# Customer DATA Platforms

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Overview

With the proliferation of customer data across more touchpoints than ever before, the need for marketers to bring it all together into a centralized repository to help create a unified customer profile has become a priority for businesses all over the world. The emerging solution for this centralized data hub is the customer data platform, or **CDP**.

Since the CDP market is still emerging and being defined, there can be significant overlap and differences between similar technology solutions from various vendors. In this guide, we will help define a CDP, examine what basic elements and functionality you should be looking for from your vendor, and discuss some of the **potential benefits and use cases for a CDP**.

In future editions of the CMSWire CDP Buyer's Guide, we will dig deeper and examine the current CDP market overall, provide an exhaustive list of all CDP vendors with full profiles and product information, and look to the future of CDPs and where the market will be headed.

The CDP market is already growing, and is projected to grow, at a significant rate. According to **recent data**, CDP industry employment grew 76% in 2017, while the number of CDPs included in the study grew from 39 in June 2017 to 62 in June 2018.

There are also a significant amount of mature businesses now repositioning themselves as CDP vendors, with 45% of firms added to the report founded more than 10 years ago. The CDP industry
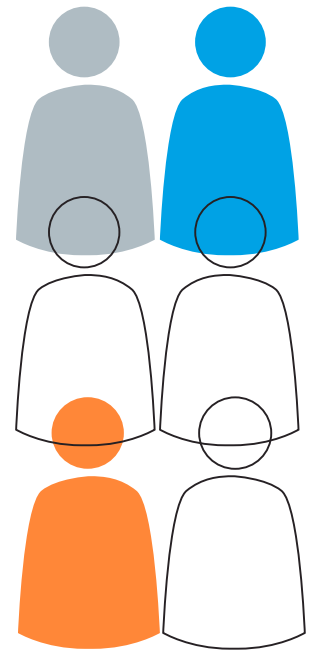
brought in $114 million in new funding in the first half of 2018, a 26% increase from the $90 Million invested during the same period in 2017. The total investment for the CDP industry is now at $1.47 billion.

The CDP Institute projects the CDP market to grow to $1 billion in revenue in 2019. With CDPs now deployed at 2,500 or more companies, and the average price per installation close to $100,000 per year, CDPs are here to stay and are being adopted and put into action in companies all over the world.

What is a CDP?

A customer data platform (CDP) is a data management system that has a unified and persistent database which can be accessed by other martech systems. CDPs consolidate and integrate data from multiple channels and sources into a single repository that allows a business to build a unified profile around an individual customer. After the customer data has been structured and combined, it can then be pushed back out to other martech systems to allow for advanced real-time personalization and targeting campaigns.
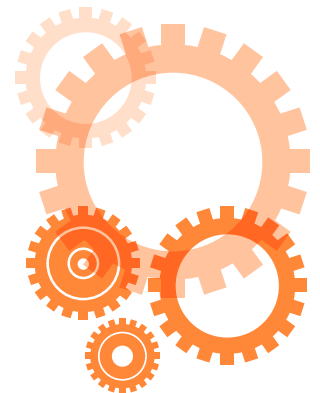
Key Elements of a CDP

CDPs need to have three basic elements to be considered a CDP.

- ► They need to be a **marketer-controlled system**, meaning marketers need to be able to purchase and run a CDP with limited ongoing technical support from corporate IT or an external vendor. They may still need internal or external technical support during setup phase initially, but marketers should be able to run the system on a daily basis.

► A CDP needs to be a **persistent, unified database** that can collect data from multiple sources and associate that data with an individual unified customer profile. A CDP does not need to store all the data itself or take in every piece of customer data, but it should really serve as a hub for your martech stack organized around providing a single view of each customer.

► They need to be **accessible to external systems**, or in other words, all your other martech software. Any data in the CDP should be accessible and easily available to any other system, meaning they should not operate like an integrated software suite, where a system can only interface with other like-pieces of a proprietary software suite.

What a CDP is Not

A CDP is not a CRM system or a data management platform (DMP). While a CRM may have some overlap with a CDP in terms of functionality, a CRM system is primarily for sales, while a CDP helps to deliver a more complete view of the customer, beyond the sales cycle. CRMs are more limited in scope than CDPs as they do not necessarily provide the development environment or integration flexibility to support the full customer experience cycle, as well as being more focused on managing customer interactions, business transactions and process management.

DMPs differ from CDPs in several key ways as well. A DMP is designed to perform one core function for ad platforms — to gather data from multiple channels and categorize and classify it so marketers can target customer segments more effectively. CDPs are about managing an individual customer, not a segment
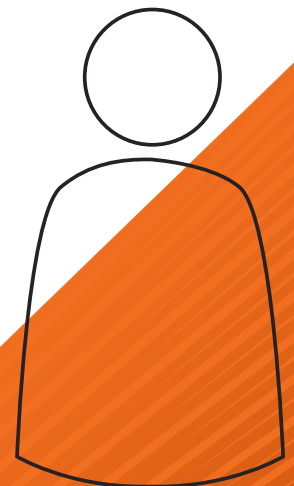
or group, and can help power and customize outbound marketing efforts to specific individuals. CDPs work with first-party data of anonymous and known customers, and can store personally identifiable information (PII) relating to an individual, while DMPs deal with anonymous third-party data like cookies, IP addresses and mobile device data.

In the end, it's not question of whether to use a CRM, CDP or DMP, but understanding the differences between platforms and functionality, and applying them to specific use cases for your business.

Key Features of a CDP

Look for key features such as a web-based UI and built-in data collection, unification and activation functionality.

► **Data Ingestion / Collection** – A CDP needs to be able to load in data from multiple customer touchpoints in real-time. Touchpoints would include sources like websites, mobile devices, server data, CRM systems, payment systems, email, ad campaigns and help desks. While the data it is taking in doesn't need to live in the CDP permanently, it does need to persist there for as long as is needed to process it.

► **Internal Processing / Unification** – A CDP has to be able to prepare that newly collected data for use, which could include profile unification — the ability to consolidate profiles and connect attributes of a single person. You want to look for a CDP that can provide historical data storage so you can build customer profiles over time.

► **Segmentation** – CDPs should have a web-based interface that gives marketers the ability to segment customers into
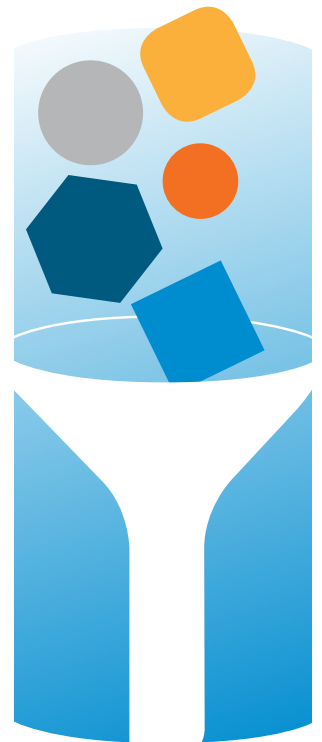
custom audiences. A CDP should make it easy to market to these audiences across your martech tools, ad networks, and other apps.

► **Data Output / Activation** – A CDP needs to be able to push all that segmented data back out, with instructions on how to activate it and personalize messaging to external systems like email, mobile, social media and web.

Why use a CDP?

The days of the lineal sales funnel are numbered in the digital age. Customers now interact with your brand in countless ways, long before and after, they are engaged in the buying process. They are commenting on your products on your website, talking with their friends about your company on Facebook, leaving reviews on Amazon, clicking on ads on the internet and interfacing with your customer service employees through your call center. All these touchpoints produce tons of data that needs to be made sense of and made actionable.

A CDP can aggregate and unify all that structured and unstructured data across all your customer touchpoints, giving you a 360 degree view of your customer from research phase, through the buying cycle and finally though retention. By understanding your customer more fully as a complete person, you will be able to build trust in your relationship by delivering value to your customers through actionable segments before, during and after the sale.

What Else to Look for in a CDP

Beyond the basic functionality defined above that every CDP must have, there are a variety of features you want to ensure your potential CDP offers.

▶ **Data Integration** – Your CDP should be serving as the hub of your martech stack, collecting all your customer data and activating it for your marketing tools. Getting that data integrated and routed into the rest of your martech stack is the only way you will fully realize the benefit of your CDP. Make sure your CDP has good documentation and can set up new data integrations without software development kits (SDKs) or additional tracking codes.

▶ **Data Controls** – Look for a CDP that has advanced data controls that will give you UI visualization tools and the ability to control what data is sent to which database or integration point.

▶ **Privacy and Security** – With GDPR compliance (as well as additional data privacy regulations) now a requirement for any company who deals with EU citizen data, you want a CDP that has data privacy features built in. A CDP that provides data encryption, single sign-on (SSO) and role-based permissions will have robust security features to help keep your customers valuable personal information secure. ●

CDP Market Overview

Marketing technology software has been around for more than 20 years. In comparison, the Customer Data Platform (CDP) market is relatively new, having only been around for the past few years. Here's what you need to know about the CDP market.

How CDPs Started

Initially, most customer databases were designed to support a vendor's specific software application, such as website person- alization or marketing campaign management. Vendors of these applications recognized the revenue potential in enabling other applications to use their databases for accessing and incorporating customer data.

So, many vendors began adding integration tools to their customer databases and converting them into what we now know as Customer Data Platforms (CDPs). Simultaneously, some web analytics and tag management vendors got the same idea: Modify their systems to create a persistent customer database for other applications to use.

By 2016, the various vendor solutions had converged to form the CDP industry.

The CDP Market is Growing Quickly

Though still nascent, the CDP market is growing rapidly. CDP Institute said it anticipates 2018 industry revenues of $640 million, up 65% over 2017, with the market expected to reach $1 billion in 2019, according to the organization's June 2018 CDP industry update (free download).

During the first half of 2018, the CDP industry added 11 new vendors and $114 million in new funding, the CDP Institute report says, which represents year-over-year increases of 59% and 27% respectively.

The industry has expanded as marketers have realized the need for unified customer data and the shortcomings for some users of alternative technologies such as data warehouses, data lakes, customer relationship management (CRM) platforms and data management platforms (DMPs), according to CDP Institute.

European CDP Market Growth is Fueled by GDPR

In addition, the CDP market has grown in Europe in part because of the May 2018 introduction of the General Data Protection Regulation (GDPR), which emphasizes consumer privacy protection. CDPs can help companies become compliant with GDPR and other privacy regulations by providing transparency into where customer data came from, where it's stored and how the information is being used or shared, among other attributes.

According to recent data, the European CDP market increased by 33% more vendors and 42% more employees, compared with 21% and 30% growth in the U.S. as measured by the institute's previous report.
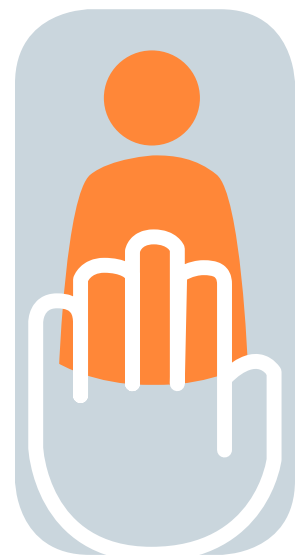
The CDP Market Has Grown in Stature

Along with revenue growth, the CDP market has evolved in stature as well. "Customer data platforms are the foundation of the emerging, digitally savvy marketing organization that not only has that 360-degree view of customers but also actively engages with customers across the channels of their choice," Forbes noted.

"There's no doubt that the industry's momentum will grow as the benefits of CDPs become more widely understood," added David Raab, principal for Raab & Associates, Inc. and the CDP Institute's chief executive.

The Evolution of CDP Vendors

The CDP market consists of vendors that (a) originally developed software platforms for other uses, such as marketing campaign management, and then later evolved their offerings into CDP solutions; and (b), CDP-native startups.

The majority of vendors in the recent CDP Institute report, 45%, were founded between 1996 and 2007, before the CDP market existed. "Older firms are likely to have started in a different market and have repositioned themselves as CDPs," the report noted. Among current CDP vendors tracked in the report, 18% were founded between 2008 and 2011; 18% between 2012 and 2013; and 18% between 2014 and 2016.

It's worth noting that CDP solutions have grown in capabilities over the years. In CDP Institute's first market report, released in December 2016, 46% of vendors primarily offered customer data access, the core CDP capability, with 25% offering analytics and 29% providing customer engagement capabilities. However, the vast majority of vendors since that report offer access, analytics and engagement capabilities.
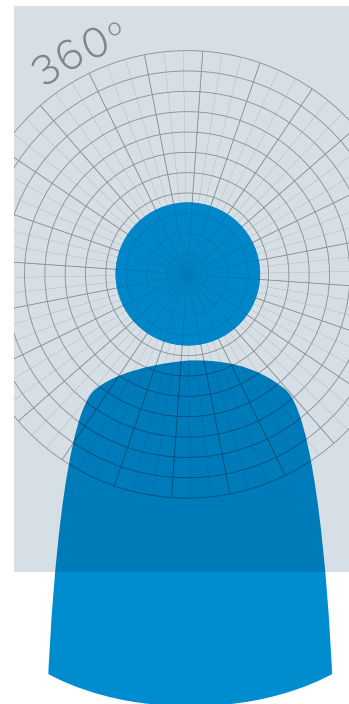
The CDP Institute's June 2018 report includes a total of 63 CDP vendors and ranks top vendors in the following categories: Employee Growth; Employee Growth Rate; Employment (total number of employees); and Funding. Vendors that ranked in more than one category include NGDATA and Zaius (Employee Growth, Employee Growth Rate); Segment (Employee Growth, Employment, Funding); Datorama (Employee Growth, Employment); and Tealium (Employment, Funding).

CDP Attributes and Vendor Capabilities: Beyond the Basics

The following are some CDP attributes and focus areas to consider that go beyond the basics, along with vendors that provide them.

► **B2B or B2C focus** – Some CDPs are designed specifically for Business-to-Business (B2B)-focused organizations; others are Business-to-Consumer (B2C)-centric; and others are more general. For example, Radius offers a CDP for B2B enterprises; AgilOne is tailored to B2C companies; Lytics is more general, with customers ranging from The Economist magazine to retailer Dr. Martens.

► **Industry focus** – Beyond the B2B or B2C focus, some CDPs are geared toward brands in particular industries, such as Marketing G2 (primarily targeted toward media companies); Umbel (sports and entertainment); and Ysance (retailers).

► **Cloud or on-premise** – Most CDPs, especially ones from vendors who have only been around a few years, are available only as a Software as a Service (SaaS) platform. But some vendors such as BlueVenn, Celebrus and Piwik

PRO offer the option of deploying the product in the cloud or on your own data center hardware, which some companies prefer out of security and privacy compliance concerns.

▶ **Artificial intelligence (AI) and machine learning** – CDPs that integrate some level of AI or machine learning can help market-ers achieve deeper insights into their customers' behaviors, in order to deliver more personalized messaging and offers. CDP vendors with AI or machine learning capabil-ities include Blueshift, Datorama, Evergage, NGDATA, Lytics and Reltio.

▶ **Open source** – While nearly all CDP vendors provide integrations with other vendors' martech tools, some — such as Arm Treasure Data, BlueConic and Jahia Solutions Group — emphasize the open-source roots or nature of their platforms. For example, BlueConic says its CDP features a database architecture built on Apache Cassandra, which Facebook developed and has made open source. Why should a marketer care? "This NoSQL database is extremely scalable, highly responsive, incredibly flexible and is known for its read/write speed," BlueConic says.

▶ **Mobile savvy** – Ideally, you want a CDP that can leverage data from your brand's mobile app — which many do. But you should also consider whether a vendor makes mobile app tools available to marketers as well. A few that do include are LeadBoxer, which provides a mobile app that shows users the businesses that visited a site and provides you with ways to contact them, and mParticle. which offers a Mobile Data Activation platform.

In its July 2018 "Market Guide for Customer Data Platforms for Marketing," research firm Gartner summarized what marketers should take into account regarding the ways CDP vendors are increasingly trying to differentiate their products:

"As CDPs seek to stand out, they're expanding prediction and decisioning features. Some are beginning to offer more robust customer journey analysis and use artificial intelligence to make sense of those journeys. Because of the focus on customer data, CDPs offer varying approaches to recommendations and next-best-action suggestions for each segment or individual consumer."

Common CDP Usage

So, what exactly can you do with CDPs? Here are 10 use cases for digital marketers.

1 Achieve a 360-degree view of your customers
Centralize data about your customers across all the channels in which they engage with your brand so you can have one single, unified view of each customer.

2 Gain actionable insights
CDPs don't simply aggregate, store and unify your customer data from multiple tools, sources and engagement channels. From the unified customer views you receive, you can get actionable intelligence into customer behaviors, likes, dislikes, patterns and preferences. Those insights can help you develop more effective and better-targeted campaigns and personalized messaging.

3 Increase new customer acquisitions through enhanced personalization
The wealth of actionable data you get from a CDP can help you gain new customers by targeting lookalikes of high-value customers and automating highly personalized messages based on cart abandonment, website views, or other actions.

4 Grow your audience

Increase your valuable first-party data by encouraging anonymous visitors to your website to return through personalized content and intent-based marketing and, once they've returned, register or make a purchase.

5 Deliver the right message to the right person at the right time

CDPs, especially those that apply machine learning algorithms to real-time customer data, can help you know exactly when to send a personalized message — such as the moment when a return visitor is actively exploring a particular product page on your site.

6 Increase the lifetime value of your customers

The more personalized your messaging to customer is, the more you're likely to earn their trust and loyalty. From there, you're much closer to increasing their repeat purchases, frequency and average order value.

7 Optimize marketing campaign ROI

With a unified view of customers across all your channels, you have a deeper understanding of how customers prefer to engage with you, whether it's via email, social networks, or website visits. From this knowledge, you can emphasize, say, email messaging and offers to customers who tend to engage with your brand mostly through email.

8 Target customers based on behaviors

A unified, real-time view of customers can help you tailor campaign and offer messages based on customer characteristics, such as price sensitivity, purchase frequency, propensity to churn and more.

9 Become compliant with GDPR and other privacy regulations

A CDP integrates all customer data across your martech tools, platforms and databases, including CRMs, email, website visits, customer call center interactions and in-store purchases. With a CDP, you know where your customer data is. And that's critical in the age of GDPR. Compliance, in part, means having a digital chain of custody — a sort of "paper trail" that provides a history of how your customer data came to be and where it came from so you can better protect it.

10 Predict the future

CDPs that leverage machine learning can analyze your customers' past behaviors and, based on that information, provide predictive indicators, such as whether a customer will likely buy again from you and if so, what they will buy and when they're likely to click the 'buy' button. ●
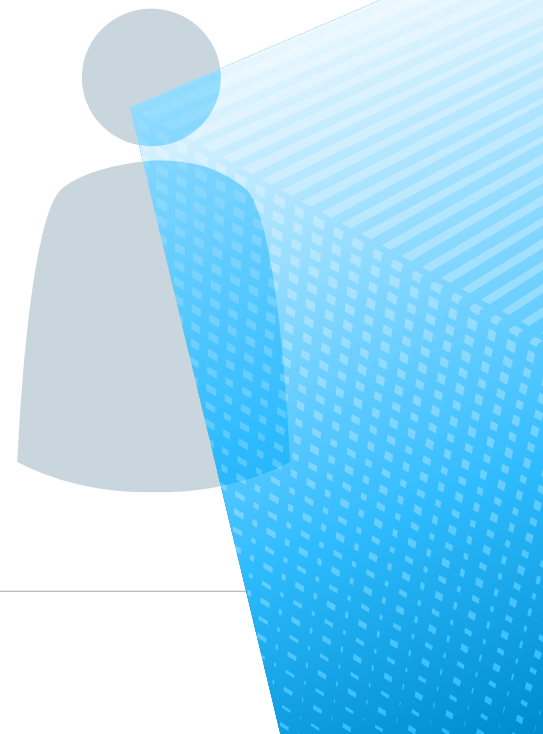
CDP Vendor Directory

If you're on the hunt for a Customer Data Platform (CDP) offering, check out the 63 vendors summarized below (in alphabetical order). You'll find at-a-glance information about the companies, their products, customers and key executives.

Pricing and support information (beyond basic email support) is included when available, though the vast majority of vendors don't offer those details unless you contact them directly.

Company and product details were obtained from the following sources: the CDP Institute's "Customer Data Platform Industry Update" of June 2018; Crunchbase; LinkedIn; Capterra; G2 Crowd; Bloomberg; and each company's website.

Directory

ActionIQ

OVERVIEW: Based in New York City, ActionIQ was founded in 2014. The company has 62 employees and has received a total of $45 million in funding.

PRODUCT/S: Action IQ is designed for Fortune 500 organizations, with an emphasis on the ability to scale across multiple data sources, teams, marketing channels and people.

CUSTOMERS: Verizon, WW (formerly Weight Watchers), The New York Times, Gap, Inc., Saks Fifth Avenue, Michael Kors, Shutterstock, HBC, Nutrisystem, Theory, Vera Bradley.

KEY EXECUTIVES: Tasso Argyros, co-founder, CEO; Nitay Joffe, co-founder, CTO.

PRICING: Not disclosed. **SUPPORT:** Clients are assigned a dedicated account team, that include an account executive, engagement director, and field engineer.

Directory *(Continued)*

Advanced InSight

OVERVIEW: Advanced InSight is based in Piscataway, N.J., and was founded in 2012. It currently has three employees.

PRODUCT/S: The InSight360 SaaS-based platform is specifically designed for B2B publishers and includes features such as a data-driven customer recommendation engine.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: John Roney, President; Gary Aiello, VP of Technology.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

AgilOne

OVERVIEW: AgilOne was founded in 2005 and is based in Mountain View, Calif. The company has received $41 million in funding. AgilOne has 110 employees.

PRODUCT/S: The AgilOne platform is tailored to B2C enterprises and provides database management, predictive customer analytics and integrated campaign management.

CUSTOMERS: Hugo Boss, Tumi, lululemon, Schwan's, Travelzoo.

KEY EXECUTIVES:: Omer Artun, founder and CEO; Gangadhar Konduri, Chief Product Officer; Steve McDermott, Chief Revenue Officer.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Aginity

OVERVIEW: Founded in 2005, Aginity is based in Evanston, Ill. The company has received $13.8 million in funding and has 72 employees.

PRODUCT/S: Aginity's Amp is data warehouse software that enables companies to create, catalog and manage analytics as assets, which can be reused throughout the enterprise. Amp software is deployed globally with partners that include IBM, Cloudera and Hortonworks.

Directory *(Continued)*

CUSTOMERS: Amazon, Fidelity Investments, GEICO, REI, Dish, Virgin Media.

KEY EXECUTIVES: Tzaras Christon, President and CEO; Dan Kuhn, CTO; Geoff Trukenbrod, CFO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Alterian

OVERVIEW: Alterian was founded in 1997 and currently has 77 employees. The company is based in Denver and has offices in Bristol, U.K. and Sydney, Australia.

PRODUCT/S: Alterian's Chameleon software consolidates customer data, campaign management and email marketing into an "Adaptive Customer Experience" platform.

CUSTOMERS: include ScottishPower; a large U.S. automobile insurer.

KEY EXECUTIVES: Bob Hale, CEO; Chris Nolan, CTO.

PRICING: Not available. **SUPPORT:** Not disclosed.

Amperity

OVERVIEW: Founded in 2016, Amperity is based in Seattle and has 62 employees. The company has received a total of $37 million in funding.

PRODUCT/S: The Amperity CDP ingests raw customer data from multiple systems and leverages machine learning to resolve customer identities. The data can then be used for customer initiatives, acquisition and retention marketing programs and advanced customer analytics.

CUSTOMERS: include Not disclosed.

KEY EXECUTIVES: Kabir Shahani, co-founder and CEO; Derek Slager, co-founder and CTO; Amy Kelleran Pelly, CFO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Directory *(Continued)*

Arm Treasure Data

OVERVIEW: Treasure Data was founded in 2011 and is based in Mountain View, Calif. The company has 129 employees and has received a total of $54.1 million in funding. In August 2018, Treasure Data was acquired by Arm, a multinational semiconductor company, with the goal of integrating Treasure Data's technology into the Arm Pelion IoT Platform.

PRODUCT/S: The Treasure Data enterprise CDP enables a single, action-able view of customers across a martech stack to drive insights designed to inspire loyalty. The platform has been featured in the 2018 Gartner Magic Quadrant for Data Management Solutions for Analytics.

CUSTOMERS: LG Electronics, Suburu, Canon, Muji, Mattel, Shiseido.

KEY EXECUTIVES: Hironobu Yoshikawa, co-founder and CEO; Kazuki Ohta, co-founder and CTO; Dan Weirich, CFO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Ascent360

OVERVIEW: Based in Golden, Colo., Ascent360 has 29 employees, was founded in 2013 and currently has received a total of $1.9 million in funding.

PRODUCT/S: The Ascent360 CDP platform, for B2C companies, integrates customer and transaction data from any touchpoint and enables targeted, omnichannel communications direct to prospects and customers. The platform integrates with more than 75 different platforms including Salesforce, Facebook, Google, MailChimp and Magento.

CUSTOMERS: Thule, Ragnar, Smartwool, Marmot, Diamondback, Alabama Outdoors.

KEY EXECUTIVES:: Scott Buelter, CEO; Nayab Khan, CTO.

PRICING: Not disclosed.

SUPPORT: Every account is assigned an account manager that's an expert in CRM strategy and digital marketing.

Directory *(Continued)*

BlueConic

OVERVIEW: Boston-based BlueConic launched in 2010 and has an office in The Netherlands. The privately held company currently has received $13.8 million in funding and has 51 employees.

PRODUCT/S: The BlueConic platform is built on an open-source Apache Cassandra NoSQL database, a technology noted for scalability, responsiveness, flexibility and read/write speed.

CUSTOMERS: Volvo, The Boston Globe, PetPlan, ING, Ahold, Hearst Newspapers, Moen, T-Mobile, America's Test Kitchen, American Kennel Club.

KEY EXECUTIVES: Bart Heilbron, co-founder and CEO; Martijn van Berkum, co-founder and CTO.

PRICING: Starts at $500/month. **SUPPORT:** Not disclosed.

Blueshift

OVERVIEW: Based in San Francisco, Blueshift was founded in 2014. The company has received $10.6 million in total funding and has 58 employees.

PRODUCT/S: Blueshift's platform for B2C customers combines behavioral data, artificial intelligence (AI) and cross-channel marketing automation. Blueshift enables marketers to visually build customer journeys and achieve insights into and control over their recommendations engine.

CUSTOMERS: Lending Tree, Udacity, BBC, Munchery, IAC.

KEY EXECUTIVES: Vija Chittoor, co-founder and CEO; Mehul Shah, co-founder and CTO.

PRICING: Not disclosed. **SUPPORT:** Email support; Premium packages available.

BlueVenn

OVERVIEW: Founded in 1998, BlueVenn is based in Raleigh, N.C. and in Bristol, U.K. The privately held company has 51 employees.

PRODUCT/S: The BlueVenn platform is designed to deliver customer analytics, omnichannel journey management, modeling and campaign execution for

Directory *(Continued)*

B2B and B2C customers. BlueVenn can be deployed in the cloud, on premise, or in a hybrid environment.

CUSTOMERS: AAA, Space.NK, International Personal Finance.

KEY EXECUTIVES: Steve Klin, CEO; Curt Bloom, President of BlueVenn US; Mark Jameson, CTO.

PRICING: Starts at $2,000/month. **SUPPORT:** Not disclosed.

Boxever

OVERVIEW: Boxever is based in Dublin, Ireland. The privately held company was founded in 2011, has received $19 million in total funding and has 74 employees.

PRODUCT/S: The Boxever "customer intelligence cloud" includes Boxever OneView, a CDP that connects all customer data in real-time and powers Boxever Engage, a personalization engine; and Boxever Explore, a fully managed analytics platform.

CUSTOMERS: Jetstar, Aer Lingus, Air New Zealand, Cebu Pacific, VivaAerobus, Emirates.

KEY EXECUTIVES: Dave O'Flanagan, co-founder and CEO; Alan Giles, co-founder and CTO; Dermot O'Connor, co-founder and VPE.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

CaliberMind

OVERVIEW: Founded in 2016, CaliberMind is based in Boulder, Colorado and has received $4.4 million in total funding. The company has 21 employees.

PRODUCT/S: CaliberMind's B2B platform brings together analytics, attribution and workflow automation for marketers. The company's ABM Converter & Revenue Analytics solution, built on top of its CDP, aims to let marketers repurpose existing CRM and marketing automation systems to manage, measure and report on Demand Generation and ABM initiatives.

CUSTOMERS: Fidelis, Optrinsic, Apto, Datavil, IMPLAN.

Directory *(Continued)*

KEY EXECUTIVES: Ravid Turner, co-founder and CEO; Nic Zangre, VP of Product; Nolan Garrido, VP of Engineering.

PRICING: $20,000 per year or more. **SUPPORT:** Not disclosed.

Celebrus

OVERVIEW: Celebrus is the CDP offering from D4t4 Solutions Plc., a public company based in Sunbury-on-Thames, U.K. The company has 120 employees and was founded in 1985 as IS Solutions.

PRODUCT/S: The Celebrus CDP is geared toward enterprises in the banking, insurance, retail, travel, automotive and telco industries and emphasizes real-time customer data and streaming analytics. Celebrus can host data on-premise or in the cloud.

CUSTOMERS: N Brown Group, FBTO Insurance, J D Williams & Co Ltd., Centraal Beheer Achmea.

KEY EXECUTIVES: Peter Kear, CEO of D4t4 Solutions Plc.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Commanders Act

OVERVIEW: Paris-based Commanders Act was founded in 2010, with a current total funding of €8 million. The company has 60 employees.

PRODUCT/S: The Commanders Act platform includes modules such as TagCommander for real-time tag management; Data Commander for analytics; Fuse Commander for unifying customer profiles; and Mix Commander, for understanding the customer journey.

CUSTOMERS: Air France/KLM, Allianz, YellowPages, Disneyland Paris, Clarins.

KEY EXECUTIVES: Michel Froment, co-founder and CEO; Samuel Font, co-founder and CTO; François Langrand, co-founder and VP of Consulting.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Directory *(Continued)*

ContactLab

OVERVIEW: ContactLab was founded in 1998 and currently has 209 employees. The company is based in Milan.

PRODUCT/S: ContactLab's engagement marketing platform is aimed at retailers, including fashion and luxury brands.

CUSTOMERS: Gruppo Campari, ING Direct, La Prairie, Nestle, Sergio Rossi, United Colors of Benetton.

KEY EXECUTIVES: Massimo Fubini, founder and CEO; Gian Luca Ottino, CFO and general manager; Stefano Lena, Chief Strategic Officer.

PRICING: Not disclosed.

SUPPORT: Standard Support or Premium Support, which includes telephone support. Pricing not disclosed.

CrossEngage

OVERVIEW: Founded in 2015, CrossEngage is based in Berlin and currently has received a total of €5 million in funding. The company has 37 employees.

PRODUCT/S: CrossEngage integrates all customer data to enable customer journey and segmentation tools and connects to a variety of email, direct mail, programmatic advertising, social advertising and other marketing tools.

CUSTOMERS: Project A Ventures, Contorion, mycs.

KEY EXECUTIVES: Manuel Hinz, co-founder and Managing Director; Markus Wuebben, co-founder and Managing Director.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Datalicious

OVERVIEW: Based in Sydney, Datalicious is a global data analytics agency founded in 2007, with offices in Bangalore, Auckland and Singapore. The private company has 48 employees.

Directory *(Continued)*

PRODUCT/S: Datalicious offers proprietary and partner technology platforms designed to maximize the customer journey, including tools for media attribution and media mix modeling.

CUSTOMERS: Westfield, Lego, Vodafone, Expedia, Fox Sports, Telestra.

KEY EXECUTIVES: Christian Bartens, founder and CEO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Datorama

OVERVIEW: Datorama is a global marketing technology firm founded in 2012 with 16 offices worldwide. The company was recently named a Gartner Cool Vendor and ranks no. 35 on the Deloitte Fast 500 list. Salesforce acquired Datorama in July 2018.

PRODUCT/S: The Datorama platform leverages AI for data integration, insights into customer data, predictive analytics and more.

CUSTOMERS: IBM, Nike, Ticketmaster, Viacom, Neo@Ogilvy.

KEY EXECUTIVES: Ran Sarig, co-founder and CEO; Katrin Ribant, co-founder and CSO; Efi Cohen, co-founder and CTO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Ensighten

OVERVIEW: Founded in 2009, Ensighten has 73 employees and is based in San Jose, Calif. The company has received a total of $108.5 million in funding.

PRODUCT/S: Ensighten's CDP includes tools for enterprise tag management, omnichannel data collection, first-party customer profile creation and activation and data privacy and security.

CUSTOMERS: CDW, Hearst Corp., The Home Depot, Microsoft, State Farm, United Airlines, T-Mobile.

KEY EXECUTIVES: Marty Greenlow, CEO; Ian Woolley, Chief Revenue Officer; Jason Patel, CTO; Mat Hauck, COO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Directory *(Continued)*

Eulerian Technologies

OVERVIEW: Founded in 2002, Eulerian Technologies is based in Paris and has offices in Montreal and Madrid. The company has 59 employees and has received a total funding of €5 million. Eulerian Technologies was named by Gartner in the 2017 "Magic Quadrant for Digital Marketing Hubs" and as a vendor to watch in the 2017 "Magic Quadrant for Digital Marketing Analytics."

PRODUCT/S: The Eulerian CDP combines marketing attribution and data management components to help marketers centralize, analyze, manage and activate data in real-time.

CUSTOMERS: Office Depot, FTD, Warner Brothers, Canal+, Carrefour.

KEY EXECUTIVES: Guillaume Fougnies, co-founder and President; Mathieu Jondet, co-founder, Chief Product Officer; Emmanuel Brunet, CEO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Evergage

OVERVIEW: Evergage is based in Somerville, Mass. and has 105 employees. The company was founded in 2010 and was a 2012 finalist at the TechCrunch Disrupt Startup Battlefield. It has received a total funding of $26.3 million.

PRODUCT/S: The Evergage platform capabilities include machine learning, to deliver personalized experiences algorithmically and help marketers uncover insights from analytics; A/B testing; analytics and attribution; behavioral tracking; and triggered messaging.

CUSTOMERS: Citrix, Lenovo, Newegg, Autodesk, Publishers Clearing House, Walmart Mexico.

KEY EXECUTIVES: Karl Wirth, co-founder and CEO; Greg Hinkle, co-founder and CTO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

FanThreeSixty

OVERVIEW: FanThreeSixty was founded in 2011 by owners and executives of

Directory *(Continued)*

Sporting Club and the MLS team Sporting Kansas City. The company is based in Kansas City, Mo. and has 65 employees.

PRODUCT/S: The company's Dimension is a 'fan management' CDP for sports and entertainment organizations that integrates with SeatGeek, Ticketmaster, Facebook, Twitter and other platforms.

CUSTOMERS: Speedway Motorsports Inc.; Allianz Stadium; Sioux Falls Skyforce; US Open.

KEY EXECUTIVES: Cliff Illig, Chairman and owner; Jason Houseworth, CEO and President; Robb Heineman, co-founder and owner; Bart Hampton, COO; Sasha Victorine, Chief Solutions Officer.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

FirstHive

OVERVIEW: FirstHive is based in Mumbai, India and was founded in 2008. The parent company is eMart Solutions India.

PRODUCT/S: The FirstHive CDP aggregates data from a variety of customer interactions and transactions to build unified customer profiles that can be grouped into relevant cohorts. The platform also supports the creation and execution of customer engagement campaigns across email, SMS, voice, website, mobile apps and social channels.

CUSTOMERS: Siemens, Wella, ICICI Bank, Essilor, Legrand.

KEY EXECUTIVES: Aditya Bhamidipaty, founder and CEO; Birendra Kumar Sahu, CTO and VP of Technology.

PRICING: Starts at $2,500/month. **SUPPORT:** Not disclosed.

Fospha

OVERVIEW: London-based Fospha was founded in 2014 and has received a total of $24.7 million in funding. The company has 29 employees.

PRODUCT/S: Fospha helps marketers track the end-to-end customer journey and uses AI to measure the effect of each interaction on the customer's likeli-hood to convert. The platform integrates with 200+ marketing tools.

Directory *(Continued)*

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Sam Carter, CEO; David Abensour, CTO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Gamooga

OVERVIEW: Gamooga is based in Hyderabad in southern India. The company was founded in 2011 and has 50+ employees.

PRODUCT/S: Gamooga is an omnichannel customer engagement platform that incorporates a predictive analytics engine.

CUSTOMERS: Reliance, ERbazaar, redBus, BigBasket.

KEY EXECUTIVES: Kishore Annapureddy, co-founder and CEO; Nishitha Nagireddy, co-founder and Director of Business Development & Alliances.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Hull

OVERVIEW: Hull is based in Atlanta and was founded in 2013. The company has received a total of $2.9 million in funding and has 61 employees.

PRODUCT/S: The Hull platform integrates a brand's suite of online marketing channels, including email marketing, website, mobile site and apps, to analyze consumer motivations and use that knowledge to create personalized experiences.

CUSTOMERS: Universal Pictures, Airbnb and Wilson.

KEY EXECUTIVES: Stefan Koenig, co-founder and CEO; Stephane Bellity, CTO.

PRICING: Starts at $950/month. **SUPPORT:** Not disclosed.

IgnitionOne

OVERVIEW: Founded in 2004, IgnitionOne is based in New York, N.Y. and has 334 employees. The company says it is one of the largest independent

Directory *(Continued)*

marketing technology companies in the world. it has received a total of $80.2 million in funding.

PRODUCT/S: The IgnitionOne Customer Intelligence platform helps marketers buy, manage and optimize digital media across search, display, social and mobile platforms as well as understand clients through data management and cross-channel attribution.

CUSTOMERS: LaQuinta Inns & Suites, General Motors, Bridgestone, Oreck, Mazda, Toyota, G6 Hospitality, Strayer University.

KEY EXECUTIVES: Will Margiloff, CEO; Scott Levine, CFO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Jahia Solutions Group

OVERVIEW: Jahia Solutions Group is based in Geneva, Switzerland and has offices in Washington, D.C., Chicago, Toronto and throughout Europe. Founded in 2002, the company has received a total of $22.5 million in funding and has 71 employees.

PRODUCT/S: The open-source Digital Experience Manager (DX) platform is designed to help marketers manage their entire digital ecosystem. The platform integrates with Jahia's Marketing Factory and Form Factory tools.

CUSTOMERS: Abercrombie & Fitch, Ben & Jerry's, Europcar, European Parliament, General Motors, Nationwide, and Samsung.

KEY EXECUTIVES: Michael Tupanjanin, CEO; Elie Auvray, Chief Product Officer; Serge Huber, Chief Technology Officer.

PRICING: Varies by module, cloud and on-premise

SUPPORT: Included with paid subscriptions. Packages of hours available; pricing not disclosed.

LeadBoxer

OVERVIEW: Based in Amsterdam, LeadBoxer was founded in 2014 and has seven employees. Total funding received: €560,000.

Directory *(Continued)*

PRODUCT/S: LeadBoxer is billed as a "Sales Leads Generation App," designed to help B2B sales teams act on customer data as it becomes available in real-time. LeadBoxer provides a mobile app that shows the businesses that visited a site and provides marketers with ways to contact them. The platform gives sales agents a task- oriented mobile and desktop app to manage new leads and/or existing clients.

CUSTOMERS: IDG, Ricoh, AirFrance/KLM, Promo Direct, Selecta.

KEY EXECUTIVES: Wart Franzen, CEO; Cralan Deutsch, co-founder.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Lemnisk (Vizury Interactive Solutions Pvt. Ltd)

OVERVIEW: Headquartered in Bangalore, India, Vizury Interactive Solutions Pvt. Ltd. develops the Lemnisk marketing platform. The company was founded in 2008, has received a total funding of $27 million, has 30 employees and has additional offices in Dubai and Singapore.

PRODUCT/S: Lemnisk is billed as "a growth marketing platform" for financial services enterprises. The CDP is designed to resolve a single user across first-, second- and third-party data sources and channels.

CUSTOMERS: Prudential, HDFC Bank, Axis Bank, Royal Group, CIMB Bank, MetLife, Bupa, Emirates NBD Bank.

KEY EXECUTIVES: Subra Krishnan, CEO; Praveen Ds, CTO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Lexer

OVERVIEW: Lexer is a global digital marketing company with offices in Brisbane, Melbourne and Sydney, Australia; Los Angeles; and New York, N.Y. Founded in 2008, the company has 55 employees.

PRODUCT/S: The Lexer platform consists of Lexer Engage for customer care; Lexer Identify for gaining insights into customers and prospects and targeting communications to them; and Lexer Listen, for real-time analytics.

Directory *(Continued)*

CUSTOMERS: Optus, Seek, Westpac, Disney, The Iconic, BHP, Village Roadshow Limited, Fox Sports.

KEY EXECUTIVES: Dave Whittle, CEO; Aaron Wallis, founder and Director; Chris Brewer, CFO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Lytics

OVERVIEW: Lytics was founded in 2012. The Portland, Ore.-based company has 75 employees and a total funding of $23.3 million.

PRODUCT/S: The Lytics CDP connects marketing data about customers and users from multiple sources, including structured and unstructured data from tools, anonymous and known profiles and other interactions and events. The platform creates behavior-based user segments that sync with other marketing tools to help improve marketing campaign results and reduce inefficiencies. Lytics also leverages machine learning to deepen personalization.

CUSTOMERS: The Economist, Atlassian, Dr. Martens, Access Intelligence, SourceMedia, AEG Presents.

KEY EXECUTIVES: James McDermott, founder and CEO; Aaron Raddon, founder and CTO.

PRICING: Not disclosed.

SUPPORT: Standard, Enhanced and Premium support packages available; pricing not disclosed.

Marketing G2

OVERVIEW: Marketing G2 is a 27-employee company based in Horsham, Pa. and founded in 2002.

PRODUCT/S: Marketing G2 marketing software is primarily targeted toward media companies. The platform includes MG2 Discovery, for analyzing and segmenting customer data and MG2 Connext, for tracking client journeys.

CUSTOMERS: Gannett, Cox Media Group, Hearst, Bay Area News Group, Chicago Tribune, Los Angeles Times.

Directory *(Continued)*

KEY EXECUTIVES: Patrick Glennon, founder and President.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

mParticle

OVERVIEW: Founded in 2013, mParticle is headquartered in New York City with offices in San Francisco, Seattle and London. It has received $76.3 million in total funding and has 116 employees. The company has been recognized as one of Crain's 100 Best Places to Work in New York City and named a "Vendor to Watch" in Gartner's 2017 Digital Marketing Hubs Magic Quadrant report.

PRODUCT/S: mParticle integrates all customer data and orchestrates it across channels, partners and systems. The platform is used by a variety of enterprises in multiple verticals. The company also offers a Mobile Data Activation platform.

CUSTOMERS: Venmo, Starwood, NBC Universal, Spotify, Airbnb, Postmates, Gilt, Chic-fil-A.

KEY EXECUTIVES: Michael Katz, co-founder and CEO; Dave Myers, co-founder and COO; Andrew Katz, co-founder and CTO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

NectarOM

OVERVIEW: NectarOm is based in Dallas, with 17 employees and a total of $2.1 million in funding.

PRODUCT/S: NectarOM is an omnichannel personalization suite that includes nectarConnect, for CRM and customer data management; nectarEssence, for customer segmentation and targeting; and nectarEngage, for omnichannel execution.

CUSTOMERS: TGI Fridays, AT&T, Cinemark, Michaels, Getaroom.

KEY EXECUTIVES: Amrit Kirpalani, founder and CEO; Sai Gunturi, Head of Product Development and Technology.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Directory *(Continued)*

NGDATA

OVERVIEW: Headquartered in Gent, Belgium, NGDATA was founded in 2012 and has received a total of $46.8 million in funding. The global company has 126 employees in its offices in the United States, Europe and Asia-Pacific.

PRODUCT/S: NGDATA's platform combines Big Data management and machine learning technologies to continuously learn from customer behavior. The platform's SmartVideos tool leverages all data into videos personalized for each customer.

CUSTOMERS: Alliant Credit Union, Belfius Bank, Bausch & Lomb, LexisNexis, Michigan State University, Washington State.

KEY EXECUTIVES: Luc Burgelman, CEO; Frank Hamerlinck, COO; Steven Noels, CTO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

NextUser

OVERVIEW: NextUser, founded in 2013, is based in San Francisco. The company has $2.3 million in total funding and 19 employees.

PRODUCT/S: NextUser provides ecommerce and other consumer companies with an open platform designed to aggregate user data, create user profiles for anonymous and identified traffic and orchestrate communication across all user channels. The platform uses IBM Watson AI to help provide a deeper understanding of customer journeys and greater personalization.

CUSTOMERS: Match.com, Unilever, Metropolitan Opera.

KEY EXECUTIVES: Matthieu Dejardins, founder and CEO; Marin Bek, Director of Engineering.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Nominow

OVERVIEW: Founded in 2015, Nominow is based in Amsterdam and has

Directory *(Continued)*

13 employees. It is part of The Valley, which develops apps, websites, ad campaigns and more.

PRODUCT/S: Nominow collects and combines customer data from online and offline journeys into a single customer view, to help marketers have a relevant dialog with customer throughout their journey.

CUSTOMERS: Tommy Hilfiger Europe, SDU, Pets Place.

KEY EXECUTIVES: Philip Kok RM, owner and CEO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

ONEcount

OVERVIEW: ONEcount is a key product of GCN Media, based in Norwalk, Conn. and founded in 1996.

PRODUCT/S: The ONEcount "audience activation" platform is the only CDP that includes Data Management Platform (DMP) capabilities, according to the company. ONEcount is designed to help media companies leverage their first-party data and precisely target individuals and look-alike segments.

CUSTOMERS: Frontline Medical Communications, Foreign Policy, UBM, Informa, Wiley and AMC.

KEY EXECUTIVES: Joanne Persico, President; Sean Fulton, VP of Technology.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Optimove

OVERVIEW: New York City-based Optimove was founded in 2009. The company has received a total funding of $20 million and has 183 employees.

PRODUCT/S: The Optimove 'relationship marketing hub' CDP leverages AI to help marketers foster relationships that maximize the value of their customers. Optimove is based on Predictive Customer Modeling, Cross-Channel Campaign Automation, Dynamic Customer Journey and Self-Optimizing Personalization technologies.

Directory *(Continued)*

CUSTOMERS: 1-800-Flowers, Glossier, Lucky Vitamin, lastminute.com, eBags, Adore Me, Freshly, La Perla, Deezer, Stitch Fix, Chubb, Outbrain, bwin.party, Sporting Bet.

KEY EXECUTIVES: Pini Yakuel, founder and CEO; Tal Kedar, CTO.

PRICING: Typically a few thousand dollars a month. **SUPPORT:** Not disclosed.

Piwik PRO

OVERVIEW: Founded in 2013, Piwik PRO has more than 110 employees. The company is based in Wroclaw, Poland and has offices in Germany, Rotterdam and New York City. Piwik PRO has received $2 million in total funding.

PRODUCT/S: Piwik PRO is an analytics and customer data platform for enterprises. The platform can be deployed on-premise and in the cloud, each of which adheres to "the strictest privacy and security regulations" while ensuring customers retain full data ownership, according to the company.

CUSTOMERS: HP, European Commission, Leroy Merlin, Accenture, Wurth, Microsoft.

KEY EXECUTIVES: Maciej Zawadzinski, CEO; Piotr Korzeniowski, CFO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

PRDCT

OVERVIEW: PRDCT is an Amsterdam-based company founded in 2014 and currently has seven employees.

PRODUCT/S: The PRDCT platform helps marketers gain insights from consumer data and make the data actionable. The Audience Builder enables marketers to create omnichannel audiences for use in marketing tools using real time APIs. PRDCT's GDPR services help brands be complaint with European privacy regulations.

CUSTOMERS: eDreams ODIGEO, PSA Groups, Artsen Zonder Grenzen.

KEY EXECUTIVES: Marcel van den Hoff, co-founder; Karen Beun, co-founder; Marnix Dalebout, co-founder.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Directory *(Continued)*

Quaero

OVERVIEW: Charlotte, N.C.-based Quaero has received $4.1 million in total funding since it was founded in 2014. The company has 76 employees.

PRODUCT/S: Quaero is built for analysts, data scientists, data engineers and agency campaign managers. Every data point in the Quaero platform is available for creating visualizations, 'what if' analyses and actionable analytics.

CUSTOMERS: Dell EMC, Wells Fargo, Today show, HP, Reader's Digest, Intuit, Ford, Priceline, Flipboard, American Express, ADP, MSNBC, Publishers Clearing House, AT&T, Consumer Reports, Apple.

KEY EXECUTIVES: Naras Eechambadi, President and CEO; Robert Bales, EVP/CFO; John Brandt, CRO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

QuickPivot

OVERVIEW: Boston-based QuickPivot was founded in 1997. The company has 145 employees.

PRODUCT/S: The QuickPivot platform combines big data analytics, customer insights, visual segmentation and customer journey mapping. Winner of several industry innovation awards (MITX and Stevie), QuickPivot enables marketers to deliver coordinated customer experiences across all channels, measure results in real-time and refine marketing programs to improve results.

CUSTOMERS: Shutterfly, HP, Allen Edmonds, MacKenzie-Childs, the NHL.

KEY EXECUTIVES: Gene Zylkuski, CTO; Mike Curtin, Chief Revenue Officer; Paul Mandeville, Chief Product Officer.

PRICING: Starts at $24,000/year. **SUPPORT:** Not disclosed.

Radius

OVERVIEW: Founded in 2012, Radius is based in San Francisco. The company has received $107.6 million in total funding.

Directory *(Continued)*

PRODUCT/S: Radius CDP is designed to help enterprise marketers gain intelligence from customer data across all B2B applications, channels and users. The CDP is built on Radius' The Network of Record, "the single source of truth for B2B data," the company says, which gives marketers always-on access to "the most comprehensive, accurate and up-to-date account and contact data."

CUSTOMERS: MetLife, Comcast Business, Sam's Club, Box, United, Square, American Express, Zenefits.

KEY EXECUTIVES: Darian Shirazi, co-founder and CEO; Mark Woollen, Chief Product Officer; Joel Carusone, CTO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

RedEye

OVERVIEW: RedEye has been around since 1997 and has 191 employees throughout five offices in the U.K., Germany and U.S.

PRODUCT/S: RedEye's AI-driven marketing automation platform, Contour, integrates with its Single Customer View database and is designed for B2C brands.

CUSTOMERS: HomeServe, Budget, Bonmarché, Penhaligon's, BreakFree Holidays.

KEY EXECUTIVES: Garry Lee, CEO; Matthew Kelleher, CCO; Sarah Wilkinson, CFO; Steve Wall, CTO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

RedPoint Global

OVERVIEW: RedPoint Global was founded in 2006 and has received a total funding of $23.7 million. The company's headquarters are in Wellesley, Mass., and it has an office in London.

PRODUCT/S: RedPoint Global's Customer Engagement Hub provides enterprises with data management and customer engagement technology designed to help organizations optimize customer value across all touchpoints. Its algorithms enable marketers to create a unified, continuously updated 'Golden Record' view of each customer.

Directory *(Continued)*

CUSTOMERS: Keurig Dr. Pepper, GoDaddy, ScrewFix, LogistiCare.

KEY EXECUTIVES: Dale Renner, founder and CEO; Lewis Clemmens, Chief Architect; George Corugedo, CTO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Rekener

OVERVIEW: Charlestown, Mass.-based Rekener was founded in 2016. The company has 21 employees.

PRODUCT/S: Rekener is a CDP for B2B organizations. The platform is designed to automatically create and maintain a 360-degree view of customers using data from SFDC, Marketo, Hubspot and other sources. Rekener includes analytical applications to prioritize resources and prospects and automate KPIs to measure what's working and what's not.

CUSTOMERS: Acquia, Booking Bug, Bitsight, CA Technologies, EDB Postgres, Profitero, Sentient Jet.

KEY EXECUTIVES: Alex Laats, co-founder and CEO; Dave Casion, co-founder and CTO; Alek Mesarovich, co-founder and Chief Architect.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Reltio

OVERVIEW: Founded in 2011, Reltio has received a total funding of $117 million. The Redwood Shores, Calif.-based company has 247 employees.

PRODUCT/S: The Reltio Cloud is "a modern Master Data Management" platform designed to organize enterprise data for digital transformation, the company says. The platform was named a leader among machine learning-enabled data catalogs in Forrester's report Now Tech: Machine Learning Data Catalogs, Q1 2018.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Manish Sood, founder and CEO; Anastasia Zamyshlyaeva, Chief Architect; Ramon Chen, Chief Product Officer.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Directory *(Continued)*

Segment

OVERVIEW: Segment was founded in 2011 and has 280 employees. The company is based in San Francisco and has received $108.7 million in total funding.

PRODUCT/S: Using Segment, marketers collect, unify and connect first-party data to over 200 marketing, analytics and data warehouse tools. More than 15,000 companies across 71 countries use the Segment platform.

CUSTOMERS: Atlassian, Bonobos, IBM, Levi's, Time, Gap, Intuit, Crate & Barrel, Instacart, Hotel Tonight, Trivago, 21st Century Fox.

KEY EXECUTIVES: Peter Reinhardt, co-founder and CEO; Bryan Mahoney, CTO

PRICING: Plans range from free to $120/month and beyond.

SUPPORT: Onboarding support from solutions architects is available; different packages are included based on deal size. Customer success managers are also available to Business plan subscribers.

SessionM

OVERVIEW: SessionM is headquartered in Boston with offices in Pittsburgh, London, Amsterdam and Singapore. The company was founded in 2011, has 182 employees and has received a total funding of $73.5 million.

PRODUCT/S: SessionM is a customer engagement platform that integrates machine learning, real-time decisioning and the ability to deliver messages, offers and loyalty tactics across all channels.

CUSTOMERS: L'Oreal, Brookstone, Huggies, Arby's, Air Canada, Chipotle, Coca-Cola, Kimberly-Clark.

KEY EXECUTIVES: Lars Albright, co-founder and CEO; Scott Weller, co-founder and CTO; Mark Herrmann, co-founder and Chief Product Officer.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Directory *(Continued)*

Signal

OVERVIEW: Founded in 2009, Signal is based in Chicago and has offices in Tokyo, Sydney and London. The company has received $81.5 million in total funding and has 188 employees.

PRODUCT/S: The Signal Open Data Platform helps marketers collect data from offline and online sources, synchronize it across all touchpoints and distribute it to marketing and analytics endpoints in real-time.

CUSTOMERS: Allstate, Saks Fifth Avenue, Sheraton, Aetna, Volkswagen, Aetna, Audi, Hertz, Sony, General Motors, Zappos.

KEY EXECUTIVES: Mike Sands, co-founder and CEO; Giuliana Summer, Chief Financial Officer and EVP; Joe Doran, Chief Identity Officer and EVP.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Splio

OVERVIEW: Paris-based Splio was founded in 2001 and has received $73.5 million in total funding. The company has 112 employees and offices in China, Spain, Italy, Poland and Brazil.

PRODUCT/S: The Splio platform focuses on delivering online and offline customer-loyalty marketing tools and customer data to retailers and ecommerce companies.

CUSTOMERS: Birchbox, L'Oreal, Longchamp Paris, Sephora, The Kooples, Allianz, CineMark, Dior.

KEY EXECUTIVES: Mireille Messine, CEO; Louis Rouxel, CTO; Donald Pontabry, Chief Revenue Officer; Grégory Chapron, Chief Financial Officer; Charles Wells, CMO. Chief Technical Officer

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Tealium

OVERVIEW: Founded in 2008, Tealium has received a total of $112.9 million in funding. The company is based in San Diego and has 371 employees

Directory *(Continued)*

throughout its offices in Germany, Singapore, Japan, the U.K., France, Australia and Spain.

PRODUCT/S: With the Tealium Universal Data Hub, marketers can collect and deliver customer data, manage tags and APIs and integrate with tools from more than 1,000 vendors.

CUSTOMERS: Cathay Pacific Airways, Lenovo, McAfee, Party City, Petco, Travelocity, Vodafone, The Weather Channel.

KEY EXECUTIVES: Jeff Lunsford, CEO; Mike Anderson, founder and CTO; Ali Benham, founder.

PRICING: Plans start at $149/month for 20,000 units. **SUPPORT:** Not disclosed.

Umbel

OVERVIEW: Austin, Texas-based Umbel started in 2010. Since then, the company has received a total of $32.9 million in funding and now has 56 employees.

PRODUCT/S: The Umbel data management platform is geared toward sports and entertainment brands. The platform is designed to help them access, acquire, activate and analyze customer data to increase engagement, revenue and loyalty.

CUSTOMERS: Phoenix Suns, YMCA of Austin, Florida Panthers, Austin City Limits Live, Front Gate Tickets, Denver Museum of Nature and Science.

KEY EXECUTIVES: Lisa Pearson, CEO; Higinio O. Maycotte, Executive Chairman; Iser Cukierman, CFO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

UserMind

OVERVIEW: Founded in 2013, Usermind is headquartered in Seattle and has

56 employees. The company has received total funding of $45.6 million from investors that include Andreessen Horowitz.

PRODUCT/S: Usermind is designed to connect disparate systems and data

Directory *(Continued)*

sources into a CDP, a customer journey orchestration engine, a machine learning environment and closed-loop analytics.

CUSTOMERS: Optimizely, Scheider Electric, Tableau, Qualtrics.

KEY EXECUTIVES: Michel Feaster, co-founder and CEO; Loreen Milbrath, Chief Financial Officer.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Velocidi

OVERVIEW: New York City-based Velocidi was founded in 2009. The company has offices in Dublin and Portugal, employs 34 people and has received $12 million in total funding. In April 2018, Velocidi acquired ShiftForward, a marketing automation and data platform company.

PRODUCT/S: With the ShiftForward acquisition, Velocidi promises to give customers greater deployment flexibility and tighter control over their first-party data by enabling them to store the data on a private, in-house CDP instead of in a public cloud.

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: David Dunne, founder; Hyuk Lee, COO; Paulo Cunha, Chief Product Officer.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Yeti Data

OVERVIEW: Founded in 2013, Yeti Data is based in Palo Alto, Calif. The company has received $1 million in total funding and has 12 employees.

PRODUCT/S: Yeti Data's Virtual Marketing Data Warehouse was designed to unify customer data. The company's patented Snowflake data structure helps marketers create a virtual marketing system of record; analyze customer behavior; and build predictive models to launch targeted and personalized, integrated campaigns.

Directory *(Continued)*

CUSTOMERS: Not disclosed.

KEY EXECUTIVES: Victor Szczerba, co-founder and CEO; Martin Rybczynski, co-founder and CTO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Ysance

OVERVIEW: Ysance is based in Paris and was founded in 2005. The company has received €5 million in funding and has 134 employees.

PRODUCT/S: Ysance offers a marketing platform for retailers, designed to help marketers recognize and qualify their anonymous digital audiences and engage them in personalized interactions across all online channels.

CUSTOMERS: L'Occitane, L'Oreal, Etam, Veolia, JCDecaux, Boulanger, Yves Rocher.

KEY EXECUTIVES: Laurent Letourmy, co-founder and CEO; Romain Chaumais, co-founder and CMO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Zaius

OVERVIEW: Boston-based Zaius was founded in 2012. The company has received $50.8 million in funding and has 93 employees. Zaius also has an office in Leesburg, Va.

PRODUCT/S: The Zaius' B2C platform is built to bring together customer data and campaign execution, providing marketers with a single customer view and tools for marketing automation and attribution and analysis.

CUSTOMERS: Scotts, Glambot, Burt's Bees Baby, Blinq, Golf Locker, Sotheby's.

KEY EXECUTIVES: Mark Gally, CEO; Spencer Pingry, CTO; Neil Murphy, CFO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Directory *(Continued)*

ZenIQ

OVERVIEW: ZeniQ is based in Los Altos, Calif., and was founded in 2015. The company has received $4.6 million in total funding and has 13 employees. In April 2018, demand orchestration platform provider 6sense acquired ZenIQ.

PRODUCT/S: ZenIQ is an account-based marketing and sales orchestration solution for B2B enterprises. It includes the ability to enrich data records, identify interested accounts and buying centers, build a comprehensive engagement profile for each account and activate accounts via coordinated marketing and sales tactics across systems.

CUSTOMERS: Cloudera, Tipalti, Avalara, Hypergrid, Platform9.

KEY EXECUTIVES: Srihari Kumar, co-founder and CEO; Tapas Majumdar, co-founder and COO;

Anindo Mukherjee, co-founder and CTO.

PRICING: Not disclosed. **SUPPORT:** Not disclosed.

Zylotech

OVERVIEW: Spun out of MIT in 2014, Zylotech is based in Cambridge, Mass., and has 91 employees.

PRODUCT/S: Zylotech's Zylo is "a self-learning" CDP, the company says. It enables marketers to continuously unify and enrich internal and external data and perform ongoing micro-segmentation, pattern discovery and recommen-dations while integrating with a variety of marketing tools.

CUSTOMERS: Staples, Dell, Oracle, Keurig, Daimler, Palo Alto Networks, Cisco.

KEY EXECUTIVES: Abbi Yadav, co-founder and CEO; Iqbal Kaur, co-founder and VP of Customer Success.

PRICING: Not disclosed. **SUPPORT:** Not disclosed. ●

PART 4

The Future of CDPs and Valuable Resource Links

The Future of CDPs

At the time of this report, the CDP market, its vendors, and the software itself are in an emergent state of tremendous flux and growth.

In just the past 5 years, CDPs have quickly becoming mission critical for companies who are serious about developing data-driven, customer-centric marketing and business strategies. In fact **CDP employment grew 76% in 2017**, with the number of CDPs doubling in that time. With that kind of growth and accompanying buzz, there are a lot of mature businesses now repositioning themselves as CDP vendors, with a variety of applications that may or may not be true CDPs.

The CMSWire CDP Buyers Guide can help you separate the core native industry players from those that may not meet all the requirements of a true CDP. With CDPs now deployed at 2,500 or more companies, and the CDP Institute projecting **CDP market growth to $1 billion in revenue** in 2019, it's not if but when your company will be adding this application to your martech stack.

At this stage CDPs are still a fragmented marketplace, according to Tony Byrne, founder of Real Story Group, but he does expect some vendor consolidation. He advises that due to so many potential applications, the market probably won't consolidate down to 4-5 vendors, so you shouldn't be hesitant to invest in an established system today. David Raab, founder of The CDP Institute, expects CDP systems to become more similar over time as well and less divergent from each other, as they all will have the core technical ability to build multi-source customer databases run by marketers. As vendors expand their systems to meet different use cases, and develop for different types of clients, Raab says this will lead to a standard set of CDP features, functionality and applications. With standardization, it will be easier for new competitors to enter the market, and more enterprise software vendors from outside the traditional CDP space will come in with a full range of customer management capabilities.

Getting Prepared for CDPs

► **Data Ingestion and Staffing** – According to Tony Byrne, marketing departments and companies who are interested in bringing in a CDP, should be spending their time now getting 'clean' data – preparing it for ingestion and getting the right people and skills in place to do that. He tells us that most enterprises still need to map all their siloed data for ingestion into a CDP so this should be a primary concern. And that getting that data ready for ingestions and processing in a CDP is a human, not AI or machine process. Doing a skills and personnel assessment for that data migration process should be first on the list.

► **Integrations** – Most commonly you will be looking to do web integrations with your CDP, bringing in web usage data

either directly or through tags or tag management systems. Other types of common integration you should be planning for are mobile apps, POS, call center and order processing. Outbound marketing should be top of mind, since your CDP can integrate with outbound marketing tech like SMS, direct mail, email, ad platforms, and CX personalization tools.

► **AI and Machine Learning** – One of the biggest challenges for a CDP is unstructured data. AI can help to identify anonymous users across multiple sources by using natural language processing, and machine learning can make data actionable by adding notation features and content classifications. Not all CDPs offer this type of advanced capability, but there are other CX systems that a CDP can work with to get this kind of functionality.

CDP Resources

Bookmark this page for repeat access to this comprehensive list of CDP resources and reference information. Everything you need to know from CDP basics and terminology, different types and applications of CDPs, in-depth technical information on CDP set-up and deployment, CDP evaluation tips, vendor questions, and current market information.

► **What is a CDP?** – We cover what a CDP is, what it isn't, to help understand how these marketing managed platforms can help create a unified customer experience.

► **The CDP Institute** – A vendor-neutral org founded by David Raab that defined the category of CDPs in 2013 and continues to educate marketers about customer data management.

► **Customer Experience Matrix** – The blog of David Raab, marketing technology consultant and analyst, focused on customer data management.

► **The Basics of a CDP** – This overview of customer data platforms defines what they are and explains why they are needed.

► **What Can You Do with a CDP?** – Consultant and analyst David Raab explains to marketers what a CDP can do for their businesses and helps to dispel any confusion.

► **What is the Difference Between a CRM and a CDP?** – This article by Dom Nicastro goes deep on the all the differences between a CRM and a CDP platform, and which applications makes sense for either.

► **What Kind of CDP is Right for You?** – In this article Pini Yakuel looks at the different categories of CDPs and which one may be the right fit for your particular organization and industry.

► **Questions to Ask Your CDP Vendor** – A blog post by David Raab that will give you an idea of the features you should be looking for in a CDP, and what applications it will need to support.

► **12 Considerations When Implementing CDPs into DXPs** – With the rise of the CDP as a new piece of the digital experience platform ecosystem, Dom Nicastro discusses 12 things you should be thinking about when implementing your new CDP into your DXP.
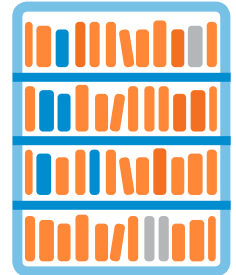
► **The Marketer's Guide to Customer Data Platforms** – This practical guide from Gartner gives some basics on CDPs and how marketers can get the most out of them.

► **Market Guide for Customer Data Platforms** – (registration required) Gartner's guide for marketing leaders to help them understand the market place before they invest their budgets.

► **Hype Cycle for Digital Marketing and Advertising, 2018** – (registration required) Gartner's annual report on what digital marketing and advertising technologies are useful vs. a bunch of hype.

► **CDP Institute June 2018 Industry Report** – The most up-to-date report on the growth and current state of the CDP market, which shows the CDP industry is booming. ●

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