



Real-Time CDP Market Report

As a TrustRadius Top Rated customer data platform, Adobe Real-Time CDP allows marketers to collect, normalize, and unify customer data into real-time profiles. Reviewers of Adobe Real-Time CDP highlight the platform's real-time data collection and governance and a high return on investment contributing to users overall customer satisfaction - cementing it as a quality option for customer data platforms.



Real-Time Data Collection and Governance



Adobe Real-Time CDP reviewers highlight its robust data governance, enabling efficient control, access, and security over data. Adobe enables customers to collect data using a variety of methods, from direct ingestion to federation, across zero, first, second, and third-party sources that help impact the end to end customer journey. Adobe offers the ability to collect data using a variety of methods, from batch to real-time streaming, to help customers meet their needs.

Adobe Real-Time supports various connections and a personalized customer journey.

“Adobe Real-Time Customer Data Platform allows for a number of connections - streaming, batch, edge segmentation are all achievable. Adobe Real-Time Customer Data Platform provides the ability to set customers on a personalized journey based on their behaviors or entry to your digital property. The ability to combine offline and online behavior into a single unified profile for a user allows for a wide range of marketing applications.”

Verified User | Engineering Director | Sports Company, 501-1000 employees Incentivized



This Marketing manager praises Adobe Real-Time for its robust data control, access, and security features.

“In the area of in-tool data governance, Adobe is leading the way. The platform provides an elegant way of categorizing and controlling access and activation of data. With the labeling approach, it is easy to meet the privacy and security needs of your organization.”

Verified User | Marketing Manager | Financial Services Company, 501-1000 employees Incentivized



Data governance with Adobe Real-Time allows for efficient data access, tracking, and labeling amongst enterprises.

“Adobe Real-Time Customer Data Platform is an extremely user-friendly and usable tool that allows the user to track their customer’s overall journey in the engagement or purchase process. The data governance capabilities within Adobe Real-Time Customer Data Platform are amazing, it really allows us to better help our customers with their data access needs, make sure there is proper authentication in place so the data is secure, and also labeling capabilities which allow for tagging the right attributes with the right details.”

Verified User | Customer Service Consultant | Utilities Company, 5001-10,000 employees Incentivized



Adobe Real-Time supports ID stitching between offline and digital data, enhancing personalization and analysis.

“Adobe Real-Time Customer Data Platform fills a business need at the nexus of our offline data warehouse and our Adobe digital analytics efforts. Adobe Real-Time Customer Data Platform allows for ID stitching between the two systems to allow for a greater degree of personalization and analysis than what would otherwise be possible with the two systems in a silo. Adobe Real-Time Customer Data Platform allows disparate teams to communicate together on the same dataset, increasing knowledge and stakeholder buy-in for the analysis derived from the combined dataset.”

Verified User | Engineering Director | Sports Company, 501-1000 employees Incentivized



Return on Investment (ROI)



Adobe Real-Time CDP users reported improved targeting, increased conversion rates, lower opt-out rates, and quicker audience segmentation, leading to enhanced media efficiency and reduced advertising spend.

Adobe Real-Time increased targeting, conversion rates, and efficiency for this organization.

- “Improved ability to target users across different marketing DSPs”
- “Increased click and conversion rate for Adobe Target”
- “Lowered opt out and bounce rates for email”
- “Decreased time to value on audience segmentation”

Verified User | Engineering Director | Sports Company, 501-1000 employees Incentivized



Likelihood to Renew Rating



8.6

Adobe Real-Time CDP is rated a 8.6/10 for likelihood to renew in the Customer Data category. This indicates that Adobe Real-Time CDP’s customers are satisfied with the product and the ROI they experienced while using it.

This enterprise product owner improved media efficiency and digital adoption via automated campaigns.

- “Improved media efficiency due to global suppression segments across campaigns.”
- “Improved digital adoption of customers through automated targeted campaigns.”

Harish Deshmane | CDP Product Owner at Manulife | Financial Services, 10,001+ employees Incentivized



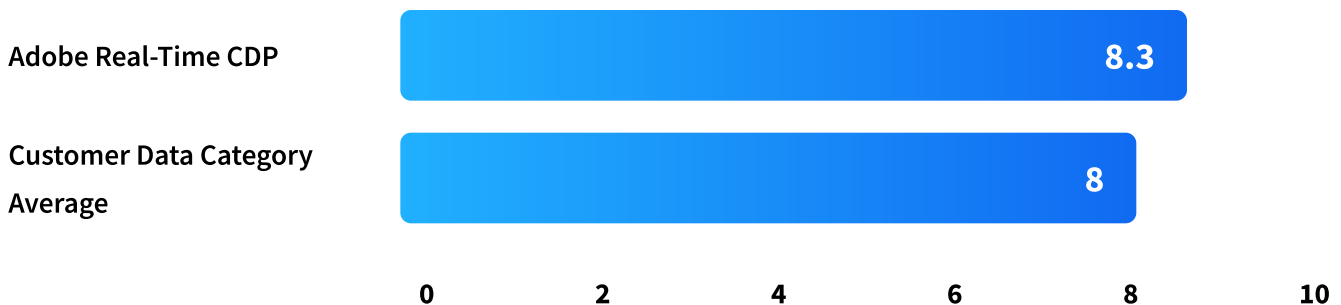
This marketing manager saw improved conversions and a quicker time to execution.

- “Reduced spend on advertising on existing customers”
- “Improved conversion through specific audience targeting”
- “Speed to audience creation, reducing time to execution”

Verified User | Marketing Manager | Financial Services Company, 501-1000 employees | Incentivized



trScore Comparison Ratings

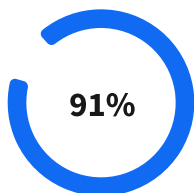


Overall Customer Satisfaction



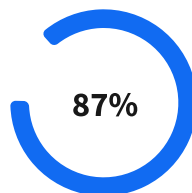
Every review on TrustRadius asks key insights questions to give buyers a good look at how that product performs. Adobe Real-Time CDP had high ratings all around:

Adobe Real-Time CDP Key Insights



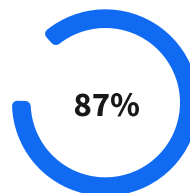
Would Buy Again

91% of TrustRadius reviewers said they would buy Adobe Real-Time CDP again.



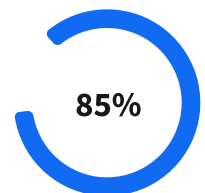
Happy with the Features

87% of TrustRadius reviewers indicated being happy with Adobe Real-Time CDP's feature set.



Delivers Good Value for the Price

87% of TrustRadius reviewers said Adobe Real-Time CDP delivers good value for the price.



Lived up to Sales and Marketing Promises

85% of TrustRadius reviewers stated that Adobe Real-Time CDP lived up to sales and marketing promises.

Adobe Real-Time provides core functionality with consistent upgrades and improvements.

“Having worked with several CDPs, [Adobe Real-Time CDP] is better than most. Importantly, the Adobe team listens to their customers and works to provide solutions (and workarounds) where necessary. The platform provides the core functionality you need, and is constantly improving.”

Verified User | Marketing Manager | Financial Services Company, 501-1000 employees Incentivized



This enterprise tech lead praises Adobe Real-Time as one of the best CDP options on the market.

“[Adobe Real-Time] is one of the best market options. It is great for profile management and engagement, [has] amazing activation and personalization suite. [Compared to alternatives] Adobe has a better usability, overall better profile governance and a better estimation for audiences.”

Gheorghe Cotruta | Data Architect Tech Lead at El Corte Inglés | Retail, 10,001+ employees Incentivized



[Learn More](#)

This report was created using TrustRadius reviews and data by the TrustRadius Research Team on August 2025.

