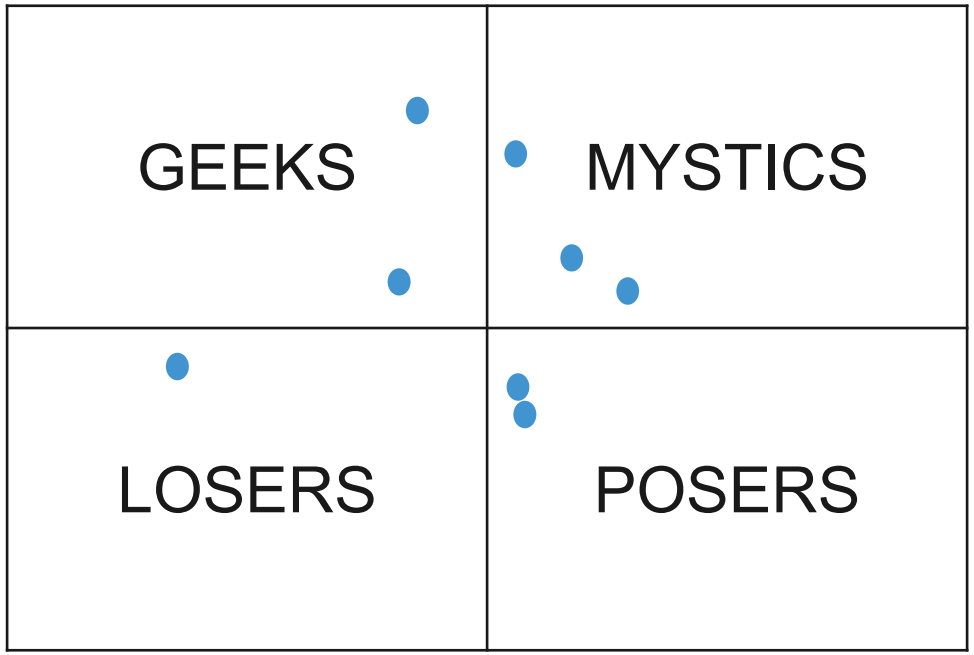
CDP Trends to Watch in 2024

March, 2024

Real Story GROUP
MAKE BETTER TECHNOLOGY DECISIONS

A Different Kind of Analyst Firm…



“the mystical quadrant”

INDEPENDENCE FACTORS	REAL STORY GROUP	OTHER FIRMS
CONSULT TO VENDORS?	NO	YES
SPEAK AT VENDOR EVENTS?	NO	YES
ACCEPT EXPENSES & HOSPITALITY FROM VENDORS?	NO	YES
WRITE PAPERS FOR VENDORS?	NO	YES

MARTECH STACK VENDOR MAP

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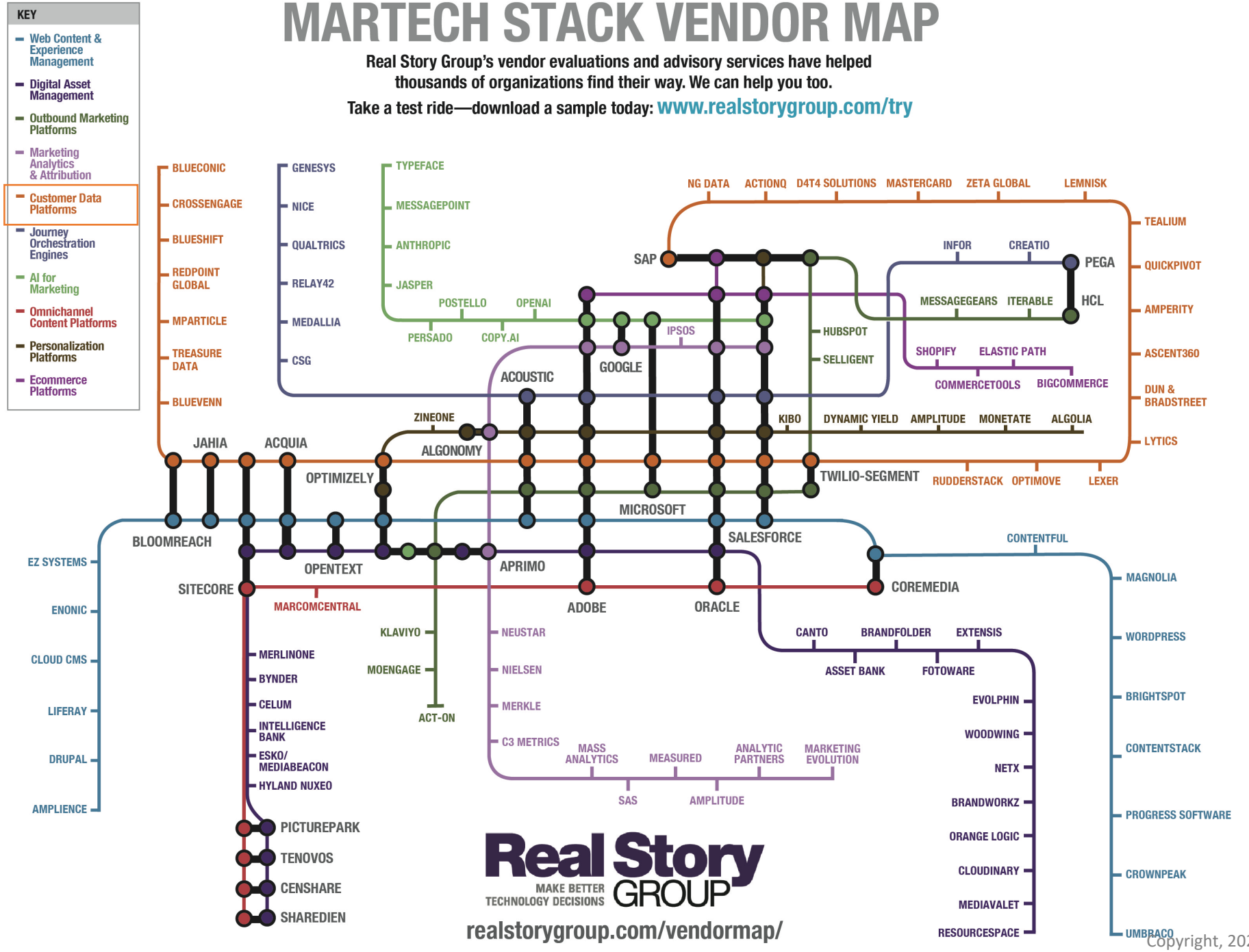

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Agenda

Shifting Enterprise Architectures

Marketplace Evolution

Key Themes

Final Take-Aways

MarTech Services Reference Model: B2C

ENGAGEMENT CHANNELS

Ads | Web | Email | Mobile | Social | Print | Voice | Chat | Call | PoS | IoT/ Product

INTERACTION & DELIVERY ENVIRONMENTS

Advertising	Sites	Applications	Distribution	Storefront	Contact Center
Generate demand	Deliver information	Deliver services	Deliver via channel	Sell things	Answer questions

ENGAGEMENT SERVICES

Customer Care	Loyalty	Social Media Management	Outbound Marketing	WCM	Ecommerce
Manage customer inquiries	Encourage stickiness with rewards	Engage in social media & communities	Manage campaigns Deliver messages	Manage web content & inbound experiences	Manage commercial activity

ENTERPRISE FOUNDATION SERVICES

Enterprise Integration: Data Collection, API Gateways, Eventing, Queueing, etc.

CONTENT & INFO

- **Omnichannel Content Services** — Manage components fueled with data
- **Digital Asset Management** — Manage rich media & brand assets
- **Product Information Management** — Manage catalog structure, info, pricing

DATA

- **Customer Data Activation** — Manage actionable data & segments
- **Customer Data Operations** — Ingest, process, and unify customer data
- **Enterprise Data Intelligence** — Analytics, Modeling, Reporting

DECISIONING

- **Experience Optimization** — Omnichannel test & improve
- **Omnichannel Personalization** — Customize individual experiences
- **Journey Orchestration** — Set decisions for omnichannel engagement

CDPs Circa 2022

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Integration: Events, APIs, & Metrics

ENTERPRISE FOUNDATION SERVICES

Operations: Planning & Collaboration

Enterprise Integration: Data Collection, API Gateways, Eventing, Queueing, etc.

CONTENT & INFO

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Omnichannel Personalization
Customize[illegible] CDP? experiences

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CDPs Circa 2024

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Operations: Planning & Collaboration

AI

- Generative AI
- CDP? Insights AI
- Decisioning AI CDP?

CONTENT & INFO

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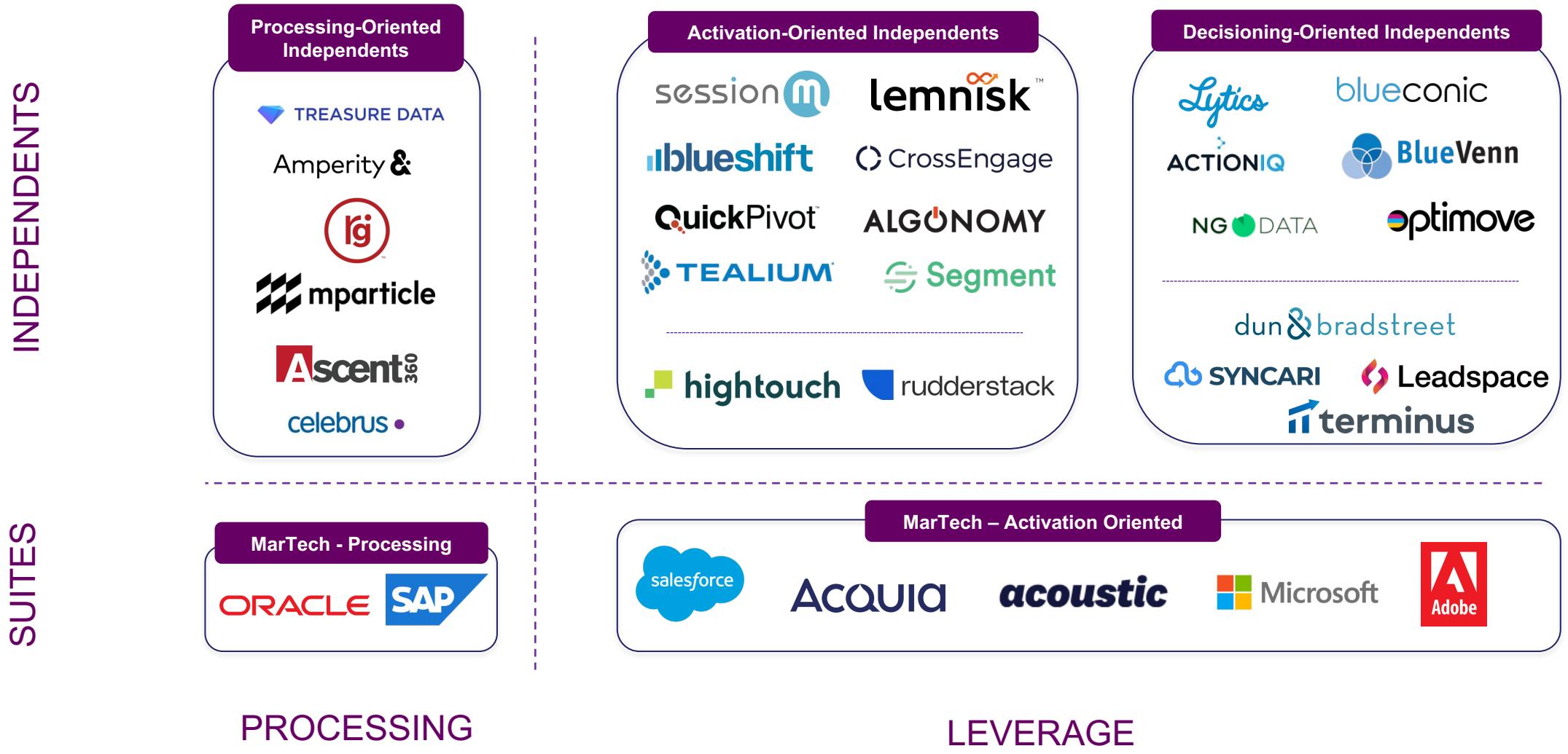
CDP Marketplace, Circa 2024



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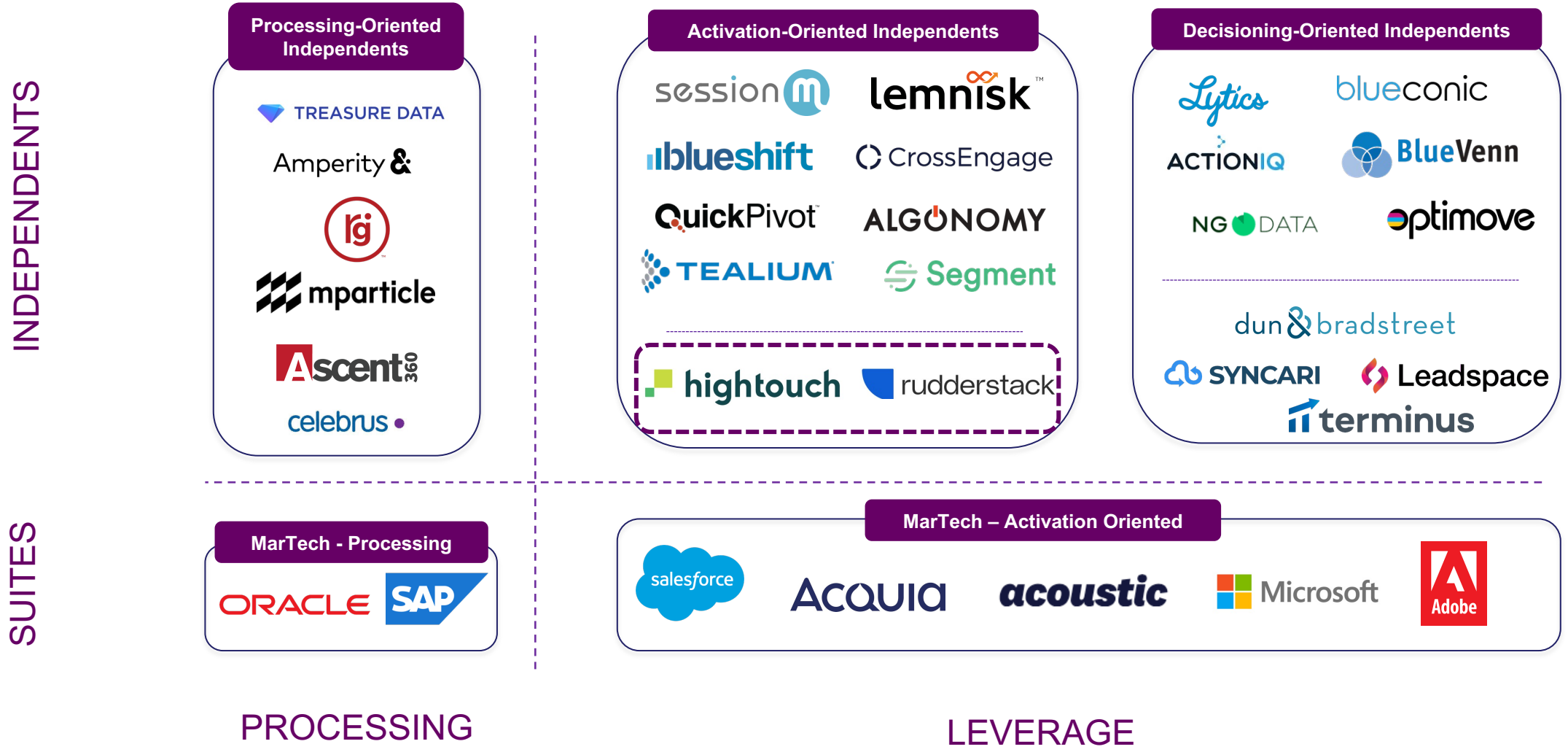
Key Themes

Final Take-Aways

Theme 1) Reverse ETL Hangover



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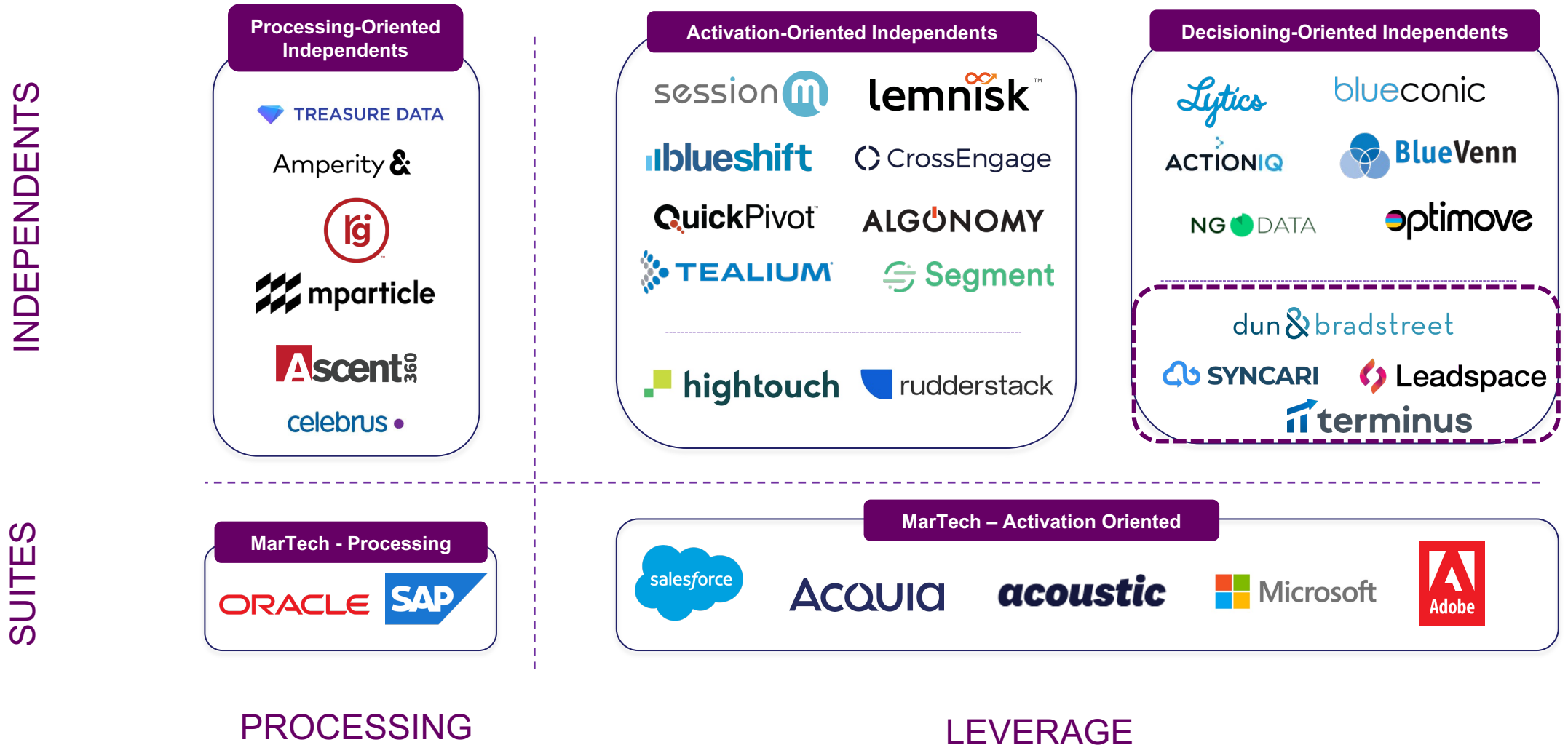
Theme 2: The Unresolved B2B Conundrum



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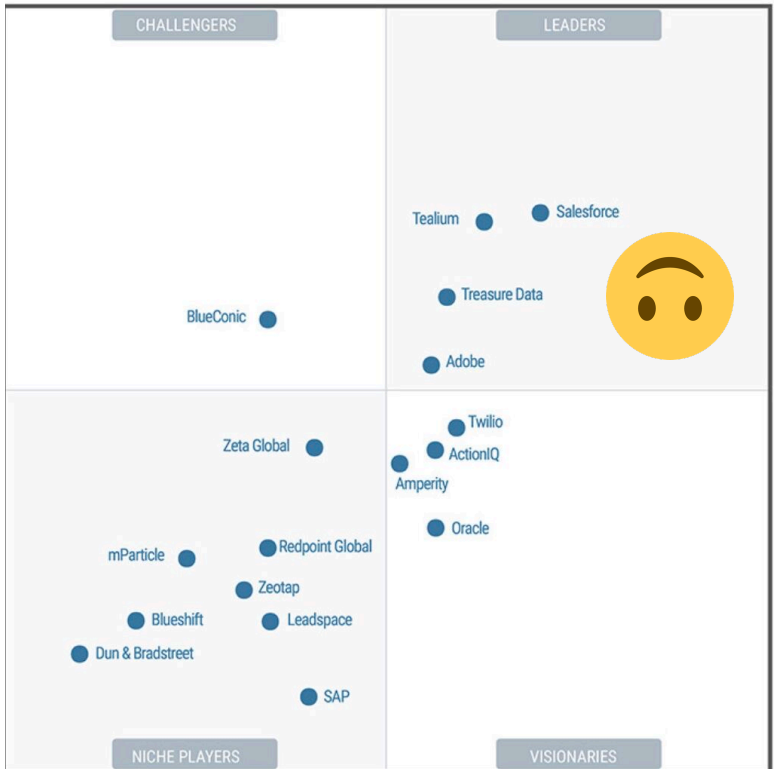
Theme 3: Beware Adobe and (especially) SF

Don’t get (cross-) sold



SUITES

MarTech - Processing

ORACLE SAP

MarTech – Activation Oriented

salesforce ACQUIA acoustic Microsoft Adobe

PROCESSING

LEVERAGE

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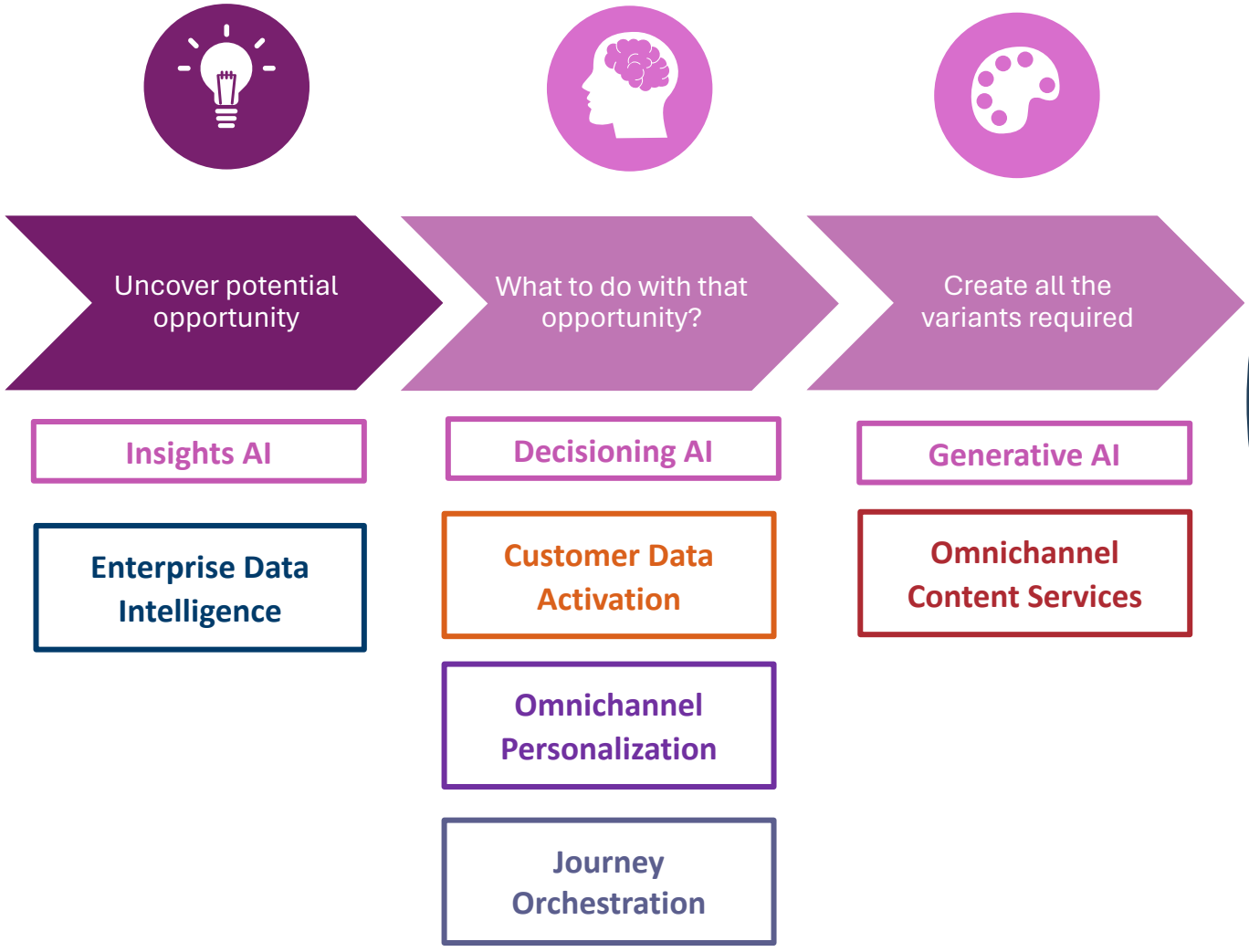
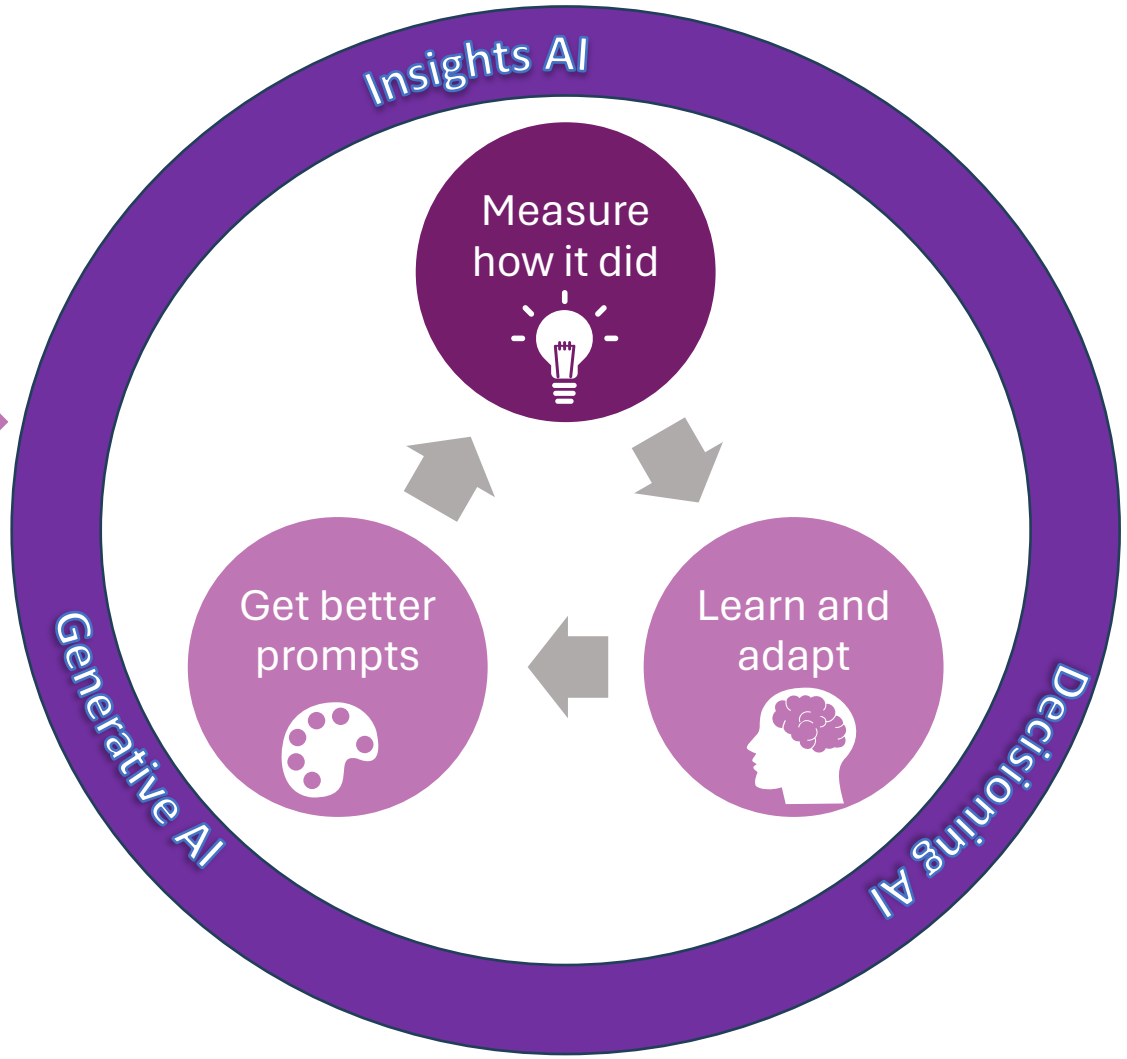
Theme 4) Closing the AI Loop at an Enterprise Level





Beware: Hallucinations / Content Quality / IPR

Agenda

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Key Themes

Final Take-Aways

Always Test Before You Buy…

“Design-Thinking”

Business-focused
Team-based
Empirical
Iterative
Adaptive

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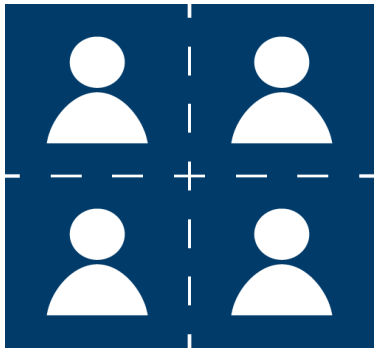
Ten Potential CDP Business Use Case Categories

Advanced Customer Data Management

Predictive Analytics



Outbound Marketing Campaign Support

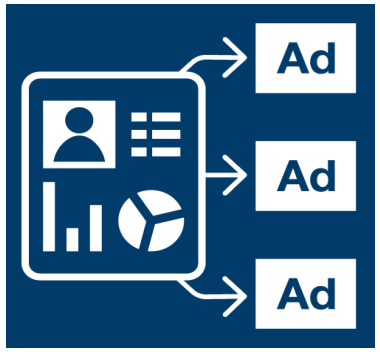
Online Personalization & Experience Optimization

Ecommerce Recommendations & Optimization

Omnichannel & Offline Aggregation

Realtime Behavioral Analysis

Household / Channel Marketing

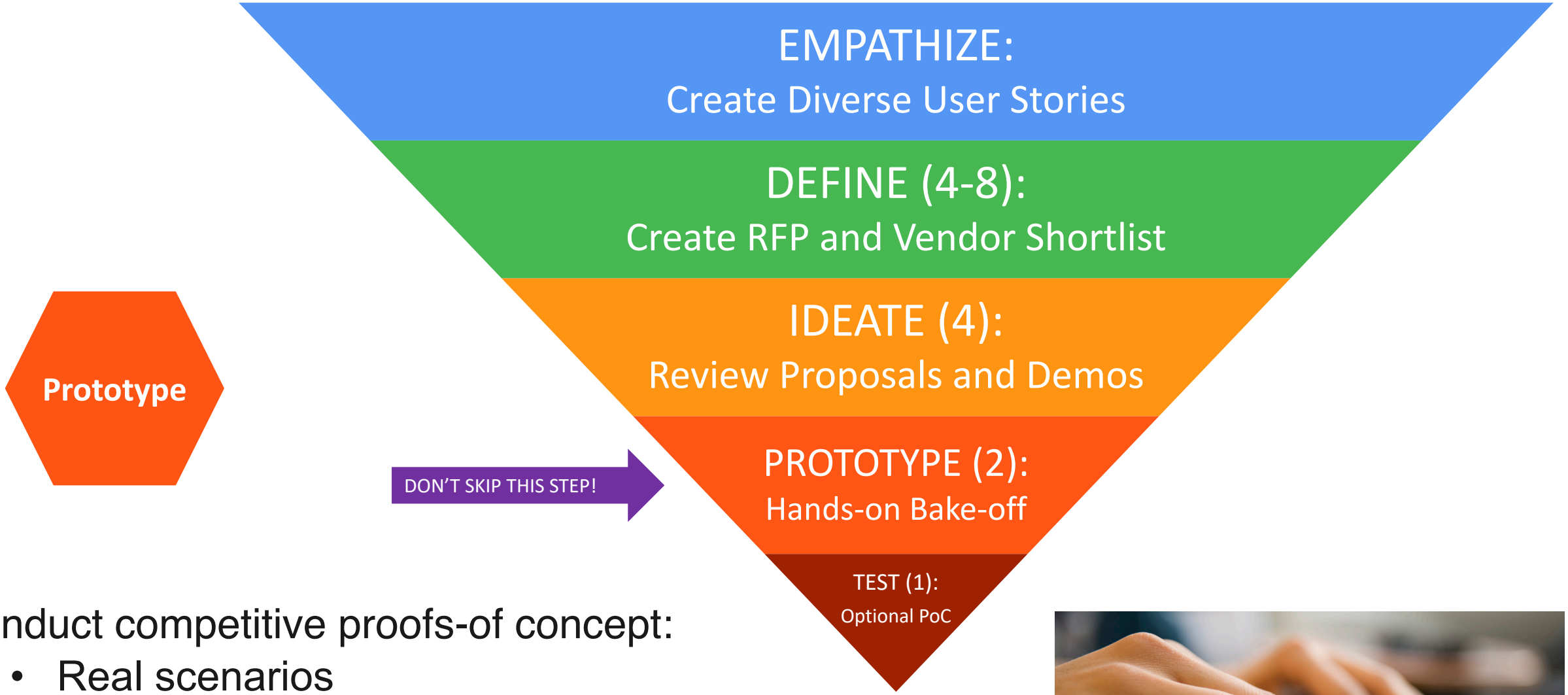


Paid Media Support

Loyalty & Rewards Management

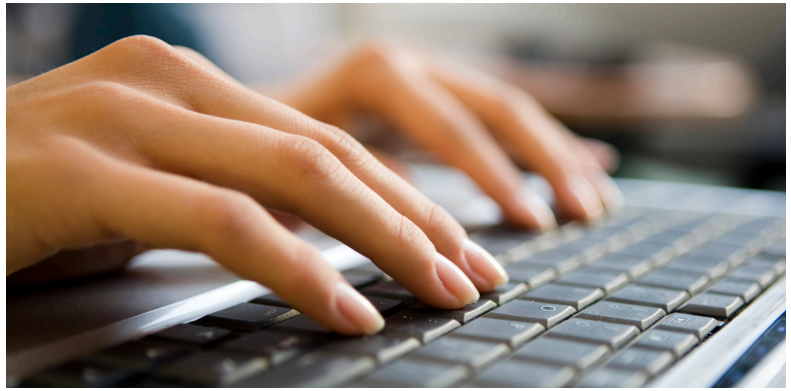
Key Considerations:

- Not all CDP vendors support all use cases, or support them evenly
- Do you want the CDP platform to **support** or **execute**?



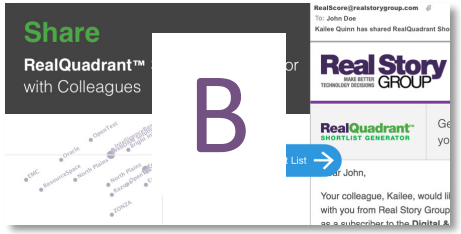
Conduct competitive proofs-of concept:

- Real scenarios
- Dummy data
- Real people
- Real environment

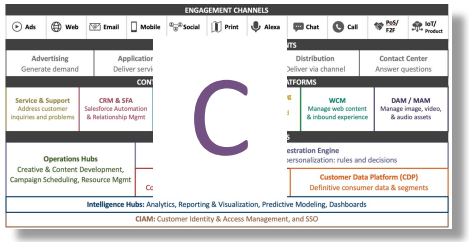


Final Take-Aways

1) CDP market is turning into a complexity spectrum
2) Major MarTech Suite vendors still lag
3) Push back against Salesforce BS
4) Reverse ETL-as-CDP will likely fade
5) Serious B2B remains unresolved
6) Some differentiation on decisioning…
7) …But other factors may matter more
8) AI for CDP is mostly about decisioning
9) Beware AI silos via vendor click-wraps
10) Take an design-thinking approach to vendor evaluation and selection



Find Best-fit Vendor



Optimize Your Stack

Learn from Peers

MARTECH STACK VENDOR MAP

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KEY

- Web Content & Experience Management
- Digital Asset Management
- Outbound Marketing Platforms
- Marketing Analytics & Attribution
- Customer Data Platforms
- Journey Orchestration Engines
- AI for Marketing
- Omnichannel Content Platforms
- Personalization Platforms
- Ecommerce Platforms

BLUECONIC
CROSSENGAGE
BLUESHIFT
REDPOINT GLOBAL
MPARTICLE
TREASURE DATA
BLUEVENN

GENESYS
NICE
QUALTRICS
RELAY42
MEDALLIA
CSG

TYPEFACE
MESSAGEPOINT
ANTHROPIC
JASPER
POSTELLO
OPENAI
PERSADO
COPY.AI

NG DATA
ACTIONQ
D4T4 SOLUTIONS
MASTERCARD
ZETA GLOBAL
LEMNISK
TEALIUM
QUICKPIVOT
AMPERITY
ASCENT360
DUN & BRADSTREET
LYTICS

SAP
INFOR
CREATIO
PEGA
HCL
MESSAGEGEARS
ITERABLE
SHOPIFY
ELASTIC PATH
COMMERCETOOLS
BIGCOMMERCE

IPSOS
HUBSPOT
SELLIGENT
GOOGLE
ACOUSTIC
KIBO
DYNAMIC YIELD
AMPLITUDE
MONETATE
ALGOLIA

ZINEONE
ALGONOMY
JAHIA
ACQUIA
OPTIMIZELY
TWILIO-SEGMENT
RUDDERSTACK
OPTIMOVE
LEXER

MICROSOFT
BLOOMREACH
SALESFORCE
CONTENTFUL
EZ SYSTEMS
ENONIC
CLOUD CMS
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DRUPAL
AMPLIENCE
OPENTEXT
APRIMO
SITECORE
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WORDPRESS
BRIGHTSPOT
CONTENTSTACK
PROGRESS SOFTWARE
CROWNPEAK
UMBRACO
MARCOMCENTRAL
ADOBE
ORACLE
CANTO
BRANDFOLDER
EXTENSIS
ASSET BANK
FOTOWARE
KLAVIYO
MOENGAGE
ACT-ON
NEUSTAR
NIELSEN
MERKLE
C3 METRICS
MASS ANALYTICS
MEASURED
ANALYTIC PARTNERS
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SAS
AMPLITUDE
MERLINONE
BYNDER
CELUM
INTELLIGENCE BANK
ESKO/ MEDIABEACON
HYLAND NUXEO
PICTUREPARK
TENOVOS
CENSHARE
SHAREDIEN
EVOLPHIN
WOODWING
NETX
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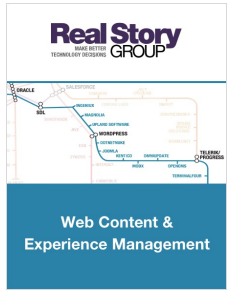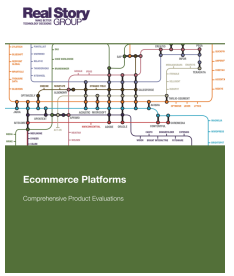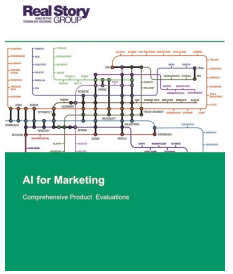
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