

Customer Data Platform - Company Evaluation Report, 2025

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Abstracts

The Customer Data Platform Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Customer Data Platform. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 25 Customer Data Platform Companies were categorized and recognized as quadrant leaders.

The significance of customer data platforms among industry stakeholders has increased over the forecast period as marketers have become more aware of the capabilities and advantages of these platforms. Marketers have identified customer databases as a key element when designing campaigns targeting specific audiences. Consequently, data platforms have evolved from simple access tools to analytics-driven and campaign-focused CDPs. The creation of real-time customer profiles and the ability to autonomously collect data from first, second, and third-party sources have contributed to the growing adoption of customer data platforms. The global customer data platform market is projected to witness substantial growth between 2025 and 2030, driven by the demand for omnichannel customer experiences and a broader shift toward data-driven marketing and advertising. Additionally, increased enterprise investments and funding to explore growth opportunities, along with advancements in AI and machine learning, are expected to further accelerate the expansion of the CDP market.

According to Salesforce, a customer data platform (CDP) is a technology solution that consolidates customer data from various channels, systems, or sources into a unified, real-time customer profile. It serves as a centralized repository for user-level data, bridging gaps between siloed platforms such as CRM, marketing, customer service, and

e-commerce tools. CDPs facilitate personalized customer engagement and support real-time interactions and multichannel marketing efforts.

The 360 Quadrant maps the Customer Data Platform companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Customer Data Platform quadrant. The top criteria for product footprint evaluation included By OFFERING (Platforms, Services), By DEPLOYMENT MODE (On-premises, Cloud), By DATA TYPE (First-party Data, Second-party Data, Third-party Data, Zero-party Data), By DATA CHANNEL (Email, Social Media, Sms & Mobile Messaging, Web), By APPLICATION (Personalized Recommendations, Predictive Analytics & Modeling, Customer Retention & Journey Orchestration, Profile Unification & Identity Resolution, Audience Segmentation & Behavioral Targeting, Data Activation & Real-time Execution, Risk & Compliance Management, Omnichannel Campaign Management, Churn Prediction & Propensity Modeling, Other Applications, Contact Centers & CRM Systems), and By VERTICAL (BFSI, Retail & E-commerce, Media & Entertainment, Travel & Hospitality, Education, Telecommunications, Manufacturing, Technology & Software, Construction & Real Estate, Healthcare & Life Sciences, Other Verticals).

Key players in the Customer Data Platform market include major global corporations and specialized innovators such as Salesforce, Treasure Data, Tealium, Oracle, Adobe, Twilio, Uniphore, mParticle, Zeta Global, Amperity, Teradata, SAP, Microsoft, SAS Institute, Upland Software, Optimove, Insider, Quantexa, Listrak, Cloudera, Dun & Bradstreet, Acquia, SALESmanago, Bloomreach, and WebEngage. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

Top 3 Companies

Salesforce

Salesforce stands out in the customer data platform market with its Salesforce Data Cloud offering, part of the broader Customer 360 ecosystem. It unifies customer data from diverse sources, enabling the creation of unified customer profiles in real-time. By leveraging AI through Salesforce Einstein, the platform facilitates personalized engagement and predictive insights. This strategic approach revolves around seamless ecosystem integration, ensuring a comprehensive customer journey across sales, service, and commerce channels. Salesforce's strong market presence is further solidified through its emphasis on vertical-specific solutions, targeting various industries

such as retail, healthcare, and finance.

Oracle

Oracle's Unity Customer Data Platform is known for its comprehensive data aggregation capabilities, capturing data from marketing, commerce, and service channels to provide unified customer profiles. This platform excels with AI-driven analytics, segmentation, and real-time personalization. Oracle strategically integrates Unity across its cloud applications, promoting a cohesive data ecosystem. With strengths in data governance, compliance, and advanced analytics, Oracle positions itself as a preferred solution for enterprises requiring scalable and analytically robust CDP solutions. Its emphasis on real-time data activation and security makes it a leader in the customer data platform market.

Adobe

The Adobe Real-Time CDP is integral to Adobe Experience Cloud, consolidating B2C and B2B data into real-time customer profiles for orchestrating personalized experiences across marketing channels. The platform emphasizes privacy-by-design principles and supports first-party data ingestion coupled with AI-powered segmentation. Adobe is dedicated to enabling brands to activate data responsibly across media and owned channels, ensuring compliance while maximizing customer engagement. Its comprehensive approach to real-time data integration and privacy management reaffirms its place in the top tier of the customer data platform market.

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