

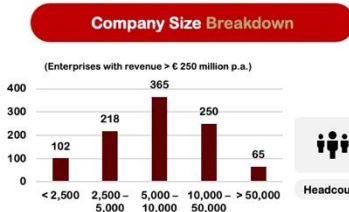


New Research In Action Vendor Selection Matrix™ Report – Customer Data Management: The Top Global Vendors 2024.

Germany – June 3rd, 2024: 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 continues to rise dramatically as companies invest in CDM to ensure success in their digital marketing and digital selling. The vendor landscape 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. There are even some eCommerce platform vendors that do well to stress the dependence of great personalization on great customer data and so get associated with CDM.

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 2022 CDM research and we have found a greater than usual churn in the list of vendors named in the landscape (six vendors drop out while there are nine new entrants). This reflects the status of the market which is still emerging and relatively loosely defined.

SURVEY DEMOGRAPHICS: MARKETING AUTOMATION IN GLOBAL ENTERPRISES



75,000+
Data Points

1,000
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.

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





A new Research In Action GmbH global survey of 1,000 business managers with budget responsibility in enterprises globally examined their RMA experiences and plans for 2024, 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.

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 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 1,000 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. |
| ADOBE | Very Big | Very High | Good | Real-Time CDP is a complete customer data management solution — with customer data capabilities and advanced tools built in. |
| BLOOMREACH | Medium | High | Good | We use real-time customer data to drive marketing efficiency, revenue, and ROI. |
| BLUECONIC | Very Big | Very High | Strong | Liberating data for more than 350 brands worldwide. |
| BLUESHIFT | Medium | High | Good | SmartHub CDP uses patented AI technology to unify, inform, and activate customer data across all channels and applications. |
| FIRST HIVE | Small | Medium | Medium | FirstHive is an Intelligent Customer Data Platform that builds Unique Customer Identities by extracting data from various sources. |
| INSIDER | Medium | High | Good | Connect data across channels, predict future behavior with AI, and automate cross-channel journeys, all from a single platform. |
| KLAVIYO | Small | Medium | Medium | Powers smarter digital relationships, making it easy for businesses to capture, store, analyze, and predictively use their own data. |
| LYTICS | Medium | Low | Good | Making behavioral and intent-based personalization simple and 100% data-driven. |
| MPARTICLE | Medium | Medium | Medium | mParticle makes it easy to holistically manage customer data along the entire product and customer lifecycle. |
| NGDATA | Big | Very High | Strong | Intelligent Engagement Platform builds multi-attribute customer data profiles to drive truly personalized customer experiences. |
| OPTIMOVE | Medium | High | Medium | A Customer-Led Marketing Platform, ensuring that marketing always starts with the customer instead of a campaign or product. |
| QUAERO | Medium | Medium | Medium | An exploration of the technology, data science and business process that power an enterprise-class Customer Data Platform. |
| SALESFORCE | Very Big | Medium | Good | A complete data view of your customer across marketing, commerce, sales and service. |
| SAP | Big | Medium | Medium | With first-party data at its core, SAP Customer Data Platform unifies customer data sources. |
| 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. |
| TREASURE DATA | Medium | High | Medium | A CDP that harmonizes an organization’s data, insights, and engagement ecosystems to drive relevant, real-time CX. |
| TWILIO | Big | Medium | Good | Customer engagement platform to power personalized interactions and trusted global communications with customers. |

MARKET PRESENCE: Very Big, Big, Medium, Small
GROWTH RATE: Very High, High, Medium, Low
CUSTOMER TRACTION: Strong, Good, Medium, 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?”

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vendor selection matrix®

Report details can be viewed here: 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 the most of all.** 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.



- **A single-source-of-truth is the most paramount.** When asked, “Which anticipated top 3 benefits are driving your investment in customer data management automation in 2024?”, well over one third of companies are focused on arriving at the “single source of truth” and having just one Customer Database. Next is real-time personalization. The same question in our 2022 survey had personalization as the #1 driver at 36%.
- **The Marketing priorities for CDM are significant.** Companies are not investing CDM for technical reasons, strong digital marketing, with customer experience and personalization, requires it. We asked what the Marketing Organization sets as a priority for CDM and the number two priority was, remarkably, “to ensure we market and sell ONLY to those accounts who are in market.” Commonly, just 5% of potential customers are actively buying at any moment and savvy marketing professional are very aware that their messaging must be different across the buying cycle.
- **Specialist CDM/CDP vendors will prevail over the marketing clouds.** Initially slow to address CDM challenges, the marketing cloud vendors are all now busy announcing CDM strategies. Often though, the focus is only on consolidating their own data sources. I see the specialists as a better option for most firms; these vendors are both extremely capable and knowledgeable about data consolidation and identity management principles and there are even some eCommerce platforms who can demonstrate they understand CDM and offer a viable alternative to specialist CDP vendors.
- **Who came out on top?** Depending on how much you believe the claims, there are over 180 vendors with CDM solutions, often calling their software Customer Data Platforms (CDP). These are the Market Leaders as selected by 1,000 users surveyed based upon their rating of product, company, and service quality (listed alphabetically): ACTIONIQ, ADOBE, BLOOMREACH, BLUECONIC, BLUESHIFT, FIRST HIVE, INSIDER, LYTICS, NGDATA, SALESFORCE, TEALIUM, TREASURE DATA, and TWILIO. Also featured in the report are KLAVIYO, MPARTICLE, OPTIMOVE, QUAERO, SAP, and TERMNUS.

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



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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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