featured customers

Customer Data Platforms Category

WINTER 2026
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.

2026 Customer Success Awards

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

2026 CUSTOMER DATA PLATFORMS — MARKET LEADER

Acquia CDP · bloomreach · blueshift · dun & bradstreet · lytics A CONTENTSTACK COMPANY · mparticle by ROKT · OPTIMOVE · twilio Segment · SITECORE · TEALIUM · TREASURE DATA

2026 CUSTOMER DATA PLATFORMS — TOP PERFORMER

ALGONOMY · Amperity & · blueconic · Leadspace · NG DATA · RedEye · Redpoint · Simon AI · spotler · TOTANGO · UNIPHORE

2026 CUSTOMER DATA PLATFORMS — RISING STAR

Ascent360 · CaliberMind · COMMANDERS ACT · Convertr · firsthive · lexer · PIWIK PRO

* Companies listed in alphabetical order

2026
**CUSTOMER
DATA
PLATFORMS**

MARKET LEADER

featured
customers

2026 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.

52 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

> [Acquia CDP]'s functionality gives us the power to deliver highly personal customer experiences unlike anything we have found available in the industry. What really sets [Acquia CDP] apart is their dedicated customer success team. We have frequent meetings, they help us set up & measure campaigns, and they provide valuable insights on top retail trends.

DAVID MAHONEY
MARKETING DIRECTOR, PETER GLENN

> 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] 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

> With [Acquia CDP], we're able to look at data from digital and physical touch points and predict how a customer will behave so we can serve the next best action.

CATHERINE LAPORTE
ICE PRESIDENT MARKETING & E-COMMERCE, DAVIDSTEA

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Moosejaw   TUMI   Clarks   BOSCH   ASHLEY STEWART

2026 CUSTOMER DATA PLATFORMS

MARKET LEADER

ABOUT BLOOMREACH

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.

398 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

You can really take a different approach with your customers when you have all of your customer data in one place. We really like that approach. We didn't need that many personnel resources from our side to get started with weblayers. You don't really need any back-end implementation or integration. You can run weblayers in two or three weeks.

MATEJ KOVACIK
CRM MARKETING MANAGER, HP TRONIC

Gaining deeper insights into the factors driving our custom loyalty was vital for our marketing strategy. With Bloomreach, we can get the insights we need and use them to fuel campaigns that make a real impact.

PAL ERIK WAAGBO
HEAD OF DIGITAL MARKETING AND CUSTOMER DATA, WAGAMAMA

We've always been impressed by the integration between our customer data and our ability to segment and target through various channels and tools. No other tool was able to match Bloomreach.

ANTHONY ROBERTS
MARKETING MANAGER, DAYINSURE

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

TRUSTED BY

GUESS **Albertsons** **MISSGUIDED** **Popeyes** FAMOUS LOUISIANA CHICKEN **BOSCH**

ABOUT BLUESHIFT

blueshift

San Francisco-based Blueshift helps brands automate and personalize engagement across every marketing channel. The Blueshift Intelligent Customer Engagement platform uses patented AI technology to unify, inform, and activate the fullness of customer data across all channels and applications. With a customer data platform and a cross-channel marketing hub all in one place, Blueshift gives brands all the tools they need to seamlessly deliver 1:1 experiences in real-time across the entire customer journey. Blueshift Customer AI combines agentic, predictive, and generative intelligence to help...

81   TOTAL CUSTOMER REFERENCES   **VIEW ALL REFERENCES**

FEATURED TESTIMONIALS

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

DARSH PAREKH
SENIOR MANAGER ENGINEERING, LENDINGTREE

Blueshift is a powerful platform which is capable of allowing you to conduct disruptive CRM. The fact that it allows you to build custom attributes and events is key. It allows us to conduct mass personalized CRM which is otherwise hard on other platforms. It also allows us to fire custom data which is crucial for our CRM approach.

ZIAD AL-ZIADI
PRODUCT MANAGER, CLEARSCORE

Blueshift's platform flexibility addresses our complex data structure and makes it simple to deliver personalized messages and grow our channels. The people behind Blueshift really care about our success and are one of the main reasons we're at where we are today.

HOUMAN AKHAVAN
CHIEF MARKETING OFFICER, CARPARTS

Blueshift has been key to creating personalized, automated journeys while also increasing efficiencies. We're able to leverage predictive capabilities to identify the secret recipe for finding the right time and the right channel to send the right message.

KRISTINA PAULOS
DIR. OF CRM MARKETING, SLICKDEALS

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discovery+   chatbooks   fuel   Gelato   fiVe BELºW

2026 CUSTOMER DATA PLATFORMS

MARKET LEADER

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.

62 TOTAL CUSTOMER REFERENCES

VIEW ALL 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 Rev.Up ABX] helps us filter out low probability leads before they reach sales. I love the ability to dive deep into the predictors of what makes a good lead and our sales team loves [D&B Rev.Up ABX] because they know they are focused on the best opportunities.
>
> ALEXANDRE PAPILLAUD
> DIRECTOR, GLOBAL DEMAND CENTER, INTEL SECURITY

> 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

> 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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algolia   docusign   Credly by Pearson   COMDATA Payment Innovation   bmc

2026 CUSTOMER DATA PLATFORMS

MARKET LEADER

ABOUT LYTICS

lytics | A **CONTENTSTACK** COMPANY

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.

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46 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

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

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

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

TYLER BULLEN
OPTIMIZATION MANAGER, SIMPLE

We were able to start retargeting right out of the box. That's the strength of Lytics. Before Lytics, we didn't have technology that was flexible enough to do this.

ANDY CHANG
MARKETING TECHNOLOGY DIRECTOR APAC & MEA, ELECTROLUX

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

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Entercom   Electrolux   DIRECTV   CONDÉ NAST   LAND O LAKES

2026 CUSTOMER DATA PLATFORMS

MARKET LEADER

ABOUT MPARTICLE

mparticle by ROKT

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

87 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

mParticle has given us a common framework for customer data across the team, which has allowed us to have better conversations about customer data.

NIC BYRON
HEAD OF PRODUCT, IVEE

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

[mParticle provides] a persistent, unified database with multiple sources, accessible by other systems, for single viewer truth.

BRENT CHRISTENSEN
DIRECTOR OF DATABASE MARKETING, OVERSTOCK

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

MIKE AGUENZA
MARKETING ANALYTICS, SPOTIFY

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giant eagle   Etsy   Delivery Hero   chewy.com where pet lovers shop   BURGER KING

ABOUT OPTIMOVE

◼ OPTIMOVE

2026 CUSTOMER DATA PLATFORMS MARKET LEADER

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…

101 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

> ❝ Optimove helped us scale our CRM operations while keeping our team size lean. In 2019 we ran 2 plans for 100K customers. By 2024, we manage 400+ recurring plans targeting 13M customers with the same core team, thanks to automation. ❞
>
> KONSTANTINOS TSACHOURIDIS
> CRM DIRECTOR, KAIZEN GAMING

> ❝ Thanks to Optimove, we've moved from English-only emails to global campaigns in 20+ languages with preview, test, and QA tools that make multilingual execution smooth and fast. ❞
>
> YINON GLASNER
> HEAD OF CUSTOMER VALUE MANAGEMENT, MYHERITAGE

> ❝ Optimove is forward-thinking, leading the way in applying machine learning and AI to iGaming in ways that deliver real value to clients like us. ❞
>
> SIMON GATENBY
> MARTECH TRANSFORMATION DIRECTOR, ENTAIN

> ❝ Optimove is very intuitive yet super advanced. It handles our diverse customer base and vast product catalog seamlessly. ❞
>
> ALY BLAWAT
> SENIOR DIRECTOR OF CUSTOMER STRATEGY, BLAIN'S FARM & FLEET

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MARKET LEADER

2026 CUSTOMER DATA PLATFORMS

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...

321 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

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

We saw an opportunity to move away from point-to-point integrations and toward a composable architecture that could scale across teams.

GRACE LIU
PRODUCT OWNER FOR THE CDP, ASANA

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2026 CUSTOMER DATA PLATFORMS MARKET LEADER

ABOUT SITECORE

SITECORE®

Sitecore is a global leader in digital experience software, trusted by visionary brands like L'Oréal, Microsoft, and United Airlines to power their content lifecycle from content strategy to digital experience delivery. Our composable platform gives marketers and technologists the power to build together at global scale – harnessing content, data, personalization, and AI – to manage digital assets, create engaging content, understand customer intent, and deliver standout experiences across all touchpoints. Discover more at sitecore.com.

948 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

With Sitecore Personalize and Sitecore CDP, we are better capturing users' digital behavior and using this information to develop more personalized and targeted customer engagement. Sitecore's composable solutions allow us to easily integrate new technologies that enhance our speed to market and business agility.

GARY NG
DIVISIONAL DIRECTOR & CIO, SENTOSA DEVELOPMENT CORPORATION

Sitecore's composable OrderCloud solution has increased our speed, reliability, and order flexibility, and has allowed us to scale our e-commerce offerings to greater convey the wide selection of products available in our brick-and-mortar retail stores, at a level unmatched by other regional garden centers.

ZEKE OLSON
DIRECTOR, E-COMMERCE OPERATIONS, BACHMAN'S

Sitecore XM Cloud gives Sparebanken Vest a modern, flexible, and scalable platform to deliver digital and customer self-serve banking applications and services. The bank is now in a much better place to create better experiences for customers and improve personalization.

ESPEN VIGELAND
PRODUCT OWNER, SPAREBANKEN VEST

With Sitecore as the single catalog for omnichannel delivery, these assets are readily available to the content marketers for faster, easier management and distribution across multiple channels.

SIMGE KAYA
IT SYSTEM OWNER, VELUX

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Delaware North.   MICHELIN   ECOLAB®   Aer Lingus   L'ORÉAL

2026 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.

257 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

With a customer-centric brand ethos, Tealium's innovative CDP was a natural fit due to our shared values. In a complex market, Tealium elevated Danone Nutricia's data-driven CX strategy to address multifaceted requirements; including, privacy compliance, signal resilience, multibrand marketing and consumer welfare. The vast capabilities of Tealium's solution enabled us to connect the dots in our multibrand portfolio to...

STUART SHERIDAN
HEAD OF DIGITAL & DATA, DANONE NUTRICIA

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

Tealium's CDP was the lynchpin in our digital crosssell data strategy, enabling us to transform complex policyholder data into actionable insights. It's not just about having data; it's about making that data work for you in real-time. With Tealium, we've been able to deliver a more personalized, responsive customer experience that has significantly enhanced our crossselling efforts.

DAN KRESHA
DIGITAL COMMERCE DIRECTOR, MUTUAL OF OMAHA

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ADOREBEAUTY   EPSON EXCEED YOUR VISION   AMERICAN EAGLE OUTFITTERS   American Airlines   Constant Contact

2026 CUSTOMER DATA PLATFORMS MARKET LEADER

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.

91 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

We first implemented the Treasure Data enterprise Customer Data Platform (CDP) to unify customer data for operational improvement and web optimization. Since we began using Treasure Data in 2016, we've unified more than about 200 data points and 80 billion data records. We currently collect more than 8 million new transactions daily, across the entire customer journey.

SAITO KAZUTAKA
GENERAL MANAGER OF DIGITAL INNOVATION, SUBARU

We're continuing to grow, evolve, and learn. We're stepping into taking the CDP out of marketing and into the operations space, into the sales space. And trust me, word has gotten out at SCI about the CDP.

ELIZABETH WRIGHT
DIRECTOR OF MARKETING INTELLIGENCE, SERVICE CORPORATION INTERNATIONAL

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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2026

CUSTOMER DATA PLATFORMS

TOP PERFORMER

featured customers

2026 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.

101 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❞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

❞With Algonomy's Active Content, we were able to take full control of our campaign execution. It's given us the speed, flexibility, and personalization scale we needed to elevate how we connect with millions of members every month.❞

SANTIAGO MOZAS HERNANDO
MARKETING, CONSUM

❞The Algonomy personalization solutions have helped us enhance the customer experience on our website. As a result of using [Algonomy], we have improved our conversion rate by 11% and average order value by 9.5%.❞

VILLE KANGASMUUKKO
CHIEF EXECUTIVE OFFICER, BUBBLEROOM

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blue tomato   BED BATH & BEYOND   ALDI   fbb   coop

2026 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.

101 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Through our new platform from Amperity, we're able to have a complete 360 guest view, unlocking new insights that allow us to be timelier, more efficient and more effective in our efforts to engage the everyday traveler.

LISA BORROMEO CHECCHIO
CHIEF MARKETING OFFICER, WYNDHAM HOTELS & RESORTS

Amperity uniquely allows us to bring together even more data sources in a single environment so we can build more sophisticated and informed audiences that we test and learn from across our media campaigns.

KARILYN ANDERSON
GROUP VICE PRESIDENT, DIGITAL MARKETING AND CRM, SPARC GROUP

Using Amperity, we can identify critical milestones in customer journeys, like when and what they purchased, if they're enrolled in our loyalty program, and whether or not they made a purchase after subscribing to our email.

CHRISTY ANSARI
CHIEF SALES AND PLANNING OFFICER, KUIU

If I told you how much better our Facebook and display advertising campaigns performed once we began to incorporate predictive models from Amperity into our audience targeting, you simply would not believe me.

BEN HEMPHILL
GLOBAL SVP MARKETING, CROCS

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chico's · First Hawaiian Bank · J.CREW · KENNETH COLE · KENDRA SCOTT

2026 CUSTOMER DATA PLATFORMS

TOP PERFORMER

ABOUT BLUECONIC

blueconic

BlueConic is 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...

181 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❝As our CDP audience has grown, we realized someone buying a custom batting glove is completely different from someone buying a soccer ball for their kid in the backyard. Identifying audiences and pools and not only do you have all this great data and it's all in one place. Then, you say great, now what are meaningful action items you can take.❞

AARON SEITZ
DIGITAL MARKETING ANALYST, FRANKLIN SPORTS

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

IWAN BANENS
MANAGER MULTICHANNEL & E-SERVICE, ANWB

❝A customer data platform is a marketer-managed system that creates a persistent, unified customer database that is accessible to other systems.❞

CDP INSTITUTE

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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...

27 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

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

KATHRYN DEAN
MARKETING OPERATIONS MANAGER, TIPALTI

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

NEIL SCHULMAN
SALES OPERATIONS MANAGER, SPIGIT

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

Leadspace is really pushing the envelope regarding advanced predictive scoring and real time enrichment.

CHARLES EICHENBAUM
DIRECTOR OF MARKETING TECHNOLOGIES AND OPERATIONS, MICROSOFT CORPORATION

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2026 CUSTOMER DATA PLATFORMS

TOP PERFORMER

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

"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

"Introducing big data and machine learning not only resulted in higher performance, but it allows us to introduce disruptive business concepts and opportunities."

SENIOR VICE PRESIDENT
FORTUNE 50 US RETAIL BANK

TRUSTED BY

-essent⊙   Genesis   innogy   **B+L** BAUSCH+LOMB   ALLIANT

2026 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.

136 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

The working relationship my team has with RedEye is wonderful. Their flexibility to our needs is a great asset. Campaigns are going from strength-to-strength thanks to our test and learn methodology. We meet up weekly to discuss improvements and are constantly looking at subject lines analysis, segmentation tweaks and amending creative designs based on previous performance.

HOLLIE MURPHY
HEAD OF MARKETING, MAXINUTRITION

RedEye understands that offering the best customer experience is everything to us, so in turn they pull out all the stops when we urgently need to contact our customers. RedEye's knowledge of our customer data is unmatched, and I implicitly trust them to deliver every time we need customer selections creating for travel disruption email communications.

KATE SMITH
LEAD MARKETING MANAGER, EAST MIDLANDS RAILWAY

Without the RedEye Marketing Automation Hub, especially the 'Back in Stock' programme, the channel growth we have seen in the last three years wouldn't have happened. We feel RedEye are an integral supplier of Eaglemoss and are looking forward to continuing our growth together.

ADAM SYMES
GROUP HEAD OF CRM, EAGLEMOSS

RedEye's CRO team are always on hand to come up with design solutions for the challenges we face online. This particular test showcases the fresh ideas RedEye bring to the table and the results that our work together can achieve.

HEAD OF ONLINE
HAYS

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Budget®   asos discover fashion online   benendenhealth   dress-for-less Mein Designer-Outlet   Clifford James Est. 1970 Delivering Exceptional Value to Your Door

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TOP PERFORMER

ABOUT REDPOINT GLOBAL INC.

Redpoint®

At Redpoint, we tackle your toughest customer data challenges: eliminating poor data quality, resolving unreliable identities, and understanding complex customer journeys. Redpoint's Data Readiness Hub and Customer Data Platform unify transactional, household, demographic, and behavioral data – delivering a trusted, context-rich, real-time customer profile that powers all your AI and CX use cases. Companies like Vanguard, AMEX, Fisher Investments, DSW, and Houston Methodist rely on Redpoint to boost revenue, increase productivity, and improve agility.

79 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❝Redpoint has given us a unified profile for each customer and has superpowered our marketing communications programs. With a greater (and more accurate!) view of each customer, we are delivering consistent relevant and personalized messaging across all channels.❞

TRAVEL & HOSPITALITY COMPANY
VP MARKETING, RAVEL & HOSPITALITY COMPANY

❝RedPoint's tools have made us smarter segmenters. Previously we couldn't select data from more than a few of our connected data tables at a time. This made it very difficult for us to perform complex segmentations for omni-channel marketing.❞

CATE TWOHILL
SENIOR DIRECTOR, TECHNOLOGY SOLUTIONS, WGBH BOSTON

❝RedPoint enables us to create complex communications through different channels, timed and triggered to enhance each other. We did some of this manually now that we've implemented RedPoint, we can plan to automate most of these tasks.❞

MIKE TASCHUK
DIRECTOR, MARKETING CLIENT OPERATIONS, GUIDEWELL CONNECT

❝We'd tried twice before and still had fractured data. Redpoint unified eight data sources into one real-time guest profile, helping us target more precisely and drive strong conversions across channels.❞

DIRECTOR OF CUSTOMER EXPERIENCE & DIGITAL
CITIZENM

TRUSTED BY

AAA · citizenM hotels · Farm Market iD. · GUIDEWELL Connect · Renovia

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TOP PERFORMER

ABOUT SIMON AI

Simon AI

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.

42 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

> *Simon allows us to really follow the members on their journey from initial discovery and planning of their vacation, all the way through to showing intent and booking.*
>
> BRIAN LOMONICO
> VICE PRESIDENT GLOBAL CRM, TRAVEL + LEISURE

> *Simon Data has been a game-changer for Catch Co, enabling us to optimize our customer segmentation and email strategy seamlessly.*
>
> JULIE CARNEY
> SENIOR MARKETING MANAGER, CATCH CO.

> *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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CATCH CO   Cratejoy   TeenSafe *Protecting Your Most Valuable Treasure*   TECOVAS *FINE BOOTMAKERS*   SOCIAL MEDIA WEEK #SMW17

2026 CUSTOMER DATA PLATFORMS TOP PERFORMER

ABOUT SPOTLER

spotler

Spotler is an AI powered marketing automation and lead generation software provider. They offer an all in one inbound & outbound platform, allowing marketing & sales teams get more leads, convert more traffic and run complete marketing campaigns. With a diverse customer base both in the UK and around the world, they are immensely proud of the quality of the software they develop. They are continually striving to exceed their customers' expectations with their support, consultancy, managed services. This along with their software offering equips you with all the tools you need to run marketing automation smoothly and efficiently within your...

161 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Onboarding with the team was excellent, for me I think it's a real benefit. I haven't had this much support when implementing a new product from any supplier previously. Lots of information is available online but what was really important to us is that we could speak to someone when we needed help.

THORN BAKER GROUP

Spotler Activate CDP allows us to enrich our backend data from the Magento 2 shop with customer behavior on the website. This way we're building better marketing automation campaigns. Browser abandonment and cross sell campaigns are great examples.

HARMEN SPIJKERS
IT BUSINESS AUTOMATION SPECIALIST, XXL NUTRITION

SpotlerCRM was easy to set up, our Account Manager helped us with anything we needed, and their pricing is great.

JOEL OSTROFF
CHIEF EXECUTIVE OFFICER, AUDIO MARKETING CONCEPTS

I would recommend Spotler to everyone who owns an online shop including an onsite search engine that isn't working optimally.

SANDER VAN WESTEN
ONLINE MARKETEER & CRO SPECIALIST, MEDPETS

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DELTA | Carrenza. A Six Degrees Group Company | 6° | BRIDGESTONE | Babboe van ouders voor ouders

2026 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.

110 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Totango gives me crucial insight into key customer success metrics, like usability, adoption, and overall health, that I can share with my product team to consider for future upgrades or with my marketing or support teams to help improve communication and engagement."

BRIAN MERRITT
CCO, TEAMWORK

"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

"Totango events ACT as indicators for whether or not users are getting the optimal value from our service and when they aren't, I can reach out and address the issue right away."

PETER SWANIKER
CEO, NIMBLESCHEDULE

"Totango means greater client satisfaction, as well as team member satisfaction."

MADHAVI BEZWADA
VICE PRESIDENT CLIENT SUCCESS, WAYSTAR

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BIGCOMMERCE · perforce BlazeMeter · braze · CLARABRIDGE · CloudBees

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TOP PERFORMER

ABOUT UNIPHORE

UNIPHORE

Uniphore is the global leader in Conversational Service Automation (CSA), which combines the power of artificial intelligence, automation technology and machine learning. Uniphore is disrupting an outdated customer service model and bridging the gap between humans and machines by focusing on conversations. They make it possible for every voice, on every call, to be truly heard.

136 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❝In selecting our first CDP, we didn't fully appreciate two critical things: the solution needed to integrate with all of those systems, and it needed to truly scale. Even if a vendor can handle amazing data volumes, when you throw in a bit of complexity in the data model, things start to break.❞

SRAVAN GUPTA
SENIOR MANAGER OF GTM SYSTEMS, ATLASSIAN

❝We have partnered with Uniphore to deliver innovative, conversational AI solutions to our clients. Uniphore's solution is helping reduce costs and customer service advisors' time by automating mandatory after-call tasks.❞

TANVIR KHAN
PRESIDENT, NTT DATA

❝Uniphore took time to understand our business, understand the problem we were trying to solve rather than simply sell us another technical application. That for me has been a huge part of the success of this project.❞

CHERYL BLACK
CUSTOMER SERVICE DIRECTOR, TELEFÓNICA

❝Uniphore is our NUMBER ONE partner. It's there for the agent; it never goes down.❞

TECH-ENABLED HEALTHCARE SERVICES COMPANY

TRUSTED BY

DISCOUNT BANK   **AmeriHealth.**   **BNP PARIBAS WEALTH MANAGEMENT**   **bpost**   **CONDÉ NAST**

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DATA
PLATFORMS

RISING STAR

featured
customers

2026 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.

54   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

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

The Ascent360 CDP and their team of industry professionals have become an integral part of the marketing efforts that drive Steamboat Ski & Resort Corp forward.

STEAMBOAT SKI RESORT

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ANGEL FIRE RESORT   CRYSTAL MOUNTAIN   JOHNSON OUTDOORS   GREEK PEAK MOUNTAIN RESORT   Eureka!

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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.

34 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

We vetted a lot of tools, and most of them were super out-of-the-box with no real customization. With CaliberMind, we realized we could make the tool our own. SQL-level customizations, flexible logic, and the ability to map our unique customer journey—it was a game-changer.

WHITNEY ROSA
DIRECTOR OF MARKETING OPERATIONS, BRIGHTLY SOFTWARE

80% of our time will be spent on the innovation or planning or strategy or creating content for these new experiments or campaigns we want to run. Whereas, 20% will be on, like I said, our day to day, tweaking the keywords or finding new audiences or just trimming up what's already there.

ADAM SMITH
DIGITAL MARKETING MANAGER, IMPLAN

It's been exciting to see a spike in communication from the sales team. They want to know more about the campaigns and programs we run in marketing and how they can signal which subset of products a prospect is interested in.

JOHN SCHOOFS
DIRECTOR OF DATA SCIENCE & STRATEGY, NETAPP

In our first quarter of surge email deployment, we identified surges in about 20% of our priority target account list. As a result, sales opened 733 new opportunities for those accounts within the same quarter.

TRACY EARLES
SENIOR DIRECTOR OF MARKETING ANALYTICS, NETAPP

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apto Brightly A Siemens Company datAvail JORNAYA WORKWAVE

2026 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.

44 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"CommandersAct helps us adapt to new markets. The ability to optimise our levers for each market, without any extra effort, increased our revenue by 2-5%.**"**

ANDREA PIZZOLA
SALES & MARKETING DIRECTOR, PIXARTPRINTING

"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

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

ISKANDER DAAGI
DIGITAL MARKETING DEPUTY MANAGER, MONIWAN

"We chose Commanders Act for the flexibility of its solutions and its team's availability.**"**

PAOLO ROHR
DIGITAL DIRECTOR, SORGENIA

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CLARINS PARIS   Europcar   ENGIE   DRHAT Direction des Ressources Humaines de l'Armée de Terre   Disneyland 60

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CUSTOMER
DATA
PLATFORMS**

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ABOUT CONVERTR

Convertr™

Convertr is an API-first data routing and optimization platform that takes data from any source, optimizes it and securely delivers it to any endpoint with real-time data processing and quality assurance. Their innovative platform minimizes costs associated with bad data and enables organizations to become more scalable, compliant and data driven.

22 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

It has been a pleasure working with the Convertr team. They have been instrumental in ensuring that our leads are being integrated with our CRM. The biggest benefit that the Facebook Connected App has provided my team is the security that our leads are being integrated in real time through the app from Facebook to our CRM and monitored. In this industry, it is imperative that we have leads available the moment they are submitted. It has made our internal processes seamless through automation.

BRIDGET BAILEY
ASSOCIATE DIRECTOR OF MEDIA, PEARSON

We came to Convertr to help improve lead quality. As our clients pay CPL rates, getting the right leads to our clients on schedule is really important. Another huge benefit we saw was the ease of setting up campaigns. Day in, day out we're each managing 100 or so programs. Spending only a few minutes versus a half-hour saves us a lot of time and headache, and helps us meet our client deadlines.

MELISSA REEVES
DEMAND GEN ASSOCIATE DIRECTOR, ARIZENT

Convertr satisfies the needs of the client first which is important, and secondarily it makes our lives a little easier. It removes hours of manual work here or there on Merkle | DWA's end and that goes a long way in the larger picture.

PETE HERNANDEZ
DATA ANALYST, MERKLE

Convertr's team have been wonderfully supportive and informative throughout the whole onboarding process. Their cooperation and assistance has been much appreciated!

GLENN ALLEN
DIGITAL CAMPAIGN COORDINATOR, CONTENTIVE

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MEDIACOM FUTURE arizent AVANI MEDIA CONTENTIVE

2026 CUSTOMER DATA PLATFORMS RISING STAR

ABOUT FIRSTHIVE

first hive

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.

53 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

The Wella business growth depends on building great Customer relationships. To achieve some aggressive growth objectives, we needed to differentiate ourselves on customer engagement and deliver a wow experience. 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...

P. K. HARIHARAN
GM, WELLA

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

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 were able to execute micro targeted campaigns, in the language of choice for our key influencers, and have achieved over 5X growth over the last couple of years.

MRUGESH GAGLANI
NATIONAL CHANNEL SALES HEAD, LEGRAND

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FreshMenu

Avianca

CYI
Complete You Inc.
"Health is our goal for you"

COTY

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.

78 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

" 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

" Using Lexer to optimise our acquisition and retention strategies, we were able to decrease the cost of acquiring new customers and re-engage lapsed customers to increase the number of active customers. There are a number of driving factors behind these results, but the common denominator is the effective usage of our marketing channels due to the consistent single customer view within Lexer. "

MARIANO FAVIO
HEAD OF MARKETING, VINOMOFO

" The platform is very insightful to explore data about our customers, and the follow up with the Lexer team each week makes it easy to clearly highlight key priorities and recommendations. "

CATHERINE PHUONG
CRM ASSOCIATE MANAGER, PIERRE FABRE

" Because of Lexer we were able to easily identify we had a low retention rate and could put resources behind improving that and track the success of our efforts in the tool. "

MARC FELLER
VP DIGITAL & ECOMMERCE, COMPANA PET

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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.

84 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❝ Piwik is an amazing piece of open source software. We have selected it to provide web analytics to both our intranet and internet sites. We went through Piwik professional services to develop a custom look and feel and to have proper integration with our Single Sign-On solution. Piwik PRO developed the... ❞

ETIENNE BEAULÉ
CHIEF, APPLICATION PLATFORMS, ECOSYSTEMS, OCEANS, SCIENCE AND WEB SOLUTIONS, GOVERNMENT OF CANADA

❝ With the introduction of Piwik PRO, we have improved our ability to communicate with our customers in a privacy-compliant and targeted manner. The platform has enabled us to optimize processes, better understand customer needs, and personalize interactions. These developments significantly improve our service offerings and increase customer satisfaction. ❞

SUSANNE DREIER-PHAN QUOC
DIGITAL CUSTOMER INSIGHTS MANAGER, WIEN ENERGIE

❝ Thanks to Piwik PRO Intranet Analytics we can manage our internal content more effectively and find areas that need improvement. It helps us identify the most engaged employees, so we can make the most of their potential and show appropriate recognition for their actions. We're very satisfied with the product and our cooperation with Piwik PRO. ❞

PHILIPP KIRCHMEIR
IT APPLICATION CONSULTANT, GREINER

❝ Our partnership with Piwik PRO has enabled us to accelerate the growth of Sana Commerce Insights by allowing us to focus on building the best analytics solution for our customers without having to worry about our data infrastructure. ❞

MICHIEL SCHIPPERUS
CHIEF EXECUTIVE OFFICER, SANA COMMERCE

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greiner | HDI ASSICURAZIONI | acrolinx Better Content. Faster. | CIVICPLUS | DKMS WE DELETE BLOOD CANCER