Fourth Edition

STATE OF THE CDP

How the most innovative brands use CDPs to deliver cutting edge customer experiences and drive revenue.

TEALIUM®

Fourth Edition

STATE OF THE CDP

It's 2023, and we're all still processing 2020, waiting for that 20/20 hindsight to come into play as the world continues to shift beneath our feet. The way companies interact with their customers continues to evolve under ongoing global privacy regulations, customer expectations for integrated online and offline personalized experiences, and an economy in flux.

But there is good news on the horizon. At least for companies who have been utilizing a Customer Data Platform (CDP). (And for those that are considering the investment!)

For the fourth edition of our State of the CDP report we surveyed over 1,200 professionals around the world in B2B, B2C, and B2B2C industries. The responses have revealed that Customer Data Platforms (CDPs) have proven critical to organizational growth during demanding times, especially as we see a global tightening of the collective purse strings. The data shows that CDPs are helping companies navigate economic or industry challenges, recession-proofing the organization and unlocking new opportunities by breaking down internal siloes and streamlining customer communications.

However, the data also shows incremental value being unlocked every year that a company continues to invest into their CDP. The teams operating the tool are growing exponentially year after year, from an average of eight people to well over 20 in just three years. And perceived success, both with a CDP itself and the overall achievements of the organizations using a CDP, have also grown year over year, hitting 90% approval ratings after the fourth year. And when it comes to the pressing matters facing companies in today's digital world - privacy regulations, demands for personalization, third party cookie loss, disrupted supply chains, and more - organizations with a CDP are much more prepared to navigate these twists and turns - a stability that increases in conjunction with the years of CDP usage.

Our research finds that the most experienced CDP users show greater confidence in their decisions, better ability to manage spending, healthier budgets, and, most importantly, a bigger return on their marketing dollars than organizations with little or no CDP experience. Having a single, consistent view of customers enables the entire organization to make more focused investments, attract better talent, and plan with superior accuracy.

If you're a longtime CDP user, you can pat yourself on the back. You're ahead of the game.

If you've recently onboarded a CDP, keep going. The data proves that it only gets better and better.

And if you don't have a CDP, you don't have to struggle just to survive. A CDP is your ticket to success - the numbers speak for themselves.

The data is in: It's a good time to have a CDP.

Key Findings

Companies that invest in CDPs vastly outperform those that don't, and the longer the investment has been in place, the greater the success.

There is 2x the satisfaction rate for meeting marketing objectives for companies with a CDP (90%) vs. those without a CDP (44%).

Companies with a CDP (93%) are more satisfied with creating relevant customer experiences through their customer data than those without a CDP (49%).

74% of companies with a CDP saw ROI and value within the first year.

Companies with a CDP are investing and spending more in supporting their first party data at almost twice the rate compared to companies without a CDP.

Companies with a CDP are confident in their CDP's capabilities to help their organization comply with current privacy regulations and be more prepared to adapt to future regulations.

The top three CDP use cases are customer retention, privacy and regulatory compliance, and customer acquisition.

The CDP Helps Organizations Use Data for the Good of the Customer and Company

Data is the new landscape, and even what we consider the newest form of communication - no longer a static number that exists to provide context, but an ever-evolving, ever-growing dialogue between customers and companies. How organizations approach and use customer data strategically was a major focus of this research conducted.

Data Source Types Currently Being Used

First Party Data
53% | 44% | 58% | 60%

Second Party Data
31% | 34% | 37% | 32%

Third Party Data
36% | 37% | 40% | 44%

Identity Data
19% | 31% | 41% | 47%

Transactional Data
35% | 34% | 44% | 46%

Non-Transactional Data
6% | 10% | 15% | 19%

Mobile Data
14% | 25% | 36% | 37%

Product Data
29% | 30% | 40% | 44%

Customer Service Data
35% | 35% | 47% | 49%

Streaming Data
14% | 17% | 21% | 22%

Enterprise Data Warehouse
15% | 11% | 20% | 22%
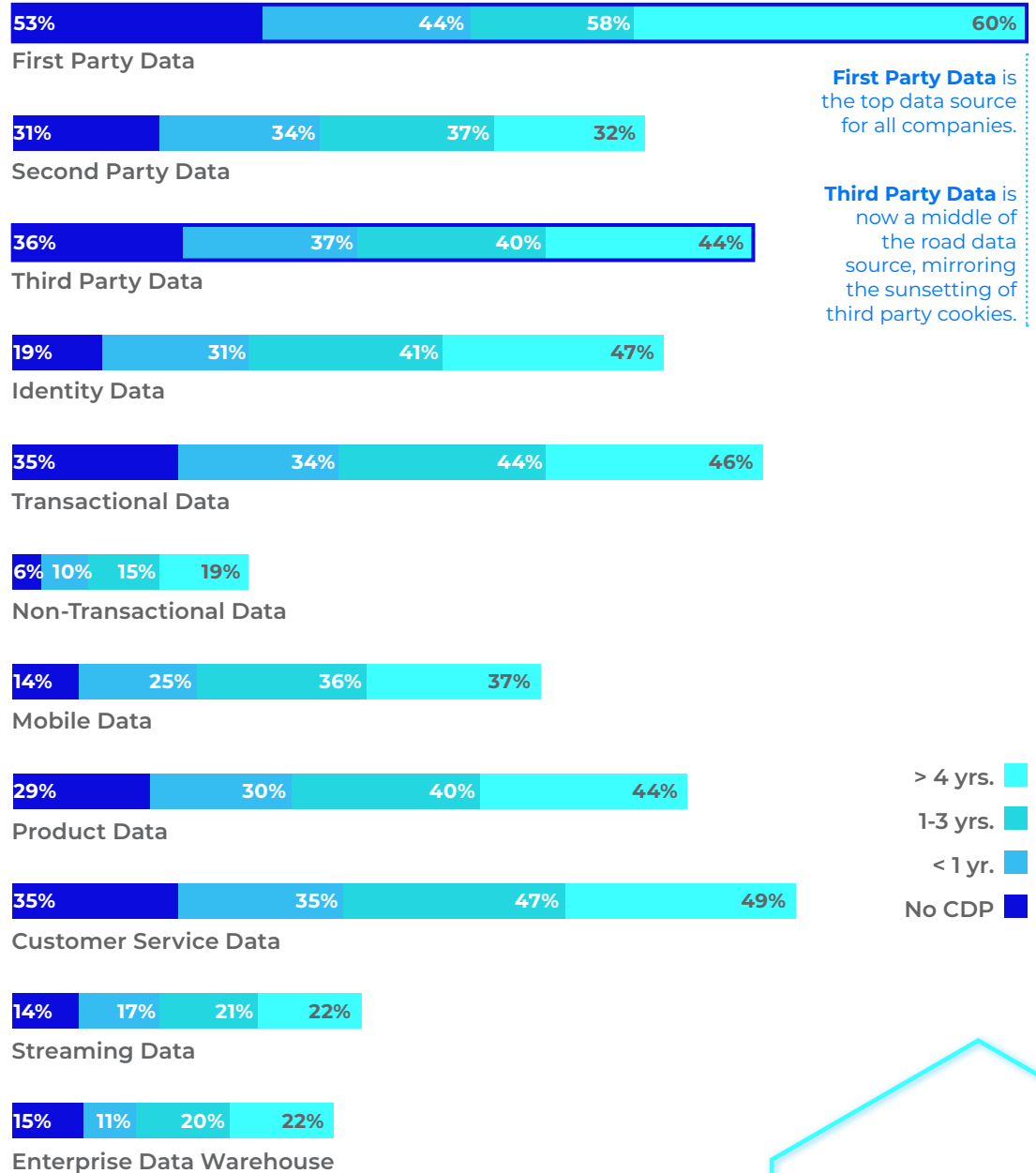
First Party Data is the top data source for all companies.

Third Party Data is now a middle of the road data source, mirroring the sunsetting of third party cookies.

> 4 yrs.
1-3 yrs.
< 1 yr.
No CDP

Identity data usage grew substantially when the length of CDP usage was considered

19% — No CDP
31% — < 1 yr.
41% — 1-3 yrs.
47% — > 4 yrs.
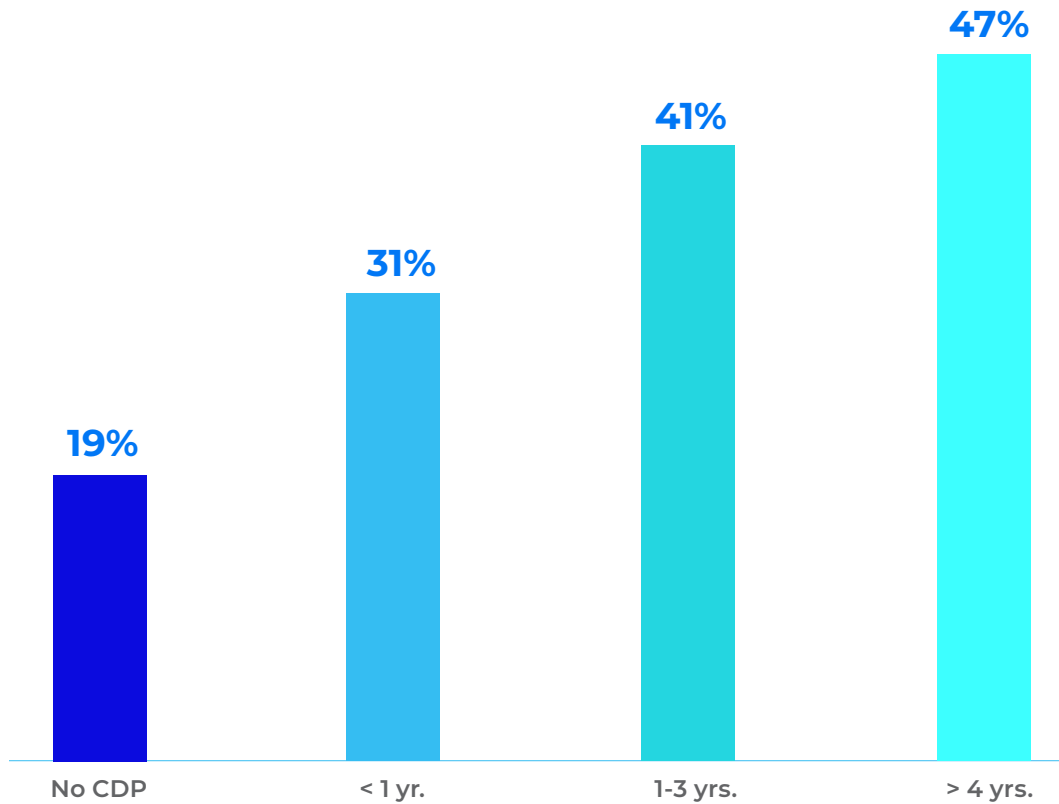
Identity data includes information like device ID, username, password, age, date of birth, gender, and other data points that can be traced online back to the "real you."

First Party Data Leads the Charge

Companies need to establish a first party data strategy now more than ever before. Google continues to push it's timeline for sunsetting third party cookies on the Chrome browser, now looking at a date in late 2024. But the day will arrive eventually. Firefox and Safari have already sunset third party cookies, which represents nearly 40% of global online traffic.

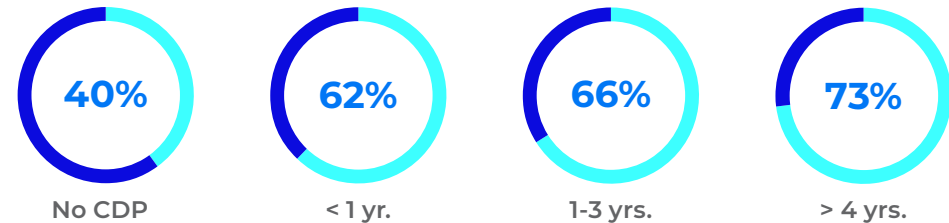In their original post announcing the move in January of 2020, Google said, "Users are demanding greater privacy — including transparency, choice, and control over how their data is used — and it's clear the web ecosystem needs to evolve to meet these increasing demands."

The need for a first party data strategy goes beyond addressing changes to how the Internet operates. Customers expect companies to use their data appropriately, to respect their privacy, and failing to do so through a first party data strategy will create a negative customer experience.

Organizations With a CDP Increased Investments in Their First Party Data Strategy in 2022

40% No CDP

62% < 1 yr.

66% 1-3 yrs.

73% > 4 yrs.

All Organizations are Preparing for Third Party Cookie Loss, Regardless of CDP Usage

- **1%** Very Unprepared
- **5%** Somewhat Unprepared
- **16%** Neither Prepared or Unprepared
- **43%** Somewhat Prepared
- **36%** Very Prepared
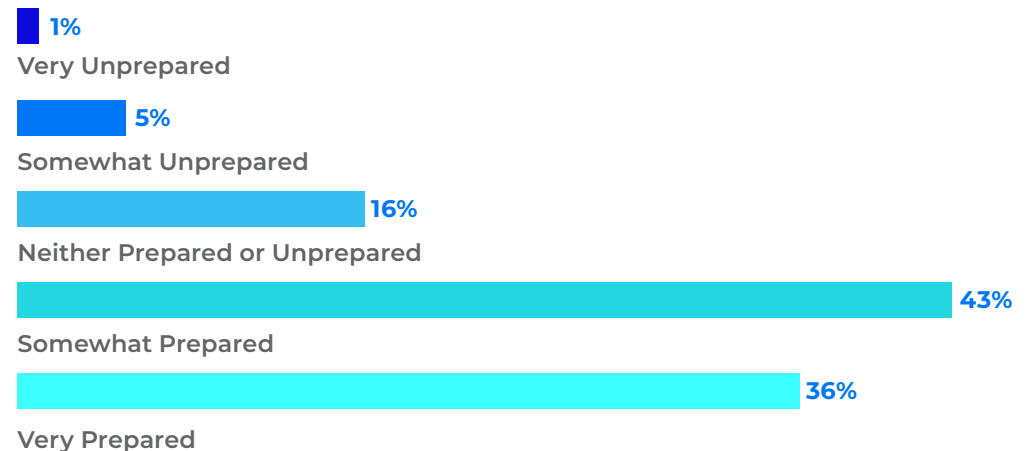
Number of Data Sources Being Utilized

All organizations, with or without a CDP, are using a comprehensive mix of data sources. The most experienced CDP users have the most diversified data sourcing strategies. **Users with four or more years of CDP usage employed every one of the 11 suggested data sources to a significantly higher degree** than those with the least experience.

Check out our **"In Data We Trust"** eBook to learn how to create a solid data governance, collection, and activation strategy that helps marry data privacy and personalized experiences.

Companies Using More Than 10 Data Sources

26%	27%	31%
All	Least CDP Experience	Most CDP Experience
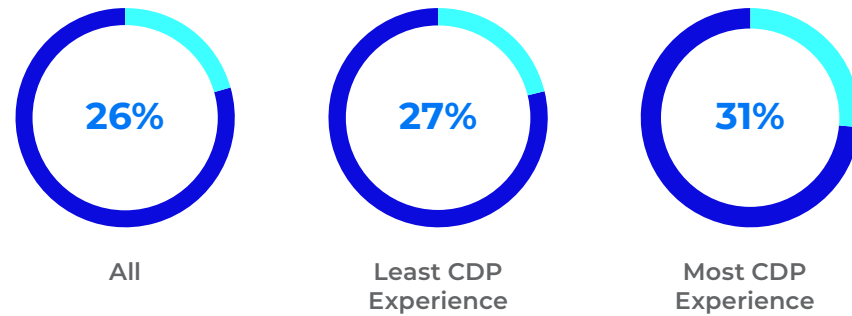
Large Companies Have More Data Sources Than Small Ones

42%

of Big Enterprises Use More Than 10

15%

of The Smallest Companies Use More Than 10

Satisfaction With Data Utilization Increases Alongside CDP Ownership

We surveyed respondents across a variety of topics regarding how they are utilizing customer data, from creating outstanding customer experiences, addressing global privacy regulations, retaining existing customers, gleaning predictive insights, and much more.

Companies with the longest CDP tenure were the most confident and satisfied with their ability to use data in a positive, trusted way.

93%
90%
82%
49%

■ No CDP ■ 1-3 yrs.
■ < 1 yr. ■ > 4 yrs.
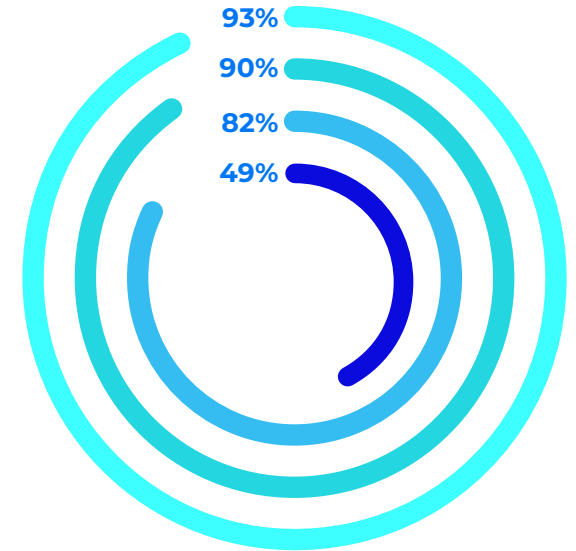
Top Three Areas Companies are Investing in Technology

01 Augmented Reality

02 Contactless Engagement

03 Virtual Interactions

Bottom Three Areas Companies are Investing in Technology

01 Behavioral Analytics

02 Mobilization

03 Inventory Management

9

CDPs Support Compliance With Global Privacy Regulations

Privacy regulations expanded during 2022 across the globe and will continue to do so in the coming years. In what is being referred to as the Great Privacy Awakening, companies are accepting the new data privacy normal and investing in compliance strategies. CDP users feel more confident in their privacy compliance than those without a CDP, especially when it comes to feeling very prepared.

Somewhat or Very Confident in the CDP's Ability To Support Current Privacy Compliance

< 1 yr.	1-3 yrs.	> 4 yrs.
80%	91%	95%
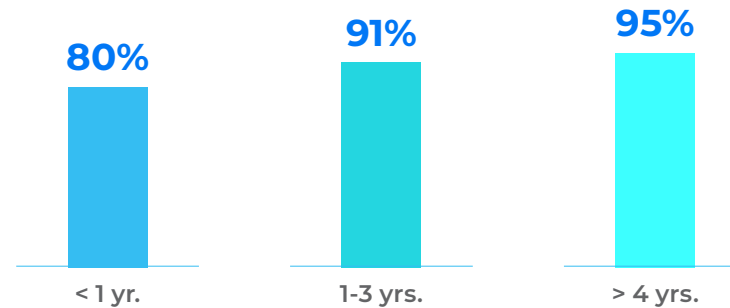
Somewhat or Very Prepared to Adapt to New Privacy Regulations

No CDP	< 1 yr.	1-3 yrs.	> 4 yrs.
67%	83%	90%	93%
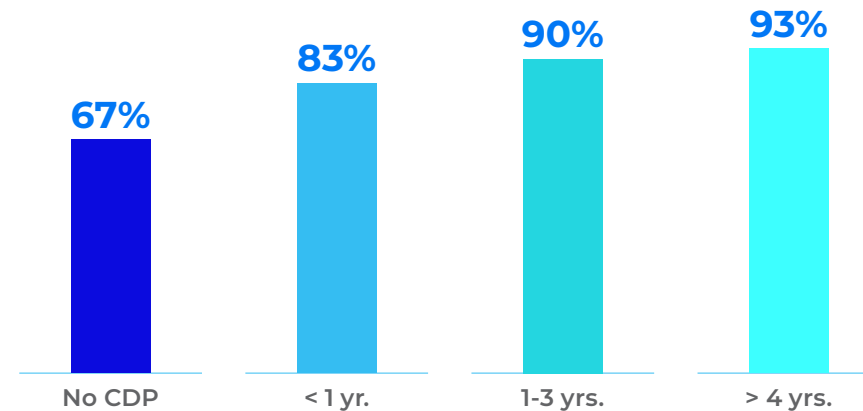
CDPs Make it Easier to Navigate Global, External Influencing Factors

The most experienced CDP users showed less concern about their ability to provide self-managed experiences and achieve sustainability and regulatory goals than the least experienced. They were, however, more concerned about the uncertain economic climate.

And supply chain concerns weigh more heavily on the minds of the smallest companies, 48% of whom mentioned it as an issue, compared with 39% of the largest companies. This probably is a function of supply chains being more robust for the biggest firms.

External Market Factors Most Expected to Impact Businesses in 2023

Data Deprecation
22% | 30% | 36% | 32%

Touch-Free Experiences
39% | 37% | 33% | 29%

Governmental Regulations
39% | 51% | 43% | 44%

Supply Chain Disruptions
57% | 49% | 43% | 46%

Push to Sustainability
28% | 43% | 45% | 36%

Uncertain Economic Climate
56% | 33% | 39% | 44%

Worker Supply Shortages
28% | 28% | 27% | 31%

Technology Disruptions
24% | 23% | 29% | 29%

Increased M&A Activity
8% | 5% | 5% | 8%

Legend:
- > 4 yrs.
- 1-3 yrs.
- < 1 yr.
- No CDP
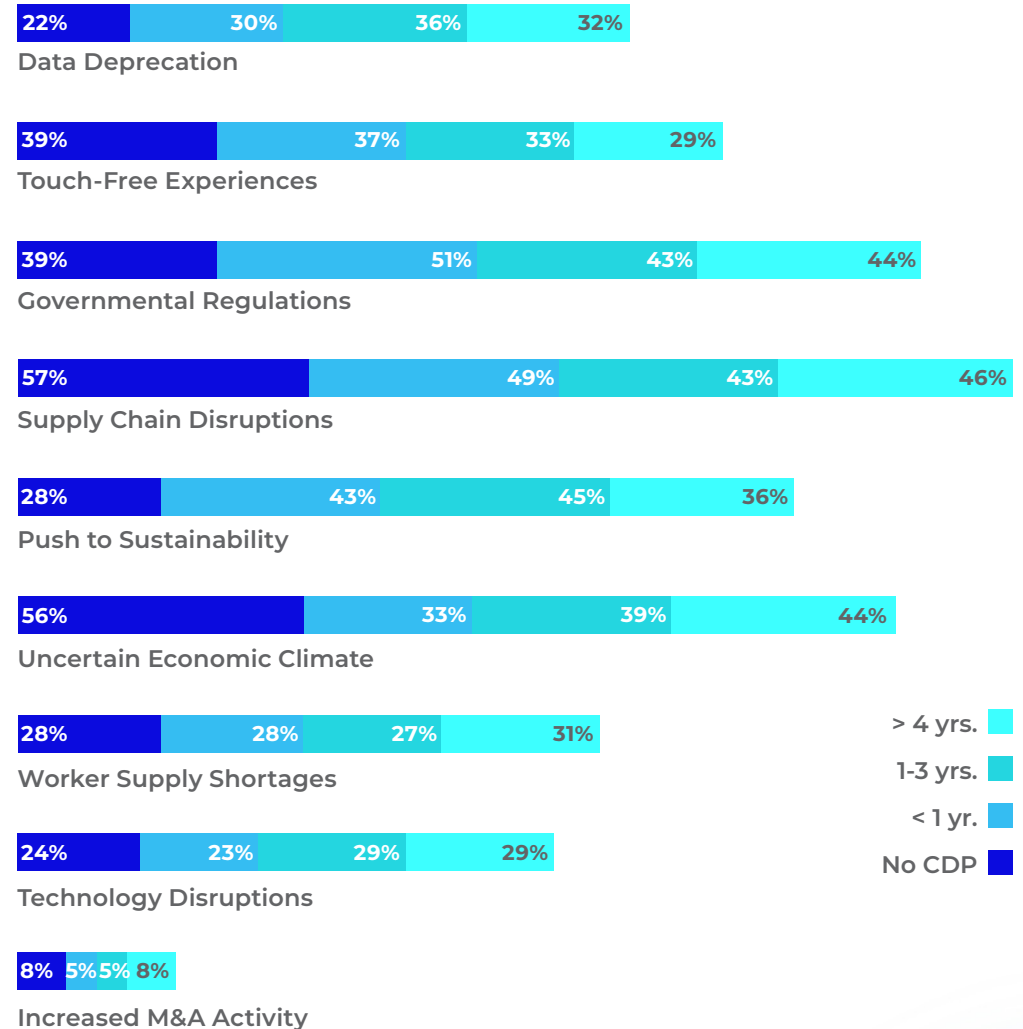
Comparing CDP Users Versus Non-CDP Users

95%

of organizations with four years or more of CDP experience were somewhat or very confident in their ability to comply with privacy regulations.

Only 67% of companies without a CDP expressed confidence in their privacy compliance.

93%

of companies with four years or more of CDP experience feel they are able to use customer data to create relevant customer experiences.

Only 49% of those without a CDP.

47%

of companies with four years of CDP experience are prioritizing identity data.

Only 19% of companies with no CDP are doing so.

The CDP is a Difference Maker for Determining Marketing Priorities

The primary use cases for a CDP center around elevating and streamlining marketing initiatives (although there are many more use cases across departments not to be discounted). **The survey revealed that organizations who have adopted a CDP have seen significantly greater success with their marketing efforts over the last year,** during a time of global instability and economic uncertainty. A CDP, it shows, has become a difference maker, a line in the sand of success in today's shifting business environment.

Satisfaction With Meeting Overall 2022 Marketing Objectives

90%
91%
80%
44%

> 4 yrs.
1-3 yrs.
< 1 yr.
No CDP
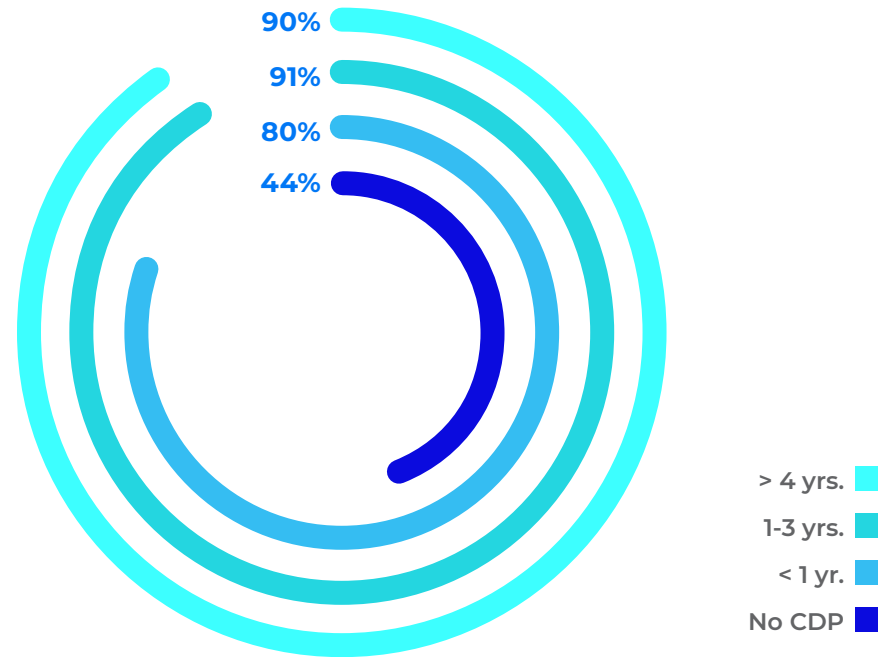
Bottom line: CDP adopters are twice as satisfied in meeting their overall marketing objectives.

Selecting Marketing Priorities for 2022 and 2023

When it comes to marketing priorities, everything is important.

At least three-quarters of respondents rated each of the eight suggested priorities as important or extremely important.

Protection of customer data privacy and improving retention rates were rated "extremely important" to a higher degree than other marketing priorities.

Interestingly, the most experienced CDP users rated nearly every one of the eight presented options as extremely important to a significantly greater degree than those with the least CDP experience. This indicates that with experience comes raised expectations of what a CDP can accomplish and how marketing should excel with the support of a CDP. No more picking your priorities — everything is possible with a CDP.

Companies without a CDP had lower priorities across the board, with a focus on reducing costs and customer retention, indicating the impact that the current global instability is having on their objectives — to survive, first and foremost.

Importance of 2022 Marketing Priorities

Important & Extremely Important

	Better Management of Ad Spend	More Personalized Communications With Customers	A More Unified Customer Experience Across Channels	Better Protections for Customer Data Privacy	Faster Acquisition of New Customers	A Higher Retention Rate for Existing Customers	Generating More Useful & Accurate Predictive Insights About Customer Behavior	Reducing Costs
> 4 yrs.	83%	89%	89%	90%	85%	89%	87%	82%
1-3 yrs.	82%	82%	85%	85%	83%	84%	85%	80%
< 1 yr.	66%	69%	72%	77%	72%	74%	74%	70%
No CDP	42%	53%	48%	61%	61%	64%	53%	64%

Legend:
- No CDP
- < 1 yr.
- 1-3 yrs.
- > 4 yrs.

2022 Spending Trends

Spending in 2022 increased.

Companies with the longest CDP tenure reported the largest increases in spend across the board, specifically in advertising and e-commerce. This is a clear indication that, as companies grow in maturity with a CDP, they improve in their ability to predict spending.

On the other hand, companies without a CDP saw very limited increases in any budget items across the board, except for talent.

For Companies With a CDP, Nearly Every Marketing Budget Item Saw an Increase This Year, Led By:

55%	**52%**	**52%**	**50%**
E-Commerce	Advertising	Talent	Social Media

SEO Spend Increases Showed a Stark Difference

> 4 yrs. **42%**

of Companies Increased Their SEO Spend

No CDP **15%**

of Companies Increased for SEO,
Their Lowest Investment of 2022

Where Marketing Spend Increased in 2022

Legend:
- No CDP
- < 1 yr.
- 1-3 yrs.
- > 4 yrs.

Category	No CDP	< 1 yr.	1-3 yrs.	> 4 yrs.
Advertising	32%	50%	52%	60%
Paid Search	26%	37%	48%	47%
SEO	18%	38%	44%	48%
Content Creation	33%	50%	52%	57%
Social Media (Non-paid)	39%	48%	49%	58%
Marketing Technology	28%	39%	41%	46%
Website & UI	38%	48%	52%	55%
Email	29%	44%	45%	46%
E-commerce	33%	53%	58%	61%
Events & Webinars	35%	42%	42%	48%
Talent & People	50%	51%	50%	58%
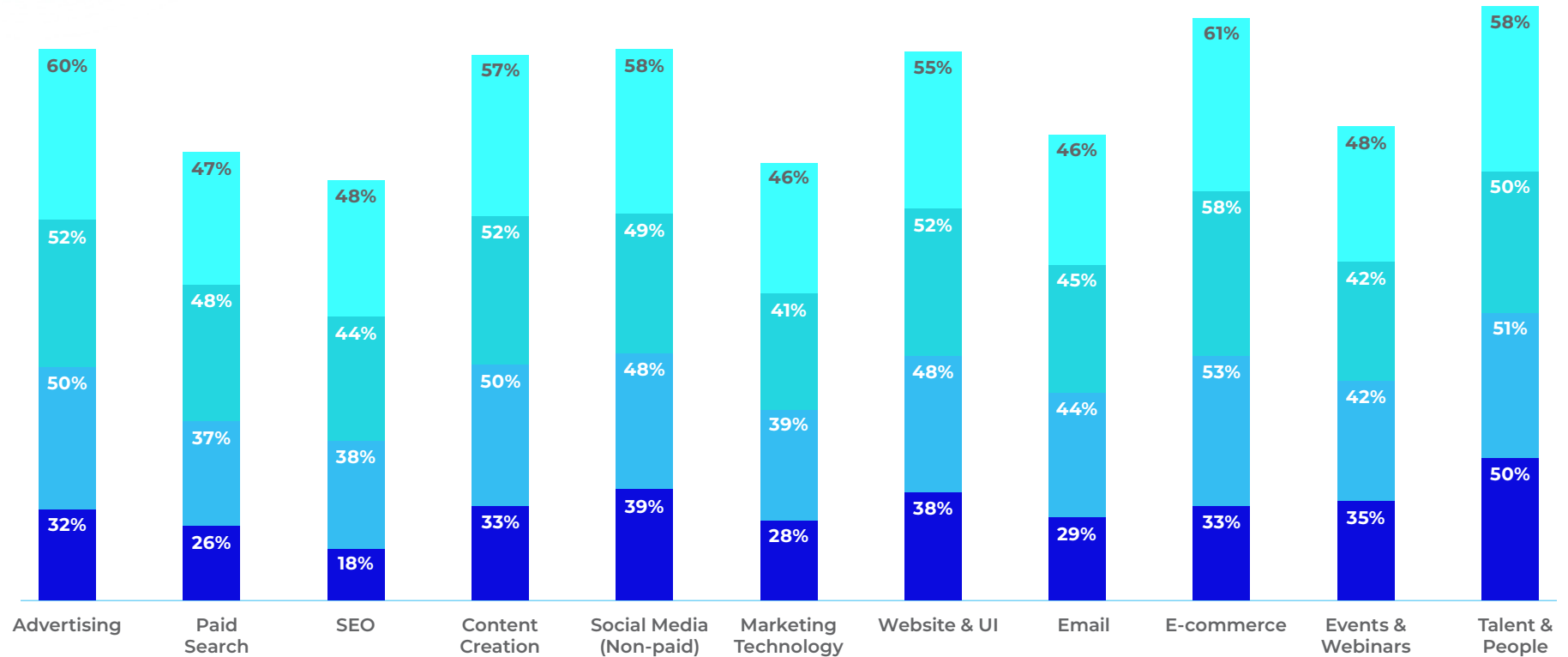
2023 Spending Projections

Despite the uncertain economic environment, CDP users expect their marketing budgets to grow in 2023 by a greater amount than companies without a CDP.

On the other hand, when it comes to expected decreases to budgets, the most experienced CDP users were twice as likely to report no expected decreases as organizations newest to a CDP, again showing that the value of CDPs grows exponentially year over year.

The largest companies expected marketing budgets to remain the same by a three-to-two margin over the smallest ones.

Expected Marketing Budget Increases in 2023

No CDP	49%
< 1 yr	73%
1-3 yrs.	74%
> 4yrs.	81%

Expected Marketing Budget Decreases in 2023

No CDP	< 1 yr.	1-3 yrs.	> 4 yrs.
18%	14%	11%	7%

Comparing CDP Users Versus Non CDP Users

	> 4 yrs.	No CDP
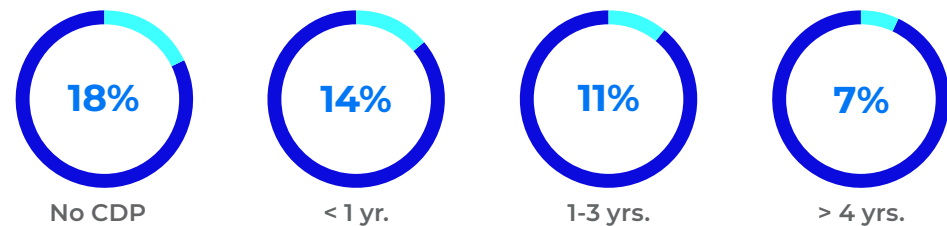
Increase in SEO Spend

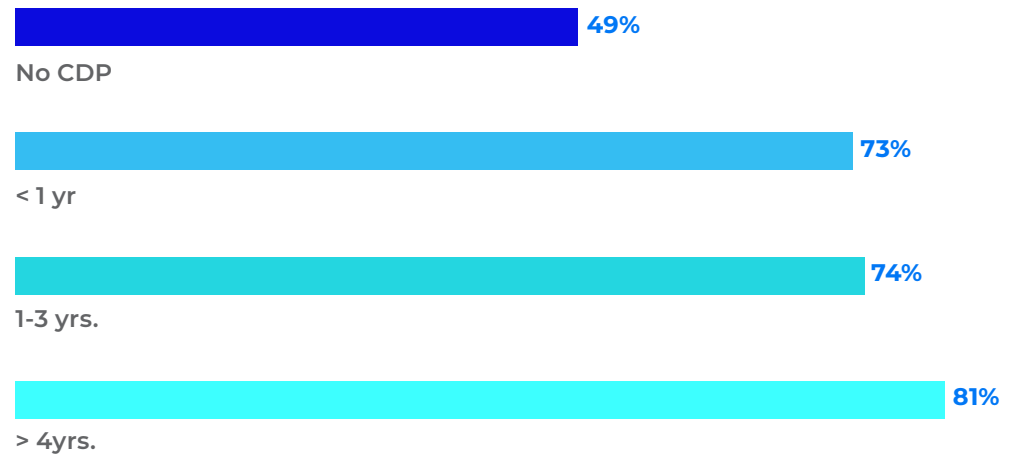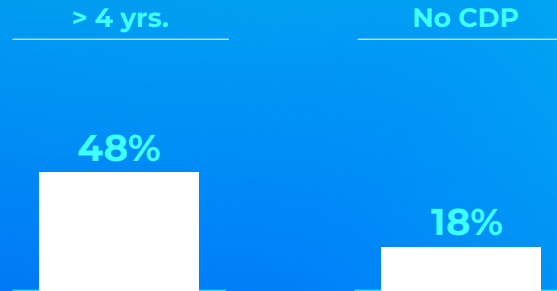48% of companies with four years or more of CDP usage increased their SEO spend, whereas only 18% of companies without a CDP increased for SEO, their lowest investment of 2022.

48%

18%

Increase in Marketing Spend

For 2023 spending, 81% of companies who have had a CDP for four years or more expect to increase their marketing budgets, compared to just 49% of those without a CDP.

81%

49%

Decrease in Marketing Spend

On the other side of that coin, for 2023, only 7% of companies with four years of CDP experience anticipate marketing budget cuts, compared with 18% of companies without a CDP.

7%

18%

Peeling Back the (Data) Layers of CDP Adoption and Ownership

As covered extensively in our recent eBook, "The Organization of the Future," the overall success of the investment relies on how an organization adopts, onboards, and determines ownership of the CDP.

Our 2023 State of the CDP survey revealed some powerful insights into which companies are the most likely to have a CDP, as well as how they're structuring their CDP teams.

Half of the most experienced CDP users are in the B2B2C category. Tech companies, manufacturing firms, and financial services businesses are the most likely to have used a CDP for three years or more.

When asked the main reason they adopted a CDP, almost half (44%) listed digital transformation initiatives, followed by economic impact on customer behaviors and pandemic-inflicted disruption.

Factors Driving CDP Adoption

01
Digital Transformation

02
Pandemic-Inflicted Disruption

03
Economic Impact on Customer Behaviors

Selection Criteria for Choosing a CDP Vendor

Organizations choose CDP partners for many reasons. Of the 10 choices provided, seven decision making factors were noted by at least 25% of companies.

The most prevalent selection criteria for choosing a CDP vendor was "ease of use," followed by "customer service and support." This is likely due to the complexity associated with CDPs. However, the breakdown between selection criteria has evened out across the available options for organizations new to CDPs. Early adopters relied more heavily on ease of use and customer support, and as the market has matured, these have lessened in importance.

The most experienced adopters said they value a long-standing history of successful implementations by a better than three-to-two margin over those with the least experience. They also put more emphasis on a vendor's experience with recognized companies, compliance capabilities, trust

and real-time data transfer support. This indicates that as familiarity with their CDP grows users look to their vendor for a broader range of services.

The largest enterprises (more than $5 billion in revenue) value customer service and support and have a single view of the customer to a greater degree than small ones (less than $200 million). This isn't surprising, given that large companies are more likely to be challenged to harmonize a large number of customer records.

CDP Vendor Selection Factors

Longstanding History of Successful Implementations: 28% / 31% / 44%

Global Locations & Team Members: 28% / 29% / 34%

Ease Of Use: 44% / 49% / 54%

Customer Service & Support: 34% / 42% / 40%

Vast Marketplace of Integrations: 27% / 29% / 28%

Already Working With Recognized Companies: 18% / 25% / 29%

Able to Meet Our Needs for Real-Time Data Transfer: 28% / 38% / 40%

Compliance With the Latest Privacy & Security Regulatory Requirements: 24% / 33% / 42%

Single View of the Customer: 24% / 33% / 42%

Trust in Our CDP Partner: 13% / 19% / 29%

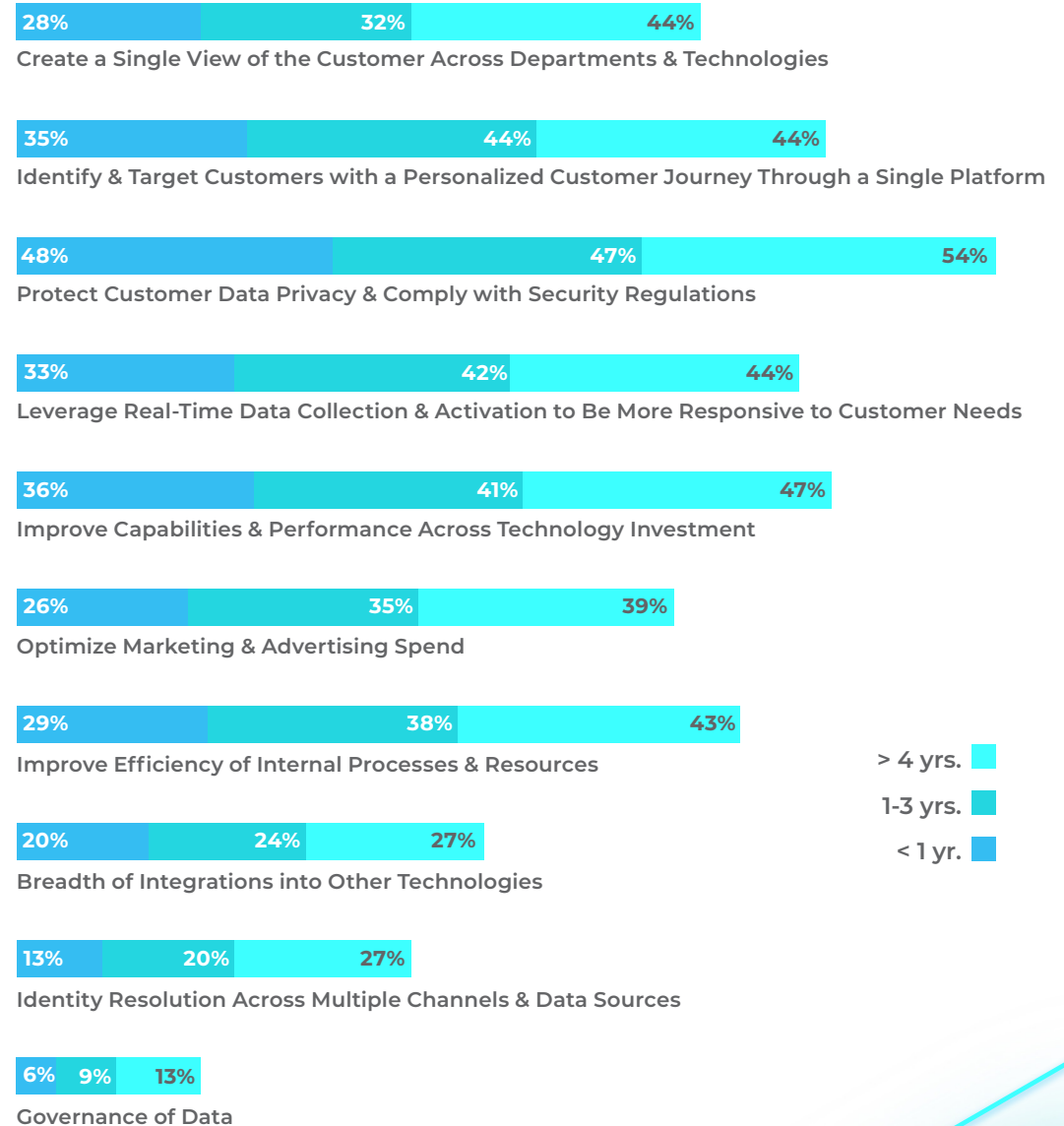Legend: < 1 yr. | 1-3 yrs. | > 4 yrs.

Most Valuable CDP Features

CDPs have value across the board, and there is a notable evolution from what is driving CDP adoption (ease of use) to what makes a CDP successful.

Of the 10 capabilities respondents were asked to rate as impactful to CDP success, seven were noted by at least one-third of respondents. Nearly every CDP capability was rated as more valuable by experienced users than by less-experienced ones, another indication that companies unlock greater CDP value over time.

The largest companies value targeting and personalization at nearly twice the rate of the smallest ones.

Most Valuable CDP Features

28%	32%	44%

Create a Single View of the Customer Across Departments & Technologies

35%	44%	44%

Identify & Target Customers with a Personalized Customer Journey Through a Single Platform

48%	47%	54%

Protect Customer Data Privacy & Comply with Security Regulations

33%	42%	44%

Leverage Real-Time Data Collection & Activation to Be More Responsive to Customer Needs

36%	41%	47%

Improve Capabilities & Performance Across Technology Investment

26%	35%	39%

Optimize Marketing & Advertising Spend

29%	38%	43%

Improve Efficiency of Internal Processes & Resources

20%	24%	27%

Breadth of Integrations into Other Technologies

13%	20%	27%

Identity Resolution Across Multiple Channels & Data Sources

6%	9%	13%

Governance of Data

> 4 yrs.
1-3 yrs.
< 1 yr.

Success Criteria for Operating a CDP

Data analysis was ranked the most important skill for CDP success, with marketing strategy and data modeling a distant second and third.

Only 7% of respondents said channel expertise was a critical skillset for operating a CDP, which indicates that a CDP is a strategic tool that helps make those jobs easier, not harder.

Also, only 9% of all CDP users listed coding and development as critical, which correlates with the fact that ease of use and customer service were primary selection criteria for CDP vendors. A CDP is a robust tool, but does not require its users to be hardcore IT developers.

Most Critical Skillset for Successfully Operating a CDP

01 Data Analysis

02 Marketing Strategy

03 Data Modeling

04 System Integration

05 Coding & Development
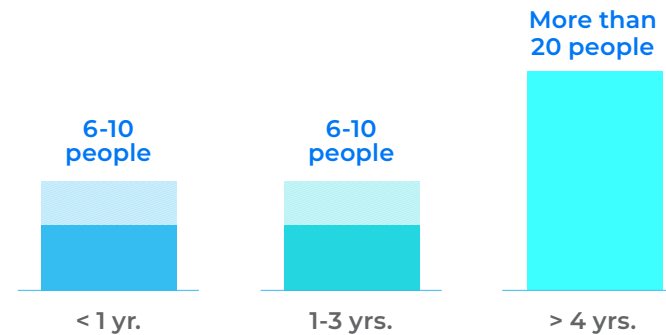
06 Channel Expertise

Which Department "Owns" the CDP

The IT organization has primary CDP responsibility at 57% of organizations, followed by marketing at 22% and data and analytics at 20%. This is consistent with Tealium's [Organization of the Future](#) research, which found that the most effective businesses treat a CDP as a shared resource.

The Average Size of the Team Managing the CDP

2%
1-2 People

17%
3-5 People

36%
6-10 People

24%
11-20 People

22%
20 Or More People
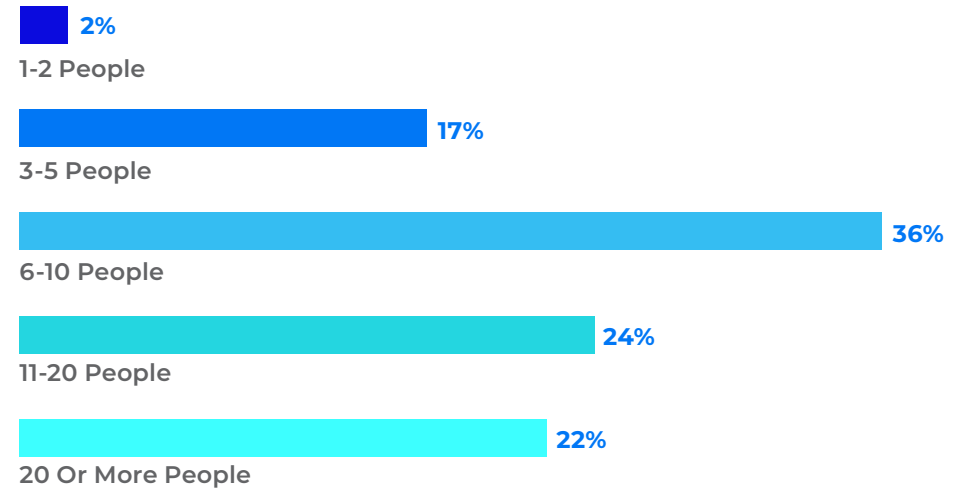
Average CDP Team Sizes Jumps Significantly After the 4 Year Mark

More than 20 people

6-10 people

6-10 people

< 1 yr.   1-3 yrs.   > 4 yrs.

Comparing CDP Users Versus Non CDP Users

For companies that haven't yet adopted a CDP, **the primary reason by a large margin was having not yet allocated the budget toward a CDP.** Next in line were having not identified the use cases for a CDP (13%) and using other technology to manage data (13%).

Given the discrepancy in how successful and stable companies who have a CDP are doing versus those without, there is reason to argue that **a CDP is a valuable investment that will bring quick ROI and greater growth in both good times and bad.**

CDP Results

The results that organizations experience through their CDP offer outstanding news for companies that have already onboarded the platform, and hope for those that are still considering it. Broadly speaking, the survey revealed that organizations who have adopted CDPs are extremely satisfied with the cutting-edge technology. And that success increases exponentially year over year.
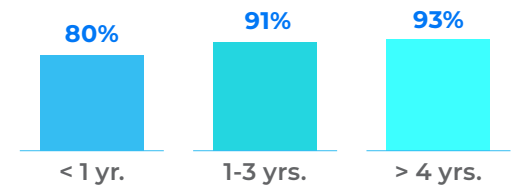
The most experienced CDP users rated themselves as "very satisfied" by a two-to-one margin over the least experienced, showing how growth in satisfaction increases as usage continues. **Only 3% said they were dissatisfied with their investment**.

Among the largest companies (greater than $5 billion in revenue), 94% rated themselves as very satisfied or satisfied, which could indicate that organizations with more budget to invest in the platforms were more easily able to find success.

This doesn't mean that organizations without the same flexibility in budget should resist a CDP, but rather feel optimistic that these early adopters have proven the CDPs value, taking on the initial risk with a new technology.

3%

Dissatisfied

94%

Very Satisfied or Satisfied
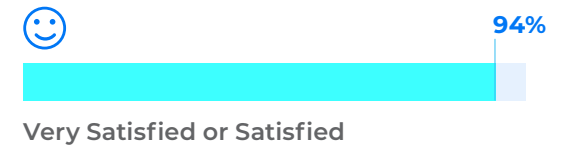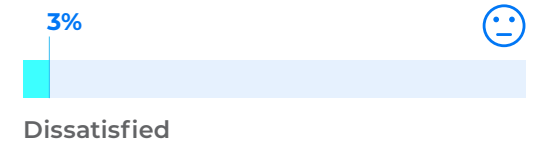
Stated Satisfaction with CDP Investment

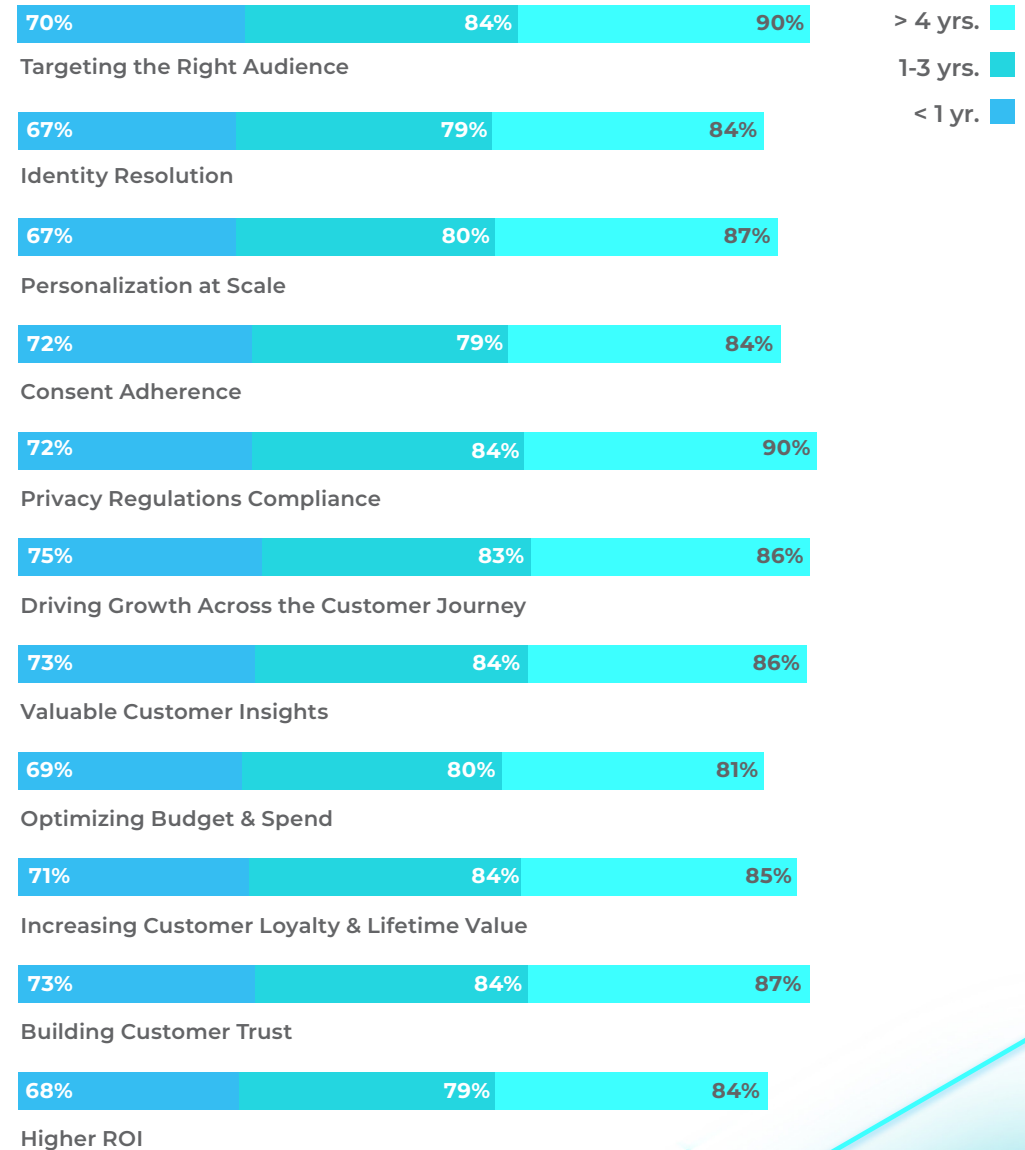| < 1 yr.	1-3 yrs.	> 4 yrs.
80%	**91%**	**93%**

The Results Achieved With a CDP

The CDP is delivering along every dimension.

At least three-quarters rated themselves as satisfied or very satisfied on each of the 11 suggested objectives. Continuing the trend, the most experienced users expressed higher satisfaction across the board than the least experienced ones.

Satisfied or Very Satisfied with CDPs Ability to Deliver On Objectives

Legend: > 4 yrs. | 1-3 yrs. | < 1 yr.

Targeting the Right Audience
70% | 84% | 90%

Identity Resolution
67% | 79% | 84%

Personalization at Scale
67% | 80% | 87%

Consent Adherence
72% | 79% | 84%

Privacy Regulations Compliance
72% | 84% | 90%

Driving Growth Across the Customer Journey
75% | 83% | 86%

Valuable Customer Insights
73% | 84% | 86%

Optimizing Budget & Spend
69% | 80% | 81%

Increasing Customer Loyalty & Lifetime Value
71% | 84% | 85%

Building Customer Trust
73% | 84% | 87%

Higher ROI
68% | 79% | 84%

What Success With a CDP Looks Like

Diving more deeply into the details of the success a CDP can bring to an organization, better data quality and improved customer experience topped the list. Given the state of today's digital world, where regulations are being passed worldwide to manage the way data is collected and used, as well as customers' growing expectations for a positive experience based on the use of that data, the results elude to ongoing and incremental success that can be built upon through a CDP as time goes by. The investment will only continue to reap benefits.
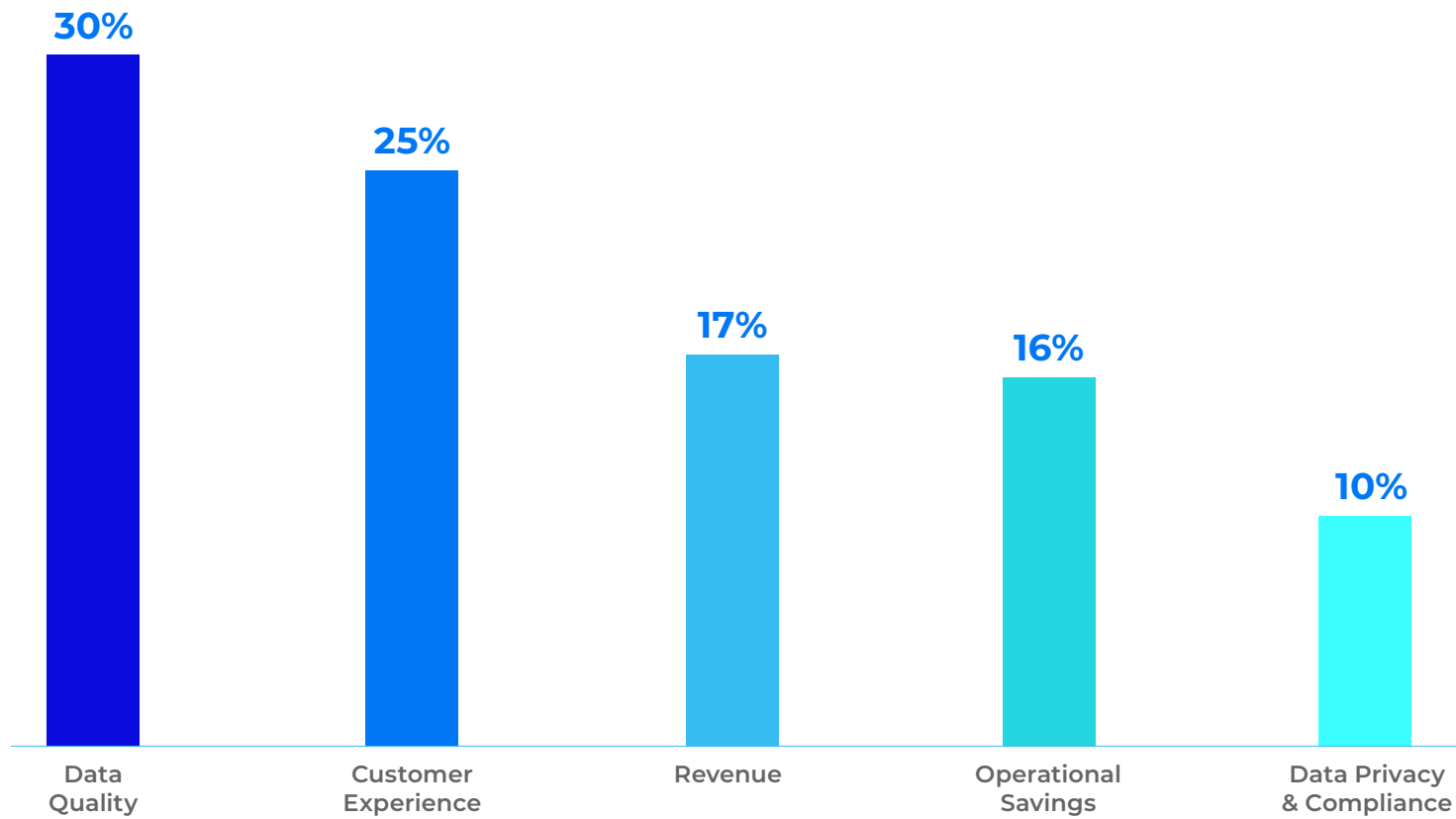
When asked to choose a single metric with which to measure the ROI/success of their CDP, data quality and customer experience improvement received the highest number of mentions.

Ultimately, success of a CDP is not contingent on one single value point, but spread across them all, proving that a CDP impacts the organization in numerous ways.

And perhaps the best news of all is that the well documented adage that CDPs pay for themselves quickly continues to hold true as the years go by.

The Top Ranked Indicators of Success and ROI of a CDP

Bar chart showing:
- Data Quality: 30%
- Customer Experience: 25%
- Revenue: 17%
- Operational Savings: 16%
- Data Privacy & Compliance: 10%

Time to Value and ROI

CDPs deliver value and return on the investment quickly, which should comfort companies who have invested already and those who are considering an investment.

Three-quarters of respondents realized value in their CDP in less than one year and 89% within the first 18 months. Just 10% said ROI took more than 18 months to realize.
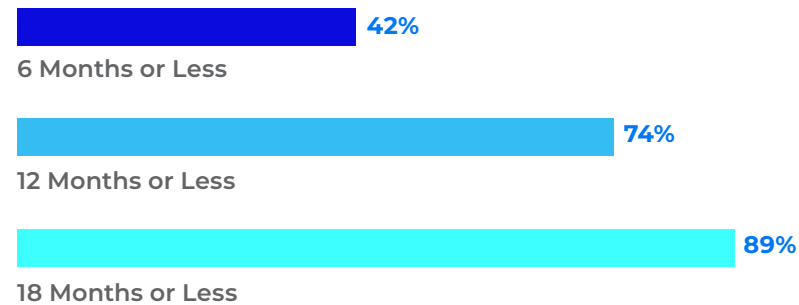
2% Only 2% of respondents said they hadn't yet seen ROI because it is too new.

0% Zero percent of respondents said they hadn't yet seen ROI because it wasn't working.

How Long Did It Take To See ROI From Your Company's CDP Once It Was Implemented?

42%
6 Months or Less

74%
12 Months or Less

89%
18 Months or Less

Selecting Top CDP Use Cases

Selecting the right use cases for your CDP is the first step in every successful onboarding and continued value. Every organization will have their own unique blend of needs, tools, and available skills and resources that will determine the right use cases to select. But there are some general trends to provide context as you evaluate your own customer data strategy.

It's more important than ever to make sure customers are happy and creating experiences that open up new upsell opportunities and brand loyalty.

Companies are more focused than ever before on privacy and regulatory compliance.

Breaches can result in hefty fines, loss of customer trust, and loss of revenue. It's no surprise that, in today's hyper competitive world and unstable economies, marketing has to still grow and increase revenue, and customer acquisition remains a top driver for CDP users.

Personalization at scale allows companies to create relevant experiences across channels and properties that customers have come to expect with every interaction.

CDPs help companies understand customer profiles and create audience segments where they can then optimize their marketing spend to generate new and expanded revenue streams.

Top 5 CDP Use Cases

01 **Customer Retention**

02 **Privacy & Regulatory Compliance**

03 **Customer Acquisition**

04 **Personalization at Scale**

05 **Audience Segmentation**

CDPs Are the Silver Lining All Businesses Need

The fourth edition of our State of the CDP has revealed that companies which have already onboarded a CDP are outperforming companies that have not, in a time when all organizations are bracing for struggles. There is a line in the sand dividing the organizations that are stable and growing from those that face struggles and insecurities due to inflation, supply chain disturbances, and economic recessions. And that line is the Customer Data Platform.

Those organizations who have already invested in a Customer Data Platform are increasing their budgets, confident in their stability and agility, and meeting customer expectations. While those who have not invested in a CDP, the data shows, are making decisions focused on cutting budgets and retaining customers, or in other words, survival mode.

The need to better manage customer data grows every year. Today's top-tier organizations use a mix of zero, first, second, and third party data sources to create detailed profiles of their customers. This data is then applied to personalized interactions and optimized customer experiences. And data analysis is now as critical to success in marketing as it is in finance and strategic business planning.

Customer Data Platforms are being leveraged across all departments of the organization, powering stability and growth. This is a welcome silver lining for organizations who have onboarded a CDP, and an encouragement and validation for organizations considering the investment.

Methodology

- Tealium surveyed 1,200 online professionals between October 4, 2022 and October 25, 2022.

- The study targeted 18+ years old professionals in the US, UK, France, Spain, Germany, UAE, Japan, Singapore, Australia, and New Zealand with annual company revenue of $100+ million and above.

- Both B2B and B2C companies were able to enter, as well as respondents in IT, Operations, Marketing, and Data/Analytics departments.

- The margin of error for this study at a 95% confidence level is 3%.

This report was published by

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Tealium connects customer data across web, mobile, offline and IoT so businesses can better connect with their customers. Tealium's turnkey integration ecosystem supports more than 1,300 built-in connections, empowering brands to create a complete, real-time customer data infrastructure. Tealium's solutions include a customer data platform with machine learning, tag management, an API hub and data management solutions that make customer data more valuable, actionable, privacy-compliant and secure. More than 850 leading businesses throughout the world trust Tealium to power their customer data strategies.

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