

Customer Data Platform Industry Update

January 2022



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Executive Summary

The CDP industry entered a new stage of maturity in second half of 2021, with few new entrants but strong growth among established vendors. Heavy fund-raising among the largest companies foreshadows aggressive expansion as those firms seek to become clear leaders among independent CDP vendors; to compete with products from enterprise vendors including Adobe, Salesforce, and Oracle; and to convince potential buyers they should not build in-house equivalents of a packaged CDP.

Over-all growth included a near-record addition of 1,375 estimated employees and record \$853 million in added funding, almost \$300 million higher than any previous period. The most striking development is that nearly all growth came from vendors listed in previous reports. This is a sharp contrast with previous periods, when newly added vendors provided the bulk of the increase. Only four vendors were added in this report, compared with an average a fifteen in previous reports. The six-month growth rate among existing vendors reached 11% and was highest among the largest firms – further cementing the picture of an industry undergoing consolidation as leaders get stronger and barriers to entry increase.

Highlights of the period include:

- **Growth by industry leaders.** The top 25% of firms, based on employee count, grew employment by 14% over the six-month period. The rest of the industry grew by just 4%. The top group's share of employment reached a new high of 64%. The top group's funding grew even more rapidly, by 33%, to reach 75% of the industry total.
- **Few new entrants.** Of four companies added in this report, only one was an established firm that was repositioning itself as a CDP. Such firms had provided the bulk of industry growth in the past. A crowded field with strong competitors may now discourage firms from presenting themselves as CDPs, even if their products meet the CDP definition.
- **Concentrated funding.** Several industry leaders took huge funding rounds during period, including four over \$100 million. Each of those rounds more than doubled the total raised for the company involved. Funding for the top five firms now averages \$190 million, compared with \$21 million for all others. Funding for the top 25% averages \$79 million.
- **Few acquisitions.** The period saw only three CDP acquisitions, all of small firms. This is a substantial slowdown compared with the previous twelve months, which saw a dozen deals including large and mid-size firms such as Segment, Emarsys, Exponea, BlueVenn, and Boxever.
- **Structural stability.** With few new entrants, the distribution of vendors by CDP type, region, founding year, and other attributes remained largely the same. Organic growth rates have been similar across the different vendor segments in recent periods.

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

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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 companies recognized the need for unified data and the shortcomings of alternatives such as data warehouses, data lakes, CRM, and DMP. Growth was further boosted by CDP features that help companies comply with privacy regulations such as 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. No firms have been dropped in this edition of the report.

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 24% of the companies, 34% of estimated CDP employment and 30% 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

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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. Funds raised by public companies through stock offerings or debt are not included.

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 \$1.9 billion for 2022, up from \$1.6 billion in 2021.

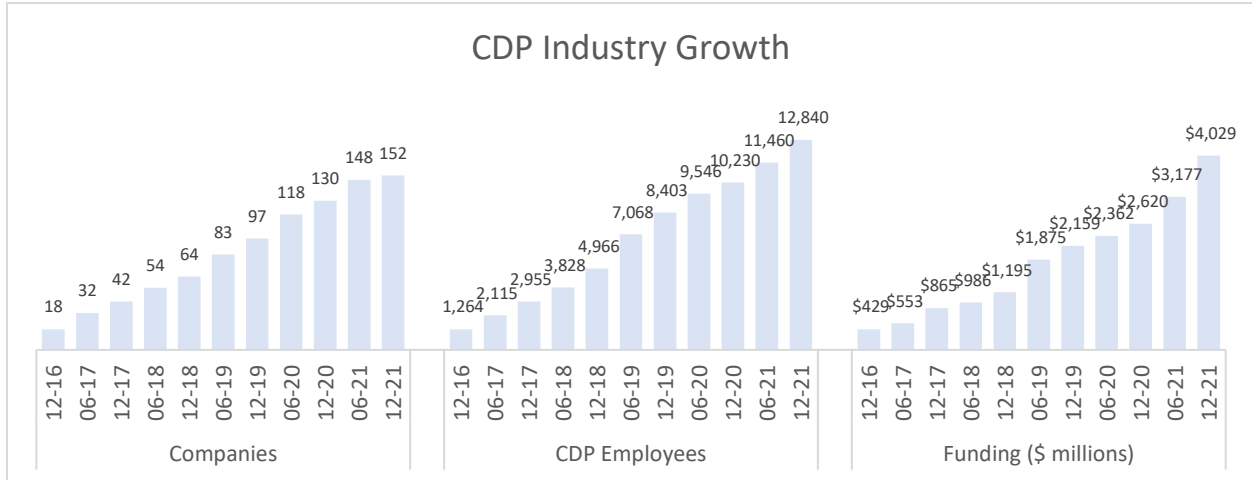
Disclaimer

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

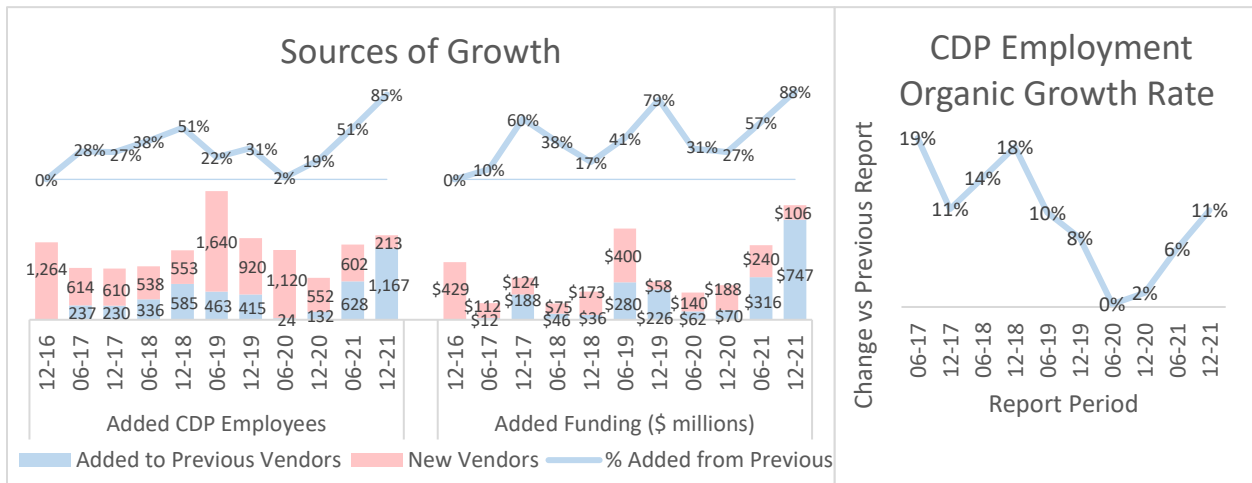
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Period Overview

The CDP industry grew at an accelerated pace in the second half of 2021, adding four vendors, nearly 1,400 employees, and \$850 million in funding.



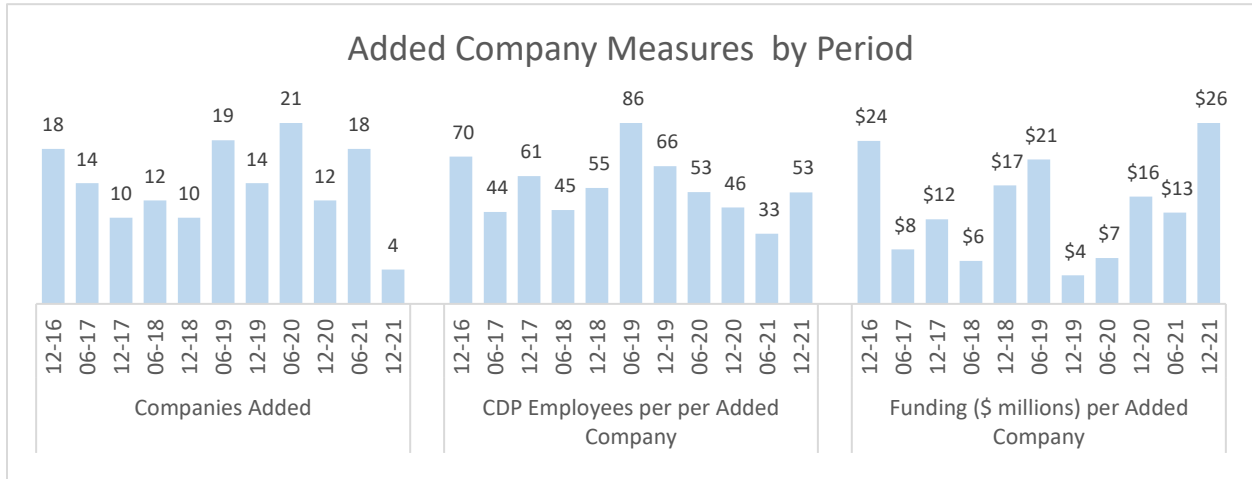
Continuing the trend of the past three reports, growth was concentrated among existing vendors, who accounted for 85% of added employees and 88% of added funding. The six-month employment growth rate for firms listed in previous reports (“organic growth”) reached 11%, the highest since 2018.



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Companies Added

Only four companies were added during the period, compared with ten to 22 during previous periods.



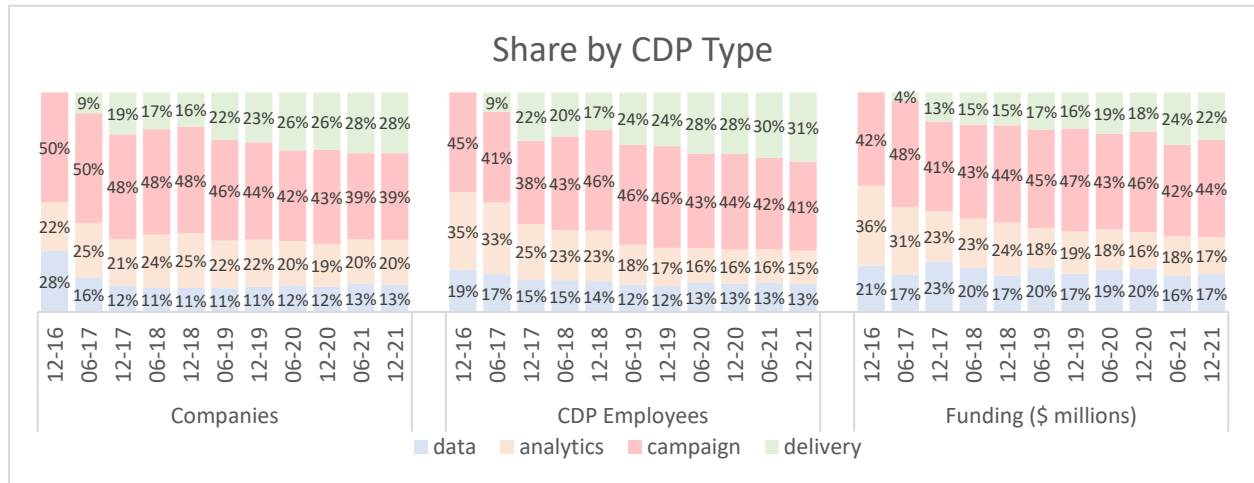
On average, the added companies were typical size and had relatively high funding. However, both metrics reflect the influence of one large, U.S.-based company (Revinat). The other three were small firms based outside the U.S.

Company	Country	CDP Type	Year Founded	Total Employees	Funding (\$million)
Adabra	Italy	campaign	2011	18	\$1
Revinat	United States	campaign	2009	154	\$106
Tail	Brazil	analytics	2012	37	
Unito	Vietnam	delivery	2020	4	

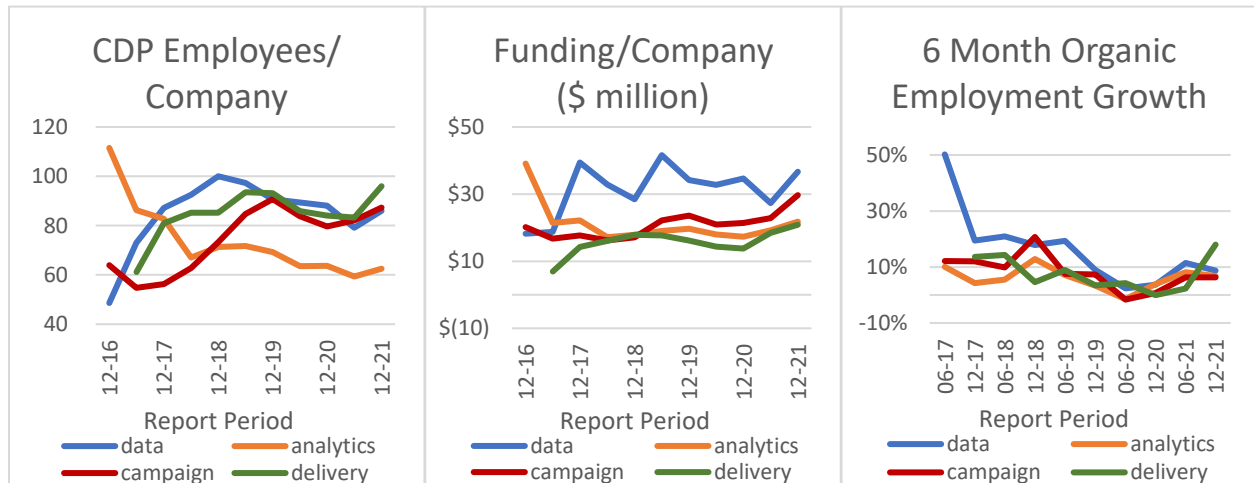
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CDP Types

Campaign CDPs continue to be the most common product type, accounting for 39% of companies, 41% of employment, and 44% of funding. However, their share continues to shrink 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.



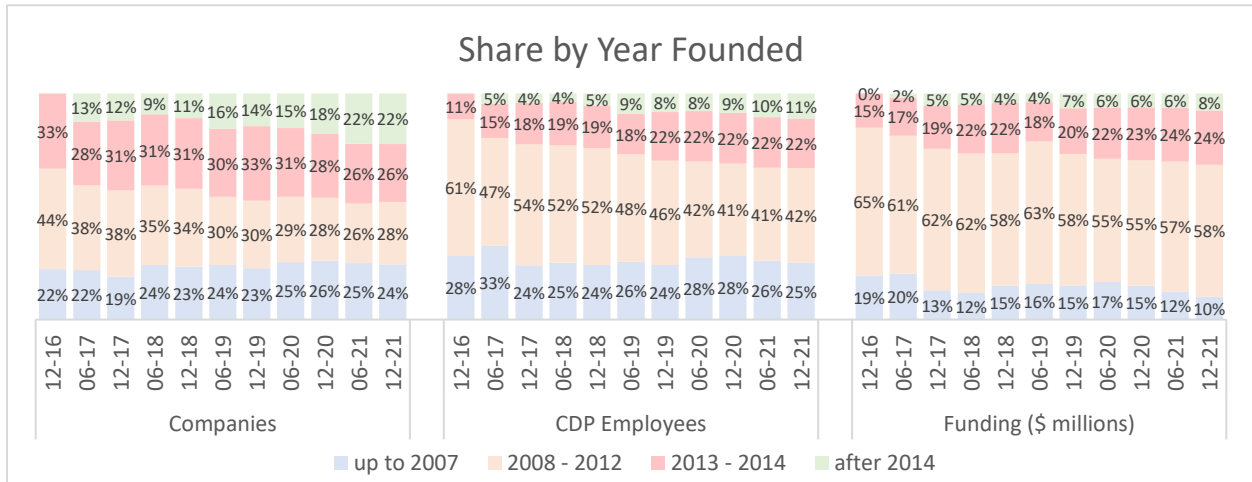
While data CDPs were once notably smaller and less funded on average than other categories, they are now similar in size and above-average in funding. Analytics CDPs, which were initially the largest and best funded companies, are now below average in size and funding. Growth rates for all categories are similar.



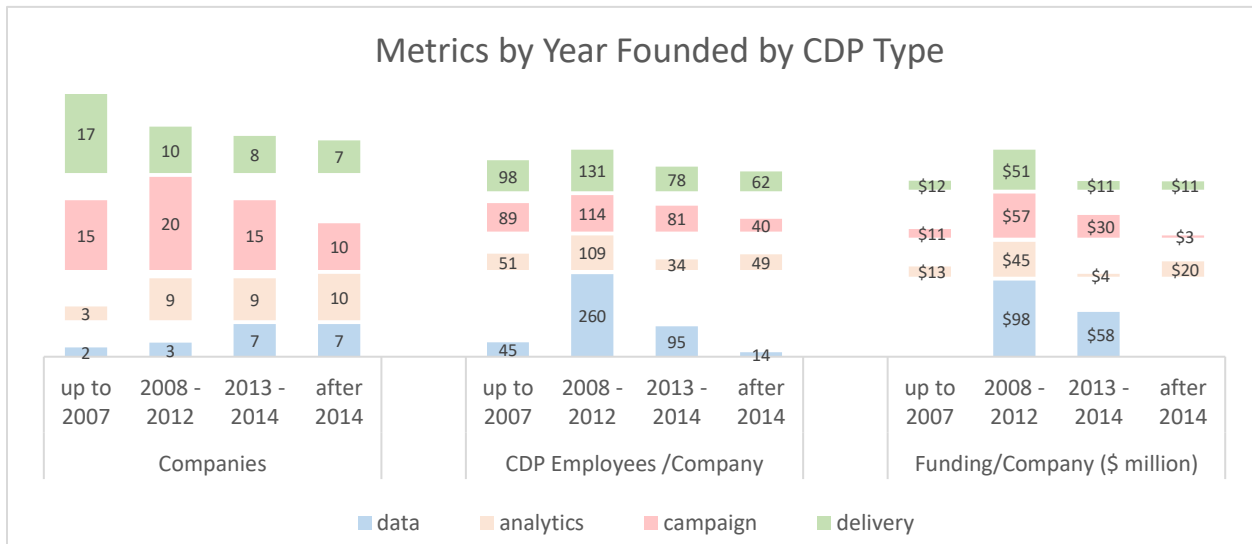
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Year Founded

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 28% in the current report, but still accounts for 42% of employment and 58% 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.



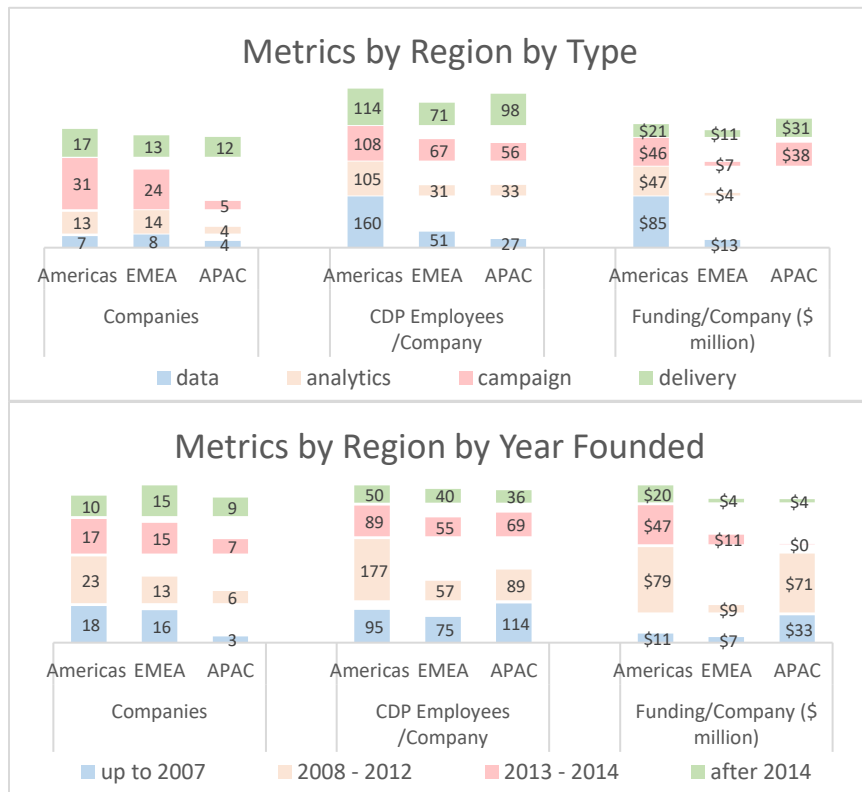
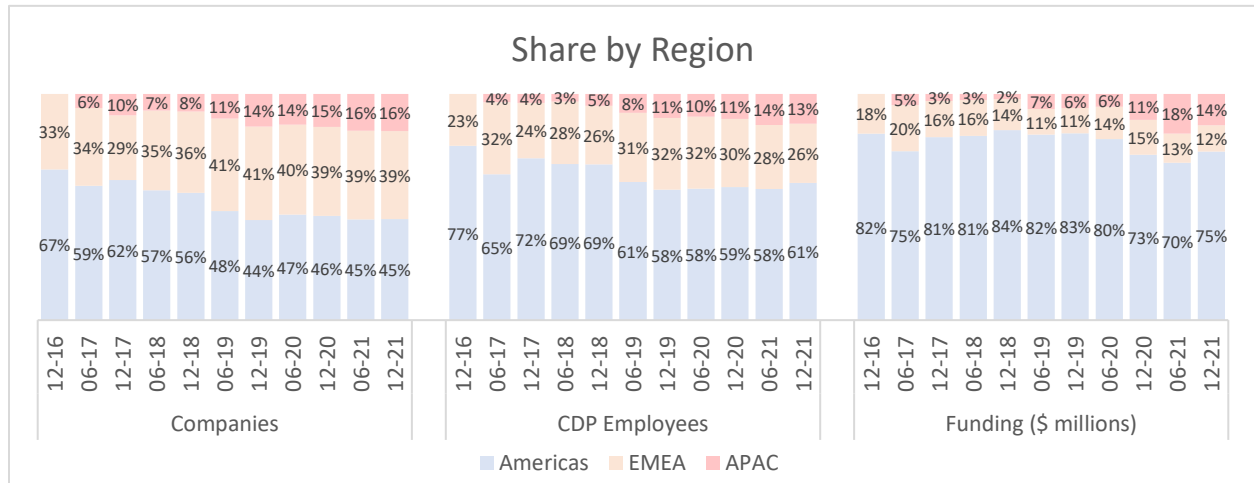
The oldest firms are primarily campaign and delivery CDPs, which usually added CDP capabilities after their business was established. By contrast, nearly all the data and analytics CDPs were founded after 2012 with CDP as their initial purpose. Firms founded in 2008-2012 tend to be larger and better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



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Regions

U.S.-based firms remain substantially larger and better funded than companies from other regions, accounting for 45% of companies, 61% of employees, and 75% of funding. After shrinking during the early years of the industry, this share has largely stabilized. European vendors grew most rapidly in 2018-2019, and then began to lose share to APAC vendors.

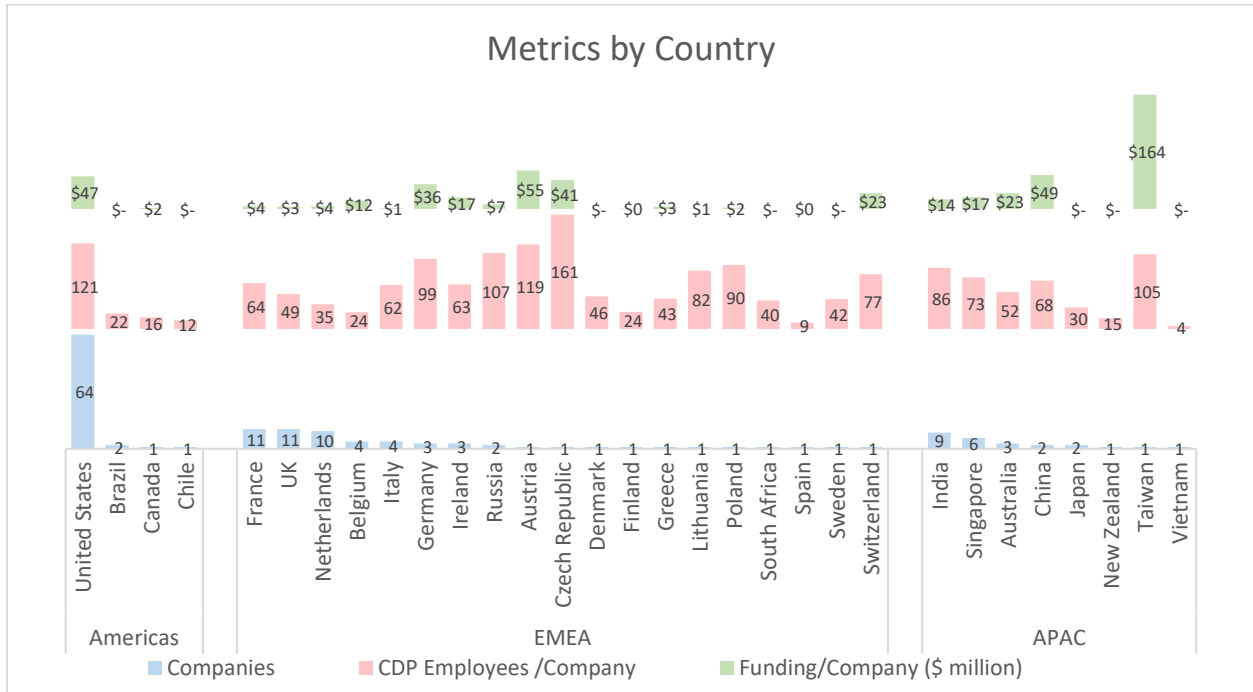


U.S. and European firms show similar age and type distributions, while APAC firms tend to be younger and are concentrated among delivery CDPs. U.S. firms are generally larger than European and APAC firms, especially among data and analytics vendors.

U.S. funding levels are much higher than European vendors across all categories. APAC campaign and delivery vendor are older, established firms with funding comparable to U.S. levels.

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The United States is home to 64 CDP vendors. Among European companies, France, UK, and The Netherlands have the significant numbers of vendors, although their average employment is half to one quarter the U.S. average and average funding is one-tenth the U.S. level. In APAC, India and Singapore also have modest concentrations of vendors, with about three-quarters the average employment and half the average funding of U.S. firms.

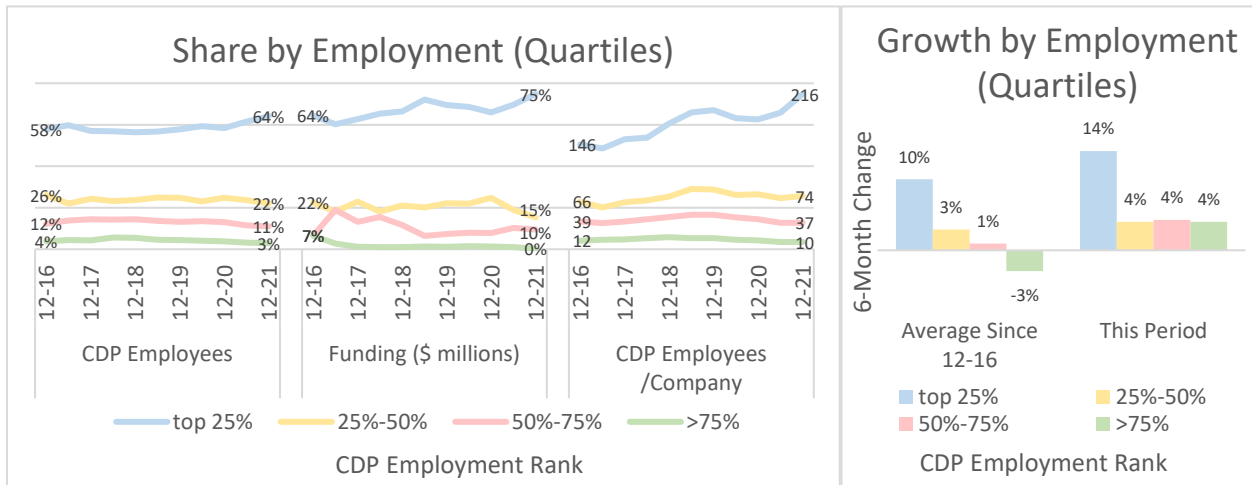


Taiwan (Appier), Czech Republic (Exponea) and Austria (Emarsys) stand out as having one large firm each. Of these, Exponea is now part of U.S.-based Bloomreach and Emarsys is owned by Germany-based SAP.

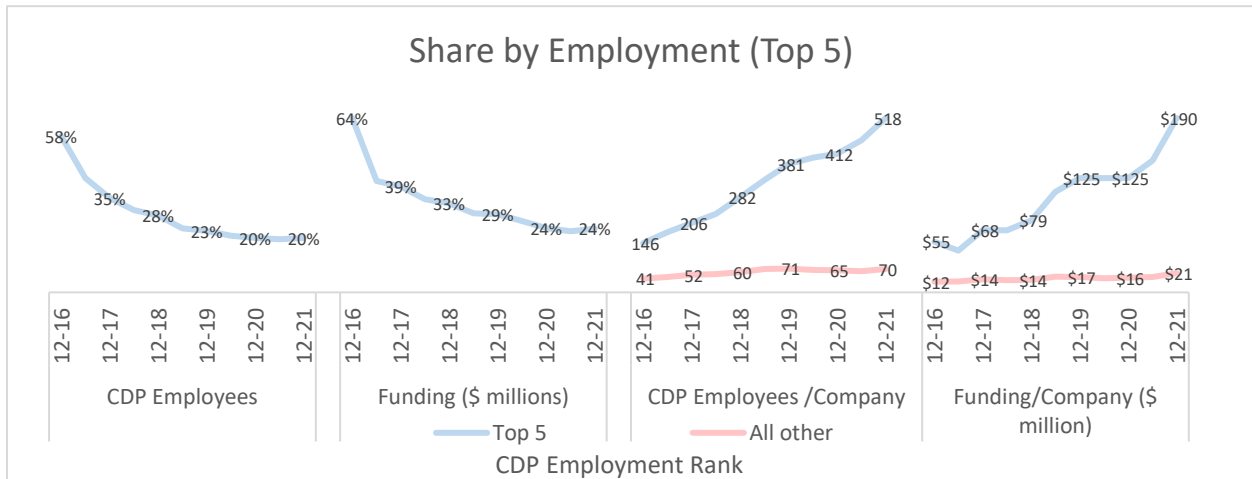
Data for Poland does not include SALESmanago, which qualified as a CDP after the report data was collected. If included, this would show Poland as having two large, well funded CDP vendors.

Industry Concentration

The top 25% of CDP vendors, ranked by employment, account for 64% of employees and 75% of funding. The employee share of the top group has increased slightly in recent periods and the funding share has increased substantially. The average employee count of the companies in the top 25% is now 216, a figure that has grown 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 especially during the most recent report period, when the six-month rate reached 14%.



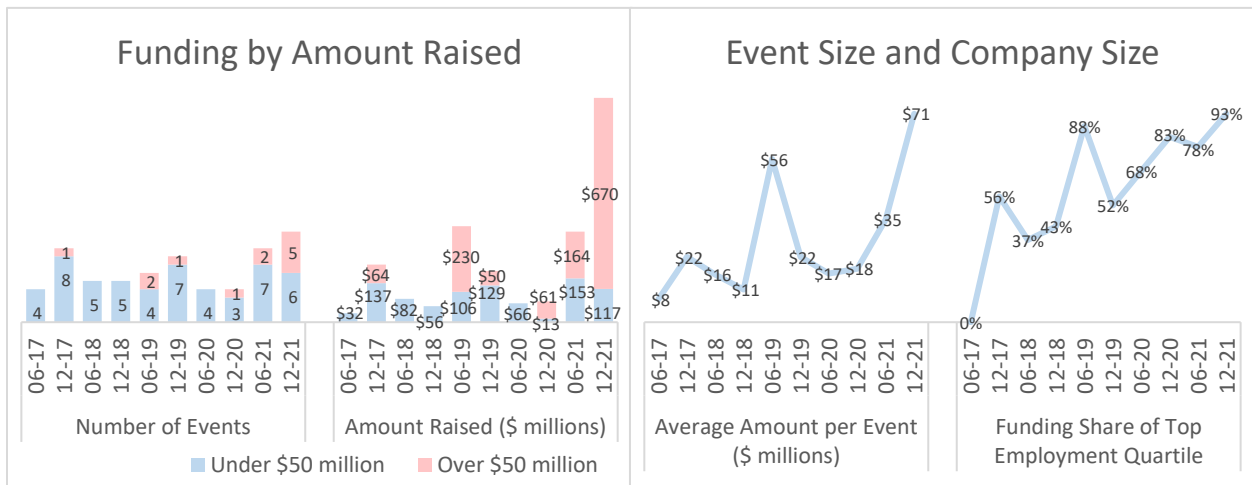
Although the top quarter of companies account for the bulk of the industry, no dominant firms have emerged. The top five firms account for just 20% of CDP employees and 24% of funding, shares that have fallen over the years but stabilized since 2020. They may start to increase as fewer large firms enter the industry. The size of the top five has more than tripled from 146 to 518 average employees between the end of 2016 and end of 2021 while the average size of all other firms has been flat since mid-2019. Funding averages \$190 million for the top five firms compared with \$21 million for all others.



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Funding

Funding during the period was concentrated in large rounds for industry leaders, who took advantage of eager investors to build reserves to fund aggressive growth. Total funding rose by \$853 million, including \$786 million raised during this period and \$67 million raised previously by companies added in this report. This is by far the highest in-period funding ever recorded. Five deals, accounting for 73% of the in-period total, went to companies with over 200 employees, which ranks them in the top 10% by employment. There were four rounds over \$100 million, compared with only one across all past periods. Eight of the rounds more than doubled total funding for the firm involved. The six smaller deals, totaling \$117 million, show that some investment is still available for industry challengers.



Nearly all the funds went to U.S. companies and two-thirds went to firms founded from 2010 to 2013.

Funding Events								
Company	Date	Event	Amount (millions)	Funding (millions)	Headquarters	CDP Type	Year Founded	Employees
Amperity	7/13/2021	Series D	\$ 100.0	\$ 187.0	United States	analytics	2016	273
XtremePush	7/13/2021	Private equity	\$ 31.4	\$ 31.4	Ireland	delivery	2014	66*
Revinat	8/6/2021	Series E	\$ 39.2	\$ 105.7	United States	campaign	2009	154
Zeotap	9/8/2021	Series C	\$ 11.0	\$ 92.2	Germany	data	2014	224
SkyPoint	9/10/2021	Seed	\$ 6.0	\$ 8.5	United States	campaign	2018	67
Optimove	9/27/2021	Secondary	\$ 75.0	\$ 95.0	United States	delivery	2009	294
Totango	9/29/2021	Series D	\$ 109.9	\$ 146.6	United States	campaign	2010	113
mParticle	10/5/2021	Series E	\$ 150.7	\$ 272.0	United States	data	2013	249
Openprise	10/20/2021	Series A	\$ 16.0	\$ 33.3	United States	data	2013	93
Treasure Data	11/3/2021	Venture	\$ 234.0	\$ 288.1	United States	campaign	2011	488
Mindbox	12/09/21	Private equity	\$ 13.0	\$ 13.0	Russia	delivery	2006	186

* includes non-CDP employees

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Acquisitions

There were three CDP acquisitions during the period. All involved small, relatively new firms that were purchased by companies seeking to unify a collection of customer experience tools.

Ownership Events									
Company	Date	Event	Buyer/ Partner	Amount (millions)	Funding (millions)	Headquarters	CDP Type	Year Founded	Employees*
UserMind	7/20/21	Purchase	Qualtrics	unknown	\$60.2	United States	campaign	2013	47
Sqweezely	2/8/21	Purchase	Spotler	unknown	0	Netherlands	analytics	2016	18
Zylotech	10/1/21	Purchase	Terminus	unknown	\$7.1	United States	analytics	2014	66

* estimated pre-event employment; may include non-CDP employees

There were no significant acquisitions by CDP vendors during this period.

Valurity, a small campaign CDP, ceased to do business in August 2021.

In October 2021, CSG released a new customer experience suite that apparently incorporates the discontinued Quaero CDP, although this was not stated. CSG was previously a part owner of Quaero.

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Appendix – Vendor Summary

Parent / Company	Report Added	HQ Region	CDP Type	Year Founded	Total Employees	Funding (\$million)
Acquia AgilOne	12-16	Americas	campaign	2006	1,202*	\$41
ActionIQ	06-17	Americas	campaign	2014	174	\$145
Actium Health (was SymphonyRM)	12-19	Americas	delivery	2014	75	\$35
Adabra	12-21	EMEA	campaign	2011	18	\$1
Adobe Real-Time CDP	06-20	Americas	delivery	1982	28,827*	\$0
Advalo	12-18	EMEA	campaign	2014	46	\$6
Aginity	12-16	Americas	analytics	2005	32	\$28
Algonomy (was Manthan)	06-19	APAC	delivery	2003	794*	\$98
Alterian	06-18	Americas	campaign	1997	56	\$0
Amperity	06-17	Americas	analytics	2016	273	\$187
Antsomi	06-20	APAC	delivery	2017	45	\$0
Appier	12-20	APAC	campaign	2012	527*	\$164
Aptania	06-21	EMEA	data	2016	1	\$0
Ascent360	12-17	Americas	campaign	2014	50	\$6
Audiens	12-18	EMEA	analytics	2015	23	\$10
AutopilotHQ	06-21	APAC	delivery	2015	47	\$34
Bloomreach CDP (was Exponea)	06-19	EMEA	delivery	2015	750*	\$41
BlueConic	12-16	Americas	campaign	2010	134	\$27
Blueshift	06-17	Americas	campaign	2014	167	\$65
BlueVenn	12-16	EMEA	campaign	2013	876*	\$0
Bridg	12-18	Americas	delivery	2012	38	\$11
Buyer Genomics	06-20	Americas	delivery	2010	5	\$0
Cadenz.ai (TheDataTeam)	12-19	APAC	analytics	2014	84	\$0
CaliberMind	06-17	Americas	campaign	2015	24	\$5
Camp de Bases	12-17	EMEA	analytics	2011	7	\$0
Capillary	06-21	APAC	delivery	2008	872*	\$102
Celebrus	06-18	EMEA	data	1999	128*	\$0
Cendyn (was NextGuest)	12-20	Americas	delivery	2001	340*	\$0
CheetahDigital	06-20	Americas	delivery	1998	879*	\$9
CleverData	12-19	EMEA	data	2014	28	\$0
CleverTap	06-19	Americas	campaign	2013	342*	\$77
Clutch	06-20	Americas	delivery	2012	63	\$25
CommandersAct	12-16	EMEA	analytics	2010	67	\$10
Conjura	06-19	EMEA	analytics	2016	65	\$0

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Parent / Company	Report Added	HQ Region	CDP Type	Year Founded	Total Employees	Funding (\$million)
Conscia	06-21	Americas	campaign	2016	16	\$2
ContactLab	06-18	EMEA	campaign	1998	163*	\$5
Convertlab	12-20	APAC	delivery	2015	97	\$0
Cordial	12-20	Americas	delivery	2014	117	\$24
CrossEngage	06-17	EMEA	campaign	2015	69	\$15
Custobar	06-19	EMEA	delivery	2014	24	\$0
CustoCentrix / Freedelity	12-19	EMEA	delivery	2012	13	\$0
CustomerLabs	12-19	APAC	analytics	2013	12	\$0
DataTalks	06-20	EMEA	analytics	2014	42	\$0
Datatricks/MailUp Group	12-18	EMEA	campaign	2012	32	\$0
Decide.AI	12-20	EMEA	analytics	2019	10	\$0
Dengage	06-21	EMEA	delivery	2018	58	\$0
Dun & Bradstreet Lattice Engines	12-18	Americas	campaign	2006	5,460*	\$65
Easyence (was Ysance)	06-17	EMEA	analytics	2005	78	\$6
Epsilon	**	Americas	delivery	1969	8,210	\$0
Eulerian Technologies	12-16	EMEA	analytics	2002	44	\$6
Exacaster	06-20	EMEA	campaign	2011	82	\$1
FanThreeSixty	06-18	Americas	campaign	2011	37	\$0
FirstHive	12-17	APAC	campaign	2016	64	\$0
Flytxt	06-19	EMEA	campaign	2008	330*	\$22
Fospha	12-16	EMEA	analytics	2014	31	\$25
Fulcrum SaaS	06-21	Americas	campaign	1999	4	\$0
Gainsight	06-19	Americas	campaign	2011	997*	\$156
Gamooga	12-17	APAC	delivery	2014	39	\$0
Group FIO	06-20	Americas	delivery	2007	62	\$0
Hariken	12-20	Americas	campaign	2015	6	\$0
Hive Marketing Cloud	12-20	EMEA	campaign	2010	12	\$0
Hull.io	12-16	Americas	data	2013	49	\$5
Hum	06-21	Americas	analytics	2020	16	\$0
Imagino	12-20	EMEA	data	2018	20	\$0
Informatica	12-18	Americas	analytics	2017	5,381*	\$0
inQuba	12-19	EMEA	campaign	2010	40	\$0
Insight360	06-17	Americas	analytics	2012	1	\$0
Integral-Core	12-18	APAC	data	2006	53	\$0
IntentHQ	06-18	EMEA	analytics	2010	84	\$11
iPinYou	06-21	APAC	delivery	2008	197*	\$98
Jahia	06-17	EMEA	campaign	2002	77	\$23

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Parent / Company	Report Added	HQ Region	CDP Type	Year Founded	Total Employees	Funding (\$million)
Journy.io	06-21	EMEA	analytics	2019	9	\$0
Knowesis	06-19	APAC	campaign	2013	39	\$0
Layerfive	06-21	Americas	data	2019	11	\$0
LeadBoxer	06-18	EMEA	analytics	2014	8	\$1
Leadspace	12-18	Americas	analytics	2011	118	\$107
Lemnisk	06-17	APAC	campaign	2008	64	\$27
Lexer	06-17	APAC	delivery	2008	103	\$34
Lytics	12-16	Americas	campaign	2012	92	\$58
Mapp	12-20	Americas	campaign	1998	391*	\$0
Mastercard SessionM	12-17	Americas	delivery	2011	29,612*	\$97
mediarithmics	06-19	EMEA	campaign	2013	59	\$14
Meiro	06-19	APAC	data	2018	33	\$0
Mercury Healthcare (was Healthgrades)	06-19	Americas	delivery	1996	306	\$18
Microsoft Dynamics 365 Customer Insights	06-20	Americas	campaign	1975	216,055*	\$1
Mindbox	06-19	EMEA	delivery	2006	186	\$13
mParticle	12-16	Americas	data	2013	249	\$272
Myntelligence	06-19	EMEA	campaign	2015	124	\$0
n3 Hub	12-19	APAC	data	2015	30*	\$0
Naviga	06-18	Americas	delivery	2002	290*	\$0
NectarOM	12-17	Americas	campaign	2014	7	\$2
Nessie.ai	06-21	EMEA	data	2020	5	\$0
Netcore	12-19	APAC	delivery	2013	830*	\$0
NextUser	12-16	Americas	campaign	2013	14	\$2
NGDATA	12-16	EMEA	campaign	2012	67	\$47
Nominow	06-17	EMEA	campaign	2015	8	\$0
Np6	06-19	EMEA	delivery	1999	68*	\$0
Numberly	12-19	EMEA	campaign	2000	383*	\$0
Omeda	12-20	Americas	campaign	1978	137	\$0
ONEcount	12-17	Americas	delivery	1996	15	\$0
OpenJaw	12-19	EMEA	campaign	2002	188*	\$0
Openprise	06-20	Americas	data	2013	93	\$33
Optimizely Zaius	06-17	Americas	delivery	2012	951*	\$51
Optimove	12-17	Americas	delivery	2009	294	\$95
Oracle CX Unity	06-20	Americas	delivery	1977	213,371*	\$0
Piwik Pro	06-18	EMEA	campaign	2013	90	\$2
PRDCT	06-18	EMEA	analytics	2014	10	\$0
Predictable Media	06-21	Americas	data	2018	12	\$0

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Parent / Company	Report Added	HQ Region	CDP Type	Year Founded	Total Employees	Funding (\$million)
ProCampaign by Consultix	06-20	EMEA	delivery	1994	3	\$0
Qivos.com	06-21	EMEA	delivery	2004	43	\$3
Qualtrics UserMind	06-18	Americas	campaign	2013	4,703*	\$60
Raptor	06-20	EMEA	campaign	2013	46	\$0
RecoSense	06-21	APAC	analytics	2014	18	\$0
RedEye	06-17	EMEA	delivery	1997	139*	\$0
Redpoint Global	12-16	Americas	campaign	2006	154	\$37
Redport Smartbanker	06-21	Americas	analytics	2008	7	\$0
Relay42	12-19	EMEA	campaign	2010	58	\$5
Resulticks	12-19	APAC	delivery	2014	125	\$0
Retention Science	06-20	Americas	analytics	2011	55	\$10
Revinat	12-21	Americas	campaign	2009	154	\$106
Salesforce CDP	12-17	Americas	campaign	2010	65,718*	\$26
SALESmanago	**	EMEA	delivery	2012	387	\$100+
SAP	06-20	EMEA	delivery	2000	105,015*	\$0
SAS	06-20	Americas	campaign	1976	17,840*	\$0
Scal-e	06-19	EMEA	delivery	2007	150	\$0
Simon Data	12-18	Americas	campaign	2014	147	\$64
Sitecore CDP (was Boxever)	12-16	EMEA	campaign	2011	1,935*	\$19
SkyPoint	06-20	Americas	campaign	2018	67	\$9
SmarterHQ (Wunderkind)	12-19	Americas	campaign	2010	22	\$43
Sqweezely	06-20	EMEA	analytics	2016	18	\$0
Syntasa	12-19	Americas	analytics	2014	36	\$0
Tail	12-21	Americas	analytics	2012	37	\$0
Tata Consultancy Services	06-21	APAC	delivery	1968	508,625*	\$0
Tealium	12-16	Americas	analytics	2008	651	\$264
Teavaro	06-19	EMEA	data	2014	22	\$0
Termius CDP (was Zylotech)	06-17	Americas	analytics	2014	66	\$7
The Data Agency	06-18	EMEA	campaign	1995	20	\$0
Totango	06-19	Americas	campaign	2010	113	\$147
Transitiv	06-20	Americas	campaign	2016	18	\$2
Treasure Data	12-16	Americas	campaign	2011	488	\$288
Tuple	06-19	APAC	analytics	2016	17	\$1
Twilio Segment, Inc.	12-16	Americas	data	2011	706	\$284
UniFida	12-18	EMEA	campaign	2014	7	\$0
Unito	12-21	APAC	delivery	2020	4	\$0
Velocidi	06-18	Americas	analytics	2009	23	\$12
Vemt	12-20	EMEA	campaign	2004	7	\$0

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Parent / Company	Report Added	HQ Region	CDP Type	Year Founded	Total Employees	Funding (\$million)
Vericast QuickPivot	12-17	Americas	delivery	2013	91*	\$0
ViewN	06-20	APAC	data	2010	7	\$0
WhenWhyHow	06-21	EMEA	analytics	2017	9	\$0
WhiteRabbitSuite	06-19	EMEA	delivery	2015	23	\$0
Wondaris	12-20	APAC	campaign	2019	6	\$0
XtremePush	06-21	EMEA	delivery	2014	66*	\$31
Yeti Data	12-16	Americas	data	2013	3	\$1
Zeta Global	**	Americas	delivery	2007	1,331*	\$0
Zeotap	06-20	EMEA	data	2014	224	\$92
* includes non-CDP employees						
** qualified as a CDP but not included in this report.						

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.