolitan Opera, Nestle, Unilever.

KEY EXECUTIVES: Matthieu Dejardins, founder and CEO; Matthieu Garnier, vice president of marketing.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Chicago, Omeda was founded in 1978.

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PRODUCTS: Omeda's CDP is designed to be part of larger audience orchestration. Features include web tracking, personalization, integration with Google Ad Manager, content metering and market automation.

CUSTOMERS: AmEx Business Media, Becker's Healthcare, Lessiter Media, Northstar Travel Group.

KEY EXECUTIVES: Aaron Oberman, CEO; James Capo, COO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Ft. Lauderdale, Fla., ONEcount is a key product of GCN Media, which was founded in 1996.

PRODUCTS: The company describes ONEcount as an “audience activation” platform and claims to be the only CDP with Data Management Platform (DMP) capabilities. The platform leans toward the business application versus the data foundation end of the CDP functionality spectrum and offers a range of functionality, including analytics, audience segmentation, content gating, and user activation via both native and off-site ad targeting.

CUSTOMERS: AMC, Informa, Foreign Policy, Frontline Medical Communications, UBM, Wiley.

KEY EXECUTIVES: Joanne Persico, co-founder and president; Sean Fulton, co-founder and vice president of technology.

PRICING: Upon request.

SUPPORT: Not disclosed.

OPENPRISE™

OVERVIEW: Headquartered in San Mateo, Calif., Openprise was founded in 2013. To date, it has raised \$17.3 million in funding.

PRODUCTS: The Openprise Agile CDP is built on top of a data orchestration

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platform. It allows marketers to create custom apps without the need for coding to integrate with existing processes quicker.

CUSTOMERS: Indeed, Nokia, Splunk, Slack, Torani, Vimeo.

KEY EXECUTIVES: Ed King, founder and CEO; Mario Lim, founder and CTO.

PRICING: Starts at \$48,000/year.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in New York City, Optimove was founded in 2009. To date it has raised \$20 million in funding. Optimove acquired Axonite in 2020.

PRODUCTS: The Optimove Relationship Marketing Hub leans toward the business application and orchestration end of the CDP functionality spectrum. It leverages AI to help marketers foster relationships that maximize the value of their customers. Optimove is based on predictive customer modeling, cross-channel campaign automation, dynamic customer journey and self-optimizing personalization technologies.

CUSTOMERS: 1-800-Flowers, Adore Me, Chubb, Outbrain, Sporting Bet, Stitch Fix.

KEY EXECUTIVES: Pini Yakuel, founder and CEO; Varda Tirosh, chief customer officer; Yarden Malka, COO.

PRICING: Typically a few thousand dollars a month.

SUPPORT: Access to customer service manager, strategic services team and data scientists.



OVERVIEW: Headquartered in Austin, Texas, Oracle was founded in 1977.

PRODUCTS: The Oracle CX Unity CDP has an open and extensible architecture that integrates all types of data sources to create a unified view of the customer. Its features include built-in AI and machine learning capabilities. The CDP is pre-integrated with Oracle Customer Experience (CX) Cloud to enable intelligence to be applied across every customer touchpoint.

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CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Larry Ellison, executive chairman and CTO, Jeff Henley, vice chairman, Safra Catz, CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Austin, Texas, Phunware was founded in 2009. To date it has raised \$87.2 million in funding.

PRODUCTS: In October 2020 Phunware released its cloud-based Multiscreen-as-a-Service (MaaS) CDP. It allows businesses to aggregate customer data in real time to deliver the right content to the right screen at the right time.

CUSTOMERS: AT&T Stadium, Cisco, Dignity Health, Live Nation, WWE.

KEY EXECUTIVES: Alan Knitowski, co-founder and CEO; Luan Dang, co-founder and CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Boston, QuickPivot was founded in 2012 with the merger of Extraprise and SmartSource. Vericast acquired QuickPivot in 2019.

PRODUCTS: The QuickPivot platform combines big data analytics, customer insights, visual segmentation and customer journey mapping. Winner of several industry innovation awards (MITX and Stevie), QuickPivot enables marketers to deliver coordinated customer experiences across all channels, measure results in real-time and refine marketing programs to improve results.

CUSTOMERS: Allen Edmonds, HP, MacKenzie-Childs, NHL, Shutterstock.

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KEY EXECUTIVES: Steve Albright, president; Susan Lee, group president, digital marketing and technology solutions.

PRICING: Upon request.

SUPPORT: Implementation training, self-service portal.



OVERVIEW: Headquartered in Wellesley, Mass., RedPoint Global was founded in 2006. To date it has raised \$37.2 million in funding.

PRODUCTS: RedPoint Global's Customer Engagement Hub provides enterprises with data management and customer engagement technology designed to help organizations optimize customer value across all touchpoints. Its algorithms enable marketers to create a unified, continuously updated 'Golden Record' view of each customer.

CUSTOMERS: GoDaddy, Keurig Dr. Pepper, LogistiCare, ScrewFix.

KEY EXECUTIVES: Dale Renner, co-founder and CEO; Lewis Clemmens, co-founder and chief solution architect; George Corugedo, co-founder and CTO.

PRICING: Upon request.

SUPPORT: Support team, help center.



OVERVIEW: Headquartered in Redwood Shores, Calif., Reltio was founded in 2011. To date it has raised \$117 million in funding.

PRODUCTS: The Reltio Cloud is "a modern Master Data Management" platform designed to organize enterprise data for digital transformation, according to the company. The platform was named a leader among machine learning-enabled data catalogs in Forrester's report Now Tech: Machine Learning Data Catalogs, Q1 2018.

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CUSTOMERS: BD, Carfax, PetCo, Pfizer, Quicken Loans.

KEY EXECUTIVES: Manish Sood, founder, chairman and CTO; Chris Hysten, CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.

Resulticks

OVERVIEW: Headquartered in San Francisco, Resulticks was founded in 2014.

PRODUCTS: Resulticks offers an audience data platform, with data management, identity resolution and segmentation capabilities.

CUSTOMERS: HDFC Bank, Levis, Lenovo, Tata, UTI Mutual Fund.

KEY EXECUTIVES: Redickaa Subrammanian, founder and chairperson; Dakshen Ram, co-founder and chief innovation and product officer; Mani Gopalaratnam, CEO and CEO (customer success).

PRICING: Upon request.

SUPPORT: Self service, help desk, additional.

RESCI

OVERVIEW: Headquartered in Santa Monica, Calif., ReSci (Retention Science) was founded in 2011. To date, it has raised \$9.1 million in funding.

PRODUCTS: The CDP provides predictive insights which can be used for targeted social media ads, among other uses.

CUSTOMERS: Olay, Sugarfina, The Art of Shaving, Unilever.

KEY EXECUTIVES: Jerry Jeo, co-founder and CEO; Andrew Waage, co-founder and CTO

PRICING: Upon request.

SUPPORT: Not disclosed.

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RUDDERSTACK

OVERVIEW: Headquartered in San Francisco, Rudderstack was founded in 2019. To date, it has raised \$26 million in funding.

PRODUCTS: Rudderstack offers an open-source, developer-first CDP, built to integrate with an existing martech stack. The CDP is designed to handle an extremely high volume of data.

CUSTOMERS: Barstool Sports, Hinge, IFTTT Wynn Las Vegas.

KEY EXECUTIVES: Soumyadeb Mitra, founder and CEO.

PRICING: Starts at \$750 for 25 million events a month. A free version is also available.

SUPPORT: Discord community, chat support, customer success manager, onboarding services.



OVERVIEW: Headquartered in San Francisco, Salesforce was founded in 1999.

PRODUCTS: The recently rebranded Salesforce CDP entered the market in 2020 as 360 Audiences. Features include the power to unify customer data across customer lines, segmentation, personalization, and analytics insights that can translate to actionable campaigns.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Marc Benioff, chairman & Co-CEO; Keith Block, Co-CEO; Parker Harris, co-founder.

PRICING: Upon request.

SUPPORT: Not disclosed.

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OVERVIEW: Headquartered in Cary, North Carolina, SAS was founded in 1976.

PRODUCTS: SAS Customer Intelligence 360 allows companies to see every past interaction customers have had with their brand. Features include analytic attribution and data activation.

CUSTOMERS: 1-800-FLOWERS, Honda, Topdanmark.

KEY EXECUTIVES: Jim Goodnight, co-founder and CEO; John Sall, co-founder and executive vice president.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in San Francisco, Segment was founded in 2011. It is the largest CDP vendor by workforce, with more than 600 employees. To date, it has raised \$283.7 million in total funding. Segment has been named to Forbes' 2020 Cloud 100 list for five years running. Cloud business Twillio acquired Segment in October 2020.

PRODUCTS: Segment's platform leans toward the data foundation end of the spectrum. Using Segment, marketers collect, unify and connect first-party data to over 200 marketing, analytics and data warehouse tools. More than 15,000 companies across 71 countries use the Segment platform. Segment is one of a few vendors offering an entry point for the SMB market.

CUSTOMERS: 21st Century Fox, Atlassian, Bonobos, Crate & Barrel, Gap, Hotel Tonight, IBM, Instacart, Intuit, Levi's, Time, Trivago.

KEY EXECUTIVES: Peter Reinhardt, co-founder and CEO

PRICING: Plans range from free to \$120/month and beyond.

SUPPORT: Onboarding support from solutions architects is available; different packages are included based on deal size. Customer success managers are also available to Business plan subscribers.

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OVERVIEW: Headquartered in Boston, SessionM was founded in 2011. Before Mastercard acquired SessionM in 2019, it had raised \$97.3 million in funding.

PRODUCTS: SessionM is a customer engagement platform that integrates machine learning, real-time decisioning and the ability to deliver messages, offers and loyalty tactics across all channels.

CUSTOMERS: Brookstone, Chipotle, Coca-Cola, Huggies, L'Oreal, Kimberly-Clark.

KEY EXECUTIVES: Lars Albright, EVP of merchant loyalty; Scott Weller, SVP of product; Mark Herrmann, vice president of product management.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in New York City, Simon Data was founded in 2014. To date it has raised \$61.8 million in funding.

PRODUCTS: Simon Data is the first enterprise CDP with a fully integrated marketing cloud. It allows for data collection, unification, and customer segmentation and analysis.

CUSTOMERS: ASOS, Barkbox, Betterment, Equinox, Vivino.

KEY EXECUTIVES: Jason Davis, co-founder and CEO; Josh Neckes, co-founder and president; Matt Walker, co-founder and CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in San Francisco, Sitecore was founded in 2011. To date it has raised \$1.2 billion in total funding. Sitecore acquired Boxever in March 2021.

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PRODUCTS: Sitecore's CDP division Boxever features the Boxever OneView, a CDP that connects all customer data in real-time and powers Boxever Engage, a personalization engine; and Boxever Explore, a fully managed analytics platform.

CUSTOMERS: Aer Lingus, Air New Zealand, Aerobus, Cebu Pacific Air, Emirates, Jetstar, Viva.

KEY EXECUTIVES: Steve Stathis Tzikakis, CEO; John Gardiner, CFO; Tom De Ridder, CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Beaverton, Ore., Skypoint Cloud was founded in 2019. To date, it has raised \$2.5 million in funding.

PRODUCTS: SkyPoint Cloud features AI-driven identity resolution to produce a 360-degree customer view, even when lacking an email address, phone number or other identity markers.

CUSTOMERS: 1Sale, NewAmHealth, Roche.

KEY EXECUTIVES: Tisson Mathew, founder and CEO; Joelle Poe, chief product officer; Dr. Ken Kim, chief clinical advisor.

PRICING: Starts at \$995/month. There are free trials available.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Indianapolis, Ind., SmarterHQ was founded in 2010. Before being acquired by Wunderkind in 2020, it had raised \$42.8 million in funding.

PRODUCTS: The SmarterHQ platform works with an existing martech stack to gain insights from customer data. Features easy implementation, data content

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automation and campaign management tools.

CUSTOMERS: Bloomingdales, DSW, Eddie Bauer, Sam's Club.

KEY EXECUTIVES: Michael Osborne, president and CEO; Dean Abbott, co-founder and chief data scientist; Brian Elkins, CTO.

PRICING: Upon request.

SUPPORT: Client success team.



OVERVIEW: Headquartered in San Mateo, Calif., Snowflake was founded in 2012. Before going public in 2020 it had raised \$1.4 billion in funding.

PRODUCTS: Snowflake's CDP offers cloud elasticity and secure data sharing. Its platform supports a multi-cloud strategy and per-second pricing allows for scalability.

CUSTOMERS: Adobe, Akamai, Blackboard, Capital One, Logitech, Sony, Square.

KEY EXECUTIVES: Frank Sloatman, chairman and CEO, Benoit Dageville, co-founder and president of products; Thierry Cruanes, co-founder and CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Charlotte, N.C., Stratifyd was founded in 2015. To date, it has raised \$50.2 million in funding.

PRODUCTS: The Stratifyd Augmented Intelligence Platform gives a holistic data view. Stratifyd allows users to train a supervised machine learning model for predictive modeling.

CUSTOMERS: Capital One, Kimberly-Clark, Lilly, LivePerson, Masso.

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KEY EXECUTIVES: Thomas Kraft, co-founder and SVP of engineering; Li Yu, co-founder and vice president of analytics.

PRICING: Upon request.

SUPPORT: Not disclosed.



SymphonyRM

OVERVIEW: Headquartered in Palo Alto, Calif., SymphonyRM was founded in 2014. To date, it has raised \$35 million in funding.

PRODUCTS: Developed for the healthcare industry, SymphonyRM's HealthOS platform funnels new patient data and provider referrals through an orchestration engine to deliver actionable insights.

CUSTOMERS: Griffin Health, Honor Health, MultiCare, Prospect Medical, ValueCare Alliance.

KEY EXECUTIVES: Michael Linnert, CEO; Jenee Bader, vice president of business development.

PRICING: Upon request.

SUPPORT: Not disclosed.

SYNTASA

OVERVIEW: Headquartered in Herndon, Va., Syntasa was founded in 2014.

PRODUCTS: Syntasa's self-service web application allows teams to connect, analyse and activate data.

CUSTOMERS: Dixons Carphone, Lenovo, RS, Sky, The Telegraph.

KEY EXECUTIVES: Jay Marwaha, founder and CEO; Shawn Zargham, co-founder and CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.

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OVERVIEW: Headquartered in San Diego, Tealium was founded in 2008. It is one of the largest vendors by workforce, with 508 employees. To date, it has raised \$263.9 million in funding.

PRODUCTS: Tealium works with brands to create unified customer data infrastructures. The Tealium Customer Data Hub encompasses tag management, API hub, CDP with artificial intelligence and machine learning capabilities, and data management solutions that leverage real-time data to create personalized digital experiences.

CUSTOMERS: Beachbody, Cathay Pacific Airways, Epson America, Gap Inc., Hyatt Corporation, Mindbody.

KEY EXECUTIVES: Jeff Lunsford, CEO; Mike Anderson, founder and CTO; Ali Benham, founder.

PRICING: Upon request.

SUPPORT: Not disclosed.

TREASURE DATA

OVERVIEW: Headquartered in Mountain View, Calif., Treasure Data was founded in 2011. Before being acquired by Arm Holdings in 2018, it had raised \$54.1 million in funding.

PRODUCTS: The Treasure Data enterprise CDP sits on the data foundation versus business application end of the CDP spectrum. It serves to unify data from multiple sources — online, offline, IoT and device generated data — enabling an actionable view of customers and personalized engagement across touchpoints. The platform won best customer data platform at the 2019 Marketing Technology awards and was featured in the 2019 Gartner Data Management Solutions for Analytics Magic Quadrant.

CUSTOMERS: AB InBev, Canon, Mattel, Stanley Black and Decker, Subaru, Wish.

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KEY EXECUTIVES: Pankaj Tibrewa, chief executive officer; Hiro Yoshikawa, board director; Hiroshi Nakamura, CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in San Mateo, Calif., Totango was founded in 2010. To date it has received \$36.7 million in funding.

PRODUCTS: Totango's DNA-CX is billed as an intelligent customer data platform. The platform can connect multiple data streams, including financial, survey responses and support tickets.

CUSTOMERS: Monster, NTT, SAP, Workfront, Zoom.

KEY EXECUTIVES: Guy Nirpaz, founder and CEO; Jamie Bertasi, COO.

PRICING: Free and enterprise packages available.

SUPPORT: Support hub, support community.



OVERVIEW: Headquartered in Atlanta, Transitiv was founded in 2016. To date it has raised \$1.7 million in funding.

PRODUCTS: Transitiv's CDP is geared toward businesses with franchisees. The platform gathers customer data through franchisees and generates marketing insights.

CUSTOMERS: Ecomaid, Four Seasons Sunrooms.

KEY EXECUTIVES: Ashley Messer, founder and co-CEO; Christian Pillat, co-CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.

Directory – Americas



OVERVIEW: Headquartered in Seattle, Usermind was founded in 2013. To date it has raised \$60.2 million in funding.

PRODUCTS: Usermind's Experience Orchestration platform aggregates customer data, resolves identities across the enterprise and is designed to work with an existing martech stack. Its open architecture means all data is extractable.

CUSTOMERS: Schneider Electric, Tableau, UnitedHealthcare.

KEY EXECUTIVES: Michel Feaster, co-founder and CEO; Jessica Lanier, CFO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in New York City, Velocidi was founded in 2009. To date it has raised \$12 million in funding. In 2018, Velocidi acquired ShiftForward.

PRODUCTS: Velocidi empowers customers to use customer data as their own IP, storing that data on a private, in-house CDP instead of in a public cloud.

CUSTOMERS: Barkyn, Fingleaves.

KEY EXECUTIVES: Paulo Cunha, CEO; David Dunne, founder, investor and board member.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Miami, Fla., ViewN was founded in 2019.

PRODUCTS: ViewN's CDP features customer segmentation and smart learning to gain insights from customer data.

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CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Areeya Lila, co-founder and CEO; Andrea Katsivelis, CMO advisor; Marcelo Salup, CRO advisor.

PRICING: Starts at \$999/month.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Ann Arbor, Mich., Wisely was founded in 2012.

PRODUCTS: Wisely's CDP is purpose-built for the restaurant industry. It collects data from all available sources to create a single guest view.

CUSTOMERS: Bartaco, California Fish Grill, Chuy's, Lazy Dog.

KEY EXECUTIVES: Mike Vichich, co-founder and CEO; Tyler Felous, co-founder and CPO; Josh Stern, co-founder and CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Palo Alto, Calif., Yeti Data was founded in 2013. To date it has raised \$1 million in funding.

PRODUCTS: Yeti Data's Virtual Marketing Data Warehouse was designed to unify customer data. The company's patented Snowflake data structure helps marketers create a virtual marketing system of record; analyze customer behavior; and build predictive models to launch targeted and personalized, integrated campaigns.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Victor Szczerba, co-founder and CEO; Martin Rybczynski, co-founder and CTO.

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PRICING: Upon request.

SUPPORT: Not disclosed.

ZAIUS

OVERVIEW: Headquartered in Boston, Zaius was founded in 2012. Before being acquired by Optimizely in March 2021 it had raised \$50.8 million in funding.

PRODUCTS: The Zaius B2C platform is built to bring together customer data and campaign execution, providing marketers with a single customer view and tools for marketing automation and attribution and analysis.

CUSTOMERS: Blinq, Burt's Bees Baby, Golf Locker, Glambot, Scotts, Sotheby's.

KEY EXECUTIVES: Alex Atzberger, CEO; Aniel Sud, CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



FORRESTER

OVERVIEW: Headquartered in New York City, Zeta Global was founded in 2007. To date it has raised \$380 million in funding. In September 2019 Zeta Global formed a strategic partnership with IgnitionOne to leverage IgnitionOne's CDP.

PRODUCTS: The Zeta Marketing Platform uses AI to create custom omnichannel customer experiences. Its insights provide real-time customer visualization and optimization. In November 2020 Zeta released an enhanced CDP with a wide range of capabilities to support digital transformation.

CUSTOMERS: British Airways, Ralph Lauren, Samsung, Sprint, Toyota, Volvo.

KEY EXECUTIVES: David Steinberg, co-founder, chairman and CEO; John Sculley, co-founder, director and vice chairman.

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PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Cambridge, Mass., Zylotech was spun out of MIT and founded in 2014. To date it has raised \$7.1 million in funding.

PRODUCTS: Zylotech's Zylo is "a self-learning CDP", according to the company. It enables marketers to continuously unify and enrich internal and external data and perform ongoing micro-segmentation, pattern discovery and recommendations while integrating with a variety of marketing tools.

CUSTOMERS: Cisco, Daimler, Dell, Keurig, Oracle, Palo Alto Networks, Staples.

KEY EXECUTIVES: Ernie Cormier, president and CEO; Abhi Yadav, founder and CTO; Iqbal Kaur, co-founder and vice president of data science and customer support.

PRICING: Upon request.

SUPPORT: Not disclosed.

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OVERVIEW: Headquartered in Paris, Advalo was founded in 2014. To date it has raised \$6 million in funding.

PRODUCTS: Advalo's Individualized Marketing Platform is tailored for the retail and automotive industries. It reconciles online and offline data for a complete 360-degree customer view. The AI engine makes personalized recommendations to reach customers on the right channel at the right time.

CUSTOMERS: Bocage, Bodemer Auto, Cyrillus, Degrenne, Salaün Holidays.

KEY EXECUTIVES: Oliver Marc, founder and ceo, David Le Douarin, co-founder.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Milan, Audiens was founded in 2014. Before being acquired by Bango PLC in 2018, it had raised \$9.6 million in funding.

PRODUCTS: Audiens offers a cloud-based Customer Data Platform that is powered by the Bango payment data platform, managing customer and payment data in one package.

CUSTOMERS: GroupM, IPG, OMD, Publicis, Vodafone.

KEY EXECUTIVES: Jonathan Brech, CEO; Andrea Candian, CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.

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OVERVIEW: Headquartered in Moscow, CleverData was founded in 2014. To date, it has raised \$20,000 in funding.

PRODUCTS: The DMPkit is CleverData's platform for building an on-premises DMP/CDP. It features 360-degree user profiling, an AI-driven recommendation engine and personalized communications capabilities.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Alexander Bolshakov, head of implementation and support department.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in London, Commanders Act was founded in 2010. To date, it has raised \$9.6 million in funding.

PRODUCTS: The Commanders Act platform includes modules such as TagCommander for real-time tag management; Data Commander for analytics; Fuse Commander for unifying customer profiles; and Mix Commander, for understanding the customer journey.

CUSTOMERS: Air France/KLM, Allianz, Clarins, Disneyland Paris, YellowPages.

KEY EXECUTIVES: Michel Froment, co-founder and CEO; Samuel Font, co-founder and CTO; François Langrand, co-founder and vice president of consulting.

PRICING: Upon request.

SUPPORT: Not disclosed.

CONJURA

OVERVIEW: Headquartered in London, Conjura was founded in 2016.

PRODUCTS: Conjura's Data Convergence Hub is a customizable solution that

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brings in all data for visualization and insights. Conjura applies a consultative approach to data and data analytics.

CUSTOMERS: Grape Tree, Schoolbooks.

KEY EXECUTIVES: Fran Quilty, co-founder and CEO; Simon Deeny, co-founder and director.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Bremen, Germany, Consultix was founded in 1994.

PRODUCTS: ProCampaign is the Consultix CDP. It collects data from all channels to provide a 360-degree customer view. Data is also safeguarded, keeping customer privacy at the forefront.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Andres Dickehut, CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Milan, ContactLab was founded in 1998. To date, it has raised \$4.8 million in funding.

PRODUCTS: ContactLab's engagement marketing platform is aimed at retailers, including fashion and luxury brands. The features within its CDP allow customers to integrate consumer data and communicate with ecommerce sites, CRM software and other systems.

CUSTOMERS: Gruppo Campari, ING Direct, La Prairie, Nestle, Sergio Rossi, United Colors of Benetton.

KEY EXECUTIVES: Massimo Fubini, founder and CEO; Stefano Tedesco, chief financial officer.

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PRICING: Upon request.

SUPPORT: Standard or premium support, which includes telephone support.

CrossEngage

OVERVIEW: Headquartered in Berlin, CrossEngage was founded in 2015. To date, it has raised \$15 million in funding.

PRODUCTS: CrossEngage SaaS platform integrates all customer data to enable customer journey and segmentation tools and connects to a variety of email, direct mail, programmatic advertising, social advertising and other marketing tools.

CUSTOMERS: Contorion, mycs, Project A Ventures.

KEY EXECUTIVES: Manuel Hinz, co-founder and co-CEO; Philippe Take, co-founder and CRO; Björn Goerke, co-founder and co-CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.

Custobar

OVERVIEW: Headquartered in Helsinki, Custobar was founded in 2012. To date, it has raised \$416,000 in funding.

PRODUCTS: Custobar's CDP is a B2B solution targeted at brick and mortar retailers. Its CDP unifies customer data into a single UI, offers audience segmentation features, allows for activation in multi-channel campaigns, and has built-in real-time APIs connectors.

CUSTOMERS: Kekale, Ruohonjuuri, Stroh.

KEY EXECUTIVES: Tatu Kuivalahti, co-founder and CEO, Juha Törönen, founder and CTO.

PRICING: Starting at \$235/month. Free trial available.

SUPPORT: Not disclosed.

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OVERVIEW: Headquartered in Nivelles, Belgium, CustoCentrix was founded in 2009. It is owned by digital wallet company Freedelity.

PRODUCTS: The CustoCentrix customer data platform is marketed to the retail industry.

CUSTOMERS: Intermarché, Media Markt, Medi-Market, Pizza Hut, prik & tik.

KEY EXECUTIVES: Marcus Windisch, founder and CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Sunbury-on-Thames, England, D4t4 Solutions was founded in 1985 as IS Solutions. In 2015, D4T4 Solutions acquired Celebrus.

PRODUCTS: The Celebrus CDP is geared toward enterprises in the banking, insurance, retail, travel, automotive and telco industries and emphasizes real-time customer data and streaming analytics. Celebrus can host data on premises or in the cloud. In Q2 2021, Celebrus added first-party identity Graph and profile builder capabilities.

CUSTOMERS: Centraal Beheer Achmea, FBTO Insurance, J D Williams & Co Ltd., N Brown Group.

KEY EXECUTIVES: Peter Kear, CEO; Bill Bruno, deputy CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Stockholm, Data Talks was founded in 2014.

PRODUCTS: The Data Talks CDP is aimed at the sports, retail, entertainment

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and utilities industries. It integrates data from a variety of sources for a 360-degree customer view.

CUSTOMERS: Alma, Klarna, Öresunds Kraft, Sportfive, Wayke.

KEY EXECUTIVES: Stefan Lavén, co-founder and CEO; Andreas Daun, co-founder and head of delivery; Stefan Lavén, CEO; Philip Nordfeldt, co-founder and head of sales.

PRICING: Scaled pricing.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Oldenzaal, The Netherlands, Datatrics was founded in 2012. Growens acquired Datatrics in 2018.

PRODUCTS: The Datatrics platform allows businesses to gain a 360-degree customer view and aggregate data for actionable insights. Aimed at the travel and leisure, retail and ecommerce industries.

CUSTOMERS: De Jong Intra, Manutan, Van den Assam, VNOM.

KEY EXECUTIVES: Matteo Monfredini, chairman and CFO; Nazzareno Gorni, founder and CEO.

PRICING: Starts at \$416/month, three pricing tiers available.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Vienna, Emarsys was founded in 2000. Before being acquired by SAP, it had received \$55.3 million in funding.

PRODUCTS: Emarsys' customer engagement platform unifies customer data for omnichannel customer engagement.

CUSTOMERS: Gymshark, Happy Socks, Reiss, Samsonite, Tupperware.

KEY EXECUTIVES: Hagai Hartman, founder; Ohad Hecht, CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.

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OVERVIEW: Headquartered in Paris, Eulerian Technologies was founded in 2002. To date it has raised \$6 million in funding.

PRODUCTS: The Eulerian CDP combines marketing attribution and data management components to help marketers centralize, analyze, manage and activate data in real-time.

CUSTOMERS: Canal+, Carrefour, FTD, Office Depot, Warner Brothers.

KEY EXECUTIVES: Guillaume Fournies, co-founder, president and CTO; Mathieu Jondet, co-founder and chief product officer.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Vilnius, Lithuania, Exacaster was founded in 2011. To date it has raised \$530,000 in funding.

PRODUCTS: The Exacaster Customer 360 is a CDP for the telecoms industry. It allows telecom companies to centralize data management and scale their marketing programs.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Šarūnas Chomentauskas, co-founder and CEO; Egidijus Pilypas, co-founder and director of product and data science; Simonas Razminas, CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in London, Exponea was founded in 2015. Before being acquired by Bloomreach in January 2021, it had raised \$42.2 million in funding.

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PRODUCTS: The Exponea Core is a CDP for cross-device tracking and analytics of customer data. Features include online and offline data tracking, a unified customer view and segmentation.

CUSTOMERS: ebuyer.com, END, Eye for Fashion, Misguided, Muziker, sofology, Sportega.de, Zoot.

KEY EXECUTIVES: Peter Irikovsky, CEO; Ursula Kralova, COO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Nieuwegein, The Netherlands with a corporate office in Mumbai, Flytxt was founded in 2008. To date, it has raised \$22 million in funding.

PRODUCTS: With products designed for the telecommunications industry, Flytxt offers a suite of products billed as “CVM-in-a-box.” Their offerings are designed to give marketers the capability to make data-driven decisions and run more effective marketing campaigns.

CUSTOMERS: Airtel, MTN, Orange, Tune Talk, Vodafone.

KEY EXECUTIVES: Dr. Vinod Vasudevan, CEO; Dr. Prateek Kapadia, CTO; Ravi Srinivasa Murty, chief revenue officer.

PRICING: Upon request.

SUPPORT: Data science and technical services, specific support for telco marketing teams.



OVERVIEW: Headquartered in London, Fospha Marketing was founded in 2014. To date it has raised \$7.4 million in funding.

PRODUCTS: Fospha helps marketers track the end-to-end customer journey

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and uses AI to measure the effect of each interaction on the customer's likelihood to convert. The platform integrates with over 200 marketing tools.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Sam Carter, CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.

NTENT^{HQ}

OVERVIEW: Headquartered in London, Intent HQ was founded in 2010. To date, it has received \$11.6 million in funding.

PRODUCTS: Intent HQ's customer intelligence platform relies on AI to deliver strategic customer insights. The platform is privacy-forward and developed to ascribe meaning and insights from network data.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Gordon Power, chairman; Jonathan Lakin, CEO, Sharifah Amirah, president, Intent HQ Americas; Peter Munro, CFO.

PRICING: Upon request.

SUPPORT: Not disclosed.

intilery.

OVERVIEW: Headquartered in Chester, England, Intilery was founded in 2012. To date, it has received \$838,000 in funding.

PRODUCTS: Intilery's customer data platform features audience mapping and AI assistance, allowing marketers to create intelligent campaigns in a few clicks.

CUSTOMERS: LateRooms.com, ProgressPlay, Push Doctor, Sofology, Travel Supermarket.

KEY EXECUTIVES: Gareth James, founder and CEO; Tom McMillen, co-founder and CTO.

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PRICING: Upon request.

SUPPORT: Not disclosed.

INVENNA

OVERVIEW: Headquartered in Nieuwegein, Netherlands, Invenna was founded in 2021 with the merger of Invicta and LynqID — both owned by The Data Agency.

PRODUCTS: Invenna's Customer Data Platform features six modules, allowing for marketing automation, tag management and a centralized customer view.

CUSTOMERS: Athora Netherlands, Cordaid, Dutch Cancer Society, KWF, Robeco.

KEY EXECUTIVES: Pieter Hallewas, director; Rob Boelhouwer, director of operations.

PRICING: Three pricing tiers available, starting at \$3,050/month.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Geneva, Jahia was founded in 2002. To date it has raised \$22.5 million in funding.

PRODUCTS: The open-source Digital Experience Manager (DX) platform is designed to help marketers manage their entire digital ecosystem. The platform integrates with Jahia's Marketing Factory and Form Factory tools.

CUSTOMERS: Abercrombie & Fitch, Ben & Jerry's, Europcar, European Parliament, General Motors, Nationwide, Samsung.

KEY EXECUTIVES: Michael Tupanjanin, CEO; Michel Romy, co-founder and vice president of customer service and support.

PRICING: Varies by module, cloud and on-premise

SUPPORT: Included with paid subscriptions. Packages of hours available;

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**LeadBoxer**

OVERVIEW: Headquartered in Amsterdam, LeadBoxer was founded in 2014. To date it has raised \$676,000 in funding.

PRODUCTS: LeadBoxer is billed as a “Sales Leads Generation App,” designed to help B2B sales teams act on customer data as it becomes available in real-time. LeadBoxer provides a mobile app that shows the businesses that visited a site and provides marketers with ways to contact them. The platform gives sales agents a task-oriented mobile and desktop app to manage new leads or existing clients.

CUSTOMERS: AirFrance/KLM, IDG, Promo Direct, Ricoh, Selecta.

KEY EXECUTIVES: Wart Franzen, CEO; Cralan Deutsch, co-founder.

PRICING: \$195/month basic, \$495/month premium.

SUPPORT: Not disclosed.

mediarithmics

OVERVIEW: Headquartered in Paris, mediarithmics was founded in 2013. To date, it has received \$14.5 million in funding.

PRODUCTS: The mediarithmics platform combines the features of a CDP and a DMP. It addresses consent, data, and campaign management, while providing real-time access to customer data.

CUSTOMERS: 3W.relevanC, Coca-Cola, Cour Chevel, Fnac Darty, grvt.

KEY EXECUTIVES: Stéphane Dugelay, CEO; Grégoire Fremiot, chief revenue officer.

PRICING: Upon request.

SUPPORT: Not disclosed.

mindbox

OVERVIEW: Headquartered in Moscow, Mindbox was founded in 2006.

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PRODUCTS: Mindbox's customer data platform features automated RFM segmentation and churn prediction. It allows businesses to build multichannel campaigns and can trigger communications during offline retail shopping.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Ivan Borovikov, founder; Alexander Gornik, CEO

PRICING: Starts at \$433/month.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in London, Myntelligence was founded in 2014.

PRODUCTS: The Myntelligence platform collects customer data from multiple sources for a unified customer view.

CUSTOMERS: BancoPosta, FCA, Jimmy Choo, Mastercard, Roadhouse Grill, UniCredit.

KEY EXECUTIVES: Carlo A. De Matteo, co-founder and chief innovation officer.

PRICING: Upon request.

SUPPORT: Operations team, client partner and dedicated account publisher.



OVERVIEW: Headquartered in Gent, Belgium, NGDATA was founded in 2012. To date it has raised \$46.8 million in funding.

PRODUCTS: NGDATA's Intelligent Engagement Platform (IEP) combines data management and machine learning technologies to continuously learn from customer behavior. The platform's SmartVideos tool leverages all data into videos personalized for each customer. A partner program allows Independent Software Vendors to use the IEP as a plug-in inside their existing solutions.

CUSTOMERS: Alliant Credit Union, Bausch & Lomb, LexisNexis, Michigan State University, Washington State.

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KEY EXECUTIVES: Doug Gross, CEO; Geert Crombez, chief technology architect.

PRICING: Engagement-based pricing model.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Sint-Lambrechts Woluwe, Belgium, Nessie was founded in 2021.

PRODUCTS: Nessie's CDP is a no-code SaaS solution. Features include data integration, data enrichment and activation, thanks in part to its AI-enabled recommendation engine.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Mario Gaziglia, CEO; Kevin Serrano, CTO; Katarzyna Ciszek, CMO.

PRICING: Starts at \$476/month, billed annually.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Amsterdam, Nominow was founded in 2015.

PRODUCTS: Nominow collects and combines customer data from online and offline journeys into a single customer view, to help marketers have a relevant dialog with customers throughout their journey.

CUSTOMERS: Europe, Pets Place, SDU, Tommy Hilfiger.

KEY EXECUTIVES: Philip Kok RM, owner.

PRICING: Upon request.

SUPPORT: Not disclosed.

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OVERVIEW: Headquartered in Pessac, France, NP6 was founded in 1999. ChapsVision acquired NP6 in January 2021.

PRODUCTS: The NP6 customer data platform centralizes all customer data. It features segmentation and orchestration capabilities, backed by a full support team.

CUSTOMERS: Banque Casino, Canal +, Henkel, PerfectStay, SFR.

KEY EXECUTIVES: Olivier Dellenbach, founder, chairman and CEO.

PRICING: Upon request.

SUPPORT: Team training program, customer technical solutions team.



OVERVIEW: Headquartered in Paris, Numberly was founded in 2000.

PRODUCTS: Datalively is Numberly's CDP. It collects all first-party data for customer segmentation and insights.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Thibaut Munier, co-founder and co-CEO; Yseulys Costes, CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Dublin, OpenJaw Technologies was founded in 2002. TravelSky Technology acquired OpenJaw in 2016.

PRODUCTS: t-Data is Openjaw's customer data platform, built specifically for travel retailers. It uses machine learning for data insights.

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CUSTOMERS: Avis, British Airways, Four Seasons, Hainan Airlines, Hongkong Airlines.

KEY EXECUTIVES: Fischer Yu, chairman and interim general manager; Mary McManus, vice president of platform.

PRICING: Upon request.

SUPPORT: Not disclosed.

PIWIK PRO

OVERVIEW: Headquartered in Wroclaw, Poland, Piwik PRO was founded in 2013. To date it has raised \$2 million in funding.

PRODUCTS: Piwik PRO is an analytics and customer data platform for enterprises. The platform can be deployed on premises and in the cloud, each of which adheres to strict privacy and security regulations while ensuring customers retain full data ownership.

CUSTOMERS: Accenture, European Commission, HP, Leroy Merlin, Microsoft, Würth.

KEY EXECUTIVES: Maciej Zawadziński, CEO; Piotr Korzeniowski, COO.

PRICING: Upon request.

SUPPORT: Not disclosed.

PRDCT

OVERVIEW: Headquartered in Amsterdam, PRDCT was founded in 2015.

PRODUCTS: The PRDCT platform helps marketers gain insights from consumer data and make the data actionable. The Audience Builder enables marketers to create omnichannel audiences for use in marketing tools using real time APIs. PRDCT's GDPR services help brands be compliant with European privacy regulations.

CUSTOMERS: Artsen Zonder Grenzen, eDreams ODIGEO, PSA Groups.

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KEY EXECUTIVES: Marcel van den Hoff, co-founder and partner; Karen Beun, co-founder; Marnix Dalebout, co-founder.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Aarhus, Denmark, Raptor Services was founded in 2013.

PRODUCTS: The Raptor customer data platform scales 1:1 personalization, allowing businesses to build an audience and identify churn risk.

CUSTOMERS: Luxo Living, Nemling.com, Skoringen, Tui.

KEY EXECUTIVES: Kenneth Boll, CEO; Jan Skov, founder and COO.

PRICING: Upon request.

SUPPORT: Not disclosed.

RedEye

OVERVIEW: Headquartered in Cheshire, England, RedEye was founded in 1997.

PRODUCTS: RedEye's AI-driven marketing automation platform, Contour, integrates with its Single Customer View database and is designed for B2C brands.

CUSTOMERS: M and M Direct, Papa Johns, Travelodge.

KEY EXECUTIVES: Paul Adshead, CTO; Andrew Stockwell, chief commercial officer.

PRICING: Upon request.

SUPPORT: Not disclosed.

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OVERVIEW: Headquartered in Walldorf, Germany, SAP was founded in 1972.

PRODUCTS: SAP's customer data platform allows businesses to achieve real-time success with customer data. It features cloud deployment, enterprise data privacy and governance foundation and data activation.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Christian Klein, CEO; Adaire Fox-Martin, customer success; Juergen Mueller, CTO.

PRICING: Upon request.

SUPPORT: Variety of support plans offered.



OVERVIEW: Headquartered in Barcelona, Scal-e was founded in 2007.

PRODUCTS: Scal-e's platform is an all-in-one marketing suite that includes CDP capabilities. The platform assists with data management and omnichannel orchestration.

CUSTOMERS: Arkopharma, BNP Paribas, La Boucherie, Loxam, SNCF.

KEY EXECUTIVES: Christophe Alves, CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Paris, Splio was founded in 2001. To date it has raised \$24.1 million in funding.

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PRODUCTS: The Splio platform focuses on delivering online and offline customer loyalty marketing tools and customer data to retailers and ecommerce companies.

CUSTOMERS: Allianz, Birchbox, CineMark, Dior, Longchamp Paris, L'Oreal, The Kooples, Sephora.

KEY EXECUTIVES: Mireille Messine, CEO; Grégory Chapron, CFO; Evelyne Notton, CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Rijswijk, The Netherlands, Squeezely was founded in 2016.

PRODUCTS: Squeezely's customer data platform features a journey builder and can make product recommendations to customers. Its real-time persuasion tools help businesses close customer sales.

CUSTOMERS: Happybee, Micazu, XXL Nutrition.

KEY EXECUTIVES: Ivo Lindhout, founder and managing director; Jonathan de Zoete, founder and CTO.

PRICING: \$965/month Growth plan, \$1,570/month Business plan. Enterprise pricing available upon request.

SUPPORT: Not disclosed.

TEAVARO

OVERVIEW: Headquartered in London, Teavaro was founded in 2014.

PRODUCTS: Teavaro's enhanced CDP offers a multitude of ways to engage with the marketing funnel. A variety of tools provide identity resolution, data exporting and allow for testing and segmentation.

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CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Robert Bergmann, founder and CEO; Dirk Rohweder, co-founder and COO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Lagos, Nigeria, Tarragon Group was founded in 2009. To date, it has raised \$5 million in funding.

PRODUCTS: Tarragon Group is the first African company to be RealCDP certified. Its CDP offers data ingestion and activation, segmentation and AI/ML-powered insights and recommendations.

CUSTOMERS: Access, Wema Bank.

KEY EXECUTIVES: Elo Umeh, CEO; Deji Balogun, COO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in London, UniFida was founded in 2014.

PRODUCTS: UniFida has a cloud-based customer data platform designed for B2C data-driven marketing.

CUSTOMERS: Capco, GBG Transactis, Global Life Distribution, Janine Stone, SunLife.

KEY EXECUTIVES: Chris Daniels, head of digital strategy; Adham Shamkh, head of technology.

PRICING: Upon request.

SUPPORT: Not disclosed.

Directory – EMEA



OVERVIEW: Headquartered in Monza, Italy, WhiteRabbit was founded in 2015.

PRODUCTS: The WhiteRabbitSuite is an all-in-one solution that includes a CDP. Their CDP allows for customer data storage and integration with other products in the martech stack.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Fabrizio Barbarossa, founder and CEO; Guido Panigada, co-founder; Cecilia D'Aguanno, partner; Raffaele Dell'Aversana, CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Berlin, Zeotap was founded in 2014. To date it has raised \$81.2 million in funding.

PRODUCTS: Zeotap's customer intelligence platform provides integrated customer data management and real-time orchestration capabilities. Its granular consent management capabilities ensure all marketing efforts comply with the latest rules and regulations.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Daniel Heer, founder and CEO; Projjol Banerjea, founder and CPO.

PRICING: Upon request.

SUPPORT: Not disclosed.

Directory – APAC

ALGONOMY

OVERVIEW: Headquartered in Bangalore, Algonomy (formerly Manthan) was founded in 2003. To date it has raised \$98.4 million in funding.

PRODUCTS: Algonomy's CDP is a cloud-based offering that integrates into its broader intelligent hub. Its solutions are designed for B2C companies in industries such as retail and restaurants.

CUSTOMERS: Big Y, Charming Charlie, Crocs, Forever 21, Marks & Spencer, Prada, Zara.

KEY EXECUTIVES: Atul Jalan, CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.

ANTSOMI

OVERVIEW: Headquartered in Singapore, Antsomi was founded in 2017.

PRODUCTS: Antsomi bills its 365 CDP as the first AI-powered CDP native to Southeast Asia, with solutions tailored to regional needs.

CUSTOMERS: Hyundai, Kangnam, Menard.

KEY EXECUTIVES: Dinh Le Dat, co-founder and chairman; Teck Choon Serm, co-founder and CEO.

PRICING: Hybrid pricing model (fixed cost plus performance-based fee).

SUPPORT: Not disclosed.

CleverTap

OVERVIEW: Headquartered in Mumbai, CleverTap was founded in 2013. To date, it has raised \$76.6 million in funding.

PRODUCTS: The CleverTap CDP captures and operationalizes data from external sources. It allows for customer data unification, advanced user segmentation,

Directory – APAC

customer lifecycle management, and data privacy and security features.

CUSTOMERS: Ketto, Luv.it, MobiKwik, Practo, School4one, Vodafone.

KEY EXECUTIVES: Sunil Thomas, co-founder and CEO; Anand Jain, co-founder and CSO; Suresh Kondamudi, co-founder and CTO.

PRICING: Starts at \$200/month.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Chennai, India, Customerlabs was founded in 2013. To date it has received \$100,000 in funding.

PRODUCTS: The Customerlabs CDP is a no-code customer data platform, allowing marketers to collect data for customer insights without relying on developers.

CUSTOMERS: Authoritas, Gist, Infinigrow, Klenty.

KEY EXECUTIVES: Vishnu Vankayala, founder.

PRICING: \$99/month Growth, optional add-ons: \$2,000 one-time unified view, free plan available.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Sydney, Datalicious was founded in 2007. Equifax acquired Datalicious in 2016.

PRODUCTS: Datalicious offers proprietary and partner technology platforms designed to maximize the customer journey, including tools for media attribution and media mix modeling.

CUSTOMERS: Expedia, Fox Sports, Lego, Telstra, Vodafone, Westfield.

KEY EXECUTIVES: Darron Jermy, director of digital performance.

PRICING: Upon request.

SUPPORT: Not disclosed.

Directory – APAC



OVERVIEW: Headquartered in Minato, Japan, Everrise was founded in 2006.

PRODUCTS: Integral Core is Everrise's CDP. It is based on Amazon Redshift™ and is Japan's first U.S. CDP Association registered product. Integral Core is a cloud-based offering, collecting and integrating online and offline behavioral and advertising data.

CUSTOMERS: dlpo, Harbest, Repro, Rtoaster, SkyFox, Tableau, Valis Cockpit, Yellowfin.

KEY EXECUTIVES: Hiromasa Kurata, CEO; Takashi Ito, director; Masatoshi Narita, director.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Mumbai, FirstHive was founded in 2008. The parent company is eMart Solutions India.

PRODUCTS: The FirstHive CDP aggregates data from a variety of customer interactions and transactions to build unified customer profiles that can be grouped into relevant cohorts. The platform also supports the creation and execution of customer engagement campaigns across email, SMS, voice, websites, mobile apps and social channels.

CUSTOMERS: ICICI Bank, Essilor, Legrand, Siemens, Wella.

KEY EXECUTIVES: Aditya Bhamidipaty, founder and CEO; Gourav Sharma, vice president of engineering.

PRICING: Starts at \$2,500/month.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Hyderabad, India, Gamooga was founded in 2011. To date, it has raised \$115,000 in funding.

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PRODUCTS: Gamooga is an omnichannel customer engagement platform that incorporates a predictive analytics engine, allowing for marketing automation, micro-segmentation and personalization.

CUSTOMERS: BigBasket, ERbazaar, redBus, Reliance.

KEY EXECUTIVES: Kishore Annapureddy, co-founder and CEO; Nishitha Nagireddy, co-founder and director of business development and alliances.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Singapore, Knowesis was founded in 2013.

PRODUCTS: The Knowesis platform provides a 360-degree customer view for creating differentiated customer experiences.

CUSTOMERS: AIS, Singtel, Telstra, Unitel, Volt.

KEY EXECUTIVES: Mark Radford, CEO; Scott Lyall, CFO; Sri Rajalingam, CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Bangalore, India, Lemnisk was founded in 2008. To date it has raised \$27 million in funding.

PRODUCTS: Lemnisk's CDP is aimed at financial services enterprises. The CDP is designed to resolve a single user across first-, second- and third-party data sources and channels.

CUSTOMERS: Axis Bank, Emirates NBD Bank, HDFC Bank, MetLife, Prudential, Royal Group.

KEY EXECUTIVES: Subra Krishnan, co-founder and CEO.

Directory – APAC

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Saint Kilda, Australia, Lexer was founded in 2008. To date, it has raised \$33.8 million in funding.

PRODUCTS: The Lexer platform consists of Lexer Engage for customer care; Lexer Identify for gaining insights into customers and prospects and targeting communications to them; and Lexer Listen for real-time analytics.

CUSTOMERS: BHP, Disney, Fox Sports, Seek, Village Roadshow Limited, Westpac.

KEY EXECUTIVES: Dave Whittle, CEO; Aaron Wallis, founder and CTO; David Chinn, president.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Singapore, Meiro was founded in 2018.

PRODUCTS: Meiro is an on-premise CDP that gives organizations complete local control over their customer data. Their CDP offers first-party data collection, a data integration layer, and an AI segmentation app for business users.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Jana Marlé-Zizková, co-founder and CEO; Vojtech Kurka, co-founder and CTO; Pavel Bulowski, co-founder and CMO.

PRICING: Upon request.

SUPPORT: Not disclosed.

Directory – APAC



OVERVIEW: Headquartered in Sydney, n3 Hub was founded in 2018.

PRODUCTS: The enterprise-ready n3 Hub CDP ingests data from anywhere and can share that data to any platform.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Jeremy Howcroft, CEO; Damian Williams, CTO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Mumbai, Netcore was founded in 1998.

PRODUCTS: Netcore's CDP capabilities are part of its martech stack, which include the ability to deliver omnichannel customer experiences.

CUSTOMERS: Disney+ hotstar, Flipkart, Nexxt, Oyo, Swiggy.

KEY EXECUTIVES: Rajesh Jain, founder and group managing director; Kalpit Jain, group CEO; Abithab Bhaskar, CEO — international business.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Perth, Australia, Seven West Media was founded in 2011.

PRODUCTS: Seven West Media partners with TEG Analytics for its CDP, called 7REDiQ. The platform allows brands to gather customer data and use its plug-and-play capabilities with Seven West's own CRM.

CUSTOMERS: Not disclosed.

Directory – APAC

KEY EXECUTIVES: James Warburton, managing director and CEO.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Chennai, India, TheDataTeam was founded in 2014.

PRODUCTS: TheDataTeam's suite of AI-driven marketing services is called Cadenz. Its products offer CDP-like capabilities, ingesting customer data for insights.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Rangarajan Vasudevan, founder and CEO; Pushkaraj Kale, co-founder and COO; Savitha Saranathan, co-founder and controller.

PRICING: Upon request.

SUPPORT: Not disclosed.



OVERVIEW: Headquartered in Singapore, Tuple Technologies was founded in 2016. To date it has received \$1 million in funding.

PRODUCTS: Nash 360 is Tuple Technologies' CDP. It ingests data from accessible and inaccessible sources for profile unification and customer segmentation.

CUSTOMERS: GCOX, Jebsen & Jessen, JLT, Singapore Tourism Board.

KEY EXECUTIVES: Santhosh Nagaiah, co-founder and CMO.

PRICING: Upon request.

SUPPORT: Not disclosed.

Mergers & Acquisitions

The following companies have either merged with or been acquired by a larger organization. Companies that are no longer in the CDP business have been removed from the main directory.

[6sense](#). Americas. Acquired by ZenIQ in 2018.
[AgilOne](#). Americas. Acquired by Acquia in 2019.
[Aginity](#). Americas. Acquired by Kairn Corporation in 2020.
[Audiens](#). EMEA. Acquired by Bango PLC in 2018.
[Axonite](#). Americas. Acquired by Optimove in 2020.
[BlueVenn](#). Americas. Acquired by Upland Software in March 2021.
[Boxever](#). EMEA. Acquired by Sitecore in March 2021.
[Bridg](#). Americas. Acquired by Cardlytics in April 2021.
[Celebrus](#). EMEA. Acquired by D4T4 Solutions in 2015.
[CrossEngage](#). EMEA. Merged with Gpredictive in 2020.
[Datalicious](#). APAC. Acquired by Equifax in 2016.
[DataQ](#). Americas. Acquired by Power Digital in 2020.
[Datatrics](#). EMEA. Acquired by Growens in 2018.
[Datorama](#). Americas. Acquired by Salesforce in 2018.
[Dun & Bradstreet](#). Americas. Acquired in a private investor group in 2018.
[Emarsys](#). EMEA. Acquired by SAP in 2020.
[Evergage](#). Americas. Acquired by Salesforce in 2020.
[Exponea](#). EMEA. Acquired by Bloomreach in January 2021.
[Gainsight](#). Americas. Acquired by Vista Equity Partners in 2020.
[Hull](#). Americas. Acquired by MessageBird in March 2021.
[Invicta](#). EMEA. Acquired by The Data Agency in 2020. Merged with LynqID in January 2021 to form [Invenna](#).
[Lattice Engines](#). Americas. Acquired by Dun & Bradstreet in 2019.
[Marketing G2](#). Americas. Acquired by Naviga in 2018.
[NextGuest](#). Americas. Merged with Cendyn in February 2021.
[NP6](#). EMEA. Acquired by ChapsVision in January 2021.
[QuickPivot](#). Americas. Acquired by Vericast in 2019.

[Segment](#). Americas. Acquired by Twillio in 2020.
[ShiftForward](#). EMEA. Acquired by Velocidi in 2018.
[Signal](#). Americas. Acquired by TransUnion in 2020.
[SmarterHQ](#). Americas. Acquired by Wunderkind in 2020.
[Stride](#). Americas. Acquired by Snowflake in 2019.
[Treasure Data](#). Americas. Acquired by Arm Holdings in 2018.
[Umbel](#). Americas. Acquired by MVPIndex in 2018.
[Ysance](#). EMEA. Acquired by Devoteam in January 2021.
[Zaius](#). Americas. Acquired by Optimizely in March 2021.

Conclusion

The Future of CDPs

The CDP market, its vendors and the software itself continue to be in an emergent state of tremendous flux and growth. New vendors are entering the space, global enterprise organizations are adding CDPs to their product offerings, while smaller players are acquired almost faster than we can keep this report current.

The validity of the CDP category itself is a contested subject. Most vendors, analysts and practitioners expect the category to split into two main camps, with management platforms for the data foundation end of the spectrum and activation platforms for the business application, insights and orchestration end of the spectrum. Others reject the CDP moniker completely, positioning their solutions as intelligence or experience platforms. Regardless of the label, in the past five years, CDPs have become mission critical for companies who are serious about developing data-driven, customer-centric marketing and business strategies.

David Raab, founder of The CDP Institute, expects CDP systems to homogenize over time, as they all will have the core technical ability to build multi-source customer databases run by marketers. As vendors

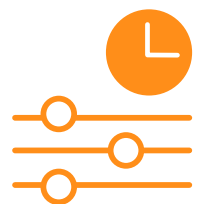
expand their systems to meet different use cases, and develop for different types of clients, Raab says this will lead to a standard set of CDP features, functionality and applications. With standardization, it will be easier for new competitors to enter the market, and more enterprise software vendors from outside the traditional CDP space will step in with a full range of customer management capabilities.

Tony Byrne, president of analyst firm Real Story Group, believes the CDP marketplace remains fragmented, although he does expect some vendor consolidation. He advises that due to the number of potential applications, the market probably won't consolidate down to four or five vendors, meaning businesses shouldn't hesitate to invest in an established system.

How to Prepare for CDPs Now

Data ingestion and staffing: According to Byrne, marketing departments and companies who are interested in bringing in a CDP should be thinking about getting their data clean, preparing it for ingestion and getting the right people and skills in place. He tells us that most enterprises still need to map all their siloed data for ingestion into a CDP so this should be a primary concern. And getting that data ready for ingestion and processing in a CDP is primarily a human process, not an AI or machine process. Doing a skills and personnel assessment for that data migration process should be first on the list.

- **Integrations:** The most common CDP integration is with the company website, bringing in web usage data either directly or through tags or tag management systems. Other types of common integrations include mobile apps, POS, call center and order processing. Outbound marketing should be top of mind, since a CDP can integrate with outbound marketing tech like SMS, direct mail, email, ad platforms and CX personalization tools.



- **AI and machine learning:** One of the biggest challenges for a CDP is unstructured data. AI can help to identify anonymous users across multiple sources by using natural language processing, and machine learning can make data actionable by adding notation features and content classifications. Not all CDPs offer this type of advanced capability, but CDPs can work with other CX systems to get this kind of functionality.

Appendix

Resource Archive

David Raab first coined the term CDP in 2013 to describe marketing systems with the ability to create a unified customer database. campaign

ARTICLES

- [Do CDPs Really Make Marketers Independent of IT?](#) (2021) — Do CDPs free marketers from relying on IT to perform certain data tasks? An in-depth look.
- [Has the Rise of the CDP Changed How Companies Use CRMs?](#) (2021) — A look into the rise of CDP adoption and whether it's affected CRM usage.
- [Should You Build or Buy Your CDP?](#) (2021) — Examination of whether it makes sense for businesses to buy a CDP from a vendor or build one themselves from scratch.
- [Using a CDP for Data-Driven Campaign Management](#) (2021) — In-depth look into modern marketing challenges and where a CDP can add value.
- [Which Customer Data Platform Road Should You Travel?](#) (2021) — Comprehensive look at the different types and use cases for CDPs to help marketers identify which type is right for their needs.
- [4 CDP Case Studies: AgilOne, Arm Treasure Data, BlueConic, Lytics](#) (2020) — These case studies dive deep into real-world use cases for CDP applications.
- [8 Tips for Cutting Through the Customer Data Platform Hype](#) (2020) — Some tips for getting the most from a CDP.
- [Twilio's \\$3.2 Billion Grab of Segment: What's Behind the Largest CDP Acquisition?](#) (2020) — Twilio's acquisition of the world's largest CDP company has ramifications that will affect the entire industry. Dom Nicastro investigates.
- [What's the Road Ahead Look Like for CDPs?](#) (2020) — Industry insiders and pundits share their thoughts on the CDP market in 2020 and beyond.
- [What Does the Arrival of Enterprise Players Mean for the CDP Market?](#) (2020) — This article takes a deeper dive into the emergence of large enterprises into the CDP space and examines how they will compete with longtime players.
- [7 Tips to Successfully Implement a CDP](#) (2019)
- [CDP vs. DMP: Which Is Right for Your Business?](#) (2019)

- [Is That New CDP Truly a Customer Data Platform?](#) (2019)
- [Lessons Learned from CDP Implementations](#) (2019)
- [What Is a Customer Data Platform \(CDP\)?](#) (2019)
- [12 Considerations When Implementing CDPs into DXPs](#) (2018)
- [Understanding the CDP Landscape: Which Kind Is Right for You?](#) (2018)
- [What's the Difference Between a CRM and a CDP? And Why You Should Care](#) (2018)
- [What's the Road Ahead Look Like for CDPs?](#) (2018)
- [Why Customer Data Platforms Are Gaining Traction](#) (2017)

WEBINARS

- [Activate Customer Data More Effectively with a SmartHub CDP](#) — This webinar examines the benefits of deploying a SmartHub CDP to manage and orchestrate customer data globally and safely.
- [Digging Deeper into CDPs](#) — This webinar discusses how to leverage CDPs for the most demanding enterprise applications.
- [Does Your Organization Need a CDP?](#) — This webinar explores the basics of customer data platforms through several current CDP use cases. This is the first of a multi-part series on customer data platforms.
- [Finding the Right CDP for Your Business](#) — The fourth part of our CDP webinar series, examining industry updates and the different flavors and options of CDPs for particular business applications.
- [Getting Ready for a CDP](#) — This webinar looks at best practices to selecting and implementing the right CDP.
- [Getting Up to Date on CDPs](#) — This webinar examines the convergence currently happening in the CDP market and looks at the future of the industry.
- [Improving Marketing's Operational Efficiency with a CDP](#) — This webinar examines the benefits of pure-play CDPs.

FURTHER READING

- [The CDP Institute](#) — A vendor-neutral organization founded by David Raab that defined the category of CDPs in 2013 and continues to educate marketers about customer data management.

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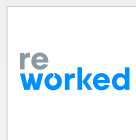
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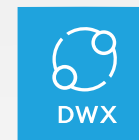
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