FORRESTER®

The Forrester Wave™: Data Management Platforms, Q2 2019

The Seven Providers That Matter Most And How They Stack Up

by Tina Moffett and Arleen Chien
June 13, 2019

Why Read This Report

In our 34-criterion evaluation of data management platforms (DMPs), we identified the seven most significant ones — The ADEX, Adobe, Lotame, Neustar, Nielsen, Oracle, and Salesforce — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2C marketing professionals select the right one for their needs.

Key Takeaways

Salesforce And Adobe Lead The Pack
Forrester's research uncovered a market in which Salesforce and Adobe are Leaders; Neustar, Nielsen, and Oracle are Strong Performers; and Lotame and The ADEX are Contenders.

Omnichannel Marketing Integrations And Advanced Analytics Are Key Differentiators
As the DMP core technology matures, vendors that have better omnichannel marketing integration and advanced analytics for closed-loop measurement position themselves to successfully deliver on maturing customer use cases.

The Forrester Wave™: Data Management Platforms, Q2 2019
The Seven Providers That Matter Most And How They Stack Up

by Tina Moffett and Arleen Chien
with Mary Pilecki, Joe Stanhope, Fatemeh Khatibloo, Joanna O'Connell, David Novitzky, and Christine Turley

June 13, 2019

Table Of Contents

Related Research Documents

Forrester Analytics: Adtech (Data Management Platforms) Forecast, 2018 To 2023 (Global)

The Forrester Tech Tide™: Adtech For B2C Marketers, Q2 2018

The Future Of Omnichannel Advertising Must Be Customer Obsessed

Share reports with colleagues. Enhance your membership with Research Share.

FORRESTER®

Forrester Research, Inc., 60 Acorn Park Drive, Cambridge, MA 02140 USA
+1 617-613-6000 | Fax: +1 617-613-5000 | forrester.com

DMPs Position Themselves As The Anchor For Marketing Orchestration

Marketers know that delivering relevant content to the right consumers in the right context is non-negotiable in the age of the customer.[1] As a result, advertising and marketing technologies are slowly melding together as marketers try to deliver consistent messages across different touchpoints.[2] DMPs have long been the anchor for advertisers, allowing them to create audiences for smarter targeting.[3] But recent industry privacy standards that focus on eliminating creepy and overly-invasive customer-behavior tracking across digital touchpoints are changing this. Advertisers, publishers, and tech vendors are pushing for more sustainable ways to manage customer data for the purpose of orchestrating seamless, omnichannel executions.[4] In response, DMP solutions are attempting to look for their place alongside buyers' marketing technology (martech) stacks to truly serve as the enterprisewide asset for audience insights. Advertisers that envision the DMP to be the primary data layer that orchestrates their omnichannel executions should look for providers that:

› **Take a quality, not quantity, approach to building customer data assets.** Marketers invest in DMPs to extend their first-party data and to efficiently reach relevant audiences. If marketers expect their DMP to be an enterprisewide intelligence center, they must find a vendor that sources accurate data, using a formalized data quality audit process across all data providers. Vendors in this evaluation hold key third-party data sources and increasingly officiate marriages between clients and second-party data sources for contextually rich audience insights. Few vendors supplement third-party data sources, using web crawling tools across publishers' sites to uncover consumer behaviors in a cookieless environment.

› **Prioritize consumer consent management as the backbone of data usage.** Even though DMPs hold pseudonymized data, consumer consent must be built into its data infrastructure so marketers can manage consumer privacy preferences. The growing number of data protection laws heighten consumers' awareness of brands' data collection practices, impacting marketers' ability to reach addressable audiences.[5] Cookie-tracking restrictions enforced by Apple's Safari and Mozilla's Firefox threaten marketers' ability to collect audience behavioral data. Vendors are future-proofing their DMPs by matching ingested data to an identifier within their ecosystem to ensure consistent use across touchpoints.

› **Focus on robust integrations beyond the advertising technology (adtech) ecosystem.** A DMP's omnichannel capabilities manifest in CRM data enrichment, website personalization, and email campaigns that use anonymized audience data for enhanced targeting. And vendors are investing in advanced analytics and performance measurement capabilities to help clients understand cross-channel performance beyond vanity metrics. Vendors that are building native capabilities or deep integrations for omnichannel data ingestion and syndication sources across content management, web analytics, and other offline partners are better positioned to help marketers execute omnichannel campaigns.

Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, and Contenders. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in our reports Now Tech: Data Management Platforms In Europe, Q4 2017, The Forrester Tech Tide™: Adtech For B2C Marketers, Q2 2018, and Now Tech: Data Management Platforms In Asia Pacific, Q2 2019.

We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on Forrester.com to download the tool.

FIGURE 1 Forrester Wave™: Data Management Platforms, Q2 2019

THE FORRESTER WAVE™
Data Management Platforms
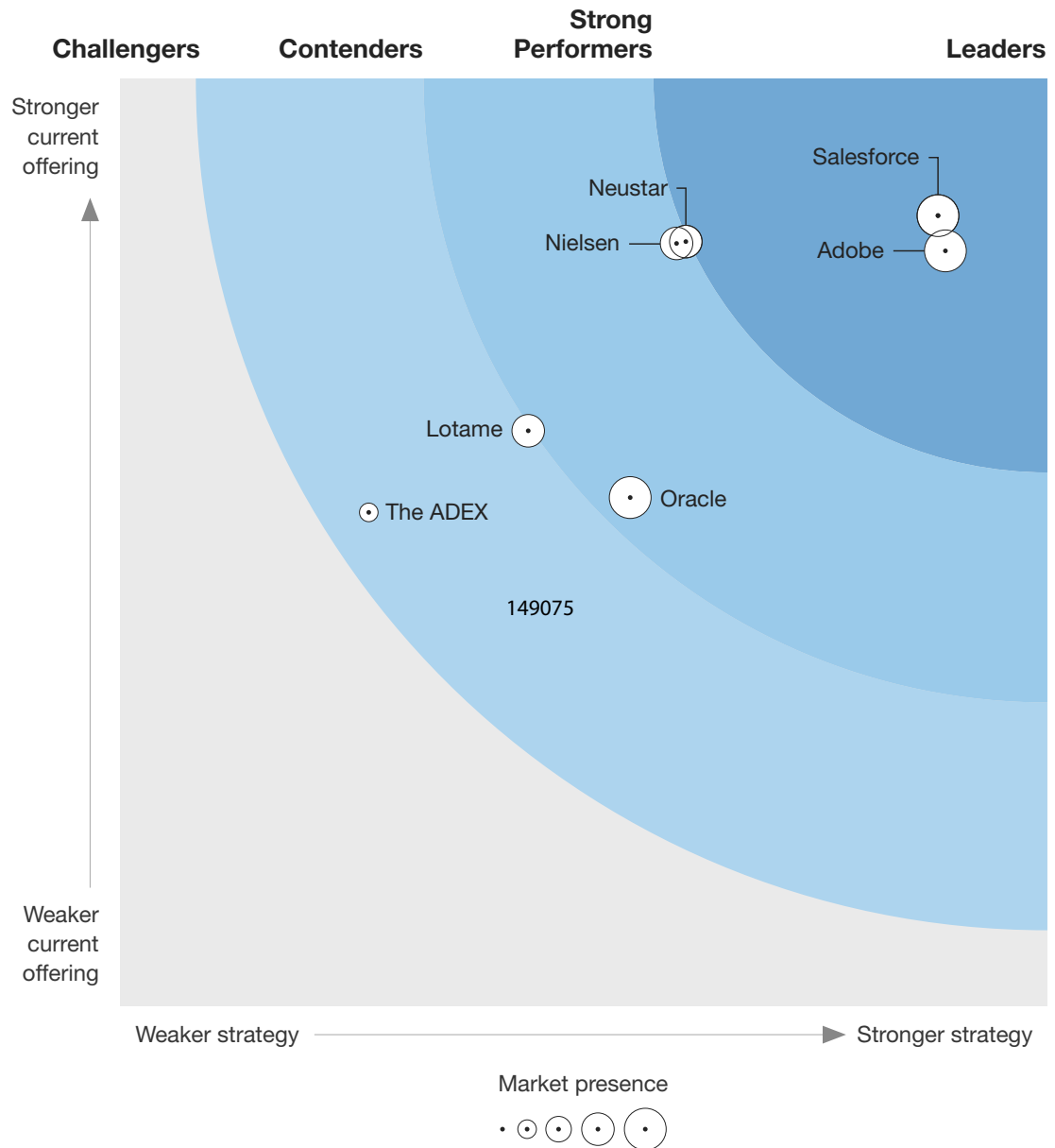
Q2 2019

FIGURE 2 Forrester Wave™: Data Management Platforms Scorecard, Q2 2019

	Forrester's weighting	The ADEX	Adobe	Lotame	Neustar	Nielsen	Oracle	Salesforce
Current offering	50%	2.66	4.07	3.10	4.12	4.11	2.74	4.26
Data ingestion and syndication	10%	2.60	4.00	4.30	3.30	4.30	2.60	5.00
Data onboarding	10%	3.00	3.00	3.00	5.00	3.00	3.00	3.00
User identification	10%	3.00	4.60	3.00	4.60	4.20	5.00	5.00
Device identification	10%	3.00	5.00	3.00	3.40	3.40	1.80	5.00
Data management and protection	15%	3.40	5.00	2.20	3.80	3.80	3.00	4.20
Data segmentation and syndication	15%	2.40	4.40	3.90	4.10	5.00	3.00	5.00
Data analysis	25%	1.80	3.00	2.70	4.40	4.40	1.90	3.50
Product flexibility	5%	3.50	5.00	3.50	4.00	4.00	2.50	4.00
Strategy	50%	1.34	4.45	2.20	3.05	3.00	2.75	4.41
Product strategy	85%	1.40	4.70	1.70	2.70	3.00	2.70	4.30
Supporting products and services	15%	1.00	3.00	5.00	5.00	3.00	3.00	5.00
Market presence	0%	2.00	5.00	4.00	3.50	4.00	4.50	4.50
Customer base	50%	3.00	5.00	4.00	4.00	5.00	4.00	4.00
Global footprint	50%	1.00	5.00	4.00	3.00	3.00	5.00	5.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Vendor Offerings

Forrester included seven vendors in this assessment: The ADEX, Adobe, Lotame, Neustar, Nielsen, Oracle, and Salesforce (see Figure 3).

FIGURE 3 Evaluated Vendors And Product Information

Vendor	Product evaluated
The ADEX	ADEX DMP
Adobe	Adobe Audience Manager
Lotame	Lotame DMP
Neustar	Identity DMP
Nielsen	Nielsen DMP
Oracle	Oracle DMP
Salesforce	Audience Studio

Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors.

Leaders

› **Salesforce executes DMP capabilities within a consent management framework.** Because Salesforce acknowledges that delivering desirable customer experiences means respecting customer consent, its DMP product, Audience Studio, operates on top of automatic data rights and consumer rights controls and protections. These consent controls allow Salesforce to bridge unknown and known customer data while respecting PII within the pseudonymized DMP world. Audience Studio's global client base, of which a lion's share is located in North America (NA) and Europe, the Middle East, and Africa (EMEA), is supported by the thousands of employees under its parent product, Marketing Cloud.

Audience Studio's built-in consumer consent controls impact its reach; however, clients appreciate the renewed focus on data privacy, quality, and accuracy. To supplement this approach to building a marketing orchestration tool, Salesforce has invested in integrations to its own Datorama, Interaction Studio, and Journey Builder, allowing marketers to begin sequencing their messaging and media to move toward omnichannel advertising executions. Though current DMP applications — beyond programmatic advertising — are still mostly in email, client references are optimistic that Audience Studio's syndication outlets will extend to other touchpoints. To get them there, client references want improvements in workflow across the Salesforce ecosystem and media and marketing measurement capabilities grounded in statistical approaches to clearly surface the DMP's net value. Salesforce is best suited for marketers looking to manage myriad data sources who want a guided approach to data management and syndication.

› **Adobe supports advertisers that want to push the DMP boundaries.** Audience Manager, one of the many solutions within the Adobe Experience Cloud, aims to connect consumer data with "experience delivery" across all customer touchpoints — online and offline. The product supports omnichannel advertising initiatives by matching ingested data to its persistent ID, bridging the DMP and customer data platform (CDP) gap, for audience segmentation, targeting, and analysis. Adobe envisions creating this closed-loop marketing system based on identity management and advanced analytics. And customers have bought into its vision. From 2016 to 2018, Audience Manager saw a 93% customer growth rate, with particularly high growth in NA and Asia Pacific (AP). Currently, Audience Manager is utilized by over 600 clients, more than 50% of which are enterprise-sized.

Adobe's product differentiates as it is built on the principles of Privacy by Design and holds numerous vertical-specific security certificates that allow it to handle customer data in highly regulated industries like healthcare and financial services. On top of this infrastructure, Adobe has strong core DMP capabilities, such as audience building and segment syndication. But its embedded advanced media measurement capabilities need work if Adobe is serious about helping clients better quantify audience performance across media assets. Audience Manager client references agree that the user interface needs to be "modernized" and made "marketer friendly" with smoother integrations across other Adobe products, like Analytics and Target. Audience Manager is best for marketers eager to plug DMP insights directly into omnichannel marketing plans with a single vendor.

Strong Performers

› **Neustar provides identity-driven data and insights to create contextual experiences.** Neustar's product vision for its Identity DMP is to help marketers curate customized audiences and attach marketing performance insights to each audience segment. As part of Neustar Marketing Solutions, Identity DMP combines advanced marketing measurement with customer segments to decipher the potential value of clients' audiences and enables its clients to create and target audiences with effective marketing strategies. Neustar Identity DMP has over 400 clients, primarily concentrated in NA, but is actively expanding customer service offerings and technical support around the world.

Neustar has strong person-, household-, and device-level identity resolution and customer data onboarding capabilities because of its access to over 200 data sources, including caller ID, wireless, and directory assistance data. One client reference specifically called out, ". . . It's great to have a partner so close to the data." Additionally, many clients who use the Data Science Development Kit validate its flexible data analytics capabilities resulting from its ability to connect data sources through the identity graph as well as its other ancillary customer intelligence offerings. But to differentiate, Neustar must get out of the technical weeds and align its product road map with its stated vision. Neustar fully complies with consumer data privacy laws, but, given its strong data assets, it must also be an active thought leader in this space, offering privacy and consent

regulation guidance, training, and best practices for brands across industries. Put Neustar on your short list if you need strong data connectivity capabilities layered with advanced performance marketing analytics across your audiences.

› **Nielsen deepens its foothold in data assets to power clients' media planning.** The Nielsen DMP, which sits within Nielsen's Marketing Cloud, focuses on providing audience insights through its unique data assets like Nielsen Catalina Solutions (NCS), Nielsen Homescan, and Gracenote, a more recent acquisition that provides internet of things (IoT) data. The Nielsen DMP is currently used by over 800 clients, with 80% of them complementing this investment with media effectiveness and media measurement products like Multi-Touch Attribution, Digital Brand Effect, and audience ratings.

Nielsen offers solid user identity resolution, data segmentation and syndication, and data analysis capabilities. Client references reinforced how Nielsen's technology, coupled with its customer success teams, was instrumental in helping them transform their planning and optimization processes around more efficient audience targeting. But given Nielsen's legacy in measurement, client references expect best-in-class capabilities on this front and want to see continued improvement, with more informative customer journey analysis tools and a cleaner user interface with better visualization capabilities for audience reach and overlap analysis. Nielsen is best suited for consumer packaged goods (CPG), retailers, automotive manufacturers, and media owners who can best leverage the vendor's ability to be a data partner in their quest for measuring media effectiveness.

› **Oracle focuses on scaling customer data.** The Oracle DMP, acquired as BlueKai, is part of the Data Cloud and is positioned to help Oracle straddle both the adtech and martech worlds with its large consortium of third-party data. As a global veteran in this space, Oracle is putting its weight behind its vision of leveraging the DMP and Oracle Marketing Cloud's CX Unity together to inform a client's owned marketing strategies across all channels. Forrester estimates that the Oracle DMP currently has over 250 global clients with most in NA and EMEA.

Oracle continues to focus on audience extension use cases and building upon the breadth and depth of its branded data providers, adding curated segments to meet vertical-specific audience needs. Its bullish approach to third-party data has led it to put data quality and ethical data sourcing checks in place to vet providers that participate in the Oracle Data Marketplace. But as regulations like GDPR and CCPA threaten the data ecosystem, client references are noticeably worried about how Oracle is future-proofing its solution. Oracle must communicate a more balanced approach of not only updating its user interface but also investing in its underlying data infrastructure to address client concerns over its product road map. Additionally, Oracle must incorporate deeper performance analytics across its audiences to proactively surface audience insights. Oracle is good for marketers who need access to a well of data and a seasoned vendor to help navigate the online advertising world.

Contenders

› **Lotame supports marketers and publishers by building direct relationships.** Lotame offers an unstacked DMP with core capabilities in data collection through Connect, audience creation via LAB, audience and campaign analysis through Analytics, and data marketplaces through Data Exchange. It takes pride in being an independent provider with tight client relationships and lots of product flexibility. Lotame has a strong publisher client base and expertise in providing audience insights for these firms to use with advertisers. With over 350 clients globally, it has maintained a 90% customer retention rate from 2016 to 2018.

Lotame received high marks for its dynamic segment creation, predictive analytics, and second- and third-party data availability. Client references validate Lotame's hierarchical segment building capabilities, calling out the platform's flexibility and intuitive interface. It takes a consultative approach with clients, guiding them through a structured maturity model with clear use-case-based training supported by strong technical and strategic resources. But Lotame has work to do on identity resolution and is currently working toward improving its security standards as it is in the process of becoming ISO certified. Client references also want better integration across Lotame's solutions to apply machine learning to look-alike modeling capabilities, and they hope that Lotame will push beyond core DMP use cases. But for now, its vision is heavily focused on deep audience analysis in the digital media world. Publishers should consider Lotame if they want to monetize their first-party data and use audience insights to customize new content or products. Marketers should consider Lotame if they want to forge direct relationships with publishers or other advertisers.

› **The ADEX is for advertisers with straight-forward DMP needs in EMEA and AP.** The ADEX is a Berlin-based, independent DMP hyperfocused on audience creation for more effective digital targeting. Its core offering has a self-proclaimed emphasis on service and a partnership model with agencies, advertisers, publishers, and data providers to aid audience analysis. With over 500 clients globally, it plans to build a presence through partnerships in Latin America (LATAM) by the end of 2019 to supplement its more than 60 employees in EMEA and AP.

Since the 2017 Forrester Wave evaluation, The ADEX has made improvements specifically in its scoring and segment syndication capabilities. Privacy and consent management are central to its overall platform which, by default, enforces compliance with data collection policies and guidelines. At the same time, some capabilities including identity resolution and real-time dynamic segmentation lag those of its competitive set. Beyond core DMP capabilities, The ADEX's recent acquisition of marketing measurement vendor AdClear is in line with its vision for intelligent performance insights as it ties together audience analytics and attribution. Client references love The ADEX's flexibility and regional expertise but would like it to improve on data visualization features in the user interface. The ADEX is a good choice for marketers who need deep expertise and DMP capabilities primarily for digital media buying in EMEA.

Evaluation Overview

We evaluated vendors against 34 criteria, which we grouped into three high-level categories:

› **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include data ingestion and syndication, data onboarding, user identification, device identification, data management and protection, data segmentation and syndication, data analysis, and product flexibility.

› **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated product strategy and supporting products and services.

› **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's customer base and global footprint.

Vendor Inclusion Criteria

Forrester included seven vendors in the assessment: The ADEX, Adobe, Lotame, Neustar, Nielsen, Oracle, and Salesforce. Each of these vendors:

› **Offers its DMP as a standalone product.** Every vendor in this evaluation has a proprietary DMP solution that clients can buy as a standalone product. These solutions ingest disparate first-, second-, and third-party data sets; provide normalization and segmentation on that data; and allow users to push the resulting audience insights into various activation channels.[6]

› **Has more than 175 active clients across global regions.** We included vendors that own significant mindshare in the global DMP market and frequently compete against each other for clients' business.

› **Has a client base that has 35% or more enterprise- and medium-sized businesses.** Because Forrester's clients are mostly enterprises with more than $1 billion in revenue, we focused this evaluation on vendors that have a similar audience. We wanted to ensure that the vendors included have a proven track record for addressing and supporting the needs of both enterprise- and medium-sized businesses.[7]

› **Must be growing and show that it has acquired more than 25 new customers in 2018.** Forrester predicts that global adoption of DMPs will double within the next five years.[8] The vendors we included in our evaluation have shown consistent, healthy business and customer growth across global markets to support the demand for DMPs.

› **Serves both marketer and publisher clients.** Forrester believes that both marketer and publisher clients can benefit substantially from the audience extension, segmentation and analysis, and insights drawn from DMPs. We wanted to build an evaluation that highlights the full extent of capabilities and use cases that the DMP can support.

Engage With An Analyst

Gain greater confidence in your decisions by working with Forrester thought leaders to apply our research to your specific business and technology initiatives.

Analyst Inquiry

To help you put research into practice, connect with an analyst to discuss your questions in a 30-minute phone session — or opt for a response via email.

Learn more.

Analyst Advisory

Translate research into action by working with an analyst on a specific engagement in the form of custom strategy sessions, workshops, or speeches.

Learn more.

Webinar

Join our online sessions on the latest research affecting your business. Each call includes analyst Q&A and slides and is available on-demand.

Learn more.

Forrester's research apps for iOS and Android.
Stay ahead of your competition no matter where you are.

Supplemental Material

Online Resource

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows The Forrester Wave™ Methodology Guide to evaluate participating vendors.

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by March 21, 2019, and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with The Forrester Wave™ Vendor Review Policy, Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy and publish their positioning along with those of the participating vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the Integrity Policy posted on our website.

Survey Methodology

Forrester fielded its Forrester's Q2 2019 DMP Forrester Wave™ Customer Reference Online Survey to 24 marketing professionals who use a data management platform included in this Forrester Wave evaluation. Vendors recruited these respondents to complete a survey about their satisfaction and use of their technology.

Forrester fielded the survey in March and April 2019. Respondent incentives included a summary of the research results when the Forrester Wave was published.

Endnotes

[1] See the Forrester report "The Power Of Customer Context."

[2] See the Forrester report "A More Perfect Union: Adtech And Martech Convergence Will Revolutionize Marketing."

[3] See the Forrester report "The Forrester Wave™: Data Management Platforms, Q3 2013," see the Forrester report "The Forrester Wave™: Data Management Platforms, Q4 2015," and see the Forrester report "The Forrester Wave™: Data Management Platforms, Q2 2017."

[4] Source: Tina Moffett, Steph Liu, Fatemeh Khatibloo, "Apple ITP 2.1: What It Is, What It Means, And Why It Matters," Forrester Blogs, April 4, 2019 (https://go.forrester.com/blogs/apple-itp-2-1/).

[5] See the Forrester report "Predictions 2019: Privacy And Data Ethics" and see the Forrester report "Forrester Analytics: Adtech (Data Management Platforms) Forecast, 2018 To 2023 (Global)."

[6] See the Forrester report "The Forrester Tech Tide™: Adtech For B2C Marketers, Q2 2018."

[7] Forrester defines enterprise-sized business as those with more than $1 billion in annual revenue and medium-sized businesses as those with between $500 million and $1 billion in annual revenue.

[8] See the Forrester report "Forrester Analytics: Adtech (Data Management Platforms) Forecast, 2018 To 2023 (Global)."

FORRESTER®
CHALLENGE THINKING. LEAD CHANGE.

We work with business and technology leaders to develop customer-obsessed strategies that drive growth.

PRODUCTS AND SERVICES

› Core research and tools
› Data and analytics
› Peer collaboration
› Analyst engagement
› Consulting
› Events

Forrester's research and insights are tailored to your role and critical business initiatives.

ROLES WE SERVE

Marketing & Strategy Professionals
CMO
B2B Marketing
› B2C Marketing
Customer Experience
Customer Insights
eBusiness & Channel Strategy

Technology Management Professionals
CIO
Application Development & Delivery
Enterprise Architecture
Infrastructure & Operations
Security & Risk
Sourcing & Vendor Management

Technology Industry Professionals
Analyst Relations

CLIENT SUPPORT

For information on hard-copy or electronic reprints, please contact Client Support at +1 866-367-7378, +1 617-613-5730, or clientsupport@forrester.com. We offer quantity discounts and special pricing for academic and nonprofit institutions.