

# Customer Data Platforms Category



## Customer Data Platforms Category

Customer Data Platform (CDP) is a marketer-managed application that creates a unified consumer database that can be accessed by other systems. In essence, it is a solution that centralizes consumer information from all sources, combines this data into consumer profiles, and makes this information accessible to other programs for marketing campaigns, and customer experience, and customer service initiatives.

A CDP is a type of consumer database that aggregates all kinds of customer data, including phone numbers, the browsing behavior of website visitors, and transcripts of engagements with support agents over web chat and email. Thus, a CDP serves as a central repository for all consumer data. All consumer behaviors are linked to an exclusive identifier, whether the consumer is anonymous or identified.



# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

## CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

## MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

## COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

## Award Levels



### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



## 2021 Customer Success Awards

Check out this list of the highest rated Customer Data Platforms software based on the FeaturedCustomers Customer Success Report.



### MARKET LEADERS



### TOP PERFORMERS



### RISING STARS



\* Companies listed in alphabetical order

2021



WINTER 2021

Customer Data  
Platforms Category

**MARKET LEADERS**



#### ABOUT BLUESHIFT LABS



Blueshift's Multi-Channel Programmatic CRM enables marketers to target a "segment-of-one". Using the power of real-time segmentation and dynamic-content personalization, Blueshift enables marketers to automate individualized messages across multiple channels including email, push notifications, website, Facebook & SMS. The company is funded by prominent venture capital and angel investors, including Storm Venture Partners, Luma Capital Partners and Nexus Venture Partners.

41

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Blueshift has been very useful for supporting our CDP initiatives. The Tech Stack that the software uses are best in class with latest and greatest technologies. It is evident when we integrate customer interaction events into the platform. It offers great segmentation and syndication features for the Marketing Department to execute campaigns specific to email and social channels.”



DARSH PAREKH  
SENIOR MANAGER ENGINEERING, LENDINGTREE

“We chose Blueshift for its real-time segmentation and dynamic content personalization abilities that can be applied on email as well as mobile. We will now be able to meaningfully engage individual consumers across multiple channels and platforms, which was hard to do before.”



SAURABH SHARMA  
HEAD OF GLOBAL MARKETING, IDEEL

“When I started using Blueshift, it was really refreshing to see just how easy it is to use. What's pretty powerful about it is you've got everything in one place. It's great having customer data and having your reporting and don't have to tie it up together outside the platform. Just building some of those automated workflows are just so simple.”



MARK NEARY  
ECRM MANAGER, VOUCHERCLOUD (INVITATION DIGITAL)

“With Blueshift, it is easy to create complex multichannel journeys from the very first days you start using it. Their segmentation function gives the user a lot of flexibility to build audiences based on behavioral data and many other data points. Their customer support is quick, and the whole team, from Data scientists to engineers has been really responsive to address any issue or customization needed from us.”



TAYSE PALLAORO  
HEAD OF MARKETING OPERATIONS, GELATO

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#### ABOUT D&B LATTICE



D&B Lattice's advanced suite of AI-based marketing and sales solutions are built to drive 1-to-1 experiences across the entire buyer's journey. Their platform helps customers personalize digital experiences to increase the efficiency of their sales and marketing teams by prioritizing contacts for lead and account-based (ABM) programs, identifying net new contacts, implementing cohesive omni-channel campaigns and increasing customer lifetime value. With an unrivaled track record of success and expertise, D&B Lattice is the leader in providing AI-enabled ABM solutions. Customers including Dell, Adobe, PayPal, and SunTrust Bank use D&B Lattice to personalize their marketing and sales conversations with thousands of accounts at scale.

43

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“I never go into a sales call without taking a look at Lattice Insights. They are so crucial to being able to fully understand what's going on with their customers. When you're able to go in and have a conversation with a customer based around those insights, you sound a lot more credible.”



JOSHUA FINK  
MSC ACCOUNT REPRESENTATIVE, MSC INDUSTRIAL SUPPLY

“D&B Lattice helps us focus on the accounts that are most likely to purchase and gives us ideas about what products they need. We are better prepared for our calls based on the plays, talking points and additional historic sales information provided by D&B Lattice.”



ANDREW YEARWOOD  
SENIOR VICE PRESIDENT, SUNTRUST

“D&B Lattice helps us filter out low probability leads before they reach sales. I love the ability to dive deep into the predictors of what makes a good lead and our sales team loves Lattice because they know they are focused on the best opportunities.”



ALEXANDRE PAPILLAUD  
DIRECTOR, GLOBAL DEMAND CENTER, INTEL SECURITY

“We wanted sales to work the most enterprise-ready accounts. D&B Lattice was able to surface accounts with a high likelihood of conversion and accelerate them in the pipeline.”



SHANTEL SHAVE  
DIRECTOR OF DEMAND GENERATION, HOOTSUITE

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105  
Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT EXPONEA



Exponea is a Customer Data & Experience Platform that collects and unifies data from all customer touchpoints into a unified Single Customer View and utilizes this data to help e-commerce businesses to convert and retain customers by acting on customer signals with the right message at the perfect time through the preferred channel. Exponea was built from the ground up (i.e. no acquisitions) which allows for seamless interactions between our universal source of customer data and the campaign execution capabilities.

### Featured Testimonials

“Although we already implemented products from Adobe, we used Exponea as [an] additional layer to evaluate customers' behavior in real time, change content on site and personalize offering with double digit increase in lead generation.”



SIMONA URBANOVA  
HEAD OF DIGITAL SALES AND ACQUISITION, ERSTE GROUP

“With Exponea, we'll be able to consolidate customer data from multiple sources, including in-store data, and activate it across all our channels to deliver more personal communications to our customers.”



MATT GRATZE  
DIRECTOR OF DIGITAL, SIGNET JEWELERS

“I've been very impressed with Exponea's ability to help with advanced segmentation, customer data management, automation and more. I'm very much looking forward to the journey ahead.”



JOACHIM GJESDAL  
CHIEF EXECUTIVE OFFICER, STUDENTKORTET.NO

“We use Exponea to analyze customers and segment so that communications are far more personalized.”



MAREK ĎURČEK  
WEB AND MEDIA ANALYST, ORANGE

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57

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT OPTIMOVE

# optimove

Optimove is the leading Relationship Marketing Hub, empowering CRM Marketers to create and manage large-scale, customer-led journeys. Optimove autonomously surfaces valuable customer engagement opportunities, orchestrates self-optimizing customer journeys, and accurately measures the incremental impact of all marketing interactions. With Optimove leading brands such as Staples, JD Sports, Dollar Shave Club, GVC, Family Dollar and Penn National maximize customer loyalty, retention, and lifetime value.

## Featured Testimonials

“Optimove now automates all of our customer marketing efforts. Optimove lets us be super-personalized in our customer messaging, by making it easy to target customers based on any number of attributes. We are very impressed with the results generated by this unlimited targeting power!”



JOSSELIN PETIT-HOANG  
HEAD OF CRM, ADORE ME

“The Optimove platform helped us reach deeper layers of business intelligence with our customer data. The system’s ability to target offers, monitor effectiveness and derive conclusions for the future has boosted our ability to learn and evolve.”



OFER ASH  
BINGO DIRECTOR, DRAGONFISH

“Optimove’s dynamic predictive customer segmentation and campaign automation deliver a unique end-to-end system for accomplishing the goal of effectively communicating with each individual customer on the basis of his or her historical activity, as well as predicted future behaviors.”



RICH ZAPF  
DIRECTOR OF MARKETING, LUCKY VITAMIN

“Optimove has helped us significantly improve our customer marketing, by automatically personalizing and delivering emails at a very large scale. We are very pleased with the results, and we look forward to working with the Optimove team to go much further still.”



MARCO BARDICCHIA  
MARKETING CRM TEAM LEADER, LASTMINUTE.COM

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166  
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT SEGMENT



Segment provides the customer data infrastructure that businesses use to put their customers first. With Segment, companies can collect, unify, and connect their first-party data to over 200 marketing, analytics, and data warehousing tools. Today, thousands of companies across 71 countries use Segment, from fast-growing businesses such as Atlassian, Bonobos, and Instacart to some of the world's largest organizations like Levi's, Intuit, and Time. Segment enables these companies to achieve a common understanding of their users and make customer-centric decisions.

Featured Testimonials

“I can create audiences of our best customers easily with Personas. I just pick the purchase event, go to properties, and create audiences based on the amount paid. This is much faster than building unique queries in our database and manually uploading them to our ad platforms.”



SIDDHESH SAHASRABUDDHE  
BUSINESS INTELLIGENCE ANALYST, CONSULTING.COM

“Segment helps us track user activity in our website and application and easily manage where we route that data. With just one API call our data is clean, reliable and available where we need it.”



SASCHA KONIETZKE  
CO-FOUNDER AND CEO, CONTENTFUL

“We were initially drawn to Segment by the large list of tools they could integrate for us, and then they hooked us with simplicity of their product—one API to connect all of our tools, a simple UI to turn them on and off, and incredibly helpful documentation. I'd recommend Segment to any organization that cares about analytics.”



OLGA STROILOVA  
ANALYTICS AND RESEARCH, EDX

“We use Segment as our CDP and the biggest thing it's given us is flexibility. We have the flexibility to define what the ideal experience is for our customers. We're able to focus on the most optimal journey and know that it will be possible; we know that any experience we want to deliver to our customers we can deliver downstream to them.”



LAURA BRODIE  
DIRECTOR OF CUSTOMER LIFECYCLE AND GROWTH, RITUAL

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129

Total Customer References

VIEW ALL REFERENCES

ABOUT TEALIUM



Tealium is the leader in enterprise tag management and digital data distribution platforms. Tealium gives marketers a comprehensive solution for managing their third-party digital marketing vendor tags and then correlating the data those tags generate into a clean, actionable source.

Featured Testimonials

“Tealium extends our opportunities to deploy new, high-value digital marketing technologies and serves as an enabling platform for future strategies for audience segmentation and 1:1 relationship marketing. The Tealium platform helps us maintain marketing strength, giving us the functionality and agility we need to personalize the customer’s web experience for maximum response.”



JUSTIN FEDER  
E-COMMERCE ANALYST, BUFFALO JEANS

“We elected to work with Tealium due to the flexibility that comes hand-in-hand with its ‘build your own stack’ model. The hub means we have full visibility of customer insights both on- and offline in real-time. On top of this strong Digital and Data foundation, our team of digital experts can then add new technologies to suit an individual campaign or business need – rather than blindly subscribing to a pre-existing ecosystem.”



SAMUEL HUI  
CO-OWNER AND CHIEF TRANSFORMATION OFFICER, HONG KONG BROADBAND NETWORK

“Tealium feels like a true partner, sharing our commitments to customer satisfaction, simplified marketing, and creative problem-solving. Their engineers are some of the best we’ve worked with in tackling the unique technical considerations of our business. Tealium’s technology and expertise contribute directly to our ability to revolutionize the success formula for Constant Contact’s small business and non-profit customers.”



MICHELLE GROVER  
SENIOR DIGITAL ANALYST, CONSTANT CONTACT

“For the past five years, Tealium has allowed us to maximise value from client investment as it plugs into pretty much every marketing cloud, arguably making those tools better through the data it provides.”



ADRIAN KINGWELL  
GROUP CHIEF EXECUTIVE OFFICER, MEZZO LABS

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\*\*\* 20

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT TREASURE DATA

#### TREASURE DATA

Treasure Data Customer Data Platform (CDP) empowers enterprises by delivering rich insights that drive outstanding customer experiences. Built on a strong data management foundation, our CDP enables brands to securely unify customer data across silos at scale so they can better identify, engage and acquire customers. The highly configurable platform boasts a comprehensive connector network that evolves with your existing technology stack to future-proof all customer data initiatives. Treasure Data has more than 400 customers including Fortune 500 and Global 2000 enterprises, and is a wholly-owned subsidiary of Arm Ltd.

### Featured Testimonials

“Our new customer data platform built on Treasure Data is fundamentally changing how we communicate with our customers. Blasting emails to everyone who tried samples or bought a particular product won't lead to customer delight. Detecting a mood swing in each customer and changing the tone of push notifications does.”



KENJI YOSHIMOTO  
CHIEF ANALYST FOR DIRECT MARKETING, SHISEIDO

“Treasure Data solves the most challenging connectivity problems between data acquisition and data formatting to relational databases. It is used all over the organization including developers, analysts and business users.”



VINAYBABU RAGHUNANDHA NAIDU  
SOFTWARE ENGINEER - BIG DATA PLATFORM, WISH

“We are a small car company with a global brand. It's important for us to understand why our customers choose Subaru so that we can continue to meet and exceed their expectations. Treasure Data makes that understanding possible for us.”



OMURA TOSHIYUKI  
MANAGER OF DIGITAL INNOVATION, SUBARU

“At AB InBev, we take a global approach to direct-to-consumer marketing and need to ensure that we are not duplicating marketing efforts across our many brands. The Treasure Data CDP has enabled us to securely unify our customer data and build complete profiles.”



LUCAS BORGES  
SENIOR MANAGER, CONSUMER DATA STRATEGY, AB INBEV

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StanleyBlack&Decker





49

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT MPARTICLE



mParticle is the leading Customer Data Platform (CDP) for multi-channel consumer brands. Companies such as Airbnb, Burger King, NBCUniversal, Spotify, and Starbucks use mParticle to create a unified, real-time customer data pipeline that enables them to win in key moments of the customer journey. Founded in 2013, mParticle is headquartered in New York City with offices in Delray Beach, London, San Francisco and Seattle. The mParticle platform manages more than 500 billion API calls monthly

### Featured Testimonials

“mParticle easily combines several sources of information in a consistent format while successfully securing all our users' data rights. This leads to efficient downstream management as well as greater agility and business responsiveness for myShopi.”



JEROEN MEEUS  
PRODUCT DEVELOPMENT MANAGER, MYSHOPI

“mParticle makes it easy for us to safely send data to multiple media vendors, which allows us to be effective and efficient.”



MIKE AGUENZA  
MARKETING ANALYTICS, SPOTIFY

“mParticle brings our data into one place, so we can understand where users could benefit from an improved experience.”



ADAM KITAIN  
SENIOR GROWTH ASSOCIATE, VIA

“We have a lot of different data from different data sources and mParticle really helps us put it all together in one place.”



NICK GARDINER  
SENIOR MARKETING ANALYST, SEATGEEK

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**TOP PERFORMERS**



40

Total Customer References

VIEW ALL REFERENCES

ABOUT ACTIONIQ



ActionIQ is at the center of a data-driven revolution that is changing the way brands think about customer experience, digital transformation and the value of customer data as a core corporate asset. As an Enterprise CDP, ActionIQ helps F500 companies connect their first-party customer data, orchestrate cross-channel campaigns, and measure incremental lift across all digital and offline channels. They are VC backed by Sequoia Capital, Andreessen Horowitz, Bowery Capital, and FirstMark Capital, are already helping brands like Verizon Wireless, The New York Times, HBC, WW and others grow customer LTV and marketing ROI.

Featured Testimonials

“We have implemented ActionIQ to help unify our data and, more importantly, to activate that data in real time. The speed at which we can engage custom audiences has enabled us [to] do much deeper work on specific products that make for a long-term, happy, and engaged customer.”



DAREN HULL  
CHIEF CUSTOMER OFFICER, VERA BRADLEY

“ActionIQ is the brain of our smart-hub approach to customer experience management. It enables us to consolidate data across the organization and provide self-service access to orchestrate omnichannel customer journeys.”



DEIDRE WATTS  
DIRECTOR OF MARKETING, GENWORTH

“ActionIQ really helps us consolidate information into one place so that we can actually segment.”



NICOLAS CHIKHANI  
SENIOR PRODUCT MANAGER, WEIGHT WATCHERS

“ActionIQ has been the best partner I have worked with during my career. Their platform has proven to be technically solid and performant, and every person we have interacted with has been extremely helpful and quick to help us implement their solution.”



DAVID HASSLER  
MARTECH DIRECTOR, PANDORA

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MICHAEL KORS





37

Total Customer References

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ABOUT AMPERITY

# Amperity &

Amperity is the Intelligent Customer Data Platform empowering global consumer brands to create unique and personalized experiences by unlocking all their customer data. Using machine learning and massive computing power, Amperity stitches together all of a brand's disparate data sources from complete customer profiles and makes those profiles available to marketers and analysts. This complete, actionable data can be used to power customer 360 initiatives, acquisition, and retention marketing programs, and advanced customer analytics.

## Featured Testimonials

“Fridays pulls in data from point-of-sales systems, social media, credit card transactions and mobile devices, and analyzes it to create personalized campaigns for the pool of more than 4 million guests who have given Fridays permission to contact them directly... Technology from Amperity Inc. helps stitch disparate data together, and internal AI tools parse that data to generate personalized messages for customers. As more data about a customer comes in, the more targeted those messages can be.”



SHERIF MITYAS  
CHIEF EXPERIENCE OFFICER, TGI FRIDAYS

“There's no other solution on the market with customer data unification capabilities that come close to Amperity's. We're finding connections in our data where there are no unique identifiers. Without the power of Amperity's algorithms, those connections would remain hidden and the data would simply go to waste.”



MICHAEL RELICH  
CHIEF OPERATING OFFICER, LUCKY BRAND

“A lot of companies promise a single customer view but it's really only a partial view based on a limited data set. With Amperity and AWS it's actually achievable. We can finally unify all our data and access it in one place.”



ANNAMARIE BERMUNDO  
DIRECTOR, CRM AND ANALYTICS, DIGITAL CENTER OF EXCELLENCE, MOËT HENNESSY USA

“Amperity consolidated over 10 disparate data sources and feeds into an Amperity Customer 360 database, hosted on Amazon Web Services, to segment and deliver data to downstream channels.”



JAMES CAMPBELL-HARRIS  
DIRECTOR OF ECOMMERCE, STANLEY

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#### ABOUT BLUECONIC

# blueconic

BlueConic, the world's leading customer data platform, liberates marketers' first-party data from all the disparate systems in which it exists, and makes it available wherever and whenever it is required for marketing. More than 240 consumer and B2B brands, including Hearst Newspapers, Moen, T-Mobile, ING, America's Test Kitchen, and American Kennel Club, leverage BlueConic to unify their first-party customer data into robust, person-level profiles, and then activate it across their marketing ecosystem. Founded in 2010, the company is headquartered in Boston, with offices in Europe.

46

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“Within a month of implementing BlueConic, we were already capturing and unifying data we had never been able to capture before, including reader engagement and content preferences at the individual level across our entire audience. Having access to this data is helping us more effectively drive return visits.”



KELLI DAKAKE  
SR. MANAGER, CONSUMER REVIEW, COX MEDIA

“BlueConic allows us to collect and manage all user profiles in one database. This tool also will allow us to deliver personalized sessions on our website.”



NATE WYETH  
MARKETING DIRECTOR, VISIT BEND

“BlueConic has enabled us to better estimate our precise customer needs. This is a winwin situation: our customers have a much more relevant online experience, feel more connected, and we have a higher online conversion rate.”



IWAN BANENS  
MANAGER MULTICHANNEL & E-SERVICE, ANWB

“BlueConic has delivered a highly integrated and visual depiction of what my customers look like. It allows me to segment my users and get the right content in front of them at the right times. Since using BlueConic, those that have been exposed to software are bouncing 50% less and converting an additional two points.”



KEITH LEHMAN  
ECOMMERCE & DIGITAL MARKETING, THE KANSAS CITY STEAK COMPANY

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96

Total Customer References

VIEW ALL REFERENCES

ABOUT BLUEVENN



BlueVenn is the award-winning Customer Data Platform and Omnichannel Marketing Hub for enterprise marketers to unify their customer data into a Single Customer View and coordinate consistent, integrated and personalized campaigns through every marketing channel. Drag & drop data analytics, predictive insights and segmentation tools help you to understand your customers better and optimize the customer experience...all in one browser-based solution.

Featured Testimonials

“PinPoint, powered by BlueVenn, allows us to deliver both speed and flexibility in data management and analysis to be able to provide powerful database marketing solutions to each of our clients. Our collaboration means that we get relevant features that are straightforward for us to sell and for our clients to use.”

GORDON DALY
DIRECTOR OF MARKETING, DATAMENTORS

“The ability to pull together very disparate and apparently unrelated data sources quickly and overlap them, venn them and filter them is very impressive with BlueVenn.”

JOE PACK
HEAD OF MARKETING, THE WHITE COMPANY

“BlueVenn will help our marketing team take direct control of our database and launch email campaigns in house. The software gives us the ability to understand more about our customers and their behaviours, whilst saving both time and money. Having this information at our fingertips will help improve our targeting and the solution links directly to our email service provider, ensuring a simple seamless process.”

GAIL WEBB
MARKETING DIRECTOR, THE BELFRY HOTEL & RESORT

“By utilizing the power of the database and the Customer 360 view, we are able to quickly analyze and segment past member behavior. The BlueVenn Marketing Platform adds the opportunity to integrate near real-time data sources with historical behavior and predictive models to plan 'live' campaigns that can be deployed through e-channels, bricks and mortar or any other customer touchpoints.”

GLENDA SELBY
CRM DATA WAREHOUSE MANAGER, AAA

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Total Customer References

VIEW ALL REFERENCES

ABOUT LEADSPACE



Leadspace is the leading B2B Customer Data Platform (CDP) helping companies take back control of their marketing and sales data, and empowering go-to-market teams to accelerate growth through accurate, personalized engagement across all channels. With the most robust and open B2B data engine in the industry, sophisticated AI, a proprietary graph of B2B personas, and activations across the go-to-market tech stack, customers like Microsoft, SAP, RingCentral, and many more use Leadspace to power more data-driven and effective inbound and outbound marketing, and ABM efforts. Leadspace is based in San Francisco, Austin and Israel, and is trusted by more than 200 B2B brands including 7 of the 10 largest enterprise software companies.

Featured Testimonials

“Leadspace is a uniquely robust solution for highly accurate, personalized data to build effective persona models. In part, that’s because they simply have access to a lot more data than traditional vendors, but it’s also to do with the visualization and accessibility of the data. Leadspace allows us to build out queries for net-new data and visualize and splice and dice it in any way we want.”

SHANNON COPELAND
CHIEF OPERATING OFFICER, N3

“My goal from day one has been to make Sovos the most audience-centric company in our category, and we consider Leadspace a key strategic partner in that effort. I’ve been impressed with their commitment to innovation, the flexibility of their solution to work within our specific customer and prospect database process and their outstanding customer success focus.”

ERIC OLSON
CHIEF MARKETING OFFICER, SOVOS

“Leadspace’s AI approach is much more tailored than what you get with generic predictive systems. Leadspace takes a highly engaging, personalized approach that works for our business. It gives us the confidence that the data is always right. And if Leadspace ranks a prospect highly, we know it’ll be a good fit. Now, I can work with complete trust that they know who to go for, and who to prioritize.”

KATHRYN DEAN
MARKETING OPERATIONS MANAGER, TIPALTI

“Leadspace has enabled us to build an efficient and scalable go-to-market. With ABM, you have to build the data foundation, and Leadspace is the best partner to do that. We’ve looked at and used other tools, but Leadspace is definitely the most trusted source of data.”

JASON SEEBA
SVP MARKETING AND REVENUE OPERATIONS, DYNAMIC SIGNAL

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33

Total Customer References

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ABOUT LYTICS



Lytics helps enterprises automate personalized marketing experiences through the industry's most advanced Customer Data Platform (CDP). Popular retailing, media, consumer goods, banking, and tech brands use Lytics to execute one-to-one marketing programs that their customers welcome.

Featured Testimonials

“We use Lytics to build hyper-targeted segments and create personalized messages that resonate with that audience. If even a few of those visitors convert, we are able to drive significant revenue for the company.”



JAMES CAIO  
VP BUSINESS DEVELOPMENT, ACCESS INTELLIGENCE

“Before Lytics, we didn't do one-to-one marketing. The ability to now personalize content and ads for our readers is incredibly important to our advertisers because they know that they're targeting exactly the right audience with the right message.”



CHRIS BUBECK  
VICE PRESIDENT OF MARKETING AND DIGITAL OPERATIONS, HAYMARKET MEDIA GROUP

“By helping combine marketing data that comes from multiple sources, including client side web behavior and server side data, Lytics serves as our customer hub for all audience segmentation.”



TYLER BULLEN  
OPTIMIZATION MANAGER, SIMPLE

“We've been successfully using Lytics' customer data platform to personalize email outreach to prospective customers. We are excited about the new reporting product because it will help us both better visualize our customers' journeys and potentially determine how we can expand our use of personalized marketing.”



DAVID BRADLEY  
MANAGER OF CUSTOMER RELATIONSHIP MANAGEMENT, RACING POST

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CONDÉ NAST



RACING POST



52

Total Customer References

VIEW ALL REFERENCES

ABOUT MANTHAN



Manthan excels in the application of decision sciences, advanced math and artificial intelligence and has a restless ability to invent and bring ideas to life. Manthan's analytics solutions are powered by AI, cloud and prescriptive capabilities. They are unique in their ability to use machine intelligence to process every decision context and respond automatically with actions and recommendations to manage every aspect of a consumer business, whether it's marketing, merchandising, channel/store, demand or supply.

Featured Testimonials

“Our partnership with Manthan and use of their customer data and analytics solution to power our digital engagement and personalization platform, has helped us deliver the kind of contextualized digital experiences and interactions that consumers are expecting from their brands of choice. Most importantly, we're seeing these efforts translate into incremental sales and profits for our retail clients. At the end of the day, that's what it's all about.”

RANDY CRIMMINS
CHIEF STRATEGY OFFICER, RELATIONSHIP

“With Manthan's Customer Data Platform and Marketing Automation implementation, we are able to better understand our customers and their shopping journeys in fashion. This enables us to easily build micro-segments and create targeted propositions. The product's capabilities help us get real-time response from various channels, so we can be agile, and send personalized communications to every customer.”

JITENDRA KANOJIA
HEAD OF OMNICHANNEL AND CUSTOMER ENGAGEMENT, FBB

“In today's highly competitive retail market Ripley needs a Merchandising Analytics solution that helps us make the right decisions, quickly and with the right data. With its ability to drill down and across to the level of detail required by our business users, ARC Merchandise Analytics allows us to manage our business better as well as serve our customers better.”

MARCO CARRION
DIRECTOR OF MERCHANDISE PLANNING AND LOGISTICS, RIPLEY

“In today's fast changing and dynamic market, analytics plays a critical role in our ability to keep ahead of fashion and consumer trends. Partnering with Manthan for our Cloud strategy has helped extend the reach of analytics within the organization. Now, every decision maker has access to sophisticated analytics and actionable insights, at all times.”

VICE PRESIDENT OF IT
CHARMING CHARLIE

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23

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT NGDATA



NGDATA lets you better engage with your customers. Our Intelligent Engagement Platform (IEP) builds sophisticated customer data profiles (Customer DNATM) and drives truly personalized customer experiences through real-time interaction management. With capabilities beyond a standard Customer Data Platform, NGDATA boosts commercial success for all clients by increasing customer lifetime value, reducing churn, and lowering cost per conversion. NGDATA's IEP has in-built analytics, AI-powered capabilities, and decision-making formulas. This unique combination identifies opportunities and proactively and accurately automates individual customer engagements at scale, via the most relevant channel. All this is underpinned with Customer DNATM creating rich, multi-attribute profiles, including device data, enabling businesses to develop a deeper understanding of their customers. And the ...

Featured Testimonials

“NGDATA is the only player in the market today with a pure focus on bringing analytics to the customer relationship building process in such a targeted way. We are thrilled to work with NGDATA to accelerate our digital transformation and develop best-in-class customer insights to drive our business.”



GEERT VAN MOL  
CHIEF DIGITAL OFFICER, BELFIUS BANK

“With the international expertise of NGDATA, our CRM department now exists at the center of all our inbound and outbound customer interactions, sharing real, actionable business intelligence and insights, executing hundreds of targeted campaigns on a yearly basis.”



BERT VAN DRIESSCHE  
DIRECTOR OF CRM AND CONSUMER INTELLIGENCE, TELENET

“We were very pleased with NGDATA. The team helped us define our architecture and kept the project moving as we were learning and maturing.”



MONIQUE DOZIER  
ASSISTANT VICE PRESIDENT OF ADVANCEMENT INFORMATION SYSTEMS AND DONOR STRATEGY, MICHIGAN STATE UNIVERSITY

“NGDATA's Intelligent Engagement Platform is Certified as a RealCDP and meets all core CDP requirements and supports enhanced CDP capabilities and best practices.”



DAVID RAAB  
CDP INSTITUTE

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46

Total Customer References

VIEW ALL REFERENCES

ABOUT REDPOINT GLOBAL INC.



Redpoint Global's software solutions empower brands to transform how customer experience is delivered. Redpoint Global's solutions provide a single point of control to connect all customer data, determine next best actions in real-time, and orchestrate interactions across all enterprise touchpoints. Leading companies of all sizes trust Redpoint Global to deliver highly personalized and contextually relevant experiences that optimize customer engagement.

Featured Testimonials

“Speedeon Data selected RedPoint because of its technical flexibility, scalability, and its ease of doing business as a partner.”



JOSHUA SHALE
CHIEF OPERATING OFFICER, SPEEDEON DATA LLC

“RedPoint's data intake solution enabled us to keep basically all our existing IT infrastructure 100 percent intact. That saved enormous time and capital expense. We're 24 months into our program with RedPoint – and we'd probably still be working on the systems piece if RedPoint hadn't solved it.”



ANDREW HELTZEL
DIRECTOR FOR MARKETING AND CRM, XANTERRA TRAVEL COLLECTION

“RedPoint runs 24x7 here, with the largest footprint in our data shop. We're constantly moving and aligning data – whether it's data coming in, or data going out to an analytic platform, CRM system, or member touchpoint. We can take practically any incoming data, understand its health, and align it to a member, past member, even someone who's not a member yet.”



DANIEL MATHIEUX
MEMBER INSIGHTS AND E-BUSINESS, AAA

“Deploying next-generation capabilities utilizing the best tools and talent in support of our health plan and provider clients across the country. RedPoint gives us the ability to economically deliver our integrated, data-driven marketing services at scale, along with the client customization and consumer personalization that are must-haves for success and profitability today.”



CRAIG THOMAS
PRESIDENT, GUIDEWELL CONNECT

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Total Customer References

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ABOUT RETENTION SCIENCE

# RESCI

Retention Science is the best way to understand, engage, and retain your customers. ReSci's AI marketing technology predicts customer behavior and helps you create one-to-one campaigns via email, mobile, and web. They make sophisticated data science-driven marketing accessible for all marketers. The result? More sales in less time and with less manual data-digging. Unlike others, our A.I. does the hard work for you. We serve high-growth clients such as Draper James, BURST Oral Care, DSTLD, Shinola, Olay and more.

## Featured Testimonials

“We’re all taught to do things the same way. We wanted to do things differently, and work with something fresh and cutting-edge. Cortex gives us the ability to focus on high-level strategy, while it processes data to deliver the best experience to customers. Breaking out of the traditional flow based marketing has to be one of the best things we’ve done for our business and we encourage others to do the same.”



JAKE ALLAIN  
CHIEF OPERATING OFFICER, STATE & LIBERTY

“Retention Science has been an integral partner for us — the results speak for themselves. I recommend them to anyone looking to take their trigger programs to the next level, to provide relevant, personalized communication to their customers.”



MICHELLE MAGALLON  
SVP, GLOBAL DIGITAL COMMERCE AND OMNICHANNEL, BCBGMAXAZRIA

“Retention Science is the most trusted partner we have. We think of them as an extension of our data science and marketing teams.”



NATALIE DOYNE  
MARKETING LEAD, TARGET

“ReSci is invaluable to our greater digital strategy as it provides optimization and automation that otherwise would be at the time expense of our team. The results support our goals as a brand, and offer a more personal experience for our fans.”



JEFF PERKEL  
DIRECTOR OF E-COMMERCE & DIGITAL, PERFECT BAR

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2021



WINTER 2021  
Customer Data  
Platforms Category

**RISING STARS**



**ABOUT ASCENT360**



Ascent360 provides cloud-based software that enables highly targeted, multi-channel communications direct to prospects and customers. Their secure, scalable software aggregates all inbound data including promotional, transactional (PoS/eCommerce), product registration, etc. via a web-service feed. Ascent360 integrates with industry-leading applications including Retail Pro, RTP, Siriusware, Magento, ExactTarget (email), Bronto (email), Votigo (social), NetConcepts (text) and web analytic tools such as Google Analytics & Omniture.

35

**Total Customer References**

[VIEW ALL REFERENCES](#)

**Featured Testimonials**

“Our resort has engaged Ascent360 to help us identify and target high-value customers that utilize these products through personalized marketing.”



GREG RALPH  
SALES & MARKETING DIRECTOR, ANGEL FIRE RESORT

“We’re known for our personalized service at Bicycle Sport Shop, and Ascent360 will help us virtually recapture that spirit. Communicating with customers on an individual level allows us to provide great service, even while in-person interactions are limited.”



HILL ABELL  
OWNER, BICYCLE SPORT SHOP

“With the Ascent360 CDP, we learned that our best customers (those with a 555 RFM score) generated far more revenue with a much higher return.”



MOLLY HOLMES  
DIRECT MARKETING MANAGER, MAMMOTH MOUNTAIN

“We are excited to use Ascent360 to leverage our existing data and more easily unlock insights for our loyal customer base. This will enable us to find more customers like them, while empowering existing customers to serve as brand ambassadors.”



SCOTT PELLEGRINI  
DIRECTOR OF SALES & MARKETING, BOLTON VALLEY

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Total Customer References

VIEW ALL REFERENCES

ABOUT CALIBERMIND



CaliberMind offers ABM and Analytics power without the big platform overhead. Their ABM Converter & Revenue Analytics solution, built on top of their leading Customer Data Platform, lets marketers repurpose their existing CRM and Marketing Automation systems to manage, measure, and report on both Demand Generation and ABM success in days not months for a fraction of the cost of big platforms.

Featured Testimonials

“CaliberMind gave us the opportunity to integrate all of our platforms and get a full view of what's really going on with the customer. Integrating the stack gave us the ability to uncover foundational data issues and make data cleanse decisions that have helped our reporting tenfold.”



MONI OLOYEDE
MARKETING OPERATIONS SPECIALIST, FIDELIS CYBERSECURITY

“With CaliberMind, we're able to easily tie together our marketing, sales, customer, and product stacks with little to no operational overhead or manual effort.”



ERIK GARRETT
VP OF PRODUCT AND TECHNOLOGY, IMPLAN

“Inaccurate or incomplete records became unwieldy in our marketing automation & CRM software. CaliberMind uses machine learning to cleanse, enrich, and segment data, then activate it in not only our systems of record but also our systems of action.”



ROBIN CAPUTO
CHIEF MARKETING OFFICER, DATAVAIL

“By converting unknown visitors from our website traffic into qualified leads, we can now optimize our ad buy by increasing click through rates — even though we now spend less overall.”



MICHAEL BEVAN
VP MARKETING, APTO

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Total Customer References

VIEW ALL REFERENCES

ABOUT COMMANDERS ACT



Commanders Act allows its customers to manage their digital transformation more efficiently. They are a European company helping digital teams work better thanks to data management, thus improving online marketing solutions, advertising efficiency and performance. Commanders Act allows better control of prospective and customer data thanks to a global, complete and performing approach.

Featured Testimonials

“Without Commanders Act, we would not be able to leverage our digital data and personalise our messages to every one of our customers.”

OLIVIER GOSSET
HEAD OF E-COMMERCE SALES, NESTLE

“The professionalism and responsiveness of Commanders Act's teams along with the flexibility of its solution are key to the success of our projects.”

CHRISTOPHE LEDUC
MANAGING DIRECTOR, IDCONTACT

“The solution, the return on investment and the customer support is amazing —we are extremely happy with Commanders Act.”

YOHAN SMAL
HEAD OF ACQUISITION, PROMOD

“We are now able to combine both our CRM and e-marketing efforts. Data management means we can build automated campaigns based on behaviour that demonstrates interest and not just general targeting, therefore making them more relevant.”

RÉMI DELTOMBE
DIGITAL MARKETING PROJECT MANAGER, CRÉDIT MUTUEL NORD EUROPE

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Total Customer References

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ABOUT HULL



Hull solves this by collecting, enriching and synchronizing customer data across all your services without writing any code. People deserve better than the sales, marketing and support of today. It's never been easier to use data and technology to find, acquire and care for customers. But, that data so often sits siloed within tools and teams. Hull connects and combines that data so you can orchestrate a personal, relevant experience at every touch using your existing tools today. A seamless experience for customers and for the sales, marketing and support teams produce that.

Featured Testimonials

"I recommend Hull to every marketer I meet. Easily unify any disparate data from existing silos using their prepackaged integrations, augment that data with third party data, then push any slice of that data into any other platform to enable advanced segmentation and personalization. Best of all, you don't need a developer to do it - marketers can own this entire process."

POLLFISH

"Hull provides transparency into valuable data that we can actually trust. After setting up our attribution process in Hull, it became increasingly easier to monitor data accuracy and progressively let the tool do the work."

AXELLE HEEMS
GROWTH OPERATIONS, GORGIAS

"Hull enables us to keep all of our data in sync without worrying about time-consuming API integrations and tools that don't work with each other. We can send and receive web-hooks, we can add custom code through the data processor, and we can enrich all of our user profiles through Clearbit. Amazing!"

MARIO MOSCATIELLO
GROWTH MARKETING MANAGER, PUSHER

"Hull's identity merge capabilities are amazing. Our team is able to merge data from Clearbit, Intercom, web properties, Salesforce etc. to create a unified user profile that we can then segment and filter upon to run dedicated campaigns."

LIN LING
SENIOR MANAGER OF GROWTH, HASHICORP

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ABOUT LEXER



Lexer Customer Data Platform is an easy-to-use marketing hub for customer insights, segmentation, and targeting. There are over 13 Billion people and things connected to the internet generating data. Most of this data is ignored. Lexer solves this problem through enterprise-level SaaS tools that enrich for insight, and activate for impact. It consumes data from multiple sources, enriches that data, and make this data accessible to their clients through their dashboards.

46

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

“Connecting CRM and eCom data from Redshift to a CDP means we can access meaningful insights quickly.”



ALEXANDER MEYER  
CHIEF MARKETING OFFICER, THE ICONIC

“Lexer as a CDP has enabled the unification and humanisation of our customer data from many disparate sources. As a team and a business, targeting based on past transactional behaviour is great, but overlaying intent-based segments through browsing and social behaviour allows additional opportunities. Subsequently, we can immediately activate bespoke offers and campaigns to these audiences.”



BEN MURPHY  
DIGITAL MARKETING MANAGER, VILLAGE ENTERTAINMENT

“It is the simplest integration I've ever done in over 10 years of experience. I've looked at similar versions of the same tool from different vendors, but when you balance the cost, ease of integration, and ease for the end-user, I think Lexer is an excellent choice.”



MATT SMITH  
GENERAL MANAGER OF IT & SUPPLY CHAIN, KIKKI.K

“Having all our data linked, structured and accessible has really helped us to become more data-centric in our decision making.”



ANNA SAMKOVA  
GENERAL MANAGER FOR DIGITAL, PAS GROUP

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Total Customer References

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ABOUT PIWIK PRO



Piwik PRO Marketing Suite provides analytics, tag management, content personalization and data activation tools tailored to the individual needs of enterprise clients. What makes Piwik PRO unique is their commitment to data protection. Their main products are deployed in both on-premises and cloud versions, and each of them adheres to the strictest privacy and security regulations while ensuring their partners retain full data ownership.

Featured Testimonials

“Our core goal is to optimize and increase the user experience based on data. Piwik PRO Analytics Suite combines all the necessary features to achieve this goal. From the analysis and evaluation of channels to target group segmentation and planning of suitable content, we now have a solution with which we can implement everything.”

GEROLD BRAUCHART
ESV PROJECT MANAGEMENT, SVC

“Piwik PRO Analytics Suite is a good choice for governmental organizations. We have the confidence that the data we collect is really secure, with privacy controls properly set. The interface is straightforward, our analysts can quickly get all the data they need, and the API enables them to use the raw data to further deepen the analysis. The platform really allows us to grow into a more data-driven organization.”

MARTIJN WARMOESKERKEN
SENIOR COMMUNICATION RESEARCH ADVISOR, TRANSPORTATION DEPARTMENT OF NETHERLANDS GOVERNMENT

“We started looking for a new tool because of security and privacy reasons. Because we didn't want to share our customer's data with third parties, especially those not based in Europe, Google Analytics wasn't an option. Piwik PRO was the only platform that fully met our needs – it was a complete marketing solution with personalization, audience targeting and consent manager built in. All these extra things that we didn't have in the Adobe tool.”

ERIK VAN DER KOOIJ
HEAD OF DIGITAL, XS4ALL

“Piwik PRO Analytics Suite allows us to gather more granular data about website visitors while having full privacy compliance. Piwik PRO's customer success team ensures our system is fully operational and working at 100% efficiency.”

OLIVER MICHLER
SENIOR PRODUCT MARKETING MANAGER, OPEN-XCHANGE

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Total Customer References

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ABOUT QUICKPIVOT

A VERICAST BUSINESS



QuickPivot delivers fast, powerful, easy-to-use software for smart and nimble marketers with big ideas. The QuickPivot platform combines big data analytics, discrete customer insights, intuitive visual segmentation, and simple customer journey mapping in one unified SaaS offering. Winner of several industry innovation awards (MITX and Stevie), the QuickPivot platform enables marketers to deliver coordinated customer experiences across all channels, measure results in real-time, and refine marketing programs to improve results.

Featured Testimonials

“After looking at all of the big cloud players in the space, QuickPivot really impressed us with their customer data expertise and their ability to optimize, segment, journey map and campaign all within the same tool was impressive. Our entire team is looking forward to the greater efficiency QuickPivot is bringing.”

GREGOR RUTHVEN
SVP WORLDWIDE

“QuickPivot's platform can help our clients eliminate data silos, reduce wasted efforts and optimize customer data across online and offline channels.”

LOIS BRAYFIELD
CEO, J. SCHMID

“QuickPivot's platform offers big data performance showcased in tools like robust cross-channel waterfall counts, real-time lifecycle visualization tools that go beyond the typical flowchart style tools.”

KELLY DEDMAN
TECHNOLOGY ANALYST, RED PILL EMAIL

“The QuickPivot CDP has allowed us to move much more aggressively, make more strategic decisions, and feel confident.”

LARRY SHAW
CMO, MACKENZIE-CHILDS

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ABOUT REDEYE

# RedEye

RedEye was born in 1997 and has been developing great technology solutions to empower your marketing strategies ever since. All RedEye products are driven by a unique database that combines all customer data – online and offline – into a single view. They then make this vast depth and breadth of data available to you through tools and interfaces you'll like using.

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Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“We were blown away by the Predictive Models that RedEye implemented using our database. A big challenge for us has been encouraging our prospects to make that first purchase. Being able to identify the prospects most likely to purchase has been invaluable, allowing us to ensure our customer journey is tailored to encourage this segment to convert. Generating a 115% increase in sales, the models proved themselves to be crucial to us.”



FOOTASYLUM

“The in-depth data analysis RedEye carried out has enabled us to create relevant and engaging email communications which were key to creating a conversation with prospects we had not communicated with before.”



EMAIL MARKETING EXECUTIVE  
WARNER LEISURE HOTELS

“At John Greed, we have been blown away by the amazing results RedEye has helped us achieve. Dynamic content has had a profound effect on the number of sales we gain through targeting users who abandon our site before making a purchase.”



JOSEPH STONEY  
MARKETING MANAGER, JOHN GREED

“We look to build upon the continued success we've had during lockdown by continuing to listen attentively to our customers, adapting to their needs and utilising the range of customer data available to us, which is what the RedEye platform enables us to do. Whilst we leverage historic data to proactively plan for the future and provide relevancy to our customers, we have also learned the importance of being flexible and applying more real-time data to adapt our strategy to grow and secure the future value of our customer database.”



CIARAN DOWNES  
CRM MANAGER, WORLD OF BOOKS GROUP

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24

Total Customer References

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ABOUT SIMON DATA



Simon Data is a tool that transforms your data into clear insights that lets you get more out of your marketing. Connect your data in minutes, create customized segments, deploy to existing channels, and discover what your customers want.

Featured Testimonials

“Working with Simon has been delightful at every step—they’re truly invested in our team’s success and understanding our business goals. Tapping into actionable customer data has been a game changer for our marketing program.”

ERIN KERR
EMAIL MARKETING MANAGER, CRATEJOY

“Simon Data has been a huge part of our success and has enabled our marketing team to solve challenges quickly and allows us to focus more time on our most important tasks. They integrate really well both at points where we’re collecting data as well as pointing those user cohorts to specific channels. They allowed us to grow quickly with a scrappy.”

JAKE BODMER
DIRECTOR, CRM MARKETING, CANARY

“Simon helps us simplify the data stemming from over 30 million users into actionable segments and automations. I love how they handle our data, allow us to easily work, and drive revenue for Vivino.”

BRANT CEBULLA
DIRECTOR OF CRM, VIVINO

“With Simon Data, we unlocked the ability to unify all of our customer data and cohesively orchestrate customer experience across our marketing channels. This allowed us to increase our sales by improving how we interact with our customers and enhancing our understanding of their needs.”

ASH FISHER
CUSTOMER COMMUNICATIONS & CONTENT, ASOS

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#### ABOUT ZAIUS

### ZAIUS

Zaius' B2C CRM eliminates that gap by bringing customer data and campaign execution together in a single platform, empowering marketers to engineer the repeat purchase. With complete control of customer data for segmentation and analysis, marketers can better understand shopping behaviors and deliver truly personalized campaigns across channels, at scale, and with speed. If you can dream it, you can do it with Zaius.

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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Using our own customer data increases conversion rates and ad performance using Facebook Custom Audiences and Google Customer Match. No other application lets me manage this like Zaius.”



DIRECTOR OF MARKETING  
BLINQ

“Zaius allows us to better understand our customers, which is what every marketer is ultimately looking for. The system has everything we were looking for—from automation to analytics. It's a lot more powerful and effective than other tools I've used in the past; it is much more customizable.”



KATE WEED  
DIRECTOR OF MARKETING, CLASSICCARS.COM

“Zaius gives us the ability to find the right people to message to. It's rare to find a platform that allows you to take a customer-centric view rather than a campaign-centric one. We don't have to deal with complex workflow diagrams or flowcharts for multi-touchpoint campaigns. With Zaius, we can understand the conversion and revenue impact of each touchpoint and put the customer, rather than the channel, first.”



JURGEN NEBELUNG  
VP OF ECOMMERCE AND DIGITAL, TEA FORTE

“Zaius is more than an ESP; it helps us make smarter business decisions. As a data-driven organization, we love having the ability to drill down into an individual customer profile, see all of their touchpoints across devices, and understand which touchpoint led to a sale. We want an automated engine that drives a lot of revenue with minimal effort. And that's what Zaius delivers.”



MCGREGOR BUTTON  
VP MARKETING, LINKSOUL

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MODA OPERANDI

NINE WEST

