



New Research In Action Report – Marketing Lead Management: The Top Global Vendors 2020

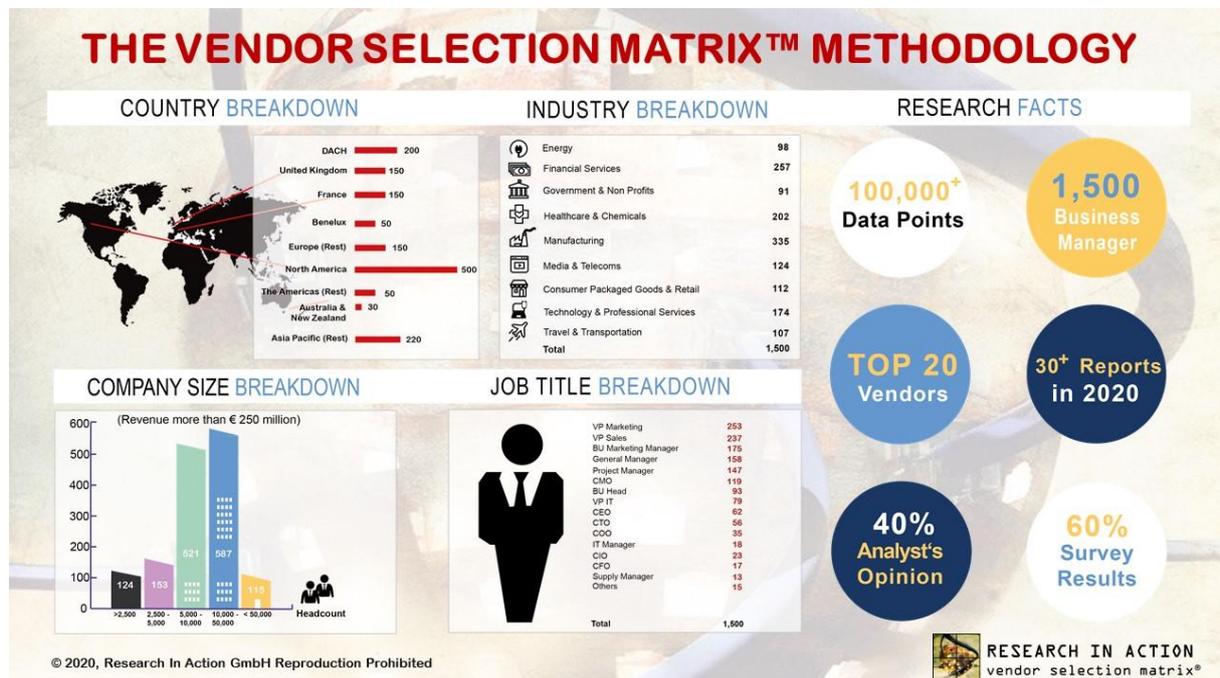
Germany – March 2nd 2020: Marketing Lead Management (MLM) automation continues to be a priority investment for marketing organizations - in our new global survey of 1,500 business decision makers, 72% said they'll invest in new MLM software – over half for their first time.

Research In Action GmbH kicked off its coverage of marketing automation topics in October 2018 with exactly this topic and this is the first update report of the series: The Vendor Selection Matrix™ - Marketing Lead Management SaaS and Software: The Top Global Vendors 2020.

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 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).

Report details can be viewed here:

<http://researchinaction.de/wp-content/uploads/2020/02/VSM-MLM-GL-2020-WWW.pdf>



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

- Selecting a platform to automate the MLM process is a critical decision for marketers. As with the company's CRM system, though that is mostly selected and operated outside of Marketing, every subsequent marketing software needs to integrate to the MLM platform.



- By first describing a business process and asking for vendor(s) associated by business people with that process, we also collect a Vendor Landscape – listing those most likely to be found by potential buyers researching an automation solution to this business process.
- There is a clear ranking of project maturity in the discovered landscape. Lead management neophytes focus on Email campaigning; to purchased or built-up lists and then move-on to contact-lists developed from inbound lead capture. The goal is to generate qualified leads for the sales force or promote consumers into loyal communities.
- More mature teams, prompted by industry or professional experience, recognize that marketing's role is moving from supporting transactions to supporting experiences. They need additional functionality to manage relationships with prospects/customers; this functionality is found in some MLM solutions or from additional products.
- Over time, the prospect/lead process will change to a more holistic customer engagement process in many companies. This report introduces the unique Research in Action **Maturity S-Curve for MLM** which explains the development of MLM projects and provides an assessment of how many companies are currently in which state of the curve.
- As is often the case, the MLM landscape changed during this research project: Salesforce are acquiring Evergage, and SugarCRM acquired Salesfusion in 2019.
- The top five vendors rated by the users for MLM in 2020 are (listed alphabetically): Act-On, Creatio, Hubspot, Marketo, and Oracle. The vendors Adobe, CRMnext, Evergage, Pegasystems, Right on Interactive, Salesforce, Salesfusion, SAP, SugarCRM, and Zoho complete the list of vendors who were named by the 1,500 business professionals.

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.

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