Everest Group®

Everest Group Customer Data Platform (CDP) Products PEAK Matrix® Assessment 2025

Focus on **Tealium**

June 2025

PE∆K MATRIX®

Introduction

The CDP landscape continues to undergo rapid transformation, driven by businesses navigating an increasingly complex data ecosystem. With the acceleration of first-party data strategies – prompted by evolving privacy regulations and the reduced reliance on third-party cookies – organizations are prioritizing data integration, security, and compliance more than ever. The demand for real-time, data-driven personalization and engagement has further propelled the evolution of CDPs, making them a critical enabler of modern marketing and customer experience strategies.

In the edition of the CDP Products PEAK Matrix®, we assess 25 CDP providers based on their technological capabilities, market adoption, and overall value proposition. The CDP market is evolving rapidly, driven by innovations across key areas. Composability is enabling enterprises to build flexible and modular data architectures. Increasing integrations across the MarTech landscape are transforming CDPs into broader platforms that go beyond data management, supporting orchestration, decisioning, and activation. Security and compliance measures are being enhanced to align with global data privacy laws. Additionally, deeper AI integrations are optimizing

customer insights and automation. Another major trend is the rise of industry-specific CDP models, designed to meet the unique data needs of sectors such as retail, healthcare, and financial services.

The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2024, interactions with leading CDP providers, client reference checks, and an ongoing analysis of the CDP market.

The full report includes the profiles of the following 25 leading CDP providers featured on the Customer Data Platform (CDP) Products PEAK Matrix® Assessment 2025:

- **Leaders:** Adobe, Microsoft, Oracle, Salesforce, Tealium, and Treasure Data

- **Major Contenders:** Acquia, Amperity, Bloomreach, BlueConic, CleverTap, Contentstack (Lytics), Epsilon, FirstHive, RedPoint Global, Rokt (mParticle), SAP, Sitecore, Twilio Segment, Uniphore (Action IQ), and Zeta Global

- **Aspirants:** CM.com, Lemnisk, Meiro, and Optimove

Scope of this report

Geography: global

Services: CDP

Customer Data Platforms (CDP) products PEAK Matrix® characteristics

Leaders

Adobe, Microsoft, Oracle, Salesforce, Tealium, and Treasure Data

- Provide extensive third-party integrations and strong internal product connectivity including loyalty, automation, behavioral intelligence, and engagement solutions

- Maintain a clear product roadmap focused on enhancing end-to-end campaign execution, verticalization, and delivery capabilities

- Leverage AI and generative AI to refine predictive models and augment core CDP functionalities

- Prioritize data security and regulatory compliance to meet evolving global privacy standards

- Establish deep partnerships with technology providers and System Integrators (SIs) to strengthen data sourcing, activation, and delivery

- Maintain a strong presence across North America, Europe, and APAC, ensuring scalability and adoption across major markets

Major Contenders

Acquia, Amperity, Bloomreach, BlueConic, CleverTap, Contentstack (Lytics), Epsilon, FirstHive, RedPoint Global, Rokt (mParticle), SAP, Sitecore, Twilio Segment, Uniphore (Action IQ), and Zeta Global

- Well defined narrative on core CDP capabilities such as data, analytics, identity, and campaign management

- Sharp focus on the core CDP offering targeted toward a defined customer segment such as mid-sized and small enterprises

- Growing focus on building additional capabilities around media activation and use AI to deepen capabilities on data, analytics, and customer identity

- Present in key industries such as BFSI, retail, telecom, and media and entertainment

- Important acquisitions being made to strengthen customer intelligence, identity resolution, and personalization capabilities

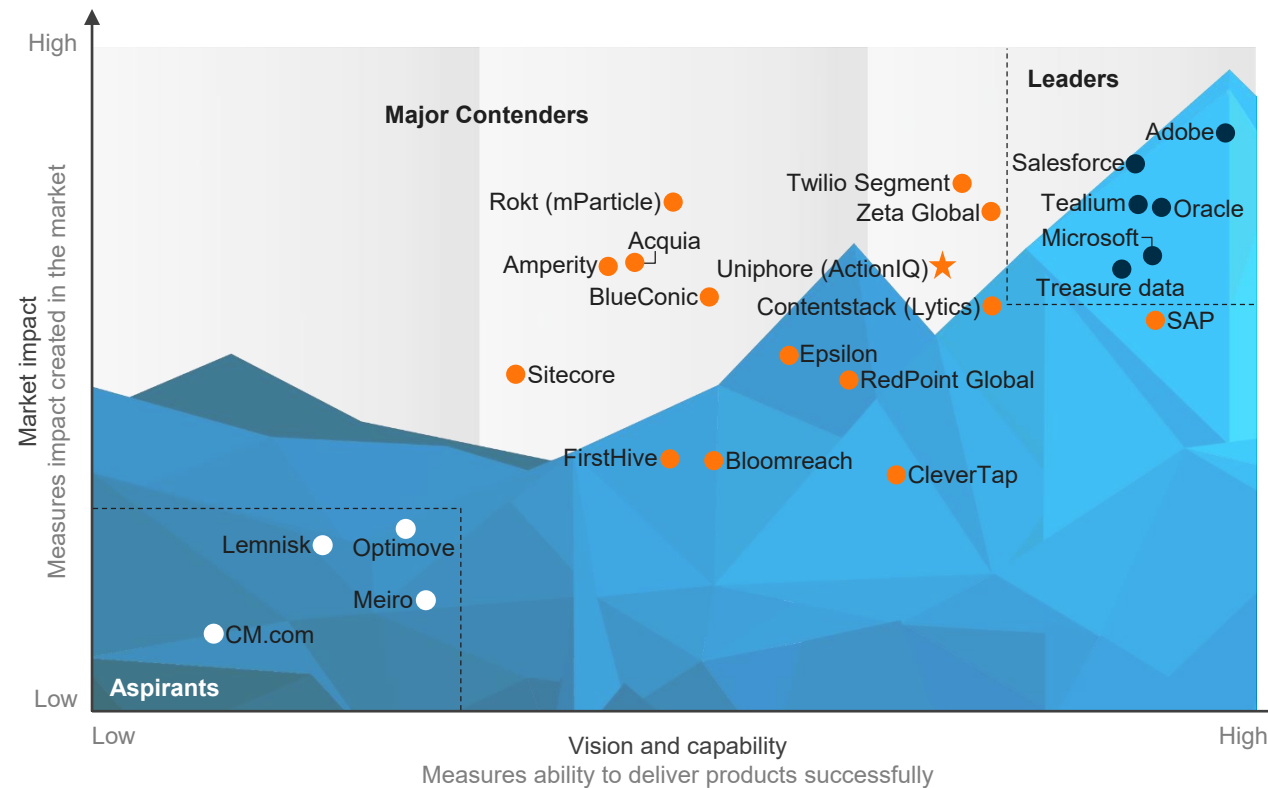## Aspirants

CM.com, Lemnisk, Meiro, and Optimove

- Focus is on the core CDP offering targeted toward small enterprise customers

- Focus on expanding partnership ecosystem, and improving brand recall

- Sharpened focus on carving out their niches and differentiating themselves by addressing client needs within particular geographies, industries, and buyer segments

Everest Group PEAK Matrix®

Customer Data Platform (CDP) Products PEAK Matrix® Assessment 2025 | Tealium is positioned as a Leader

Everest Group Customer Data Platform (CDP) Products PEAK Matrix® Assessment 2025[1,2]

- ● Leaders
- ● Major Contenders
- ○ Aspirants
- ☆ Star Performers

Chart axes:
- Vertical axis: Market impact — Measures impact created in the market (Low to High)
- Horizontal axis: Vision and capability — Measures ability to deliver products successfully (Low to High)

Quadrants: Major Contenders, Leaders, Aspirants

Plotted points:
- Adobe (Leader)
- Salesforce (Leader)
- Tealium (Leader)
- Oracle (Leader)
- Microsoft (Leader)
- Treasure data (Leader)
- SAP (Major Contender)
- Twilio Segment (Major Contender)
- Zeta Global (Major Contender)
- Rokt (mParticle) (Major Contender)
- Acquia (Major Contender)
- Amperity (Major Contender)
- Uniphore (ActionIQ) (Major Contender, Star Performer ☆)
- BlueConic (Major Contender)
- Contentstack (Lytics) (Major Contender)
- Epsilon (Major Contender)
- RedPoint Global (Major Contender)
- Sitecore (Major Contender)
- FirstHive (Major Contender)
- Bloomreach (Major Contender)
- CleverTap (Major Contender)
- Lemnisk (Aspirant)
- Optimove (Aspirant)
- Meiro (Aspirant)
- CM.com (Aspirant)

1 Assessments for Acquia, Amperity, Bloomreach, BlueConic, CleverTap, CM.com, Contentstack (Lytics), Epsilon, Meiro, Microsoft, Optimove, Oracle, RedPoint Global, Rokt (mParticle), SAP, Sitecore, and Treasure Data excludes technology provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, technology provider public disclosures, and Everest Group's interactions with buyers
2 Assessment of Salesforce, Twilio Segment, and Uniphore (ActionIQ) includes partial inputs from the technology provider and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, technology providers public disclosure, and Interaction with buyers
Source: Everest Group (2025)
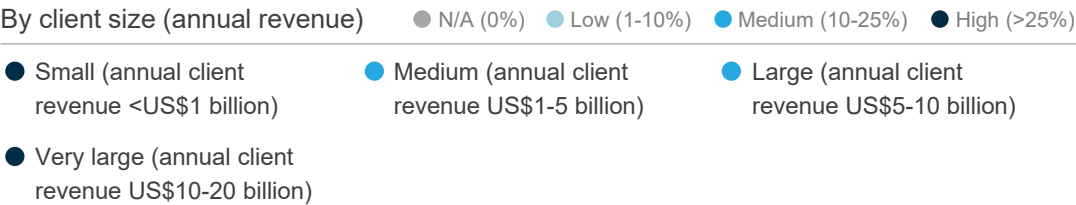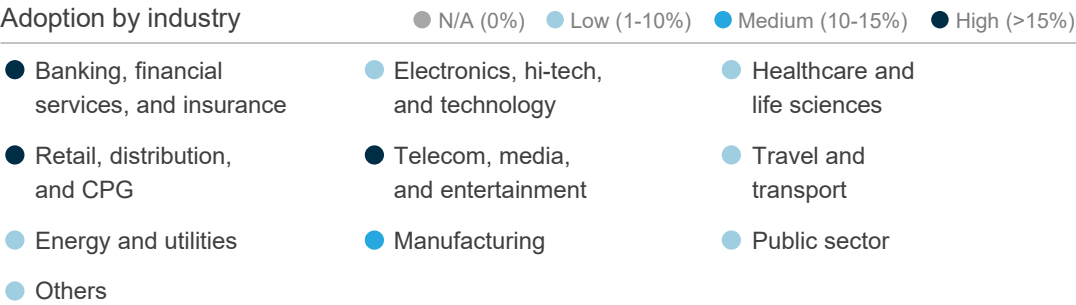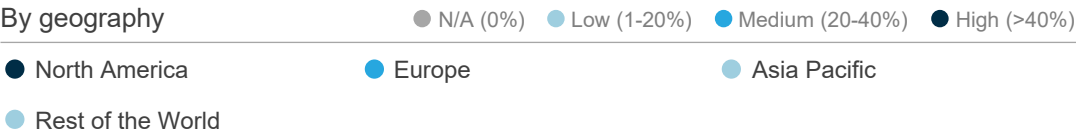
Tealium profile (page 1 of 4)
Overview

Vision for CDP
Tealium aims to serve as a trusted, real-time CDP for enterprises navigating the AI era. Its focus is on enabling unified, privacy-compliant data infrastructure that supports organizations prioritizing customer experience, first-party data strategies, regulatory compliance, and a best-of-breed technology approach.

Overall CDP revenue (2024)

<US$50 million	US$50-100 million	US$100-150 million	>US$150 million

CDP revenue mix

By geography   ● N/A (0%)   ● Low (1-20%)   ● Medium (20-40%)   ● High (>40%)

● North America	● Europe	● Asia Pacific
● Rest of the World		

Adoption by industry   ● N/A (0%)   ● Low (1-10%)   ● Medium (10-15%)   ● High (>15%)

● Banking, financial services, and insurance	● Electronics, hi-tech, and technology	● Healthcare and life sciences
● Retail, distribution, and CPG	● Telecom, media, and entertainment	● Travel and transport
● Energy and utilities	● Manufacturing	● Public sector
● Others		

By client size (annual revenue)   ● N/A (0%)   ● Low (1-10%)   ● Medium (10-25%)   ● High (>25%)

● Small (annual client revenue <US$1 billion)	● Medium (annual client revenue US$1-5 billion)	● Large (annual client revenue US$5-10 billion)
● Very large (annual client revenue US$10-20 billion)		

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Tealium profile (page 2 of 4)

Case studies

CASE STUDY 1

Delivered improvements through integrated data solutions and real-time campaigns for a digital advertising company

Business challenge

The client faced challenges with custom-built tools, disconnected data, and different levels of channel sophistication. It required a unified data solution to enable effective collaboration and personalization across its dual-sided marketplace.

Solution

- Implemented a joint solution with Braze, managing over 65 million events daily
- Launched real-time campaigns to support customer engagement
- Created personalized experiences and campaigns tailored to individual users
- Optimized media strategies for improved performance and cost efficiency
- Consolidated technology to streamline operations across the platform

Impact

- Executed real-time campaigns that delivered 7.5 million personalized recommendations each day
- Achieved increase in user engagement and optimized media strategies
- Streamlined the technology stack for improved cost efficiency
- Generated US$10 million in earned media through real-time personalization efforts
- Utilized real-time event data for in-app triggered campaigns, resulting in a 23x higher Click-through Rate (CTR) and a 10x higher conversion rate

CASE STUDY 2

Created a unified experience by connecting physical, digital, and virtual worlds for a personal care brand

Business challenge

The client aimed to connect physical, digital, and virtual environments to create unified beauty experiences, with a focus on integrating data science and technology into customer journeys in a fast-paced, creative industry.

Solution

- Consolidated data into a centralized system to support real-time analysis of customer interactions
- Collected and analyzed customer interactions to generate insights for improving customer engagement
- Ensured data quality and integrity to support accurate and effective customer communications

Impact

- Achieved a conversion rate of 22.22% for media efforts
- Increased CTR to 55.08%, representing a 26.25% improvement from before using the CDP
- Activated over 100,000 clients monthly for major brands within the group via the CDP integration

Tealium profile (page 3 of 4)

Investments and partnerships

[R E P R E S E N T A T I V E   L I S T]

Key investments

Investment	Details
Partnerships	• Partnered with Braze to establish a bi-directional integration to support data tracking and personalization across the customer journey, focusing on consented data collection, identity resolution, and audience targeting for real-time use cases • Partnered with Meta to enhance personalization, measurement, and audience engagement across Meta's family of applications, integrating Tealium's CDP to facilitate real-time data collection and enriched audience segmentation • Partnered with Pega to integrate Tealium's CDP with Pega's AI-powered decisioning, aiming to deliver real-time, personalized next-best actions across channels
Trainings/Certifications	• Achieved ISO 27001, 27701, and 27018 certifications to support information security standards and regulatory alignment • Obtained SOC 2 Type 2 certification to support internal data security and privacy control requirements
Other investments	Introduced integration via the Model Context Protocol (MCP) to its Moments API to send consented, real-time data directly to AI models and autonomous agents

Tealium profile (page 4 of 4)

Everest Group assessment – Leader

Measure of capability: ◕ Low   ● High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Investment and support	Overall
◔	◔	◑	◕	◔	◔	◔	◔	◑	◕

Strengths

- Tealium has launched advertising-focused integrations with Snapchat for real-time conversion tracking and The Trade Desk for first-party data activation

- It has a strong focus on global and regional privacy and introduced Consent 2.0, a privacy management suite, and partnered with AWS to align with the UAE's data regulations

- Tealium continues to build industry-specific capabilities through solutions such as Tealium Healthcare and specializations such as achieving the first AWS Automotive Competency

- It has ramped up its real-time data activation capabilities with new product innovations including Tealium Moments, Tealium for AI, and Tealium Consent Orchestration

- Tealium has received multiple industry accolades including the TrustRadius 2025 Buyer's Choice Award and G2's Fall 2024 Leader Award for tag management and data governance

- Clients appreciate Tealium's extensive ready-to-go connectors and integrations, facilitating data collection across various platforms, extensive case studies, and technical support

Limitations

- Tealium has scope to further enhance its identity management capabilities, particularly in probabilistic matching and identity resolution, to improve customer data unification and personalization accuracy

- Market feedback indicates that its capabilities for B2B audiences could be strengthened by enhancing Account-based Marketing (ABM) functionalities
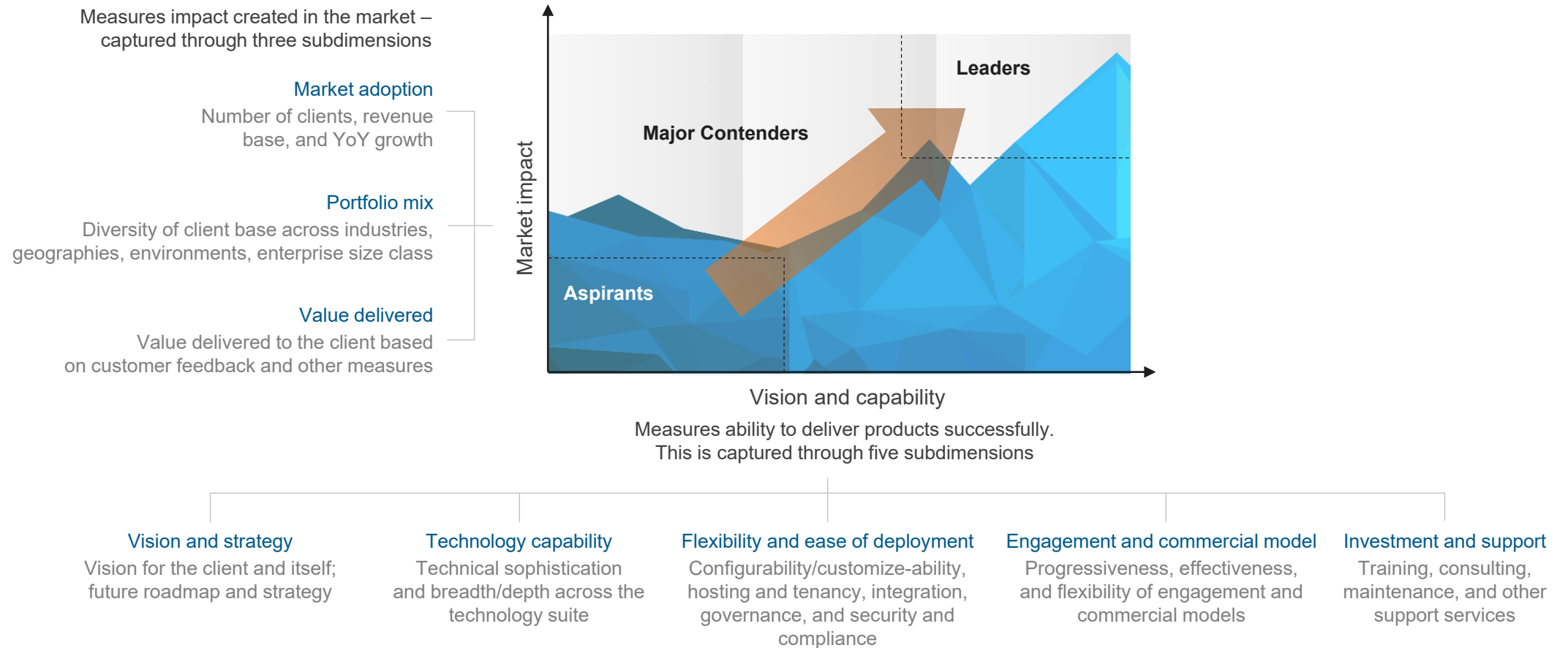
Appendix

PEAK Matrix® framework

FAQs

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix
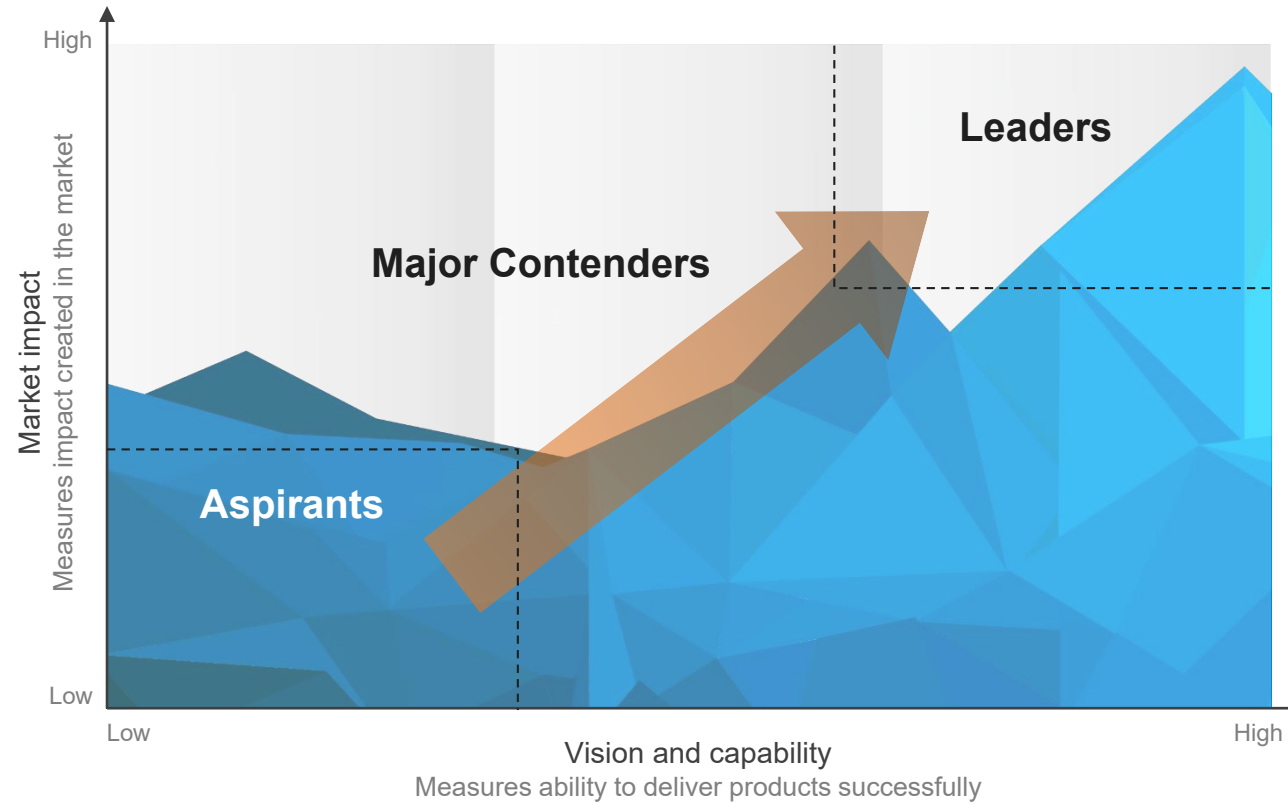
Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption

Number of clients, revenue base, and YoY growth

Portfolio mix

Diversity of client base across industries, geographies, environments, enterprise size class

Value delivered

Value delivered to the client based on customer feedback and other measures

Leaders

Major Contenders

Aspirants

Market impact

Vision and capability

Measures ability to deliver products successfully. This is captured through five subdimensions

Vision and strategy

Vision for the client and itself; future roadmap and strategy

Technology capability

Technical sophistication and breadth/depth across the technology suite

Flexibility and ease of deployment

Configurability/customize-ability, hosting and tenancy, integration, governance, and security and compliance

Engagement and commercial model

Progressiveness, effectiveness, and flexibility of engagement and commercial models

Investment and support

Training, consulting, maintenance, and other support services

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries

- In addition, it helps the provider/vendor organization gain brand visibility through being in included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies

- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR

- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

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