Customer Data Platforms Category

WINTER 2023
Customer Success Report

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.

2023 Customer Success Awards

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

2023 CUSTOMER DATA PLATFORMS — MARKET LEADER

- ACQUIA CDP
- bloomreach
- blueshift
- lytics
- mparticle
- optimove
- TWILIO Segment
- TEALIUM
- TREASURE DATA

2023 CUSTOMER DATA PLATFORMS — TOP PERFORMER

- ActionIQ
- ALGONOMY
- Amperity
- blueconic
- dun & bradstreet
- Leadspace
- NG DATA
- RedEye
- rg
- Simon
- Totango

2023 CUSTOMER DATA PLATFORMS — RISING STAR

- Ascent360
- CaliberMind
- COMMANDERS ACT
- CrossEngage
- lexer
- PIWIK PRO
- RESCI from Constant Contact

* Companies listed in alphabetical order

2023
CUSTOMER DATA PLATFORMS

MARKET LEADER

featured customers

2023 CUSTOMER DATA PLATFORMS MARKET LEADER

ABOUT ACQUIA CDP

ACQUIA CDP

Acquia CDP ingests first party data into the platform via real-time connectors and APIs, including profile data from customer facing systems, transaction data from order management and POS systems, and engagement data from interaction systems such as the website, email, and the call center. Acquia CDP also connects to customer activation systems to enrich personalized customer engagement.

51   TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

> "Acting on [Acquia CDP] data, we have built personalized post-purchase journeys that are relevant for each unique customer. This reinvigorated welcome email series and reactivation program has also translated from online engagement to in-store transactions, leading to an 18 percent increase of incremental revenue in the first two months alone."
>
> STEVE MILLER
> VP OF MARKETING & BUSINESS DEVELOPMENT, JOANN

> "Using [Acquia CDP] as our Customer Data Platform, we have been able to increase site visits up to 50% [and] increase attendance to local events by 25%, which has resulted in a 10-15% increase in baseline revenue from digital marketing campaigns."
>
> MIGUEL ALMEIDA
> EVP DIGITAL, LULULEMON ATHLETICA

> "[Acquia CDP]'s predictive analytics technology will help us understand our widely varying customer base, and empower us to reach out to specific customer segments with the right message at the right time."
>
> TUSHAR ADYA
> PRESIDENT & COO, DYLAN'S CANDY BAR

> "[Acquia CDP] has been huge as far as segmenting our list, helping us understand our customers; where they are and what kind of messages we need to send them at a particular time."
>
> CLAYTON SHUMWAY
> EMAIL MARKETING MANAGER, TRAEGER WOOD PELLET GRILLS

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McKinsey & Company   DAVIDsTEA   Clarks   Moosejaw   lululemon athletica

2023 CUSTOMER DATA PLATFORMS MARKET LEADER

ABOUT BLOOMREACH

b bloomreach

Bloomreach is a fast-growing Silicon Valley firm that brings the first open and intelligent Digital Experience Platform (DXP) to leading global brands. Bloomreach drives customer experience to accelerate the path to conversion, increase revenue, and generate customer loyalty. They make this happen with a team of smart, open, accountable, passionate, fun and no-drama-minded people. Bloomreach software enables highly personalized digital experiences for retailers, banks, distributors, manufacturers, public service agencies and other enterprises.

225 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

" Bloomreach Engagement allows us to obtain a 360-degree view of our customers. As it is a customer-centric tool, we can easily collect and store customers' information (GDPR-proof of course!). This allows us to personalize our marketing campaigns and apply more targeted marketing in an easy manner. Thanks to Bloomreach, we can now offer a personalized experience across all touchpoints. "

FREDERIQUE VAN DEN BOOGAART
CRO TEAM LEAD, MY JEWELLERY

" We wanted to start working in a much more data-driven way with our customer communications and marketing. Once we started looking for a platform that could help with this, we found that Bloomreach could cover our needs. It is a very versatile platform that is providing us with a lot of opportunities. "

ILONA PIRHONEN
HEAD OF DIGITAL SALES AND CUSTOMER ENGAGEMENT, VR

" Our clear view of who our customers are and our ability to build out triggered automations has had a major impact on our business. It allows us to make data-driven decisions quickly and deliver a personalized customer experience that will drive brand loyalty. The future of this partnership with Bloomreach really excites us. "

MARTIN FRANCIS
GLOBAL DIGITAL GM, FITFLOP

" We reviewed many CDPs, CRMs, ESPs, and Marketing Clouds but we went with Bloomreach's CDXP because it's a single platform which is built from the ground up. "

SALLY DEANE
GROUP CRM AND INSIGHTS LEAD, TFG LONDON

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benefit SAN FRANCISCO   MISSGUIDED   Neiman Marcus   YVES ROCHER FRANCE   Deutsche Telekom

2023 CUSTOMER DATA PLATFORMS MARKET LEADER

ABOUT BLUESHIFT LABS

blueshift

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.

58 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Blueshift's data structure is truly amazing and the speed is awesome. The technical staff is very talented and committed to excellence. As part of the integration team they were professional and really helped us. It is a great system. We had been using an internal messaging platform and being able to leverage Blueshift has increased our speed and has helped us better manager our customers.

GETTY SARNO
CHIEF SOLUTIONS ARCHITECT, 14 WEST

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

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

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2023 CUSTOMER DATA PLATFORMS

MARKET LEADER

ABOUT LYTICS

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.

46 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

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

By allowing us to use data to drive better marketing decisions, Lytics has given us a competitive edge. Having Lytics is like having a data scientist on our team. I have two words to describe Lytics, amazing stuff.

LUIZ ALBUQUERQUE
DIGITAL MARKETING MANAGER, MINICABSTER

Lytics takes data from all your systems to make them smarter. It's an amazing way for us to tailor amazing customer experiences across our channels.

CRAIG SCHINN
SENIOR DIRECTOR OF MARKETING, THE CLYMB

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

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DIRECTV   The Motley Fool.   Nestlé   ATLASSIAN   CONDÉ NAST

2023 CUSTOMER DATA PLATFORMS

MARKET LEADER

ABOUT MPARTICLE

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

64   TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

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

"It's truly been a pleasure to partner with mParticle. Their commitment to mobile and data reliability is in line with Branch's values. We are excited to bring best in class experiences to the market together."

MADA SEGHETE
CO-FOUNDER, BRANCH

"mParticle is critical to our data pipe at this point. If we took out mParticle, we'd spend a lot of time trying to build something similar and it would end up costing more."

ROSS SCHWABER
DIRECTOR OF PRODUCT MANAGEMENT, BLEACHER REPORT

"Our team relies heavily on mParticle's ability to manage data equality across all mobile tools, which helps us stay consistent and move quickly."

TANNER MCGRATH
LEAD PRODUCT MANAGER - GROWTH, POSTMATES

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Lilly Pulitzer®   Jack in the box   jetBlue   Delivery Hero   chewy.com where pet lovers shop

ABOUT OPTIMOVE

optimove

Optimove is the leading CRM Marketing Platform, empowering marketing teams to create and manage large-scale, customer-led journeys. Recognized by Forrester as a Leader for Cross-Channel Campaign Management, Optimove leverages AI to autonomously surface valuable customer segments, orchestrate self-optimizing CRM journeys, and accurately deliver the marketing interaction of the highest incremental impact. Optimove is used by leading brands, including Dollar Shave Club, Entain, Papa John's, Penn National, and Staples, to maximize customer loyalty, retention, and lifetime...

73 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❞ Getting direct access to our own data, democratizing data in the organization, shortening the time to value for data-driven operations and reacting immediately to changes in customer behavior and the market became critical goals for us. We deployed Optimove as it promised to help us accomplish all of this. ❞

EMMA RUSHE
VICE PRESIDENT OF PERFORMANCE MARKETING, SWEATY BETTY

❞ Optimove gives us a powerful back-end customer data warehouse with customer modeling based on predictive analytics and large-scale messaging automation. Optimove is a leader in delivering an effective and comprehensive product. ❞

CHRIS SEAHORN
VP MARKETING, EBAGS

❞ 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 allows us to combine our marketers' creativity with cutting-edge data science to effectively build long-term customer relationships. Optimove is an awesome secret weapon in our highly-competitive space! ❞

NATE CHAMPION
DIRECTOR OF RETENTION MARKETING, FRESHLY

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2023 CUSTOMER DATA PLATFORMS
MARKET LEADER

ABOUT SEGMENT

TWILIO 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...

283 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

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

Once we'd made the decision that we needed a CDP, Segment was the obvious choice. We recognized Segment as the standard bearers for the collection, management and activation of customer data. The fact that the platform has been designed with developers in mind and has been stress tested over time means that you can really trust it.

KEVIN GAMMARIELLO
VP OF PRODUCT ANALYTICS AND ENGAGEMENT, SUZY

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

Twilio Segment's CDP gives us the ability to be more nimble in the hyper growth stage we are in. Segment allows us to quickly use our customer data so we can focus on what makes us competitive.

ERWIN ALBERTO
ENGINEERING MANAGER, OUTSCHOOL

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2023 CUSTOMER DATA PLATFORMS

MARKET LEADER

ABOUT TEALIUM

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.

185 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Layering Tealium's predictive insights onto its CDP has been a real gamechanger. The targeted use of personalised coupons has proven instrumental to improving our conversion rates. Here in Germany, it's a legal requirement to sell a holiday package at the same price both in-store and online, so coupons enable personalisation where it's needed. With this level of insight, we can prioritise a great customer experience, while remaining compliant with regional legislation, and improving our…"

KARIN MARKSTEINER
HEAD OF ANALYTICS, DATA & PERSONALISATION, TUI GROUP

"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 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…"

JUSTIN FEDER
E-COMMERCE ANALYST, BUFFALO JEANS

"Tealium's hands-on approach and continued collaboration has been key to not only a smooth deployment but also our confidence in building further on this foundation as we continue to prioritise personalisation and a data-driven marketing strategy."

TILLMANN BROSS
MANAGER PERSONALIZATION, BOSCH

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EPSON EXCEED YOUR VISION

citi

CATHAY PACIFIC

AMERICAN EAGLE OUTFITTERS

Advance Auto Parts

ABOUT TREASURE DATA

TREASURE DATA

2023 CUSTOMER DATA PLATFORMS MARKET LEADER

Treasure Data is a best-of-breed enterprise customer data platform (CDP) that powers the entire business to reclaim customer-centricity in the age of the digital customer. We do this by connecting all data into one smart customer data platform, uniting teams and systems to power purposeful engagements that drive value and protect privacy for every customer, every time. Trusted by leading companies around the world, Treasure Data customers span the Fortune 500 and Global 2000 enterprises.

38 — TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

> *We used to outsource some aspects of our marketing and data analysis. Now that we can easily access and analyze customer data in-house, we are motivated to look at problems and say, 'Let's try this too.' Also, our CDP helps us understand how our actions bring our customers closer. By increasing the accuracy of our work, I feel we have come closer to understanding our customers, the original goal of introducing Treasure Data.*

SHIGEKI YAMAZAKI
ADVISOR OF THE DIGITAL TRANSFORMATION DIVISION, STRIPE INTERNATIONAL INC.

> *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

> *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

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Capgemini   SHISEIDO   BOXYCHARM   ABInBev   SUBARU

2023
CUSTOMER DATA PLATFORMS

TOP PERFORMER

featured customers

2023 CUSTOMER DATA PLATFORMS TOP PERFORMER

ABOUT ACTIONIQ

ActionIQ

ActionIQ helps enterprises bring order to customer experience (CX) chaos by pulling together fragmented customer insights and putting impactful customer experiences in motion with the help of an extensible ActionIQ CX Hub powered by a CDP. Customer data is the foundation of CX, yet it's often inaccessible to the business users who need it most. The AIQ CX Hub is the only solution that can meet the data complexity needs of large enterprises, while giving business teams access to data. The AIQ CX Hub enables governed self-service access to customer data to discover audiences and orchestrate...

65 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

ActionIQ's capabilities bring together our consumer data across multiple platforms to orchestrate consistent, targeted and personalised omni-channel customer experiences. This is another crucial part of our progression to refine & optimize our broader data strategy.

JULIAN DELANY
CTO DATA & DIGITAL, NEWS CORP AUSTRALIA

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 critical to how fast we can adapt to changing market conditions. Marketers can create customer segments on their own, without having to ask highly trained data professionals to write SQL snippets for them.

JEFF WEISER
FORMER CHIEF MARKETING OFFICER, SHOPIFY

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

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e.l.f. eyes lips face   shutterstock   Albertsons   MICHAEL KORS   AUTODESK

2023 CUSTOMER DATA PLATFORMS TOP PERFORMER

ABOUT ALGONOMY

ALGONOMY

Algonomy (previously Manthan-RichRelevance) is a global leader in algorithmic customer engagement powering digital first strategies for retailers and brands. With industry-leading retail expertise connecting demand to supply with a real-time customer data platform as the foundation, Algonomy enables 1:1 omnichannel personalization, customer journey orchestration and customer analytics.

60 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Verkkokauppa.com's operating environment is marked by retail rapidly going online, digitalization and changes in customer behavior. The ability to understand consumer's changing needs is emphasized as segment is very competitive. It is vital for online stores to be able to offer customers products in an increasingly personalized and targeted manner, to facilitate a positive customer experience and thus increase customer satisfaction and loyalty. With Algonomy, we have access to the very innovative personalization technology, and a trusted partner that is helping us grow.

KALLE KOUTAJOKI
CHIEF SALES OFFICER, VERKKOKAUPPA.COM

Upfront deployment costs and long timeframes have been barriers to implementing customer analytics solutions. Algonomy's pre-built solutions for the retail industry and prescriptive analytics ensured quick time-to-value for rue21 and helped us gain performance improvements that would have been otherwise inaccessible.

MARK CHRYSTAL
CHIEF ANALYTICS OFFICER, RUE 21

We have significantly reduced time spent on analysing & driving insights around operational bottlenecks, sales challenges, promotional performance, store benchmarking and delays in reporting. With a 360-degree view of the customer, sales and operations, we are now poised to run a more efficient ship.

KATE VACOVEC
HEAD OF COMMERCIAL PLANNING, PIZZA HUT

With Algonomy, we're able to trigger personalized experiences in real-time, and shoppers don't have to dig deep into the product catalog to locate products they prefer.

DAVID BARTER
MANAGING DIRECTOR OF NATIONAL IT, ALDI

TRUSTED BY

2023 CUSTOMER DATA PLATFORMS TOP PERFORMER

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.

80	TOTAL CUSTOMER REFERENCES	VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Amperity allows us to better understand our customers and put actionable insights into the hands of our teams to drive experimentation and activation, enabling us to personalize the critical touchpoints our brands have with our customers without the need for significant technology expertise or code. Our ability to combine data from various sources and create a comprehensive and unified view of our customers is another step in Tapestry's strategy to be an enabling platform that enhances opportunities for our brands.

NOAM PARANSKY
CHIEF DIGITAL OFFICER, TAPESTRY

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 is crucial to our tech stack. In order for us to have a 360 view of the runner and then use runner data for analytics and marketing segmentation, a CDP is necessary. Our tech stack is always changing, and very dynamic so the ease of plugging in partners is also critical.

MELANIE ALLEN
CHIEF MARKETING OFFICER, BROOKS SPORTS

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

TRUSTED BY

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...

84 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

" From a CDP vendor selection perspective, it was a combination of things how modern the technology stack is, advanced analytics capabilities, ease of use, as well as company culture. These, at a high level, are things that we took into consideration when selecting a CDP vendor, and specifically the reason why we went with BlueConic. "

REEM SEGHAIROUN
VP, GLOBAL DIGITAL CONSUMER 360 & ADVANCED ANALYTICS, VF

" 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

" I absolutely love the fact that I am able to hop into BlueConic to personalize our site and creating customer segments without jumping through hoops or contacting IT. The availability [of data] and possibilities with BlueConic are very fluid. "

MATTHEW WELZ
HEAD MEDIA BUYER, ISSA INC

" 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

TRUSTED BY

LogMeIn
Be Limitless.

vf

MATTEL

DOLLAR TREE

Heineken

2023 CUSTOMER DATA PLATFORMS

TOP PERFORMER

ABOUT D&B REV.UP ABX

dun & bradstreet

Dun & Bradstreet is a leading global provider of mission-critical data and insights to help our clients compete, grow and thrive. Delivered through the Dun & Bradstreet Data Cloud and our market-leading solutions, our data and insights help you accelerate revenue, manage risk, lower cost and transform your business. Global businesses of all sizes rely on our data, insight & analytics. Visit us at www.dnb.com for more information.

59 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 Rev.Up™ABX for Sales has helped our sellers get deeper intelligence on their best fit accounts that are most likely to buy now. That has helped us prioritize our efforts, drive new pipeline and increase our program's average opportunity size by +40%.

JULIA DINOLFO
MANAGER OF ACCOUNT, NI

> D&B has been core to our ABM strategy, serving as an open customer data platform for paid media and email campaigns. Rev.Up ABX expands our ability to integrate with more systems and data, giving us greater flexibility and value from our current and future investments.

ROEL HAANAPPEL
DIRECTOR DIGITAL GROWTH, UNIT4

> We incorporated D&B Rev.Up ABX through Lattice earlier this year globally into our MarTech and saw an initial 67% increase in Sales Accepted Leads and improved targeted prospect engagement by 36%.

ZARINA STANFORD
FORMER CHIEF COMMUNICATIONS AND MARKETING OFFICER, RACKSPACE TECHNOLOGY

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rackspace technology | **Hootsuite** | **SunTrust** | **CDW** | **BAIN & COMPANY**

2023 CUSTOMER DATA PLATFORMS TOP PERFORMER

ABOUT LEADSPACE

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...

26 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

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

With Leadspace, we have built the next generation of demand generation technology and process. Our top priority is delivering great leads to our sales team. Leadspace gives us a huge competitive advantage, now and for the future.

ERIC LEWIS
VICE PRESIDENT OF DEMAND GENERATION, RINGCENTRAL

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, FIRSTUP

The Leadspace methodology really works—there isn't any other solution out there that offers the three-in-one solution Leadspace has.

JON JAGELSKY
MARKETING OPERATIONS MANAGER, SOVOS

TRUSTED BY

RingCentral   bloomreach   SOVOS SOLVE TAX FOR GOOD®   onelogin by ONE IDENTITY   tipalti

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ABOUT NGDATA

NG DATA

NGDATA lets you better engage with your customers. Our Intelligent Engagement Platform (IEP) builds sophisticated customer data profiles (Customer DNA) 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...

23 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

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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LexisNexis® RISK SOLUTIONS   **MICHIGAN STATE UNIVERSITY**   **ALLIANT**   **B+L BAUSCH+LOMB**

2023 CUSTOMER DATA PLATFORMS TOP PERFORMER

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.

122 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

I have been very impressed with how simple and intuitive the RedEye platform has been to use. With a small and nimble team, it was important for us to have a flexible and versatile platform that we could rely on to help us deploy the scale and sophistication of personalised lifecycle campaigns that you might expect from a much larger team.

ALEX VAN STEEDEN
SENIOR ECRM & INSIGHT MANAGER, PAPA JOHN'S

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

Working with RedEye has been very insightful, providing information on our customers. It's crucial to know who to target and when. This information will be invaluable for segmenting and tailoring emails to our customers.

LIZ LANG
HEAD OF DIGITAL TRADING, THE NATIONAL GALLERY

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TESCO

Travelodge

asos
discover fashion online

McKinsey & Company

Travis Perkins plc

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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.

51 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

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

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

Having all customer data available to us in one place, with the confidence that it is accurate, timely and comprehensive, has been the biggest asset of partnering with Redpoint.

WILL AUBUCHON
CHIEF EXECUTIVE OFFICER, W.E. AUBUCHON CO. INC.

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LucernaHealth · Renovia · GuideWell Connect · dish · AAA

ABOUT SIMON DATA

Simon

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.

31 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

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

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 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

Simon's given me the ability to look at data across the full spectrum of our customers and get a singular view of our customers.

KELLY DEDMAN
HEAD OF RETENTION MARKETING, TEENSAFE

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VIVINO   **asos** discover fashion online   **TRUE**Car.   Tripadvisor   BARK

2023 CUSTOMER DATA PLATFORMS

TOP PERFORMER

ABOUT TOTANGO

Totango

Totango is a customer success platform that helps recurring revenue businesses simplify the complexities of customer success by connecting the dots of customer data, actively monitoring customer health changes, and driving proactive engagements. Leading companies use Totango to reduce churn, grow predictable revenue, and maximize customer value over time.

88 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

nCircle holds twice a week engineering meetings to analyze and improve the user onboarding process. We instrumented the entire signup process with Totango. We use Totango cohort reports to understand bottlenecks and to see the results of changes we make from week to week.

DAVID MELTZER
VP ENGINEERING, NCIRCLE

Totango automated [individual activity reports] for us in real-time so we didn't have to go through layers of security to get the information we needed. This really helped us focus on converting our trial users to paid ones.

URMAS PURDE
CO-FOUNDER, PIPEDRIVE

Any subscription business can benefit from Zoe by making the customer data that we define available to anybody in the organization. It's very simple, very powerful, and shows our customers that we are a customer-centric organization.

SHAI RYBAK
VP OF CUSTOMER SUCCESS, CLICKTALE

Working with Totango has been a blessing. Not only are we able to create a better journey for the customer, but we have all of our information in one place...

KRISTIN HALLAS
MONSTER

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RAVE MOBILE SAFETY

pipedrive

dimension data

zendesk

aruba a Hewlett Packard Enterprise company

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CUSTOMER DATA PLATFORMS

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featured customers

2023 CUSTOMER DATA PLATFORMS
RISING STAR

ABOUT ASCENT360

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.

45 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Ascent360 has helped us better understand, segment, and communicate with our highly diversified customer base. Their team has been incredibly helpful and punctual in assisting us with support, and due to the nature of our business, often on very short notice.

ROB MCCLOSKEY
DIRECTOR OF MARKETING, SUN PEAKS SKI RESORT

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

Ascent360 has been integral to growing our business. Their software helps us better understand our customers and grow our races. Their team has become critical to the success of our business.

TANNER BELL
PRESIDENT & CO-FOUNDER, RAGNAR RELAY

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

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CRAIG HUSAR FINE DIAMONDS & JEWELRY DESIGNS

Bolton Valley Vermont. Naturally.

ALPINE SHOP #getOUTSIDEyourself

GREEK PEAK MOUNTAIN RESORT

SUN PEAKS

2023 CUSTOMER DATA PLATFORMS

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ABOUT CALIBERMIND

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.

29 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

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

"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

"Having a flexible platform integrated with your full tech stack is the key to being able to understand your consumer journeys and consumer behavior."

STEPHEN HARPER
MARKETING OPERATIONS ANALYST, AIRSHIP

"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

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WORKWAVE   zelis   datAvail   apto   AIRSHIP

2023 CUSTOMER DATA PLATFORMS RISING STAR

ABOUT COMMANDERS ACT

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.

37 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

TagCommander allows Bouygues Telecom to gain agility and expertise with analytics, as well as develop strategies to increase website traffic in an increasingly competitive field.

MERWAN BENARBANE
HEAD OF WEB ANALYTICS PROJECT, BOUYGUES

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

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 Commanders Act CDP has enabled us to refine our customer knowledge and optimise our digital levers.

ISKANDER DAAGI
DIGITAL MARKETING DEPUTY MANAGER, MONIWAN

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Nestle — yp — ENGIE — La Redoute — bouygues TELECOM

2023 CUSTOMER DATA PLATFORMS RISING STAR

ABOUT CROSSENGAGE

CrossEngage

CrossEngage combines a real-time customer data platform with cross-channel campaign management in one single flexible SaaS approach. Their platform enables your enterprise to simply and seamlessly integrate all of your data sources and marketing channels. Your existing infrastructure remains unchanged and will now be orchestrated by one overarching system.

24 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

CrossEngage enables us to leverage all our customer data and use best-of-breed technology for high-performance cross-channel marketing. optilyz as the best-of-breed tool for European direct mail automation lets us run highly segmented campaigns with minimal setup effort. Combined together they allow us to achieve granular targeting as well as synchronizing Direct Mail with other online channels seamlessly to maximize ROI.

FLORIAN BONNET
HEAD OF CRM, HELLOFRESH

AGS previously used approximately ten scoring models. With CrossEngage's CPP taking over the scoring, model creation has been simplified and scoring runs automated. Besides, an increased addition of web tracking data to tighten the scores is planned. The scoring spectrum has thus been successively expanded while saving time.

KLAUS ACKERMANN
DATA SCIENTIST, ATELIER GOLDNER SCHNITT

Approaching potential and existing customers in an orchestrated way can be the source of a relevant and defendable competitive advantage for advertisers. CrossEngage allows you to gradually enter channel orchestration while maintaining full control of your user and customer data.

FLORIAN HEINEMANN
CO-FOUNDER AND MANAGING DIRECTOR, PROJECT A VENTURES

The tool is very dynamic. We can now build, test, and evaluate scoring models on our own. We use the advantages of data science without having in-depth data mining knowledge ourselves.

TIM STEFFEN
CAMPAIGN MANAGEMENT SPECIALIST, WALZ

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atelier goldner schnitt　　CHANNEL21　　Walz Leben&Wohnen　　Project A　　HELLO FRESH

2023 CUSTOMER DATA PLATFORMS

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ABOUT LEXER

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.

61 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

As a small business with limited time and resources, we wanted to put more focus into our targeted marketing initiatives. We were provided with the guidance and suggestions to start off with some simple paid social and email campaigns to get a better understanding of our customers, what kind of ads and audiences work best, as well as Lexer's capabilities and processes moving forward. The results we've seen have been great so far, and have given us the tools to decide where our future focus should be.

KERI PARTRIDGE
ECOMMERCE SPECIALIST, CORBETTS

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

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

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

ALEXANDER MEYER
CHIEF MARKETING OFFICER, THE ICONIC

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Harris Scarfe
GREAT BRANDS · GREAT PRICES

Black Diamond

AQUILA

WEST COAST EAGLES

Sur la table
THE ART & SOUL OF COOKING

2023 CUSTOMER DATA PLATFORMS RISING STAR

ABOUT PIWIK PRO

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.

65 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

NSF International is a non-profit organization committed to public health and safety. We have been looking for a tool to track our web activity and proactively provide analytics data for our internal support teams. Piwik is a fantastic tool for helping us achieve this goal because it gives us key insights into our business users' end experience on a global scale. Additionally, Piwik PRO helps us set up for on-premise installations and provides with us with customized solutions. We are very impressed with the Piwik web-analytics solution. Piwik PRO will continually advise us on...

YIPENG CHEN
LEAD DBA, NATIONAL SANITATION FOUNDATION

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

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...

GEROLD BRAUCHART
ESV PROJECT MANAGEMENT, SVC

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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DKMS WE DELETE BLOOD CANCER

GovZ

CIVICPLUS

Government of Canada / Gouvernement du Canada — Canada

Sleeknote

2023 CUSTOMER DATA PLATFORMS

RISING STAR

ABOUT RETENTION SCIENCE

ReSCI from **Constant Contact**

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.

47 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

With Retention Science it's like you're the pilot of an x-wing on day 1, and the automation and AI is like R2-D2 watching over your flight. The marketing software has delivered incremental improvement and measurable results for us. It's one of our top 3 revenue channels and critical for our customer retention and improving repeat purchase rate. I could not operate my business without them.

WILLIAM SCHUMACHER
UPRISING FOOD

The automation is beginning to run itself and is doing the thinking for us. This will give us more time to strategize and explore other features and options while maximizing our email efforts. This is allowing us to do more without hiring an additional member of our marketing team.

NICOLE BRUDERER
FOUNDER, LIME RICKI

It's been refreshing to work with ReSci on development and strategy. We've been able to fill in key holes with a direct impact on sales. Everything is automated, making the execution process so much easier and seamless. It's one less thing to worry about, and we can focus on high level strategy.

ADELE TETANGCO
CO-FOUNDER, GARMENTORY

ReSci's predictive technology enables us to focus on each customer's interest, lifting engagement and conversions. The ReSci team adds the human element, sharing their strategic perspective and responding quickly to any issues.

DANIELA WEISS
CHIEF MARKETING OFFICER, FUN AND FUNCTION

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