

## My 2019 Vendor Landscapes

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**In my 2019 Vendor Selection Matrix™ research I have discovered many separate vendor landscapes – all listed below for everybody to read.**

During these projects, I interviewed thousands of marketers on their business processes automation and talked to some 120 marketing software vendors – usually analyst relations staff and product marketing managers, as discussed in [this blog](#).

The vendor-marketers have often commented something like: “strange, there are vendors on your list that I do not see in deals or think I compete with”.

Well, that’s because I first describe a marketing process in my interviews and ask respondents which vendors they work with on **that** process. I try to avoid category terms invented by other analysts or product managers because the chances are: marketing people don’t think in categories (that’s more of an IT-centric trait).

I’m currently updating my Marketing Lead Management (MLM) report. The survey is in and the new vendor landscape is an interesting mix of Email Service Providers, Marketing Automation vendors and even some describing themselves as Customer Data Platform vendors. My observation is that the MLM process is changing to a Customer Engagement process in many companies and that is why we have this mix.

So the challenge for marketing software marketing professionals is: Do you focus on shining in a category or ensure you are found by marketing professionals when they are seeking a solution to their automation challenges. Sometimes, these objectives and tactics may be mutually exclusive.

Here are the vendor landscapes discovered in my global process-oriented surveys.

**Marketing Lead Management (Nov 2018).** MLM processes are deployed in marketing and/or sales operations departments to support the collection of unqualified contacts and opportunities from various sources such as: Direct mail or email responses; Database marketing programs; Other multichannel marketing campaigns; Offline interactions such as seminars and tradeshows; Social media contacts; and web pages.

*ACT-ON (#1 Overall, #1 Customer Satisfaction), ADESTRA, ADOBE, APRIMO, BPM’ONLINE (#1 Price/Value), CRMNEXT, ENGAGIO, HUBSPOT (#1 Customer Satisfaction), IBM, IMPARTNER, MARKETO, ORACLE, PEGASYSTEMS, RIGHTON INTERACTIVE, SALESFORCE, SAP, SALESFUSION, SUGARCRM, WEBMECANIK, ZOHO*

**Brand Content Management (Dec 2018).** BCM is the management of all digital content assets in order to govern the brand messaging across the company, from corporate brand to the individual messaging statements around products. Companies working in a more distributed (sometimes called local) marketing environment deploy BCM processes to manage content across all their internal organizations, subsidiaries, and/or all business partners.

*ADOBE, ANSIRA, BRANDMAKER (#1 Overall), BRANDMUSCLE (#1 Customer Satisfaction), BRANDSYSTEMS (#1 Customer Satisfaction), BYNDER, CAPITAL ID, CELUM, CENSHARE (#1 Price/Value), CODE WORLDWIDE, EPISERVER, IBM, MARCOM CENTRAL (#1 Price/Value), NORTHPLAINS, OPENTEXT, PICA9, SAS INSTITUTE, VYA, WEDIA*

**Sales Engagement Management (Mar 2019).** Marketing plays an increasingly active role in enabling the sales team, collaborating with their colleagues in Sales Operations with a robust set of sophisticated tools in an all-in-one platform in order to engage productively with knowledgeable buyers and customers.

*ACCENT TECHNOLOGIES, APPAROUND, BIGTINCAN, BRAINSHARK, CLEARSLIDE (#1 Customer Satisfaction), CLIENT POINT, CUSTOMSHOW, DOCSEND, FILEBOARD, HIGHSPOT (#1 Customer Satisfaction), INSITE SOFTWARE, JOURNEY*

*SALES, OCTIV, PITCHER, PROLIFIQ, SALESLOFT, SAP, SEISMIC (#1 Overall, #1 Customer Satisfaction), SHOWPAD, MEDIAFLY*

**Web Experience Management (May 2019).** WEM is an integrated set of business processes for the creation, management, delivery and optimization of contextualized digital experiences on websites. Software used to automate these processes must deal with an ever-more complex, extensive and interconnected technology landscape.

*ACQUIA (#1 Customer Satisfaction), ADOBE, AMPLIANCE, BLOOMREACH, CONTENTFUL, CROWNPEAK, COREMEDIA, EPISERVER (#1 Price/Value), E\_SPIRIT, EZ SYSTEMS, IBM, KENTICO SOFTWARE, MAGNOLIA, OPENTEXT, ORACLE, PROGRESS, SDL, SITECORE (#1 Overall, #1 Customer Satisfaction), SQUIZ*

**Digital Asset Management (July 2019).** The DAM process is the storage and management of digital files, in particular digital media files like graphics, videos, sound and text components needed for digital content production. DAM catalogs and retrieves the digital assets for various types of users working in marketing, product management, sales, service, design, and manufacturing departments of an organization.

*ADOBE (#1 Overall, #1 Customer Satisfaction), APRIMO, BYNDER, CANTO, CENSHARE, CLOUDINARY, COGNIZANT, CELUM (#1 Customer Satisfaction), CUMULUS, DIGIZUITE, EXTENSIS, MEDIA VALET, MEDIABEACON, NORTHPLAINS, NUXEO (#1 Customer Satisfaction), OPENTEXT, PICTUREPARK, SITECORE (#1 Customer Satisfaction, #1 Price/Value), WEDIA, WIDEN*

**Account Based Marketing (Oct 2019).** The 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. The advent of digital marketing, tooled 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.

*6SENSE (#1 Customer Satisfaction), AGENT3, D&B DATAVISION, DEMANDBASE, ENGAGIO (#1 Overall), KWANZOO, INSIDEVIEW, JABMO (#1 Price/Value), LATTICE ENGINE, LINKEDIN, MADISON LOGIC, MARKETO, MRP (#1 Customer Satisfaction), RADIUS, ROLLWORKS, TECHTARGET, TERMINUS, TRIBLIO, TRUE INFLUENCE, ZOOMINFO*

**Channel Marketing and Enablement (Nov 2019).** Channel Marketing and Enablement processes cover the tasks involved for a manufacturer distributing products and services through partner organizations as their indirect channel. Only a few vendors can help marketers to automate both sets of processes.

*ANSIRA, CHANNELXPERS, IMPARTNER (#1 Overall, #1 Price/Value), TIE KINETIX (#1 Customer Satisfaction), ZIFT SOLUTIONS*

**Through-Channel Marketing Automation (Nov 2019).** Part of the channel marketing processes involved for a manufacturer distributing products and services through partner organizations as their indirect channel, TCMA brand and content asset management; where programs, promotions and leads are managed both down and up the channel. TCMA is also known as Local or Distributed Marketing.

*ANSIRA, BRANDMAKER (#1 Customer Satisfaction), BRANDMUSCLE, BRIDGELINE DIGITAL, CHANNELXPERS, CHANNELKONNECT, ELATERAL, IMPARTNER (#1 Overall, #1 Price/Value), NETSERTIVE, SPROUTLOUD, TIE KINETIX (#1 Customer Satisfaction), ZIFT SOLUTIONS*

**Partner Relationship Management (Nov 2019).** Part of the channel marketing processes involved for a manufacturer distributing products and services through partner organizations as their indirect channel, PRM is the set of processes around the partner relationship itself: recruitment, registration and classification, contractual details, information exchange, and more.

*ANSIRA, CHANNELXPERS, CHANNELTIVITY (#1 Price/Value), CHANNELKONNECT, IMPARTNER (#1 Overall, #1 Price/Value), MAGENTRIX, ORACLE, SALESFORCE, TIE KINETIX (#1 Customer Satisfaction), WEBINFINITY, ZIFT SOLUTIONS*

Feedback and comments are welcome, here or directly to [poneill@researchinaction.de](mailto:poneill@researchinaction.de)  
Always keeping you informed! Peter