



New Research In Action Vendor Selection Matrix™ Report – Customer Data Management: The Top Global Vendors 2022.

Germany – October 14th 2022: Customer Data Management (CDM) projects are driven by customer experience aspirations as Marketers strive to be great at personalization and provide outside-in content to each customer. The global market for customer data management platform (CDP) software is rising dramatically as companies invest in their CDM process to ensure success in their digital marketing and digital selling. The vendor landscape is quite stable with several well-established independent CDP vendors now challenged not only by the expanded sales efforts of enterprise software vendors like Salesforce, Adobe, and Oracle, but also through increased competition from tools that enable in-house IT teams to build their own CDP equivalent. We estimate that around 45% of companies have automated, or will be automating, parts of the CDM process in 2022.

A new Research In Action GmbH global survey of 1,500 business decision-makers examined their CDM experiences and plans for 2022, as well as asking about which software vendors are the most known and what do the businesspeople think about those vendor’s products and services.

OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION



100,000+
Data Points

1,500
Marketing and Business Managers

37%
Analyst's Opinion

63%
Survey Results

The Vendor Selection Matrix™ Evaluation Methodology:

The basis of our competitive vendor evaluation reports is always an extensive buyer survey. We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations. The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.

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The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 63% of the evaluation is based on a survey of enterprise, marketing or business decision makers and 37% on the analyst’s opinion. The analyst’s input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action Vendor Selection Matrix™ reports so unique. This approach is one of the key differentiators of Research In Action in market research. For this report we interviewed 1,500



marketing and business managers with budget responsibility in enterprises globally. We selected those vendors who achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

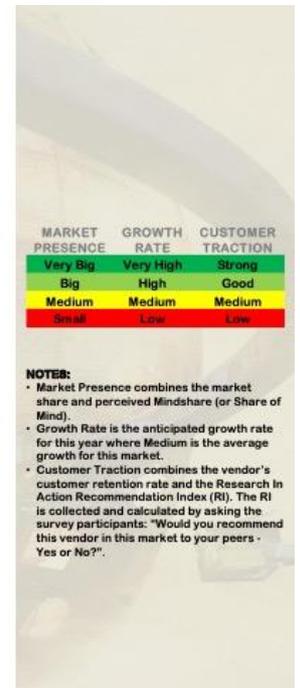
VENDOR SELECTION MATRIX™ CUSTOMER DATA MANAGEMENT



Vendor Quick Facts

VENDOR NAME	Market Presence	Growth Rate	Customer Traction	GOOD TO KNOW
ACTIONIQ	Very Big	Very High	Strong	Aligning people, processes, and technology to deliver exceptional CX across every touchpoint at scale.
BLUECONIC	Very Big	Very High	Strong	Liberating data for more than 350 brands worldwide.
CALIBER MIND	Medium	Medium	Low	Believing that addressing data issues before layering on analytics is essential.
CROSSENGAGE	Small	Very High	Medium	Integrating data, customer journey and segmentation tools, and connecting to marketing.
EULERIAN	Medium	High	Medium	Ensuring that marketing teams invest budgets in the right place and have a 3-way understanding of their campaigns' performance.
EVERGAGE	Big	Medium	Strong	Now part of Salesforce.
LEADSPACE	Medium	Medium	Medium	Be confident of targeting the right prospects with the right offerings, throughout the sales funnel.
LYTICS	Medium	Low	Good	Making behavioral and intent-based personalization simple and 100% data-driven.
NGDATA	Big	Very High	Strong	Providing a marketer-managed system that creates a persistent, unified customer database.
REDPOINT GLOBAL	Big	Very High	Medium	Helping innovative companies to transform the customer experience they offer.
SALESFORCE	Very Big	Medium	Strong	A complete data view of your customer across marketing, commerce, sales, and service. Activate across email, mobile, advertising, web.
SITECORE	Medium	Low	Low	Lets you create secure, unified customer profiles from historical, transactional, or behavioral data for every customer
TEALIUM	Very Big	Very High	Strong	Leveraging customer data to fuel CX, create insights and analysis, and optimize the Martech stack.
TERMINUS	Medium	Medium	Medium	Deliver a sustainable growth advantage and revitalize the role of B2B marketing as a revenue growth engine for your business.
TWILIO	Big	Medium	Good	Customer engagement platform to power personalized interactions and trusted global communications with customers.

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Report details can be viewed [here](#):

Peter O'Neill, Research Director for Marketing Automation at Research In Action GmbH, comments:

- **Providing an optimal customer experience counts.** It is impossible without having a unified Customer Data Management process in place to consolidate and aggregate all data that is being collected in separate systems across the company. This is not an IT-centric data warehouse or data lakes approach, ideally it should be a Marketing-led CDM initiative, helping to ensure the data unification project is focused directly on marketing requirements.
- **Content personalization is paramount.** When asked, "Which anticipated top 3 benefits are driving your investment in customer data management automation in 2022?", well over one third of companies cited content personalization. But that varies across the regions. Real-time personalization and measurement of intent are more important in North America while European respondents are still focused on getting to a single customer database and/or single source of truth, a more basic CDM initiative.
- **Account-Based Marketing (ABM) drives CDM adoption in B2B.** Even large enterprises with ABM projects admit that their biggest success inhibitor is "lack of deep customer insights". Often, they rely on tactical predictive analytics vendors instead of addressing the fundamental CDM challenge.



Capable CDM vendors can win more B2B customers with effective thought leadership programs on this topic.

- **Who came out on top?** Depending on how much you believe the claims, there are over 140 vendors with CDM solutions, often calling their software Customer Data Platforms (CDP). These are the Top 15 vendors as selected by 1,500 users surveyed based upon their rating of product, company, and service quality (listed alphabetically): ACTIONIQ, BLUECONIC, CALIBER MIND, CROSSENGAGE, EULERIAN, EVERGAGE, LEADSPACE, LYTICS, NGDATA, REDPOINT GLOBAL, SALESFORCE, SITECORE, TEALIUM, TERMINUS, and TWILIO.

Although EVERGAGE was acquired by SALESFORCE back in 2020, a significant number of respondents named and rated that brand unprompted. Indeed, the list above is a broad mix of vendors with a wide variety of claims: data consolidation, collecting entire clickstreams, creating a “golden record” through identity resolution, enabling intelligent engagement, and identity tagging, even ABM predictive analytics this time. The CDM challenge is different across the B2C and B2B spectrum. It also varies according to whether you are a medium-sized company or a large international enterprise.

Vendor Selection Matrix™ Disclaimer:

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation. Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action GmbH’s research publications consist of the analysts’ opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. All trademarks are recognized as the property of the respective companies.

About Research In Action:

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

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