

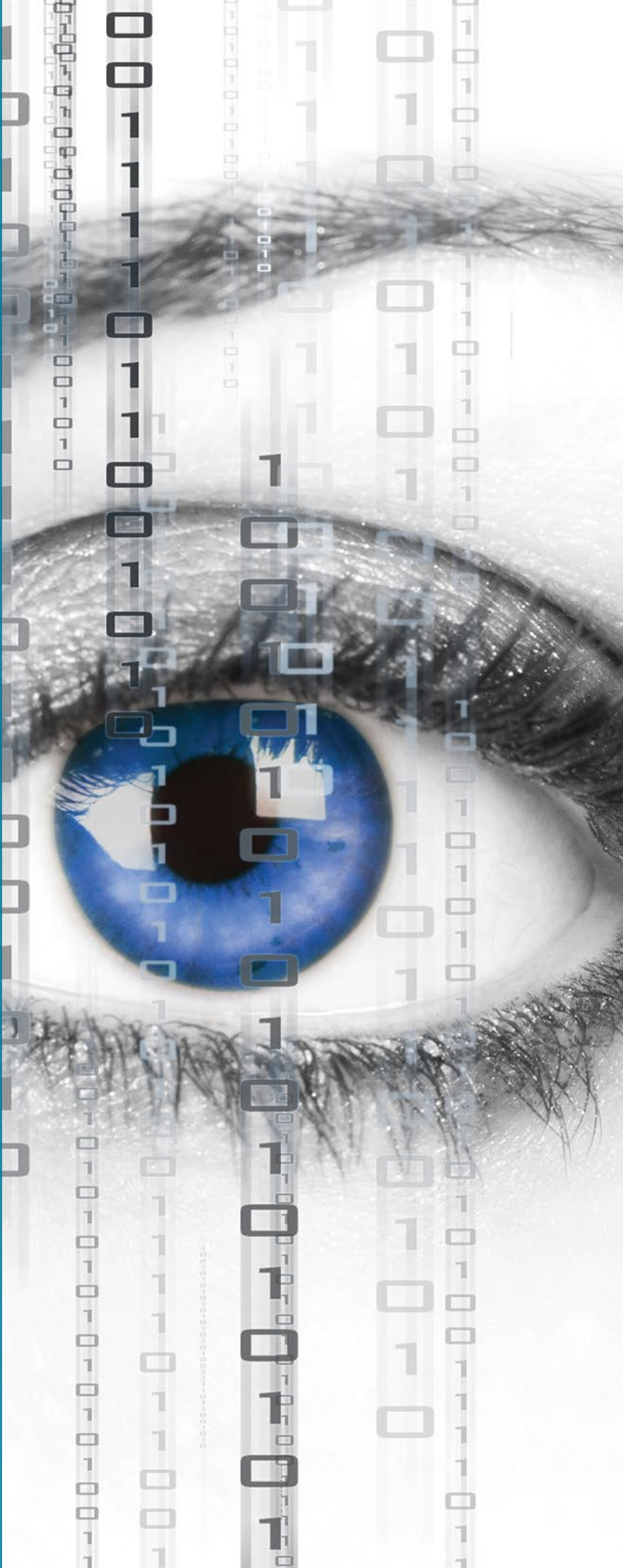
MARTECH INTELLIGENCE REPORT

# CUSTOMER DATA PLATFORMS: *A MARKETER'S GUIDE*

FOURTH EDITION

A MARTECH TODAY RESEARCH REPORT

**MARTECH** TODAY



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## Scope and methodology

This report examines the current market for enterprise customer data platforms (CDPs) and the considerations involved in implementing the software. This report answers the following questions:

- What trends are driving the adoption of CDPs?
- Who are the leading CDP vendors?
- What features do CDP vendors provide?
- Does my company need a CDP?
- How much does a CDP cost?
- How does a CDP differ from other systems that hold customer data?

For the purposes of this report, a CDP is defined as a marketer-managed system designed to collect customer data from all sources, normalise it and build unique, unified profiles of each individual customer. The result is a persistent, unified customer database that shares data with other martech systems. (Sources: CDP Institute and LUMA.)

If you are considering licensing a CDP, this report will help you decide. The report includes industry statistics, market trends and recommended steps for making an informed purchase decision. It also includes 22 vendor profiles. This report is not a recommendation of any particular CDP or company and is not meant to be an endorsement of any particular product, service or vendor. The vendors profiled in this report were selected based on their roles as CDP leaders or because their entire revenue comes from CDP technology and services.

The focus of this report is CDPs that are available as stand-alone services and not embedded in a larger cloud application or part of a larger agency service offering. The report was prepared by conducting interviews with leading vendors and industry experts. Interviews took place in November and December 2020. These, in addition to third-party research, form the basis for this report.

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## CDP market overview

While the global pandemic has had a dampening effect on business in general, it also seems to have raised interest in precisely the types of solutions that Customer Data Platforms deliver. With stay-at-home orders and social distancing guidelines spurring the movement of customer interactions – both B2B and B2C – to digital channels, marketers are increasingly interested in technologies that collect data from those interactions, unify them, deliver insights and enable campaign orchestration.

Whether that's taking place in something called a CDP or whether the category morphs as it grows is up for discussion, however. In its most recent report on the market, Gartner predicted that 70% of independent CDP vendors will be acquired or will acquire adjacent technologies to diversify by 2023. According to Gartner, these players will get into personalisation, multichannel marketing, consent management or master data management (MDM) for customer data. In part, this expectation arises from the fact that the number of CDP vendors is so high (approaching 100, according to Gartner) that it's difficult to believe they will all remain viable as individual entities.

In any case, the core CDP technology and its functionality aren't going anywhere, as the use cases that have brought it to the fore are more important than ever. Gartner notes that marketing technology leaders it surveyed see CDP as "an investment worth planning for, and protecting, in an economic downturn." Respondents ranked CDPs as one of the technologies they would least likely cut from their planned deployments, when Gartner asked about the possibility of eliminating items from the martech stack.

The CDP Institute, an organisation that provides vendor-neutral information about customer data management in general and CDPs in particular, expected industry revenue to reach at least \$1.3 billion in 2020. It hasn't released any more recent forecasts. Meanwhile, ResearchandMarkets predicts the industry will grow to \$10.3 billion by 2025, expanding at a compound annual growth rate (CAGR) of 34% between now and 2025.

**ResearchandMarkets predicts the industry will grow to \$10.3 billion by 2025, expanding at a compound annual growth rate (CAGR) of 34%.**

Figure 1: CDP Institute Revenue Projections

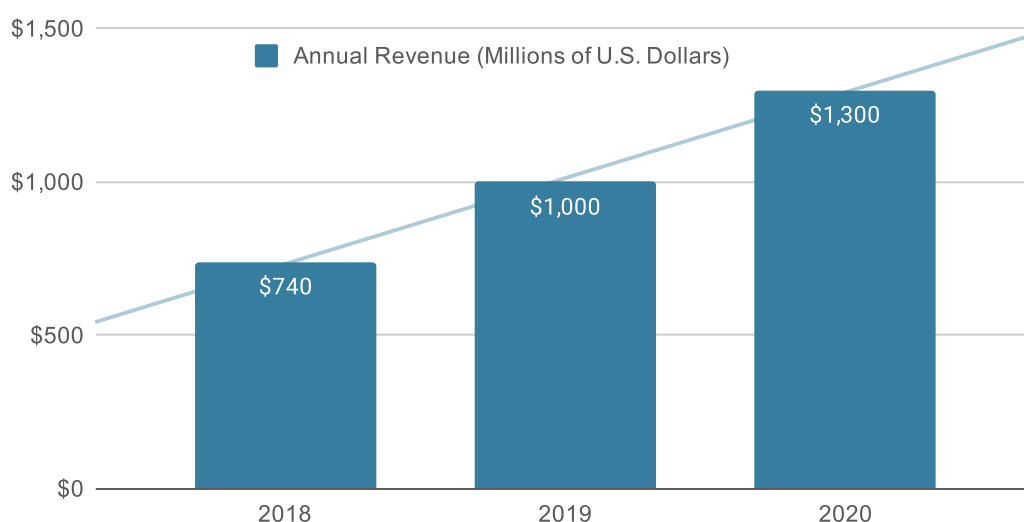
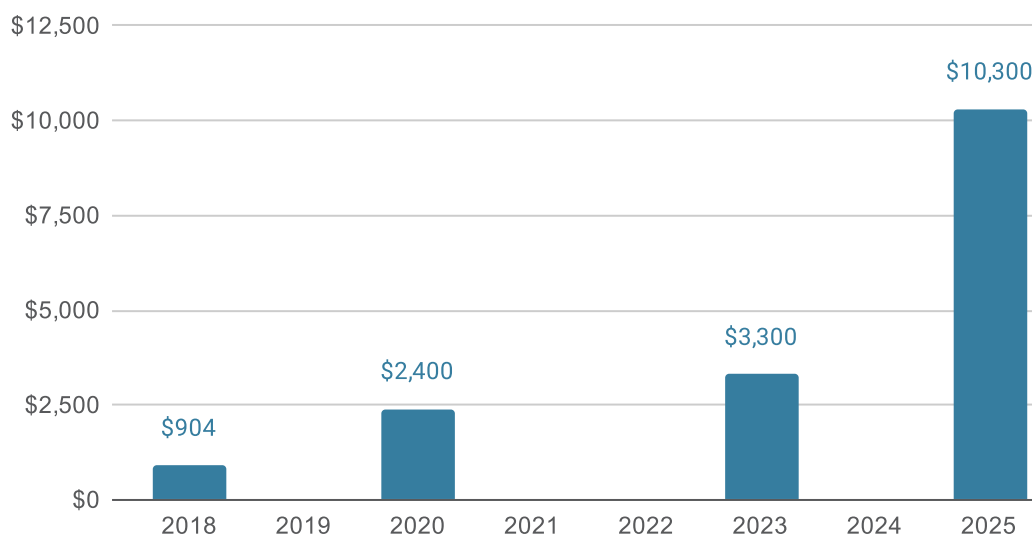


Figure 2: ResearchandMarkets Predictions



Source: ResearchandMarkets

**Cisco forecasts that the number of devices connected to IP networks globally will expand to more than three times the global population by 2023.**

This growth is being driven by the proliferation of devices and customer touchpoints, higher expectations for marketers to orchestrate real-time personalised experiences across channels and the need to navigate complex privacy regulations. The COVID pandemic has also been a factor, as the importance of customers' digital interactions has been highlighted by social distancing measures and stay-at-home orders.

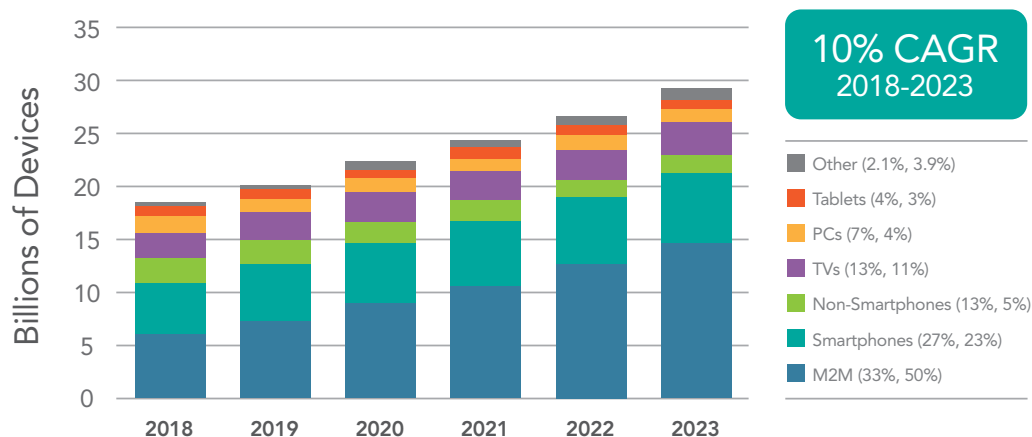
Let's explore each of these in greater detail.

### **More devices, fragmented interactions, high expectations and an all-digital environment**

Cisco forecasts that the number of devices connected to IP networks globally will expand to more than three times the global population by 2023. There will be 3.6 networked devices per capita globally (29.3 billion overall) by 2023, says Cisco, up from 2.3 networked devices per capita (18 billion overall) in 2018.

Customers and potential customers are using all of these devices – several in a day, often – to interact with the companies they do business with, and they expect these brands to recognise them no matter what device they're using at any given time.

Figure 3: Global device and connection growth

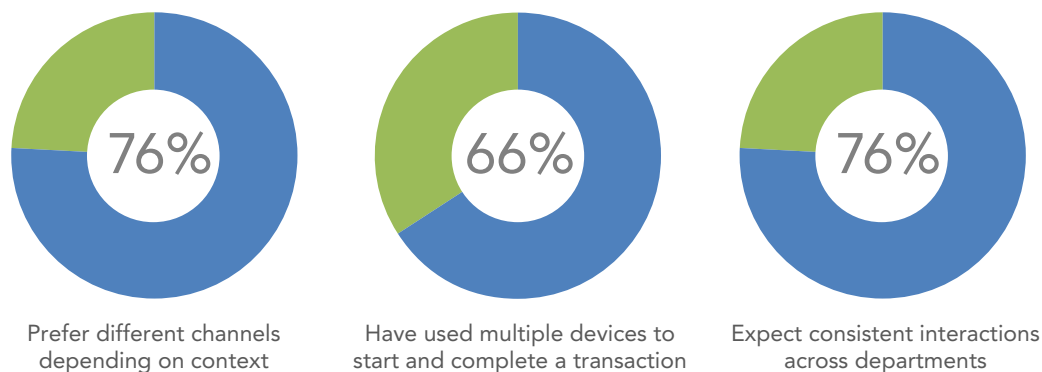


\*Figures (n) refer to 2018, 2023 device share

Source: Cisco

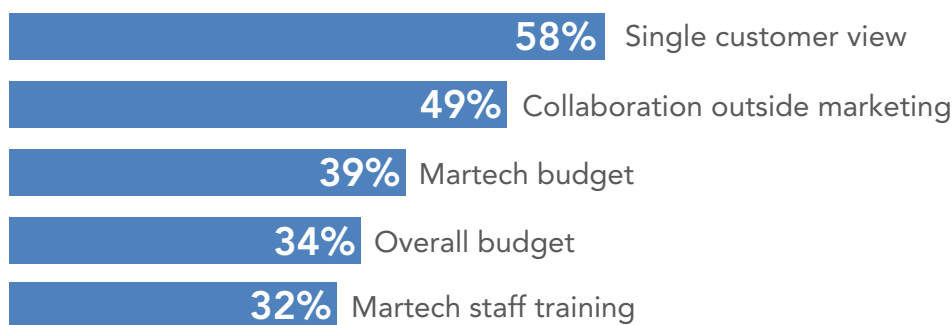
According to a Salesforce State of the Connected Customer survey conducted in July and August of 2020, 76% of respondents prefer to use different channels to communicate with brands depending on context, but they still expect connected experiences.

Figure 4: Customer journeys are fragmented, yet connected engagement is expected



Source: Salesforce 2020 State of the Customer survey of 15,000 B2B and B2C buyers

Figure 5: The leading obstacles to marketing success

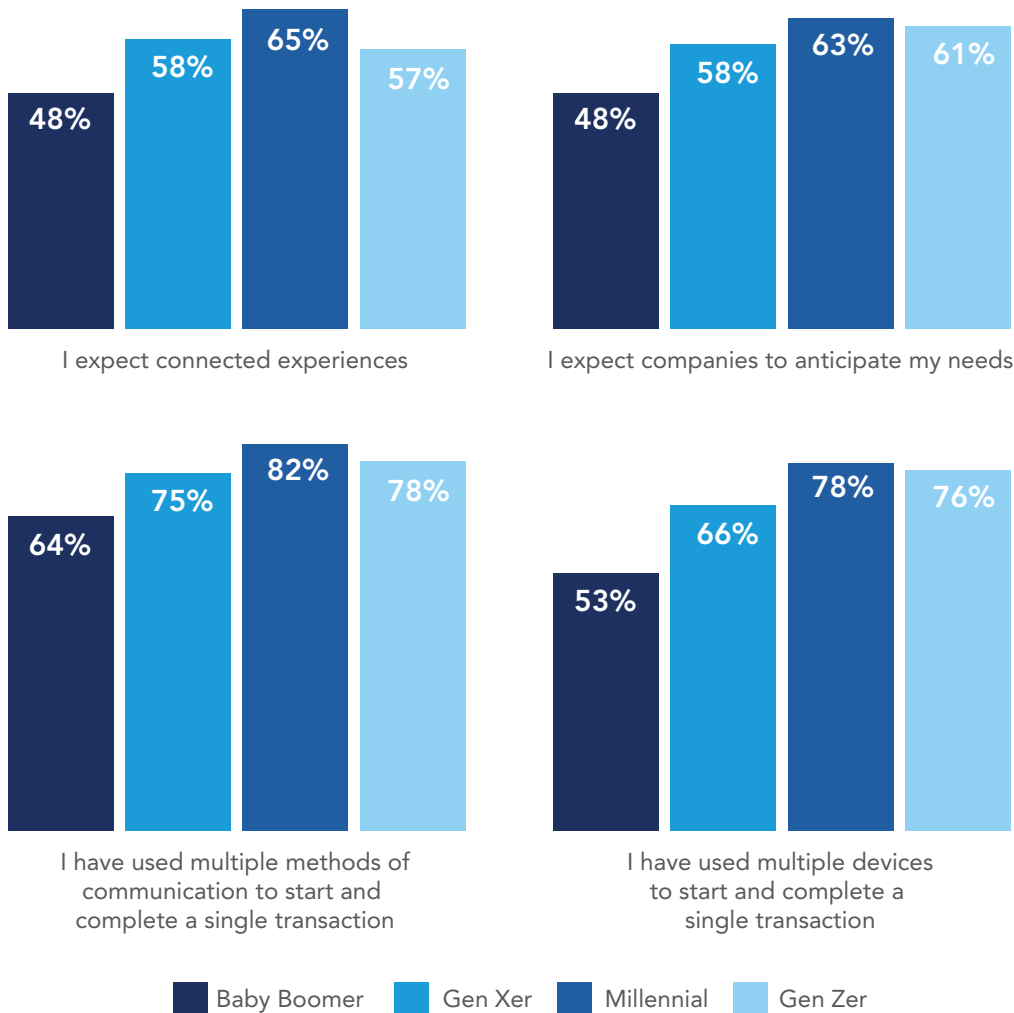


Source: Best Practices in Building a Unified Customer Database, CDP Institute

This challenge isn't going to go away anytime soon. Segmenting Salesforce's customer data by generations reveals that younger cohorts switch devices more than older and they're also more likely to be adding IoT-type connected devices to their repertoire.

**CDP vendors also seek to help marketers address the privacy challenge by providing strong data governance protocols that are certified by third-party organisations to ensure compliance with these types of regulations, as well as other data security standards.**

**Figure 6: Young adults and the adults of tomorrow have generally higher expectations of businesses**



Meanwhile, customer data security and governance have leapt to the forefront of marketer concerns, as the alphabet soup of data regulations – from HIPAA (Health Insurance Portability and Accountability) to HITECH (Health Information Technology for Economic and Clinical Health) to GDPR (General Data Protection Regulation), CCPA (California Consumer Privacy Act) and CASL (Canada Anti-Spam Legislation) – continues to grow.

And 2020 threw another development into the mix – a global pandemic. The changes in buying behaviour, both for consumers and businesses, spurred by COVID have been dramatic. And the theme among all these new interactions is that they are almost universally mediated by some kind of digital experience. On the consumer side, we've seen the dramatic rise of delivery apps, buy-online-pick-up-in-store options and the delivery of some services by video chat. For businesses, in-person meetings or events have been supplanted by virtual get-togethers, while email and Slack have never been busier.

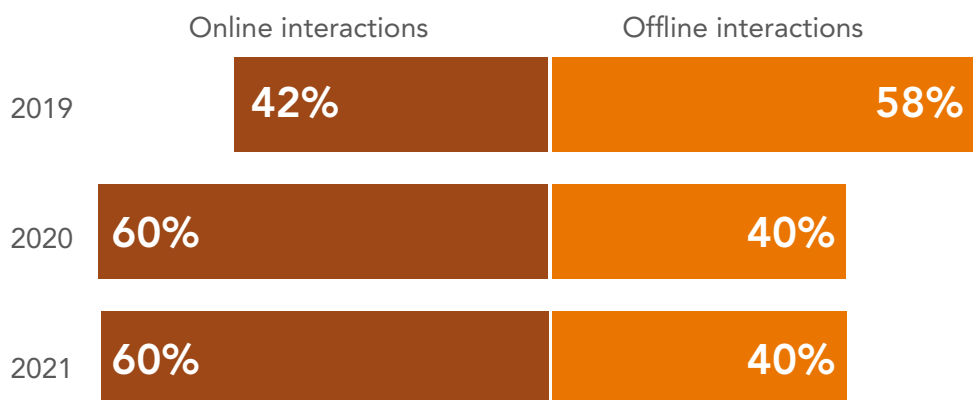
Figure 7: Customers' digital transformations shift into high gear, and for the long haul

CDPs can be used as systems of record, storing both known and unknown customer profiles in a central hub that integrates data from all of the organisation's various software systems.

Customers who agree with the following statements



Customers estimated split of online and offline interactions with companies



This raises the stakes on delivering a flawless, connected customer experience and it has also resulted in the generation of terabytes of data to be analysed and employed to better understand and serve customers.

### The promise of the Customer Data Platform

Enter the Customer Data Platform, a system designed for non-IT use to streamline the flow of customer data throughout the martech stack and create a single view of the customer. High expectations, along with the proliferation of possible customer touchpoints, make cross-device IDs and identity resolution – the ability to consolidate and normalise disparate sets of data collected across multiple touchpoints into an individual profile that represents the customer or prospect – critical for helping marketers, sales and service professionals deliver the ideal total customer experience. CDPs offer this consolidation and normalisation and also make the data profiles freely available to other systems that deliver campaigns, webpages and other interactions.

Additionally, CDP vendors seek to help marketers address the privacy challenge by providing strong data governance protocols that are certified by third-party organisations to ensure compliance with these types of regulations, as well as other data security standards. For example, many CDP vendors are SOC (Service Organisation Control), SSAE (Statement on Standards for Attestation Engagements) and/or ISO (International Standards Organisation) certified. These audits confirm best practices around internal processes, data management, data privacy and security.



**A CDP is not a CRM, DMP or marketing automation platform**

As the marketer appetite for CDPs has grown, existing companies with various backgrounds – from tag management to analytics to data management – have seen the opportunity and refashioned themselves in the CDP mould. Meanwhile, others have started up with the CDP category in mind from the start, and some well-established players have responded to market pressure and developed a CDP capability.

For the purposes of this report, we've started with the CDP Institute's definition of a "RealCDP," which requires it be able to do the following five things:

- Ingest data from any source.
- Capture full detail of ingested data.
- Store ingested data indefinitely (subject to privacy constraints).
- Create unified profiles of identified individuals.
- Share data with any system that needs it.

Another way to describe a CDP would be to explain what it is not. Let's explore how a CDP differs from a CRM, DMP or marketing automation platform. A CDP provides the following three core features that together make it unique from other systems (see Figure 8):

A unified, persistent customer database that provides data transparency and granularity at the known, individual level. A CDP can identify customers from many different data sources by stitching together information under a unique, individual identifier. The CDP then stores its own copy of the data.

Marketers have control over customer data collection, segmentation and orchestration through native (out-of-the-box) integration that minimises the need for IT or developer help.

**Marketing automation platforms, which, like CDPs, are designed for marketer use, focus on collecting digital channel data and executing digital campaigns.**

**Figure 8: How CDPs differ from other martech systems**

Solution	Known Data	Unknown Data	Semi- and Unstructured Data	Ultra-Granular Flexible Data from Multiple Sources (Single Customer View)	Real time ingestion / access	Out-of-the-box Analytics Capabilities	Marketer Independence from IT	Available to All Outside Solutions
CDP	yes	yes	yes	yes	yes	yes	yes	yes
Data Warehouse	yes	yes	yes	yes	no	no	no	yes
CRM	yes	no	no	no	no	no	yes	no
DMP	no	yes	no	no	yes	yes	yes	yes
Marketing Automation Platform	yes	no	no	no	no	no	yes	yes

Offers data integration of both known and anonymous customer data with any external source or platform, including CRM, point of sale (POS), mobile, transactional, website, email and marketing automation.

CDPs can be used as systems of record, storing both known and unknown customer profiles in a central hub that integrates data from all of the organisation's various software and operational systems. The data is accessible for marketing analysis, segmentation and insight discovery, with the goal of increasing the velocity and effectiveness of omnichannel marketing campaigns.

Conversely, DMPs focus primarily on anonymous interactions and are used by digital advertisers, marketers and publishers to store and manage audience and campaign data. DMPs rely on anonymous, third-party data to segment and build audiences that look like first-party customers.

Marketing automation platforms, which, like CDPs, are designed for marketer use, focus on collecting digital channel data and executing digital campaigns. Marketing automation platforms do not offer the cross-channel (i.e. online/offline data) capabilities that are native to CDPs and they have been known to have scalability and flexibility weaknesses in the past.

CRMs compile customer data and are often used as the organisation's centralised data hub. However, CRMs provide marketers with minimal system access and control and can't identify or engage with anonymous individuals. Similarly, data warehouses store many types of organisational data, but are managed, by and large, by IT departments.

**Ironically, some believe that gaps in these marketing cloud platforms, and the initial refusal of these players to provide CDP-like solutions despite marketer demand, are what fuelled the growth of the market thus far.**

## Where are we now?

Despite the benefits that CDPs promise to bring to the table, the category is in a state of flux and there's significant marketer confusion brought about by several factors including:

- Overlap between CDPs and other technologies like marketing automation platforms and multichannel marketing hubs.
- The wide range of areas of expertise claimed by the current players, given that they have often come into the CDP space after focusing on different categories in the past. This means there's a lot of differentiation between different companies in the space, leading to confusion and difficulty making apples-to-apples comparisons.
- Doubts about whether large enterprises, in Gartner's words, "have ambitions for the single end-to-end CDP engine, or whether out-of-the-box (OOTB) integrations and models can meet their complex data use cases."

In its Market Guide for Customer Data Platforms, published in April of 2020, Gartner notes that 60% of respondents to its 2019 marketing technology survey rate their martech stack as highly or fully successful at executing on four key customer profile management tasks. Meanwhile, 43% of respondents have a fully deployed CDP and 31% are in the process of deploying one.

The analysts conclude, and experts we've consulted concur, that the market is reaching a state of maturity and possible saturation. While some marketers may have eagerly adopted CDPs initially, accepting the promise of the technology, they're now asking harder questions.

This means they're seeking details about specific use cases, about data quality and about the internal transformation that must occur to get the most out of a CDP platform. Some are even realising that the CDP they've adopted doesn't meet their needs, so they're shopping around for a replacement.

### **Big names validating the CDP space – Adobe, Microsoft, Oracle, Salesforce and SAP**

After initial hesitation, the marketer interest in CDPs has got the big martech providers – Adobe, Microsoft, Oracle, Salesforce and SAP – to take notice.

Ironically, some believe that gaps in these marketing cloud platforms, and the initial lack of CDP-like solutions from these players, are what fuelled the growth of the market initially. But now they're catching up and shouldn't be counted out, especially given their existing relationships with marketers.

Adobe's approach was to add a Real-time CDP to its Adobe Experience Platform and Oracle has partnered with Capgemini and Accenture to offer its CX Unity platform packaged with consulting and integration services. Microsoft launched its solution as a part of its Microsoft Dynamics 365 offering called Customer Insights.

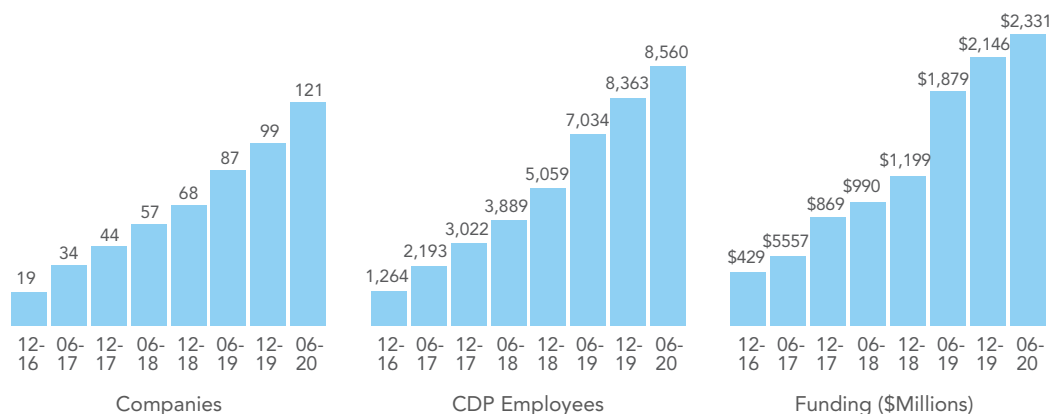
More recently, SAP launched its CDP in mid-October of 2020, touting the solution's ability to help departments beyond marketing, "by adding rich context to commerce, sales and service experiences." Salesforce made its CDP widely available in November of 2020, calling it Customer 360 Audiences and positioning it as part of the next-generation version of its Customer 360 offering.

But just because an enterprise is working with one of these vendors, this doesn't preclude it from working with others. In June 2020, healthcare multi-national Walgreens Boots Alliance announced a partnership with both Microsoft and Adobe in which Microsoft Dynamics 365 Customer Insights will serve as the CDP and Adobe's Customer Experience Management (CXM) solutions would deliver analytics, content management, personalisation and campaign orchestration – functionality that's sometimes considered to be integral to a CDP.

### **Investment, consolidation and integration**

The CDP Institute, which issues reports semi-annually, has documented the steady growth in the industry. Its latest analysis, issued in June 2020, it documented the addition of 22 new companies to the space, but also noted that "new employment and new funding were the lowest in two years and the lowest ever on a percentage basis."

Figure 9: CDP industry growth



Source: CDP Institute

**Understanding your current marketing processes, knowing how to measure success and being able to identify where you are looking for improvements are all critical pieces of the CDP decision-making process.**

The first half of 2020 saw some venture funding activity but not as much as in recent years. In January, ActionIQ received \$32 million in venture investment and BlueConic brought in \$13 million. In March, mParticle saw \$45 million in new funding, while Audiens and Openprise scored deals in April for \$8 million and \$4 million, respectively.

The most recent acquisition of note in the CDP space is Twilio's purchase of Segment for \$3.2 billion, which closed in November of 2020. The companies said Segment would continue to operate as a division of Twilio under its CEO, Peter Reinhardt.

Other purchases of CDP players seem to represent the addition of capabilities to other categories. For example, Salesforce's buy of Evergage in February 2020 was about its ability to deliver personalised experiences, rather than a foundation for its own CDP offering.

Meanwhile, Dun & Bradstreet acquired Lattice Engines in June of 2019 with the goal of offering the CDP to its B2B customers in a bundle with its Dun & Bradstreet Data Cloud business information.

Additionally, Informatica picked up AllSight in February of 2019. QuickPivot joined Vericast in October of 2019, joining Valassis and RetailMeNot as subsidiaries. Mastercard picked up SessionM that same month, placing an emphasis on the CDP's capabilities to foster loyalty and engagement. Acquia purchased AgilOne to add to its suite of marketing offerings, which include the Mautic marketing automation platform and the Acquia DAM.

Conversely, some CDP players made acquisitions themselves, with Amperity buying Custora and Manthan purchasing RichRelevance, both in November of 2019.

The crowded market is ripe for additional consolidation and combination, as CDP capabilities become merged into other systems.

## CDP Capabilities

Virtually all of the CDP vendors profiled in this report provide the following core capabilities:

- Data management (collect, normalise and unify customer data in a persistent database), often after IDs have been matched by other systems.
- Features designed for use by the marketing organisation and other departments, without the aid of IT or data science resources. (Though some functions, like building connections to other platforms and performing sophisticated data modelling, still require additional resources.)
- Connections to and from all external systems on a vendor-neutral basis.
- Structured and unstructured data management.
- Online and offline data management.

CDP vendors differentiate by offering more advanced capabilities that include, but are not limited to, the following:

- Identity resolution to stitch customer data snippets from disparate sources.
- The number and breadth of robust pre-built connectors to other martech systems. The near-universal availability of APIs means connections are always possible (with more or less developer involvement), but offering pre-built, tested integrations adds value.
- User interface (UI). The vendors differ in the user-friendliness of their interfaces and the methods people use to do things like create segments, view profiles, etc.
- Analytics, including those powered by machine learning and artificial intelligence, that surface insights, enable journey mapping, audience segmentation and predictive modelling.
- Orchestration for personalised messaging, dynamic interactions and product/content recommendations.
- Compliance with vertical industry and international data regulations.

The following section discusses these features and the key considerations involved in choosing a CDP (see Figure 9).

### Data management

Data collection and maintenance is a core CDP function. All CDPs provide a central database that collects and integrates personally identifiable customer data across the enterprise.

From there, however, CDPs vary in their abilities to manage the following:

- **Data ingestion capabilities:** CDPs use various mechanisms to ingest the data that goes into the unified customer profile – mobile SDKs, APIs, Webhooks or built-in connectors to other platforms.
- **Identity resolution:** The platform “stitches” together customer data points, such as email addresses, phone numbers, first-party cookies and purchase data, from various channels matching them to create a single customer profile.
- **Online/offline data:** The platform leverages identity resolution or an identity graph to stitch together behaviours in order to create a unified profile.
- **Data hygiene:** The platform enables users to clean and standardise customer records.
- **Structured/unstructured data:** CDPs differ in their capabilities to manage unstructured data (i.e. social media feeds, product photos, barcodes), which may comprise up to 80% of all data by 2025, according to IDG.

The importance of each of these data management capabilities will depend on a particular organisation's business goals and whether it has a significant mobile presence, direct mail budget or brick-and-mortar stores and/or agents.

**Data collection and maintenance is a core CDP function. All CDPs provide a central database that collects and integrates personally identifiable customer data across the enterprise.**

Figure 10: Capabilities of CDP vendors profiled

Platform	Data management				Analytics	Orchestration	Data regulation compliance	Third-party systems integration	
	Identity resolution	Offline data	Unstructured data	Mobile SDK				Out-of-the-box	APIs
Acquia	✓	✓	✓	✓	✓	✓	GDPR, CCPA	✓	✓
ActionIQ	✓	✓	✓	✗	✓	✓	GDPR, CCPA	✓	✓
Adobe	✓	✓	✓	✓	✓	✓	GDPR, CCPA,	✓	✓
Amperity	✓	✓	✓	✗	✓	✓	APPs, GDPR, HIPAA, PIPEDA	✓	✓
BlueConic	✓	✓	✓	✓	✓	✓	CASL, CCPA, GDPR	✓	✓
Blueshift	✓	✓	✓	✓	✓	✓	SOC2 Type 2, TRUSTe, Privacy Shield framework, CCPA and GDPR	✓	✓
BlueVenn	✓	✓	✓	✗	✓	✓	CCPA, GDPR, HIPAA	✓	✓
Dun and Bradstreet	✓	✓	✓	✓	✓	✓	GDPR	✓	✓
Ensignten	✓	✓	✓	✓	✓	✓	CCPA, GDPR	✓	✓
Exponea	✓	✓	✓	✓	✓	✓	GDPR	✓	✓
Lytics	✓	✓	✓	✓	✓	✓	CCPA, GDPR	✓	✓
Manthan	✓	✓	✓	✓	✓	✓	CCPA, GDPR	✓	✓
NGDATA	✓	✓	✓	✗	✓	✓	GDPR	✓	✓
Optimove	✓	✓	✓	✓	✓	✓	GDPR, CCPA, HIPAA	✓	✓
QuickPivot	✓	✓	✓	✗	✓	✓	CASL, GDPR, CCPA	✓	✓
Redpoint Global	✓	✓	✓	✓	✓	✓	CASL, CCPA, GDPR, HIPAA, HITECH, PIPEDA	✓	✓
SAP SE*	✓	✓	✓	✗	✓	✓	GDPR, CCPA, CPRA, LGPD, PPDA	✓	✓
Segment	✓	✓	✓	✓	✓	✗	CCPA, GDPR	✓	✓
SessionM	✓	✓	✓	✗	✓	✓	GDPR	✓	✓
Tealium	✓	✓	✓	✓	✓	✓	GDPR, HIPAA, HITECH, CCPA	✓	✓
Treasure Data	✓	✓	✓	✓	✓	✓	GDPR, CCPA, EU-US Privacy Shield, Swiss-US Privacy Shield	✓	✓
Velocidi	✓	✓	✓	✓	✓	✓	GDPR, CCPA	✓	✓

\* Information was not available at the time of publication  
Data regulation acronyms as follows: APPs=Australian Privacy Principles, CCPA=California Consumer Privacy Act, CASL=Canadian Anti-Spam Legislation, GDPR=General Data Protection Regulation, HIPAA= Health Insurance Portability and Accountability, HITECH=Health Information Technology for Economic and Clinical Health, PIPEDA=Personal Information Protection and Electronic Documents Act (Canada), VPPA=Video Privacy Protection Act. Source: Third Door Media

## Analytics

CDP vendors offer data analytics capabilities that can do some or all of the following: allow marketing end-users to define and create customer segments, track customers across channels and glean insights into customer interest and intent from customer behaviour and trends.

The specific tools provided can include predictive models, revenue attribution and journey mapping. To one extent or another, many of these capabilities may utilise machine learning or artificial intelligence to surface insights about audiences and proactively offer suggestions about the best next step to move a prospect through their purchase journey.

## Orchestration

A select group of CDPs provide campaign management and customer journey orchestration features that enable personalised messaging, dynamic web and email content recommendations, as well as campaigns that trigger targeted ads across multiple channels.

The CDP often automates the distribution of marketer-created customer segments on a user-defined schedule to external martech systems such as marketing automation platforms, email service providers (ESPs) or web content management systems for campaign execution.

For example, the CDP could deliver targeted content to a web visitor during a live interaction. To do this, the CDP must accept input about visitor behaviour from the customer-facing system, find the customer profile within its database, select the appropriate content and send the results back to the customer-facing system. A CDP may also facilitate digital advertising through an audience API that sends customer lists from the CDP to systems (i.e. DMP, DSP, ad exchange) that will use them as advertising audiences.

## Data regulation compliance

CDP vendors vary in the support they provide for compliance with the wide range of vertical market and international regulations that safeguard customer data privacy. Some build compliance features into their platforms, while others rely on outside systems. The European Union's GDPR was implemented in May 2018 and impacts all U.S. marketers and data firms handling European data or serving customers in the EU. Brands marketing to Canadian consumers through email must also comply with the country's CASL (Canada Anti-Spam Legislation). Meanwhile, the California Consumer Privacy Act (CCPA) went into effect in January of 2020.

Marketers in the highly regulated healthcare market must follow HIPAA and HITECH regulations. In addition, all organisations that accept, process, store or transmit credit card information must maintain a secure environment that meets Payment Card Industry Data Security Standards (PCI DSS) as well.

## Third-party systems integration

CDPs streamline integration of customer data by providing out-of-the-box (or native) connectors for many martech systems, including CRMs, DMPs, marketing automation platforms, DSPs, and campaign analytics and testing tools. Most marketing organisations have assembled a martech stack that contains many of these types of platforms. But integrating the data that resides in the martech ecosystem is a huge challenge – one that costs U.S. brands millions of dollars annually. The majority of CDPs profiled in this report also provide at least a basic API to enable custom integrations.

**CDP vendors vary in the support they provide for compliance with the wide range of vertical market and international regulations that safeguard customer data privacy.**

# Choosing a CDP

## The benefits of using a CDP

Marketing executives today are in charge of dozens of martech applications to manage, analyse and act on a growing volume of first-party customer data. But despite increasing efficiency, the emerging martech ecosystem has created problems with data redundancy, accuracy and integration.

Automating customer data accuracy and integration through a CDP can provide numerous benefits to marketers and to other functions across the enterprise, though we're focused on the marketing implications in this report. These include the following:

- **Expanded enterprise collaboration.** A CDP fosters cooperation among siloed groups because it gathers data from throughout the enterprise and supports customer interactions across many touchpoints. The unification of data allows enterprises to see how strategies for audience, customer experience and execution all fit together – and enables audience portability to ensure a more consistent, informed customer experience.
- **Improved data accessibility.** A CDP is a centralised hub that collects and houses customer data from every corner of the enterprise. Pieces of data are normalised and stitched together to build unique, unified profiles of each individual customer. The result is a persistent customer database whose main purpose is to gather and share data more easily and efficiently across the organisation.
- **Streamlined systems integration.** A CDP unifies data systems across the enterprise, from marketing and customer service, to call centres and payment systems. By creating a single "system of record" for first-party customer data, data redundancies and errors can be minimised, and data can flow more quickly into – and out of – marketing automation platforms, email service providers (ESPs), CRMs and other martech systems.
- **Increased marketing efficiency.** A CDP unifies individual data with unique IDs that create more robust customer records. Many manual tasks are also automated by the CDP, allowing marketers to focus on the creative and analytical tasks they are trained for. The result is more accurate modelling, targeting and personalisation in marketing campaigns and more relevant customer experiences with the brand across channels.
- **Faster marketing velocity.** In many cases, CDPs are "owned" by marketing, minimising the need for IT or developer intervention to collect, analyse and act upon data. With control in marketers' hands, the time to segment and build audiences, execute campaigns and analyse results significantly decreases. That said, engineers may still be needed to perform deep data analysis and facilitate integrations. This is especially true as CDPs extend beyond marketing and into sales and service functions.
- **Stronger regulatory compliance.** A CDP creates greater internal control over customer data, streamlining data governance to comply with the many regulations now impacting brands worldwide. Marketers in the healthcare industry must comply with both HIPAA and HITECH regulations. Businesses that handle European data or serve customers in the EU must also comply with GDPR and those dealing with Californians must deal with CCPA (California Consumer Privacy Act). The majority of CDP vendors are both ISO and SOC certified for best practices in handling personally identifiable information (PII).

**Set up demos within a relatively short timeframe of each other to help make relevant comparisons.**



## Pricing

A CDP is a significant technology investment and the total cost of ownership should be considered before any contract is signed. Gartner in 2019 estimated the annual cost of licensing a CDP to range between \$100,000 to \$300,000, not including the substantial data management and integration work needed to enable the CDP. You must also factor in the costs of support, deployment and ongoing enhancements. The majority of CDP vendors offer SaaS-based pricing based on factors such as the volume of data stored, number of active customer records, number of platform users and number of API calls. Some also charge fees for add-on modules such as analytics or additional channel/platform integrations.

Vendors that provide analytics and orchestration services may also charge a CPM for channel execution. Not all vendors require annual contracts, although several provide volume discounts for long-term contracts.

**Understanding your current marketing processes, knowing how to measure success and being able to identify where you are looking for improvements are all critical pieces of the CDP decision-making process.**

## Recommended steps to making an informed purchase

Understanding your current marketing processes, knowing how to measure success and being able to identify where you are looking for improvements are all critical pieces of the CDP decision-making process. The following section outlines four steps to help your organisation begin that process and choose the CDP that is the right fit for your business needs and goals.

### Step One: Do you need a CDP?

Deciding whether or not your company needs a CDP calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organisation's business needs, staff capabilities, management support and financial resources. Use the following questions as a guideline to determine the answers.

- **How do we currently manage customer data?** Fragmented pieces of customer data often reside in silos in marketing, sales, purchasing, customer support and other departments. Does your organisation have a system that serves as the ultimate authority on customer profiles? Do you know what customer data it includes? Is third-party anonymous data mixed in? How many systems are in your martech stack? And how does data get from one system to another? Is it transferred in real time? Every hour? Every day? These are all areas where a CDP can help to standardise and streamline data storage and processing. However, another tool you're using may already handle some of the CDP functionality you're seeking.
- **How efficient are our marketing data processes?** Martech systems are supposed to improve data and campaign efficiency. But often, disparate systems instead lead to data duplication, lack of standardisation and an increase in time-consuming manual tasks. If you find yourself spending more time normalising data or de-duplicating contact records and less time executing campaigns or evaluating campaign performance, it might be time to automate data integration.

- **How would a CDP address our business needs and what are our use cases for the technology?** Virtually all CDPs deliver several core capabilities around data management, but many also provide a wide range of data analytics and orchestration features that address diverse business goals. What would having a single view of your customers do for you? For example, do you want to reduce churn by targeting customers with more relevant offers? Or increase the profitability of customer acquisition efforts by creating more accurate lookalike audiences? Don't invest in a CDP unless you're certain that it can perform better than your current systems.
- **Is your organisation ready for a CDP?** Do you have enough clarity on your use cases and customer journeys to enable you to choose the correct solution? How will centralising your data and audience definition impact your organisation? Are you confident that all of the teams that would need to be involved – from IT to marketing to customer service – can be educated on the potential value of a CDP as part of the adoption project? Have you chosen early adopters within the organisation that can provide proof points to other users?
- **What systems would we integrate through the CDP?** The martech stack is getting bigger and more complex for many organisations. Streamlining integration is a core benefit of implementing a CDP, which can normalise data for easier importing and exporting into other systems. As more brands engage in omnichannel marketing through numerous martech apps, creating a unified view of the customer has become critical to marketing success.
- **How will we define and then benchmark CDP success?** What key performance indicators (KPIs) do you want to measure and what decisions will you make based on CDP implementation? For example, do you want to decrease data redundancy and track how that impacts the velocity of campaign execution? Or do you want to decrease the time your marketing staff spends on manually transferring data from one system to another. Set business goals in advance to be able to benchmark success later on. More than ever before, businesses seek to quantify the ROI of their martech investments.
- **Do we have management buy-in?** As with any major organisational investment, management support is essential to CDP success. Begin with small, short-term goals that demonstrate how the CDP is benefiting the business, either through cost savings or revenue gains. The key is to convince senior executives that having a single, unified view of the customer will add to the organisation's bottom line.
- **Do we need self-serve, full serve or something in between?** CDPs are typically built for marketing end-users. However, CDPs vary in the scope of their capabilities – and it is important to have some level of ongoing training to use them all. CDP vendors provide varying levels of onboarding, customer support and/or professional services. Make sure you understand what your marketing staff will need to know to effectively use the CDP, or, if you lack internal resources, what type of managed services are available.
- **What is the total cost of ownership?** CDP vendors charge monthly licence fees based on the number of data records, events (or customer actions) and applications integrated. There may be additional fees for onboarding, APIs/custom integrations or staff training. Make sure you know your business needs, data volume and how you will need to re-structure your systems and staff to enable a CDP's operations. Being aware of all of these aspects will help you understand the investment your organisation will make. Keep in mind, too, that you may see cost savings if the system allows people to work more efficiently.

**Virtually all CDPs deliver several core capabilities around data management, but many also provide a wide range of data analytics and orchestration features that address diverse business goals.**

## Step Two: Identify and contact appropriate vendors

Once you have determined that a CDP makes sense for your business, spend time researching individual vendors and their capabilities by doing the following:

1. Inventory all of your organisation's databases and martech applications and make sure all stakeholders weigh in on which data and system integrations are priorities. CDPs offer numerous out-of-the-box connectors and APIs to make the integration process faster and more seamless. By prioritising which applications you want to integrate first, you'll be able to identify vendors that already have native connections to them.
2. Take your inventory and then do some research. Speak to your marketing peers at virtual events and in discussion forums to find out who is using which CDP vendor and why. (Many of the vendors profiled in this report also provide whitepapers and interactive tools that can help.)
3. Narrow your list down to those vendors that meet your criteria. Submit your list of the capabilities you've identified and set a timeframe for them to reply.
4. Decide whether or not you need to engage in a formal RFI/RFP process. This is an individual preference. However, make sure you give the same list of integrations to each vendor to facilitate comparison.

The most effective RFPs only request relevant information and provide ample information about your business and its CDP needs. It should reflect high-level strategic goals and KPIs. For example, mention your company's most important KPIs and how you will evaluate the success of your CDP implementation. Include details about timelines and the existing ecosystem of martech applications you have deployed.

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides comes to a shared understanding of the purpose, requirements, scope and structure of the intended purchase. From the RFP responses, you should be able to narrow your list down to three or four solutions that you'll want to demo.

## Step Three: Scheduling the demo

Set up demos within a relatively short timeframe of each other to help make relevant comparisons. Make sure that all potential internal users are on the demo call and pay attention to the following:

- How easy is the platform to use?
- Does the vendor seem to understand our business and our marketing needs?
- Are they showing us our "must-have" features?

"We've seen the most success with the RFPs that we have managed on behalf of clients by defining detailed use cases that force the vendors to demonstrate some of the capabilities that are critical for the organisation as part of their demos," said Craig Howard, solutions lead and key architect at Merkle. "This also helps the vendors have the best chance for success and removes a lot of ambiguity around key requirements."

**When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides comes to a shared understanding of the purpose, requirements, scope and structure of the intended purchase.**

Questions to ask each vendor include:

- ✓ What platform hosting options are available (SaaS/cloud/on premise)?
- ✓ How does the platform provide identity resolution? How does it stitch data points together?
- ✓ How does the platform handle both structured and unstructured data?
- ✓ How does the platform ingest and manage offline data?
- ✓ How does the platform monitor integration success and/or failures, and report on data variances or anomalies?
- ✓ How does the platform handle connectors and integrations with outside martech systems? Are your "must have" integrations rock solid?
- ✓ What is the CDP's approach to integrating with the specific martech systems that your company uses? Just because a connector exists doesn't mean it will necessarily work for your organisation and how you use that third-party platform.
- ✓ How does the platform allow users to create customer segments based on behaviours and preferences?
- ✓ How does the platform employ machine learning for data analytics, such as predicting customer trends and patterns?
- ✓ How can we send personalised and targeted messaging from the CDP?
- ✓ How can we use the CDP to coordinate and track multi-step marketing campaigns?
- ✓ What data security regulations does the platform comply with?
- ✓ What data security certifications does the platform have?
- ✓ Can we pay the software licence month-to-month? Or is an annual contract required? Is there a short-term contract or an "out" clause if things don't work out?
- ✓ Will there be a price increase when I renew next year – if so, how much?
- ✓ What are the additional fees? (i.e. set-up costs, add-on features, API, quotas)?
- ✓ How long is the onboarding process typically? Will we have a dedicated resource? Who will be the day-to-day contact?
- ✓ What is the level of support included in the price? What support is additional?
- ✓ Who pays if your system/team makes an error?
- ✓ Will our support team work with us to test new features and assess the results?

#### Step Four: Check references, negotiate a contract

Before deciding on a particular vendor, take the time to speak with several customer references, preferably individuals in a business similar to yours. The CDP vendor should be able to supply you with several references if you cannot identify customers yourself. Use this opportunity to ask any additional questions, and to find out more about any questions that weren't answered during the demo. Make sure that the person you've been referred to is a primary platform user and is utilising the features that your organisation cares about.

Consider also asking these basic questions:

- ✓ Why did you move to a CDP?
- ✓ Why did you select this platform over others?
- ✓ Has this platform lived up to your expectations?
- ✓ How long did the platform take to implement?
- ✓ Who was involved in the implementation?
- ✓ Are you also using additional tools for data governance, analytics or reporting?
- ✓ Were there any surprises that you wish you'd known about beforehand?
- ✓ Where have you seen the most success? The biggest challenges?
- ✓ How are you measuring your own success? How easy was the set-up process and how long? Did the vendor help?

- ✓ How responsive is customer service?
- ✓ Has there been any down time?
- ✓ What is the most useful, actionable (favourite) report the tool generates?
- ✓ What do you wish they did differently?
- ✓ Why would you recommend this platform?

Although not all vendors require an annual contract, many do. Before you jump into such a commitment, you may want to raise the possibility of a paid proof-of-concept – a sort of trial run – with your vendor of choice. This is especially useful when there are uncertainties that can't be resolved through demonstrations or conversations with references.

In this scenario, you'd execute on one or two important use cases that address these issues. A successful trial will go a long way to settling any lingering doubts within your organisation, while a failure will enable you to cut your losses without being stuck with a long-term contract.

Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered in the contract. Ask about what kinds of additional fees might come up:

- ✓ Are there charges for custom integrations or API access? If so, how much?
- ✓ What is the hourly charge for engineering services and is there a minimum?
- ✓ What partner organisations are available to install and integrate the tool?
- ✓ If we need to train a new hire mid-year, what will that cost?
- ✓ What performance levels do you guarantee (response time, availability, problem resolution, accuracy, etc.) and what happens if you don't meet them?
- ✓ What is the "out" clause?

## Conclusion

Unified, accessible customer data has become an essential building block for brand marketing success and such a capability has risen in importance during the ultra-digital COVID pandemic. Additionally, as technology continues to grow and evolve, consumers have begun to expect consistent, personalised messaging across channels, even as they add new devices and touchpoints to their purchase journeys. The result will be a new set of marketing opportunities, as well as data challenges for marketers.

CDPs have emerged as an important tool for customer data management, where they can serve as the "single source of truth" for known and unknown profiles. CDPs unify and normalise first-party customer data, improving data accuracy, targeting relevance and marketing campaign velocity. CDPs put control of marketing data and technology in marketers' hands and facilitate compliance with the growing array of data privacy regulations through strong data governance. Importantly, standalone CDPs also free marketers to use best-of-breed solutions in other categories (marketing automation, call analytics software, etc.) while still maintaining a single, consistent view of all of a customer's or prospect's interactions with the brand.

As the CDP market matures, vendors are expanding their core capabilities beyond data maintenance to offer brand marketers more analytical tools and orchestration features to build audiences and execute multi-step campaigns across channels. Meanwhile, large cloud solutions providers like Adobe, Microsoft, Oracle, SAP and Salesforce have launched their entries into an already-crowded vendor market. The good news is that marketers have many choices and can partner with a solutions provider that meets their most urgent business needs.

In the future, look for some CDPs to move more aggressively to expand into adjacent areas such as personalisation, multichannel marketing, consent management or other data management sectors. Other standalones will pursue mergers or acquisitions to add complementary capabilities. ■

## Vendor profiles



## Target customer

- B2C mid-market and enterprise in retail, travel, media, CPG and subscription-based verticals

## Acquia CDP

53 State Street,  
Boston, MA 02109  
[www.acquia.com](http://www.acquia.com)

## Key customers

Hugo Boss  
Big Lots  
Lululemon  
Schwan's  
Dollar General  
Georgia Pacific

## Key executives

Dries Buytaert,  
Chief Technology Officer  
Michael Sullivan,  
Chief Executive Officer  
Lynne Capozzi,  
Chief Marketing Officer  
Omer Artun,  
Chief Science Officer

## Company overview

- Founded in 2007.
- 1000 employees.
- Acquia is the open digital experience platform that enables organisations to build, host, analyse and communicate with their customers at scale through websites and digital applications. Acquia uses adaptive intelligence to produce better business outcomes for CX leaders.
- In September 2019, Acquia received a majority investment from Vista Equity Partners to accelerate the company's growth as a DXP leader.
- The company also acquired three companies in 2019 to help bolster its open DXP: Mautic, Cohesion and AgilOne.

## Product overview

- Acquia CDP supports four primary types of use cases:
  - Outbound marketing: Segments customers based on value, behaviour and attributes to deliver one-to-one content on every marketing message, across every outbound marketing execution channel such as email, direct mail and SMS.
  - Digital advertising: Engages customers through digital advertising, where first-party customer data is used to enhance lookalike modeling, as well as acquisition and retargeting campaigns.
  - Customer experience: Enhances personalisation-focused one-to-one marketing, relevant customer interactions and offers on the website and all other customer-facing systems such as in the call centre or in-person with a clienteling app.
  - Analytics. Calculates and predicts key marketing metrics such as attribution, lifetime value, clusters, likelihood to buy, etc.
- SaaS hosting.

## Data management

- 360 Profile UI is used to search and find specific customers and to view the single customer profile of an individual customer.
- 360 Profile API is a secure REST API that connects 360 Profile data to third-party systems such as service clouds or clienteling apps (i.e. provide personalised info for in-store sales reps).
  - The search API queries the data from individual customer records. For each search result, there is a returned link to the customer's 360 profile.
- Identity Resolution Engine (IRE) is used to cleanse, dedupe, link and perform identity resolution across structured and unstructured data sources integrated within the platform.
- Website interactions tracked via Acquia CDP webtag.
  - Anonymous visitors and traffic are stored up to 30 days until the anonymous profile chooses to identify.
- Manages both online and offline data sources, including event, profile and transactional data.
- Software developers kit (SDK) available.
- Uses the Acquia Open Data Model to ingest any type of data.

## Vendor profiles

# Acquia® Analytics

## Acquia CDP

53 State Street,  
Boston, MA 02109  
[www.acquia.com](http://www.acquia.com)

- Metadata-configurable analytics and machine learning engine calculates metrics and dimensions from all transaction and event data.
- Provides over 300 marketing metrics related to customers, transactions and events.
- Data scientists can directly query the data; data can be exported to any query tool.
- Share data with external analytics and BI tools via Snowflake Data Sharing.
- Provides marketer-friendly data visualisations and dashboards.
- Teams can conduct ad-hoc analysis and perform data exploration.

## Data security

- GDPR and CCPA compliant.
- HIPAA compliant.
- SOC 2 Type 2 and SANS 20 certified.

## Orchestration

- Segmentation features drive content, offers and messaging via execution channels.
- Campaign audiences are created through a trigger point, can be saved for reuse in follow-on campaigns or shared across other channels both as an inclusion or exclusion option.
- Multiple customer journey flows can be built through trigger points based on customer action (or inaction) to a specific event.
- Customer journeys can also be based on lifecycle campaigns.
- In addition to the capabilities listed above, marketers can map multi-touch, multi-channel customer journeys executed through Acquia Campaign Studio.

## Third-party integrations

- Data is exchanged with third party systems via pre-built connectors, APIs and batch files.
- Whenever possible, data is standardised into the Open Data Model so users automatically get new insights and audience attributes as they are built.
  - Saves time and money when new data sources or attributes are added.
  - Makes it possible to enable additional use cases as markets evolve.
- Offers forms of self-service for several types of data integrations, and has standard, pre-packaged services to enable the integration of data that cannot be ingested via self-service.

## Pricing and support

- No free trial.
- Annual contract required.
- Offers a tiered licensing pricing model based on the total number of active customers.
- When clients come on board, customer marketing and IT teams prepare them for a successful implementation of Acquia CDP and other Acquia Marketing Cloud solutions with a goal to introduce the product and highlight resources for continued self-enablement.
- All customers receive the following services:
  - Data integration, planning, strategy and deployment.
  - Data preparation and transformation.
  - Digital strategy and roadmap.
  - Campaign strategy and planning.
  - Data integration planning.
  - Data analysis and interpretation.
  - Organisational modelling (people and process).
  - Data policies and best practices.
- Optional digital strategy, data science and campaign execution services are offered as needed.



## Vendor profiles

**ActionIQ**

50 W 23rd St., Suite 6A  
New York, NY 10010  
T: 347-709-8880  
actioniq.com

**Key customers**

e.l.f. Cosmetics  
New York Times  
Autodesk  
Capital Group  
The Hartford  
Morgan Stanley

**Key executives**

Tasso Argyros, Founder & CEO  
Nitay Joffe, Founder & CTO  
Justin DeBrabant, Head of Product  
Leah Pope, CMO  
Chris Masino, CRO

**Company overview**

- ActionIQ's technology helps B2C and B2B G2000 companies connect their customer data, understand their customers' needs and orchestrate cross-channel experiences across all digital and offline channels, including the measurement of incremental lift.
- Founded in 2015.
- 100+ employees.
- \$83M in total funding, including a \$32M Series C in January 2020; Backed by premier venture capitalists like Andreessen Horowitz, Bowery Capital, FirstMark Capital, March Capital Partners and Sequoia Capital.

**Product overview**

- Improving customer experiences – ActionIQ is a packaged SaaS platform that serves as the brain of one's martech stack. It collects customer data from all channels into a single customer view and provides a user-friendly interface that enables non-technical users to analyse customers and orchestrate 1-to-1 personalised experiences across any marketing, service or sales channel.
- Empowering business users – ActionIQ's self-service user interface democratises the full breadth and depth of data for analysing customer behaviour, designing new attributes, predicting customer outcomes, segmenting customers, orchestrating 1-to-1 journey personalisation in any channel and measuring their success.

**Data management**

- Built for enterprises: Proprietary system infrastructure is designed to fulfill the unique scale, flexibility, security and self-service needs of enterprises, having ingested over 35PB of data and activated over 500B experiences in 2019.
- Speed of deployments: 100+ pre-built data connectors – including real-time streaming – and a full schema-on-read infrastructure enables deployments fewer than 90 days.
- Independence from IT: Single-database infrastructure with UI atop it means users have full access to their full 360-degree customer views across petabytes of event-level data, never having to request IT to expose additional data for insights.
- Real-time computing: Sub-second, big-data ingestion of raw data means users gain immediate access to insights and profiles are updated in real time (online and offline data, as well as structured and unstructured data).
- Accurate insights: Data transformations performed on read, not on load, which means attributes are never stale and IT assistance isn't needed before loading data.
- Self-service customisation: Sophisticated attribute editor built into UI for performing data transformations, building new attributes and customising existing attributes.
- Cookie management: Storage, stitching and activation of website cookies across all digital advertising channels.
- Probabilistic matching: Adjustable, machine learning-based de-duplication of customers.
- Two-way connectors: 100+ bi-directional connectors to execution tools to facilitate transmission of personalised experiences and capture the subsequent engagement data.

**Data security**

- GDPR and CCPA compliant.
- SOC 1 and SOC 2 Type 2 certified.
- Data encrypted in transit and at rest.
- Dedicated instance data processing.
- Client-specific identity and access management (IAM) definitions.
- User-level access permissioning.
- Regular third-party penetration tests.

## Vendor profiles

**ActionIQ**

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actioniq.com

**Analytics**

- Predictive models: Customised-per-client machine learning models produce unmatched accuracy in predicting outcomes like affinity, churn, LTV, recommendations, clustering, lookalike and more.
- Instant insights: Proprietary query processor computes terabytes of data in seconds for ultimate iteration of insights.
- Data-driven strategies: Reporting & KPI visualisations enable users to dissect performance trends and improve strategies.
- Audience-building: Segmentation and analytics features leverage client's full breadth and depth of event-level data, enabling sophisticated insights and campaigns.
- Automated segmentation: Segmentation logic may be rule-based or machine learning-based, allowing increased automation and accuracy into targeting process.
- Journey analytics: Lifecycle analytics features enable users to understand what causes migrations from one stage to another and more.
- Homemade model ingestion: Full integration and productionalisation of homemade analytic models means organisations can leverage custom models from in-house IT and data science teams.

**Orchestration**

- Sophisticated journeys: Native, canvas-based interface to design, manage and execute 1:1 customer journeys across all channels, with analytics informing each decision point and recommended experience.
- Vendor agnostic: Pre-packaged data connectors to 100+ marketing, commerce and CX channels means seamless experiences wherever your customers interact.
- Differentiated triggers: Near-real-time triggering of experiences that incorporate contextual+historical data, preventing inaccurate recommendations and experiences.

- IT independence: Marketers can configure data to any format and schedule exports to any channel, negating the need for technical resource assistance.
- Centralised infrastructure: Orchestration capability runs atop same centralised database that is used for analytics and segmentation, preventing need for IT assistance to sync databases or ingest new data for orchestration needs.
- Self-optimising: ML-based, self-optimising channel selection per customer experience.
- Testing and measurement: Automated management of multi-level holdouts, suppressions and A/B/n test design assist measurement of marketing's ROI impact across campaigns, channels and content.
- Offer management: Coupon code generation and management for 1:1 customer couponing.

**Third-party integrations**

- Vendor agnostic: Greater than 100 prebuilt data connectors to enterprises' most-used technologies across marketing, sales and service.
- Connections: Prebuilt data connectors include options like APIs, database connectors, file-based transfers and real-time streaming.
- Self-service ingestion: Users can ingest new data directly within the UI.

**Pricing and support**

- Proofs of concepts available.
- Annual contract required.
- Pricing not disclosed.
- Deployments: Implementations take a maximum of 90 days, from data ingestion to enabling execution channels and launching campaigns.
- Differentiated support: Dedicated, white-glove account team provides hands-on support and quarterly performance measurement.
- Strategic services: Strategic planning services for common objectives like CDP change management, CX optimisation and martech strategy.

## Vendor profiles

**Adobe Real-time CDP**

345 Park Avenue  
San Jose, CA 95110-2704  
T: 408-536-6000  
adobe.com

**Key customers**

Customers aren't disclosed but they include brands in the retail, financial services and telecommunication industries.

**Key executives**

Shantanu Narayen, Chairman,  
President and CEO

Abhay Parasnis, CTO and EVP,  
Strategy and Growth

Anil Chakravarthy, EVP and GM,  
Digital Experience

Suresh Vittal Kotha, SVP,  
Experience Cloud Platform &  
Products, Digital Experience

**Target customer**

- Adobe typically targets enterprise and mid-market organisations and works with a wide variety of roles across the marketing and IT organisation.

**Company overview**

- Founded in 1982.
- 22,000+ employees total.
- Went public in 1986 with the ticker symbol ADBE (NASDAQ).
- Launched Real-time CDP in November of 2019.
- Adobe believes creativity empowers transformation – personally, professionally and across all industries.

**Product overview**

- Built on Adobe Experience Platform, Adobe's Real-time Customer Data Platform (Real-time CDP) helps companies bring together known and unknown data to activate customer profiles with intelligent decisioning throughout the customer journey. Real-time CDP combines multiple enterprise data sources to create unified profiles in real time that can be used to provide one-to-one personalised customer experiences across all channels and devices.
- Available as a cloud platform.
- Use cases include:
  - Achieving a single view of the customer with streaming collection of customer data from across the enterprise.
  - Responsibly managing profiles with trusted governance and privacy controls for known and unknown identifiers.
  - Generating actionable insights and scale audiences with AI and machine learning powered by Adobe Sensei and built for marketers.
  - Delivering personalised experiences in real time across all channels and destinations.

**Data management**

- Data is collected in real time (to build profiles of both known and unknown individuals).
- Patented governance framework applies customer-defined labels and usage policies to data ingested into Real-time CDP. Policies are automatically enforced and data lineage is displayed so corrections can be made to market responsibly. This flexible approach allows marketers to abide by corporate and regional data governance standards.
- All of the data about a particular individual is aggregated into a customer profile (stitching together email addresses, browsers, mobile devices, etc.). Under each identity resides information about the individual's interactions with the brand across devices and channels connected to the CDP.
- When bringing this data together, the customer can make use of the platform's merge policies to determine how data will be prioritised and what data will be combined to create a unified view.
- UI offers marketers the ability to view individuals' profiles and see important information such as preferences, past events and interactions, and segments to which the individual belongs.
- Identity Service is a foundational component of the Real-time CDP.

## Vendor profiles

**Adobe Real-time CDP**

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[adobe.com](http://adobe.com)

**Analytics**

- A metrics dashboard is featured on the Real-time CDP and metric cards appear throughout the experience to inform users about the data, profile and segment audiences in the system.
- Intuitive UI built for marketers that offers pre-built machine learning and segmentation capabilities.
- Segment Builder functionality lets users build new segments, view existing ones and, using drag-and-drop functionality, edit and refine these segments.

**Data security**

- Adobe contracts with certified cloud infrastructure providers to operate, manage and control components from the hypervisor virtualisation layer to the physical security of the facilities in which Experience Platform is deployed. These providers also operate the cloud infrastructure used by Adobe to provision a variety of basic computing resources, including processing and storage. This infrastructure includes facilities, network and hardware, as well as operational software (host OS, virtualisation software) that supports the provisioning and use of these resources. Adobe has a strict third-party vendor security assessment programme, called Guardrails, that validates that these providers to adhere to industry-standard practices as well as a variety of security compliance standards.

**Orchestration**

- After marketers have built segments, they can then choose the connected platforms to send those audiences to, allowing marketers to provide personalised experiences to those individuals on a variety of platforms.
- The Destinations workspace allows marketers to:
  - Browse the catalogue of destination platforms where they can activate their data;
  - Create, edit, activate and disable data flows to the destinations in the catalogue;

- Create an account in a storage location or link Real-time CDP to the account in the destination platform;
- Select which segments should be activated to destinations and
- Select which Experience Data Model (XDM) fields to export when activating segments to email marketing destinations.

**Third-party system integration**

- The Adobe Real-time CDP offers pre-built connectors to send data to martech systems in a variety of categories including other Adobe solutions, advertising, analytics, cloud storage, Data Management platforms, email marketing, personalisation, social destinations, surveys and voice of the customer.
- For the ingestion of data, the Real-time CDP connects to all of the above and also databases, CRMs, customer success platforms, marketing automation systems, payment processors and protocols systems.
- For the specific list of connections to sources or destinations, see [the Adobe website](#).

**Pricing and support**

- Pricing and contract terms aren't disclosed.
- Adobe offers several levels of support across Adobe Experience Cloud Solutions. These include:
  - Strategic support. Adobe partners with clients to digitally transform their solutions through analysis of people, process and technology. Adobe builds mutual success plans w/ clients. Digital and market strategy goals are tied to technical architecture roadmaps.
  - Adobe also offers self-service and live product support, user communities including Adobe Experience League and on-site/remote personalised training from single practitioners to organisations.
- For training and certification, end-user certifications include Adobe Certified Professional and Adobe Experience League, a customer success platform, and on-site/remote, which provides digital badging as part of e-learning.

## Vendor profiles

**Amperity**

701 5th Ave  
26th floor  
Seattle, WA 98104  
T: (206) 432-8302  
[amperity.com](http://amperity.com)

**Key customers**

Alaska Airlines  
Lucky Brand  
Planet Fitness  
BECU Credit Union  
Glaxo Smith Kline  
J. Crew

**Key executives**

Kabir Shahani,  
Co-founder & CEO  
Derek Slager, Co-founder & CTO  
Chris Jones, SVP of Product  
Amy Pelly, CFO

**Target customer**

- B2C enterprise omnichannel companies in retail, travel & hospitality, financial services, quick-serve restaurants, healthcare.

**Company overview**

- Founded in 2016.
- 160+ employees.
- Acquired data analytics company Custora in October 2019.
- \$50M Series C raised in July 2019; \$87M in total funding.
- Amperity describes its mission thusly: "to help companies use data to serve their customers. Amperity revolutionises the way companies identify, connect and understand their customers by leveraging AI to deliver a truly comprehensive and actionable Customer 360. This view improves marketing performance, fuels accurate customer insights and enables world-class customer experiences."

**Product overview**

Primary use cases focus on giving companies the best-in-class foundation they need to identify and understand individuals based on every interaction with the brand, predict their biggest opportunities for optimisation and growth, and serve individuals with compliant, relevant and personalised experiences during every interaction. Amperity does this by building a comprehensive and connected customer 360 database, enriching profiles with dozens of insights and predictive attributes, giving users advanced customer analytics tools and orchestrating data to diverse teams, tools and channels.

- Raw, at-scale ingestion from any source: Billions of records ingested in their complete and raw form – no data transforms, schema mapping or loss of data upon ingestion. Streaming, batch and full historical ingestion.
- Patented, AI-powered identity resolution: Users can go beyond the limits of deterministic matching with AI-powered identity resolution and record stitching using patented identity management technology that builds a 1st party identity graph with a stable, universal ID assigned to every profile. This improves completeness and accuracy while reducing the workload for technical teams to manage identities upstream from the platform.
- Comprehensive, enriched 360 profiles: Amperity builds full customer 360 databases and profiles, complete with full historical transactional and behavioural data, shaping the data to the requirements of the individual brand's use cases and systems. Attributes include historical attributes (RFM, 1-time shopper, new customer) and predictive (likelihood to churn, predicted product affinity, predicted LTV). Amperity also provides the option to build multiple databases, including householding, CCPA and more, unlocking a wide variety of additional use cases.
- Customer metrics: Amperity provides at-a-glance visualisations and tracking for the most important customer metrics and trends, making it easy to make timely, data-driven decisions about investments and opportunities
- Segment insights: Discover, learn about and plan how to grow the value of any customer segment. Curated deep-dive reports highlight "unlocks" on every segment, including opportunity size, behavioural and demographic insights, and next-best actions. And Amperity automatically guides users through discovery by making proactive recommendations on key segments to address.
- Visual & SQL segmentation: answer questions and build segments in real-time with a point and click interface, or more technical users can use Amperity's lightning-fast SQL query engine to explore and analyse their entire customer file, returning results in seconds.

## Vendor profiles



**Amperity**  
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 26th floor  
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[amperity.com](http://amperity.com)

- Campaigns & integrations: set up and automate campaigns to any destination. Experimentation tools (including A/B and multivariate testing) unlock the creativity of the marketing team, and cross-channel incremental measurement ensures continuous visibility into impact and optimisation. Amperity provides 200 out-of-the-box integrations with leading martech ad tech, social media and more.
- Measurement: provides visibility into cross-channel campaign efficacy against customer-centric goals with revenue attribution and visualised reporting.
- Choice of cloud hosting: run the platform on cloud of choice Amazon Web Services (AWS) or Microsoft Azure, improving efficiencies and security.

### Data management

- Ingests data raw, regardless of format, without requiring a fixed schema before ingestion. Data published to Azure or AWS and made available via SFTP or scheduled connections to external systems.
- Machine learning-driven matching generates clusters of customer records that retain all source data and are enriched as new data flows through Amperity.
  - Allows for flexibility and control over how aggressively data is matched, depending on the needs of the business.
  - Clusters are refreshed daily ensuring the quality of profiles remains high over time.
- Provides a unique and stable identifier for customer profiles.
- Retains all source IDs from existing systems, allowing for flexibility in how data is used downstream.
- Manages online and offline data.
- Manages structured and semi-structured data.
- Manages known and anonymous first-party data.

### Analytics

- Robust segmentation available using a business-friendly visual UI or advanced SQL interface.
- Out-of-the-box customer insights generated automatically.
- Offers the creation of dozens of custom and predictive attributes that are unique to the business and focused on enabling core use cases, including product affinity; recency, frequency and monetary value (RFM); churn prediction; LTV and predicted LTV.
- Metrics visualisations and tracking; longitudinal segment tracking and breakdown

### Orchestration

- A/B and multivariate testing and control groups.
- Marketing-managed scheduling or ad-hoc sending of data in tailored segments that are optimised for client tools and systems.
- Supports exporting data in the native format of target systems, including campaign managers, analytics tools, enterprise data warehouses and web personalisation systems.
- Downloading of full databases that hydrate analytics environments, enterprise data warehouse (EDW) or data lakes, allowing users to build their own data products and models on top of comprehensive and current customer data.

### Data security

- GDPR, CCPA, HIPAA, PIPEDA (Canada) and APPs (Australia) compliant.
- Supports PII redaction, data deletion and suppression.

### Third-party integrations

- Onboards native data set from any data source via API or standard interchange formats.
- Ingests and unifies any third-party data assets available.

## Vendor profiles



**Amperity**  
701 5th Ave  
26th floor  
Seattle, WA 98104  
T: (206) 432-8302  
[amperity.com](http://amperity.com)

### Pricing and support

- Free trial or other testing opportunities available – 90-day proofs of concept to prove speed of set up, scalability and agility of the platform, and the completeness and accuracy of identity and data management.
- Annual contract required.
- Customised pricing based on project scope and organisation.
- Annual licence includes:
  - Strategic advisory for quick-win use case planning and long-term value.
  - Architecture workshops and user enablement.
  - Access to Amperity online support portal plus unlimited access to whitepapers, webinars and annual data summit.
- Named Engagement Manager and Customer Success Manager
- Ongoing tenant monitoring and health including monthly success reviews with quarterly deep dives, quarterly usage reporting and annual maturity assessment.
- Customer community with top practitioners from global brands, and academic and business thought leaders.
- Support is available Monday to Friday, 9 a.m. to 5 p.m. Pacific Time.

## Vendor profiles

## blueconic

**BlueConic**

179 Lincoln St., 5th Floor  
Boston, MA 02111  
T: 888-440-2583  
blueconic.com

**Key customers**

1-800-Flowers  
VF Corp (e.g. Vans,  
Timberland, The North Face)  
UEFA  
Franklin Sports  
Hearst  
National Geographic

**Key executives**

Bart Heilbron,  
CEO & Co-founder  
Martijn van Berkum,  
CTO & Co-founder  
Cory Munchbach, COO

**Target customer**

- B2B and B2C enterprise and mid-market brands with significant experience across four verticals – media/publishing, retail/e-commerce, financial services and travel/hospitality/entertainment.

**Company overview**

- Founded in 2010.
- 100-plus employees.
- \$25M in total funding.
- Additional office in Nijmegen, The Netherlands.

**Product overview**

- BlueConic's pure-play CDP is designed to give transformation-minded organisations and their growth-focused teams, such as marketing, e-commerce, digital product & experience and analytics, access to unified and actionable customer data that offers both confidence and utility whenever and wherever they need it.
- Primary use cases focus on providing a unified customer database explicitly designed for the speed, scale and flexibility required for growth-focused teams to:
  - Collapse the time and effort to get from insight to action.
  - Prioritise the proximity of data to customer-facing engagement.
  - Increase business agility and resilience.
- SaaS and cloud hosting available.
  - Includes a third-party service for cloud infrastructure provided by Amazon Web Services (AWS).
  - Choice of European or U.S.-based AWS region to host the BlueConic tenant and key space/database of the application.

**Data management**

- Unified profiles are the foundation of BlueConic. Every piece of data is stored in a persistent profile that is assigned a proprietary BlueConic ID.
  - Profiles support an unlimited number of attributes as defined by the business user (e.g. demographics, consent status, behavioural data, customer scores, customer IDs, etc.). There is no limit or set of pre-defined attributes, and new attributes can be added at any time.
  - Profiles are stored for both anonymous and known individuals.
  - Marketer can define their unique identifier by selecting one profile attribute or by using any combination of attributes.
  - Profiles can be grouped into households, accounts, companies, etc.
- Identity resolution is handled in the platform by enabling real-time profile merging when a new, unique identifier is added to a profile that also exists in another profile.
- Manages both online and offline data. Offline data can be collected via BlueConic's Acxiom connection, import connection or Firehose connection.
- Manages both structured and unstructured data.
- Software development kit (SDK) available for both Android and iOS.

**Data security**

- GDPR compliant.
- Built-in end-to-end consent management solution to capture individual consent status and enable compliance with GDPR, CASL, CCPA and more.
- ISO 27001 certified and successful completion of ISAE3402 audits through AWS.
- EU-US Privacy Shield certification.
- TRUSTe International Privacy Verification
- TRUSTe Privacy Shield Verification
- SOC2 type I assurance report



## Vendor profiles

## blueconic **Analytics**

### BlueConic

179 Lincoln St., 5th Floor  
Boston, MA 02111  
T: 888-440-2583  
[blueconic.com](http://blueconic.com)

- Business users can define segments with a point-and-click interface. Segments can be exported in real-time or as often as needed using pre-built connections to external systems like email service providers, CRM, analytics or directly to Google/Facebook advertising, to name a few. Segments can be defined using any combination of profile attributes, including behavioural or predictive scores, making them multi-dimensional.
- Predictive behavioural scoring based on recency, frequency, momentum, intensity and recent intensity available out-of-the-box.
- Advanced machine learning environment, called AI Workbench, enables marketers, data scientists, BI professionals and more to deploy models across their BlueConic profile database to enrich profiles, build smarter segments and create new data visualisations.
  - Business user-friendly UI with built-in models (e.g. customer lifetime value, lookalike, propensity to buy) enables non-technical users to apply machine learning.
  - Embedded Jupyter notebooks enable data scientists & BI professionals to train and deploy their own models right in the platform.
- Data visualisations and reporting capabilities available out-of-the-box and easily configurable.

### Orchestration

- Built-in recommendation engine uses machine learning to select the optimal message in real-time based on individual profile attributes (location, interests, past behaviours and purchases, etc.)
  - Users have access to a variety of recommendation algorithms to deliver one-to-one content and product recommendations based on individual profile attributes (location, interests, past behaviours and purchases, etc.) for both web and email.

- Customer lifecycle orchestration can adapt to a customer's changing journey to deliver the best cross-channel experiences based on profile data; it is not solely reliant on a pre-defined, rigid workflow.
  - The events, behaviours and transactions that come from the individual as they engage with the brand (or with multiple brands) are stored in that person's profile, from their anonymous state through to when/if they become identifiable.
  - That provides both explicit data and implicit lifecycle insights that teams can use to understand where a person is in their journey and how to engage.
  - Based on a customer's specific use cases, BlueConic can provide training on how to approach marketing orchestration to align tightly with a customer as they move along their decision journey.

### Third-party systems integration

- **Pre-built named connections** to advertising platforms, analytics and measurement platforms, campaign management and email providers, CRMs, big data sources, DMPs, eCommerce providers, and identity and data enrichment platforms. BlueConic also provides universal methods of connecting data to any source or destination necessary – such as through CSV uploads, SFTP and webhooks.

### Pricing and support

- SaaS pricing is primarily based on the number of profiles retained in the platform. Each pricing tier comes with a fixed amount of data storage, data operations and data traffic.
- Annual contracts.
- Free trials available.
- Email and chat customer support included.
  - Support SLAs guarantee a response to a support ticket within 24 hours.
- The following add-on services can be purchased at an hourly rate: strategy consulting, analytics, data science, specific use case set up and technical support.

## Vendor profiles

**Blueshift**

433 California St #600  
San Francisco, CA 94104  
blueshift.com

**Key customers**

LendingTree  
Discovery Inc  
Groupon  
PayPal  
Udacity  
BBC

**Key executives**

Vijay Chittoor,  
Co-Founder & CEO  
Mehul Shah,  
Co-Founder & CTO  
Manyam Mallela,  
Co-Founder & Chief AI Officer

**Target customer**

- B2C brands ranging from Enterprise to SMB across verticals, including media & entertainment, retail & e-commerce, personal finance, e-learning, travel & hospitality and healthcare.

**Company overview**

- 100 plus employees.
- Founded in 2014.
- The company is backed by prominent venture capital firms including Storm Ventures and SoftBank Ventures Asia. It's headquartered in San Francisco and has offices in Charlotte, London and Pune (India).
- Blueshift helps brands deliver relevant, connected experiences across every customer interaction. Its SmartHub CDP uses patented AI technology to unify, inform and activate the fullness of customer data across all channels and applications.

**Product overview**

- **Omnichannel experience orchestration:** Launch and optimise connected customer experiences across email, web, mobile, print, customer support and other channels that adapt touchpoints throughout the lifecycle to each customer's behaviours, preferences and context.
- **1:1 real-time personalisation:** Uses a deep customer understanding and AI-powered real-time decisioning to trigger the next best action (content, timing and channel) for each customer.
- **Audience targeting:** Optimises media budgets through highly-relevant targeting by syncing precise audiences created in Blueshift to desired media partners across display, social, paid search, mobile, video and OTT and keeping audiences automatically refreshed.
- **Intelligent automation:** Enables marketing teams to be agile and independent with advanced, yet intuitive, self-serve tools that scale smarter campaigns.

**Data management**

- Blueshift creates comprehensive, unified customer profiles of every anonymous and identifiable user that captures their complete histories and real-time behaviours – all prior transactions, online and offline behaviours, campaign engagement, product interactions, real-time activity and other custom attributes – from across channels, devices and systems.
- Individual profiles are continuously updated in real-time based on a live feed of the latest customer data and behaviours.
- Blueshift's schema-less platform adapts to customers' data formats without the need for upfront data modelling.
- Provide cross-device identity resolution using multiple identity keys, including email addresses, customer IDs, cookies, device IDs, phone numbers and other internal IDs.
- Resolve identities between known and anonymous users.
- Architected to process large volumes of user level, event and transactional data at scale with no latency.
- Data can be ingested through real-time data streams or batch processes using client-side, server-side APIs, SDKs, file uploads, data integrators or other desired approaches.
- Profiles are ready to use across campaigns and are accessible to external systems.

## Vendor profiles

**blueshift****Blueshift**

433 California St #600  
San Francisco, CA 94104  
[blueshift.com](http://blueshift.com)

**Data security**

- Provides multiple capabilities, safeguards and processes to ensure the security and privacy of customers' data, including:
  - Annual security audit.
  - SOC2 Type 2 compliant, TRUSTe certified, adhere to the Privacy Shield framework and are compliant with both CCPA and GDPR.
  - Store all PII data in a compliant manner with monthly penetration testing by 3rd party security firm.
  - Data is encrypted in transit and at rest.
  - Require multi-factor authentication.
  - Provide user-level and role-based access permissions and controls.
  - Maintain security audit trails.

**Analytics and reporting**

- Predictive models: Blueshift provides both out-of-the-box models into user propensities, affinities, churn, channel preferences and other variables as well as the ability for marketers to customise predictive models based on their business-specific goals via an easy-to-use interface. Customers can also bring their own in-house models and scores.
  - Blueshift's predictive models are fully transparent, offering rich visualisation into which customer attributes and behaviours impacted the model and how the performance (i.e. conversion rate) of the predictive scores changes over time.
- Advanced segmentation: With Blueshift's powerful, intuitive segmentation engine marketers can build precise customer segments within minutes based on any user attribute or behaviour – historical, real-time or predictive. Segments continuously update based on the latest data and behaviours and are ready to use across campaigns and channels.

- Personalised recommendations: Blueshift's Recommendation Studio provides marketers with an intuitive dropdown interface to easily build content blocks with product recommendations, special offers or other brand content that pull items directly from their product or content catalogues. Recommendations can be embedded into messages across channels and they dynamically personalise to every customer in real-time based on the customer's current context and affinities. Marketers have access to a variety of recommendation types and controls to create relevant 1:1 content.
- Insights: Blueshift offers both pre-built and fully customisable reports and dashboards to help marketers gain meaningful insight into their omnichannel performance and optimisation opportunities. Metrics and visualisations are customisable down to any campaign or segment element.

**Orchestration**

- Omnichannel journey builder: Blueshift's visual journey builder provides a single hub for marketers to quickly build and refine campaigns ranging from single-touch messages to multi-stage, multi-touch journeys across email, push, in-app, SMS, website, chat, support, direct mail and other channels. As campaigns run, touchpoints and experiences adapt dynamically in response to each customer's behaviours, preferences and history with the brand.
- Triggered workflows: Behaviour triggers automate the delivery of contextually relevant, timely messages on the appropriate channel in response to key events, behaviours or other customer attributes, such as a life-cycle stage changes. Real-time interaction on one channel can trigger a message in another channel.
- Testing & measurement: Blueshift builds in testing and optimisation of every campaign and creative element at every touchpoint so marketers can maximise incremental revenue and ROI.

## Vendor profiles

**blueshift****Blueshift**

433 California St #600  
San Francisco, CA 94104  
[blueshift.com](http://blueshift.com)

**Integrations**

- Blueshift offers [pre-built connectors](#) with martech platforms across advertising, analytics, audience management, chat, customer support, data management, direct mail, e-commerce, email, mobile and web.
- Additionally, Blueshift offers many flexible options for importing and exporting any type of data from Blueshift, including, but not limited to, webhooks, APIs, CSVs and S3/FTP buckets.
- Provides a mobile SDK for integrating Android and iOS mobile apps.

**Pricing and support**

- Annual contract required.
- No free trial, but Proofs of Concept (POCs) are offered.
- Pricing based on customer profiles and message volume.
- The Customer Success team guides each customer during the onboarding implementation to ensure a timely setup, which typically lasts 6-8 weeks. Onboarding support includes data migration, channel setup, content personalisation, campaign setup and training.
- Each customer is assigned a dedicated Customer Success Manager, along with other supporting resources. Customer Success team is responsible for onboarding, training, support, strategic planning and quarterly business reviews.

## Vendor profiles

**BlueVenn**

555 Fayetteville Street  
Raleigh, NC 27601  
bluevenn.com

**Key customers**

Estée Lauder  
Jimmy Choo  
Environmental Defense Fund  
American Automobile  
Association  
Gatehouse Media  
Jackson Hewitt

**Key executives**

Iain Lovatt, Chairman  
Steve Klin, CEO  
Mark Jameson, CTO  
Neil Thomas, CFO

**Target customer**

- B2B and B2C enterprises and SMBs in retail, travel & leisure, publishing & media, hospitality, automotive, insurance and retail banking.

**Company overview**

- Founded in 2013.
- 140 employees.
- Acquired Leap Media Solutions in January 2018.
- Headquarters are in Raleigh, NC with additional global locations in Bristol and Cheltenham in the UK as well as in Nimes, France.

**Product overview**

- Primary use cases focus on providing a single customer view, customer analytics, multichannel campaign management, segmentation and modelling, and near real-time personalisation.
  - Creates a single persistent, unified customer record including first-, second- and third-party data systems.
  - Exposes data to every internal operational system to provide clean and trusted "single source of the truth" throughout the organisation.
- SaaS, cloud and on-premise hosting available.

**Data management**

- Data accessible via SQL and REST API.
- Identity resolution and data hygiene features available, including address cleansing, normalisation, de-duplication and data verification and validation.
  - Works with third parties to deliver additional cookie-based Identity resolution.
- Manages online, offline, structured and unstructured data.
- Simple user interface enables non-technical users to load, manage and activate data.
- Tracks digital interactions via cookies using a single line of JavaScript embedded in the website header.

**Data security**

- ISO/IEC 27001:2013 and ISO 9001:2015 certified.
- Direct Marketing Association ICO (Information Commissioner's Office) Audit compliant.

**Analytics**

- Customer segments can be built on the fly using data visualisation tools that filter lists of customers using CDP attributes.
  - RFM (recency, frequency, monetary) models built into the tool and customised for every customer for database segmentation.
- Predictive modelling available; models can be altered or refined, or used out-of-the-box.
- Cluster modelling within campaigns to predictively group individuals within the customer database for retention campaigns, loyalty rewards and product promotions.

## Vendor profiles

**BlueVenn**

555 Fayetteville Street  
Raleigh, NC 27601  
[www.bluevenn.com](http://www.bluevenn.com)

**Orchestration**

- Marketing module to personalise web and email content.
- Multi-step and multi-wave customer journey (campaign) creation.
  - Customer journey optimisation feature allows marketers to link individual campaigns and see a helicopter view of linked campaigns.
- Near real-time data feeds can be fed into a campaign or customer journey on the fly to customise messaging or treatments based on individual behaviour.

**Third-party systems integration**

- More than 150 connectors to martech systems in categories like e-commerce, CRM, ERP, BI, marketing automation, email, social media and more. Supports REST, SOAP, JSON and Odata APIs.

**Pricing and support**

- Tiered pricing based on volume of contacts, number of data sources and connectors used.
- Annual contract required.
- Proofs of concepts available.
- Onboarding time and process typically 2-3 months for enterprises, and includes implementation, testing, set up, training and deployment.
- Customer support included: Account management, managed service, software support, training and education, and customer success.
- Additional services available: Consultancy, data services, strategy, planning, data science and outsourced services (analytics, campaign management and reporting).

## Vendor profiles

**Dun & Bradstreet**

103 John F. Kennedy Parkway  
Short Hills, NJ 07078  
[www.dnb.com](http://www.dnb.com)

**Key customers**

Citrix  
Thomson Reuters  
LiveRamp  
Bain & Company

**Key executives**

Anthony Jabbour, CEO  
Stephen C. Daffron, President  
Kevin Coop, President,  
North America

**Target customer**

- B2B enterprise and high-growth mid-market companies in a range of verticals.

**Company overview**

- Founded in 1841
- 4,200 employees
- NYSE Listed (DNB)

**Product overview**

- Primary use cases for D&B Lattice platform focus on first-party data ingestion, third-party data enrichment and scoring, identity resolution, AI-based model creation and audience activation.
- First-party data ingestion includes accounts, contacts, transactions, website and activity and product bundles and hierarchy.
- Third-party enrichment data includes growth trends, firmographics, online presence, website keywords and profile, behind the firewall tech and intent.
- Self-service AI-based models include account-level, inbound lead scoring, cross-sell/upsell, rules-based account and PMML model imports.
- Self-service audience segmentation using all available first, second and third-party data sources.
- Activation of audiences across all the user's online and offline channels including display, search, social, web, email and sales.
- SaaS hosting available.

**Data management**

- Stored data accessible via API.
  - Patent-pending AI-based identity resolution algorithm enables customers to organise and map customer data to account hierarchies, accounts, buying centres and individuals within buying centres.
  - Persistent ID for each account and contact.
  - Only stores structured data.
- Partners with website traffic de-anonymisation solution providers (i.e. DnB Visitor Intelligence) to capture first-party behaviour data at the company and buying-centre levels.
- Customers can provide multiple IDs for the same record, enabling customers to store the multiple cookies, device IDs and system IDs for a given contact. Records can be retrieved using any of these IDs.
- Leverages partners (i.e. Oracle Data Cloud, DnB Audience Targeting Solutions, Bombora) to match first-party cookies with third-party cookies for display and social advertising.
- Pre-built connectors and REST APIs to push audiences into any external system.
- Can ingest and process both structured and unstructured data
- Manages both online and offline data
  - Proprietary identity resolution technology that uses website, company location or DUNS to match customer records to D&B Lattice accounts and appends standardised postal address information.
  - Takes into account misspellings, common variations, etc.

## Vendor profiles

**Dun & Bradstreet**

103 John F. Kennedy Parkway  
Short Hills, NJ 07078

[www.dnb.com](http://www.dnb.com)

**Data security**

- GDPR and EU Privacy Shield compliant.
- ISO2001 certified.

**Analytics**

- Defines customer segments based on all first- and third-party data.
- Identifies audiences for specific buying stages (e.g. "high-fit customers for analytics product in top of funnel" or "high-fit customers for e-signature products in mid-funnel").
- Self-service artificial intelligence (AI) model creation.
- Ability to create different types of AI models depending on the business use-cases, e.g. top of funnel conversion, MQL identification, cross- sell, upsell, retention/churn, etc.
- Models can predict propensity to convert as well as expected spend and expected customer lifetime value (LTV).

**Orchestration**

- Customers create segments in D&B Lattice to ensure that they are presented with relevant content in multi-step campaigns.

**Third-party system integration**

- Provides pre-built connectors to marketing automation platforms (e.g. Marketo, Eloqua), CRMs (e.g. Salesforce, Microsoft Dynamics 365), web analytics systems and APIs, as well as the ability to import data via CSV flat files for first-party customer data ingestion, organisation and mapping.

- Pre-built apps and APIs for marketing automation platforms, CRMs, ad platforms and web personalisation systems to publish and activate D&B Lattice-defined segments or audiences.
- Integrations with 80-plus apps supported via pre-built connectors and APIs.
- Integrations with LinkedIn, Facebook and Outreach.

**Pricing and support**

- Pricing based on number of accounts imported and processed.
- CRM module priced separately on a per-user/month basis.
- Average annual customer spend ranges from \$70K to \$150K.
- Annual contract required.
- Free trials are available.
- Onboarding time and process ranges from several hours to several weeks.
- For fee services include:
  - Account Universe definition.
  - Account and Contact Data acquisition.
  - QuickStart implementation service for use-case identification, platform configuration and multi-channel campaign activation.
  - Partner-led services include campaign definition, design and execution.



## Vendor profiles

**Ensignten**

226 Airport Parkway, Suite 390  
San Jose, CA 95110  
T: 650-249-4712  
[www.ensighten.com](http://www.ensighten.com)

**Key customers**

CDW  
Hearst Corp.  
Microsoft  
State Farm  
The Home Depot  
United Airlines

**Key executives**

Marty Greenlow, CEO  
Ian Woolley, CRO  
Mat Hauck, COO  
Jason Patel, CTO

**Target customer**

- Enterprise B2C brands across all verticals, including finance, healthcare, media, pharmaceuticals, retail, technology and travel.

**Company overview**

- Founded in 2009.
- 80 employees.
- \$108M raised in three funding rounds since September 2012.
- Headquarters in San Jose, California.
- European headquarters in London, additional European office in Cardiff, Wales.

**Product overview**

- Primary use cases focus on:
  - Collecting omnichannel, first-party data from offsite media exposure, on-site behaviour and offline sources.
  - Optimising media by increasing return on ad spend. Frequency cap based on impression counts to remove disinterested users from the targeting pool. Date used to build audience segments for suppression or targeting with DSPs.
  - Improving website performance in near real-time by firing heavy analytics tags and logic server side instead of in the user's browser.
  - Leveraging server-side tagging to collect required client-side data on AMP pages, IOT devices, kiosks and non-JavaScript environments.
- SaaS and cloud hosting available.

**Data management**

- Data accessible with the Pulse Streaming for consumption by database tools such as Kinesis Firehose into RedShift.
- Identify resolution with *Ensignten One*, which deterministically stitches users based on specified data points and behaviours, such as authentication on multiple devices.
- Persistent unique user ID can be Ensignten's unique user ID (UUID) or the client's UID.
- Manages both structured and unstructured data.
- Manages both online and offline data.
- Mobile software developers kit (SDK) available.
- Website visitor interactions tracked via JavaScript tag configuration, cookie values or data layer elements.

**Data security**

- CCPA and GDPR compliant.
- Runs on Amazon Web Services (AWS) and aligns with all data certifications including ISO 27001, PCI-DSS, SOC and HIPPA (where applicable).
- Offers advanced manual and automated website and domain privacy audits to review tags for privacy and security compliance, piggybacking of unauthorised tags, data vulnerabilities and opt-out availability.
- Uses Kibana (open source analytics and visualisation platform) to index all data and enable clients to view and query the last 7 days' worth of data down to individual server calls for a given user (cookie ID).

## Vendor profiles



**Ensighten**  
226 Airport Parkway, Suite 390  
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[www.ensighten.com](http://www.ensighten.com)

### Analytics

- Segment flags can be written into the data based on client need. Subsequent JavaScript deployments can be set up to fire off API calls to external systems.

### Orchestration

- Enables users to deploy, update and manage marketing tags and data through one intuitive, point-and-click interface.
  - 1,100-plus vendor tag templates available.

### Third-party systems integration

- Out-of-the-box integration with 775 martech vendors.
- APIs available for custom integrations.
- Through server-side tag capability, collects data on the client side and conditionally fires server-side components to syndicate data to the APIs.

### Pricing and service

- Pricing based on the number of page or API calls, as well as profiles stored.
- Does not disclose average annual customer spend.
- Proofs-of-concept available (not a free trial).
- Annual contract required.
- Onboarding time and process dependent on the complexity of implementation.
- All customers are given a dedicated Customer Success Manager and have access to the internal services team, which offers strategic as well as technical consultancy.

## Vendor profiles

# EXPONEA

### Target customer

- B2C enterprises in the retail/e-commerce, banking, telco and restaurant verticals.

### Exponea

U.S. Headquarters:  
1460 Broadway  
New York, NY 10036  
T: 844-394-4273  
www.exponea.com

### Key customers

CAA  
OluKai  
Arcadia Group  
Desigual  
Missguided  
Signet Jewelers

### Key executives

Peter Irikovsky, CEO  
Amanda Elam, CMO  
Hugh Kimber, Global VP Sales  
Scott McNabb, CRO

### Company overview

- Founded in 2015.
- Customer Data and Experience Platform with advanced customer data analytics and omni-channel campaign execution capabilities.
- 213 employees.
- Raised \$35M in four funding rounds.
- Offices in New York, Atlanta, London, Manchester, Berlin, Prague, Brno, Dubai, Moscow, Warsaw and Bratislava.

### Product overview

Use cases:

- Campaign execution: Exponea is a Customer Data and Experience Platform. Clients use customer data contained within the CDP to deliver consistent and relevant communication across built-in channels (web, email, ad retargeting, text messages, WhatsApp, In-App Messaging, mobile/browser push notifications and webhooks).
  - B2C Advertising: CDP segments customer data to feed DSPs and other ad network systems.
  - Ad tech integrations include: Adform, Facebook Ads and Google Ads. Others can be integrated using custom integrations.
- Data management: CDP serves as the network/database of record for the marketing organisation.
- Web Optimisation: CDP allows full-scale usage of customer data to display unique content on the website and easily experiment with different visual appearances.
- Web Personalisation: Display personalised messages and product recommendations to website visitors based on real-time behaviour and intents using Weblayers.
- SaaS/Cloud hosting.
- Platform is hosted on the Google Cloud Platform.

### Data management

- External systems access CDP data via API or BigQuery.
- External systems can access data for a single customer in real time through API calls.
- Enables automatic merging of anonymous profiles into a single customer profile, as well as merging sessions from multiple devices from the same customer (web, mobile apps, client's custom systems).
- Maintains a unique, persistent ID for all individuals.
  - Stores multiple identifiers for each individual, including cookies, email addresses and device IDs, to combine activity/history across sessions and/or devices.
- Manages both structured and unstructured data.
- SDKs available for web (JavaScript) and mobile apps for collecting visitor data as well as a large range of SDKs (multiple programming languages) for connecting to the API.
- Website interactions tracked via cookie or JavaScript tag according to customer preference.
- Digital ad management available through audience API (Adform, Facebook Ads, Google Ads, Google DoubleClick).
- Manages both online and offline data.

### Data security

- Certifications: IS9001, IS27001, IS27017, IS27018, IS22301 and GDPR 3101.
- GDPR & CCPA compliant. SOC 2 (Type 1) certified. Does not store PHI for HIPAA compliance.

## Vendor profiles

**EXPONEA** Analytics**Exponea**

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T: 844-394-4273  
[www.exponea.com](http://www.exponea.com)

- Customer segments can be built using historical, real-time and predictive data. All segments are updated in real-time and immediately available to Exponea's campaign execution modules.
  - A connection to external systems is ensured through the API or custom integrations.

**Artificial intelligence**

- Users can use multiple predefined prediction templates (e.g. probability to purchase or open email, optimum email time, etc.) or define custom predictions based on their specific business needs.
  - A live predictive model ensures that the predictive data is always up to date.
- Unified single customer view combined with adaptive machine learning algorithms and predictive modeling enables clients to deliver personalised content teach individual customer at scale.

**Orchestration**

- Visual campaign builder (drag and drop) empowers marketers to design and execute personalised omni-channel journeys. Machine learning capabilities ensure relevant and consistent messaging across all customer touchpoints at every step of their journey.
- Behavioural targeting enables marketers to trigger marketing campaigns based on customer behaviour and immediately serve personalised content teach individual customer through their preferred channels.

**Third-party system integration**

- Imports and data: Microsoft SQL database (native), PostgreSQL database (native), MySQL database (native), Google BigQuery (native), Google Cloud Storage (native), SFTP file server (native), HTTPS web server (native).
- Email providers: Mailgun (API), Mailjet (API), Mandrill (API), SendSafely (API), Unisender (API)

- SMS providers: CM Telecom (API).
- E-commerce: Shopify (native and connected integration).
- Ad tech (custom audiences): Adform (API), Facebook Ads (API), Google Ads (API), Google DoubleClick (API).
- Other: Amazon Alexa (API), Zapier (API), Custom HTTPS Webhook presets (API).

**Pricing and support**

- Pricing is based on product packages tailored to the clients' needs. Clients can choose from three product packages – CDP, Campaigns or CDXP – and each is available in Grow, Scale or Enterprise bundles to fit any budget.
- Average annual customer spend not disclosed.
- No free trials.
- Annual contracts required.
- Onboarding time and process: 1-3 months, according to independent review site G2Crowd.
- Throughout onboarding, Exponea provides new clients with training to understand the solution, ensures smooth data ingestion and supports clients in building in-depth analyses and automated campaigns. An experienced project team is assigned teach client.
- Exponea StartRight: Full set of services (with a predefined scope and cost) where experts help select and implement professionally designed plug and play use cases in order to speed up adoption and decrease time-to-value.
- Free online chat support.
- General support - Support via Helpdesk/Intercom for technical issues is offered to clients during business hours: 09:00-17:00.
- Add-on professional services include: dedicated support; a dedicated consultant for a predetermined number of hours to help with campaign creation, analytics, reporting, training and other Exponea-related tasks; or a Value Delivery Manager to manage projects and tasks, ensure they are delivered on time and allocate resources appropriately.

## Vendor profiles

**Lytics**

920 SW 6th Ave Suite 700  
Portland, OR 97204  
T: 503-479-5880  
lytics.com

**Key customers**

Comcast  
General Mills  
Industry Dive  
Land o'Lakes  
Nestlé Purina  
Penguin Random House

**Key executives**

James McDermott, CEO  
Jascha Kaykas-Wolff, President  
Aaron Raddon, CTO  
Joyce Boss, CFO

**Target customer**

- Global enterprises and mid-sized businesses in retail, consumer goods, media, entertainment and B2B technology.

**Company overview**

- Founded in 2013.
- 100 employees.
- \$58.3M total funding, including a \$35M Series C in February 2019.

**Product overview**

Built for marketers, Lytics CDP is a decision engine that helps companies transform their digital marketing and optimise spend using first-party data and advanced machine learning.

- Lytics bridges the gap between raw data and strategically sound decisions.
- Lytics CDP captures the right data from your digital channels by applying data science and machine learning in real-time.
- Enables marketers to orchestrate and optimise workflows focused on moving customers through goal-based stages in the lifecycle, from acquisition, to purchase, to increased lifetime value. Machine learning-based insights suggest the content and experiences most likely to move customers toward goals like:
  - Acquire new customers: Find future customers, drive them to the website, engage them with relevant messaging.
  - Cross-sell/upsell existing customers: Promote additional products to the customers most likely to buy more by creating high lifetime value customers.
  - Win back and/or renew customers: Bring key customers back after they've dropped off by targeting abandoned shopping carts or paused subscriptions.
  - Build lookalike audiences: Use behavioural insights and interests to create lookalike models that can be deployed across channels – Facebook, Google Ads, email, mobile and more.
  - Increase subscribers: Grow your subscriber list and develop premium audiences with affinity-based insights.
  - Improve ROAS: Suppress high-bounce and already highly-engaged individuals from ad campaigns to produce more efficient ad results.
- SaaS solution hosted on Google Cloud Platform.

**Data management**

- Resolves known and anonymous user data into identify profiles within a graph database, where valuable behavioural and affinity data is collected about an individual from multiple channels and linked together.
- Profile data is never destructively merged or overwritten, allowing flexibility for which data field to use as the persistent ID for each customer, such as email address or a unique ID or customer number.
- Manages both online and offline data.
- Manages structured or unstructured data.

**Data security**

- Lytics successfully completed its Service Organisation Control (SOC) 2 Type 2 examination in March 2020.
- GDPR and CCPA compliant.
- EU-US Privacy Shield certified.
- Out-of-the-box consent management templates and built-in capabilities for handling "subject access requests," such as viewing and deleting profile data.

## Vendor profiles

**Lytics**

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[lytics.com](http://lytics.com)

**Analytics**

- Built-in behavioural scores for each customer profile can be used to create smart, predictive audiences that update in real-time based on in-the-moment engagement.
- Discovery insights use predictive models to show conversion probability between any two audiences or goal-based journey stages. Models score the importance of each data attribute (e.g. behaviour, topic affinity, channel) as it relates to the correlation between audiences or stages, and suggests tactics to drive conversions.
- Uses Natural Language Processing (NLP) to identify and classify content topics. Assigns an affinity score for each topic to every customer profile (anonymous and known) based on engagement with that topic, which drives content recommendations.
- Lytics gives marketers intelligent, actionable personalisation suggestions based on incoming user behaviour data. Unlike metrics that remain on a BI dashboard or report, Lytics Insights is designed to be immediately actionable for better audience segmentation and marketing campaign execution.
  - Lytics provides visibility into how audiences and campaigns are performing and give recommendations on how to improve engagement, drive conversions and increase marketing ROI.
  - Marketers are able to surface more meaningful data along with a recommended action leading to improved data-driven decisions

**Third-party systems integration**

- Over 120 built-in integrations with various martech solutions.
- The Lytics API is a RESTful JSON API that includes calls for data collection, personalisation, segmentation, content classification/recommendation and account management.

**Pricing and support**

- Pricing based on the volume of known customer profiles and number of events.
- Annual contract required.
- Standard technical support is included through an online support portal. Support operates from 6 a.m. - 6 p.m. PT, Monday to Friday. Additional support packages available.

## Vendor profiles



## Target customer

- B2C verticals in retail (all formats such as fashion, grocery, specialty, large conglomerates) and restaurant chains (QSR, fast casual).

## Manthan Software Services Pvt. Ltd.

U.S. Headquarters:  
5201 Great America Parkway,  
Suite 320  
Santa Clara, CA 95054  
T: 800-746-9370  
[www.manthan.com](http://www.manthan.com)

## Key customers

BigY, USA  
Chedraui, Mexico  
Domino's Pizza, India  
Future Group, India  
Robinsons Retail, Philippines  
Rue21, USA

## Key executives

Atul Jalan, Founder and CEO  
Sameer Narula, Chief Product Officer  
Atul Batra, Chief Technology Officer  
Ravishankar Sattiraju, Head of Professional Services

## Company overview

- Founded in 2004.
- With retail (B2C) expertise connecting demand to supply with a real-time customer data platform as the foundation, enables 1:1 omnichannel personalisation, customer journey orchestration and customer analytics.
- 600+ employees.
- Raised a total of \$98.4M in seven funding rounds.
- Global headquarters in San Francisco and Bangalore.

## Product overview

Manthan's CDP provides real-time audience activation that can be used for personalised customer engagement by stitching and analysing customer data from offline and online sources.

Use cases:

- **Real-time data ingestion:** Eliminate data silos with out-of-the box batch and real-time integration that seamlessly centralises data from any app or on or offline data store. Combine anonymised behavioural data, known PII and profile data into a single customer view for use across any channel or touchpoint.
- **Identity resolution:** Create a single unified profile by stitching together known logins with anonymised user identities. Additional enrichment and deduplication turn every profile into a Golden Record.
- **Granular segmentation and deep customer insights:** Leverage actionable algorithms to create granular micro-segments, perform lookalike and propensity analyses to drive next-best actions and measure ROI with campaign and journey analytics.
- **Real-time audience activation:** With real-time audience activation, drive hyper-personalised, journey-based customer engagement across online and offline channels.

## Data management

- Handles end-to-end data management from standardisation, enrichment and deduplication; ingests online & offline data – real-time, clickstream and batch data; combines anonymised behavioural data, known PII and profile data into a single customer view; also reverse appends customer attributes by leveraging integrations with third-party data sources.
- Customer Identity Graph supports data from multiple channels, maintains separate masters for each channel and offers a process to merge data across channels based on common identifiers.
- External systems like personalisation engines, BI solutions, data science work benches can access data from Manthan CDP via live connections, batch data push or data pull (through API calls).
- External systems can access CDP data for a single customer in real time through calls to Manthan REST APIs.
- Manthan CDP generates a single view of customers by aggregating channel identifiers across POS, website and mobile channels. A unique customer ID is generated for every customer loaded. Identity of customers can be retrospectively mapped and linked with a pre-existing user profile if such a profile is encountered on a new channel.

## Vendor profiles


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- Manthan supports hybrid data storage and can handle structured and unstructured data. The solution processes and stores all data in data lake in object storage. Customer warehouse and data marts are built from the data lake.
- SDKs capture customer browsing behaviour from websites and mobile apps and provide a seamless integration to personalise the browsing experience.
- Website interactions tracking via out-of-the-box connectors with e-commerce platforms like Magento.
  - SDKs capture customer browsing behaviour from websites and mobile apps and provide a seamless integration to personalise the browsing experience.
- Supports social media marketing by enriching customer profiles on Facebook, Google and Twitter, etc. by creating audiences on these platforms.
  - Also supports digital ad management by sharing rich first-party data with Data Management Platforms and Identity Resolution platforms.

### Data security

- Manthan as an organisation is a certified ISO 27001 2013 entity.
- Data centres are certified and accredited with multiple SAS70 type 2 audits, with Service Organisation Controls 1 (SOC1) reports published under the SSAE 16 and ISAE 3402 professional standards. Data centres are ISO 27001 2013, service Level 1 provider under PCI DSS.
- Manthan has partnered with Amazon Web Services to run its data centres. AWS Data centres are in full compliance to HIPAA, SSAE16 SOC2 Type 2. AWS is authorised to operate at FISMA Moderate level, ATO and DIACAP under the public sector realm of certification.
- Manthan is partnered with Synopsys as its 3rd party Security Vulnerability partner that certifies Manthan Deployment sites, Networks and Application against NIST Special Publication 800-30 r1, OWASP top ten and WASC 49 classes.

- Data variance and anomaly reporting happens during the data quality check and reconciliation stages.

### Analytics

- Retail vertical focus has resulted in a metadata library of more than 1,200 retail-specific measures and dimensions with actionable algorithms to create granular micro-segments, lookalike and propensity analyses for next-best actions, campaign and journey analytics. The semantic layer provides data governance capabilities and allows business users to interact with data without knowing SQL.
- Customer Analytics provides multiple modules for behavioural based customer segmentation:
  - Micro segmentation – Tactical segmentation based on some behavioural criteria selected by the user.
  - RFM segmentation – Recency, Frequency and Monetary value-based segmentation which can be system controlled or user defined.
  - Segmentation modelling – Personas based on variables selected by users (e.g. purchase behaviour, loyalty programme engagement, e-com browsing behaviour, etc.) using unsupervised classification techniques like clustering.
- Customer segments are dynamic (Refreshed/scored at pre-defined frequency). The user can score customers at various time intervals and use the scores to track segment migration, run marketing campaigns and analyse performance through the customers' lens.
- Manthan's CDP comes with multiple modules for predictive modelling. Analysts can use Churn Modelling capability to predict customer who are at risk. Customers are then grouped into deciles/bins/lists based on their probability to attrite. These groups can be used for ad-hoc analysis and/or executing marketing activities. The application also provides clear explanation of variable importance in predicting churn. The solution uses logistic regression and CHAID to detect churn drivers.



## Vendor profiles


**Manthan Software  
Services Pvt. Ltd.**

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[www.manthan.com](http://www.manthan.com)

- Advanced analytical module is available to measure future CLTV. The model predicts the monetary value of each customer based on the variables selected by the user. Customers can then be grouped into deciles/bins/lists based on their lifetime value. These groups can be used for ad-hoc analysis and/or executing marketing activities. The solution uses survival analysis for CLTV prediction.

### Orchestration

- The CDP provides real-time audience activation for personalised, journey-based engagement in the moment.
- Journey builder can be used for automation of campaigns. Journeys can be based on a customer behaviour trigger or can be scheduled for a set of customers (life cycle marketing, etc.). For planned promotions, conditions can be defined to route customers through their journey based on their behaviour (e.g. Journeys can be configured so customers who purchased from a particular product category and in certain age group will receive a particular offer versus customers who have not purchased from that product category). Promotions can also be triggered in real-time based on external customer events (e.g. add to cart, product view, cart view, cart edit, login, logout, etc.).
- Recommendation engine generates personalised offer recommendations for each customer, which can be embedded in email, SMS or mobile app notifications so customers receive offers that are personalised based on their behaviour.
- Solution acts in real time on external events generated across customer journey to deliver contextually-relevant messages. In-house recommendation engine processes the incoming data to generate offer and product recommendations for the customer. The recommendations are also served in real time on contextual information based on customer's

event interaction (e.g. what products a customer is browsing, has added to cart or purchased). For real-time promotions, business conditions can be defined based on current interactions of customer, basket context and past behaviour. Defined business conditions are evaluated in real time and a personalised promotion containing list of static products, offers or personalised recommendations can be sent to the customer across channels.

- Email, SMS and embedded images can be dynamically changed depending on user attributes such as home-store, behavioural segments or by leveraging the output of predictive and other advanced analytics-based models. Similar personalisation can be achieved for other channels.

### Third-party system integration

- Pre-built connectors for more than 560 data sources and activation channels, including RDBMS, NoSQL, Business applications (like SAP, Oracle ERP and Microsoft AX), Cloud-based applications (such as Salesforce and Google Analytics), social media, Big Data, streaming data, etc.
- Complete pre-built extraction routines are available for popular ERP/ CRM/ E-commerce platforms.

### Pricing and support

- Pricing is based on number of active customers and communications sent.
- Annual contracts required.
- Onboarding time and process: 4-6 weeks, performed through an initial services agreement included in the price.
- Customer support included.
- Professional services and premium support include onboarding with training, data science and advanced analytics services, consulting/CoE services and managed marketing services with optional services for building data pipes & lakes.

## Vendor profiles



## Target customer

- B2C mid-market and enterprise data-rich companies in banking, insurance, telco & media, hospitality and utility market.

## NGDATA

Sluisweg 2 Bus 10  
9000 Gent Belgium  
[ngdata.com](http://ngdata.com)

## U.S. Headquarters

75 Broad St. Suite 2900  
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T: 855-879-3223

## Key customers

Belfius Bank  
Standard Chartered Bank  
Bouygues Telecom  
Telenet (Liberty Global)  
AIA

## Key executives

Doug Gross, CEO  
Johan Martens, COO

## Company overview

- NGDATA is a software company with HQ in Belgium (Ghent) and offices across the globe to service customers in the U.S., Europe, UK, Singapore and Hong Kong.
- Founded in 2012.
- 100+ employees.
- NGDATA's big data product had its first public release nearly a decade ago. Between 2013 and 2016, it onboarded several clients from the financial services industry in its home market (Belgium), as well as in the U.S. and Singapore. These first clients helped in developing the company by contributing considerable subject matter expertise in financial services.
- In 2016, NGDATA opened an office in Singapore to support rapid growth and global expansion in the APAC market, also acquiring Smart Video Technology and a data management services company in 2017. This expansion also led to broadened industry focus and expertise through new clients in insurance, media & entertainment, hospitality and the utility market.
- In 2019 NGDATA evolved from a Customer Data Platform into an Intelligent Engagement Platform, combining a customer-analytics focused CDP with real-time interaction management capabilities, all through an interface built for the business user.
- The company has taken a total of \$46.8M in funding, including a \$19M Series C in December 2017.

## Product overview

- NGDATA's Intelligent Engagement Platform (IEP) builds sophisticated customer data profiles (Customer DNA) and drives truly personalised customer experiences through real-time interaction management. With capabilities beyond a standard Customer Data Platform, NGDATA helps its clients increase customer lifetime value, reduce churn and lower cost per conversion.

## Data management

- Platform available on-premise or hosted in a private cloud.
- Provides comprehensive data collection through built-in APIs and connectors supported through a graphical user interface. Data can be ingested from a data lake (i.e. Hive and Kafka) or via connectors for a number of self-service applications.
  - Individual customer data accessible in real time by source ID to external systems.
- Provides identity resolution by associating ingested data to the most reliable identifier type available and "building source DNA" for each linked customer identifier type (e.g. customer-cookie source DNA, customer-CRM source DNA). Merges the customer source DNA for those customer identifiers that are matched to the same physical person in real-time and placed into a master DNA profile.
- Maintains a persistent ID for each customer and enables marketers to use all known customer identifiers (source IDs) to access customer profiles.
  - Supports matching based on a combination of co-occurrences of source IDs in ingested data and pre-defined matches resulting in a probability score that indicates if sources identify the same physical person. Identifies and links every record related to the same entity – across systems and silos – with a unique, persistent ID code, based on configurable scoring rules.
- Manages online and offline data.

## Vendor profiles

**NGDATA**

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**U.S. Headquarters**

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- Combines structured and unstructured data and collects every related interaction with behavioural, operational and socio-demographic observations on specific customers.
- Includes a usage tracking service (UTS) component which facilitates integration with both web and mobile applications as an alternative to a software development kit (SDK).
- Tracks website interaction via the UTS, an interaction provisioning service that identifies (through the use of cookies) and tracks online user behaviour. The UTS component involves JavaScript code incorporated in the website or application and can be deployed with or without a tag manager.

**Data security**

- GDPR/CCPA compliant.
- Uses category-based authorisation to shield data from unauthorised CDP users while allowing protected data to be used for personalised offering scenarios.
- Runs on top of the Hadoop stack and can be installed on top of Cloudera.
- ISO27001 (certification expected by end of 2020).
- External DPO on board for compliance management.
- Google Cloud certified.
- Oracle Big Data Appliance Optimised Status.
- Cloudera certified.
- Real CDP certified.

**Analytics**

- **Customer data management** allows users to build real-time holistic customer profiles by combining CRM data, tracking specific events (such as website and app visits), transactional data to making complex data aggregations and calculating propensity scores for individual customers.
- **Customer engagement analysis** can be performed as the feedback loop captures data for individual customers (and across audiences): what engagement they have shown on experiences presented (identifying channel and timing preference for each type of experience).

- **Customer journey analysis:** identifies what stage the customer is in, to define for each offer (product or service) the most relevant experience given the customer's profile and context.
- The system includes **native analytics** to track customer behaviour, intent, affinities and preferences. This can include predictive model markup language-based (PMML) models (as part of the DNA) or uploading proprietary predictive models into the system.
- **Next-best action analysis:** based on a comprehensive scoring mechanism, the next best action of the customer can be defined by taking into account the profile of the customer, the context and the historical engagement data
- **Audiences can be built in real-time** and imported into business intelligence, marketing or channel application systems.
- **Augmented analytics** to detect anomalies in behaviour and trends.
- **Audience exploration:** AI-feature that defines relevant clusters within a selected audience based on most discriminative attributes.
- **Audience expansion:** AI-feature for goal-oriented targeting. Based on a seed-audience, look-alikes within the customer base are identified based on all available attributes including their historical values.

**Orchestration**

- Comprehensive **recommender service** based on product/offer propensity, intent, eligibility rules including predictive models and attributes. This includes both product and service-related offers.
- **Priority management of offers** on department and company level (offer priority, product priority).
- **Real-time omnichannel management:** experiences offered based on real-time channel presence and channel preference of the customer using all context and historical engagement data (right time, right channel).

## Vendor profiles



## NGDATA

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- **Scoring and assigning customers to any given stage in the customer journey** (awareness, interest, consideration, acquisition, onboarding) for a multitude of offers, products or services in parallel.
- **Provide customer profile data, opportunities and next-best-action information to:**
  - Owned channels through execution systems (Adobe, Salesforce, Unica, etc.).
  - Paid third-party channels (Facebook, Instagram, etc.) for multi-channel engagement.
- Supports **real-time inbound customer communications**, via "request/response mode," responding in real time with actions to drive personalised content when the customer visits a webpage or uses an app.
- **Alert-based capabilities** to support trigger-based engagement scenarios where changes in metrics of any type trigger actions from the system.
- **Outbound batch capabilities** to provide audiences to external systems for traditional segment-based marketing.
- **Experience management:** set-up, manage, monitor and optimise offers and experiences through an intuitive user-interface for the business user.

### Third-party integrations

- All integrations have all been built through NGDATA's integration framework; This framework contains technical integration components as well as a graphical user interface to set-up, configure and monitor the dataflows.
- The technical integration components can be used to build new integrations with low effort and high reliability or quickly configure existing integrations into more bespoke versions as well.
- Over 80 protocols and technical interfaces are supported (AWS kinesis, AWS S3, Google PubSub, kafka, jms, REST, WSDL, ...) to easily connect to an extensive list of data sources and delivery channels.
- The integration framework enables the streaming, as well as the batch ingestion, of data towards the NGDATA

IEP. It also enables activation of the profiles for audience exports, sending of customer DNA changes, sending actions in real-time to any system and allows for a request/response REST call to query the customer DNA or request a next best offer. The connection with the target execution systems also supports multiple communication protocols to both build a single customer view and deliver personalised experiences in real-time.

- Dozens of out-of-the-box connectors available for different types of integration and delivery systems.
- Some of the examples are: Advertisers (Google Display Network), Big Data Sources (AWS), CRM (Salesforce), Data Management Platforms (Adobe Audience Manager), Data Preparation (Informatica), Data Providers (Experian), Email Marketing (Eloqua), Marketing Automation (IBM Unica), Reporting (Tableau), Social Media (Facebook), Tag Managers (Google Tag Manager), Web (Adobe).
- For a wider list of connectors, see [NGDATA's website](#).

### Pricing and support

- No free trial or other testing opportunities though it's possible to schedule a demo.
- Annual contract required.
- Pricing is subscription-based and usage-based. The total fees are a combination of the number of customer profiles and the engagements those profiles are showing to the presented experiences. That way, pricing is linked to two components: the usage and the success of the product.
- NGDATA's Professional Services department aims to assist and educate the customer so they can get the most out of the platform, rather than offering continuing consulting services. Their activities including:
  - Initial installation of the IEP Platform.
  - Analysis and configuration of first UCs with the objective to make the customer self-reliant for future UC implementation, platform upgrades and technical stability.

## Vendor profiles



### **NGDATA**

Sluisweg 2 Bus 10  
9000 Gent Belgium  
[ngdata.com](http://ngdata.com)

### **U.S. Headquarters**

75 Broad St. Suite 2900  
New York, NY 10004  
T: 855-879-3223

- Two types of support packages are available.
  - Basic offers support from 8 a.m. to 6 p.m. Monday through Friday.
  - The Full-service platform operates 24/7 and assists with incident management.
  - For all customers, NGDATA's service desk handles information requests, service requests and suggestions.
- The company also offers managed services that focus on the availability and performance of the software and the operational management of the software environment (cloud or on-premises).

## Vendor profiles

# optimove

## Target customer

- Enterprise B2C brands in multiple industries including retail, travel & hospitality, gaming, financial services and apps.

### Optimove

217 West 21 St.  
2nd Floor  
New York, NY 10011  
T: 888-235-5604  
[optimove.com](http://optimove.com)

### Key customers

GVC  
eToro  
IDT  
Dollar Shave Club  
Penn National  
Staples

### Key executives

Pini Yakuel, CEO

## Company overview

- Founded in 2009.
- 280+ employees.
- Raised \$20M in growth capital funding in September 2016.
- Acquired Axonite, a realtime event streaming solution built on Apache Kafka and Confluent, in February 2020.
- Additional offices in London, Singapore and Tel Aviv.
- With a realtime Customer Data Platform at its core, Optimove empowers CRM marketers to create and manage large-scale, customer-led journeys. Optimove autonomously surfaces valuable customer engagement opportunities, orchestrates self-optimising customer journeys and accurately measures the incremental impact of all marketing interactions.

## Product overview

- Relationship Marketing Hub built upon a realtime Customer Data Platform. Use cases include:
  - Ingesting, cleansing and unifying all customer data in one platform, creating a bespoke customer model, a single customer view and enriching the data with predictive analytics.
  - Transforming data into insights, both by AI-generated actionable insights and a variety of tools for marketers to explore and discover insights from customer data without any technical expertise.
  - Smart multichannel marketing orchestration of contextually relevant, personalised customer experiences and interactions, on a massive scale.
  - Accurate measurement of the incremental impact and value that campaigns, customer journeys and marketing plans at an individual and aggregated level have on any custom KPI.
  - Productised AI for optimisation of individual campaigns, customer journeys or complete marketing plans.
- SaaS hosting.

## Data management

- Offers out-of-the-box connectors with hundreds of data sources, plus a robust API for other systems and use cases.
- Offers out-of-the-box integrations with over 50 external marketing execution systems, plus a robust API for other systems and use cases.
- Additional external systems can access data for a single customer in real time through API calls.
- Offers identity resolution.
  - Additional features include data deduping upon ingestion and best value determination.
- Maintains a persistent ID for each customer.
- Handles structured and unstructured data.
- Software Developer's Kit (SDK) is available for Web, iOS and Android.
- Optimove's Web SDK includes a JavaScript tag that places a cookie in the visitor's browser. This cookie identifies the visitor across repeat visits and can also be matched to a customer ID upon user registration/login. Website interactions, such as page visits and various custom events (add to cart, play video, download file, etc.), are sent as real-time events via the SDK.

## Vendor profiles

# optimove

**Optimove**

217 West 21 St.  
2nd Floor  
New York, NY 10011  
T: 888-235-5604  
[optimove.com](http://optimove.com)

- Native integrations with leading ad networks, including Facebook Custom Audiences, Google Marketing Platform and Criteo. These integrations allow marketers to automate the daily update of targeted customer lists for dozens or hundreds of separate campaigns on these networks, based on Optimove's granular segmentation and predictive analytics.

## Data security

- Certified ISO 27001.
- Direct connections with client databases can be conducted using site-to-site VPN (e.g. IPsec, SSL VPN).
- All storage nodes and devices used for operations, backups and archiving employ always-on encryption.
- GDPR, CCPA, HIPPA and EU-US and Swiss-US Privacy Shield Frameworks compliant.
- Alerts on perimeter network security and anomaly detection.
- Conducts regular third-party penetration tests.

## Analytics

- Marketers can define customer segments and automatically send segment member information to external systems on a user-defined schedule.
- 16 different reports including CLTV analysis by group; explorers for best action per segment, customer data and campaign performance; funnel analysis and more.
- BI Studio for the creation of customised BI reports that leverage data within and outside of Optimove.
- Predictive features available: Machine learning allows marketers to generate, deploy and refresh predictive models.

## Orchestration

- System selects appropriate marketing or editorial content for individual customers through fixed rules or predictive models, based on the data it stores about them, other information and user instructions.
- Leverages AI models to orchestrate customer-led journeys, defining and delivering the best available campaign and channel for each individual customer based on CLTV maximisation.
- Provides a UI to allow marketers to set up multi-step campaigns that include a series of marketing messages for individual customers over time, based on data and user instructions.
- Realtime triggering of campaigns based on data from Optimove SDKs, Server-to-Server connections, third-party integrations or API calls.
- Selects appropriate marketing or editorial content for individual customers during a real-time interaction.

## Third-party integrations

- Hundreds of integrations with both data sources and execution channels.
- Offers API for two-way integration deployments.

## Pricing and support

- No free trials available.
- Annual contract required.
- Priced using a monthly subscription model.
- Average customer spend not disclosed.
- Each client receives:
  - Dedicated data scientist to build the client's bespoke customer model.
  - Dedicated customer success manager for ongoing support.
- Product integration team and strategic services team available at additional cost.

## Vendor profiles



### QuickPivot

2400 District Ave., Fourth Fl.  
Burlington, MA 01803  
T: 617-880-4000  
[quickpivot.com](http://quickpivot.com)

### Key customers

Allen Edmonds  
Annie Selkie  
MacKenzie-Childs  
Orvis  
SVP Worldwide

### Key executives

John O'Malley,  
Chief Executive Officer  
Paul Mandeville,  
Chief Product Officer  
Mike Curtin,  
Chief Revenue Officer  
Gene Zylkusi,  
Chief Technology Officer

### Target customer

- Multi-channel B2C brands.

### Company Overview

- Founded in 2015 after the SmartSource and Extraprise merger.
- 90 employees.
- QuickPivot became a Vericast business in 2019, joining Valassis and Harland Clarke in providing industry-leading insights and analytics to more than 70,000 businesses.
- Headquarters in Burlington, MA.

### Product Overview

QuickPivot is a customer data platform that assists multichannel brands to know, target and engage their customers with advanced cross-channel marketing campaigns. The platform provides marketers with the following capabilities:

- **Identity resolution:** Cleanse, standardise, match and enrich data from source systems with QuickPivot for the highest level of data quality possible.
- **Direct mail:** Build complex, segmented direct mail campaigns directly with QuickPivot's segmentation waterfall feature.
- **Customer segmentation:** Query and analyse your data to create segments for hyper-personalised marketing campaigns.
- **Cross-channel campaign management:** Control the brand experience across email, print, web, social and SMS.
- **Reporting & analytics:** Automatically surface all data in the QuickPivot CDP in its native business intelligence tool.
- **System connectors:** Leverage 200+ prebuilt connectors to integrate all customer and marketing data into a single source efficiently and independently.

### Data management

- Customer data is rarely perfect, so the QuickPivot platform cleanses, standardises and enriches it before creating a single customer view.
- Audit, investigate, explore, standardise and operationalise data to build customer profiles relevant to your business.
- Integrated data quality, hygiene and cleansing processes (CASS, NCOA, address geocoding, NAP standardisation, etc.).
- Experiment and test data schemas before moving to production.
- QuickPivot provides a wizard driven interface and 200+ out-of-the-box connectors to manage ad hoc and automated data ingestion.
  - Manage both online and offline data.
  - Manage both structured and unstructured data.
- Provides deterministic and probabilistic identity resolution to generate unique, persistent customer IDs for every known and unidentified contact. Unidentified contacts are updated to known when the user self-identifies or when a contact match can be made.

### Data security

- GDPR and CASL compliant.
- EU-US Privacy Shield certified.
- SSAE18 and SOC2 certified



## Vendor profiles

**QuickPivot**

2400 District Ave., Fourth Fl.  
 Burlington, MA 01803  
 T: 617-880-4000  
[quickpivot.com](http://quickpivot.com)

**Analytics**

- The QuickPivot CDP includes tools to preview, visualise and report on all of the customer data in the platform.
- The platform includes an integrated business intelligence platform allowing all users to use the same rich CDP data whenever they need it.
- Flexible, user-defined visualisations and dashboards.
- Enhance data using aggregations, segmentation, machine learning and data overlays.
- Define KPIs and metrics for use in segmentation and reporting.
- Generate audiences and insights with intuitive segmentation, query and exploration tools.
- Machine learning-based suite of predictive marketing models provide quick time to value. Models automatically adapt to the user's data, retraining and rebuilding to always provide the best results.
- Out of the box models like Attrition, Product Recommendation and Next Best Offer are available, as well as a Data Science team to build and deploy custom models for clients.

**Orchestration**

- Plan and execute multi-channel customer lifecycle programmes using QuickPivot's intuitive, patented journey designer. Leveraging QuickPivot's journey donuts combines action and response in a simple easy to design workflow.
- Take advantage of a single interface to automate execution across direct mail, email, digital and SMS.
- Integrated waterfall segmentation supports even the most complex catalogue segmentation requirements.

- Support for native, integrated channels as well as flexibility to push audiences to preexisting third party channels.
- Automated data exchanges with external systems for data consistency, additional analysis or activation.

**Integrations**

- QuickPivot provides a no-code wizard driven approach to integrations that removes reliance on developers and enables marketers to get even closer to their data.
- Fully automated data ingestion via prebuilt integrations to both systems of record and third-party activation.
- Automated data exchanges to any system from CRM, to call centre, to activation systems.
- Integrated wizards provide step-by-step guidance to choose a system connector from the list of pre-built options (200+), assign rules and set cadence.
- Perform individual customer data management processes that account for each source system's refresh schedules and API requirements.
- Custom connectors built upon request.

**Pricing and support**

- No free trial.
- Annual contract required.
- Pricing based on the number of contact records
- Customer support included from 8:00 a.m. - 7:00 p.m. ET, Monday to Friday.
- QuickPivot will provide after-hours support.
- QuickPivot's managed services team can be contracted to support campaign execution, data management, data engineering and more.
- Custom machine-learning models are scoped and priced separately.

## Vendor profiles

**Redpoint Global**

888 Worcester Street,  
Suite 200  
Wellesley, MA 02482  
T: (781) 552 3046  
redpointglobal.com

**Key Customers**

CVS Health  
Keurig Dr Pepper  
GoDaddy  
Kingfisher plc  
DISH  
GAP

**Key Executives**

Dale Renner,  
CEO & Co-Founder  
Lewis Clemmens, Chief Solution  
Architect/Data Scientist &  
Co-Founder  
George Corugedo,  
Chief Technology Officer &  
Co-Founder  
John Nash, Chief Marketing &  
Strategy Officer

**Target audience**

- Primarily enterprise companies and some growth-oriented brands in the retail and banking spaces. The number one industry for Redpoint is retail, encompassing CPG/ DTC brands) as well as traditional retailers. Other verticals include healthcare payers and providers, travel and hospitality, retail banking, insurance, web services and telecommunications.

**Company overview**

- Founded in 2006, Redpoint Global currently has 170 employees,
- Headquartered in Wellesley, MA with offices in Colorado, the UK and the Philippines.
- Raised \$38.5M to date.

**Product overview**

- Redpoint rgOne provides complete CDP functionality, including robust data ingestion, data quality, identity resolution, persistent customer record storage and Open garden orchestration using native connectors and endpoint APIs.
- rgOne includes full last-mile orchestration, optimisation and measurement across clients' choice of channels and providers, with data-driven machine learning models and human-curated business rules for data management and cleansing, customer propensity and value, product recommendation, channel and offer selection and optimisation.
- Redpoint offers private cloud, Redpoint-managed and SaaS versions of the solution, including a pre-configured SaaS deployment geared to growth-oriented retailers and retail banks.

**Data management**

- Redpoint provides Big Data support with native connections to Snowflake, Google BigQuery, AWS Redshift, Azure Data Warehouse and multiple NoSQL databases and Hadoop stores and sources across cloud and Hadoop vendors. Redpoint also handles messaging and streaming services with native connectors and provides real-time data services with scalability via clustering and Hadoop.
- Redpoint offers global identity resolution including name, organisation, address and phone normalisation, probabilistic and deterministic matching and optional data curation/lineage workflows for privacy & compliance.
- The company handles a spectrum of online and offline attributes and uses both native and optional third-party tools for normalisation, geo-coding and data enrichment. Redpoint parses unstructured data for identity and other attributes. The company can optionally add NLP capabilities for sentiment analysis and brand identity.

**Data security**

- Redpoint rgOne enables organisations that collect, analyse, store and share personally-identifiable information to achieve compliance with many privacy regulations, including:
  - Canadian Anti-Spam Legislation (CASL), California Consumer Privacy Act (CCPA), General Data Protection Regulation (GDPR), GLBA (Gramm-Leach-Bliley Act), Health Insurance Portability and Accountability (HIPAA), Health Information Technology for Economic and Clinical Health (HITECH), Personal Information Protection and Electronic Documents Act (Canada) (PIPEDA), PCI, U.S./ Privacy Shield, CAN-SPAM & 43 U.S. States that have their own privacy regulations.

## Vendor profiles



**Redpoint Global**  
888 Worcester Street,  
Suite 200  
Wellesley, MA 02482  
T: (781) 552 3046  
[redpointglobal.com](http://redpointglobal.com)

### Analytics

- Redpoint's Automated Machine Learning (AML) module builds real-time machine-learning models based on business KPIs, with support for marketers, citizen scientists and full-time data scientists, and automation from data cleansing to model preparation, evolution, deployment, and optimisation.
- For BI, Redpoint includes native dashboarding with "Insights" for visualisation of audiences and rules as well as pre-built connections to leading BI platforms including Tableau, PowerBI, Looker and Qlik.
- For segmentation and customer attribute enrichment, Redpoint provides automated real-time aggregations, six core customer attribute models and optional machine-learning models. Redpoint also consolidates offer results and customer journey attributes to produce fractional attribution, journey reporting, optimisation, path-to-purchase and model re-training.

### Orchestration

- Redpoint's Intelligent Orchestration module provides a real-time omnichannel orchestration engine, with an interface for creating and managing campaigns, interactions and offers across online and offline channels. See the list of channels under third-party system integration below.
- An optional Digital Advertising & Acquisition module supports ad tech onboarding, activation, measurement and website anonymous personalisation using Redpoint and ad tech partner components.

### Third-party system integration

- Redpoint integrates natively with over 100 martech and other systems, including ESPs, web servers, push, mobile, social platforms, ad networks, optimisation and personalisation servers (if clients choose not to use native functionality here), direct mail and print. In addition, Redpoint provides native integration with many content management, CRM, e-commerce and data warehousing systems.
- Redpoint provides a RESTful API set to manage all aspects of the system, providing the ability to do integration as well as control and manage the system from other apps and systems.
- Redpoint supports mobile apps through partner SDKs and native responsive web and push notification.

### Pricing and support

- Though Redpoint doesn't make pricing information publicly available, it says it licenses based on customer and prospect records and data volume.
- Redpoint doesn't require its customers to make an annual commitment, though it generally provides term-based licences with longer-term commitments.
- It doesn't offer a free trial period, but Redpoint will often collaborate on proof-of-concept projects before a longer-term contract is signed.
- Basic support is included in licence fees. Initial set-up, including integration, data modelling, data quality setup and testing, and data curation setup, are part of implementation fees, done by Redpoint services and/or partners.

## Vendor profiles

**SAP SE**

3999 West Chester Pike,  
Newtown Square, PA 19073  
T: (610) 610-1000  
[www.sap.com](http://www.sap.com)

**Key customers**

Maui Jim  
FranklinCovey  
Rolls Royce Power Systems  
Bosch  
New Era  
doTERRA

**Key executives**

Christian Klein, CEO  
Bob Stutz, President,  
SAP Customer Experience  
Paula Hansen, Chief Revenue  
Officer, SAP Customer  
Experience  
Adrian Nash, head of Strategy,  
SAP Customer Experience

**Target customer**

- Approximately 80% of SAP's customers are SME. However, SAP works with companies of all sizes across all industries.

**Company overview**

- 101450 Employees.
- Founded in 1972.
- On November 4, SAP completed its acquisition of Emarsys, a leading omnichannel customer engagement platform provider. The purchase allows SAP to enhance its Customer Experience portfolio and enable hyper-personalised omnichannel engagements in real time.
- Locations in more than 78 countries, on most continents – and we're continuously expanding our presence around the world.

**Product overview**

The SAP Customer Data Platform (CDP) solution provides a customer insight foundation that can help brands truly understand and personalise the conversation with their customers at any time across any channel, on the customers' terms.

**Data management**

The use cases for the SAP CDP include:

- Connecting every channel engagement to the customer profile for cross-channel hyper-personalisation, centralising customer data and audience segmentation management.
  - Unifying the in-person and offline interactions with the digital engagements. The SAP CDP can unify purchases and preferences from in-person engagements with digital interactions for a complete customer profile for use in commerce, service, sales and marketing.
  - Creating a unified customer profile for use across any marketing system in real-time (where supported) which connects first-party, second-party, third-party data along with behaviour, activities and events from the customer.
  - Offering relevant products based on the omni-channel activity of a customer. The SAP CDP uses the signals from all channels to offer products and services that complement what the customer is interested in or purchased rather than only a single channel.
- Recovering abandoned carts across mobile, web, and in-store. Customers who add to their basket on any channel can also then be offered the chance to resume the purchase using marketing or on-site personalisation.
- Connecting the service teams with the latest customer profile for better support, upsell and cross-sell.
- Providing brands with their own customer 360 view. The SAP CDP delivers real-time updates, self service capability and transparency on what's going on based on high-quality data streams.
- Enabling users to understand the purpose of all data to know when, how and why data can be used in the activation channels without risking compliance issues.
- Creating a modern loyalty strategy using events and activity over time. The SAP CDP collects all the customer signals and identifies high-value customers to deliver a differentiated experience for those loyal to the brand.

## Vendor profiles

**SAP SE**

3999 West Chester Pike,  
Newtown Square, PA 19073  
T: (610) 610-1000  
[www.sap.com](http://www.sap.com)

**Data Security**

- GDPR and CCPA compliant
- ISO27001 and ISO27018

**Analytics and reporting**

The SAP CDP enables users to plug in customer identity and consent solutions as data sources for the CDP. This then feeds into the unified profile with all of the other mapped data sources. The analytics layer then takes this data for analysis and feeds it into downstream and data modeling applications.

**Orchestration**

The SAP CDP offers intelligent data orchestration, enabling users to push customer data, based on purpose, to the right engagement systems to hyper-personalise the customer experience by empowering business users with a user-friendly UI.

**Integrations**

The SAP CDP enables users to ingest and resolve every customer data source in the organisation to create fresh, unified customer profiles. Updated in real time, the unified customer profile is made up of 1st party CRM data, 2nd party, 3rd party, offline data, event and activity streams along with transactional, behavioural, experience and back-office data.

Differentiating capabilities include:

- Customer data unification – the SAP CDP collects and connects all customer data (i.e. prospect and customers, online and offline) around a foundational identity, with deterministic and probabilistic identity resolution rules.

- Back-office pre-integration – the SAP CDP natively connects the back-office data to the front-office to surface customer insights relating to supply chain and order fulfilment through SAP Cloud Platform Master Data Integration services, to uncover more business opportunities.
- Real-time availability – the SAP CDP is a centralised data platform that ingests, processes and shares a high volume of customer data in real-time, to make data available to other applications at all times.
- Adaptive business hierarchies – The SAP CDP realises synergies within the user's business by understanding who owns the customer relationship across the various business units of a large enterprise (e.g. brands, regions).

**Pricing and support**

- Annual contract required.
- Free trial available
- SAP prices its solution by records, storage and transactions.
- The SAP Customer Data Platform is a multi-tenant SaaS solution that is licensed on an annual basis.
- Offers an Early Adopter Care Programme throughout 2021, to accelerate time-to-value for all customers.
- SAP recommends SAP Services or Partner Services, for the initial scoping and first phase of the deployment and configuration. SAP Expert Services are engaged on a time and materials basis.

## Vendor profiles

**Segment**

100 California St., Suite 700  
San Francisco, CA 94111  
T: 415-649-6900  
[segment.com](http://segment.com)

**Key customers**

IBM  
Levi's  
FOX  
Peloton  
Meredith  
Intuit

**Key executives**

Peter Reinhardt,  
Co-founder & CEO  
Tido Carriero, Chief Product  
Development Officer  
Joe Morrissey,  
Chief Revenue Officer  
Sandy Smith,  
Chief Financial Officer

**Target customer**

- Segment works with B2B and B2C companies from the Fortune 500 to early-stage businesses in retail, media, e-commerce, marketplaces and SaaS.

**Company overview**

- Founded in 2011.
- Acquired by Twilio in 2020.
- 500+ employees.
- \$284M in total funding, including a \$175M Series D in April 2019.
- Headquartered in San Francisco, with additional U.S. offices in New York and Denver, as well as international offices in Vancouver, Sydney, London and Dublin.

**Product overview**

Segment's customer data platform (CDP) democratizes access to reliable data for all teams and offers a complete toolkit to standardise data collection, unify user records and route customer data into any system where it's needed. More than 20,000 companies use Segment to make real-time decisions, accelerate growth and deliver compelling user experiences.

## Top use cases:

- Create personalised experiences that are powered by more complete, consistent and real-time audiences.
- Enable data-driven decision making across product, marketing and analytics teams to power their tools, dashboards and sources of truth with a standardised and reliable user record.
- Fuel faster experimentation and growth with one API for all customer data collection that can be used to reduce the need for one-off integrations, allow companies to pivot their stack, launch products and digitally transform.

**Data management**

- Applies standards to multiple data sources for consistent implementation across websites (via JavaScript library), mobile apps (via SDKs) and servers (which support offline data, for example, from a POS system).
- Data accessible in real-time through Segment webhooks or via raw data integration tools like Kinesis.
- Merges user interactions into universal profiles that span web, mobile, server and cloud application touchpoints in real time, using an online and offline ID graph with support for cookie IDs, device IDs, emails and custom external IDs.
- Allows anonymous behaviours to be merged with a known profile once a user authenticates. Once created, marketers can search and view universal customer profiles that contain a complete record of a user's identities, characteristics, actions and associated audiences.
- Allows anonymous and known behaviours from multiple devices, browsers and cookies to be merged to a single known profile once a user authenticates. Profiles can be tied to internal systems using a unique key.
- Provides a suite of data governance tools for real-time data validation, automated QA and enforcement controls to ensure high-quality data in all connected tools.
- Supports web (React, Angular), iOS (React-native, Objective-C, Swift), Android, Cloud Apps (i.e. Stripe) and 10 server-side SDKs (Node.js).
- Stores a raw copy of all data collected in an S3 database that customers can access later if needed.

## Vendor profiles

**Segment**

100 California St., Suite 700  
San Francisco, CA 94111  
T: 415-649-6900  
segment.com

**Analytics**

- Creates real-time user profiles that can be used to build and define audiences for analysis and end-user tools.
  - Syncs all user profile and audience changes automatically to keep all end-tools up to date and aligned.
  - Leverages historical data for profiles and audience creation across all events collected over time.
  - Provides the ability to tag customers with the results of machine-learning models and use integration partners to automatically deploy predictive models across any tool connected to Segment.
  - Defines cohorts of users or accounts and automatically keeps them up to date in end-user tools to build audiences.
  - Self-serve, user-level calculations are attached to user profiles and kept up-to-date in real time.
  - Offers audience growth metrics and audience overlap highlights.
- Audiences can be connected and used for personalisation as well as analysis across leading analytics tools like Amplitude, Mixpanel and Adobe Analytics.

**Data security**

- CCPA and GDPR compliant.
- Annual SOC 2 audit.
- ISO/IEC 27001:2013 certified.
- Conforms with ISO/IEC 27017:2015 and ISO/IEC 27018:2014.
- EU-U.S. and Swiss-U.S. Privacy Shield Frameworks certified.
- TRUSTe Privacy Verified.
- Offers deletion, suppression, hashing and consent management for end-user privacy.

**Orchestration**

- Enables personalised messaging, dynamic interactions and product / content recommendations.
  - Includes a Profile API to enable programmatic access to customer profiles and personalised on-site and in-app experiences. Taps into the universal customer profiles that are built and kept up to date in Segment for both internal (e.g.

support) and external use cases (e.g. web personalisation).

- Users can build workflows to engage with customers in personalised, relevant ways across email, live chat, advertising and more.

**Third-party system integration**

- Over 300 pre-built integrations with marketing and analytics tools systems, including A/B testing, advertising, attribution, CRM, email, helpdesk, mobile, personalisation, SMS/push notification, tag management, data warehouses and data lakes.
- All customers and partners are able to build their own custom integrations using a low-code editor to bring any data into Segment or push Segment data to third party tools or internal systems.

**Pricing and support**

- Pricing based on monthly tracked users (MTUs), which includes the total number of anonymous and logged-in visitors. Pricing varies by plan.
  - **Free plan:** Includes two data sources and unlimited destinations.
  - **Team plan:** Starts at \$120/mo and includes unlimited sources and destinations. Free trials are available.
  - **Business plan:** Custom pricing and includes data management toolkit for data replay, advanced data filtering and controls.
- All plans include data integration and privacy controls. Advanced data governance and audience management are available to Business Plan customers at an additional cost.
- Annual contract is required for the Business Plan.
- Onboarding time ranges from a few days to a few weeks, depending on the company size and complexity of implementing Segment across one or many business units.
- Online support is available for all paid plans. Dedicated customer success and solutions architect support available only for Business Plan customers.
- Professional services are available to support platform implementation as well as advanced use cases or needs.

## Vendor profiles

**SessionM**

2 Seaport Lane, 11th Fl.  
Boston, MA 02210  
T: 617-963-8993  
[sessionm.com](http://sessionm.com)

**Key customers**

Air Canada  
Chipotle  
L'Oreal  
Arby's  
PepsiCo

**Key executives**

Lars Albright,  
Co-founder & CEO  
Scott Weller, Co-founder & CTO  
Mark Herrmann, Co-founder &  
Chief Product Officer

**Target customer**

- Mid-size to enterprise B2C companies in the restaurant, retail, consumer goods and travel industries.

**Company overview**

- Founded in 2011.
- 225 employees.
- Acquired by Mastercard in October 2019.
- \$97.3M in total funding.
- Additional U.S. office in Pittsburgh; global offices in Singapore, Prague, London and Amsterdam.

**Product overview**

- Unifies and matches customer data to a single unique profile.
- Primary use cases focus on audience segments, targeted messaging, scheduled/triggered offers and loyalty management.
  - Unifies data from all customer touchpoints, including e-commerce, in-store point of sale (POS)/kiosk, digital campaign interactions and customer service, to send targeted offers and personalised insights that motivate high-value behaviours.
  - Customer information includes declared data (e.g. name, email, address), observed data (purchases, points earned/burned, offers received/redeemed) and predictive data (customer lifetime value, risk of churn, affinity scores).
  - Scheduled and/or triggered offers can be sent in near real time to be presented and redeemed at the moment of purchase.
  - Data-driven personalised interactions executed across marketing, customer service and in-store channels.
- SaaS and cloud hosting available.

**Data management**

- Supports data gathering and synthesising via both real-time APIs and batch processes.
- Synchronised data is surfaced within the SessionM platform or via API to external systems.
- Manages both online and offline data.
- Manages both structured and unstructured data.
- AnalyticsSystem calculates recency, frequency, spend and customer lifetime value (CLV), as well as product and offer recommendations for each customer profile.
- Marketer-defined customer segments based on any attribute within the system, including location, last purchase, loyalty tier status, etc.
- Reporting dashboards provide insight into the performance of loyalty and rewards programmes. Example reports include loyalty participation and tier membership composition.

**Data security**

- Compliant with GDPR, CCPA and Brazil's LGPD.
- SOC2 certified (platform hosted by Amazon Web Services).



## Vendor profiles

**SessionM**

2 Seaport Lane, 11th Fl.

Boston, MA 02210

T: 617-963-8993

[sessionm.com](http://sessionm.com)**Orchestration**

- Built-in campaign execution capabilities enable users to create targeted audiences based on CDP profiles, loyalty programme data and predictive analytics.
- Deploys targeted, scheduled or behaviourally triggered campaigns across email, app, web or SMS channels.
- Rules engine triggers messaging or offers based on engagement, purchase or location events.
- Analyses and optimises by segment and channel. Tags are dropped on customers as they take action for improved segmentation.

**Third-party integrations**

- A Salesforce preferred loyalty provider for enterprises. Pre-built connectors with Salesforce Marketing Cloud, Service Cloud and Commerce Cloud.
- Pre-built integrations with Twilio, NCR, Olo, Par|Brink, SendGrid, Oracle Responsys, Adobe Campaign, CheetahMail, Sailthru, Airship, Braze, OpenMarket, mParticle, Gigya and more.

- Multiple APIs for custom integrations: SessionM Core APIs, POS APIs, Offers APIs, Incentives APIs, Catalogue APIs and Transactions APIs.
  - Supports both server-to-server and client-to-server transactions.

**Pricing and support**

- No free trial offered.
- Annual contract required.
- Pricing based on monthly active platform users and number of modules. (Monthly active user – defined as an end user whose profile is maintained in the platform and generates at least one API request during the previous 30-day period.)
- Four billable modules: Customer Data Platform, Campaign, Offer and Loyalty.
- Typical onboarding time is 2-4 months.
- Customer support via email and phone included. Availability varies by priority level, from 24 hours to business hours.
- Add-on strategy services available, particularly for loyalty programme optimisation.

## Vendor profiles

**Tealium**

11095 Torreyana Road  
San Diego, California 92121  
T: (858) 779-1344  
tealium.com

**Key customers**

Gap Inc  
Facebook  
VISA  
Cambia Health  
Sportsbet  
Utah Jazz

**Key executives**

Jeff Lunsford, CEO  
Mike Anderson, CTO  
Ted Purcell, CRO  
Heidi Bullock, CMO

**Target customer**

- Tealium works with B2B and B2C enterprises spanning industries including retail, e-commerce, media/publishing, technology, gaming, financial services, healthcare, telecom, non-profits, airlines and education.

**Company overview**

- 520 Employees.
- Founded in 2008.
- Tealium has secured over \$160 million in funding, with its most recent announcement of \$55 million Series F funding in May 2019.
- Headquartered in San Diego, California with its additional offices worldwide in Reading, London, Madrid, Sydney, Paris, Munich, Tokyo and Singapore.

**Product overview**

- The Tealium Customer Data Hub connects customer engagement data in real time across the organisation to drive deep insights and power personalised customer experiences. With a comprehensive single view of the customer integrated across the tech stack, brands can drive actions in each channel using insights from across all channels. The CDH enables organisations to build a comprehensive and actionable customer profile as the foundation for personalised customer experiences.
- The Tealium Customer Data Hub encompasses tag management, an API Hub, a customer data platform with predictive insights and a data management solution.
- Tealium's data-first Customer Data Platform helps teams and tools work off the same set of unified customer data in real time. Designed to empower business users to leverage data for customer engagement and insights, while also supplying powerful capabilities to manage customer data and collection for more technical development resources.

**Data management**

- Tealium can fuel B2C and B2B use cases across the enterprise including:
  - Single view of the customer for personalisation and insights,
  - Customer analytics,
  - Predictive insights and targeting,
  - Customer retention and loyalty,
  - Demand generation and acquisition,
  - Customer experience and support,
  - Customer privacy preferences and consent management,
  - Data quality,
  - DataOps and more.
- To power these use cases Tealium has capabilities for identity resolution, customer modelling, complex segmentation, data standardisation, data onboarding, tag management, data storage, data cleansing/hygiene, data enrichment, unifying online and offline data, data integrations, cross-channel data management and more.

**Data Security and Privacy**

- CCPA and GDPR compliant.
- SSAE18 SOC 2 Type I & II
- ISO/IEC 27001:2013
- ISO/IEC 27018:2014
- Veracode Verified - Attestation of Tealium software security backed by Veracode's industry-leading platform and programmatic approach, 10+ years' experience, more than 65 trillion lines of code scanned and over 30 million flaws fixed.

## Vendor profiles

**Tealium**

11095 Torreyana Road  
 San Diego, California 92121  
 (858) 779-1344  
<https://tealium.com>

- EU-US and Swiss-US Privacy Shield Frameworks (although do not rely on these frameworks as a legal basis for transfers of personal data)
- Consent Collection and Management - Data about customers is collected across channels with consent provided (when relevant). Companies can manage consent and preference data in the customer profile and use this data to create audiences and manage data collection in a privacy-conscious way. Consent choices are enforced across the tech stack throughout the customer lifecycle.
- Provides extensions for further ability to manage sensitive data (such as email addresses) at the point of collection to provide additional security.

Self-service consent and preference portals are supported so customers can control their choices, including whether or not data can be shared with third parties.

**Analytics and reporting**

Tealium offers a variety of analytics in product to ease usage of customer data.

- Data Supply Chain visualisation providing visibility into data flow across the lifecycle of customer data from collection, to transformation and enrichment, to delivery across the tech stack.
- Live Events feature to monitor data and data quality as it flows through the system.
- Dashboards providing oversight of profiles flowing into and out of various audiences.
- Audience Discovery tool allows users to analyse real-time graphical representations of both historical and live site visitor data and site visit behaviour.
- Audience Sizing tool enables users to specify date ranges and rule conditions to search audience data for matching visitor profiles.
- Tealium Predict is a predictive analytics tool built within AudienceStream CDP to provide machine-learning based predictions about any customer behaviour tracked in the CDP. This insight can be leveraged to define audiences and trigger actions.

**Orchestration**

- The capabilities of the Tealium Customer Data Hub enable companies to use customer data to power engagement and insights how they want. It provides a vendor and tool neutral data layer to personalise cross-channel engagement leveraging a first-party data strategy. Tealium provides deep capabilities across the data supply chain which include the following 5 stages: Data Collection, Standardisation, Transformation and Enrichment, Integration and Activation.
- The Tealium Customer Data Hub encompasses tag management, an API Hub, a customer data platform with machine learning and a data management solution.
- Tealium iQ Tag Management and Tealium EventStream API Hub provide comprehensive data collection for tag-based and API based data collection and standardisation.
- Tealium's customer data platform, AudienceStream, transforms and enriches this raw, event-level building block data into visitor profiles and enables businesses to take action on these profiles and audiences through turnkey connectors and integrations.
- Customer data can be orchestrated and syndicated into any platform across the over 1,200 integration marketplace.
- Tealium Predict layers machine learning-powered predictions into customer profiles and delivers predictive insights and actions.
- Tealium DataAccess is a data management solution that gives customers access and ownership of their data to power other applications outside of Tealium.
- Tealium creates unique visitor profiles and audiences representing key behaviour patterns relevant to the business. Each key attribute or predictive data point is given a visual badge in Tealium enabling business users to quickly take action and build targeted segments.

## Vendor profiles

**Tealium**

11095 Torreyana Road  
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<https://tealium.com>

**Integrations**

- Over 1,200 turnkey and customisable integrations in our marketplace available at no extra cost to our customers.
- Integrations built by customer request.
- Integrations comprise a number of different types of integrations from tags, to pre-built connectors, to APIs and webhooks. When pre-built options aren't available, there are customisable options.
- Integrations support client-side and server-side vendors and technologies, including top names like Adobe, Facebook and Google.

**Pricing and support**

- No annual contract required.
- Free trial is available.
- Priced based on the number of events collected with included service hours based on the volume tier.
- Every customer gets a deployment plan and dedicated account manager for ongoing support. Typical deployment, including customer training and setup, is completed within 90 days. Tealium has an online ticketing system for questions and assistance. Based on contract volume, customers receive a number of support hours.

- Tealium services are designed to help deploy and support ongoing success and utilisation of the platform. The company also works with an ecosystem of SIs and others who help to provide strategy on media, creative, data, analytics, etc. Each customer engagement has a deployment scope of work and ongoing support based on the customer's needs.
- Typical service projects included as part of an engagement involve: Implementation project management, Integration strategy, Platform managed services, Account management, Platform data management strategy, Data platform reconciliation, etc.
- Tealium also supplies all customers access to its 19,000+ user community, complete with self-service access to comprehensive documentation and access to on-demand educational videos, webinars and other materials.

## Vendor profiles

**Treasure Data**

2565 Leghorn St.  
Mountain View, CA 94043  
T: 866-899-5386  
[treasuredata.com](https://treasuredata.com)

**Key customers**

Muji  
Shiseido  
Subaru  
Wish.com  
AB InBev  
Stanley Black & Decker

**Key executives**

Pankaj Tibrewal, CEO  
Sadayuki Furuhashi,  
Co-founder & Chief Architect  
Tom Treanor, CMO  
William DeLay, COO

**Target customer**

- Enterprises across all verticals in both B2C and B2B.

**Company overview**

- Founded in 2011.
- Treasure Data became a wholly-owned subsidiary of Arm Ltd. in October 2020.
- Treasure Data has 450 employees worldwide, focused solely on the CDP business.
- Additional offices in Tokyo, Japan; Seoul, South Korea; and Vancouver, BC.

**Product overview**

- Treasure Data Customer Data Platform (CDP) seeks to empower companies by delivering rich customer insights that drive outstanding customer experiences. Built on a strong data management foundation, the CDP enables brands to securely unify customer data at scale. The platform evolves with brands' technology stacks to future-proof all customer data initiatives.
- Data lake enables customer data management at any scale: Petabytes of compressed data, 2 million-plus records ingested per second and 1 million queries run per day.
- Flexible data pipeline and profile management automates continual updates to a single, actionable view of the customer, account, household or any type of profile.
- Segmentation and predictive scoring modules to run configurable propensity models and precisely target buyers for cross-channel campaigns.
  - Identifies best, current and potential customers and automatically create segments.
  - Personalises customer interactions in real time to increase retention and upsell opportunities.
- Pre-built connectors to the most widely adopted marketing and business intelligence (BI) systems for personalised communications in the most relevant channels

**Data management**

- One platform for all data ingestion, pipeline and profile management (Extract, transform, load, ETL, capable).
- Data accessible via standard query language; individual-level data accessible via API.
- Unifies and maintains a persistent ID for each customer and utilises any other ID when needed for personalisation across web, mobile, etc.
- Software development kit (SDK) available, including mobile (Android, iOS, Unity, Unreal).
- Website interactions tracked via cookie and JavaScript tag.
  - Treasure Data can match its own cookie IDs with third-party cookie IDs to allow the marketer to enrich profiles with external data or reach users through advertising networks.

**Data security**

- GDPR and CCPA compliant.
- SOC 2 Type 2 and ISO/IEC 27001:2013 certified.
- EU-US and Swiss-US Privacy Shield certified.

## Vendor profiles

**Treasure Data**

2565 Leghorn St.  
Mountain View, CA 94043  
T: 866-899-5386  
[treasuredata.com](http://treasuredata.com)

**Analytics**

- Guided rules-based segmentation to create personalised marketing campaigns.
- Marketer-enabled machine learning for propensity modelling to assess current behaviours and predict future behaviours.
- Bring-your-own analytics with modelling based on Apache Hivemall, a scalable machine learning library that runs on Apache Hive.
- Cross-channel attribution templates for custom and traditional models, including first touch, last touch, linear, time decay and more
- Built-in reports and dashboards to provide at-a-glance data visualisations of campaign performance, web analytics, data quality and more.

**Orchestration**

- Allows personalised engagement and marketing programmes in real time, with robust workflow combined with dynamic segmentation.
  - Serves personalised content by unifying data from different marketing tools (i.e. Salesforce, Marketo, etc.), and real-time website visits to create a dynamic homepage that displays content catering to a visitor's job title.
  - Supports cross-channel, cross-device orchestration, audience retargeting, website and app personalisation, audience segmentation, rules-based messaging management, social and open web advertising, and triggers for email and mobile notifications

- Connects to leading BI tools for additional reporting and analysis to deliver insights across the organisation.

**Third-party system integration**

- 170+ out-of-the-box integrations for mobile and apps, web, raw data, databases, advertising, social media, BI, email, marketing automation, CRM, analytics, enterprise resource planning (ERP), devices and sensors (IoT), e-commerce, payments and customer support.

**Pricing and support**

- Pricing based on number of known profiles.
- Annual contract required.
- No free trials; 8-week Proofs of Concept (POCs) offered.
- Onboarding with initial results are available days after data ingestion.
- Support is included; Treasure Data also offers add-on premium support, professional services and custom integrations.

## Vendor profiles

# velocidi

## Target customer

- E-commerce brands with a special focus on fashion/apparel. Serving the U.S., UK and European Union (EU).

### Velocidi

115 E 23rd St., 3rd Fl.  
New York, NY 10010  
T: 212-884-9990  
[velocidi.com](http://velocidi.com)

### Key customers

Figleaves  
MO Fashion  
Dott  
Bake Me A Wish

### Key executives

Paulo Cunha, CEO  
Afonso Santos,  
Head of Sales, EMEA  
Megan Gravley, Customer  
Growth Leader, North America  
Jeremy Halbout,  
VP, Customer Success

## Company overview

- Velocidi helps e-commerce brands grow their sales by leveraging first-party customer and site visitor data with machine learning to improve audience segmentation for marketing campaigns.
- Founded in 2009.
- \$12M in Series A funding in December 2016 led by Pilot Growth Equity.
- CDP launched in 2017.
- Acquired ShiftForward in 2018 and gained an office in Porto, Portugal.

## Product overview

- Velocidi's software helps brands improve sales and revenue by delivering machine-learning audiences that yield better campaign results.
- Primary use cases focus on optimising retargeting and retention campaigns, as well as supporting attribution and acquisition campaigns.
- Key functions include customer segmentation, predicting customer behaviour and lifetime value, on-site personalisation and development of custom ad audiences for optimised marketing campaigns across any ad platform.
- Velocidi-managed software is deployed in the client's own infrastructure, similar to a CDP developed in-house.
- Uses first-party tracking tags served from the client's domain, not affected by ad blockers or browser privacy settings.
- Data collection at the customer-event level.

## Data management

- All user data and their events accessible through private API.
- Cross-channel identity resolution with persistent IDs for each customer.
- Manages both online and offline data.
- Manages both structured and unstructured data.
- Software development kit (SDK) available for all major platforms, such as browsers, iOS and Android.
- Website interactions tracked through JavaScript SDK or HTTP tracking API.
- Supports bi-directional third-party browser cookie syncs.

## Data security

- Each client has their own CDP, so there is no data sharing between vendor and client.
- The client is the data owner, and Velocidi operates the product.
- GDPR and CCPA compliant.
  - Partnership with ePrivacy Germany for fast-track client-specific ePrivacyseal GDPR certification.
- ISO 27001 certification in progress.

## Vendor profiles

# velocidi

## Analytics

### Velocidi

115 E 23rd St., 3rd Fl.

New York, NY 10010

T: 212-884-9990

[velocidi.com](http://velocidi.com)

- Customer journey visualisation.
- Rules-based audience segmentation based on customer behaviour attributes.
- Automated, machine learning-based segment creation based on predicted customer attributes, including likelihood to buy and predicted customer lifetime value (CLV).
- Attribution reports including predicted CLV for traffic source, medium and campaign.
- Lift reports for A/B testing experiments.
- APIs for data queries to build custom reporting, supporting both historical events collected and persistent customer information.

## Orchestration

- Individual-level personalisation delivered through integration with third parties by activating machine-learning segments.
- Next best messages, articles or product offers delivered through third-party platforms from Velocidi's built-in recommendations framework.

## Third-party integrations

- Generic integration strategies (using webhooks, JavaScript tags or file uploads) compatible with hundreds of marketing platforms.
- Custom integrations with major platforms including ad networks (Facebook Ads, Google Ads), CRM and commerce (HubSpot, Microsoft Dynamics 365, Salesforce, SAP), marketing automation (Marketo), customer experience (Brightcove), analytics tools (Adobe Analytics, Google Analytics), ESPs (Mailchimp, Gmail) and data collaboration and management solutions (Dropbox, OneDrive).
- New custom integrations added on demand, using generic strategies such as pixels, file drops or webhooks.

## Pricing and support

- Free trial or other testing opportunities available.
- Annual contract required.
- Pricing tiers are based on the number of unique customer profiles stored and the number of events tracked per month.
- Lowest standard tier is \$5k per month.
- Trials with reduced and performance-based pricing are also available.
- Velocidi's standard software licence is inclusive of all deployment, onboarding, training, ongoing services/support, audience creation/activation and attribution.
  - Velocidi offers a guided onboarding process that rolls out goal-oriented use cases in an incremental fashion. It starts with retargeting, as it requires minimal effort from the client and is able to immediately have a positive impact on sales and revenue, and then moves on to other use cases including retention, prospecting and attribution.
  - Clients can begin using optimised retargeting campaigns to maximise sales and drive more revenue in as little as 1 month after executing a contract.
  - Ongoing customer support includes a dedicated customer support representative, scheduled check-ins, documentation, quick-start guides and online tutorials.
- Clients have the opportunity to influence roadmap prioritisation.