Customer Data Platform Industry in APAC

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Executive Summary

This report profiles the unique structure of the APAC CDP industry compared with the rest of the world. Key conclusions are:

- Interest and curiosity in CDPs grew immensely in APAC in 2021. The pandemic has accelerated the need for CDPs, especially for those in retail and manufacturing. As many businesses are forced online to keep up with consumer demand, organisations look to CDPs to help manage customer data. Growth was further stimulated by more stringent privacy and data regulations, as more organisations turned towards CDPs to help collect customer data that is safe and legal.

- As a result of these pressures, an increasing number of organisations have implemented CDP platforms. This is influencing still more businesses to also explore CDP options.

- Adoption is limited by confusion about CDP functions, the high cost of most CDP systems, and a shortage of users who know how to take advantage of CDP capabilities. Additional barriers include lack of organisational maturity, competing budgets, and project prioritisation.

- At the end of 2021, the CDP Institute had identified 25 APAC-based CDP vendors in eight countries. These firms had an estimated 1,689 CDP employees and €491 million ($559 million) in funding. Compared to the end of 2019, the number of EMEA-based vendors had grown from fourteen (79% increase), employment had grown from 886 (91% increase), and funding had grown from €118 million (317%).

- The APAC industry is dominated by delivery CDP vendors, who account for nearly half (48%) of firms and 69% of employment. These are largely firms that added CDP capabilities to an existing delivery service such as email. By contrast, the delivery CDPs account for only 25% of vendors and 32% of employment across all other regions.

- Industry revenue: Based on expected revenue per employee, 2021 revenues for APAC-based CDP vendors are at least €150 million ($170 million). Sales in APAC of vendors based elsewhere add €25 million or more.

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APAC Industry Insights

Commentary and conversations from vendors, users, and external experts have produced these general observations on the Customer Data Platform (CDP) industry in APAC.

Industry Growth

The pandemic has exploded **CDP category growth** over the past 18 months. The obvious driver is changing consumer behaviour from physical shopping to online, with a significant increase in spending across retail, entertainment, and information products in online channels.

"One of the biggest impacts of COVID has been on the big offline retailers who have been pushed into building an online shop. Now that things are opening up, the customer is demanding an omnichannel experience where things work seamlessly between the offline and online store," says Avadhoot Revankar, Chief of Growth at Netcore.

"This holds true even in the banking and financial segment, which saw a surge in digital adoption leading to brands having access to more digital footprints about their customers. Thus, to make sure they make the right use of this data and create a personalised [experience?] CDP becomes very crucial."

"Retailers have been working hard to evolve over the last two years, and they are constantly thinking about how they can connect offline and online data and provide a seamless omnichannel experience to their customers," adds Dinh Le Dat, Co-founder and Chairman of Antsomi and Serm Teck Choon, Co-founder and CEO of Antsomi.

All major CDP vendors are **seeing exponential growth** in new customer implementations and the growing amount of data being processed, particularly from web sources.

"This dramatic increase in online activity has led to many organisations re-evaluating their ability to meet such exponential growth. Cracks in their ability to serve personalised, real-time customer experiences have led to them exploring how a CDP can resolve those challenges and enable them to meet rising customer demand," says Nick Dennis, Solutions Consulting APJ at Tealium.

"In a world where digital will, according to estimates in a recent ARK investments report, be 50 per cent of the experience by 2030, CDP has to be a priority. The pandemic sent people scattered across all digital channels, really highlighting any shortcomings that may have existed."

Simon Pereira, CEO at Wondaris, agrees that COVID has significantly accelerated digital maturity across most sectors; something he believes will, therefore, accelerate CDP adoption. "Most businesses are focused on getting the basics right, so although CDP was on their radar, it wasn't a priority. Lots of prospects are saying first-party data strategy is the focus for 2022, however."

Interest in CDPs

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Interest in CDP platforms has grown significantly over the past 12 months, whether that be legitimate buyer interest or curiosity. Martech experts are having more conversations with their customers around CDPs compared to other parts of the stack, including marketing automation.

“We are seeing significant interest. With extensive media and industry attention surrounding CDP’s ability to fill data gaps that more large/enterprise businesses have, it makes sense that there would be a lot of interest,” says Juan Mendoza, Senior Customer Strategist at The Lumery and Editor of the Martech Weekly.

“However, with that interest comes a mix of maturity among businesses who are trying to understand whether a CDP makes sense for them in the short-term, the long-term, or at all.”

With the **rise in data and privacy regulations**, many companies have already started to **implement CDPs** to ensure they can continue to leverage customer data when tighter regulations are in place.

“CDP is one of the hot topics in the market at the moment,” says Joey Nguyen, Co-Founder & Executive Director at Venntifact. “Most of our existing clients have already adopted a CDP and are continuing to invest to drive value from the product. A lot of our new clients are looking to understand what CDP is right for them and how it can fit into their existing ecosystem.”

Organisations are beginning to see that their **marketing cloud promises are not delivering**. They are now seeking independent, open, and neutral CDPs to ensure they can connect and activate their data in real-time across a diverse tech stack.

“When considering purchasing a CDP, retail marketers are looking for an integrated solution that covers data ingestion, data management from a single view, customer analytics, and activation of an audience for omnichannel personalised orchestration,” says Ajith Nayar, VP Marketing at Algonomy.

Continued Confusion

The definition of **CDP is muddled with varying definitions** and levels of understanding among organisations. Many still believe a data lake, data warehouse, or CRM can do the job of a CDP.

“There is still a high percentage of businesses that believe they already have a ‘CDP’ as they’ve been told that their other platforms already cover all CDP functions,” says Daniel Cummins, CEO at Marketsoft. “The lack of understanding around the value of a CDP and the investment required are ongoing challenges.”

Despite many companies and organisations being aware of what CDPs are, **many of them do not have a clear understanding** of the difference between the various types of CDPs.

Currently, there are three levels of the state of understanding of CDP in the APAC Region:

- **Entry-level:** This group of people understands how a data management platform (DMP) can help when it comes to audience targeting with digital advertising. While they know that CDP is the latest technology after DMP, and CDP can offer far more features than DMP, their mindset is still very much audience buying and digital advertising oriented.

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- **Mid-level:** This group of people understands CDP is the core engine to unify customer data, and it can provide insights to help make business decisions.

- **Advanced-level:** This group of people knows that CDP not only helps in unifying customer data but also taking action on the data. They know that certain types of CDPs also come with artificial intelligence capability and marketing automation facility, which can help them provide omnichannel customer experience and deliver personalised messages to them.

"There is a lot of confusion around what CDPs do and don't do. It isn't helped by vendors having such diverse solutions, yet calling them all CDPs. While refining the definition down to the core functions of a CDP helps – unified profile, audience management, and data activation – there is still so much confusion around 'how' vendor solutions handle those functions," says Ben Desailly, Head of Advisory at The Lumery.

"Overall, the state of understanding is at two out of five, but growing. The problem is that as fast as this maturity grows, the landscape and vendor options change, so clients are left commenting on how challenging it is to stay on top of everything and learn."

There are also a **number of concerns** within the industry such as whether to buy or build a CDP, how to react to data collected in real-time, and how to integrate a CDP with a legacy martech stack.

Implementation options

Some businesses have **attempted to build their own CDPs**. They have collected data from all sources and applied data science to gather insights and suggestions. However, they are struggling to embed these insights into their current applications and processes and are also finding it difficult to make the insights available to business users.

"Others have already fully implemented and exploited their marketing automation platform (Oracle or non-Oracle). Maybe they started addressing some real-time data capture and personalisation use cases with Oracle Infinity or other vendors' tools, and they need a more comprehensive and robust platform, enabling them to address additional use cases," says Dan Lugassy, Senior Solutions Consultant, Oracle and Roberto Negro, CX Data Governance, Customer Data Platform & GDPR Regional Expert, Oracle.

The ground-breaking **early adopters are making way for mainstream users** who are more demanding of the core capabilities of CDPs. This demand has been driven by both internal and external factors.

"From 2021, there has been a significantly higher recognition for CDPs in the APAC region. CDP is now regarded as the core part of the 'marketing technology and data stack'. There is good evolution in this space as well as in Business Intelligence (BI)," says Aditya Bhamidipaty, Founder and CEO, FirstHive.

"BI teams are now being involved in the entire CDP purchase decision-making process. As a result, there are more evolved use cases in multiple sectors. The overall adoption of CDP is getting accelerated."

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Regional differences

Key regions for growing technical and customer experience maturity are **India, Singapore and Australia.** In India, the number of CDP specialists and investment in the market is growing quickly, which is following the development of the Software-as-a-Service (SaaS) and technology industry in key regions such as Bangalore.

Australia is also taking the lead but in a different way. With a smaller population, brands have to work harder with the data they collect to drive results. This is leading to category maturity for data governance in key sectors.

Adoption across different industry verticals

Manufacturing, financial services, retail, consumer packaged goods, automotive, auto-ancillary, and digital are the **leading industries looking for a CDP.**

Whilst retailers are arguably leading CDP adoption, **regulated industries such as Financial Services (FSI) are increasingly implementing CDP**. FSIs are focused on differentiation via their customer experience, and they are held to a higher standard in their stewardship of customer data.

"Large businesses in the retail, financial services and insurance sectors across the region have been actively considering CDP solutions for the past 18 months. Airlines and hospitality businesses are also considering CDPs now as part of their path to recovery post-pandemic. Automotive, in particular, is a growth sector in Japan," says Christian Ludlow Hyland, Go-To-Market Leader, Customer Experience Applications, Asia Pacific & Japan, Oracle.

"Within retail, both large traditional, multi-brand retailers and e-commerce natives are in the market for CDPs. In emerging markets, digital-first 'unicorn' companies are looking to build customer data unification, identify resolution and personalisation across all touchpoints into their architecture."

Challenges

Deployment requires substantial resources, and many companies are experiencing challenges with leveraging a CDP. And with the demise of the cookie, many are viewing CDPs as an alternative to cookie-based advertising.

CDP **vendor implementation is becoming more intricate** as the category matures. Technology platforms now require access and governance across multiple business departments. However many companies that are wanting to offer digital experiences are finding that some of these data sources sit in legacy systems that are challenging to access and govern.

Many CDP vendors are facing sales challenges for the following reasons:

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- **Lack of Maturity:** Organisations that have previously failed to get additional value from their existing stack are more likely to invest in new technology to complement that stack.

- **Project Prioritisation**: Most businesses are evaluating multiple projects and platforms at the same time with competing budgets.

- **Lack of Budget**: Often a CDP has not been planned or budgeted for.

- **Preparedness**: The speed of growth has left many businesses playing catch up in both strategy and building skill sets.

- **Build vs Buy:** While not particularly common, some organisations embrace the opportunity to build a platform internally to meet their specific requirements.

“Prospects are reluctant to embrace CDPs for various reasons. For one, they are not completely convinced that a CDP can add better value than a data lake. Others are starting on their digital journey and feel like a CDP is needed once they are more mature or advanced. Then there are some who have already invested heavily in CRM and other tools from which they need to show ROI first. And finally, some are just not very comfortable with the price quoted for the CDP solution,” says Subra Krishnan, CEO, Lemnisk.

Ben Desailly and Juan Mendoza agree, saying, “Prospects are saying no for three main reasons: cost, complexity and change. It’s typically one of the three. The appetite is there, but the cost is prohibitive right now. The sheer complexity of the platforms and the maturity needed to drive them is seen as a barrier for those smaller or less-mature brands.”

The most pressing emerging challenges to address, they say, are consumer privacy, vendor selection and implementation.

- **Privacy:** Privacy is a major sticking point for CDP adoption. CDPs enable the collection and enrichment of data points from a variety of sources. However, ensuring that consumers have transparency and controls on how their data is used is a significant challenge in how CDPs talk about value creation for brands.

- **Vendor Selection:** Since 2016, the number of new entrants has increased by 700 per cent, adding diversity to the existing choices for MarTech buyers. There are also more hybrid solutions that are joined with existing marketing clouds, personalisation engines, or marketing automation platforms. This creates confusion about which CDP vendor is fit for purpose for brands and increases the consideration set for purchasing a solution.

- **Implementation:** CDP vendor implementations are becoming more challenging as the category matures mostly due to the nature of the technology platforms that require access and governance across multiple business streams. A recent MTA survey found that 39 per cent of marketers are building custom solutions on top of an existing CDP vendor because integrating with various data sources requires work arounds when implementing.

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However, despite the challenges, a successful CDP strategy requires alignment within the prospect's business. "The relationship between IT and marketing is vital to drive and deliver success with CDP in the APAC region," says Billy Loizou, VP Go To Market APAC at Cheetah Digital.

"The closer the relationship between IT and marketing, the faster companies will see ROI on their investments. This will also see a top-down approach to alignment for the vision of the business and remove angst between departments. IT is there to assist the marketing team on assessing the integrity of SaaS and if it fits into the organisation's technology roadmap."

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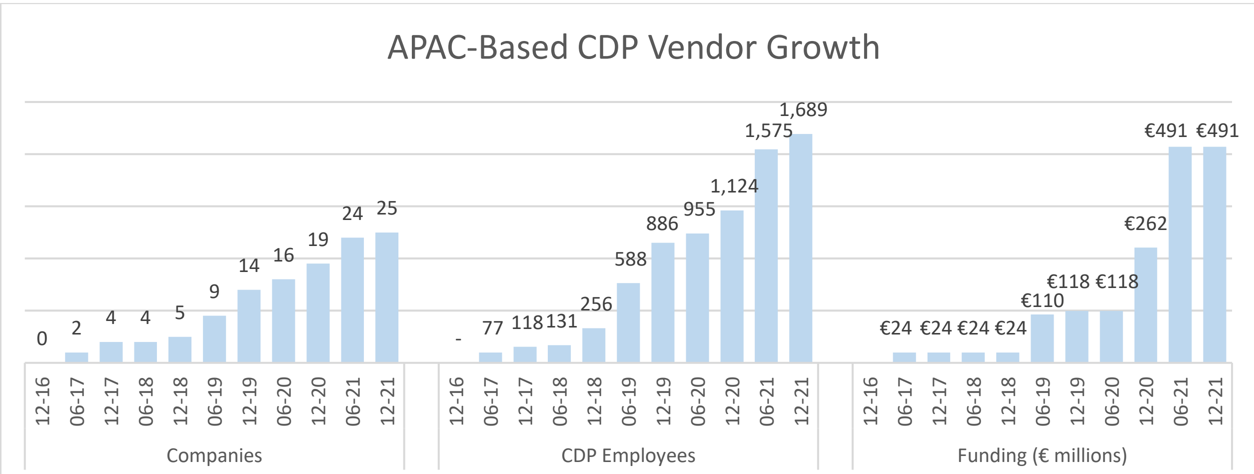
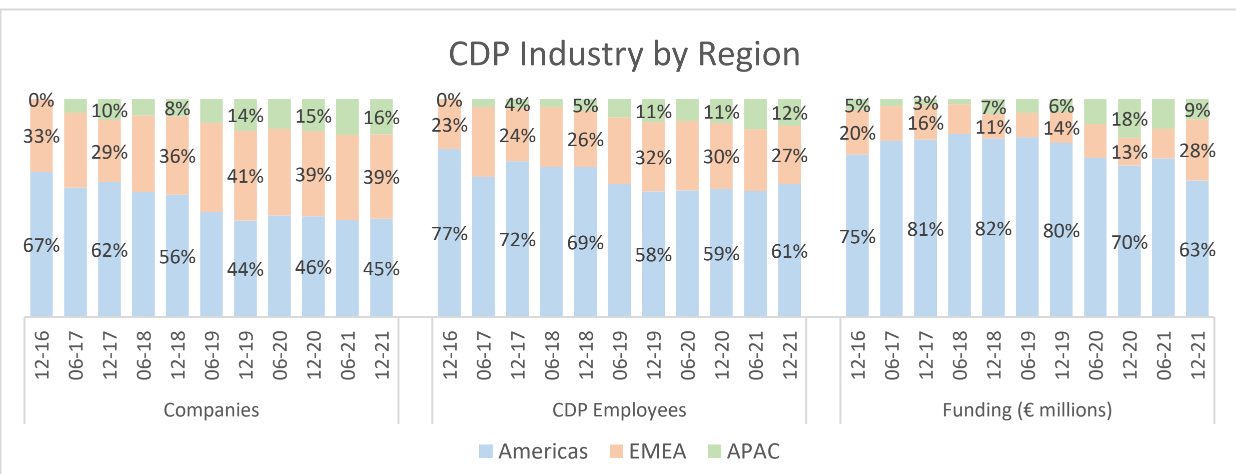
APAC Industry Profile

Industry Overview

At the end of 2021, the CDP Institute had identified 25 APAC-based CDP vendors in eight countries. These firms had an estimated 1,689 CDP employees and €491 million ($559 million) in funding. Compared to the end of 2019, the number of APAC-based vendors grown by 79%, employment had grown by 91% and funding had grown by 317%.



APAC accounts for 16% of companies, 12% of employees and 9% of funding in the global CDP industry. U.S.-based firms still comprise the bulk of the industry, accounting for 45% of companies, 61% of employees, and 63% of funding. After shrinking during the early years of the industry, the U.S. share has largely stabilized. European vendors grew most rapidly in 2018-2019, and then began to lose share to APAC vendors. As these ratios indicate, APAC firms are smaller and have less funding U.S.-based firms.



The APAC CDP industry is dominated by delivery CDPs, which account for nearly half (48%) of the vendors and 69% of APAC employment. These are much higher fractions than other regions, where campaign

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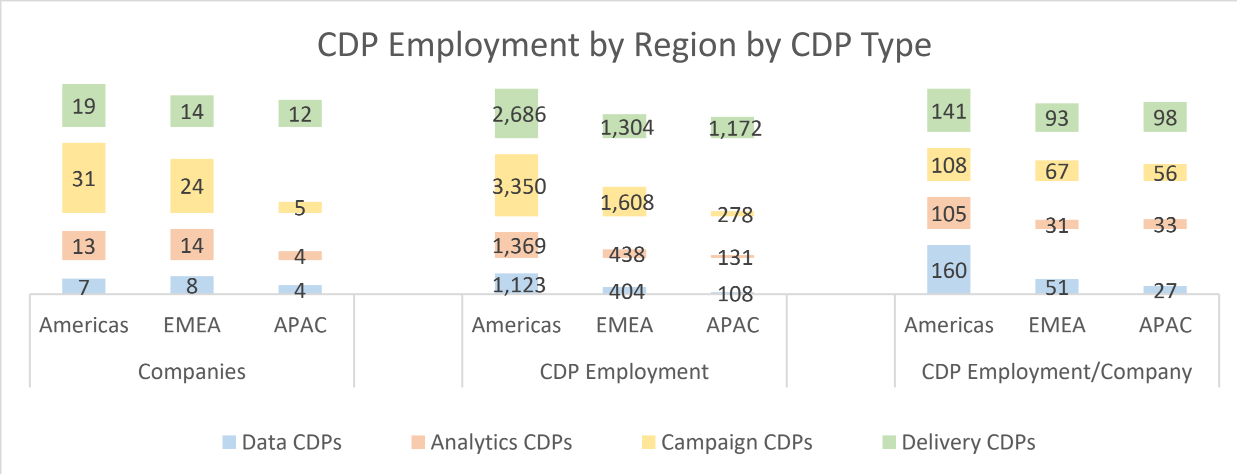
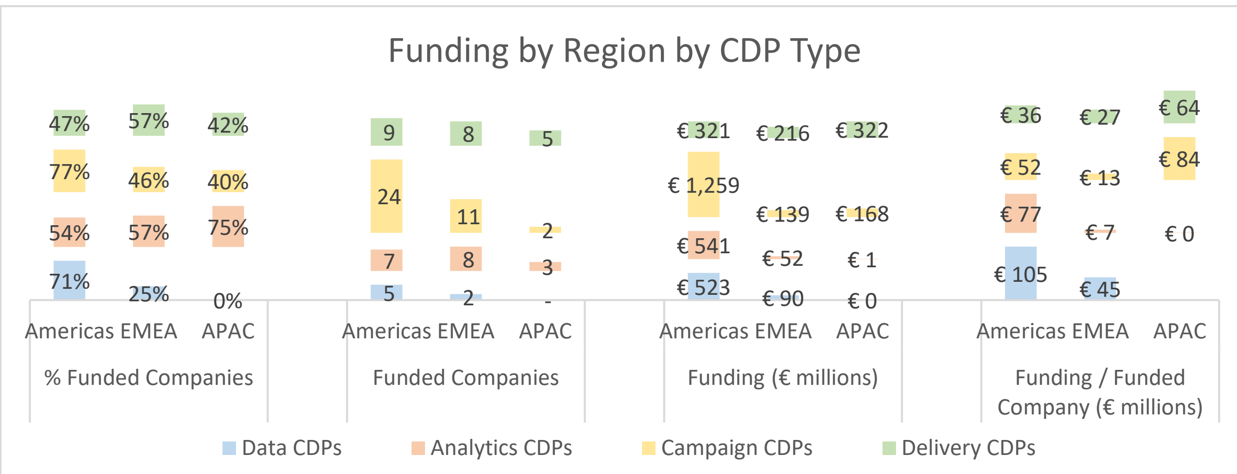
CDPs are dominant. There are no data CDPs in APAC. On average, APAC vendors in each category are smaller than U.S. vendors in the same category, but similar to EMEA vendors.



Delivery and campaign CDPs in APAC are less likely to be funded than delivery and campaigns CDPs in the U.S., but the few with funding show larger amounts.



Delivery and Campaign systems are often preferred by mid-size companies and channel managers within marketing departments because they provide a complete solution without the need to connect the CDP to other systems for basic analysis or for execution. Campaign systems are also more commonly delivered by vendors with a background in marketing services or agency work.

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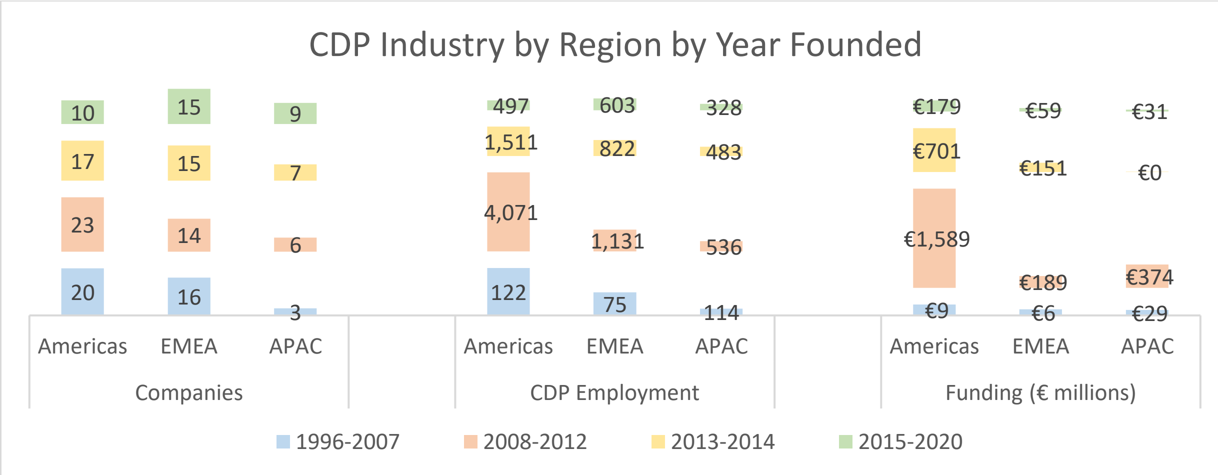
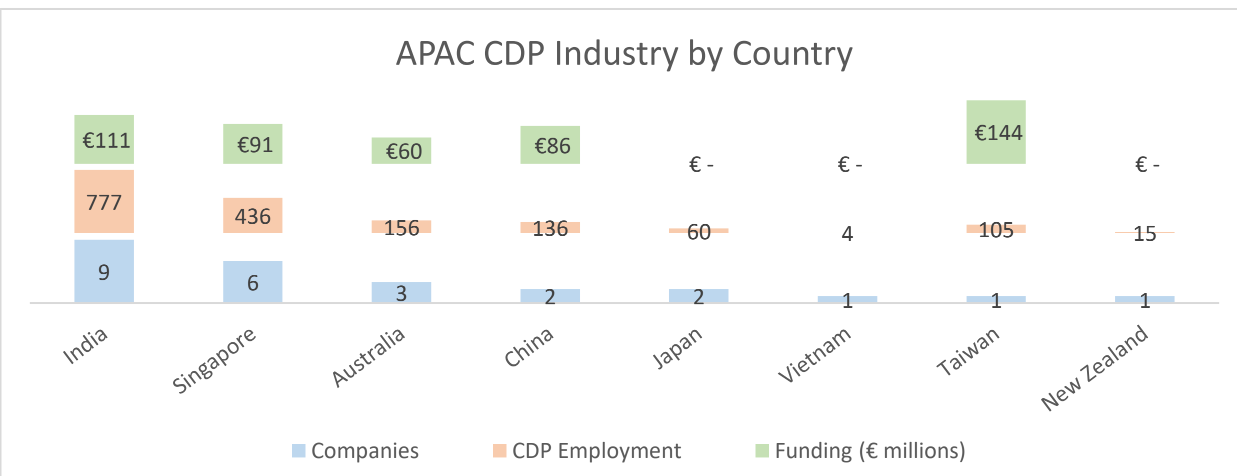


APAC firms are generally younger than U.S.-based CDPs: 36% were founded before 2013, compared with 61% in the U.S. Across all regions, older firms tend to be larger and better funded, often because those firms started as agencies or non-CDP systems and later added a CDP capability.

Country Details

India and Singapore account for most APAC CDP vendors and employment. A handful of large firms result in large employment totals for Poland, Germany, and Czech Republic. Figures for several of those firms are estimated CDP employment, not total employment. Funding figures do not reflect the resources of public companies and may not include some private investments that are not captured in the data source (Crunchbase) used for this report. Although The Netherlands has nearly as many vendors as France and the UK, the Netherlands firms are much smaller and less funded.



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Country	Vendors	CDP Employment	Funding (€ millions)	Founded up to 2007	Founded 2007 and after	Data CDPs	Analytics CDPs	Campaign CDPs	Delivery CDPs
India	9	777	€111	2	7	0	2	2	5
Singapore	6	436	€91	0	6	1	2	1	2
Australia	3	156	€60	0	3	0	0	1	2
China	2	136	€86	0	2	0	0	0	2
Japan	2	60	-	1	1	2	0	0	0
Vietnam	1	4	-	0	1	0	0	0	1
Taiwan	1	105	€144	0	1	0	0	1	0
New Zealand	1	15	-	0	1	1	0	0	0

Industry revenue

Nearly all CDP vendors worldwide are private firms that do not release financial information or public firms that do not break out CDP revenue from the rest of the business. This report estimates industry revenue on the number of employees at stand-alone CDP vendors and estimated installation counts by non-specialist firms. These estimates do not include revenues for implementation services provided by non-CDP vendors such as consultancies or service agencies; for in-house development of CDP-type systems; or other software related to customer data management.

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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 behaviour 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 modelling, attribution, website 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.

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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.

Report Methodology

Vendors included in this report are based in Europe or Africa and are identified by the CDP Institute as companies offering a product that meets the Institute's definition of a CDP. Companies where CDP is not the major product may be included if they position themselves as CDP vendors. No payment is required to be listed in the report.

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.

Employee counts in this report are taken from LinkedIn. Comparison with other information has generally shown these to be reasonably accurate. However, it is likely that LinkedIn is more complete for U.S. firms than firms in EMEA.

Founding dates and funding data are from Crunchbase. Crunchbase relies on public announcements, which are not always a complete record of investments. Older firms also may have had funding not captured in Crunchbase. Crunchbase may also be less accurate for companies outside the U.S. Information in this report was gathered in early June 2018. Neither the CDP Institute nor the original data providers are responsible for the accuracy of any information in this report.

Assessment of CDP interest, maturity and adoption has been made through interviews with senior and executive representatives, a number of CDP vendors and CDP service providers, and through a questionnaire sent to vendors and service providers that could not be reached in person. As this has been a limited number of respondents, this assessment must be regarded as indicative and not necessarily representative for the entire CDP industry in EMEA.

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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 specialised 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 modelling, 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 personalised 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.

Disclaimer

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

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Appendix – EMEA Vendor Summary

APAC-Based Vendors

Parent / Company	Report Added	HQ Region	CDP Type	Year Founded	Total Employees	Funding ($million)
Algonomy (was Manthan)	19-Jun	APAC	delivery	2003	794*	$98
Antsomi	20-Jun	APAC	delivery	2017	45	$0
Appier	20-Dec	APAC	campaign	2012	527*	$164
AutopilotHQ	21-Jun	APAC	delivery	2015	47	$34
Cadenz.ai (TheDataTeam)	19-Dec	APAC	analytics	2014	84	$0
Capillary	21-Jun	APAC	delivery	2008	872*	$102
Convertlab	20-Dec	APAC	delivery	2015	97	$0
CustomerLabs	19-Dec	APAC	analytics	2013	12	$0
FirstHive	17-Dec	APAC	campaign	2016	64	$0
Gamooga	17-Dec	APAC	delivery	2014	39	$0
Integral-Core	18-Dec	APAC	data	2006	53	$0
iPinYou	21-Jun	APAC	delivery	2008	197*	$98
Knowesis	19-Jun	APAC	campaign	2013	39	$0
Lemnisk	17-Jun	APAC	campaign	2008	64	$27
Lexer	17-Jun	APAC	delivery	2008	103	$34
Meiro	19-Jun	APAC	data	2018	33	$0
n3 Hub	19-Dec	APAC	data	2015	30*	$0
Netcore	19-Dec	APAC	delivery	2013	830*	$0
RecoSense	21-Jun	APAC	analytics	2014	18	$0
Resulticks	19-Dec	APAC	delivery	2014	125	$0
Tata Consultancy Services	21-Jun	APAC	delivery	1968	508,625*	$0
Tuple	19-Jun	APAC	analytics	2016	17	$1
Unito	21-Dec	APAC	delivery	2020	4	$0
ViewN	20-Jun	APAC	data	2010	7	$0
Wondaris	20-Dec	APAC	campaign	2019	6	$0

* includes non-CDP employees

Acronyms Used in This Report

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AI : Artificial Intelligence. Computer science that builds smart machines capable of perform tasks that typically require human intelligence.

API : Application Programming Interface. A software intermediary that allows two applications to talk to each other.

BFSI or FSI: Banking, Financial Services and Insurance Industry. An umbrella term for organisations that provide financial products and services.

BI : Business Intelligence. Technology-driven process that helps organisations make better data-driven decisions.

CDM : Customer Data Management. Process the organisation takes to collect, manage and analyse customer data.

CDP : Customer Data Platform. A central, unified customer database that is accessible to other systems. It is designed to pull data from multiple sources, then clean and combine that data to create a single customer profile.

CLV or LTV : Customer Lifetime Value. A projection of the net profit attributed to the ongoing relationship of a customer.

CMO : Chief Marketing Officer. An executive position responsible for driving awareness, engagement, and demand for sales in an organisation.

CRM : Customer Relationship Management. Software that allows companies to manage and analyse customer interactions to enhance those relationships.

CXO : Chief Experience Officer. An executive position responsible for driving positive interactions with the organisation's customers.

DMP: Data Management Platform. A platform that merges first-party data on audiences (accounting, customer service, CRM, etc.) and/or third-party (behavioural, demographics, geographic) data for effective audience targeting.

DSP : Demand-side platform. Software that allows an advertiser to buy advertising with the help of automation.

DTC : Direct-to-consumer. Businesses that sell products directly to consumers.

DWH : Data Warehouse . Central repository of information stored by an organisation that is optimised for analytics.

FTP : File Transfer Protocol. Standard communication protocol to transfer files between a server and a computer network.

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ML : Machine Learning. Method of data analysis that automates analytical model building.

SaaS : Software as a Service. Software distribution model where the software is centrally hosted and licensed to users on a subscription model.

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About This Report

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Ajith Nayar, VP Marketing, Algonomy
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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.

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