Customer Data Platforms

CDP
MARKET GUIDE

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Introduction

For businesses to compete in the modern digital world, consumer and B2B organizations need to build ongoing relationships with their customers based on trust and value. In order to understand customer needs and behaviors and to engage with them where and when they want to be, businesses of all sizes should centrally manage customer data from every touchpoint.

Since a substantial amount of customer data is currently siloed and not actionable, finding the right data management solution that not only manages and combines data, but gives the ability to segment audiences and orchestrate campaigns can be critical to business success. The solution for this data management challenge is the customer data platform (CDP).

With the CDP market still developing, there can be significant overlap and substantial differences between platforms currently categorized as CDPs. There are also vendor platforms that eschew the traditional CDP moniker, preferring to stylize themselves as platforms that "go beyond a traditional CDP" or that "exceed traditional CDP capabilities."

In this guide, we will define what a CDP is, examine what basic elements and functionality you should expect from your vendor, and discuss some potential benefits and use cases for a CDP. In the following sections we will dig deeper and examine the current CDP market, provide a (near) exhaustive list of all CDP vendors, with at-a-glance profiles and product information, and take a look toward the future of the CDP category.

Overview

CDP Defined

A CDP is a data management system that has 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 around an individual customer.

Once customer data is entered into a CDP, the ability to unify user profiles into a single record makes it possible for marketers to form a 360-degree view of their customers. These customer profiles can then be segmented into groups to allow for better targeting of valuable audience segments.

Finally, CDPs allow for the activation of customer data by pushing it out to the relevant martech systems to improve and tailor the customer experience (CX).

History in Brief

David Raab first coined the term CDP 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. 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 across 2018 and 2019.

Core Attributes

CDPs consist of the following three elements:

1. They need to be **packaged software**, a prebuilt system that is 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, allowing for reduction of cost, time and risk for businesses.

2. 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 does not need to store all the data itself or take in every piece of customer data, but it should serve as a hub for your martech stack organized around providing a single view of each customer.

3. They need to be **accessible to the rest of your martech systems**. Any data in the CDP should be accessible and easily available to any other system, meaning they should not operate like an integrated software suite, where a system can only interface with other like-pieces of a proprietary software suite.

A CDP is not a CRM or a data management platform (DMP). While a CRM may have some overlap with a CDP in terms of functionality, a CRM system is primarily to support sales, while a CDP delivers a more

complete view of the customer beyond the sales cycle. CRMs are more limited in scope than CDPs as they do not necessarily provide the development environment or integration flexibility to support the full customer experience cycle, as well as being more focused on managing customer interactions, business transactions and process management.

DMPs differ from CDPs in several key ways as well. A DMP is designed to perform one core function for ad platforms — to gather data from multiple channels and categorize and classify it so marketers can target customer segments more effectively. CDPs are more about managing an individual customer, not just a segment or group, and can help tailor outbound marketing efforts to specific individuals. CDPs work with first-party data of anonymous and known customers, and can store personally identifiable information (PII) relating to an individual, while DMPs deal with anonymous third-party data like cookies, IP addresses and mobile device data.

In the end, it's not a question of whether to use a CRM, CDP or DMP, but rather understanding the differences between platforms and functionality, and applying them to specific use cases for your business.

Key Features

Look for key features such as a web-based UI and built-in data collection, unification and activation functionality.

- **Analytics:** Most CDPs will have some built-in analytical capabilities that will give marketers actionable insights to help optimize segments, campaigns or broader customer journeys for efficiency and efficacy.

- **Data Ingestion / Collection:** A CDP needs to be able to load in data from multiple customer touchpoints in real-time. Touchpoints would include sources like websites, mobile devices, server data, CRM systems, payment systems, email, ad campaigns and help desks. While the data it is taking in 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:** Your CDP should serve as the hub of your martech stack, collecting all your customer data and activating it for your marketing tools. Getting that data integrated and routed into the rest of your martech stack is the only way you will fully realize the benefit of your CDP. Make sure your CDP has good documentation and can set up new data integrations without software development kits (SDKs) or additional tracking codes.

- **Data Output / Activation:** A CDP needs to be able to push all that segmented data back out, with instructions on how to activate it and personalize messaging to external systems like email, mobile, social media and web. Some CDPs may include more advanced customer activation features, using AI to determine optimal activation strategies across large sets of data.

- **Internal Processing / Unification:** A CDP has to be able 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 so you can build customer profiles over time.

- **Segmentation:** CDPs should have a web-based interface that gives marketers the ability to 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 CDP Capabilities

Beyond the core CDP functionality defined above, there are a variety of additional features you may want to ensure your short-list CDP solutions offer.

- **Artificial Intelligence (AI) and Machine Learning (ML):** CDPs that integrate some level of AI or machine learning can help marketers achieve deeper insights into their customers' behaviors, allowing them to deliver more personalized messaging or offers, and in some cases discover emergent customer segments or leverage AI-driven

orchestration. CDP vendors with AI or machine learning capabilities include Adobe, Treasure Data, Blueshift, BlueConic, Datorama, Evergage, Microsoft, NGDATA, Lytics, Oracle, Reltio and Tealium.

- **Business-to-Business (B2B) or Business-to-Consumer (B2C) Focus:** 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, Advanced InSight offers a CDP for B2B enterprises; ActionIQ is tailored to B2C companies; Lytics is more general, with customers ranging from The Economist magazine to retailer Dr. Martens.

- **Cloud or On Premises:** 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. But some vendors such as BlueVenn, Celebrus and Piwik PRO offer the option of deploying the product in the cloud or on your own data center hardware, which some companies prefer due to security and privacy compliance concerns.

- **Data Controls:** Look for a CDP that has advanced data controls that will give you the ability to control what data is sent to which database or integration point.

- **Data Focus or Business Application Focus:** CDPs will 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 the Treasure Data Platform, or they will be more of a business application with a focus on analytics, visualization and activation, like the Optimove Solution. Ensure you pick the right platform for your particular needs.

- **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.

- **Industry Focus:** Beyond the B2B or B2C focus, some CDPs are geared toward particular industries. Examples include Naviga (media), OpenJaw (travel) and Ysance (retailers).

- **Mobile Savvy:** Ideally, you want a CDP that can leverage data from your brand's mobile apps — which many do. But you should also consider whether a vendor makes mobile app tools available to marketers as well. A few that do include them are LeadBoxer, which provides a mobile app that shows users the businesses that visited a site and provides you with ways to contact them, and mParticle, which offers a Mobile Data Activation platform.

- **Platform Architecture:** While nearly all CDP vendors provide integrations with other vendors' martech tools, some — such as Treasure Data, BlueConic and Jahia — emphasize the open-source roots or nature of their platforms. For example, BlueConic says its CDP features a database architecture built on Apache Cassandra, which Facebook initially developed and has since made open source.

- **Predictive Channel Optimization / Predictive Engagement:** Some enterprise-grade CDPs use AI to provide the ability to analyze customer behavior patterns to determine the optimal channels and time of day to message them.

- **Predictive Segmentation:** More robust Campaign CDPs have the capability of automatically identifying and creating persona segments that have a higher probability to react to certain events and messages.

- **Data Protection and Security:** With General Data Protection Regulation (GDPR) compliance (as well as an increasingly broad array of additional data protection regulations) a requirement for any company that deals with EU citizen data, you may want a CDP with data protection and compliance features built in. A CDP that provides data encryption, single sign-on (SSO), federation of data removal and role-based permissions will have robust security features to help keep your customers' personal information secure.

- **Visualization:** Some Analytics and Campaign CDPs have advanced visualization tools that give marketers and customer experience professionals powerful views of the customer journey. These tools can deliver insights in ways that pure data often does not.

CDP Classifications

As the CDP industry continues to solidify and evolve, how CDPs are classified and grouped continues to change as well. Check in regularly for updates to this Buyer's Guide to learn how the CDP industry and its vendors and products reposition themselves.

- **Data:** These CDPs ingest customer data from multiple sources, combining and linking that data to customer profiles. The resulting data and profiles are 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 platforms have the data management functionality of data CDPs with expanded analytical and visualization features. Analytics CDPs may include the ability to do 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:** Campaign 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, and product and content recommendations. These systems may include the ability to orchestrate customer treatments across multiple channels.

- **Delivery:** These platforms have data assembly, analytics, customer treatments, along with message delivery, typically through email, web or CRM. These systems often started as delivery products and added in CDP features later.

Certification

In 2019, the vendor-neutral organization the CDP Institute launched the RealCDP Certification. The aim of the certification is 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 should be able to ingest data without regard to source, capture all details of said data and store it indefinitely, and with that data be able to create unified profiles of individual customers and share both profiles and data with other systems as needed.

Vendor Evolution

The CDP market consists of vendors that come from 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.

Forty-five percent of vendors in a recent CDP Institute report were founded between 1996 and 2007, before the CDP market existed. "Older firms are likely to have started in a different market and have repositioned themselves as CDPs," the report noted. Among current CDP vendors tracked in the report, 18% were founded between 2008 and 2011; 18% between 2012 and 2013; and 18% between 2014 and 2016.

It's worth noting that CDP solutions have grown in capabilities over the years. In CDP Institute's first market report, released in December 2016, 46% of vendors primarily offered customer data access, the core CDP capability, with 25% offering analytics and 29% providing customer engagement capabilities. However, since that first report, the vast majority of vendors now offer access, analytics and engagement capabilities.

The variety of CDP vendors continues to grow, with more companies delivering native CDPs out of the box as opposed to legacy systems

evolving into CDPs. Look for more vendors to have delivery and campaign capabilities as part of their offerings, and for larger firms to hone their positioning to focus either on data management versus broad CDP management capabilities.

Use Cases

Why Use a CDP?

The days of the linear sales funnel are numbered. Customers now interact with your brand in countless ways, long before and after they are engaged in the buying process. They are commenting on your products on your website, talking with their friends about your company on Facebook, leaving reviews on Amazon, clicking on ads on the internet and interfacing with your customer service employees through your call center.

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 your organization's structured and unstructured customer data across customer touchpoints, giving you a more complete view of your customer, from the research phase, through the buying cycle, and finally through retention and the holy grail of advocacy.

Common Use Cases

What can you do with a CDP? Here are 11 of the most common use cases:

1. **Work toward a 360-degree view of your customers**
   Centralize data about your customers across all the channels in which they engage with your brand so you can have one single, unified view of each customer.

2. Gain actionable insights

CDPs don't simply aggregate, store and unify your customer data from multiple tools, sources and engagement channels. From the unified customer views you receive, you can get actionable intelligence into customer behaviors, likes, dislikes, patterns and preferences. Those insights can help you 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 you get from a CDP can help you 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 your audience

Increase your valuable first-party data by encouraging anonymous visitors to your website to return through personalized content and intent-based marketing and, once they've returned, register or make a purchase.

5. Segment your audience

Most CDPs offer the ability to segment your 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 help you know exactly when to send a personalized message — such as the moment when a return visitor is actively exploring a particular product page on your site.

7. Increase the lifetime value of your customers

The more personalized messaging to your customers is, the more you're likely to earn their trust and loyalty. From there, you're much closer to increasing their repeat purchases, frequency and average order value.

8. **Optimize marketing campaign ROI**

   With a unified view of customers across all your channels, you have a deeper understanding of how customers prefer to engage with you, whether it's via email, social networks, or website visits. From this knowledge, you can emphasize, say, email messaging and offers to customers who tend to engage with your brand mostly through email.

9. **Target customers based on behaviors**

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

10. **Become compliant with GDPR and other privacy regulations**

    A CDP integrates all customer data across your martech tools, platforms and databases, including CRMs, email, website visits, customer call center interactions and in-store purchases. With a CDP, you know where your customer data is, and that's critical in the age of GDPR. A CDP can assist with compliance, giving you a digital trail that provides a history of your customer data.

11. **Predict the future**

    CDPs that leverage machine learning can analyze your customers' past behaviors and, based on that information, provide predictive indicators, such as whether a customer will likely buy again from you and if so, what they will buy and when they're likely to click the 'buy' button.

Market Overview

The CDP market continues growing at a significant rate. According to research, the CDP industry expanded in the second half of 2019 with several new vendors entering the market, while existing vendors continued to solidify, expand and position themselves through funding or acquisitions. New products from large players such as Adobe, Microsoft, Oracle and Salesforce have entered the market over the past year; look to them to make more of an impact on the market as 2021 progresses. Other major software players like SAP, SAS and Teradata have all announced or are planning to announce CDP products.

For the whole of 2019, vendors saw 48% growth, employment at 64% growth, and funding at 32% growth. In the first half of 2020, the CDP industry added 22 vendors (+18%), 1,200 employees (+13%) and $185 million in cumulative funding (+8%).

The CDP industry currently has $1 billion in industry revenue, with $1.3 billion projected for the end of 2020. While the CDP market is more mature in the U.S., vendors based in other regions account for 53% of CDP vendors and 40% of employees. U.S.-based vendors report higher growth than their European and Asian counterparts, according to the CDP Institute.

Market Growth: 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.

According to recent data, the European CDP market increased by 32% more vendors and 29% more employees, compared with 59% and 67% growth in the U.S. as measured by the CDPI's previous report.

Market Growth: 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.

CDP Vendor Directory

If you're on the hunt for a CDP offering, check out the vendors summarized below (in alphabetical order and grouped by region). You'll find at-a-glance information about the companies, their products, customers and key executives.

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. So make sure the CDP vendor is tailored to the size of your business and verify this with reference clients.

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 each company's website.

Pricing and support information (beyond basic email support) is included when available, though the vast majority of vendors don't offer those details unless you are a sales prospect. Prices and funding totals are given in USD and are accurate as of January 2021.

Directory - Americas

6sense

OVERVIEW: 6sense ZeniQ is based in San Francisco and was founded in 2013. The company raised $40 million during its last funding round. In April 2018, 6sense acquired ZenIQ.

PRODUCTS: 6sense offers a demand orchestration platform. The 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 vice president of engineering.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

ActionIQ

OVERVIEW: Headquartered in New York City, ActionIQ was founded in 2014. To date it has raised $77 million in funding.

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, Pandora Media, Verizon Wireless, WW.

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

PRICING: Upon request.

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

Acquia

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

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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, Wicks.

KEY EXECUTIVES: Michael Sullivan, CEO, Dries Buytaert, chairman and CTO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Adobe

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. Other features include robust privacy controls and real-time data activation. In summer 2020, Adobe added data governance capabilities to its platform.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Shantanu Narayen, Chairman and CEO; John F. Murphy, CFO; Abhay Parasnis, CTO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Aginity

OVERVIEW: Headquartered in Evanston, Ill., Aginity was founded in 2005. To date it has raised $27.5 million in funding.

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: Tzaras Christon, president and CEO; Dan Kuhn, CTO; Geoff Trukenbrod, CFO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

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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, PhD, founder, Nilesh Bansal, PhD, CTO and co-founder.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Alterian

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, The Kroger Co. Lucky Brand, Seattle Sounders FC.

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

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, Thule.

KEY EXECUTIVES: Scott Buelter, CEO; 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: Ahold, America's Test Kitchen, Franklin Sports, Hearst Newspapers, ING, Moen, T-Mobile, Volvo.

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

PRICING: Starts at $500/month. **SUPPORT:** Not disclosed.

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Blueshift

OVERVIEW: Headquartered in San Francisco, Blueshift was founded in 2014. To date it has raised $25.6 million in funding.

PRODUCTS: Blueshift's platform, positioned by the company 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 head of AI.

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.

KEY EXECUTIVES: Steve Klin, CEO; Ben Knight, president (US); Mark Jameson, CTO.

PRICING: Starts at $2,000/month. **SUPPORT:** Not disclosed.

Bridg

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

PRODUCTS: The Bridg CDP is purpose-built for brick-and-mortar retailers — specifically the restaurant and retail industries. It features second-party data

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integration and boasts of identity match rates of up to 85%.

CUSTOMERS: Not disclosed.

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

Buyer Genomics

OVERVIEW: Buyer Genomics is headquartered in New York City.

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, CEO and founder; 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: Ravid Turner, co-founder and CEO; Nic Zangre, VP of Product; Nolan Garrido, VP of Engineering.

PRICING: $20,000/year or more. **SUPPORT:** Not disclosed.

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Cheetah Digital

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

PRODUCTS: Cheetah Digital's Customer Engagement Platform 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; MichelleCurless, chief customer officer; Bill Ingram, chief product officer.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Clutch

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 CTOAndy O'Dell, co-founder and CSO.

PRICING: Upon request. **SUPPORT:** Email support.

Datorama

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

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

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. In 2018, the company was acquired by a private Chinese investment firm. 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 San Jose, Calif., Ensighten was founded in 2009. To date it has raised $108.5 million in funding.

PRODUCTS: Ensighten'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; Ian Woolley, chief revenue officer; Jason Patel, CTO; Mat Hauck, COO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Directory - Americas

Evergage

OVERVIEW: Headquartered in Somerville, Mass., Evergage was founded in 2010. It was a 2012 finalist at the TechCrunch Disrupt Startup Battlefield. Before being acquired by Salesforce in 2020 it had raised $26.3 million in funding.

PRODUCTS: The Evergage platform capabilities include machine learning, to deliver personalized experiences algorithmically and help marketers uncover insights from analytics; A/B testing; analytics and attribution; behavioral tracking; and triggered messaging.

CUSTOMERS: Autodesk, Citrix, Lenovo, Newegg, Publishers Clearing House, Walmart Mexico.

KEY EXECUTIVES: Karl Wirth, co-founder and CEO; Greg Hinkle, co-founder and CTO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

FanThreeSixty

OVERVIEW: Headquartered in Kansas City, Mo., FanThreeSixty was founded in 2011 by owners and executives of Sporting Club and the MLS team Sporting Kansas City.

PRODUCTS: The company's Dimension is a 'fan management' 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, chairman and owner; Jason Houseworth, CEO and president; Robb Heineman, co-founder and owner; Bart Hampton, COO; Sasha Victorine, chief solutions officer.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Group FiO

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

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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 your current martech stack or alongside FiO's intelligent CRM.

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

KEY EXECUTIVES: Ravi Srinivasan, founder.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Gainsight

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

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.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Hull

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

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.

Directory - Americas

Informatica

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 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: Bruce Chizen, executive chairman, Amit Walia, CEO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

InQuba

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; Greg Madytinos, CTO.

PRICING: Upon request. **SUPPORT:** Customer success team support.

Insight360

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.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Directory - Americas

Leadspace

OVERVIEW: Headquartered in San Francisco, Leadspace was founded in 2007. Leadspace is ranked on the 2020 Inc. 5000 list of America's fastest-growing companies.

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, Intel, Marketo, Microsoft, Nvidia, Oracle, SAS, SendGrid, Spigit.

KEY EXECUTIVES: Doug Bewsher, 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, founder and CEO; Jascha Kaykas-Wolff, president; Aaron Raddon, founder and CTO.

PRICING: Upon request.

SUPPORT: Standard, Enhanced and Premium support packages available; pricing not disclosed.

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Microsoft

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: John W. Thompson, board chair, Satya Nadella, CEO, Brad Smith, president, Bill Gates, technical advisor.

PRICING: Starting from $1,500/month. **SUPPORT:** Not disclosed.

mParticle

OVERVIEW: Headquartered in New York City, mParticle was founded in 2013. To date it has received $121.3 million in funding. The company was named a "Vendor to Watch" in Gartner's 2017 Digital Marketing Hubs Magic Quadrant report. In 2019, mParticle was named as one of Inc's Best Workplaces.

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 platform is used by a variety of enterprises in multiple verticals. The company also offers a Mobile Data Activation platform.

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

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.

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MVPindex

OVERVIEW: Headquartered in Austin, Texas, MVPindex was founded in 2012. To date it has raised $7 million in funding. In February 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, president and chief revenue officer.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Naviga

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

PRODUCTS: The Nagiva 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.

PRICING: Upon request. **SUPPORT:** Not disclosed.

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.

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

NextUser

OVERVIEW: Headquartered in San Francisco, NextUser was founded in 2013. To date it has raised $2.3 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; Marin Bek, director of engineering.

PRICING: Upon request. **SUPPORT:** Not disclosed.

ONEcount

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 that includes 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.

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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 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: Upon request. **SUPPORT:** Not disclosed.

Optimove

OVERVIEW: Headquartered in New York City, Optimove was founded in 2009. To date it has raised $20 million in funding. Optimove acquired Axonite in February 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, eBags, La Perla, Lucky Vitamin, Outbrain, Sporting Bet, Stitch Fix.

KEY EXECUTIVES: Pini Yakuel, founder and CEO; Varda Tirosh, chief customer officer; Tal Kedar, CTO.

PRICING: Typically a few thousand dollars a month.

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

Oracle

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

PRODUCTS: The Oracle CX Unity CDP has an open and extensible architecture

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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.

CUSTOMERS: Not disclosed.

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

Phunware

OVERVIEW: Headquartered in Austin, Texas, Phunware was founded in 2009. Before going public, it had raised $84.4 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.

Quaero

OVERVIEW: Headquartered in Charlotte, N.C., Quaero was founded in 2014. To date it has raised $4.1 million in funding.

PRODUCTS: Quaero is built for analysts, data scientists, data engineers and agency campaign managers. Every data point in the Quaero platform is available for creating visualizations, 'what if' analyses and actionable analytics. In June 2020, Quaero announced a partnership with Neustar to develop the Identity CDP, a CDP developed for true identity resolution.

CUSTOMERS: ADP, American Express, Apple, AT&T, Consumer Reports, Dell, EMC, Flipboard, Ford, HP, Intuit, MSNBC, Priceline, Publishers Clearing House, Reader's Digest, The Today Show, Wells Fargo.

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KEY EXECUTIVES: Naras Eechambadi, founder and CEO; Mykolas Rambus, president; Robert Bales, executive vice president and CFO; John Brandt, CRO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

QuickPivot

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, Shutterfly.

KEY EXECUTIVES: Gene Zylkuski, CTO; Mike Curtin, chief revenue officer; Paul Mandeville, chief product officer.

PRICING: Starts at $24,000/year.

SUPPORT: Implementation training, self-service portal

RedPoint Global

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.

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Reltio

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.

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

KEY EXECUTIVES: Manish Sood, founder, chairman and CTO; Chris Hylen, CEO; Ramon Chen, chief product officer.

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 CEO; Dakshen Ram, co-founder and marketing technologist.

PRICING: Upon request. **SUPPORT:** Self service, help desk, additional.

Retention Science

OVERVIEW: Headquartered in Santa Monica, Calif., Retention Science was founded in 2011.

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

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PRICING: Upon request. **SUPPORT:** Not disclosed.

Rudderstack

OVERVIEW: Headquartered in San Francisco, Rudderstack was founded in 2019.

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

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

KEY EXECUTIVES: Soumyadeb Mitra, founder.

PRICING: Stuarts at $70 for 25 million events a month.

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

Salesforce

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

PRODUCTS: Customer 360 Audiences is now in pilot within Salesforce's Marketing Cloud offerings. 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.

Segment

OVERVIEW: Headquartered in San Francisco, Segment was founded in 2011. It is the largest CDP vendor, with 574 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.

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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 that offers 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; Bryan Mahoney, CTO

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.

SessionM

OVERVIEW: Headquartered in Boston, SessionM was founded in 2011. Before being acquired by Mastercard, SessionM 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: Air Canada, Arby's, Brookstone, Chipotle, Coca-Cola, Huggies, L'Oreal, Kimberly-Clark.

KEY EXECUTIVES: Lars Albright, co-founder and CEO; Scott Weller, co-founder and CTO; Mark Herrmann, co-founder and chief product officer.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Simon Data

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.

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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 chief technology officer.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Sitecore

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.

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.

SkyPoint Cloud

OVERVIEW: Headquartered in Beaverton, Ore., Skypoint Cloud was founded in 2019.

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.

PRICING: Paid plans start at $995/month. There is a free version available.

SUPPORT: Not disclosed.

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SmarterHQ

OVERVIEW: Headquartered in Indianapolis, Ind., SmarterHQ was founded in 2010. To date, it has 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 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.

PRICING: Upon request. **SUPPORT:** Client success team.

Snowflake

OVERVIEW: Headquartered in San Mateo, Calif., Snowflake was founded in 2012. To date it has raised $1.4 billion in funding. Snowflake filed an IPO in the summer and went public in September 2020.

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 Slootman, chairman and CEO, Benoit Dageville, co-founder and president of product

PRICING: Upon request. **SUPPORT:** Not disclosed.

Stratifyd

OVERVIEW: Headquartered in Charlotte, N.C., Stratifyd was founded in 2015. To date, it has raised $54.6 million in funding.

PRODUCTS: The Stratifyd Augmented Intelligence Platform gives a holistic view of your data. 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 senior vice president 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 $10 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; assistant vice president of client 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, analyze 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.

Tealium

OVERVIEW: Headquartered in San Diego, Tealium was founded in 2008. It is one of the largest CDP vendors by employment, with 508 employees and to date has raised $167.9 million in funding.

PRODUCTS: Tealium works with brands to create unified customer data

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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. To date it has raised $54.1 million in funding. In August 2018 Treasure Data was acquired by Arm Holdings, a multinational semiconductor company that is majority owned by Softbank Group.

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.

KEY EXECUTIVES: Pankaj Tibrewa, chief executive officer; Hiro Yoshikawa, co-founder; Kazuki Ohta, vice president and co-founder.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Totango

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

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PRODUCTS: Totango's DNA-CX is billed as an intelligent customer data platform. The platform allows you to 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: Upon request. **SUPPORT:** Support hub, support community.

Transitiv

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 towards businesses with franchisees. The platform gathers customer datas through franchisees and generates marketing insights.

CUSTOMERS: Ecomaids, Four Seasons Sunrooms.

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

Usermind

OVERVIEW: Headquartered in Seattle, Usermind was founded in 2013. To date it has raised $46.2 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.

Valurity Analytics

OVERVIEW: Headquartered in Greensboro, N.C., Valurity Analytics was founded in 2015.

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PRODUCTS: The Valurity Customer Data Platform has aspects of a CRM, CMS and PMS. Its Hygienics component is designed to keep your data clean to provide the most accurate 360-degree view of your customers.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Tom Gaillard, CEO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Velocidi

OVERVIEW: Headquartered in New York City, Velocidi was founded in 2009. To date it has raised $12 million in funding. In April 2018, Velocidi acquired ShiftForward, a marketing automation and data platform company.

PRODUCTS: With the ShiftForward acquisition, Velocidi promises to give customers greater deployment flexibility and tighter control over their first-party data by enabling them to store the data on a private, in-house CDP instead of in a public cloud.

CUSTOMERS: Barkyn, Figleaves.

KEY EXECUTIVES: Paulo Cunha, CEO; William Lee, co-founder and chairman; David Dunne, founder and vice-chairman.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Vericast

OVERVIEW: Headquartered in San Antonio, Texas, Vericast was previously known as Harland Clarke Holdings and has a history dating back to 1897.

PRODUCTS: QuickPivot is Vericast's CDP. Its capabilities include identity resolution, customer segmentation and cross-channel campaign management, making it an appropriate solution for multichannel brands.

CUSTOMERS: Allen Edmonds, HP, NHL, Orvis, SVP Worldwide.

KEY EXECUTIVES: John O'Malley, chairman and CEO; Cali Tran, president.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Directory - Americas

ViewN

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.

CUSTOMERS: Not disclosed.

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

PRICING: $299/month, $.03 per customer/month or $.025 per customer/month, depending on company size.

SUPPORT: Not disclosed.

Yeti Data

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.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Zaius

OVERVIEW: Headquartered in Boston, Zaius was founded in 2012. To date it has 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.

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KEY EXECUTIVES: Mark Gally, CEO; Spencer Pingry, CTO; Neil Murphy, CFO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Zeta Global

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, Citizens Bank, Ralph Lauren, Samsung, Sprint, Toyota, Volvo.

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

Zylotech

OVERVIEW: Headquartered in Cambridge, Mass., Zylotech was spun out of MIT and founded in 2014. To date it has raised $6 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 delivery and support.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Directory - EMEA

Advalo

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 view of your customers. 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, president, David Le Douarin, co-founder.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Audiens

OVERVIEW: Headquartered in Milan, Audiens was founded in 2014. In 2018 Bango PLC acquired Audiens.

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.

PRICING: $99/month for essential, $990/month for Standard, custom pricing for enterprise. A free version is also available.

SUPPORT: Not disclosed.

CleverData

OVERVIEW: Headquartered in Moscow, CleverData was founded in 2014.

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

CUSTOMERS: Not disclosed.

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KEY EXECUTIVES: Alexander Bolshakov, head of consulting.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Commanders Act

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, CIO and CTO. **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 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.

Consultix GMbH

OVERVIEW: Founded in 1994, Consultix is headquartered in Bremen, Germany.

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

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keeping customer privacy at the forefront.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Not disclosed.

PRICING: Upon request. **SUPPORT:** Not disclosed.

ContactLab

OVERVIEW: Headquartered in Milan, ContactLab was founded in 1998.

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.

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.

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Custobar

OVERVIEW: Headquartered in Helsinki, Custobar was founded in 2012.

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, CEO, Juha Törönen, CTO and founder.

PRICING: Starting at $235/month. **SUPPORT:** Not disclosed.

Custocentrix

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.

D4T4 Solutions

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.

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

KEY EXECUTIVES: Peter Kear, CEO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

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Data Talks

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

PRODUCTS: The Data Talks CDP is aimed at the sports, retail, entertainment 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; Philip Nordfeldt, co-founder and head of sales.

PRICING: $1,150/month for basic, $2,170/month for pro.

SUPPORT: Not disclosed.

Emarsys

OVERVIEW: Headquartered in Vienna, Emarsys was founded in 2000. To date it has 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: Mag. Josef Ahorner, chairman of the supervisory board and founder; Ohad Hecht, CEO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Eulerian Technologies

OVERVIEW: Headquartered in Paris, Eulerian Technologies was founded in 2002. To date it has raised $6 million in funding. Eulerian Technologies was named by Gartner in the 2017 "Magic Quadrant for Digital Marketing Hubs" and as a vendor to watch in the 2017 "Magic Quadrant for Digital Marketing Analytics."

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

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

KEY EXECUTIVES: Guillaume Fougnies, co-founder and president; Mathieu Jondet, co-founder, chief product officer; Emmanuel Brunet, CEO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Exacaster

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 telecoms 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.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Exponea

OVERVIEW: Headquartered in London, Exponea was founded in 2015. To date it has raised $42.2 million in funding. Bloomreach acquired Exponea in January 2021.

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.

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Flytxt

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; Srinivasa Ravi, COO.

PRICING: Upon request.

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

Fospha Marketing

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 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; David Abensour, CTO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Intent 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

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ascribe meaning and insights from network data.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Gordon Power, chairman; Jonathan Lakin, CEO, Sharifah Amirah, chief client officer; 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, CEO; Tom McMillen, CTO and co-founder.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Jahia

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; Elie Auvray, co-founder and head of business development; Michel Romy, co-founder and vice president of customer service and support.

PRICING: Varies by module, cloud and on-premise

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SUPPORT: Included with paid subscriptions. Packages of hours available; pricing not disclosed.

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 and/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.

MailUp Group

OVERVIEW: Headquartered in Milan, the MailUp Group was founded in 2002.

PRODUCTS: Datatrics is the CDP business unit within MailUp Group. 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; Nazzareno Gorni, CEO.

PRICING: Starts at $665/month. **SUPPORT:** Not disclosed.

mediarithmics

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

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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.

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: Upon request. **SUPPORT:** Not disclosed.

Myntelligence

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, managing partner.

PRICING: Upon request.

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

NGDATA

OVERVIEW: Headquartered in Gent, Belgium, NGDATA was founded in 2012.

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To date it has raised $46.8 million in funding.

PRODUCTS: NGDATA's platform combines Big 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. They work across industries such as financial services, retail, telecom, media/entertainment, utilities and hospitality.

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

KEY EXECUTIVES: Doug Gross, CEO; Justin Regenwether, COO - North America.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Nominow

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 and CEO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

NP6

OVERVIEW: Headquartered in Pessac, France, NP6 was founded in 1999.

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

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

KEY EXECUTIVES: Stephane Zittoun, founder and chairman.

PRICING: Upon request.

SUPPORT: Team training program, customer technical solutions team.

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Numberly

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.

OpenJaw

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

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

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

KEY EXECUTIVES: Kieron Branagan, CEO.

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, Wurth.

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

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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.

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

Raptor Services

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

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

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

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

RedEye

OVERVIEW: Headquartered in London, 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: Bonmarché, BreakFree Holidays, Budget, HomeServe, Penhaligon's.

KEY EXECUTIVES: Garry Lee, CEO; Matthew Kelleher, CCO; Sarah Wilkinson, CFO; Steve Wall, CTO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

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SAP

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, chief technology officer.

PRICING: Upon request. **SUPPORT:** Variety of support plans offered.

Scal-e

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.

Splio

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

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.

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Squeezely

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 your customers. Its real-time persuasion tools help your business 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 your marketing funnel. A variety of tools provide identity resolution, data exporting and allow for testing and segmentation.

CUSTOMERS: Not disclosed.

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

UniFida

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.

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

WhiteRabbit

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; Guido Panigada, co-founder.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Zeotap

OVERVIEW: Headquartered in Berlin, Zeotap was founded in 2014. To date it has raised $62.7 million in funding.

PRODUCTS: Zeotap's customer data platform provides integrated customer data management and real-time orchestration capabilities. Its granular consent management capabilities ensures all marketing efforts are compliant 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.

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Antsomi

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

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

CUSTOMERS: Hyundai, Kangnam, Menard.

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

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

SUPPORT: Not disclosed.

CleverTap

OVERVIEW: Headquartered in Mumbai, India, CleverTap was founded in 2013.

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

CUSTOMERS: Beblue, Dream11, HealthifyMe, !dea, ixigo, Ketto, Luv.it, MobiKwik, Practo, School4one, ShareChat, ViA.COM, Vodafone, WinView, YouTrainer, Zilingo.

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

PRICING: $249/month Growth, $349/month Business; enterprise upon request.

SUPPORT: Not disclosed.

Customerlabs

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.

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CUSTOMERS: Authoritas, Gist, Infinigrow, Klenty.

KEY EXECUTIVES: Vishnu Vankayala, CEO and founder.

PRICING: $0/month Basic, $99/month Growth, optional add-ons $2,000 one-time unified view.

SUPPORT: Not disclosed.

Datalicious

OVERVIEW: Headquartered in Sydney, Datalicious was founded in 2007. The company was acquired by Equifax 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.

Everrise

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

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

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

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

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FirstHive

OVERVIEW: Headquartered in Mumbai, India, 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; Birendra Kumar Sahu, CTO and VP of technology.

PRICING: Starts at $2,500/month. **SUPPORT:** Not disclosed.

Gamooga

OVERVIEW: Headquartered in Hyderabad, India, Gamooga was founded in 2011.

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 & alliances.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Knowesis

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.

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

Lexer

OVERVIEW: Headquartered in Saint Kilda, Australia, Lexer was founded in 2008.

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, The Iconic, Optus, Seek, Village Roadshow Limited, Westpac.

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

PRICING: Upon request. **SUPPORT:** Not disclosed.

Manthan

OVERVIEW: Headquartered in Bangalore, India, Manthan was founded in 2003. To date it has raised $98.4 million in funding.

PRODUCTS: Manthan's TargetOne CDP is a cloud-based offering that integrates into its broader Customer Marketing Platform solution. Its solutions are designed for B2C companies in industries such as retail and restaurants.

CUSTOMERS: Big Y, Charming Charlie, Crocs, Forever 21, Marks & Spencer, Northgate Market, Prada, Shamrock Foods, True Religion, Zara.

KEY EXECUTIVES: Atul Jalan, CEO and MD.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Meiro

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

PRODUCTS: Meiro is an on premises CDP that gives organizations complete

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local control over their PII 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 Marle-Zizkova, co-founder and CEO, Vojtech 'V' Kurka, co-founder and CTO, Pavel Bulowski, co-founder and COO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

n3 Hub

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.

Netcore

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

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

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

KEY EXECUTIVES: Rajesh Jain, founder and managing director, Kalpit Jain, group CEO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Seven West Media

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

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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.

KEY EXECUTIVES: James Warburton, managing director and CEO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

TheDataTeam

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.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Tuple Technologies

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, CMO and co-founder.

PRICING: Upon request.

SUPPORT: Not disclosed.

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Vizury Interactive Solutions

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

PRODUCTS: Lemnisk is Vizury's marketing platform, 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, Bupa, CIMB Bank, Emirates NBD Bank, HDFC Bank, MetLife, Prudential, Royal Group.

KEY EXECUTIVES: Subra Krishnan, CEO; Praveen DS, CTO.

PRICING: Upon request. **SUPPORT:** Not disclosed.

Mergers and 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 December 2019.

Audiens. EMEA. Acquired by Bango PLC in 2018.

Axonite. Americas. Acquired by Optimove in February 2020.

BlueVenn. Americas. Acquired by Upland Software in March 2021.

Boxever. EMEA. Acquired by Sitecore in March 2021.

Celebrus. EMEA. Acquired by D4T4 Solutions in 2015.

CrossEngage. EMEA. Merged with Gpredictive in September 2020.

Datalicious. APAC. Acquired by Equifax in 2016.

DataQ. Americas. Acquired by Power Digital in November 2020.

Datorama. Americas. Acquired by Salesforce in 2018.

Dun & Bradstreet. Americas. Acquired in 2018 by an investor group, including CC Capital Partners, Cannae Holdings and Black Knight Inc.

Emarsys. EMEA. Acquired by SAP in October 2020.

Evergage. Americas. Acquired by Salesforce in 2020.

Exponea. EMEA. Acquired by Bloomreach in January 2021.

Gainsight. Americas. Acquired by Vista Equity Partners in November 2020.

Invicta. EMEA. Acquired by The Data Agency in August 2020.

Lattice Engines. Americas. Acquired by Dun & Bradstreet in June 2019.

Marketing G2. Americas. Acquired by Naviga in 2018.

NP6. EMEA. Acquired by ChapsVision in January 2021.

QuickPivot. Americas. Acquired by Vericast in 2019.

Segment. Americas. Acquired by Twillio in Fall 2020.

ShiftForward. EMEA. Acquired by Velocidi in 2018.

Mergers and Acquisitions

Signal. Americas. Acquired by TransUnion in 2020.

Stride. Americas. Acquired by Snowflake in July 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.

Conclusion

The Future of CDPs

At the time of this report, the CDP market, its vendors, and the software itself are in an emergent state of tremendous flux and growth.

The validity of the CDP category itself is a hotly debated subject with most vendors, analysts and practitioners expecting at minimum a bifurcation of products into Customer Data Management Platforms for the data foundation end of the spectrum, and Customer Data Activation Platforms for the business application, insights and orchestration end of the spectrum. Others who refrain from the CDP concept are simply describing the category as "next-gen martech" and standing by as others iterate toward a nomenclature with a broader consensus.

What is clear is that in just the past five years, CDPs have quickly become mission critical for companies who are serious about developing data-driven, customer-centric marketing and business strategies. In the last 12 months total CDP employment growth was at 31%, employment growth for Data CDP vendors was at 26%, Analytics CDPs at 41%, and Campaign CDPs at 86%. With that kind of growth and accompanying buzz, there are a lot of mature businesses now repositioning themselves as CDP vendors, with a variety of applications that may or may not be true CDPs.

According to Tony Byrne, founder of Real Story Group, 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, so you shouldn't hesitate to invest in an established system today. David Raab, founder of The CDP Institute, expects CDP systems to become more similar and less divergent over time as well, 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.

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 integration with your CDP is with the web, bringing in web usage data either directly or through tags or tag management systems. Other types of common integrations you should be planning for are mobile apps, POS, call center and order processing. Outbound marketing should be top of mind, since your 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

Resources Archive

Here is a comprehensive list of CDP resources and reference information, everything you need to know from CDP basics and terminology, different types and product applications, in-depth technical information on setup and deployment, evaluation tips, vendor questions and current market information.

Articles

- 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 your customer data platform.

- Twilio's $3.2 Billion Grab of Segment: What's Behind the Largest CDP Acquisition? (2020) – Twillio'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.

- 7 Tips to Successfully Implement a CDP (2019) – If you want a successful implementation showing value and ROI back to the business, we have some advice from key luminaries in the field on things you need to think about when implementing a CDP system.

- CDP vs. DMP: Which Is Right for Your Business? (2019) – What is the right data management solution for my company? Find out about the differences between a CDP and DMP and which is right for what applications.

- Is That New CDP Truly a Customer Data Platform? (2019) – CDP development can take years, not months. With such an explosion of vendors and solutions recently, are they all offering true CDPs or other software that may not fit the criteria?

- Lessons Learned from CDP Implementations (2019) – Executives whose teams are new to using CDPs provide their own take on the effectiveness of their new CDP and the lessons learned from implementation.

- 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 platers.

Appendix

- **What Is a Customer Data Platform (CDP)?** (2019) – Learn what a CDP is and what it isn't, to help understand how these marketing managed platforms can help create a unified customer experience.

- **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

- **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.

- **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.

- **Getting Ready for a CDP** – This webinar looks at best practices to selecting and implementing the right CDP.

- **Digging Deeper into CDPs** – This webinar discusses how CDPs can be leveraged for the most demanding enterprise applications.

Further Reading

The CDP Institute – A vendor-neutral org 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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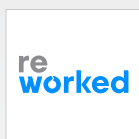
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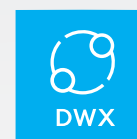
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