CUSTOMER DATA PLATFORMS:
A MARKETER'S GUIDE

INCLUDING IN-DEPTH

AI

COVERAGE

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Scope and methodology

This report examines the current market for customer data platforms (CDPs) and the considerations involved in implementing the software. It 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 store and manage 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 CDP continually updates customer profiles as additional data is generated. The database can also be enriched with information from other sources.

This persistent, unified customer database provides data to other parts of the enterprise and to martech systems by sharing audiences, creating campaigns and optimizing them. CDPs often use AI and machine learning for unification and data cleansing. AI/machine learning are also employed to boost the utility of other functions such as segmentation, personalization at scale and campaign optimization.

If you are considering a CDP, this report will help you decide which is best for you. The report includes the latest industry statistics, market trends, an analysis of common and emerging functionality — including the influence of AI and machine learning on the category. It also includes recommended steps for making an informed purchase decision and 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 vendor options.

Additionally, 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 2023. These, in addition to third-party research, form the basis for this report.

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Customer data platform market overview

The current business environment — increasingly omnichannel but with a heavy reliance on digital — requires successful marketers to capture, analyze and leverage data to deliver timely personalized interactions across every customer touchpoint.

At a time when uncertainty about everything from war to global warming to economics dominates the headlines, the customer data platform is increasingly seen as one of the must-have elements of the martech stack. Meanwhile, the boom in artificial intelligence and machine learning is driving vendors to enhance the capabilities of these platforms in a number of ways, making the value proposition even more attractive.

One factor driving this trend is the increasing importance of customer experience (CX), which is improved through timely data gathering, AI-assisted segmentation and the personalization of interactions. Fully 75% of global 100 organizations say CX is a top priority, according to Forrester Research.

At the same time, marketers are facing the gradual, but seemingly inevitable, extinction of third-party data as fuel for their marketing programs. Therefore, businesses are looking to CDPs to help them increase the first-party data they hold and engage in privacy-compliant practices like sharing through data clean rooms.

The global market for customer data platforms is expected to triple in size by 2028, according to a recent report by Mordor Research (See Figure 1). Annual spending on CDPs is predicted to grow from $2.13 billion in 2023 to $7.91 billion in 2028. North America is expected to account for the lion's share of the market, while Asia Pacific will be the fastest-growing region.

> At a time when uncertainty about everything from war to global warming to economics dominate the headlines, the customer data platform is increasingly seen as one of the must-have elements of the martech stack.

Figure 1: The global CDP market is expected to grow to $7.91 billion by 2028
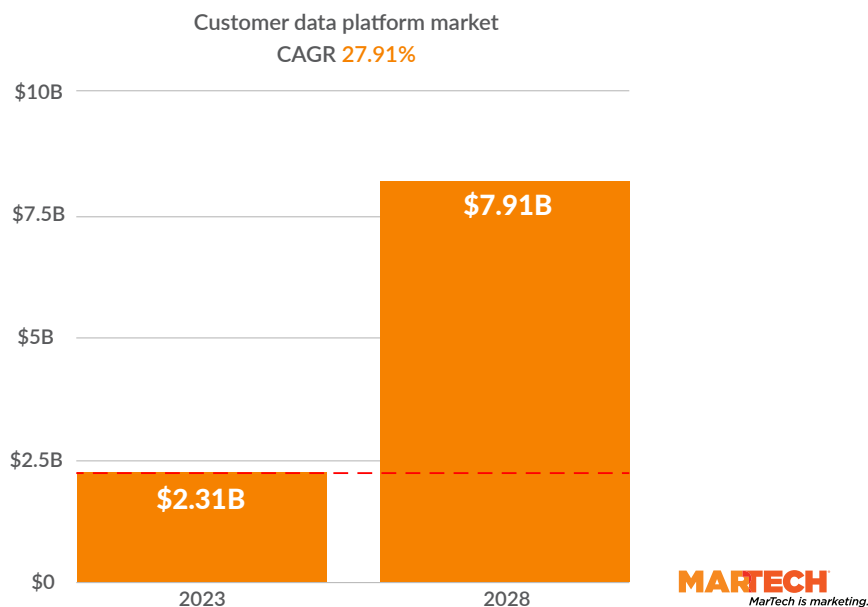
Customer Data Platform (CDP) Market Size & Share Analysis - Growth Trends & Forecasts (2023 - 2028), Mordor Intelligence

Conflicting signs: Adoption slowing, category satisfaction high

Despite the predicted growth in spending on customer data platforms, data about the enthusiasm for implementing and fully using CDPs is contradictory.

Fewer respondents to an annual member survey reported having a unified customer database or CDP in 2023 versus 2022, according the CDP Institute, an independent industry group whose membership consists of vendors of CDPs and other martech, as well as agencies and CDP users. Those who said they had a "unified customer database" fell from 38% in 2022 to 33% in 2023. Those reporting that they had implemented a CDP fell from 31% to 25% (see Figure 2).

It's an odd development and represents the first time these percentages have fallen since the organization began its surveys in 2017.

A possible explanation for the reported decline in unified customer databases/CDPs may be that marketers who once thought they had a unified customer database now realize that their data isn't as unified as they'd believed.

The phase-out of third-party cookies is driving soul-searching and strategy changes among marketers seeking to augment the amount and quality of data they have available for targeting and personalization. Many are re-evaluating their data situation after a long period of continuing to depend on third-party cookies despite knowing they would eventually have to cope with the reality of their demise.

> **The phase-out of third-party cookies is driving soul-searching and strategy changes among marketers seeking to augment the amount and quality of data they have available for targeting and personalization.**

Figure 2: A slowdown in the adoption of unified databases and CDPs?
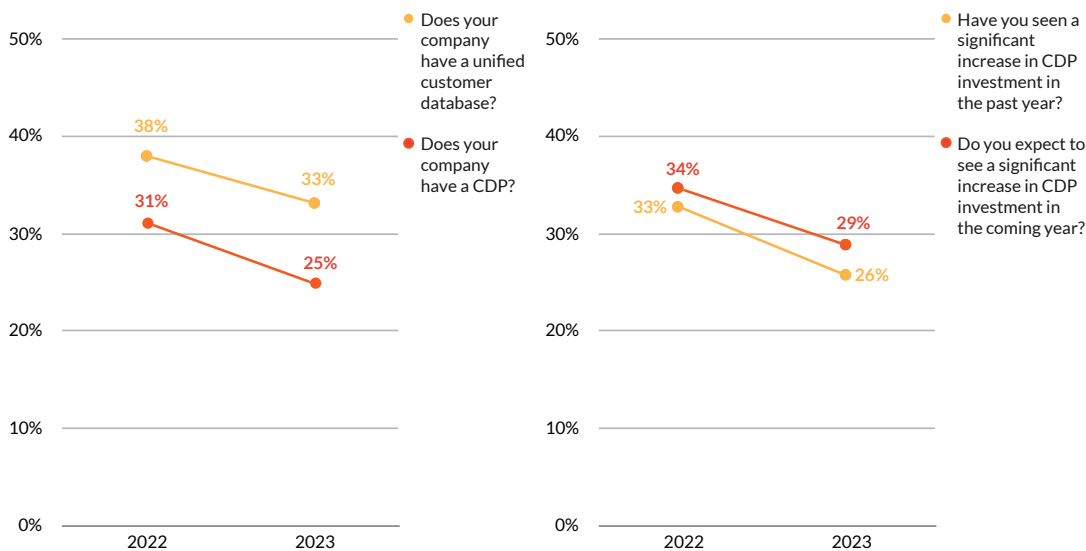
Source: CDP Institute 2023 member survey

The emergence of AI and machine learning — given that these technologies depend on a solid foundation of data and are only as good as the data they have available to generate insights — may also be a factor in this reassessment.

Fewer industry vendors reported a significant increase in CDP investments in the past year, with the percentage dropping from 33% to 26% year-over-year. The future appears to hold much of the same, with the share of vendors expecting a significant increase in CDP investments in the coming year falling to 29% from 34% the previous year. (See Figure 2)

The frequency of organizations replacing CDPs is relatively high. Nearly 20% of those replacing martech applications last year said they replaced a CDP (see Figure 3), according to MarTech's own MarTech Replacement Survey 2023.

The silver lining is that those organizations clearly were convinced of the value of a CDP (they chose a replacement, after all), but were not happy with their initial choice.

"
The frequency of organizations replacing CDPs is relatively high. Nearly 20% of those replacing martech applications last year said they replaced a CDP

Figure 3: Organizations replace CDPs frequently

% of respondents indicating they'd replaced a CDP when asked
"What application(s) did you replace?"
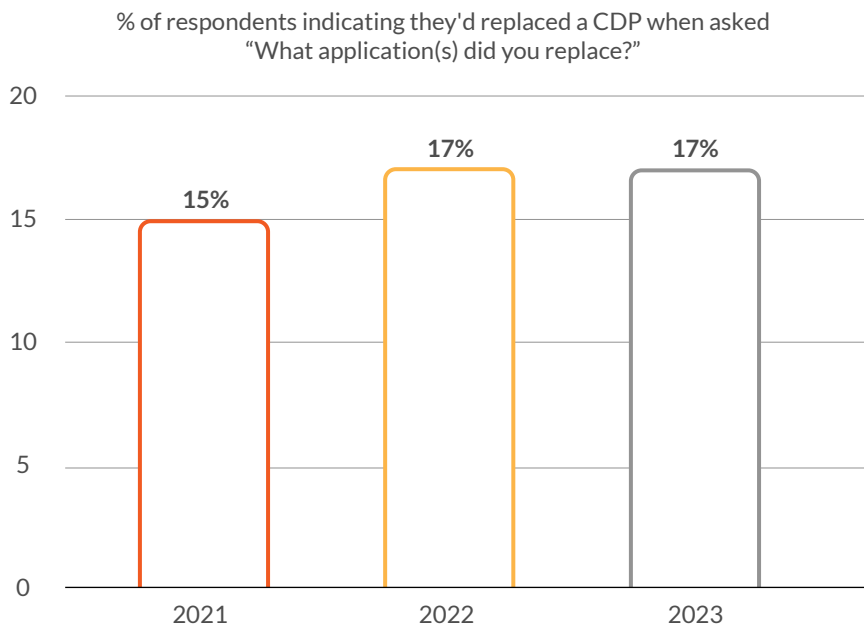
Source: MarTech Replacement Survey 2023   n=294

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Consistent with this view is the fact that the ratio of CDP systems reported as delivering significant value in 2023 has jumped to 80% from historic levels of about 60%, the CDP Institute finds. Additionally, survey respondents continue to cite the unified customer view as the most important benefit that a CDP provides (see Figure 4).

**Figure 4: A unified customer view is consistently
seen as the most important benefit a CDP provides**

What are the most important benefits you expect from a CDP?
(Select your top 3 items.)
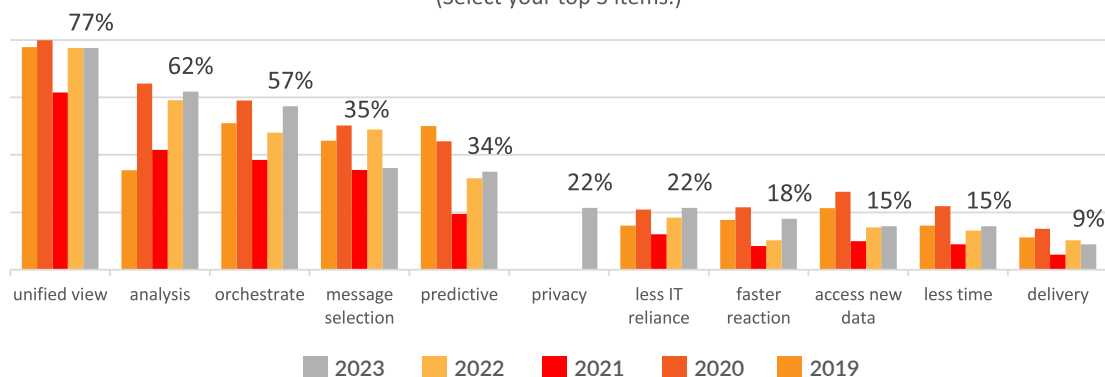
Note: members weren't asked about privacy until 2023.
Source: CDP Institute 2023 member survey

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In general, the adoption and use of CDPs are 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 while also taking advantage of the capabilities that AI and machine learning have brought to the table.

Let's explore each of these in greater detail.

More devices, more privacy regulations and higher expectations

In 2018, the average number of devices and connections per person globally was 2.4. This rose to 3.6 in 2023, with people in North America having as many as 13.4 on average and Western Europeans possessing 9.4.

Figure 5: The average number of devices and connections per person in 2018 and 2023
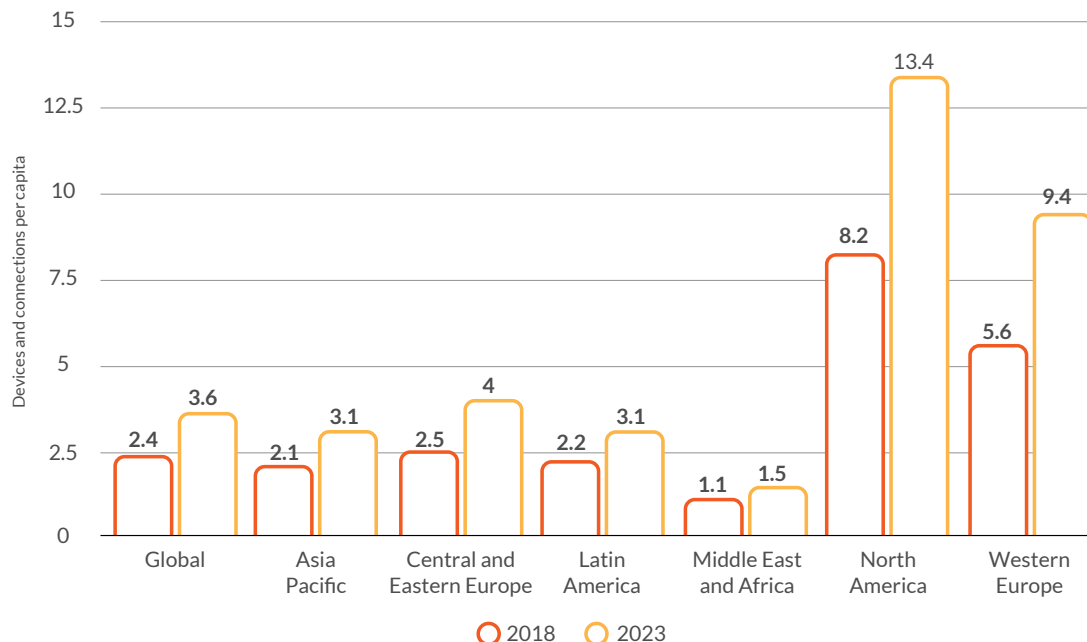
Source: Statista

Customers use all of these devices and a multitude of channels to interact with businesses online, and, increasingly, people expect those companies to link interactions across devices so they understand that the same person is behind all of this activity. Additionally, customers have begun to expect businesses to remember previous interactions and have access to that information in order to improve future interactions.

According to the most recent Salesforce State of the Connected Customer survey, 73% of buyers expect companies to understand their unique needs and expectations, with 62% going so far as to expect businesses to anticipate their needs (see Figure 5).

> **Customers have begun to expect businesses to remember previous interactions and have access to that information in order to improve future interactions.**

Figure 6: Customer journeys are fragmented, yet connected engagement is expected

Expectations for Personalization Climb
Customers who agree with the following

The experience a company provides is as important as its product or services — **80%**

I expect companies to anticipate my needs — **53%**

Rising Expectations for Consistency Remain Unmet
Customers who say the following

I expect consistent interactions across departments — **79%**

I often have to repeat or re-explain information to different representatives — **56%**

Most companies treat me as a number — **61%**

Source: Salesforce State of the Customer survey of 14,300 B2B and B2C buyers in 2023

> Generation Z, the age group now reaching young adulthood, is the most likely to have high expectations for the companies they deal with.

Generation Z, the age group now reaching young adulthood, is the most likely to have high expectations for the companies they deal with. These so-called zoomers want "fast access to products or services, brands to remember their preferences and to be able to seamlessly switch between mobile, online and in-store experiences," according to PwC's Customer Loyalty Survey 2022.

These expectations raise the bar for marketers and for businesses. Personalization is more critical for business success now than it has ever been, McKinsey research finds (see Figure 7).

Figure 7: Personalization directly influences buying behavior across the customer life cycle

Likelihood to purchase, recommend, and repurchase depending on personalization, % of respondents[1]

Purchase:[2] Consumers are more likely to consider purchasing from brands that personalize — **76%**

Repurchase:[3] Consumers are more likely to make repeat purchases from companies that personalize — **78%**

Recommend:[4] Consumers are more likely to refer friends and family to companies that personalize — **78%**
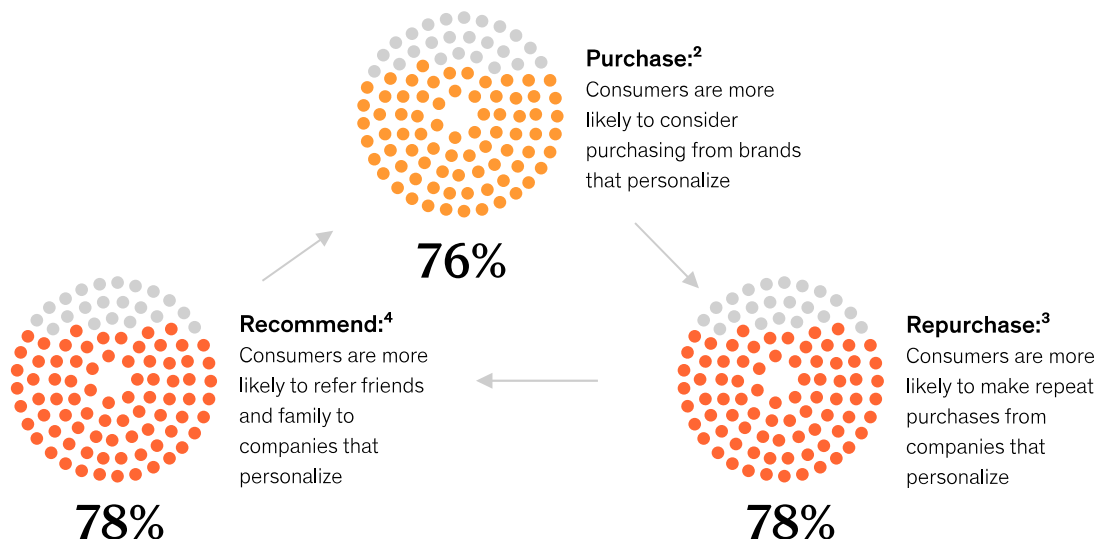
[1] Question: "Please indicate how much you agree or disagree with the statements below when it comes to personalized communications and products/services from brands/businesses."
[2] Purchase: "I am more likely to consider buying from brands/businesses that engage with me in a personalized and tailored way."
[3] Repurchase: "I am more likely to repurchase from brands/businesses that offer personalized communications and products/services."
[4] Recommend: "I am more likely to recommend brands/businesses to my friends and family that offer personalized communications and products/services." 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

Source: McKinsey Next in Personalization 2021 consumer survey

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, then sharing it with other martech systems.

The good news is that effective personalization pays off. Even those companies whose business models preclude a direct relationship with customers, such as CPG brands, increased revenue by 5% to 10% through personalization, while digitally-native brands see as much as a 25% revenue lift, McKinsey noted in its Next in Personalization report.

The argument in favor of gathering data and using it for personalization is undeniably strong, but that doesn't mean it's easy to do.

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 GDPR (General Data Protection Regulation) to CCPA and CPRA (California Consumer Privacy Act and California Privacy Rights Act, respectively) and CASL (Canada Anti-Spam Legislation) — continues to grow.

Meanwhile, tech companies like Apple and Google are building their hardware and software with more privacy protection in mind, a development that will reduce, and possibly eventually eliminate, the availability of third-party cookies and device identifiers — technology long relied upon by digital marketers to collect and unify behavioral data for customer profiles.

Marketers have been preparing for this inevitability by seeking other sources of data, especially zero- and first-party data. Sixty-one percent of high-growth companies are shifting to a first-party data strategy, while only 40% of negative-growth companies say the same, according to Deloitte Insights 2022 Global Marketing Trends report.

"To accommodate your first-party data collection, it's imperative to establish sufficient infrastructure, such as a comprehensive [customer data platform (CDP)] that can help connect various data sources throughout the customer journey," the report's authors advise.

> **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, then sharing it with other martech systems.**

The artificial intelligence and machine learning boom

Incorporating AI can make personalization even more powerful, enabling marketers to identify lucrative segments and deliver content tailored for those individuals. Content personalization is currently the purpose for which most organizations are utilizing AI, according to the PwC CMO Survey, Fall 2023 (see Figure 8).

Figure 8: Personalization is the most prevalent use case for AI in marketing
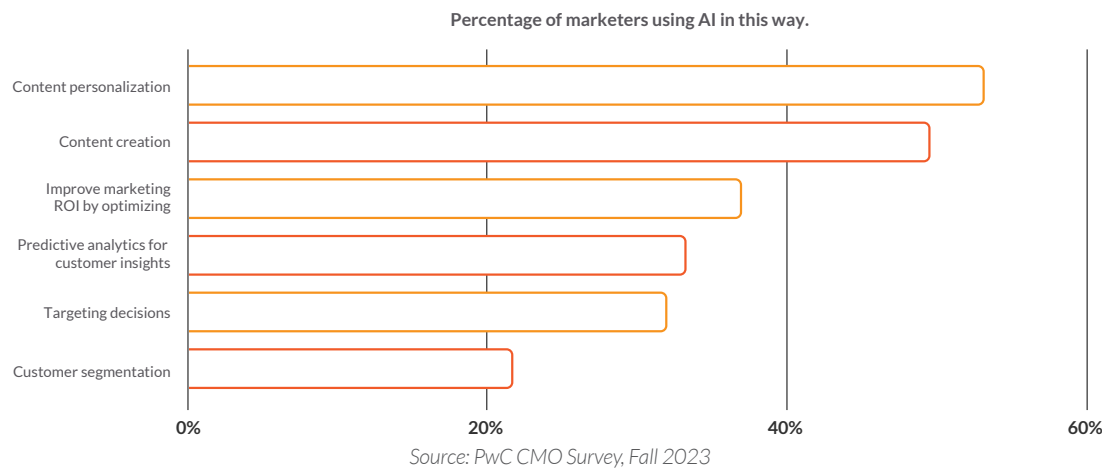
Percentage of marketers using AI in this way.

Source: PwC CMO Survey, Fall 2023

> **"**
> **Incorporating AI can make personalization even more powerful, enabling marketers to identify lucrative segments and deliver content tailored for those individuals.**

The extent to which this functionality and other AI and ML capabilities are integrated into today's CDPs varies widely. Although predictive AI and machine learning have long been utilized by CDP vendors, the boom in generative AI, and the accompanying marketer adoption, are leading to more and splashier integrations.

This makes a lot of sense, given that these technologies are enhanced by the utilization of vast amounts of data, and CDPs serve as the center for that type of data within the enterprise. Many of the uses of AI and machine learning in CDPs happen behind the scenes, where vendors use sophisticated models to cleanse and normalize data, to surface audiences based on their likelihood to respond to a particular offer, and to drive attribution models and testing.

When it comes to generative AI, CDPs are still in the early stages of exploring how it can enhance their offerings. Based on our discussions with vendors, we expect to see much more innovation in this arena in the coming years.

One of the nearer-term developments, with some vendors offering this already, are chat interfaces that allow marketers to ask questions of the CDP data in natural language, with responses provided both in text and in data visualizations. Others are implementing natural language interfaces to improve usability and reduce the steps necessary for users to accomplish a goal. Additionally, some campaign-oriented platforms are integrating content creation via large language models (LLMs) for image or text generation, to be used to develop ad campaign creative or email marketing messaging.

We'll get into more detail about current and emerging functionality enabled by AI in the CDP capabilities section of this report.

Where we are now: Big martech cloud vendors added CDPs while funding and M&A slowed

Martech platform giants – Adobe, Microsoft, Oracle, Salesforce and SAP – are now firmly engaged in the CDP market. In some cases, these platform plays emphasize the overall capabilities of their offerings, and use the capabilities of their CDPs as supporting other functionality like email or personalization.

Adobe's approach was to add its Real-Time CDP to its Adobe Experience Platform. Oracle introduced Unity CDP as a component of Oracle Marketing. Microsoft launched its solution as part of its Microsoft Dynamics 365 offering called Customer Insights.

SAP launched its SAP CDP in mid-October 2020. Then, in November 2020, Salesforce made its CDP widely available, rebranding it as Data Cloud in 2023.

Headcount growth slows among CDP vendors

The beginning of 2023 saw a dramatic slowdown in the growth of CDP vendor companies, according to the CDP Institute. Growth — as measured by the number of employees — was less than 1% during the period. However, larger, more established CDPs did better than the smaller players, the organization said.

Funding of CDP vendors unthawed in the latter half of the year. Two pure-play firms, Simon Data and Insider, raised $54 million and $105 million, respectively.

Additionally, Dotdigital, which offers CDP functionality in what it calls a CXDP (Customer Experience Data Platform), acquired Fresh Relevance for $32 million. The buy adds to Dotdigital's personalization capabilities.

In keeping with that development, the most recent mergers and acquisitions involving CDPs positioned them 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). The crowded market is ripe for additional consolidation and combination, as CDP capabilities become more widely adopted and utilized in combination with other systems.

> **"**
> **In keeping with that development, the most recent mergers and acquisitions involving CDPs positioned them 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).**

Table 1: Select transactions involving CDPs that are shaping the market

Date	Transaction
September 2023	Marketing platform company Dotdigital acquired Fresh Relevance, a cross-channel personalization company, for $32M.
August 2023	CDP Simon Data raised $54M in a Series D funding round. It reportedly plans to use the funds to support product development.
May 2023	Insider, which describes itself as an AI-powered CXP and CDP, raised $105M. The money will reportedly go to making mergers and acquisitions.
October 2022	Marketing technology firm Appier acquired Woopra, a customer journey analytics platform, as part of its plan to build a next-generation Customer Data Platform (CDP) with advanced AI technology and user-centric visualization analytics.
August 2022	mParticle, a CDP, acquired Vidora, an AI personalization platform for customer data. The company said the combination would make its marketing tools stronger, enabling marketers to deploy more easily next-best actions and next-best offers to better segmented audiences.
January - June 2022	• Snowplow, a CDP, closed a $40M series B financing round. • Insider, an AI-powered CDP, raised a $121M Series D round to expand into the United States. • Blueconic received a strategic growth investment from Vista Equity Partners. • RudderStack raised a $56M Series B round led by Insight Partners.
2021	• Dun & Bradstreet agreed to acquire Eyeota and NetWise. • TransUnion acquired Neustar, adding identity resolution and CDP capabilities to the credit reporting agency's data offerings. Zylotech was purchased by account-based marketing (ABM) company Terminus, This represented another big trend: the growth of CDPs for B2B applications. Zeotap raised an $11M extension to its $90M Series C round, which it will use for product development and staffing. • Amperity raised $100M in a Series D round, bringing its total funding to that date to $187M. • Zeta completed its Initial Public Offering of stock and is listed on the New York Stock Exchange (ZETA). • Optimizely acquired CDP Zaius to add its capabilities to its platform. DXP company Sitecore bought Boxever. ActionIQ took in $100M in financing in a Series C round, bringing total funding to $146M. • BlueVenn was acquired by Upland Software for approximately $54M. • Tealium brought in $96M in Series G funding bringing the total raised to $250M. Blueshift raised $30M. • Bloomreach acquired Exponea, a data-enriched email provider, in January 2021. Bloomreach also announced $150M in new funding at the same time. Algonomy was formed by the merger of Manthan and RichRelevance.
2020	• Twilio purchased CDP Segment for $3.2 billion. The company said Segment would continue to operate as a division of Twilio. • SAP's acquisition of customer engagement platform Emarsys added to its personalization capabilities.
2019	• Amperity acquired data analytics company Custora. • Acquia received a majority investment from Vista Equity Partners to accelerate the company's growth as a DXP leader.

Despite all this, none of the CDP vendors decided to merge or were acquired, though the industry did see the first apparent shutdown of a CDP. Upland quietly shuttered BlueVenn, which it had acquired in 2021, in the first months of 2023. The move came amid a company-wide reshuffling of business priorities.

The different flavors of CDP

Though CDPs share a category name, systems 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. 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 addressability 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.

Here's how selected vendors profiled in this report are categorized, either by themselves or by the CDP Institute (See Table 2).

> **Campaign CDPs, according to the CDP Institute, "provide data assembly, analytics and customer treatments," which are closer to one-to-one addressability than segments.**

Table 2: Profiled vendors by CDP category

Analytics CDPs	Data CDPs	Delivery CDPs	Campaign CDPs
Amperity Tealium	Celebrus Twilio Segment Lytics	Adobe Bloomreach Resulticks SAS Zeta Global	Acquia ActionIQ BlueConic Dun & Bradstreet Optimove Redpoint Global Salesforce Treasure Data

Source: MarTech Survey for AI-Powered Customer Data Platforms: A Marketer's Guide, with additional data from the CDPI

The composable CDP

It's worth noting that a wholly new type of CDP is emerging whereby marketers can "compose" a CDP that best suits their needs by yoking together software from different companies or assembling modules from the same vendor. It's similar to what some are advocating for in digital experience platforms (DXPs), where a business can be more agile by picking and choosing modules with different functionalities (and swapping them out as needed).

Data storage company Snowflake is making a play for this market in part through partnerships. The company breaks the CDP into four functions — data warehousing, data collection, data transformation and data activation. In Snowflake's conception, its data cloud is connected to software like Fivetran for data importing, an analytics platform for event data collection, another company for identity resolution and data modeling, and a data activation module for creating segments, building audiences and syncing them with delivery tools like email marketing platforms, ad servers or CMSs.

Snowflake isn't the only company pushing this approach. RudderStack calls itself "warehouse-first" or a "CDP for developers." The downside of this approach is that a company adopting it must rely on its development team to unify the various components of the stack. Additionally, with more connections, there's more opportunity for something to break.

While we may explore this concept in future iterations, this type of system is not the focus of this report.

CDP capabilities

For the purposes of this report, we've started with the CDP Institute's definition of a "RealCDP," which requires the platform to:

- Ingest data from any source.
- Capture full details 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.

Though many of the capabilities of the CDP exist in some form within tools like a customer relationship managment system (CRM), marketing automation platform (MAP) or email marketing platform (EMM), the bundling of these features, as well as the marketer focus and the breadth of data involved, make the CDP solution an attractive option.

All of the CDP vendors profiled in this report provide the following core capabilities:
- 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.)
- Data management (collect, normalize and unify customer data in a persistent database), often after IDs have been matched by other systems.
- 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 that surface insights, enable journey mapping, audience segmentation and predictive modeling.
- Orchestration for personalized messaging, dynamic interactions and product/content recommendations.
- Help with compliance with industry-specific and international data regulations, including data governance and consent management.
- B2B-oriented capabilities.
- The augmentation of any of the above capabilities through the use of predictive or generative artificial intelligence and machine learning.

The following section discusses these features and the key considerations involved in choosing a CDP.

Marketer-oriented functionality and interface

The customer data platform, as first conceived, is a system run by the marketing department — not IT — that allows users to create a single view of the customer by gathering data from software deployed throughout the organization. However, the recent complexity of martech deployments has come with a need for significant IT involvement, if not outright ownership.

> **The customer data platform, as first conceived, is a system run by the marketing department — not IT — that allows users to create a single view of the customer by gathering data from software deployed throughout the organization.**

Data management

High customer expectations, along with the proliferation of possible touchpoints, elevate the importance of being able to consolidate and normalize disparate sets of data collected across multiple touchpoints into an individual profile that represents the customer or prospect. This data collection and maintenance are core CDP functions. 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, with many vendors boasting "real-time" capabilities with digital data.
- **Identity resolution**: The platforms "stitch" together customer data points, such as email addresses, phone numbers, first-party cookies and purchase data, from various channels, then match them to create a single customer profile. Some players partner with other providers for this capability, while others have their own systems built into the CDP.
- **Data augmentation**: The growing scarcity of third-party data has marketers focusing on privacy-compliant ways (such as data clean rooms) to round out their customer profiles. Some CDP companies can help with this.
- **Data hygiene**: CDPs enable the cleaning and standardizing of customer records so they can be used for personalizing interactions.
- **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.

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 call center agents.

Analytics and AI/ML

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.

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.

> **High customer expectations, along with the proliferation of possible touchpoints, elevate the importance of being able to consolidate and normalize disparate sets of data collected across multiple touchpoints into an individual profile that represents the customer or prospect.**

Data regulation compliance

CDP vendors vary in the support they provide for compliance with the wide range of industry-specific and international regulations that safeguard customer data privacy, e.g. GDPR, CASL and CCPA/CPRA. Some build compliance features into their platforms, while others rely on outside systems. A few vendors include consent management features.

Third-party systems integration

CDPs streamline the 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. Besides providing this core functionality, CDPs also provide an API to enable custom integrations.

B2B capabilities

Out of their beginnings as exclusively B2C solutions, CDPs that appeal to B2B marketers are now being sold. To make CDPs attractive to this audience, vendors are building in capabilities such as the ability to assemble profiles for an entire account and for a buying committee, in addition to the individual profiles of business buyers.

The emerging role of AI and machine learning

Many of the features discussed above are made more powerful by the integration of AI and ML. The availability and sophistication of these features can vary significantly based on the CDP vendor and the specific product offering. Here are some of the common use cases:

- **Enhanced customer insights and predictive analytics**: These are fairly common features in modern CDPs. Most advanced platforms utilize ML algorithms for deeper customer insights and predictive analytics, aiding in customer segmentation and behavior prediction.
- **Real-time data processing**: Real-time processing is a key feature of many CDPs, particularly those targeting larger enterprises or businesses with dynamic, fast-paced marketing environments.
- **Personalization at scale**: This feature, enabled by real-time data processing, is widely sought-after, and many CDPs offer robust personalization capabilities powered by AI. The degree of personalization can vary, with more sophisticated systems providing highly tailored content and recommendations.
- **Automated decision-making**: Automation in decision-making, especially for routine marketing tasks, is increasingly common in CDPs. This includes automated campaign management, content optimization and customer interaction timing.
- **Data quality management**: Most CDPs offer some level of data management and cleaning, but the extent of AI involvement in this process varies. Advanced platforms may use more sophisticated AI algorithms for data quality assurance.
- **Generative AI for content creation**: This is less common and is typically found in more cutting-edge or specialized CDPs. The use of generative AI for content creation is an emerging trend and not yet a standard feature in CDPs.
- **Sentiment analysis and social listening**: These capabilities are increasingly incorporated into CDPs, especially those designed for comprehensive digital marketing strategies that include social media.
- **Anomaly detection**: While becoming more prevalent, anomaly detection using ML is not yet a universal feature across all CDPs. It's more commonly found in platforms that emphasize security and data integrity.

When choosing a CDP, it's essential to assess which AI and ML capabilities are most relevant to your business needs so that you can evaluate potential platforms accordingly.

> **CDPs streamline the 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.**

Table 3: Capabilities of CDPs

	Offline data management	Unstructured data	Identity resolution	Analytics	Orchestration	Consent management	Data clean room	A/B or multivariate testing and optimization	Recommendation engine for suggesting next-best action	Segmentation aided by AI and ML
Acquia	N	N	N	N	N	P	X	N	N	N
ActionIQ	N	N	N	N	N	P	P	N	N	N
Adobe	N	N	N	N	N	P	N	P	P	N
Amperity	N	N	N	N	N	P	P	N	N	N
Bloomreach	N	N	N	N	N	*	*	*	*	*
BlueConic	N	N	N	N	N	N P	N	N	N	N
Blueshift	N	N	N	N	N	*	*	*	*	*
Celebrus	P	N	N	N	N	N	P	P	P	N
Dun & Bradstreet	N	N	N	N	N	*	*	*	*	*
Lytics	N P	N	N	N P	N P	N P	N P	N P	N	N
Optimove	N	P	N	N	N	N	P	N	N	N
Redpoint Global	N	N	N	N	N	P	N	N	N	N
Resulticks	N	N	N	N	N	N	P	N	N	N
Salesforce Data Cloud	N	N	N	N	N	N	P	N	N	N
SAS	N	N	N	N	N	P	P	N	N	N
Tealium	N P	N P	N P	N P	N P	N P	P	N P	P	N P
Treasure Data	N	N	N	N	N	N	N	N	N	N
Twilio Segment	N P	N P	N P	N P	N P	N P	P	N P	N P	N P
Zeta Global	N	N	N	N	N	N	N	N	N	N

N = Yes, natively, **P** = Yes, via a partnership or integration, **X** = No, * = Data not yet available.

Table 4: Connections between CDPs and martech/adtech

	Display Advertising	SEO and SEM	Mobile Apps	Owned Website	OTT	Offline purchase data	Linear TV ads	Online form submissions	Chat sessions	Phone calls	Email interactions
Acquia	P	X	N	N	X	N	X	N	N	N	N
ActionIQ	N	N	N	N	N	N	N	N	N	N	N
Adobe	N	N	N	N	N	N	N	N	N	N	N
Amperity	N	N	N	N	P	N	P	N	N	N	N
BlueConic	P	P	N P	N	X	N	X	N	P	X	N
Blueshift	*	*	*	*	*	*	*	*	*	*	*
Celebrus	P	X	N	N	P	N P	P	N	N	P	N
Dun & Bradstreet	*	*	*	*	*	*	*	*	*	*	*
Lytics	P	P	N	N	P	P	P	P	P	P	P
Optimove	N	P	N	N	P	N	P	N	N	N	N
Redpoint Global	N	N	N	N	P	N	P	N	N	N	N
Resulticks	P	P	N	N	P	N	P	N	P	N P	N P
Salesforce Data Cloud	*	*	*	*	*	*	*	*	*	*	*
SAS	N	N	N	N	N	N	N	N	N	N	N
Tealium	P	N	N P	N	N P	N P	P	N P	N P	N P	N P
Treasure Data	N	N	N	N	N	N	N	N	N	N	N
Twilio Segment	N	N	N	N	N	N	P	N	N	N	N
Zeta Global	N	P	N	N	N	P	P	N	P	P	N

N = Yes, natively, **P** = Yes, via a partnership or integration, **X** = No, * = Data not yet available.

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. 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.
- **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 Americans must deal with CCPA (California Consumer Privacy Act) and other state regulations. 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 and $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.

> 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.

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 a comprehensive self-assessment of your organization's business needs, staff capabilities, management support and financial resources. Use the following questions to help you 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 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 than pay for itself, so model out scenarios to ensure a CDP is the right fit for your situation.

- **Is your organization ready for a CDP?** "Organizational readiness, not technology, is the greatest challenge for new deployments," the CDP Institute found in its member survey, with

> **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.**

25% of respondents citing it as a problem. 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 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 restructure 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:

- **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.

> **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 some research.** Speak to your marketing peers at 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.)

- **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.

- **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 to occur within a relatively short time frame 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?

One possible approach would be to define detailed use cases and ask vendors to demonstrate capabilities applicable to those use cases as part of their demos. This also helps vendors have the best chance for success and removes any 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?
- ✔ Is a data clean room available?
- ✔ 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?

> **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.**

✔ How does the platform employ AI and ML? Is there an option to tweak or train the system to better meet your business needs, or is it more of a "black box"?

✔ 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?

✔ Will there be a price increase when I renew — 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 available at an additional cost?

✔ Who pays if your system/team makes an error? Will the vendor compensate you for errors that result in lost revenue?

✔ Will our support team work with us to test new features and assess the results?

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

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?

✔ 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 downtime?

✔ What is the most useful, actionable (or overall favorite) report the tool generates?

✔ What do you wish they did differently?

✔ Why would you recommend this platform?

Because CDP is such a big 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 capabilities and support are covered in the contract. Ask about what kinds of additional fees might come up, as well.

- ✔ Are there charges for custom integrations or API access? If so, how much?
- ✔ What is the hourly charge for engineering services? Do you pay by each hour or purchase blocks of service credits?
- ✔ What partner organizations are available to install and integrate the tool?
- ✔ If we need to train a new hire midyear, 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?

Conclusion

Unified, accessible customer data has become an essential building block for brand marketing success, and that capability is more important than ever given the heightened expectations of consumers and business buyers. Now, both of these types of customers 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. (This more modular approach may even gain ground as companies consider "composable" CDPs.)

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. The explosion of innovation related to AI and machine learning has also raised the stakes for performance for real-time data processing and activation, for segmentation and for personalization — with more applications coming every day.

Large cloud solutions providers like Adobe, Microsoft, Oracle, SAP and Salesforce have established their entries into an already-crowded vendor market of pure-play standalones. At the same time, some CDP vendors have been acquired and integrated with other tools for customer experience. The good news is that marketers seeking a CDP solution have many choices and can partner with a provider that meets their most important business needs. ■

> " 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.

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www.acquia.com

Key customers

Academy Mortgage
Hugo Boss
Schwan's

Key executives

Dries Buytaert,
Chief Technology Officer

Stephen Reny,
Chief Executive Officer

Mark Picone, SVP and
General Manager

Jennifer Griffin Smith,
Chief Market Officer

Target customer

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

Company overview

- Founded in 2007.
- 1,200 employees.
- Acquia CDP is a cornerstone of the company's open DXP -- Acquia Digital Experience Platform. It is available within the DXP or as a standalone product. Acquia CDP supports composable customer data strategies through integrations with other Acquia and third-party marketing products.
- In 2021, the company acquired Widen, a digital asset management (DAM) and product information management (PIM) leader.
- In September 2019, Acquia received a majority investment from Vista Equity Partners to accelerate the company's growth as a DXP leader.

Product overview

- Acquia's CDP allows users to unify customer data from multiple sources into a single, persistent customer ID. This enables cross-functional teams to access insights fueled by machine learning and move toward 1:1 segmentation at scale.

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. 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.
- Visibility: Reporting capability gives marketers and other business users direct visibility into predicting variables and explaining micro-patterns and customer behavior. Dashboards and reporting exist at every level for both technical and non-technical users.

Artificial intelligence and machine learning

- Acquia CDP includes a variety of machine learning models that help marketers determine characteristics such as a profile's likelihood to pay full price, likelihood to buy, predictive lifetime value, likelihood to engage, next best channel and more.
- Acquia CDP employs explainable machine learning, which offers marketers direct visibility and explanations regarding micro-patterns in customer behavior. This feature not only builds trust in the ML predictions but also enables the creation of highly optimized and effective marketing campaigns.

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- Acquia offers a self-service machine learning platform within its CDP, known as ML Studio. This platform allows users to create custom ML models and integrate them into the CDP user interface. ML Studio simplifies tasks such as CDP data access, model storage, refresh scheduling, and integration into the CDP, making it more user-friendly and accessible for different user needs
- One of the specific applications of machine learning in Acquia CDP is through its product recommendation models. These models predict and recommend products likely to interest specific users, enhancing the personalization aspect of marketing and potentially increasing sales and customer satisfaction.

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.

Analytics and reporting

- 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.

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

- Acquia works with integration and workflow automation platform Workato to power enterprise connectivity to Acquia CDP. Workato provides connectors for integrating Acquia CDP with hundreds of external cloud services via APIs.
- Data is exchanged with third party systems via pre-built connectors, APIs, and batch files.

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- 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.

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.

ActionIQ
11 Madison Ave, Fl 17
New York, NY 10010
actionIQ.com

Key customers

Northwestern Mutual
Atlassian
The Washington Post
Albertsons
E.l.f.
Michael Kors

Key executives

Tasso Argyros, CEO and
Co-Founder

Nitay Joffe, Co-Founder and
Chief Technology Officer

Leah Pope, Chief Marketing
Officer

Justin DeBrabant, Chief Product
Officer

Target customer

- ActionIQ specializes in the enterprise market across a broad spectrum of verticals. It employs specialized teams to handle regulated markets such as financial services.

Company overview

- Founded in 2014.
- Number of employees is not publicly disclosed.
- The company has raised $146 million in funding to date, with the latest round in 2021, when it raised $67.6 million. Investors include Andreessen Horowitz, Sequoia, FirstMark and March Captial. Rather than use those funds for acquisitions, the company has chosen to grow organically and focus on product innovation.
- ActionIQ bills itself as a new type of customer data platform for enterprise brands, giving marketers easy and secure ways to activate data anywhere in the customer experience. ActionIQ uses a composable architecture approach, which means data can stay securely where it lives, and marketing teams only use the tools they need.

Product overview

- ActionIQ CX Hub offers modular and scalable solutions that can be customized to meet the needs of enterprise clients. The software provides three architecture options, allowing IT teams to choose the best approach for their organizations.
- The software consists of modular solutions, including Customer Data Platform, Audience Builder, Journey, Identity, and Real-Time CX, which can be easily added or expanded to meet changing customer needs.

Use cases

- ActionIQ offers a system that supports the entire customer lifecycle, from prospecting to loyalty.
- Marketers can use ActionIQ to efficiently target lookalike audiences of their best customers during the awareness stage.
- The software allows for retargeting of prospective customers through site tagging or dynamic suppression of specific audiences during the consideration stage.
- ActionIQ enables marketers to guide and convert prospects into customers by providing real-time, personalized customer experiences, such as omnichannel journeying, during the conversion stage.
- Marketers can use ActionIQ to onboard and cross-sell known customers by targeting actions like cart abandonment during the growth stage.
- ActionIQ helps retain existing customers and prevent churn by enabling marketers to run campaigns based on predictive audience insights during the loyalty stage.

Artificial intelligence and machine learning

- ActionIQ provides an embedded extensible first-party Intelligence layer that allows business users to create models and understand model features.
- Data science workflows are available to ingest model scores and activate them for use in campaigns.
- ActionIQ deploys next best action and next best product models.
- ActionIQ's Intelligence layer includes a proprietary classification framework that can be used for a variety of targeting use cases, such as identifying potential churners, potential purchasers or potential responders to offers. ActionIQ's native lookalike modeling is supported by a Random Forest Classifier algorithm.

ActionIQ

ActionIQ
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actionIQ.com

Data management

- ActionIQ has an identity framework consisting of four modules: Identity, IdentityPlus, IdentityConnect, and IdentityEdge. The Identity module ensures deterministic matching and deduplication of records across all user info tables, providing a single view of each customer. The IdentityPlus module introduces probabilistic deduplication and matching based on personally identifiable information (PII). The IdentityConnect module allows customers to enrich their customer tables with data from third-party data sources and identity graphs, including the use of durable IDs.
- The IdentityEdge module provides an addressable framework for targeting anonymous users in walled gardens and demand-side platforms (DSPs) without relying on third-party cookies.
- ActionIQ supports multiple methods of data collection and standardization, including real-time data through tags/SDK or API, structured data from relational databases, and semi-structured data from sources like JSON and flat files.
- Data can be ingested in its raw form or in a cleansed state from enterprise data warehouses (EDW) or data lakes.
- ActionIQ offers a dynamic attribute layer, allowing for semantic definitions and transformations of data at runtime, without the need for pre-aggregation or turnaround time.
- HybridCompute feature enables a composable deployment, giving clients control over data access and query capabilities, including the ability to leave data where it exists and push queries down to platforms like Snowflake.

Orchestration

ActionIQ's native Journey canvas allows business users to create omnichannel campaigns through a drag-and-drop interface. The system has been built with three key characteristics in mind:

- Data flexibility: ActionIQ Journeys can utilize any customer data, including behavioral signals and model scores. Clients can combine business rules and model scores to power their journeys, enabling personalized and targeted campaigns.
- Channel diversity: ActionIQ Journeys orchestrate across a wide range of channels, including email, paid media, social, call center, direct mail and more. The platform offers a comprehensive set of online and offline outreach channels, allowing clients to engage customers through various touchpoints.
- Test and optimization: ActionIQ Journeys are designed to support test and control strategies. Clients can conduct A/B tests across different strategies, channels, and variations to learn and optimize their campaigns.

Analytics and reporting

ActionIQ's native reporting capabilities focus on the audience construct and metrics related to audience activations. These reporting capabilities can be accessed through a drag-and-drop user interface. Key features include:

- Trend analysis: Clients can analyze the growth of audiences over time. For example, they can compare the growth rates of different audience segments over the past 90 days, such as Trial Users, Enthusiasts and Super Users.
- Campaign/journey reporting: Clients can assess the incremental benefit of their campaigns and journeys by comparing them to a holdout group. This allows for measuring the effectiveness and impact of specific marketing initiatives.
- In addition to these reporting capabilities, clients can utilize ActionIQ's Contact History feature. This feature provides campaign metadata for successful exports from ActionIQ. It generates a CSV file with rows of users from both the control and test groups, including unique identifiers and metadata. The Contact History feature serves multiple purposes:
  - Reporting: Clients can load ActionIQ Contact History into their existing business intelligence (BI) tools to analyze the performance of marketing campaigns.

ActionIQ

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○ Auditing: It helps maintain a record of what has been sent out of ActionIQ, including details of recipients and destinations.
○ Audience/Campaign Suppressions: Contact History data can be ingested into ActionIQ, allowing cross-team visibility into which customers are being contacted. This enables clients to suppress specific customers from certain campaigns based on their Contact History data.

Third-party integrations

- ActionIQ offers integrations with hundreds of solutions providers in categories such as advertising, analytics, data sources, engagement, planning and sales and service. Details can be found on the company's website.
- APIs are also available for custom integrations.

Pricing and support

- ActionIQ requires customers to commit to an annual contract.
- It offers a free trial or allow for other testing pre-purchase.
- The pricing for ActionIQ's solutions is customized based on the client's platform requirements and composable needs from the CDP. The baseline cost for the core platform plus audiencing is $250,000. Additional components have their own associated costs. The platform fee and data consumption are included in the pricing.

- Integration support and ongoing support are offered to customers at no extra charge. ActionIQ provides dedicated resources throughout implementation and ongoing support. They also offer different tiers of support:
  ○ Silver (included): Support team available during North American business hours with targeted response times for different ticket priorities. Includes standard incident alerting and reporting.
  ○ Gold: 24/7 support team available with accelerated response times. Includes advanced incident alerting and reporting. Customers also have a named support specialist.
  ○ Platinum: 24/7 support team with industry-leading response times and dedicated support staff. Includes advanced incident alerting and reporting. Customers have a named support specialist, named data operations specialist, and named enterprise architect.
- Deployment can be done by ActionIQ employees or supplemented with the client's preferred deployment partner. ActionIQ partners closely with various technology consultants and SIs, such as Merkle, Accenture, Actable, Method Partners, Slalom and Munvo.
- Specific consultative services offered and associated fees can be discussed and determined based on the client's needs.

Adobe
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Key customers

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

Key executives

Shantanu Narayen, Chairman, President and Chief Executive Officer

Anil Chakravarthy, EVP and GM, Digital Experience

Amit Ahuja, VP, Experience Cloud, Platform and 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.
- 29,000 employees.
- Founded 40 years ago to create innovative products that change the world, Adobe offers groundbreaking technology that empowers everyone, everywhere to imagine, create and bring any digital experience to life.

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 B2C, B2B and hybrid editions so that organizations can create unified profiles for consumers and/or accounts and personalize in real-time across all channels.

Use cases

- The software allows marketers to achieve a single view of the customer or account by collecting customer data from across the enterprise.
- It also provides governance and privacy controls for managing profiles with known and unknown identifiers.
- Marketers can generate actionable insights and scale audiences using AI and machine learning.
- The software enables personalized experiences in real-time across all channels and destinations.
- Additionally, it helps with managing, creating, and enforcing data usage policies at scale, from data ingestion to cross-channel marketing activation.

Artificial intelligence and machine learning

- Real-Time CDP offers machine learning capabilities such as Customer AI, Look-Alike Audiences and Predictive Lead to Account Matching.
- Customer AI predicts user behavior and identifies key drivers for conversion or churn.
- Look-Alike Audiences provides intelligent insights to discover and activate high-value profiles similar to a selected seed audience.
- Predictive Lead to Account Matching predicts the likelihood of leads and accounts converting and advancing through sales opportunity stages.

Data management

- The Real-Time CDP aggregates data about individuals or accounts into customer profiles, combining email addresses, browsers, mobile devices and more.
- The platform's merge policies allow customers to prioritize and combine data to create a unified view.
- The Identity Service component enables deterministic device stitching, visualization and interoperability with identity partners.

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- Real-Time CDP allows customers to ingest real-time and batched data from various sources, providing insights from across different channels.
- The platform includes an Experience Data Model (XDM) that helps normalize and categorize data for easy use and application.
- Real-Time CDP offers Data Distiller, a tool to clean, shape, manipulate and enrich data before ingesting it into the platform.

Orchestration

- Marketers can use the Destinations workspace to browse a catalog of destination platforms where they can activate their data. They can create, edit, activate, and disable data flows to the destinations in the catalog.
- Marketers can also create an account in a storage location or link Real-Time CDP to the account in the destination platform.
- They have the ability to select which segments should be activated to destinations and choose which Experience Data Model (XDM) fields to export when activating segments to email marketing destinations.
- Real-Time CDP offers APIs and Destination SDK for customers to build bespoke connectors to internal and/or external systems for activation.
- Native connectivity to Adobe Experience Cloud applications allows for personalization at scale.
- Additionally, within Real-Time CDP, marketers can create and orchestrate 1:1 cross-channel journeys using a visual canvas, automatically triggered based on customer use cases, such as reminding a customer about an abandoned cart to encourage a conversion.

Analytics and reporting

- Real-Time CDP offers a metrics dashboard and metric cards to provide users with information about data, profiles and segment audiences.
- Customized dashboards and reports are available for users to tailor their data analysis.

- The software allows users to configure notifications for important workflows such as data ingestions.

Third-party integrations

- The Adobe Real-Time CDP provides prebuilt connectors to send data to various martech systems, including other Adobe solutions, advertising, analytics, cloud storage, data management platforms, email marketing, personalization, social destinations, surveys and voice of the customer.
- It also connects to databases, CRMs, customer success platforms, marketing automation systems, payment processors, and protocols systems for data ingestion.
- For the specific details of connections to sources or destinations, see the listing on the Adobe website.

Pricing and support

- Adobe Real-Time CDP offers three editions: B2C for consumer-focused brands, B2B for business-to-business use cases, and B2P for enterprises that want unified profiles across both B2C and B2B lines of business.
- Pricing and contract terms for Adobe Real-Time CDP are not disclosed.
- Adobe offers strategic support to help clients digitally transform their solutions, including analysis of people, processes and technology, as well as mutual success plans and technical architecture roadmaps.
- In addition to having its own support resources, Adobe maintains a network of hundreds of partners to facilitate support.
- Adobe also provides self-service and live product support, user communities, personalized training and certification programs such as Adobe Certified Professional and Adobe Experience League.

Amperity

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Key customers

SPARC Group
Wyndham Hotels and Resorts
Brooks Running
Alaska Airlines
Boeing Employees Credit Union
First Hawaiian Bank

Key executives

Barry Padgett,
Chief Executive Officer

Derek Slager, Chief Technology
Officer and Co-founder

Chris Jones, Chief Customer
and Product Officer

Megan McDonagh, Chief
Marketing Officer

Target customer

- Enterprise consumer brands across various industries with complex customer data sets that span a range of channels. These companies aim to understand their customers by unifying first-party data to build a holistic view of their customers.

Company overview

- Founded in 2016.
- 350 employees.
- Amperity secured a Series D round of funding for $100 million in 2021, putting the company's total raised funding at $187 million. Amperity acquired Custora in November 2019.
- Amperity is a B2C customer data platform that helps businesses create a unified, accurate, comprehensive and reliable view of their customers. With a commitment to helping every brand turn complex customer data into business value, Amperity's suite of enterprise-grade products addresses customer data challenges from identity resolution to assembling and accessing 360-degree customer views to uncovering and activating the customer intelligence that matters.

Product overview

- Amperity connects with the leading tools for marketing, analytics, customer service and data management, pulling data in from digital and offline touchpoints.
- Using patented AI and machine learning methods, Amperity creates complete, unified customer views that enable brands to better understand their audience, leading to reduced churn, improved retention and increased revenue.
- Amperity offers end-to-end capabilities, including data ingestion and management, unified customer views, data insights and analytics and activation capabilities.

Use cases

- **Identity resolution**. Using patented machine learning features, Amperity's identity resolution is purpose-built to give teams the data they need to support customer needs and drive growth.
- **Customer 360**. Accurate and complete customer profiles enable meaningful customer interactions and power tailored marketing and analytics. The Amperity CDP lets users locate high-value customers for targeting and segmentation, find lookalike audiences and identify unknown customers.
- **Paid media activation**. Amperity's solution enables direct activation, provides increased match rates and better audience reach, identifies more high-value customers and offers reliable data privacy compliance.
- **Elevate loyalty**. With a clear view of customers and their preferences, marketers can activate perks, discounts and products on the right channels to turn customers into fans. Additionally, brands can build lookalike audiences based on the best loyalty members and serve campaigns to those customers most likely to join.
- **Omnichannel personalization**. The omnichannel view of the customer allows brands to deliver tailored interactions at scale.
- **Churn prevention**. Amperity's churn prevention model and unified customer profiles help businesses understand when, where and how to contact customers so they can provide the best possible customer experience.

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Artificial intelligence and machine learning

- Amperity's AI-powered customer identity management allows for flexible data management without third-party cookies. AI is used to connect data across a range of channels and clean it.
- Building on this, Amperity also includes AI-powered predictive modeling, including predictive CLV, next best offer and likelihood to churn, so brands can improve the customer experience and build loyalty.

Data management

- Amperity uses a patented machine learning approach to create comprehensive customer profiles accurately and holistically in the cloud on a daily basis.
- The data ingestion process is flexible and doesn't require a fixed schema, making it easy to incorporate new data sources.
- Change management support and parallel sandboxes allow for testing before implementing changes.
- Amperity performs data normalization and cleaning for improved data quality for all fields with semantic tags. Data normalization includes string trims, unwanted character removal, data type conversions and more. Amperity also normalizes some semantic values for easier comparison in downstream processes.

Analytics and reporting

- Amperity's platform offers analytics workflows for processing large amounts of data and scalability. It includes features like creating tables and attributes, business intelligence, modeling, and dashboarding.
- Amperity integrates with third-party dashboarding platforms such as Tableau and powerBI.
- Users can utilize SQL or no-code queries to retrieve data, and the platform provides pre-built reports on customer lifetime value, segment insights, and

campaign performance.
- The platform incorporates AI-powered predictive modeling, including predictive customer lifetime value, next-best offer, and churn likelihood.

Orchestration

- Amperity offers native campaign orchestration capabilities focused on audiences that are constantly updated with new data and based on consumer consent.
- Marketers can easily create audiences using point-and-click audience creation, with the ability to include multiple sub-divisions and segments. They can leverage over 300 calculated and predictive attributes for segmentation, including channel-specific consent preferences.
- The audiences are dynamic, and as new data from transactions and events is integrated every 8 to 24 hours, the segments will update to reflect the most up-to-date view of the customer. The data integration process is automatic and can be audited easily to understand the source of the data.
- The platform provides automatic dashboards that show the size, reachability and opportunity calculations of the built audiences. These dashboards can be customized by the business user.
- Marketers can build multichannel campaigns from a single screen, with native A/B testing capabilities. The audiences can be sent to downstream systems in the preferred format, such as ESP, SMS, loyalty, and paid media.

Third-party integrations

- Amperity integrates with 200+ of the most commonly used technology providers across marketing, CX and analytics, including AWS, Azure, Snowflake and Google Cloud, and marketing clouds such as SFMC, Adobe and Oracle.
- Amperity also integrates seamlessly with business intelligence tools such as Tableau, PowerBI and Looker and

VENDOR PROFILES

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marketing systems such as Braze, Klaviyo, Segment, Tealium and mParticle.
- Additionally, Amperity partners with dozens of consultancies and Systems Integrators who are trained to implement the software.

Pricing and support

- Amperity requires customers to commit to an annual contract.
- Amperity offers a free trial or other pre-purchase testing opportunities.
- Licenses start at $100k annually for software and scale upward based on data volumes.
- Amperity also offers a managed service staffed by customer data management experts who help clients across a variety of industries manage their customer data.

bloomreach

Bloomreach
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Key customers

Boohoo
Pandora
Next
G-Star
Olukai
PrettyLittleThing

Key executives

Raj De Datta,
Chief Executive Officer

Brian Walker,
Chief Strategy Officer

Rob Rosenthal,
Chief Revenue Officer

Amanda Elam,
Chief Marketing Officer

Anirban Bardalaye,
Chief Product Officer

Target customer

- B2C mid-market companies and enterprises in the retail/e-commerce space, including verticals such as fashion, lifestyle and home goods, furniture, grocery and restaurants.

Company overview

- Founded in 2009.
- 990 employees.
- Acquired Exponea, a data-enriched email provider, in January 2021.
- Bloomreach offers multiple solutions to help brands deliver highly personalized commerce experiences. The company's suite of e-commerce personalization solutions includes: Discovery (personalized search and merchandising solutions), Content (a headless CMS built for commerce), and Engagement (a customer data platform with built-in email capabilities).
- Bloomreach is headquartered in Mountain View, California, and has offices across the US, as well as in the Czech Republic, in Germany and in India.

Product overview

Bloomreach Engagement enables the following use cases:
- **Data ingestion, unification, and identity resolution** — Customers can combine customer data from various touchpoints and disparate sources (including CRM, email, mobile, web, offline sources, and more) into a single marketing view of the customer to create user profiles, both for anonymous users and identified customers.
- **Campaign orchestration and execution** — Marketers can use zero- and first-party customer data captured within Bloomreach Engagement to orchestrate and execute marketing campaigns from a single platform. The software lets users deliver consistent and personalized communication across different channels including web, email, SMS/MMS, WhatsApp, In-App Messaging, mobile/ browser push notifications, webhooks, Adform, Facebook Ads, FB Conversions API, Google Ads, or custom integrations.
- **Web personalization and optimization** — Bloomreach Engagement allows users to leverage first-party data to display personalized content like countdown banners and product recommendations on their website. Marketers and digital teams can also A/B test and experiment with different ways of presenting webpages.
- **AI/ML and marketing intelligence** — Marketers can utilize rule-based recommendations (trending, new, filter-based) and AI-based recommendations (personalized and advanced custom models) to create engaging content. The system lets users predict purchase and churn probability, email open rates and the best channel to increase conversions.
- **Analytics and reporting** — Reports updated in real-time include cohorts and retention analyses. Out-of-the-box campaign evaluation dashboards are available or users can build custom reports.
- **Security and consent management** — Marketers can employ consent categories and preference pages to manage consent across channels. Bloomreach's "smart frequency" policy adjusts email/sms cadence dynamically based on engagement so customers won't receive too many or too few communications.

Data management

- Bloomreach's solution enables the 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 and offline data).

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- The CDP maintains a unique, persistent ID for all individuals and stores multiple identifiers for each individual, including cookies, email addresses and device IDs.
- Manages both structured and unstructured data.
- Website interactions are tracked via cookie or JavaScript tag according to customer preference. The system allows server-side anonymous identity management to solve for third-party cookie limitations.
- External systems access CDP data via API or BigQuery. Single customer data can be accessed in real time through API calls.
- SDKs are 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.

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.
- Users can employ 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.
- The system supports A/B testing as well as machine learning to optimize webpages and tailor personalization.
- The single customer view combined with adaptive machine learning algorithms and predictive modeling enable clients to deliver personalized content. Customers can use contextual personalization and employ AI to find the right variant for every customer, or for more technical use cases, use managed endpoints and server-side testing.

Orchestration

- Managed endpoints facilitate leveraging customer data within Engagement to personalize customer touchpoints. Clients can define formats to personalize

any third-party application, channel or offline experience.
- Visual campaign builder (drag and drop) empowers marketers to design and orchestrate personalized omnichannel journeys. Multiple channels like email, sms, whatsapp or third-party apps connected via webhooks can be added in at any point of the journey. Journey orchestration also supports easily adding in A/B testing (eg: email vs SMS) with automatic winner distribution, wait times, and predictive analytics.
- 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.
- Digital ad management is available through audience API (Adform, Facebook Ads, Google Ads, Google DoubleClick).

Third-party integration

- In addition to SDKs for gathering data and accessing the Bloomreach API, the solution integrates with various software for a variety of purposes.
  - Imports and data: Microsoft SQL and Azure SQL (native), PostgreSQL and Amazon Redshift (native), MySQL (native), Google BigQuery (native), Google Cloud Storage (native), Amazon S3 file storage (native), SFTP file server (native) and HTTPS web server (native).
  - Email providers: Mailgun (API), Mailjet (API), Mandrill (API), Sendsay (API), Unisender (API), Sendinblue, Mailchimp, Emaillabs and Unione.
  - SMS and MMS providers: CM Telecom SMS (API) as well as Sinch SMS and MMS.
  - E-commerce: Shopify (native and connected integration) and Magento.
  - Ad tech (custom audiences): Adform

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(API), Facebook Ads (API), Google Ads (API), Facebook Conversions API and Facebook Lead Ads.
○ Sales/CRM: Pipedrive, Salesforce CRM and Microsoft Dynamics CRM.
○ Mobile App/Messaging: Whatsapp and Facebook Messenger.
○ Services: Freshdesk, Trello and Slack.
○ Other: Amazon Alexa (API), Zapier (API), Custom HTTPS Webhook presets (API).

Pricing and support

- Customers are required to commit to an annual contract.
- No free trial or pre-purchase testing is available.
- 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 a range of budgets.
- Average annual customer spend is not disclosed.
- Typical onboarding time is one to three months.
- New clients receive training from the company's Academy program to help users 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 set of services (with a predefined scope and cost) where experts help select and implement plug-and-play use cases to speed up adoption and decrease time-to-value.
- Post implementation, Bloomreach's customer success team guides clients through regular business reviews, status meetings and management of a success plan and value measurement.
- The company offers free online chat support as well as support via Helpdesk/Intercom for technical issues is offered 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 manager to manage projects and tasks, ensure they are delivered on time and allocate resources appropriately.

blueconic

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Key customers

Forbes
Mattel
Michelin
Telia Company
HEINEKEN USA
VF Corp

Key executives

Cory Munchbach,
Chief Operating Officer

Jacqueline Rousseau-Anderson,
Chief Revenue Officer

Patrick Reynolds,
Chief Marketing Officer

Cait Gorges,
Vice President of Sales

Target audience

- B2C and B2B companies with significant experience across consumer goods, retail/ecommerce, media and publishing, telecommunications and financial services sectors.

Company overview

- Founded in 2010
- 180 employees.
- In 2022, BlueConic received a strategic growth investment from Vista Equity Partners.
- BlueConic is a customer data platform that helps companies unify their first-party data from different systems and use it to enhance customer relationships and drive business growth. BlueConic enables the creation of individual profiles by consolidating data, which can then be activated across various customer touchpoints and systems. This platform supports a range of growth-focused initiatives, such as customer lifecycle orchestration, modeling and analytics, digital products and experiences and audience-based monetization.

Product overview

- BlueConic's pure-play CDP is designed to give transformation-minded organizations and their growth-focused teams, such as marketing, ecommerce, digital product and experience, and analytics, access to unified, actionable, and privacy-compliant first-party customer data.

Use cases

- Primary use cases focus on providing a unified customer database explicitly designed for the speed, scale, and flexibility required for growth-focused teams to:
- Reduce the time and effort to get from insight to action. Marketing teams can create segments without technical resources and send them to email service providers or directly to ad platforms.
- Prioritize the proximity of data to customer-facing engagement. Access to data enables real-time personalization — such as through product recommendations — using a combination of behavioral data, predictive scores and more.
- Increase business agility and resilience. When the essential consumer data lives in one place, an organization can quickly pivot to respond to macro-factors that change how their customers want to interact with the brand.

Artificial intelligence and machine learning

- AI Workbench allows data scientists to build and train machine learning models for analyzing first-party data and enhancing user profiles for segmentation purposes.
- Non-technical users can utilize the AI marketing models by setting parameters in the user interface.
- The recommendation engine can predict in real-time which articles or products will be most interesting to onsite visitors and deliver personalized recommendations through various channels.
- Personalized copy can be generated for individual website visitors, improving engagement and conversion rates.
- BlueConic recommendations can be integrated with an LLM to enhance messaging relevance and further improve conversion rates.

blueconic

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Data management

- BlueConic uses deterministic rules or probabilistic models for identity resolution and also has partnerships with other providers such as The Trade Desk and LiveRamp.
- Unified profiles – for both anonymous and known individuals – are the foundation of BlueConic, with data stored in a persistent profile assigned a proprietary BlueConic ID. Profiles support an unlimited number of attributes, defined by the business user, with the ability to add new attributes at any time. Event data is stored on a Profile Timeline. Business users can define unique identifiers by selecting one or more profile attributes. Profiles can be grouped into households, accounts, companies, etc.
- BlueConic offers 100+ named connections, direct with specific technologies, and also provides Universal Integration Methods.
- BlueConic offers a software development kit (SDK) for both Android and iOS.
- The platform offers ways to cleanse and normalize data during import, export and for already-stored data.

Analytics

- Business users can easily define segments using a point-and-click interface and export them in real time to external systems.
- The software provides out-of-the-box predictive behavioral scoring based on various factors, allowing for immediate segmentation and activation across channels.
- Marketers, data scientists, and BI professionals can use the advanced machine learning environment called AI Workbench to deploy models and enrich profiles.
- The platform includes editable models and embedded Jupyter notebooks for technical professionals to train and deploy their own models.

- Data visualizations and reporting capabilities are available out-of-the-box and can be easily configured.

Orchestration

- Customer lifecycle orchestration can adapt to a customer's changing journey to deliver 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.
- Data in the profile, including the outcomes of scores from machine learning models, provide both explicit data and implicit lifecycle insights for teams to tailor journeys natively; or push dynamic segments or profile data to journey orchestration tools.
- Based on a customer's specific use cases, BlueConic can provide training on how to approach marketing orchestration.
- 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.

Third-party integrations

- The software offers pre-built named connections to various platforms and tools, including advertising, analytics and measurement, campaign management, email service, big data, ecommerce, customer service and identity resolution.
- It also provides universal connection methods that can be configured within the platform, such as scheduled server-to-server CSV exports, streaming via Firehose, Webhooks and document APIs.
- All connections within BlueConic have standard profile property mapping models.

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Pricing and support

- BlueConic requires customers to commit to an annual contract.
- A free trial or testing pre-purchase is available.
- The pricing for the software is based on the number of profiles retained in the platform, with different tiers offering fixed amounts of data storage, operations and traffic.
- Customers receive email and chat customer support included in their package.
- Support SLAs guarantee a response to a support ticket within 24 hours.
- Additional services such as strategy consulting, analytics, data science, specific use case set up and technical support can be purchased at an hourly rate.

‖blueshift

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Key customers

BBC
Warner Bros. Discovery
Groupon
LendingTree
Stitch Fix
Udacity

Key executives

Vijay Chittoor, Co-Founder and Chief Executive Officer

Mehul Shah, Co-Founder and Chief Technology Officer

Manyam Mallela, Co-Founder and Chief AI Officer

Target customer

- B2C brands ranging from enterprise to SMB across verticals, including media and entertainment, retail and ecommerce, personal finance, e-learning, travel and 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 and Pune (India).
- Blueshift helps brands deliver relevant, connected experiences across every customer interaction. The Blueshift cross-channel marketing platform uses patented AI technology to unify, inform and activate the fullness of customer data across all channels and applications. Through unified data, cross-channel orchestration, intelligent decisioning and scale, Blueshift gives brands the tools to deliver 1:1 experiences in real-time across the entire customer journey.

Product overview

- 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.
- Provides cross-device identity resolution using multiple identity keys, including email addresses, customer IDs, cookies, device IDs, phone numbers and other internal IDs.
- Resolves 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 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.

Use cases

- 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.

blueshift

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blueshift.com

- Intelligent automation: Enables marketing teams to be agile and independent with advanced, yet intuitive, self-serve tools that scale smarter campaigns.

Artificial intelligence and machine learning

- Blueshift's GenAI for Personalization integrates with OpenAI, enabling marketers to create personalized content for each customer across various channels like SMS, email and mobile app messages. This is achieved by leveraging the capabilities of Generative AI and first-party customer data.
- The software offers predictive segmentation, which allows marketers to determine customers' propensity to engage, purchase or churn. This is done by using predictive scores to rank customers and dynamically updating these scores and segments to assess the impact of AI on the desired outcomes.
- The software provides comprehensive customer profiles, which help marketers calculate category and brand affinities from user interactions across all touchpoints. This leads to enhanced personalization and increased conversions as content and product recommendations are tailored according to each user's preferences and affinities.
- Predictive recommendations assist markets to connect customers with the products and content most likely to engage them. This is done by selecting the right content and product for each customer and adapting it in real time based on their current context and behaviors.
- To boost conversions, the software enables marketers to deliver relevant and timely messages that trigger at critical moments of the customer journey. It optimizes send times based on behaviors that lead to revenue, analyzing past messaging activity, customer attributes and site activity to determine the best send times for each customer.
- The software also offers predictive channel engagement scores, updating these scores in real time based on an analysis of customer engagement and behaviors. This helps in delivering targeted customer experiences that adapt to each user in the moment.
- The software provides robust A/B testing and automatic winner selection. This allows marketers to experiment with various templates and content styles to find the most effective approach and optimize subject lines to increase engagement and conversion rates.

Analytics and reporting

- 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. With 100+ pre-built recipes, marketers can easily start with recipes for common use cases like abandoned carts, newsletter feeds based on

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affinities, and more. Recommendations can be embedded into messages across channels using a drag-and-drop interface and they dynamically personalize to every customer in real-time based on the customer's current context and affinities. With advanced reporting, marketers can optimize campaigns by using the best-performing recommendations, while also gaining visibility into which items are being recommended to each user and those they are engaging with more. 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.
- Testing and 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.

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.

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

- A free interactive demo is available.
- Annual contract required.
- Proofs of Concept (POCs) are offered.
- 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.

Celebrus
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Key customers

Not publicly disclosed

Key executives

Bill Bruno,
Chief Executive Officer

Ant Phillips,
Chief Technology Officer

Ash Mehta,
Chief Financial Officer

Tony Bennett,
Chief Strategy Officer

Target customer

- Cerebrus focuses on enterprise and mid-market businesses with key verticals including financial services, healthcare, travel, retail and telecommunications.

Company overview

- Founded in 1999.
- 163 employees.
- Celebrus is a disruptive data technology platform that aims to enhance the relationships between brands and consumers through improved data. Celebrus focuses on digital identity verification to enable advanced marketing and fraud prevention applications.
- Celebrus has its global headquarters in London, United Kingdom, with U.S. headquarters in Cary, North Carolina. Additionally, the company has offices in India and Australia.

Product overview

- Celebrus offers solutions to enhance brand-consumer relationships and digital identity verification through better data, catering to marketing and fraud prevention. It operates in over 30 countries across various sectors, including financial services, healthcare, retail, travel and telecommunications. Celebrus automatically collects, contextualizes and activates real-time consumer behavior data across digital channels. Its platform incorporates behavioral biometrics and AI to enable brands to identify and preempt fraud. Celebrus Cloud provides an efficient, private cloud-based activation of the Celebrus platform, facilitating rapid improvement in brand-consumer interactions.

Use cases

- Real-time decisioning:
  - Celebrus features out-of-the-box integrations with Salesforce, Pega, Adobe and other leading decisioning systems.
  - It provides complete behavioral profiles and visitor identity in real time for immediate decision-making.
  - Configurable APIs for personalization tool integration.
  - Comprehensive profiles include identity information, product interactions, campaign attribution, site search terms, content actions, behaviors and user-defined attributes.
- Hyper-personalization:
  - Activates personalized messaging through decisioning tools in web or mobile applications, integrating with CMS systems like Adobe.
- Paid media platforms:
  - Delivers retargeting messages from decisioning systems to paid media, email, push or agent-based systems (e.g., Salesforce) via integrations.
  - Captures and tracks responses to digital messages across web, mobile, email etc., aiding in marketing performance management.
- Business intelligence and data science:
  - Celebrus provides a ready-to-use data model updated in real-time in various customer-chosen target systems. Supports platforms like Snowflake, Teradata, Oracle, DataBricks and Microsoft Azure Synapse.
  - No need for additional data modeling effort; starts populating from day one.
  - Includes over 150 tables for detailed visitor interactions across customer channels where Celebrus is deployed.
  - Extensible model allows integration with existing systems for customer, account and

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contact history data.

Artificial intelligence and machine learning

- Celebrus integrates with various data science platforms to enhance predictive model accuracy.
- Enables journey mapping for diverse areas like sales and service.
- Utilizes natural language processing to improve web chat interactions.
- Employs attribution modeling for marketing performance optimization.
- Supports both offline and online predictive models.
- Allows integration of pre-calculated scores into customer profiles through data enrichment.
- Facilitates real-time scoring using integrations with platforms like Amazon AWS and Microsoft Azure.
- Offers native machine learning features, such as Automated Marketing Signals, for identifying customer interests in specific products and services.
- Includes bot detection and other ready-to-use models from the first day of platform use.

Data management

- Celebrus forms the basis of visitor identification through its identity graph, providing persistent identities for both known and anonymous visitors across various platforms like websites, mobile channels, and apps. The platform stitches together individual identities across channels, domains, and devices over time to create a comprehensive identity graph for each visitor. Designed for real-time data collection and contextualization, Celebrus captures and enriches customer activities across all digital channels, streaming this data into the user environment.
- Key features for enabling meaningful interactions include capturing detailed interactions in true first-party mode across all digital channels, and the patented Cross Domain Session Continuation for seamless navigation across owned domains. Contextualizes each interaction by merging immediate event information with historical digital behavior across various devices and channels. Natively connects data to real-time decision engines and other systems for instantaneous personalization.
- Offers an integrated, user-friendly web UI for data collection and processing, eliminating the need for JavaScript tagging or ongoing code maintenance.
- Ensures compliance with GDPR, CPRA, and global privacy regulations, managing consent and identity effectively.
- Celebrus has numerous prebuilt integrations with various technologies, capable of incorporating data from first, second, and third-party sources into its first-party identity graph.
- Provides Celebrus Cloud, a dedicated single-tenant private cloud for each customer, facilitating efficient onboarding and value realization within the first 60 days.
- Out-of-the-box, Celebrus allows setting of data collection rules, adaptable to user agreements in privacy and security software, and variable by state and country.
- Features data sanitization before sharing with third-party vendors, with customizable rules set by users based on specific factors.
- Offers a data model and semantic configuration for real-time data cleansing and normalization, without requiring any coding.

Orchestration

- Celebrus enables real-time activation of downstream systems using information from hand-raising events, updating the customer experience of digital visitors in milliseconds in response.
- Supports hundreds of integrations with third-party applications, such as fraud management, decisioning systems, paid media, data warehouses and marketing systems.
- Offers segmentation, personalization, and triggered marketing functionalities through its Profile Builder capabilities.

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Analytics and reporting

- Celebrus customers can use the all-in-one Celebrus Digital Analytics solution, hosted in Celebrus Cloud and tailored for marketers and digital analysts. Alternatively, Celebrus Workbooks for Tableau and PowerBI are available, with hosting options in Celebrus Cloud or self-hosted.
- For explorative data analysis, Celebrus provides tools to analyze, plot and predict, including Data Explorer, Fraud Explorer, Profile Explorer, and Identity Explorer.

Third-party integrations

- Celebrus maintains integrations and relationships with leading decisioning, storage, and data science platforms, yet remains technology agnostic.
- Capable of collecting data from any digital channel in real-time, feeding it into multiple systems simultaneously with customized data attributes.
- Offers flexibility in data consumption timelines, supporting real-time, micro-batch, or batch data transfer as per system requirements.
- Provides out-of-the-box connectors for major enterprise software platforms like Adobe Experience Cloud, Salesforce Marketing Cloud, Pegasystems, AWS, Google Big Query and Teradata Vantage Data Warehouse.
- Features standard APIs for integration with systems not yet directly connected, using out-of-the-box API Connector supporting Swagger and OpenAPI.
- Includes a Personalization Connector for message orchestration in decisioning tools, which integrates next-best action (NBA) content from CMS, adds personalization attributes, and delivers personalized content within milliseconds.
- Tracks and measures responses to NBAs and other messages across channels, including views on owned websites and interactions like clicks, opens, and conversions in other channels.

Pricing and support

- Customers are required to commit to an annual contract with Celebrus.
- Celebrus offers a free trial or testing before purchase.
- Typical cost for using Celebrus solutions starts around $200K per annum, varying based on use cases, features and session (visit) volumes.
- Customer Support, including an account manager and support team, is included in the contract. The support team assists with training and system customization according to customer requirements.
- Celebrus offers 24/7 technical support throughout the contract lifecycle.
- Continuous training and updates on new technologies and changes are provided.

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Key customers

Amazon
Dell
FedEx
Government of the United States
Walmart
Wells Fargo & Company

Key executives

Anthony Jabbour,
Chief Executive Officer

Ginny Gomez, President,
North America

Mike Manos,
Chief Technology Officer

Gary Kotovets,
Chief Data and Analytics Officer

Target customer

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

Company overview

- Founded in 1841.
- 4,200 employees.
- Dun & Bradstreet Holdings (NYSE:DNB) went public in June 2020, raising around $2 billion in an IPO and via private placements. This was D&B's return to the public markets after going private in 2019.
- D&B entered the CDP business with its acquisition of Lattice Engines in 2019. It later acquired Eyeota and Netwise in November 2021 to boost its B2B data offerings.
- In June of 2021, Dun & Bradstreet moved its global headquarters to Jacksonville, Florida.

Product overview

- D&B Rev.Up ABX is a platform that consolidates accounts, contracts, campaigns and sales plays, focusing on B2B businesses. This open and connected platform, which includes the D&B CDP, can integrate with a customer's existing technology stack.

Use cases

- Enriching existing customer profiles with third-party enrichment data including growth trends, firmographics, online presence, website keywords and profile, behind-the-firewall tech and intent.
- Self-service audience segmentation using all available first, second and third-party data sources.
- Activation of audiences across all the user's online and offline channels including display, search, social, web, email and sales.

Artificial intelligence and machine learning

- D&B Rev.Up uses AI and advanced modeling to deliver personalized experiences based on deep account and individual buyer insights.
- Self-service AI-based models include account-level, inbound lead scoring, cross- sell/upsell, rules-based account and PMML model imports.
- AI-driven models help identify ideal buyers and understand their buying journeys at both the account and individual level.
- By merging first-party and third-party data, targeted audiences of most likely buyers can be created and engaged with relevant content throughout their journeys.
- Predictive analytics and propensity modeling enable marketers to identify their most promising prospective customers. Models can also predict expected spend and expected LTV.

Data management

- Stored data accessible via API.
  - Patent-pending 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.

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- Partners with website traffic de-anonymization solution providers (i.e. D&B Visitor Intelligence) to capture first-party behavior data at the company and buying-center levels.
- 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.
- Leverage partners in the D&B Data Co-Op to match, cleanse, and enrich.
- 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 D&B Lattice accounts and appends standardized postal address information.
  - Takes into account misspellings, common variations, etc.

Analytics and reporting

- 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").

Orchestration

- Customers create segments in D&B Rev.Up ABX to ensure that they are presented with relevant content in multi-step campaigns.

Third-party integrations

- Provides pre-built connectors to marketing automation platforms (e.g. Marketo, Eloqua), CRMs (e.g. Salesforce, Microsoft Dynamics 365), web analytics systems and APIs, as well as the ability to import data via CSV flat files for first-party customer data ingestion, organization and mapping.
- Pre-built apps and APIs for marketing automation platforms, CRMs, ad platforms and web personalization systems to publish and activate D&B Rev.Up ABX-defined segments or audiences.
- Integrations with 80-plus apps supported via pre-built connectors and APIs.
- Integrations with LinkedIn, Facebook and Outreach.

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 entails solution onboarding, data ingestion, model creation, segmentation and channel activation.
- Customers receive access to the D&B Learning Center and support portal.

lytics

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Key customers

LiveNation
Proctor & Gamble
TD Bank
Universal Music Group
Ancestry

Key executives

James McDermott,
Chief Executive Officer

Jascha Kaykas-Wolff, President

Drew Lanenga,
Chief Technology Officer

Tom Cutsforth,
hief Financial Officer

Target customer

- Lytics works with enterprise businesses in categories such as CPG, financial services, entertainment and technology.

Company overview

- Founded in 2014.
- 75 employees.
- Lytics is a customer data platform that enables marketers to build personalized digital experiences and marketing campaigns. It offers digital marketing infrastructure, data management, data analysis, machine learning and artificial intelligence. The company's solutions include Lytics Conductor, Lytics Cloud Connect and Lytics Decision Engine.

Product overview

- Lytics Conductor: The software allows marketers to eliminate data silos and make all data accessible and actionable. It also provides the ability to easily manage and update schemas as new data and identifiers are added. Additionally, it enables marketers to unify customer data, resolve identities, and build unified customer profiles.
- Lytics Cloud Connect: This solution allows marketers to export, activate, access, and share data. They can export data to analyze and send profiles across segments to any warehouse. They can also activate data by connecting warehouses and leveraging the power of SQL to build and track profiles effectively. Furthermore, they can access and share data by exporting profiles and events to a BigQuery Enterprise Data Warehouse.
- Lytics Decision Engine: The software provides insights and activation capabilities. Marketers can enhance data through over 200 attributes to better understand their audience. They can also group customers into segments and update and sync them in real time to fully utilize the power of customer data. Additionally, they can put data to work by channeling and syncing data across ad networks, communication platforms and websites.

Use cases

- The software allows marketers to leverage their existing data warehouse infrastructure for efficient data management.
- Marketers can construct detailed identities and audiences, utilizing up to 200 attributes for enhanced personalization.
- The software includes a real-time decision engine that helps identify new audiences, optimizes ROI and synchronizes updates.
- It offers multiple deployment capabilities, including cloud and on-premises options, to cater to different levels of data management maturity while ensuring data privacy and compliance.
- The core platform integrates generative AI and machine learning, enhancing results across all solutions.

Artificial intelligence and machine learning

- The Lytics Customer Profile integrates data from multiple sources to create natively context-aware customer profiles with over 200 AI-inferred attributes, including over 100 powered by Google Cloud's Vertex AI.
- The contextual awareness of the customer profiles allows the software to understand the meaning and context of the data they are built from, providing insights into customer behaviors and interests.

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- Lytics utilizes AI and machine learning to apply behavioral scoring, create behavioral audiences, identify content affinities, and offer features like the Lytics contextual chatbot powered by Google's Vertex AI.
- Lytics offers multiple deployment capabilities, both in the cloud and behind customers' firewalls, designed to cater to customers at different maturity levels of data management with maximum data privacy and compliance.
- Advanced technology constructs detailed identities and audiences, leveraging up to 200 attributes, to enhance personalization.

Data management

- The system allows users to handle large-scale data in real time, utilizing APIs, SDKs and webhooks for collecting and managing customer data securely. Users can manage and update schemas as new data and identifiers are added and can import attributes from warehouses to create better audiences.
- The system allows for the visualization of data sources and schema fields to customize schema mappings directly within the user interface.
- Users can also leverage generative AI for enhanced schema and data mapping with Lytics Schema Co-pilot.
- Lytics AI/ML Automated Identity and Profile Management helps with auditing new profile IDs, implementing a precise context-aware strategy for resolving identities, compacting old IDs and automatically removing obsolete data based on configurable rules.

Analytics and reporting

- Lytics has a fully customizable reporting feature that allows marketers to drill down on the composition and behaviors of audiences.
- Marketers can create and send reports to team members.

Data security

- Lytics Vault enhances security and compliance capabilities for managing customer data, providing data protection features such as encryption, two-factor authorization and data retention policy controls.
- Lytics supports global privacy requirements, including consent, transparency, subject access requests, and data residency.
- The software enables secure data sharing through an enterprise Clean Room solution built with Google.
- Lytics CDP complies with customer data regulations for the financial services, banking and insurance industries.

Orchestration

- Decision Engine enables customers to personalize experiences for their customers in real-time across multiple channels.
- The software utilizes machine learning, content affinities, behavioral intelligence and predictive insights to deliver personalized experiences.
- Decision Engine provides warnings when a customer is at risk of churn, allowing for proactive customer retention efforts.

Third-party integrations

- The software offers direct server-to-server connections with hundreds of martech tools including every major DSP (demand-side platform) and all major data warehouses.
- The software supports webhooks and API connections, allowing for unlimited connectivity.

Pricing and support

- Customers are required to commit to an annual contract.
- A free trial or other testing options are available.
- The typical cost for customers to use the solutions is $100,000 or more annually.
- Integration support and ongoing support are included in the base solution, with account management services and an online academy provided.
- Solution providers such as Accenture and Merkle can work directly with customers and are enabled on the platform.

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Key customers

Staples
Tesco Bank
SodaStream
BetMGM
bet365

Key executives

Pini Yakuel, Chief Executive
Officer and Co-Founder

Varda Tirosh, Chief Customer
Officer

Shai Frank, GM, SVP Product

Moshe Demri, GM, SVP Revenue

Target customer

- Enterprises, mid-market companies and SMBs in verticals including ecommerce, gaming, retail, financial services, telecom and travel.

Company overview

- Founded in 2012.
- 450 employees.
- Optimove acquired Graphyte in July 2022 and rebranded it as Opti-X. This followed the March 2022 acquisition of Kumulos, now called OptiMobile. Prior to that, Optimove purchased Axonite (2020) and PowerInbox (2018).
- Optimove's mission is to unleash brands' full potential so they can gain their customer's loyalty for life. Optimove is focused on allowing marketers to gain a deep understanding of their customers' behavior in order to create, orchestrate, measure, and optimize customer-led journeys across channels.
- Optimove has offices in New York, London, Tel Aviv, Paris, Dundee and Medellin.

Product overview

- Optimove empowers brands to always start their marketing from customer insights, instead of a campaign or product, and allows everyone to align and execute on delivering customer experience. The technology centers around the exploration and analysis of customer data for execution and orchestration of cross-channel journeys.

Use cases

- Customer insights: Optimove provides marketers with access to unified customer data and AI guidance to create customer segments that will drive revenue.
- Intelligent orchestration: Optimove uses AI to automate customer journey mapping, ensuring the right experience is delivered on the right channel at the right time.
- Marketing attribution: Optimove measures the impact of each message along the customer journey, providing statistically credible multi-touch marketing attribution.
- Personalization at scale: Optimove enables marketers to personalize at the audience, channel, and content levels with AI-driven recommendations for maximum engagement and revenue.
- Marketing efficiency: Optimove's AI accelerates ideation-to-execution challenges, allowing marketers to find insights without relying on data teams or disparate systems.
- Conversion: Optimove helps clients achieve quick and valuable conversions through extreme personalization, identifying the right customers to acquire and enabling lookalike campaigns.
- Retention: Optimove supports customer retention through smart campaign orchestration, predictive analytics, and accurate attribution, ensuring the right message reaches customers to drive uplift and revenue growth.
- Reactivation: Optimove leverages customer history and predictive models to reengage with lapsed users, providing insights into behavior and preferences for accurate targeting and tailored campaigns.

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Artificial intelligence and machine learning

- Optimove empowers marketers with its suite of AI tools – AI Insights, AI Creation and AI Orchestration.
- AI Insights allow marketers to deeply understand their customers and optimize their marketing plans. With AI Predictive Modeling, marketers can anticipate their customers' next actions and deliver campaigns that meet their needs. Additionally, a feature called Optibot automates the analysis and optimization of marketing campaigns. GenAI Data Insights lets marketers use natural language to uncover insights.
- AI Creation helps marketers create impactful campaigns while maintaining personalization. Generative AI Copy Assistant assists in generating on-brand marketing messages. AI Product Recommendations use Machine Learning models to provide personalized recommendations to customers. With AI Target Group Discovery, marketers can find the customers they want to target next by segmenting them based on any KPI, such as those with the highest likelihood to convert or purchase
- AI Orchestration allows marketers to personalize customer journeys and run self-optimizing campaigns. Optimove directly orchestrates campaigns and journeys from within its system, maximizing the value of customer data. Optimove offers advanced prioritization and exclusion mechanisms for creating and regulating campaigns. Self-optimizing algorithms determine the best treatment for each customer, improving campaign performance. AI-based functionality determines the most appropriate path for each customer, and it also has experimentation capabilities that provide insights into the multitouch attribution of every campaign.

Data management

- Optimove collects and maintains first-party identities and mobile device tokens for known and unknown users to identify across devices and sessions. It can link to existing identity graphs and hash data for increased privacy.
- Optimove allows for auditing, sharing, and purging of customer data for regulatory compliance, and it can derive customer identities and match new data from any source.
- All zero, first, second, and third-party data is appended to the customer record in real-time or by batch file transfer.
- Optimove uses deterministic and probabilistic methods to dedupe customer records, weighing attributes and using algorithms to identify matches.
- Users can connect batch and real-time data sources to Optimove through Data Studio and API access, with assistance from Optimove's Data Onboarding Team. During implementation, Optimove's data engineering team performs extensive cleansing and unification operations on the client's source data, including historical transaction data. The team analyzes the historical data and builds a knowledge base for automatic cleansing of historical and new daily data feeds.

Analytics and reporting

- Optimove provides campaign and customer insights through a suite of analytics and reporting tools.
- Campaign insights allow for accurate measurement of the impact of marketing campaigns on the customer journey, including multitouch attribution.
- Customer insights are accessed through the Customer Explorer tool, which provides a wide range of behavioral attributes for identifying patterns and trends in customer behavior.

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- Visualization tools such as segment analysis, migration reports, cohort analysis and funnel reports help identify high LTV segments, acquisition channels and first-purchased products.
- OptiGenie, Optimove's AI technology, allows marketers to easily discover insights and create charts and tables through a chat-like interface.

Third-party integrations

- Optimove offers seamless integration with other platforms, including email service providers, marketing technology platforms and mobile channels.
- The platform provides out-of-the-box connections for ad tech, allowing marketers to easily integrate their advertising campaigns.
- Optimove recognizes the importance of developers in the customer data platform (CDP) space and offers over 100 API calls accessible through their developer portal. The Optimove API serves three primary purposes for system integration: customer data management, marketing campaign execution, and integration with financial, incentives, and promotions systems. With the Optimove API, developers can seamlessly ingest, update, and extract customer data, integrate with marketing campaign execution systems, and integrate with financial, incentives and promotions systems.

- Pricing and support
- Customers must commit to an annual contract.
- No free trial or other pre-purchase testing opportunities are available.
- Pricing is not publicly disclosed.
- Each Optimove client receives a dedicated data engineer, project manager and customer success manager as part of the license model at no additional cost.
- Optimove clients have access to the Optimove Academy with over 500 articles, videos, best practices, and hands-on exercises and training.
- Clients have access to technology consulting and support for integrations with Optimove from a team of specialized solution engineers.
- Optimove's Strategic Services offer marketing consulting, cross-channel strategy development, bespoke analytics, end-to-end email agency services and development services.
- The OptiStart solution is tailored to accelerate time-to-value by implementing standard use cases for new clients. Optimove also offers a "marketing as a service" offering, where a member from the Strategic Services team serves as an extension of the client's team.

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redpointglobal.com

Key customers

Xanterra Travel Collection
Avis Budget Group
Ralph Lauren Corporation
SoFi
Cigna
Kingfisher (Screwfix)

Key executives

Dale Renner, Chief Executive
Officer and Founder

Ian Clayton, Chief Product
Officer

John Nash, Chief Marketing and
Strategy Officer

Brian Clark, Vice President,
Worldwide Sales and Alliances

Target customer

- Enterprises and mid-to-large businesses in the retail, healthcare, financial services, travel and hospitality, and media and telecom industries.

Company overview

- Founded in 2006
- 200 employees.
- Redpoint Global's rg1 CDP enables clients to drive value from customer data and deliver consistent, relevant and personalized omnichannel experiences. The rg1 platform offers a wide range of functionality to support different use cases, from simple to complex, and aims to provide the lowest total cost of ownership (TCO) for clients. Redpoint Global's solutions are designed to meet the diverse needs of clients regardless of their capability maturity level, martech stack, or deployment type, allowing them to achieve a strong return on investment (ROI) in a complex market environment characterized by technological advancements, data innovation, security concerns, deployment requirements, cross-departmental stakeholders and shifting economic conditions.
- The company is based in Wellesley, MA, and has offices in the United Kingdom and in the Phillippines.

Product overview

- The Redpoint rg1 solution is a comprehensive Customer Data Platform (CDP) that offers a composable architecture, allowing clients to selectively use components within their martech stack. It provides visibility into the quality of customer data and offers visualization and stewardship tools for operational control. With rg1, marketers and business users can easily identify data issues and drill down to data sources. The platform's data management capabilities can integrate data sources, perform identity resolution, and ensure data quality at scale. It generates continuously updated customer Golden Records that can be utilized for omnichannel marketing campaigns and experiences across all touchpoints in both batch and real-time settings.

Use cases

- rg1 is designed to meet the unique requirements of clients and their operations, from managing large volumes of customer records to meeting stringent security requirements.
- rg1 can meet tight real-time service level agreements (SLAs) with elastic scaling to handle variable demands while containing costs and complexity.
- The software can orchestrate personalized loyalty program offers across multiple brands and channels for one client.
- rg1 enables sophisticated use cases such as personalized offers and partial cart abandonment in a buy online pick-up in-store (BOPIS) environment.
- Redpoint Global decrypts and re-encrypts data to meet secure data requirements and rg1 can leverage multiple email service providers (ESPs) to solve email HIPAA compliance in healthcare settings.

Artificial intelligence and machine learning

- Redpoint rg1 offers AI-assisted parsing and data input analysis for attribute and sentiment extraction.
- It provides ML-assisted identity resolution using supervised learning.

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- The software includes models for propensity, value and affinity to define attributes for segmentation and personalization.
- Advanced segmentation is available using ML clustering, rules and propensities, without the need for SQL or coding.
- Ecommerce functionality allows for the integration of product recommendations generated by ML models.
- Redpoint rg1 supports the use of external models and calculations through the use of external frameworks – bring your own model or bring your own application (BYOM/BYOA) – in journeys, attributes and real-time decisions.
- The real-time engine executes rules for content/offer/next-best action selection and can call other decision engines and ML systems via APIs.

Data management

- rg1 supports full identity resolution for individuals, households and business entities, including relationships among entities.
- The rg1 identity resolution system conducts precise matching by considering weights, key choices, thresholds, and the order of matching. It has the capability to perform multiple match calculations simultaneously, allowing for both loose and tight matches according to various requirements such as GDPR response or HIPAA regulations. Additionally, it can be utilized for householding and matching at the lead, organization, or account level. The CDP enables the activation or deactivation of specific prebuilt rules that are designed to match specific combinations of parameters, such as those aligned with household, business and industry-specific best practices.
- In the context of business-to-business situations, the utilization of sophisticated and robust account-level identity resolution enables marketers to design customized journeys that cater to specific accounts. This approach also ensures the ability to resolve individual-level data for subsequent fulfillment operations.
- The platform natively ingests data from various sources, including DBs, cloud and data lake sources, files, message queues and APIs, with near-real-time processing.
- rg1 provides robust data quality capabilities, including profiling, cleansing, parsing, and normalizing for customer data and related data.
- Data Observability feature provides complete visibility and a trail of customer data details from source to profile, ensuring availability, timeliness, quality, unification and readiness.
- The rg1 dashboard acts as the data onboarding nerve center, enabling easy setup of data feeds and providing visibility into source data flowing into the system.
- The software includes ETL and aggregation capabilities for data cleansing, normalization, masking, encryption and aggregation.
- Privacy controls and PII Vault ensure the responsible use of personal data while meeting consumer consent and preference requirements.

Analytics and reporting

- The rg1 CDP interface provides standard data observability dashboards for users to visualize the status of the CDP, including data ingestion, data quality, and identity match confidence.
- Users can configure widgets within the CDP to create dynamic dashboard reports on activation success, target segment counts over time, channel KPIs, and tracking impressions/views over time.
- The platform offers deep real-time visualization of interactions, capturing all campaign data and responses in dashboards for monitoring and testing.
- Users have access to on-demand telemetry and reporting APIs that provide metrics on overall performance, execution, and user and object-level telemetry.

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Orchestration

- The software supports complete round-trip orchestration, including dynamic segments, experimentation, and pushing assets and offers to various systems.
- It offers broad integration capabilities through native connectors, APIs and SDKs, allowing integration with multiple CX systems beyond martech sources/destinations.
- Redpoint rg1 supports both simple data orchestration and full offer control, including cross-channel dynamic offers in a real-time engine.
- It provides a full Journey Orchestration board for clients who want to orchestrate CX within the software, supporting journey design, offer/content management, cross-channel asset creation and tracking/response management. JO can be used as the primary cross-channel orchestration engine or for specific use cases and CX requirements.

Third-party integrations

- Redpoint's rg1 software offers broad integration capabilities through native connectors, APIs and SDKs for data ingestion, profile unification, insights/predictions, journey orchestration, channels/touchpoints and real-time engine.
- The data ingestion process includes standardized data models, automated processes and controls with visualization in the rg1 dashboard.

- The software also provides a full ETL capability with a no-code interface for building additional dataflows, typically used by IT or partners.
- Redpoint says most enterprise organizations can integrate key data sources within an average of three months to support their potential use cases, with smaller organizations often achieving this in a shorter period.

Pricing and support

- Customers are required to commit to an annual contract.
- No free trial or pre-purchase testing is available.
- The rg1 Platform offers multiple capability modules, including the rg1 Customer Data Platform (CDP), rg1 Journey Orchestration, and rg1 Real-Time Interactions.
- The rg1 CDP module covers the entire process from data ingestion to activation.
- The rg1 Journey Orchestration and rg1 Real-Time Interactions modules are optional add-ons to the CDP.
- Average annual customer spend is not disclosed.
- Typical onboarding time is one to three months.
- New clients receive training from Redpoint Global through on-demand learning environment, in-person training and ongoing enablement services.

RESULTICKS

Resulticks
Singapore Land Tower #37
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Singapore - 048623
resulticks.com

Key customers

Not disclosed

Key executives

Redickaa Subrammanian,
Co-founder and Chairperson

Dakshen Ram, Co-founder,
Chief Innovation and Product
Officer

Mani Gopalaratnam,
Chief Executive Officer and
Chief Technical Officer

Dinesh Menon, Chief Strategy
and Business Officer

Target customer

- Resulticks serves SMB, medium-sized, and enterprise organizations in B2C, B2B and B2B2B / B2B2C. Key verticals served include retail, banking, insurance, financial services, healthcare, automotive, travel, hospitality and telecommunications.

Company overview

- Founded in 2013.
- 350 employees.
- Resulticks is privately owned, with offices in India, North America and Southeast Asia.
- Resulticks provides real-time customer engagement solutions.
- The company currently offers solutions in India, Singapore, Malaysia, Indonesia, Vietnam, Thailand, the U.S., Canada and the Middle East.

Product overview

- The RESUL CDP gives marketers the ability to manage their customer data and deliver connected experiences in real time.

Use cases

- Data integration, deduplication, and 360° customer views for comprehensive customer data management.
- Intuitive segmentation interface for creating target audiences.
- Personalization based on real-time behavior and audience preferences.
- Rule-based real-time trigger communications for lead generation, re-engagement, retargeting, and retention.
- Marketing performance reporting, audience insights, and individualized customer reports.
- User-friendly attribute management and persona creation.
- Lead scoring and lookalike targeting for effective audience segmentation.
- Complex and AI-based segmentation for advanced targeting.
- Native support for omnichannel communications.
- Predictive and AI modeling for hyper-personalization and audience understanding.

Artificial intelligence and machine learning

- Resulticks offers 40+ advanced AI ML models for marketers to optimize their marketing efforts and improve ROI.
- Marketers can combine multiple data types and sources to gain insights on individualized propensities, identity resolution, and next best experience management.
- Resulticks AI-powered CDP allows marketers to intelligently segment customers into churn buckets and deliver personalized messages on the right channel and at the right time.
- Marketers can leverage custom services to ingest other AI and ML models into the platform for hyper-targeting and data analysis.

Data management

- The Resulticks platform provides comprehensive data ingestion capabilities, supporting real-time streaming data, batch data, and bulk data processing from multiple sources.
- It can facilitate custom API integrations for homegrown systems and supports integration with SQL/SFTP, NoSQL, Cloud Data Sources, Amazon S3 Bucket, CSV files, and more.

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- Resulticks performs multiple identity resolution of customers, prospects, and leads.
- The platform offers an auto deduplication mechanism to combine multiple profiles into a single unified profile based on defined deduping rules.
- Resulticks includes an automated data cleansing process to handle duplicates, unsubscriptions, opt-ins, and new customer data ingestions.

Orchestration

- Resulticks provides a communication orchestration studio that allows marketers to deliver personalized communications through various channels such as email, SMS, web/app push notifications, WhatsApp, voice, social media platforms, QR codes, and smart links on paid media ads.
- The software supports different types of campaigns including Single dimension (Bulk push campaign), Multi dimension (Automated journeys / multi-stage campaigns), and Event Trigger campaigns (Real-time rules driven).
- Marketers can track and monitor the performance of their campaigns using Resulticks' user interface.

Analytics and reporting

- Campaign Analytics: This report provides insights on campaign performance, including reach, engagement, and conversions. It also offers audience segmentation based on demographic, psychographic, and geographic information, as well as leads generated and unknown-to-known audience segmentation.
- Detailed Channel Analytics: This report provides detailed insights on channel performance, including key metrics and KPIs. It covers metrics such as deliverability, progress, and failed communication information, as well as a user engagement summary.
- Dashboard: Resulticks offers a visual dashboard that allows marketers to

view real-time performance results for all active campaigns. It highlights key performance metrics, such as audience behavior, overall channel performance, and top-performing campaigns.
- Audience Analytics 360: This feature provides comprehensive information about customers, including their demographic details, channels used for communication, campaigns sent and participated in, channel propensity, typical behavior patterns, and a timeline of their interactions with the brand's digital campaigns. It also offers search capabilities for specific campaign details.

Third-party integrations

- RESUL has 100+ out-of-the-box API connectors and the capability to custom-build APIs if and when necessary.
- It supports integrations with all leading channels, including WhatsApp, IoT and offline channels like digital kiosks, POS systems, beacons, sensors and more in addition to conventional channel integrations like email, SMS, etc for end-to-end tracking and attribution mapping for ROI calculation.

Pricing and support

- Customers are required to commit to an annual contract.
- A free trial is available for customers to test the software before purchasing.
- Subscription costs for the platform start at $3,000-$5,000 per month for up to 50,000 audience records. The costs vary based on the size of the client's contact base, integrations required and complexity of use cases.
- Resulticks offers optional Smart Engagement Services for handling solution issues, providing day-to-day client support, and sharing relevant resources on solution usage.
- The company also offers ongoing campaign management services, including campaign ideation, setup, and monitoring, from a remote hub.

VENDOR PROFILES

Salesforce Data Cloud for Marketing
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Salesforce.com

Key customers

Not disclosed

Key executives:

Marc Benioff, Chairman and 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's Data Cloud is a hyper-scale, real-time data platform that enables companies to leverage data by delivering highly personalized experiences that adapt to customer behavior and needs in real time.

Use cases

- Data Cloud is 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.
- The recently acquired Slack is the new interface for Salesforce Customer 360. Slack acts as a digital headquarters that supports the way people work together -- in real time or not, in-person and remote, structured and informal.

Artificial intelligence and machine learning

Data Cloud for Marketing has released some AI-powered capabilities and is rolling out others that allow for the reduction of manual tasks and deeper personalization. Examples include:

- AI segment creation: Marketers can use natural language prompts and generative AI to accelerate the creation of precise segments.
- Bring your own model (BYOM); Users can construct, train and deploy customized models using data science solutions such as Amazon SageMaker and Google Vertex AI. They can then enrich customer profiles with scoring based on product interest, propensity to churn and customer lifetime value.
- Lookalike modeling: AI analysis assists marketers in identifying segments of customers with characteristics similar to those of known high-value audiences.

Data management

- Data Cloud 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's Customer Graph as a quickstart), the gold data layer is formed.

VENDOR PROFILES

**Salesforce Data Cloud
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salesforce.com

- Fully normalized or de-normalized data models are supported.
- The data 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. With Data Prep Recipes and Transforms, users can easily transform and reshape data in streaming or batch fashion -- joining, clustering using power ML techniques. All done with clicks not code.
- 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 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.
- Bring-Your-Own-Lake data-sharing capabilities are available with strategic partners.

Analytics and reporting

- Calculated Insights functionality supports advanced SQL functions with a visual builder.
- Bring-Your-Own-AI-Model is available with external AI platform partners as well as via internal AI products.

- Data Cloud for Marketing integrates with Marketing Cloud Personalization to push real-time web and mobile SDK data from Personalization into Data Cloud within seconds. Data Cloud segments send back profile attributes and Calculated Insights. In Marketing Cloud Personalization, there are prebuilt, productized AI models that can utilize Data Cloud data and insights.
- Data Cloud integrates with any Business Intelligence tool including native connectors to Tableau and to Marketing Cloud Intelligence, including out-of-the-box dashboards.

Orchestration

- Activate data for email, mobile, advertising, web and personalization across channels and send to external partners.
- "Real Time Actions" allows for real-time events to trigger an action or workflow in downstream systems (marketing journeys, CRM flows, etc.).
  - Additional integration with Salesforce's Flow and Process Builders, which triggers actions in the Salesforce CRM for service call center and sales scenarios.
  - Leverage new advertising partnerships to unlock unified first-party data from Salesforce and beyond to deliver highly targeted ads at scale with native connectors.

Third-party integrations

- 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.

VENDOR PROFILES

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Pricing and support

- Data Cloud pricing is consumption-based, meaning users pay only for the services utilized. Consumption is paid for using Data Services Credits and Segmentation & Activation Credits.
  - Data Spaces (organize data in Data Cloud to run business processes for multiple brands, departments and regions): $60K USD/Data Space (billed annually).
  - Data Cloud Starter for Marketing: $108,000 USD/org/year (billed annually).
  - Segmentations & Activations (purchase credits to create segments and send to activation targets): $1,000 USD/100,000 credits (billed annually).
  - Data Services (expand or replenish data services credits in addition to that provided with the starter pack): $1,000 USD/100,000 credits (billed annually).
  - Ad Audiences (activate segments to advertising platforms): $2,400 USD/audience (billed annually).
  - Data Storage (additional storage from that provided with the starter pack): $1,800 USD/TB (billed annually).
- Annual contracts are required.
- Every license includes two-day response time, 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.

SAS
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Key customers

The Royal Dutch Football
Association (KNVB)
Ulta Beauty
The Nature Conservancy
SBI General Insurance
Telefonica
1-800-Flowers

Key executives

Jim Goodnight, Co-Founder
and Chief Executive Officer

Jennifer Chase, Executive Vice
President and Chief Marketing
Officer

Bryan Harris, Executive Vice
President and Chief Technology
Officer

Jay Upchurch, Executive Vice
President and Chief Information
Officer

Target customer

- Enterprise and midmarket companies across all verticals and geographies, primarily serving CMOs, digital transformation officers, CX leaders and customer analytics groups.

Company overview

- Founded in 1976.
- 11,764 employees.
- SAS provides martech, advertising, analytics, and decisioning solutions that let marketing organizations unify, extend, and activate customer data, accelerate and automate marketing planning, orchestrate customer journeys and measure the impact of marketing activity across channels, devices and points in time.

Product overview

- SAS Customer Intelligence 360 is a multichannel marketing hub with embedded real-time Customer Data Platform (CDP) capabilities. It offers a hybrid data architecture, allowing marketers to utilize the software without needing to transfer all data to the cloud. The dynamic data collection technology creates a detailed customer profile with consolidated customer-level interactions, synchronized on-line and off-line customer data and linked known and unknown digital activity.
- Key features of SAS Customer Intelligence 360 include adaptive planning, out-of-the-box performance insights, AI-driven attribution, journey activation and a real-time decision engine. These features enable marketers to create real-time, personalized customer experiences based on specific moments or interactions.
- The platform also incorporates embedded AI, reinforcement learning, A/B testing, multiarmed bandit testing and multivariate testing. These functionalities support Next Best Offer (NBO) strategies and allow for effective journey management across individual customer journeys, extending beyond just marketing to encompass the entire customer experience.
- In addition to SAS Customer Intelligence 360, the SAS suite includes other products such as SAS Intelligent Decisioning, an enterprise decisioning engine, and SAS Event Stream Processing, a high-volume streaming data platform.

Use cases

- Actionable real-time customer data: Create comprehensive customer profiles by integrating online and offline data, synchronizing known and unknown identities and dynamically managing identities. Activate that data into journeys, measurement and decisioning.
- Advanced audience creation and management: Define and activate audience data from cloud-based sources, such as Snowflake and GBQ, with a direct connection to SAS Customer Intelligence 360. Move only the data needed to ensure personalized experiences.
- Omni-channel journey management: Utilize real-time contextual insights and journey analytics to manage individual customer journeys, aligning customer satisfaction with company objectives.
- Analytically-driven attribution and measurement: Measure marketing ROI with attribution mechanisms that identify the effectiveness of marketing efforts.
- Real-time enterprise decisioning: Incorporate AI, ML, and business rules into the customer journey workflow, enabling complex decisions across multiple departments, including marketing, sales, service, risk and fraud.

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Artificial intelligence and machine learning

- The solution utilizes various decision-making methods, including business rules, predictive models, and multi-variate tests (with custom predictive models), to optimize journeys. Complex constraints such as agent routing are supported. It includes what-if analysis and performance reports. Real-time optimization (neural net-based) is available, and optimization can be applied to multiple offers and campaigns over specific or rolling time periods.
- SAS enables users to analyze online and offline data interactively across data visualization, predictive analytics and machine learning. SAS has an extensive algorithmic workbench for NBA modeling, propensity modeling, churn, etc. Users can code or use the no/low code GUI for model creation and predictive analytics: models include but are not limited to logistic/linear regression, decision trees, gradient boosting, random forests, neural networks, etc.
- SAS supports integrating model scores into the SAS CI 360 profile, which can be leveraged for targeting, audience segmentation, personalization, offer arbitration/assignment and journey orchestration. APIs can be used to integrate model scores, to append or import them into the profile. Additionally, SAS supports built-in machine learning including product recommender tasks, MVT, Segment discover, and executing an enterprise data science workflow that provides access to the full library of over 50 predictive algorithms from basic linear regression to gradient forest machine learning algorithms. Marketers can leverage "launch and automate" machine learning using product recommender tasks, or power users can create their own models in open source or SAS and leverage those natively within SAS CI 360.

Data management

- SAS' real-time CDP allows for the ingestion of various types of data

through different methods, creating a Master ID graph for identity management. The identity service offers deterministic and probabilistic matching, as well as the ability to create, remap, or merge identities through an API.
- SAS CI 360 enables the collection of event data from web interactions, mobile interactions, and external systems, which can be leveraged for channel activation and real-time marketing decisioning.
- SAS supports audience management capabilities that connect directly to cloud databases.
- Self-service data loads are supported via automation using the APIs either in real time or batch.
- SAS provides granular controls for data privacy and security, complying with regulations such as GDPR, CCPA, COPPA and FISC.
- SAS offers rule-based data cleansing and standardization, as well as AI-powered transformation suggestions for data quality improvement.
- SAS Quality Knowledge Bases (QKB) serve as the foundation for data quality rules and transformation, which can be adjusted to specific requirements.
- SAS has additional data quality, hygiene and preparation capabilities that can be added to the core CDP offering, leveraging AI and machine learning for transformation suggestions.

Analytics and reporting

- Customer Intelligence 360 offers pre-built reports for various aspects of marketing, including planning, campaign, channel, testing, message, media, ecommerce, advertising, spot, asset performance, and campaign and audit detail.
- The solution provides guided analytics through built-in analytical processes that leverage SAS analytics and journey optimization capabilities and empower predictive marketing. The integrated analytics guides, such as automatically derived segmentation, analytical targeting for look-alike segmentation and applied optimization, augment the intelligence that business or marketing

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analysts already have about their customer base for both direct campaigns and digital channels.

- Automated segment discover is supported for A/B tests. The solution will recommend a winning variant and search for sub-segments that performed better when displayed challenger variants; sub-segments must hit a statistically significant threshold

Orchestration

- The software includes a journey builder workflow that allows marketers to map and execute campaigns.
- Marketers can define and filter audiences, set rules, and manage interactions, including targeting, frequency capping, and next-best offer.
- Path or journey testing is supported, and campaigns can be optimized across channels, all campaigns, communications, and activities, as well as across time.
- The software can capture and define simple and complex events, including responses and non-customer-specific events, and leverage them for actions such as triggering a new customer journey. Customer journeys can include campaigns and portions of campaigns that span inbound and outbound channels.
- The software can process events from SAS and third-party marketing solutions, DMP/DSPs, data stores, enterprise systems, and data streams, whether on-premise or in the cloud. It can pass interaction parameters to external applications for activation, such as SAS Intelligent Decisioning.

Third-party integrations

- SAS products offer native connections and a common code base, allowing for seamless integration across modules and adjunct products.
- Out-of-the-box connections to popular cloud-based data sources (Snowflake, GBQ, etc.) are provided which allow users to create audiences directly against their cloud data stores from

within SAS Customer Intelligence 360.
- For additional external integrations, an API connector framework is included.
- Bi-directional out-of-the-box and custom-developed connectors are available for SFA/CRM, digital commerce, content management, digital asset management, product information management and call center applications.
- Supported connections include Salesforce Sales Cloud, Microsoft Dynamics 365 Sales, SAP Sales Cloud, NetSuite, SugarCRM, Oracle CX Sales Cloud, Acquia, Adobe Experience Manager, Progress Sitefinity, Sitecore, WordPress and more.

Pricing and support

- An annual contract is required.
- A free trial or other pre-purchase testing is available.
- SAS offers a SaaS offering with a flat-rate annual fee and a subscription based on industry-standard metrics. The pricing is metric-based and usage is metered, with monthly charges for overages.
- The average deal size ranges from $50,000 to $250,000, depending on configuration metrics such as the number of users and usage.
- SAS provides a broad array of services including hosting, cloud infrastructure, implementation, industry/vertical-specific consulting, best practices, education and training, and product support.
- User groups, a customer advisory board, and innovation councils are provided as part of the SAS Customer Intelligence 360 business line, as well as via SAS and third-party sponsored industry groups.
- SAS offers customer care for no additional charge, and premium offerings for customer care, technical support, and consulting are available from both SAS and/or Partners.
- Supporting products and services can accelerate time to value by speeding up implementation, configuration, and use case implementation times, with typical project timelines varying from 3 to 6 months.

TEALIUM

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Key customers

Adidas
Meta (Facebook)
Novartis
United Airlines
USAA
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

- B2B and B2C enterprises spanning industries including retail, ecommerce, financial, healthcare, pharmaceutical, sports and entertainment, travel and hospitality, media/publishing, technology, gaming, telecom and education.

Company overview

- Founded in 2008
- 625 employees.
- Secured over $250 million in funding, with its most recent announcement of $96 million Series G funding in February 2021.
- Headquartered in San Diego, California. Additional worldwide offices in Dallas, Atlanta, London, Reading, Paris, Munich, Amsterdam, Sydney, Tokyo, Hong Kong, Singapore and Dubai.
- Global Data Center Infrastructure with seven 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 and tech stack, enabling organizations to build a comprehensive and actionable customer profile for personalized customer experiences.
- The CDH encompasses tag management, an API Hub, a customer data platform for audience building and activation with predictive insights and a data management solution with embedded analytics.
- The CDH takes a "composable" architectural approach with component modules for data collection, profile/audience management and activation and data storage. It is a real-time complement to data storage solutions like cloud data warehouses, CRMs and other systems with data at rest.

Use cases

The CDH provides a unified customer data platform that fuels various B2C and B2B use cases across the enterprise. It offers a 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.
- Data operations.
- Mobile data unification.

Artificial intelligence and machine learning

- 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.
- The data points that Predict produces allow customers to more accurately target or suppress individuals based on their propensity to complete a certain behavior or not.

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Data management

- Tealium's software utilizes patented visitor stitching technology to recognize and map multiple identifiers belonging to the same person in real time. The software combines deterministic identity at its core with probabilistic enrichment for specific use cases, offering a stable foundation that can be extended with additional power when needed.
- The software offers flexible and configurable ID resolution options, allowing customers to customize their identity strategy by choosing which data to configure, such as email, phone number, customer ID or third-party identifier.
- Tealium works with self-built capabilities and identity partners to provide an agile and powerful foundation for marketers. Tealium's Identity Partner Ecosystem provides access to integrations with key identity providers, including The Trade Desk, Neustar, Merkle, Acxiom, IQVIA, Auth0, Criteo, Epsilon, and Wunderman. Tealium does not maintain an identity graph of users' identities.
- Data can be onboarded into Tealium through various methods, including file import, the Collect API, Data Connect, and working with Tealium's identity partners.
- Tealium offers tools to define a customer's data layer, monitor incoming events for accuracy, and validate and transform incomplete or inaccurate data.
- Extensions and server-side enrichment allow for data validation and cleansing at the point of collection, both on the client and server sides.

Orchestration

- The CDH enables companies to unify customer and event data to trigger and personalize cross-channel engagement. It can also fuel further analysis across tech stack tools.
- The CDH includes tag management, an API Hub, and customer profiling and segmentation with predictive insights and actions.

- AudienceStream transforms raw data into visitor profiles and allows businesses to create audiences for omnichannel experiences.
- Customer data can be orchestrated and syndicated across any platform in the company's marketplace of 1,300 integrations..
- Tealium Predict uses machine learning to provide predictive insights and actions.
- Tealium allows business users to quickly take action and build targeted segments based on key behavior patterns.

Analytics and reporting

- Tealium Insights is a visualization and reporting tool that provides a variety of pre-built analytics reports, along with full customization capabilities, in-product to ease usage of customer data with embedded analytics throughout the platform.
- Tealium's Audience Discovery feature allows users to analyze real-time graphical representations of visitor data and site visit behavior.
- The Audience Sizing tool enables users to search audience data for matching visitor profiles based on specified date ranges and rule conditions.
- Tealium's patented visitor stitching technology recognizes and maps multiple identifiers belonging to the same person in real time.
- Tealium's Data Supply Chain visualization provides visibility into the flow of customer data from collection to delivery across the tech stack.
- The Live Events feature monitors data and data quality as it flows through the system.
- Dashboards offer oversight of profiles flowing into and out of various audiences.
- Connector Dashboards show data integration performance metrics.

Third-party integrations

- Marketplace offers over 1,300 integrations that are turnkey and customizable. Integrations are built

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based on customer requests and are centrally maintained and supported for quality.

- Different types of integrations are available, including tags, pre-built connectors, APIs and webhooks.
- Integrations support both client-side and server-side vendors and technologies, including names like Meta, Facebook, Google, Snap, Tiktok and LinkedIn.
- Integrations with the most popular Consent Management Platforms are available.
- Tealium offers a broad set of complementary tag and conversions API connectors to reduce signal loss and improve attribution and measurement.
- Data Connect automates the ingestion of data from systems with data at rest, such as cloud data warehouses and CRM systems, for real-time interactions.
- Tealium has partnerships with identity management providers like The Trade Desk, Neustar, Merkle, and more.
- Tealium Functions allows users to easily connect to custom destinations or customize integrations with a few lines of code.

Pricing and support

- Customers are not required to commit to an annual contract.
- A free trial is available for customers to test the software before purchasing.
- Pricing varies based on the number of events collected and includes service hours based on the volume tier.
- Every customer receives a deployment plan and a dedicated account manager for ongoing support. The typical deployment, including training and setup, is completed within 90 days.
- Customers can access an online ticketing system for questions and assistance, and the level of support hours provided depends on the contract volume.
- The software works with system integrators and others to provide strategy on media, creative, data, analytics, etc. Each customer engagement includes a deployment scope of work and ongoing support tailored to their needs.
- Typical service projects included in engagements involve implementation project management, integration strategy, platform-managed services, account management, platform data management strategy, data platform reconciliation, etc.
- Customers can access a user community with comprehensive documentation and on-demand educational resources.
- Premium services packages and global support are available for all regions.

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Key customers

AB InBev
Little Caesars
The Pokemon Company
Stellantis
Royal Caribbean
Stanley Black & Decker

Key executives

Kazuki Ohta,
Chief Executive Officer

Dan Weirich, Chief Financial
Officer/Chief Operating Officer

Karl Wirth, Chief Product and
Technology Officer

Mark Tack,
Chief Marketing Officer

Target customer

- Treasure Data is focused on the enterprise – Global 2000/Fortune 500 companies. Key verticals include retail/CPG; healthcare; media and entertainment; technology; financial services; automotive; and travel and hospitality.

Company overview

- Founded in 2011
- 600 employees.
- Wholly owned by SoftBank
- Treasure Data is a customer data platform (CDP) that is widely used by global enterprises. The company specializes in helping large organizations consolidate and organize their customer data to enhance the effectiveness of their marketing campaigns. By unifying customer data, Treasure Data enables businesses to streamline their operations and create connected customer experiences, ultimately driving business value.

Product overview

- The Treasure Data customer data platform is designed to integrate into complex technology environments and is vendor-neutral and open by design.
- It includes a data lake that can manage customer data at any scale, with the ability to handle petabytes of compressed data, ingest over 2 million records per second, and run 1 million queries per day.
- The platform offers a flexible data pipeline and profile management system that automates updates to provide a single, actionable view of the customer, account, household, or any type of profile.
- It includes segmentation and predictive scoring modules that allow marketers to run configurable propensity models and precisely target buyers for cross-channel campaigns.
- The platform can identify the best current, and potential customers and automatically create segments for personalized communications.
- It enables real-time personalization of customer interactions to increase retention and upsell opportunities.
- The platform provides pre-built connectors to widely adopted marketing and business intelligence (BI) systems, allowing for personalized communications in the most relevant channels.
- The decisioning capabilities of the platform go beyond marketing use cases, allowing customers to leverage cross-departmental data to orchestrate decision-making across the entire customer journey.

Use cases

- Integrate customer insights by utilizing integrations, data cleansing and enrichment techniques to ensure the accuracy and completeness of customer data. Uphold customer data privacy, governance and compliance protocols to maintain ethical and legal standards.
- Enhance marketing and operations efficiency by measuring and predicting customer lifetime value, identifying propensity to buy, implementing lookalike modeling for improved campaign performance, employing audience suppression strategies, identifying and reducing churn and implementing multi-touch attribution and A/B and multivariate activation testing.

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- Drive operational efficiency throughout the enterprise by effectively managing demand and planning inventory, measuring product and service usage for product development purposes and optimizing backend logistics.
- Foster connected customer experiences through the provision of next best action recommendations, personalized marketing, service and sales experiences, customer loyalty optimization strategies, real-time web personalization and the integration of physical and digital experiences. Continuously monitor and improve customer loyalty and Net Promoter Scores.

Artificial intelligence and machine learning

- Treasure Data offers AI-powered profile attributes for segmentation, allowing marketers to leverage AI/ML modeling for predictive scoring and dynamic segmentation. The AutoML feature in Treasure Data automatically clusters audiences, reducing the effort required for marketers.
- The platform provides a user-friendly GUI for marketers to launch machine learning use cases quickly, while analysts can use SQL with Hivemall for executing machine learning models. Data scientists can utilize Python custom scripting, AutoML, and Bring Your Own Model functionality in Treasure Data.
- Treasure Data offers over 20 pre-built ML models that can be customized, including models for content affinity, predictive scoring, next-best action, A/B testing, MTA, and clustering.
- The platform supports journey optimization through effective A/B testing and multivariate testing, with features such as random splitting, campaign performance comparison and multi-touch attribution. Marketers can set up and run these tests through the GUI.

Data management

- Treasure Data has an open-box approach to ID Unification and exposes the entirety of the ID graph, which is queryable. This allows customers to backtrack and identify why two records/ identities were merged.
- Treasure Data offers a single platform for data ingestion, pipeline management and profile management, with ETL capabilities. Data can be accessed through a standard query language and individual-level data can be accessed through an API.
- Treasure Data maintains a persistent ID for each customer and can utilize other IDs for personalization across the web, mobile, etc. Customer profiles unify the customer base across brands, allowing businesses to uncover expansion opportunities.
- The software development kit (SDK) is available for mobile platforms such as Android, iOS, Unity and Unreal.
- Website interactions are tracked using cookies and JavaScript tags. Treasure Data can match its cookie IDs with third-party cookie IDs to enrich profiles with external data and reach users through advertising networks.
- AI capabilities help business users identify customers ready to buy and provide real-time guidance on how to drive them to convert.

Orchestration

- Treasure Data Journey Orchestration lets users orchestrate multichannel campaigns based on journey stages to target accounts throughout the entire lifecycle. It enables real-time changes to account journeys within their stage to optimize results.
- Users can identify high-value segments and create personalized engagement and marketing programs in real time.
- The software can unify data from different marketing tools and real-time website visits to serve personalized content.
- It supports cross-channel, cross-device orchestration, audience retargeting,

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website and app personalization, audience segmentation, rules-based messaging management, social and open web advertising and triggers for email and mobile notifications.

- Additionally, it can be connected to leading BI tools for additional reporting and analysis to deliver insights across the organization.

Analytics and reporting

- The software provides out-of-the-box reporting and measurement capabilities, including dashboards for journey analysis and measuring performance against key metrics like average order value, lifetime value, and engagement.
- Marketers can access real-time insights through dashboards that update as segments are built, enabling them to create highly targeted campaigns.
- The software offers flexible integrations with leading business intelligence (BI) vendors, allowing marketers to use their preferred BI tools such as Power BI or Tableau. Data can be easily exported to these platforms through Treasure Data's open integration framework.

Third-party integrations

- The software offers vendor-agnostic native integrations with over 180 UI-based integrations.
- Customers have the ability to bring their own integration by writing custom Python code and deploying it onto the secure cloud environment of the platform.
- Automation and alerts are available for all integrations, allowing users to schedule and receive notifications for successful or failed jobs.

Pricing and support

- Customers are required to commit to an annual contract.
- Free trials aren't available, but 8-week Proofs of Concept are offered.
- Pricing is based on the number of known profiles.
- Onboarding with initial results available days after data ingestion.
- Standard support is included, and customers can purchase premium support, professional services and custom integrations.

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Key customers

Allergan
Domino's
Farmers Insurance
Peloton
Anheuser-Busch InBev
IBM

Key executives

Jeff Lawson, Co-Founder,
Chief Executive Officer and
Chairman

Kathryn Murphy, Senior Vice
President, Product Management

Target customer

- Twilio Segment serves both B2B and B2C organizations. The company works with large enterprise businesses in retail, technology, media, healthcare and finance. It also serves the needs of rapidly scaling, venture-funded growth and mid-market companies.

Company overview

- Founded in 2008
- 6000 employees.
- Segment.io was acquired by Twilio, which is a publicly traded company (NYSE: TWLO), in October 2020.
- Twilio Segment unifies customer interactions in real-time from multiple touchpoints, providing a customer profile that can be used to activate campaigns, build AI models and manage orchestration at scale based on evolving customer behavior.

Product overview

- Segment helps companies get a complete, real-time view of customers, enabling them to easily build targeted campaigns and predictive audiences to orchestrate multichannel journeys that deliver personalized experiences.

Use cases

- Businesses use Segment to build a modern customer data foundation, deliver a complete customer view to organizations, unlock customer insights and drive data-driven decisions that lead to unified, personalized customer experiences. Segment ensures compliant, consented data usage across an extensible data environment.

Artificial intelligence and machine learning

- Segment offers a data foundation for AI-powered marketing automation.
- Marketers can access and utilize CustomerAI Predictions and generative AI features within Engage.
- Out-of-the-box predictive AI models are available to trigger timely customer journeys and personalize experiences.
- Marketers can build their own AI models using consented data sets from Segment.

Data management

- Segment provides a deterministic identity resolution model that ensures certainty and verifiable facts, with the option for probabilistic matching when needed.
- The software offers a comprehensive approach to data collection through APIs, allowing for the unification of customer data to create a persistent, holistic customer record.
- Twilio Segment includes data management services such as deduping, cleansing, and normalization, ensuring trusted and consistent customer insights, contact profiles and account audiences.
- Segment Unify manages, cleanses, and unifies data, merging the complete history of each customer contact into a single, identity-resolved contact profile.
- Users can sync profiles from Segment to the data warehouse, combining them with relational data from other systems to ensure data consistency, accuracy and a 360-degree view of every contact and account.

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Orchestration

- Segment's journey orchestration functionality enables the activation of real-time customer profiles by building multichannel, multi-step customer journeys that react and adapt with every interaction.
- It also includes journey analytics to measure the success of each interaction.
- Customers can have personalized and connected journeys in a continuous conversation across all channels, paid and owned, as well as the native channels in Twilio Engage.

Analytics and reporting

- Twilio Segment CDP offers real-time analytics and reporting capabilities
- Marketers can monitor campaign performance and track key metrics such as conversion rates. The platform enables businesses to set conversion goals and measure return on investment (ROI) in real time.
- Marketers can make campaign adjustments and optimizations based on the insights provided by the analytics and reporting features.

Third-party integrations

- Segment offers native channel delivery across SMS, MMS, email, Push, WhatsApp and ad tech channels as well as a library of 450+ pre-built native integrations via API with real-time activation supported.

Pricing and support

- Customers are not required to commit to an annual contract.
- A free trial is available for customers to test the software before purchasing.
- Pricing is based on the value derived from the number of end customers tracked in the platform, and each implementation is priced based on the customer's needs.
- Segment offers integration support and ongoing support to customers at no extra charge. The company has in-house Solutions Architects and an SI partner network to accelerate implementation. Online training courses and individual Customer Success Managers are available for ongoing product support and strategy.

ZETA

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Key customers

5.11 Tactical
CNN
Haggar
Motel 6
Rent-A-Center (Upbound Group)
Red Roof Franchising

Key executives

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

John Sculley, Co-Founder,
Vice Chairman and Director

Steven Gerber, President and
Chief Operating Officer

Chris Monberg,
Chief Technology Officer

Target customer

- Enterprise consumer brands across industries such as retail, financial services, travel and hospitality, telecom, insurance, healthcare and automotive.

Company overview

- Founded in 2007
- 1600 employees.
- Zeta Global (NYSE: ZETA) is an AI-powered marketing cloud company that utilizes artificial intelligence and trillions of consumer signals to assist marketers in acquiring, growing and retaining customers more efficiently. The Zeta Marketing Platform (ZMP) aims to simplify complex marketing by integrating identity, intelligence and omnichannel activation into a single platform.
- Zeta Global acquired WhatCounts, Applied Info Group and DoublePositive in 2023, adding talent and technology to the company. In 2022, the company bought ArcaMax to enhance the Zeta Data Cloud and extend ZMP capabilities via first-party data growth and new touchpoints. Zeta purchased Aptness in 2021 to enrich the Zeta Data Cloud with proprietary insights and audiences.
- Zeta Global is based in New York City, with additional offices in San Francisco, Los Angeles, Washington, D.C., and Nashville. International locations include London, Paris, Brussels, Prague and Bangalore, among others.

Product overview

The Zeta Marketing Platform (ZMP) provides for three primary functions: identity, intelligence and activation.

- Identity: Zeta's customer identity resolution processes leverage a hierarchical method with a combination of deterministic and probabilistic components. The ZMP matches and remembers multiple identifiers to better connect with client first-party data and increase recognition rates across channels.
- Intelligence: In this layer, Zeta brings advanced analytics, machine learning and artificial intelligence capabilities to audience discovery, journey management and campaign optimization. Native functionality is designed to be used by marketers without the need for coding knowledge or IT assistance.
- Activation: The ZMP provides native activation across paid and owned channels. Having this native capability is aimed at ensuring zero data breakage or latency and reducing cost, so audiences and actions can be delivered at scale and on budget.

Use cases

- The Zeta Marketing Platform (ZMP) helps clients unify their customer data from various sources to improve data quality and enable different marketing and business applications.
- Clients can resolve identity issues by using configurable business rules and storing multiple identifiers, which improves recognition rates. The platform enables users to identify and engage with known and unknown website visitors.
- The ZMP provides predictive experiences by combining data from different touchpoints and using it to dynamically match customer needs and behaviors in real time.
- Clients can centralize reporting in the platform, enabling the creation of intelligence, insights and recommendations to improve customer experiences and business results.
- The ZMP incorporates data about customer behaviors and actions from external sources, augmenting and completing individual customer profiles.

ZETA

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- The platform utilizes AI-powered predictive intelligence to optimize campaigns and decision-making, including recommendations for products, offers, timing, channels and content.
- The ZMP enables journey orchestration and activation by merging offline and online data in real time and immediately activating and syndicating audiences to any destination.
- The platform ensures compliance with regulations and customer preferences by sharing data in a safe and secure manner through multi-tenant account structures and logical data separation.

Artificial intelligence and machine learning

- The ZMP was built from the start with a patented AI engine at its core. It uses a variety of inputs, starting with Zeta's proprietary profile and intent signals, to fuel predictive models and recommendations. Customer scores are then augmented by contextual signals like location, time of day, and device type to ensure consumers are engaged at moments that drive a positive brand message and conversion. Fully informed recommendations are generated to influence content, message, time, and channel for maximum impact
- Native AI and ML continually optimize campaign elements based on clients' specific KPIs. The interface features the Zeta Opportunity Engine (ZOE), an always-on AI assistant native to the ZMP that provides a chat-based interface for answering user questions about their data.

Data management

- The ZMP offers data onboarding capabilities through its native Data Flows feature, which provides a user-friendly interface for importing and exporting data between systems. Users can configure data flows, conduct master data management tasks, and perform ETL functions through a low-code interface.
- The ZMP supports various data integration options, including real-time, feeds, and batch-based onboarding. It can ingest structured, semi-structured, and unstructured data from online and offline sources, allowing users to create and define new attributes on the fly.
- Zeta provides data cleansing and normalization functionality, including custom ETL services for data transformation and normalization. It also offers data cleansing services such as global postal hygiene processes, standardization and validation of names, and proprietary data suppressions and scrub processes.
- Identity resolution is a native function of Zeta's software, enabled by proprietary, permissioned data and owned identity graph. This allows for the creation of a single people-based identity for omnichannel marketing and business applications. Zeta uses high-confidence metadata-driven rules and a combination of deterministic and probabilistic logic to match and resolve identities.
- Zeta also offers aggregation and scoring capabilities, allowing users to expand their first-party data assets and derive new data points. Custom scoring algorithms can be configured, and Zeta's proprietary Data Cloud enables further enrichment against behavioral, environmental, transactional, location signals, and real-time bid request data. Other enrichment and append services, such as email append/reverse append, demographic appends, and direct mail processing, are also available.

Analytics and reporting

- The ZMP integrates contextual analytics throughout the UI, providing insights on customer decision points and predictive segment counts during creation.
- Zeta's Data Cloud signals add 2,500 variables, enhancing analytic clarity.
- The ZMP offers three primary reporting functions: Standard Reports at the campaign level and for multi-campaign comparison, Custom Report Builder for user-created reports, and integrated BI tools for exporting campaign data to analytic platforms.

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Orchestration

- The ZMP Experience Builder allows marketers to orchestrate messaging across channels, with an interface designed for creating experiences ranging from simple one-off promotions to complex marketing programs. It enables marketers to engage customers with messaging sequences that adapt to responses in real time across touchpoints and channels. The platform also allows for the incorporation of native engagement channels within the ZMP and the addition of channels from other technology providers.
- Additionally, marketers can use Experience Builder to optimize their marketing programs and deliver better outcomes by tracking live program performance with reporting across channels and touchpoints within a single interface. They can gain insights into top-performing segments and channels. The platform also offers AI-based A/B and multivariate testing, enabling continuous optimization of marketing programs across all touchpoints.
- Personalization at scale is another key functionality of Experience Builder. Marketers can create relevant experiences based on up-to-the-minute customer data. The AI-based personalization engine tunes audience, content, channel and send-time across the website and other channels. Multi-layered segmentation and real-time location-based targeting further enable contextually relevant experiences.

Third-party integrations

- Zeta Global offers over 170 pre-built connectors and integrations with various data platforms, allowing marketers to easily integrate their databases, data warehouses, CRMs and CDPs.

- It also provides documentation for APIs, enabling custom integrations.
- Additionally, Zeta has a Channel Manager that connects to popular advertising and marketing channels like Facebook and Google, with flexible APIs and webhooks for connecting to any channel.

Pricing and support

- Annual contracts are required.
- A free trial or other pre-purchase testing is available.
- Zeta offers a modular pricing approach with fixed costs for technology licensing and account services, as well as variable costs based on setup complexity, integrations, sending volumes, user seats, records under management and more.
- Discounts are available for leveraging multiple ZMP solutions and entering into a multi-year contract.
- Integration support is provided during implementation, and ongoing integrations can be managed by non-technical client users within the Channel Manager interface.
- Ongoing support is provided by an assigned Account Manager, and 24/7 global technical support is available through the Zeta Help Desk and Knowledgebase resource within the ZMP.