The Future of Customer Data:
AI, CDPs, and Real-Time Data

Customer data can be your greatest asset or biggest risk. See how leading companies use customer data solutions to drive better business performance.

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Delivering results in a demanding, data-focused era

Real-time customer data is increasingly vital to business performance according to the 2025 Future of Customer Data research. As Artificial Intelligence (AI) adoption increases and customers demand personalization and privacy, more organizations are moving toward real-time customer data management to hit business objectives and outperform competitors.

This year's study – the sixth year of this vendor-independent research – received detailed responses from 1,200 professionals globally. The response base includes B2B and B2C companies across various departments, industries, and countries worldwide.

In particular, to examine the role and performance of Customer Data Platforms (CDPs) in meeting business goals, respondents include users of more than a dozen different

CDPs and a group of non-CDP users for comparison. We analyze how strategies and benefits change over time by segmenting CDP users based on the maturity of their CDP implementation.

All respondents were broken out into one of three categories:

- New users with less than 1 year of using the CDP

- A mid-journey 1-3 year group

- Mature users with over 4 years of implementations

Among the top-line findings this year

1 Nearly 9 in 10 organizations state that real-time data is critical in meeting business objectives.

2 AI and Machine Learning (ML) have taken center stage; respondents ranked predictive analytics as the most important AI capability.

3 Companies using a CDP are significantly more likely to hit critical business objectives compared to those without a CDP.

Keep reading to explore the details of respondents' customer data management efforts, including current benchmarks and best practices to accelerate your Return on Investment (ROI) and maximize the value of your customer data.

Key findings

Customer data quality drives companies' ability to meet expectations, especially as companies leverage AI for sharper insights and customers look for personalized, real-time interactions – with trust earned through reliable data privacy methods.

Here are 10 key data points from the 2025 Future of Customer Data research.

88% of respondents say real-time data is important for achieving business goals

90% of CDP users are satisfied with their ability to create more relevant customer experiences

92% of CDP users report success in meeting business objectives, compared to 78% of non-CDP users

84% say a CDP makes AI tasks and projects easier

54% of CDP users cite real-time insights and predictive analytics as a top benefit of using AI together with a CDP

68% of all respondents increased investment in first-party data strategies last year

91% of CDP users are confident in handling changes to data privacy regulations, compared to 76% of non-CDP users

45% of CDP adopters report achieving ROI in the first three to six months, and 88% achieve ROI within 18 months

93% of CDP users say their CDP helps future-proof their business

43% rank customer retention as a top CDP use case

AI, real-time CX, and privacy: Adapting to market demands

AI/ML, customer experience (CX) expectations and behavior, and changing data privacy regulations are the key market forces disrupting organizations' data foundations.

Concurrently, the rapid adoption of Generative AI (GenAI) models, alongside surging demand for real-time, personalized customer interactions, are reshaping organizations.

The vital fuel for both AI and CX is clean, compliant data, updated and ready for use at the moment of collection.

This chapter examines how organizations report confronting these top-priority challenges today. In particular, the survey examines whether those with a CDP find greater success with data privacy compliance, real-time data management, and AI/ML support.

81%
are satisfied with their CDP's ability to support AI/ML projects

91%
of CDP users are confident their CDP helps with current data privacy compliance

84%
say their CDP makes it easier to deliver personalization at scale

91%
of CDP users feel prepared for new data privacy regulations, compared to 76% of non-CDP users

CDPs are commonly cited as critical AI enablers

AI and ML thrive on accurate, compliant, understandable, and available data. Conversely, inaccurate data can produce flawed outputs. As AI usage proliferates, the payoff for well-managed data will only increase.

On average, 72% of CDP respondents describe their CDPs as critical for AI/ML projects.

Among those using a CDP for 4+ years, this figure rises significantly to 83%.

Impact of CDPs in AL/ML projects

0-1 yr.
1-3 yrs.
4+ yrs.

Extremely critical or critical

Slightly critical or not critical at all
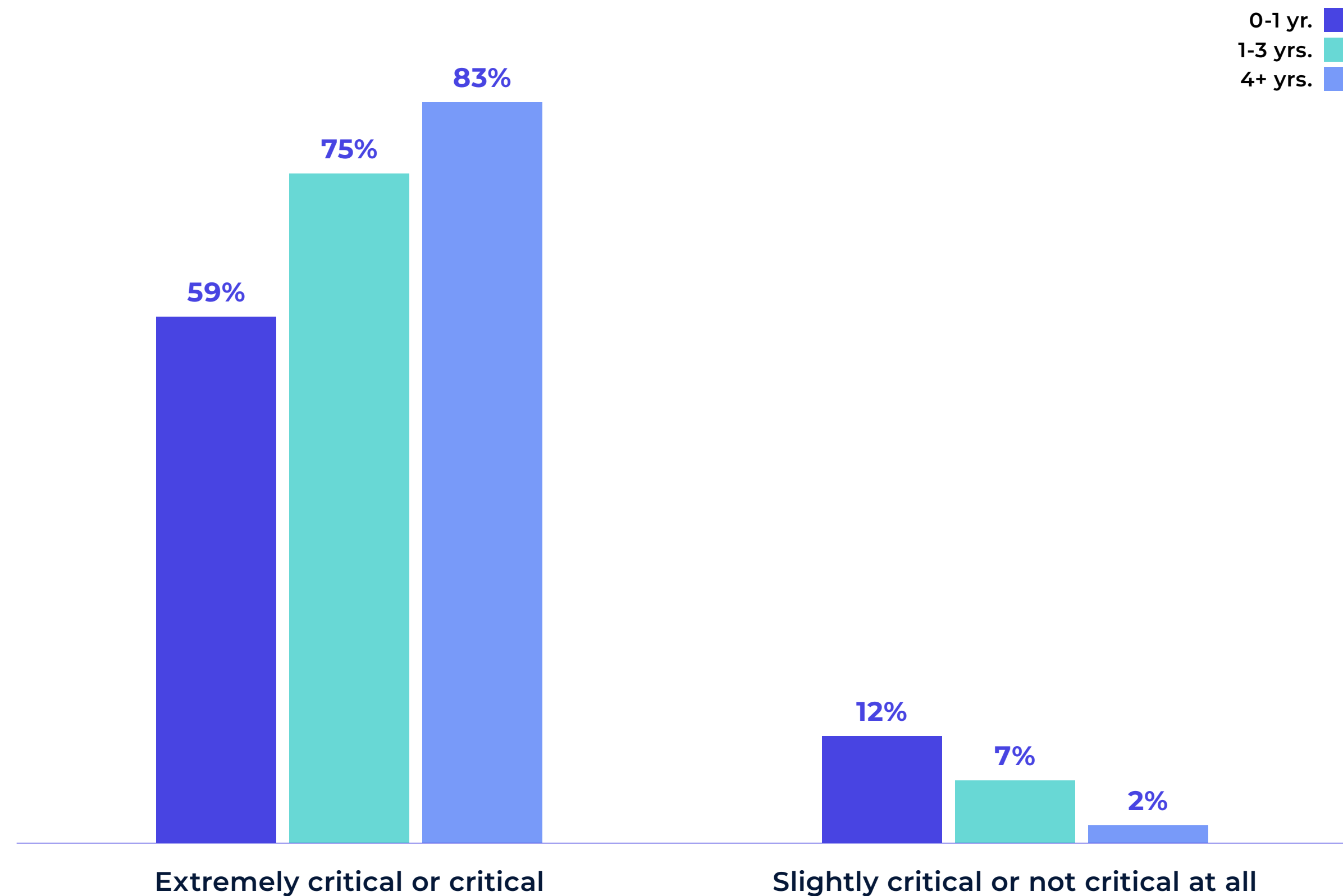
Top AI priorities

Respondents highlight predictive analytics, diagnosis/pattern recognition, and recommendation systems as the most important AI use cases. Over half of all respondents cited each of these three among their priorities.

Natural Language Processing (NLP) applications such as virtual assistants and speech recognition are lower priorities for new CDP implementations. However, for more mature implementations, the focus shifts towards using NLP for its simplification and automation benefits.
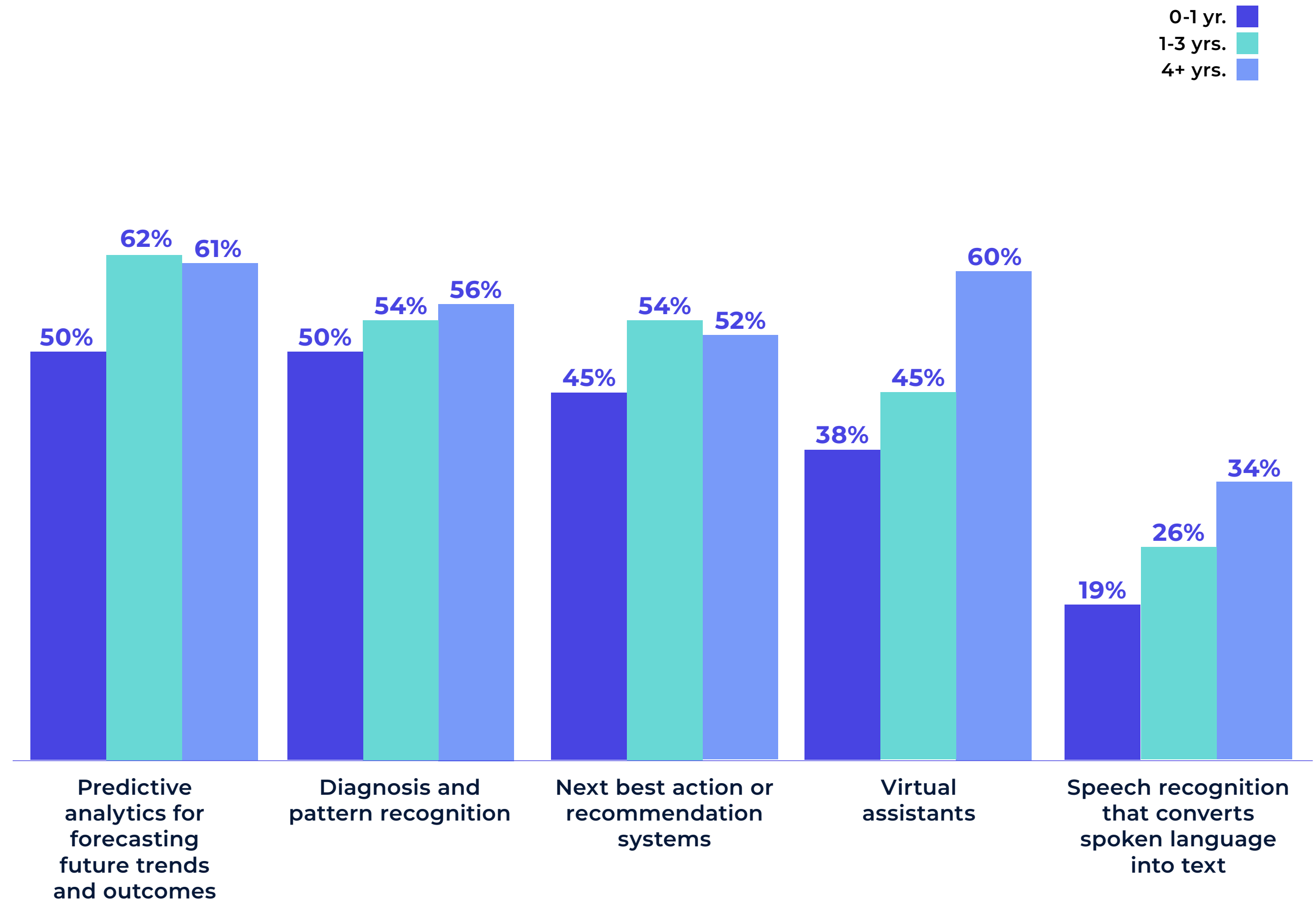
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GenAI's rapid growth shows natural language as a preferred interface. NLP capabilities are increasingly necessary, with their prioritization—such as the use of virtual assistants—rising significantly among more mature CDP users, reflecting the need for strong data maturity.

Types of AI prioritized by CDP users

Legend:
- 0-1 yr.
- 1-3 yrs.
- 4+ yrs.

Category	0-1 yr.	1-3 yrs.	4+ yrs.
Predictive analytics for forecasting future trends and outcomes	50%	62%	61%
Diagnosis and pattern recognition	50%	54%	56%
Next best action or recommendation systems	45%	54%	52%
Virtual assistants	38%	45%	60%
Speech recognition that converts spoken language into text	19%	26%	34%

The most important AI benefits supported by CDPs

Using a CDP with AI enhances analytics, personalization, segmentation, cost savings, and real-time insights, emphasizing the critical role of real-time data.

These benefits increase as implementations mature: Segmentation rises from 32% of early CDP users to 48% of mature CDP users. Scalability grows from 35% to 46%, while improved personalization increases from 44% to 53%.

The advantages of integrating a CDP with AI go beyond marketing, extending to customer experience, cost reduction, automation, and efficiency.

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AI applications for call centers are a use case to watch, with capabilities ranging from more predictive call scripting to fully virtual agents. Respondents choosing this benefit doubled from new implementers to mature ones.

Main benefits of AI + CDP start with real-time and predictive insights

Legend:
- 0-1 yr.
- 1-3 yrs.
- 4+ yrs.

Real-time insights and predictive analytics: 49%, 56%, 57%
Improved customer personalization: 44%, 53%, 53%
Cost savings: 45%, 49%, 54%
Automation of routine tasks: 42%, 45%, 43%
Improved marketing ROI: 34%, 44%, 51%
Scalability: 35%, 43%, 46%
Enhanced customer segmentation: 32%, 40%, 48%
Data security and compliance: 24%, 37%, 34%
Cross-channel consistency: 29%, 31%, 32%
Call centers: 4%, 7%, 9%
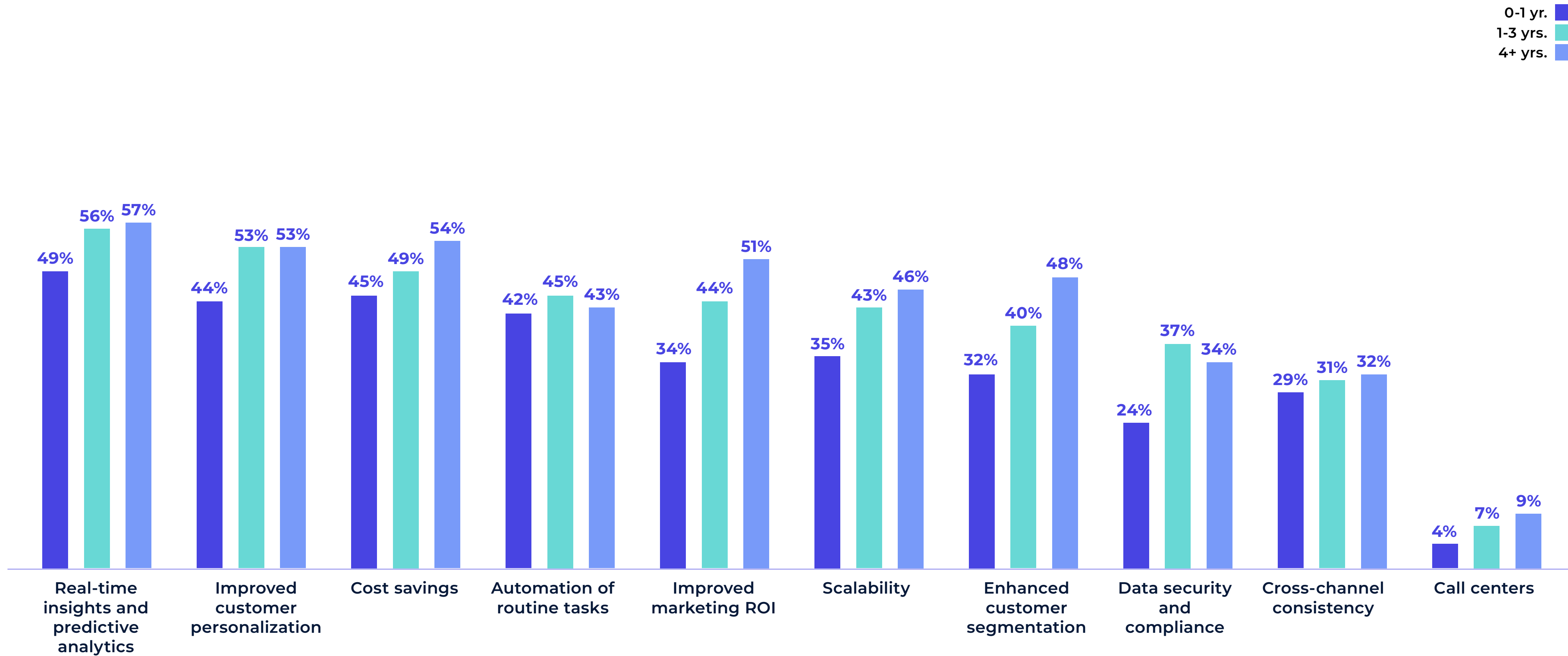
Maintaining data privacy and compliance in AI projects

Surprisingly, respondents show less concern about data privacy in the context of AI: across all levels of CDP maturity, only about 1 in 3 (32%) rate data privacy and security as critical aspects of AI usage.

AI's 'black box' reputation creates a potential sore spot for consumers, who increasingly expect companies to honor their privacy and consent preferences. As trust becomes more important in crowded markets and competition for AI leadership grows, weak data privacy controls will likely impact more industries.

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Survey results indicate data privacy as a blind spot in the rush to implement AI. Smart companies will prepare now for fast-changing AI and data privacy regulations. CDPs with strong central consent management are best positioned to help.

Respondents who feel "very prepared" to adapt to new data privacy regulations

36%
No CDP

56%
4+ yrs with a CDP
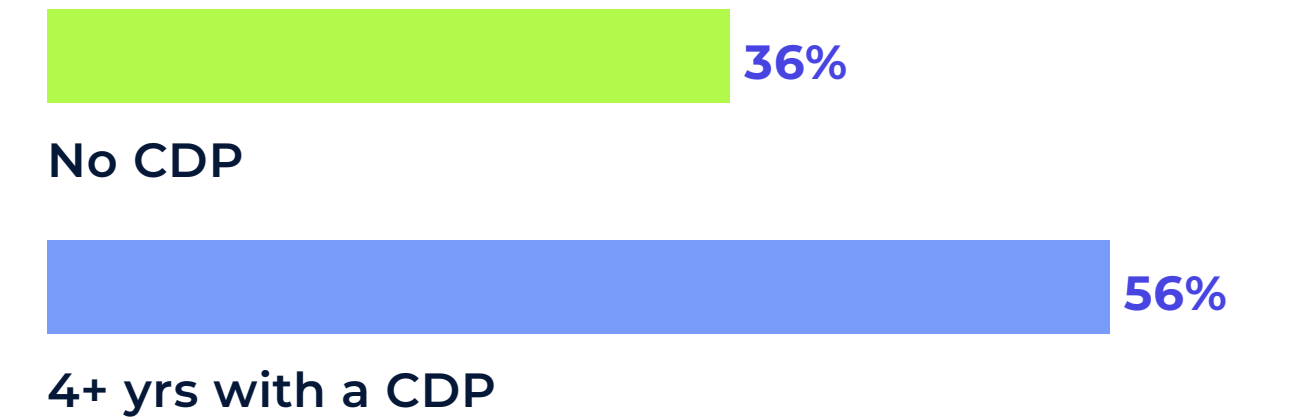
Respondents who feel "very or somewhat unprepared" to adapt to new data privacy regulations

14%
No CDP

1%
4+ yrs with a CDP
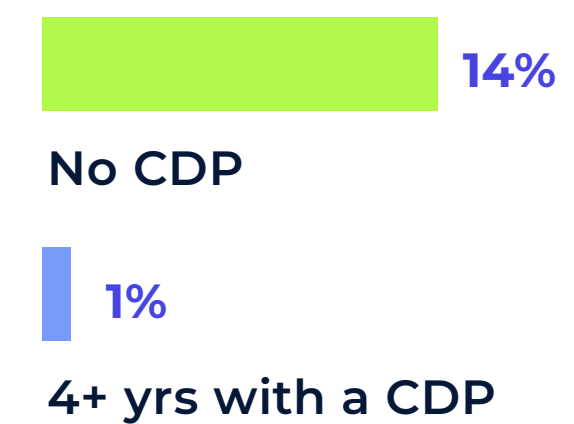
Trusted, real-time, personalized customer experiences are vital

88% of survey respondents report that real-time data is critical to meeting their business objectives. Additionally, three of the top five most valuable CDP capabilities are closely related to new CX imperatives, including data governance and real-time personalization.

Emphasizing the critical role of real-time data, the top three CDP use cases are customer retention, customer segmentation, and data privacy/regulatory compliance.

Later in this report, we explore how real-time data drives customer experience by enabling quick adaptation and immediate customer engagement.

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No single use case exceeded 50%, underscoring the breadth of value CDPs can provide (and the importance of planning for CDP adoption).

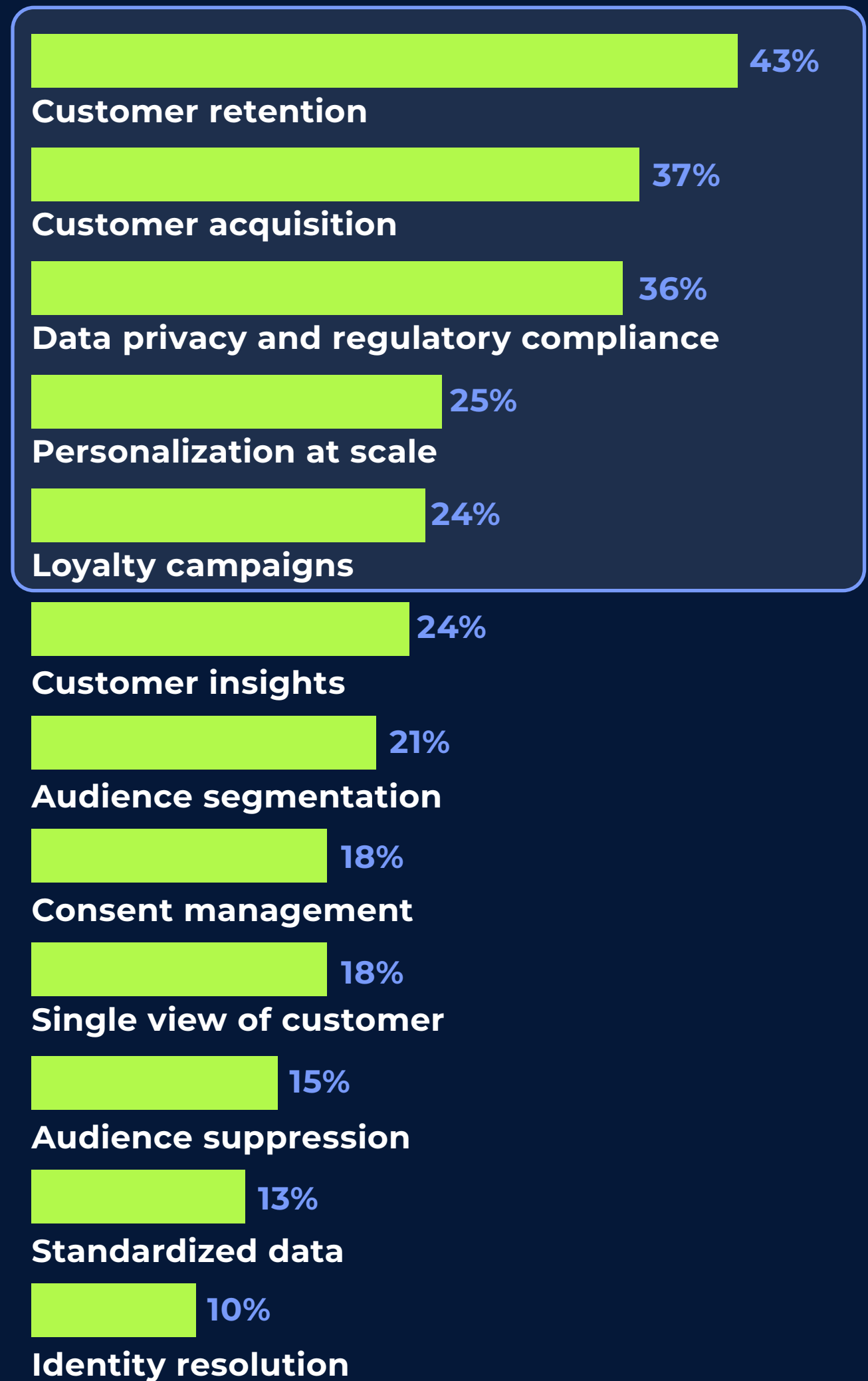## Important CX capabilities for achieving business objectives*:

1 **Protect customer data:** Ensure compliance with current data privacy regulations.

2 **Personalized customer journeys:** Identify and target customers with tailored experiences using a unified platform.

3 **Real-time responsiveness:** Utilize real-time data collection and activation to quickly address customer needs.

See page 17 for more details on capabilities

Most common CDP use cases

Customer retention — 43%
Customer acquisition — 37%
Data privacy and regulatory compliance — 36%
Personalization at scale — 25%
Loyalty campaigns — 24%
Customer insights — 24%
Audience segmentation — 21%
Consent management — 18%
Single view of customer — 18%
Audience suppression — 15%
Standardized data — 13%
Identity resolution — 10%

Cited as a top-three priority ▮

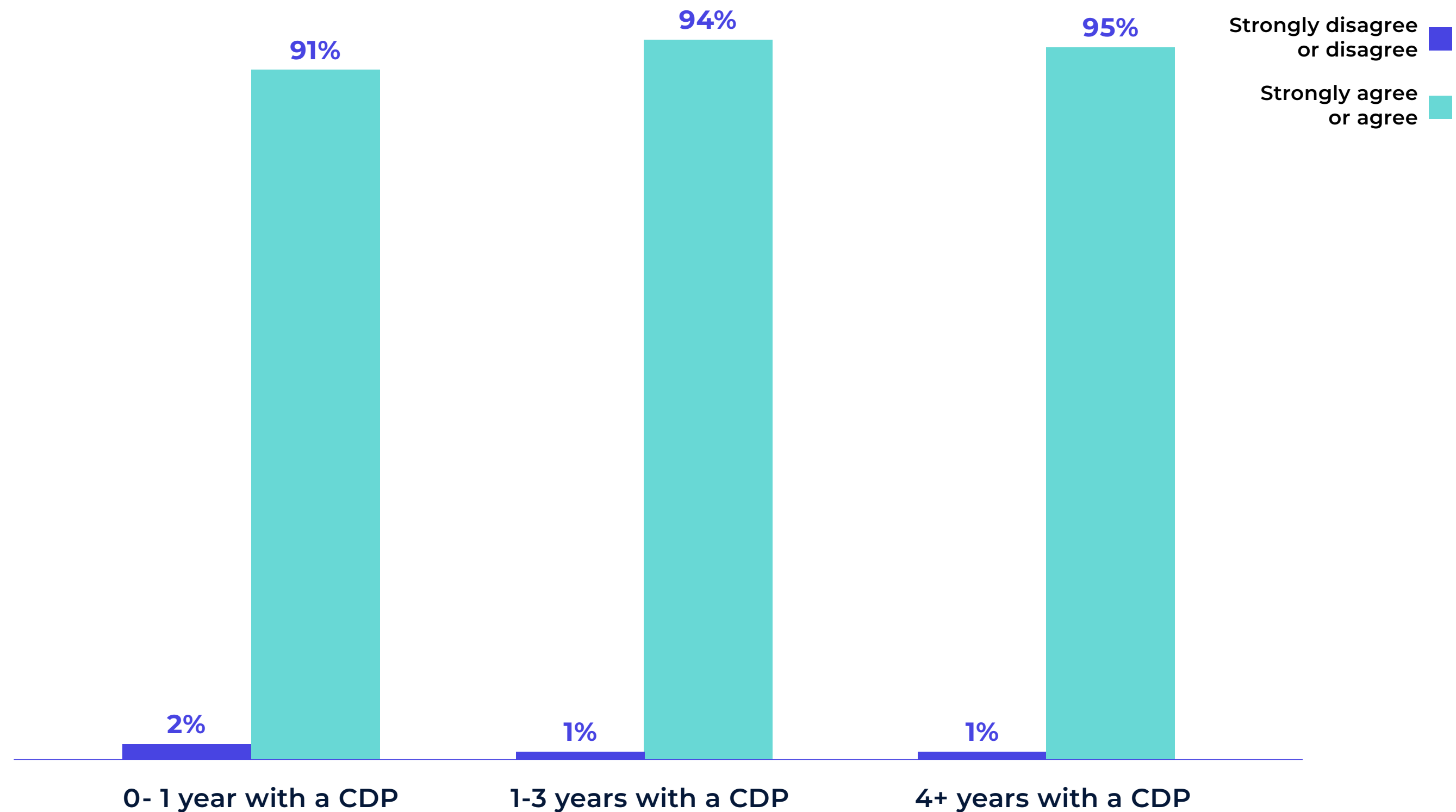# Future-proofing: CDPs increase business resilience and adaptability

The ever-changing regulatory landscape, combined with technological evolution, geopolitical shifts, and other market forces, has made "future-proofing" a key priority for many organizations.

Adaptability and scalability are essential for organizations, and CDP users say these platforms enhance their capabilities in both areas.

More than 9 out of 10 CDP users (93%) agree or strongly agree that their CDP helps future-proof their business.

This represents a further increase from last year's already-high 87%.

Future-proofing with a CDP
Does your CDP help future-proof your business to be more resilient and adaptable in the face of future challenges?

Legend:
- Strongly disagree or disagree
- Strongly agree or agree

Chart values:
- 0- 1 year with a CDP: 2% / 91%
- 1-3 years with a CDP: 1% / 94%
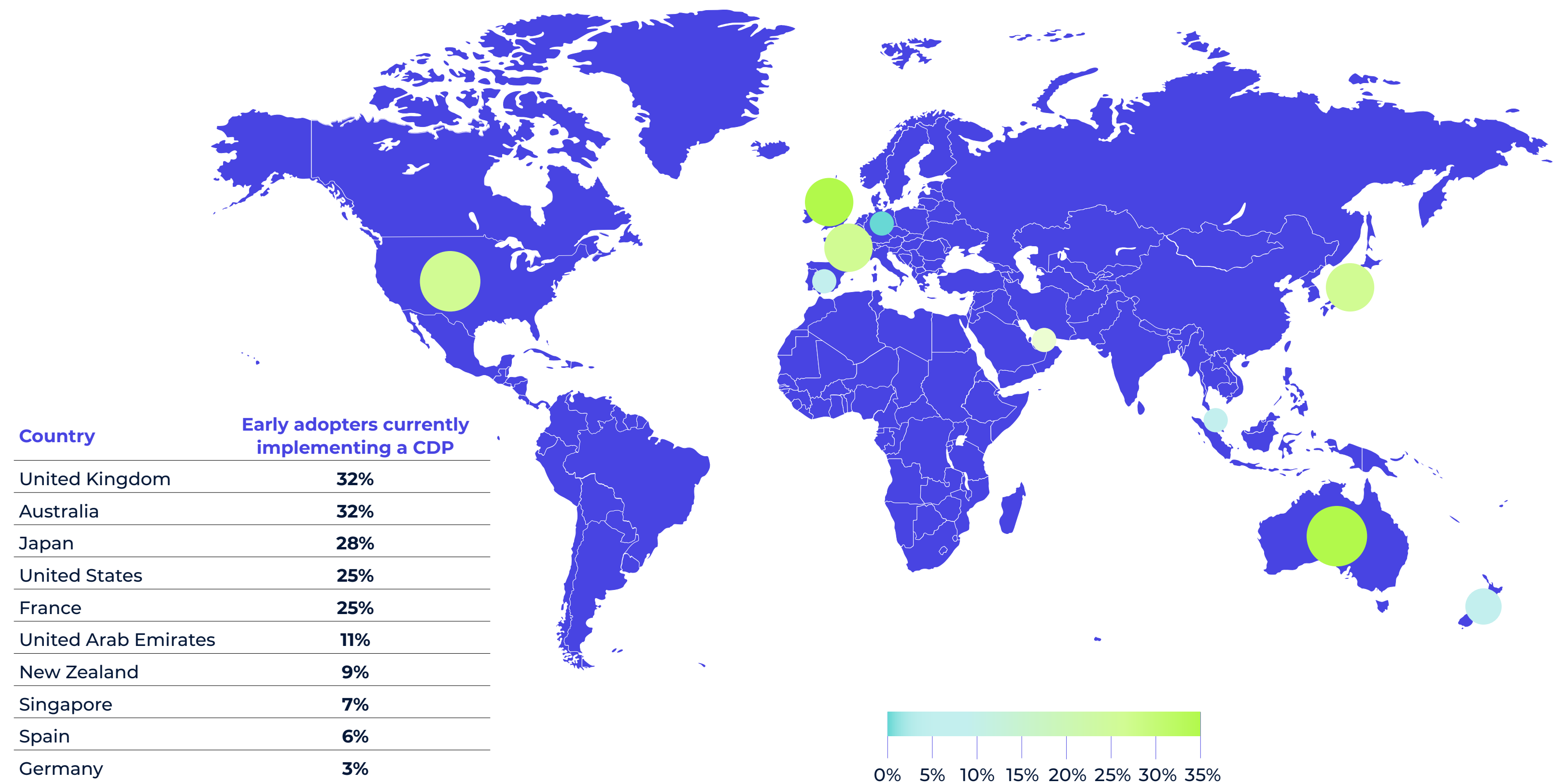- 4+ years with a CDP: 1% / 95%

CDP selection, adoption, and usage

The previous results indicate that CDPs are providing a faster payoff and supporting a broad range of key initiatives—a trend observed consistently across the regions and industries surveyed.

But, how do leading companies choose the right CDP for their needs and get maximum value from their investments?

In this chapter, we'll examine the processes of setting up the CDP—who runs it, who is on the team, and the most common foundational use cases.

Examining new CDP adopters by region

Country	Early adopters currently implementing a CDP
United Kingdom	32%
Australia	32%
Japan	28%
United States	25%
France	25%
United Arab Emirates	11%
New Zealand	9%
Singapore	7%
Spain	6%
Germany	3%

0% 5% 10% 15% 20% 25% 30% 35%

IT departments often lead CDP management

In the past, IT departments have most often led CDP implementations and owned the management of the platform, a trend that has continued among this year's respondents.

The role of Marketing departments in using CDPs is becoming increasingly significant, with 22% currently managing a CDP, up from 12% in last year's survey.

More mature CDP projects tend to add team members over time: 68% of users in the 4+ year segment have 10 or more members working on the CDP team.

These results highlight the evolution of CDPs as cross-functional teams leverage the platform to deliver business value across diverse use cases.

TEALIUM'S TAKE

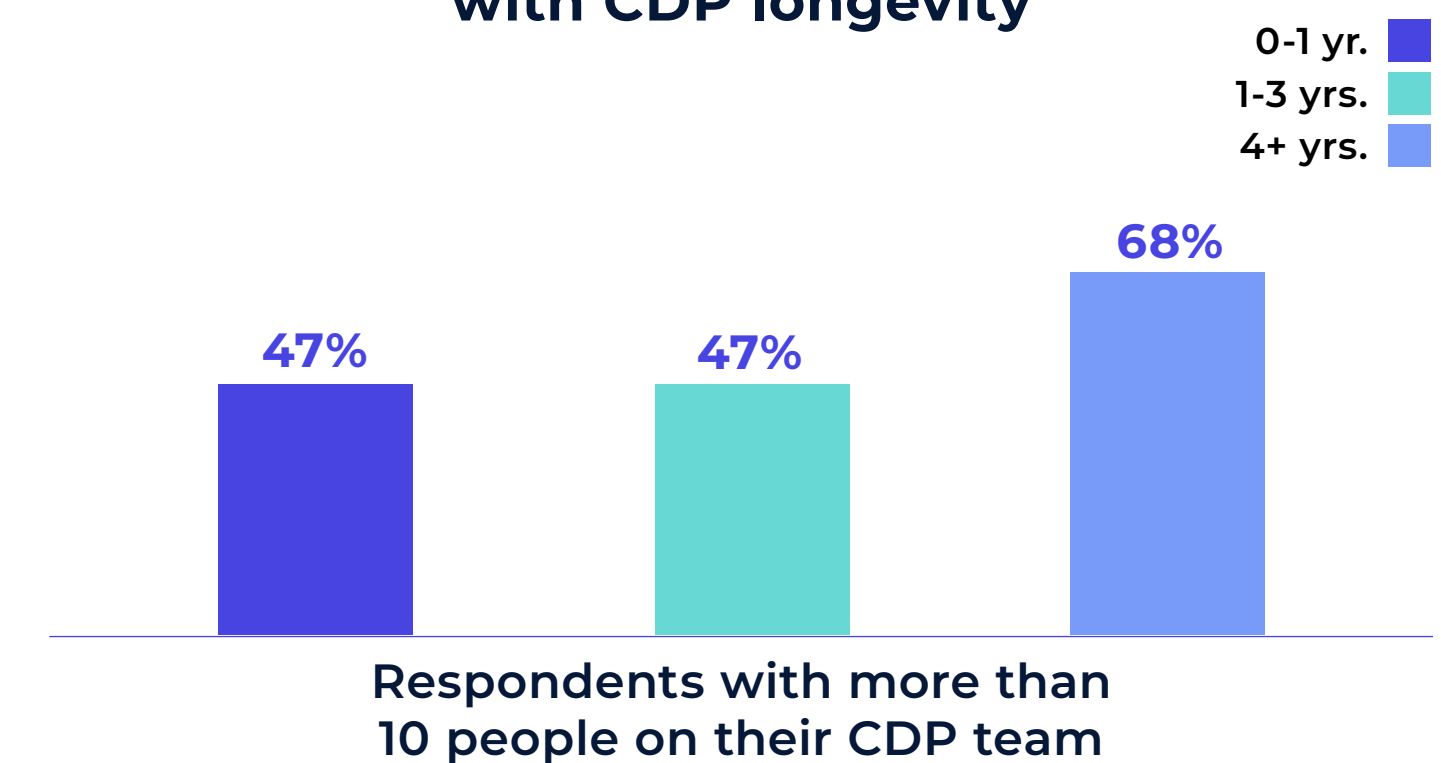When multiple departments use and get value from a CDP—which is typically the case as implementations mature— IT often retains platform ownership as a neutral party.

IT leads CDP management

1%
18%
22%
59%

■ Marketing ■ IT ■ Data/Analytics ■ Other
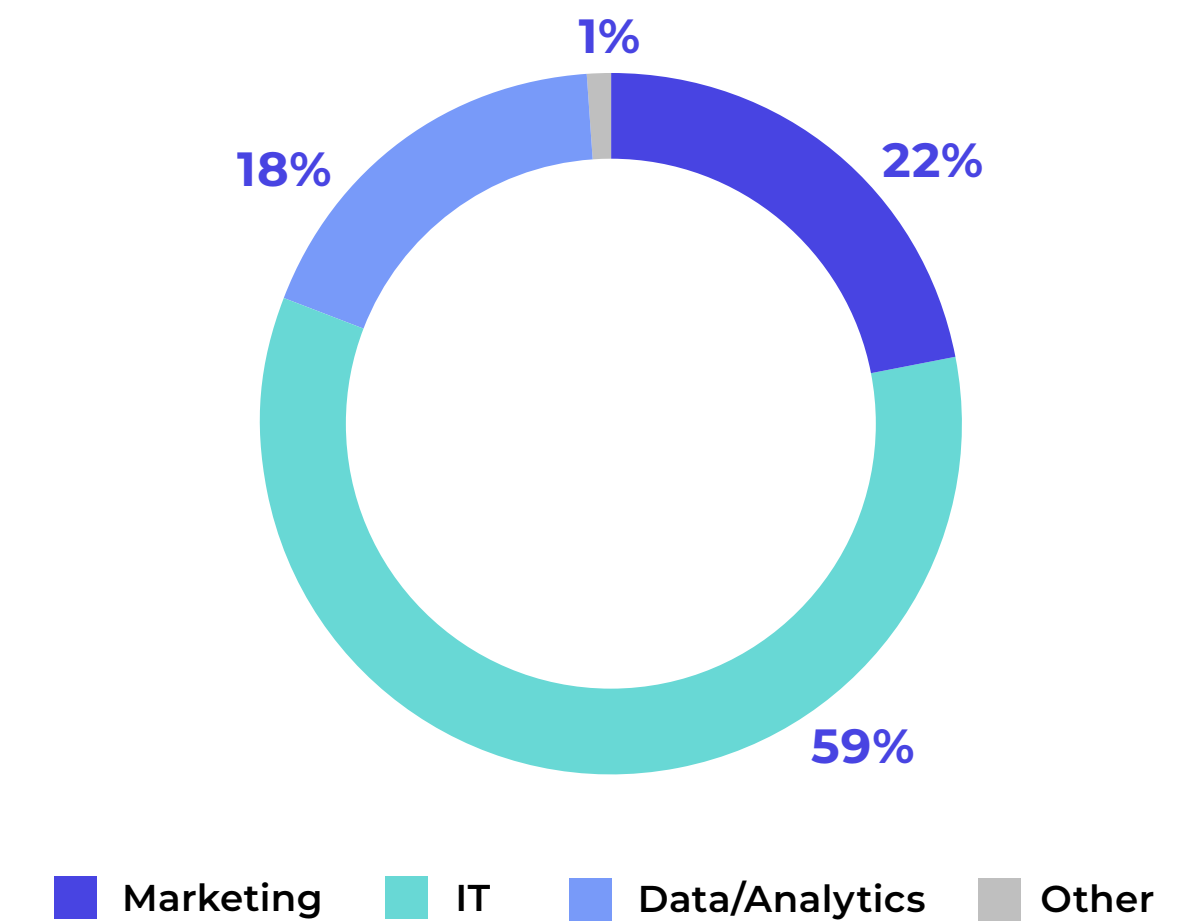
Larger, mature teams align with CDP longevity

0-1 yr.
1-3 yrs.
4+ yrs.

68%
47%
47%

Respondents with more than 10 people on their CDP team

Cross-functional use indicates an increasingly strategic role

When examining which teams are using the CDP (in contrast to "owning" the platform, as shown on the previous page), IT, marketing, and customer success emerge as the primary departments.

The steady year-over-year growth in usage across six of seven measured teams indicates that CDPs are becoming a cornerstone of organizations' customer engagement strategies, increasingly integrated into work processes and customer interactions.

Teams in the respondent's organization using CDP data

- 2023
- 2024

Team	2023	2024
IT	67%	70%
Marketing	39%	50%
Sales	33%	38%
Customer success/support	37%	42%
Data science	35%	32%
Analytics and business intelligence	27%	30%
Product	25%	26%
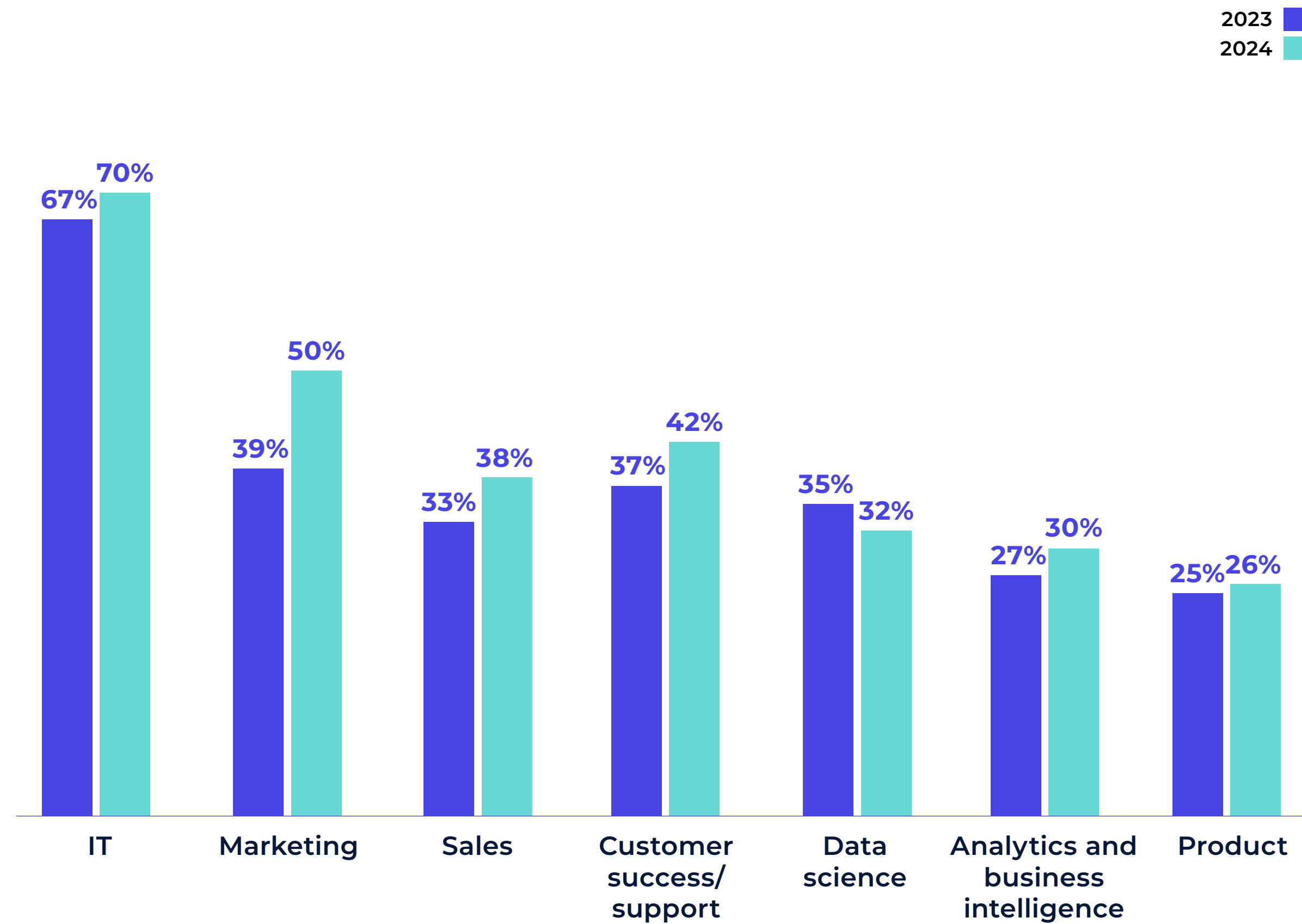
CDP selection criteria: A balanced mix

Ease of use ranks as the top priority when choosing a CDP, which may help explain why organizations are realizing value from their CDP investments more quickly.

Key technical functionality includes robust support for real-time data handling, strong data privacy, and security controls.

Of course, the CDP provider's customer service and expertise matter to the purchasing team too. Solid customer support and a proven, successful track record are also among the top five criteria for CDPs.

Top CDP selection criteria

62% Ease of use

55% Customer service and support

52% Able to meet our needs for real-time data collection and activation

47% Compliance with the latest data privacy and security laws

41% Already working with recognized companies

39% Vast marketplace of integrations

34% Trust in our CDP partner

31% Global locations and team members

21% Single view of the customer

Key capabilities for business success

CAPABILITY	ROLE IN VALUE CREATION	CITED BY
Protect customer data privacy and comply with security regulations	Enhances customer trust, avoids regulatory actions	**61%**
Improve capabilities/performance across technology investment	Increases ROI from other customer-facing tools and platforms	**54%**
Identify/target customers with personalized journeys through a single platform	Improves both acquisitions and retention	**50%**
Real-time data collection/activation	Enables faster, more precise responses to customer needs	**49%**
Improve the efficiency of internal processes and resources	Automates manual tasks, shifts focus to analysis	**46%**

The most important capabilities for achieving business outcomes

When it comes to delivering business value, respondents highlight a diverse set of important capabilities. This data reflects the gradually expanding range of CDP use cases, which increasingly necessitate integration with a greater variety of tools and systems.

As a result of increased integration, respondents report that the value of those other tools also grows, providing better Return on Investment (ROI) across their integrated tech stack.

Compliance with data privacy laws remains fundamental to these other benefits and is cited as a top capability by the highest number of respondents.

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A key feature of a CDP is its ability to coordinate and activate data across various channels and tools. This includes reaching both all users and connecting easily to all your tools, like Cloud Data Warehouses (CDWs).
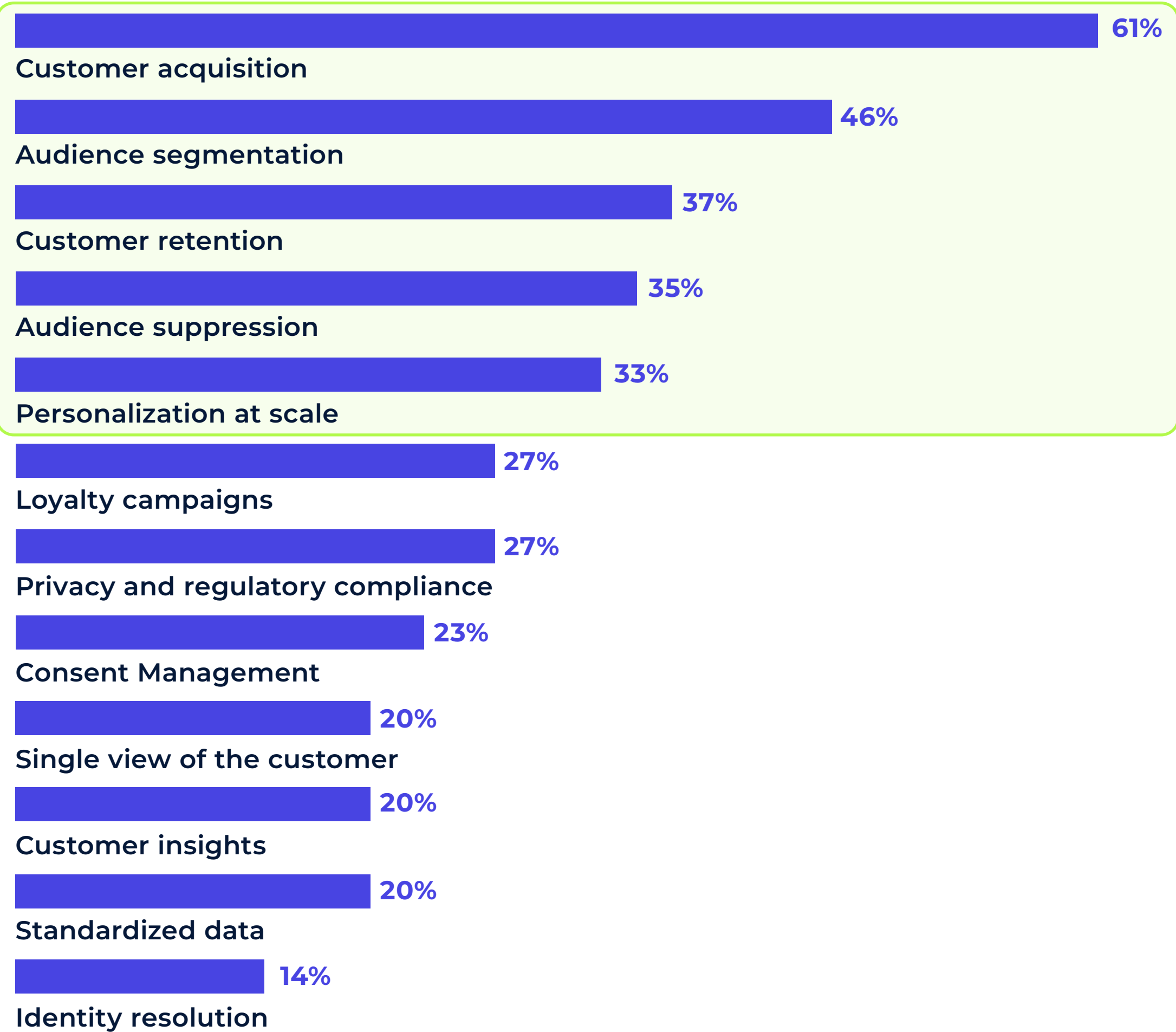
Top use cases and achievements

CDP use cases and functionality are highly aligned with key business objectives.

Mirroring last year's survey results, customer retention ranks amongst the most common CDP use cases this year. This makes sense as companies have more data on their current customers, making retention tasks and processes an excellent starting point for quick-ROI CDP projects.

CDP use cases that most influence respondents' ability to meet their business objectives

Use case	Percentage
Customer acquisition	61%
Audience segmentation	46%
Customer retention	37%
Audience suppression	35%
Personalization at scale	33%
Loyalty campaigns	27%
Privacy and regulatory compliance	27%
Consent Management	23%
Single view of the customer	20%
Customer insights	20%
Standardized data	20%
Identity resolution	14%

Audience targeting, identity resolution, and building trust are key CDP values

Customer data spent decades in silos—including Customer Relationship Management (CRM) systems, account management, billing software, and various marketing automation applications. Survey data reveals that today's CDPs offer significant benefits, including consolidated, actionable customer views through identity resolution. They also excel in real-time data collection and activation, breaking down traditional data silos and unifying them into a single platform.

This consistent data provides the foundation for precise insights at both the individual and segment levels, benefitting analysis of current and potential customers.

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CDP users report consistent, high levels of satisfaction—more than 80% satisfied or highly satisfied—across 11 out of 12 use cases in the survey. Audience suppression is the notable exception, with 67% expressing satisfaction in CDP capabilities that simplify this process. For an effective CDP, audience suppression is often a top use case, as it saves marketing dollars and is straightforward to implement. This possibly represents a significant opportunity for CDP users.

High satisfaction with CDP audience targeting, identity resolution, and building trust

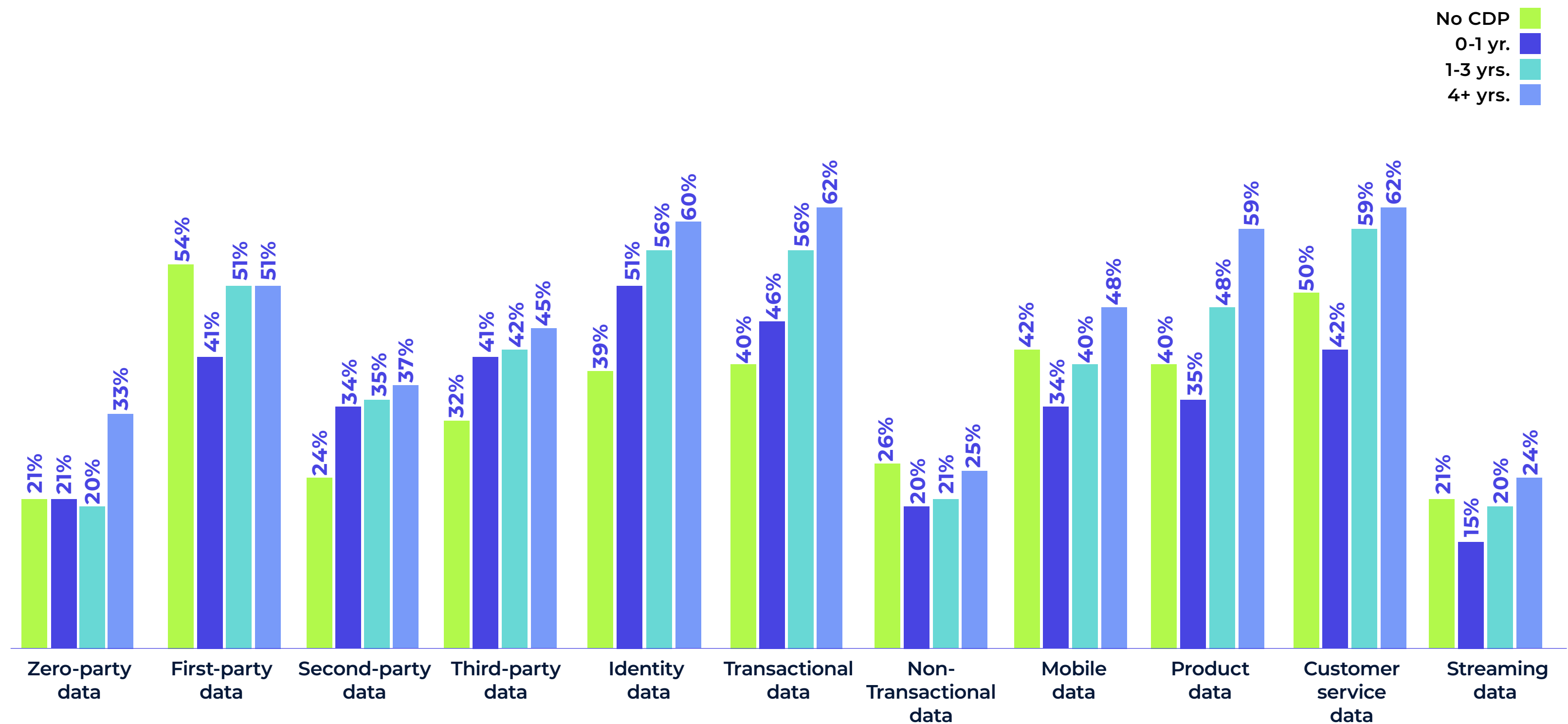| Respondent's satisfaction with their CDP to assist with the following	Answered "highly satisfied" or "satisfied"
Targeting the right audience	88%
Building customer trust	86%
Real-time data collection and activation	86%
Privacy regulations compliance	85%
Driving growth across the customer journey	85%
Valuable customer insights	85%
Increasing customer loyalty and lifetime value	85%
Integrations with other technologies my company uses	84%
Personalization at scale	83%
Higher ROI	83%
Identity resolution	82%
Consent adherence	82%
Optimizing budget and spend	82%
AI/ML projects	81%

Data sources, utilization, and investment

Diverse data sources and activation strategies fuel rapid ROI for data management tools. For example, nearly one-third of companies (31%) connect more than 10 data sources to their CDP, a figure which increases with maturity, reaching 44% among 4+ year users.

The top five data types collected were identity, transaction, customer service, first-party, and product. Real-time data, as noted, is quickly rising in importance for hitting business objectives, with 90% describing it as "critical" this year, up from 80% in last year's survey.

In this chapter, we examine respondents' CDP usage, focusing on data inputs and outputs, including activation tools and channels.

Types of data that respondents collect and activate

Legend:
- No CDP
- 0-1 yr.
- 1-3 yrs.
- 4+ yrs.

| Data type	No CDP	0-1 yr.	1-3 yrs.	4+ yrs.
Zero-party data	21%	21%	20%	33%
First-party data	54%	41%	51%	51%
Second-party data	24%	34%	35%	37%
Third-party data	32%	41%	42%	45%
Identity data	39%	51%	56%	60%
Transactional data	40%	46%	56%	62%
Non-Transactional data	26%	20%	21%	25%
Mobile data	42%	34%	40%	48%
Product data	40%	35%	48%	59%
Customer service data	50%	42%	59%	62%
Streaming data	21%	15%	20%	24%

Data activation is a strong point

Activation—using customer data to trigger predefined actions and communications—is key for CDP effectiveness, enabling its users to react with the right product or offering at the ideal moment.

CDP users at all maturity levels report overall satisfaction with a CDP's ability to activate data, with more than 90% very satisfied or satisfied.

Satisfaction with CDP data activation over time

0-1 yr.
1-3 yrs.
4+ yrs.

2%
1%
0%

Dissatisfied or very dissatisfied

93%
94%
92%

Satisfied or very satisfied
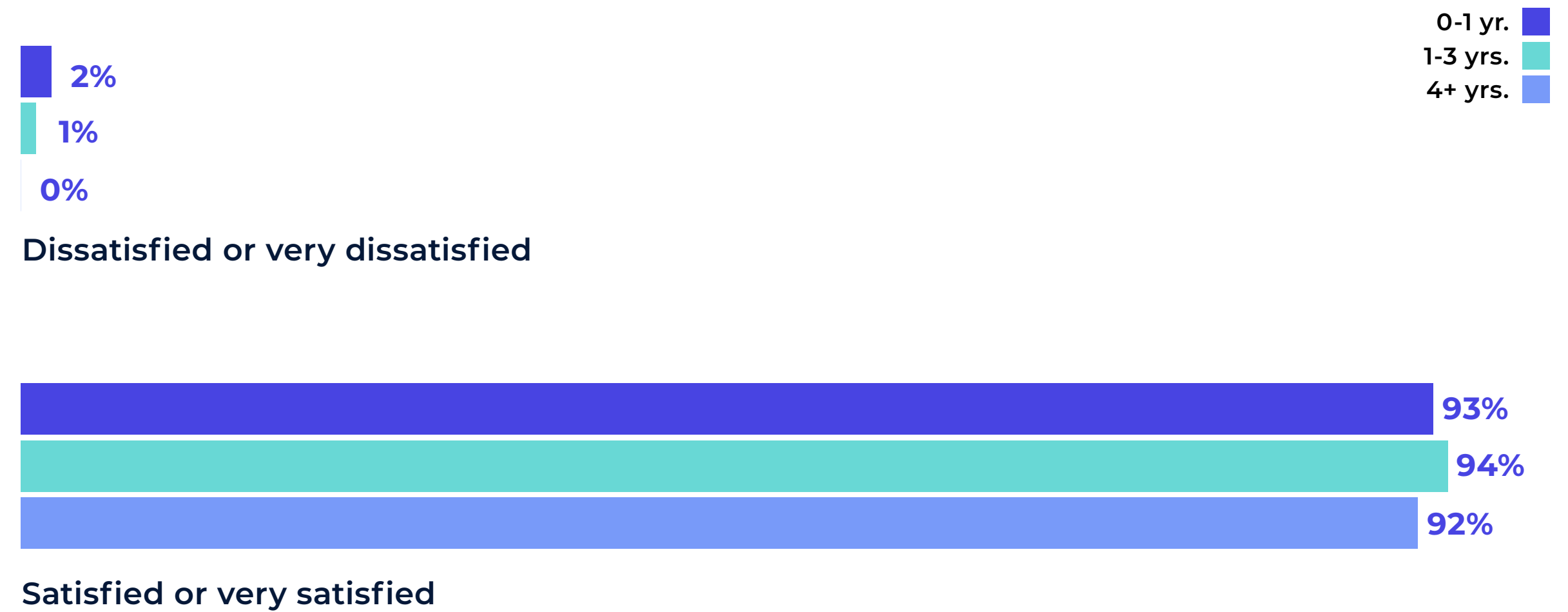
Data activation is used across multiple channels

The way companies activate their data evolves as their implementation matures*.

Customer service, website personalization, advertising, and email optimization are currently the most common activations during companies' first-year CDP ramp-up.
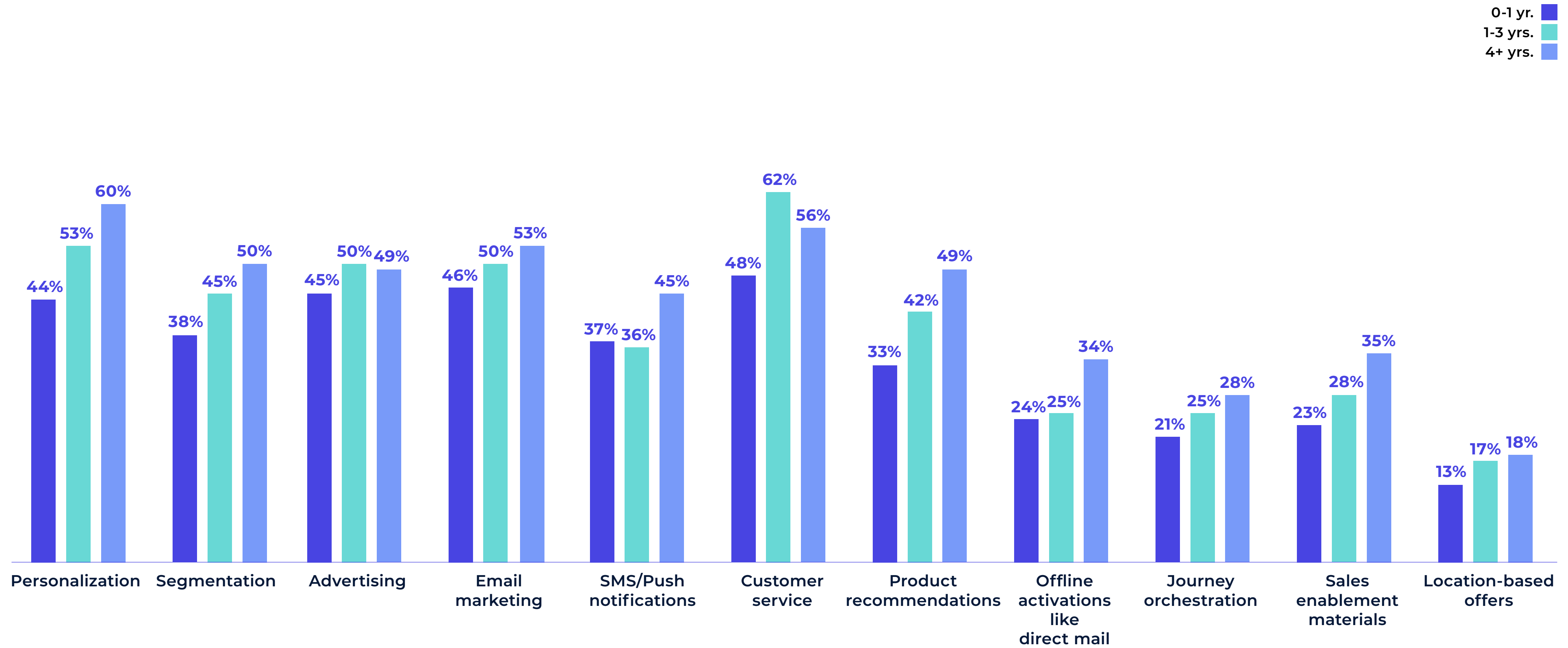
This type of usage continues expanding through the fourth year, with personalization becoming the most commonly cited activation, used by 60% of mature respondents. Additionally, these more experienced CDP users are significantly more likely to incorporate product recommendations, audience segmentation, and various other strategies.

*See page 23 for data

Ways in which respondents are activating their data from their CDP

Legend:
- 0-1 yr.
- 1-3 yrs.
- 4+ yrs.

Personalization: 44%, 53%, 60%
Segmentation: 38%, 45%, 50%
Advertising: 45%, 50%, 49%
Email marketing: 46%, 50%, 53%
SMS/Push notifications: 37%, 36%, 45%
Customer service: 48%, 62%, 56%
Product recommendations: 33%, 42%, 49%
Offline activations like direct mail: 24%, 25%, 34%
Journey orchestration: 21%, 25%, 28%
Sales enablement materials: 23%, 28%, 35%
Location-based offers: 13%, 17%, 18%

Integration and connected ecosystems

Greater integrations yield greater payoffs, as the CDP ensures consistency and coordination across customer touchpoints while extending the benefits of centralized data management to more systems and processes.
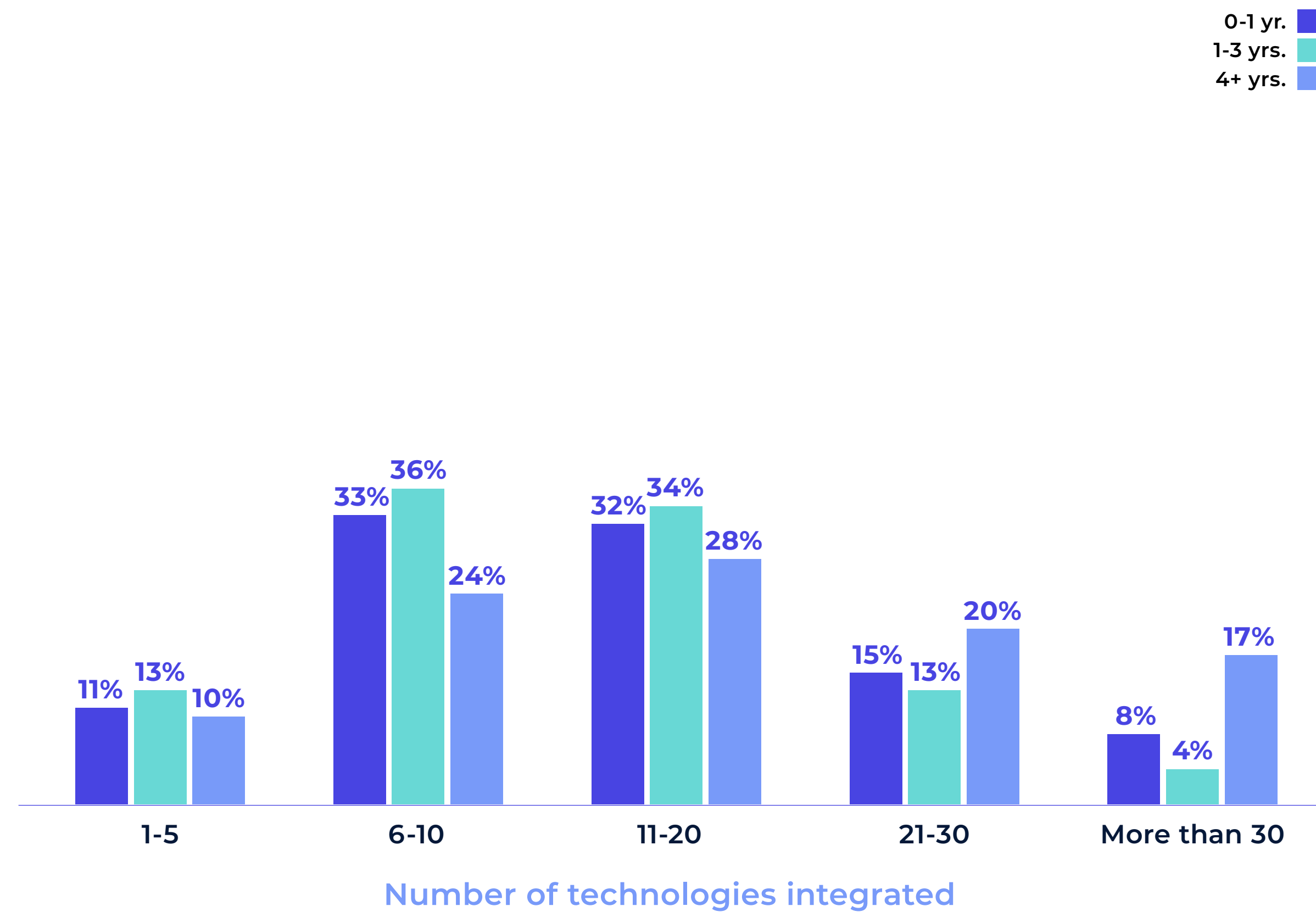
57% of respondents integrate 10 or more other technologies with their CDP.

Real-time integration with CDWs shows particular growth along the CDP user maturity curve. Of those who use this integration, 48% are new CDP users and 75% are mature users. CDPs are frequently leveraged alongside CDWs to enhance data accessibility and enable real-time decision-making.

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Consider a CDP with low latency, bi-directional integrations to your CDW of choice. Real-time data collection adds a high-quality source of data to your CDW (reducing the need for post-processing) and enables activation of customer insights while customers are actively engaging. At the time of publication, Tealium is the only CDP with near real-time integrations to Snowflake.

Integrations grow as CDP implementations mature

Legend:
- 0-1 yr.
- 1-3 yrs.
- 4+ yrs.

Chart data — Number of technologies integrated:

Number of technologies integrated	0-1 yr.	1-3 yrs.	4+ yrs.
1-5	11%	13%	10%
6-10	33%	36%	24%
11-20	32%	34%	28%
21-30	15%	13%	20%
More than 30	8%	4%	17%

Number of technologies integrated

Investment in first-party data strategies keeps growing

Marketers spent the past four years anticipating the end of third-party cookies. While Google abandoned its plans to deprecate third-party cookies in 2024, survey results suggest that CDP users still increasingly believe that zero-party and first-party data is a necessary investment.

68% of respondents said they increased spending on their first-party data strategy in 2024, as compared to 2023's budget.
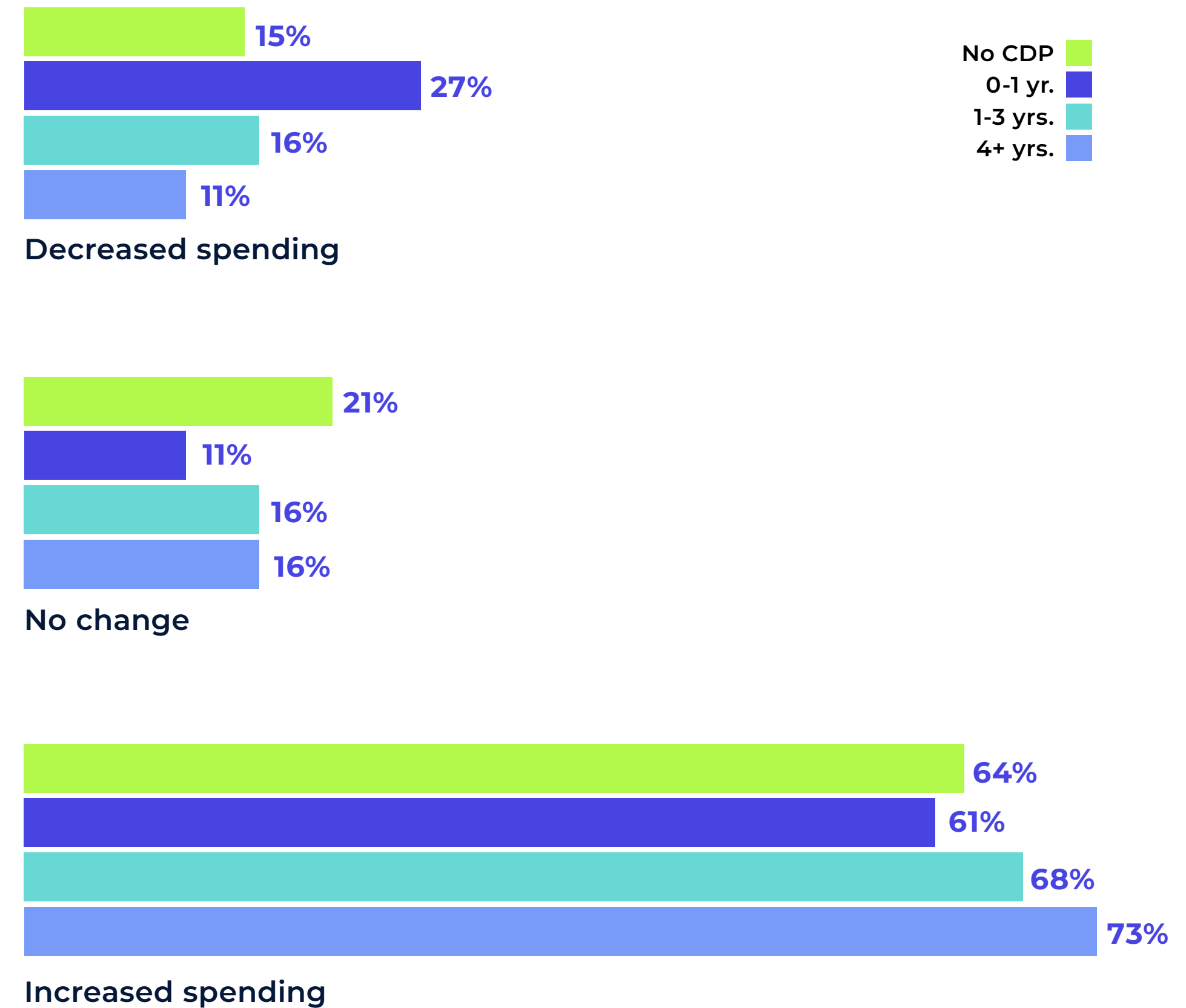
This marks a slight increase from the 65% who reported boosting their spending in last year's survey, despite the Google news.

Mature CDP implementations are more likely to continue growing this investment: 73% of 4+ year users report an increase, as compared to 62% of new CDP users.
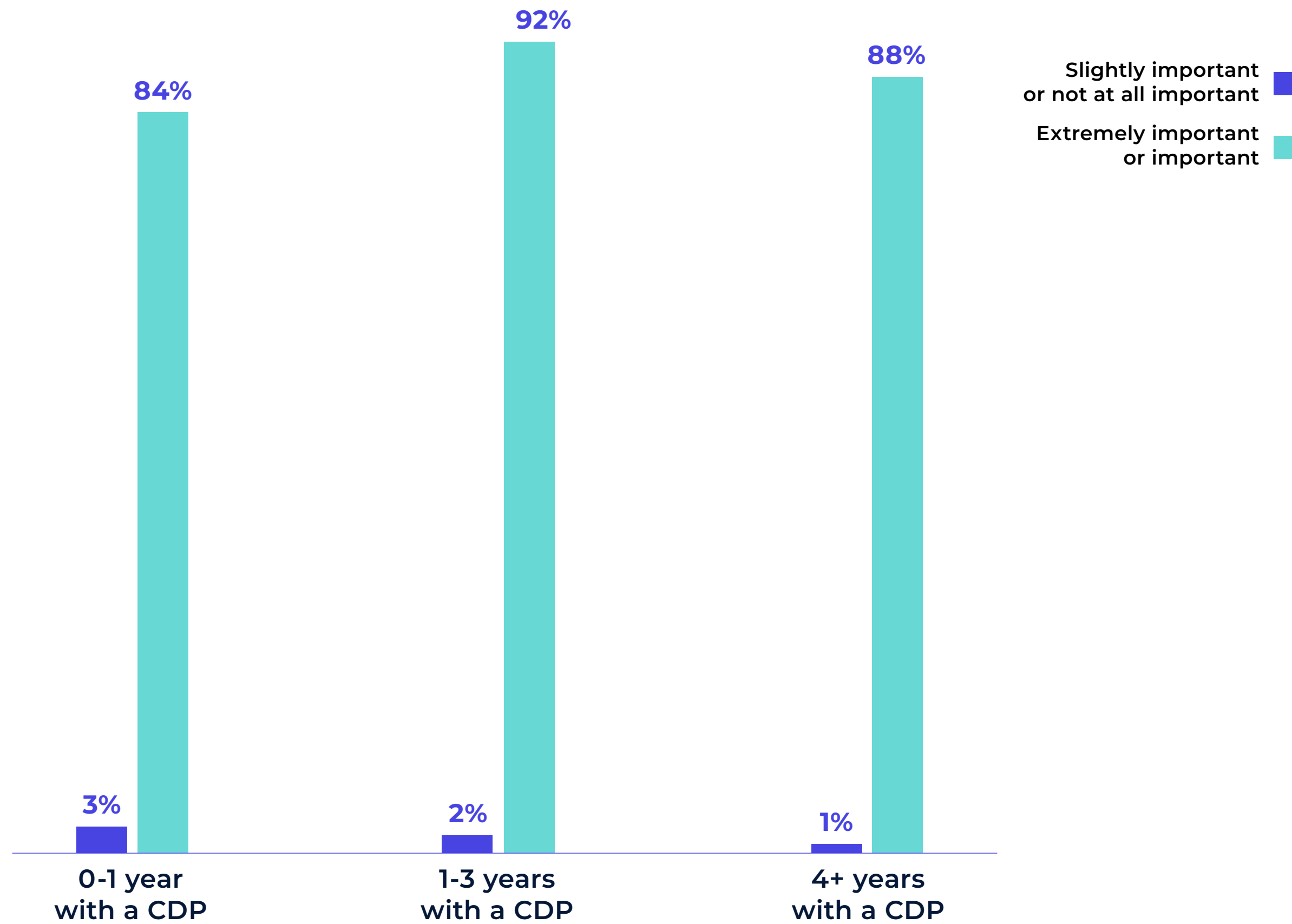
TEALIUM'S TAKE

New CDP users are generally more focused on increasing efficiency and reducing costs, as highlighted on page 9. As users become more experienced with CDPs, they expand their focus to include more sophisticated and strategic goals beyond just efficiency and cost reduction.

Organizational spending on first-party data strategies in 2024, compared to 2023

Legend:
- No CDP
- 0-1 yr.
- 1-3 yrs.
- 4+ yrs.

Decreased spending
- No CDP: 15%
- 0-1 yr.: 27%
- 1-3 yrs.: 16%
- 4+ yrs.: 11%

No change
- No CDP: 21%
- 0-1 yr.: 11%
- 1-3 yrs.: 16%
- 4+ yrs.: 16%

Increased spending
- No CDP: 64%
- 0-1 yr.: 61%
- 1-3 yrs.: 68%
- 4+ yrs.: 73%

Importance of real-time data for CDP users

**Slightly important
or not at all important** ■

**Extremely important
or important** ■

84% — 0-1 year with a CDP
92% — 1-3 years with a CDP
88% — 4+ years with a CDP

3% — 0-1 year with a CDP
2% — 1-3 years with a CDP
1% — 4+ years with a CDP

**0-1 year
with a CDP**

**1-3 years
with a CDP**

**4+ years
with a CDP**

Real-time data is a business imperative

Long lag times and batch data update processes are increasingly insufficient for today's business demands, as respondents indicate high agreement with the importance of real-time data.

On average, 88% rate real-time data as extremely or very important for meeting business objectives—up from 80% in last year's survey.

Respondents also report CDPs' growing capabilities in this area, with 92% saying their CDP enables them to take advantage of real-time data, up from 84% last year.

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Real-time data offers significant value, yet only 20% of respondents currently use streaming data (see chart, page 19). Streaming data is data that is emitted at high volume in a continuous, incremental manner with the goal of low-latency processing.

CDP users are better able to deliver relevant customer experiences

In competitive markets, customer experiences will ultimately dictate which companies win.

Our research indicates that CDP users report significantly more satisfaction with their ability to create relevant experiences (91%), compared to non-CDP respondents (72%).

Relevance derives from accurate, real-time data, reflecting each customer's preferences and likely next actions—a combination of the growing CDP capabilities reflected throughout the survey.

72%
Non-CDP users

Are "satisfied" or "very satisfied" with their ability to create relevant customer experiences

91%
CDP users
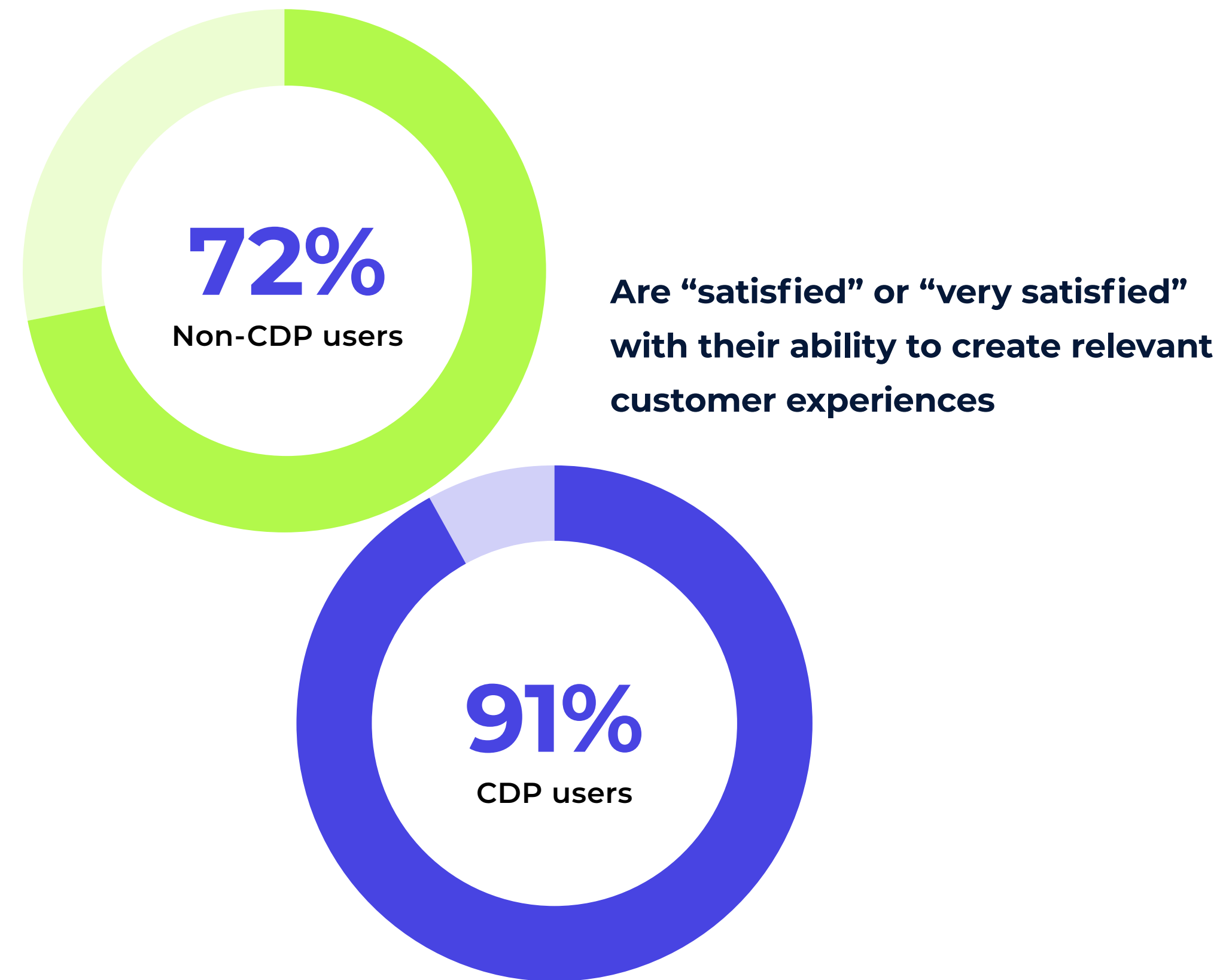
Success metrics and satisfaction

Organizations using a CDP expect that better data leads to better decisions and experiences. Indeed, data quality and the growing importance of well-managed data are the most common success metrics cited by CDP users.
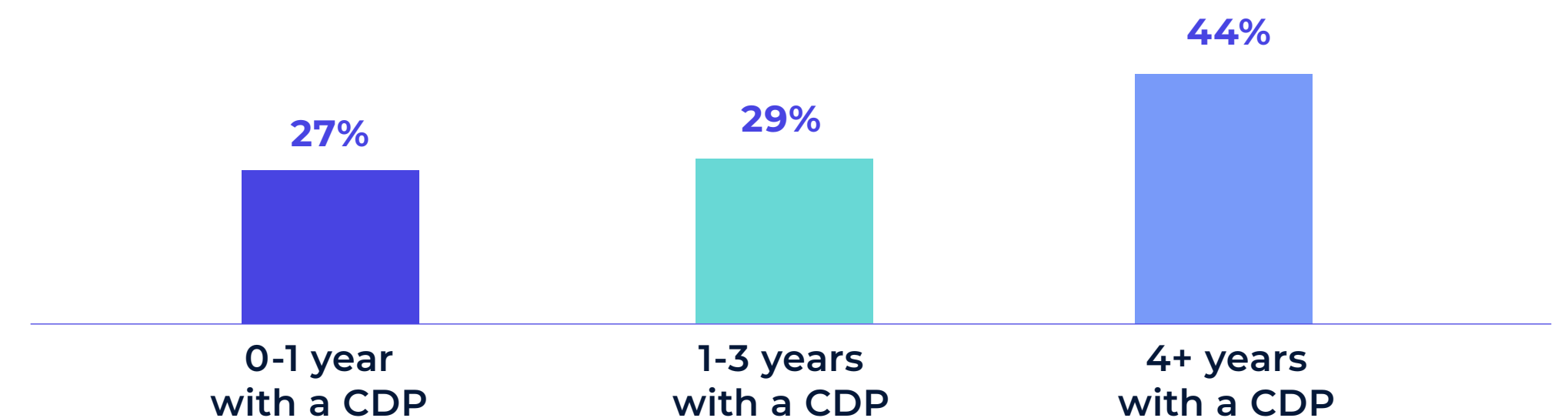
This finding correlates with data throughout the survey showing that CDPs feed an ever-increasing number of activations and use cases over time. Additionally, ROI from integrated tools has been reported to increase with CDP investment.

Improved customer experience, measured through metrics like reduced complaint rates and higher Net Promoter Scores (NPS), ranks as the second most frequently cited success metric. This section provides a quick look at more data on CDP user satisfaction and achieving ROI, including the rapid acceleration of time-to-value.

Organizations prioritize data quality as most important for CDP success

Data quality	Customer experience	Operational savings	Revenue	Data privacy and compliance	Company does not measure metric
33%	24%	17%	16%	10%	1%
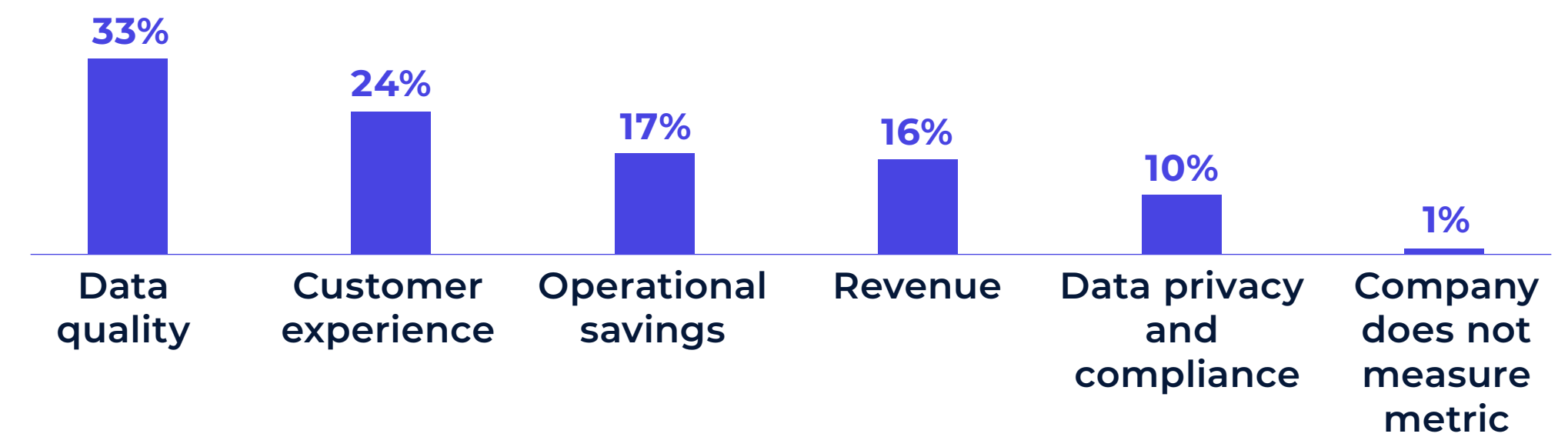
Data quality becomes more important as a CDP teams mature

| 0-1 year with a CDP	1-3 years with a CDP	4+ years with a CDP
27%	29%	44%

CDPs should deliver fast ROI

Time-to-value is an essential factor in any technology investment. CDPs show steady and meaningful improvement in providing payoff faster: 88% of those surveyed saw ROI within 18 months of implementation and 45% saw ROI within six months.

These findings underscore advances in CDP technology and ease of use, as well as an increased understanding of beginning implementations with quick-return use cases (such as customer service and retention).

TEALIUM'S TAKE

Shoot for time-to-value in 6 to 12 months; build momentum and reach mature implementation benchmarks faster by including simple, high-value use cases early in the initiative. Quick wins are essential for long-term success.

Rate of ROI with CDPs

45%   71%   88%

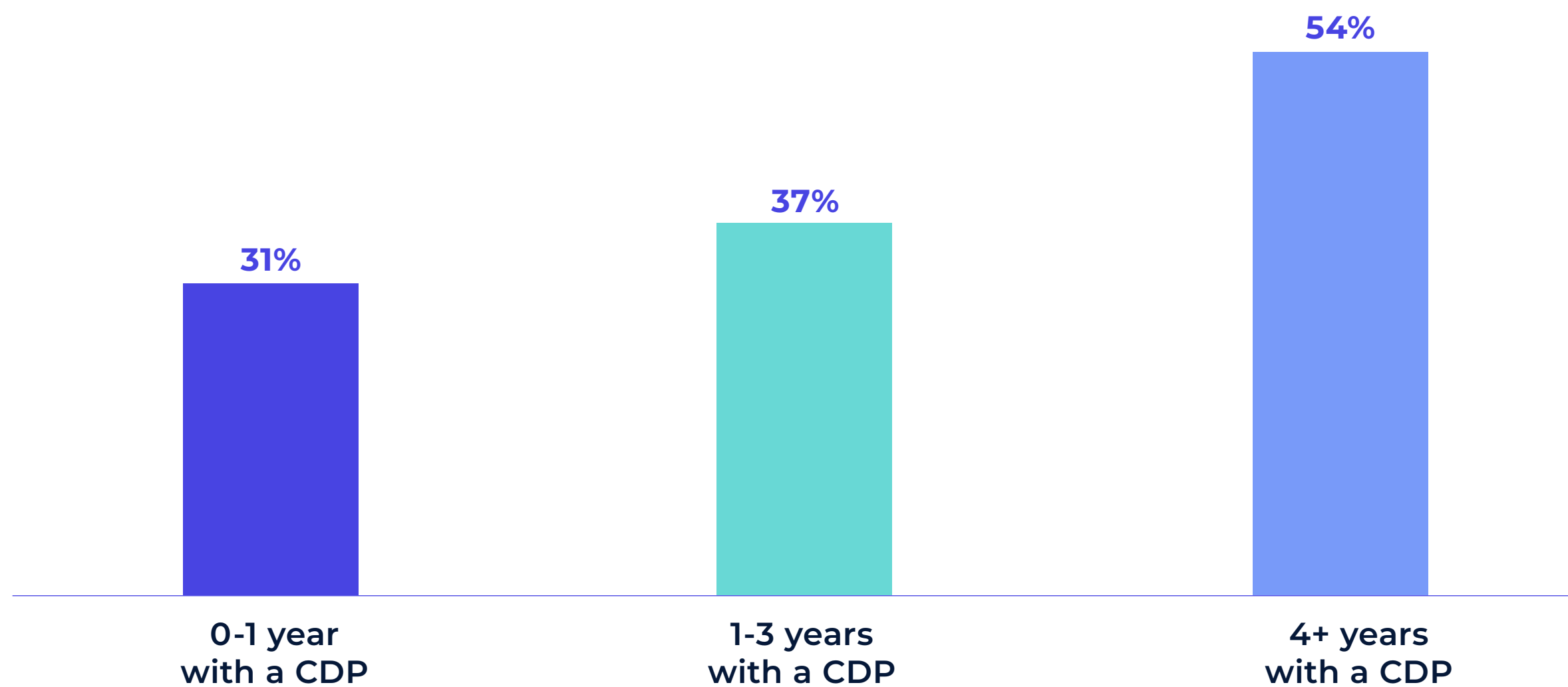| 6 months or less | 12 months or less | 18 months or less |
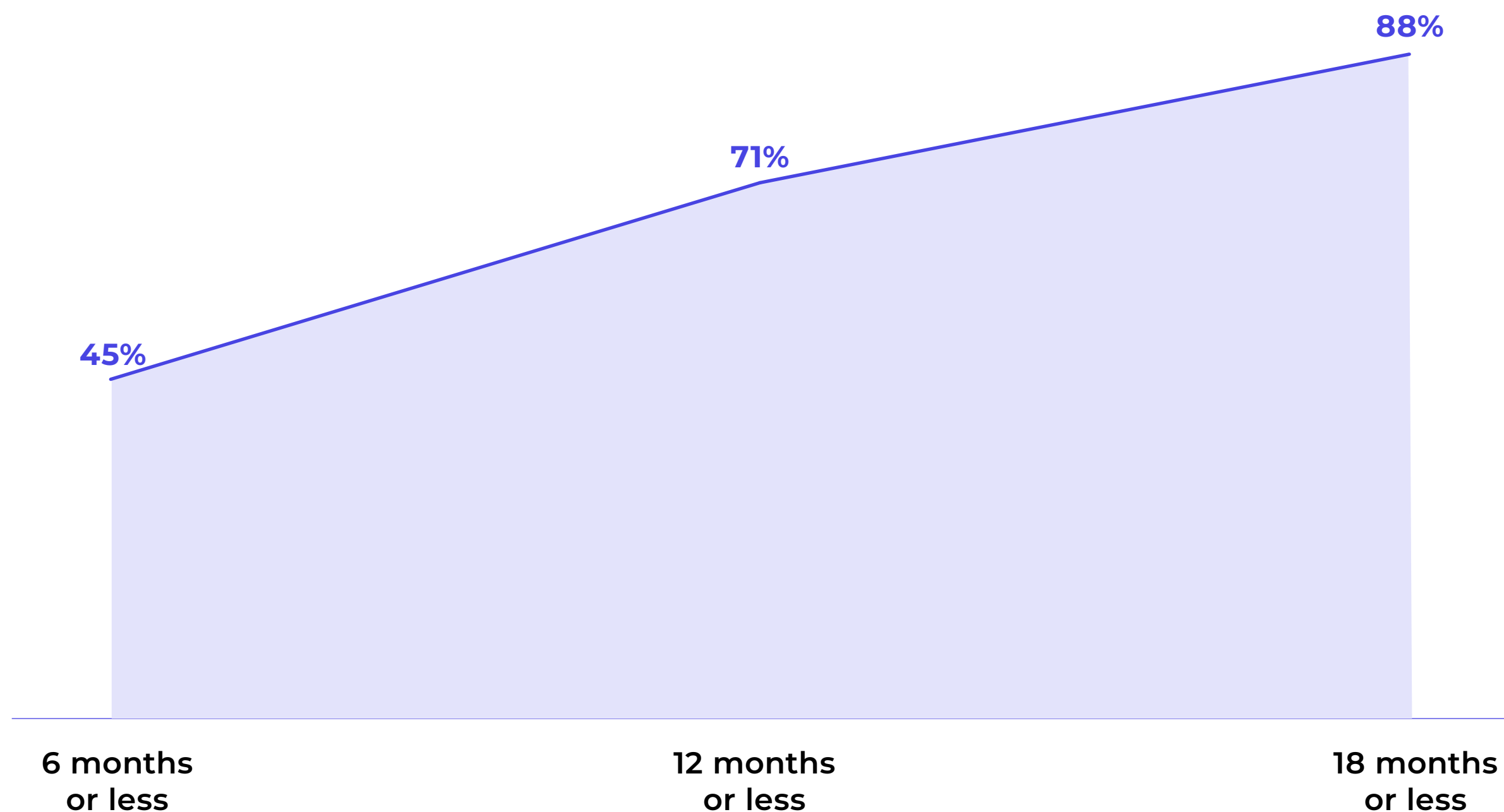
Satisfaction levels rise with CDP users over time

Over 9 out of 10 CDP users report high levels of satisfaction—93%, up slightly from last year's 90%.
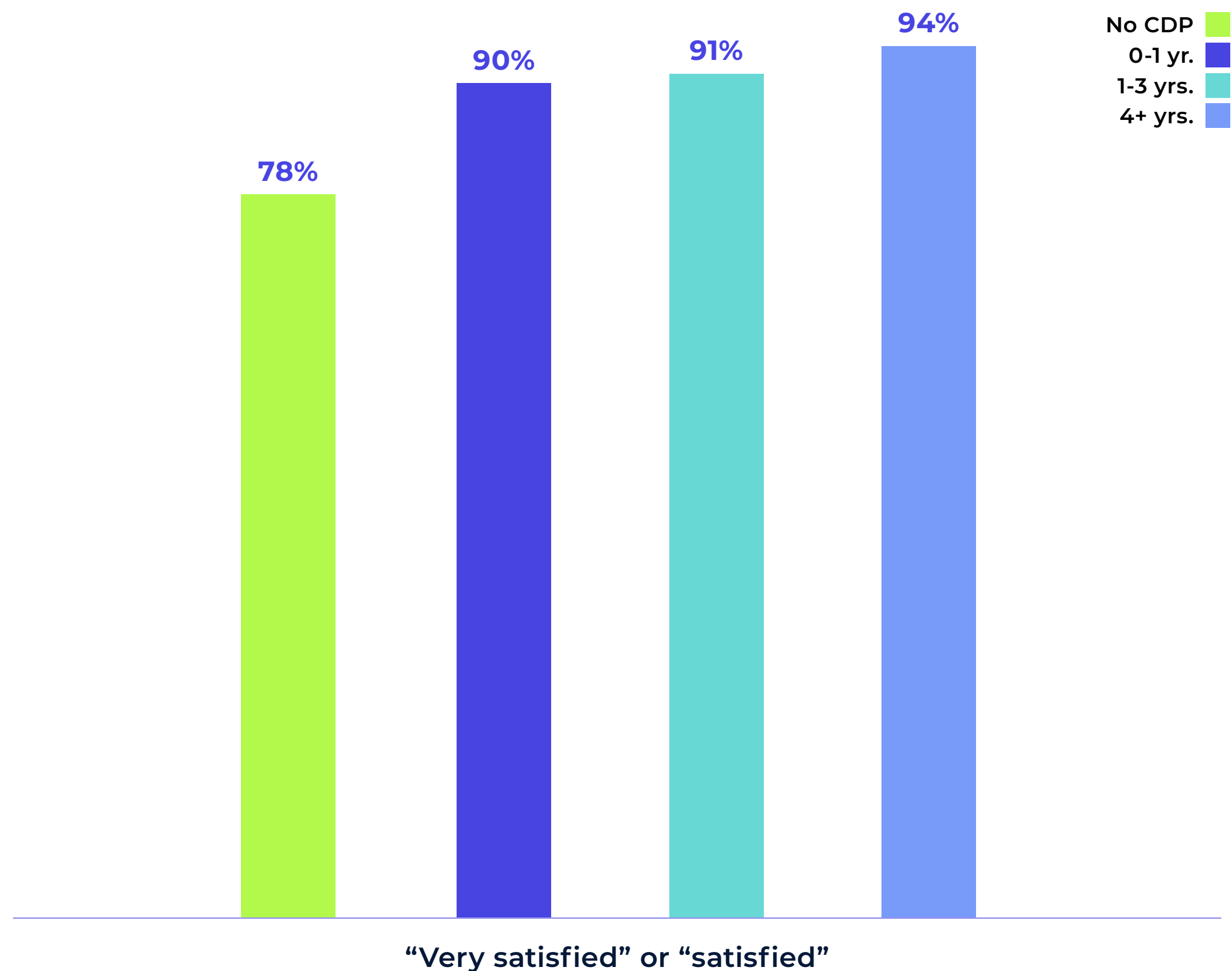
The top satisfaction rating (those who answered "very satisfied") rose from 31% for first-year users to 54% for 4+ year veterans.

This correlation between CDP satisfaction and CDP maturity reinforces the indication of increased value over time.

Respondents who answered "very satisfied" when asked about CDP satisfaction

31%
0-1 year
with a CDP

37%
1-3 years
with a CDP

54%
4+ years
with a CDP

Objective achievement between CDP and non-CDP users

Legend:
- No CDP
- 0-1 yr.
- 1-3 yrs.
- 4+ yrs.

Bar values: 78%, 90%, 91%, 94%

"Very satisfied" or "satisfied"

CDPs drive achievement of business objectives

Like all tools, CDPs exist in service of overarching organizational goals and objectives. Ultimately, every success metric has to contribute to those higher goals.

When respondents were asked about their satisfaction in meeting their business objectives over the preceding 12 months, the research discovered a wide gap between those with CDPs and those without.

TEALIUM'S TAKE

The gap between CDP and non-CDP users underscores the foundational nature of data management excellence in creating an adaptable, high-performing organization.

Your next steps

Recap of key findings

Adoption and maturity: CDPs are widely adopted across numerous departments. Both the technology and implementations are maturing. Long-term users are seeing greater benefits and new adopters achieving ROI faster, often in less than six months.

Integration and activation: CDPs integrate with multiple technologies and activate data across channels to deliver personalized, real-time experiences. Companies incorporating more data sources report higher ROI from their full tech stack.

Privacy and compliance: 91% of CDP users express confidence in their compliance readiness, regardless of regulatory changes.

AI enablement: CDP users outperform non-CDP companies in AI work, ensuring the right data is ready for advanced use cases such as predictive analytics and recommendation systems.

Future-proofing: 93% of CDP users agree their platform helps them stay resilient and adaptable to future challenges.

What to do

Start with strong foundations. Invest in data quality and standardization to maximize the impact of your CDP and connected applications. Privacy and consent governance as well as customer service, retention, and acquisition are powerful early use cases.

Expand use across teams. Encourage broader adoption of CDP data across marketing, sales, and customer success to unlock greater value.

Focus on real-time capabilities. Faster decisions and personalization improve customer interactions, especially as AI and predictive analytics become core business priorities.

Prepare for privacy and compliance changes. Centrally managed consent ensures both compliance and customer trust, even as regulations and expectations change.

Embrace AI opportunities. Clean, consistent, integrated data is essential, supporting AI exploration and payoff.

Ready to learn more?
Explore how Tealium's CDP can help you achieve your organization's strategic goals.

Visit **tealium.com** to learn more or request a demo.

CONCLUSION

About the survey

The 2025 Future of Customer Data research was conducted by independent research provider PureSpectrum, which surveyed 1,200 customer data professionals.
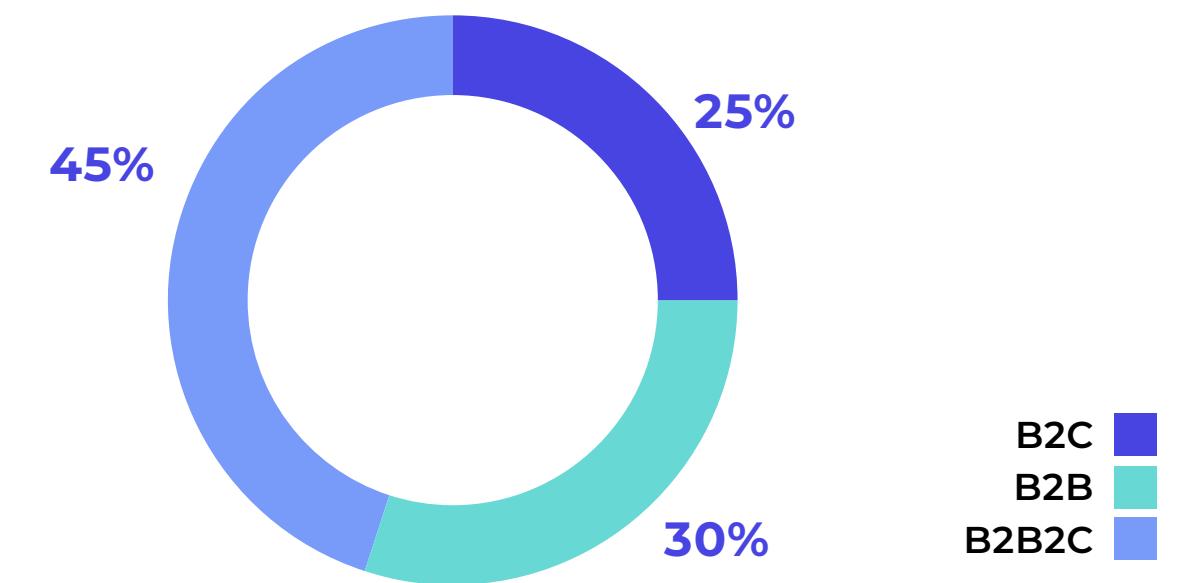
Participants were from organizations with annual revenues exceeding $100 million USD.

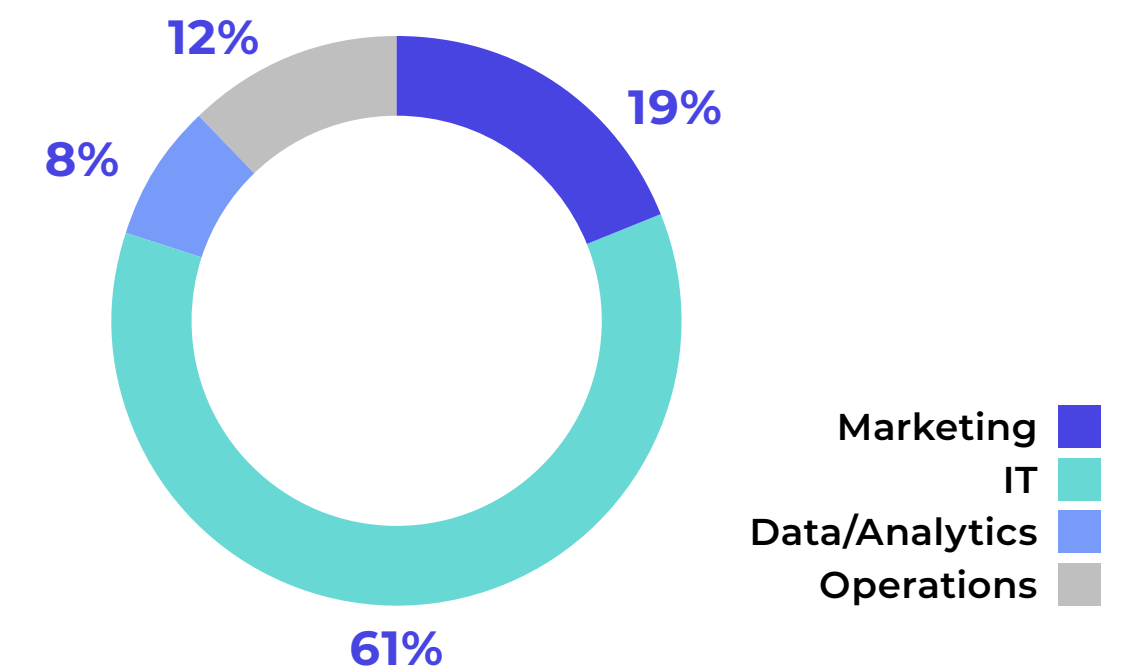Respondents' countries included the US, UK, France, Spain, Germany, UAE, Japan, Singapore, Australia, and New Zealand.

The study has a 3% margin of error at a 95% confidence level.

Type of companies surveyed

25%
45%
30%

B2C
B2B
B2B2C

Departments surveyed

12%
19%
8%
61%

Marketing
IT
Data/Analytics
Operations

TEALIUM®

As the most trusted CDP, Tealium connects data so businesses can better connect with their customers. Tealium's real-time data infrastructure allows brands to power their AI models and activate data for enhanced in-the-moment experiences. Tealium's turnkey integration ecosystem supports more than 1,300 built-in connections from the world's most prominent technology experts.

Tealium's solutions include a real-time 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.

Named as a Leader in The 2024 Gartner® Magic Quadrant for Customer Data Platforms™, more than 850 leading businesses globally trust Tealium to power their customer data strategies.

For more information, visit

tealium.com