Customer Data Platform Industry Update

July 2022

CUSTOMER DATA PLATFORM INSTITUTE

www.cdpinstitute.org

Contents

Executive Summary

The CDP industry had a strong first half in 2022, with solid employment growth (10%) among existing vendors and addition of eleven new companies, mostly large delivery CDPs. However, there were some signs of waning investor interest, including a sharp drop in fundings and acquisitions. Headcounts dropped at a few firms, notably Terminus, Acquia, and Zeotap, possibly foreshadowing a broader industry slowdown in the second half of the year.

Highlights of the period include:

- **Continued expansion:** industry revenue for 2022 is now forecast at $2 billion, a 25% increase over 2021. This forecast has been raised since the previous Industry Update report, reflecting stronger than expected performance of the industry during the first half of 2022.

- **Strong growth by large firms:** the top 25% of vendors grew an average 13%, compared with 4% for all others. This group also increased its share of funding and average number of employees per company.

- **Continued entry of established vendors:** seven of the eleven vendors added in this report are delivery CDPs, including five with over 1,000 total employees. This likely reflects continued demand for CDP capabilities among those companies' clients.

- **Growing share for campaign and delivery CDPs:** these two groups now account for 68% of vendors (up 1%), 75% of employees (up 3%) and 75% of funding (up8%). The long-term expansion of these groups reflects client preferences for CDPs with a broad scope of functions.

- **Few funding events:** the number of funding events dropped from eleven to seven, and the number of events over $50 million dropped from five to one. Apart from the $175 million Series F by Bloomreach, all other fundings totaled just $38 million, or $6 million average.

- **Few acquisitions:** there was just one acquisition during the period, BlueConic selling a majority stake to Vista Equity Partners. The previous period saw three CDP acquisitions and the period before that saw an all-time peak of seven.

- **Struggles in Europe:** while U.S.-based vendors expanded their share of companies, employment, and funding, European vendors saw their share shrink to the lowest levels ever. This reflects slow adoption in EMEA markets and strong presence of U.S.-based vendors in some of those markets. The industry share of APAC vendors was roughly stable.

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 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. Firms dropped from this edition of the report are:

- Camp de Bases (parent company Webedia merged with Jellyfish)
- Myntelligence (now Mint; repositioned as an advertising platform)

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 29% of the companies, 43% of estimated CDP employment and 53% 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, which is not always complete. In particular, many older firms had funding not captured in Crunchbase. Crunchbase is also more likely to miss information on non-U.S. firms. Funds raised 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 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

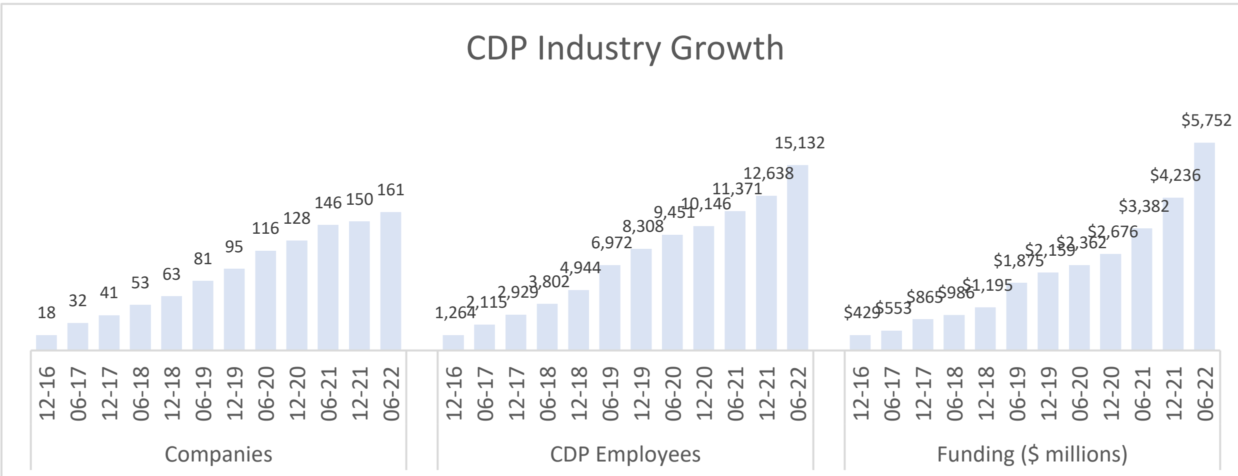
Revenue estimates are based on the number of CDP employees. The revenue per employee is derived from data provided by several CDP vendors and from industry averages. The adjusted average is $140,000 per employee per year. The CDP Institute estimates industry revenue at $2.0 billion for 2022, up from $1.6 billion in 2021.

Disclaimer

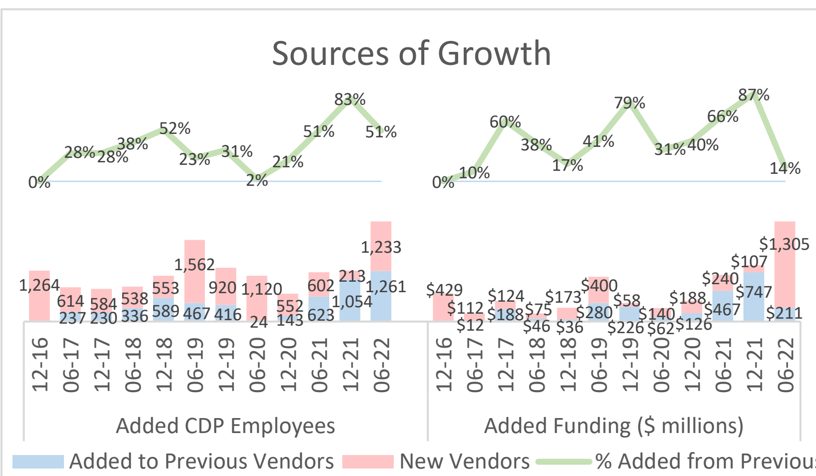
Information in this report was gathered in June 2022. Neither the CDP Institute nor the original data providers are responsible for the accuracy of any report contents.

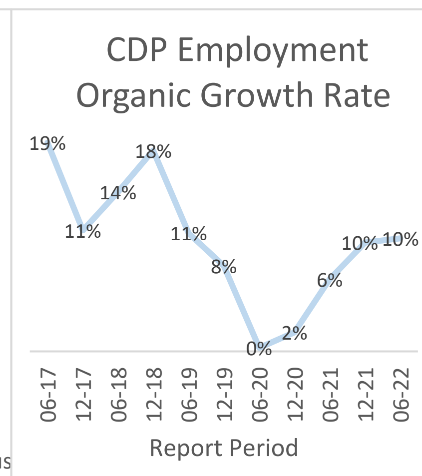
Period Overview

The CDP industry grew sharply in the first half of 2022, adding eleven vendors, nearly 2,500 employees, and $1,516 million in funding. This is the most new employees and funding for any period on record.



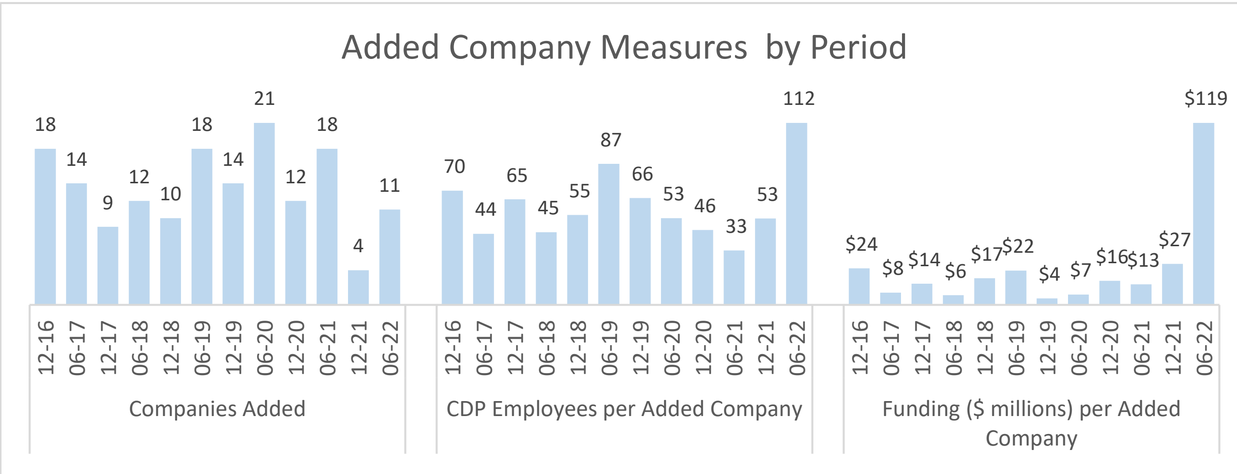
Half of the employment growth (51%) came from existing vendors, a drop from 83% in the previous period but still above the long-term average. The growth rate among vendors listed in previous reports stabilized at 10%, the same as the previous period but higher than the previous two years. New vendors accounted for all but 14% of the added funding.





Companies Added

Eleven companies were added during the period, slightly below the long-term average. The new firms were larger and better-funded than companies added in previous periods. This reflects the dominance of delivery CDPs (seven of the eleven additions), which are typically large, established businesses that have recently acquired or added CDP capabilities.

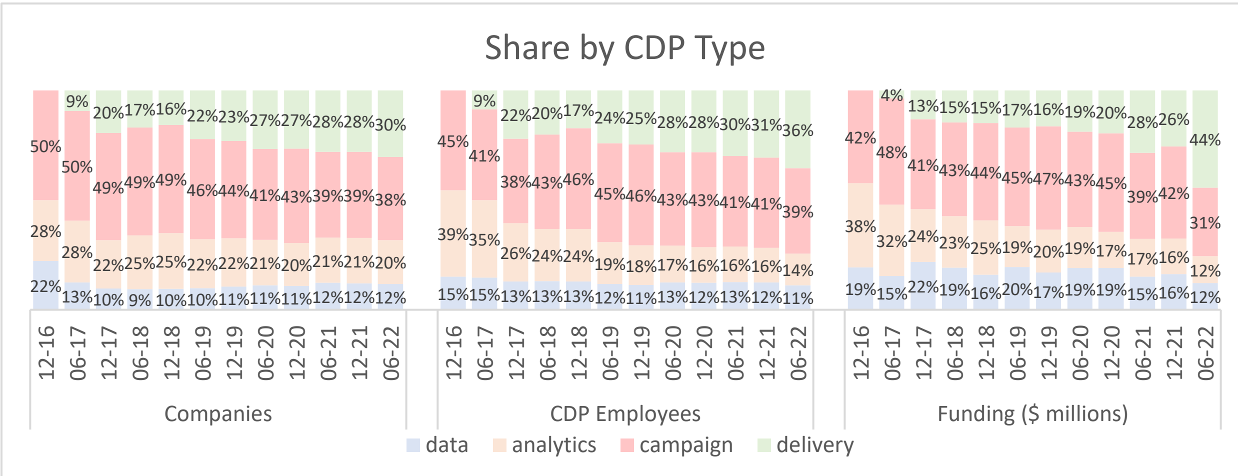


The table below shows total employees for the added vendors. This is higher than the CDP Employees figures used in report calculations. CDP Employees are the estimated fraction of total employees that work on CDP products.

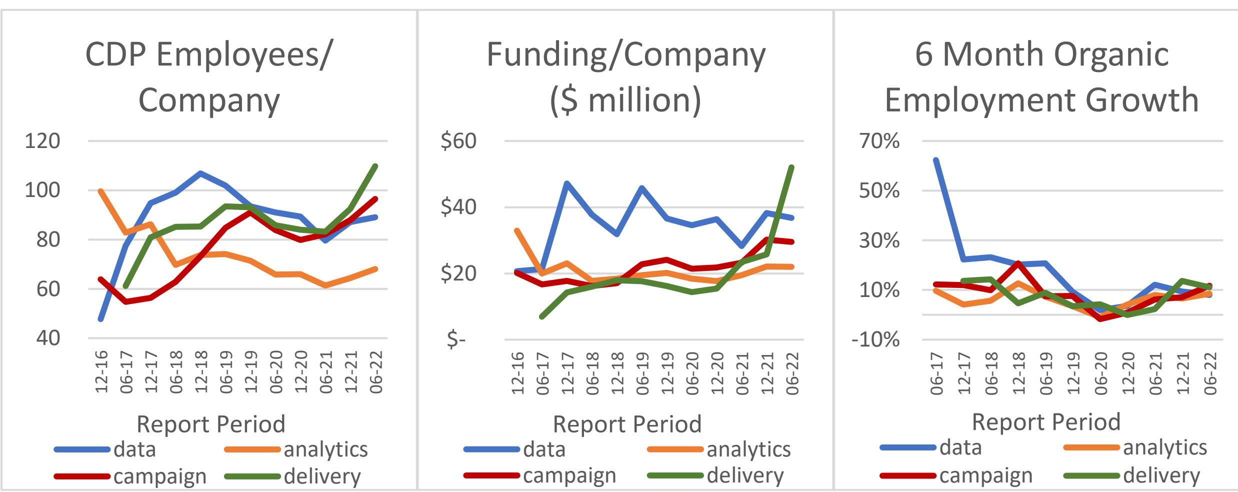
Companies Added in This Report					
Company	**Country**	**CDP Type**	**Year Founded**	**Total Employees**	**Funding ($million)**
CSG (Quaero)	Americas	delivery	2013	5,593*	$4
Entytle	Americas	data	2014	70	$11
Epsilon	Americas	delivery	1969	8,529*	$0
Flyde	EMEA	analytics	2021	9	$0
Insider	Americas	delivery	2007	1,054*	$0
Klaviyo	Americas	delivery	2012	1,542*	$679
Listrak	Americas	delivery	1999	376*	$0
SALESmango	EMEA	delivery	2011	409*	$8
Solitics	APAC	campaign	2013	26	$0
Xeno	APAC	campaign	2015	63	$2
Zeta Global	Americas	delivery	2007	1,468*	$603
* includes non-CDP employees					

CDP Types

Taken together, campaign and delivery CDPs are the dominant types of vendor in the industry, accounting for a combined 68% of companies, 75% of employment, and 75% of funding. Delivery CDPs are the fastest growing group.

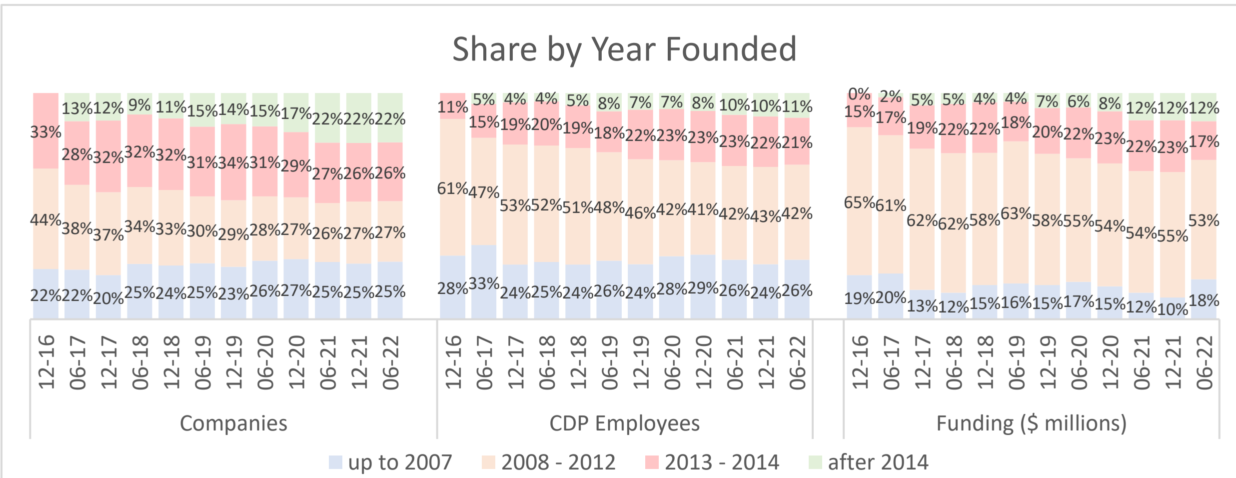


While data CDPs were once notably smaller and less funded on average than other categories, they are now similar in size and funding. Analytics CDPs, which were initially the largest and best funded companies, are now below average in size and funding. Organic growth rates (period-to-period growth among vendors listed in previous reports) are similar for all categories.

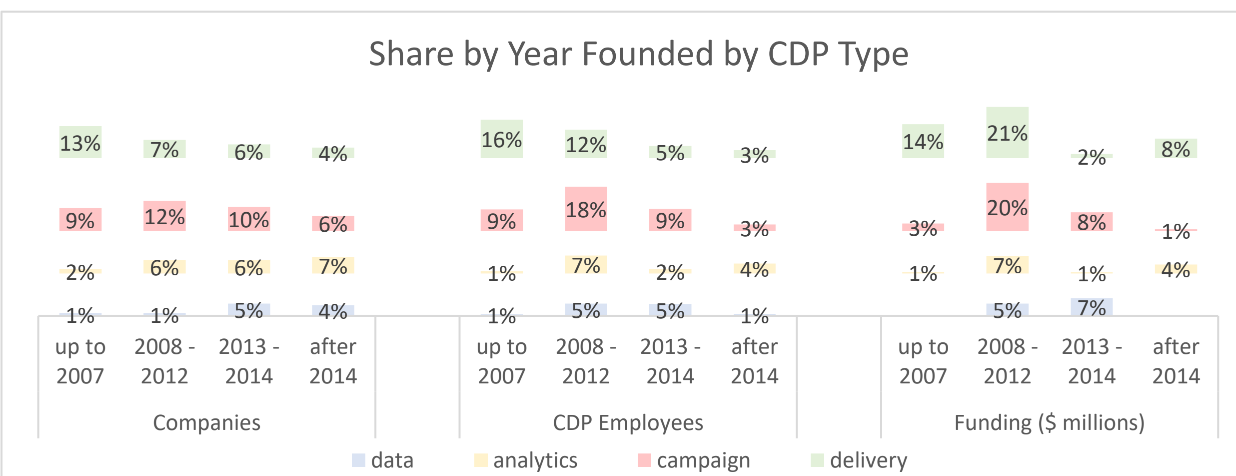


Year Founded

Vendors founded after 2014 now make up nearly one-quarter of the industry. However, they are smaller and have less funding than older businesses. Companies founded in 2013 and 2014 account for 26% of firms, a share that has been shrinking: these are smaller than average and have below-average funding. The original core of the industry, companies founded from 2008 to 2012, has fallen from 44% of companies in 2016 to 27% in the current report, but still accounts for 42% of employment and 56% of funding. The share of companies founded before 2008 has grown slightly as older companies continue to enter the industry. These older firms have roughly average numbers of CDP employees and below-average funding, although their earliest funding may not be captured in this report.

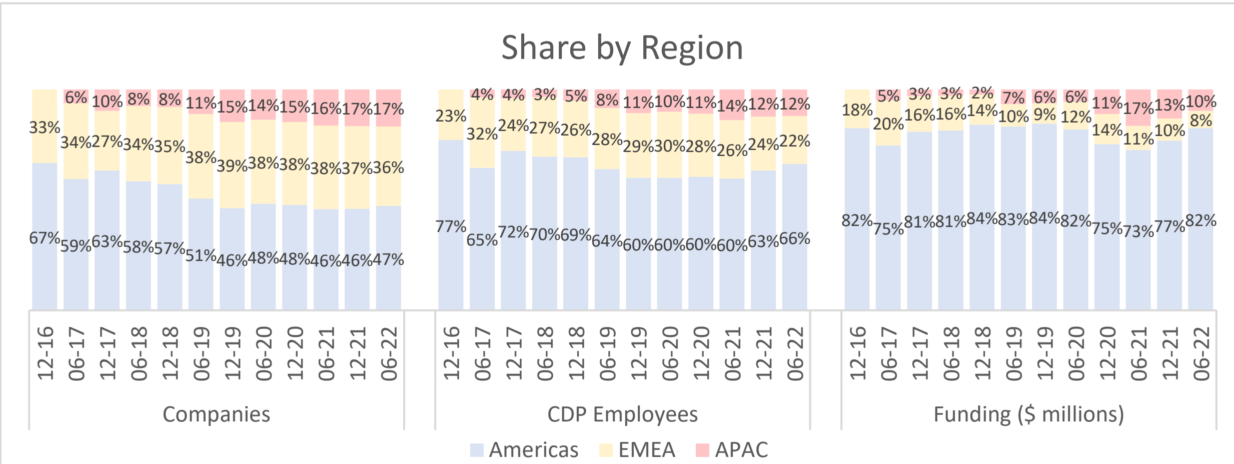


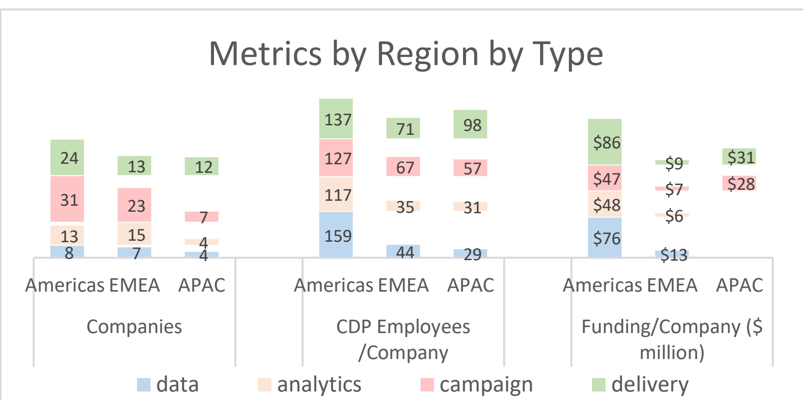
The oldest firms are primarily campaign and delivery CDPs, which usually added CDP capabilities after their business was established. By contrast, nearly all the data and analytics CDPs were founded after 2012 with CDP as their initial purpose. Firms founded in 2008-2012 tend to be larger and better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

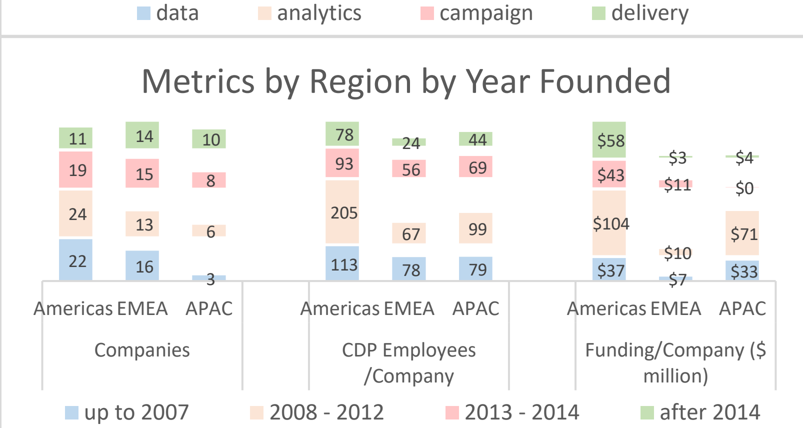


Regions

Americas-based firms remain substantially larger and better funded than companies from other regions, accounting for 47% of companies, 66% of employees, and 82% of funding. After shrinking during the early years of the industry, this is increasing as the most successful vendors expand more quickly than industry as a whole. Squeezed between growing U.S. vendors and new entrants from APAC, European vendor share has been shrinking and the European share of employment and funding is the lowest ever recorded.





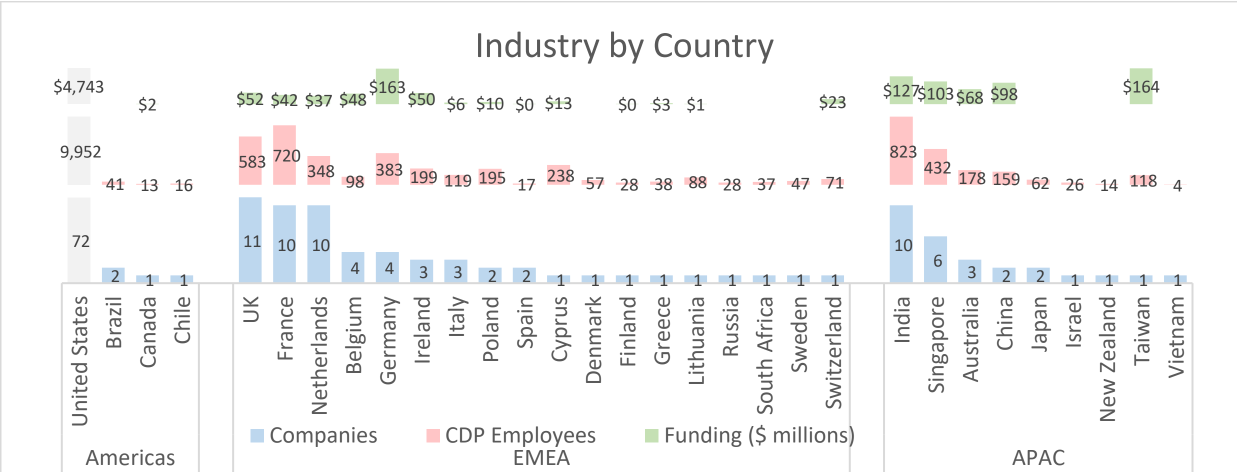


Americas and European firms show similar type and age distributions, while APAC firms are younger and concentrated among campaign and delivery CDPs.

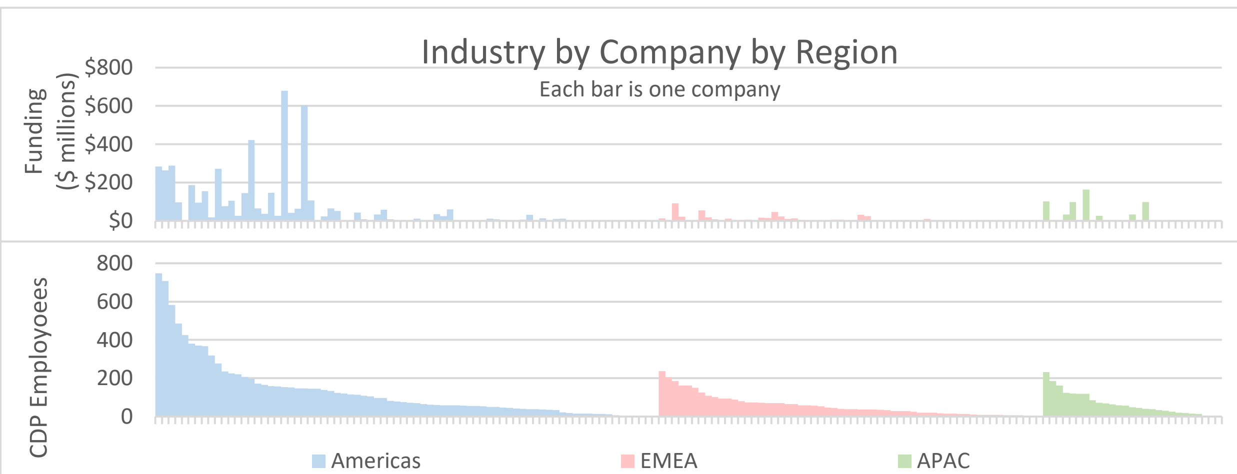
Americas firms are larger on average than European and APAC firms, with the greatest difference among data and analytics vendors and newer companies.

Americas funding is much higher than European vendors across all categories. Funding is closer to Americas levels for older APAC firms and for APAC campaign and delivery vendors, but virtually non-existent for younger APAC firms and for APAC data and analytics vendors.

The United States is home to 72 CDP vendors. Among European companies, UK, France, and the Netherlands each has ten or more vendors, although their average employment is well under half the U.S. average and average funding is one-tenth the U.S. level. In APAC, India and Singapore have ten and six vendors respectively. These are larger and better-funded than the average European company, although still about three-quarters the average employment and half the average funding of U.S. firms.

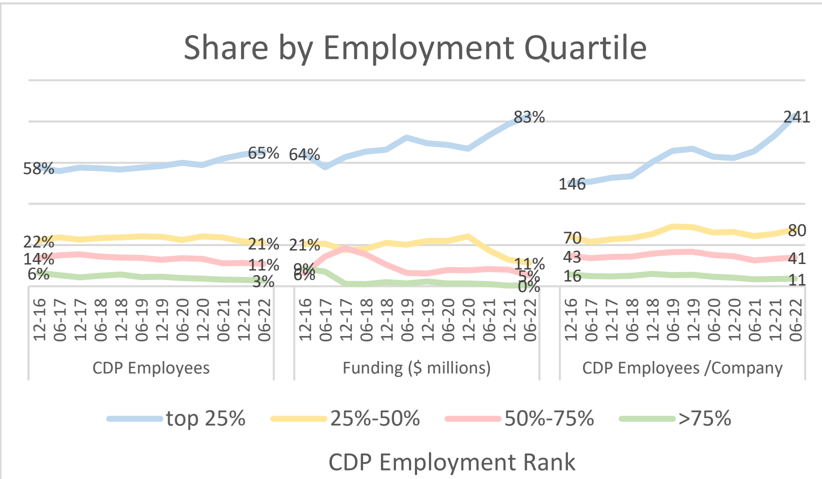


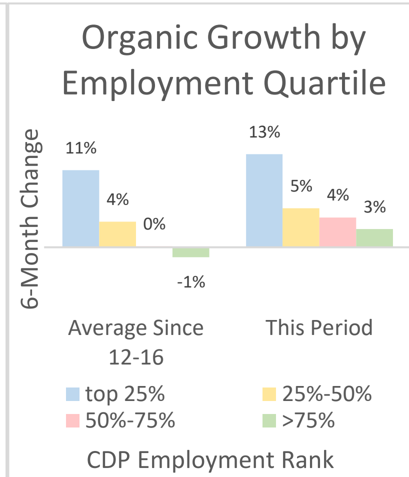
Data for individual companies shows more clearly the differences in company size and funding by region. Companies with fewer than 100 employees rarely receiving funding, but, above that level, there is little correlation of funding with company size.



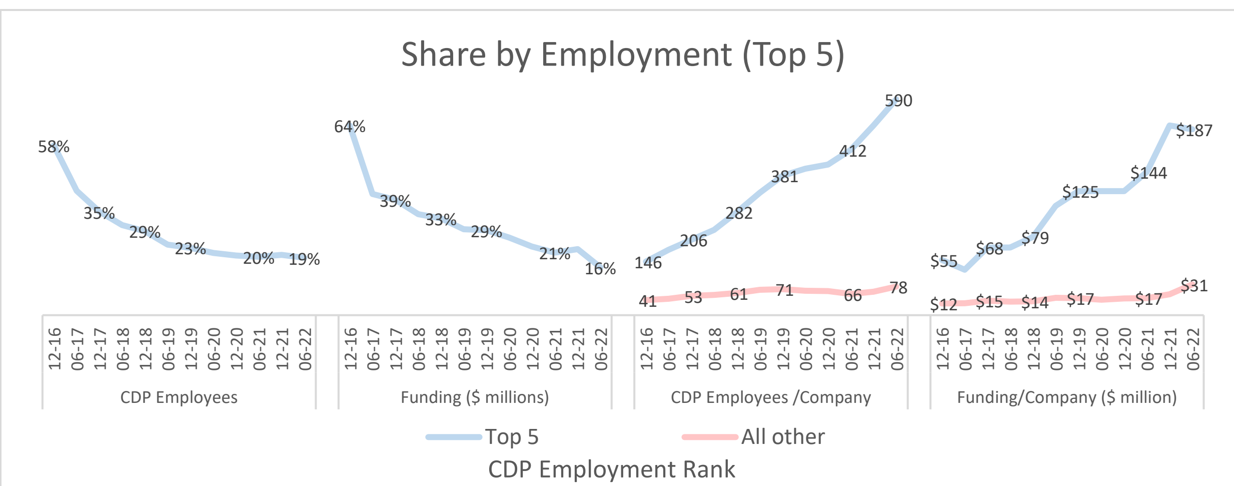
Industry Concentration

The top 25% of CDP vendors, ranked by employment, account for 65% of employees and 83% 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 241, a figure that has grown by 70% as the average sizes of other groups have stagnated. As this suggests, larger companies have grown faster than smaller companies over the past six years and especially during the most recent report period, when the six-month rate reached 13%.



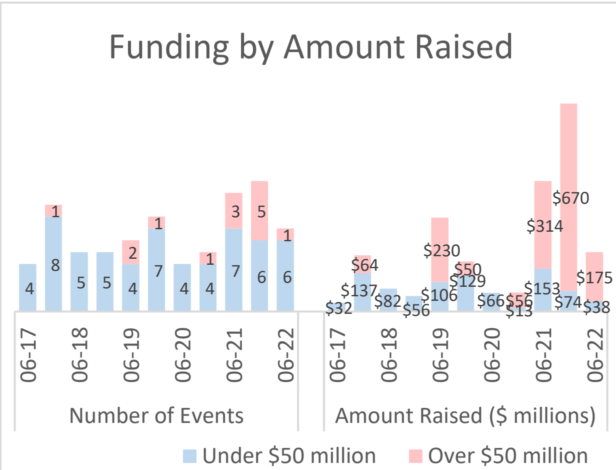


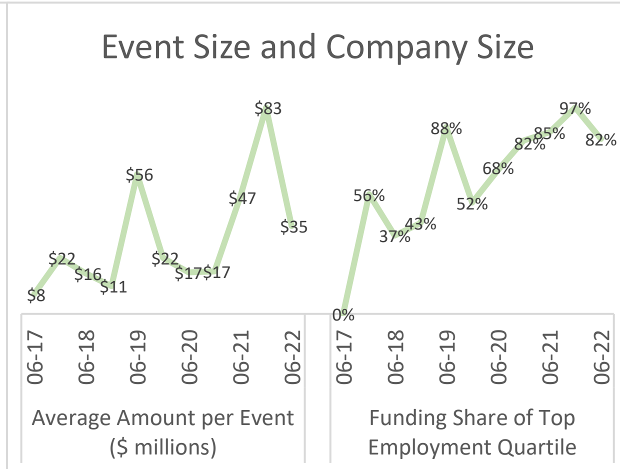
Although the top quarter of companies account for the bulk of the industry, no dominant firms have emerged. The top five firms account for just 19% of CDP employees and 17% of funding, shares that have fallen over the years as the number of industry vendors increased. However, the size of the top five has quadrupled from 146 to 590 average employees between the end of 2016 and mid-2022 while the average size of all other firms has not quite doubled. Funding averages $187 million for the top five firms compared with $28 million for all others.



Funding

Industry firms raised $213 million during this period. A $175 million Series F for Bloomreach accounted for most of the total. The remaining funds were spread among six vendors in rounds ranging from $31.5 million down to $1.6 million. Most funding went to delivery and campaign vendors and to vendors in the United States.





Funding Events								
Company	**Date**	**Event**	**Amount (millions)**	**Total Funding**	**Headquarters**	**CDP Type**	**Year Founded**	**Employees**
Bloomreach	2/23/2022	Series F	$175	$422	United States	delivery	2015 (Exponea)	920
Conjura	4/26/2022	Series A	$15.9	$15.9	UK	analytics	2016	72
CaliberMind	3/10/2022	Series A	$9.1	$14.4	United States	campaign	2015	37
Fulcrum SaaS	5/23/2022	Seed	$5.0	$5.0	United States	campaign	1999	3
Coginiti (was Aginity)	4/12/2022	Venture	$4.0	$31.5	United States	analytics	2005	38
Ascent360	1/25/2022	Series A	$2.0	$8.0	United States	campaign	2014	50
Xeno	3/14/2022	Seed	$1.6	$1.6	India	campaign	2015	63

Acquisitions

There was one CDP acquisition during the period: private equity firm Vista Equity Partners purchased a majority share of BlueConic, a mid-sized campaign CDP, for an unknown price.

Ownership Events									
Company	**Date**	**Event**	**Buyer/ Partner**	**Amount (millions)**	**Funding (millions)**	**Headquarters**	**CDP Type**	**Year Founded**	**Employees***
BlueConic	1/5/22	Majority ownership	Vista Equity Partners	Unknown	$26.6	United States	campaign	2010	134
									* estimated pre-event employment

Acquisitions made by CDP vendors during this period include:

- Optimove purchased Graphyte (personalized recommendations) in July 2022.
- CleverTap purchased Leanplum (app marketing) in May 2022.
- Optimove purchased Kumulos (mobile messaging) in March 2022
- Zeta Global purchased AreaMax (customer data compiler) in March 2022
- mParticle purchase Indicative (customer journey analytics) in January 2022
- Algonomy purchased Linear Squared (retail demand planning) in January 2022

No CDP vendors ceased to do business during the period of this report.

Appendix – Vendor Summary

Company	Report Added	HQ Region	CDP Type	Year Founded	Total Employees	Funding ($million)
Acquia AgilOne	12-16	Americas	campaign	2006	1,179*	$41
ActionIQ	06-17	Americas	campaign	2014	208	$145
Actium Health (was SymphonyRM)	12-19	Americas	delivery	2014	60	$35
Adabra	12-21	EMEA	campaign	2011	17	$1
Adobe Real-Time CDP	06-20	Americas	delivery	1982	30,901*	$0
Advalo	12-18	EMEA	campaign	2014	451*	$6
Algonomy (was Manthan)	06-19	APAC	delivery	2003	402*	$98
Alterian	06-18	Americas	campaign	1997	58	$0
Amperity	06-17	Americas	analytics	2016	381	$187
Amplitude	06-22	Americas	analytics	2012	782	
Antsomi	06-20	APAC	delivery	2017	45	$0
Appier	12-20	APAC	campaign	2012	592*	$164
Aptania	06-21	EMEA	data	2016	2	$0
Ascent360	12-17	Americas	campaign	2014	50	$8
Audiens	12-18	EMEA	analytics	2015	20	$10
Bloomreach CDP (was Exponea)	06-19	Americas	delivery	2015	920*	$422
BlueConic	12-16	Americas	campaign	2010	157	$27
Blueshift	06-17	Americas	campaign	2014	172	$65
Bridg	12-18	Americas	delivery	2012	51	$11
Buyer Genomics	06-20	Americas	delivery	2010	5	$0
Cadenz.ai (TheDataTeam)	12-19	APAC	analytics	2014	69	$0
CaliberMind	06-17	Americas	campaign	2015	37	$14
Capillary	06-21	APAC	delivery	2008	932*	$102
Celebrus (D4T4)	06-18	EMEA	data	1999	134*	$0
Cendyn (NextGuest)	12-20	Americas	delivery	2001	443*	$0
CheetahDigital	06-20	Americas	delivery	1998	822*	$9
CleverData	12-19	EMEA	data	2014	28	$0
CleverTap	06-19	Americas	campaign	2013	470*	$77
Clutch	06-20	Americas	delivery	2012	58	$25
Coginiti (was Aginity)	12-16	Americas	analytics	2005	38	$32
CommandersAct	12-16	EMEA	analytics	2010	66	$10
Conjura	06-19	EMEA	analytics	2016	72	$16

Company	Report Added	HQ Region	CDP Type	Year Founded	Total Employees	Funding ($million)
Conscia	06-21	Americas	campaign	2016	13	$2
ContactLab/Growens	06-18	EMEA	campaign	1998	161*	$5
Convertlab	12-20	APAC	delivery	2015	119	$0
Cordial	12-20	Americas	delivery	2014	138	$24
CrossEngage	06-17	EMEA	campaign	2015	71	$15
CSG (was Quaero)	06-22	Americas	delivery	2013	5,593*	$4
Custobar	06-19	EMEA	delivery	2014	28	$0
CustoCentrix / Freedelity	12-19	EMEA	delivery	2012	16	$0
CustomerLabs	12-19	APAC	analytics	2013	19	$0
DataTalks	06-20	EMEA	analytics	2014	47	$0
Datatrics/Growens	12-18	EMEA	campaign	2012	35	$0
Decide.AI	12-20	EMEA	analytics	2019	13	$0
Dengage	06-21	EMEA	delivery	2018	59	$0
Dun & Bradstreet Lattice Engines	12-18	Americas	campaign	2006	5,378*	$65
Easyence (was Ysance)	06-17	EMEA	analytics	2005	74	$6
Entytle	06-22	Americas	data	2014	70	$11
Epsilon	06-22	Americas	delivery	1969	8,529*	$0
Eulerian Technologies	12-16	EMEA	analytics	2002	41	$6
Everrise Integral-Core	12-18	APAC	data	2006	57	$0
Exacaster	06-20	EMEA	campaign	2011	88	$1
FanThreeSixty	06-18	Americas	campaign	2011	45	$0
FirstHive	12-17	APAC	campaign	2016	86	$0
Flyde	06-22	EMEA	analytics	2021	9	$0
Flytxt	06-19	EMEA	campaign	2008	326*	$22
Fospha	12-16	EMEA	analytics	2014	37	$25
Fulcrum SaaS	06-21	Americas	campaign	1999	3	$5
Gainsight	06-19	Americas	campaign	2011	1,224*	$156
Gamooga	12-17	APAC	delivery	2014	34	$0
Group FIO	06-20	Americas	delivery	2007	57	$0
Hariken	12-20	Americas	campaign	2015	5	$0
Hive Marketing Cloud	12-20	EMEA	campaign	2010	11	$0
Hull.io	12-16	Americas	data	2013	47	$5
Hum	06-21	Americas	analytics	2020	18	$0

Company	Report Added	HQ Region	CDP Type	Year Founded	Total Employees	Funding ($million)
Imagino	12-20	EMEA	data	2018	25	$0
Informatica	12-18	Americas	analytics	2017	5,486*	$0
inQuba	12-19	EMEA	campaign	2010	37	$0
Insider	06-22	Americas	delivery	2007	1,054*	$0
Insight360	06-17	Americas	analytics	2012	1	$0
IntentHQ	06-18	EMEA	analytics	2010	93	$11
Invenna	06-18	EMEA	campaign	1995	21	$0
iPinYou	06-21	APAC	delivery	2008	198*	$98
Jahia	06-17	EMEA	campaign	2002	71	$23
Journy.io	06-21	EMEA	analytics	2019	7	$0
Klaviyo	06-22	Americas	delivery	2012	1,542*	$679
Knowesis	06-19	APAC	campaign	2013	30	$0
Layerfive	06-21	Americas	data	2019	12	$0
LeadBoxer	06-18	EMEA	analytics	2014	7	$1
Leadspace	12-18	Americas	analytics	2011	146	$107
Lemnisk	06-17	APAC	campaign	2008	72	$27
Lexer	06-17	APAC	delivery	2008	123	$34
Listrak	06-22	Americas	delivery	1999	376*	$0
Lytics	12-16	Americas	campaign	2012	97	$58
Mapp	12-20	Americas	campaign	1998	397*	$0
Mastercard SessionM	12-17	Americas	delivery	2011	32,796*	$97
mediarithmics	06-19	EMEA	campaign	2013	66	$14
Meiro	06-19	APAC	data	2018	39	$0
Mercury Healthcare (was Healthgrades)	06-19	Americas	delivery	1996	319	$18
Microsoft Dynamics 365 Customer Insights	06-20	Americas	campaign	1975	220,582*	$1
Mindbox	06-19	EMEA	delivery	2006	238	$13
mParticle	12-16	Americas	data	2013	277	$272
n3 Hub	12-19	APAC	data	2015	28*	$0
Naviga	06-18	Americas	delivery	2002	325*	$0
NectarOM	12-17	Americas	campaign	2014	6	$2
Nessie.ai	06-21	EMEA	data	2020	4	$0
Netcore	12-19	APAC	delivery	2013	929*	$0
NextUser	12-16	Americas	campaign	2013	14	$2
NGDATA	12-16	EMEA	campaign	2012	71	$47
Nominow	06-17	EMEA	campaign	2015	9	$0

Company	Report Added	HQ Region	CDP Type	Year Founded	Total Employees	Funding ($million)
Np6	06-19	EMEA	delivery	1999	67*	$0
Numberly	12-19	EMEA	campaign	2000	412*	$0
Omeda	12-20	Americas	campaign	1978	146	$0
ONEcount	12-17	Americas	delivery	1996	15	$0
OpenJaw	12-19	EMEA	campaign	2002	180*	$0
Openprise	06-20	Americas	data	2013	97	$33
Optimizely Zaius	06-17	Americas	delivery	2012	1,239*	$51
Optimove	12-17	Americas	delivery	2009	370	$95
Oracle CX Unity	06-20	Americas	delivery	1977	229,659*	$0
Ortto (was AutopilotHQ)	06-21	APAC	delivery	2015	49	$34
Piwik Pro	06-18	EMEA	campaign	2013	93	$2
PRDCT	06-18	EMEA	analytics	2014	13	$0
Predictable Media	06-21	Americas	data	2018	16	$0
ProCampaign by Consultix	06-20	EMEA	delivery	1994	2	$0
Qivos.com	06-21	EMEA	delivery	2004	38	$3
Qualtrics UserMind	06-18	Americas	campaign	2013	5,847*	$60
Raptor	06-20	EMEA	campaign	2013	57	$0
RecoSense	06-21	APAC	analytics	2014	21	$0
RedEye	06-17	EMEA	delivery	1997	146*	$0
Redpoint Global	12-16	Americas	campaign	2006	166	$37
Redport Smartbanker	06-21	Americas	analytics	2008	7	$0
Relay42	12-19	EMEA	campaign	2010	59	$5
Resulticks	12-19	APAC	delivery	2014	163	$0
Retention Science	06-20	Americas	analytics	2011	34	$10
Revinate	12-21	Americas	campaign	2009	226	$106
Salesforce (was Evergage)	12-17	Americas	campaign	2010	72,206*	$26
SALESmango	06-22	EMEA	delivery	2011	409*	$8
SAP	06-20	EMEA	delivery	2000	124,751*	$55
SAS	06-20	Americas	campaign	1976	14,868*	$0
Scal-e	06-19	EMEA	delivery	2007	150	$0
Simon Data	12-18	Americas	campaign	2014	148	$64
Sitecore CDP (was Boxever)	12-16	EMEA	campaign	2011	2,105*	$19
SkyPoint	06-20	Americas	campaign	2018	108	$9

Company	Report Added	HQ Region	CDP Type	Year Founded	Total Employees	Funding ($million)
SmarterHQ (Wunderkind)	12-19	Americas	campaign	2010	919*	$43
Solitics	06-22	APAC	campaign	2013	26	$0
Sqweezely	06-20	EMEA	analytics	2016	20	$0
Syntasa	12-19	Americas	analytics	2014	38	$0
Tail	12-21	Americas	analytics	2012	36	$0
Tata Consultancy Services	06-21	APAC	delivery	1968	583,357*	$0
Tealium	12-16	Americas	analytics	2008	707	$264
Teavaro	06-19	EMEA	data	2014	28	$0
Terminus CDP (was Zylotech)	06-17	Americas	analytics	2014	41	$7
Terragon Group	06-22	EMEA	data	2009	92	$5
Totango	06-19	Americas	campaign	2010	159	$147
Transitiv	06-20	Americas	campaign	2016	16	$2
Treasure Data	12-16	Americas	campaign	2011	583	$288
Tuple	06-19	APAC	analytics	2016	16	$1
Twilio Segment, Inc.	12-16	Americas	data	2011	8,303*	$284
UniFida	12-18	EMEA	campaign	2014	8	$0
Unito	12-21	APAC	delivery	2020	4	$0
Upland BlueVenn	12-16	EMEA	campaign	2013	933*	$0
Velocidi	06-18	Americas	analytics	2009	22	$12
Vemt	12-20	EMEA	campaign	2004	7	$0
Vericast QuickPivot	12-17	Americas	delivery	2013	83*	$0
ViewN	06-20	APAC	data	2010	5	$0
WhenWhyHow.tech	06-21	EMEA	analytics	2017	8	$0
WhiteRabbitSuite	06-19	EMEA	delivery	2015	21	$0
Wondaris	12-20	APAC	campaign	2019	6	$0
Xeno	06-22	APAC	campaign	2015	63	$2
XtremePush	06-21	EMEA	delivery	2014	73*	$31
Yeti Data	12-16	Americas	data	2013	2	$1
Zeotap	06-20	EMEA	data	2014	185	$92
Zeta Global	06-22	Americas	delivery	2007	1,468*	$603
* 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.

