Customer Data Platform Trailblazers: Top 15 Start-ups Redefining Hyper-personalization

March 2021: Complimentary Abstract / Table of Contents

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- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

Contents

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Introduction and overview

Background of the research

- With the rise in digital channels and the increase in customer expectations, marketers have long found it difficult to provide personalized offers to their customers. The pandemic has further exacerbated this situation as customer retention is the key focus area for enterprises. The current MarTech landscape fails to effectively overcome these enterprise challenges

- Recognizing this gap, we see the rise of Customer Data Platforms (CDP). CDP is a packaged software that aggregates real-time customer data from multiple touchpoints to create a single, holistic profile of each customer. CDP analyzes this data and provides recommendations to marketers, aiding them in hyper-personalizing offerings for each customer

- Multiple CDP startups have emerged in the past few years to aid marketers. These startups are constantly innovating to provide better identity resolution, segmentation, and marketing recommendation capabilities. As the landscape gains importance, capital infusion by investors and acquisition by big tech players has experienced an increase

- In this research, we assessed 63 startups that offer CDP, primarily focusing on their innovations, growth stories, and the impact created by them in the market. The assessment is based on secondary research and Everest Group's ongoing tracking of the MarTech landscape

Scope of this report:

Geography
Global

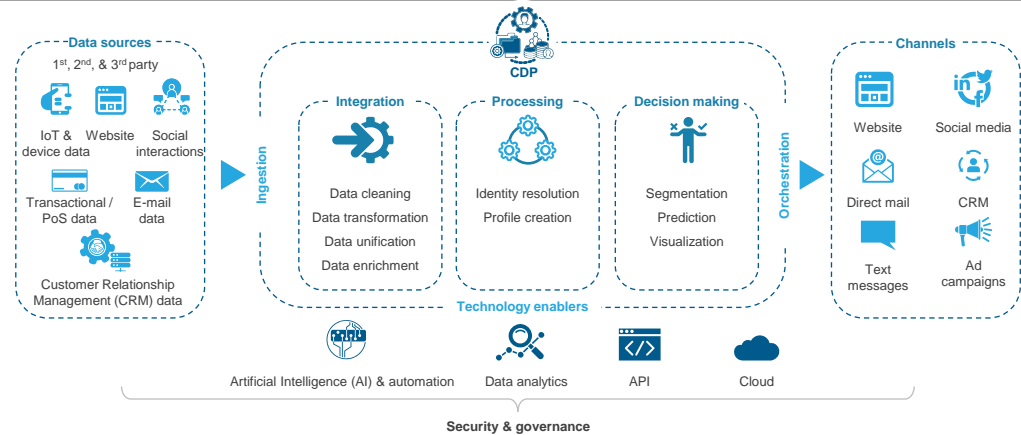**Technology**
Customer Data Platform

Trailblazers
15 leading CDP startups

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We identified top 15 CDP trailblazers based on the investor confidence, clientele and market traction, and technology
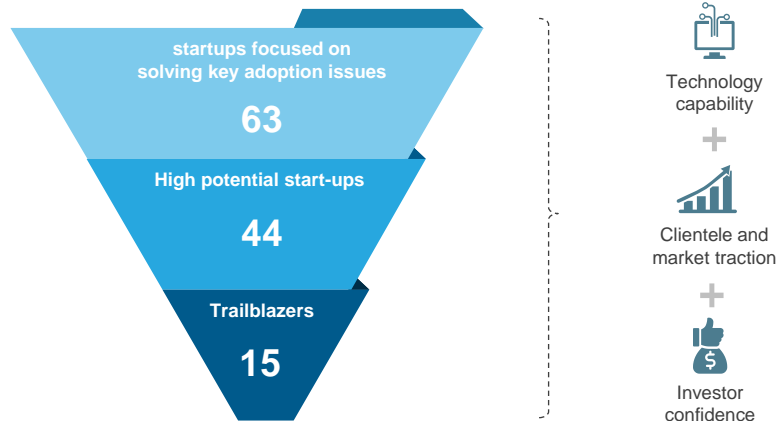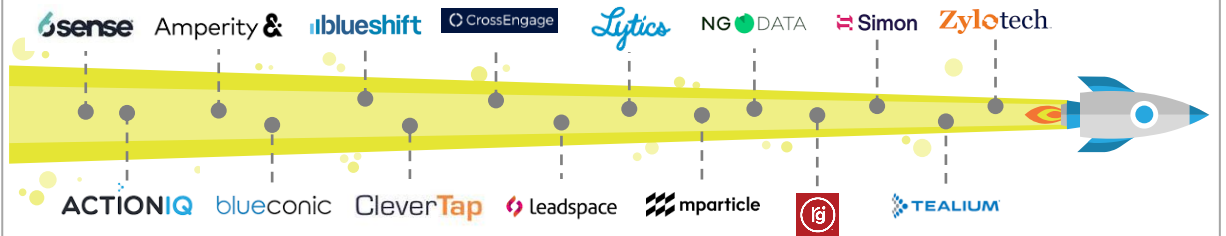
Defining the components of a CDP

Data sources
1st, 2nd, & 3rd party

IoT & device data
Website
Social interactions

Transactional / PoS data
E-mail data

Customer Relationship Management (CRM) data

Ingestion

CDP

Integration
Data cleaning
Data transformation
Data unification
Data enrichment

Processing
Identity resolution
Profile creation

Decision making
Segmentation
Prediction
Visualization

Orchestration

Channels
Website
Social media
Direct mail
CRM
Text messages
Ad campaigns

Technology enablers
Artificial Intelligence (AI) & automation
Data analytics
API
Cloud

Security & governance

Current adoption trends

Current adoption Low ☐ ☐ ■ ■ ■ High

Application	Extent of AI adoption	Use case
Data preparation	■ ☐ ☐ ☐ ☐	Leveraging AI to cleanse large amount of data ensuring accuracy, completeness, and enrichment of the data
Identity resolution	■ ■ ☐ ☐ ☐	CDP players are going beyond deterministic matching to leverage probabilistic matching using AI to create unique complete profiles of customers
Segmentation	■ ■ ■ ☐ ☐	Leveraging AI to create smarter segments based on the behavior and characteristics of the individuals
Channel activation	■ ■ ■ ☐ ☐	CDP players leverage AI to look beyond the obvious recommendations and orchestrate personalized campaigns

Evaluation of shortlisted startups

startups focused on solving key adoption issues
63

High potential start-ups
44

Trailblazers
15

Technology capability
+
Clientele and market traction
+
Investor confidence

Top 15 CDP startups

6sense · Amperity& · blueshift · CrossEngage · Lytics · NG DATA · Simon · Zylotech

ACTIONIQ · blueconic · CleverTap · leadspace · mparticle · ig · TEALIUM

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Research calendar
Digital Services

Flagship Digital Services reports	Release date
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2020	September 2020
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2020 – Service Provider Compendium	October 2020
Digital Interactive Experience (IX) Services State of the Market report 2021	February 2021
Digital Experience Platform Product PEAK report Matrix® Assessment 2021	Q2 2021
Digital Experience PEAK Matrix® Assessment 2021	Q3 2021
Digital Experience PEAK Matrix® Assessment 2021 – Service Provider Compendium	Q3 2020
Digital Experience Services State of the Market report 2021	Q3 2020

Thematic Digital Services reports	Release date
Customer Experience Trailblazers – Experience Spearheading the Digital Economy	February 2019
BigTech Battle: Digital Experience Platforms Assessment – Rise of the Digital Experience Platform	June 2019
Experience Design: Rearchitecting the Trust Equation Through a Human-centered Design Approach	June 2020
Customer Data Platform Trailblazers: Top 15 Startups Redefining Hyper-personalization	**March 2021**
Thematic report on AdTech	Q2 2021
Trailblazer: Driving hyper personalization	Q4 2021

Note:　For a list of all of our published digital services reports, please refer to our website page

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