

# Customer Data Platform (CDP) Software Market, Global Outlook and Forecast 2022-2028

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## Abstracts

Customer Data Platform (CDP) is a 'marketer-managed system that creates a persistent, unified customer database that is accessible to other systems'.

This report contains market size and forecasts of Customer Data Platform (CDP) Software in Global, including the following market information:

Global Customer Data Platform (CDP) Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Customer Data Platform (CDP) Software market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

On-Premises Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Customer Data Platform (CDP) Software include Tealium, Optimove, Arm Treasure Data, Evergage, Segment, V12, Blueshift, BlueConic and FullContact, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Customer Data Platform

(CDP) Software companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Customer Data Platform (CDP) Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Customer Data Platform (CDP) Software Market Segment Percentages, by Type, 2021 (%)

On-Premises

Cloud Based

Global Customer Data Platform (CDP) Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Customer Data Platform (CDP) Software Market Segment Percentages, by Application, 2021 (%)

SMEs

Large Enterprises

Global Customer Data Platform (CDP) Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Customer Data Platform (CDP) Software Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

## Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Customer Data Platform (CDP) Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Customer Data Platform (CDP) Software revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Tealium

Optimove

Arm Treasure Data

Evergage

Segment

V12

Blueshift

BlueConic

FullContact

Enlighten

Lytics

Exponea

Zaius

FullContact

## Contents

### **1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS**

- 1.1 Customer Data Platform (CDP) Software Market Definition
- 1.2 Market Segments
  - 1.2.1 Market by Type
  - 1.2.2 Market by Application
- 1.3 Global Customer Data Platform (CDP) Software Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
  - 1.5.1 Research Methodology
  - 1.5.2 Research Process
  - 1.5.3 Base Year
  - 1.5.4 Report Assumptions & Caveats

### **2 GLOBAL CUSTOMER DATA PLATFORM (CDP) SOFTWARE OVERALL MARKET SIZE**

- 2.1 Global Customer Data Platform (CDP) Software Market Size: 2021 VS 2028
- 2.2 Global Customer Data Platform (CDP) Software Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
  - 2.3.1 Market Opportunities & Trends
  - 2.3.2 Market Drivers
  - 2.3.3 Market Restraints

### **3 COMPANY LANDSCAPE**

- 3.1 Top Customer Data Platform (CDP) Software Players in Global Market
- 3.2 Top Global Customer Data Platform (CDP) Software Companies Ranked by Revenue
- 3.3 Global Customer Data Platform (CDP) Software Revenue by Companies
- 3.4 Top 3 and Top 5 Customer Data Platform (CDP) Software Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Customer Data Platform (CDP) Software Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Customer Data Platform (CDP) Software Players in Global Market
  - 3.6.1 List of Global Tier 1 Customer Data Platform (CDP) Software Companies

### 3.6.2 List of Global Tier 2 and Tier 3 Customer Data Platform (CDP) Software Companies

## 4 MARKET SIGHTS BY PRODUCT

### 4.1 Overview

4.1.1 by Type - Global Customer Data Platform (CDP) Software Market Size Markets, 2021 & 2028

4.1.2 On-Premises

4.1.3 Cloud Based

### 4.2 By Type - Global Customer Data Platform (CDP) Software Revenue & Forecasts

4.2.1 By Type - Global Customer Data Platform (CDP) Software Revenue, 2017-2022

4.2.2 By Type - Global Customer Data Platform (CDP) Software Revenue, 2023-2028

4.2.3 By Type - Global Customer Data Platform (CDP) Software Revenue Market Share, 2017-2028

## 5 SIGHTS BY APPLICATION

### 5.1 Overview

5.1.1 By Application - Global Customer Data Platform (CDP) Software Market Size, 2021 & 2028

5.1.2 SMEs

5.1.3 Large Enterprises

### 5.2 By Application - Global Customer Data Platform (CDP) Software Revenue & Forecasts

5.2.1 By Application - Global Customer Data Platform (CDP) Software Revenue, 2017-2022

5.2.2 By Application - Global Customer Data Platform (CDP) Software Revenue, 2023-2028

5.2.3 By Application - Global Customer Data Platform (CDP) Software Revenue Market Share, 2017-2028

## 6 SIGHTS BY REGION

6.1 By Region - Global Customer Data Platform (CDP) Software Market Size, 2021 & 2028

### 6.2 By Region - Global Customer Data Platform (CDP) Software Revenue & Forecasts

6.2.1 By Region - Global Customer Data Platform (CDP) Software Revenue, 2017-2022

6.2.2 By Region - Global Customer Data Platform (CDP) Software Revenue, 2023-2028

6.2.3 By Region - Global Customer Data Platform (CDP) Software Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Customer Data Platform (CDP) Software Revenue, 2017-2028

6.3.2 US Customer Data Platform (CDP) Software Market Size, 2017-2028

6.3.3 Canada Customer Data Platform (CDP) Software Market Size, 2017-2028

6.3.4 Mexico Customer Data Platform (CDP) Software Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Customer Data Platform (CDP) Software Revenue, 2017-2028

6.4.2 Germany Customer Data Platform (CDP) Software Market Size, 2017-2028

6.4.3 France Customer Data Platform (CDP) Software Market Size, 2017-2028

6.4.4 U.K. Customer Data Platform (CDP) Software Market Size, 2017-2028

6.4.5 Italy Customer Data Platform (CDP) Software Market Size, 2017-2028

6.4.6 Russia Customer Data Platform (CDP) Software Market Size, 2017-2028

6.4.7 Nordic Countries Customer Data Platform (CDP) Software Market Size, 2017-2028

6.4.8 Benelux Customer Data Platform (CDP) Software Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Customer Data Platform (CDP) Software Revenue, 2017-2028

6.5.2 China Customer Data Platform (CDP) Software Market Size, 2017-2028

6.5.3 Japan Customer Data Platform (CDP) Software Market Size, 2017-2028

6.5.4 South Korea Customer Data Platform (CDP) Software Market Size, 2017-2028

6.5.5 Southeast Asia Customer Data Platform (CDP) Software Market Size, 2017-2028

6.5.6 India Customer Data Platform (CDP) Software Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Customer Data Platform (CDP) Software Revenue, 2017-2028

6.6.2 Brazil Customer Data Platform (CDP) Software Market Size, 2017-2028

6.6.3 Argentina Customer Data Platform (CDP) Software Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Customer Data Platform (CDP) Software Revenue, 2017-2028

6.7.2 Turkey Customer Data Platform (CDP) Software Market Size, 2017-2028

6.7.3 Israel Customer Data Platform (CDP) Software Market Size, 2017-2028

6.7.4 Saudi Arabia Customer Data Platform (CDP) Software Market Size, 2017-2028



## 6.7.5 UAE Customer Data Platform (CDP) Software Market Size, 2017-2028

### 7 PLAYERS PROFILES

#### 7.1 Tealium

7.1.1 Tealium Corporate Summary

7.1.2 Tealium Business Overview

7.1.3 Tealium Customer Data Platform (CDP) Software Major Product Offerings

7.1.4 Tealium Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)

7.1.5 Tealium Key News

#### 7.2 Optimove

7.2.1 Optimove Corporate Summary

7.2.2 Optimove Business Overview

7.2.3 Optimove Customer Data Platform (CDP) Software Major Product Offerings

7.2.4 Optimove Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)

7.2.5 Optimove Key News

#### 7.3 Arm Treasure Data

7.3.1 Arm Treasure Data Corporate Summary

7.3.2 Arm Treasure Data Business Overview

7.3.3 Arm Treasure Data Customer Data Platform (CDP) Software Major Product Offerings

7.3.4 Arm Treasure Data Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)

7.3.5 Arm Treasure Data Key News

#### 7.4 Evergage

7.4.1 Evergage Corporate Summary

7.4.2 Evergage Business Overview

7.4.3 Evergage Customer Data Platform (CDP) Software Major Product Offerings

7.4.4 Evergage Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)

7.4.5 Evergage Key News

#### 7.5 Segment

7.5.1 Segment Corporate Summary

7.5.2 Segment Business Overview

7.5.3 Segment Customer Data Platform (CDP) Software Major Product Offerings

7.5.4 Segment Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)

### 7.5.5 Segment Key News

## 7.6 V12

### 7.6.1 V12 Corporate Summary

### 7.6.2 V12 Business Overview

### 7.6.3 V12 Customer Data Platform (CDP) Software Major Product Offerings

### 7.6.4 V12 Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)

### 7.6.5 V12 Key News

## 7.7 Blueshift

### 7.7.1 Blueshift Corporate Summary

### 7.7.2 Blueshift Business Overview

### 7.7.3 Blueshift Customer Data Platform (CDP) Software Major Product Offerings

### 7.7.4 Blueshift Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)

### 7.7.5 Blueshift Key News

## 7.8 BlueConic

### 7.8.1 BlueConic Corporate Summary

### 7.8.2 BlueConic Business Overview

### 7.8.3 BlueConic Customer Data Platform (CDP) Software Major Product Offerings

### 7.8.4 BlueConic Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)

### 7.8.5 BlueConic Key News

## 7.9 FullContact

### 7.9.1 FullContact Corporate Summary

### 7.9.2 FullContact Business Overview

### 7.9.3 FullContact Customer Data Platform (CDP) Software Major Product Offerings

### 7.9.4 FullContact Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)

### 7.9.5 FullContact Key News

## 7.10 Enlighten

### 7.10.1 Enlighten Corporate Summary

### 7.10.2 Enlighten Business Overview

### 7.10.3 Enlighten Customer Data Platform (CDP) Software Major Product Offerings

### 7.10.4 Enlighten Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)

### 7.10.5 Enlighten Key News

## 7.11 Lytics

### 7.11.1 Lytics Corporate Summary

### 7.11.2 Lytics Business Overview

- 7.11.3 Lytics Customer Data Platform (CDP) Software Major Product Offerings
- 7.11.4 Lytics Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)
- 7.11.5 Lytics Key News
- 7.12 Exponea
  - 7.12.1 Exponea Corporate Summary
  - 7.12.2 Exponea Business Overview
  - 7.12.3 Exponea Customer Data Platform (CDP) Software Major Product Offerings
  - 7.12.4 Exponea Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)
  - 7.12.5 Exponea Key News
- 7.13 Zaius
  - 7.13.1 Zaius Corporate Summary
  - 7.13.2 Zaius Business Overview
  - 7.13.3 Zaius Customer Data Platform (CDP) Software Major Product Offerings
  - 7.13.4 Zaius Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)
  - 7.13.5 Zaius Key News
- 7.14 FullContact
  - 7.14.1 FullContact Corporate Summary
  - 7.14.2 FullContact Business Overview
  - 7.14.3 FullContact Customer Data Platform (CDP) Software Major Product Offerings
  - 7.14.4 FullContact Customer Data Platform (CDP) Software Revenue in Global Market (2017-2022)
  - 7.14.5 FullContact Key News

## **8 CONCLUSION**

## **9 APPENDIX**

- 9.1 Note
- 9.2 Examples of Clients
- 9.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Customer Data Platform (CDP) Software Market Opportunities & Trends in Global Market

Table 2. Customer Data Platform (CDP) Software Market Drivers in Global Market

Table 3. Customer Data Platform (CDP) Software Market Restraints in Global Market

Table 4. Key Players of Customer Data Platform (CDP) Software in Global Market

Table 5. Top Customer Data Platform (CDP) Software Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Customer Data Platform (CDP) Software Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Customer Data Platform (CDP) Software Revenue Share by Companies, 2017-2022

Table 8. Global Companies Customer Data Platform (CDP) Software Product Type

Table 9. List of Global Tier 1 Customer Data Platform (CDP) Software Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Customer Data Platform (CDP) Software Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Customer Data Platform (CDP) Software Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Customer Data Platform (CDP) Software Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Customer Data Platform (CDP) Software Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Customer Data Platform (CDP) Software Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Customer Data Platform (CDP) Software Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Customer Data Platform (CDP) Software Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Customer Data Platform (CDP) Software

Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Customer Data Platform (CDP) Software

Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Customer Data Platform (CDP) Software Revenue,

(US\$, Mn), 2017-2022

Table 23. By Country - Europe Customer Data Platform (CDP) Software Revenue,

(US\$, Mn), 2023-2028

Table 24. By Region - Asia Customer Data Platform (CDP) Software Revenue, (US\$,

Mn), 2017-2022

Table 25. By Region - Asia Customer Data Platform (CDP) Software Revenue, (US\$,

Mn), 2023-2028

Table 26. By Country - South America Customer Data Platform (CDP) Software

Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Customer Data Platform (CDP) Software

Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Customer Data Platform (CDP) Software

Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Customer Data Platform (CDP) Software

Revenue, (US\$, Mn), 2023-2028

Table 30. Tealium Corporate Summary

Table 31. Tealium Customer Data Platform (CDP) Software Product Offerings

Table 32. Tealium Customer Data Platform (CDP) Software Revenue (US\$, Mn),

(2017-2022)

Table 33. Optimove Corporate Summary

Table 34. Optimove Customer Data Platform (CDP) Software Product Offerings

Table 35. Optimove Customer Data Platform (CDP) Software Revenue (US\$, Mn),

(2017-2022)

Table 36. Arm Treasure Data Corporate Summary

Table 37. Arm Treasure Data Customer Data Platform (CDP) Software Product

Offerings

Table 38. Arm Treasure Data Customer Data Platform (CDP) Software Revenue (US\$,

Mn), (2017-2022)

Table 39. Evergage Corporate Summary

Table 40. Evergage Customer Data Platform (CDP) Software Product Offerings

Table 41. Evergage Customer Data Platform (CDP) Software Revenue (US\$, Mn),

(2017-2022)

Table 42. Segment Corporate Summary

Table 43. Segment Customer Data Platform (CDP) Software Product Offerings

Table 44. Segment Customer Data Platform (CDP) Software Revenue (US\$, Mn),

(2017-2022)

Table 45. V12 Corporate Summary

Table 46. V12 Customer Data Platform (CDP) Software Product Offerings

Table 47. V12 Customer Data Platform (CDP) Software Revenue (US\$, Mn),  
(2017-2022)

Table 48. Blueshift Corporate Summary

Table 49. Blueshift Customer Data Platform (CDP) Software Product Offerings

Table 50. Blueshift Customer Data Platform (CDP) Software Revenue (US\$, Mn),  
(2017-2022)

Table 51. BlueConic Corporate Summary

Table 52. BlueConic Customer Data Platform (CDP) Software Product Offerings

Table 53. BlueConic Customer Data Platform (CDP) Software Revenue (US\$, Mn),  
(2017-2022)

Table 54. FullContact Corporate Summary

Table 55. FullContact Customer Data Platform (CDP) Software Product Offerings

Table 56. FullContact Customer Data Platform (CDP) Software Revenue (US\$, Mn),  
(2017-2022)

Table 57. Enlighten Corporate Summary

Table 58. Enlighten Customer Data Platform (CDP) Software Product Offerings

Table 59. Enlighten Customer Data Platform (CDP) Software Revenue (US\$, Mn),  
(2017-2022)

Table 60. Lytics Corporate Summary

Table 61. Lytics Customer Data Platform (CDP) Software Product Offerings

Table 62. Lytics Customer Data Platform (CDP) Software Revenue (US\$, Mn),  
(2017-2022)

Table 63. Exponea Corporate Summary

Table 64. Exponea Customer Data Platform (CDP) Software Product Offerings

Table 65. Exponea Customer Data Platform (CDP) Software Revenue (US\$, Mn),  
(2017-2022)

Table 66. Zaius Corporate Summary

Table 67. Zaius Customer Data Platform (CDP) Software Product Offerings

Table 68. Zaius Customer Data Platform (CDP) Software Revenue (US\$, Mn),  
(2017-2022)

Table 69. FullContact Corporate Summary

Table 70. FullContact Customer Data Platform (CDP) Software Product Offerings

Table 71. FullContact Customer Data Platform (CDP) Software Revenue (US\$, Mn),  
(2017-2022)

## List Of Figures

### LIST OF FIGURES

Figure 1. Customer Data Platform (CDP) Software Segment by Type in 2021

Figure 2. Customer Data Platform (CDP) Software Segment by Application in 2021

Figure 3. Global Customer Data Platform (CDP) Software Market Overview: 2021

Figure 4. Key Caveats

Figure 5. Global Customer Data Platform (CDP) Software Market Size: 2021 VS 2028 (US\$, Mn)

Figure 6. Global Customer Data Platform (CDP) Software Revenue, 2017-2028 (US\$, Mn)

Figure 7. The Top 3 and 5 Players Market Share by Customer Data Platform (CDP) Software Revenue in 2021

Figure 8. By Type - Global Customer Data Platform (CDP) Software Revenue Market Share, 2017-2028

Figure 9. By Application - Global Customer Data Platform (CDP) Software Revenue Market Share, 2017-2028

Figure 10. By Region - Global Customer Data Platform (CDP) Software Revenue Market Share, 2017-2028

Figure 11. By Country - North America Customer Data Platform (CDP) Software Revenue Market Share, 2017-2028

Figure 12. US Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 13. Canada Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 14. Mexico Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 15. By Country - Europe Customer Data Platform (CDP) Software Revenue Market Share, 2017-2028

Figure 16. Germany Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 17. France Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 18. U.K. Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 19. Italy Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 20. Russia Customer Data Platform (CDP) Software Revenue, (US\$, Mn),

2017-2028

Figure 21. Nordic Countries Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 22. Benelux Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 23. By Region - Asia Customer Data Platform (CDP) Software Revenue Market Share, 2017-2028

Figure 24. China Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 28. India Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Customer Data Platform (CDP) Software Revenue Market Share, 2017-2028

Figure 30. Brazil Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Customer Data Platform (CDP) Software Revenue Market Share, 2017-2028

Figure 33. Turkey Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Customer Data Platform (CDP) Software Revenue, (US\$, Mn), 2017-2028

Figure 37. Tealium Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Optimove Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. Arm Treasure Data Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)



Figure 40. Evergage Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. Segment Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. V12 Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Blueshift Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. BlueConic Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. FullContact Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. Ensignen Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. Lytics Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 48. Exponea Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 49. Zaius Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 50. FullContact Customer Data Platform (CDP) Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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