



## **New Research In Action Report – Account-Based Marketing SaaS And Software: The Top 20 Global Vendors 2019**

**Germany – October 7<sup>th</sup> 2019: Account-Based Marketing software, energized by customer expectations, is in high demand across all industries.**

**Our survey shows that 57% of businesses plan to invest in ABM software in the next 1-3 years. Business buyers, overwhelmed by a deluge of digital marketing messaging from trigger-happy B2B marketers, are protesting and unsubscribing wherever possible: they want only communications relevant to their current business issues. So, business marketers in every industry must add ABM functionality to their marketing tech stack.**

Research In Action GmbH continues to expand its areas of coverage and publishes the newest market analysis report Vendor Selection Matrix™ – Account-Based Marketing SaaS And Software: The Top 20 Global Vendors 2019.

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 business 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).



The report can be viewed here:

<http://researchinaction.de/wp-content/uploads/2019/10/RIA-VSM-ABM-GL-2019-WWW.pdf>

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

- The Account-Based Marketing (ABM) process is actually a long-established marketing/sales methodology in business services companies, where success depends so much on personal empathy and the relationship. So, they research the interests and needs of their target audiences and provide that “market intelligence” to their sellers or account managers.
- The advent of digital marketing, toolled by technology advances in website and data analytics, now allows all B2B businesses to do ABM by leveraging collected behavioral and profile data on companies (accounts) or even individual buying decision-makers. ABM software enables marketers to channel personalized content to potential buyers. But first and foremost, ABM is a strategy and is applicable to all marketing channels.



- The term ABM is actually a misnomer, it should be Account-Based Marketing and Selling (ABMS). The ABM process will only succeed if marketing collaborates with its sales counterparts to select the target accounts; share the important contact data; coordinate content distribution and distribute intent alerts. Our survey found the second most important driver for ABM investment to be “enable sales to better understand their customers”. Some interview respondents pointed out that they have always done ABS but this is now supported better by their ABM project.
- ABM is currently the most-used promotional acronym by marketing software vendors with well over 90 software vendors claiming to provide ABM-specific functionality. There are probably several dozen more with no ABM claims but also being used by B2B companies to market to specific accounts with target-market segmentation and content personalization. The software market is estimated at around \$750 million in 2019 with a current annual growth rate of some 12%.
- The current mire of confusingly-positioned vendors will converge to a couple of dozen platform providers supporting all, or most, of the ABM-related processes such as account and contacts selection; analytics and insights, content personalization, customer engagement orchestration, and performance assessment. Many survey respondents reported deploying two, three or even four ABM vendors, with integration an issue. 30% plan to migrate to a more suitable system, unusually large compared to other vendor selection matrix surveys.
- The top five vendors rated by the users are (all listed alphabetically) 6sense, Engagio, InsideView, Jabmo, and MRP. The vendors Demandbase, Kwanzoo, Madison Logic, Marketo, and Zoominfo complete the top ten. In positions 11 thru 20 are vendors Agent3, D&B Datavision, Lattice Engine, LinkedIn, Radius, RollWorks, TechTarget, Terminus, Triblio, and True Influence



**Vendor Selection Matrix™ Disclaimer:**

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**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.

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