



# Customer Data Platform (CDP)

*Solutions to unify and normalize customer data from across all points of engagement, powering experiences across the entire enterprise.*

## 2024 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

### ABOUT THIS SHORTLIST

Customer data platforms (CDP) serve as a centralized hub of structured and unstructured data about, and in service of, the customer. These platforms—unlike their cousins the data warehouse, customer relationship management (CRM), or the data management platform (DMP)—aggregate and harmonize data from a broad variety of sources, largely without manual intervention, to create a unified customer profile purpose-built for contextual engagement. Once believed to be a marketing tool for marketing teams, the real value of a CDP is unlocked when the solution is deployed as a critical underpinning to an enterprisewide customer experience (CX) strategy that demands an enterprisewide understanding of the customer.

The profiles and segments created within a CDP are intended to give frontline teams executing cross-channel engagements deeper insights and a comprehensive roadmap to optimized customer interactions. These tools ingest and unify customer data but also create, manage, and continually enhance customer and audience profiles and segments central to creating and deploying effective personalized campaigns.

CDPs are quickly evolving and offerings are taking on new shapes. Generative AI and AI-powered ingestion and analytics models are reshaping what data is available, amended and interrogated. Stand-alone solutions continue to expand their offerings and refine industry-focused use cases while large integrated CX platform players are integrating CDPs as part of overarching digital and experience suites and platforms with tools that, out of the box, connect across a comprehensive library of points of operations and engagement well beyond marketing use cases.

Most recently, with Google's announced cancellation of the third-party deprecation, fresh questions around those solutions that merged DMP-like capabilities into their CDP offerings emerge: will the DMP rise from the cookie's ashes and separate from the CDP? Or will marketers continue down a path to align customer data with business data to push away from a "campaign" centric vision for CDP strategy? These questions will continue to reshape the criteria and considerations for this Shortlist and could threaten the hold some CDP vendors have enjoyed in recent years.

### LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email [ShortList@ConstellationR.com](mailto:ShortList@ConstellationR.com) for more info.

To learn more about Constellation Research Shortlists visit: [www.constellationr.com/ShortList](http://www.constellationr.com/ShortList)

## 11 SOLUTIONS TO KNOW

Constellation evaluates more than 50 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- ADOBE REAL-TIME CDP
- ACQUIA CDP
- AMPERITY
- BLUECONIC CDP
- HCL CUSTOMER DATA PLATFORM
- MICROSOFT DYNAMICS 365 CUSTOMER INSIGHTS
- SAP CDP
- SALESFORCE DATA CLOUD
- TEALIUM
- TREASURE DATA
- ZETA CDP+



## THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Integrations with marketing, sales, service, and, increasingly, ERP solutions
- Integrations with data warehouse tools
- Persistent aggregation and ingestion of structured and unstructured data across internal and external connectors
- Support large volumes of data from a broad set of sources
- Security, privacy, identity, access and compliance controls
- Scalable beyond a single function or data silo
- Robust reporting and analytics (engagement, revenue impact, attribution, and ROI tracking) including insights on journey analytics, interaction and orchestration optimization and overarching campaign management
- Increased support for analytical processes and complex workflows for automation
- Dashboards and customizable data visualization
- Omnichannel customer identity resolution and user permission controls
- Engagement automation spanning cross-channel journey orchestration
- B2B-specific capabilities including account-level data, data enrichment, and firmographic intelligence
- Powerful audience and customer segmentation
- Out of the box integrations with large enterprise database solutions including Snowflake, Databricks, Redshift and beyond
- AI/ML capabilities for data normalization, smart segmentation, engagement recommendations, and predictive analytics
- GenerativeAI introduced for “smart” segment generation based on conversational prompts, data enrichment and data twin analysis, and new “conversational” prompts to extend analytics and insight to CX leaders outside of traditional CDP use cases.
- Advanced criteria include automated cross-channel engagement orchestration, industry specific data models, segments and customer profiles to enable adoption acceleration and shorten time to value

## ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

## FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

## EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.



### Liz Miller VP & Principal Analyst

Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.



## BUSINESS THEMES



Data to Decisions



Marketing Transformation



Next-Generation Customer Experience