CUSTOMER DATA PLATFORMS:
A MARKETER'S GUIDE

FIFTH EDITION

MARTECH
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Drive higher conversion rates, stronger loyalty, and better customer retention with data-driven predictive insights

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LIKELY TO APPLY

62%
LIKELY TO RETURN

82%
LIKELY TO SUBSCRIBE

76%
LIKELY TO BUY

67%
LIKELY TO SUBSCRIBE

84%
LIKELY TO ENGAGE

"Using Tealium Predict ML [with Tealium AudienceStream CDP] helps us build real-time audience attributes based on their likelihood to take an action and engage with them on the next best conversation across all identifiable channels at the right moments."

— Amin Foda, Director of Marketing Infrastructure at Monash University

GOLD 2021 STEVIE WINNER FOR SALES & CUSTOMER SERVICE

PRODDYS Customer Data WINNER 2020 Tealium

Leader WINTER 2021

Table of Contents

Scope and methodology

This report examines the current market for enterprise customer data platforms (CDPs) and the considerations involved in implementing the software. This report answers the following questions:

- What trends are driving the adoption of CDPs?
- Who are the leading CDP vendors?
- What features do CDP vendors provide?
- Does my company need a CDP?
- How much does a CDP cost?
- How does a CDP differ from other systems that hold customer data?

For the purposes of this report, a CDP is defined as a marketer-managed system designed to collect customer data from all sources, normalize it and build unique, unified profiles of each individual customer. The result is a persistent, unified customer database that shares data with other martech systems. (Sources: CDP Institute and LUMA.)

If you are considering a CDP, this report will help you decide which is best for you. The report includes industry statistics, market trends and recommended steps for making an informed purchase decision. It also includes in-depth profiles of CDP vendors. This report is not a recommendation of any particular CDP or company and is not meant to be an endorsement of any particular product, service or vendor. Vendors profiled are representative of the choices available. We have not attempted to list all of the options available.

This report focuses on CDPs that are available as stand-alone products rather than on CDP capabilities embedded in larger applications or offered as part of a package of agency services. The report was prepared by conducting interviews with and collecting survey responses from leading vendors and industry experts. Interviews took place in the fourth quarter of 2021. These, in addition to third-party research, form the basis for this report.

Editorial advisor
Kim Davis, Editorial Director, MarTech, Third Door Media

Author, editor and researcher
Pamela Parker, Research Director, Content Studio, Third Door Media

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Customer data platform market overview

While the global pandemic has had a dampening effect on business in general, it also seems to have raised interest in precisely the capabilities that customer data platforms deliver. With stay-at-home orders and social distancing guidelines spurring the movement of customer interactions – both B2B and B2C – to digital channels, marketers are increasingly interested in technologies that collect data from those interactions, unify them, deliver insights and enable campaign orchestration.

Whether that's taking place in something called a CDP or whether the category morphs as it matures is up for discussion, however. In its most recent report on the market, Gartner predicted that 70% of independent CDP vendors will be acquired or will acquire adjacent technologies to diversify by 2023. (We've already seen some of this in 2020 and 2021.) According to Gartner, these players will get into personalization, multichannel marketing, consent management or master data management (MDM) for customer data. In part, this expectation arises from the fact that the number of CDP vendors is so high (around 150, according to the CDP Institute's latest report) that it's difficult to believe they will all remain viable as standalone entities.

The functionality provided by CDPs is worth fighting for. Marketing leaders Gartner surveyed see CDP as "an investment worth planning for, and protecting, in an economic downturn." Respondents ranked CDPs as one of the technologies they would least likely cut from their planned deployments, when Gartner asked about the possibility of eliminating items from the martech stack.

This enthusiasm is reflected in the most recent industry update from the CDP Institute, a vendor-neutral organization for the CDP industry. In the first half of 2021, the organization's analysis found the category had grown in terms of companies, employees and funding, recovering from a bit of a stall in 2020 when the global pandemic delayed purchase decisions.

ResearchandMarkets predicts the CDP market globally to reach $20.5 billion by 2027, rising at a 34% compound annual growth rate during the forecast period.

Figure 1: CDP industry growth
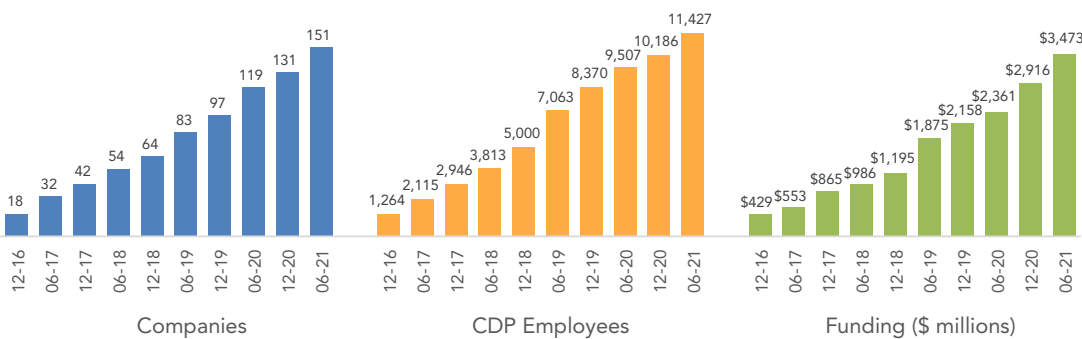
Source: Customer Data Platform Industry Update: July 2021, the CDP Institute

Revenue generated by CDP vendors and providers of adjacent services is expected to grow to $20.5 billion by 2027, ResearchandMarkets predicts. That represents a 34% compound annual growth rate during the forecast period (see Figure 2).

Figure 2: Expectations for CDP market growth

Customer Data Platform Market Size, By Component, 2017 - 2027

20.5 Bn

1.6 Bn

2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027

■ Platform (Without Services) ■ Services

Source: ResearchandMarkets

The number of devices connected to IP networks globally will expand to more than three times the global population by 2023.
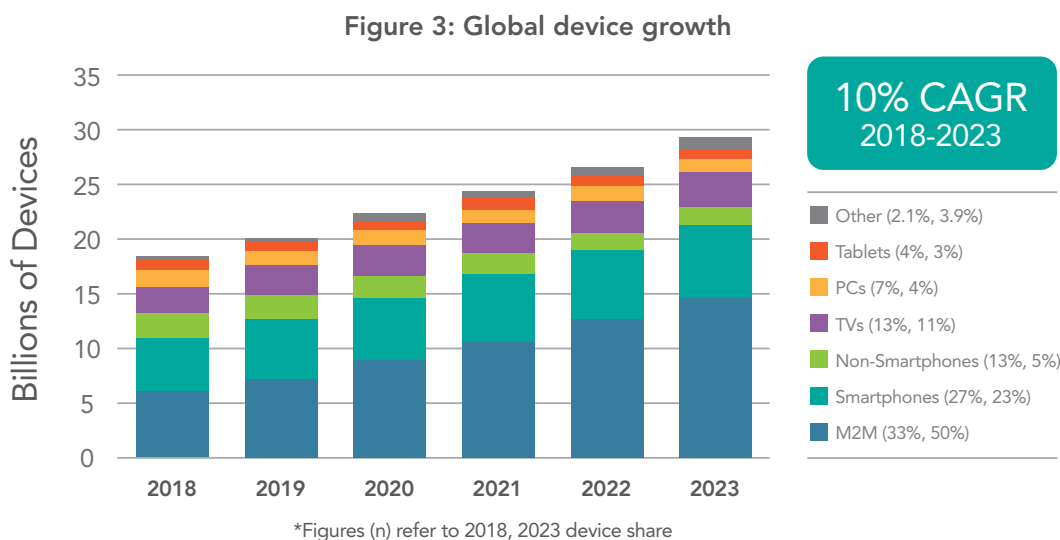
Growth is being driven by the proliferation of devices and customer touchpoints, higher expectations for marketers to orchestrate real-time personalized experiences across channels and the need to navigate complex privacy regulations. The COVID pandemic has also been a significant factor, as the importance of customers' digital interactions has been highlighted by social distancing measures and stay-at-home orders.

Let's explore each of these in greater detail.

More devices, fragmented interactions, high expectations, privacy regulations and an all-digital environment

The number of devices connected to IP networks globally will expand to more than three times the global population by 2023. There will be 3.6 networked devices per capita globally (29.3 billion overall) by 2023, says Cisco, up from 2.3 networked devices per capita (18 billion overall) in 2018.

Customers and potential customers are using all of these devices -- several in a day, often -- to interact with the companies they do business with, and they expect these brands to recognize them no matter what device they're using at any given time.

Figure 3: Global device growth

Billions of Devices

35
30
25
20
15
10
5
0

2018 2019 2020 2021 2022 2023

10% CAGR
2018-2023

■ Other (2.1%, 3.9%)
■ Tablets (4%, 3%)
■ PCs (7%, 4%)
■ TVs (13%, 11%)
■ Non-Smartphones (13%, 5%)
■ Smartphones (27%, 23%)
■ M2M (33%, 50%)

*Figures (n) refer to 2018, 2023 device share

Source: Cisco

According to a Salesforce State of the Connected Customer survey conducted in July and August of 2020, 74% of respondents use different channels to start and complete a transaction, while 66% say they have switched between multiple devices in the course of a transaction. Yet, 76% of customers expect consistent interactions across departments fulfilling that expectation, though they're making some progress (see Figure 4).

Figure 4: Customer journeys are fragmented, yet connected engagement is expected

Customer Journeys Continue to Take Winding Roads

Customers Who Agree with the Following Statements

Companies Make Limited Progress on the Path to Connected Experiences

Customers Who Agree with the Following Statements

71% / 74%	64% / 66%	59% / 54%	66% / 65%
I've used multiple **channels** to start and complete a transaction	I've used multiple **devices** to start and complete a transaction	It generally feels like I'm communicating with separate departments, not one company	I often have to repeat or re-explain information to different representatives

■ 2019   ■ 2020

Source: Salesforce 2020 State of the Customer survey of 15,000 B2B and B2C buyers

It's no wonder that, of marketers' top five challenges, four specifically involve deficiencies that CDPs address, according to a Salesforce survey. These include:
- Engaging customers in real time;
- Creating cohesive customer journeys across channels and devices;
- Unifying customer data sources and
- Sharing a unified view of customer data across business units (see Figure 5).

According to Salesforce, 74% of respondents use different channels to start and complete a transaction, while 66% say they have switched between multiple devices in the course of a transaction.

Figure 5: Marketers' priorities and challenges

Marketers' Top Priorities

1 | Innovating
2 | Engaging customers in real time
3 | Complying with privacy regulations
4 | Improved use of tools and technology
5 | Modernized tools and technology
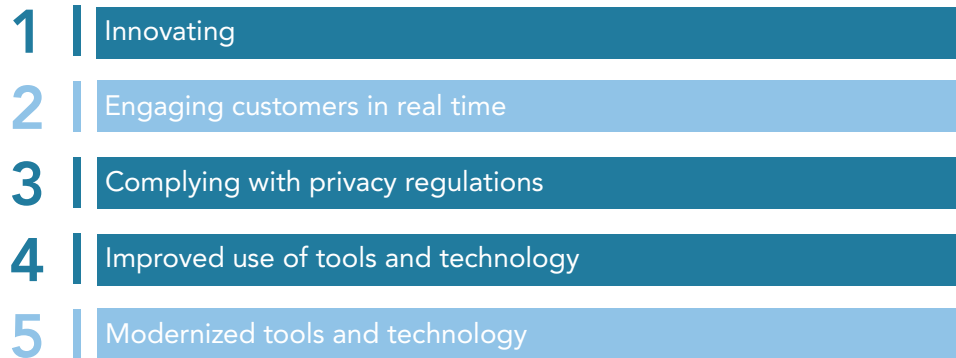
Marketers' Top Challenges

1 | Engaging customers in real time
2 | Innovating
3 | Creative cohesive customer journeys across channels and devices
4 | Unifying customer data sources
5 | Sharing a unified view of customer data across business units
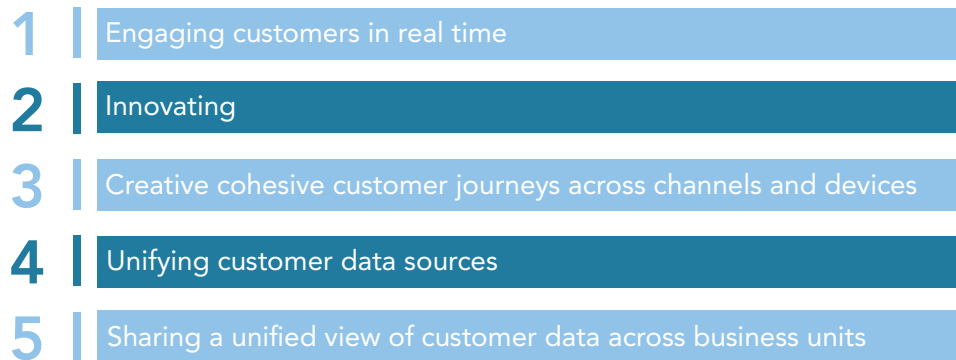
■ New to top 5 for 2020   ■ Carryover from top 5 in 2018

Source: Salesforce State of Marketing report, Sixth Edition

The stakes are high for marketers. Personalization is critical for success.

The stakes are high for marketers. Personalization is more critical for business success now than it ever has been before, McKinsey research finds (see Figure 6). And CDPs perform the tasks necessary to implement personalization, i.e. gathering and unifying data that identifies prospects and customers when they interact with the organization.
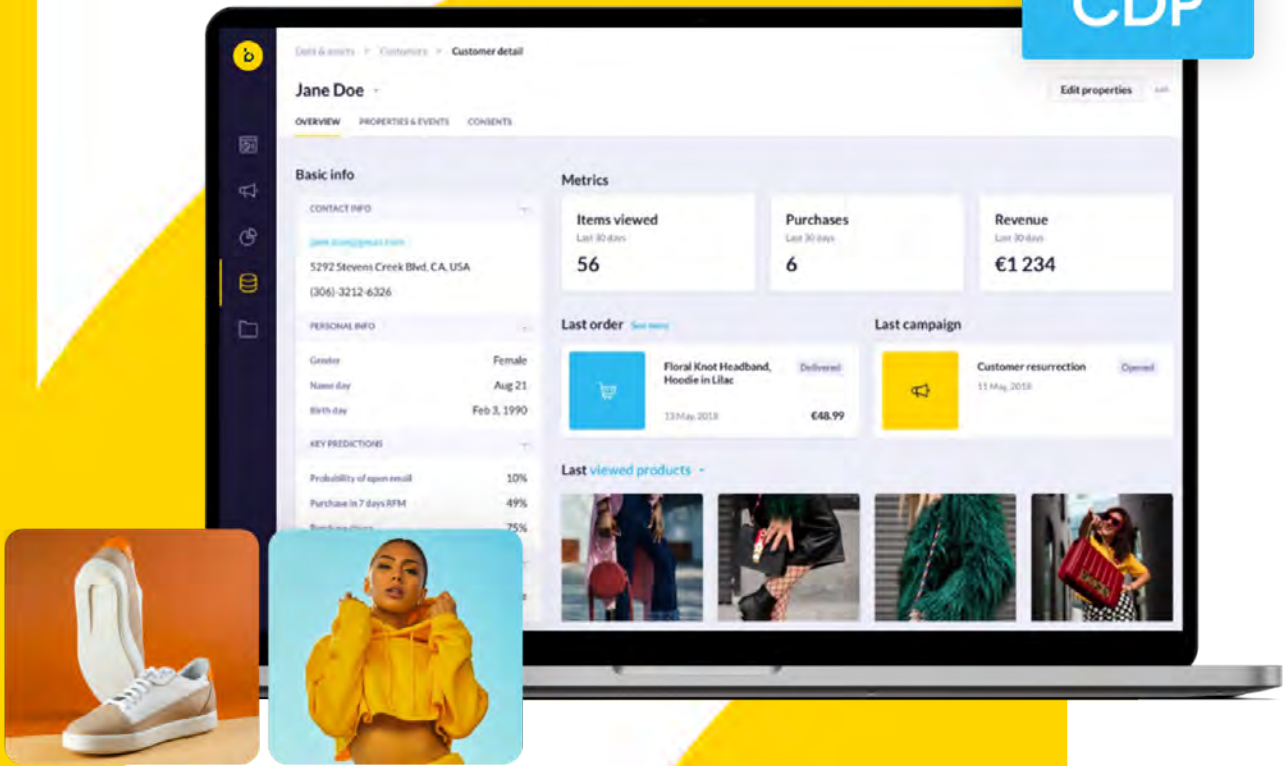
From Customer Data to Marketing Magic

Bloomreach infuses the customer experience with limitless relevance, personalization, and value - and we do it crazy fast.

Find the perfect solution for your business

Figure 6: Failing to personalize is a big risk for businesses

The changes in buying behavior, both for consumers and businesses, have been dramatic. And the theme among all these new interactions is that they are almost universally mediated by some kind of digital experience.

Loyalty is up for grabs

...and consumers expect personalization from the brands and businesses they choose

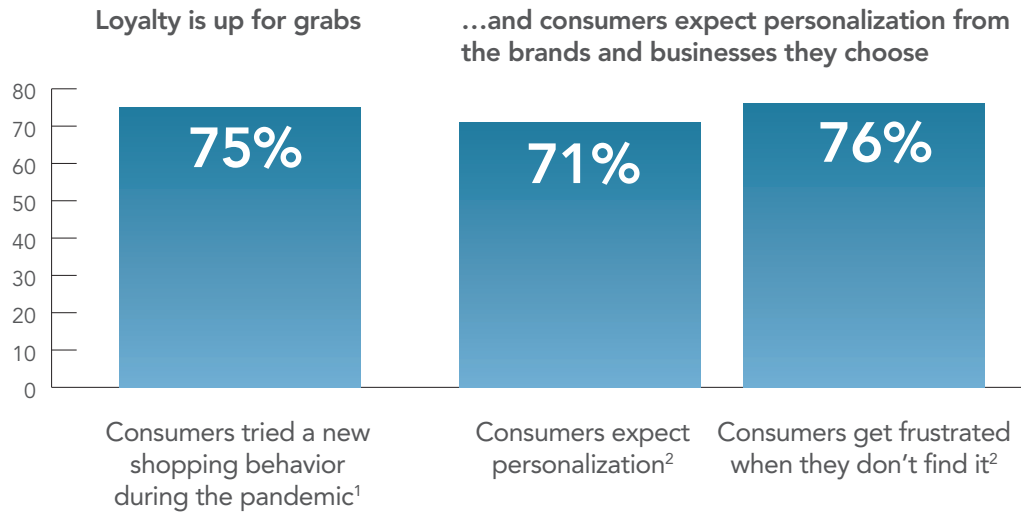| | 75% | 71% | 76% |

Consumers tried a new shopping behavior during the pandemic[1]

Consumers expect personalization[2]

Consumers get frustrated when they don't find it[2]

[1]Question: "Since the coronavirus (COVID-19) crisis started, which of the following have you done?" 25% of consumers selected "none of these." Possible answers: "new shopping methods"; "different brand"; "different store, retailer, or website"; "private label or store brand"; "new digital shopping method."

[2]Question: "Please indicate how much you agree or disagree with the statements below when it comes to personalized communications and products/services from brands/businesses: I expect personalized communications and products/services tailored to my needs from the brands/businesses that I buy from. It is frustrating when a brand/business shows or recommends me things that are not relevant to me." Possible answers: "strongly disagree"; "disagree"; "somewhat disagree"; "somewhat agree"; "agree"; "strongly agree." Numbers shown indicate respondents that selected "somewhat agree"; "agree"; and "strongly agree."

Source: McKinsey Next in Personalization 2021 consumer survey 9/7-9/8/2021 (n = 1,013), sampled and weighted to match the US general population 18+ years; McKinsey Consumer Pulse Survey 8/25-8/31/2021 (n = 2,094) and 2/18-2/22/2021 (n = 2,076), sampled and weighted to match the US general population 18+ years.

Source: McKinsey and Company's Next in Personalization report

The good news is that effective personalization pays off. "...Our research found that companies that excel at personalization generate 40% more revenue from those activities than average players," the consultancy noted in its *Next in Personalization 2021* report.

Meanwhile, customer data security and governance have leaped to the forefront of marketer concerns, as the alphabet soup of data regulations -- from HIPAA (Health Insurance Portability and Accountability) to HITECH (Health Information Technology for Economic and Clinical Health) to GDPR (General Data Protection Regulation), CCPA (California Consumer Privacy Act) and CASL (Canada Anti-Spam Legislation) -- continues to grow. Hence marketers' interest in CDP features that address compliance with these regulations.

At the same time, the impact of the COVID-19 pandemic cannot be overstated (see Figure 7). The changes in buying behavior, both for consumers and businesses, have been dramatic. And the theme among all these new interactions is that they are almost universally mediated by some kind of digital experience. On the consumer side, we've seen the dramatic rise of delivery apps, buy-online-pick-up-in-store options and the migration of some services to video chat. For businesses, in-person meetings or events have been supplanted by virtual get-togethers, while email and Slack have never been busier.

Figure 7: Customers' digital transformations shift into high gear, and for the long haul
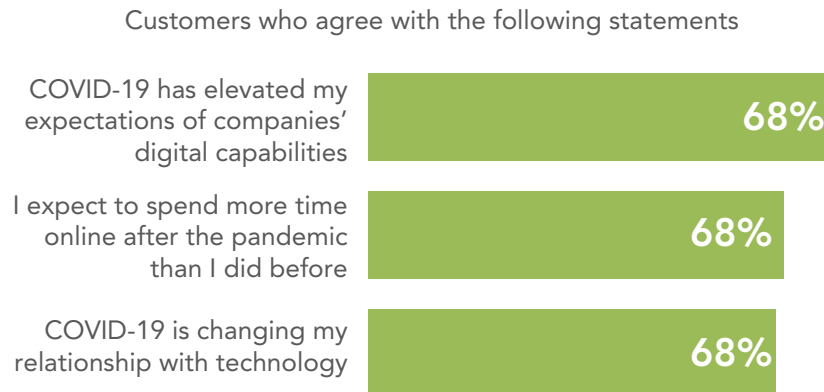
CDPs streamline the flow of customer data throughout the marketing technology stack and create a single view of the customer.

Customers who agree with the following statements

Statement	
COVID-19 has elevated my expectations of companies' digital capabilities	68%
I expect to spend more time online after the pandemic than I did before	68%
COVID-19 is changing my relationship with technology	68%

Customers estimated split of online and offline interactions with companies

|	Online interactions	Offline interactions
2019	42%	58%
2020	60%	40%
2021	60%	40%

Source: Salesforce's State of the Connected Customer report, Fourth edition

All of this raises the stakes on delivering a flawless, connected customer experience. It has also resulted in the generation of terabytes of data to be analyzed and employed to better understand and serve customers.

The promise of the customer data platform

Enter the customer data platform (CDP), a system run by marketers -- not IT -- that allows them to create a single view of the customer by gathering data from software deployed throughout the organization. High expectations, along with the proliferation of possible customer touchpoints, make cross-device IDs and identity resolution -- the ability to consolidate and normalize disparate sets of data collected across multiple touchpoints into an individual profile that represents the customer or prospect -- critical for helping marketers, sales and service professionals deliver the ideal total customer experience. CDPs offer this consolidation and normalization and also make the data profiles freely available to other systems that deliver campaigns, webpages and other interactions.
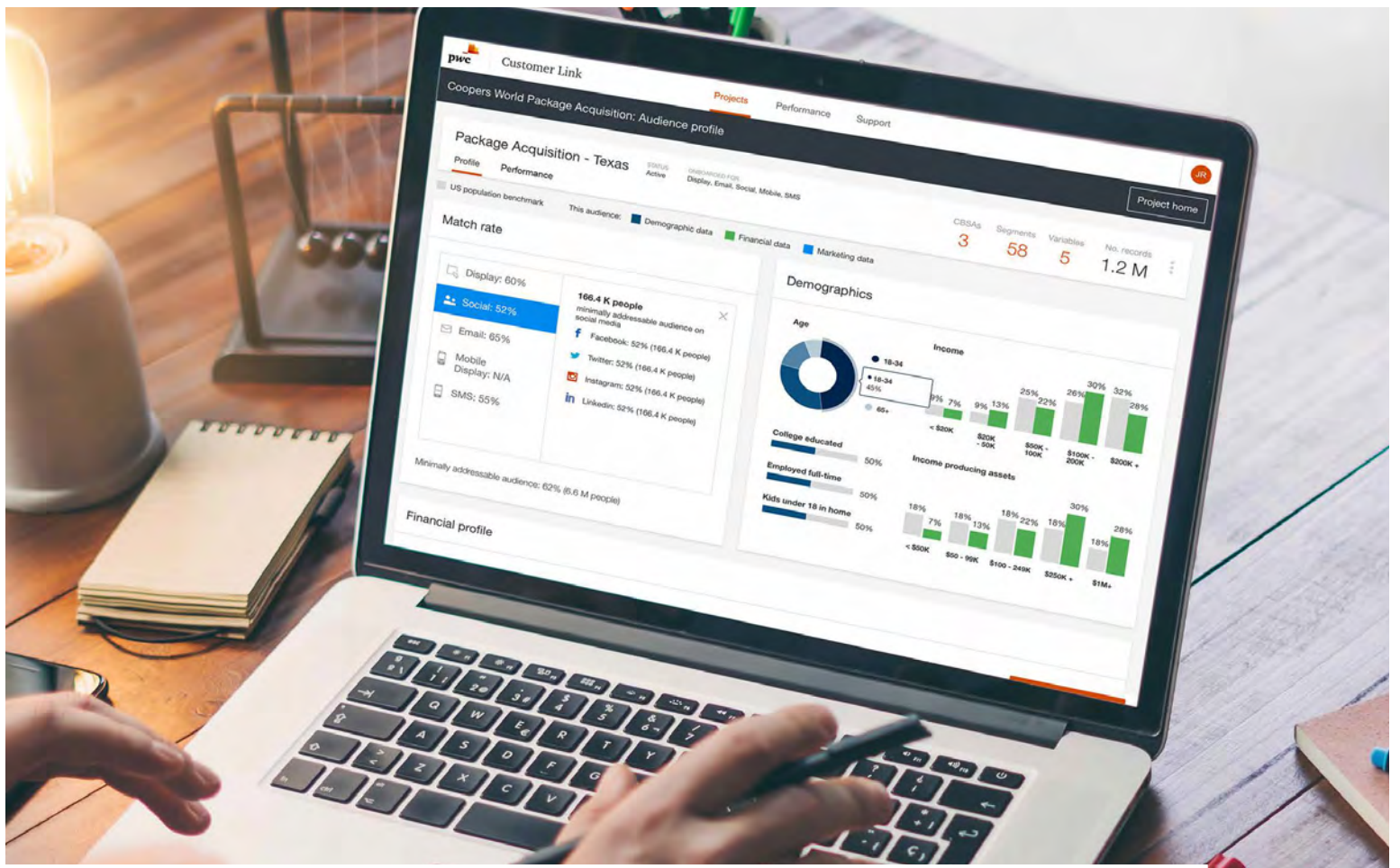
What if you could know what your customer is thinking at any moment?

Introducing Customer Link, a PwC Product

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Turn data into smarter action today.

pwc **Customer Link**
A PwC Product

Additionally, CDP features help marketers address privacy challenges by providing strong data governance protocols that are certified by third-party organizations to ensure compliance, as well as other data security standards. For example, many CDP vendors are SOC (Service Organization Control), SSAE (Statement on Standards for Attestation Engagements) and/or ISO (International Standards Organization) certified. These certifications confirm best practices around internal processes, data management, data privacy and security.

As the marketer appetite for CDPs has grown, existing companies with various backgrounds -- from tag management to analytics to data management -- have seen the opportunity and refashioned themselves in the CDP mold. Meanwhile, others were created with the CDP category in mind.

For the purposes of this report, we've started with the CDP Institute's definition of a "RealCDP," which requires it can:
- Ingest data from any source.
- Capture full detail of ingested data.
- Store ingested data indefinitely (subject to privacy constraints).
- Create unified profiles of identified individuals.
- Share data with any system that needs it.

However, CDPs differ substantially in terms of their primary focus, which has resulted in the CDP Institute dividing up the market by "types" of CDPs -- Data CDPs, Analytics CDPs, Campaign CDPs and Delivery CDPs.

These areas of specialization are a legacy of CDP vendors' origins in other spaces. For example, some Data CDPs began as tag management or web analytics providers, leveraging the data they gathered to expand into linking data to customer identities, assembling unified customer profiles and storing them. While these systems allow users to extract audience segments and send them to external systems, Analytics CDPs do all this and more. Their capabilities can extend to machine learning, predictive modeling, revenue attribution and journey mapping.

Campaign CDPs, according to the CDP Institute, "provide data assembly, analytics and customer treatments," which are closer to one-to-one than segments. They also offer features to orchestrate campaigns across channels. Similarly, Delivery CDPs focus on delivering profiles and messages through email, websites, mobile apps, CRMs and more. These players sometimes began as systems to deliver messaging, later adding CDP features.

A CDP is not a CRM, DMP or marketing automation platform

Another way of describing a CDP may be to explain what it is not. Let's explore how a CDP differs from a CRM, DMP or marketing automation platform. A CDP provides the following three core features that together make it unique from other systems (see Figure 8):

- A unified, persistent customer database that provides data transparency and granularity at the known, individual level. A CDP can identify customers from many different data sources by stitching together information under a unique, individual identifier. The CDP then stores its own copy of the data.
- Marketers have control over customer data collection, segmentation and orchestration through native (out-of-the-box) integration that minimizes the need for IT or developer involvement.
- Offers data integration of both known and anonymous customer data with any external source or platform, including CRM, point of sale (POS), mobile, transactional, website, email and marketing automation.

As the marketer appetite for CDPs has grown, existing companies with various backgrounds -- from tag management to analytics to data management -- have seen the opportunity and refashioned themselves in the CDP mold.

Figure 8: How CDPs differ from other marketing technology systems

Solution	Known Data	Unknown Data	Semi- and Unstructured Data	Ultra-Granular Flexible Data from Multiple Sources (Single Customer View)	Real time ingestion / access	Out-of-the-box Analytics Capabilties	Marketer Independence from IT	Available to All Outside Solutions
CDP	yes	yes	yes	yes	yes	yes	yes	yes
Data Warehouse	yes	yes	yes	yes	no	no	no	yes
CRM	yes	no	no	no	no	no	yes	no
DMP	no	yes	no	no	yes	yes	yes	yes
Marketing Automation Platform	yes	no	no	no	no	no	yes	yes

CDPs can be used as systems of record, storing both known and unknown customer profiles in a central repository that integrates data from all of the organization's various software and operational systems. The data is accessible for marketing analysis, segmentation and insight discovery, with the goal of increasing the velocity and effectiveness of omnichannel marketing campaigns.

Conversely, DMPs focus primarily on anonymous interactions and are used by digital advertisers, marketers and publishers to store and manage audience and campaign data. DMPs rely on anonymous, third-party data to segment and build audiences that look like first-party customers.

Marketing automation platforms focus on collecting digital channel data and executing digital campaigns. Marketing automation platforms do not offer the cross-channel (i.e., online/offline data) capabilities that are native to CDPs and they have known scalability and flexibility limitations.

CRMs compile customer data and are often used as the organization's centralized data repository. However, CRMs provide marketers with minimal system access and control and can't identify or engage with anonymous individuals. Similarly, data warehouses store many types of data, but are managed, by and large, by IT departments.

Where we are now: Investment continues; giants take notice; headwinds developing

The need for capabilities CDPs provide continues to draw attention from vendors. New category entrants, funding for existing players and consolidation by acquisition are happening simultaneously. Additionally, capabilities furnished by other applications are causing some to question the need for a CDP in their martech stack.

Big names validating the CDP space -- Adobe, Microsoft, Oracle, Salesforce and SAP

After hesitating, marketer interest in CDPs got martech giants -- Adobe, Microsoft, Oracle, Salesforce and SAP -- to take action and introduce their own takes on the platform.

Ironically, it was the gaps in their marketing clouds and the lack of CDP-like solutions from these players that created opportunity for the independents that dominate the CDP landscape. But now they're catching up and can't be counted out, especially given their existing relationships with marketers.

Adobe's approach was to add its Real-time CDP to its Adobe Experience Platform, while Oracle partnered with Capgemini and Accenture to offer its CX Unity platform packaged with consulting and integration services. Microsoft launched its solution as a part of its Microsoft Dynamics 365 offering called Customer Insights.

SAP launched its CDP in mid-October of 2020, touting the solution's ability to help departments beyond marketing, "by adding rich context to commerce, sales and service experiences." Then, in November of 2020, Salesforce made its CDP widely available, positioning it as part of the next-generation version of its Customer 360 offering.

But just because an enterprise is working with one of these vendors doesn't preclude it from working with others. For example, in June 2020, healthcare multi-national Walgreens Boots Alliance announced a partnership with both Microsoft and Adobe in which Microsoft Dynamics 365 Customer Insights will serve as the CDP and Adobe's Customer Experience Management (CXM) solutions would deliver analytics, content management, personalization and campaign orchestration – functionality that's sometimes considered to be integral to a CDP.

Investment, consolidation and integration

The number of CDP vendors, employees working for those vendors, and investment in those companies continues to increase, according to the CDP Institute. Its latest market survey, issued in July 2021, documented the addition of 20 new companies to the space, along with more than 1200 employees and $550 million in funding (see Figure 9).
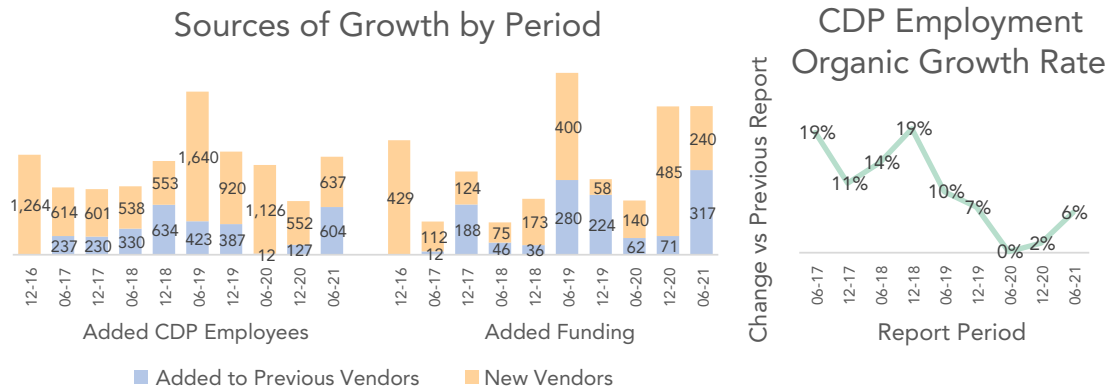
But just because an enterprise is working with one of these vendors doesn't preclude it from working with others.

Figure 9: CDPs attracting more funding and more talent

Sources of Growth by Period

CDP Employment Organic Growth Rate

Added to Previous Vendors ■ New Vendors

Source: CDP Institute

The crowded market is ripe for additional consolidation and combination, as CDP capabilities become more widely adopted and utilized in combination with other systems.

That funding, coming after a relatively stagnant 2020, made for a big splash in 2021. Of the companies profiled in this report, Amperity raised $100 million in July, Tealium raised $96 million in February and Blueshift raised $39 million in February.

In addition to receiving investment interest, CDP vendors were acquisition targets in early 2021. Bloomreach bought Exponea in January after receiving $150 million in funding. In February, Upland Software purchased BlueVenn for around $54 million and Optimizely bought Zaius for an undisclosed price. In March, DXP company Sitecore bought Boxever. In all of these transactions, CDPs were positioned as adding functionality to a larger suite of tools, whether it's called a customer experience management (CXM) product or a digital experience platform (DXP).

Another notable acquisition, the September 2021 purchase of Zylotech by account-based marketing (ABM) company Terminus, represented another big trend: the growth of CDPs for B2B applications.

Prior to 2021, the most recent acquisition of note in the CDP space was Twilio's purchase of Segment for $3.2 billion, which closed in November of 2020. The company said Segment would continue to operate as a division of Twilio. Also of note: SAP's October 2020 acquisition of customer engagement platform Emarsys, adding to its personalization capabilities.

The crowded market is ripe for additional consolidation and combination, as CDP capabilities become more widely adopted and utilized in combination with other systems.

A cloud in that CDP silver lining?

Despite the promised benefits of CDPs, uncertainty about the future of this category is growing. Factors include:

- The overlapping capabilities offered by CDPs and other marketing software applications, like marketing automation platforms and multichannel marketing hubs.
- The wide range of capabilities claimed by some of the current players, which is a byproduct of their evolutions from other categories earlier in their corporate lives. The capabilities range so widely it is difficult to make apples-to-apples comparisons.
- Doubts about whether large enterprises, "have ambitions for the single end-to-end CDP engine, or whether out-of-the-box (OOTB) integrations and models can meet their complex data use cases," according to Gartner.

Six-in-ten respondents to a 2019 Gartner marketing technology survey said their martech stack was highly or fully successful at executing on four key customer profile management tasks. Meanwhile, 43% of respondents had a fully deployed CDP and 31% were in the process of deploying one, according to Gartner's April 2020 Market Guide for Customer Data Platforms.

The analysts conclude, and experts we've consulted concur, that the market is reaching a state of maturity and possible saturation. While some marketers eagerly adopted CDPs initially, accepting the promise of the technology, they're now asking harder questions. They're seeking details about use cases, data quality and the internal transformation that must occur to get the most out of a CDP. Some are even realizing that the CDP they've adopted doesn't meet their needs, so they're shopping for a replacement.

One development that may become the norm is CDPs playing the role of hubs in an expansive customer engagement suite, sometimes offered as a "one-stop-shop" connected with other tools from the same vendor. The CDP Institute notes that recent acquisitions have created this type of configuration, but existing vendors are likely to develop these suites, as well.

B2B CDPs

CDPs are being sold that appeal to B2B marketers for the first time, after their genesis as exclusively B2C solutions. For example, when Terminus acquired Zylotech in September of 2021, the union was touted as creating a B2B-focused CDP.

Dun & Bradstreet's Lattice CDP was already focusing on serving B2B players, while others like Adobe and Microsoft have been busy adding B2B-oriented functionality. And in October 2021, ActionIQ released a version of its CDP offering for B2B customers, featuring business data partnerships and a data model oriented toward businesses.

Select financial transactions in the CDP category

November 2021
- Treasure Data receives a $234M investment in what's thought to be the biggest ever funding event for a CDP. Pledges to use the money to take customer-centricity beyond marketing.

October 2021
- mParticle raises $150M in financing in its Series E.

September 2021
- CDP Zylotech is acquired by Terminus, which touts itself as the only ABM platform with a purpose-built standalone B2B CDP. Zylotech becomes the Terminus Customer Data Platform.

July 2021
- Amperity raises $100M in financing.

March 2021
- Sitecore buys Boxever for an undisclosed amount.

February 2021
- Upland Software acquires BlueVenn for approximately $54M.
- Optimizely purchases Zaius for an undisclosed amount.
- Tealium raises $96M in venture funding.
- Blueshift receives $39M in financing.

January 2021
- Bloomreach purchases Exponea. Terms weren't disclosed. The buy followed new investment of $150M in Bloomreach.
- The unified Manthan and RichRelevance rebrand themselves as Algonomy.

2020
- Twilio buys Segment for $3.2B in November.
- SAP buys Emarsys to boost its personalization capabilities in October.
- Audiens receives $8M in funding in April.
- Openprise gets $4M in financing in April.
- mParticle sees $45M in new funding in March.
- Salesforce purchases Evergage for X in February.
- ActionIQ receives $32M in venture investment in January.
- BlueConic brings in $13M in financing in January.

2019
- Acquia purchases AgilOne in December to add to its suite of marketing offerings, which include the Mautic marketing automation platform and the Acquia DAM.
- Amperity buys Custora in November.
- Manthan agrees to merge with RichRelevance in November.
- QuickPivot joins Vericast in October of 2019, joining Valassis and RetailMeNot as subsidiaries.
- Mastercard picks up SessionM that same month, placing an emphasis on the CDP's capabilities to foster loyalty and engagement.
- Dun & Bradstreet acquires Lattice Engines in June.
- Informatica picks up AllSight in February.

CDP capabilities

All of the CDP vendors profiled in this report provide the following core capabilities:

- Data management (collect, normalize and unify customer data in a persistent database), often after IDs have been matched by other systems.
- Features designed for use by the marketing organization and other departments, without the aid of IT or data science resources. (Though some functions, like building connections to other platforms and performing sophisticated data modeling, still require additional resources.)
- Connections to and from all external systems on a vendor-neutral basis.
- Structured and unstructured data management.
- Online and offline data management.

CDP vendors differentiate by offering more advanced capabilities that include, but are not limited to:

- Native identity resolution to stitch customer data snippets from disparate sources.
- The number and breadth of robust pre-built connectors to other martech systems. The near-universal availability of APIs means connections are always possible (with more or less developer involvement), but offering pre-built, tested integrations adds value.
- User interface (UI). The vendors differ in the user-friendliness of their interfaces and the methods people use to do things like create segments, view profiles, etc.
- Analytics, including those powered by machine learning and artificial intelligence, that surface insights, enable journey mapping, audience segmentation and predictive modeling.
- Orchestration for personalized messaging, dynamic interactions and product/content recommendations.
- Compliance with vertical industry and international data regulations.

The following section discusses these features and the key considerations involved in choosing a CDP (see Figure 10).

Data management

Data collection and maintenance is a core CDP function. All CDPs provide a central database that collects and integrates personally identifiable customer data.

From there, however, CDPs vary in their abilities to manage:

- **Data ingestion:** CDPs use various mechanisms to ingest the data that goes into unified customer profiles -- mobile SDKs, APIs, Webhooks or built-in connectors to other platforms. The frequency of data ingestion is another differentiating factor.
- **Identity resolution:** The platform "stitches" together customer data points, such as email addresses, phone numbers, first-party cookies and purchase data, from various channels matching them to create a single customer profile. Some players partner with other providers for this capability, while others have their own systems.
- **Online/offline data:** Platforms use identity resolution or an identity graph to stitch together behaviors to create a unified profile.
- **Data hygiene:** CDPs enable to clean and standardize customer records.
- **Structured/unstructured data:** CDPs' ability to manage unstructured data (i.e., social media feeds, product photos, barcodes) varies. Up to 80% of all data will be unstructured data by 2025, according to IDG.

Data collection and maintenance is a core CDP function. All CDPs provide a central database that collects and integrates personally identifiable customer data.

The importance of each of these data management capabilities will depend on a particular organization's business goals, and whether it has a significant mobile presence, direct mail operations or brick-and-mortar stores and/or agents.

Analytics

CDP vendors offer data analytics capabilities that can do some or all of the following: allow marketing end-users to define and create customer segments, track customers across channels and glean insights into customer interest and intent from customer behavior and trends.

The functionality provided can include predictive models, revenue attribution and journey mapping. To one extent or another, many of these capabilities may utilize machine learning or artificial intelligence to surface insights about audiences and proactively offer suggestions about the best next step to move a prospect through their purchase journey.

Orchestration

Some CDPs provide campaign management and customer journey orchestration features that enable personalized messaging, dynamic web and email content recommendations, as well as campaigns that trigger targeted ads across multiple channels.

CDPs often automate the distribution of marketer-created customer segments on a user-defined schedule to external martech systems such as marketing automation platforms, email service providers (ESPs), or web content management systems for campaign execution.

For example, the CDP could deliver targeted content to a web visitor during a live interaction. To do this, the CDP must accept input about visitor behavior from the customer-facing system, find the customer profile in its database, select the appropriate content and send the results back to the customer-facing system. A CDP may also facilitate digital advertising through an audience API that sends customer lists from the CDP to systems (i.e., DMP, DSP, ad exchange) that will use them as advertising audiences.

Data regulation compliance

CDP vendors vary in the support they provide for compliance with the wide range of vertical market and international regulations that safeguard customer data privacy, e.g. GDPR, CASL and CCPA. Some build compliance features into their platforms, while others rely on outside systems.

Marketers in the highly regulated healthcare market must follow HIPAA and HITECH regulations. In addition, all organizations that accept, process, store or transmit credit card information must maintain a secure environment that meets Payment Card Industry Data Security Standards (PCI DSS), as well.

Third-party systems integration

CDPs streamline integration of customer data by providing out-of-the-box (aka native) connectors to many marketing software applications, including CRMs, DMPs, marketing automation platforms, DSPs, and campaign analytics and testing tools. Most organizations have martech stacks that contain many of these systems. Sharing data among the applications is a formidable and expensive challenge. The majority of CDPs profiled in this report also provide at least a basic API to enable custom integrations.

CDP vendors vary in the support they provide for compliance with the wide range of vertical market and international regulations that safeguard customer data privacy.

Figure 10: Capabilities of CDP vendors profiled

Platform	Data management				Analytics	Orchestration	Data regulation compliance	Third-party systems integration	
	Identity resolution	Offline data	Unstructured data	Mobile SDK				Out-of-the-box	APIs
Acquia	✔	✔	✔	✔	✔	✔	GDPR, CCPA	✔	✔
Acxiom	✔	✔	✔		✔	✔	GDPR, CCPA. ISO27001, ISO27701, ISO14001, Cyber Essentials Plus certified	✔	✔
Adobe	✔	✔	✔	✔	✔	✔	GDPR, CCPA	✔	✔
Algonomy	✔	✔	✔		✔	✔	GDPR, CCPA	✔	✔
Amperity	✔	✔	✔	✔	✔	✔	ISO 27001 2013, SSAE16 SOC2 Type 2	✔	✔
Bloomreach	✔	✔	✔	✔	✔	✔	GDPR	✔	✔
BlueConic	✔	✔	✔	✔	✔	✔	CASL, CCPA, GDPR	✔	✔
Blueshift	✔	✔	✔	✔	✔	✔	SOC2 Type 2, TRUSTe, Privacy Shield framework, CCPA and GDPR	✔	✔
Dun and Bradstreet	✔	✔	✔	✔	✔	✔	GDPR, CCPA, SOC2, ISO2001, ISO27001 (UK & Ireland), Privacy Shield, CASL, Truste, China Privacy Law, PIPEDA	✔	✔
Ensighten	✔	✔	✔	✔	✔	✔	CCPA, GDPR	✔	✔
Lytics	✔	✔	✔	✔	✔	✔	CCPA, GDPR	✔	✔
Optimove	✔	✔	✔	✔	✔	✔	GDPR, CCPA, HIPAA	✔	✔
PwC	✔	✔	✔	✔	✔	✔	GDPR, CCPA	✔	✔
Salesforce CDP	✔	✔	✔	✔	✔	✔	Ability to comply with local and national regulations	✔	✔
SAP SE*	✔	✔	✔		✔	✔	GDPR, CCPA, CPRA,LPGD, PPDA	✔	✔
SessionM	✔	✔	✔		✔	✔	GDPR	✔	✔
Tealium	✔	✔	✔	✔	✔	✔	GDPR, HIPAA, HITECH, CCPA	✔	✔
Treasure Data	✔	✔	✔	✔	✔	✔	GDPR, CCPA, EU-US Privacy Shield, Swiss-US Privacy Shield	✔	✔
Twilio Segment	✔	✔	✔	✔	✔		CCPA, GDPR	✔	✔
Upland BlueVenn	✔	✔	✔	✔	✔	✔	CCPA, GDPR, HIPAA, UK-GDPR	✔	✔
Zeta Global	✔	✔	✔	✔	✔	✔	GDPR, CCPA, CPRA, HIPAA, CASL, PIPEDA, EU-US Privacy Shield, Swiss-US Privacy Shield	✔	✔

* Information was not available at the time of publication
Data regulation acronyms as follows: APPs=Australian Privacy Principles, CCPA=California Consumer Privacy Act, CASL=Canadian Anti-Spam Legislation, GDPR=General Data Protection Regulation, HIPAA= Health Insurance Portability and Accountability, HITECH=Health Information Technology for Economic and Clinical Health, PIPEDA=Personal Information Protection and Electronic Documents Act (Canada), VPPA=Video Privacy Protection Act. Source: Third Door Media

Choosing a CDP

The benefits of using a CDP

Marketing executives today are in charge of dozens of martech applications to manage, analyze and act on a growing volume of first-party customer data. Because of the COVID-19 pandemic, more companies than ever are interacting with customers digitally, according to McKinsey. When the consultancy surveyed businesses, it found respondents three times more likely now (as compared to before the crisis) to say at least 80% of their customer interactions are digital.

And, despite increasing efficiency, the proliferation of marketing software applications has created problems with data redundancy, accuracy and integration.

Automating customer data accuracy and integration through a CDP can provide benefits to marketers and to other functions across the enterprise, though we're focused on the marketing implications in this report. These include:

- **Expanded enterprise collaboration.** A CDP fosters cooperation among siloed groups because it gathers data from throughout the enterprise and supports customer interactions across many touchpoints. The unification of data allows enterprises to see how strategies for audience, customer experience and execution all fit together – and enables marketers to build audiences and use them across multiple platforms, ensuring a more consistent, informed customer experience.

- **Improved data accessibility.** A CDP is a centralized hub that collects and houses customer data from every corner of the enterprise. Data are normalized and stitched together to build unique, unified profiles of each individual customer. The result is a persistent customer database whose main purpose is to gather and share data more easily and efficiently across the organization.

- **Streamlined systems integration.** A CDP unifies data systems across the enterprise, from marketing and customer service, to call centers and payment systems. By creating a single "system of record" for first-party customer data, data redundancies and errors can be minimized, and data can flow more quickly into -- and out of -- marketing automation platforms, email service providers (ESPs), CRMs and other martech systems.

- **Increased marketing efficiency.** A CDP unifies individual data with unique IDs that create robust customer records. Many manual tasks are also automated by the CDP, allowing marketers to focus on high-value creative and analytical tasks.The result is more accurate modeling, targeting and personalization in marketing campaigns, and more relevant customer experiences with the brand across channels

- **Faster marketing velocity.** In many cases, CDPs are "owned" by marketing, minimizing the need for IT or developer intervention to collect, analyze and act upon data. With control in marketers' hands, the time to segment and build audiences, execute campaigns and analyze results decreases. That said, engineers may still be needed to perform deep data analysis and facilitate integrations. This is especially true as CDPs extend beyond marketing and into sales and customer service functions.

Marketing executives today are in charge of dozens of martech applications to manage, analyze and act on a growing volume of first-party customer data.

- **Stronger regulatory compliance.** A CDP creates greater internal control over customer data, streamlining data governance to comply with the many regulations now impacting brands worldwide. Marketers in the healthcare industry must comply with both HIPAA and HITECH regulations. Businesses that handle European data or serve customers in the EU must also comply with GDPR and those dealing with Californians must deal with CCPA (California Consumer Privacy Act). The majority of CDP vendors are both ISO and SOC certified for best practices in handling personally identifiable information (PII).

Pricing

A CDP is a significant investment and the total cost of ownership should be considered before any contract is signed. Gartner in 2019 estimated the annual cost of licensing a CDP to range between $100,000 to $300,000, not including the substantial data management and integration work needed to enable the system. Businesses considering such an investment must also factor in the costs of support, deployment and ongoing enhancements.

The majority of CDP vendors offer SaaS-based pricing based on factors such as the volume of data stored, number of active customer records, number of platform users and number of API calls. Some also charge fees for add-on modules such as analytics or additional channel/platform integrations.

Vendors that provide analytics and orchestration services may also charge a CPM for channel execution. Some vendors don't require annual contracts, but that's of little benefit given the effort and investment required to implement a CDP. Some offer discounts for multi-year commitments.

Steps for making an informed purchase

Understanding your current marketing processes, knowing how to measure success and being able to identify where you are looking for improvements, are all critical pieces of the CDP decision-making process. The following section outlines four steps to help your organization begin that process and choose the CDP that is the right fit for your business needs and goals.

Step One: Do you need a CDP?

Deciding whether or not your company needs a CDP calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs, staff capabilities, management support and financial resources. Use the following questions as a guideline to determine the answers.

- **How do we currently manage customer data?** Fragmented pieces of customer data often reside in silos in marketing, sales, purchasing, customer support and other departments. Does your organization have a system that serves as the ultimate authority on customer profiles? Do you know what customer data it includes? Is third-party anonymous data mixed in? How many applications are in your martech stack? And how does data get from one application to another? Is it transferred in real time? Every hour? Every day? These are all areas where a CDP can help to standardize and streamline data storage and processing. However, another tool you're using may already handle some of the CDP functionality

A CDP is a significant technology investment and the total cost of ownership should be considered before any contract is signed.

you're seeking.

- **How efficient are our marketing data processes?** Marketing software applications are supposed to improve data and campaign efficiency. But many times, disparate systems lead to data duplication, lack of standardization and an increase in time-consuming manual tasks. If you find yourself spending more time normalizing data or de-duplicating contact records, and less time executing campaigns or evaluating campaign performance, it might be time to automate data integration.

- **How would a CDP address our business needs and what are our use cases for the technology?** Virtually all CDPs deliver several core capabilities around data management, but many also provide a wide range of data analytics and orchestration features that address diverse business goals. What would having a single view of your customers do for you? For example, do you want to reduce churn by targeting customers with more relevant offers? Or increase the profitability of customer acquisition efforts by creating more accurate lookalike audiences? Don't invest in a CDP before developing use cases that demonstrate how adoption will improve marketing performance or reduce costs. The investment should more that pay for itself.

- **Is your organization ready for a CDP?** Do you have enough clarity on your use cases and customer journeys to enable you to choose the correct solution? How will centralizing your data and audience definition impact your organization? Are you confident that all of the teams that would need to be involved -- from IT to marketing to customer service -- can be educated on the potential value of a CDP as part of the adoption project? Have you chosen early adopters within the organization that can provide proof points to other users?

- **What systems would we integrate through the CDP?** The martech stack is getting bigger and more complex for many organizations. Streamlining integration is a core benefit of implementing a CDP, which can normalize data for easier importing and exporting into other systems. As more brands engage in omnichannel marketing through numerous martech apps, creating a unified view of the customer has become critical to marketing success.

- **How will we define and then benchmark CDP success?** What key performance indicators (KPIs) do you want to measure, and what decisions will you make based on CDP implementation? For example, do you want to decrease data redundancy and track how that impacts the velocity of campaign execution? Or do you want to decrease the time your marketing staff spends on manually transferring data from one system to another? Set business goals in advance to be able to benchmark success later on. More than ever before, businesses seek to quantify the ROI of their martech investments.

- **Do we have management buy-in?** As with any major organizational investment, management support is essential to CDP success. Begin with small, short-term goals that demonstrate how the CDP is benefiting the business, either through cost savings or revenue gains. The key is to convince senior executives that having a single, unified view of the customer will add to the organization's bottom line.

- **Do we need self-serve, full-serve or something in between?** CDPs are typically built for marketing end-users. However, CDPs vary in the scope of their capabilities -- and it is important to have some level of ongoing training to use them all. CDP vendors provide varying levels of onboarding, customer support and/or professional services. Make sure you understand what your marketing staff will need to know to effectively use the CDP, or

Virtually all CDPs deliver several core capabilities around data management, but many also provide a wide range of data analytics and orchestration features that address diverse business goals.

if you lack internal resources, what type of managed services are available.

- **What is the total cost of ownership?** CDP vendors charge monthly license fees based on the number of data records, events (or customer actions) and applications integrated. There may be additional fees for onboarding, APIs/custom integrations or staff training. Make sure you know your business needs, data volume and how you will need to re-structure your systems and staff to enable a CDP's operations. Being aware of all of these aspects will help you understand the investment your organization will make. Keep in mind, too, that you may see cost savings if the system allows people to work more efficiently.

Step Two: Identify and contact appropriate vendors

Once you have determined that a CDP makes sense for your business, spend time researching individual vendors and their capabilities by doing the following:

1. Inventory all of your organization's databases and martech applications and make sure all stakeholders weigh in on which data and system integrations are priorities. CDPs offer numerous out-of-the-box connectors and APIs to make the integration process faster and more seamless. By prioritizing which applications you want to integrate first, you'll be able to identify vendors that already have native connections to them.

2. Take your inventory and then do some research. Speak to your marketing peers at virtual events and in discussion forums to find out who is using which CDP vendor and why. (Many of the vendors profiled in this report also provide whitepapers and interactive tools that can help.)

3. Narrow your list to those vendors that meet your criteria. Submit the list of the capabilities you've identified and set a timeframe for them to reply.

4. Decide whether or not you need to engage in a formal RFI/RFP process. This is an individual preference. However, be sure to give the same list of integrations to each vendor to facilitate comparison.

The most effective RFPs only request relevant information and provide ample information about your business and its CDP needs. It should include high-level strategic goals and KPIs. For example, mention your company's most important KPIs and how you will evaluate the success of your CDP implementation. Include details about timelines and the existing martech applications you have deployed.

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides comes to a shared understanding of the purpose, requirements, scope and structure of the intended purchase. From the RFP responses, you should be able to narrow your list to three or four solutions that you'll want to demo.

Step Three: Scheduling the demo

Set up demos within a relatively short time frame of each other to help make relevant comparisons. Make sure that all potential users and stakeholders are on the demo call, and pay attention to the following:

- How easy is the platform to use?
- Does the vendor seem to understand our business and our marketing needs?
- Are they showing us our "must-have" features?

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides comes to a shared understanding of the purpose, requirements, scope and structure of the intended purchase.

"We've seen the most success with the RFPs that we have managed on behalf of clients by defining detailed use cases that force the vendors to demonstrate some of the capabilities that are critical for the organization as part of their demos," said Craig Howard, solutions lead and key architect at Merkle. "This also helps the vendors have the best chance for success and removes a lot of ambiguity around key requirements."

Questions to ask each vendor include:

✔ How does the platform provide identity resolution? How does it stitch data points together?
✔ How does the platform handle both structured and unstructured data?
✔ How does the platform ingest and manage offline data?
✔ How does the platform monitor integration success and/or failures, and report on data variances or anomalies?
✔ How does the platform handle connectors and integrations with outside martech systems? Are your "must have" integrations rock solid?
✔ What is the CDP's approach to integrating with the specific martech systems that your company uses? Just because a connector exists doesn't mean it will necessarily work for your organization and how you use that third-party platform.
✔ How does the platform allow users to create customer segments based on behaviors and preferences?
✔ How does the platform employ machine learning for data analytics, such as predicting customer trends and patterns?
✔ How can we send personalized and targeted messaging from the CDP?
✔ How can we use the CDP to coordinate and track multi-step marketing campaigns?
✔ What data security regulations does the platform comply with?
✔ What data security certifications does the platform have?
✔ Can we pay the software license month-to-month? Or is an annual contract required? Is there a short-term contract or an "out" clause if things don't work out?
✔ Will there be a price increase when I renew next year -- if so, how much? Will the vendor commit to capped increases over a period of years?
✔ What are the additional fees? (i.e., set-up costs, add-on features, API, quotas)?
✔ How long is the onboarding process typically? Will we have a dedicated resource? Who will be the day-to-day contact?
✔ What is the level of support included in the price? What support is additional?
✔ Who pays if your system/team makes an error?
✔ Will our support team work with us to test new features and assess the results?

Step Four: Check references, negotiate a contract

Before deciding on a particular vendor, take the time to speak with several customer references, preferably individuals in a business similar to yours. The CDP vendor should be able to supply you with several references if you cannot identify customers yourself. Use this opportunity to ask any additional questions, and to find out more about any questions that weren't answered during the demo. Make sure that the person you've been referred to is a primary platform user and is utilizing the features that your organization cares about.

Consider also asking these basic questions:

✔ Why did you move to a CDP?
✔ Why did you select this platform over others?
✔ Has this platform lived up to your expectations?

Before deciding on a particular vendor, take the time to speak with several customer references, preferably individuals in a business similar to yours.

✔ How long did the platform take to implement?
✔ Who was involved in the implementation?
✔ Are you also using additional tools for data governance, analytics or reporting?
✔ Were there any surprises that you wish you'd known about beforehand?
✔ Where have you seen the most success? The biggest challenges?
✔ How are you measuring your own success? How easy was the set-up process and how long? Did the vendor help?
✔ How responsive is customer service?
✔ Has there been any down time?
✔ What is the most useful, actionable (favorite) report the tool generates?
✔ What do you wish they did differently?
✔ Why would you recommend this platform?

Although not all vendors require an annual contract, many do. Before you jump into such a commitment, you may want to raise the possibility of a paid proof-of-concept -- a sort of trial run -- with your vendor of choice. This is especially useful when there are uncertainties that can't be resolved through demonstrations or conversations with references.

In this scenario, you'd execute on one or two important use cases that address these issues. A successful trial will go a long way to settling any lingering doubts within your organization, while a failure will enable you to cut your losses without being stuck with a long-term contract.

Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered in the contract. Ask about what kinds of additional fees might come up:

✔ Are there charges for custom integrations or API access? If so, how much?
✔ What is the hourly charge for engineering services, and is there a minimum?
✔ What partner organizations are available to install and integrate the tool?
✔ If we need to train a new hire mid-year, what will that cost?
✔ What performance levels do you guarantee (response time, availability, problem resolution, accuracy, etc.) and what happens if you don't meet them?
✔ What is the "out" clause?

Although not all vendors require an annual contract, many do. Before you jump into such a commitment, you may want to raise the possibility of a paid proof-of-concept -- a sort of trial run -- with your vendor of choice.

Conclusion

Unified, accessible customer data has become an essential building block for brand marketing success, and that capability has risen in importance during the ultra-digital COVID pandemic. Additionally, consumers expect consistent, personalized messaging across channels, even as they add new devices and touchpoints to their purchase journeys. This has created a new set of marketing opportunities, as well as data challenges, for marketers.

CDPs have emerged as an important tool for customer data management, where they serve as the "single source of truth" for the profiles of known and anonymous individuals. CDPs unify and normalize first-party customer data, improving data accuracy, targeting relevance and marketing campaign velocity. CDPs put control of marketing data and technology in marketers' hands and facilitate compliance with the growing array of data privacy regulations through strong data governance. Importantly, standalone CDPs also free marketers to use best-of-breed solutions in other categories (marketing automation, call analytics software, etc.) while still maintaining a single, consistent view of all of a customer's or prospect's interactions with the brand.

As the CDP market matures, vendors are expanding their core capabilities beyond data maintenance to offer brand marketers more analytical tools and orchestration features to build audiences and execute multi-step campaigns across channels. Meanwhile, large cloud solutions providers like Adobe, Microsoft, Oracle, SAP and Salesforce have launched their entries into an already-crowded vendor market. At the same time, some CDP vendors have been acquired and integrated with other tools for customer experience. The good news is that marketers have many choices and can partner with a solutions provider that meets their most urgent business needs.

In the future, look for some CDPs to move more aggressively to expand into adjacent areas such as personalization, multichannel marketing, consent management or other data management sectors. Other standalones will pursue mergers or acquisitions to add complementary capabilities. ■

CDPs unify and normalize first-party customer data, improving data accuracy, targeting relevance and marketing campaign velocity.

Vendor profiles

Acquia CDP
53 State Street,
Boston, MA 02109
www.acquia.com

Key customers

Hugo Boss
Big Lots
Lululemon
Schwan's
Dollar General
Georgia Pacific

Key executives

Dries Buytaert,
Chief Technology Officer

Michael Sullivan,
Chief Executive Officer

Lynne Capozzi,
Chief Marketing Officer

Mark Picone, GM and SVP,
Product, Marketing Cloud

Target customer

- B2C mid-market and enterprise in retail, travel, media, CPG and subscription-based verticals

Company overview

- Founded in 2007.
- 1,400 employees.
- With open source Drupal at its core, the Acquia Digital Experience Platform (DXP) enables marketers, developers and IT operations teams at thousands of global organizations to rapidly compose and deploy digital products and services that engage customers, enhance conversions and help businesses stand out.
- In 2021, the company acquired Widen.
- In September 2019, Acquia received a majority investment from Vista Equity Partners to accelerate the company's growth as a DXP leader.
- The company also acquired three companies in 2019 to help bolster its open DXP: Mautic, Cohesion and AgilOne.

Product overview

- Acquia's Open DXP delivers relevant experiences leveraging content and data through a unified Marketing Cloud Platform integrated into Acquia DXP.
- Citizen data science: Non-technical teams can leverage ML-driven segments; data scientists leverage Acquia's composable ML framework to build custom models based on unified, accurate CDP data.
- Self-service analytics for all: From marketers to regional managers to call center teams to IT, teams become more agile and informed with direct access to rich insights based on unified CDP data.
- Proven, standard data model: Acquia integrates data using a vertically focused data model to eliminate the risk of data mapping errors and future-proof the business against changes.
- Centralized marketing management: Enable brand and data governance in distributed environments via centralized marketing automation and multi-tenant architecture.
- Acquia CDP supports four primary types of use cases:
  - Outbound marketing: Segments customers based on value, behavior and attributes to deliver one-to-one content on every marketing message, across every outbound marketing execution channel such as email, direct mail and SMS.
  - Digital advertising: Engages customers through digital advertising, where first-party customer data is used to enhance lookalike modeling, as well as acquisition and retargeting campaigns.
  - Customer experience: Enhances personalization-focused one-to-one marketing, relevant customer interactions and offers on the website and all other customer-facing systems such as in the call center or in-person with a clienteling app.
  - Analytics. Calculates and predicts key marketing metrics such as attribution, lifetime value, clusters, likelihood to buy, etc.
- SaaS hosting.

ACQUIA®

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www.acquia.com

Data management

- 360 Profile UI is used to search and find specific customers and to view the single customer profile of an individual customer.
- 360 Profile API is a secure REST API that connects 360 Profile data to third-party systems such as service clouds or clienteling apps (i.e., provide personalized info for in-store sales reps).
  - The search API queries the data from individual customer records. For each search result, there is a returned link to the customer's 360 profile.
- Identity Resolution Engine (IRE) is used to cleanse, dedupe, link and perform identity resolution across structured and unstructured data sources integrated within the platform.
- Website interactions tracked via Acquia CDP webtag.
  - Anonymous visitors and traffic are stored up to 30 days until the anonymous profile chooses to identify.
- Manages both online and offline data sources, including event, profile, and transactional data.
- Uses the Acquia Open Data Model to ingest any type of data.

Analytics

- Metadata-configurable analytics and machine learning engine calculates metrics and dimensions from all transaction and event data.
- Provides over 300 marketing metrics related to customers, transactions and events.
- Data scientists can directly query the data; data can be exported to any query tool.
- Share data with external analytics and BI tools via Snowflake Data Sharing.
- Provides marketer-friendly data visualizations and dashboards.
- Teams can conduct ad-hoc analysis and perform data exploration.

Data security

- GDPR and CCPA compliant.
- HIPAA compliant.
- SOC 2 Type 2 and SANS 20 certified.

Orchestration

- Segmentation features drive content, offers and messaging via execution channels.
- Campaign audiences are created through a trigger point, can be saved for reuse in follow-on campaigns or shared across other channels both as an inclusion or exclusion option.
- Multiple customer journey flows can be built through trigger points based on customer action (or inaction) to a specific event.
- Customer journeys can also be based on lifecycle campaigns.
- In addition to the capabilities listed above, marketers can map multi-touch, multi-channel customer journeys executed through Acquia Campaign Studio.

Third-party integrations

- Data is exchanged with third party systems via pre-built connectors, APIs, and batch files.
- Whenever possible, data is standardized into the Open Data Model so users automatically get new insights and audience attributes as they are built
  - Saves time and money when new data sources or attributes are added.
  - Makes it possible to enable additional use cases as markets evolve.
- Offers forms of self-service for several types of data integrations, and has standard, pre-packaged services to enable the integration of data that cannot be ingested via self-service.

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Pricing and support

- No free trial.
- Annual contract required.
- Offers a tiered licensing pricing model based on the total number of active customers.
- When clients come on board, customer marketing and IT teams prepare them for a successful implementation of Acquia CDP and other Acquia Marketing Cloud solutions with a goal to introduce the product and highlight resources for continued self-enablement.
- All customers receive the following services:
  - Data integration, planning, strategy, and deployment.
  - Data preparation and transformation.
  - Digital strategy and roadmap.
  - Campaign strategy and planning.
  - Data integration planning.
  - Data analysis and interpretation.
  - Organizational modeling (people and process).
  - Data policies and best practices.
- Optional digital strategy, data science, and campaign execution services are offered as needed.

Acxiom
301 E. Dave Ward Dr.
Conway, AR 72032
acxiom.com

Key customers

America's Test Kitchen
Citi
Fossil
Heathrow Airport
Southwest Airlines

Key executives

Chad Engelgau,
Chief Executive Officer

David Skinner,
Chief Strategy Officer

Jed Mole,
Chief Marketing Officer

Shea Heath, Chief Operations

Target customer

- Enterprise clients with a special focus on financial services, insurance providers, major retailers, travel and entertainment companies, pharma manufacturers, telecom/media companies, auto manufacturers, brokerage firms, tech companies, airlines and gaming companies.

Company overview

- 2,600 Employees.
- Founded in 1969.
- Acxiom was acquired by the Interpublic Group of Companies in 2018 and it continues to be a part of IPG.
- Acxiom is a customer intelligence company that provides data-driven solutions to enable marketers to better understand their customers to create better experiences and business growth. The company has been a leader in customer data management, identity, and the ethical use of data for more than 50 years.
- Acxiom has U.S. locations in Conway, Arkansas and New York City. International offices are located in China, the UK, Poland and Germany.

Product overview

- Acxiom CDP combines Acxiom's data management, identity, data and services with real-time abilities like customer profile creation and unification, along with a marketerfriendly user interface.
- Acxiom's Solution combines the power of a smart hub CDP with the company's rich history in identity resolution, data management, data hygiene, privacy, and strategic services. The solution provides a holistic view of the customer by combining historical and realtime behavioral data.
- Use cases include:
  - Real-time personalization.
  - Customer profile management.
  - Cross channel data unification.
  - Cross-device personalization.
  - Multi-channel offer management.
  - Predictive AI/ML.
  - Cross-campaign arbitration.
  - Audience creation and management.

Data management

- Acxiom's CDP connects with the company's identity resolution technology, Real Identity. Together, these offer a configurable suite of connected capabilities bringing together martech and adtech so brands can:
  - Synchronize identity data used across the enterprise.
  - Configure specific recognition rules, groups and global identifiers.
  - Synthesize and analyze billions of customer transactions and interactions, both digitally and offline.
  - Eliminate dependence on 3rd party cookies and take ownership of all owned and paid media.
  - Enrich CDP profiles with Acxiom data, a large collection of multi-sourced consumer insights available with more than 11,000 attributes in over 50 countries across the globe.

acxiom.

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Conway, AR 72032
acxiom.com

- Comprehensive consumer enhancement with unrivaled detail, accuracy and coverage at individual, household and geographic levels.

Analytics

- Acxiom CDP has standard reports baked into the application. They are configured based on a user's variants (A/B/n testing) and/or business goals (e.g. conversions, clicks, funnel stage, etc.). These top line reports will show winners, performance over time, by channel, etc.
- Out of-the-box provide insights into customers quantify the performance of optimization and personalization activities, including:
  - Customer Insights. Top line metricson behavioral clickstream eventsingested and processed.
  - Lifecycle & Segment Insights. Breakdown of the evolution of visitors and customers as they move through the segments that define their lifecycle stages.
  - Personalization & Testing Performance. Insights into personalization and tests being conducted.
  - Offer Performance. Offer performance across personalized experiences and channels.
- Each of these dashboards can be filtered by segment to generate insights for experiences and gauge performance. These insights can be used to create and update experiences. For example if the system sees the family segment is taking extra baggage on a flight, this insight could be used to create an experience to reach this audience with a certain product.
- All granular data is accessible through Acxiom's embedded BI platform, provided by Looker. Standard users have access to Looker dashboards for data exploration. Power users can have Looker Designer access to create their analysis, reports, visualizations and dashboards. The same data would be available for the client to query through Google BigQuery.

Orchestration

- Acxiom CDP provides a sophisticated rules-management interface that allows analysts to create and manage rules in a graphical, intuitive way. The configurable design is aimed at helping business users understand and modify the rules without IT assistance. Rules are broken down into discrete decision tables and can be managed independently.
- Orchestration data is integrated with the CDP, which brings together the offline customer data with the fast-moving behavioral data from the current interaction in real-time. This means the audience building rules can draw from a rich 360-view of the customer and their current context.

Data security

- Acxiom's platform enables marketers to operate as per best-practice and in line with new data privacy standards such as the GDPR and CCPA. The company is ISO27001, ISO27701, ISO14001 and Cyber Essentials Plus certified.

Third-party integration

- Acxiom CDP provides numerous out-of-the-box integrations as well as flexible integration with its suite of RESTful APIs. The company's customer success team is available to discuss specific requirements.

Pricing and support

- An annual contract is required.
- Proof of Concepts (POC) are available but not free trials.
- Solutions range from $450k - $5+million per year, depending on a variety of inputs, such as:
  - Number of events logged in the platform
  - Number of customer records
  - Additional bolt-on solutions and services
- To ensure successful implementation

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and an ongoing management of the platform each Acxiom sCDP deal includes a kickstart workshop, implementation services, managed services and platform services.

- Optional products and services can be included at an additional fee. These include analytics services, Acxiom data, Acxiom Real Identity and a marketing database.

Vendor profiles

Adobe Real-time CDP
345 Park Avenue
San Jose, CA 95110-2704
T: 408-536-6000
adobe.com

Key customers

Customers aren't disclosed but they include brands in the retail, financial services and telecommunication industries.

Key executives

Shantanu Narayen, Chairman, President and Chief Executive Officer

Abhay Parasnis, Chief Technology Officer and EVP, Strategy and Growth

Anil Chakravarthy, EVP and GM, Digital Experience

Amit Ahuja, VP, Experience Cloud, Platform & Products, Digital Experience

Target customer

- Adobe typically targets enterprise and mid-market organizations and works with a wide variety of roles across the marketing and IT organization.

Company overview

- Founded in 1982.
- 24,000+ employees total.
- Went public in 1986 with the ticker symbol ADBE (NASDAQ).
- Launched Real-time CDP in November of 2019.
- Adobe believes creativity empowers transformation — personally, professionally and across all industries.

Product overview

- Built on Adobe Experience Platform, Adobe's Real-time Customer Data Platform (Real-time CDP) helps companies understand and connect with current and potential customers by using a complete foundation for data management, built-in governance controls, and actionable unified profiles. Real-time CDP is available in both a B2C, B2B and hybrid edition so that organizations can create unified profiles for consumers and/or accounts and personalize in real time across all channels.
- Available as a cloud platform.
- Adobe Experience platform provides a privacy service to help with handling data subject requests (GDPR, CCPA, LGPD, etc.) and a data governance framework to govern data use based on corporate policies.
- Use cases include:
  - Achieving a single view of the customer or account with streaming collection of customer data from across the enterprise.
  - Responsibly managing profiles with trusted governance and privacy controls for known and unknown identifiers.
  - Generating actionable insights and scaling audiences with AI and machine learning powered by Adobe Sensei services that are built with marketers in mind.
  - Delivering personalized experiences in real time across all channels and destinations.

Data management

- Data is collected in real time to build profiles of both known and unknown individuals and/or accounts.
- Patented governance framework applies customer-defined labels and usage policies to data ingested into Real-time CDP. Policies are automatically enforced and data lineage is displayed so corrections can be made to market responsibly. This flexible approach allows marketers to abide by corporate and regional data governance standards.
- All of the data about a particular individual or account is aggregated into a customer profile (stitching together email addresses, browsers, mobile devices, etc.). Under each identity resides information about the individual's interactions with the brand across devices and channels connected to the CDP.
- When bringing this data together, the customer can make use of the platform's merge policies to determine how data will be prioritized and what data will be combined to create a unified view.
- UI offers practitioners the ability to view individuals' profiles and see important information such as preferences, past events and interactions, and segments to which the individual belongs.

Vendor profiles

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adobe.com

- Identity Service is a foundational component of the Real-time CDP to allow for deterministic device stitching, visualization, and interoperability with identity partners.

Analytics

- A metrics dashboard is featured on the Real-time CDP and metric cards appear throughout the experience to inform users about the data, profile, and segment audiences in the system. Customized dashboards and reports are also available.
- Intuitive UI built for marketers that offers pre-built machine learning and segmentation capabilities and, API access and advanced tooling is available to more technical users as well.
- Segment Builder functionality lets users build new segments, view existing ones and, using drag-and-drop functionality, edit and refine these segments.

Data security

- Adobe contracts with certified cloud infrastructure providers to operate, manage, and control components from the hypervisor virtualization layer to the physical security of the facilities in which Experience Platform is deployed. These providers also operate the cloud infrastructure used by Adobe to provision a variety of basic computing resources, including processing and storage. This infrastructure includes facilities, network, and hardware, as well as operational software (host OS, virtualization software) that supports the provisioning and use of these resources.
- Adobe has a strict third-party vendor security assessment program, called Guardrails, that validates that these providers adhere to industry-standard practices as well as a variety of security compliance standards.
- Adobe Experience Platform provides strong security controls including and not limited to customer facing audit logs, encryption at rest and transit, role based access control, data isolation using sandboxes, etc.

Orchestration

- After marketers have built segments, they can then choose the connected platforms to send those audiences to, allowing marketers to provide personalized experiences to those individuals on a variety of platforms.
- The Destinations workspace allows marketers to:
  - Browse the catalog of destination platforms where they can activate their data;
  - Create, edit, activate, and disable data flows to the destinations in the catalog;
  - Create an account in a storage location or link Real-time CDP to the account in the destination platform;
  - Select which segments should be activated to destinations and
  - Select which Experience Data Model (XDM) fields to export when activating segments to email marketing destinations.

Third-party integration

- The Adobe Real-time CDP offers pre-built connectors to send data to martech systems in a variety of categories including other Adobe solutions, advertising, analytics, cloud storage, data management platforms, email marketing, personalization, social destinations, surveys and voice of the customer.
- For the ingestion of data, the Real-time CDP connects to all of the above and also databases, CRMs, customer success platforms, marketing automation systems, payment processors and protocols systems.
- For the specific list of connections to sources or destinations, see the Adobe website.

Pricing and support

- Pricing and contract terms aren't disclosed.
- Adobe offers several levels of support across Adobe Experience Cloud Solutions. These include:
  - Strategic support. Adobe partners with clients to digitally transform their solutions through analysis of people, process and technology. Adobe builds

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345 Park Avenue
San Jose, CA 95110-2704
T: 408-536-6000
adobe.com

mutual success plans w/ clients. Digital and market strategy goals are tied to technical architecture roadmaps.

○ Adobe also offers self-service and live product support, user communities including Adobe Experience League and on-site/remote personalized training from single practitioners to organizations.

- For training and certification, end-user certifications include Adobe Certified Professional and Adobe Experience League, a customer success platform, and on-site/remote, which provides digital badging as part of e-learning.

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49 Stevenson Street, Suite 950
San Francisco, CA 94105
T: 415-956-1947
Algonomy.com

Key customers

Consum
Future Group
Pizza Hut
REI
Tiffany & Co.

Key executives

Atul Jalan, Founder and
Chief Executive Officer

Sarath Jarugula,
Chief Product Officer

Raj Badarinath,
Chief Marketing Officer

Target customer

- B2C enterprises in the retail (i.e., fashion, grocery, specialty) and restaurant (i.e., QSR, fast casual) vertical markets.

Company overview

- Algonomy was formed by the merger of Manthan and RichRelevance.
- 600+ employees across 22 countries.
- The Algonomy product portfolio includes a real-time Customer Data Platform, customer journey orchestration, personalization, merchandise analytics and supplier collaboration solutions.
- A partner to over 400 retailers and brands.
- Additional global headquarters in Bangalore, India.

Product overview

- Algonomy's Real-time CDP provides real-time audience activation that can be used for personalized customer engagement by stitching and analyzing customer data from offline and online sources.
- Use cases focus on:
  - Real-time data ingestion: Eliminate data silos with out-of-the box batch and real-time integration that seamlessly centralizes data from any app or online/offline data store. Combine anonymized behavioral data, known PII, and profile data into a single customer view for use across any channel or touchpoint.
  - Identity Resolution: Create a single unified profile by stitching together known logins with anonymized user identities. Additional enrichment and deduplication turn every profile into a Golden Record.
  - Householding: Group customers into households based on deterministic and probabilistic rules by storing relationships among identifiers.
  - Granular segmentation and deep customer insights: Leverage actionable algorithms to create granular micro-segments, perform lookalike and propensity analyses to drive next-best actions, and measure ROI with campaign and journey analytics.
  - Real-time audience activation: Drive hyper-personalized, journey-based customer engagement across online and offline channels.

Data management

- Handles end-to-end data management from standardization, enrichment and deduplication; ingests online and offline data (real-time, clickstream and batch data); combines anonymized behavioral data, known PII, and profile data into a single customer view; also reverse appends customer attributes by leveraging integrations with third-party data sources.
- Customer Identity Graph supports data from multiple channels, maintains separate masters for each channel and offers a process to merge data across channels based on common identifiers.
- External systems like personalization engines, BI solutions, data science work benches can access data from Algonomy CDP via live connections, batch data push or data pull (through API calls). External systems can access CDP data for a single customer in real time through calls to Algonomy REST APIs.

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San Francisco, CA 94105
T: 415-956-1947
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- Generates a single view of customers by aggregating channel identifiers across POS, website and mobile channels. A unique customer ID is generated for every customer loaded. Identity of customers can be retrospectively mapped and linked with a pre-existing user profile if such a profile is encountered on a new channel.
- Supports hybrid data storage and can handle structured and unstructured data. The solution processes and stores all data in a data lake in object storage. Customer warehouse and data marts are built from the data lake.
- Website interactions tracking via out-of-the-box connectors with e-commerce platforms like Magento.
- SDKs capture customer browsing behavior from websites and mobile apps and provide a seamless integration to personalize the browsing experience.
- Supports social media marketing by enriching customer profiles on Facebook, Google and Twitter, etc. by creating audiences on these platforms.
    - Also supports digital ad management by sharing rich first-party data with Data Management Platforms and Identity Resolution platforms.

Analytics

- Metadata library of more than 1,200 retail-specific measures and dimensions with actionable algorithms to create granular micro-segments, lookalike and propensity analyses for next-best actions, campaign, and journey analytics. The semantic layer provides data governance capabilities and allows business users to interact with data without knowing SQL.
- Customer Analytics has multiple modules for behavioral based customer segmentation:
    - Micro segmentation: Tactical segmentation based on some behavioral criteria selected by the user.

- RFM segmentation: Recency, Frequency and Monetary value-based segmentation which can be system controlled or user defined.
- Segmentation modeling: Personas based on variables selected by users (e.g.. purchase behavior, loyalty program engagement, e-com browsing behavior, etc.) using unsupervised classification techniques like clustering.
- Customer segments are dynamic (refreshed/scored at pre-defined frequency). The user can score customers at various time intervals and use the scores to track segment migration, run marketing campaigns, and analyze performance through the customers' lens.
- Multiple modules included for predictive modeling. Analysts can use churn modeling capability to predict customer who are at risk. Customers are then grouped into deciles/bins/lists based on their probability to attrite. These groups can be used for ad-hoc analysis and/or executing marketing activities. The application also provides clear explanation of variable importance in predicting churn. The solution uses logistic regression and CHAID to detect churn drivers.
- Advanced analytical module is available to measure future CLTV. The model predicts the monetary value of each customer based on the variables selected by the user. Customers can then be grouped into deciles/bins/lists based on their lifetime value. These groups can be used for ad-hoc analysis and/or executing marketing activities. The solution uses survival analysis for CLTV prediction.
- Data Science Workbench enables clients to create their own models combining behavioral data with client's own data. The models can be deployed in production with a click. The client can measure and improve model's accuracy and efficiency. It comes with the required business controls, visibility and extensibility of algorithms in order

Vendor profiles

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San Francisco, CA 94105
T: 415-956-1947
Algonomy.com

to achieve the best outcomes from AI with transparency in decisioning.

Orchestration

- Provides real-time audience activation for personalized, journey-based engagement in the moment.
- Journey builder can be used for automation of campaigns. Journeys can be based on a customer behavior trigger or can be scheduled for a set of customers (lifecycle marketing, etc.). For planned promotions, conditions can be defined to route customers through their journey based on their behavior (e.g., journeys can be configured so customers who purchased from a particular product category and in certain age group will receive a particular offer versus customers who have not purchased from that product category). Promotions can also be triggered in real-time based on external customer events (e.g., add to cart, product view, cart view, cart edit, login, logout etc.).
- Recommendation engine generates personalized offer recommendations for each customer, which can be embedded in email, SMS, or mobile app notifications so customers receive offers that are personalized based on their behavior.
- Acts in real time on external events generated across customer journey to deliver contextually relevant messages. In-house recommendation engine processes the incoming data to generate offer and product recommendations for customer. The recommendations are also served in real time on contextual information based on customer's event interaction (e.g. what products a customer is browsing, has added to cart or purchased). For real-time promotions, business conditions can be defined based on current interactions of customer, basket context, and past behavior. Defined business conditions are evaluated in real time and a personalized promotion containing

list of static products, offers, or personalized recommendations can be sent to the customer across channels.
- Email, SMS and embedded images can be dynamically changed depending on user attributes such as home-store, behavioral segments or by leveraging the output of predictive and other advanced analytics-based models. Similar personalization can be achieved for other channels.

Data security

- Certified ISO 27001 2013 entity.
- Data centers certified and accredited with multiple SAS70 type 2 audits, ISO 27001 2013, service Level 1 provider under PCI DSS. Service Organization Controls 1 (SOC1) reports published under the SSAE 16 and ISAE 3402 professional standards.
- Amazon Web Services (AWS) partner. AWS Data centers are in full compliance with HIPAA and SSAE16 SOC2 Type 2. AWS is authorized to operate at FISMA Moderate level, ATO and DIACAP under the public sector realm of certification.
- Partners with Synopsys for third-party security vulnerability services that certifies Algonomy deployment sites, networks and application against NIST Special Publication 800-30 r1, OWASP top ten and WASC 49 classes.
- Data variance and anomaly reporting happens during the data quality check and reconciliation stages.

Third-party integration

- Pre-built connectors for more than 560 data sources and activation channels, including RDBMS, NoSQL, business applications (i.e., SAP, Oracle ERP and Microsoft AX), cloud-based applications (i.e., Salesforce and Google Analytics), social media, Big Data, streaming data, etc.
- Complete pre-built extraction routines are available for popular ERP/ CRM/ E-Commerce platforms.

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San Francisco, CA 94105
T: 415-956-1947
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Pricing and support

- Pricing is based on number of active customers.
- Annual contracts are required.
- Typical onboarding time is four-to-six weeks, performed through an initial services agreement included in the price.
- Customer support is included.
- Add-on professional services and premium support include onboarding with training, data science and advanced analytics services, consulting/ CoE services and managed marketing services with optional services for building data pipes and lakes.

Vendor profiles

Amperity
701 5th Ave
26th floor
Seattle, WA 98104
T: (206) 432-8302
amperity.com

Key customers

Alaska Airlines
Lucky Brand
Planet Fitness
BECU Credit Union
DICK's Sporting Goods
J. Crew

Key executives

Kabir Shahani,
Co-founder &
Chief Executive Officer

Derek Slager, Co-founder &
Chief Technology Officer

Chris Jones, Senior Vice
President of Product

Amy Pelly, Chief Financial Officer

Target customer

- B2C enterprise omnichannel companies in retail, travel & hospitality, financial services, quick-serve restaurants, healthcare.

Company overview

- Founded in 2016.
- 240+ employees.
- Acquired data analytics company Custora in October 2019.
- $100M Series D raised in July 2021. Total $187M in funding to date.
- Amperity describes its mission thusly: "to help companies use data to serve their customers. Amperity revolutionizes the way companies identify, connect and understand their customers by leveraging AI to deliver a truly comprehensive and actionable Customer 360. This view improves marketing performance, fuels accurate customer insights and enables world-class customer experiences."

Product overview

Primary use cases focus on giving companies the best-in-class foundation they need to identify and understand individuals based on every interaction with the brand, predict their biggest opportunities for optimization and growth, and serve individuals with compliant, relevant and personalized experiences during every interaction. Amperity does this by building a comprehensive and connected customer 360 database, enriching profiles with dozens of insights and predictive attributes, giving users advanced customer analytics tools and orchestrating data to diverse teams, tools and channels.

- Raw, at-scale ingestion from any source: Billions of records ingested in their complete and raw form — no data transforms, schema mapping or loss of data upon ingestion. Streaming, batch and full historical ingestion.
- Patented, AI-powered identity resolution: Users can go beyond the limits of deterministic matching with AI-powered identity resolution and record stitching using patented identity management technology that builds a first-party identity graph with a stable, universal ID assigned to every profile. This improves completeness and accuracy while reducing the workload for technical teams to manage identities upstream from the platform.
- Comprehensive, enriched 360 profiles: Amperity builds full customer 360 databases and profiles, complete with full historical transactional and behavioral data, shaping the data to the requirements of the individual brand's use cases and systems. Attributes include historical attributes (RFM, 1-time shopper, new customer) and predictive (likelihood to churn, predicted product affinity, predicted LTV). Amperity also provides the option to build multiple databases, including householding, CCPA, and more, unlocking a wide variety of additional use cases.
- Customer metrics: Amperity provides at-a-glance visualizations and tracking for the most important customer metrics and trends, making it easy to make timely, data-driven decisions about investments and opportunities
- Segment insights: Discover, learn about and plan how to grow the value of any customer segment. Curated deep-dive reports highlight "unlocks" on every segment, including opportunity size, behavioral and demographic insights and next-best actions. And Amperity automatically guides users through discovery by making proactive recommendations on key segments to address.
- Visual & SQL segmentation: answer questions and build segments in real-time with a point and click interface, or more technical users can use Amperity's lightning-fast SQL query engine to explore and analyze their entire customer file, returning results in seconds.

Vendor profiles

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26th floor
Seattle, WA 98104
T: (206) 432-8302
amperity.com

- Campaigns & integrations: set up and automate campaigns to any destination. Experimentation tools (including A/B and multivariate testing) unlock the creativity of the marketing team, and cross-channel incremental measurement ensures continuous visibility into impact and optimization. Amperity provides 200 out-of-the-box integrations with leading marketing technology, adtech, social media and more.
- Measurement: provides visibility into cross-channel campaign efficacy against customer-centric goals with revenue attribution and visualized reporting.
- Choice of cloud hosting: run the platform on cloud of choice Amazon Web Services (AWS) or Microsoft Azure, improving efficiencies and security.

Data management

- Ingests data raw, regardless of format, without requiring a fixed schema before ingestion. Data published to AWS, Azure, Google Cloud or Snowflake and made available via STFP.
- Machine learning-driven matching generates clusters of customer records that retain all source data and are enriched as new data flows through Amperity.
    - Allows for flexibility and control over how aggressively data is matched, depending on the needs of the business.
    - Clusters are refreshed daily ensuring the quality of profiles remains high over time.
- Provides a unique and stable identifier for customer profiles.
- Retains all source IDs from existing systems, allowing for flexibility in how data is used downstream.
- Manages online and offline data.
- Manages structured and semi-structured data.
- Manages known and anonymous first-party data.

Analytics

- Robust segmentation available using a business-friendly visual UI or advanced SQL interface.
- Out-of-the-box customer insights and pre-built segments generated automatically.
- Offers the creation of dozens of custom and predictive attributes that are unique to the business and focused on enabling core use cases, including product affinity; recency, frequency and monetary value (RFM); churn prediction; LTV and predicted LTV.
- Metrics visualizations and tracking; longitudinal segment tracking and breakdown

Orchestration

- A/B and multivariate testing and control groups.
- Marketing-managed scheduling or ad-hoc sending of data in tailored segments that are optimized for client tools and systems.
- Supports exporting data in the native format of target systems, including campaign managers, analytics tools, enterprise data warehouses and web personalization systems.
- Downloading of full databases that hydrate analytics environments, enterprise data warehouse (EDW) or data lakes, allowing users to build their own data products and models on top of comprehensive and current customer data.

Data security

- GDPR, CCPA, HIPAA, PIPEDA (Canada) and APPs (Australia) compliant.
- Supports PII redaction, data deletion and suppression.

Third-party integrations

- Onboards native data set from any data source via API or standard interchange formats.
- Ingests and unifies any third-party data assets available.

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701 5th Ave
26th floor
Seattle, WA 98104
T: (206) 432-8302
amperity.com

Pricing and support

- Free trial or other testing opportunities available -- 90-day proofs of concept to prove speed of set up, scalability and agility of the platform, and the completeness and accuracy of identity and data management.
- Annual contract required.
- Customized pricing based on project scope and organization.
- Annual license includes:
  - Strategic advisory for quick-win use case planning and long-term value.
  - Architecture workshops and user enablement.
  - Access to Amperity online support portal plus unlimited access to whitepapers, webinars, and annual data summit.
  - Named Engagement Manager and Customer Success Manager Ongoing tenant monitoring and health including monthly success reviews with quarterly deep dives, quarterly usage reporting and annual maturity assessment.
  - Customer community with top practitioners from global brands, and academic and business thought leaders.
- Support is available Monday through 8 a.m. ET to 8 p.m. ET (5 p.m. PT).

Vendor profiles

b bloomreach

Bloomreach
82 Pioneer Way
Mountain View, CA 94041
bloomreach.com

Key customers

Benefit Cosmetics
Boohoo
NastyGal
Next
PrettyLittleThing

Key executives

Raj De Datta,
Chief Executive Officer

Brian Walker,
Chief Strategy Officer

Rob Rosenthal,
Chief Revenue Officer

Amanda Elam,
Chief Marketing Officer

Target customer

- B2C enterprises in the retail/e-commerce, banking, telco and restaurant verticals.

Company overview

- Founded in 2009.
- Acquired Exponea, with its Customer Data and Experience platform, in January 2021.
- Bloomreach offers solutions to let brands deliver personalized customer journeys. The company's digital experience platform, Bloomreach Experience, includes three toolsets: *Discovery*, offering AI-driven search and merchandising; *Content*, offering a headless CMS; and *Engagement*, offering a CDP and marketing automation.

Product overview

- Bloomreach Experience enables the following use cases:
  - Campaign execution: Clients use customer data contained within Bloomreach Engagement to deliver consistent and personalized communication across all built-in channels (web, email, ad retargeting, SMS/MMS , WhatsApp, In-App Messaging, mobile/ browser push notifications, and webhooks).
  - B2C Advertising: CDP segments customer data to feed DSPs and other ad network systems.
  - Ad tech integrations include: Adform, Facebook Ads, FB Conversions API, and Google Ads. Others can be integrated using custom integrations.
  - Data management: CDP serves as the single source of truth for customer data for the marketing organization.
  - Web Personalization and Optimization: The platform allows full-scale usage of customer data to display personalized content like banners and recommendations on the website and easily A/B test and experiment with different visual appearances without relying on IT or front end developers.
- SaaS/Cloud hosting.
- Platform is hosted on the Google Cloud Platform.

Data management

- External systems access CDP data via API or BigQuery. Single customer data can be accessed in real time through API calls.
- Enables automatic merging of anonymous profiles into a single customer profile, as well as merging sessions from multiple devices from the same customer (web, mobile apps, custom systems).
- Maintains a unique, persistent ID for all individuals.
- Stores multiple identifiers for each individual, including cookies, email addresses and device IDs, to combine activity/history across sessions and/or devices.
- Manages both structured and unstructured data.
- SDKs available for web (JavaScript) and mobile apps for collecting visitor data as well as a large range of SDKs (multiple programming languages) for connecting to the API.
- Website interactions tracked via cookie or JavaScript tag according to customer preference.
- Digital ad management available through audience API (Adform, Facebook Ads, Google Ads, Google DoubleClick).
- Manages both online and offline data.
- Allows server-side anonymous identity management to solve for third-party cookie limitations.

bloomreach

Bloomreach
82 Pioneer Way
Mountain View, CA 94041
bloomreach.com

Analytics

- Customer segments can be built using historical, real-time and predictive data. All segments are updated in real time and immediately available to campaign execution modules.
- A connection to external systems is ensured through the API or custom integrations.
- Users can use multiple predefined prediction templates (e.g. probability to purchase or open email, optimum email time, etc.) or define custom predictions based on specific business needs.
- A live predictive model ensures that the predictive data is always up to date.
- Unified single customer view combined with adaptive machine learning algorithms and predictive modeling enable clients to deliver personalized content to each individual customer at scale.

Orchestration

- Visual campaign builder (drag and drop) empowers marketers to design and execute personalized omnichannel journeys. Machine learning capabilities ensure relevant and consistent messaging across all customer touchpoints at every step of the journey.
- Behavioral targeting enables marketers to trigger marketing campaigns based on customer behavior and immediately serve personalized content to each individual customer through their preferred channels.

Data security

- Certifications: ISO 9001, ISO 27001, ISO 27017, ISO 27018, and ISO 22301.
- GDPR and CCPA compliant. SOC 2 (Type 1) certified. Does not store PHI for HIPAA compliance.

Third-party integration

- Imports and data: Microsoft SQL database and Azure SQL (native), PostgreSQL and Amazon Redshift database (native), MySQL database (native), Google BigQuery (native), Google Cloud Storage (native), Amazon S3 file storage (native), SFTP file server (native), HTTPS web server (native).
- Email providers: Mailgun (API), Mailjet (API), Mandrill (API), Sendsay (API), Unisender (API), Sendinblue, Mailchimp, Emaillabs, Unione.
- SMS & MMS providers: CM Telecom SMS (API), Sinch SMS & MMS.
- E-commerce: Shopify (native and connected integration), Magento.
- Ad tech (custom audiences): Adform (API), Facebook Ads (API), Google Ads (API), Facebook Conversions API, Facebook Lead Ads,
- Other: Amazon Alexa (API), Zapier (API), Custom HTTPS Webhook presets (API).
- Sales/CRM: Pipedrive, SalesForce CRM, Microsoft Dynamics CRM.
- Mobile App/Messaging: Whatsapp, Facebook Messenger.
- Services: Freshdesk, Trello, Slack.

Pricing and support

- Pricing is based on product packages tailored to the clients' needs. Clients can choose from three product packages -- CDP, Campaigns or CDXP -- and each is available in Grow, Scale or Enterprise bundles to fit any budget.
- Average annual customer spend not disclosed.
- Annual contracts are required.
  - Typical onboarding time is one to three months, according to independent review site G2Crowd.
- New clients are provided with training from the Academy program to understand the solution, ensure smooth data ingestion and support clients in building in-depth analyses and automated campaigns. An experienced project team is assigned to each client.
- Bloomreach offers a full set of services (with a predefined scope and cost) where experts help select and implement professionally designed

bloomreach

Bloomreach
82 Pioneer Way
Mountain View, CA 94041
bloomreach.com

plug-and-play use cases in order to speed up adoption and decrease time-to-value.
- Post implementation, Bloomreach's customer success team guide clients through the growth and expansion phases and focus on ongoing fast time to value, team enablement, success partnership build through business reviews, status meetings and management of the success plan, value measurement and expert thought leadership.

- Free online chat support.
- Support via Helpdesk/Intercom for technical issues is offered to all clients during business hours.
- Add-on professional services include: dedicated support; a dedicated consultant for a predetermined number of hours to help with campaign creation, analytics, reporting, training, and other tasks; or a Value Delivery Manager to manage projects and tasks, ensure they are delivered on time, and allocate resources appropriately.

Vendor profiles

blueconic

BlueConic
179 Lincoln St., 5th Floor
Boston, MA 02111
T: 888-440-2583
blueconic.com

Key customers

1-800-Flowers
Dennis Publishing
Franklin Sports
Hearst
HEINEKEN USA
VF Corp.

Key executives

Bart Heilbron,
Chief Executive Officer
& Co-founder

Martijn van Berkum,
Chief Technology Officer
& Co-founder

Cory Munchbach,
Chief Operating Officer

Target customer

- B2B and B2C enterprise and mid-market brands with significant experience across four verticals – media/publishing, retail/e-commerce, financial services and travel/hospitality/entertainment.

Company overview

- Founded in 2010.
- 100-plus employees.
- $25M in total funding.
- Additional office in Nijmegen, The Netherlands.

Product overview

- BlueConic's pure-play CDP is designed to give transformation-minded organizations and their growth-focused teams, such as marketing, e-commerce, digital product & experience, and analytics, access to unified and actionable customer data that offers both confidence and utility whenever and wherever they need it.
- Primary use cases focus on providing a unified customer database explicitly designed for the speed, scale, and flexibility required for growth-focused teams to:
  - Collapse the time and effort to get from insight to action.
  - Prioritize the proximity of data to customer-facing engagement.
  - Increase business agility and resilience.
- SaaS and cloud hosting available.
  - Includes a third-party service for cloud infrastructure provided by Amazon Web Services (AWS).
  - Choice of European or U.S.-based AWS region to host the BlueConic tenant and key space/database of the application.

Data management

- Unified profiles are the foundation of BlueConic. Every piece of data is stored in a persistent profile that is assigned a proprietary BlueConic ID.
  - Profiles support an unlimited number of attributes as defined by the business user (e.g. demographics, consent status, behavioral data, customer scores, customer IDs, etc.). There is no limit or set of pre-defined attributes, and new attributes can be added at any time.
  - Profiles are stored for both anonymous and known individuals.
  - Marketer can define their unique identifier by selecting one profile attribute or by using any combination of attributes.
  - Profiles can be grouped into households, accounts, companies, etc.
- Identity resolution is handled in the platform by enabling real-time profile merging when a new, unique identifier is added to a profile that also exists in another profile.
- Manages both online and offline data. Offline data can be collected via BlueConic's Acxiom connection, universal connections, or Firehose connection.
- Manages both structured and unstructured data.
- Software development kit (SDK) available for both Android and iOS.

blueconic

BlueConic
179 Lincoln St., 5th Floor
Boston, MA 02111
T: 888-440-2583
blueconic.com

Analytics

- Multi-dimensional segments can be defined using any combination of profile attributes, including behavioral or predictive scores. Business users can define segments with a point-and-click interface. Segments are dynamic and can be exported in real-time or as often as needed using pre-built connections to external systems like email service providers, CRM, analytics, or directly to Google/Facebook advertising.
- Predictive behavioral scoring based on recency, frequency, momentum, intensity, and recent intensity available out-of-the-box.
- Advanced machine learning environment, called AI Workbench, enables marketers, data scientists, BI professionals, and more to deploy models across their BlueConic profile database to enrich profiles, build smarter segments, and create new data visualizations.
  - Business user-friendly UI with built-in models (e.g. customer lifetime value, lookalike, propensity to buy) enables non-technical users to apply machine learning.
  - Embedded Jupyter notebooks enable data scientists & BI professionals to train and deploy their own models right in the platform.
- Data visualizations and reporting capabilities available out-of-the-box and easily configurable.

Orchestration

- Built-in recommendation engine uses machine learning to select the optimal message in real-time based on individual profile attributes (location, interests, past behaviors and purchases, etc.)
  - Users have access to a variety of recommendation algorithms to deliver one-to-one content and product recommendations based on individual profile attributes (location, interests, past behaviors

and purchases, etc.) for both web and email.
- Customer lifecycle orchestration can adapt to a customer's changing journey to deliver the best cross-channel experiences based on profile data; it is not solely reliant on a pre-defined, rigid workflow.
  - The events, behaviors, and transactions that come from the individual as they engage with the brand (or with multiple brands) are stored in that person's profile, from their anonymous state through to when/if they become identifiable.
  - That provides both explicit data and implicit lifecycle insights that teams can use to understand where a person is in their journey and how to engage.
  - Based on a customer's specific use cases, BlueConic can provide training on how to approach marketing orchestration to align tightly with a customer as they move along their decision journey.

Data security

- Built-in end-to-end consent management solution to capture individual consent status and enable compliance with GDPR, CASL, CCPA and more.
- ISO 27001 certified and successful completion of ISAE3402 audits through AWS.
- EU-US Privacy Shield certification.
- TRUSTe International Privacy Verification.
- TRUSTe Privacy Shield Verification.
- SOC2 type II assurance report.

Third-party integration

- Pre-built named connections to advertising platforms, analytics and measurement platforms, campaign management and email providers, CRMs, big data sources, eCommerce providers, and identity and data enrichment platforms. BlueConic also provides universal methods of

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BlueConic
179 Lincoln St., 5th Floor
Boston, MA 02111
T: 888-440-2583
blueconic.com

connecting data to any source or destination necessary – such as through CSV uploads, SFTP, and webhooks.

Pricing and support

- SaaS pricing is primarily based on the number of profiles retained in the platform. Each pricing tier comes with a fixed amount of data storage, data operations, and data traffic.

- Annual contracts.
- Email and chat customer support included.
  - Support SLAs guarantee a response to a support ticket within 24 hours.
- Services can also be purchased, including: strategy consulting, analytics, data science, specific use case set up, and technical support.

blueshift

Blueshift
433 California St. #600
San Francisco, CA 94104
blueshift.com

Key customers

BBC
Discovery Inc
Groupon
LendingTree
Stitch Fix
Udacity

Key executives

Vijay Chittoor,
Co-Founder &
Chief Executive Officer

Mehul Shah,
Co-Founder &
Chief Technology Officer

Manyam Mallela,
Co-Founder & Chief AI Officer

Target customer

- B2C brands ranging from Enterprise to SMB across verticals, including media & entertainment, retail & e-commerce, personal finance, e-learning, travel & hospitality and healthcare.

Company overview

- 175+ employees.
- Founded in 2014.
- The company is backed by prominent venture capital firms including Storm Ventures and SoftBank Ventures Asia. It's headquartered in San Francisco and has offices in Charlotte, London, Singapore and Pune (India).
- Blueshift helps brands deliver relevant, connected experiences across every customer interaction. Its SmartHub CDP combines CDP and campaign management features into one seamless platform, allowing brands to directly activate their customers with 1:1 experiences across channels as well as consolidate their martech stacks, reduce costs, and drive increased efficiencies.

Product overview

- Omnichannel experience orchestration: Launch and optimize connected customer experiences across email, web, mobile, print, customer support, and other channels that adapt touchpoints throughout the lifecycle to each customer's behaviors, preferences, and context.
- 1:1 real-time personalization: Uses deep customer understanding and AI-powered real-time decisioning to trigger the next best action (content, timing, and channel) for each customer.
- Audience targeting: Optimizes media budgets through highly-relevant targeting by syncing precise audiences created in Blueshift to desired media partners across display, social, paid search, mobile, video, and OTT and keeping audiences automatically refreshed.
- Intelligent automation: Enables marketing teams to be agile and independent with advanced, yet intuitive, self-serve tools that scale smarter campaigns.

Data management

- Blueshift creates comprehensive, unified customer profiles of every anonymous and identifiable user that capture their complete histories and real-time behaviors — all prior transactions, online and offline behaviors, campaign engagement, product interactions, real-time activity, and other custom attributes — from across channels, devices, and systems.
- Individual profiles are continuously updated in real-time based on a live feed of the latest customer data and behaviors.
- Blueshift's schema-less platform adapts to customers' data formats without the need for upfront data modeling.
- Provide cross-device identity resolution using multiple identity keys, including email addresses, customer IDs, cookies, device IDs, phone numbers and other internal IDs.
- Resolve identities between known and anonymous users.
- Architected to process large volumes of user level, event, and transactional data at scale with no latency.
- Data can be ingested through real-time data streams or batch processes using

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Blueshift
433 California St. #600
San Francisco, CA 94104
blueshift.com

client-side, server-side APIs, SDKs, file uploads, data integrators, or other desired approaches.
- Profiles are ready to use across campaigns and are accessible to external systems.

Analytics

- Predictive models: Blueshift provides both out-of-the-box models into user propensities, affinities, churn, channel preferences, and other variables as well as the ability for marketers to customize predictive models based on their business-specific goals via an easy-to-use interface. Customers can also bring their own in-house models and scores.
  - Blueshift's predictive models are fully transparent, offering rich visualization into which customer attributes and behaviors impacted the model and how the performance (i.e. conversion rate) of the predictive scores changes over time.
- Advanced segmentation: With Blueshift's powerful, intuitive segmentation engine marketers can build precise customer segments within minutes based on any user attribute or behavior — historical, real-time or predictive. Segments continuously update based on the latest data and behaviors and are ready to use across campaigns and channels.
- Personalized recommendations: Blueshift's Recommendation Studio provides marketers with an intuitive dropdown interface to easily build content blocks with product recommendations, special offers or other brand content that pull items directly from their product or content catalogs. Recommendations can be embedded into messages across channels and they dynamically personalize to every customer in real-time based on the customer's current context and affinities. Marketers have access to a variety of recommendation types and controls to create relevant 1:1 content.

- Insights: Blueshift offers both pre-built and fully customizable reports and dashboards to help marketers gain meaningful insight into their omnichannel performance and optimization opportunities. Metrics and visualizations are customizable down to any campaign or segment element.

Orchestration

- Omnichannel journey builder: Blueshift's visual journey builder provides a single hub for marketers to quickly build and refine campaigns ranging from single-touch messages to multi-stage, multi-touch journeys across email, push, in-app, SMS, website, chat, support, direct mail, and other CX channels. As campaigns run, touchpoints and experiences adapt dynamically in response to each customer's behaviors, preferences and history with the brand.
- Triggered workflows: Behavior triggers automate the delivery of contextually relevant, timely messages on the appropriate channel in response to key events, behaviors, or other customer attributes, such as a life-cycle stage changes. Real-time interaction on one channel can trigger a message in another channel.

Data security

- Provides multiple capabilities, safeguards, and processes to ensure the security and privacy of customers' data, including:
- Annual security audit.
- SOC2 Type 2 compliant, TRUSTe certified, adhere to the Privacy Shield framework, and are compliant with both CCPA and GDPR.
- Store all PII data in a compliant manner with monthly penetration testing by 3rd party security firm.
- Data is encrypted in transit and at rest.
- Require multi-factor authentication.
- Provide user-level and role-based access permissions and controls.
- Maintain security audit trails.

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433 California St. #600
San Francisco, CA 94104
blueshift.com

Testing & measurement: Blueshift builds in testing and optimization of every campaign and creative element at every touchpoint so marketers can maximize incremental revenue and ROI. Holdout testing is available at the campaign and global level.

Third-party integration

- Blueshift's App Hub offers pre-built connectors across martech platforms including advertising, analytics, chat, direct mail, e-commerce, email, IVR, mobile, and web as well as CX and enterprise platforms including customer support, CRM, and enterprise data management platforms.
- Additionally, Blueshift offers many flexible options for importing and exporting any type of data from Blueshift, including, but are not limited to, webhooks, APIs, CSVs, and S3/FTP buckets.
- Provides a mobile SDK for integrating Android and iOS mobile apps.

Pricing and support

- Annual contract required.
- No free trial, but Proofs of Concept (POCs) are offered.
- Pricing based on active customer profiles and message volume.
- The Customer Success team guides each customer during the onboarding implementation to ensure a timely setup, which typically lasts 6-8 weeks. Onboarding support includes data migration, channel setup, content personalization, campaign setup, and training.
- Each customer is assigned a dedicated Customer Success Manager, along with other supporting resources. Customer Success team is responsible for onboarding, training, support, strategic planning and quarterly business reviews.

Vendor profiles

BlueVenn
401 Congress Avenue,
Suite 1850
Austin, TX 78701-3788
uplandsoftware.com/bluevenn

Key customers

AAA
Environmental Defense Fund
Gannett
Jimmy Choo
Lee Enterprises
Reach plc

Key executives

Jack McDonald, Chairman &
Chief Executive Officer

Rod Favaron, President

Mike Hill, Chief Financial Officer

Kin Gill, Chief Legal Officer

Target customer

- B2B and B2C enterprises and SMBs in retail, travel & leisure, publishing & media, hospitality, automotive, insurance and retail banking.

Company overview

- Founded in 2013.
- 800+ employees.
- Acquired by Upland Software in 2021.
- Additional global locations in the United States, Canada, United Kingdom and EMEA.

Product overview

- Primary use cases focus on providing a single customer view, customer analytics, multichannel campaign management, segmentation and modeling, and near real-time personalization.
  - Creates a single persistent, unified customer record including first- , second- and third-party data systems.
  - Exposes data to every internal operational system to provide clean and trusted "single source of the truth" throughout the organization.
- SaaS, cloud and on-premise hosting available.

Data management

- Data accessible via SQL and REST API.
- Identity Resolution and data hygiene features available, including address cleansing, normalization, de-duplication and data verification and validation.
  - Works with third parties to deliver additional cookie-based Identity Resolution.
- Manages online, offline, structured and unstructured data.
- Simple user interface enables non-technical users to load, manage and activate data.
- Tracks digital interactions via cookies using a single line of JavaScript embedded in the website header.

Analytics

- Customer segments can be built on the fly using data visualization tools that filter lists of customers using CDP attributes.
  - RFM (recency, frequency, monetary) models built into the tool and customized for every customer for database segmentation.
- Predictive modeling and next-best-action available; models can be altered or refined, or used out-of-the-box.
- Cluster modeling within campaigns to predictively group individuals within the customer database for retention campaigns, loyalty rewards and product promotions.

Vendor profiles

BlueVenn

BlueVenn
401 Congress Avenue,
Suite 1850
Austin, TX 78701-3788
uplandsoftware.com/bluevenn

Orchestration

- Omnichannel customer journey creation across email, mobile, SMS, social, web and offline channels.
- Use built-in machine learning to optimize channels, audiences, segments and campaign revenue.

Data security

- ISO/IEC 27001:2013 and ISO 9001:2015 certified.
- Direct Marketing Association ICO (Information Commissioner's Office) Audit compliant.

Third-party integration

- More than 150 connectors to martech systems in categories like e-commerce, CRM, ERP, BI, marketing automation, email, social media and more. Supports REST, SOAP, JSON and Odata APIs.

Pricing and support

- Tiered pricing based on volume of contacts, number of data sources and connectors used.
- Annual contract required.
- Proofs of concepts available.
- Onboarding time and process typically 2-3 months for enterprises, and includes implementation, testing, set up, training and deployment.
- Customer support included: Account management, managed service, software support, training and education, and customer success.
- Optional Mobile App, Email, SMS and VoC channels also available from the full Upland marketing products portfolio.

Vendor profiles

dun & bradstreet

Dun & Bradstreet
101 John F. Kennedy Parkway
Short Hills, NJ 07078
www.dnb.com

Key customers

Citrix
Ensono
LiveRamp
Sierra Wireless
Sonicwall
Thomson Reuters

Key executives

Anthony Jabbour, CEO

Kevin Coop, President,
North America

Target customer

- B2B enterprise and high-growth mid-market companies in a range of verticals.

Company overview

- Founded in 1841
- 4,200 employees
- NYSE Listed (DNB)

Product overview

- D&B Rev.Up ABX is an integrated foundation that consolidates accounts, contacts, campaigns, and sales plays. It's designed to provide choice and flexibility.
- As an open platform, D&B Rev.Up ABX connects to current technologies to boost effectiveness in reaching and engaging buyers.
- Primary use cases focus on:
  - Learning: Use the Dun & Bradstreet Data Cloud to get a complete view of buyers and net-new prospects by creating a single source of truth with identity resolution across disparate data sources.
  - Targeting: Get insights into a buyer's likelihood to convert and use AI-powered account and lead-scoring models for advanced prioritization.
  - Activation: Integrate with current tools across paid display, social, search, email, and sales plays. D&B partners with walled gardens and the open web.
  - Engagement: Personalize buying experiences for audiences at the account and persona level.
  - Measurement: Identify buyer engagement in real-time and optimize campaigns and sales plays iteratively to improve the buying journey with relevance.

Data management

- First-party data can be brought into the platform via native connectors or APIs.
- Proprietary AI-based identity resolution algorithm enables customers to organize and map customer data to account hierarchies, accounts, buying centers and individuals within buying centers.
- Persistent ID for each account and contact.
- Only stores structured data.
- Includes web deanonymization solution that matches web visitors on their incoming digital identifiers and surfaces all match data in the platform.
- Customers can provide multiple IDs for the same record, enabling customers to store the multiple cookies, device IDs and system IDs for a given contact. Records can be retrieved using any of these IDs.
- Leverages partners in the D&B Data Co-Op to match.
- Pre-built connectors and REST APIs to push audiences into any external system.
- Can ingest and process both structured and unstructured data.
- Manages both online and offline data.
  - Proprietary identity resolution technology that uses website, company location or DUNS to match customer records to digital identifiers such as IP addresses and third-party cookies to deterministic attributes in the D&B Data Cloud.
  - Takes into account misspellings, common variations, etc.

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101 John F. Kennedy Parkway
Short Hills, NJ 07078
www.dnb.com

Data security

- GDPR, CCPA, SOC2.
- ISO2001, ISO27001 (UK & Ireland).
- Privacy Shield, CASL, TRUSTe, China Privacy Law and PIPEDA.

Analytics

- Defines customer segments based on all first- and third-party data.
- Identifies audiences for specific buying stages (e.g., "high-fit customers for analytics product in top of funnel" or "high-fit customers for e-signature products in mid-funnel").
- Self-service artificial intelligence (AI) model creation.
- Ability to create different types of AI models depending on the business use-cases, e.g., top of funnel conversion, MQL identification, cross-sell, upsell, retention/churn, etc.
- Models can predict propensity to convert as well as expected spend and expected customer lifetime value (LTV).

Orchestration

- Customers create segments of target accounts and can incorporate them into multi-step, omnichannel, orchestrated campaigns.

- Accounts, Leads, and Contacts are updated automatically as they progress through a campaign or buying journey.

Third-party system integration

- Provides pre-built connectors to MAP, CRM, Web Analytics, DSP, Social, Sales Engagement, and more.
- Over 450 additional integrations available through APIs to various martech, salestech, and adtech solutions
- D&B Rev.Up ABX is platform-agnostic and is not limited to walled gardens

Pricing and support

- Pricing is based on the number of records that are loaded and maintained in the platform.
- Trials are available.
- Technical support is included and can entail solution onboarding, data ingestion, model creation, segmentation, and channel activation.
- Customer receive access to the D&B Learning Center and support portal.

ENSIGHTEN

Ensighten
887 Oak Grove Avenue,
Suite 203
Menlo Park, CA 94025
T: 650-249-4712
www.ensighten.com

Key customers

Delta Air Lines
Fidelity Investments
Hearst Corp.
State Farm
The Home Depot
The Walt Disney Corp.

Key executives

Marty Greenlow,
Chief Executive Officer

Mat Hauck,
Chief Operating Officer

Jason Patel,
Chief Technology Officer

Target customer

- Enterprise B2C brands across all verticals, including finance, healthcare, media, pharmaceuticals, retail, technology and travel.

Company overview

- Founded in 2009.
- 80 employees.
- $108M raised in three funding rounds since September 2012.
- Headquarters in San Jose, California.
- European headquarters in London, additional European office in Cardiff, Wales.

Product overview

- Primary use cases focus on:
  - Collecting omnichannel, first-party data from offsite media exposure, on-site behavior and offline sources.
  - Optimizing media by increasing return on ad spend. Frequency cap based on impression counts to remove disinterested users from the targeting pool. Date used to build audience segments for suppression or targeting with DSPs.
  - Improving website performance in near real-time by firing heavy analytics tags and logic server side instead of in the user's browser.
  - Leveraging server-side tagging to collect required client-side data on AMP pages, IOT devices, kiosks and non-JavaScript environments.
- SaaS and cloud hosting available.

Data management

- Data accessible with the Pulse Streaming for consumption by database tools such as Kinesis Firehose into RedShift.
- Identify resolution with *Ensighten* One, which deterministically stitches users based on specified data points and behaviors, such as authentication on multiple devices.
- Persistent unique user ID can be Ensighten's unique user ID (UUID) or the client's UID.
- Manages both structured and unstructured data.
- Manages both online and offline data.
- Mobile software developers kit (SDK) available.
- Website visitor interactions tracked via JavaScript tag configuration, cookie values or data layer elements.

Analytics

- Segment flags can be written into the data based on client need. Subsequent JavaScript deployments can be set up to fire off API calls to external systems.

Orchestration

- Enables users to deploy, update and manage marketing tags and data through one intuitive, point-and-click interface.
  - 1,100-plus vendor tag templates available.

ENSIGHTEN

Ensighten
887 Oak Grove Avenue,
Suite 203
Menlo Park, CA 94025
T: 650-249-4712
www.ensighten.com

Data security

- CCPA and GDPR compliant.
- Runs on Amazon Web Services (AWS) and aligns with all data certifications including ISO 27001, PCI-DSS, SOC and HIPPA (where applicable).
- Offers advanced manual and automated website and domain privacy audits to review tags for privacy and security compliance, piggybacking of unauthorized tags, data vulnerabilities and opt-out availability.
- Uses Kibana (open source analytics and visualization platform) to index all data and enable clients to view and query the last 7 days' worth of data down to individual server calls for a given user (cookie ID).

Third-party integration

- Out-of-the-box integration with 775 martech vendors.
- APIs available for custom integrations.

- Through server-side tag capability, collects data on the client side and conditionally fires server-side components to syndicate data to the APIs.

Pricing and service

- Pricing based on the number of page or API calls, as well as profiles stored.
- Does not disclose average annual customer spend.
- Proofs-of-concept available (not a free trial).
- Annual contract required.
- Onboarding time and process dependent on the complexity of implementation.
- All customers are given a dedicated Customer Success Manager and have access to the internal services team, which offers strategic as well as technical consultancy.

Vendor profiles

lytics

Lytics
811 SW 6th Ave, Suite 1000
Portland, OR 97204
T: 503-479-5880
lytics.com

Key customers

General Mills
Industry Dive
Land o'Lakes
Nestlé Purina
Penguin Random House

Key executives

James McDermott,
Chief Executive Officer

Jascha Kaykas-Wolff, President

Aaron Raddon,
Chief Technology Officer

Joyce Boss,
Chief Financial Officer

Target customer

- Global enterprises and mid-sized businesses in retail, consumer goods, media, entertainment and B2B technology.

Company overview

- Founded in 2013.
- 100 employees.
- $58.3M total funding, including a $35M Series C in February 2019.

Product overview

- Lytics offers a customer data platform consisting of any one, two or three of the following products for customers to get immediate value wherever they are in their CDP maturity.
  - Lytics Cloud Connect: Allows developers to pull audience segments from Snowflake, BigQuery, Azure and Redshift using standard SQL queries and activate those users into downstream email platforms, ad networks and other marketing tools. Maintain security and governance protocols and activate rich segments without moving data out of the data warehouse. Useful for regulated, multi-cloud, and mature environments.
  - Lytics Conductor: Creates a customer 360 view from multiple data sources Out-of-the-box data schemas enable identity resolution, deduplication and marketing profiles synchronization into the data warehouse. Profiles enriched with data science-backed behavioral scores.
  - Lytics Decision Engine: Personalize communications across multiple channels by adjusting audience segments with real-time web browser, app and mobile data. Provides relevant product recommendations, next-best action decisions, up-sell and cross-sell campaigns, and marketing campaign effectiveness on any channel.
- Built on Google Cloud Platform, Lytics is a SaaS solution for marketing and IT teams to support marketers.

Data management

- Sync profiles into data warehouses through Lytics Conductor.
- Connects to data's source of truth in the data warehouse without moving sensitive or high-volume data, while sending user segments into downstream activation channels through Lytics Cloud Connect.
- Resolves known and anonymous user data into identify profiles within a graph database, where valuable behavioral and affinity data is collected about an individual from multiple channels and linked together.
- Profile data is never destructively merged or overwritten, allowing flexibility for which data field to use as the persistent ID for each customer, such as email address or a unique ID or customer number.
- Manages both online and offline data.
- Manages structured or unstructured data.

lytics

Lytics
811 SW 6th Ave, Suite 1000
Portland, OR 97204
T: 503-479-5880
lytics.com

Analytics

- Built-in behavioral scores for each customer profile can be used to create smart, predictive audiences that update in real-time based on in-the-moment engagement.
- Discovery insights use predictive models to show conversion probability between any two audiences or goal-based journey stages. Models score the importance of each data attribute (e.g., behavior, topic affinity, channel) as it relates to the correlation between audiences or stages, and suggests tactics to drive conversions.
- Uses Natural Language Processing (NLP) to identify and classify content topics. Assigns an affinity score for each topic to every customer profile (anonymous and known) based on engagement with that topic, which drives content recommendations.
- Lytics gives marketers intelligent, actionable personalization suggestions based on incoming user behavior data. Unlike metrics that remain on a BI dashboard or report, Lytics Insights is designed to be immediately actionable for better audience segmentation and marketing campaign execution.
    - Lytics provides visibility into how audiences and campaigns are performing and gives recommendations on how to improve engagement, drive conversions, and increase marketing ROI.
    - Marketers are able to surface

more meaningful data along with a recommended action leading to improved data-driven decisions

Data security

- Service Organization Control (SOC) 2 Type 2.
- GDPR and CCPA compliant.
- EU-US Privacy Shield certified.
- Out-of-the-box consent management templates and built-in capabilities for handling "subject access requests," such as viewing and deleting profile data.
- Respect consent guidelines as part of segmentation rules, for compliant communications.

Third-party integration

- Over 120 built-in integrations with various martech solutions.
- The Lytics API is a RESTful JSON API that includes calls for data collection, personalization, segmentation, content classification/recommendation, and account management.

Pricing and support

- Pricing based on number of connections, destinations and events.
- Annual contract required.
- Standard technical support is included through an online support portal. Support operates from 6 a.m. - 6 p.m. PT, Monday through Friday. Additional support packages available.

optimove

Optimove
27 E 28th Street
New York, NY 10016
T: 888-235-5604
optimove.com

Key customers

Dollar Shave Club
Entain
eToro
IDT
Penn National
Staples

Key executives

Pini Yakuel,
Chief Executive Officer

Target customer

- Enterprise B2C brands in multiple industries including retail, travel & hospitality, gaming, financial services and apps.

Company overview

- Founded in 2009.
- 280+ employees.
- Raised $95M in growth capital funding.
- Acquired Axonite, a realtime event streaming solution built on Apache Kafka and Confluent, in February 2020.
- Additional offices in London, Singapore and Tel Aviv.
- With a realtime Customer Data Platform at its core, Optimove empowers CRM marketers to create and manage large-scale, customer-led journeys. Optimove autonomously surfaces valuable customer engagement opportunities, orchestrates self-optimizing customer journeys, and accurately measures the incremental impact of all marketing interactions.

Product overview

- Relationship Marketing Hub built upon a realtime Customer Data Platform. Use cases include:
    - Ingesting, cleansing and unifying all customer data in one platform, creating a bespoke customer model, a single customer view and enriching the data with predictive analytics.
    - Transforming data into insights, both by AI-generated actionable insights and a variety of tools for marketers to explore and discover insights from customer data without any technical expertise.
    - Smart multichannel marketing orchestration of contextually relevant, personalized customer experiences and interactions, on a massive scale.
    - Accurate measurement of the incremental impact and value that campaigns, customer journeys and marketing plans at an individual and aggregated level have on any custom KPI.
    - Productized AI for optimization of individual campaigns, customer journeys or complete marketing plans.
- SaaS hosting.

Data management

- Offers out-of-the-box connectors with hundreds of data sources, plus a robust API for other systems and use cases.
- Offers out-of-the-box integrations with over 50 external marketing execution systems, plus a robust API for other systems and use cases.
- Additional external systems can access data for a single customer in real time through API calls.
- Offers identity resolution.
    - Additional features include data deduping upon ingestion and best value determination.
- Maintains a persistent ID for each customer.
- Handles structured and unstructured data.
- Software Developer's Kit (SDK) is available for Web, iOS and Android.
- Optimove's Web SDK includes a JavaScript tag that places a cookie in the visitor's browser. This cookie identifies the visitor across repeat visits and can also be

optimove

Optimove
27 E 28th Street
New York, NY 10016
T: 888-235-5604
optimove.com

matched to a customer ID upon user registration/login. Website interactions, such as page visits and various custom events (add to cart, play video, download file, etc.), are sent as real-time events via the SDK.

- Native integrations with leading ad networks, including Facebook Custom Audiences, Google Marketing Platform and Criteo. These integrations allow marketers to automate the daily update of targeted customer lists for dozens or hundreds of separate campaigns on these networks, based on Optimove's granular segmentation and predictive analytics.

Data security

- Certified ISO 27001.
- Direct connections with client databases can be conducted using site-to-site VPN (e.g., IPSec, SSL VPN).
- All storage nodes and devices used for operations, backups and archiving employ always-on encryption.
- GDPR, CCPA, HIPPA, and EU-US and Swiss-US Privacy Shield Frameworks compliant.
- Alerts on perimeter network security and anomaly detection.
- Conducts regular third-party penetration tests.

Analytics

- Marketers can define customer segments and automatically send segment member information to external systems on a user-defined schedule.
- 16 different reports including CLTV analysis by group; explorers for best action per segment, customer data, and campaign performance; funnel analysis and more.
- BI Studio for the creation of customized BI reports that leverage data within and outside of Optimove.
- Predictive features available: Machine learning allows marketers to generate, deploy, and refresh predictive models.

Orchestration

- System selects appropriate marketing or editorial content for individual customers through fixed rules or predictive models, based on the data it stores about them, other information, and user instructions.
- Leverages AI models to orchestrate customer-led journeys, defining and delivering the best available campaign and channel for each individual customer based on CLTV maximization.
- Provides a UI to allow marketers to set up multi-step campaigns that include a series of marketing messages for individual customers over time, based on data and user instructions.
- Realtime triggering of campaigns based on data from Optimove SDKs, Server-to-Server connections, third-party integrations or API calls.
- Selects appropriate marketing or editorial content for individual customers during a real-time interaction.

Third-party integrations

- Hundreds of integrations with both data sources and execution channels.
- Offers API for two-way integration deployments.

Pricing and support

- No free trials available.
- Annual contract required.
- Priced using a monthly subscription model.
- Average customer spend not disclosed.
- Each client receives:
    - Dedicated data scientist to build the client's bespoke customer model.
    - Dedicated customer success manager for ongoing support.
- Product integration team and strategic services team available at additional cost.

Vendor profiles

PwC
300 Madison Ave.
New York, New York 10017
T: (646) 471-3000
www.pwc.com

Key customers

Not disclosed.

Key executives

Brian Morris, Principal and
CMO Advisory Leader, PwC

Greta Capps, Director, PwC

Anoop Singh, Director, PwC

Helene Skulstad, Principal, PwC

Target customer

- Serves enterprise clients in a variety of verticals including banking, insurance, wealth management, retail, hospitality, utilities and other industries.

Company overview

- 276,000 Employees.
- Founded in 1849.
- For over 170 years, PwC has been helping its clients solve the world's most important problems. Today, PwC's products are designed, developed and supported to help clients lead the next phase of their evolution.
- PwC is a network of firms in 157 countries with over 276,000 people who are committed to delivering quality in assurance, advisory and tax services.

Product overview

- Customer Link, a PwC Product, is a customer data platform that unifies a business' data with decades of PwC's third party data to build a 360° view of customers. The platform allows users to create more personalized experiences.

Data management

- PwC helps its clients with first-party data management, third-party data enrichment, insights generation, audience development, marketing campaign design and orchestration and privacy preference intake and management.
- Customer Link's data fabric includes over 60,000 attributes appended to 260M+ individuals, allowing users to build targeted audiences, create behavioral segments, identify expansion markets, view competitor performance, and more.

Analytics

- Point and click analytics and audience creation in an intuitive HTML-based software application. No coding necessary to build customer profiles or audiences.
- Data ingest, cleansing, preparation and mapping to target data models.
- Identity resolution between first-party data and from first-party to third-party data.
- Ad-hoc and machine-learning modeling, such as segmentations, predictions, lookalike, recommendation engine.
- Audience creation using filtering and weight-scoring methodologies.

Orchestration

- PwC offers a library of orchestration journey templates for plug-in with orchestration platforms, as well as consulting services to design orchestrations to help clients meet business goals.

Vendor profiles

Customer Link
A PwC Product

PwC
300 Madison Ave.
New York, New York 10017
T: (646) 471-3000
www.pwc.com

Third-party integrations

- Core integration is PII-to-PII matching between the first-party data in the vendor's platform and the PII in the PwC data fabric.
- Integrates common first-party customer data systems such as CRM, the web, point-of-sale and call centers.

Pricing and support

- An annual contract is required.
- A free trial is available.
- Pricing varies based on the client's size and Customer Link modules purchased. Monthly subscriptions may range from $20K to $150K.
- L1-L4 tech support and retained consulting services are bundled into annual subscriptions to ensure clients receive the ideal customer experience.

Vendor profiles

Salesforce CDP
415 Mission Street
San Francisco, CA 94105
T: 800-NO-SOFTWARE
Salesforce.com

Key customers

Not disclosed

Key executives:

Marc Benioff, Chairman &
Chief Executive Officer

Brett Taylor, Vice Chair and
Co-Chief Executive Officer

Target audience

- High-growth companies to enterprise-level organizations across all industries, market segments and geographies.

Company overview

- Salesforce (NYSE: CRM) was founded in 1999.
- 56,606 employees with offices in more than 30 countries.
  - Salesforce does not disclose employee or customer count by product line.
- Salesforce is a global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Salesforce enables companies of every size and industry to take advantage of powerful technologies -- cloud, mobile, social, internet of things (IoT), artificial intelligence (AI), voice and blockchain -- to create a 360-degree view of their customers.
  - Related acquisitions include: Slack (July 2021); Tableau (August 2019); MuleSoft (August 2018); and Datorama (July 2018).

Product overview

- Salesforce CDP is an enterprise CDP for buyers looking to maximize their current marketing efforts, while preparing for broader automation and personalization use cases (in Service and Commerce, for example) as they digitally mature.
- Salesforce CDP enables unification and harmonization of customer data from across sources and systems. The data is used to create persistent and dynamic customer profiles that can be used for a myriad of use cases including: segmentation, campaign activation, personalization and analytics.
- The recently acquired Slack is the new interface for Salesforce Customer 360. Slack acts as a digital headquarters that supports the way people naturally work together -- in real time or not, in-person and remote, structured and informal.

Data management

- Salesforce CDP has a real-time lake house architecture, which sets the foundation for bronze, silver and gold data.
- Raw data, batch or streaming, are ingested without any schema constraint into the bronze layer. Once transformed, they are then stored at the silver layer. Mapped and harmonized into common data models for a company (with Salesforce Cloud Information Model as a quickstart), the gold data layer is formed.
- Fully normalized or de-normalized data models are supported.
- The delta lake architecture provides a foundation to capture data snapshots, support unstructured data, do data replay, have multiple transforms for a single data set and support auto-schema evolution.
- For Salesforce Clouds' data, data transforms are automatically done. For external data, currently a set of transform formulas are supported but they are lighter weight transforms mostly at row level.
- Customer profiles data, including email addresses, physical addresses and phone numbers, are standardized so that identity resolution performs matching based on standardized data.
- The Identity Resolution module features AI-based fuzzy match on known profiles data, as well as fully flexible and configurable rules for any individual profile attributes data in addition to the using the identifier attributes.
  - Multiple identity graphs can now be created to allow companies to do A/B testing to see which ruleset yields optimal matches. Full data lineage is tracked and when

Vendor profiles

Salesforce CDP
415 Mission Street
San Francisco, CA 94105
T: 800-NO-SOFTWARE
Salesforce.com

profile matches are found and a set of reconciliation rules dictate which conflicting attribute value wins, a unified profile object (with associated unified contact points across channels) is created, with the underlying original profiles data intact.

Analytics

- "Calculated Insights" functionality supports advanced SQL functions so that regression models can be expressed and the CDP will automate the scoring accordingly.
- Bring-Your-Own-AI-Model in code or container on the roadmap with external AI platform partners as well as internal AI products.
- Salesforce CDP integrates with Salesforce Interaction Studio to push real-time web and mobile SDK data from Interaction Studio into Salesforce CDP within seconds. Salesforce CDP's generated segments send back profile attributes and Calculated Insights. In Salesforce Interaction Studio, there are prebuilt, productized AI models that can utilize CDP data and insights.

Orchestration

- "Real Time Actions" allows for real-time events (currently these are the events from Interaction Studio, or the CDP's own web and mobile SDKs) to trigger an event out (action) that can integrate with any system via webhook.
  - Additional integration with Salesforce's Flow and Process Builders, which triggers actions in the Salesforce CRM for service call center and sales scenarios.
  - Webhook endpoints need to be configured within the CDP's Action Target configuration UI, including those of Salesforce Marketing and Commerce.

Data security

- Ability to comply with all local and national regulations. Recommends

customers configure their implementations to comply within the jurisdictions in which they operate.
- Hyperforce enables customers to choose the location of where their data will be stored to comply with regulations specific to their company, region, or industry — including highly regulated industries like the public sector.
- Salesforce CDP offers batch and streaming ingestion, data preparation and modeling tools (schema-on-read), high-scale data storage and processing via Hyperforce.
- Customers can leverage the Cloud Information Model, or choose to import their own schema.

Third-party integration

- Native integrations to a broad set of endpoints, inclusive of Salesforce and non-Salesforce activation partners, including AppExchange partners.
  - AppExchange includes more than 1,000 strategic partners.
- Ingest API for customer data.
- Mobile SDK available.
- MuleSoft AnyPoint API Manager for those that don't have built-in integration, like on-premises data sources.

Pricing and support

- Salesforce CDP offers three pricing plans:
  - Corporate: $12,500/month billed annually. Up to 45K unified profiles.
  - Enterprise: $50,000/month billed annually. Up to 500K unified profiles.
  - Enterprise Plus: $65,000/month billed annually. Includes Enterprise Edition plus Premier Support as well as up to 500K unified profiles.
- Annual contracts are required.
- Every license includes two-day response time, our customer support community, interactive webinars, events, guided journeys, and more.
- Premier and Signature Success plans offer increased support for additional fees, with features like 24/7 support and expert coaching sessions.

Vendor profiles

SAP SE
International Headquarters
Dietmar-Hopp-Allee 16
69190 Walldorf, Germany

U.S. Headquarters
3999 West Chester Pike
Newtown Square, PA 19073
T: (610) 610-1000
www.sap.com

Key customers

Bosch
doTERRA
FranklinCovey
Maui Jim
New Era
Rolls Royce Power Systems

Key executives

Christian Klein,
Chief Executive Officer

Bob Stutz, President,
SAP Customer Experience

Paula Hansen, Chief Revenue
Officer, SAP Customer
Experience

Adrian Nash, Head of Strategy,
SAP Customer Experience

Target customer

- Approximately 80% of SAP's customers are small-to-medium enterprises (SME). However, SAP works with companies of all sizes across all industries.

Company overview

- 103,876 Employees.
- Founded in 1972.
- SAP is a market share leader in enterprise resource planning (ERP), analytics, supply chain management, human capital management, master data management, data integration as well as in experience management.
- Locations in more than 78 countries.

Product overview

- The SAP Customer Data Platform is designed to deliver trusted, hyper-personalized customer experiences.
  - Unifies customer data from all sources to build customer profiles for omnichannel engagement.
  - Respects customer privacy across all touch points while reducing compliance risk by honoring the purpose of their data.
  - Activates rich customer insights and orchestrates them to the right engagement systems to deliver a hyper-personalized experience.

Data management

- The SAP CDP provides marketing, commerce, sales, and service experience use cases to provide rich context and relevant marketing at the right time.
- Connects every channel engagement to the customer profile for cross-channel hyper-personalization, centralizing customer data and audience segmentation management.
  - Unifies purchases and preferences from in-person engagements with digital interactions for a complete customer profile for use in commerce, service, sales and marketing.
  - Creates a unified customer profile for use across any marketing system in real-time (where supported) which connects first-party, second-party, third-party data along with behavior, activities and events from the customer.
  - Uses the signals from all channels to offer products and services that complement what the customer is interested in or purchased rather than only a single channel.
- Provides brands with their own customer 360 view. The SAP CDP delivers real-time updates, self service capability, and transparency on what's going on based on high-quality data streams.
- Enables users to understand the purpose of all data to know when, how, and why data can be used in the activation channels without risking compliance issues.
- Creates a modern loyalty strategy using events and activity over time. The SAP CDP collects all the customer signals and identifies high-value customers to deliver a differentiated experience for those loyal to the brand.

SAP SE
International Headquarters
Dietmar-Hopp-Allee 16
69190 Walldorf, Germany

U.S. Headquarters
3999 West Chester Pike,
Newtown Square, PA 19073
T: (610) 610-1000
www.sap.com

Analytics

- The SAP CDP enables users to plug in customer identity and consent solutions as data sources for the CDP. This then feeds into the unified profile with all of the other mapped data sources. The analytics layer then takes this data for analysis and feeds it into downstream and data modeling applications.

Orchestration

- The SAP CDP offers intelligent data orchestration, enabling users to push customer data, based on purpose, to the right engagement systems to hyper-personalize the customer experience by empowering business users with a user-friendly UI.

Data security

- GDPR and CCPA compliant.
- ISO27001 and ISO27018.

Third-party integration

- The SAP CDP collects and connects all customer data (i.e. prospect and customers, online and offline) around a foundational identity, with deterministic and probabilistic identity resolution rules.
- Back-office pre-integration – the SAP CDP natively connects the back-office data to the front-office to surface customer insights relating to supply chain and order fulfilment through SAP Cloud Platform Master Data Integration services, to uncover more business opportunities.
- Real-time availability – the SAP CDP is a centralized data platform that ingests, processes and shares high volume of customer data in real-time, to make data available to other applications at all times.
- Adaptive business hierarchies – The SAP CDP realizes synergies within the user's business by understanding who owns the customer relationship across the various business units of a large enterprise (e.g. brands, regions).

Pricing and support

- Annual contract required.
- Free trial available.
- SAP prices its solution by records, storage and transactions.
- The SAP Customer Data Platform is a multi-tenant SaaS solution that is licensed on an annual basis.
- SAP recommends SAP Services or Partner Services, for the initial scoping and first phase of the deployment and configuration. SAP Expert Services are engaged on a time and materials basis.

Vendor profiles

SessionM
225 Franklin St., 9th Fl.
Boston, MA 02210
T: 617-963-8993
sessionm.com

Key customers

Does not disclose

Key executives

Lars Albright,
EVP, Global Merchant Loyalty
(Co-founder)

Scott Weller, SVP, Product
Strategy (Co-founder)

Mark Herrmann, VP, Product
Management (Co-founder)

Target customer

- Mid-size to enterprise B2C companies in the restaurant, retail, consumer goods and travel industries.

Company overview

- Founded in 2011.
- 248 employees.
- Acquired by Mastercard in October 2019.
- $97.3M in total funding.
- Additional U.S. office in Pittsburgh; global offices in Singapore, Prague, London and Amsterdam.

Product overview

- Unifies and matches customer data to a single unique profile.
- Primary use cases focus on audience segments, targeted messaging, scheduled/triggered offers and loyalty management.
  - Unifies data from all customer touchpoints, including e-commerce, in-store point of sale (POS)/kiosk, digital campaign interactions and customer service, to send targeted offers and personalized insights that motivate high-value behaviors.
  - Customer information includes declared data (e.g. name, email, address), observed data (purchases, points earned/burned, offers received/redeemed) and predictive data (customer lifetime value, risk of churn, affinity scores).
  - Scheduled and/or triggered offers can be sent in near real time to be presented and redeemed at the moment of purchase.
  - Data-driven personalized interactions executed across marketing, customer service and in-store channels.
- SaaS and cloud hosting available.

Data management

- Supports data gathering and synthesizing via both real-time APIs and batch processes.
- Synchronized data is surfaced within the SessionM platform or via API to external systems.
- Manages both online and offline data.
- Manages both structured and unstructured data.
- AnalyticsSystem calculates recency, frequency, spend and customer lifetime value (CLV), as well as product and offer recommendations for each customer profile.
- Marketer-defined customer segments based on any attribute within the system, including location, last purchase, loyalty tier status, etc.
- Reporting dashboards provide insight into the performance of loyalty and rewards programs. Example reports include loyalty participation and tier membership composition.

SessionM
225 Franklin St., 9th Fl.
Boston, MA 02210
T: 617-963-8993
sessionm.com

Orchestration

- Built-in campaign execution capabilities enable users to create targeted audiences based on CDP profiles, loyalty program data and predictive analytics.
- Deploys targeted, scheduled or behaviorally triggered campaigns across email, app, web or SMS channels.
- Rules engine triggers messaging or offers based on engagement, purchase or location events.
- Analyzes and optimizes by segment and channel. Tags are dropped on customers as they take action for improved segmentation.

Data security

- Compliant with GDPR, CCPA and Brazil's LGPD.
- SOC2 certified (platform hosted by Amazon Web Services).

Third-party integrations

- A Salesforce preferred loyalty provider for enterprises. Pre-built connectors with Salesforce Marketing Cloud, Service Cloud and Commerce Cloud.
- Pre-built integrations with Twilio, NCR, Olo, ParlBrink, SendGrid, Oracle Responsys, Adobe Campaign, CheetahMail, Sailthru, Airship, Braze, OpenMarket, mParticle, Gigya and more.
- Multiple APIs for custom integrations: SessionM Core APIs, POS APIs, Offers APIs, Incentives APIs, Catalog APIs and Transactions APIs.
  - Supports both server-to-server and client-to-server transactions.

Pricing and support

- No free trial offered.
- Annual contract required.
- Pricing based on monthly active platform users and number of modules. (Monthly active user-defined as an end user whose profile is maintained in the platform and generates at least one API request during the previous 30-day period.)
- Four billable modules: Customer Data Platform, Campaign, Offer and Loyalty.
- Typical onboarding time is 2-4 months.
- Customer support via email and phone included. Availability varies by priority level, from 24 hours to business hours.
- Add-on strategy services available, particularly for loyalty program optimization.

Vendor profiles

Tealium
11095 Torreyana Road
San Diego, California 92121
T: (858) 779-1344
tealium.com

Key customers

Cambia Health
Facebook
Gap Inc.
Sportsbet
Utah Jazz
VISA

Key executives

Jeff Lunsford,
Chief Executive Officer

Mike Anderson,
Chief Technology Officer

Ted Purcell,
Chief Revenue Officer

Heidi Bullock,
Chief Marketing Officer

Target customer

- Tealium works with B2B and B2C enterprises spanning industries including retail, e-commerce, media/publishing, technology, gaming, financial services, healthcare, telecom, nonprofits, airlines and education.

Company overview

- 650 Employees.
- Founded in 2008.
- Tealium has secured over $250 million in funding, with its most recent announcement of $96 million Series G funding in February 2021.
- Additional offices in San Francisco, Chicago, New York, Dubai, and Hong Kong.
- Global Data Center Infrastructure with five data centers across the US, EMEA, and Asia-Pacific.

Product overview

- The Tealium Customer Data Hub (CDH) connects customer engagement data in real time across the organization. With a comprehensive single view of the customer integrated across the tech stack, brands can drive actions in each channel using insights from across all channels. The CDH enables organizations to build a comprehensive and actionable customer profile as the foundation for personalized customer experiences.
- The CDH encompasses tag management, an API Hub, a customer data platform with predictive insights, and a data management solution.
- Tealium's data-first CDH helps teams and tools work off the same set of unified customer data in real time. Designed to empower business users to leverage data for customer engagement and insights, while also supplying powerful capabilities to manage customer data and collection for more technical development resources.

Data management

- Tealium can fuel B2C and B2B use cases across the enterprise including:
  - Single view of the customer for personalization and insights,
  - Customer analytics,
  - Predictive insights and targeting,
  - Customer retention and loyalty,
  - Demand generation and acquisition,
  - Customer experience and support,
  - Customer privacy preferences and consent management,
  - Data quality,
  - DataOps,
  - Mobile data unification.
- To power these use cases Tealium has capabilities for identity resolution, customer modeling, complex segmentation, data standardization, data onboarding, tag management, data storage, data cleansing/hygiene, data enrichment, unifying online and offline data, data integrations, cross-channel data management, and more.
- Tealium provides advanced customization capabilities to use enterprise data as customers see fit and create differentiated tools on top of its infrastructure.

Vendor profiles

Tealium
11095 Torreyana Road
San Diego, California 92121
(858) 779-1344
https://tealium.com

Analytics

- Tealium offers a variety of analytics in its product to ease usage of customer data.
- Data Supply Chain visualization providing visibility into data flow across the lifecycle of customer data from collection, to transformation and enrichment, to delivery across the tech stack.
- Live Events feature to monitor data and data quality as it flows through the system.
- Dashboards providing oversight of profiles flowing into and out of various audiences.
- *Audience Discovery* allows users to analyze real-time graphical representations of both historical and live site visitor data and site visit behavior.
- *Audience Sizing* tool enables users to specify date ranges and rule conditions to search audience data for matching visitor profiles.
- Patented visitor stitching technology recognizes multiple identifiers belonging to the same person and maps them to multi-device use in real-time.
- *Tealium Predict* is a predictive analytics tool built within AudienceStream CDP to provide machine-learning based predictions about any customer behavior tracked in the CDP. This insight can be leveraged to define audiences and trigger actions.

Orchestration

- The CDH enables companies to use customer data to power engagement and insights how they want. It provides a vendor- and tool-neutral data layer to personalize cross-channel engagement leveraging a first-party data strategy.
- The CDH encompasses tag management, an API Hub, a customer data platform with machine learning and a data management solution.
- *Tealium iQ Tag Management* and *Tealium EventStream API Hub* provide comprehensive data collection for tag-based and API based data collection and standardization.
- Tealium's customer data platform, AudienceStream, transforms and enriches this raw, event-level building block data into visitor profiles and enables businesses to take action on these profiles and audiences through turnkey connectors and integrations.
- Customer data can be orchestrated and syndicated into any platform across the over 1,300 integration marketplace.
- *Tealium Predict* layers machine learning-powered predictions into customer profiles and delivers predictive insights and actions.
- *Tealium DataAccess* is a data management solution that gives customers access and ownership of their data to power other applications outside of Tealium.
- Tealium creates unique visitor profiles and audiences representing key behavior patterns relevant to the business. Each key attribute or predictive data point is given a visual badge in Tealium enabling business users to quickly take action and build targeted segments.

Data security

- Tealium undergoes annual third-party audits and provides the tools and infrastructure to ensure customer privacy and a secure data foundation.
- CCPA and GDPR compliant.
- SSAE18 SOC 2 Type I & II.
- ISO/IEC 27001:2013.
- ISO/IEC 27018:2014.
- Veracode Verified: Attestation of Tealium software security backed by Veracode's industry-leading platform and programmatic approach, 10+ years' experience, more than 65 trillion lines of code scanned and over 30 million flaws fixed.
- Consent Collection and Management: Data about customers is collected across channels with consent provided

Vendor profiles

Tealium
11095 Torreyana Road
San Diego, California 92121
(858) 779-1344
https://tealium.com

(when relevant). Companies can manage consent and preference data in the customer profile and use this data to create audiences and manage data collection in a privacy-conscious way. Consent choices are enforced across the tech stack throughout the customer lifecycle.

- Provides extensions for further ability to manage sensitive data (such as email addresses) at the point of collection to provide additional security.
- Self-service consent and preference portals are supported so customers can control their choices, including whether or not data can be shared with third parties.
- Tealium Private Cloud (single tenant) option for regulated industries available.
- HIPAA multi-tenant deployment option available.

Third-party integrations

- Over 1,300 turnkey and customizable integrations in our marketplace available at no extra cost to our customers.
- Integrations built by customer request.
- Integrations comprise a number of different types of integrations from tags, to pre-built connectors, to APIs and webhooks. When pre-built options aren't available, there are customizable options.
- Integrations support client-side and server-side vendors and technologies, including top names like Adobe, Facebook and Google.
- *Tealium Functions* allows users to connect to custom destinations or customize integrations with just a few lines of code.
- *Data Connect* automates the workflow

of data ingestion from sources, such as data warehouses and data lakes, when it's needed.

Pricing and support

- No annual contract required.
- Free trial is available.
- Priced based on the number of events collected with included service hours based on the volume tier.
- Every customer gets a deployment plan and dedicated account manager for ongoing support. Typical deployment, including customer training and setup, is completed within 90 days. Tealium has an online ticketing system for questions and assistance. Based on contract volume, customers receive a number of support hours.
- Tealium services are designed to help deploy and support ongoing success and utilization of the platform. The company also works with an ecosystem of system integrators and others who help to provide strategy on media, creative, data, analytics, etc. Each customer engagement has a deployment scope of work and ongoing support based on the customer's needs.
- Typical service projects included as part of an engagement involve: Implementation project management, Integration strategy, Platform managed services, Account management, Platform data management strategy, Data platform reconciliation, etc.
- Tealium also supplies all customers access to its 19,000+ user community, complete with self-service access to comprehensive documentation and access to on-demand educational videos, webinars and other materials.

Vendor profiles

TREASURE DATA

Treasure Data
800 W El Camino Real,
Mountain View, CA 94040
T: 866-899-5386
treasuredata.com

Key customers

AB InBev
Dentsu
Maruti Suzuki
Shiseido
Stanley Black & Decker
Subaru

Key executives

Kazuki Ohta,
Chief Executive Officer &
Co-founder

Dan Weirich, Chief Financial
Officer and Chief Operating
Officer

Eugene Saburi,
Chief Business Officer

Tom Treanor,
Chief Marketing Officer

Target customer

- Enterprises across all verticals in both B2C and B2B.

Company overview

- Founded in 2011.
- Treasure Data has 450 employees worldwide, focused solely on the CDP business.
- Additional offices in Tokyo, Japan; Seoul, South Korea; and Vancouver, BC.

Product overview

- Treasure Data is a best-of-breed solution that integrates into complex technology environments, is vendor neutral, and open by design.
- Data lake enables customer data management at any scale: Petabytes of compressed data, 2 million-plus records ingested per second and 1 million queries run per day.
- Flexible data pipeline and profile management automates continual updates to a single, actionable view of the customer, account, household or any type of profile.
- Segmentation and predictive scoring modules to run configurable propensity models and precisely target buyers for cross-channel campaigns.
  - Identifies best, current and potential customers and automatically create segments.
  - Personalizes customer interactions in real time to increase retention and upsell opportunities.
- Pre-built connectors to the most widely adopted marketing and business intelligence (BI) systems for personalized communications in the most relevant channels

Data management

- One platform for all data ingestion, pipeline and profile management (extract, transform, load (ETL) capable).
- Data accessible via standard query language; individual-level data accessible via API.
- Unifies and maintains a persistent ID for each customer, and utilizes any other ID when needed for personalization across web, mobile, etc.
- Software development kit (SDK) available, including mobile (Android, iOS, Unity, Unreal).
- Website interactions tracked via cookie and JavaScript tag.
  - Treasure Data can match its own cookie IDs with third-party cookie IDs to allow the marketer to enrich profiles with external data or reach users through advertising networks.

Analytics

- Guided rules-based segmentation to create personalized marketing campaigns.
- Marketer-enabled machine learning for propensity modeling to assess current behaviors and predict future behaviors.
- Bring-your-own analytics with modeling based on Apache Hivemall, a scalable machine learning library that runs on Apache Hive.
- Cross-channel attribution templates for custom and traditional models, including first touch, last touch, linear, time decay and more.
- Built-in reports and dashboards to provide at-a-glance data visualizations of campaign performance, web analytics, data quality and more.

Vendor profiles

TREASURE DATA

Treasure Data
800 W El Camino Real,
Mountain View, CA 94040
T: 866-899-5386
treasuredata.com

Orchestration

- Allows personalized engagement and marketing programs in real time, with robust workflow combined with dynamic segmentation.
  - Serves personalized content by unifying data from different marketing tools (i.e., Salesforce, Marketo, etc.), and real-time website visits to create a dynamic homepage that displays content catering to a visitor's job title.
  - Supports cross-channel, cross-device orchestration, audience retargeting, website and app personalization, audience segmentation, rules-based messaging management, social and open web advertising, and triggers for email and mobile notifications
- Connects to leading BI tools for additional reporting and analysis to deliver insights across the organization.

Data security

- GDPR and CCPA compliant.
- SOC 2 Type 2 and ISO/IEC 27001:2013 certified.
- EU-US and Swiss-US Privacy Shield certified.

Third-party integration

- 170+ out-of-the-box integrations for mobile and apps, web, raw data, databases, advertising, social media, BI, email, marketing automation, CRM, analytics, enterprise resource planning (ERP), devices and sensors (IoT), e-commerce, payments and customer support.

Pricing and support

- Pricing based on number of known profiles.
- Annual contract required.
- No free trials; 8-week Proofs of Concept (POCs) offered.
- Onboarding with initial results are available days after data ingestion.
- Support is included; Treasure Data also offers add-on premium support, professional services and custom integrations.

Vendor profiles

Segment
101 Spear Street
San Francisco, CA 94105
T: 415-649-6900
segment.com

Key customers

FOX
IBM
Intuit
Levi's
Meredith
Peloton

Key executives

Peter Reinhardt,
Segment Chief Executive Officer
& Co-Founder

Jodi Alperstein,
GM of Core, Segment

Kathryn Murphy,
GM, Twilio Engage

Target customer

- Twilio Segment works with B2B and B2C companies from early-stage startups to Fortune 500 businesses in retail, media, e-commerce, financial services, and technology.

Company overview

- Segment was founded in 2011 and acquired by Twilio in 2020.
- Twilio has over 6,000 employees.
- Segment received $284M in total funding, including a $175M Series D in April 2019.
- Twilio is headquartered in San Francisco, and has 26 offices in 17 countries.

Product overview

- Twilio Segment democratizes access to reliable data for all teams, and offers a complete toolkit to standardize data collection, unify user records and route customer data into any system where it's needed.
- Top use cases focus on:
  - Creating personalized experiences that are powered by more complete, consistent, and real-time audiences.
  - Enabling data-driven decision making across product, marketing and analytics teams to power their tools, dashboards, and sources of truth with a standardized and reliable user record.
  - Fueling faster experimentation and growth with one API for all customer data collection that can be used to reduce the need for one-off integrations, allow companies to pivot their stack, launch products, and digitally transform.

Data management

- Applies standards to multiple data sources for consistent implementation across websites (via JavaScript library), mobile apps (via SDKs) and servers (which support offline data, for example, from a POS system).
- Data accessible in real time through Twilio Segment webhooks or via raw data integration tools like Kinesis.
- Merges user interactions into universal profiles that span web, mobile, server and cloud application touchpoints in real time, using an online and offline ID graph with support for cookie IDs, device IDs, emails and custom external IDs.
- Allows anonymous behaviors to be merged with a known profile once a user authenticates. Once created, marketers can search and view universal customer profiles that contain a complete record of a user's identities, characteristics, actions, and associated audiences.
- Allows anonymous and known behaviors from multiple devices, browsers, and cookies to be merged to a single known profile once a user authenticates. Profiles can be tied to internal systems using a unique key.
- Provides a suite of data governance tools for real-time data validation, automated QA and enforcement controls to ensure high quality data in all connected tools.
- Supports web (e.g., React), iOS (Swift), Android (Kotlin), Cloud Apps (Stripe) and server-side SDKs (Node.js).
- Stores a raw copy of all data collected in an S3 database that customers can access later if needed.

Vendor profiles

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101 Spear Street
San Francisco, CA 94105
T: 415-649-6900
segment.com

Analytics

- Creates real-time user profiles that can be used to build and define audiences for analysis and end-user tools.
  - Syncs all user profile and audience changes automatically to keep all end-tools up to date and aligned.
  - Leverages historical data for profiles and audience creation across all events collected over time.
  - Provides the ability to tag customers with the results of machine-learning models and use integration partners to automatically deploy predictive models across any tool connected to Twilio Segment.
  - Defines cohorts of users or accounts and automatically keeps them up to date in end-user tools to build audiences.
  - Self-serve, user-level calculations are attached to user profiles and kept up-to-date in real time.
  - Offers audience growth metrics and audience overlap highlights.
- Audiences can be connected and used for personalization as well as analysis across leading analytics tools like Amplitude, Mixpanel, and Adobe Analytics.

Orchestration

- Twilio Segment's Journeys product helps companies create deeper relationships by engaging customers with the right message, in the right place, at the right time. With Journeys, companies can personalize customer engagement based on every customer interaction across any tool or platform by designing multi-step interactions, in a user-friendly visual builder, that drive to results.
- Twilio Segment enables personalized messaging, dynamic interactions and product/content recommendations.
  - The Twilio Segment Profile API enables programmatic access to customer profiles and personalized on-site and in-app experiences. Companies can tap into the universal customer profiles that are built -- and kept up to date -- in Twilio Segment for both internal (e.g., support) and external use cases (e.g., web personalization).
  - Users can build workflows to engage with customers in personalized, relevant ways, across email, live chat, advertising and more.

Data security

- CCPA and GDPR compliant.
- Annual SOC 2 audit.
- ISO/IEC 27001: 2013 certified.
- Conforms with ISO/IEC 27017: 2015 and ISO/IEC 27018: 2014.
- Privacy policy honors CCPA, GDPR, and the Privacy Shield Framework.
- TRUSTe Privacy Verified.
- Offers deletion, suppression, hashing, and consent management for end-user privacy.
- Twilio Engage, launched in October 2021, combines a communications platform with the CDP so that marketers can activate personalized customer experiences across all channels. Engage features include:
  - SMS and email campaign builders: Design and deliver messages via recurring and automation workflows from Audiences & Journeys.
  - Custom channel integrations: Activate any marketing channel with consistent, reliable customer data through our extensible platform.
  - Marketing engagement analytics: Access engagement metrics and custom conversion tracking for every message.
  - Contact list CSV uploader: Upload offline lists of customers directly into the platform.
  - Single-Send capabilities: Design and deliver email or SMS messages as one-time sends.

Vendor profiles

Segment
101 Spear Street
San Francisco, CA 94105
T: 415-649-6900
segment.com

Third-party integration

- Over 300 pre-built integrations with marketing and analytics tools systems, including A/B testing, advertising, attribution, CRM, email, help desk, mobile, personalization, SMS/push notification, tag management, data warehouses and data lakes.
- All customers and partners are able to build their own custom integrations using Twilio Segment's developer toolkit and Developer Center to send data into Twilio Segment or push Twilio Segment data to third-party tools or internal systems.

Pricing and support

- Pricing based on monthly tracked users (MTUs), which includes the total number of anonymous and logged-in visitors. Pricing varies by plan.
    - Free Plan: Includes two data sources and unlimited destinations
    - Team Plan: Starts at $120/mo and includes unlimited sources and unlimited destinations. Free trials are available.
    - Business Plan: Custom pricing. Unlimited user seats. Offers add-ons to activate audiences with Personas and enforce data quality with Protocols
- All plans include data integration and privacy controls.
- Annual contract is required for the Business Plan.
- Onboarding time ranges from a few days to a few weeks, depending on the company size and complexity of implementing Twilio Segment across one or many business units.
- Online support is available for all paid plans. Dedicated customer success and solutions architect support available only for Business Plan customers.
- Professional services are available to support platform implementation as well as advanced use cases or needs.

Vendor profiles

Zeta
3 Park Ave
New York, NY 16001
zetaglobal.com

Key customers

BMW Group
Christmas Tree Shops
CNN
Haggar
Samsung
TaxAct

Key executives

David A. Steinberg,
Co-Founder, Chairman,
Chief Executive Officer

Crystal Eastman,
Chief Marketing Officer

Chris Monberg,
Chief Technology Officer

Neej Gore, Chief Data Officer

Target customer

- Enterprise consumer brands in the retail, travel, financial services, media and entertainment and automotive sectors.

Company overview

- 1330 Employees.
- Founded in 2007.
- On June 14, 2021, Zeta completed its Initial Public Offering of stock and is listed on the New York Stock Exchange (ZETA)
- Zeta's founding vision was to help enterprises solve the complexity of managing multiple vendors with different point solutions across multiple channels, including: automation, customer data management (CDP) and omnichannel engagement.

Product overview

- Zeta's CDP sits at the core of the Zeta Marketing Platform (ZMP) to give marketers control over data so they can deliver customer experiences that power acquisition, retention, and growth.

Use cases

Zeta's platform is used by B2C and B2B brands to fulfill functions such as:
- Collecting, cleaning, and syndicating data from across the enterprise to improve data quality/integrity and enable a range of marketing and business applications.
- Unifying customer profiles with accurate, real-time data.
- Resolving identity with configurable business rules.
- Identifying and engaging with unknown website visitors.
- Gaining insight into customer behaviors and actions from outside the brand's four walls to augment and complete individual profiles.
- Continuously enriching audience data embedded within marketing operations to drive more informed activation.
- Employing AI-fueled predictive intelligence to optimize campaigns and decisioning.
- Enabling journey orchestration and activation by merging offline and online data in real time to immediately activate/syndicate audiences to any destination.
- Delivering personalized omnichannel experiences, at scale, to drive engagement and results.
- Sharing data in a corporate- and brand-safe way via multi-tenant account structures and logical data separation for enterprises with multiple brands or clients.

Data management

- **Ingestion**. The ZMP supports a variety of data integration options, from real-time (JavaScript library, API, mobile SDK), to feeds, to batch-based. Powered by a schema-less backend, ZMP can ingest structured, semi-structured, and unstructured data from online and offline sources and allows users to create and define new attributes on the fly. Within the ZMP, Data Conductor is a native low-code data onboarding solution that provides an intuitive UI for mapping and transforming data.

Zeta
3 Park Ave
New York, NY 16001
zetaglobal.com

- **Cleansing**. The ZMP offers custom services to extract, transform, load and normalize client data such as:
    - Global postal hygiene processes to improve quality and match results.
    - Standardization and validation of names, email addresses and phone numbers.
    - Proprietary data suppressions and scrub processes.
- **Identity resolution**. The company maintains a proprietary identity resolution solution, the Zeta Identity Graph, which combines PI-based and anonymous data to create people-based profiles. Data coverage across names, postal addresses, emails, MAIDs, cookies, CTV IFAs, IP addresses, and device IDs includes 4.6B unique global digital identifiers, including 1.4B email addresses, as well as 225M people in the U.S., of 515M+ identities globally.
- **Enrichment**. Zeta's proprietary Data Cloud enables enrichment against behavioral, environmental, transactional, location signals and real-time bid request data. Other available enrichment and append services include email append/reverse append, demographic appends, ECOA, merge/purge, direct mail processing.

Orchestration

- Native channels to the ZMP include: email, programmatic display, website personalization, and SMS/push notifications. In addition, Zeta employs proprietary technology to provide a direct identity sync with Facebook and other social media platforms.
- Executions on additional platforms and channels are handled by the ZMP Channel Manager, which connects any API-enabled advertising, marketing technology or point solution to the ZMP. All executions are decisioned by the Experience Builder UI, where marketers build and activate cross-channel campaigns.

Analytics and reporting

The ZMP features an interactive reporting and insights suite encompassing standard campaign reporting, dashboards and custom report building. Examples include:

- Opportunity Explorer: A customizable, interactive analysis environment that provides market- and customer-level insights enriched by Zeta's data.
- Campaign Reports: A suite of engagement reports including Deliverability, Audience Analytics, Content Analytics, Prime Time (send time optimization), and Heat Maps.
- Report Builder: An ad hoc reporting tool that allows users to build their own Customer Marketing, Prospect Marketing, Programmatic, or CDP reports. An interactive UI helps users select from hundreds of metrics and dimensions, dynamic and fixed date ranges, exhaustive filters, and report layout visualizations.
- Custom Reporting: Allows marketers to build reports using their own tools (BI or any other web-based tool) and embed those reports directly into the ZMP.
- Additionally, Zeta has an optional Insights Service where dedicated data scientists tailor custom reporting to client KPIs.

Collaboration and workflow

- Zeta's account structure allows for separate yet connected libraries by team, providing a flexible method to selectively share or restrict assets across groups. The roles and permissions framework lets users select from pre-built roles or create their own by cherry-picking the permissions they need. The company has recently added collaborative content editing that allows multiple team members to edit content simultaneously.

Vendor profiles

Zeta
3 Park Ave
New York, NY 16001
zetaglobal.com

Privacy and data security

- Zeta uses AWS services for IT architecture with data encrypted at rest. Clients are logically separated via multi-tenancy with unique schemas. The company uses SFTP, HTTPS and file-based encryption with OpenPGP among other encryption techniques.

Third-party integrations

- Zeta's platform supports integration with a variety of advertising and marketing technologies. Examples include:
  - Zeta's data connectors allow direct integration with a marketer's database, CRM, etc.
  - Zeta's pre-built integrations with Snowflake and Google BigQuery create a lossless, streaming connection between a brand's data warehouse and marketing applications, allowing clients to pull data on-demand, reduce data duplication, and build segments that update in real time.
  - Zeta has dozens of existing partners and integrations across data, technology, and channel providers, and the ZMP's flexible infrastructure and open Web Services ease the creation of new integrations.
  - Channel Manager provides a simple interface to select any pre-built connection or add new channels via flexible APIs and webhooks.
- Integrations provide two-way communication capabilities, and data sharing is accomplished through various integration methods including real-time, feeds, and batch-based. ZMP provides a RESTful API that is documented on the company's online developer center.

Pricing and support

- An annual contract is required, though clients typically commit to multi-year engagements.
- A free trial is available.
- Zeta's standard/typical implementation includes data management, enrichment, and identity resolution. This gives clients real-time access to customer profiles, enabling omnichannel orchestration and message delivery that incorporates targeting, interaction design, predictive decisioning, and personalization across channels.
- A full delivery CDP with Zeta's data cloud averages $25K-$50K monthly. For complex enterprise brands this number could increase based on integrations, data management needs, and channel throughput, and expanded services.
- Pricing is based on:
  - The number of customer records under management
  - Inbound event ingestion
  - Outbound audience syndication and messaging
  - The chosen services and support model
  - Integrations
- Zeta's implementation team collaborates with clients to define, develop and deliver the solution that meets their goals. Zeta maintains dedicated teams to assist partners with project management, systems analysis, solution design, strategy, analytics, creative, account management, campaign management and data management.