



AI Brand Leader Report

AI Customer Data Platforms

itbrandpulse.com



Executive Summary

The March 2026 AI Customer Data Platforms Brand Leader Survey captures the sentiments of sales and marketing pros across a rapidly expanding market driven by demand for automation, personalization, and productivity gains in sales workflows.

This report includes the results of voting for Market, Intelligence & Innovation, Creativity & Expression, Accuracy & Trust, and Human Empowerment leaders.

The companies voted brand leaders embody the industry's shift from basic automation to agentic, insight-driven sales systems that augment human sellers, improve decision-making, and accelerate revenue generation across modern enterprise sales organizations.



AI Customer Data Platforms (CDPs) unify, manage, and activate customer data across systems to create a persistent, real-time view of the customer.

In the AI era, CDPs are evolving into intelligent data orchestration layers, embedding machine learning for identity resolution, predictive segmentation, next-best-action recommendations, and real-time personalization at scale.

The survey results show Salesforce Data Cloud voted Market Leader (33.47%) and Accuracy & Trust Leader (32.80%), reinforcing its position as the most established and trusted CDP. Twilio Segment leads both Intelligence & Innovation (27.97%) and Human Empowerment (33.88%), while Adobe Real-Time CDP dominates Creativity & Expression (36.68%).

The dispersion of leadership signals a category being redefined simultaneously by creativity, enterprise control, usability, and AI innovation.

Prepared by
Frank Berry
Frankie Berry
Harrison Griffin

Brand Leadership Defined



Market Leader

AI buyers want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance with their ability to define categories, influences standards, and attracts ecosystems. Survey results often suggest that other brand leader values are driving perceptions of who is market leader.



Intelligence & Innovation Leader

Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's about consistently releasing smarter models, new techniques, improving performance, and efficiency, and solving previously unsolved problems.



Creativity & Expressions Leader

This is the value that transformed generative AI into a cultural phenomenon. Creativity & expression leadership reflects a brand's ability to unlock human imagination, artistic output, and new modes of communication. It shows up in multimodal expression, storytelling, design assistance, idea exploration, and playful experimentation.



Accuracy & Trust Leader

Trust is the currency of AI. When a system suggests medical information, legal recommendations, financial calculations, or mission-critical actions, accuracy becomes existential. A single major failure can erode trust overnight. This value represents the brand's seriousness about quality, reliability, and responsibility.

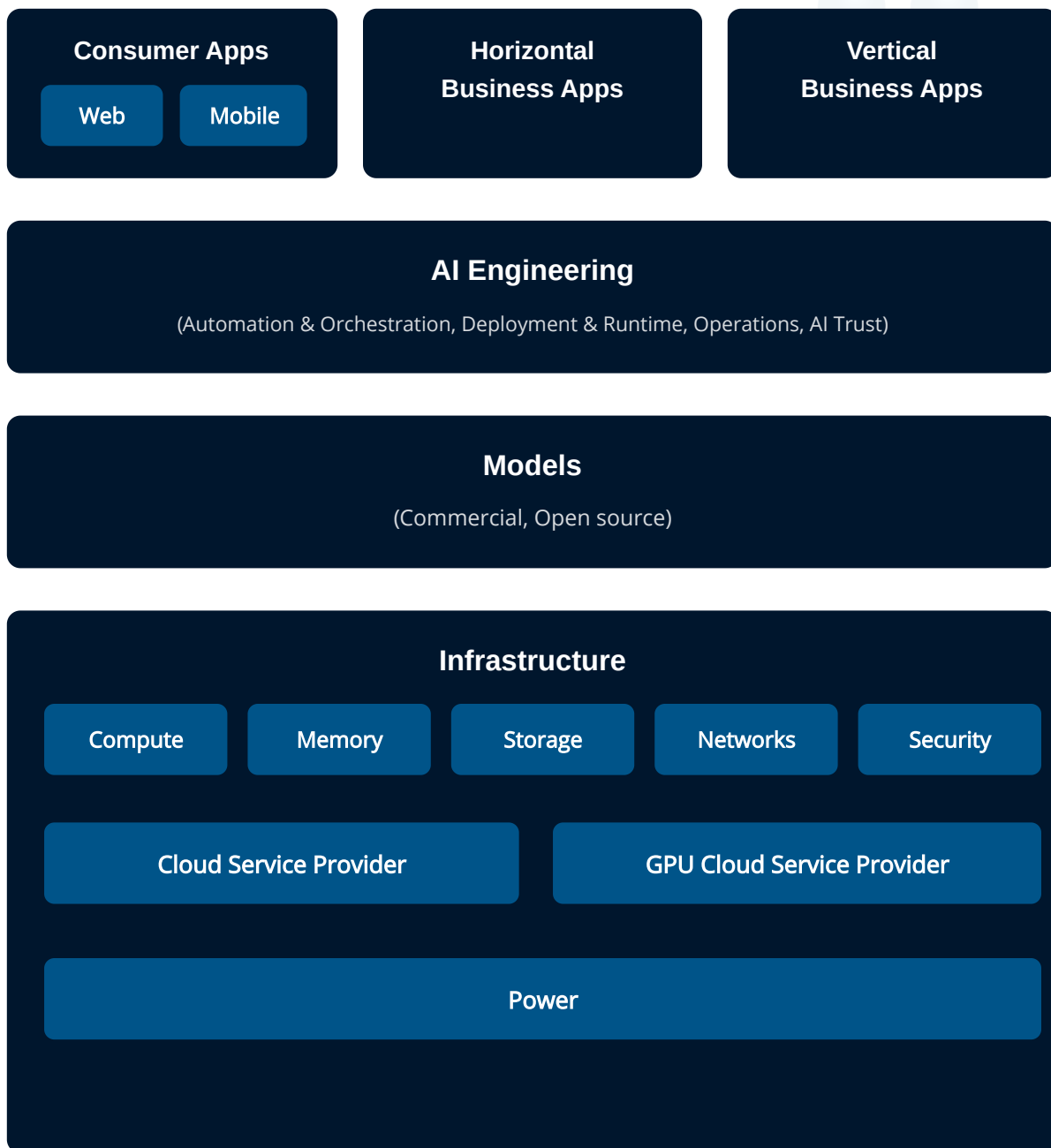


Human Empowerment Leader

The world is wrestling with fear and uncertainty about AI. Will it take my job? Will it make decisions I can't understand? Will it operate in ways that harm me or my community? These anxieties are real and widespread. Human empowerment leadership defines a brand's a commitment to amplifying human capability, not replacing it.

AI Product Taxonomy

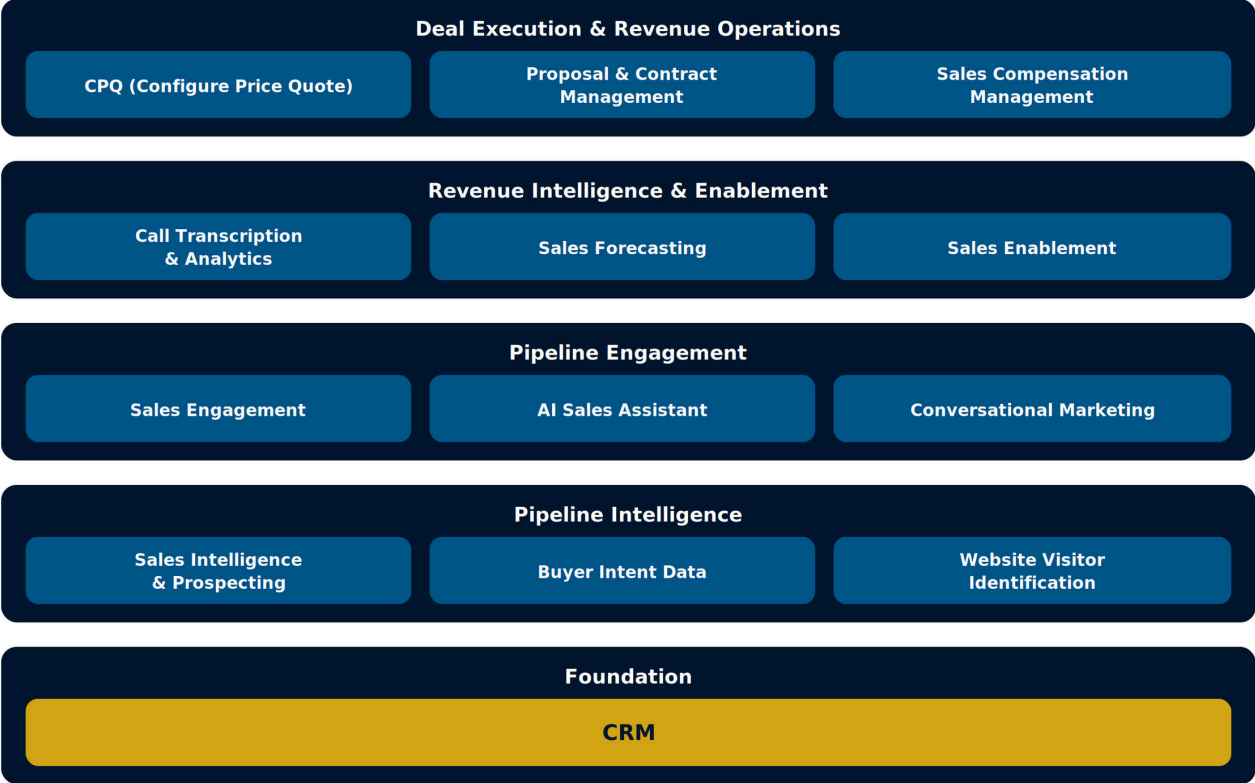
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



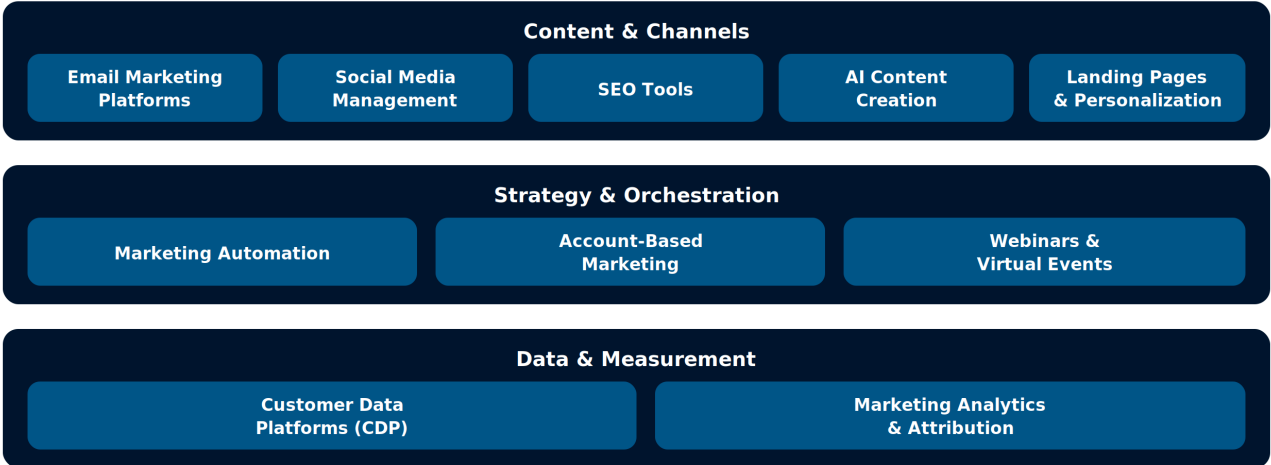
AI Sales & Marketing Stacks

Below are the the product categories and sub-categories, that makeup the AI Sales and Marketing stacks inside the Horizontal Business App layer in our AI Product Taxonomy.

AI Sales Products



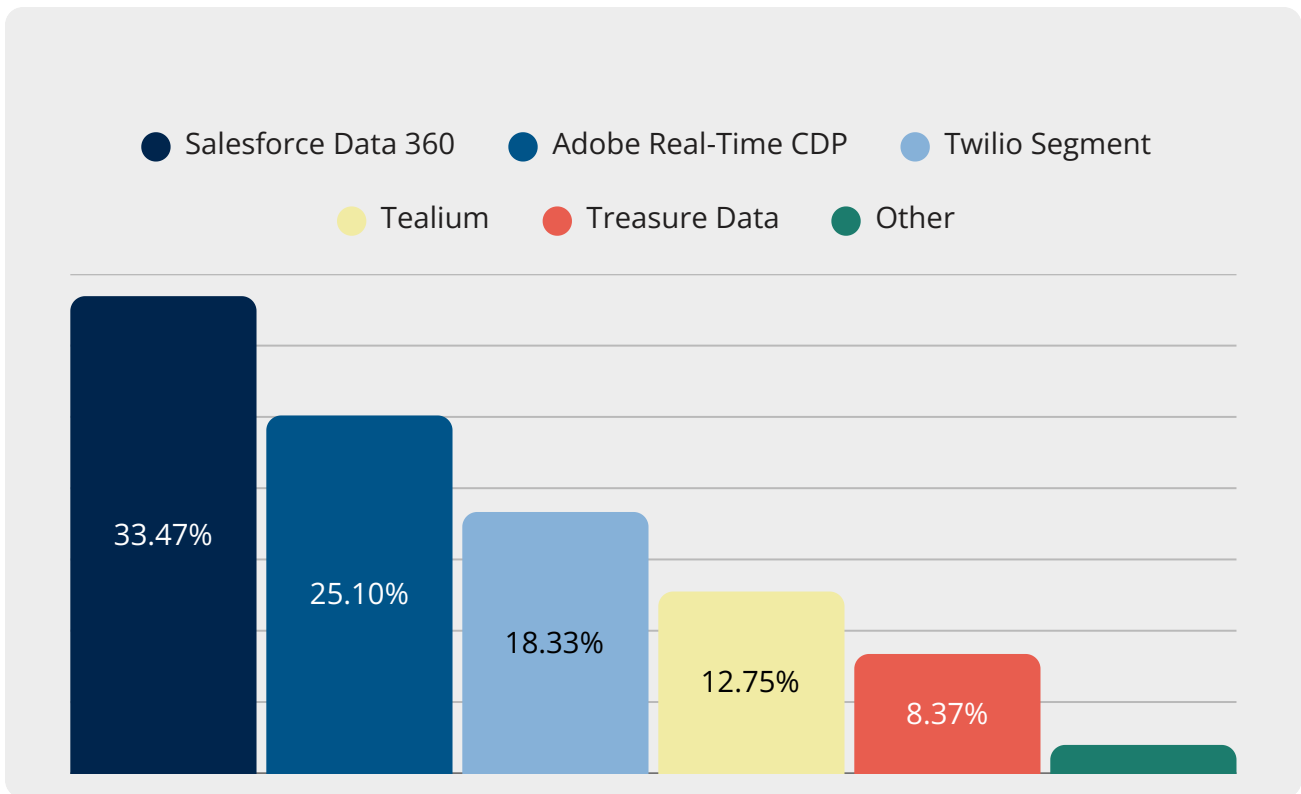
AI Marketing Products



AI Customer Data Platforms



Salesforce Data 360 leads the Market category with 33.47% of votes, followed by Adobe Real-Time CDP at 25.10%, creating an 8.37-point spread. This represents a solid leadership position, though not an overwhelming dominance. Salesforce is clearly the most recognized CDP brand, but Adobe remains a strong and credible challenger, particularly given its strength in adjacent marketing and experience platforms.

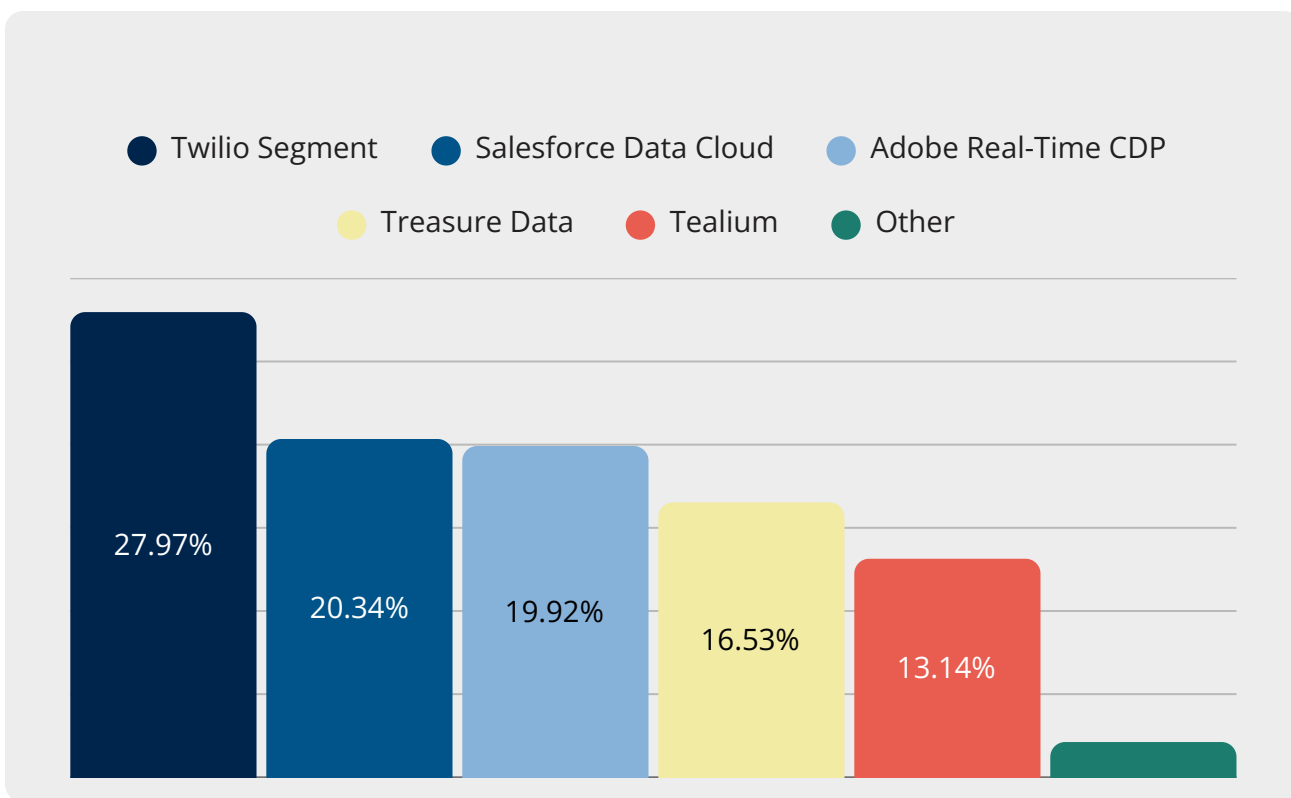


Salesforce's market leadership likely reflects its deep integration with its own CRM, marketing automation, and analytics. Buyers often view Salesforce Data 360 as an enabling unified customer data across sales, service, and marketing. Its leadership in Accuracy & Trust reinforces that buyers associate Accuracy & Trust with Market Leadership.

AI Customer Data Platforms



Twilio Segment leads Intelligence & Innovation with 27.97% of votes, followed by Salesforce Data360 (20.34%) and Adobe Real-Time CDP (19.92%). The 7.63-point lead over Salesforce signals a strong perception that Segment is the innovation leader, particularly in how data is collected, unified, and activated in modern architectures.

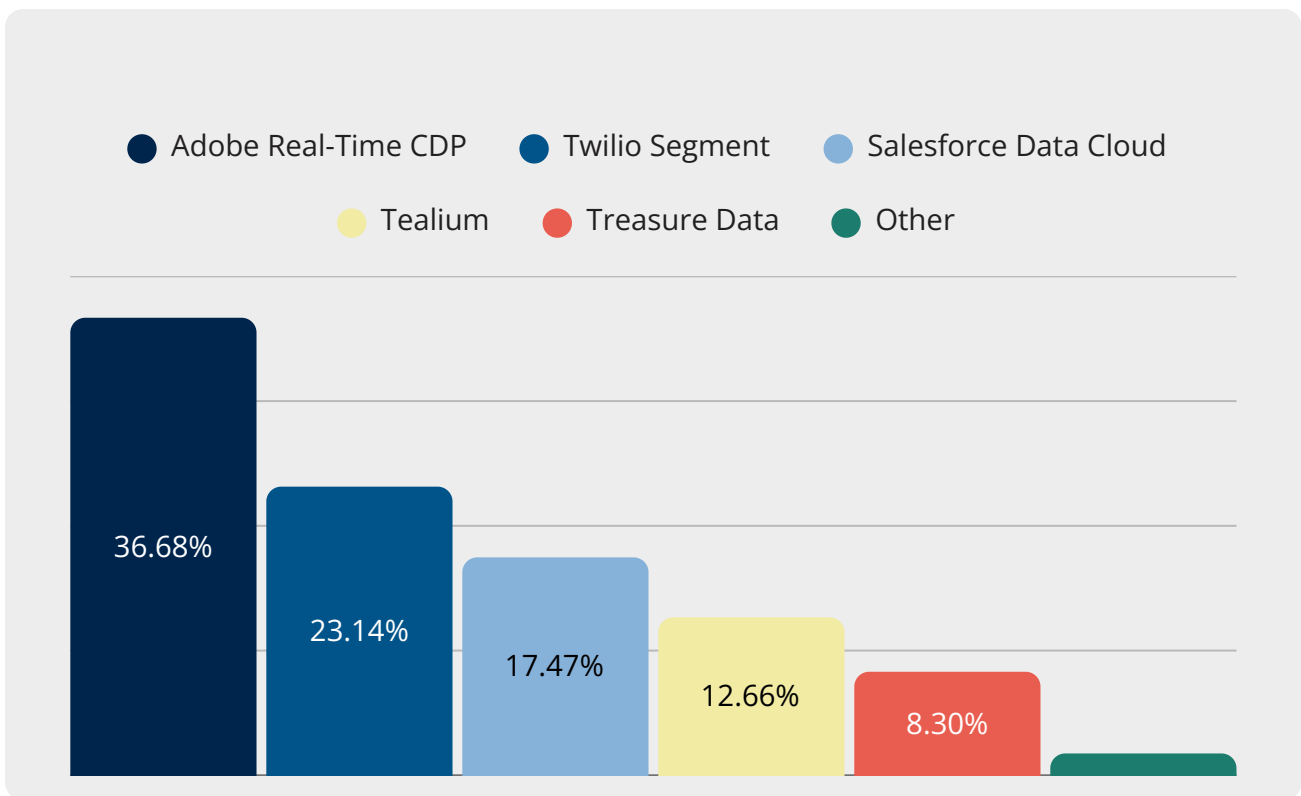


Segment's innovation perception likely comes from its developer-first approach, real-time data pipelines, composable CDP architecture, and strong integration ecosystem. Segment ranks third in Market share but first in Innovation, suggesting that technical innovation alone does not guarantee category dominance, especially in enterprise environments.

AI Customer Data Platforms



Adobe Real-Time CDP leads Creativity & Expression with 36.68% of votes, followed by Twilio Segment at 23.14% and Salesforce Data 360 at 17.47%. The 13.54-point spread is one of the largest across all categories, indicating that Adobe is strongly differentiated in enabling creative, personalized, and experience-driven use cases.



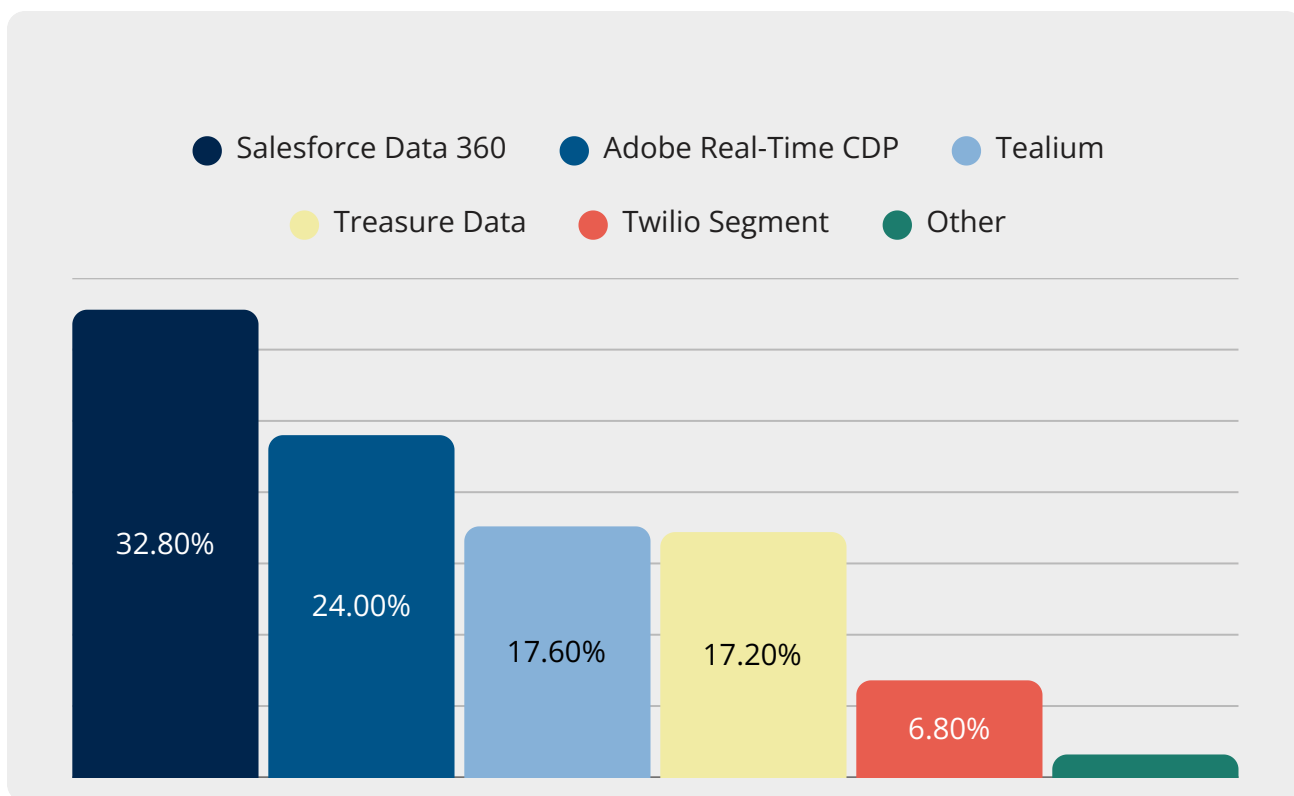
Adobe
Real-Time CDP

The perception of Adobe leadership likely stems from its integration with Adobe Experience Cloud, where customer data is directly tied to content creation, campaign orchestration, and digital experience delivery. Adobe ranks second as Market Leader reinforcing Adobe's identity as the leader in experience-driven CDP use cases rather than pure data infrastructure.

AI Customer Data Platforms



Salesforce Data 360 leads Accuracy & Trust with 32.80% of votes, followed by Adobe Real-Time CDP at 24.00%, creating an 8.80-point spread. This is a strong validation of Salesforce's position as the most trusted platform for customer data unification, governance, and enterprise reliability.

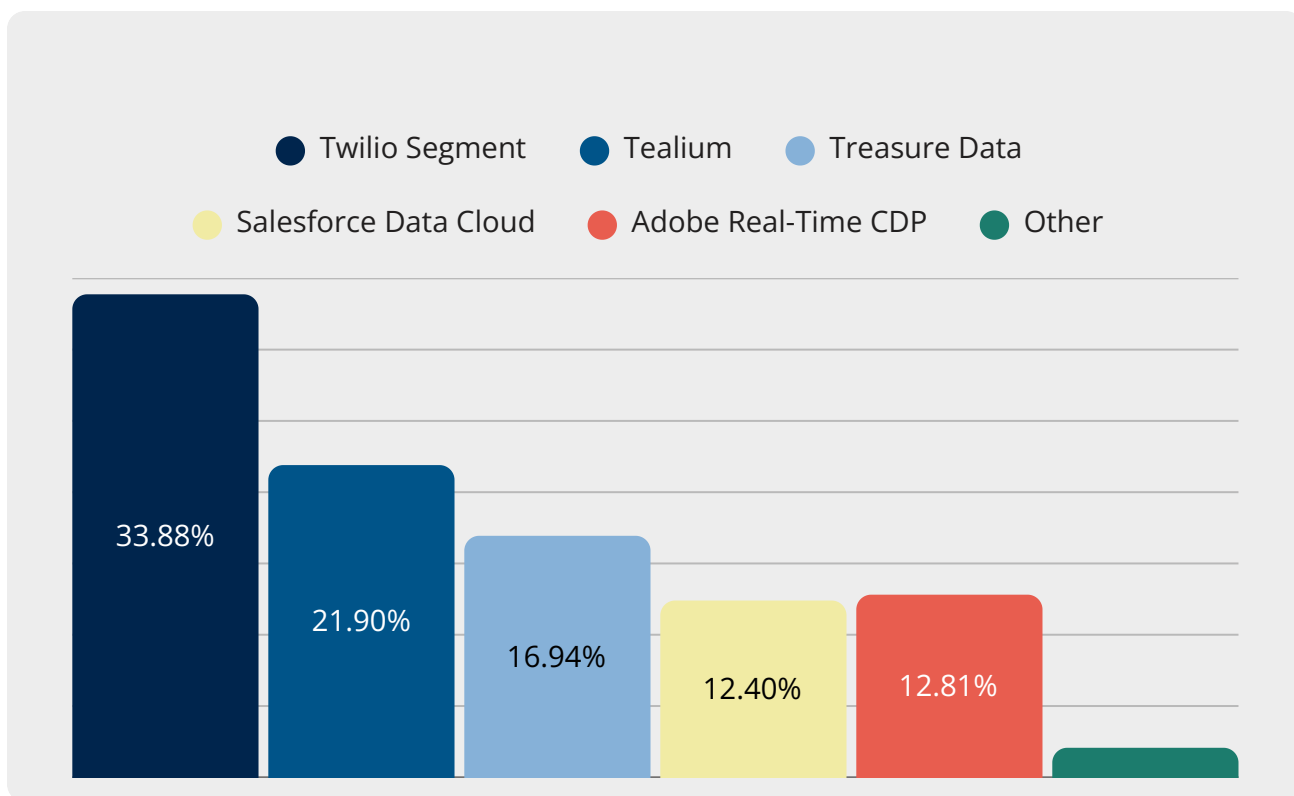


Votes for Accuracy & Trust leadership likely reflect Salesforce's strength in identity resolution, data governance, compliance, and integration with CRM systems of record. The strong correlation between Salesforce's Market leadership and Accuracy & Trust leadership indicates that buyers anchor their CDP decisions around confidence in data quality and system reliability.

AI Customer Data Platforms



Twilio Segment leads Human Empowerment with 33.88% of votes, followed by Tealium at 21.90%, creating an 11.98-point spread. This is a significant margin, indicating that Segment is widely perceived as the platform that best enables users, particularly developers and technical teams, to work effectively with customer data.



Segment's leadership in this category likely reflects its usability, flexibility, and developer-centric design. By simplifying data collection, transformation, and routing through APIs and integrations, it empowers teams to build and iterate quickly. Segment ranks third for Market Leader, suggesting that platforms excelling in usability lead in user preference, even if they are not an enterprise incumbent.

Looking Forward



Predictions

1. CDPs will evolve into “Customer Data Intelligence Platforms.” (CDIPs)

Future taxonomy will expand beyond data unification into AI-driven intelligence layers that predict behavior, orchestrate journeys, and automate decision-making, introducing new categories such as Customer Intelligence Leader and Real-Time Decisioning Leader.

2. Composable and developer-first CDPs will reshape innovation leadership.

Brand Leader voting will increasingly reward platforms that enable flexible architectures, real-time pipelines, and API-driven workflows, elevating categories such as Data Infrastructure Leader and Composable CDP Leader.

3. Trust, governance, and compliance will become the defining enterprise differentiators.

As CDPs power AI-driven personalization and decisioning, future voting will emphasize Data Governance Leader, Identity Resolution Leader, and Privacy & Compliance Leader as core dimensions of leadership.



AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

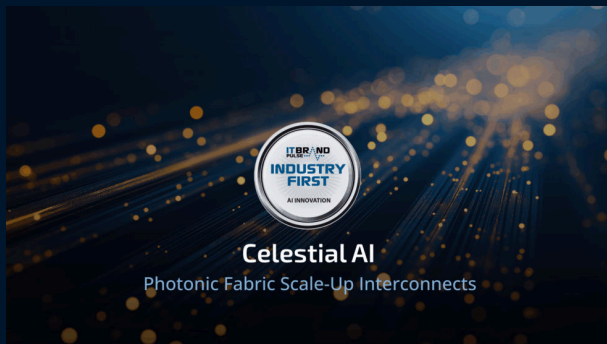




Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: itbrandpulse.com/industry-first.



✉ info@itbrandpulse.com

🌐 itbrandpulse.com

📍 1895 Avenida Del Oro #4683
Oceanside, CA 92052