

# VENDOR SELECTION MATRIX™ CUSTOMER DATA MANAGEMENT

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AND FULL SCORECARDS

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## THE TOP GLOBAL VENDORS 2023

**Research In Action**

**November 2022**

# FOREWORD

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and Marketing Automation realm. These surveys give us access to a wealth of direct and unfiltered feedback from the buyers. It also helps us to understand how buying decisions are made in today's business environment. 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 IT or business decision makers and 37% on the analyst's judgement. 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 our key differentiators in market research. For this report we interviewed 1,500 marketing and business managers with budget responsibility in enterprises globally. We are profiling those vendors which achieved the best evaluations scores from the buyers after disregarding those with fewer than 15 evaluations.

Our method of describing a business process and asking business managers to name software vendor(s) they associate with it collates a list of those vendors most relevant for other potential buyers. The resulting vendor landscape for Customer Data Management (CDM) 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. Another important variable is whether the initiative is led by Marketing professionals, or the IT organization and we have investigated this further in the report. The report is an update to our 2020 CDM research and we have compared some of the results to reflect how the topic has changed in the last couple of years.

This report provides you with a useful guide to important Customer Data Management Trends, names the Top 15 vendors as selected by 1,500 users based upon product, company and service quality, and will help you make an informed decision regarding which vendors could best fit your requirements. This information can then be used for a more detailed evaluation.

Always keeping you informed!

Peter O'Neill

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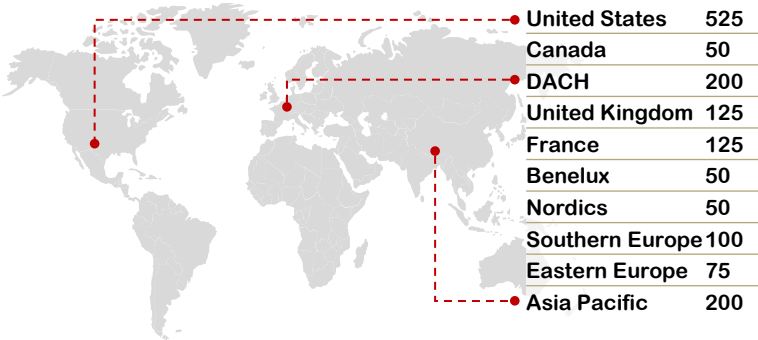
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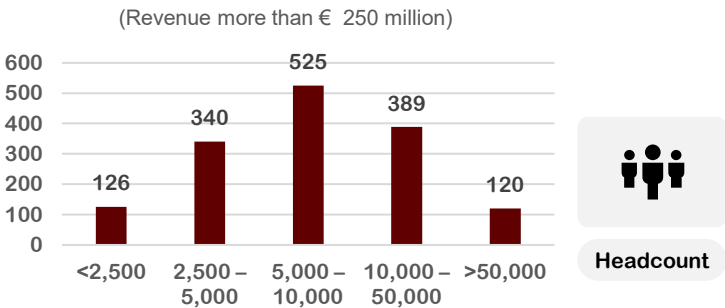


# OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION

## Country Breakdown



## Company Size Breakdown



## Industry Breakdown

Energy	97
Financial Services	256
Government & Non-Profit	92
Life Sciences	200
Manufacturing	350
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	105
Professional Services	100
Travel & Transportation	100
Total	1,500

## Job Title Breakdown

Business Unit Marketing Executive	179	Chief Digital Office	62
Corporate Marketing Executive	167	Sourcing/Vendor Management	87
VP /Director Marketing Operations	146	COO	52
VP/Director Demand Generation	135	VP IT	39
Business Executive	129	Chief Sales Officer	31
VP/Director Sales	121	CFO	25
VP/Director Marketing Analytics	112	Chief Sales Officer	15
CIO	85	Total	1,500
VP/Director Marketing Technology	66		
CTO	64		

All Research in Action surveys are gender neutral and 100% confidential.



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.



# OUR MARKET IMPACT OVER 12 MONTHS



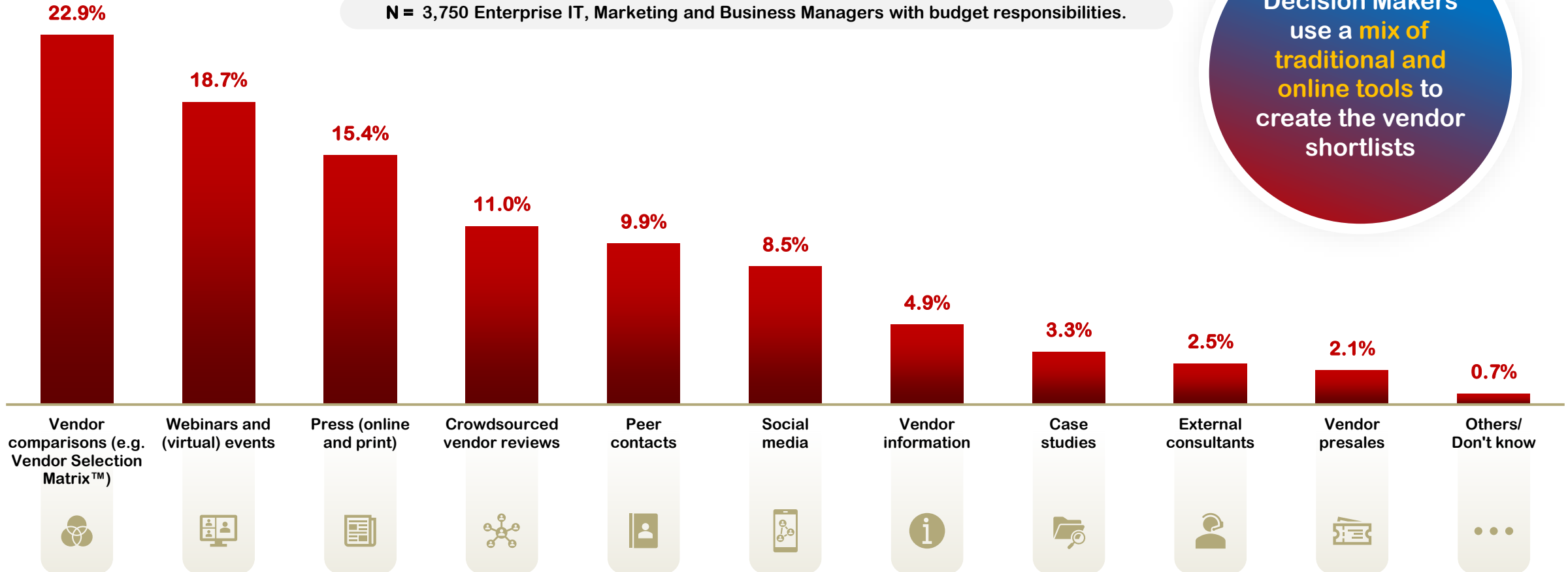
**Vendor Selection Matrix™: The right mix makes all the difference**  
**63% customer evaluations + 37% analyst's judgement = 100% success**



# WHAT TOOLS DO YOU USE TO CREATE THE VENDOR SHORTLIST?

N = 3,750 Enterprise IT, Marketing and Business Managers with budget responsibilities.

Decision Makers use a **mix of traditional and online tools** to create the vendor shortlists



# WHAT IS CUSTOMER DATA MANAGEMENT?

- Providing an optimal customer experience is impossible without having a unified Customer Data Management (CDM) process in place: a process that includes the consolidation and aggregation of 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.
- Often, when initiated by IT, the project is labelled a Customer Data Platform (CDP) project and the focus is to ensure that there is a consolidation of all data silos and that there is a consistent system of record for each customer element. However, for Marketing, the goal is to establish a much more comprehensive and dynamic view of each customer by capturing data from multiple systems, linking information related to the same customer, and storing the information to track behavior over time. The system contains personal identifiers used to target marketing messages and track individual-level marketing results and data stored in the CDM system (or CDP if you like) can be used by other systems for analysis and to manage customer interactions.
- The global market for customer data management platform software is rising dramatically as companies invest in their CDM process to ensure success in their digital marketing and digital selling. IDC has sized the CDP software market at \$ 2.2 billion in 2021 with an annual growth of 62%. The vendor landscape is quite stable with several well-established independent CDP vendors who are 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.
- Depending on whether you are doing B2C or B2B marketing, and your organizational complexity, a CDM project would automate one or more of these processes:
  - Data collection and consolidation
  - Consent and preference management
  - Target-account aggregation
  - Digital experience personalization
  - Business reporting and analytics
  - Machine-learning adoption
  - Customer profile resolution
  - Market segmentation
  - Marketing execution testing and optimization
  - Campaign and message orchestration and activation
  - Channel optimization analysis



# TYPES OF CUSTOMER DATA MANAGEMENT PLATFORMS

The Customer Data Platform Institute\*, a vendor-neutral organization dedicated to helping marketers manage customer data, defines these four types of CDP solutions and assigns just one type to each vendor's solution.

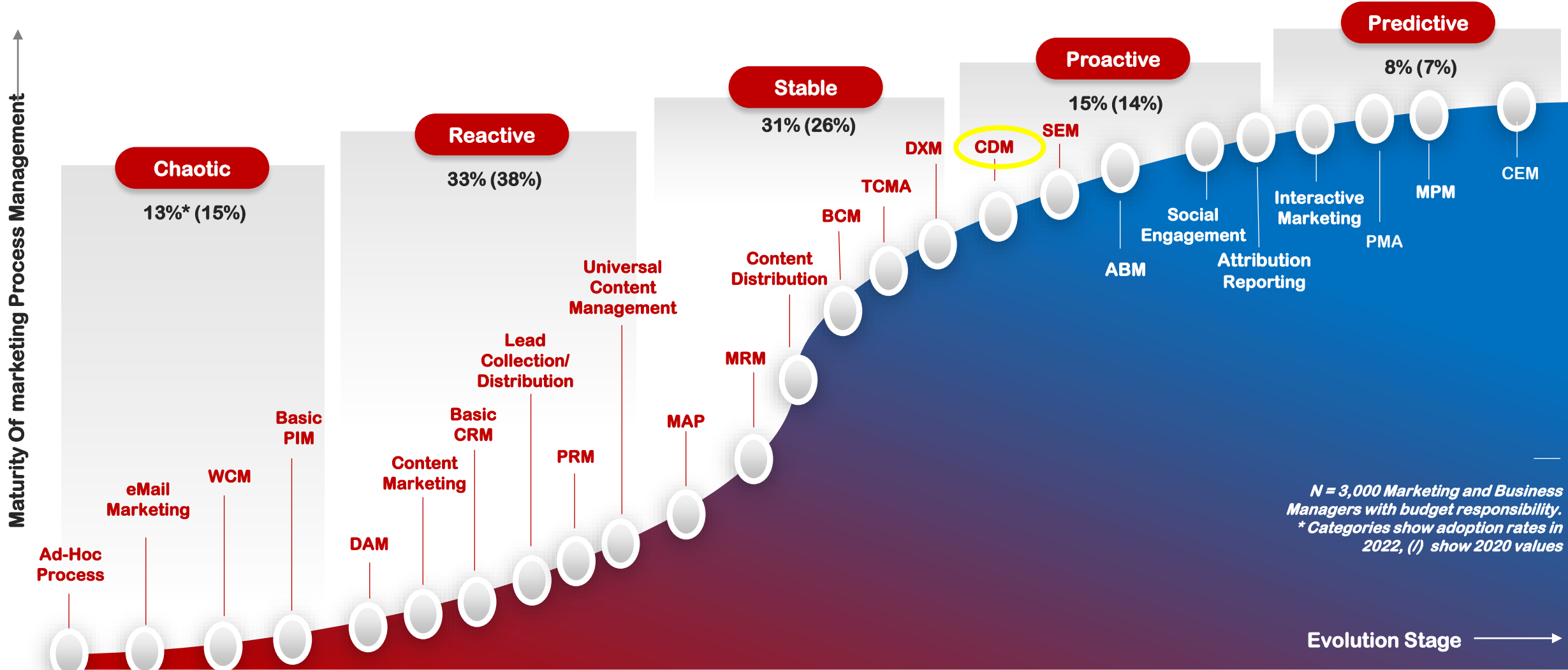
- **Data.** These systems gather customer data from source systems, link data to customer identities, and store the results in a database available to external systems. This is the minimum set of functions required to meet the definition of a CDP. In practice, these systems also can extract audience segments and send them to external systems. Systems in this category often employ specialized technologies for data management and access. Some began as tag management or Web analytics systems and retain considerable legacy business in those areas.
- **Analytics.** These systems provide data assembly plus analytical applications. The applications always include customer segmentation and sometimes extend to machine learning, predictive modeling, revenue attribution, and journey mapping. These systems often automate the distribution of data to other systems.
- **Campaign.** These systems provide data assembly, analytics, and customer treatments. What distinguishes them from segmentation is they can specify different treatments for different individuals within a segment. Treatments may be personalized messages, outbound marketing campaigns, real time interactions, or product or content recommendations. They often include orchestrating customer treatments across channels.
- **Delivery.** These systems provide data assembly, analytics, customer treatments, and message delivery. Delivery may be through email, Web site, mobile apps, CRM, advertising, or several of these. Products in this category often started as delivery systems and added CDP functions later.

Other research reports are more creative. Forrester has Data Management, Orchestration, Automation and Measurement CDPs; while Gartner uses Marketing Cloud, Engines/Toolkits, Marketing Data-Integration and Smart Hub as groupings.



# MARKETING PROCESS MANAGEMENT MATURITY S-CURVE 2022

Our surveys and consulting work enable us to continually assess the maturity of marketing organizations (combination of organization, process and technology) and we observe these five phases – CDM projects are mostly executed by more mature companies, and we estimate that 40-45% of companies have automated, or will be automating, this process in 2022-23.



N = 3,000 Marketing and Business Managers with budget responsibility.  
\* Categories show adoption rates in 2022, (I) show 2020 values

All acronyms are defined in the report Appendix



# CDM MATURES FROM DATA CLEANSING TO ENGAGEMENT

Our surveys and consulting work enables us to continually assess the maturity of marketing organizations (combination of organization, process and technology). We have identified these five phases for CDM and associated processes.

- **Chaotic.** Marketing neophytes commonly first focus on eMail campaigning to purchased or built-up lists. Doublets are removed and cleansed, qualified contacts are provided as rudimentary leads to Sales.
- **Reactive.** Companies create/consolidate their customer data into a Customer Relationship Management (CRM) system usually shared with Sales. The data is mostly contact data and sales progress reporting.
- **Stable.** An operational Digital Experience Management system begins to collect behavioral data on customers and website visitors. Predictive Analytics are incorporated into the process.
- **Proactive.** Marketing's role matures from supporting sales transactions to ensuring a customer experience. The necessary functionality is found in a CDM project which creates a system with personal identifiers used to target marketing messages and track individual-level marketing results. The resulting system is used by other systems for analysis and to manage customer interactions.
- **Predictive.** Over time, the marketing goal process changes to a more holistic Customer Engagement Management process. Customer data is imperative to this process and the CDM system is likely to become the mission-critical key to success for both B2C and B2B companies. Data experts will become as essential as creative skills.

Whether you are trying to win over consumers to be active in communities and social media, or if you are trying to recruit a business buyer to be a loyal user and advocate, the classical lead generation paradigm for all marketers is going to be replaced by new relationship-based metrics of customer success.



# OVERALL MARKETING AUTOMATION MARKETECHTURE

## Plan & Manage

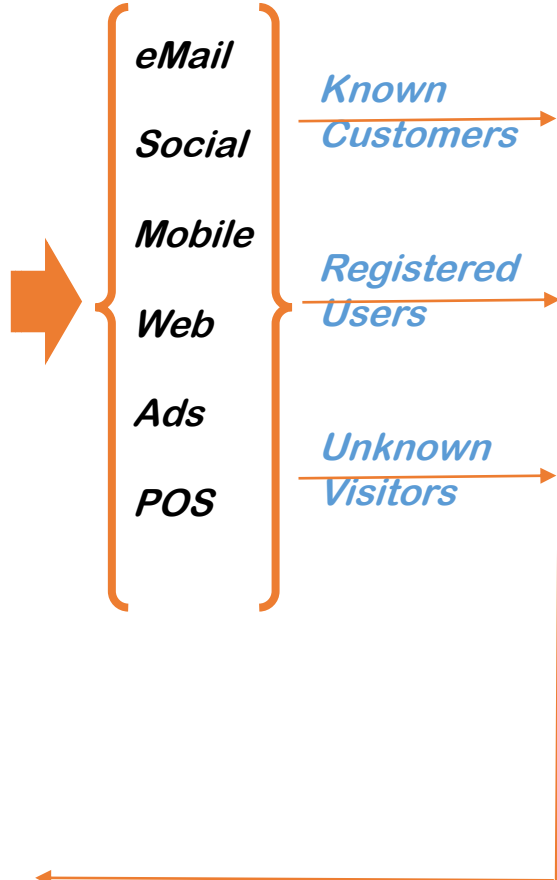
Marketing Resource Management
Planning & Financials
Creative Production
Asset Management
Fulfilment Management
Performance Management

## Target

Orchestration
Segmentation
Content
Lead Management
Audience Push/Offer Management

## Engage

Multi-Channel Campaign Management
eMail
Mobile
Social & Video
Web
eCommerce
Sales And Partners
Adtech
Relationships (CRM)
Print



## Analytics

Reporting Dashboards	Predictive & Recommendation	Data Mining & BI	Audience Insights	Closed-loop Attribution	Econometric Modelling	Mobile/Site Analytics	Spend Optimization
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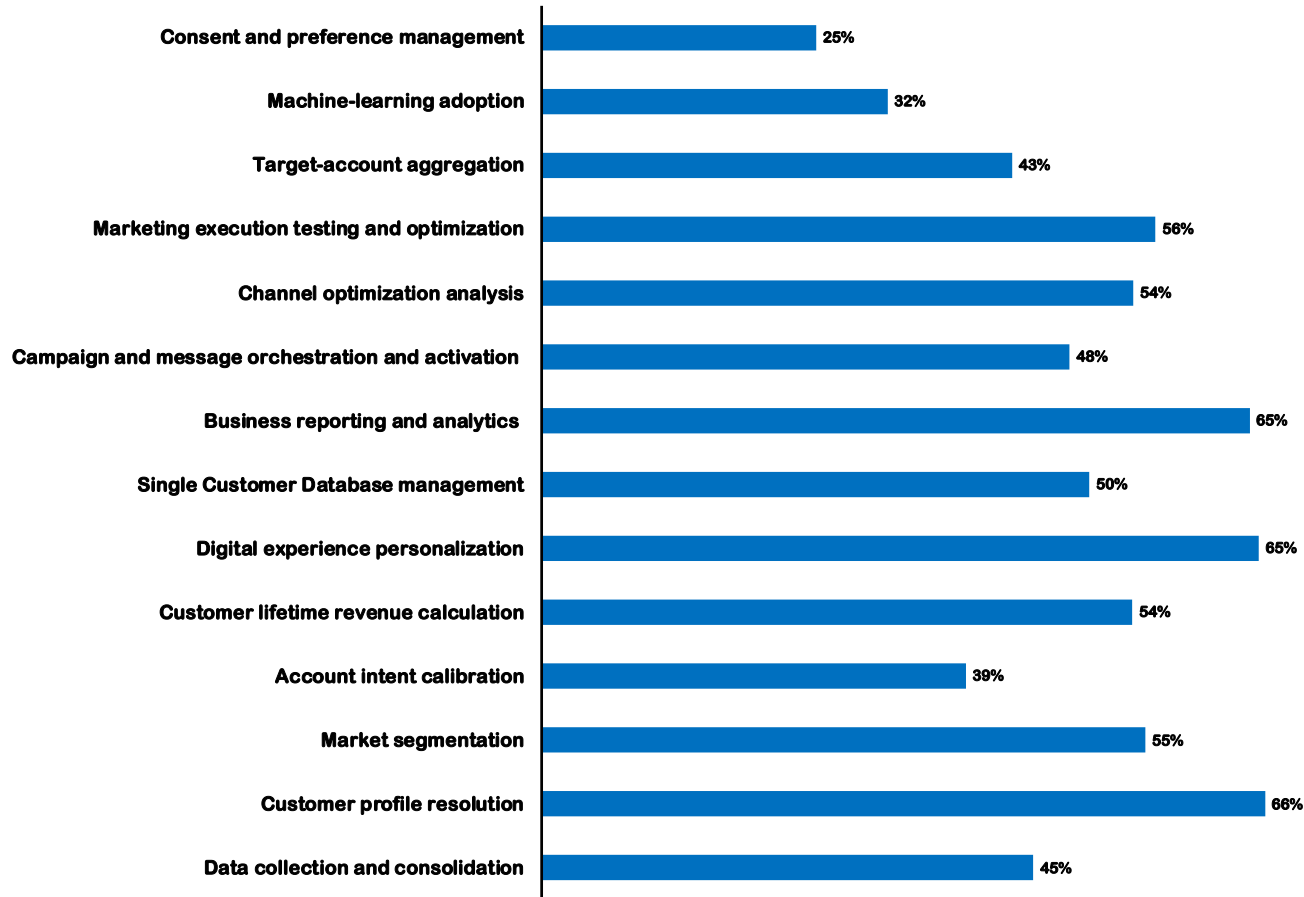
## Data Management

Collection	Targeted Audiences	Look-a-like Audiences	Adaptive Segments	Subscriber Management	Audience Scoring	Partner Audiences	Consent & Compliance
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# RESEARCH:

## MARKETERS PLAN TO AUTOMATE MULTIPLE PROCESSES WITH CDM PLATFORMS



N = 1275 Marketing and Business Managers with budget responsibilities for CDM.

We asked, “Which of the following processes do you automate, or plan to, with your CDM platform?” and collected this full list of planning priorities from the respondents.

The top six processes (over 50%) planned are:

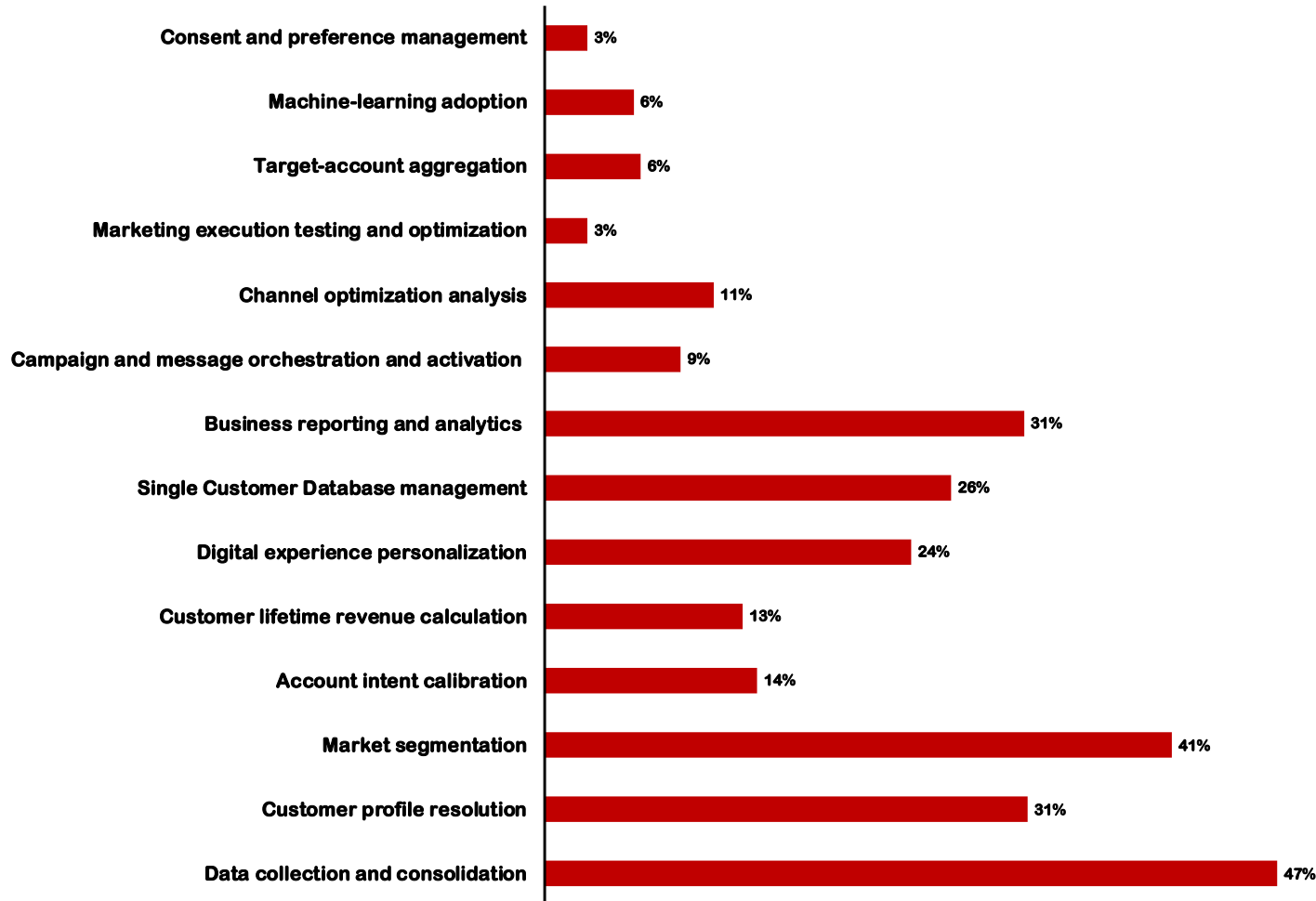
- \* Customer profile resolution
- \* Digital experience personalization
- \* Business reporting and analytics
- \* Mkt. execution testing/optimization
- \* Market segmentation
- \* Cust. lifetime revenue calculation
- \* Channel optimization analysis

Buyers are most likely to engage with those CDM vendors whose messaging addresses the above priorities.



# RESEARCH:

## MANY PROCESSES ARE ALREADY AUTOMATED



N = 1275 Marketing and Business Managers with budget responsibilities for CDM.

For completeness, this is the full list of processes, along with the number of respondents reporting it as “already automated”.

The top four processes (over 30%) named as already automated are:

- \* Data collection and resolution
- \* Market segmentation
- \* Business reporting and analytics
- \* Customer profile resolution

### PROCESSES NOT NEEDED

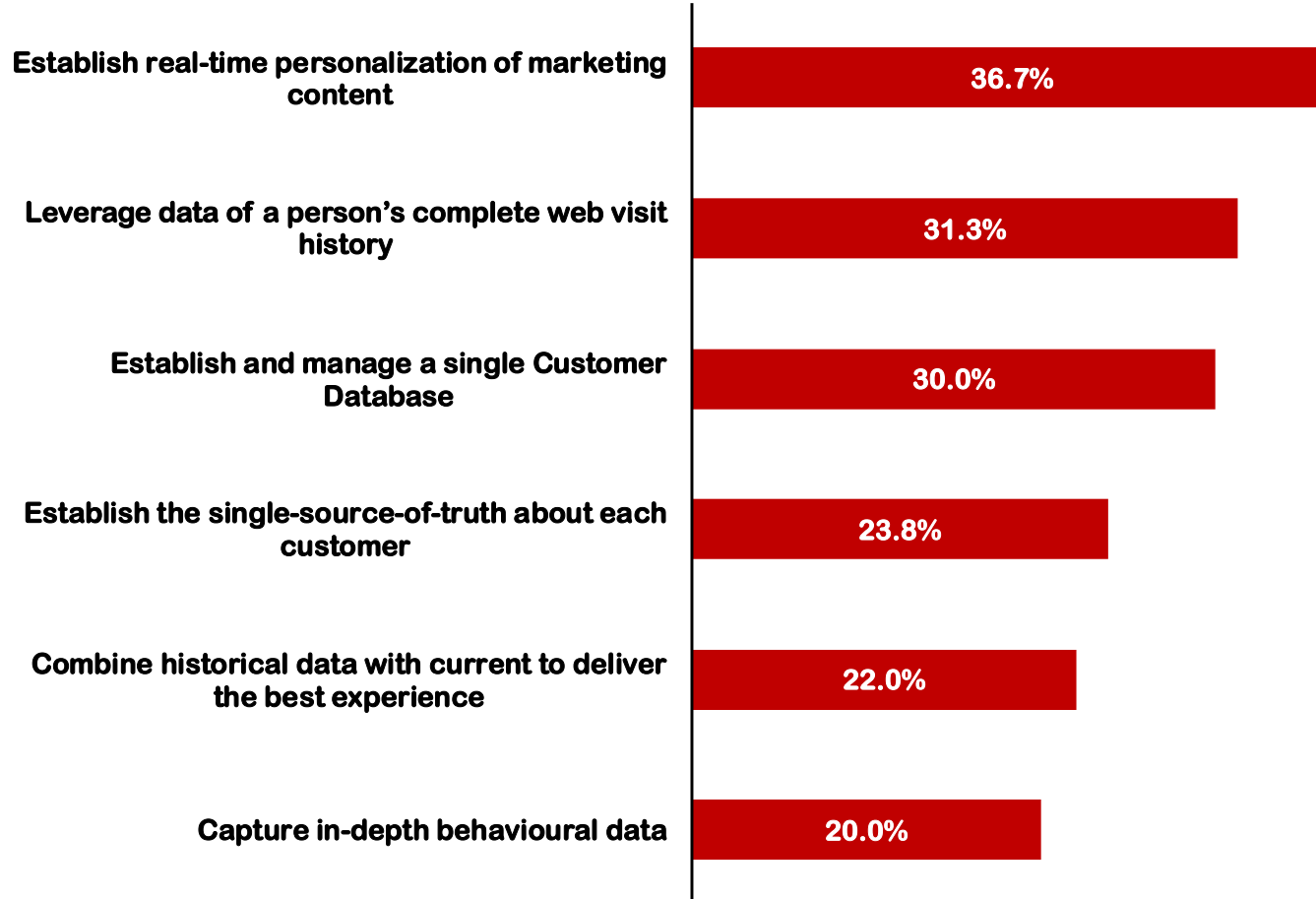
There is also an interesting list of processes which a significant number of respondents noted as “not needed”. 64% of the respondents believe they do not need to have Consent and preference management while 54% are doubtful about Machine-learning adoption.





# RESEARCH:

## THE MAJOR DRIVERS FOR DOING CDM



N = 1275 Marketing and Business Managers with budget responsibilities (Respondents could select up to three drivers).

We asked, “Which anticipated top 3 benefits are driving your investment in customer data management automation in 2022? (select up to three)”

Well over **one third** of companies are focused on content personalization. A group of various customer data collection improvement drivers are the next important.

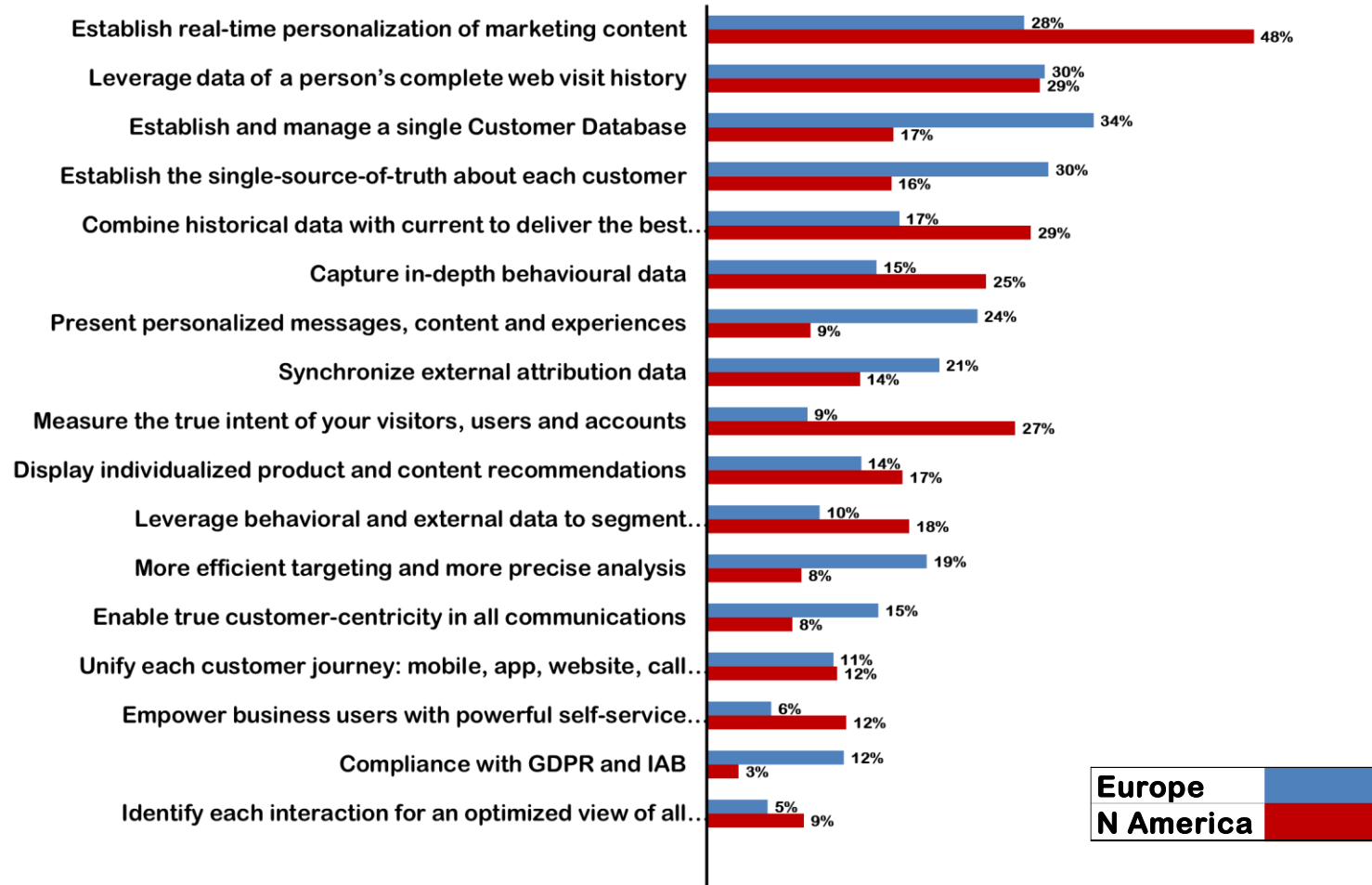
However, these priorities vary across the regions, as shown on the next page.

Vendors take note: you should reflect these customer priorities in your marketing messaging – if you have a solution for it.



# RESEARCH:

## CDM DRIVERS DIFFER ACROSS THE REGIONS



N = 653 European and 503 North American Marketing and Business Managers with budget responsibilities  
(Respondents could select up to three drivers).

When we compare answers in North America to those in Europe, we find many differences in emphasis (for brevity, only the NA numbers are shown).

Real-time personalization and measurement of intent seems to be much more important in North America. Similarly with leveraging historical data and segmentation.

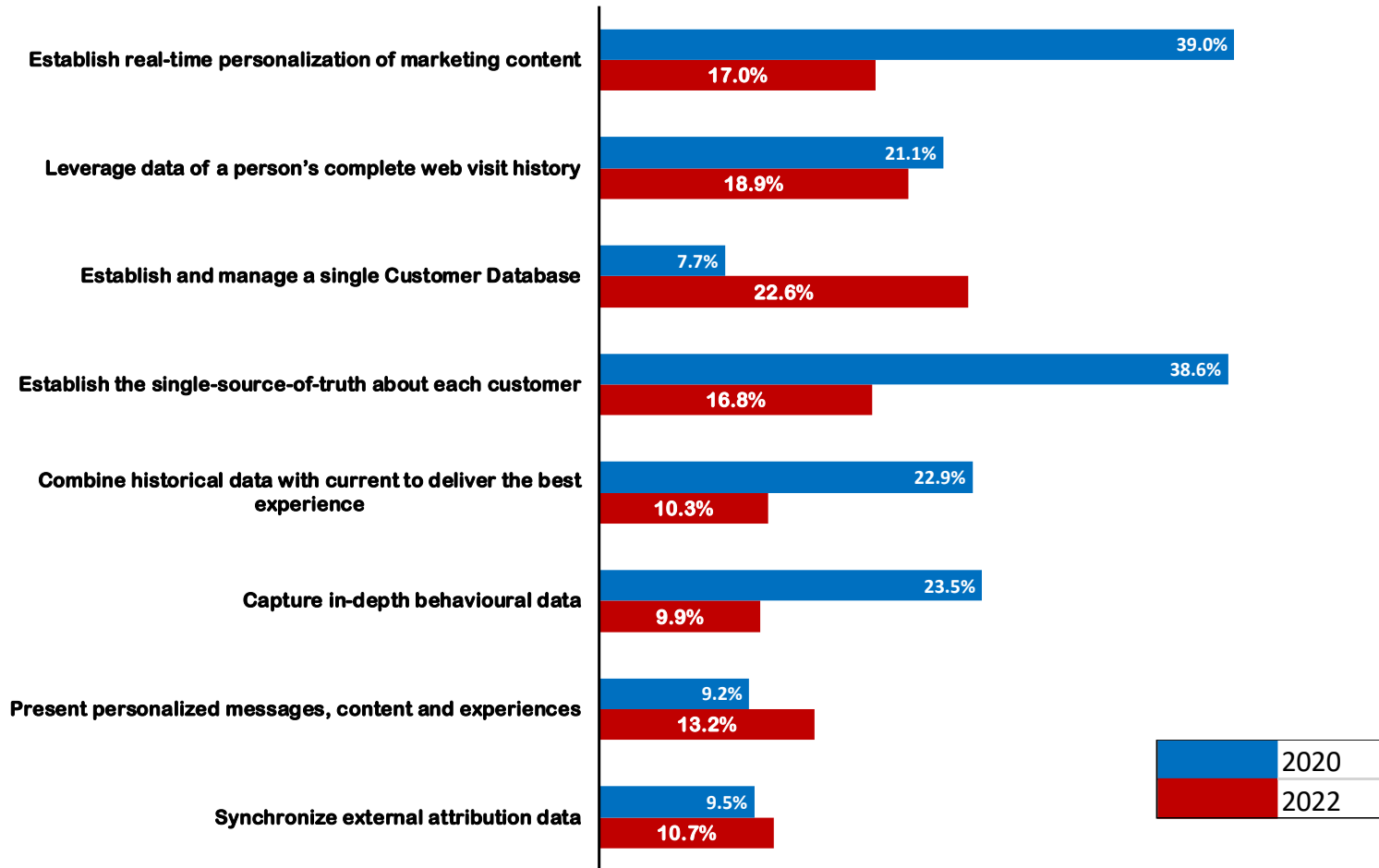
European respondents are still focused on getting to a single customer database and/or single source of truth, a more basic CDM initiative. The benefit of more efficient targeting and customer-centricity is also recognized by twice as many European executives compared to North American.

Vendors take note: you should reflect these customer priorities in your international marketing messaging – if you have a solution for it.



# RESEARCH:

## COMPARING CDM DRIVERS 2020 TO 2022



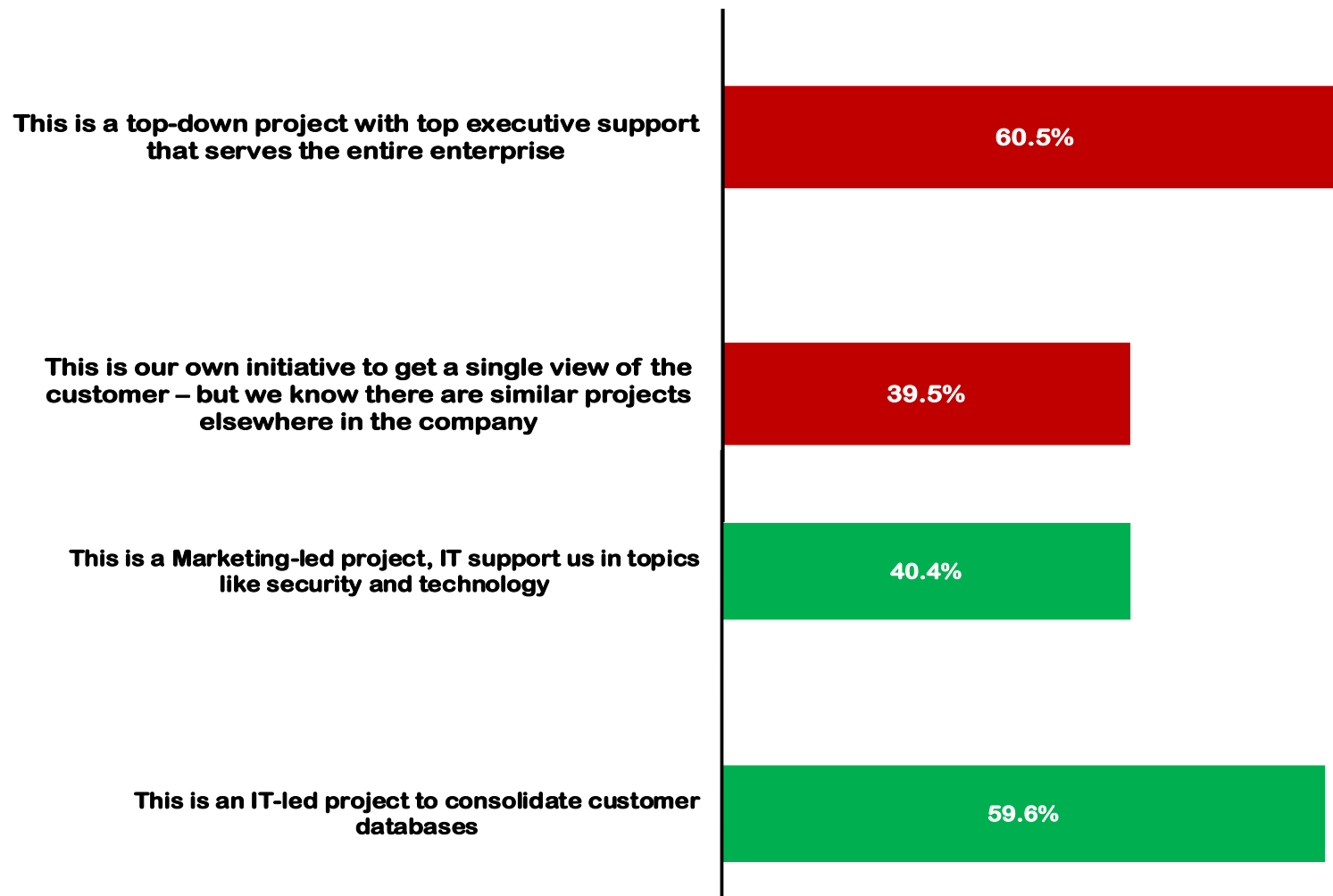
N = 1,309 (2022) and 1,377 (2020) Marketing and Business Managers with budget responsibilities for SEM.

We asked the same question in our 2020 survey and there has been significant change in the prioritization. Some of the 2020 options were not listed in 2022, and vice versa.

Overall, there is a much more even spread across several reasons for investment in CDM solutions. This reflects the rising sense of urgency in many companies around their data management programs, a clear impact of digital marketing and selling.



# RESEARCH: How Customer Data Management projects are organized (select the option from each pair that fits closest to your use case.)

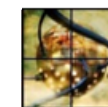


Overall, nearly 40% of respondents are running their own CDM project, with other projects running elsewhere in their enterprise. This varies by region; it applies for 65% of North American respondents compared to just 24% and 14% in Europe and APAC respectively.

Nearly 60% of CDM initiatives are IT-led projects, but that also varies by region; it applies for 63% of North American respondents compared to just 54% and 79% in Europe and APAC respectively.

Most CDM vendors should therefore focus on presenting and describing more marketing-oriented use cases in their messaging for Europe and APAC.

N = 1,275 Enterprise Business Managers with budget responsibilities. Respondents selected the option closest to their use case in each pair.





# INSIGHTS: TOP CDM MARKET TRENDS 2023

- **Account-Based Marketing drives CDM adoption in B2B.** Most enterprises with ABM projects admit that their biggest success inhibitor is “lack of deep customer insights” and must rely on tactical predictive analytics vendors instead of addressing the fundamental CDM challenge. Several ABM vendors are now appearing in this CDM landscape.
- **CDM projects are difficult to define and plan for marketers.** Marketers know that customer data is an issue but struggle to define goals and actions to address this. They see inefficiencies in data management but cannot list their needs regarding data activation and campaign execution. Many use cases for CDM are not yet routine in their current digital marketing.
- **CDM requires a marketing operations team.** Every company already has its customer data silos. So a successful CDM deployment needs internal processing to mitigate conflicts arising from data management overlap. CDM requires shared IT and marketing ownership.
- **Consent Management remains critical.** Legislation like the CCPA and GDPR requires marketers to be completely transparent on how they use customer data. As well as compliance pressure, another driver of transparency, for marketers, is establishing brand trust. Data ethics is now routine in the deployment of many marketing technologies, including CDM solutions.
- **The CDM process is more than CDP technology.** Marketers need a central system with customer data that also easily connects to supply chain data, inventory data, and other kinds of data that are important in forging the customer experience.



# INSIGHTS: TOP CDM VENDOR TRENDS 2023

- **The CDM vendor landscape is bewildering.** CDM vendors have a variety of roots. Some have just repackaged their traditional offering through new product positioning and sales strategies. Others are CDP pure-plays that are expert on data management but not necessarily marketing.
- **Marketing suite vendors are taking ownership but ...** Initially slow to address CDM challenges, the larger vendors have been busy in the last years announcing CDM strategies. Often though, the focus is only on consolidating their own data sources.
- **Specialist CDM/CDP vendors will prevail.** These vendors are both extremely capable and knowledgeable about data consolidation and identity management principles and the vendor landscape is richly venture-funded. Some are challenged, however, to communicate the benefits of their technologies to business-oriented marketers.
- **CDM vendors talk technology, not business or even marketing.** Despite the relative immaturity of the topic, CDM vendors struggle to differentiate themselves. Tending to debate about their own competing technologies, they do not help marketers to understand what is being offered.
- **Vendors segment by functionality focus.** Reflecting their history, an evaluation of the functionality mix offered by each vendor may help buyers to fit the most suitable vendors to their CDM project. Some vendors are focused on marketing orchestration, some providing a hub for data analytics, others are integrators of data silos. Some are more IT-centric tools.



# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT



There are over 140 vendors in the Customer Data Platform Institute directory\*\*. These are the top vendors in 2022/23 as selected by 1,500 buyer companies based upon product, company and service quality.

VENDOR NAME	PRODUCT(S)
ACTIONIQ	AIQ CX Hub powered by a CDP
BLUECONIC	BlueConic Customer Data Platform
CALIBER MIND	CaliberMind
CROSSENGAGE	CrossEngage Customer Data & Prediction Platform
EULERIAN	Eulerian for Marketers
EVERGAGE	Salesforce Evergage Interaction Studio
LEADSPACE	Leadspace, The Graph, The Studio
LYTICS	Lytics CDP (Decision Engine, Cloud Connect)
NGDATA	Intelligent Engagement Platform
REDPOINT GLOBAL	Redpoint rgOne
SALESFORCE	Salesforce Customer 360
SITCORE	Sitecore Experience Platform - Sitecore Experience Database
TEALIUM	Tealium Customer Data Hub
TERMINUS	Terminus CDP
TWILIO	Segment

This list is alphabetical and includes the Top 15 customer data management vendors and solutions named and scored by the survey respondents. Although Evergage was acquired by Salesforce in 2020, a significant number of respondents named and rated that brand unprompted.

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

- ALCHEMY BY GALE
- UPLAND SOFTWARE
- ORACLE (featured in the 2020 report)
- ADOBE (featured in the 2020 report)
- DUN & BRADSTREET
- ACQUIA (featured in the 2020 report)
- COMMANDERS ACT

Six vendors are new to the list since 2020:

- CALIBER MIND
- CROSSENGAGE
- LEADSPACE
- LYTICS
- TERMINUS
- TWILIO

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

**NOTE:** If a vendor does not respond, Research in Action will complete its scoring assessment based on analyst experience and desk research. The vendor's products and quick facts will be documented in the report, though a vendor scorecard will not be written.



# 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.

MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION
Very Big	Very High	Strong
Big	High	Good
Medium	Medium	Medium
Small	Low	Low

#### NOTES:

- Market Presence combines the market share and perceived Mindshare (or Share of Mind).
- Growth Rate is the anticipated growth rate for this year where Medium is the average growth for this market.
- Customer Traction combines the vendor's customer retention rate and the Research In Action Recommendation Index (RI). The RI is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".





# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT



### More Vendor Quick Facts

VENDOR NAME	CDP TYPE (per CDP Institute directory)				GLOBAL FOOTPRINT			TARGET INDUSTRIES
	Data	Analytics	Campaign	Delivery	NA	EMEA	APAC	
ACTIONIQ			X		70%	25%	5%	All
BLUECONIC			X		65%	35%	0%	All
CALIBER MIND			X		80%	10%	10%	FSI, Tech, Pharma
CROSSENGAGE			X		15%	85%	5%	eCommerce, Retail
EULERIAN		X			20%	75%	5%	CPG, Distribution, Retail
EVERGAGE	Not listed separately in the directory				60%	25%	15%	All
LEADSPACE		X			60%	30%	10%	FSI, Tech, Retail, Pharma
LYTICS			X		70%	20%	10%	FSI, Tech, Retail, Pharma
NGDATA			X		40%	40%	20%	FSI, Telco, Hospitality & Travel
REDPOINT GLOBAL			X		65%	30%	5%	Retail, Healthcare, FSI, Travel Services
SALESFORCE			X		60%	25%	15%	All
SITCORE			X		50%	35%	15%	Life Sciences, Manufacturing, Retail, Utilities
TEALIUM		X			55%	30%	15%	FSI, Hospitality, Media, Tech, Retail, Pharma
TERMINUS		X			80%	15%	5%	Technology, FSI, Healthcare & Life Sciences
TWILIO	X				40%	40%	20%	FSI, Retail, Tech

#### Target Industries abbreviations :

- CPG – Consumer Product Goods
- FSI - Financial Service Institutes (including Insurance)
- Telco – Communications Service Providers

#### Global Footprint

The Research in Action estimated revenue split across geographic regions is CDM specific.



# VENDOR SELECTION MATRIX™:

## EVALUATION CRITERIA

STRATEGY

Vision And Go-To-Market	30%	<ul style="list-style-type: none"><li>› Does the company have a coherent vision in line with the most probable future market scenarios?</li><li>› Does the go-to-market and sales strategy fit the target market and customers?</li></ul>
Innovation And Differentiation	30%	<ul style="list-style-type: none"><li>› How innovative is the company in this market?</li><li>› Does the solution have a unique selling proposition and clear market differentiators?</li></ul>
Viability And Execution Capabilities	15%	<ul style="list-style-type: none"><li>› How likely is the long-term survival of the company in this market?</li><li>› Does the company have the necessary resources to execute the strategy?</li></ul>
Recommendation Index	25%	<ul style="list-style-type: none"><li>› Would customers recommend this vendor in this market to their peers?</li></ul>

## EXECUTION

**Breadth And  
Depth Of Solution  
Offering**

**30%**

- › Does the solution cover all necessary capabilities expected by customers?

**Market Share  
And Growth**

**15%**

- › How big is the company's market share and is it growing above the market rate?

**Customer  
Satisfaction**

**25%**

- › How satisfied are customers with the solution and the vendor today?

**Price Versus  
Value Ratio**

**30%**

- › How do customers rate the relationship between the price and perceived value of the solution?

### NOTES:

- 63% of the evaluation is based on the survey results, 37% is based on the analysts' assessment.
  - 40% of the evaluation is based on the survey results: (1) Recommendation Index, (2) Customer Satisfaction, (3) Price Versus Value.
  - 15% of the evaluation is based on the analysts' assessment: (1) Viability And Execution Capabilities, (2) Market Share And Growth.
  - 45% of the evaluation is based on a combination of survey results and analysts' assessment: (1) Vision And Go-To-Market (2) Innovation And Differentiation (3) Breadth And Depth Of Solution Offering.
- The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".



# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT



MARKET LEADERS
ACTIONIQ
BLUECONIC
CROSSENGAGE
EULERIAN
EVERGAGE
LYTICS
NGDATA
REDPOINT GLOBAL
SALESFORCE
TEALIUM
TWILIO

EXECUTION LEADERS
LEADSPACE
TERMINUS

CHALLENGERS
CALIBER MIND
SITECORE

### Notes:

- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.



# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT

ActionIQ is a market leader in Customer Data Management, aligning people, processes, and technology to deliver exceptional CX across every touchpoint.



STRATEGY	RESULT
Vision And Go-To-Market	
Innovation And Differentiation	
Viability And Execution Capabilities	
Recommendation Index	

EXECUTION	RESULT
Breadth And Depth Of Solution Offering	
Market Share And Growth	
Customer Satisfaction	
Price Versus Value Ratio	

### GENERAL:

Founded in 2014, ActionIQ helps G2000 companies change the way they think about customer experiences, digital transformation, and the value of customer data as a corporate asset.

The vendor has over 200 employees, and most of its customers are in North America, mainly larger enterprises with massive amounts of data (millions of customers).

Their clients are mostly B2C but are also used by select B2B enterprises like CDW, Shopify, and Autodesk that sell products in high-transaction volumes.

ActionIQ offers a configurable SaaS platform that acts as the smart hub of an organization's customer experience (CX) stack.

### STRATEGY:

### EXECUTION:

### BOTTOM LINE:



**Notes:**

- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.



RESEARCH IN ACTION  
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# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT

**BlueConic is a market leader in Customer Data Management, liberating data for more than 350 brands worldwide.**



STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

### GENERAL:

Founded in 2010, and now with over 150 employees in North America and the Netherlands (its original HQ), BlueConic has customers across all sections including Retail, E-commerce, CPG, Media/Publishing, FSI, Telco, Hospitality/ Travel.

Over 350 customers in North American and Europe can access the software via a marketer-oriented user interface to collect and oversee profile data that is unified, actionable, and meets marketing needs.

In a BlueConic customer profile, consent is a core attribute, recognizing and respecting an individual's preference and behaviors across channels to build better individualized experiences and continue to foster loyalty and earn trust.

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#### Notes:

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# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT

**CrossEngage is a market leader in Customer Data Management, integrating data, customer journey and segmentation tools, and connecting to marketing.**



STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

### GENERAL:

In 2015, Manuel Hinz and Dr. Markus Wuebben founded CrossEngage to fill the market gap for a platform that handles all marketing activities across channels. CrossEngage and Gpredictive, a consulting firm, joined forces in September 2020 and now run under the CrossEngage brand from its Berlin and Hamburg locations, with some 70 employees,

The vendor offer a seamlessly integrated Customer Data Platform (CDP) and Customer Prediction Platform (CPP) that smartly leverage the power of your first-party customer data using best-in-class artificial intelligence (AI) and automated machine learning (AutoML).

It works with Deutsche Bahn, FOND OF, Peek & Cloppenburg, Scout 24 and Depot, among others.

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#### Notes:

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# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT

**Eulerian is a market leader in Customer Data Management, helping marketers invest in the right place with a 3-way understanding of campaign performance.**



STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

### GENERAL:

Founded in Paris, France, in 2002, Eulerian is a developer of real-time analysis, automation and optimization solutions for e-marketing operations.

Since 2006, Eulerian has been publishing software dedicated to the measurement of marketing performance. Its technology suite enables advertisers to optimize and monetize their digital actions by combining comprehensive data collection, advanced dashboards and real-time signal exchange.

Eulerian guarantees that marketing teams invest budgets in the right place and have a 3-way understanding of their campaigns' performance!

### STRATEGY:

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### EXECUTION:

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#### Notes:

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**RESEARCH IN ACTION**  
vendor selection matrix®

# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT

**Lytics is a market leader in Customer Data Management, making behavioral data and intent-based personalization simple and 100% data-driven.**

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

### GENERAL:

Located in Portland, Oregon, USA. Lytics helps marketers know what their customers want and deliver relevant, personalized experiences across their digital properties.

Companies like General Mills, Time Inc., and Electrolux use Lytics' AI- and data science-powered decision engine to earn higher return on ad spend, improve customer retention, increase conversion rates, and ultimately deliver higher customer lifetime value.

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#### Notes:

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# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT

**NGData is a market leader in Customer Data Management, providing a marketer-managed system that creates a persistent, unified customer database.**



STRATEGY	RESULT
Vision And Go-To-Market	
Innovation And Differentiation	
Viability And Execution Capabilities	
Recommendation Index	

EXECUTION	RESULT
Breadth And Depth Of Solution Offering	
Market Share And Growth	
Customer Satisfaction	
Price Versus Value Ratio	

**GENERAL:**

Founded in 2012, in Belgium (Ghent) NGData now has 6 offices across the globe servicing clients in North America, Europe and Asia. It has a strong history of providing customer analytics solutions to retail banks and built on this expertise to launch a CDM solution several years ago.

The solution is called Intelligent Engagement Platform (IEP), combining a customer-analytics focused CDP with real-time interaction management capabilities, all through an interface built for the business user.

It now has over 60 direct customers in the retail banking, insurance, telco, hospitality, sports and entertainment sectors. It also has another 100 plus “customers of customers” due to its white-label distribution business model.

**STRATEGY:**

**EXECUTION:**

**BOTTOM LINE:**



- Notes:**
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**RESEARCH IN ACTION**  
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# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT

Redpoint Global is a market leader in Customer Data Management, helping innovative companies to transform the customer experience they offer.



STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

### GENERAL:

Founded in 2006, Redpoint Global has 160 employees with offices in the US, the UK, and the Philippines.

The vendor enables companies to democratize access to reliable customer data for all teams, offering a complete toolkit to standardize data collection, unify user records, and pass the data into any system where it's needed.

Some 70% of its over 500 customers are in North America, with 20% in EMEA.

Companies such as AAA, CVS Health, American Express, Ralph Lauren, Xanterra Travel Services and Lucerna Health are using Redpoint to drive more engaging customer experiences, highly personalized moments, relevant next-best actions, and tangible ROI.

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# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT

**Salesforce is a market leader in Customer Data Management, with a complete data view of your customer across marketing, commerce, sales and service.**



STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

### GENERAL:

Salesforce is a leading customer relationship management (CRM) platform. Its cloud-based CRM applications for sales, service, marketing, and more don't require IT experts to set up or manage.

More than 150,000 companies use Salesforce CRM to grow their businesses by strengthening customer relationships. CRM helps companies understand their customers' needs and solve problems by better managing customer information and interactions – all on a single platform that's always accessible from any desktop or device.

Salesforce acquired the leading CDP vendor Evergage and have integrated into their offering.

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**RESEARCH IN ACTION**  
vendor selection matrix®

# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT

Tealium is a market leader in Customer Data Management, leveraging customer data to fuel CX, create insights and analysis, and optimize the Martech stack.



STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

Founded in 2008, Tealium has over 750 employees with HQ in San Diego, CA, plus offices around the globe.

Its customers include B2C and B2B enterprises in many sectors including retail, e-commerce, FSI, healthcare, pharmaceutical, travel and hospitality, media/publishing, technology, gaming, telecom, and education.

The vendor connects customer data across web, mobile, offline and IoT devices to help companies connect with their customers.

Tealium manages the “Data Supply Chain” for customers with these phased functions: Collect, Standardize, Transform and Enrich, Integrate, Activate.

Tealium’s integration ecosystem supports over 1,300 client-side and server-side vendors and technologies.

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# VENDOR SELECTION MATRIX™

## CUSTOMER DATA MANAGEMENT

**CaliberMind is a challenger in Customer Data Management, believing that addressing data issues before layering on analytics is essential.**

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

### GENERAL:

CaliberMind was founded in 2016 with the mission of empowering B2B marketers with insights that can scale their organizations faster. In March 2022, it announced that it has raised \$8 million in Series A funding.

The vendor offers B2B Marketing-Analytics-as-a-Service for mid-market to enterprise B2B organizations that want to advance their performance marketing game, enable sales and make better data-informed decisions.

Their product is built by marketers, for marketers.

### STRATEGY:

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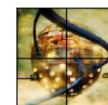
# THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

## Vendor Selection Matrix™ Disclaimer:

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