

Now Tech: Customer Data Platforms In Asia Pacific, Q4 2021

Forrester's Overview Of 26 Customer Data Platform Providers

December 21, 2021

By Xiaofeng Wang with Frederic Giron, Joe Stanhope, Nancy Lin, Min Say, Bill Nagel

FORRESTER®

Summary

B2C marketers can use customer data platforms (CDPs) to unify customer data, orchestrate data to deliver more compelling customer engagement, and drive customer-obsessed decision-making. But to realize these benefits, they'll first have to select from a diverse set of vendors that vary by size, functionality, geography, and vertical market focus. Marketers in Asia Pacific (APAC) should use this report to understand the value they can expect from a CDP provider and select one based on size and functionality.

Improve Customer Understanding And Data Orchestration With CDPs

While customer data is the foundation of moments-based marketing, B2C marketers in APAC struggle with it. According to Forrester's 2021 Global Marketing Survey, 31% of B2C marketing decision-makers in APAC consider the quality or accessibility of customer data as among the greatest challenges to achieving their marketing goals over the next two years. More stringent [data privacy](#) regulations and the demise of third-party cookies have made the region's marketers more interested in investing in tools like CDP to make better use of first-party data. As of 2021, 23% of B2C marketing decision-makers in the region use CDPs and 26% plan to do so in the next 12 months — the most commonly cited of the 20 martech options we asked about. [Forrester defines](#) a customer data platform as:

A platform that centralizes customer data from multiple sources and makes it available to systems of insight and engagement.

Marketers expect their CDP investments to help them maximize the value of the [first-party data](#) they collect. After all, 21% of B2C marketing decision-makers in the region expect the inability to take action on customer data to be a top marketing challenge over the next two years. For a variety of use cases, effective CDPs help marketers:

- **Integrate disparate data sources.** Lack of an enterprise view of master customer data is a problem for 26% of B2C marketing decision-makers in APAC. CDPs ingest data from various sources and store them in a centralized hub. With data management, enhancement, hygiene, and identity resolution as essential capabilities, CDPs make compiled customer data available.
- **Orchestrate data to deliver real-time, personalized experiences.** CDPs construct, progressively maintain, and provide timely access to customer profiles. CDPs promise data orchestration capabilities to deliver more compelling customer engagement including more personalized targeting, interaction design, and offer management across channels.
- **Accelerate insights-driven decision-making.** Pairing a single view of customers with advanced analytics capabilities powered by AI and machine learning, successful CDPs help marketers better understand customers. Companies can use CDPs as an intelligence engine to make smarter customer engagement decisions.

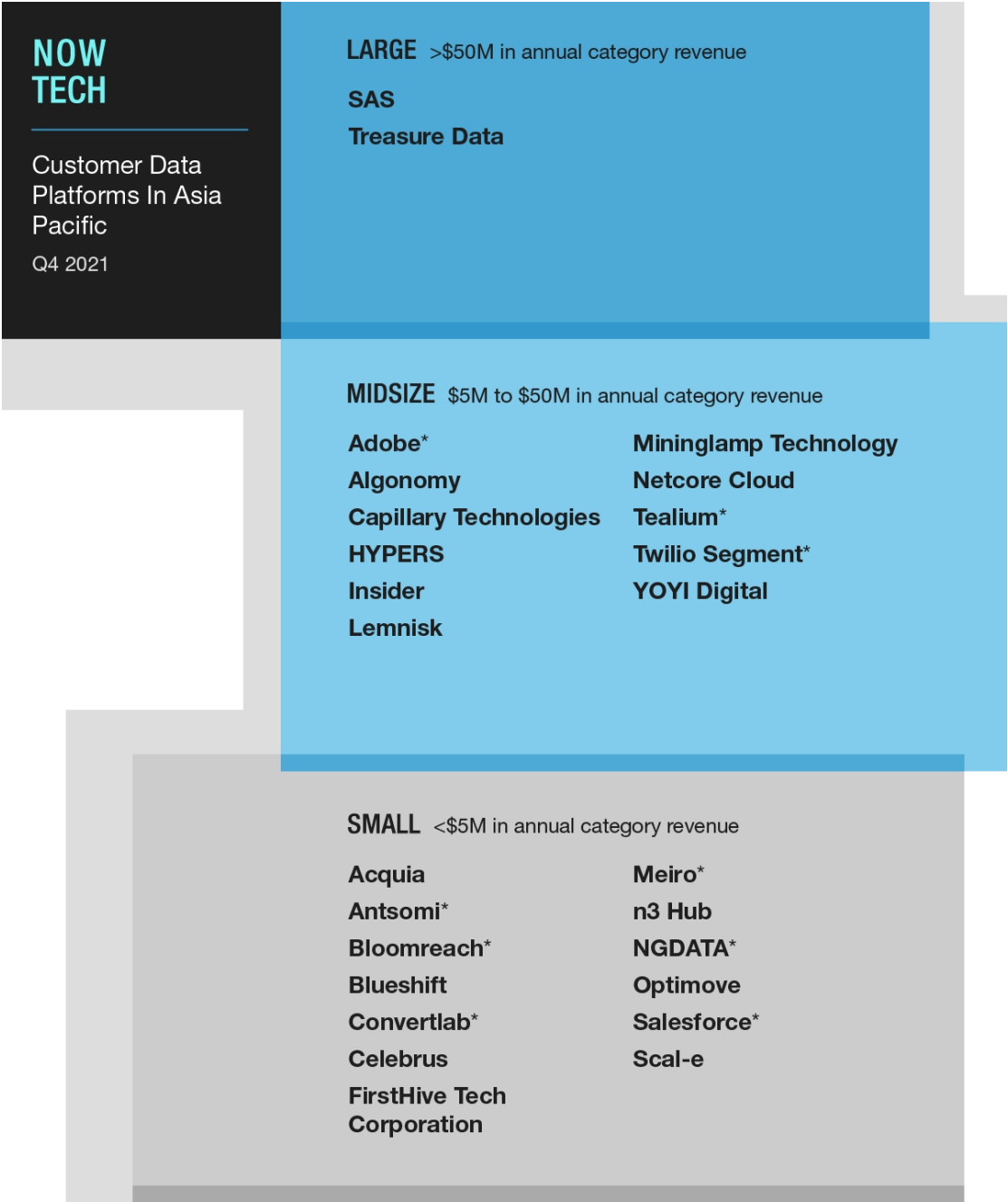
Select Vendors Based On Size And Functionality

We've based our analysis of the customer data platform market in Asia Pacific on two factors: market presence and functionality.

Customer Data Platforms In Asia Pacific Market Presence Segments

We segmented the vendors in this market into three categories, based on the revenue they generate in Asia Pacific from customer data platforms: large established players (more than \$50 million in CDP revenue in APAC), midsize players (\$5 million to \$50 million in revenue), and smaller players (less than \$5 million in revenue) (see Figure 1). We did not include vendors that don't provide CDP as a standalone product or that we estimated to have less than \$1 million in CDP revenue in APAC.

Figure 1
Now Tech Market Presence Segments: Customer Data Platforms In Asia Pacific, Q4 2021



*Forrester estimate

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Customer Data Platforms In Asia Pacific Functionality Segments

To explore functionality at a deeper level, we broke the CDP vendors operating in APAC into four primary segments based on their top use cases. Vendors may fall into in two or more segments, each of which has varying capabilities (see Figure 2 and see Figure 3):

- **Data management.** Data-management-oriented CDPs have evolved beyond data storage. They focus on creating a persistent single view of customers — often supported by data management, matching, and profile compilation capabilities in a high-performance database infrastructure for near-real-time data access — and make compiled customer data available to internal and external systems. In APAC, these vendors tend to have a long history in data-related businesses — sometimes longer than the CDP category has existed. They retain these data capabilities when entering the CDP market or repositioning their products as CDPs.
- **Orchestration.** Orchestration-oriented CDPs build customer profiles and segments that marketers can use to target messages. A segmentation interface provides audiences to engagement platforms and directly targets customers via web and messaging personalization and product recommendations. Some martech vendors with existing cross-channel campaign management (CCCM) capabilities have either decoupled their data management modules and positioned themselves as standalone CDPs or added CDP offerings to their product profile. In APAC, there are unique CDPs that pivoted from data management platforms (DMPs) that focus on leveraging first-party data for media buying. These vendors may still have a separate adtech business along with CDPs.
- **Automation.** Automation-oriented CDPs focus on the development and execution of customer marketing campaigns. They provide a campaign design interface, natively execute campaigns such as email and mobile messaging, and embed a decision engine to automate campaign orchestration. The difference between automation and orchestration CDPs lies in native execution. Given the embedded campaign orchestration functionality, marketers in APAC tend to go with these CDPs if they are not ready for or don't plan to invest in a separate CCCM yet.
- **Measurement.** Measurement-oriented CDPs collect data with the ultimate goal of supporting campaign measurement and customer analysis. These tools export data to specialty analysis solutions; offer native reporting, modeling, and analysis; and ingest third-party model code for scoring. Some vendors in APAC had well-established measurement or analytics businesses before launching CDPs and can

migrate their modeling and analytics capabilities to them.

Figure 2

Now Tech Functionality Segments: Customer Data Platforms In Asia Pacific, Q4 2021, Part 1



Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Not Licensed For Distribution.

© 2021 Forrester Research, Inc. All trademarks are property of their respective owners.

For more information, see the [Citation Policy](#), contact citations@forrester.com, or call +1 866-367-7378.

Figure 3

Now Tech Functionality Segments: Customer Data Platforms In Asia Pacific, Q4 2021, Part 2



Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Not Licensed For Distribution.

© 2021 Forrester Research, Inc. All trademarks are property of their respective owners.

For more information, see the [Citation Policy](#), contact citations@forrester.com, or call +1 866-367-7378.

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 4, see Figure 5, and see Figure 6).

Figure 4
Now Tech Large Vendors: Customer Data Platforms In Asia Pacific, Q4 2021

LARGE >\$50M in annual category revenue

	Primary functionality segment	Geographic presence in APAC (by revenue %)	Vertical market focus (by revenue)	Sample customers
SAS	Automation	Australia and New Zealand (ANZ) 15%; Greater China 15%; India 5%; Japan 45%; Southeast Asia (SEA) 15%; South Korea 5%*	Financial services; telecom; retail	Digital Alchemy; Federal Government Department of Employment (Australia); Globe Telecom (Philippines)
Treasure Data	Measurement	ANZ 1%; India 4%; Japan 86%; SEA 4%; South Korea 5%	Consumer packaged goods; media and entertainment; retail	Muji; Stripe International; Subaru

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

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Figure 5**Now Tech Midsize Vendors: Customer Data Platforms In Asia Pacific, Q4 2021****MIDSIZE** \$5M to \$50M in annual category revenue

	Primary functionality segment	Geographic presence in APAC (by revenue %)	Vertical market focus (by revenue)	Sample customers
Adobe	Orchestration	ANZ 35%; Greater China 15%; India 15%; Japan 25%; SEA 8%; South Korea 2%*	Consumer packaged goods; media and entertainment; financial services	Special Broadcasting Service; Suncorp; Tourism Australia
Algonomy	Orchestration	ANZ 5%; India 52%; Japan 1%; SEA 40%	Retail; restaurant; consumer packaged goods	Future Group; McDonald's India; Pizza Hut Indonesia
Capillary Technologies	Measurement	Greater China 10%; India 50%; SEA 40%	Retail; energy; consumer packaged goods	Petron; Sephora; United Colors of Benetton
HYPERS	Data management	Greater China 100%	Consumer packaged goods; travel and hospitality; manufacturing	Adidas; Huawei; L'Oréal
Insider	Automation	ANZ 14%; Greater China 17%; Japan 8%; SEA 47%; South Korea 14%	Retail; telecom; travel and hospitality	Carrefour; Singapore Airlines; Vodafone
Lemnisk	Orchestration	ANZ 15%; India 40%; SEA 45%	Financial services; retail; telecom	AIA Group; DSP Mutual Fund; Livspace
Mininglamp Technology	Measurement	Greater China 100%	Consumer packaged goods; automobile; business services	BMW; Intel; Procter & Gamble
Netcore Cloud	Automation	ANZ 2%; India 68%; SEA 30%	Retail; financial services; e-commerce	Bajaj Finserv Direct; Kotak Securities; Pizza Hut Malaysia

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

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

MIDSIZE \$5M to \$50M in annual category revenue

	Primary functionality segment	Geographic presence in APAC (by revenue %)	Vertical market focus (by revenue)	Sample customers
Tealium	Orchestration	ANZ 50%; Greater China 10%; Japan 25%; SEA 15%	Retail; financial services; travel and hospitality	Adore Beauty; Marina Bay Sands; Network 10
Twilio Segment	Data management	ANZ 80%; SEA 20%*	Retail; technology; financial services*	Jumbo Interactive; MYOB; Pomelo
YOYI Digital	Orchestration	Greater China 100%	Consumer packaged goods; consumer electronics; automotive	Liby; Markor; smart auto

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

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Figure 6**Now Tech Small Vendors: Customer Data Platforms In Asia Pacific, Q4 2021****SMALL** <\$5M in annual category revenue

	Primary functionality segment	Geographic presence in APAC (by revenue %)	Vertical market focus (by revenue)	Sample customers
Acquia	Measurement	ANZ 10%; Greater China 60%; India 9%; Japan 5%; SEA 15%; South Korea 1%	Retail; consumer packaged goods; media and entertainment	Clarks; Lululemon; MCM
Antsomi	Automation	SEA 100%	Retail; e-commerce; media and entertainment	ASUS Singapore; Cycle & Carriage Bintang (Malaysia); Phu Nhuan Jewelry (Vietnam)
Bloomreach	Automation	ANZ 80%; Greater China 20%*	Retail; fashion; gaming	Aetherlight; DFS Group; White Fox Boutique
Blueshift	Automation	ANZ 43%; Greater China 14%; India 14%; SEA 29%	Retail and e-commerce; financial services; media and entertainment	Discovery; Udacity; Winning Group
Convertlab	Automation	Greater China 100%	Retail; media and entertainment; education	EF Education First; Happy Valley; VF Corporation
Celebrus	Data management	ANZ 23%; Greater China 15%; Japan 62%	Telecom; financial services; travel and hospitality	Cathay United Bank; HSBC; KDDI
FirstHive Tech Corporation	Orchestration	India 90%; SEA 10%	Financial services; automobile; manufacturing	Gulf Oil; Pidilite Industries; Royal Sundaram General Insurance
Meiro	Orchestration	ANZ 11%; Greater China 6%; SEA 83%	Consumer packaged goods; retail; financial services	British American Tobacco; Chemist Warehouse; Emtex Group

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

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

SMALL <\$5M in annual category revenue

	Primary functionality segment	Geographic presence in APAC (by revenue %)	Vertical market focus (by revenue)	Sample customers
n3 Hub	Orchestration	ANZ 100%	Financial services; retail	Dymocks; RAMS; Westpac New Zealand
NGDATA	Measurement	Greater China 35%; SEA 65%	Financial services; retail	AIA; Standard Chartered Bank
Optimove	Automation	ANZ 34%; India 38%; SEA 8%; South Korea 20%	Online gaming; retail; financial services	GGPOKER; GS Home Shopping; Racing and Wagering Western Australia
Salesforce	Orchestration	ANZ 80%; Greater China 10%; SEA 10%*	Retail; consumer packaged goods; financial services	Vendor did not disclose
Scal-e	Orchestration	ANZ 20%; Greater China 40%; India 12%; SEA 20%; South Korea 8%	Business services; retail; financial services	Ignite ROI; New Wealth; Tata Communications

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

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Invest In CDPs Wisely In Asia Pacific Based On Business Needs

Marketers in Asia Pacific are increasingly investing in customer data platforms, expecting to improve their customer understanding and make customer engagement more compelling. However, CDPs are neither the silver bullet that will solve all of marketers' customer data challenges nor a must-have solution for every marketer.

When making essential decisions about CDP adoption, marketers should:

- **Consider if and when they need one.** CDPs are designed to manage companies' first-party data for marketing use cases. Marketers that haven't already collected substantial amounts of first-party data or don't have the systems and resources in place to collect it can't make good use of CDP. Neither is CDP necessarily marketers' top data management solution; other tools, such as DMP, CRM, measurement, or identity resolution, may suit marketers' current situations and immediate needs better.
- **Decide whether to build or to buy.** Off-the-shelf CDPs aren't always the best option. For marketers whose firms already have strong technology and data teams

Not Licensed For Distribution.

© 2021 Forrester Research, Inc. All trademarks are property of their respective owners.

For more information, see the [Citation Policy](#), contact citations@forrester.com, or call +1 866-367-7378.

and well-functioning internal data systems, building their own CDP is more feasible. Other marketers also have options to cocreate or customize CDPs. In fact, the providers of some homegrown APAC-based CDPs started their CDP business by helping enterprise customers build their fully owned CDPs and still provide customized CDPs as an offering.

- **Prioritize CDP functionality based on business goals.** Before selecting a CDP vendor, ask important questions about your data goals: Do you want to amplify the value of data in existing martech tools, activate existing customers, or inform business decisions? Amplifying currently deployed martech solutions is better achieved by adopting the marketing cloud vendor's CDP offerings. For customer engagement and activation, orchestration- and automation-driven CDPs are more suitable. To support insights-driven decision-making, advanced analytics functionality is more important.

Supplemental Material

Market Presence Methodology

We defined market presence in Figure 1 based on the revenue vendors generate in Asia Pacific from customer data platforms.

To complete our review, Forrester requested information from vendors. If vendors didn't 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.

Research Methodologies

Forrester's 2021 Global Marketing Survey was fielded from December 2020 to March 2021. This online/CATI (computer-assisted telephone interviewing) survey included 1,991 respondents in Australia, Canada, China, France, Germany, India, Japan, New Zealand, the Philippines, Singapore, the UK, and the US.

Forrester ensures that the final survey population contains only those with significant involvement in the strategy developing, planning, and funding of marketing activities. Dynata fielded this survey on behalf of Forrester. Survey respondent incentives included points redeemable for gift certificates.

Companies We Interviewed For This Report

We would like to thank the individuals from the following companies who generously gave their time during the research for this report.

Not Licensed For Distribution.

© 2021 Forrester Research, Inc. All trademarks are property of their respective owners.
For more information, see the [Citation Policy](#), contact citations@forrester.com, or call +1 866-367-7378.

Acquia
Adobe
Algonomy
Antsomi
Bloomreach
Blueshift
Capillary Technologies
Celebrus
Convertlab
FirstHive Tech Corporation
HYPERS
Insider
Lemnisk
Meiro
Mininglamp Technology
n3 Hub
Netcore Cloud
NGDATA
Optimove
Salesforce
SAS
Scal-e
Tealium
Treasure Data
Twilio Segment
YOYI Digital



We help business and technology leaders use customer obsession to accelerate growth.

FORRESTER.COM

Obsessed With Customer Obsession

At Forrester, customer obsession is at the core of everything we do. We're on your side and by your side to help you become more customer obsessed.

Research

Accelerate your impact on the market with a proven path to growth.

- Customer and market dynamics
- Curated tools and frameworks
- Objective advice
- Hands-on guidance

[Learn more.](#)

Consulting

Implement modern strategies that align and empower teams.

- In-depth strategic projects
- Webinars, speeches, and workshops
- Custom content

[Learn more.](#)

Events

Develop fresh perspectives, draw inspiration from leaders, and network with peers.

- Thought leadership, frameworks, and models
- One-on-ones with peers and analysts
- In-person and virtual experiences

[Learn more.](#)

FOLLOW FORRESTER



Contact Us

Contact Forrester at www.forrester.com/contactus. For information on hard-copy or electronic reprints, please contact your Account Team or reprints@forrester.com. We offer quantity discounts and special pricing for academic and nonprofit institutions.

Forrester Research, Inc., 60 Acorn Park Drive, Cambridge, MA 02140 USA
Tel: +1 617-613-6000 | Fax: +1 617-613-5000 | forrester.com