

Customer Data Platforms Category

WINTER 2024
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.

2024 Customer Success Awards

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



* Companies listed in alphabetical order



2024
CUSTOMER
DATA
PLATFORMS

MARKET LEADER



ABOUT 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.

52

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] gives us a deeper level of insight into our customers allowing for more targeted offers. [Acquia CDP] also helps to identify customer-acquisition channels that bring in the highest value customers, maximizing our advertising ROI.”

MOSHEH POLTORAK
SR. DIGITAL MARKETING MANAGER, BLINDS.COM

“AgilOne helped us consolidate and make sense of our data. For the first time, we have an actionable set of customer personas based on clusters of consumption patterns.”

SERPIL BERKAN
MARKETING MANAGER, MAVI

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McKinsey
& Company

Moosejaw

Clarks

lululemon athletica

DYLAN'S CANDY BAR



ABOUT 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.

270

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We selected Bloomreach after a rigorous review process. Bloomreach have enabled us to truly stitch together online and offline behaviour via their Customer Data Platform (CDP). Now that we have access to their Single Customer View, we’re able to use Bloomreach’s orchestration platform to execute personalized campaigns across all channels.”

NICOLA COTTRELL
HEAD OF CRM, SOFOLOGY

“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

“Bloomreach Engagement has enabled us to fully leverage our customer data for personalizing messages, targeting, segmentations, reporting, predictive modeling, and automating our campaigns. This has contributed to significant improvements in our key player metrics.”

JAMES BOURCIER
HEAD OF MARKETING, MANSION GROUP

“It is important for us to use our customer data in a meaningful way. That’s a huge focus for us. Bloomreach Engagement helps us to increase our customer lifetime value and use our data to deliver personalized experiences across various channels.”

BURKHARD HENN
CHIEF MARKETING OFFICER, RAISIN

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boohoo
group plc


YVES ROCHER
FRANCE


Carrefour


wayfair
a zillion things home


Sabra



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.

62

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“One of the biggest challenges in 1:1 marketing is the need to activate large volumes of data when you scale to millions of customers across multiple touch points. Unlike other platforms that struggle with increasing amounts of data, Blueshift becomes more powerful the more data you have in it. This has allowed us to scale our personalization efforts and customer journeys across multiple apps on different channels, and the results have been tremendous.”

CHRIS KACHEL
SENIOR DIRECTOR CRM, LENDINGTREE

“Blueshift is a tool that will change the way you interact with your customers forever. If you aren't using a SmartHub CDP or marketing automation platform right now, it will be one of the best decisions you make. There are endless messaging capabilities that can be done, whether you're a 1-person or 20-person team.”

CAT COVERT
HEAD OF EMAIL MARKETING, MASSIVE

“We wanted to find a way to centralize our data to have a good 360-view of the customer. Blueshift helps us with intelligent personalization to better understand the customer, how they've engaged with us, what channels they prefer, and when to engage with them.”

SAMANTHA TURNER
DIR. OF OPERATIONS AND AUTOMATION,
MALWAREBYTES

“Blueshift is a true partner in helping us deliver relevant and timely learning experiences to our students. Our team loves how easy it is to access and activate our first-party data and automate personalized experiences that drive material impact to our customer engagement and business metrics.”

KENNY KIM
CHIEF MARKETING OFFICER, UDACITY

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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.

46

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“The experience I've had working with the team at Lytics has been fantastic, and the Lytics platform really easily solved our problem. It gave us the sort of information and the insights we needed to make actionable decisions. And it all happened fairly fast. Within a couple of days, a week of using the system, we were able to start figuring out ways to make better marketing decisions.”

ADAM THURMAN
DIRECTOR OF MARKETING, AMERICAN CONSERVATORY THEATER

“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

“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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SIMPLE



PRAETORIAN
DIGITAL



Nestlé PURINA.



Electrolux



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

79

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“The data plan is far-and-away my favorite feature in mParticle. It helps us vet and validate data in a centralized tool. Because as long as we know that the data in mParticle is accurate, complete, and consistent, then it's easy to send that data downstream using mParticle's integrations.”

JORDAN PLECQUE
MANAGER OF DATA & ANALYTICS, CHOWNOW

“With mParticle, we have a data-driven advantage in building strong brand loyalty and creating more valuable customer relationships. These powerful data insights will give us the opportunity to convert unknown users to known loyalty members, and ultimately, high-value repeat customers.”

RYAN OSTROM
CHIEF MARKETING OFFICER, JACK IN THE BOX

“mParticle makes it easier for us to create a 360-degree view of the customer and use that data to improve targeting and personalization in our email communications. By delivering more relevant email experiences, we can increase efficiency and build trust with our members.”

DAVID COLLETTA
SENIOR PRODUCT MANAGER, GROWTH, SOFI

“Now we can collect a lot of data without keeping up with technical debt across multiple platforms. mParticle allowed us to remove the burden of individual SDKs so we can invest more in our applications.”

RICHARD MCNERNY
MANAGER, MOBILE APPS, JETBLUE

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jetBlue

starwood
Hotels and
Resorts



Lilly Pulitzer



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...

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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

“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 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

“Optimove gives us the data, segmentation and campaign automation to support true omnichannel marketing, as opposed to attempting to simply coordinate among single-channel efforts.”

JONAS MALPASS
SENIOR MANAGER OF CRM & DIGITAL MARKETING,
JOHN HARDY

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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...

293 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

“The best part of using Segment for data collection is definitely that we fight with our product team and project managers a lot less. Adding or extending Segment tracking is easy and is instantly available for all downstream destinations. (thanks, Segment debugger!).”

MAX WERNER
MARKETING OPERATIONS AND ANALYTICS SPECIALIST,
PROPOSIFY

“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

“Segment has enabled us to streamline the data capture process while maintaining flexibility to customize per brand as needed.”

GRACE PREYAPONGPISAN
VICE PRESIDENT, BUSINESS INTELLIGENCE, MEREDITH

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PagerDuty



DigitalOcean

instacart

invision



ABOUT SITECORE



Sitecore is the global leader in experience management software that enables context marketing. The Sitecore® Experience Platform™ manages content, supplies contextual intelligence, and automates communications, at scale. It empowers marketers to deliver content in context of how customers have engaged with their brand, across every channel, in real time. More than 4,600 of the world's leading customers including American Express, Carnival Cruise Lines, easyJet, and L'Oréal—trust Sitecore for context marketing to deliver the personalized interactions that delight audiences, build loyalty, and drive...

898

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“Understanding the customer journey and data-driven insights to provide contextual personalised content is key to deliver value on the digital channels. National Lottery has a strong vision on how to evolve in that direction and we are building together this roadmap for the future of their business.”

RENAUD DE LOMBAERT
CLIENT SERVICES DIRECTOR, THE NATIONAL LOTTERY

“With our new customer experience platform based on Sitecore, we're increasing customer loyalty as well as sales revenue by making it far easier to find and purchase our products online—regardless of where the customer is located.”

RAMIN KHOSHANDAM
E-MARKETING MANAGER, MILTENYI BIOTEC

“Using Sitecore xDB for machine learning and predictive analytics, we transform data into insight and make better marketing decisions to bring our vision to life.”

PYM BUITENHUIS
DIRECTOR OF MARKETING, ROTMAN SCHOOL OF MANAGEMENT

“Sitecore Commerce is an extremely flexible solution that allows us to catalog and manage vast amounts of complex data.”

PAUL SANDERUDE
DIGITAL SOLUTIONS ARCHITECT, DOW CHEMICAL COMPANY

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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.

207

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“Tealium succeeds where many solution providers fall flat – matching a powerful platform with trusted people who will support us at every step of our customer data journey. Whilst Dunelm is the UK's homeware market leader, we felt we could unlock more growth by improving our customer data architecture. Prior to introducing Tealium's CDP, our customer data was fragmented and held across multiple platforms. This...”

DARREN SHORT
SENIOR CRM MANAGER, DUNELM

“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...”

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

“Installing Tealium's CDP was a huge leap in our digital transformation journey. Not only have we acquired a powerful, agile technology that will fuel our drive to becoming a data-driven, customer experience-focused business, we've gained a trusted partner to test, learn and improve the way we communicate with our customers. We now have a robust and...”

JAMES O'KEEFE
MARKETING TECHNOLOGY DIRECTOR, LEGAL & GENERAL

“Right time, right message and right place; these three elements are the key ingredients for customer experience success. Unifying customer data is critical to precision personalisation that delights the customer. With Tealium CDP, Household Capital has not only deepened customer insight, but curated real-time resonant messaging to create meaningful impact.”

YUUKA HAMA
HEAD OF PERSONALISATION, HOUSEHOLD CAPITAL

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ADOREBEAUTY

Cognizant

dodo

TUI GROUP

BOSCH



ABOUT TREASURE DATA



TREASURE DATA

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.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Everyone can use the data the way they want to. Our data scientists can do better segmentation to see which segments respond better. Our CRM folks can do SMS push notifications, because we are orchestrating those channels with Treasure Data Enterprise CDP, which is quite flexible that way. It also helps us drive performance. It is changing the culture here.”

NORITAKA WAKUDA
ADVISOR & LEADER FOR DIGITAL TRANSFORMATION,
MARUTI SUZUKI

“The reason that Lotte Rental was able to quickly implement the foundation for sustainable innovation is that we are focusing to integrate and utilize all kinds of data from a single point of view to increase customer value. With Treasure Data CDP for this innovation, marketing, sales, IT, and support departments were all able to design and execute customer-centric goals.”

KIM HYEONSOO
CHIEF EXECUTIVE OFFICER, LOTTE RENTAL

“Going forward, our plan is to increase the accuracy of the system with further use of AI. And we hope to further expand our data utilization platform around the Treasure Data CDP to achieve even greater customer satisfaction.”

KAZUKI ENOMOTO
DIRECTOR OF THE DIGITAL TRANSFORMATION DIVISIO,
STRIPE INTERNATIONAL INC.

“Having Treasure Data CDP and access to real-time data is incredibly important to us—as it is to all DTC brands. We can now connect with the end consumer on a much deeper level than retailers.”

GREG CONNOLLY
CHIEF EXECUTIVE OFFICER, TRIFECTA NUTRITION

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2024
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...

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“With ActionIQ, we were able to unlock personalization capabilities at the subscriber level. We can execute multiple email messages to not only educate and engage subscribers in their first few weeks, but also inspire them to act and build habits. Our goal is to ensure that the right combination of actions work together at the right time.”

ANJALI IYER
HEAD OF LIFECYCLE MARKETING, THE WASHINGTON POST

“We can no longer spend days defining audiences and moving levers and knobs to launch a campaign. Having all of our data consolidated and being able to push audiences to platforms and learn something fast is really powerful for us. ActionIQ allows us to streamline, make decisions and test and learn quickly.”

VERLYN FISCHER
PRINCIPAL PRODUCT MANAGER, ACRISURE

“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'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

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MICHAEL KORS

GILT

CONDÉ NAST

TRUIST

elf
eyes lips face



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.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Onboarding the Algonomy suite of products enabled an acceleration of our personalisation strategy, empowering us to inspire our customers and offer more relevant content and products. Both through the platform and our deep partnership, we have been able to rapidly experiment with weights, strategies, and boosting to find the best experience across platforms and our 6 operating countries. We’ve deeply appreciated the partnership with Algonomy and their investment into our success.”

LIAM HUTCHINSON
DIRECTOR OF PRODUCT, ZALORA

“The CDP and Customer Journey Orchestration projects were key to McDonald's India's digital and data transformation journey, whereby we were able to build capabilities to drive insights-driven marketing across channels. We deeply appreciate the invaluable assistance provided by Algonomy's analytics and campaign specialists, who have worked closely with us to develop and optimize our campaigns.”

ARVIND R P
CMO, MCDONALD

“With Algonomy's CDP 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.”

JITENDRA KANOJIA
HEAD OF OMNICHANNEL AND CUSTOMER
ENGAGEMENT, FBB

“Algonomy helps us understand our customers better because we have all our site's behavioral information on a single platform — something that allows us to analyze and act to further improve the experience according to their evolving needs.”

U/X COORDINATOR
ÉPOCA COSMÉTICOS

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rue21.

ZALORA





ABOUT 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.

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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

“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

“Amperity has given us the ability to turn disparate and sometimes disjointed customer data into a complete first-party data foundation. Amperity is enabling us to drive better business results and safely and securely transform our customer data into exceptional experiences.”

STEVE MILLER
SVP OF STRATEGY, E-COMMERCE & ANALYTICS, DICK'S SPORTING GOODS

“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

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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...

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We moved from another CDP provider to BlueConic so we could more easily build segments and directly activate those across channels in real-time – something our previous provider couldn't deliver. Our team needed to have access to and utilize first-party data in a better way to boost engagement and deliver better customer experiences.”

FRANK BEUNK
DIGITAL PERSONALIZATION / DATA ACTIVATION EXPERT,
VODAFONEZIGGO

“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

“For the first time ever, we can use HEINEKEN's owned segments instead of relying on third-party data. With that data in hand, we can design robust, personal journeys for our various audiences.”

REBEKAH KENNEDY
DIRECTOR CONSUMER DATA STRATEGY, HEINEKEN

“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

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San Francisco
Chronicle

— AMERICA'S —
TEST KITCHEN

MOEN®


DOLLAR TREE


MATTEL



ABOUT D&B REV.UP ABX



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.

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TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“[D&B Rev.Up ABX]’s technology provided this by identifying and prioritizing our target accounts using their predictive analytics. By organizing our sales and marketing efforts around these high value accounts, we have better aligned our teams and significantly increased our pipeline.”

PETER ISAACSON
CMO, DEMANDBASE

“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

“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

“By using data and insights from [D&B Rev.Up ABX], we can craft for our clients compelling ABM strategies and develop 1:1 digital experiences that are designed to attract, engage, and convert.”

SABER SHERRARD
VICE PRESIDENT, BAIN & COMPANY, INC.

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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...

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TOTAL CUSTOMER REFERENCES

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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 solved our sales engagement challenges at Spigit. Lead routing is more efficient and I am able to show real conversion improvement.”

NEIL SCHULMAN
SALES OPERATIONS MANAGER, SPIGIT, PLANVIEW
IDEAPLACE

“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

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onelogin
by ONE IDENTITY

firstup

SOVOS

RingCentral

tipalti



ABOUT NGDATA



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...

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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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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.

136

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“When we first started working with RedEye in the mid 2000's we were aware our data wasn't supporting our marketing efforts the way we really needed it to. We selected RedEye because it was clear they had the knowledge and expertise to support us in such a wide variety of ways. Over the long period of time we have worked with RedEye, the one element that has really stood out to me has always been the people. Our dedicated Account...”

MONARCH
CHIEF COMMERCIAL OFFICER, MONARCH AIRLINES

“From the outset it was obvious RedEye were the right fit for us, it was clear they had the levels of expertise we required and they could provide the perfect amount of account management support, meaning we knew they were always there when we needed them. This was something other suppliers just could not provide. The results we have achieved during our relationship with RedEye so far really speak for themselves. We are now...”

ONLINE CONTENT MANAGER
PENHALIGON'S

“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...”

CIARAN DOWNES
CRM MANAGER, WORLD OF BOOKS GROUP

“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 to 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



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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.

66

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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 really was the best solution that would allow us to mix and match end use technologies while retaining a core engine that would enable us to personalize customer journeys.”

DAVID MILLARD
DIRECTOR OF COMMERCIAL APPLICATIONS, REPORTING & ANALYTICS, RENOVIA

“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.

“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

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1800 contacts



GUIDEWELL
Connect





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.

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TOTAL CUSTOMER REFERENCES

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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

“Integration basically required nothing from us. The Simon team handled everything, and it was awesome to see our data in the tool within a few days of signing the contract.”

WONNY LEE
HEAD OF MARKETING, GREATS

TRAVEL+
LEISURE

Tripadvisor

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canary

BARK

ASOS
discover fashion online



ABOUT 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.

101

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“Unlike other customer success solutions which drive top-down actions, what I like is that this approach drives from a bottoms-up perspective, customer visibility and a customer success culture throughout the organization.”

KATE LEGGETT
VP AND PRINCIPAL ANALYST, FORRESTER

“Totango is committed to changing the landscape in the client success industry by providing leading edge technology that allows their clients to make sound business decisions by actioning data.”

PAUL CASE
VICE PRESIDENT, CLIENT SUCCESS, TYLER TECHNOLOGIES

“We identified which modules increased the likelihood of retaining our users with usage insights from Totango. This knowledge helped us engage better with our existing customers.”

VINCENT FRISINA
NATIONAL TRAINING MANAGER, VISAGE

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sumo logic





2024
CUSTOMER
DATA
PLATFORMS

RISING STAR



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.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We needed a way to get a clearer picture of customers so we could connect with them on a personal level. The Ascent360 platform saves us a tremendous amount of time by helping us understand and segment customers so we can send them more relevant emails.”

CRAIG HUSAR
CHIEF ROMANCE OFFICER, CRAIG HUSAR FINE
DIAMONDS & JEWELRY DESIGNS

“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

“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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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.

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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

“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

“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

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datAvail

SheerID

WORKWAVE

zelis

AIRSHIP



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.

43

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“I would like to highlight the quality of Commanders Act's customer support, which always responds quickly with a tailored solution, and the reliability of the platform is a real plus, as we have never had any tracking lost since we started using the platform.”

SÉBASTIEN CVETOJEVIC
CHIEF REVENUE OFFICER, SEDOMICILIER

“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

“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

“Commanders Act is one of the rare CDPs to guarantee data sovereignty with a hosting setup based entirely in France.”

LAURENT BASTIDE
HEAD OF DATA STRATEGY, DRHAT

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promod





ABOUT 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.

25

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

“The Customer Value Audit enabled us to develop a deep understanding of customer behavior. Based on various analyses, Cross Engage defined strategies to strengthen customer loyalty and developed important findings and recommendations so that we can optimize our retention in the long term. The collaboration was very pleasant and smooth right from the start.”

LEA BRÜCKELMANN
DIGITAL MANAGER, TEEKANNE

“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

“CrossEngage combines data from any data source we wish to use and lets us interact with our customers in real-time.”

CHRISTIAN EFENDIC
HEAD OF CRM, CONTORION

GLOBUS
SAVOIR VIVRE

atelier
goldner
schnitt

TRUSTED BY

MYCS

CONTORION
ALLES FÜR DEN PROF.

HELLO
FRESH



ABOUT FIRSHIVE



FirstHive is a Customer Data Platform that builds Unique Customer Identities by aggregating data from across all sources of customer interactions and customer transactions. It integrates with all the customer touchpoints deployed by a brand to pull in data to a single interface and build rich customer profiles which can be split into relevant, intelligent cohorts. FirstHive also supports creation and execution of customer engagement campaigns across email, SMS, Voice, browser, website, mobile applications, and social channels like Facebook, LinkedIn, Twitter, and Instagram.

28

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We were looking for a comprehensive marketing tool that can give us deep insights on customers and performance of marketing campaigns, together with a high deliverability of emails. We tried out FirstHive with standard edition plan to test the platform. It turned out to be a great, simple solution and in line with our requirements. Now we are on Expert plan and loving it. We have improved our conversion rates by at least 30%.”

LANCE FLOWERMAN
DIRECTOR OF OPERATIONS, COMPLETE YOU INC

“We deployed the FirstHive Cross Channel Marketing this year help us redefine our customer engagement. The FirstHive team's approach and support in on-boarding us onto their platform was spectacular. FirstHive is already helping us deliver a step jump in our customer engagement and bring to us some powerful real-time dashboards & analytics.”

P K HARIHARAN
COTY

“FirstHive enables marketers to create identity classes of customers, especially when it looks at anonymous customer interactions across multiple channels, and enables tracking and segmentation of such customers, which is not possible via traditional means.”

VARUN KAUSHIK
HEAD MARKETING, LANDMARK INSURANCE

“We are excited to partner with FirstHive in this project, FirstHive will help us map customer behaviour and correlate it to their circumstance, to deliver enhanced and personalized travel experiences throughout our journey.”

AVIANCA AIRLINES

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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.

67

TOTAL CUSTOMER REFERENCES

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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

“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

“The Lexer team is incredibly engaged. Whether supporting us on a daily basis, partaking in strategic planning or coming up with original campaign ideas. Simply a pleasure to work with.”

JAN-WILLEM DRIESSEN
VP OF GLOBAL MARKETING & DTC, BLACK DIAMOND

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Harris Scarfe
• GREAT BRANDS • GREAT PRICES

5.11



kikki.K

Sur la table
THE ART & SOUL OF COOKING



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.

66

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“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 really appreciated the fact that you can customize your tracking according to your privacy preferences and, for example, choose not to track certain personal data or exclude certain user identifiers. In addition, the principles of privacy by design are followed, there is a built-in consent manager and Piwik PRO does not use customer data for its own purposes. So the privacy of your website users is guaranteed.”

EMKE DE VRIES
ONLINE MARKETER, ICTRECHT

“When I looked at the data last Tuesday, I got X number of views on the homepage. Then, when I looked at the same Tuesday on another day, there was always a difference of approximately 2-3%. So reproducing data was very difficult. Now with Piwik PRO we have raw data analysis. No matter when I query the data, I get the same numbers that I worked with before.”

MICHAEL HOLZINGER
ADTECH AND ANALYTICS EXPERT, MOSER HOLDING

“We’re impressed that using Piwik PRO allows us to be this compliant, because we take data privacy very seriously. We don’t have pixels for external ad platforms due to GDPR. Instead, we use quite advanced tracking with UTMs and our own campaign identifiers. This lets us see which visuals for our campaigns work best.”

AGNIESZKA ZIELONKA
DIGITAL MARKETING LEADER, DKMS



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Sleeknote