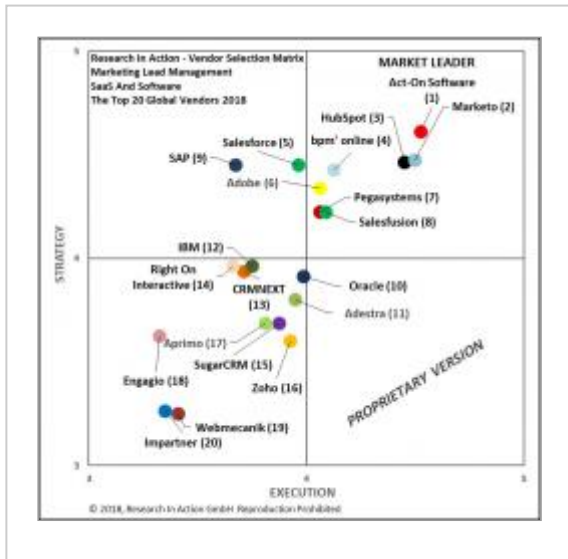


New Research In Action Report – Marketing Lead Management SaaS And Software: The Top 20 Global Vendors 2018

Pressemitteilung von: [Research In Action GmbH](http://www.researchinaction.de)



(openPR) - Germany – October 23rd 2018: Lead Management Software Market ignited by digital transformation projects. Vendors respond with an M&A scramble causing brand confusion.

Research In Action GmbH continues to expand the areas of coverage and publishes its newest market analysis report Vendor Selection Matrix – Marketing Lead Management SaaS And Software: The Top 20 Global Vendors 2018.

The Vendor Selection Matrix is a unique, primarily survey-based methodology for comparative vendor evaluation. A minimum of 60% of the evaluation results are based on a combined telephone and online survey covering 1,500 IT buyers in enterprises worldwide. The analyst's opinion accounts for a maximum of 40% of the evaluation results (not close to 100% as in most other vendor evaluations).

Detailed report information:

www.researchinaction.de/images/pdf/2018/RIA%20VSM%20MLM%20GL%202018%20WWW.pdf

Peter O'Neill, Research Director for Marketing Software at Research In Action GmbH, comments:

- The classical market-landscape report is based on vendor-analyst interactions and more of an opinion-piece; one targeted only to a research organization's clients. Here, we survey all types of users, got THEIR point of view on the vendors, and consolidated those impressions in a Vendor Selection Matrix report that can guide all potential buyers of the software.
- Planning to buy software, investigating the vendors and selecting the right solution is not a trivial task for any business professional. While the influence of IT professionals is increasing in this application area, most marketing automation decisions are still finalized in the marketing department. But, as a CMO told me a few months ago: "The thing is, the vendors always know so much more than me, they talk about their solution every day - I only get into this topic occasionally and need to select a vendor partner perhaps once in a decade".
- The market for Marketing Lead Management software is active and growing. I found nearly 60 active software and SaaS vendors globally generating an estimated total revenue of around \$ 3.5 billion in annual software licenses, maintenance and SaaS. The top 20 vendors selected by buyers in this survey generated a total of \$ 2.1 billion in revenue in 2017.
- Digital transformation is driving marketing lead management investments in all segments and geographies. Two-thirds of the 1,500 buyers we surveyed will invest in the topic this year – half of those are replacing their existing system for various reasons.
- The vendor landscape continues to churn with new players appearing and headline acquisitions like the recent Adobe/Marketo announcement. Several players must reconstruct their solution portfolios after M&A activity.
- The top three vendors by the users are Act-On, Marketo and Hubspot. A big surprise is how users scored their experience with Oracle Eloqua, pushing it down the list to number ten.
- General purpose business process management vendors such as bpm'online and Pegasystems have also found a significant share in this market segment.
- Our prediction is that Marketing Lead Management systems will become platforms for all touchpoints of customer experience in the future, supporting not just the marketing department but also customer service, and other functions.

Vendor Selection Matrix Disclaimer:

Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action GmbH's research publications consist of the analysts' opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Research In Action:

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

Press Contact:

Research In Action GmbH

Peter O'Neill

Research Director

Hauptstr. 9

56244 Hartenfels

Germany

Telephone: +49 174 3210020

E-Mail: peter@teamoneill.de

Internet : www.researchinaction.de

<https://www.openpr.com/news/1317317/New-Research-In-Action-Report-Marketing-Lead-Management-SaaS-And-Software-The-Top-20-Global-Vendors-2018.html>