

**2030,** *Today*



# We are experiencing 2030 in 2020

On the back of COVID-19, digital transformation roadmaps have been accelerated by up to a decade.

Digitally-native and legacy companies have seen a surge of customers migrating to digital channels.

This is a permanent shift that won't be unwound.

If we've seen 10 years growth in just 3 months, just think about what the world might look like in 2030.

- *Every business will be an internet business.*
- *Every business will be working across channels and devices.*
- *Every business will have dozens if not hundreds of tools in their tech stack.*
- *Every business will require an up-to-date, real time view of their customers.*

To cater to these new realities, customer data platforms have become the must-have infrastructure for any serious digital-first business.

To better understand the effects they're having on digital transformation efforts across the world [Segment](#), the #1 customer data platform, surveyed over 4,000 decision makers to gauge current trends and future predictions.



“ We've seen two years' worth of digital transformation in two months. ”

**SATYA NADELLA**  
CEO of Microsoft

Source: [Microsoft FY20 Q3 Earnings Call](#)

# Methodology

- Survey conducted from July 2nd-15th
- 4,684 responses
- Respondents from the following industries:  
Internet, Software & Services,  
Manufacturing, Financial Services, CPG,  
Healthcare, Media, Education, Professional  
Services

Featuring contributions from:



# Our findings & predictions

## Customer data is the new currency

As digital channels continue to grow and fragment, customer data will help companies achieve greater revenue and efficiencies. **58% of customers** expect customer data to drive revenue growth for their company.

## Digital transformation efforts will drive CDP adoption

As the world begins a mass exodus to digital, customer data platforms are becoming a growing line item in technology budgets. **47% of respondents** say they will increase their CDP budget by over 25% in the next 5 years.

## CDPs will drive the customer experience

Delivering a personalized, targeted customer experience is a key facet of a successful digital transformation. None of this possible without a CDP. **73% of respondents** say a customer data platform will be critical to their customer experience efforts



“ In the past 3 months, we have witnessed 10 years of digital commerce adoption. The pace of adoption, scale and change is unlike any other time in history. ”

**BRYAN GREGG**

Senior Partner, McKinsey & Company

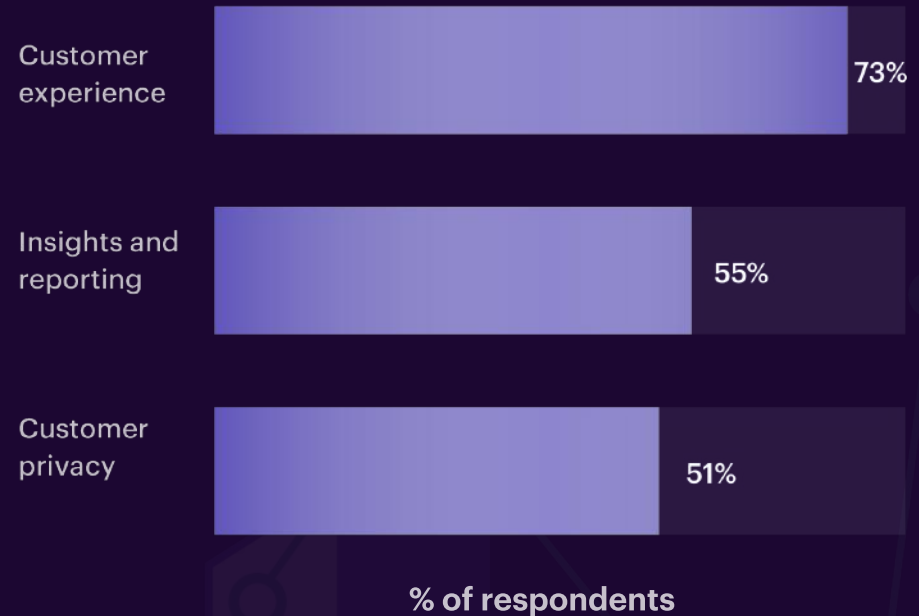
Source: McKinsey: 75% of Americans have changed brands during the pandemic

## Customer experience has become the #1 business priority

And businesses are investing in customer data platforms to deliver it.

**73% say a customer data platform will be critical to their customer experience efforts.**

### How do you plan to use a customer data platform? (business use cases)



“ For those of you sitting on treasure troves of data you've already collected, it's time to do something with it. ”

Source: [Data-Inspired Creativity](#)



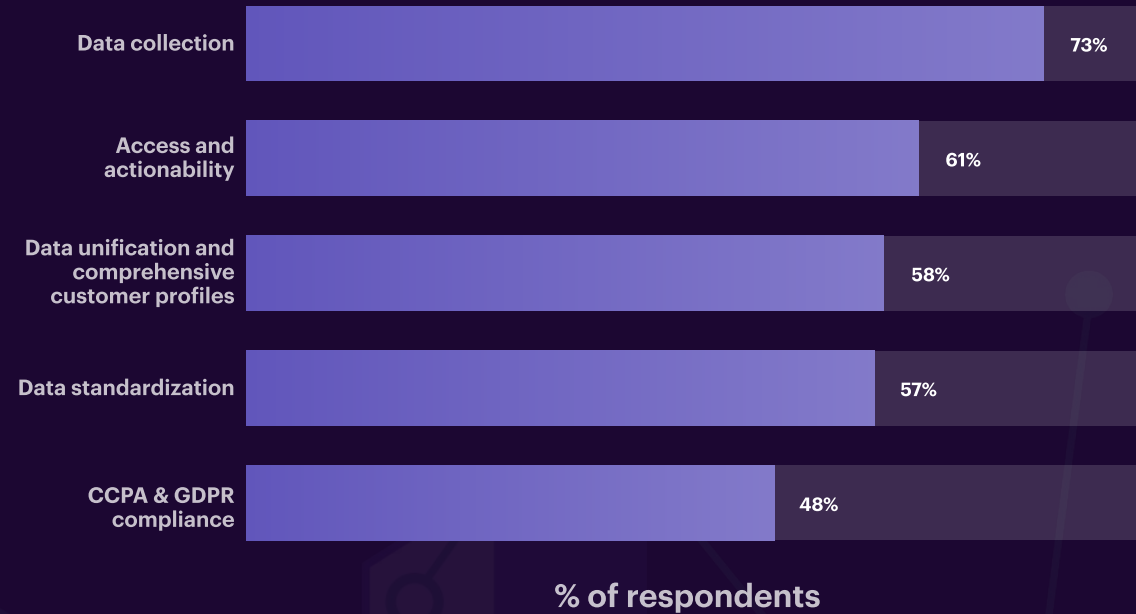
**DARA TRESEDER**  
SVP, Head of Global Marketing &  
Communications, Peloton

## Data silos are being torn down

To drive their customer experience efforts, businesses are hungry for data accessibility and data unification.

**61% say they would like increased access to data across the org.**

### How do you plan to use a customer data platform? (data collection use cases)



“ Today, there's no shortage of tools to collect and organize customer data. What's lacking is the ability to translate mountains of data into actionable insights.

Brands need to be able to listen, understand, and act in order to unlock the true value of data and serve customers relevant and memorable experiences.

”

Source: [Why Too Much Data Is A Problem And How To Prevent It](#)



**SARA SPIVEY**  
CMO, Braze

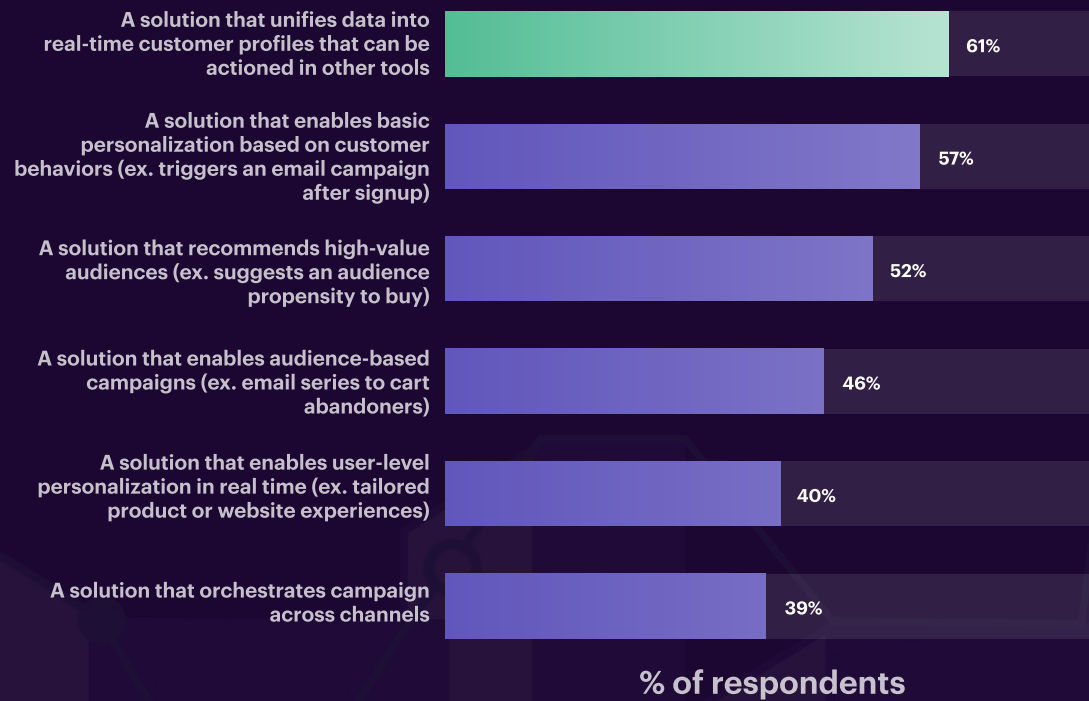


## Personalization takes on a new urgency

Businesses are turning to CDPs for personalization, real-time customer profiles, and multi-channel campaign orchestration.

**61% say that a CDP will be critical to their personalization efforts.**

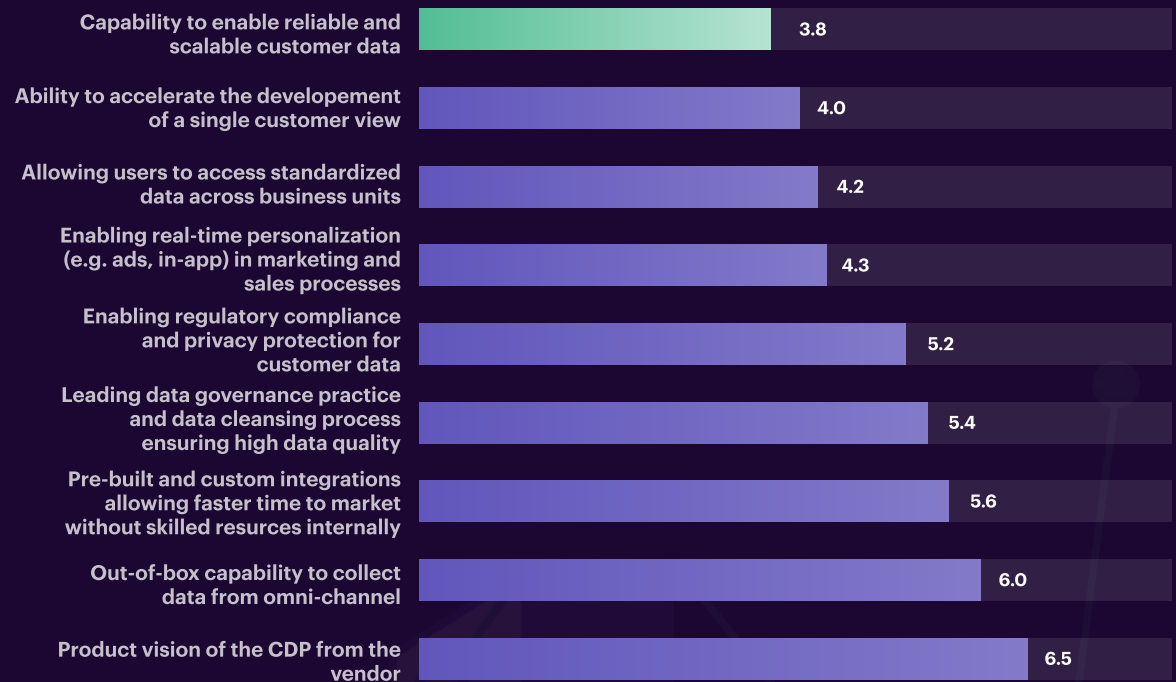
### To enable personalization, what type of solution is your business seeking?



## A hunger for data reliability is driving change

Organizations see accurate, real-time customer data as central to their digital transformation efforts.

### What business objectives do you hope to achieve with a customer data platform?



Ranked popularity of customer data objectives (Average rank, lower is better)

“ Flexibility is critical to survival.

I've seen people spend years and millions of dollars trying to implement a solution using the wrong technology only to come to this realization.

As a technology leader, you have to stay current to evolving technology trends and have confidence to take calculated risks.

”

Source: [The Challenge: Leveraging Existing Technologies](#)



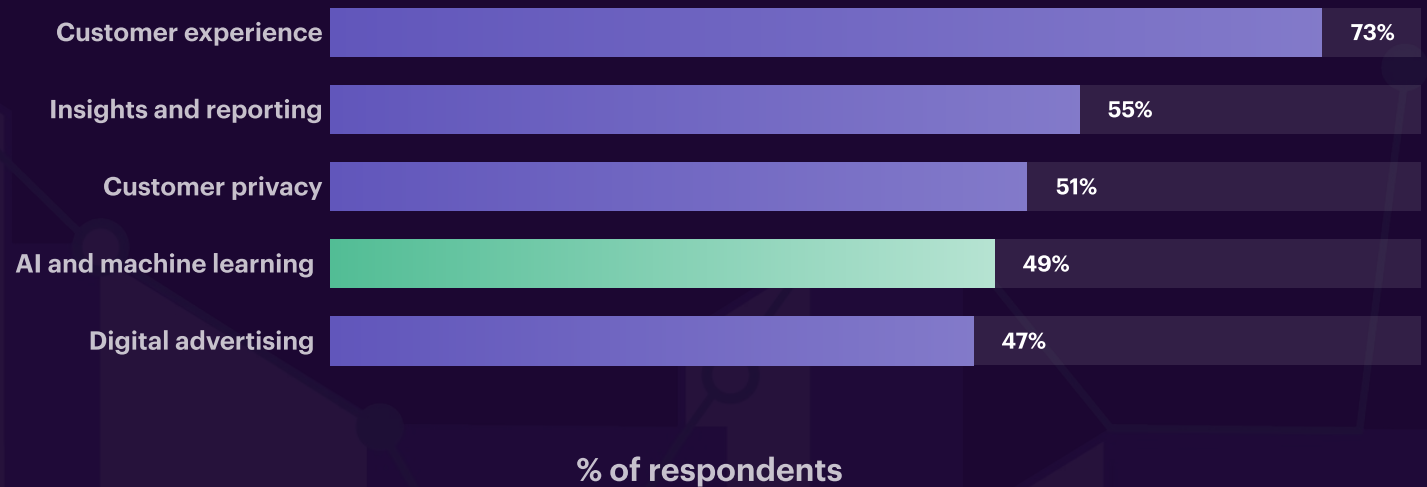
**ALVINA ANTAR**  
CIO, Okta

## AI & ML use cases are proliferating

As marketers increase their use of customer data, they're looking for new ways to deploy it.

**49% say they will use a customer data platform for AI and machine learning use cases.**

### What use cases are you trying to enable with a CDP?





“ Retailers are moving beyond traditional data analytics to apply ML to get counterintuitive and previously unseen insights that help them respond to business trends in near real-time during the pandemic. ”

Source: How COVID-19 has accelerated a new digitized normal for retailers



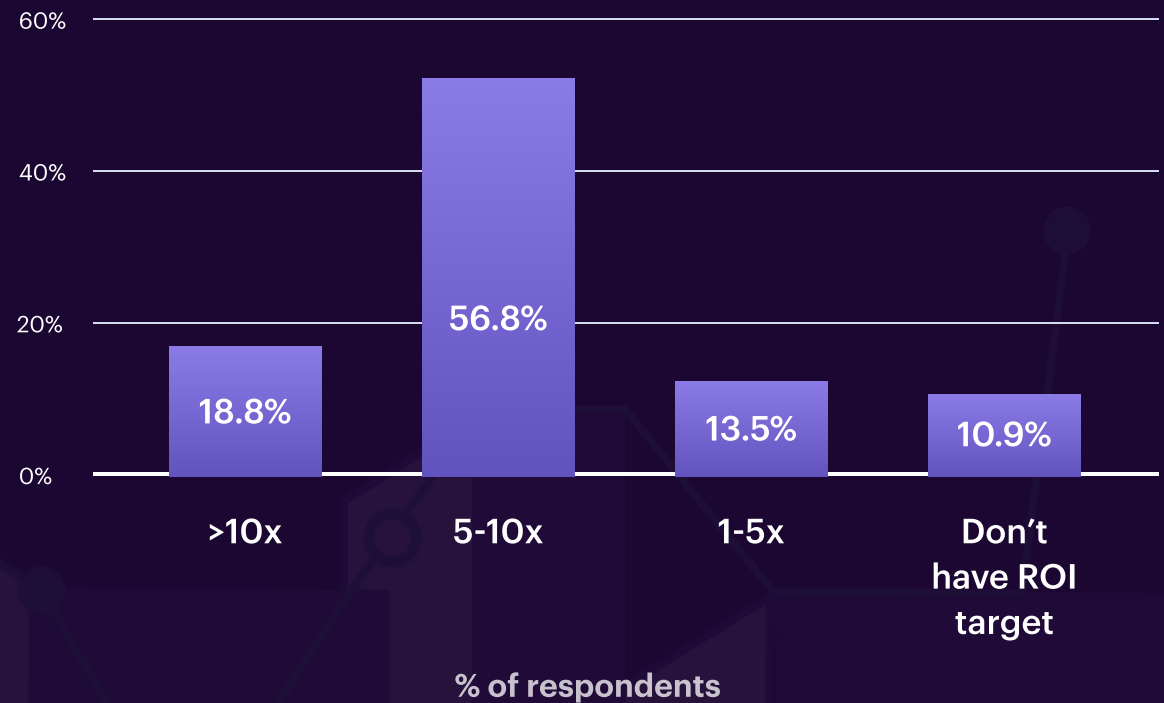
**TOM LITCHFORD**  
Head of Worldwide Business  
Development, Retail at AWS

## Expectations for customer data platforms are high

Marketers' expectations for customer data platforms are at an all-time high, and are increasing every year with unprecedented magnitude.

**56% say they expect ROI of 5-10x from investing in a CDP.**

### What ROI do you expect from investing in a CDP?



“ A customer data platform gives us the best shot we've ever had at obtaining a single view of each and every customer. ”

Source: How Staples Canada digitally transformed their tech stack



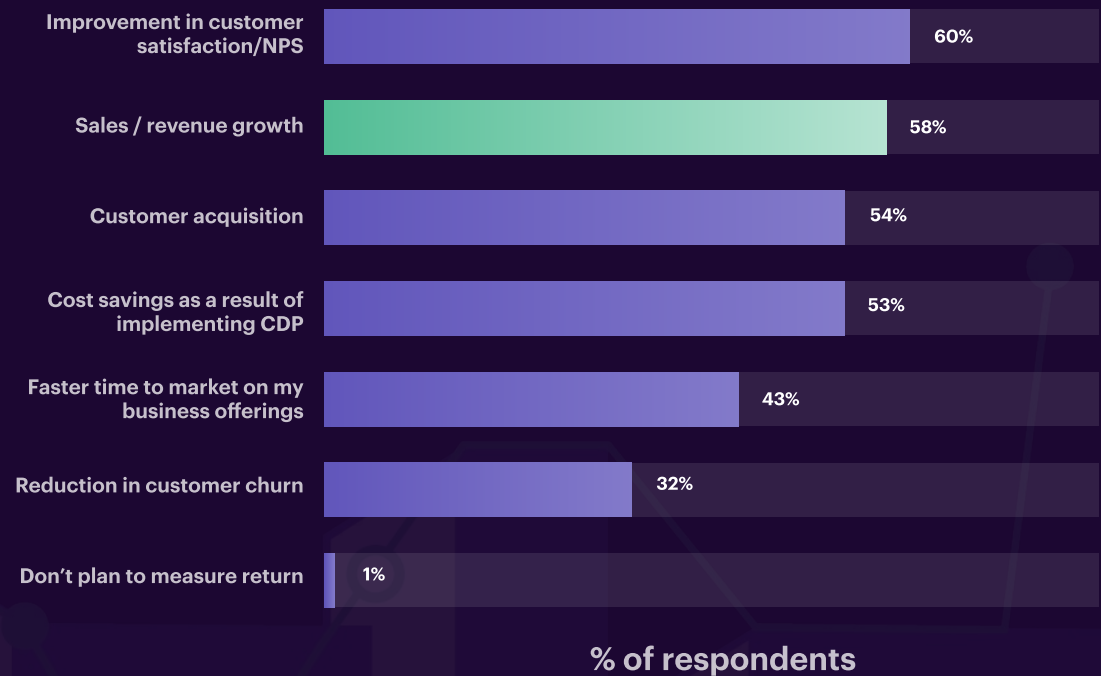
**AARON CARTER**  
Manager, Data Sciences & Digital  
Analytics, Staples Canada

## Marketers are doubling down on business value

Marketers are less focused on generating leads and are increasingly concerned about driving revenue and customer satisfaction.

**58% say they expect a CDP to deliver revenue growth for their business.**

### How do you intend to measure the ROI of a CDP?





“ I have no idea what the next challenge our business is going to face, but with an integrated data pipeline and a single view of our customers, we’re as well positioned as we can be for the future. ”

Source: [Customer data win-win](#)



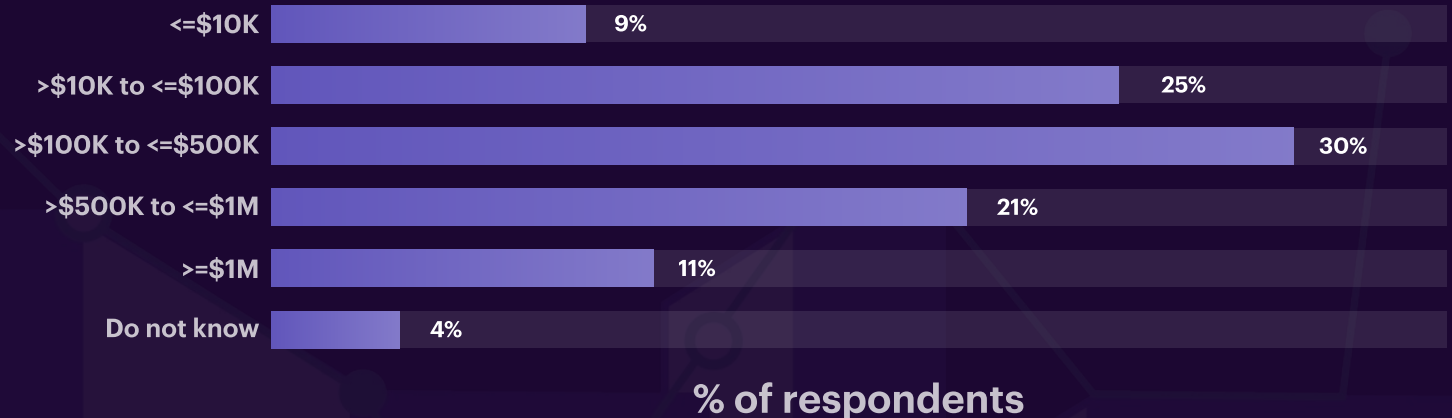
**DARYL BODEN**  
SVP, Technology, Fox

## COVID-19 has accelerated an increase in CDP budgets

As business buyers re-evaluate their technology and growth plans for the year, investments in CDP continue to grow unabated.

**62% say they will spend over \$100,000 on their CDP.**

On an annual basis, how much will your company spend on a CDP?



“ Mashing up clean data from multiple sources, using it to prompt timely and relevant communications, and visualizing it in a common BI interface...is changing the way individual companies are taking their solutions to market. ”

Source: [CRM Alone Isn't Enough to Drive Growth. Here's Why.](#)



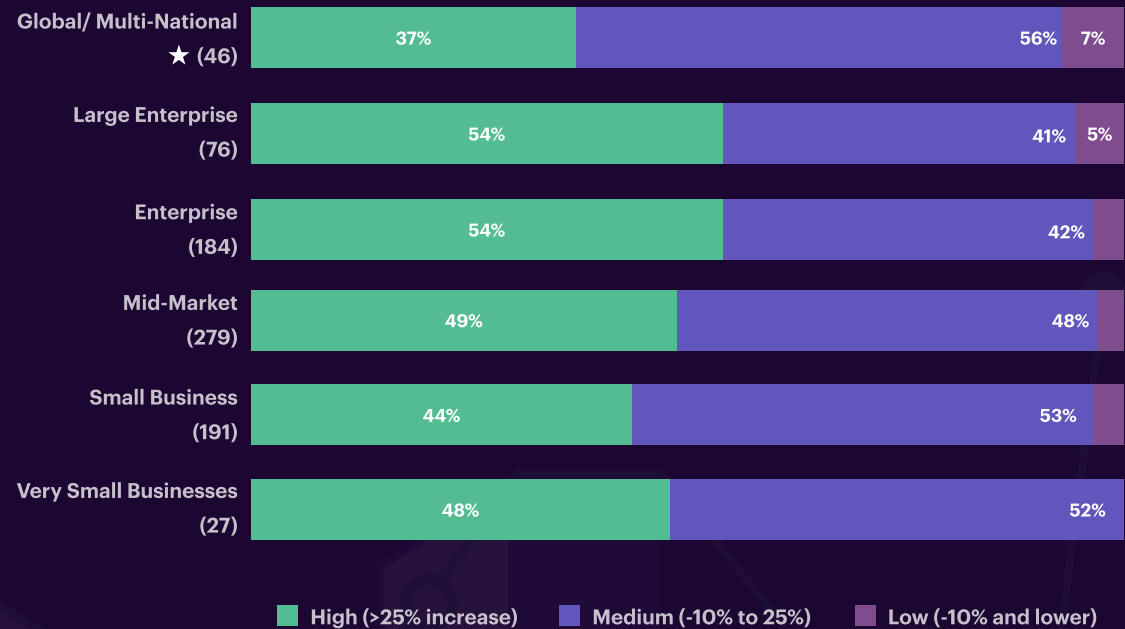
**JOE CHERNOV**  
CMO, Pendo

## And those budgets will continue to grow

In spite of business uncertainty, CDPs remain a strategic priority for businesses in the years ahead.

**47% say they will increase their CDP budget by over 25% in the next 5 years.**

**From 2020-2025, how much do you expect your CDP budget to grow?**



“ We’re still early in the digital transformation journey.

IDC predicts that we will grow from around \$12 trillion in worldwide GDP driven by digitally transformed businesses in 2018 to a whopping \$50 trillion in 2023. ”

Source: [Forget the Martech 5000. Try the Martech 500 Million.](#)



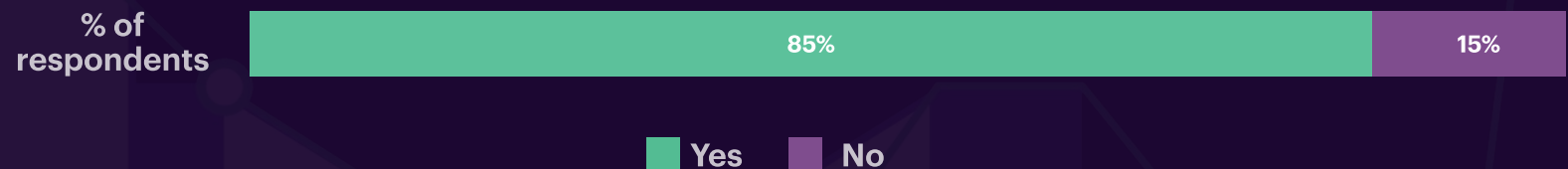
**SCOTT BRINKER**  
VP of Platform, Hubspot

## Companies are confident in the value of CDP

Despite being an emerging category, retention of CDPs remains high.

**86% plan to continue using a customer data platform.**

Do you plan to continue using a customer data platform?



# Deliver the customer experience for 2030, **today**

Digital channels are growing and fragmenting, budgets are increasing, and data-driven customer engagement is becoming table stakes.

As this unprecedented explosion of data and digital adoption continues, customer data platforms have become the must-have infrastructure for any serious digital-first business.

It may have become 2030 overnight, but you can get started today.

Get in touch at  
[segment.com/demo](https://segment.com/demo)

## Continue your CDP education

### Choosing the best CDP in 6 steps

If you follow the six steps outlined in our guide, you'll have much more success finding the right CDP that fits your company's unique needs.

[Learn more >](#)

### CDP Buyer's Guide

Our buyer's guide for CDPs will help you understand when it's time to buy a CDP, which features you need, and how to evaluate the various CDP vendors out there.

[Learn more >](#)

### CDP RFP Guide

Our CDP RFP guide provides best practices, frameworks, and an RFP template to help you identify your CDP requirements, create an effective RFP, and select the right CDP vendor.

[Learn more >](#)