Customer Data Platform Industry Update

July 2021

CUSTOMER
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INSTITUTE

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Contents

Executive Summary

The first half of 2021 saw a flurry of growth, funding and acquisitions as the Customer Data Platform industry reconfigured itself during the Covid pandemic. Leading firms grew more quickly and added funding; several smaller firms were purchased by companies building cross-channel customer engagement systems; established customer engagement companies added their own CDP capabilities; and start-ups continued to appear. Over-all demand for CDPs recovered from freeze in the early stages of the pandemic as marketers across all industries recognized that unified data is the foundation of digital customer experience.

Highlights of the period include:

- Record growth in employment and funding among established CDP vendors. Firms listed in previous reports grew by 6% in employment and 10% in funding during the report period.

- Addition of twenty new vendors, bringing the report total to 151. These fell into two clusters:

  - Large, mature delivery CDPs, based outside the U.S, and founded before 2013. These firms averaged 90 CDP employees and $50 million in funding.
  - Small, new data, analytics, and campaign CDPs, founded after 2014 and based largely in the U.S. and Europe. These firms averaged nine employees and under $300,000 funding.

- Continued domination by campaign and delivery CDPs. These now account for 67% of companies, 71% of employment, and 71% of funding. Data CDPs now account for just 13% of companies and employment and 15% of funding.

- Faster growth in APAC than other regions. This continues the long-term trend towards a reduced industry share for U.S.-based companies. U.S. firms now account for just 45% of all companies, but 58% of employment and 64% of funding.

- Leading vendors got stronger. There were nine funding events totaling $317 million during the period. The largest rounds all went to U.S.-based firms in the top 25% of the industry as measured by employment. The top 25% have consistently grown more faster than smaller firms.

- Smaller vendors got bought. There were seven acquisitions, one merger, and one divestiture during the report period. Five firms were based in Europe and four in the United States. Only two of the acquired firms were in the top 25% of the industry by employment and none had more than $51 million in funding.

- CDPs anchor customer engagement suites. Acquisitions were made primarily by customer engagement software companies that wanted a CDP to combine data from multiple delivery systems they already had in place, to add new delivery channels, and to orchestrate customer treatments across those channels. Established vendors entering as campaign and delivery CDPs were pursuing a similar strategy with systems they developed internally.

Background Information

CDP Definition

Customer Data Platform is defined by the CDP Institute as "packaged software that creates a persistent, unified customer database that is accessible to other systems". Key elements of the definition are:

- **Packaged software.** The CDP is packaged software, usually bought and controlled by business users, most often in marketing. This distinguishes CDPs from data warehouses and data lakes, which are usually custom-built by corporate or external IT specialists. The packaged nature of the CDP makes it easier to deploy and change as new needs arise. Corporate IT teams must help to set up and maintain the CDP but most technical resources are usually provided by the vendor or external consultants.

- **Persistent, unified customer database.** The CDP creates a comprehensive view of each customer by capturing data from multiple systems, linking information related to the same customer, and storing the information to track behavior over time. The CDP contains personal identifiers used to target marketing messages and track individual-level marketing results. CDPs work primarily with data gathered by a company's own systems about identified individuals. They may also include data from external sources and about anonymous individuals. The CDP is able to retain all details of input data indefinitely, although users may restrict what is stored and how long it is kept.

- **Accessible to other systems.** Data stored in the CDP can be used by other systems for analysis and to manage customer interactions. The CDP restructures the data, adds calculated values such as trends and model scores, and shares the results in formats that other systems can accept. Access methods typically include APIs, database queries, and file extracts.

These features distinguish CDP from other packaged software that also manages customer data. Customer Relationship Management and Marketing Automation systems work primarily with their own data. Data Management Platforms store only limited details for limited periods and include large volumes of externally-owned data. Integration Platforms do not maintain a permanent database. Master Data Management systems store identifiers but not transactions.

Other systems may provide similar functions to a CDP. These include data warehouses, data lakes, marketing clouds, and operational systems such as ecommerce platforms. Often these are limited in the data sources they can ingest or the access to the data they assemble. Products in these categories are included in this report if they provide a CDP that meets the Institute definition.

Industry History

The term Customer Data Platform was coined in 2013 to describe several types of marketing systems that shared the ability to build a unified customer database. This was unusual at the time. Most of these products created the database to support an application such as predictive modeling, attribution, Web site personalization, or campaign management. Over time, many vendors recognized that their database could also be used by other applications. They added features to allow access by other systems, creating true CDPs. During the same period, several Web analytics and tag management vendors recognized they could modify their data-gathering systems to build a persistent database, creating another form of CDP.

By 2016, both sets of vendors had converged to form the CDP industry. Since then, the industry has grown quickly as marketers recognized the need for unified data and the shortcomings of alternatives such as data warehouses, data lakes, CRM, and DMP. Growth in Europe was further boosted by CDP features that help companies comply with the General Data Protection Regulation (GDPR). Major marketing software vendors including Salesforce and Adobe were slow to understand the need for CDPs that created a persistent database rather than assembling data from source systems on demand. This created an opportunity for independent vendors to grow during the first few years of the industry. The gap had largely been closed by 2020, when all major vendors had introduced some version of a true CDP.

The CDP Institute was founded in 2016 to educate marketers and technologists about CDP capabilities. The Institute published its first Industry Update report in January 2017. It has released new editions at six-month intervals since that time.

Companies Included

Vendors included in this report have products that meet the CDP Institute's definition of a CDP. Companies that promote themselves as a CDP are included even if CDP is not their primary product, so long as their CDP meets the Institute's definition. No payment is required to be listed.

Companies are occasionally removed from the list due to clearer understanding of their products, changes in their products, or changes in the company's business. When companies are removed, they are excluded from prior period analyses. Rudderstack was removed from this edition because its product does not meet the full CDP definition. Quaero was removed after the company stopped doing business.

Employment Data

Employee counts in this report are taken from LinkedIn. Comparison with other information has shown these to be reasonably accurate. However, it is likely that they are more complete for U.S. firms than European or Asian firms. The CDP Institute also checks with the vendors and offers them an opportunity to provide corrected figures.

Employment figures for companies whose primary business is not CDP software have been reduced in the statistical analyses to avoid overstating those firms' position in the CDP marketplace. The reduced estimates are referred to as "CDP Employment" while total employee counts are labelled "Total Employment". The reductions are based on the CDP Institute's estimate of the share of revenue these firms get from their CDP products. Some firms provide guidance for these estimates and others, especially the enterprise software vendors, do not. Firms treated this way are flagged in the Appendix. They now account for 25% of the companies, 35% of estimated CDP employment and 41% of funding. CDP employment for these companies is assumed to grow at the same rate as the parent company. This probably understates true growth because the CDP business is likely to grow faster than the parent.

Funding Data

Funding data comes from Crunchbase. Crunchbase relies on public announcements, which are not always a complete record of investments. Many older firms had funding not captured in Crunchbase. Crunchbase is also more likely to miss information on non-U.S. firms.

Vendor Categories

This report groups CDP vendors into four categories based on the functions provided by their systems. Each category includes functions provided by the previous categories. There are great variations among vendors within each category. Categories are:

- **Data CDP.** These systems gather customer data from source systems, link data to customer identities, assemble unified customer profiles, and store the results in a database available to external systems. This is the minimum set of functions required to qualify as a CDP under the CDP Institute's definition. In practice, these systems also can extract audience segments and send them to external systems. Systems in this category often employ specialized technologies for data management and access. Some began as tag management or Web analytics systems and retain considerable legacy business in those areas.

- **Analytics CDP**. These systems provide the features of a data CDP plus analytical applications. The applications always include customer segmentation and sometimes extend to machine learning, predictive modeling, revenue attribution, and journey mapping. These systems often automate the distribution of data to other systems.

- **Campaign CDP**. These systems provide data assembly, analytics, and customer treatments. What distinguishes treatments from segmentation is that treatments can be different for different individuals within a segment. Treatments may be personalized messages, outbound marketing campaigns, real time interactions, or product or content recommendations. These systems often include features to orchestrate customer treatments across channels.

- **Delivery CDP.** These systems provide data assembly, analytics, customer treatments, and message delivery. Delivery may be through email, Web site, mobile apps, CRM, advertising, or several of these. Products in this category often started as delivery systems and added CDP functions to support advanced analytics, personalization, or multi-channel campaigns.

Revenue Estimate

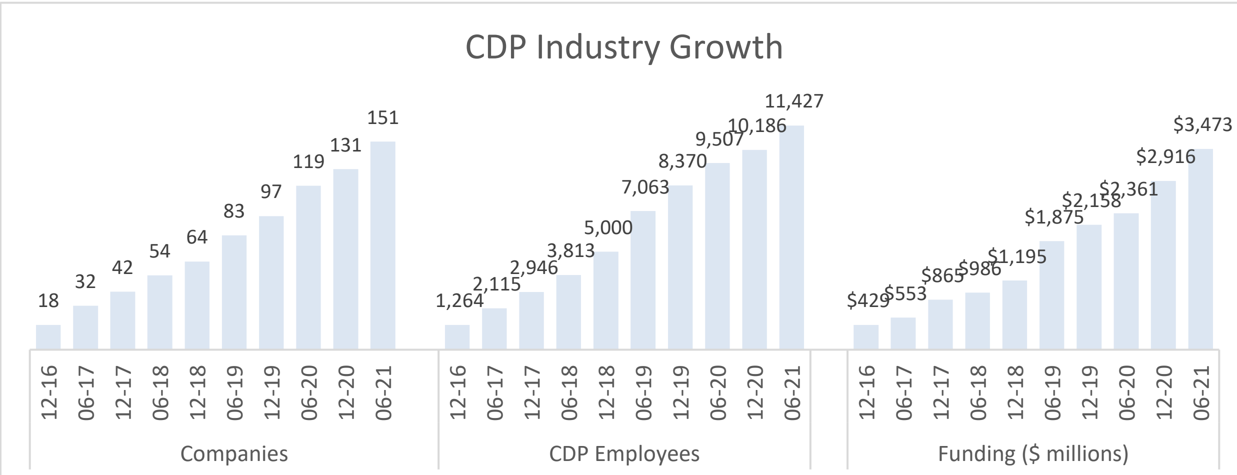
Revenue estimates are based on the number of CDP employees. The revenue per employee is derived from data provided by several CDP vendors and from industry averages. The adjusted average is $140,000 per employee per year. The CDP Institute estimates industry revenue at $1.6 billion for 2021, up from $1.3 billion in 2020.

Disclaimer

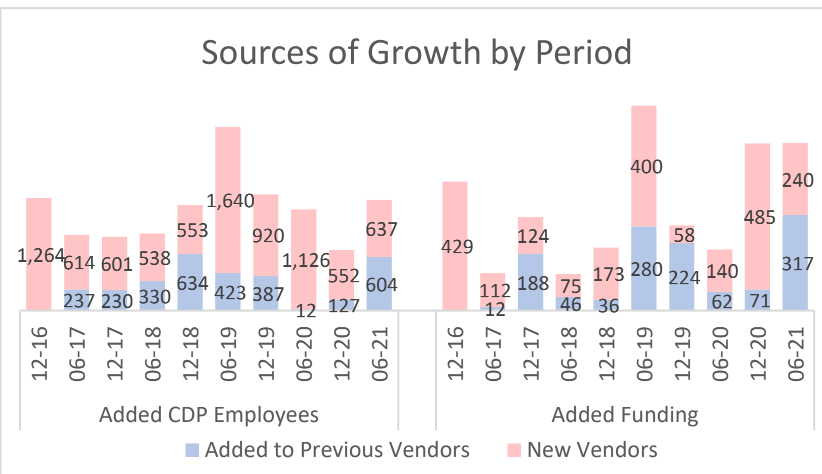
Information in this report was gathered in June 2021. Neither the CDP Institute nor the original data providers are responsible for the accuracy of any report contents.

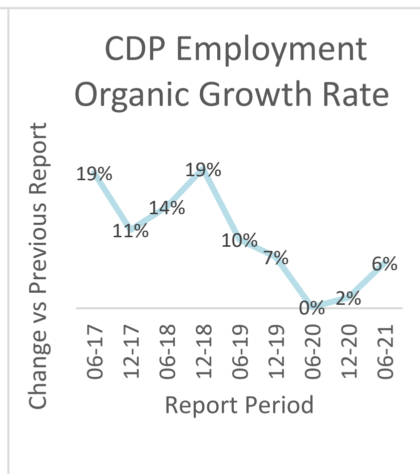
Period Overview

The CDP industry continued to expand in the first half of 2021, adding 20 vendors, more than 1,200 employees, and $550 million in funding.



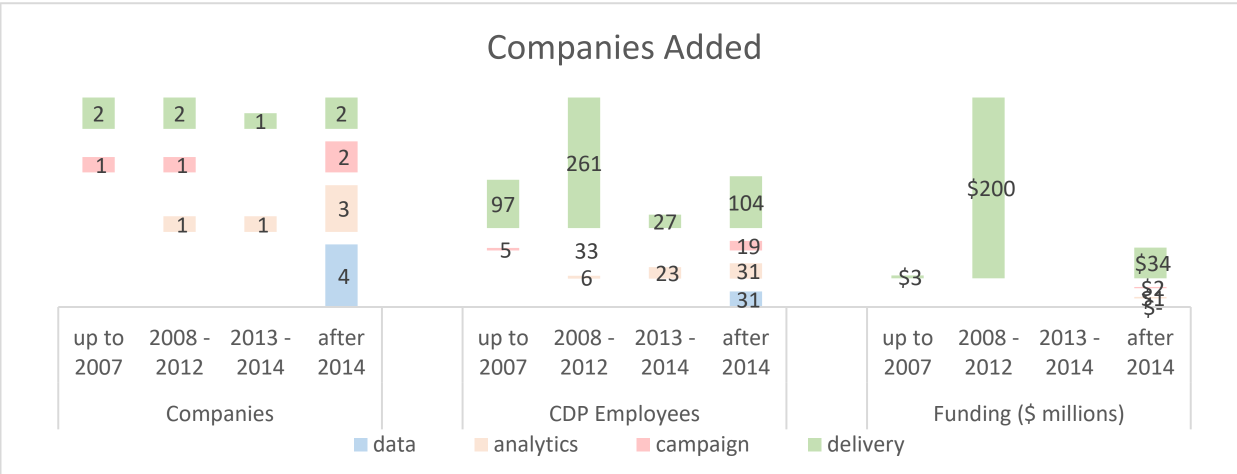
Growth was especially strong among existing vendors, who added the highest-ever number of employees and funding. The employment growth rate for firms listed in previous reports ("organic growth") bounced back to 6% after two extremely slow periods. We believe this reflects a resumption of activities paused during the initial stages of the Covid pandemic.



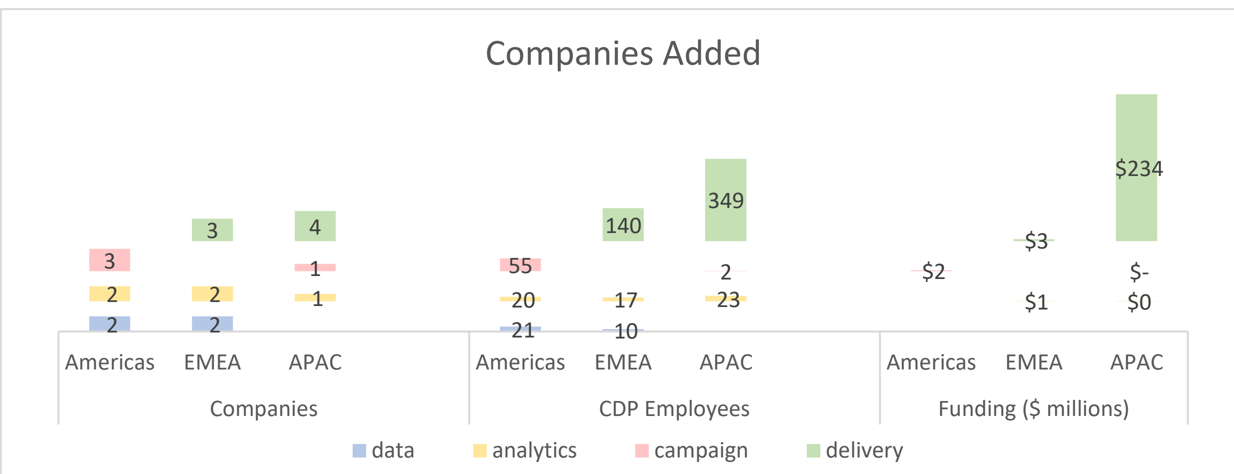


Companies Added

Nearly all the added firms were either delivery CDPs (seven of 20) or start-ups (founded after 2014; eleven of 20). Two companies fell into both categories. Most of the delivery CDPs are large, established, well-funded companies that added a CDP offering. The start-ups are concentrated among data and analytics CDPs, which tend to be small and lightly funded.



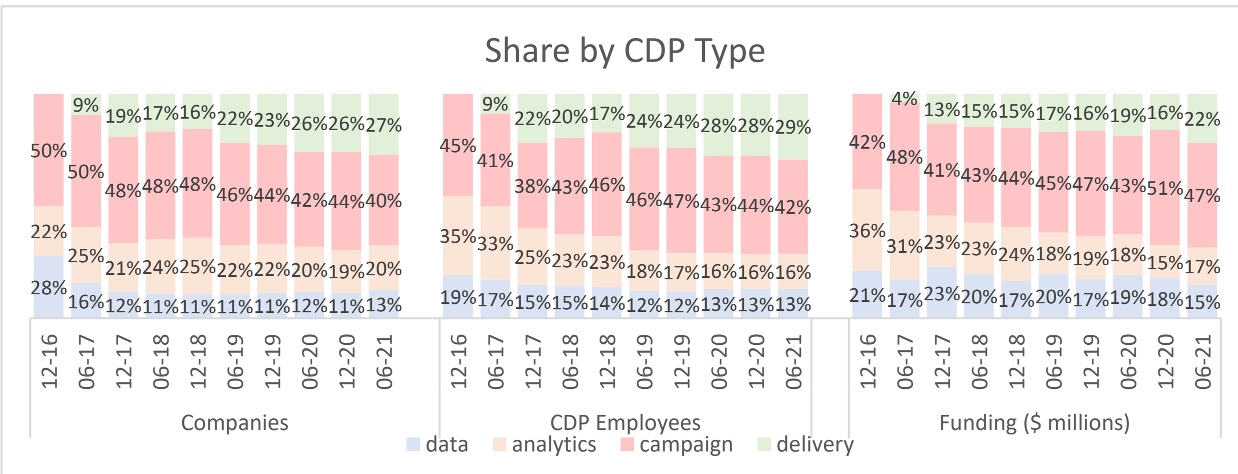
The added delivery CDPs were all in EMEA or APAC, while added data, analytics, and campaign CDPs were nearly all in EMEA or the Americas. Added employees and funding were heavily concentrated in APAC, reflecting the concentration of large delivery CDPs in this region.



CDP Types

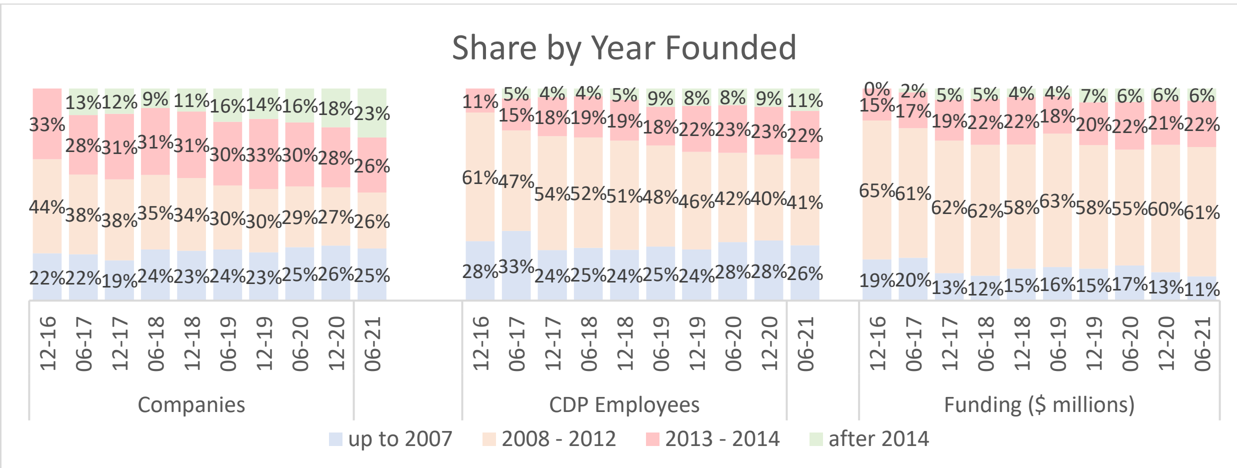
Campaign CDPs continue to be the most common product type, accounting for 40% of companies, 42% of employment, and 47% of funding. However, their share has been shrinking as delivery CDPs enter the industry. Many delivery CDPs have large numbers of employees who are not counted in CDP employment figures. Delivery and campaign CDPs are often older companies whose early funding is not captured in this report.

While the share of companies classified as data and analytics has been stable in recent periods, their share of employment and funding has fallen to the point where their average size and funding are now just slightly above average. Analytics CDPs in particular tend to be small companies.

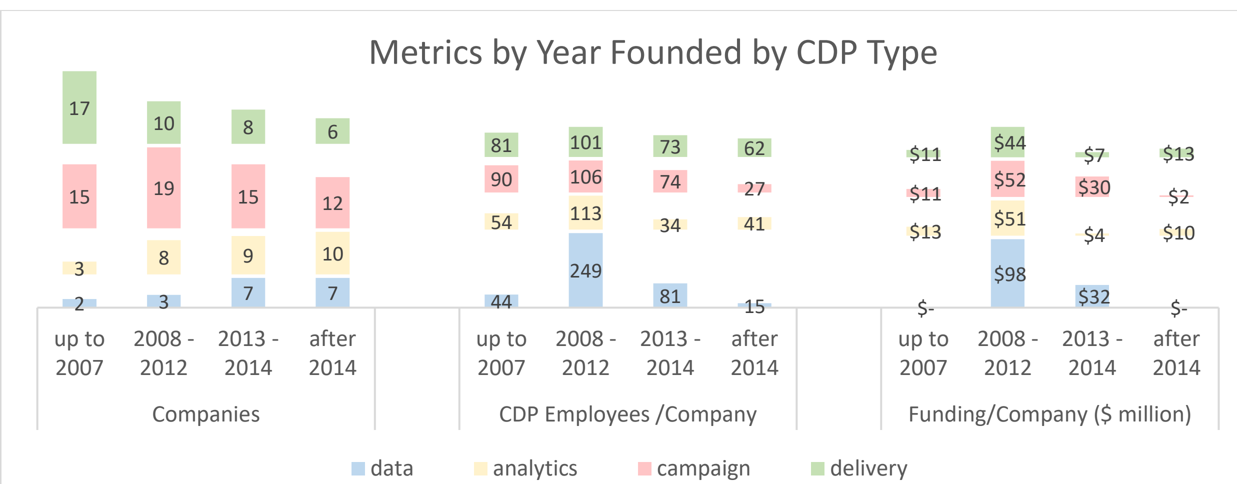


Year Founded

Vendors founded after 2014 now make up nearly one-quarter the industry. However, they are smaller and have less funding than older businesses. The traditional core of the industry, companies founded from 2008 to 2012, has fallen from 44% in 2016 to 26% in the current report, but still accounts for 41% of employment and 61% of funding. The share of companies founded before 2008 has remained largely stable as older companies continue to enter the industry. These older firms have roughly average numbers of CDP employees and notably below-average funding, although their earliest funding may not be captured in this report.

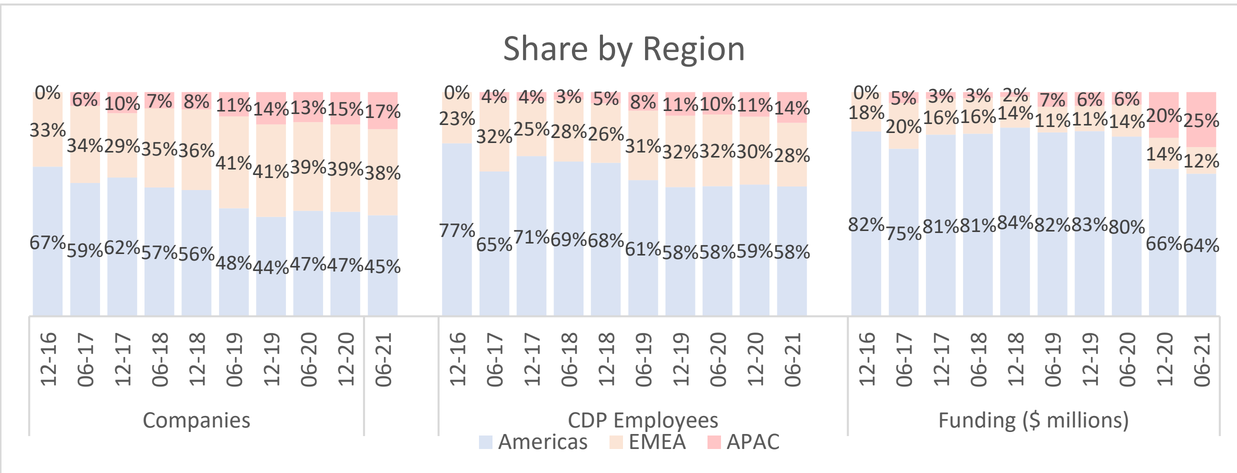


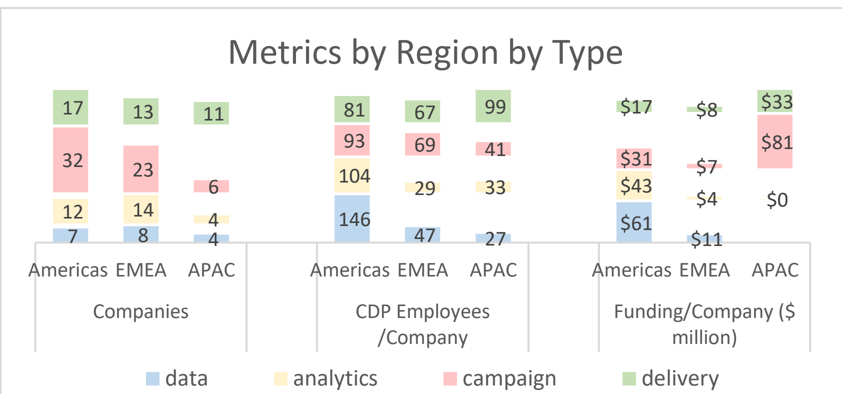
The oldest firms are primarily campaign and delivery CDPs, which usually added CDP capabilities after their business was established. By contrast, nearly all the data and analytics CDPs were founded after 2012 with CDP as their initial purpose. Firms founded in 2008-2012 tend to be larger and better funded than others, even within the same CDP type.

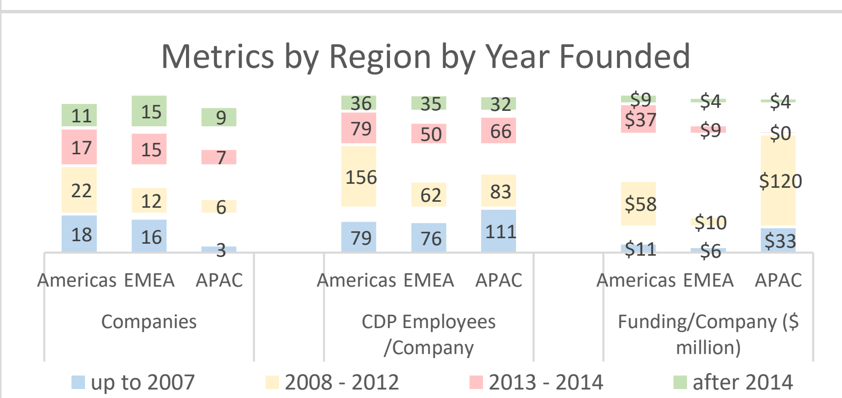


Regions

U.S.-based firms remain substantially larger and better funded than companies from other regions, accounting for 45% of companies, 58% of employees, and 64% of funding. However, the U.S. share of all categories is slowly shrinking, in particular due to growth in APAC. The sharp rise in APAC funding in the last two periods reflects entry of large, established APAC vendors.



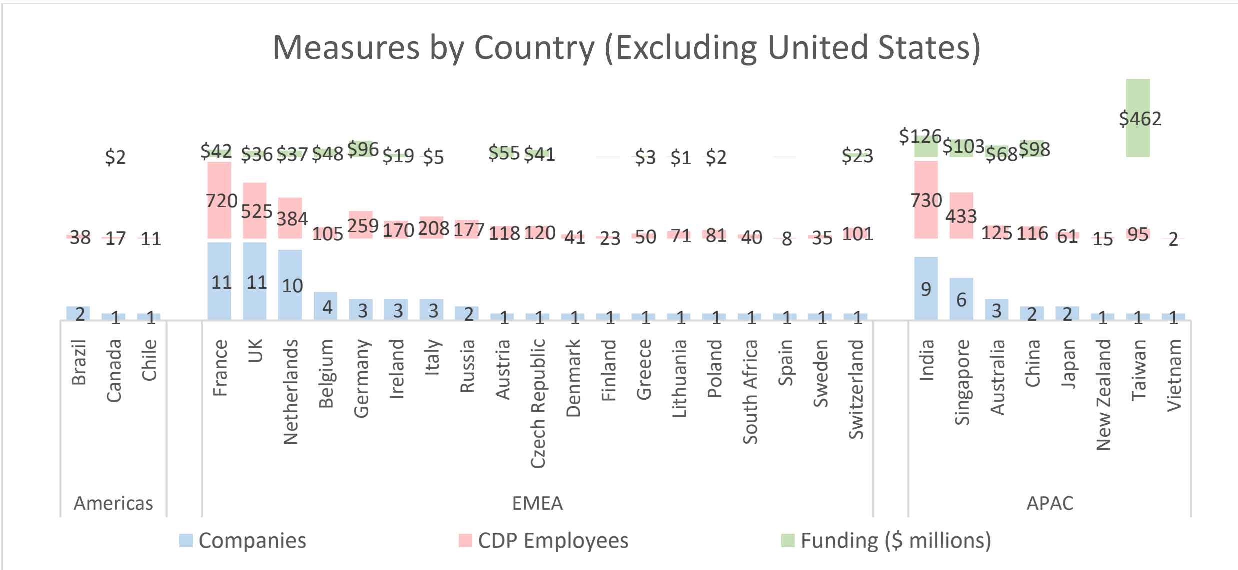




U.S. and European firms show similar age and type distributions, while APAC firms tend to be younger and are concentrated among delivery CDPs. U.S. firms are generally larger than European and APAC firms, especially for data and analytics vendors.

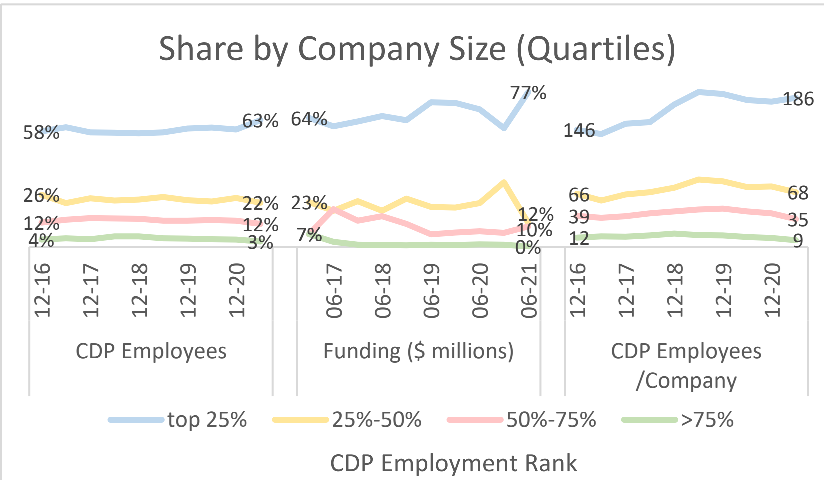
U.S. funding levels are also higher, with the notable exception of APAC vendors founded 2008-2012. This reflects high funding for three APAC-based campaign and delivery CDPs: Appier, Capillary, and iPinYou.

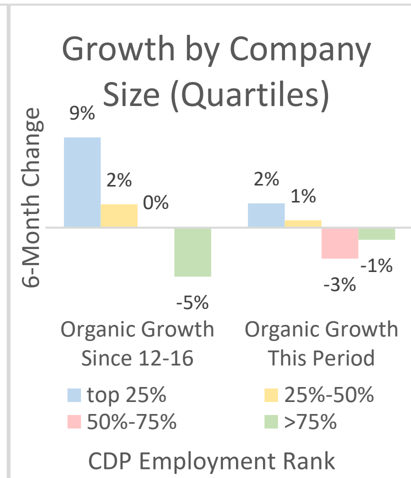
The United States is home to 64 CDP vendors with 6,548 employees and $2.2 billion in funding, accounting for 42% of industry vendors, 57% of employment, and 64% of funding. The rest of the industry is spread across 30 countries. France, UK, and The Netherlands have the highest numbers of vendors, although the Dutch vendors average barely half the size of their French counterparts. India and Singapore also have significant concentrations of vendors with a fairly high average company size and funding. Taiwan stands out in funding because its single CDP, Appier, has raised $462 million. Appier which has many non-CDP employees not included in the figure shown.



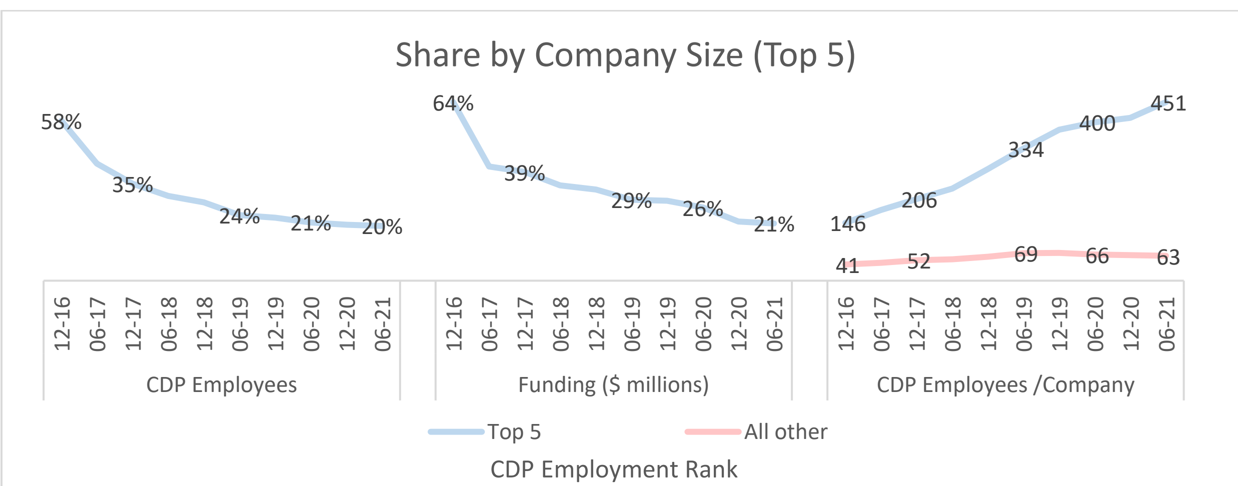
Industry Concentration

The top 25% of CDP vendors account for 64% of employment and 77% of funding. The employment share has increased slightly over time while the funding share has increased more substantially. The average employee count of the companies in the top 25% is now 186, a figure that has grown even as the average sizes of other groups have stagnated. As this suggests, larger companies have grown faster than smaller companies over the past five years and during the most recent report period.





Although the top quarter of companies account for the bulk of the industry, no dominant firms have emerged. The top five firms now account for just 20% of CDP employees, a portion that has fallen as the total number of vendors has grown. However, the absolute size of the top five has nearly tripled from 146 to 451 average employees between the end of 2016 and mid-2021.



Funding

Industry funding rose by $556 million during the period, including $317 million raised during this period and $240 million raised previously by companies added in this report. This is the highest in-period funding ever recorded.

Nine companies received new funding, including a combination of analytics, campaign, and delivery vendors. Nearly all the funds went to U.S. companies and most went to firms founded in 2011 or later. The four largest rounds all went to companies with over 100 employees, which places them in the top 25% of the industry by employee size. These firms accounted for almost 80% of total funding during the period.

Amperity raised a $100 million Series D in July 2021. It is listed below but not included in the report statistics.

In addition to the companies raising venture funds, Appier raised $271 million in an initial public offering on the Tokyo Stock Exchange at an initial market capitalization of $1.44 billion.

Funding Events

Company	Date	Event	Amount (millions)	Funding (millions)	Headquarters	CDP Type	Year Founded	Employees
Amperity*	7/13/21	Series D	$100.0	$187.0	United States	analytics	2016	221
Tealium	2/3/2021	Series G	$96.0	$263.9	United States	analytics	2008	595
ActionIQ	3/23/2021	Series C addition	$67.7	$144.7	United States	campaign	2014	129
Leadspace	2/3/21	Series D	$46.0	$107.0	United States	analytics	2011	125
Blueshift	2/24/2021	Series C	$39.0	$64.6	United States	campaign	2014	137
Lexer	2/25/2021	Series B	$26.3	$33.8	Australia	delivery	2008	80
SymphonyRM	5/18/2021	Series B	$25.0	$35.0	United States	delivery	2014	79
UserMind	1/26/2021	Series C	$14.0	$60.2	United States	campaign	2013	42
SkyPoint	3/1/2021	Seed	$2.5	$2.5	United States	campaign	2018	27
Journy.io	2/2/2021	Seed	$0.5	$0.5	Belgium	analytics	2019	9
Appier	3/30/2021	IPO		$461.6	Taiwan	campaign	2012	474

* excluded from statistics due to event date outside of period

Acquisitions

There were seven CDP acquisitions and one merger during the period. In addition, Ysance sold its services business to Devoteam and renamed its CDP business as Easyence. Five of the companies were based in Europe and four in the United States. Most of the purchased firms were older, smaller delivery and campaign CDPs with little or no funding. Buyers were software companies assembling a suite of customer engagement tools and needing a CDP to tie their products together and add new channels.

Ownership Events									
Company	**Date**	**Event**	**Buyer/ Partner**	**Amount (millions)**	**Funding (millions)**	**Headquarters**	**CDP Type**	**Year Founded**	**Employees**
Easyence	1/18/2021	Divest Ysance	Devoteam	unknown	$6.0	France	analytics	2005	125*
Np6	1/21/2021	Purchase	Chapsvision	unknown		France	delivery	1999	86*
Exponea	1/26/2021	Purchase	Bloomreach	unknown	$41.4	Czech Republic	delivery	2015	120*
BlueVenn	2/2/2021	Purchase	Upland Software	$52.0		United Kingdom	campaign	2013	150*
NextGuest	2/17/2021	Merger	Cendyn	unknown		United States	delivery	2001	55*
Zaius	2/22/2021	Purchase	Optimizely	unknown	$50.8	United States	delivery	2012	32*
Boxever	3/3/2021	Purchase	Sitecore	unknown	$19.0	Ireland	campaign	2011	74*
Hull.io	3/30/2021	Purchase	MessageBird	unknown	$5.2	United States	data	2013	52*
Bridg	4/14/2021	Purchase	Cardlytics	$350.0	$11.0	United States	delivery	2012	32*
* estimated pre-event employment; may include non-CDP employees									

Also during this period:

- Manthan and RichRelevance, which merged in 2020, renamed the combined firm as Algonomy.
- Quaero went out of business.
- There were no significant acquisitions made by CDP vendors.

Appendix – Vendor Summary

Parent / Company	Report Added	HQ Region	CDP Type	Year Founded	Total Employees	Funding ($million)
Acquia AgilOne	12-16	Americas	campaign	2006	1,132*	$41
ActionIQ	06-17	Americas	campaign	2014	129	$145
Adobe Real-Time CDP	06-20	Americas	delivery	1982	27,557*	
Advalo	12-18	EMEA	campaign	2014	42	$6
Aginity	12-16	Americas	analytics	2005	34	$28
Algonomy (was Manthan)	06-19	APAC	delivery	2003	776*	$98
Alterian	06-18	Americas	campaign	1997	55	
Amperity	06-17	Americas	analytics	2016	221	$87
Antsomi	06-20	APAC	delivery	2017	42	
Appier	12-20	APAC	campaign	2012	474*	$462
Aptania	06-21	EMEA	data	2016	2	
Ascent360	12-17	Americas	campaign	2014	44	$6
Audiens	12-18	EMEA	analytics	2015	22	$10
AutopilotHQ	06-21	APAC	delivery	2015	41	$34
Bloomreach Exponea	06-19	EMEA	delivery	2015	559*	$41
BlueConic	12-16	Americas	campaign	2010	114	$27
Blueshift	06-17	Americas	campaign	2014	137	$65
Buyer Genomics	06-20	Americas	delivery	2010	5	
Cadenz.ai (TheDataTeam)	12-19	APAC	analytics	2014	76	
CaliberMind	06-17	Americas	campaign	2015	23	$5
Camp de Bases	12-17	EMEA	analytics	2011	10	
Capillary	06-21	APAC	delivery	2008	883*	$102
Cardlytics Bridg	12-18	Americas	delivery	2012	32	$11
Celebrus	06-18	EMEA	data	1999	114*	
Cendyn (NextGuest)	12-20	Americas	delivery	2001	337*	
Chapsvision Np6	06-19	EMEA	delivery	1999	86*	
CheetahDigital	06-20	Americas	delivery	1998	947*	$9
CleverData	12-19	EMEA	data	2014	27	
CleverTap	06-19	Americas	campaign	2013	335*	$77
Clutch	06-20	Americas	delivery	2012	66	$25
CommandersAct	12-16	EMEA	data	2010	71	$10
Conjura	06-19	EMEA	analytics	2016	49	
Conscia	06-21	Americas	campaign	2016	17	$2
Consultix ProCampaign	06-20	EMEA	delivery	1994	3	
ContactLab	06-18	EMEA	campaign	1998	159*	$5
Convertlab	12-20	APAC	delivery	2015	76	
Cordial	12-20	Americas	delivery	2014	91	$24
CrossEngage	06-17	EMEA	campaign	2015	61	$15
Custobar	06-19	EMEA	delivery	2014	23	

CustomerLabs	12-19	APAC	analytics	2013	11	
DataTalks	06-20	EMEA	analytics	2014	35	
Datatrics	12-18	EMEA	campaign	2012	35	
Decide.AI	12-20	EMEA	analytics	2019	6	
Dengage	06-21	EMEA	delivery	2018	63	
Dun & Bradstreet	12-18	Americas	campaign	2006	5,373*	$65
Easyence	06-17	EMEA	analytics	2005	80	$6
Eulerian Technologies	12-16	EMEA	analytics	2002	49	$6
Exacaster	06-20	EMEA	campaign	2011	71	$1
FanThreeSixty	06-18	Americas	campaign	2011	35	
FirstHive	12-17	APAC	campaign	2016	54	
Flytxt	06-19	EMEA	campaign	2008	371*	$22
Fospha	12-16	EMEA	analytics	2014	30	$25
Freedelity CustoCentrix	12-19	EMEA	delivery	2012	13	
Fulcrum SaaS	06-21	Americas	campaign	1999	5	
Gainsight	06-19	Americas	campaign	2011	820*	$156
Gamooga	12-17	APAC	delivery	2014	47	
Group FIO	06-20	Americas	delivery	2007	56	
Hariken	12-20	Americas	campaign	2015	5	
Healthgrades	06-19	Americas	delivery	1996	976*	$18
Hive Marketing Cloud	12-20	EMEA	campaign	2010	13	
Hum	06-21	Americas	analytics	2020	14	
Imagino	12-20	EMEA	data	2018	25	
Informatica	12-18	Americas	analytics	2017	5,113*	
inQuba	12-19	EMEA	campaign	2010	40	
Insight360	06-17	Americas	analytics	2012	1	
Integral-Core	12-18	APAC	data	2006	54	
IntentHQ	06-18	EMEA	analytics	2010	79	$11
iPinYou	06-21	APAC	delivery	2008	198*	$98
Jahia	06-17	EMEA	campaign	2002	101	$23
Journy.io	06-21	EMEA	analytics	2019	9	
Knowesis	06-19	APAC	campaign	2013	41	
Layerfive	06-21	Americas	data	2019	10	
LeadBoxer	06-18	EMEA	analytics	2014	7	$1
Leadspace	12-18	Americas	analytics	2011	125	$107
Lemnisk	06-17	APAC	campaign	2008	52	$27
Lexer	06-17	APAC	delivery	2008	80	$34
Lytics	12-16	Americas	campaign	2012	88	$58
Mapp	12-20	Americas	campaign	1998	391*	
Mastercard SessionM	12-17	Americas	delivery	2011	28,524*	$97
mediarithmics	06-19	EMEA	campaign	2013	62	$14
Meiro	06-19	APAC	data	2018	32	
MessageBird Hull.io	12-16	Americas	data	2013	52	$5

Microsoft Dynamics 365 Customer Insights	06-20	Americas	campaign	1975	205,895*	$1
Mindbox	06-19	EMEA	delivery	2006	150	
mParticle	12-16	Americas	data	2013	198	$121
Myntelligence	06-19	EMEA	campaign	2015	101	
n3 Hub	12-19	APAC	data	2015	29*	
Naviga	06-18	Americas	delivery	2002	184*	
NectarOM	12-17	Americas	campaign	2014	7	$2
Nessie.ai	06-21	EMEA	data	2020	8	
Netcore	12-19	APAC	delivery	2013	739*	
NextUser	12-16	Americas	campaign	2013	13	$2
NGDATA	12-16	EMEA	campaign	2012	75	$47
Nominow	06-17	EMEA	campaign	2015	9	
Numberly	12-19	EMEA	campaign	2000	364*	
Omeda	12-20	Americas	campaign	1978	135	
ONEcount	12-17	Americas	delivery	1996	3	
OpenJaw	12-19	EMEA	campaign	2002	195*	
Openprise	06-20	Americas	data	2013	76	$17
Optimizely Zaius	06-17	Americas	delivery	2012	32	$51
Optimove	12-17	Americas	delivery	2009	259	$20
Oracle CX Unity	06-20	Americas	delivery	1977	206,815*	
Piwik Pro	06-18	EMEA	campaign	2013	81	$2
PRDCT	06-18	EMEA	analytics	2014	11	
Predictable Media	06-21	Americas	data	2018	11	
Qivos	06-21	EMEA	delivery	2004	50	$3
Raptor	06-20	EMEA	campaign	2013	41	
RecoSense	06-21	APAC	analytics	2014	23	
RedEye	06-17	EMEA	delivery	1997	164*	
Redpoint Global	12-16	Americas	campaign	2006	147	$37
Redport Smartbanker	06-21	Americas	analytics	2008	6	
Relay42	12-19	EMEA	campaign	2010	69	$5
Resulticks	12-19	APAC	delivery	2014	115	
Retention Science	06-20	Americas	analytics	2011	63	$10
Salesforce	12-17	Americas	campaign	2010	52,781*	$26
SAP	06-20	EMEA	delivery	2000	117,708*	$55
SAS	06-20	Americas	campaign	1976	22,483*	
Scal-e	06-19	EMEA	delivery	2007	150	
Simon Data	12-18	Americas	campaign	2014	147	$64
Sitecore Boxever	12-16	EMEA	campaign	2011	1,633*	$19
SkyPoint	06-20	Americas	campaign	2018	27	$3
SmarterHQ (Wunderkind)	12-19	Americas	campaign	2010	528*	$43
Sqweezely	06-20	EMEA	analytics	2016	12	
SymphonyRM	12-19	Americas	delivery	2014	79	$35
Syntasa	12-19	Americas	analytics	2014	37	

Tail	06-21	Americas	campaign	2012	33	
Tata Consultancy Services	06-21	APAC	delivery	1968	469,511*	
Tealium	12-16	Americas	analytics	2008	595	$264
Teavaro	06-19	EMEA	data	2014	16	
The Data Agency	06-18	EMEA	campaign	1995	130*	
Totango	06-19	Americas	campaign	2010	97	$37
Transitiv	06-20	Americas	campaign	2016	14	$2
Treasure Data	12-16	Americas	campaign	2011	475	$54
Tuple	06-19	APAC	analytics	2016	21	$1
Twilio Segment	12-16	Americas	data	2011	668	$284
UniFida	06-19	EMEA	campaign	2014	8	
Unito	06-21	APAC	campaign	2020	2	
Upland BlueVenn	12-16	EMEA	campaign	2013	863*	
UserMind	06-18	Americas	campaign	2013	42	$60
Valurity	06-20	Americas	campaign	2015	6	
Velocidi	06-18	Americas	analytics	2009	22	$12
Vemt	12-20	EMEA	campaign	2004	8	
Vericast QuickPivot	12-17	Americas	delivery	2013	104*	
ViewN	06-20	APAC	data	2010	7	
WhenWhyHow.tech	06-21	EMEA	analytics	2017	8	
WhiteRabbitSuite	06-19	EMEA	delivery	2015	27	
Wondaris	12-20	APAC	campaign	2019	4	
XtremePush	06-21	EMEA	delivery	2014	54*	
Yeti Data	12-16	Americas	data	2013	4	$1
Zeotap	06-20	EMEA	data	2014	195	$81
Zylotech	06-17	Americas	analytics	2014	73	$6
						* includes non-CDP employees

About the CDP Institute

The Customer Data Platform Institute provides vendor-neutral information about issues, methods, and technologies for creating unified, persistent customer databases. Activities include publishing of educational materials, industry directories, news about industry developments, best practice guides, and training workshops. For more information, visit www.cdpinstitute.org.

