

The Top Customer Data Platforms According to the FeaturedCustomers Winter 2025 Customer Success Report Rankings

FeaturedCustomers releases the Winter 2025 Customer Data Platforms Customer Success Report.

SUNRISE, FL, UNITED STATES, January 21, 2025 /EINPresswire.com/ -- Today FeaturedCustomers published the [Winter 2025 Customer Data Platforms Customer Success Report](#) to give prospects better insight on which Customer Data Platforms would work best for their business according to real customer references.

The highest rated vendors according to the Winter 2025 Customer Data Platforms Customer Success Report are:

Market Leaders – Acquia CDP, Bloomreach, Blueshift, Lytics, mParticle, Optimove, Segment, Sitecore, Tealium, and Treasure Data were given the highest “Market Leader” award. Market Leaders are vendors with a substantial customer base & market share. Market Leaders have the highest ratio of customer reference content, content quality score, and social media presence relative to company size.

Top Performers – ActionIQ, Algonomy, Amperity, BlueConic, D&B Rev.Up ABX, Leadspace, NGDATA, RedEye, Redpoint Global, Simon Data, Spotler, and Totango were awarded “Top Performer” honors. Top Performers are vendors with significant market presence and enough customer reference content to validate their vision. Top Performers’ products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader relative to company size.

Rising Stars – Ascent360, CaliberMind, Commanders Act, FirstHive, Lexer, and Piwik PRO were awarded the “Rising Star” honor. Rising Stars are vendors that do not have the market presence of Market Leaders or Top Performers but understand where the market is going and has



disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

About the Winter 2025 Customer Data Platforms Customer Success Report:

The customer success report is based on over 3,000 pieces of verified customer reference content. A vendor's overall customer success score is reached via a weighted average of their Content, Market Presence, and Company Scores. Of the vendors listed in the FeaturedCustomers' Customer Data Platforms category, 28 vendors met the minimum requirements needed to be considered for the customer success report.

About FeaturedCustomers:

FeaturedCustomers, the world's only customer reference platform for B2B business software and services, helps potential B2B buyers research and discover business software and services through vendor validated customer reference content such as customer testimonials, success stories, case studies, and customer videos. Every day the platform helps influence the purchasing decisions of thousands of B2B buyers in the final stages of their buying cycle from Fortune 500 companies to SMB's. For more information, visit <https://www.featuredcustomers.com>.

Maggie Mei

FeaturedCustomers

+1 888-763-8927

maggie@featuredcustomers.com

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/778718679>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.