

Customer Data Platform Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

CDP research institutes define CDP as 'a marketer-controlled system that establishes a unified and persistent customer database accessible by other systems'.

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

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

Global top five companies in 2021 (%)

The global Customer Data Platform 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.

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

The global key manufacturers of Customer Data Platform Software include NiceJob, Pimcore, ServiceGuru Kiosk, Qualifio, CrossEngage, Action Recorder, Segment, FreeAgent CRM and Blueshift, 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 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 Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Cloud-Based

On-Premises

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

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

Large Enterprises(1000+ Users)

Medium-Sized Enterprise(499-1000 Users)

Small Enterprises(1-499 Users)

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

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

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

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

NiceJob

Pimcore

ServiceGuru Kiosk

Qualifio

CrossEngage

Action Recorder

Segment

FreeAgent CRM

Blueshift

Evergage

Richpanel

PathFactory

Tealium IQ

FreshLime

IgnitionOne

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Customer Data Platform 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 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 SOFTWARE OVERALL MARKET SIZE

- 2.1 Global Customer Data Platform Software Market Size: 2021 VS 2028
- 2.2 Global Customer Data Platform 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 Software Players in Global Market
- 3.2 Top Global Customer Data Platform Software Companies Ranked by Revenue
- 3.3 Global Customer Data Platform Software Revenue by Companies
- 3.4 Top 3 and Top 5 Customer Data Platform Software Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Customer Data Platform Software Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Customer Data Platform Software Players in Global Market
 - 3.6.1 List of Global Tier 1 Customer Data Platform Software Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Customer Data Platform Software Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

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

4.1.2 Cloud-Based

4.1.3 On-Premises

4.2 By Type - Global Customer Data Platform Software Revenue & Forecasts

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

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

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

5 SIGHTS BY APPLICATION

5.1 Overview

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

5.1.2 Large Enterprises(1000+ Users)

5.1.3 Medium-Sized Enterprise(499-1000 Users)

5.1.4 Small Enterprises(1-499 Users)

5.2 By Application - Global Customer Data Platform Software Revenue & Forecasts

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

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

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

6 SIGHTS BY REGION

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

6.2 By Region - Global Customer Data Platform Software Revenue & Forecasts

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

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

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

6.3 North America

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

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

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

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

6.4 Europe

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

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

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

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

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

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

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

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

6.5 Asia

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

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

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

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

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

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

6.6 South America

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

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

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

6.7 Middle East & Africa

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

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

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

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

6.7.5 UAE Customer Data Platform Software Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 NiceJob

7.1.1 NiceJob Corporate Summary

7.1.2 NiceJob Business Overview

7.1.3 NiceJob Customer Data Platform Software Major Product Offerings

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

7.1.5 NiceJob Key News

7.2 Pimcore

7.2.1 Pimcore Corporate Summary

7.2.2 Pimcore Business Overview

7.2.3 Pimcore Customer Data Platform Software Major Product Offerings

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

7.2.5 Pimcore Key News

7.3 ServiceGuru Kiosk

7.3.1 ServiceGuru Kiosk Corporate Summary

7.3.2 ServiceGuru Kiosk Business Overview

7.3.3 ServiceGuru Kiosk Customer Data Platform Software Major Product Offerings

7.3.4 ServiceGuru Kiosk Customer Data Platform Software Revenue in Global Market
(2017-2022)

7.3.5 ServiceGuru Kiosk Key News

7.4 Qualifio

7.4.1 Qualifio Corporate Summary

7.4.2 Qualifio Business Overview

7.4.3 Qualifio Customer Data Platform Software Major Product Offerings

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

7.4.5 Qualifio Key News

7.5 CrossEngage

7.5.1 CrossEngage Corporate Summary

7.5.2 CrossEngage Business Overview

7.5.3 CrossEngage Customer Data Platform Software Major Product Offerings

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

7.5.5 CrossEngage Key News

7.6 Action Recorder

7.6.1 Action Recorder Corporate Summary

7.6.2 Action Recorder Business Overview

7.6.3 Action Recorder Customer Data Platform Software Major Product Offerings

7.6.4 Action Recorder Customer Data Platform Software Revenue in Global Market
(2017-2022)

7.6.5 Action Recorder Key News

7.7 Segment

7.7.1 Segment Corporate Summary

7.7.2 Segment Business Overview

7.7.3 Segment Customer Data Platform Software Major Product Offerings

- 7.7.4 Segment Customer Data Platform Software Revenue in Global Market (2017-2022)
- 7.7.5 Segment Key News
- 7.8 FreeAgent CRM
 - 7.8.1 FreeAgent CRM Corporate Summary
 - 7.8.2 FreeAgent CRM Business Overview
 - 7.8.3 FreeAgent CRM Customer Data Platform Software Major Product Offerings
 - 7.8.4 FreeAgent CRM Customer Data Platform Software Revenue in Global Market (2017-2022)
 - 7.8.5 FreeAgent CRM Key News
- 7.9 Blueshift
 - 7.9.1 Blueshift Corporate Summary
 - 7.9.2 Blueshift Business Overview
 - 7.9.3 Blueshift Customer Data Platform Software Major Product Offerings
 - 7.9.4 Blueshift Customer Data Platform Software Revenue in Global Market (2017-2022)
 - 7.9.5 Blueshift Key News
- 7.10 Evergage
 - 7.10.1 Evergage Corporate Summary
 - 7.10.2 Evergage Business Overview
 - 7.10.3 Evergage Customer Data Platform Software Major Product Offerings
 - 7.10.4 Evergage Customer Data Platform Software Revenue in Global Market (2017-2022)
 - 7.10.5 Evergage Key News
- 7.11 Richpanel
 - 7.11.1 Richpanel Corporate Summary
 - 7.11.2 Richpanel Business Overview
 - 7.11.3 Richpanel Customer Data Platform Software Major Product Offerings
 - 7.11.4 Richpanel Customer Data Platform Software Revenue in Global Market (2017-2022)
 - 7.11.5 Richpanel Key News
- 7.12 PathFactory
 - 7.12.1 PathFactory Corporate Summary
 - 7.12.2 PathFactory Business Overview
 - 7.12.3 PathFactory Customer Data Platform Software Major Product Offerings
 - 7.12.4 PathFactory Customer Data Platform Software Revenue in Global Market (2017-2022)
 - 7.12.5 PathFactory Key News
- 7.13 Tealium IQ

- 7.13.1 Tealium IQ Corporate Summary
- 7.13.2 Tealium IQ Business Overview
- 7.13.3 Tealium IQ Customer Data Platform Software Major Product Offerings
- 7.13.4 Tealium IQ Customer Data Platform Software Revenue in Global Market (2017-2022)
- 7.13.5 Tealium IQ Key News
- 7.14 FreshLime
 - 7.14.1 FreshLime Corporate Summary
 - 7.14.2 FreshLime Business Overview
 - 7.14.3 FreshLime Customer Data Platform Software Major Product Offerings
 - 7.14.4 FreshLime Customer Data Platform Software Revenue in Global Market (2017-2022)
 - 7.14.5 FreshLime Key News
- 7.15 IgnitionOne
 - 7.15.1 IgnitionOne Corporate Summary
 - 7.15.2 IgnitionOne Business Overview
 - 7.15.3 IgnitionOne Customer Data Platform Software Major Product Offerings
 - 7.15.4 IgnitionOne Customer Data Platform Software Revenue in Global Market (2017-2022)
 - 7.15.5 IgnitionOne 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 Software Market Opportunities & Trends in Global Market

Table 2. Customer Data Platform Software Market Drivers in Global Market

Table 3. Customer Data Platform Software Market Restraints in Global Market

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

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

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

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

Table 8. Global Companies Customer Data Platform Software Product Type

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

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

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

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

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

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

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

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

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

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

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

Table 20. By Country - North America Customer Data Platform Software Revenue,

(US\$, Mn), 2017-2022

Table 21. By Country - North America Customer Data Platform Software Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Customer Data Platform Software Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Customer Data Platform Software Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Customer Data Platform Software Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Customer Data Platform Software Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Customer Data Platform Software Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Customer Data Platform Software Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Customer Data Platform Software Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Customer Data Platform Software Revenue, (US\$, Mn), 2023-2028

Table 30. NiceJob Corporate Summary

Table 31. NiceJob Customer Data Platform Software Product Offerings

Table 32. NiceJob Customer Data Platform Software Revenue (US\$, Mn), (2017-2022)

Table 33. Pimcore Corporate Summary

Table 34. Pimcore Customer Data Platform Software Product Offerings

Table 35. Pimcore Customer Data Platform Software Revenue (US\$, Mn), (2017-2022)

Table 36. ServiceGuru Kiosk Corporate Summary

Table 37. ServiceGuru Kiosk Customer Data Platform Software Product Offerings

Table 38. ServiceGuru Kiosk Customer Data Platform Software Revenue (US\$, Mn), (2017-2022)

Table 39. Qualifio Corporate Summary

Table 40. Qualifio Customer Data Platform Software Product Offerings

Table 41. Qualifio Customer Data Platform Software Revenue (US\$, Mn), (2017-2022)

Table 42. CrossEngage Corporate Summary

Table 43. CrossEngage Customer Data Platform Software Product Offerings

Table 44. CrossEngage Customer Data Platform Software Revenue (US\$, Mn), (2017-2022)

Table 45. Action Recorder Corporate Summary

Table 46. Action Recorder Customer Data Platform Software Product Offerings

Table 47. Action Recorder Customer Data Platform Software Revenue (US\$, Mn),

(2017-2022)

Table 48. Segment Corporate Summary

Table 49. Segment Customer Data Platform Software Product Offerings

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

Table 51. FreeAgent CRM Corporate Summary

Table 52. FreeAgent CRM Customer Data Platform Software Product Offerings

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

Table 54. Blueshift Corporate Summary

Table 55. Blueshift Customer Data Platform Software Product Offerings

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

Table 57. Evergage Corporate Summary

Table 58. Evergage Customer Data Platform Software Product Offerings

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

Table 60. Richpanel Corporate Summary

Table 61. Richpanel Customer Data Platform Software Product Offerings

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

Table 63. PathFactory Corporate Summary

Table 64. PathFactory Customer Data Platform Software Product Offerings

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

Table 66. Tealium IQ Corporate Summary

Table 67. Tealium IQ Customer Data Platform Software Product Offerings

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

Table 69. FreshLime Corporate Summary

Table 70. FreshLime Customer Data Platform Software Product Offerings

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

Table 72. IgnitionOne Corporate Summary

Table 73. IgnitionOne Customer Data Platform Software Product Offerings

Table 74. IgnitionOne Customer Data Platform Software Revenue (US\$, Mn),
(2017-2022)

List Of Figures

LIST OF FIGURES

- Figure 1. Customer Data Platform Software Segment by Type in 2021
- Figure 2. Customer Data Platform Software Segment by Application in 2021
- Figure 3. Global Customer Data Platform Software Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global Customer Data Platform Software Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global Customer Data Platform Software Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Customer Data Platform Software Revenue in 2021
- Figure 8. By Type - Global Customer Data Platform Software Revenue Market Share, 2017-2028
- Figure 9. By Application - Global Customer Data Platform Software Revenue Market Share, 2017-2028
- Figure 10. By Region - Global Customer Data Platform Software Revenue Market Share, 2017-2028
- Figure 11. By Country - North America Customer Data Platform Software Revenue Market Share, 2017-2028
- Figure 12. US Customer Data Platform Software Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada Customer Data Platform Software Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico Customer Data Platform Software Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country - Europe Customer Data Platform Software Revenue Market Share, 2017-2028
- Figure 16. Germany Customer Data Platform Software Revenue, (US\$, Mn), 2017-2028
- Figure 17. France Customer Data Platform Software Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. Customer Data Platform Software Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy Customer Data Platform Software Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia Customer Data Platform Software Revenue, (US\$, Mn), 2017-2028
- Figure 21. Nordic Countries Customer Data Platform Software Revenue, (US\$, Mn), 2017-2028
- Figure 22. Benelux Customer Data Platform Software Revenue, (US\$, Mn), 2017-2028
- Figure 23. By Region - Asia Customer Data Platform Software Revenue Market Share, 2017-2028
- Figure 24. China Customer Data Platform Software Revenue, (US\$, Mn), 2017-2028
- Figure 25. Japan Customer Data Platform Software Revenue, (US\$, Mn), 2017-2028
- Figure 26. South Korea Customer Data Platform Software Revenue, (US\$, Mn),

2017-2028

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Figure 48. PathFactory Customer Data Platform Software Revenue Year Over Year

Growth (US\$, Mn) & (2017-2022)

Figure 49. Tealium IQ Customer Data Platform Software Revenue Year Over Year

Growth (US\$, Mn) & (2017-2022)

Figure 50. FreshLime Customer Data Platform Software Revenue Year Over Year

Growth (US\$, Mn) & (2017-2022)

Figure 51. IgnitionOne Customer Data Platform Software Revenue Year Over Year

Growth (US\$, Mn) & (2017-2022)

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