

Top 10 Customer Data Platforms



Best Customer Data Management Platforms

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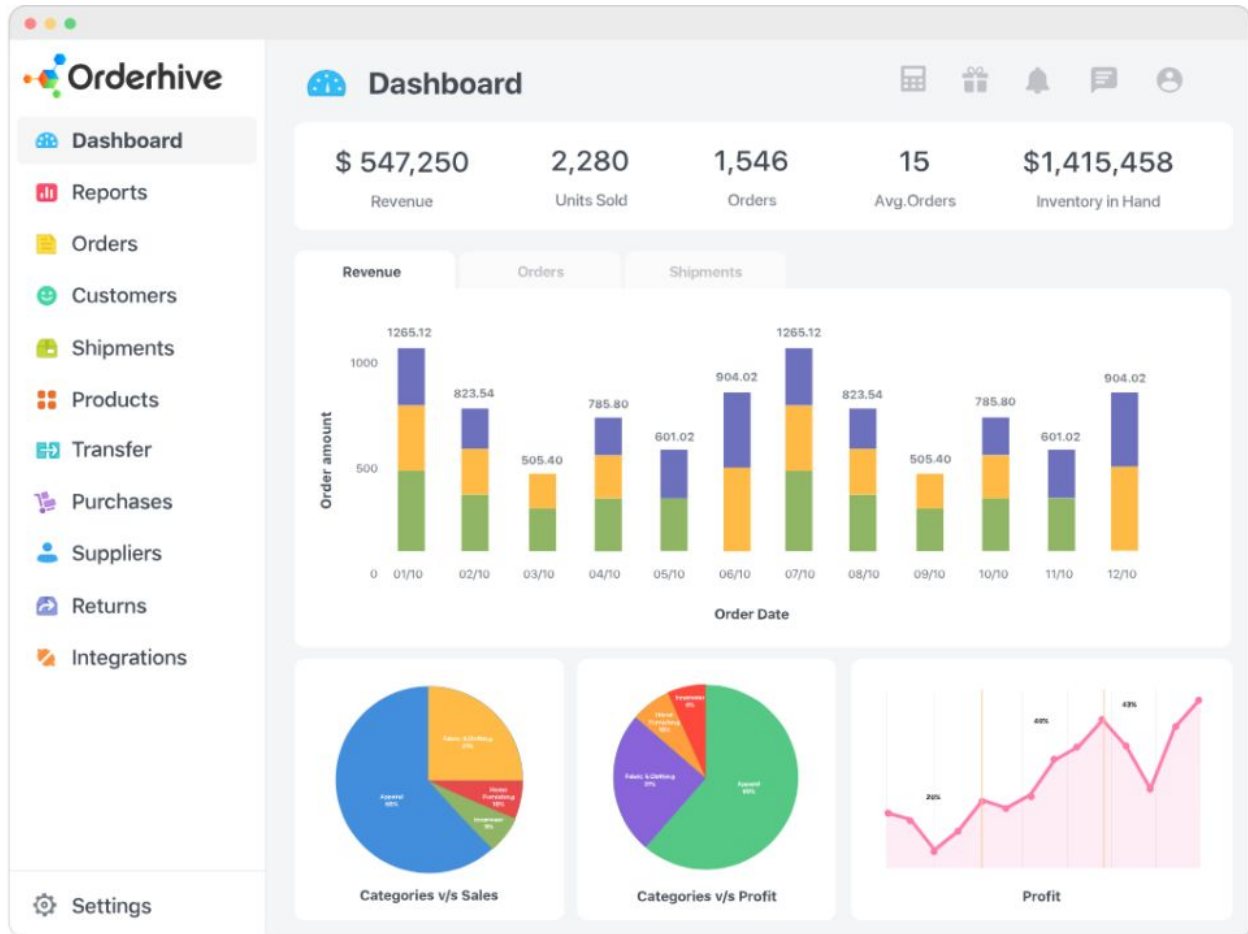
Introduction

Businesses generate a huge amount of data during their day to day operations. Almost all of this data is highly useful because it can be used to determine the patterns. However, the data lies in clusters and silos, and hence is often too cluttered to make any sense out of it.

This is where Customer Data Platforms come into play. These tools collect and capture the customer data from across multiple platforms and touchpoints. It can be capturing sales trends with respect to regions and seasons, or it could be the amount of time spent on your website by users from different age groups. All of this data is collected and then displayed in a comprehensive manner, so that businesses can leverage its true potential and create effective strategies for the future.

Here are some of the most popular Customer Data Platforms that used widely today:

1) [Orderhive](#)



About the Software:

Orderhive is a highly powerful multi functional tool which comes with advanced features like [eCommerce automation](#), Shipping Management, Order Fulfillment, Warehouse and [Inventory Management](#), etc. It keeps tracks of your sales and customer behavior and provides you with accurate insights on how best to capitalize on the trends.

Other Details

- 1) Country: India
- 2) Free Demo Available: Yes
- 3) Platform: Web based, Android, iOS

Ratings:

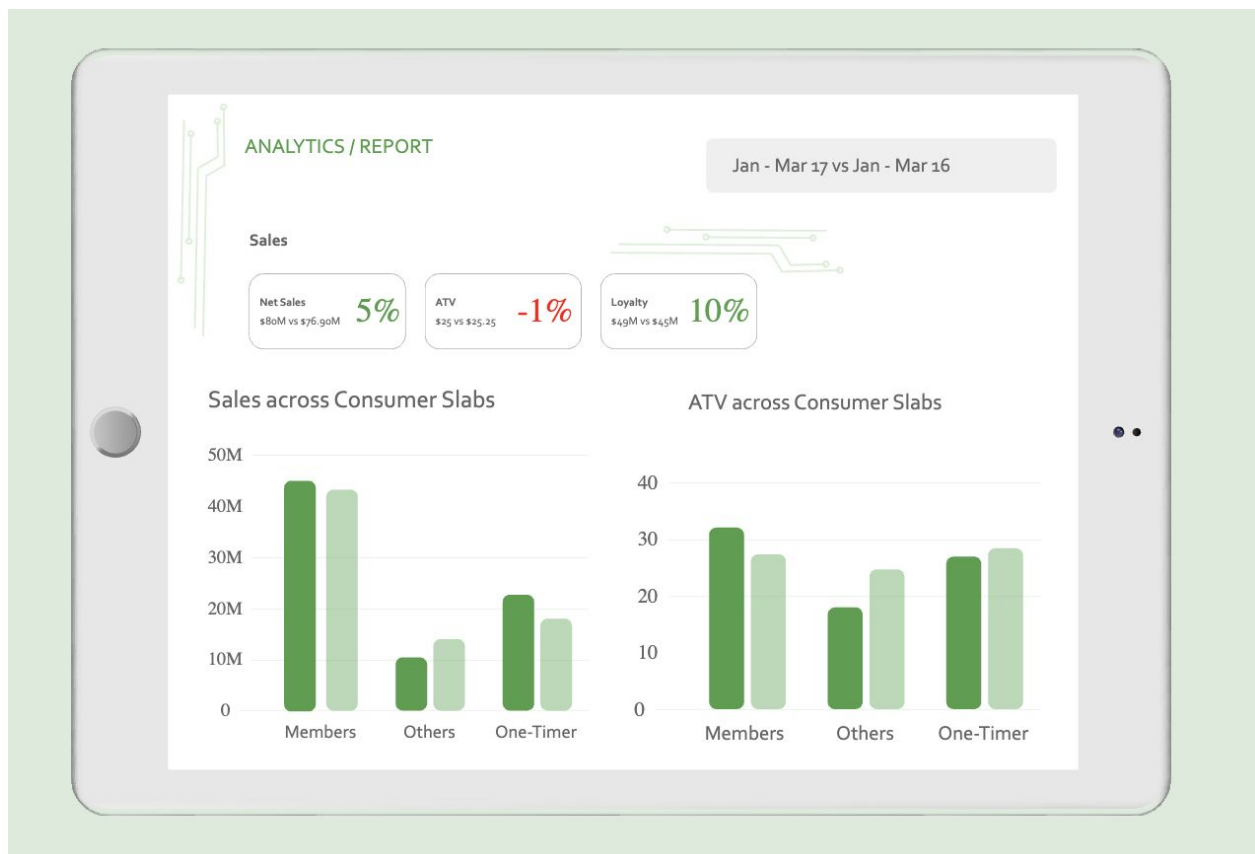
Capterra: 4.5/5

Goodfirms: 4/5
G2Business: 3.7/5

Features:

- Supply Chain Management
- Order Management
- Inventory Management
- [Integrations](#) with all major ecommerce platforms
- Automation
- Advanced statistics and analysis

2) Capillary



About the Software:

Capillary fetches customer data from across all the touchpoints and demonstrates it in a crisp, actionable way. It's a highly advanced, AI driven tool that comes with a wide range of integrations with the most popular platforms.

Other Details:

Country: Singapore

Free Trial Available: Yes

Platform: Web-based

Ratings:

Capterra: NA

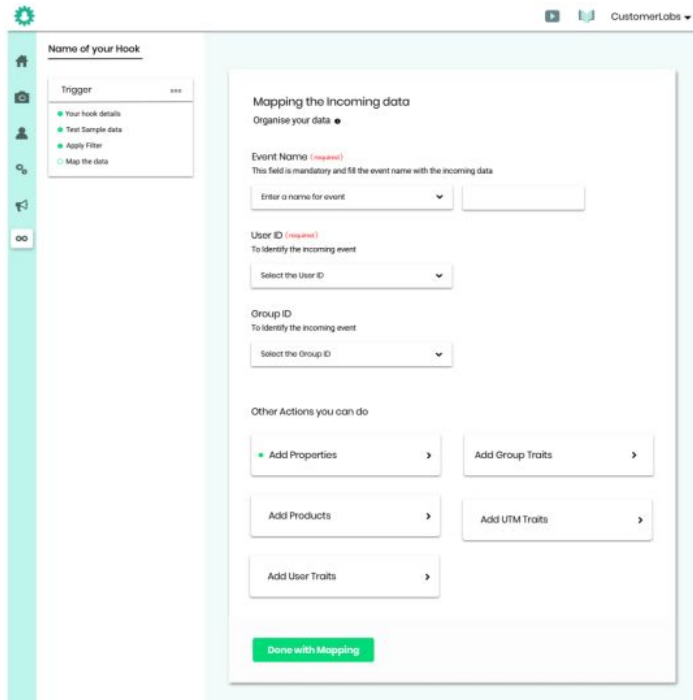
GoodFirms: NA

G2Crowd: 4.5/5

Features:

- Behavioral Analytics
- Campaign Management
- Customer Profiles
- Customer Segmentation
- Data Integration
- Data Matching
- GDPR Compliance
- Personalization
- Predictive Modeling

3) Customerlabs



About the Software:

One of the biggest challenges in operating a CDP is that you often have to learn the basics of coding and programming to make the best use of it. However, with Customerlabs, you do not have to code a single line in order to get the desired data and analysis. This is the biggest edge that the software has over its competitors.

Other Details:

Country: USA

Free Trial Available: Yes

Platform: Web

Ratings:

Capterra: 4.6/5

GoodFirms: NA

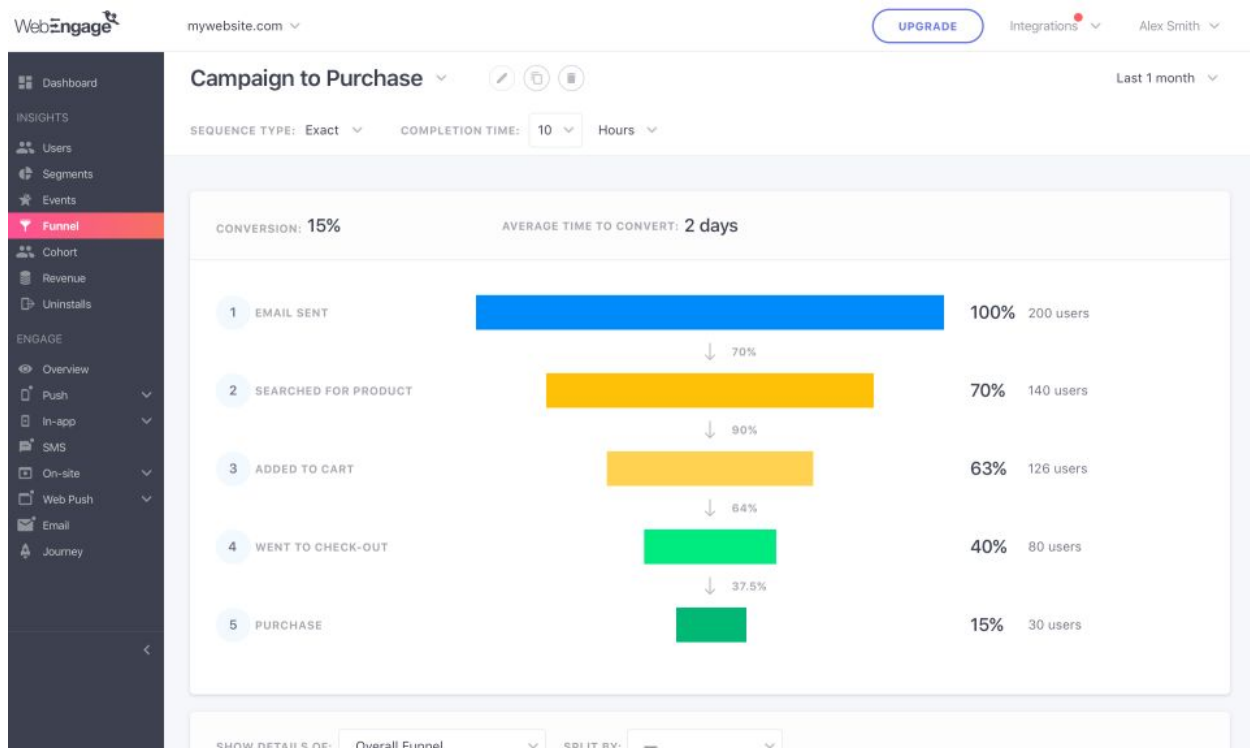
G2Crowd: 5/5

Features:

- Behavioral Analytics
- Customer Profiles
- Customer Segmentation
- Data Integration

- Data Matching
- GDPR Compliance
- Personalization
- Predictive Modeling

4) WebEngage



About the Software:

WebEngage is a Customer Data Platform and a marketing tool that comes with some of the most unique marketing and automation features. It generates enormous amounts of behavioral statistics by feeding on the data gathered from across different channels. This enables businesses to make informed decisions and design unique and relevant campaigns for their audiences.

Other Details:

Country: India

Free Trial Available: Yes

Platform: Web

Ratings:

Capterra: 4.6/5

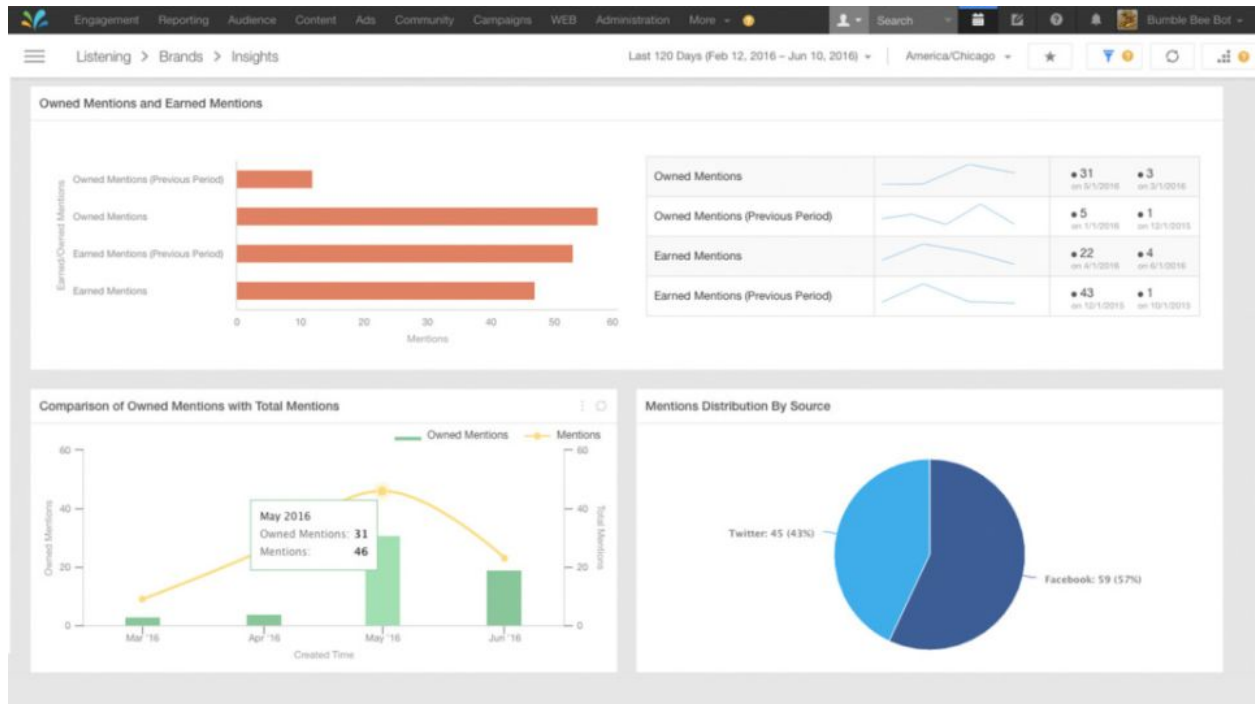
GoodFirms: NA

G2Crowd: 4.6/5

Features:

- Behavioral Analytics
- Campaign Management
- Customer Profiles
- Customer Segmentation
- Data Integration
- Data Matching
- GDPR Compliance
- Personalization
- Predictive Modeling

5) Sprinklr



About the Software:

Sprinklr is a platform that has been trusted by some of the biggest brands across the globe to take care of something they call “Customer Experience Management” or CXM. The tool provides valuable customer insights that help brands craft their campaigns and select the channels which provide the maximum reach and ROI.

Other Details:

Country: USA
 Free Trial Available: Yes
 Platform: Web

Ratings:

Capterra: 4.2/5
 GoodFirms: NA
 G2Crowd: 4/5

Features:

- Behavior Analytics
- Dynamic Content

- Lead Management
- Multi-Channel Marketing

6) Segment

The screenshot shows the Segment web interface. At the top, there's a dark navigation bar with the 'Segment' logo, a 'TRACKING PLAN' button, and utility icons. On the right, there are links for 'HELP & SUPPORT' and 'DOCUMENTATION', a dropdown menu for 'segment / segment', and a user profile icon.

Below the navigation bar, there's a sidebar on the left with three main sections: 'TRACK' (What are they doing?), 'IDENTIFY' (Who are they?), and 'PAGE' (Where are they?). The main content area features a search bar labeled 'Filter events' and a '+ ADD EVENT' button. Below this is a table of events with columns for 'EVENT NAME', 'LAST SEEN', and 'SENDING'.

EVENT NAME	LAST SEEN	SENDING
Added Credit Card	3 hours ago	ON
Clicked Docs Callout Link	In the past hour	ON
Clicked Integration Link	2 hours ago	ON
Clicked Integration Upgrade Button	3 hours ago	ON
Clicked Upgrade Link	Not recently	OFF
Closed Card Dialog	3 hours ago	ON
Created a Project	In the past hour	ON
Created an Organization	2 hours ago	ON
Debugger Call Expanded	In the past hour	ON

About the Software:

Segment is yet another powerful customer data management tool that fetches user data from websites, social media, television, other electronic devices, etc. and unifies it to create a holistic understanding of how different customer profiles behave.

Other Details:

Country: USA

Free Trial Available: Yes

Platform: Web

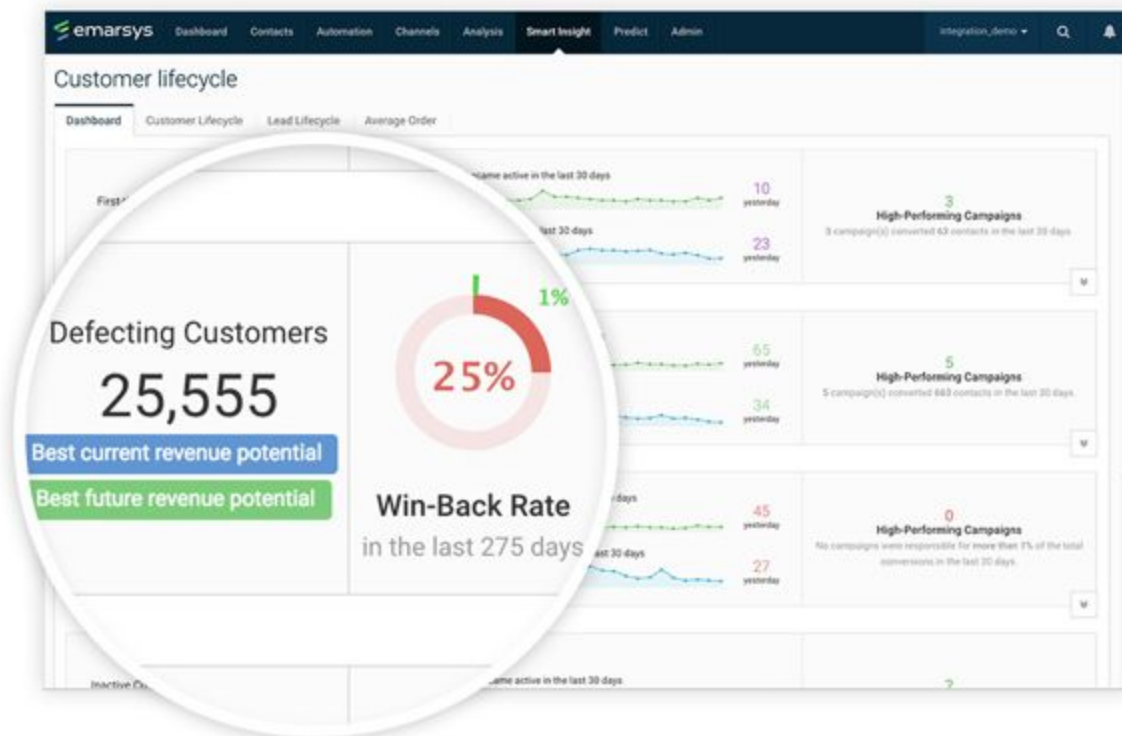
Ratings:

Capterra: NA
GoodFirms: NA
G2Crowd: 4.7/5

Features:

- Customer data management
- Hundreds of app integrations
- Query data in Amazon Redshift
- SQL data visualization
- Replay historical data
- Extract data from POS, iBeacons, smartwatches
- Analytics for ecommerce
- Real-time analytics events
- Live events stream
- Export API
- Raw data storage
- Invite collaborators
- Webhook integration

7) Emarsys



About the Software:

Emarsys is a customer data platform with a strong multichannel support that helps companies give highly personalised experiences to their customers. The tool comes with a very powerful segmentation feature that can create multiple customer profiles and map their experiences accurately.

Other Details:

Country: USA

Free Trial Available: Yes

Platform: Web

Ratings:

Capterra: 4.1/5

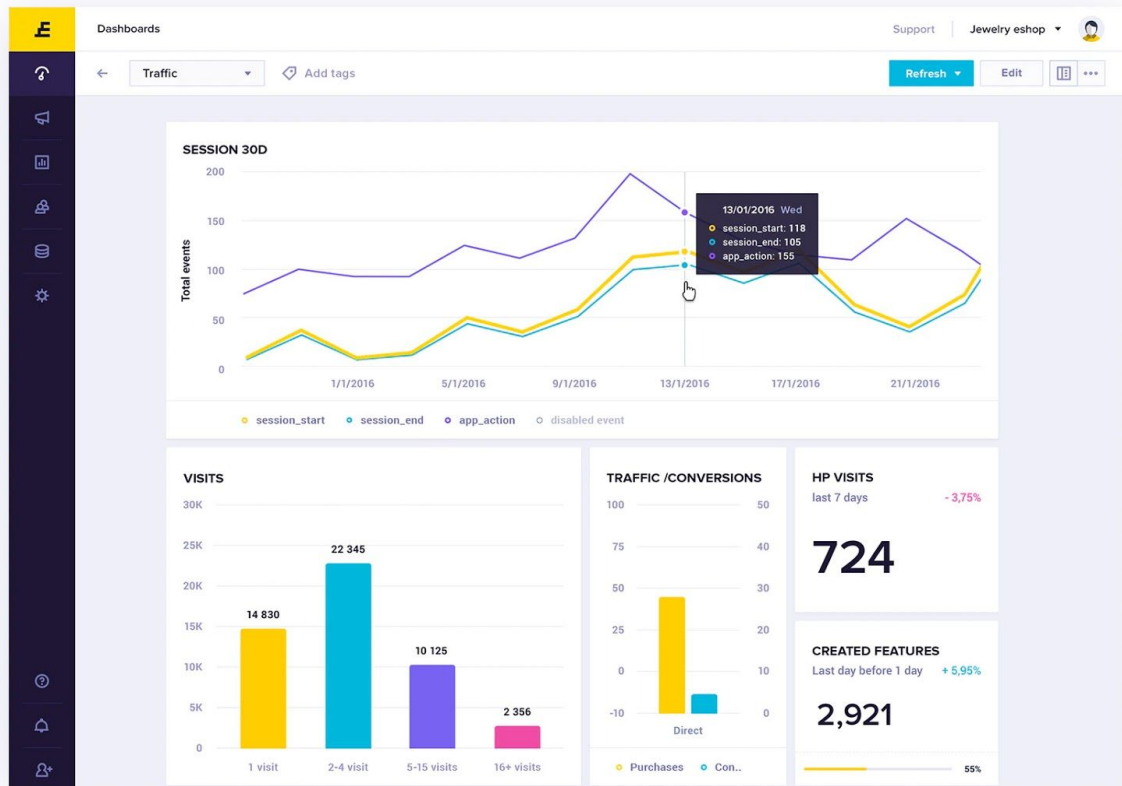
GoodFirms: NA

G2Crowd: 4.3/5

Features:

- Behavioral Analytics
- Campaign Management
- Customer Segmentation
- Personalization

8) Exponea



About the Software:

Exponea is yet another powerful customer data platform that picks up key customer data from several touchpoints and amalgamates it into actionable reports. By deploying the tool, businesses can accurately gauge the behavioral patterns of their audiences, retain their customers as well as get high quality leads.

Other Details:

Country: United Kingdom

Free Trial Available:

Platform: Web

Ratings:

Capterra: NA

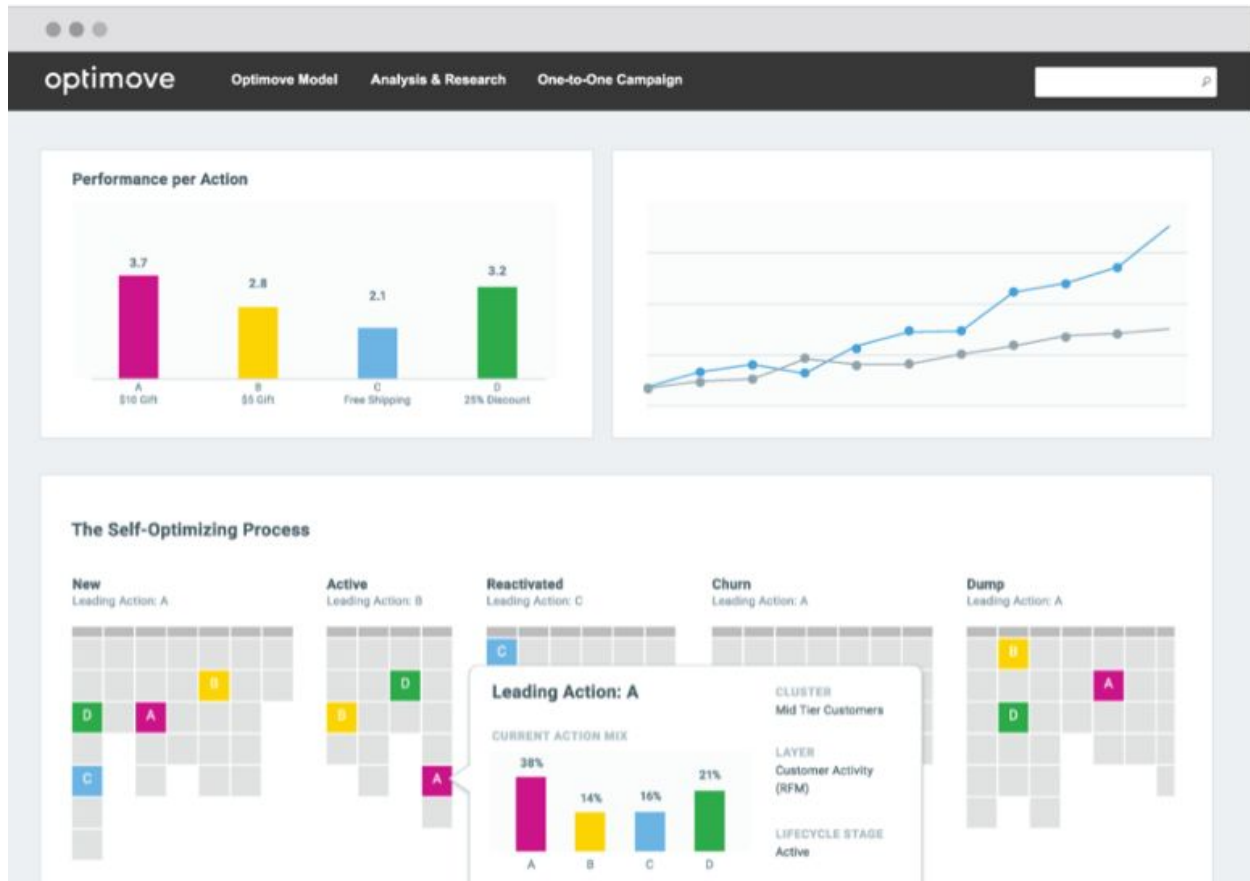
GoodFirms: NA

G2Crowd: 4.8/5

Features:

- All data in Exponea are in the real time, no delay
- Analyze customer attributes and actions
- Analyze online behavior of your customers
- Any action can be A/B tested
- Attribution models
- Banner personalization
- Create reports with data you care about the most
- Create your own reporting dashboards
- Cross-device identification
- Customer Data Platform capabilities
- Customizable dynamic dashboard
- Drag & drop scenario designer
- Email automation
- Evaluate propensity to a purchase easily
- Evaluate your online campaigns
- Full customer profile including activity history
- Get notification if pre-set event happens via email or Slack
- Look at long-term trends
- Manage retention via automated customer journey
- Omni-channel orchestration
- Prediction models
- Product recommendations
- Send out quick surveys
- Send personalized newsletters automatically
- Single Customer View
- Track any action your customer may take
- Track any event that may happen on your website or in app
- Use prediction models to see how customers will behave
- Use the most advanced segmentation
- WYSIWYG banners
- Webhooks integration

9) Optimove



About the Software:

Optimove is a potent Customer Relationship Management tool which creates bundles of data collected from across the channels and shrinks it into high quality insights. These help businesses get their marketing tone right and serve their customers with tantalizing campaigns that are just the perfect fit for them.

Other Details:

Country: Israel

Free Trial Available: No

Platform: Web

Ratings:

Capterra: 4.5/5

GoodFirms: NA

G2Crowd: 4.5/5

Features:

- Behavioral Analytics
- Campaign Management
- Customer Profiles
- Customer Segmentation
- Data Integration
- Data Matching
- GDPR Compliance
- Predictive Modeling

10) Insider



About the Software:

Insider is a Growth Management Platform which helps businesses scale quickly by leveraging the power of customer data. It takes care of marketing activities like tracking ROI on campaigns, Customer Acquisition and Retention, etc.

Other Details:

Country: United Kingdom

Free Trial Available:

Platform: Web

Ratings:

Capterra: NA

GoodFirms: NA

G2Crowd: 4.7/5

Features:

- Application Attribution
- Campaign Analysis
- Proximity Marketing
- Push Notifications
- ROI Tracking
- Data Collection
- Customer Insights
- Multi-User Access
- Campaign Insights
- Reports and Dashboards
- Campaign Stickiness
- Coupons and Promotions
- Optimization
- Integrations - Mobile Marketing
- Internationalization

Reference Links

www.orderhive.com

www.goodfirms.co

<https://www.capillarytech.com/products/insights-plus/customer-data-platform/>

<https://www.customerlabs.com/>

<https://webengage.com/>

<https://www.sprinklr.com/>

<https://segment.com/>

<https://emarsys.com/>

<https://exponea.com/>

<https://www.optimove.com/>

<https://useinsider.com/>