

Now Tech: Customer Analytics Technologies, Q1 2020

Forrester's Overview Of 33 Customer Analytics Providers

by Brandon Purcell

March 25, 2020

Why Read This Report

You can use customer analytics technologies to increase customer lifetime value (CLV), drive loyalty, and improve the customer experience (CX). But to realize these benefits, you'll first have to select from a diverse set of vendors that vary by size, functionality, geography, and vertical market focus. Customer insights (CI) professionals should use this report to understand the value they can expect from a customer analytics provider and to select one based on size and functionality.

Key Takeaways

Improve Customer Insights With Customer Analytics Technology

Customer analytics technologies refine big customer data into insights that help brands win, serve, and retain customers.

Select Vendors Based On Size And Functionality

While customer analytics technologies are not new, there is still considerable heterogeneity in the market, with functional segments focused on different parts of the insights lifecycle and tailored for different types of users.

It Takes Different Strokes To Move The World!

Companies may invest in multiple customer analytics technologies to satisfy different use cases and meet different users' capabilities.

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Improve Customer Insights With Customer Analytics Technologies

Remember the failed promise of “big data”? That once-ubiquitous buzzword ultimately went the way of the Dodo bird, because raw data in and of itself is not particularly useful. To succeed in the age of the customer, companies must refine all that data into insights. In particular, customer analytics technologies extract the value in customer data by turning it into meaningful insights that allow companies to understand their customers, anticipate their needs, and deliver contextually relevant experiences at scale. Forrester defines customer analytics technologies as:

The tools, solutions, and platforms companies use to transform data into customer-focused actions that win, serve, and retain customers.

Forrester sees significant value creation from investment in customer analytics. In particular, companies that invest in customer analytics technologies:

- › **Increase CLV by optimizing customer interactions.** Many CI pros use customer analytics to calculate CLV and dictate how they acquire, nurture, and retain their most valuable customers.¹ These technologies' look-alike targeting and response propensity capabilities allow firms to identify high-value prospects and deliver the right message at the right time.
- › **Drive loyalty and retention with individualized customer understanding.** Customer analytics also enables companies to better serve and retain existing customers. Techniques such as churn modeling (to identify customers at risk of attrition) and next-best-action analysis (based on a customer's past interactions) help firms deepen existing relationships.²
- › **Improve CX by eliminating pain points.** CI pros also furnish insights for CX, operations, and product teams to constantly improve the customer experience. Customer analytics technologies offer techniques like journey analytics and text analytics, which enable organizations to track and listen to customers and identify and fix CX issues as they arise.

Select Vendors Based On Size And Functionality

We've based our analysis of the customer analytics technologies market on two factors: market presence and functionality.

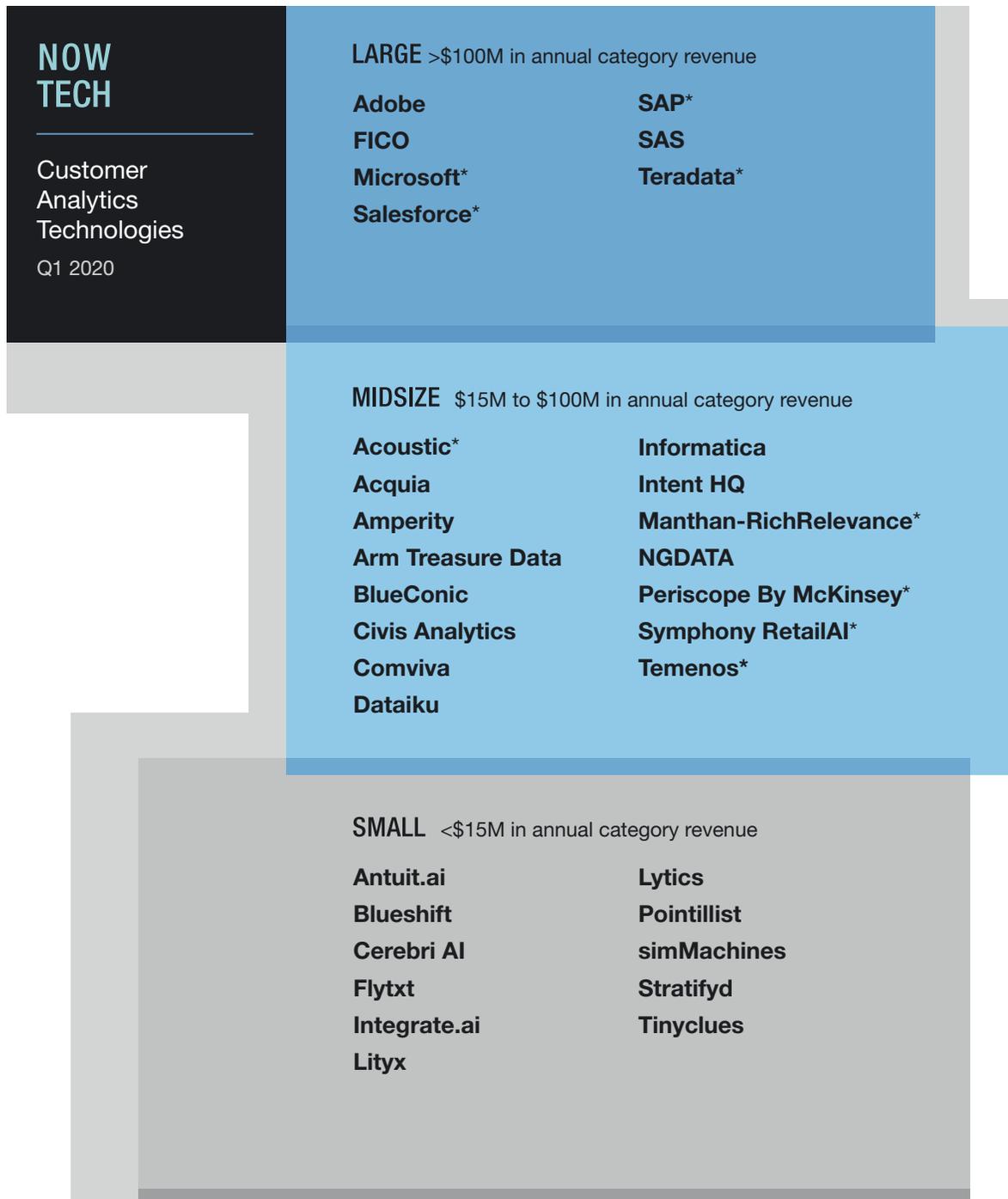
Customer Analytics Technologies Market Presence Segments

We segmented the vendors in this market into three categories, based on annual customer analytics technology revenue: large established players (more than \$100 million in customer analytics revenue); midsize players (\$15 million to \$100 million in revenue); and smaller players (less than \$15 million in revenue) (see Figure 1). We did not include vendors that we estimated to have less than \$1 million in revenue.

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FIGURE 1 Now Tech Market Presence Segments: Customer Analytics Technologies, Q1 2020



*Forrester estimate

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Customer Analytics Functionality Segments

To explore functionality at a deeper level, we broke the customer analytics technology market into three segments, each with varying capabilities (see Figure 2):

- › **Customer-analytics-focused CDPs help relieve your customer data drama.** In our 2018 report, customer data platforms (CDPs) were an entirely new category, but today over 100 vendors claim to be CDPs and heterogeneity abounds.³ One group of CDPs is differentiating by overlaying customer analytics functionality on their core CDM capabilities.⁴ Some CDPs are acquiring these capabilities (e.g., Amperity, which acquired Custora in 2019), while others (e.g., Lytics) have always offered customer analytics. Brands that want to leapfrog competitors with customer analytics should consider customer-analytics-focused CDPs.
- › **Customer analytics solutions deliver insights directly to business users.** Not every company is lucky enough to have a team of data scientists dedicated to customer analytics. Customer analytics solutions democratize advanced customer analytics with a do-it-for-me approach, employing automated machine learning to generate insights like propensity scores and customer segments for nontechnical users. Many of these solutions also offer anomaly detection to alert users to significant changes in customer behavior. While these solutions shine in prepackaged analyses, many lack the ability to create bespoke models.
- › **Customer analytics toolkits are erector sets for building custom analyses.** Customer analytics toolkits, which offer a broad range of data preparation, modeling, and evaluation capabilities, used to be the only game in town for customer analytics. Toolkits are still indispensable to many organizations with data scientists and advanced business analysts who wish to build custom models for customer analytics and other use cases. And many of them are embracing the movement toward data science democratization by offering automated machine learning capabilities, accelerating the model-building process.

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FIGURE 2 Now Tech Functionality Segments: Customer Analytics Technologies, Q1 2020



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Align Individual Vendor Solutions To Your Organization's Needs

The following tables provide an overview of vendors with details on functionality category, geography, and vertical market focus (see Figure 3, see Figure 4, and see Figure 5).

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FIGURE 3 Now Tech Large Vendors: Customer Analytics Technologies, Q1 2020**LARGE** >\$100M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (top three by revenue %)	Sample customers
Adobe	Customer analytics solution; customer analytics toolkit	NA 60%; LATAM 1%; EMEA 30%; AP 9%	Media, entertainment, and leisure; manufacturing; retail and wholesale	Hewlett Packard Enterprise; Holland America; Home Depot; NASCAR; Sprint
FICO	Customer analytics solution; customer analytics toolkit	NA 69%; LATAM 6%; EMEA 17%; AP 8%	Banking, finance, and insurance; healthcare and pharmaceuticals; utilities and communication	American Airlines; Canadian Tire; KeyBank; Shop Direct; Worldpay/FIS
Microsoft	Customer analytics solution; customer analytics toolkit	NA 45%; LATAM 5%; EMEA 35%; AP 15%*	Banking, finance, and insurance; utilities and communication; retail and wholesale*	American Electric Power; Gruppo Campari; Marston's; Tivoli; UNICEF
Salesforce	Customer analytics solution; customer analytics toolkit	NA 56%; LATAM 4%; EMEA 31%; AP 9%*	Banking, finance, and insurance; business services; utilities and communication*	Autodesk; Pearson; Telstra
SAP	Customer analytics solution; customer analytics toolkit	NA 30%; LATAM 15%; EMEA 43%; AP 12%	Retail and wholesale; manufacturing; utilities and communication*	Bentley Systems; Georgia-Pacific; GrupoQ El Salvador; Luxottica Group; SPAR Management
SAS	Customer analytics solution; customer analytics toolkit	NA 35%; LATAM 10%; EMEA 45%; AP 10%	Banking, finance, and insurance, utilities and communication; healthcare and pharmaceuticals	Chubb; Conrad Electronics; EDP España; Los Angeles Kings; Rogers Communications
Teradata	Customer analytics solution; customer analytics toolkit	NA 43%; LATAM 6%; EMEA 45%; AP 6%	Banking, finance, and insurance; retail and wholesale; utilities and communication	Cigna; HSBC; Larry H. Miller Sports & Entertainment; Standard Bank; Verizon Wireless

*The vendor did not provide information for this cell; this is Forrester's estimate.

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FIGURE 4 Now Tech Midsize Vendors: Customer Analytics Technologies, Q1 2020**MIDSIZE** \$15M to \$100M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (top three by revenue %)	Sample customers
Acoustic	Customer analytics solution; customer analytics toolkit	NA 75%; LATAM 4%; EMEA 15%; AP 6%	Retail and wholesale; banking, finance, and insurance; media, entertainment, and leisure	PayPal; Roots; Shubert Ticketing; Sprint
Acquia	Customer-analytics-focused CDP	NA 85%; EMEA 15%	Retail and wholesale; manufacturing; media, entertainment, and leisure	Georgia-Pacific; Harper Collins; lululemon athletica; TravelZoo; TUMI
Amperity	Customer-analytics-focused CDP	NA 97%; EMEA 2%; AP 1%	Retail; travel and hospitality; financial services	Crocs; e.l.f. Cosmetics; J.Crew; Kendra Scott; Lucky Brand
Arm Treasure Data	Customer-analytics-focused CDP	NA 30%; LATAM 5%; EMEA 5%; AP 60%*	Communication, media, and entertainment; retail and eCommerce; consumer goods	Muji; Subaru; Wish
BlueConic	Customer-analytics-focused CDP	NA 65%; EMEA 35%	Media, entertainment, and leisure; retail and wholesale; banking, finance, and insurance	Goba Sports; Planet Blue; WEHCO Media
Civis Analytics	Customer analytics toolkit	NA 98%; EMEA 2%	Public sector; retail and wholesale; media, entertainment, and leisure	Discovery; Human Rights Campaign; McDonald's
Comviva	Customer analytics solution	LATAM 8%; EMEA 40%; AP 52%	Utilities and communication; banking, finance, and insurance	Vendor did not disclose

*The vendor did not provide information for this cell; this is Forrester's estimate.

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FIGURE 4 Now Tech Midsize Vendors: Customer Analytics Technologies, Q1 2020 (Cont.)**MIDSIZE** \$15M to \$100M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (top three by revenue %)	Sample customers
Dataiku	Customer analytics toolkit	NA 45%; LATAM 1%; EMEA 50%; AP 4%	Banking, finance, and insurance; retail and wholesale; public sector	BNP Paribas; General Electric; Premera Blue Cross; Sephora; Unilever
Informatica	Customer-analytics-focused CDP	NA 100%	Banking, finance, and insurance; manufacturing; business services	Vendor did not disclose
Intent HQ	Customer analytics solution	NA 55%; LATAM 5%; EMEA 40%	Utilities and communication	Cable Bahamas; Telefónica O2
Manthan-Rich-Relevance	Customer analytics solution; customer analytics toolkit	NA 50%; LATAM 5%; EMEA 20%; AP 25%	Retail and wholesale; food and beverage	Alghanim Industries; Big Y Foods; Chedraui; Domino's; Visionworks
NGDATA	Customer-analytics-focused CDP	NA 20%; EMEA 50%; AP 30%	Banking, finance, and insurance; media, entertainment, and leisure; utilities and communication	Belfius; Standard Chartered Bank (Singapore); Telenet
Periscope By McKinsey	Customer analytics solution; customer analytics toolkit	NA 65%; LATAM 10%; EMEA 20%; AP 5%	Retail and wholesale; utilities and communication; banking, finance, and insurance	Vendor did not disclose
Symphony RetailAI	Customer analytics solution	NA 40%; LATAM 10%; EMEA 40%; AP 10%	Retail and wholesale; manufacturing	Albertsons; Giant Eagle; Topco Associates
Temenos	Customer analytics solution	NA 25%; LATAM 10%; EMEA 40%; AP 25%	Banking, finance, and insurance	Al Khaliji Commercial Bank; BlueShore Financial; Egyptian National Post Organization; Vancity

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FIGURE 5 Now Tech Small Vendors: Customer Analytics Technologies, Q1 2020**SMALL** <\$15M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (top three by revenue %)	Sample customers
Antuit.ai	Customer analytics solution	NA 100%	Retail and wholesale; business services	Panera Bread; Sobey's; Thomson Reuters
Blueshift	Customer-analytics-focused CDP	NA 65%; LATAM 1%; EMEA 32%; AP 2%	Banking, finance, and insurance; media, entertainment, and leisure; retail and wholesale	Discovery; LendingTree; LiveNation; Udacity
Cerebri AI	Customer analytics solution	NA 85%; EMEA 15%	Financial services; automotive; telecom and media	Bank of Canada; Ford UK; Scotiabank
Flytxt	Customer analytics solution	LATAM 11%; EMEA 66%; AP 23%	Communication; banking	América Móvil; MTN; Safaricom; Viettel; Vodafone
Integrate.ai	Customer analytics solution	NA 100%	Retail and wholesale; media, entertainment, and leisure; utilities and communication	Kanetix Insurance; Telus Communications; WestJet
Lityx	Customer analytics toolkit	NA 100%	Nonprofit and higher education; business services; retail and wholesale	AARP; Concord Direct; Motley Fool; One&All; Starkey Hearing Technologies
Lytics	Customer-analytics-focused CDP	NA 85%; EMEA 7%; AP 8%	Consumer packaged goods; media, entertainment, and leisure; manufacturing	Ancestry.com; The Economist; General Mills; Nestlé Purina; Yamaha
Pointillist	Customer analytics solution	NA 75%; EMEA 10%; AP 15%	Utilities and communication; banking, finance, and insurance; business services	Canadian Red Cross; Celcom Axiata; Comcast

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FIGURE 5 Now Tech Small Vendors: Customer Analytics Technologies, Q1 2020 (Cont.)**SMALL** <\$15M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (top three by revenue %)	Sample customers
simMachines	Customer analytics toolkit	NA 80%; LATAM 6%; EMEA 7%; AP 7%	Business services; banking, finance, and insurance; retail and wholesale	American Express; Citigroup; Dentsu; IPG Acxiom; Starbucks
Stratifyd	Customer analytics solution	NA 70%; EMEA 30%*	Financial services; pharmaceuticals; business services	Ally Financial; Contact Energy; Eli Lilly
Tinyclues	Customer analytics solution	NA 15%; EMEA 85%	Retail and wholesale; travel and hospitality; media, entertainment, and leisure	Accor; Air France; Galeries Lafayette; Kenzo; Samsung

*The vendor did not provide information for this cell; this is Forrester's estimate.

Recommendations**It Takes Different Strokes To Move The World!**

While all of the functional segments featured in this report offer customer analytics, they are geared toward different users and excel at different use cases. In other words, they're not mutually exclusive. For example, an enterprise may invest in a CDP to solve its customer data issues, a customer analytics toolkit for its analytics team, and a customer analytics solution to give marketers quick access to insights. Additionally, some technologies are a better fit for analytical laggards, while others empower leaders to continue to push the envelope.⁵ To select the right type(s) of customer analytics technology, CI pros should:

- › **Determine what roles will predominantly use the solution.** Each customer analytics technology functional segment is geared toward a specific type of user. CDPs and customer analytics solutions tend to have a marketer-friendly interface, while customer analytics toolkits favor business analysts and data scientists. Training on a new tool is always necessary, but make sure you don't buy your team a Lamborghini when they're just getting their learner's permit.

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- › **Identify and prioritize customer analytics use cases.** Select a solution that excels at the types of customer analytics techniques that are most important to your business. This will necessarily differ based on your internal business objectives and your vertical. For example, telcos are laser-focused on customer retention and should therefore consider customer analytics toolkits that will help them improve their existing churn models. Alternately, retail banks that are interested in expanding their customer relationships should consider customer analytics solutions, which excel at cross-sell and upsell analysis.
- › **Select a solution that meets you at your level of maturity.** The different functional segments featured in this report focus on different phases of the customer insights lifecycle — data, insights, and action — which in turn align with different levels of analytical maturity. In general, the more mature your organization is from an analytics perspective, the further along the analytics lifecycle you tend to concentrate your efforts. Firms struggling to unify customer data from disparate sources may prioritize CDPs, while companies struggling to bridge the insights-to-action gap may find utility in customer analytics solutions.

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Supplemental Material

Market Presence Methodology

We defined market presence in Figure 1 based revenue or estimated revenue for the vendors' customer analytics solution.

To complete our review, Forrester requested information from vendors. If vendors did not share this information with us, we made estimates based on available secondary information. We've marked companies with an asterisk if we estimated revenues or information related to geography or industries. Forrester fact-checked this report with vendors before publishing.

Endnotes

¹ See the Forrester report "[Make Customer Lifetime Value Your Polaris For Long-Term Growth.](#)"

² See the Forrester report "[Come Together \(Right Now\) To Deliver The Next Best Experience.](#)"

³ See the Forrester report "[Now Tech: Customer Analytics Technologies, Q1 2018.](#)"

⁴ See the Forrester report "[The Capabilities CDPs Need To Deliver Value For B2C Marketers.](#)"

CDM: customer data management.

⁵ Forrester found that 42% of companies are laggards, 28% are followers, and 30% are leaders. Source: Forrester/Burtch Works Q3 2019 Global State Of Customer Analytics Survey.

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