



# Propensity to switch Customer Data Management vendors

**Peter O’Neill, Research Director Research in Action.**

A few months ago, I had [collected together all the Recommendation Index \(RI\)](#) values from my 2020 Vendor Selection Matrix™ reports on various marketing process automation topics. I had proposed that I see this becoming a significant leading indicator of long-term customer satisfaction but also, more importantly, of the propensity to switch indicated by customers. It is for that reason that we have included the points earned through the RI score in our Strategy axis on the matrix and give it a significant 25% weighting.

In our surveys, we actually ask about two items directly related to customer retention: the current satisfaction, and the “would you recommend this vendor?” question. Customer satisfaction is defined as a measurement that determines how happy customers are right now with the solution being evaluated and flows into the Execution axis of the matrix.

The RI (the simple percentage of respondents who answer “yes”) encapsulates a longer- term, more strategic element of customer satisfaction – essentially it is a measurement of customer loyalty.

## VENDOR SELECTION MATRIX™: CUSTOMER DATA MANAGEMENT: THE TOP 15 GLOBAL VENDORS 2020

There are 123 vendors in the Customer Data Platform Institute directory\*. Here are the Top 15 vendors as selected by 1,500 users based upon product, company and service quality.

Vendor	Recommendation Index
ACQUIA	98%
ACTIONIQ	96%
ADOBE	95%
BLUECONIC	92%
COMMANDERS ACT	97%
CXENSE	98%
EULERIAN	97%
EVERGAGE	98%
NGDATA	93%
ORACLE	94%
QUAERO	96%
REDPOINT GLOBAL	96%
SALESFORCE	95%
SITECORE	98%
TEALIUM	98%

This listing is alphabetical. Also named but considered not relevant were:

- CROSSENGAGE
- MIXPANEL
- REDEYE
- UBERMETRICS
- LEMNISK

in Oct 2019, CXENSE was absorbed by the media audience management company Piano. In Feb 2020, Evergage was acquired by Salesforce.

Additional vendors that were cited but did not list in the Top 20, or had less than 15 ratings were:

- GALE
- LEADSPACE
- LYTICS
- MPARTICLE
- GOOGLE

\* See <https://www.cdpinstitute.org/directory>





**Vendors.** I think that any RI 95% or over is satisfactory, an RI between 90-94% should raise some alarm signals about your customers' emerging propensity to switch, while below 90% is already a state of alarm.

**Buyers.** There is nothing stopping you interpreting the numbers in a similar manner.

[The first blog](#) had the data for Marketing Lead Management, Sales Engagement Management, and Marketing Resource Management vendors. Here is the data from my latest report on Customer Data Management (see table on page 1). The table shows quite a range of Recommendation Index values -- but all in the 90s.

However, as this is a relatively new area of investment and quite a few companies (users) are still creating, developing and/or tuning their Customer Data Management strategy, there is likely to be some churn in this market segment over the next years.

Always keeping you informed!

Peter O'Neill