# Customer Data Platform (CDP) Products PEAK Matrix® Assessment 2023

May 2023: Complimentary Abstract / Table of Contents

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# Introduction

The CDP landscape is evolving at a rapid pace. With conversations around the death of third-party cookies picking up steam, organizations are increasingly moving toward zero and first-party data making CDP, a vital tool in an organizations data ecosystem. The rise in the need for data-led real-time personalization along with loyalty and engagement is leading to an increased importance of CDP providers who are evolving their offerings with changing customer needs.

In this research, we present an assessment of 26 CDP providers featured on the CDP Products PEAK Matrix®, a comprehensive matrix that evaluates and categorizes technology providers in terms of their product capabilities and wider market acceptance.

To assess the overall capabilities of platform providers, we have delivered an in-depth analysis of their technology platforms.

The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2023, interactions with leading CDP providers, client reference checks, and an ongoing analysis of the CDP market.

**This report includes the profiles of the following 26 leading CDP providers featured on the Customer Data Platform (CDP) Products PEAK Matrix:**

- **Leaders:** Adobe, Microsoft, Oracle, Salesforce, Tealium, and Treasure Data
- **Major Contenders:** Acquia, ActionIQ, Amperity, Bloomreach, BlueConic, Capillary Technologies, CleverTap, Lytics, mParticle, RedPoint Global, SAP, SAS, Sitecore, TCS, Twilio Segment, and Zeta Global
- **Aspirants:** CM.com, Lemnisk, Optimove, and Teavaro

**Scope of this report**

**Geography**
Global

**Providers**
26

**Products**
Customer Data Platforms
(CDP)

# Overview and abbreviated summary of key messages

This report examines 26 CDP providers. It focuses on technology provider's position and growth, changing market dynamics and emerging trends, assessment of technology providers capabilities, and key technology provider profiles.

**Some of the findings in this report, among others, are:**

**Technology provider product capability**
- CDP providers can be categorized into leaders, major contenders, and aspirants
- Adobe, Microsoft, Oracle, Salesforce, Tealium, and Treasure Data are the current leaders in the space. However, several providers are emerging as major contenders

**Emerging platform provider trends**
- Providers are increasingly offering strong integration with other internal products such as loyalty, automation, behavioral intelligence, and engagement solutions thus offering a one stop shop solution
- Growing focus on building additional capabilities around media activation and use of AI to deepen capabilities on data, analytics, and customer identity
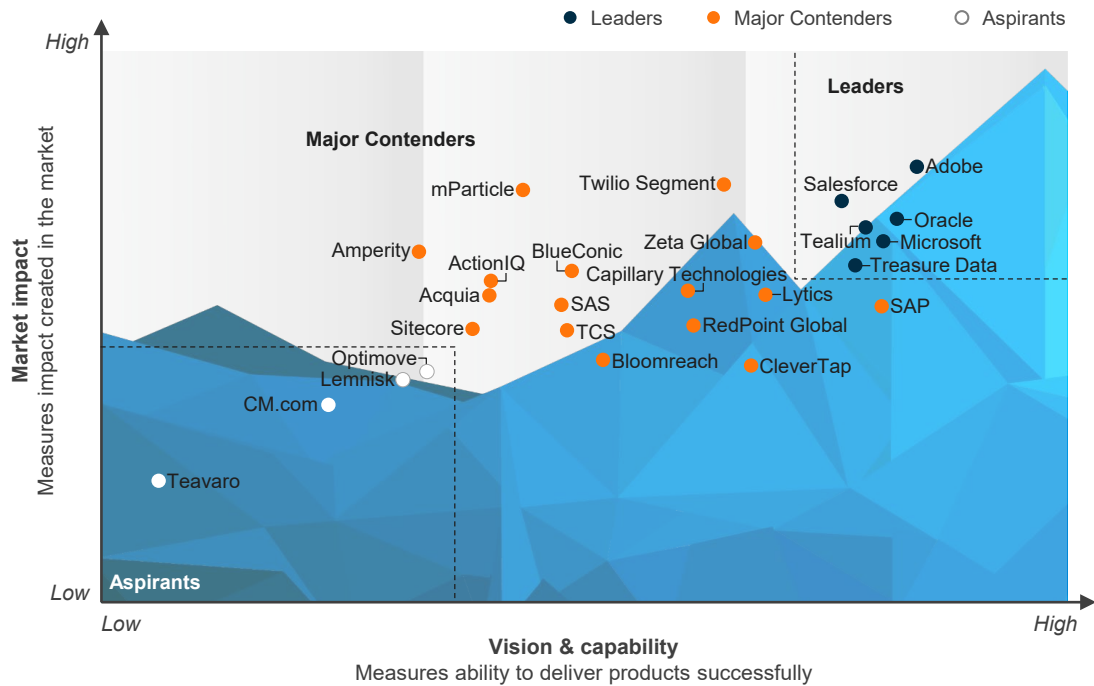
**Growing Investments**
- Strong partnerships are being built with leading technology providers enabling activation, delivery, and strengthening of data sourcing along with further strengthening of SI partnership landscape
- Important acquisitions are being made by providers to strengthen customer intelligence, identity resolution, and personalization capabilities

**The way forward**
- Providers are increasing number of integrations on offer and increasingly investing in campaign and delivery capabilities
- There is a growing focus on small and mid-size enterprise clients especially in the B2B domain and it will continue in the near future

# This report assesses the capabilities of 26 CDP providers; below are three charts to illustrate the depth of the report

## Customer Data Platform (CDP) Products PEAK Matrix® Assessment 2023[1,2]

*Illustrative example*

● Leaders   ● Major Contenders   ○ Aspirants

High

**Leaders**

**Major Contenders**

- Adobe
- mParticle
- Twilio Segment
- Salesforce
- Oracle
- Amperity
- BlueConic
- Zeta Global
- Tealium
- Microsoft
- ActionIQ
- Treasure Data
- Capillary Technologies
- Acquia
- SAS
- Lytics
- SAP
- Sitecore
- TCS
- RedPoint Global
- Optimove
- Bloomreach
- CleverTap
- Lemnisk
- CM.com
- Teavaro

**Aspirants**

Market impact — Measures impact created in the market

Low — High

**Vision & capability** — Measures ability to deliver products successfully

Low / High

## Capability assessment

*Illustrative example*

Measure of capability: ◐ Low ● High

| Providers | Market impact | | | | Vision & capability | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Market Adoption | Portfolio mix | Value delivered | Overall | Vision and strategy | Technology capability | Flexibility and ease of deployment | Engagement and commercial model | Investments & Support | Overall |
| Provider 1 | | | | | | | | | | |
| Provider 2 | | | | | | | | | | |
| Provider 3 | | | | | | | | | | |
| Provider 4 | | | | | | | | | | |
| Provider 5 | | | | | | | | | | |
| Provider 6 | | | | | | | | | | |
| Provider 7 | | | | | | | | | | |
| Provider 8 | | | | | | | | | | |

## Everest Group's remarks on providers

*Illustrative example*

Measure of capability: ◐ Low ● High

| Market impact | | | | Vision & capability | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Market Adoption | Portfolio mix | Value delivered | Overall | Vision and strategy | Technology capability | Flexibility and ease of deployment | Engagement and commercial model | Investments & Support | Overall |

**Strengths**

- Provider has a very mature CDP product offering and has deep capabilities across data management, identity management, analytics, and campaigns
- Provider has a strong robust presence in the North American and European markets
- It has a strong focus on retail, distribution, CPG, and travel and transport segments

**Limitations**

- Provider can benefit by expanding its client portfolio in the high-growth APAC market
- Provider needs to refine its overall talent strategy by providing on-demand learning and certifications to compete with peers
- It needs to enhance its technology and SI partner network to expand global presence

1  Assessments for Acquia, ActionIQ, Amperity, Bloomreach, BlueConic, Microsoft, mParticle, Optimove, Oracle, SAP, SAS, Sitecore, Treasure Data, Twilio Segment and Zeta Global excludes technology provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, technology provider public disclosures, and Everest Group's interactions with buyers

2  Assessment of RedPoint Global, Salesforce and Teavaro includes partial inputs from the technology provider and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, technology providers public disclosure, and Interaction with buyers

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any contract-specific information collected will only be presented back to the industry in an aggregated fashion

Source: Everest Group (2023)

# Research calendar
## Interactive Experience (IX) Services

| Reports title | Release date |
|---|---|
| Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2021 | August 2021 |
| Digital Experience Platform (DXP) Products Compendium 2021 | September 2021 |
| Digital Marketing's Reckoning with Privacy | October 2021 |
| Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022 | February 2022 |
| Digital Commerce Platform Trailblazers: Top 15 Start-ups Redefining Shoppable Experiences | March 2022 |
| Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022 – Provider Compendium | March 2022 |
| Emergence of CDPs: Charting the Path to Data-driven Personalization | July 2022 |
| Adobe Services PEAK Matrix® Assessment 2022 | September 2022 |
| Adobe Services Provider Compendium 2023 | November 2022 |
| Digital Commerce Platform PEAK Matrix® Assessment 2023 | March 2023 |
| Generative AI - Revolutionizing the Marketer's Content Supply Chain | May 2023 |
| **Customer Data Platform (CDP) Products PEAK Matrix® Assessment 2023** | **May 2023** |
| Customer Data Platform (CDP) – Provider Compendium 2023 | June 2023 |
| Digital Experience Platform PEAK Matrix® Assessment 2023 | Q3 2023 |
| Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2023 | Q3 2023 |

Note: Click to see a list of all of our published Interactive Experience (IX) Services reports

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