



# CDP

Competitor Leaderboard

Prepared for CM.com



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## 1.1 Why Read This Report

This section details several vendors active in the Customer Data Platform (CDP) space. As stakeholders increasingly recognise the benefits to be gained from deployment, so the number of players in CDP service provision has risen. This report is not intended to provide comprehensive coverage of all the vendors operating in this market, but introduces the reader to 14 CDP vendors that Juniper Research considers leaders in the market.

Juniper Research is a European-based provider of business intelligence. We specialise in providing high-quality data and fully researched analysis to manufacturers, financiers, developers and service/content providers across the communications sector. Juniper Research is fully independent and able to provide unbiased and reliable assessments of markets, technologies and industry players. Our team is drawn from experienced senior managers with proven track records in each of their specialist fields.

## Key CDP Market Takeaways

### Customer Identification & Segmentation Are Essential Services for Successful CDPs

Identifying customers successfully is the cornerstone of a valuable CDP. This enables enterprises to then segment these identities into groups with similar interests and history. In turn, marketing campaigns and adverts can be more specifically targeted towards a small, but precise list of users. This will, in turn, enable enterprises to secure a higher ROAS (Return on Ad Spend). CDPs that can offer the best identification and segmentation tools will be those positioning themselves to succeed in the global CDP market.

### Integration with CPaaS Platforms Will Reduce Friction

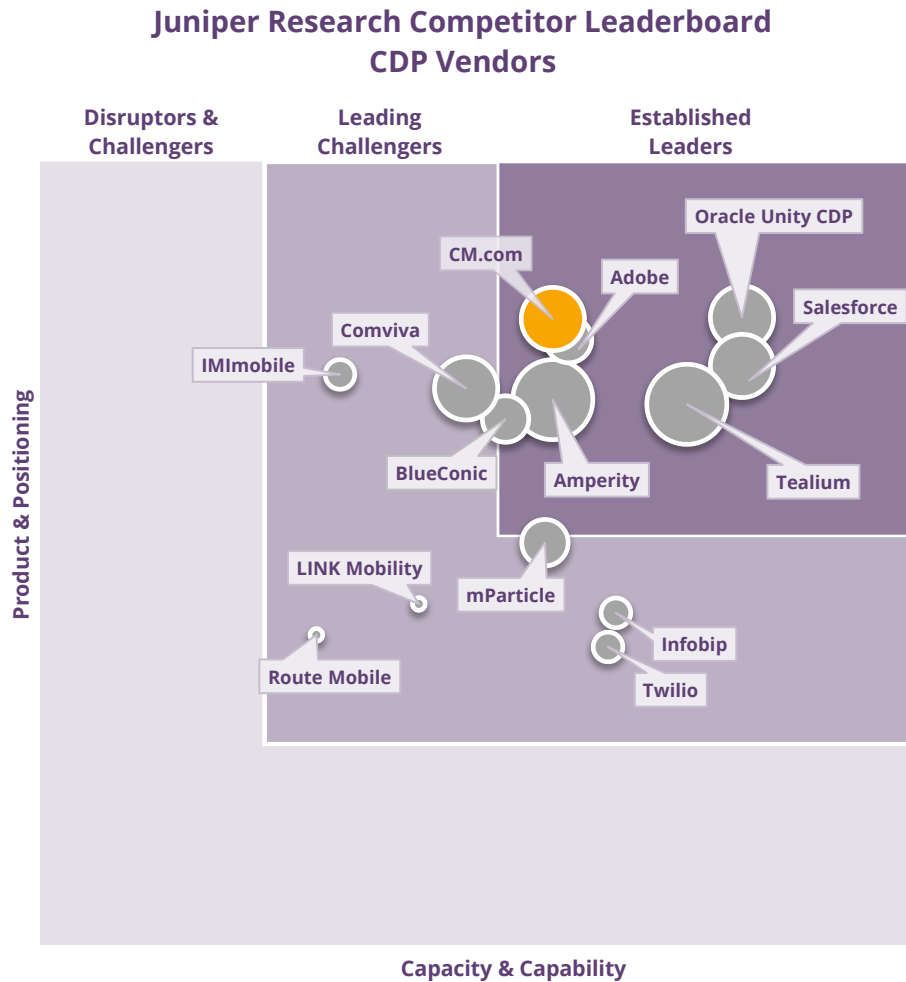
CPaaS (Communications Platform-as-a-Service) platforms provide the reach to mobile subscribers, and Juniper Research believes that the integration of CDPs into these services is essential to providing CPaaS platforms with a differentiation point. Adding the services for CDP directly into the process for the mass sending of traffic over various communications channels. Leading platforms, such as Oracle and Salesforce, are able to integrate into multiple platforms. However, many CPaaS platforms have decided to develop these internally or acquire companies and integrate them into a platform.

### Unifying Data Sources Will Demonstrate Return on Investment

High-quality data is imperative to the value of the CDP service. However, the leading CDPs will be those who can offer services that can unify data sources into a single platform. In turn, this will enable the output and efficiency of CDPs to increase, and will decrease the time spent by enterprises in configuring data manually to be used in a CDP.



Figure 1: Juniper Research Competitor Leaderboard: CDP Vendors



Source: Juniper Research



As with any enterprise which has a range of products transcending servicing individual or a limited number of sectors, CM.com has the opportunity to scale its operations further into continental Europe but also for example, within the UK sports sector, and look into how its mobile payments solution for ticketing can be leveraged in top-tier football within the Dutch Eredivisie and other elite European leagues.

Embedding a CDP within a CPaaS solution adds a customer data infrastructure which will empower meaningful customer experiences through the improved use of data. Within the crowded cloud-based CPaaS market, CM.com has differentiated its offerings to set it apart from the competition, with improved customer engagement and insight into which APIs amongst the wider range of touchpoints available best generate conversions.

Unifying customer data within a CDP framework takes CPaaS solutions to another level, designed to enhance customer communication channels that feed social media engagement into an enterprise's customer-facing applications.

The level of personalisation achieved using CPaaS solutions can be elevated using an integrated CDP. With the need for software vendors and enterprises to stand out from the crowd amid their respective competitive landscapes, the addition of a CDP will give vital differentiation and enable greater insight to be drawn from an increasing wealth of data.



### 1.1.1 CM.com



Table 2: Juniper Research Competitor Leaderboard: CM.com's Customer Data Platform

	Capacity & Capability					Product & Positioning					Market Presence
	Brand Recognition	Experience in CDP Service Provision	Geographical Reach of CDP Services	Strength and Depth of CDP Partnerships	Financial Size in the CDP Market	Breadth of CDP Technologies Supported	Capabilities & Sophistication of CDP Services	Segment Coverage	Innovation in the CDP Market	Future CDP Market Prospects	
CM.com											
						High					

Source: Juniper Research

#### i. Corporate

CM.com is a Dutch-based CPaaS mobile services company with a portfolio of interactive voice solutions, messaging channels, marketing orchestration, customer contact and what is regarded as Europe's most innovative payment solutions. CM.com allows businesses to implement payment solutions for bricks-and-mortar stores and connect with customers through various voice, SMS, and instant messaging channels. In 2017, CM.com decided to build its own customer data platform in response to the requirement for businesses to have a solution with the overall power to collect and use consumer data intelligently. This strategic product choice has given businesses the ability to orchestrate consumer data for use in marketing, customer care, and sales communications. As is common with those directly within the same space and enterprises where operational overlap exists, CM.com uses real-time, validated data to aid customer and cohort segmentation used for marketing campaigns. The ability to authenticate online payments is arguably as critical as garnering and unifying fragmented data that is subsequently used appropriately. As most CPaaS platforms were likely predicated upon customer interaction and the upscaling of revenue through data integrity and best practices of its future use, adding sophisticated payment solutions brings a greater amount of commercial opportunities into play. This includes CM.com's digital ticketing feature which helps event organisers personalise tickets and monitor sales in real-time, whilst sales can be executed through web and mobile applications, but can also be nuanced for one-time payments, rolling subscriptions and billing, and processed through QR codes.

Founded in 1999, in the Dutch city of Breda, CM.com was originally known as ClubMessage before succinctly abbreviating its identity. It initially occupied a niche through its GroupText product that was used by event organisers to distribute bulk messaging information to event attendees. This eventually grew to be used within festival settings, with a mobile payments facility being a logical progression for the purchase of club, event, and festival tickets.



The CM.com management team consists of Founder, CEO, and Managing Director Jeroen van Glabbeek; Co-founder, Chief Operating Officer, and Managing Director Gilbert Gooijers; and Chief Financial Officer and Managing Director Jörg de Graaf. Its Supervisory Board is chaired by **Martin van Pernis**, and includes Lex Beins, Jacques van den Broek, Joëlle Frijters, Diederik Karsten, Mariken Tannemaat, and Stephan Nanninga.

In 2021, CM.com acquired Appmiral, a music festival and event app platform company to solidify its position within mobile and ticketing technologies. The tie-up will enable CM's ticketing database and portfolio of payment and communication solutions to be integrated with Appmiral's in-app ticket wallet. This acquisition is an acknowledgement that data quality improves through the integration of technologies, using knowledge of customer preferences to deliver enhanced event experiences.

Also during 2021, CM.com acquired TraceDock, a Utrecht-based privacy-friendly first-party data collection service, with a view to enriching its Mobile Marketing Cloud to allow enterprises to personalise communication with their customers. First-party data is by definition of the highest quality and has been ethically garnered from existing clients, who are aware of their data being harvested for real-time and future use. Again, the personal touch is seen as the optimal way to build trust, and retain customers which offers greater potential for conversions and repeat customs.

In March 2022, CM.com acquired the Dutch-based Building Blocks, a consumer AI technology company. Leveraging AI-enabled software and services to provide customers with personalised interactions that extend to guidance, engagement, and care to optimise the customer journey from predictive insights. The purchase of Building Blocks continues the theme of CM.com acquiring additional expertise within data governance and its subsequent personalisation that can be seamlessly integrated with existing technologies, for example CM.com's customer contact solution (Mobile Service Cloud).

Of the various revenue streams generated by CM.com, its financial reports for both 2020 and 2021 show a reliance on Cpaas-related income of 82% of total income in each year, despite overall revenue growing 40% year-on-year. The other revenue segments of Payments, Platform, and Other represent 18% of overall income, although the Platform and Payments segments have seen year-on-year growth of

43% and 49.6%, respectively. With a Benelux (Belgium, Netherlands, and Luxembourg)-centric dominance of its geographic scope CM.com has nevertheless seen growth in Cpaas revenue in its French, Rest of Europe, APAC (Asia Pacific), the Rest of the World markets. Growth from Payments is particularly strong within Belgium, the Netherlands, and the Rest of Europe, whilst Platform income has particularly grown within the Netherlands and the Rest of the World. Cpaas income for 2021 is perhaps distorted by more than 10% of revenue being contributed by a single partner.

## ii. Geographical Spread

CM.com is headquartered in Breda, the Netherlands and has a network of global offices. With a string of Dutch-based offices in Breda, Amsterdam, Enschede, Utrecht, and Arnhem, CM.com has remained close to its roots even when expansion of operations moved beyond its traditional Benelux market. It currently has presence in Belgium, the UK, France, Germany, Hong Kong, South Africa, Dubai, Kenya, Singapore, Japan, Spain, Italy, China, Turkey, India, Kazakhstan, Brazil, and Denmark.

## iii. Key Clients & Strategic Partnerships

CM.com was established to issue bulk messages to those attending nightclubs, festivals, and similar events before an organic progression into offering a mobile payments facility allowed for the purchase of tickets within this sector. Interaction very much remains at the heart of its operation, with CM.com now empowering a range of one-off ticketed events and established players within the events and sporting fixtures sectors. These include the ongoing support of Dutch professional football team NAC Breda and the Heineken Experience beer museum, and annual events such as the Formula 1 Dutch Grand Prix, KLM Open golf tournament, and music festivals including the Dutch-based Lowlands, and Jersey, Channel Islands-based Weekender and Out-There.

The Chatbot service offered by CM.com is used by a diverse range of sectors including retail with the fashion brand, Missguided, and Coca Cola, the UK-based housing association, Vivid, global parcel and logistics enterprises with DHL and utility companies with NI (Northern Ireland) Water. Virtual assistants can significantly reduce the workload of customer service representatives, addressing simple customer queries and frequently asked questions. Contextual answers can often



supply the customer with an immediate solution, for the mutual benefit of both parties. Intelligent, conversational responses can often provide quick answers and reassurance, for example when reporting outages or issues with public utility companies services and repairs to housing associations. Should this solution be unable to respond appropriately, only then may a 'human' member of a customer service team be engaged, cutting down on waiting times and staffing costs.

The likes of the Dutch-based food delivery service Takeaway.com make use of CM.com's SIP Trunking that connects with traditional PSTN, which has slashed call costs by 40% per annum. Elsewhere, BMW Group's ConnectedDrive services benefit from CM.com's scalable SMS Gateway solution which can work in many scenarios, such as when 4G and 5G connections are unreliable.

#### **iv. High-level View of Offerings**

CM.com has a range of solutions which transcend a business model predicated on sector-specific reliance. Indeed, whilst use cases can be made for the automotive, charitable, financial services, gaming, government, health & beauty, healthcare, housing, professional services, retail, sports, tech & media, telecommunications, travel & leisure, and utilities industries, there is scope within any sector that has focused customer service, marketing & sales, and IT & operations functionality for CM.com's services to make a tangible, positive difference to customer engagement through personalisation and the simplification of established processes.

A range of SaaS products, including Mobile Service Cloud, Conversational AI Cloud, and Mobile Marketing Cloud are entirely customer focused, from ensuring increased levels of customer satisfaction through personalisation driven by improved automation, segmentation through greater understanding of data at an enterprise's disposal. Other SaaS-related products number event ticketing, and digital signatures service Sign.

Platform-as-a-Service solutions include communication – SMS, Voice, and conversational channels (RCS, WhatsApp Business, Facebook Messenger, Instagram Messaging, Telegram, Twitter, Apple Messages for Business and Google's Business Messages the majority of which are available across Business Messaging API, Mobile Service Cloud, and the Mobile Marketing Cloud integration) – and payment platforms, specifically online and POS payments. The benefits to the end user include being able

to be reached through the channel of their choice, and the effective integration between software that connects all the steps in the customer journey, including with plugins to integrate with third-party eCommerce platforms.



## 1.2 Juniper Research Leaderboard Assessment Methodology

Juniper Research provides updates on a selected number of CDP providers. To qualify for the Leaderboard, companies must be involved in the direct provision of customer identification and segmentation services. The companies included here have developed specific expertise in the CDP space, though some embarked on the route earlier than others and therefore have wider customer bases or geographical reach. Additionally, CDP services may be offered as the primary solution, or in some instances, CDP services are offered as part of a wider product portfolio

This research covers a significant number of vendors; however, we cannot guarantee that all players in the market are included. Our approach is to use a standard template to summarise the capability of players offering CDP services. This template concludes with our view of the key strengths and strategic development opportunities for each vendor.

We also provide our view of vendor positioning using our Juniper Research Leaderboard technique. This technique, which applies quantitative scoring to qualitative information, enables us to assess each player's capability and capacity, as well as its product and position in the broader market for CDP services. The resulting Leaderboard exhibits our view of relative vendor positioning.

### 1.2.1 Limitations & Interpretations

Our assessment is based on a combination of quantitative measures, where they are available (such as revenue and numbers of employees) that indicate relative strength, and also of qualitative judgement, based on available market and vendor information as published. In addition, we have added our in-house knowledge from meetings and interviews with a range of industry players. We have also used publicly available information to arrive at a broad, indicative positioning of vendors in this market, on a 'best efforts' basis.

However, we would also caution that our analysis is almost by nature based on incomplete information and therefore with some elements of this analysis we have had to be more judgemental than others. For example, with some vendors, less

detailed financial information is typically available if they are not publicly listed companies. This is particularly the case when assessing early-stage companies, where a degree of secrecy may be advantageous to avoid other companies replicating elements of the business model or strategy.

We also remind readers that the list of vendors considered is not exhaustive across the entire market but rather selective. Juniper Research endeavours to provide accurate information. While information or comment is believed to be correct at the time of publication, Juniper Research cannot accept any responsibility for its completeness or accuracy, the analysis is presented on a 'best efforts' basis.

The Leaderboard compares the positioning of platform providers based on Juniper Research's scoring of each company against the above criteria that Juniper Research has defined. The Leaderboard is designed to compare how the vendors position themselves in the market based on these criteria. Relative placement in one particular unit of the Leaderboard does not imply that any one vendor is necessarily better placed than others. For example, one vendor's objectives will be different from the next and the vendor may be very successfully fulfilling them without being placed in the top right box of the Leaderboard, which is the traditional location for the leading players.

Therefore, for avoidance of doubt in interpreting the Leaderboard, we are not suggesting that any single cell in the Leaderboard implies in any way that a group of vendors is more advantageously positioned than another group, just differently positioned. We additionally would draw the reader's attention to the fact that vendors are listed alphabetically in a unit of the Leaderboard and not ranked in any way in the cell of the Leaderboard.

The Leaderboard is also valid at a specific point in time, May 2022. It does not indicate how we expect positioning to change in future, or indeed in which direction we believe that the vendors are moving. We caution against companies taking any decisions based on this analysis; it is merely intended as an analytical summary by Juniper Research as an independent third party





Table 3: Juniper Research Competitor Leaderboard: CDP Vendors – Scoring Criteria

Category	Weighting	Scoring Criteria	Relevant Information
Capability & Capacity	15%	Brand Recognition	This is a measure of how recognisable a brand is assessed via their online presence.
	35%	Experience in CDP Service Provision	First launch of a CDP service and the extent of further service launches.
	20%	Geographical Reach of CDP Services	Countries in which services are available to end users, countries in which company has a physical presence.
	10%	Strength and Depth of CDP Partnerships	Number of partnerships in the CDP space, extent of partnerships with other communications partners.
	20%	Financial Size in the CDP Market	Revenue from CDP services. In instances where CDP revenue is intertwined with other revenue sources, such as CPaaS, revenue has been estimated.
Product & Position	20%	Breadth of CDP Technologies Supported	Weighted scoring of technologies supported by CDP platforms.
	23%	Capabilities & Sophistication of CDP Services	Weighted scoring of capabilities supported, including customer segmentation, real-time management, channel engagement, predictive services, personalisation, AI.
	24%	Segment Coverage	Weighted scoring of segments that are currently served, including retail, finance, ticketing, healthcare, travel and tourism, etc.
	18%	Innovation in the CDP Market	Score of Juniper Research's opinion of the company's innovation, or plans for innovation.
	15%	Future CDP Market Prospects	Score of Juniper Research's opinion of the company's future prospects in the market.
Market Presence	100%	Market Presence	This is a measure of a company's presence in the market;, taking into account various factors.

Source: Juniper Research



## 1.3 An Interview with CM.com



**Juniper Research interviewed Jan Saan, CTO of CM.com in July 2022**

### 1.3.1 How important are customer data platforms to the messaging space?

CDPs play a pivotal role in the messaging and payments industry. Instead of simply collecting, processing, and combining data, CDPs are becoming the primary source for intelligent decision-making and providing context to consumer interaction platforms.

With every interaction through any of the messaging channels, CDPs will become more intelligent and will be able to put the consumer at the centre and make the next interaction even more relevant and personal, based on their past engagement. This data is extremely significant for the messaging space because CDPs make sure it is actionable and relevant in addition to being stored, aggregated and secure.

Making sure you adhere to data privacy standards is essential to turning data into relevant actions. CDPs can be used to reduce the risk connected with local data compliance standards because they retain every data exchange and touch point. A CDP can be used to manage marketing consent or any other communication desire. In every phase of the customer's data lifecycle, it can serve as a repository to keep track of all opt-ins, opt-outs, and communication preferences.

### 1.3.2 What benefits can CM.com's customers gain from using the insights from customer data platforms?

Many of our customers have a lot of data, but their primary business is typically not digital. Multiple systems that lack marketing or communication skills currently maintain their customer data.

To consolidate client profiles in a single setting, our Customer Data Platform joins the online and offline worlds, through messaging. Profiles will display every client interaction, along with the channel and time. Marketers can use these profiles as a fantastic resource to give customers richer experiences, increase loyalty, and reduce churn. Making sure brands reach the correct consumer at the right time, with the right content, and at the right moment to avoid flooding them with unnecessary emails. There is no need to look for additional tools to begin and maintain the mobile messaging conversation, because our CDP includes integrated marketing and customer service orchestration capabilities.

Non-coded modules with drag-and-drop functionality are used to provide the CDP with marketing orchestration capabilities. Customers can now use their valuable resources to design successful campaigns rather than complex software tools, thanks to this. Real-time analytics make it simple to analyse campaigns, which encourages ongoing campaign optimisation.

In addition to the CDP's standalone capabilities, CM.com provides a wide range of conversational software solutions that work in unison to help our clients exceed expectations and convert their audience into ardent brand advocates. The ability for our CDP users to quickly include various payment methods into their flows is one of the main advantages of having a native CM.com payment platform. For example, we must consider the non-profit organisations who utilise our solution to accept donations entirely online and to sell tickets for events that include automated payment and refund processes.



### 1.3.3 Which messaging technologies will be the most impacted by the use of customer data platforms?

The interconnection between new messaging technologies and a CDP will create a variety of commercial opportunities. All our messaging partners such as Google, Meta, Apple and telecom providers continuously increase their messaging capabilities to support our brands with conversational commerce functionality. Conversational commerce will deliver an amazing user experience for customers, but requires orchestration with intelligent tooling for brands to launch these use cases.

Because CDPs are designed to facilitate local data policies, they will also encourage message technologies to abide by them. Security, compliance, and relevance are the three main focuses of marketing automation in the future. Such capabilities as E2EE (End-to-End Encryption), Verified Sender, or opt-in policies must be included in messaging capabilities when used with a CDP.

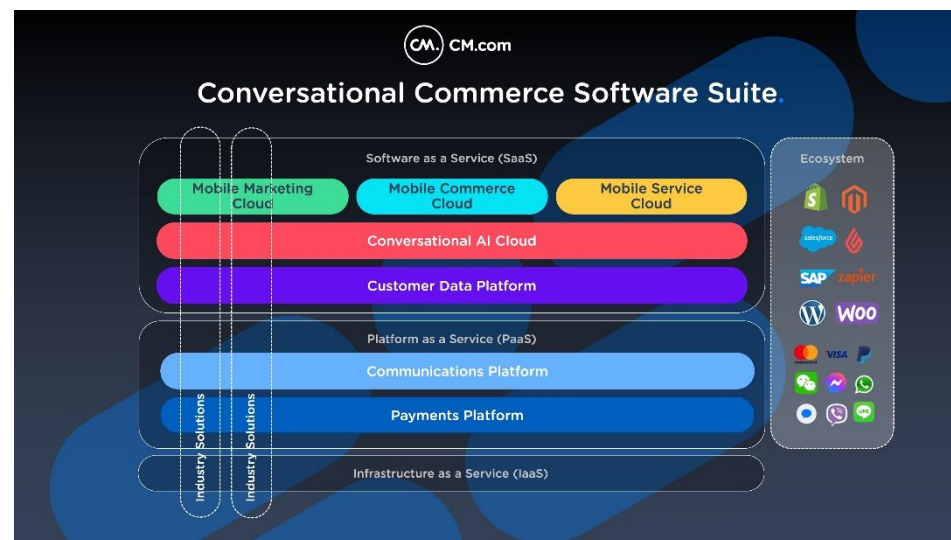
Engagements using messaging technologies vary from person to person. On a customer profile level, we need to understand each person's preferred method of communication. Sending bulk SMS to any segment used to be acceptable, but not anymore. The appropriate consumer segment can be identified and matched with the desired and pertinent messaging channel via CDPs.

We anticipate that a CDP with marketing automation would make the ideal team; allowing firms to move away from irrelevant spam communications and jump onto the conversational commerce train. Personal marketing notifications will replace the old-school mass-produced spam. Brands won't be able to ignore the substantial ROI (return on investment) and UX (user experience) gains. Pushing the aforementioned partnership simultaneously toward greater technology capabilities There is enough room for growth in messaging technology in terms of rich features, security, payments, discovery points, permitted industries, or reach.

This all leads to (hyper)-personalisation: (hyper)-personalisation is key to drive lasting and valuable relationships between enterprises and consumers.

### 1.3.4 How does CM.com plan to evolve its customer data platforms services?

As the 'Crossroad' of the CM.com platform, our customer data platform will connect all of our products and external integration options. We constantly broaden our integrations with third-party systems since we understand that our CDP functions as an intersection for any SaaS (Software-as-a-Service) platform. Our CDP can use both third-party SaaS and our CM.com SaaS, Messaging, and Payment solutions because it is platform independent.



The introduction of AI has produced successful more accurate segmented, personalised and relevant campaigns, based on historical but constantly updated data. This lets us increase the efficiency of individual consumer engagement and campaign segmentation continuously. In areas such as analytics, automated decision making, content generation or real-time personalisation our customers can anticipate higher returns and efficiencies. The following year will be devoted to improving our CDP's AI capabilities. The field of automated audience recognition will



continue to advance and change. In order to achieve this, we need to look at the individual behind the static data. Who are these individuals and how would they like to be contacted, through which channel, at what time and which content? For our customers, these tasks can easily be automated.

Our architecture is constantly evolving to accommodate scale and compliance. With the growth of our customer base, our CM.com private cloud or public cloud solutions are prepared to scale.

### **1.3.5 What industries will generate the greatest demand for customer data platforms?**

A CDP can be advantageous for all industries that interact directly with significant numbers of consumers, employees or patients.

Hospitality, leisure, eCommerce, and charitable organisations are some of the specific industries or sectors with high demand. Online fundraising is taking the place of offline fundraising in the non-profit sector; a market that values tailored personal approaches and timely messages.

After the COVID-19 pandemic, the hospitality and leisure sector is once again booming. To tailor end-to-end customer journeys and enable pre-registration, ticket sales, event communication, and retargeting campaigns, CDPs are used in conjunction with marketing orchestration tools. While the pandemic itself has given eCommerce and retail a boost, both sectors have embraced a fast-paced and digital communication preference to convert visitors into devoted buyers.



## About CM.com



CM.com

CM.com (Euronext Amsterdam: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience.

Our communications and payments platform empowers marketing, sales, and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities that drive sales, gain customers and increase customer happiness.

The story of CM.com started back in 1999, with this one message: 'Will you join me at Highstreet?'. This was the SMS Gilbert Gooijers sent to Jeroen van Glabbeek.

Starting as Club Message, co-founders Jeroen and Gilbert introduced sending SMS messages to groups in 1999. This was used to inform visitors of discotheques in the Benelux on guest DJs, timetables, contests, discounts, and more weekend news; right at the exact moment, it matters for the visitor.

## About Juniper Research



Juniper Research was founded in 2001 by the industry consultant Tony Crabtree, in the midst of the telecoms and dot-com crash. The business was fully incorporated in February 2002 and has since grown to become one of the leading analyst firms in the mobile and digital tech sector.

Juniper Research specialises in identifying and appraising new high growth market sectors within the digital ecosystem. Market sizing and forecasting are the cornerstones of our offering, together with competitive analysis, strategic assessment and business modelling.

We endeavour to provide independent and impartial analysis of both current and emerging opportunities via a team of dedicated specialists - all knowledgeable, experienced and experts in their field.

Our clients range from mobile operators through to content providers, vendors and financial institutions. Juniper Research's client base spans the globe, with the majority of our clients based in North America, Western Europe and the Far East.