

Voice of the Customer for Customer Data Platforms

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Initiatives: Technologies and Markets

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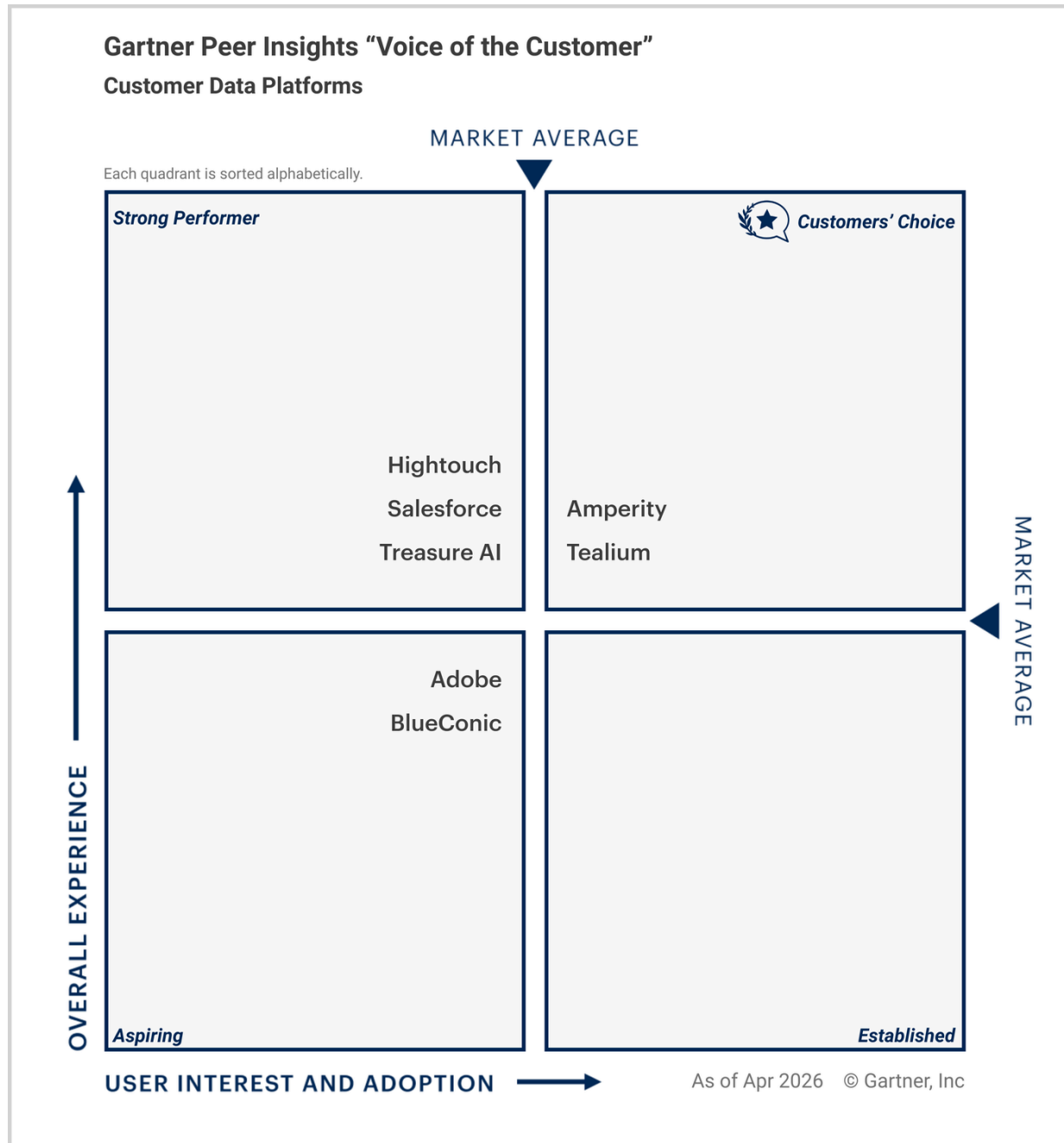
As privacy regulations tighten and touchpoints multiply, delaying data unification risks immediate market irrelevance, making investment in customer data platforms critical. This note guides chief marketing officers to learn from ratings and reviews shared by their peers on Gartner Peer Insights.

Peer Insights Voice of the Customer

Gartner Peer Insights Voice of the Customer evaluates vendors in a given technology market by applying a specific methodology to aggregated end-user reviews. Vendors are then positioned into four quadrants based on two criteria: User Interest and Adoption (x-axis), and Overall Experience (y-axis) (see Figure 1). See the Methodology section for details.

Along with the historical peer-based perspective represented in this document, Gartner has a related expert-led [Magic Quadrant for Customer Data Platforms](#).

Figure 1. Voice of the Customer for Customer Data Platforms



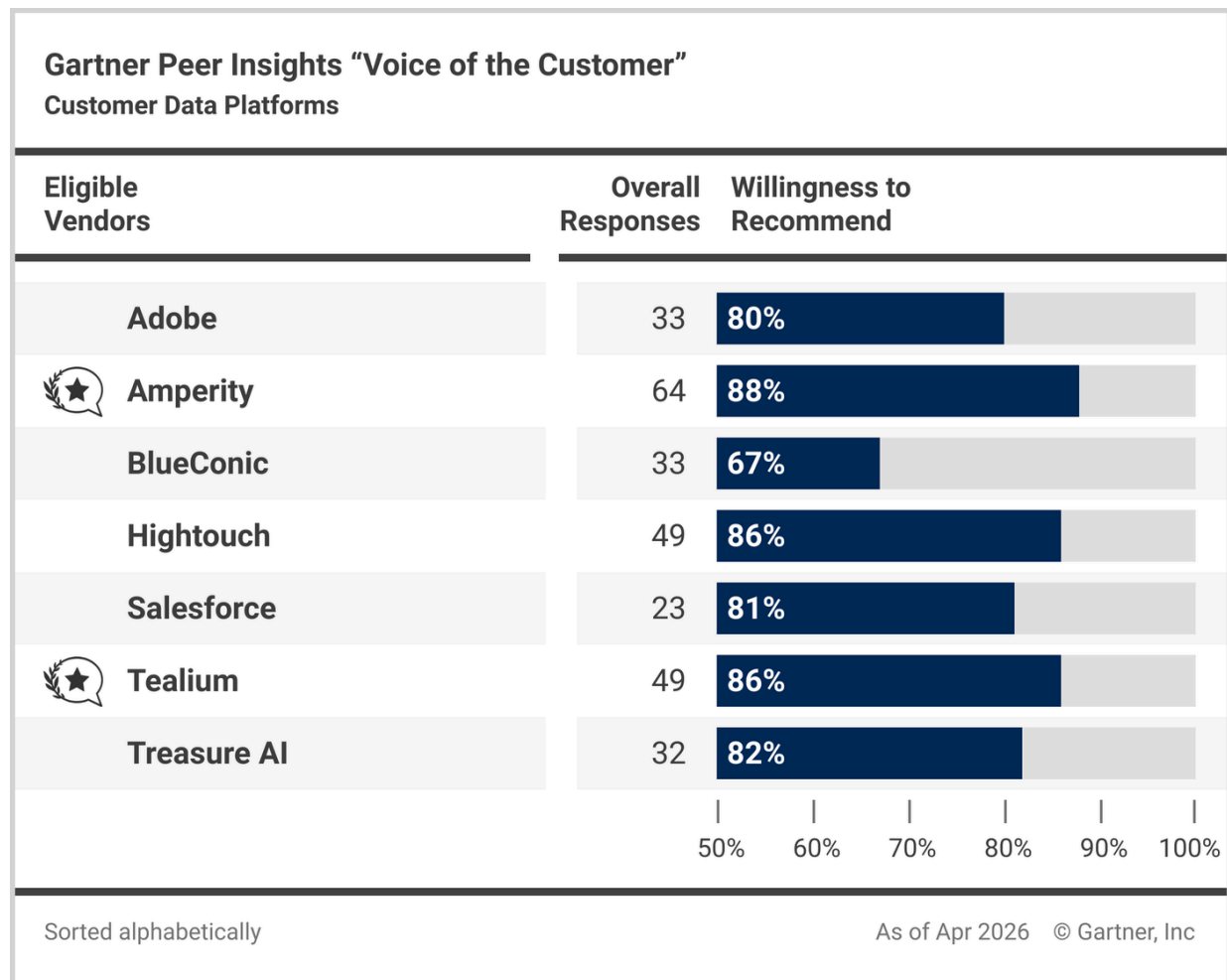
Gartner.

Source: Gartner (June 2026)

Reviewers’ Willingness to Recommend

Gartner Peer Insights reviewers rate their willingness to recommend each vendor. Figure 2 compares vendors according to the reviewers’ willingness to recommend them.

Figure 2. Voice of the Customer for Customer Data Platforms, Willingness to Recommend



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Source: Gartner (June 2026)

Vendors’ End-User Rating Summaries

Figures 3 through 9 summarize key information for each vendor included in the “Voice of the Customer”:

- Overall Rating and rating distribution
- Other ratings covering specific aspects of the experience with the vendor

Figure 3. Voice of the Customer for Customer Data Platforms, Adobe Vendor Summary

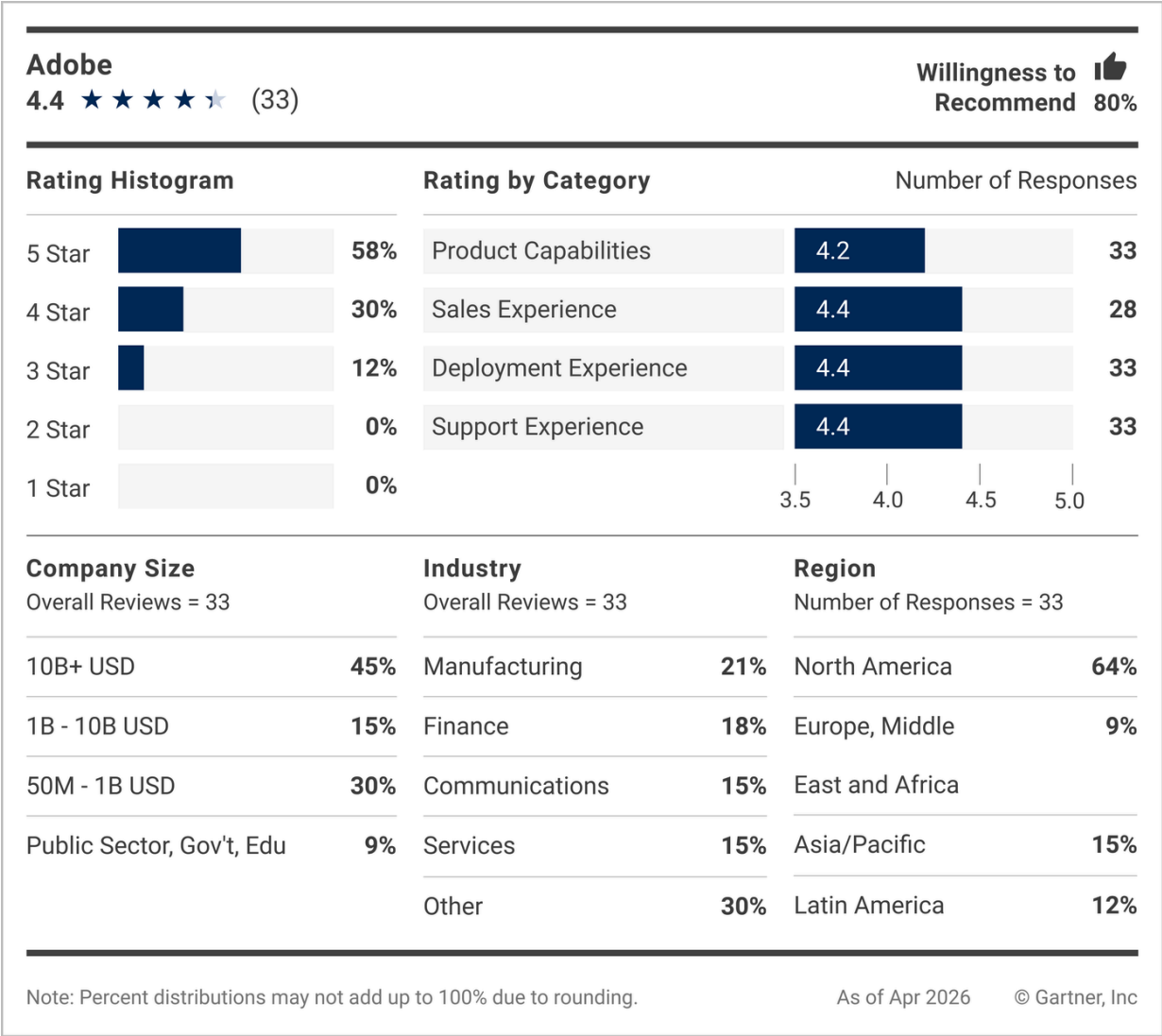
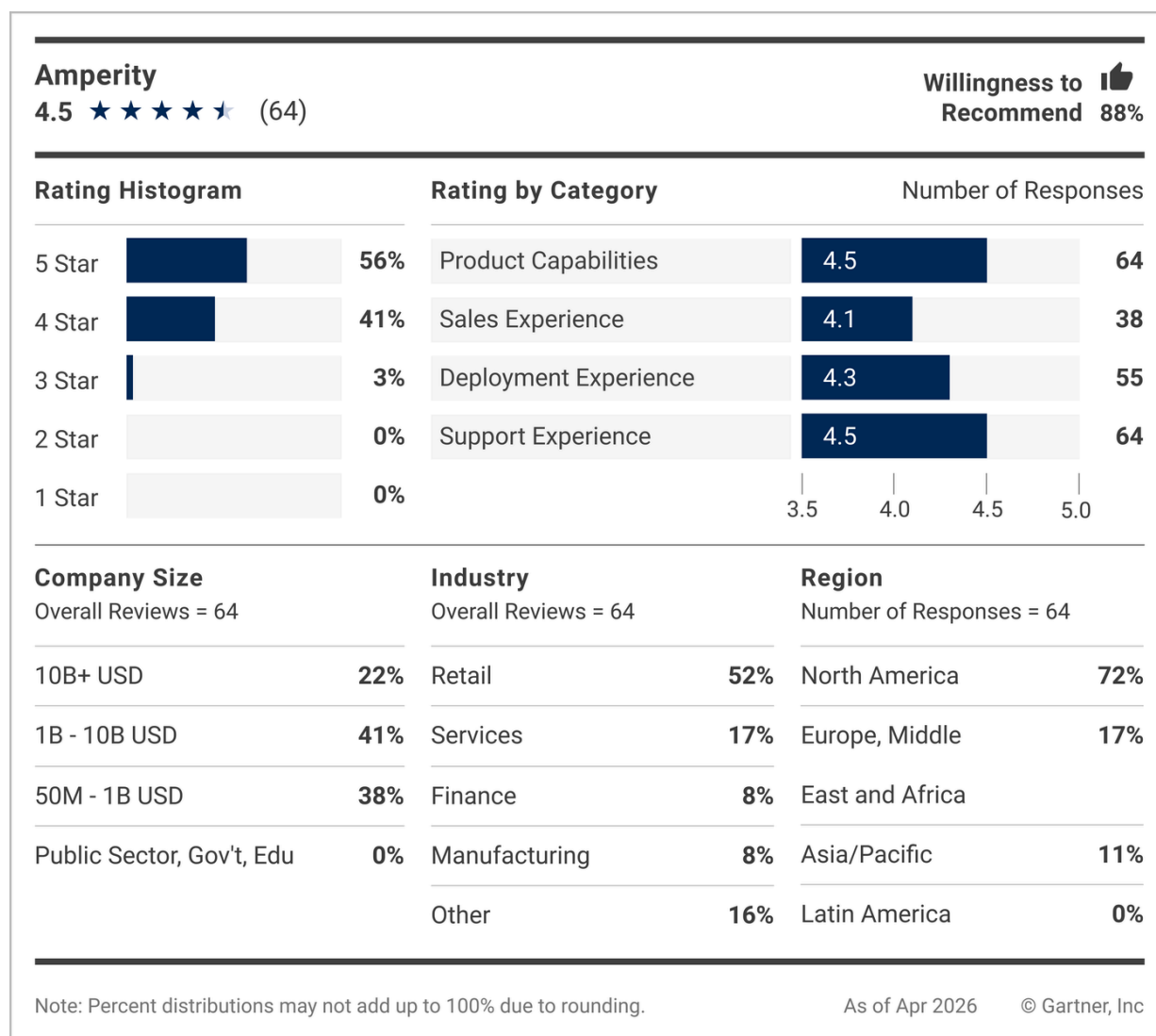


Figure 4. Voice of the Customer for Customer Data Platforms, Amperity Vendor Summary

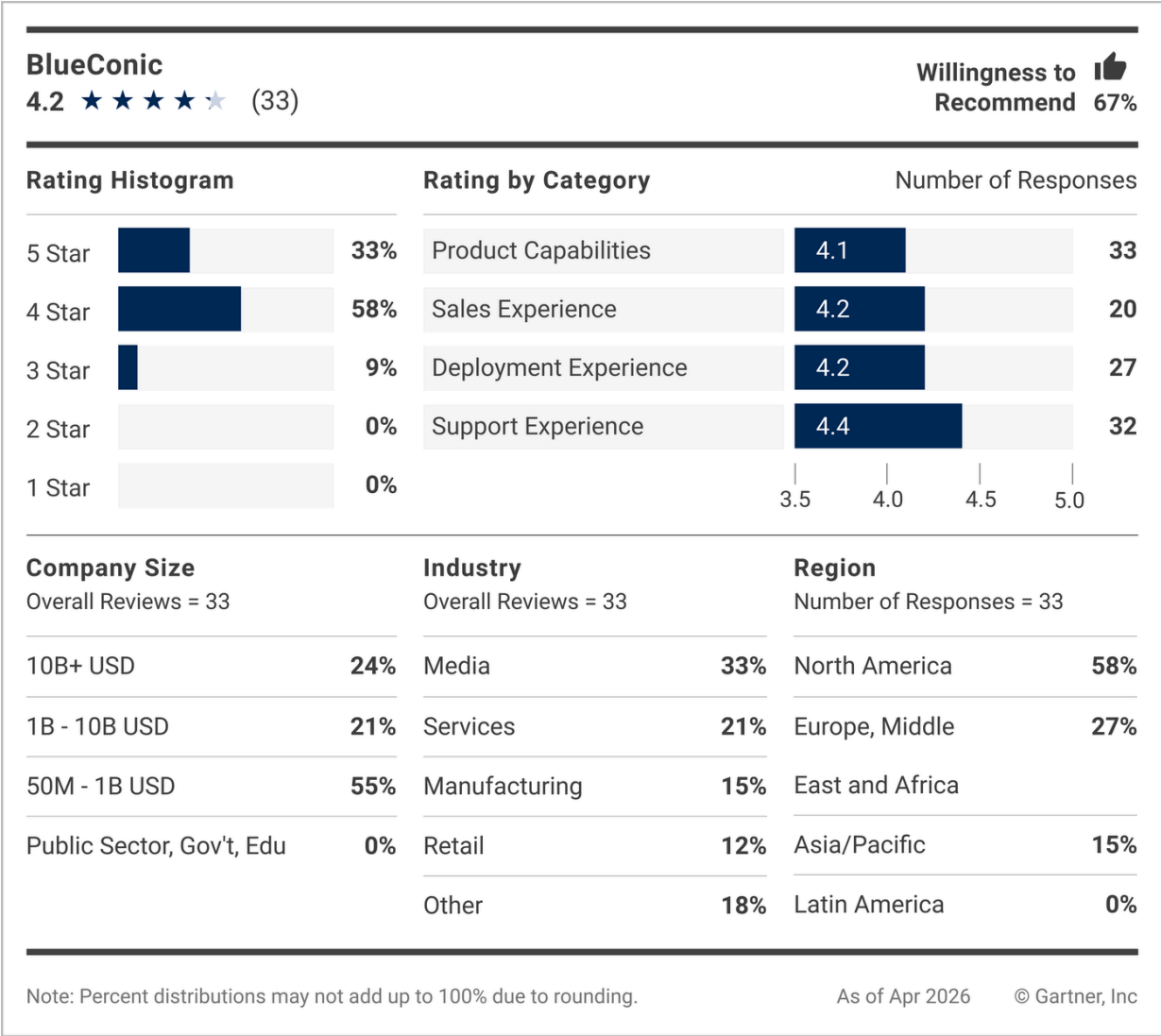


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Source: Gartner (June 2026)

Read all Peer Insights user reviews for [Amperity](#).

Figure 5. Voice of the Customer for Customer Data Platforms, BlueConic Vendor Summary



Source: Gartner (June 2026)

Read all Peer Insights user reviews for [BlueConic](#).

Figure 6. Voice of the Customer for Customer Data Platforms, Hightouch Vendor Summary

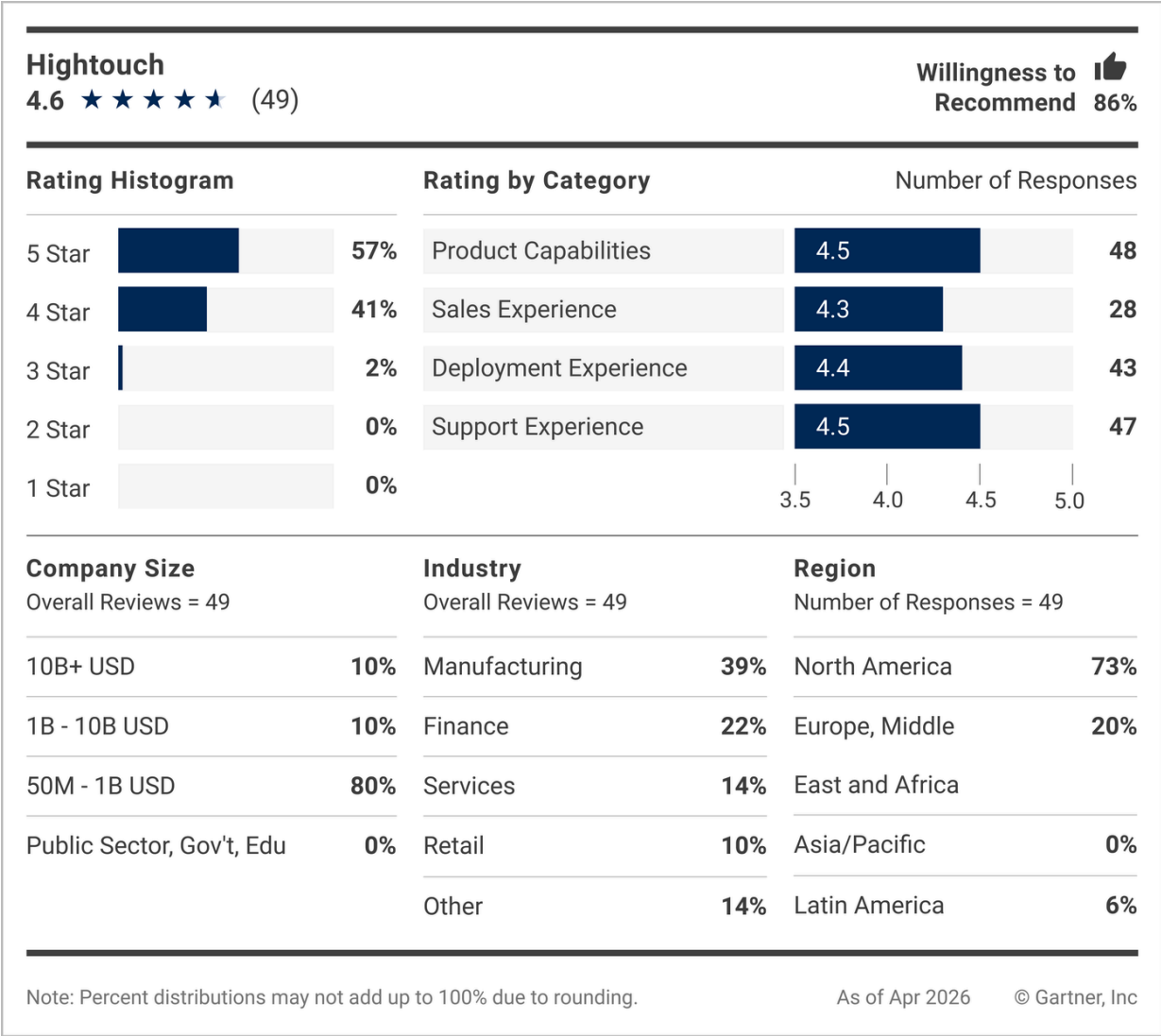
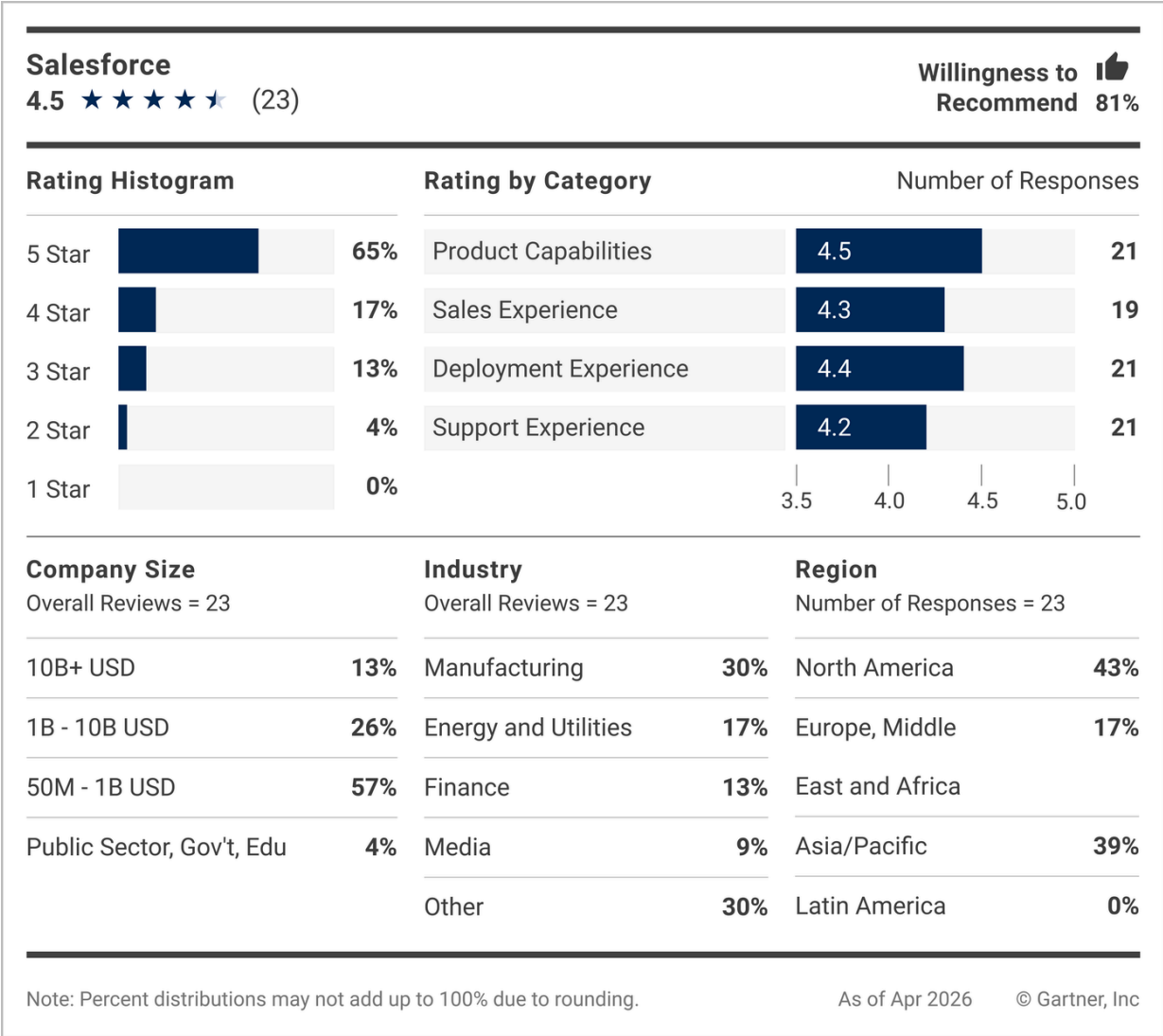


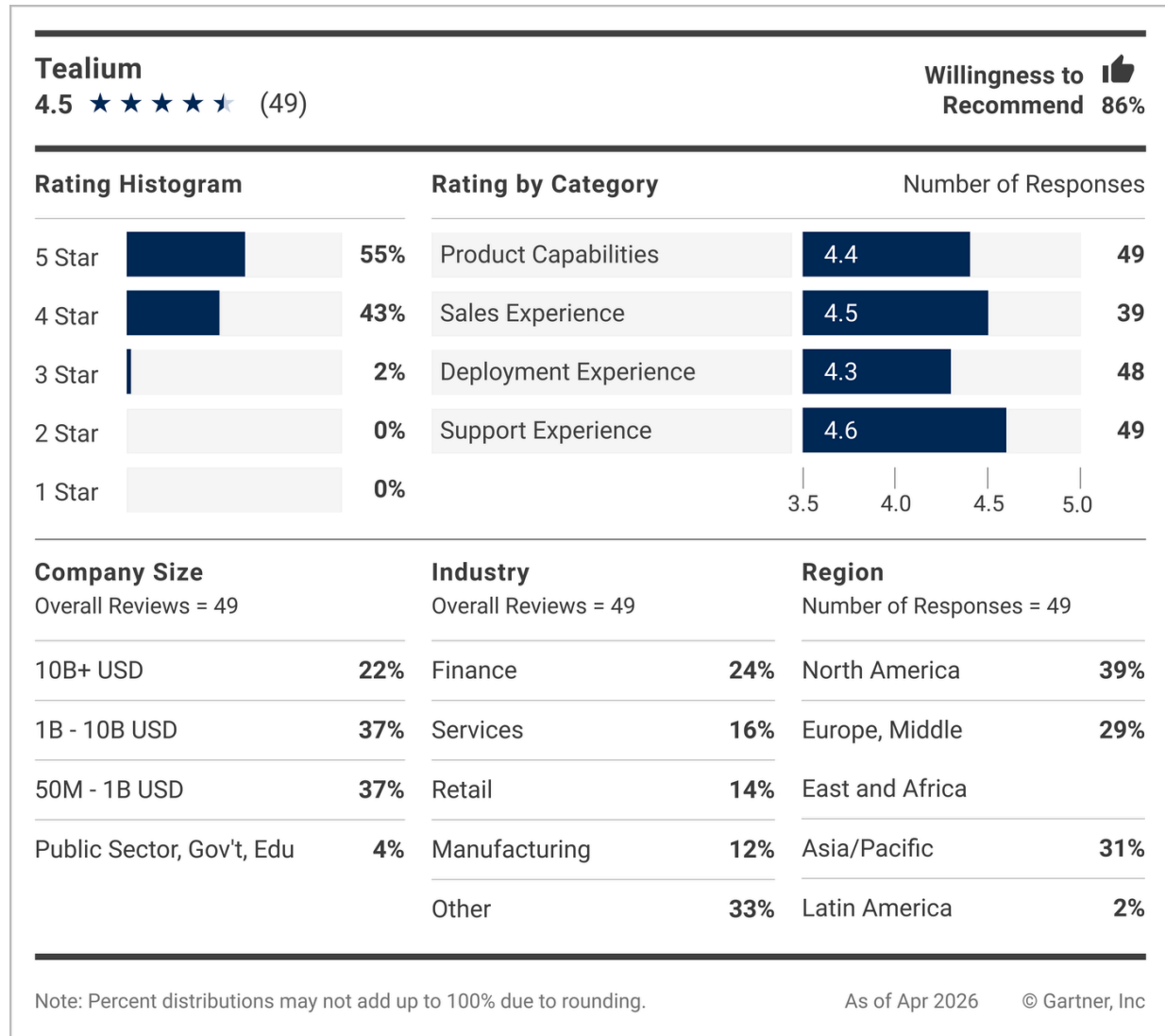
Figure 7. Voice of the Customer for Customer Data Platforms, Salesforce Vendor Summary



Source: Gartner (June 2026)

Read all Peer Insights user reviews for [Salesforce](#).

Figure 8. Voice of the Customer for Customer Data Platforms, Tealium Vendor Summary

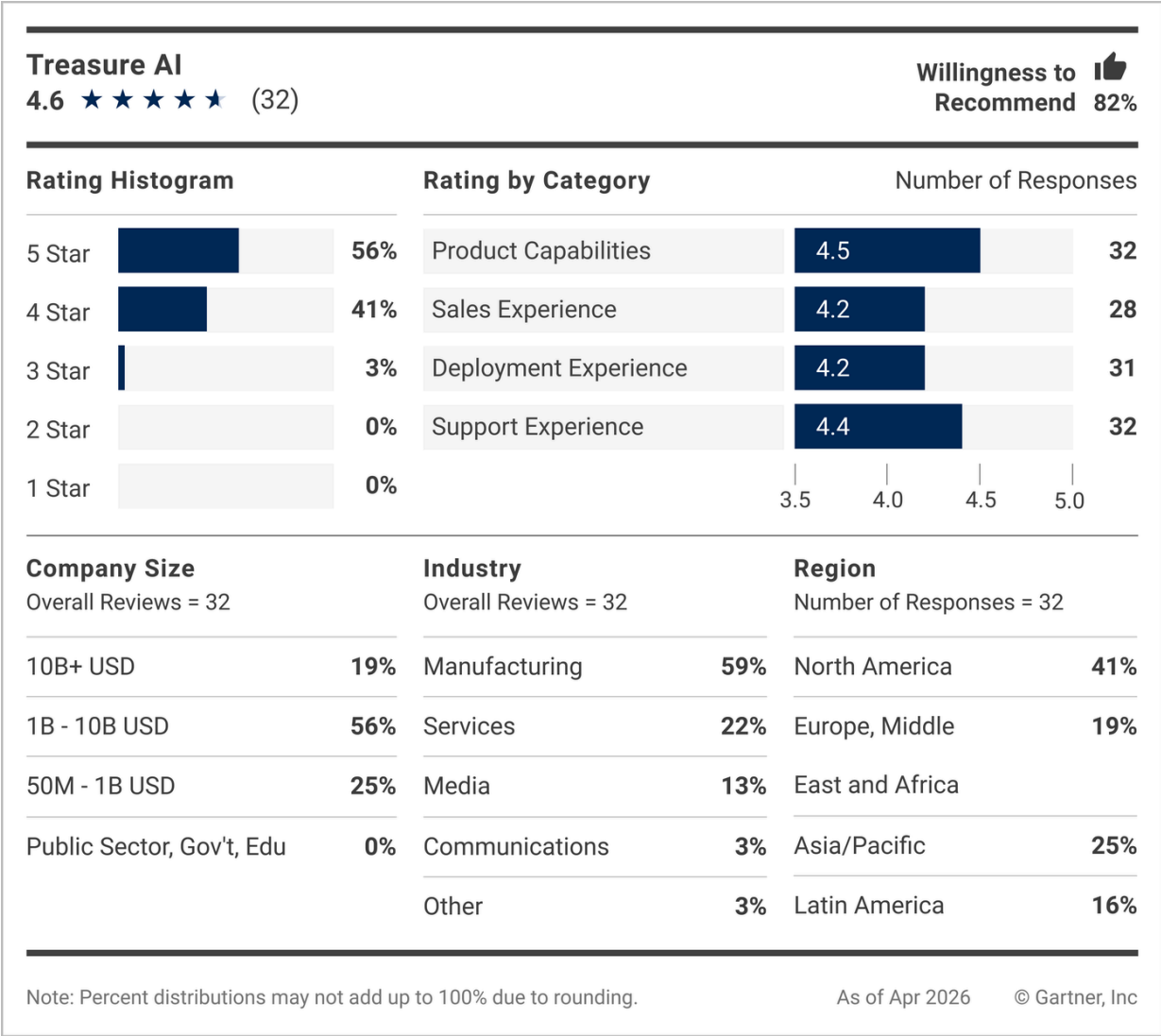


Gartner

Source: Gartner (June 2026)

Read all Peer Insights user reviews for [Tealium](#).

Figure 9. Voice of the Customer for Customer Data Platforms, Treasure AI Vendor Summary



Source: Gartner (June 2026)

Read all Peer Insights user reviews for [Treasure AI](#).

Market Definition

Customer data platforms (CDPs) are software applications that support customer experience use cases by unifying a company’s customer data from marketing, sales, service, commerce and other sources. CDPs unify customer data to facilitate its output to coordinate profiles between cross-functional systems, create segments and/or audience targets, optimize offers and/or decisions, and inform analysis while distributing insights that create triggers for other experiences.

Methodology

A full description of the methodology can be found on the [Gartner Peer Insights Voice of the Customer Methodology page](#).

Voice of the Customer includes vendors with products aligned to the market that have 20 or more eligible published reviews (and 15 or more ratings for “Capabilities” and “Support/Delivery”) during the 18-month consideration period ending 30 April 2026. Reviews from vendor partners or companies with less than \$50 million in revenue are excluded.

In the customer data platforms market, Gartner Peer Insights published 438 reviews and ratings during the consideration period.

The data used in this report is drawn from reviews on Peer Insights, a free peer review and ratings platform that regularly publishes new reviews. The “Voice of the Customer” methodology uses a snapshot of reviews data from a defined timeframe and does not automatically update as new reviews are published. The external Peer Insights site will always have the most updated peer view of the vendors and products in this report.

The numerical ratings scores in each vendor summary graphic (shown as “Rating by Category”) are best interpreted as sample statistics with a reasonable margin for error and not as exact values.

Document Revision History

[Voice of the Customer for Customer Data Platforms - 29 August 2025](#)

[Voice of the Customer for Customer Data Platforms - 29 February 2024](#)

Recommended by the Author

Some documents may not be available as part of your current Gartner subscription.

[Magic Quadrant for Customer Data Platforms](#)

[Critical Capabilities for Customer Data Platforms](#)

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