

# Customer Data Platform (CDP) Products – Provider Compendium 2023

July 2023: Complimentary Abstract / Table of Contents



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- ▶ Retail and CPG Information Technology
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
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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 [Customer Data Platform \(CDP\) Products PEAK Matrix® Assessment 2023](#), 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.

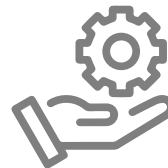
**This report includes the profiles of the following 26 leading CDP providers featured on the Customer Data Platform (CDP) Products PEAK Matrix:**

- **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 a few charts to illustrate the depth of the report

Customer Data Platform (CDP) – Products Provider Compendium 2023

## Provider 1 profile (page 1 of 4)

### Overview

**Vision for CDP**  
The vision of Provider 1's CDP is to harmonize an organization's data, insights, and experiences to drive relevant, real-time customer experiences throughout the entire customer journey. The CDP creates unified customer profiles, and makes insights and predictions for personalized engagement and boost customer acquisition, sales, and retention.

**Overall CDP revenue (2022)**

<US\$50 million	US\$50-100 million	US\$100-150 million
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## Provider 1 profile (page 2 of 4)

### Case studies

**Case study 1** Aided ABC professionals in maintaining the client track for

**Business challenge**  
The client desired a centralized platform for aggregating marketing data in a user-friendly, updated manner. The goal was to simplify data presentation and automate the process to enhance outcomes and effectively monitor its key performance metrics.

**Solution**  
Through the implementation of Provider 1's CDP, the client was able to consolidate identifying and resolving over 600 duplicate profiles. This led to the creation of fully unified single customer views, which encompassed various customer types. Additionally, the input of recent data into dashboards that were updated frequently, often on an hourly basis, to monitor marketing metrics in real time.

**Impact**

- Examined XXX+ blog entries for their influence on the purchase path using clever
- Eliminated YYY duplicate profiles by profile unification
- Examined DEF+ blog entries for their influence on the purchase path using clever
- About JKL previously siloed systems connected to build a unified customer data

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## Provider 1 profile (page 3 of 4)

### Investments

**Key investment (representative list)**

Investment	Type of investments	Details
Partnerships	Technology partners	<ul style="list-style-type: none"> <li>Company A – partnership to provide</li> <li>Company B – partnership to achieve</li> <li>Company C – partnership to provide</li> <li>Company D – partnership that allow</li> <li>Company E – partnership for enable</li> </ul>
Partnerships	Others	<ul style="list-style-type: none"> <li>Company F – partnered to gain access</li> <li>Company G – partnership to simplify cycle</li> <li>Company H – partnership for consulting</li> <li>Company I – partnership for consulting</li> <li>Company J – partnership for consulting</li> </ul>
Talent		XXX – offers a wide variety of talent

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## Provider 1 profile (page 4 of 4)

### Everest Group assessment

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	Investment and support	Overall

**Strengths**

- Provider 1 has a very mature CDP product offering and has deep capabilities across data management, identity management, and campaigns
- It currently has a strong focus on catering to small enterprises
- Treasure Data has a strong presence in the North America market
- It has a strong focus on the healthcare, manufacturing, telecom, media, and entertainment segments
- Through a strong technology and SI partner landscape, it has a strong and well-established global presence
- It has a well-laid-out product roadmap with a focus on strengthening the core CDP functionalities and enhancing the consent and journey orchestration capabilities

**Limitations**

- Provider 1 can further benefit by focusing on other high-growth areas such as BFSI and retail, CPG and distribution
- It can benefit by expanding its client portfolio in high-growth markets such as APAC and Europe

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# Research calendar

## Interactive Experience (IX) Services

■ Published
 ■ Planned
 ■ Current release

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
<b>Customer Data Platform (CDP) Products – Provider Compendium 2023</b>	<b>July 2023</b>
Digital Experience Platform PEAK Matrix® Assessment 2023	Q3 2023
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2023	Q3 2023

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