VENDOR SELECTION MATRIX™
DIGITAL EXPERIENCE MANAGEMENT

ABRIDGED VERSION
WITHOUT VENDOR SCORES
AND SCORECARDS

THE TOP GLOBAL VENDORS 2021

Research In Action

February 2021

RESEARCH IN ACTION
independent research & consulting

FOREWORD

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and Marketing Automation realm. These surveys give us access to a wealth of direct and unfiltered feedback from the buyers. It also helps us to understand how buying decisions are made in today's business environment. The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 62.5 % of the evaluation is based on a survey of enterprise IT or business decision makers and 37.5 % on the analyst's judgment. The analyst's input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action Vendor Selection Matrix™ reports so unique. This approach is one of the key differentiators of Research In Action in market research. For this report we interviewed 1,500 marketing and business managers with budget responsibility in enterprises globally. We selected those vendors which achieved the best scores from the buyers but disregarded those with fewer than 15 evaluations.

Our method of describing a business process and asking business managers to name software vendor(s) they associate with it collates a list of those vendors most relevant for potential buyers of an automation solution. The resulting vendor landscape for Digital Experience Management (DXM) is a broad mix of vendors with a wide variety of claims: web content management, content management systems, digital experience, through to digital commerce. The major enterprise application software vendors also offer their own DXM platform – the market feedback in report shows that their solutions are not appreciated though.

The suitability of a DXM platform varies according to whether you are a medium-sized company or a large international enterprise. Another important variable is whether the initiative is needed for a consumer business, B2B, or even to communicate internally (B2E) and we have investigated this further in the report.

This report provides you with a useful guide to important Digital Experience Management Trends, names the Top 16 vendors as selected by 1,500 users based upon product, company and service quality, and will help you make an informed decision regarding which vendors could best fit your requirements. This information can then be used for a more detailed evaluation. Keep your eyes open though: in the last months there were several major M&A or rebranding moves in this vendor landscape

Always keeping you informed!   Peter O'Neill

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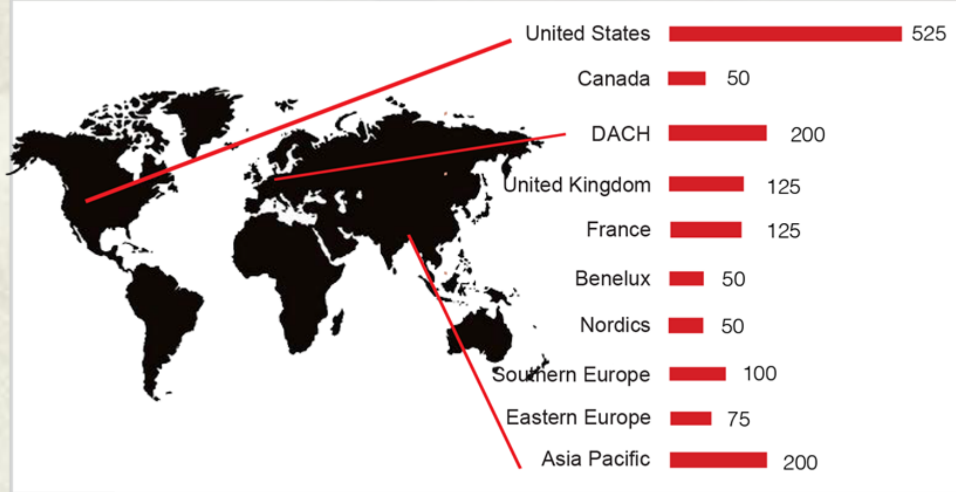
OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION

COUNTRY BREAKDOWN



INDUSTRY BREAKDOWN

Energy	93
Financial Services	254
Government & Non Profits	94
Healthcare & Chemicals	198
Manufacturing	338
Media & Telecoms	125
Consumer Packaged Goods & Retail	117
Technology & Professional Services	169
Travel & Transportation	112
Total	**1,500**

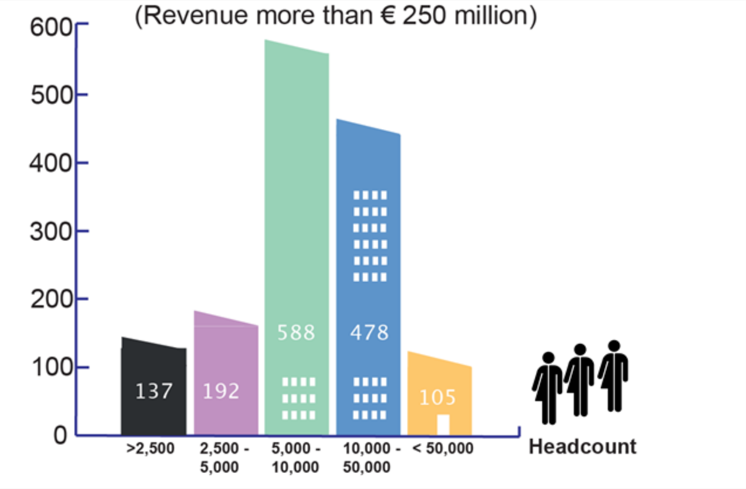
100,000+ Data Points

1,500 Marketing & Business Managers

Leading Vendors

20+ Reports In 2021

COMPANY SIZE BREAKDOWN



JOB TITLE BREAKDOWN

VP Marketing	268
VP Sales	252
General Manager	198
BU Marketing Manager	184
Project Manager	125
CMO	123
BU Head	99
VP IT	74
CEO	50
CIO	32
CTO	25
IT Manager	19
COO	16
CFO	15
Supply Manager	13
Others	7
Total	**1,500**

All Research In Action surveys are gender neutral and 100% confidential.

37.5 % Analyst's Opinion

62.5 % Survey Results

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OUR MARKET IMPACT OVER THE LAST 12 MONTHS

Customer base:
150,000 IT Automation
100,000 Marketing Automation

400 vendors evaluated
20+ research reports
15,000 clicks on average

10,000+ enterprise survey participants

15 press releases
1,200 clicks on average

Vendor Selection Matrix™: The right mix makes all the difference
62.5% customer evaluations + 37.5% analyst's judgement = 100% success

WHAT TOOLS DO YOU USE TO CREATE THE VENDOR SHORTLIST?

Decision Makers use a mix of traditional and online tools to create the vendor shortlists

N = 3,750 Enterprise, Marketing and Business Managers with budget responsibilities.

WHAT IS DIGITAL EXPERIENCE MANAGEMENT?

- Digital Experience Management[1] (DXM) family of processes support the composition, management, delivery and optimization of contextualized digital experiences. Increasingly, these platforms are deployed to an ever-more complex, extensive and interconnected technology landscape. Businesses now need to deliver highly contextualized experiences beyond the websites and mobile apps to an increasing variety of interaction channels across the customer journey. Some vendors still call their products Web Content Management platforms, reflecting their origin. It is a mature market but under disruption because of the above-named trends. DXM is used in business-to-consumer (B2C), business-to-business (B2B) and business-to-employee (B2E) scenarios, providing provide optimal digital experiences to a variety of audiences, including prospects, customers, partners, employees, citizens and students.
- Most DXM vendors have rearchitected their platforms to offer headless and/or decoupled architectures. The descriptor "headless" stands for the separation of content files from the presentation layer, allowing other applications to request content from the DXM system using APIs; applications such emails, SMS messages, video screens, augmented or virtual reality, or Internet-of-Things (IoT) devices like wearables. Leading platforms now also include other components such as analytics, social capabilities, and online forms.
- DXM processes play a leading role in eCommerce projects where the buyer experience across a myriad of channels is a critical success factor. Measuring and optimizing the "experience[1]" is becoming a key business measure of success in consumer marketing as well as in both business-to-business (B2B) or business-to-business-to-consumer (B2B2C) marketing.

[1] Experience Management, see https://en.wikipedia.org/wiki/Experience_management.

THE MARKETING AUTOMATION MARKETEXTURE

Plan & Manage

Marketing Resource Management

- Planning & Financials
- Creative Production
- Asset Management
- Fulfillment Management
- Performance Management

Target

Orchestration

- Segmentation
- Content
- Lead Management
- Audience Push/Offer Management

Engage

Multi-Channel Campaign Management

- eMail
- Mobile
- Social & Video
- Web
- eCommerce
- Sales & Partners
- Adtech
- Relationships (CRM)
- Print

eMail
Social
Mobile
Web
Ads
POS

Known customers
Registered users
Unknown visitors

Digital Experience Management

Analytics

Reporting Dashboards	Predictive & Recommendation	Data Mining & BI	Audience Insights	Closed-loop Attribution	Econometric Modelling	Mobile/Site Analytics	Spend Optimization

Data Management

Collection	Targeted Audience	Look-alike Audiences	Adaptive Segments	Subscriber Management	Audience Scoring	Partner Audiences	Consent & Compliance

Product DB | Transactions | Interactions | Social | Ad/Media Behaviour | Geodata | Other

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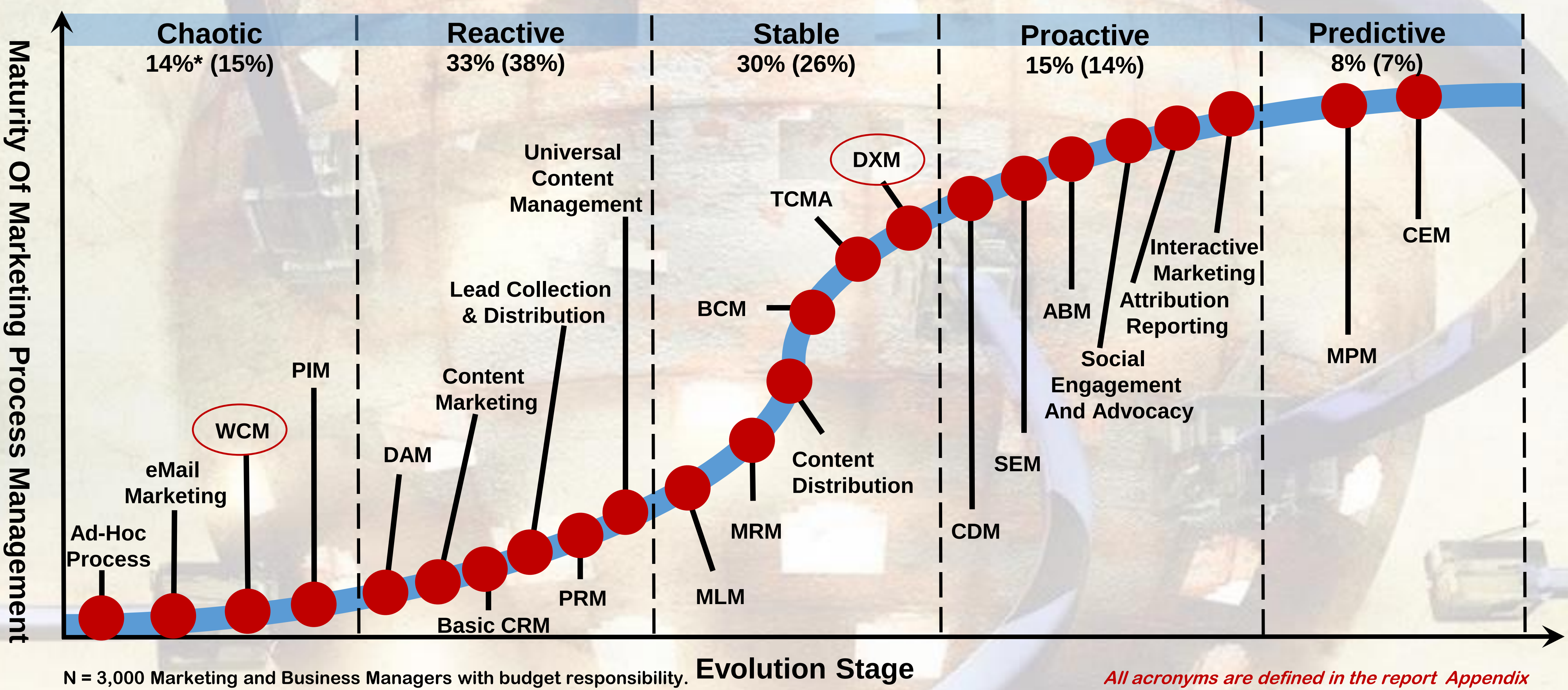
MATURITY S-CURVE FOR MARKETING MANAGEMENT

Our surveys and consulting work enable us to continually assess the maturity of marketing organizations (organization, process and technology). Over time, initial Web Content Management matures to Digital Experience Management.



N = 3,000 Marketing and Business Managers with budget responsibility.
* Categories show adoption rates in 2021, (/) show changes from 2020.

All acronyms are defined in the report Appendix

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RESEARCH: THE KEY BENEFITS ACHIEVED OR PLANNED BY USING DXM SOLUTIONS

N = 1,500 Marketing and Business Managers with budget responsibilities. Respondents could select three benefits.

These are the Top Five benefits named by enterprise marketing software buyers for DXM projects.

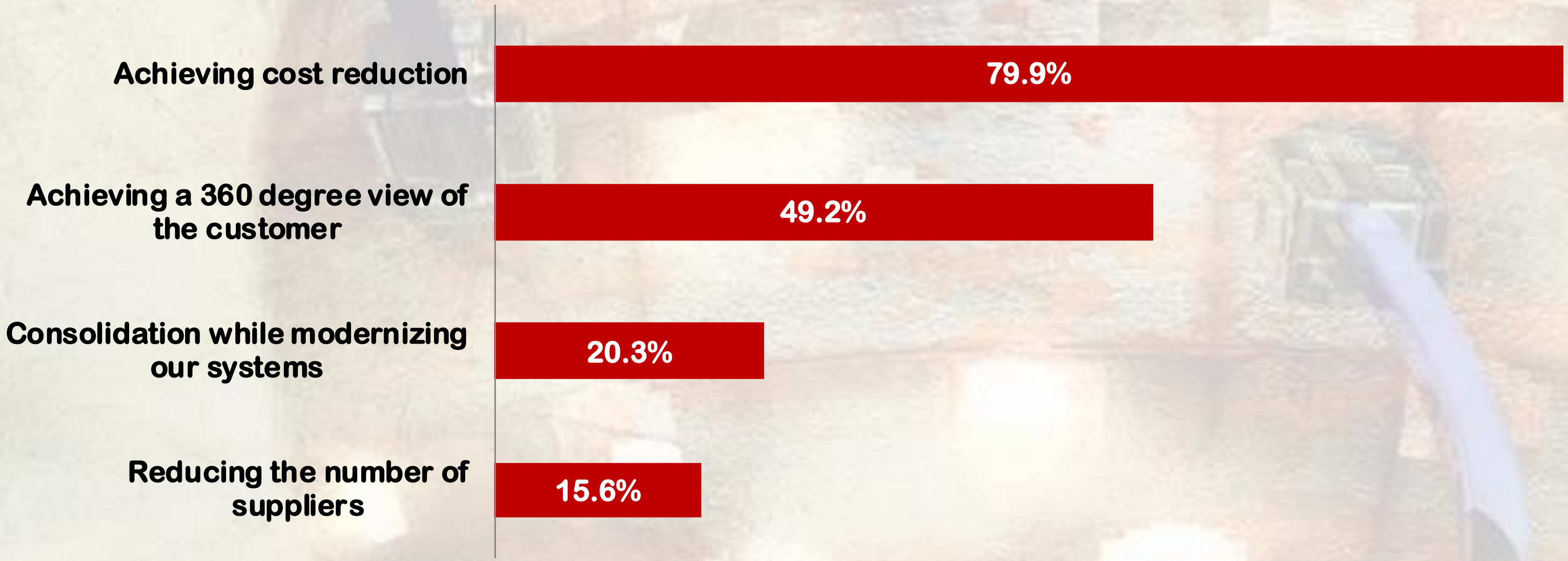
Over 50% selected “Better system performance“; indicating that most companies are replacing and/or consolidating existing DXM (or perhaps WCM) platforms in these projects.

An important fourth priority, at 36%, is the expected benefit of supporting multiple digital platforms, including mobile.

Buyers are most likely to engage with those DAM vendors whose messaging addresses these motivations.

RESEARCH: THE MOST IMPORTANT REASONS FOR CONSOLIDATING DXM SOLUTIONS

68% are consolidating DXM, for these reasons



These are the Top Four reasons named by enterprise marketing software buyers for consolidating their DXM system.

80% of those consolidating are doing so for cost-saving reasons.

The next-most important reason is to extend the possibility of engaging with prospects and customers, through all digital channels.

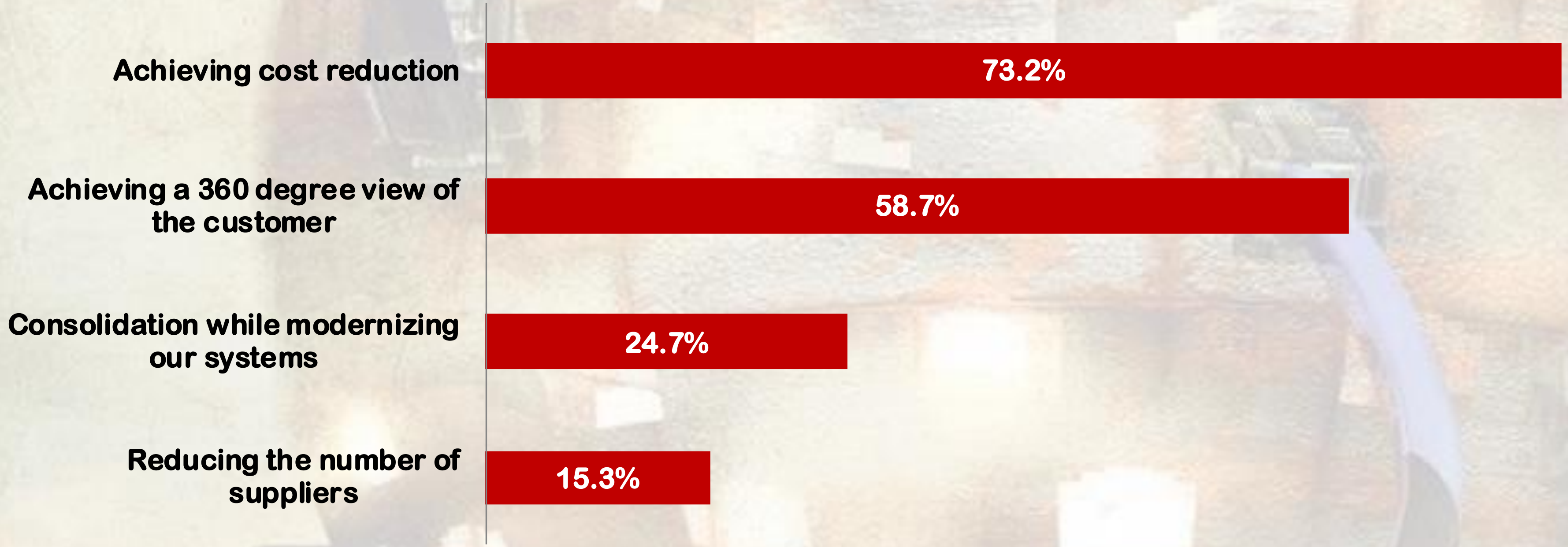
The trend to consolidation varies greatly across the regions, the global 68% splits into:

- 65% in North America
- 76% in Europe
- 49% in Asia

N = 1,500 Marketing and Business Managers with budget responsibilities for the overall question.
N = 1022 Respondents who are consolidating for the “reasons” split (each could select two reasons).

RESEARCH: THE MOST IMPORTANT REASONS FOR CONSOLIDATING DXM SOLUTIONS – NORTH AMERICA

65% are consolidating DXM, for these reasons



These are the Top Four reasons named by North American enterprise marketing software buyers for consolidating their DXM system.

73% of those consolidating are doing so for cost-saving reasons.

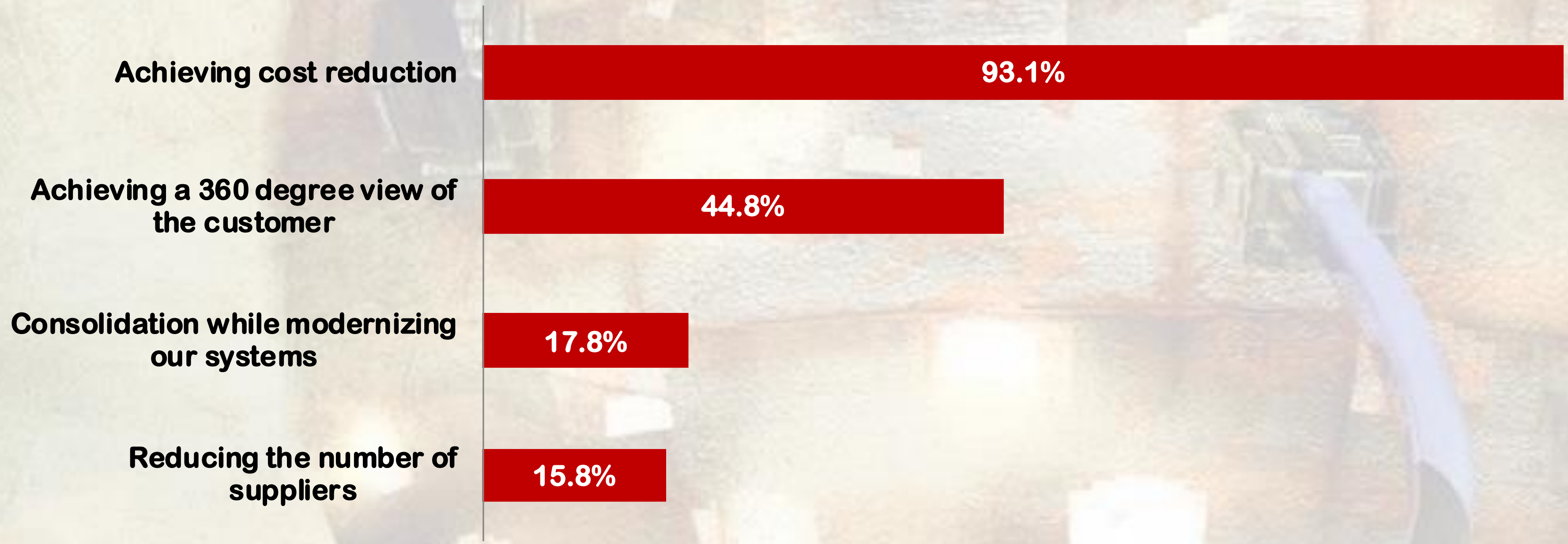
The next-most important reason is to extend the possibility of engaging with prospects and customers, through all digital channels.

Buyers are most likely to engage with those DAM vendors whose messaging addresses these motivations.

N = 575 North America Marketing and Business Managers with budget responsibilities for the overall question.
N = 373 Respondents who are consolidating for the "reasons" split (each could select two reasons).

RESEARCH: THE MOST IMPORTANT REASONS FOR CONSOLIDATING DXM SOLUTIONS – EUROPE

76% are consolidating DXM, for these reasons



Over three-quarter of European respondents are consolidating their DXM systems. These are the Top Four reasons named by European enterprise marketing software buyers.

93% of those consolidating are doing so for cost-saving reasons.

The next-most important reason is to extend the possibility of engaging with prospects and customers, through all digital channels.

Buyers are most likely to engage with those DAM vendors whose messaging addresses these motivations.

N = 725 European Marketing and Business Managers with budget responsibilities for the overall question.
N = 551 Respondents who are consolidating for the "reasons" split (each could select two reasons).

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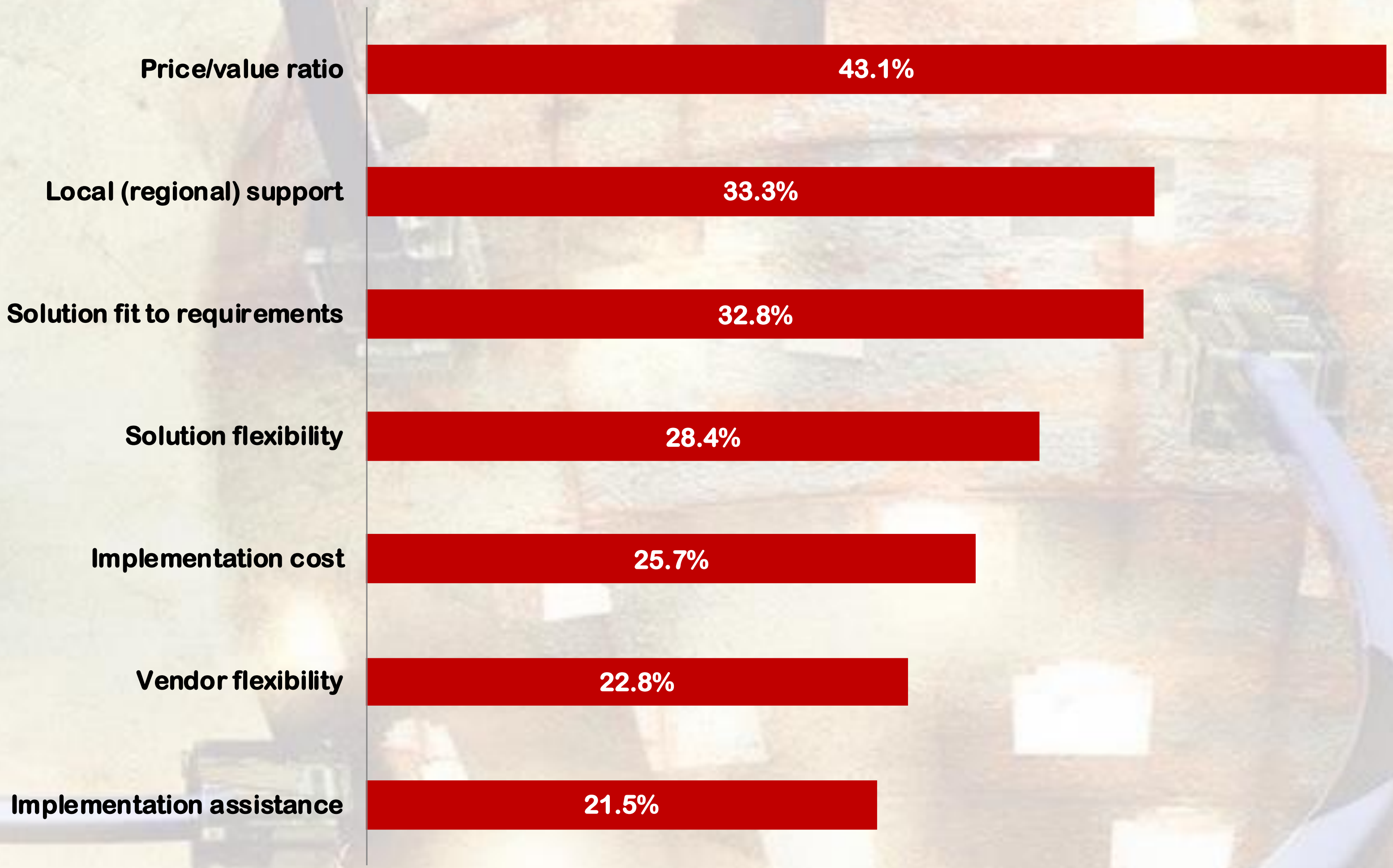
RESEARCH: THE KEY PRIORITIES WHEN SELECTING A DXM VENDOR



These are the top expectations named by enterprise marketing software buyers of their DXM vendor, all chosen by over a fifth of the respondents.

Nearly half selected “Price/Value ratio“; indicating a very price-sensitive, perhaps even commoditized market.

One third are expecting to be able to access local support resources, either direct from the vendor or through a services partner.

At number Seven, though still with over 20%, is the availability of implementation assistance.

Buyers are most likely to engage with those DAM vendors whose messaging addresses these motivations.

N = 1,500 Marketing and Business Managers with budget responsibilities. Respondents could select three priorities.

INSIGHTS: TOP DXM TRENDS 2021

- **Digital experience investment has accelerated.** The COVID-19 crisis has forced businesses in every sector to re-evaluate their digital transformation plans and to adjust urgently to a customer base that prefers to interact and buy digitally. This increased investment in digital transformation projects invariably results in a DXM project; either to replace the existing DXM or WCM platform, or to consolidate.
- **From professional services to citizen programmers.** Traditional web content management had required extensive professional services, often doubling the overall cost of a project. DXM platforms are lighter and easier to use, so the cost of services is now a lower percentage of the overall cost. In addition, adopting a Cloud version further reduces both cost and complexity. Some DXM solutions even have functions that can be controlled by specialists in the marketing department instead of requiring IT resources.
- **Artificial Intelligence (AI) and Machine Learning (ML) is expected.** Many DXM vendors have embedded AI and ML functionality to improve the effectiveness of customer engagements and assist administrators and marketers to create, import, and use content and digital assets. Use of AI and ML will further increase to enhancing the ability of marketers to deliver highly relevant personalized content.
- **Connection is critical.** An important factor for buyers is the ease with which integrations can be built between DXM and applications using the content. Some of these applications are backend systems, while others are enterprise-built applications that render the content in new channels. This includes prebuilt connectors to common ERP, CRM, marketing automation, and e-commerce applications.
- **The DXM vendor landscape is rich and dynamic.** There were many new entrants to the market in 2020 which do not appear in this survey. Enterprises evaluating a DXM solution should carefully consider the capabilities they require before matching them to those offered by vendors, because different approaches and taxonomy may be used.

INSIGHTS: TOP DXM VENDOR TRENDS 2021

- **Off with the head, and onto the Cloud.** There is hardly a vendor left that does not promote the concept of "headless" DXM. This is not a technological feature but now a vital element of any digital transformation initiative. However, DXM platforms must also operate in a traditional coupled way for some applications, so more of a hybrid solution is most suitable. A Cloud-native platform is also a must in a COVID-19 world with enterprises needing agility and being able to quickly adapt to changing needs.
- **Less can often be more.** Many DXM offerings are extensive platforms with a wide range of technologies, but this is often not the right answer for an enterprise that already has systems in place. So, a solution providing fewer capabilities and complementary technologies is often instead, which tends to mystify the losing vendor(s) but is understandable; buyers will not pay for features they do not need.
- **The DXM vendor landscape is rich and dynamic.** The greater interest in DXM is reflected in an increasing number of vendors offering solutions, especially as other technology areas are consolidating. Even the large enterprise application vendors have DXM claims but the market response, as shown in this survey, is not appreciative. There were also many new DXM entrants (start-up and major vendor alike) in 2020 which do not yet appear in this survey. This variety of choice often results in the marketing and promotion of DXM functions becoming quite fluid or creative. Vendors should carefully research and consider the taxonomy used by enterprises to be able to match it.
- **Many DXM vendors talk technology, not business or even marketing.** Despite the relative maturity of the topic, some DXM vendors struggle to differentiate themselves. Tending to debate about their own competing technologies, they do not help marketers to understand what is being offered.

VENDOR SELECTION MATRIX™: DIGITAL EXPERIENCE MANAGEMENT VENDORS 2021

These are the Top 16 vendors as selected by 1,500 users based upon product, company and service quality.

VENDOR NAME	PRODUCT(S)
ACQUIA	Open Digital Experience Platform
ADOBE	Adobe Experience Cloud
BLOOMREACH	Bloomreach Experience
CONTENTFUL	Contentful
COREMEDIA*	CoreMedia Content Cloud
CROWNPEAK	Crownpeak Digital Experience Management (DXM)
E-SPIRIT	FirstSpirit DXP
OPTIMIZELY (EPISERVER)*	Episerver Customer-Centric Digital Experience Platform, Optimizely
IBEXA	Ibexa DXP
MAGNOLIA	Magnolia Digital Experience Platform
OPENTEXT*	OpenText Experience
ORACLE	Oracle Content and Experience Cloud
SALESFORCE*	Salesforce Community Cloud
SAP*	SAP Customer Experience
SITECORE	Sitecore Experience Platform
SQUIZ	Squiz Digital Experience Platform

This list is alphabetical and includes all relevant DXM solutions named by the survey respondents.

Also named but considered not relevant:

- LIFERAY
- JAHIA
- SDL
- KENTICO

Additonal vendors that were cited but did not list in the Top 20, or had less than 15 ratings:

- DOTCMS
- SQUARESPACE
- PROGRESS SOFTWARE
- WEEBLY
- WIX

Note: Episerver rebranded to Optimizely in February 2021. The survey respondents were scoring the Episerver brand.

* These vendors did not provide a direct briefing to the Research In Action analysts.

VENDOR SELECTION MATRIX™: DIGITAL EXPERIENCE MANAGEMENT: VENDOR QUICK FACTS

VENDOR NAME	STAFF	REVENUE	GROWTH	RI*	GOOD TO KNOW
ACQUIA	800	> € 100 m	20% p.a.	99%	The open source digital experience company that empowers the world's most ambitious brands.
ADOBE	22.000	> € 200 m	20% p.a.	95%	The enterprise leader in content creation, management, and delivery.
BLOOMREACH	250	> € 25 m	20% p.a.	98%	Powering connected digital experiences for people and business.
CONTENTFUL	400	> € 50 m	80% p.a.	95%	Building for the digital-first era, our next-generation content platform powers great digital experiences.
COREMEDIA	300	> € 100 m	20% p.a.	97%	Enabling brands to create powerful digital experiences, and become an iconic global brand.
CROWNPEAK	150	> € 25 m	20% p.a.	99%	Deliver stunning digital experiences on any channel with the world's only cloud-native platform.
E-SPIRIT	200	> € 25 m	50% p.a.	99%	Turn Your Customers into Lifelong Fans with the FirstSpirit Digital Experience Platform.
OPTIMIZELY (EPISERVER)	1.100	> € 200 m	40% p.a.	98%	Empowering companies to compete digitally by creating digital experiences that puts customers first.
IBEXA	100	> € 20 m	50% p.a.	96%	Helping B2B companies to transform traditional sales strategies into frictionless buying experiences.
MAGNOLIA	100	> € 50 m	20% p.a.	95%	We make digital experiences faster and more flexible.
OPENTEXT	15.000	> € 20 m	10% p.a.	95%	Create customers for life by delivering intelligent, relevant and efficient omnichannel experiences.
ORACLE	135.000	> € 50 m	10% p.a.	86%	Personalized experiences with a unified, cloud-based CMS to create/manage/distribute digital assets.
SALESFORCE	35.000	> € 50 m	20% p.a.	90%	Engage any audience, fast, with sites, forums, and apps on the Customer 360 platform.
SAP	100.000	> € 100 m	10% p.a.	91%	Engage with seamless, personalized experiences.
SITECORE	1.300	> € 200 m	20% p.a.	97%	Nurture customers throughout their journey with personalized content in real-time, across any channel.
SQUIZ	350	> € 30 m	10% p.a.	97%	A suite of open, fast and flexible technologies to build personalized digital services and experiences.

* The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants (see page five) "Would you recommend this vendor in this market to your peers - Yes or No?".

NOTE: Revenue numbers (and growth) are estimated specifically for this market by Research in Action and do not reflect overall company revenue numbers (and growth).

VENDOR SELECTION MATRIX™: DIGITAL EXPERIENCE MANAGEMENT: MORE FACTS

VENDOR NAME	USE-CASES SUPPORTED[1]			GLOBAL FOOTPRINT[2]			TARGET INDUSTRIES
	B2B	B2C	B2E	NA	EMEA	APAC	
ACQUIA	Strong	Strong	Some	70%	25%	5%	*CPG, Pharma, Retail*
ADOBE	Medium	Strong	Some	70%	20%	10%	*All*
BLOOMREACH	Strong	Strong	Some	80%	10%	10%	*All*
CONTENTFUL	Some	Strong	Some	30%	60%	10%	*CPG, Retail, Media, Travel/ Hospitality/ Entertainment*
COREMEDIA	Some	Strong	None	20%	60%	20%	*CPG, Financial Services, Media, Retail, Travel, Utilities*
CROWNPEAK	Some	Strong	None	80%	10%	10%	*All*
E-SPIRIT	Strong	Medium	None	30%	60%	10%	*E-Commerce/Retail, Financial Services, Manufacturing*
OPTIMIZELY (EPISERVER	Strong	Strong	Some	60%	30%	10%	*CPG, Financial Services, Industry, Media, Retail, Technology, Utilities*
IBEXA (EZ SYSTEMS)	Strong	Medium	Some	30%	50%	20%	*Financial Services, Manufacturing, Media, Pharma*
MAGNOLIA	Some	Strong	None	70%	20%	10%	*CPG, Financial Services, Media, Retail, Travel, Utilities*
OPENTEXT	Some	Strong	Some	65%	25%	10%	*CPG, Tech, Retail*
ORACLE	Some	Medium	Some	65%	25%	15%	*All*
SALESFORCE	Some	Medium	Some	60%	25%	15%	*All*
SAP	Some	Some	Some	45%	40%	15%	*All*
SITECORE	Medium	Strong	Some	50%	35%	15%	*All*
SQUIZ	Medium	Strong	Some	7%	25%	68%	*Public, Higher Ed., Financial Services, Communications/Media/Services*

[1] This analysis reflects the vendor's product history and current solution emphasis.
[2] The Research In Action estimated revenues for each vendor by global region in the DXM market specifically.

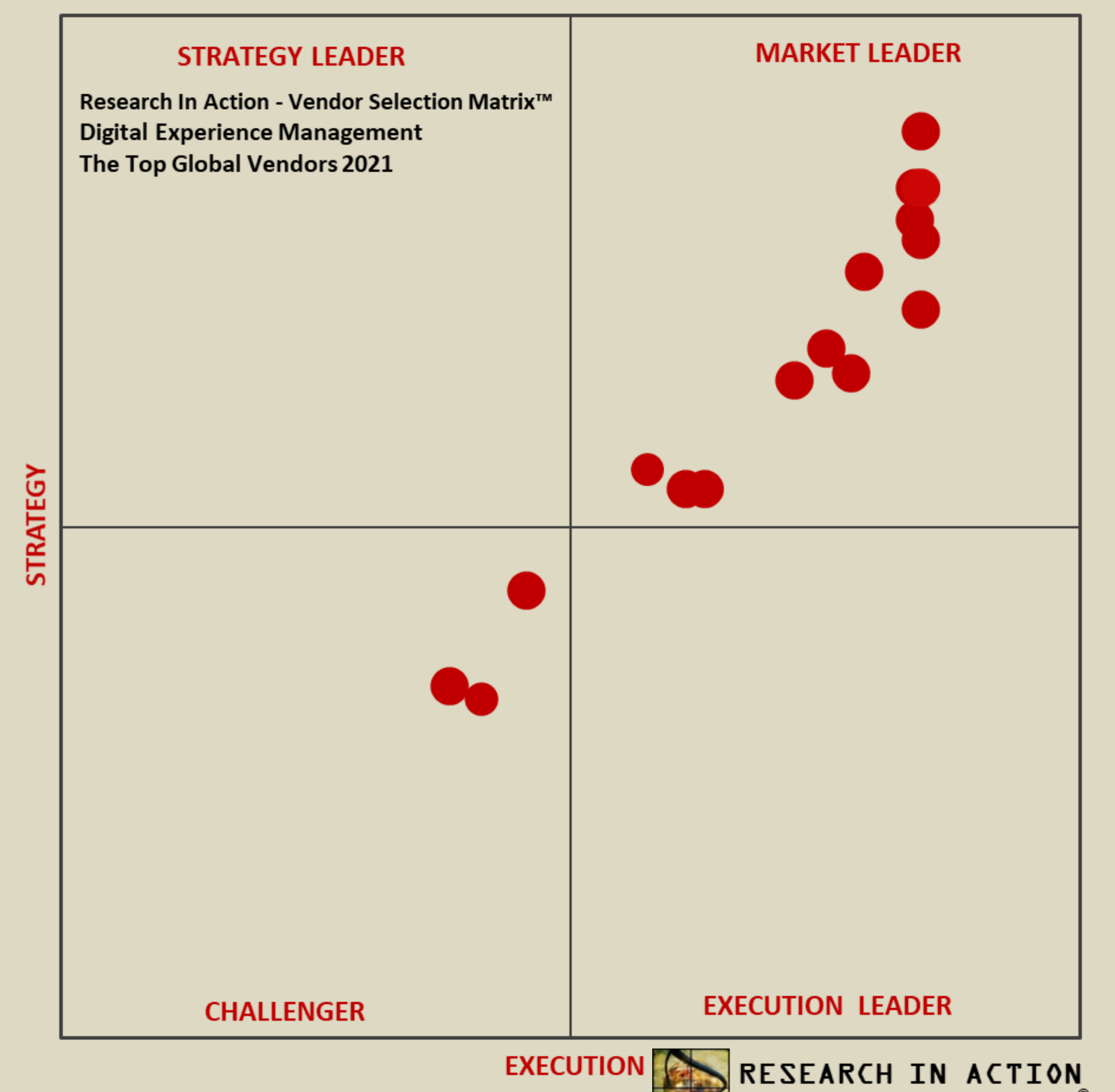
VENDOR SELECTION MATRIX™: EVALUATION CRITERIA

STRATEGY		
Vision And Go-To-Market	30%	Does the company have a coherent vision in line with the most probable future market scenarios? Does the go-to-market and sales strategy fit the target market and customers?
Innovation And Differentiation	30%	How innovative is the company in this market? Does the solution have a unique selling proposition and clear market differentiators?
Viability And Execution Capabilities	15%	How likely is the long-term survival of the company in this market? Does the company have the necessary resources to execute the strategy?
Recommendation Index	25%	Would customers recommend this vendor in this market to their peers?
EXECUTION		
Breadth And Depth Of Solution Offering	30%	Does the solution cover all necessary capabilities expected by customers?
Market Share And Growth	15%	How big is the company's market share and is it growing above the market rate?
Customer Satisfaction	25%	How satisfied are customers with the solution and the vendor today?
Price Versus Value Ratio	30%	How do customers rate the relationship between the price and perceived value of the solution?

NOTES:
62.5% of the evaluation is based on the survey results, 37.5% is based on the analysts' assessment.
- 40% of the evaluation is based on the survey results: (1) Recommendation Index, (2) Customer Satisfaction, (3) Price Versus Value.
- 15% of the evaluation is based on the analysts' assessment: (1) Viability And Execution Capabilities, (2) Market Share And Growth.
- 45% of the evaluation is based on a combination of survey results and analysts' assessment: (1) Vision And Go-To-Market (2) Innovation And Differentiation (3) Breadth And Depth Of Solution Offering.

The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants (see page four) "Would you recommend this vendor in this market to your peers - Yes or No?".

VENDOR SELECTION MATRIX™: DIGITAL EXPERIENCE MANAGEMENT



THE TOP 5 VENDORS

ACQUIA
BLOOMREACH
CROWNPEAK
E-SPIRIT
OPTIMIZELY (EPISERVER)

OTHER MARKET LEADERS

ADOBE
CONTENTFUL
COREMEDIA
IBEXA
MAGNOLIA
OPENTEXT
SITECORE
SQUIZ

CHALLENGERS

ORACLE
SAP
SALESFORCE

Note: All vendors are listed alphabetically

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THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

Vendor Selection Matrix™ Disclaimer:

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation. 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. All trademarks are recognized as the property of the respective companies.

About:

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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APPENDIX: MARKETING PROCESS DEFINITIONS

- **ABM (Account based marketing).** A process of leveraging collected behavioral and profile data on target companies (accounts) or even individual buying decision-makers.
- **Attribution Reporting.** The ability to recognize the contribution of individual pieces of marketing investment (campaigns, events, specific content assets) to business success. The success factors include metrics like deal progression through the funnel, deal value increase, deal velocity increase and deal closure.
- **BCM (Brand Content Management).** Process to control the brand messaging, from corporate brand to individual messaging statements around products. Companies in a more distributed (or local) marketing environment use BCM systems to manage content across internal organizations, subsidiaries, and/or all business partners.
- **CEM (Customer Engagement Management).** The full orchestration process, support by personalization, of providing and supporting an ongoing digital relationship with individual customers across the full customer lifecycle and organization.
- **Content Distribution.** Process and systems that collate, manage and distribute marketing content both from internal and external sources.
- **Content Marketing.** Publishing digital content on the company website but also on other sites to generate additional web traffic.
- **CRM (Customer Relationship Management).** In most companies, CRM was set by Sales Ops and/IT and has little marketing value. But integration to the CRM database is necessary for marketing/sales alignment.
- **DAM (Digital Asset Management).** The process of consolidating and aggregation of all data from disparate systems in the company about customers - a Marketing-led initiative to ensure the data unification project is focused directly on marketing requirements.
- **DXM (Digital Experience Management).** Creating and updating content, as personalized as possible to the consumer, and rendering it through all required digital communications channels (web, social, POS, etc).
- **eMail Marketing.** The process of setting up campaigns via eMail to purchased or built-up lists of contacts.
- **Interactive Marketing.** Digital marketing programs that provide responsiveness and deep personalization.
- **Lead Collection and Distribution.** The process of collecting and qualifying inbound marketing leads from the increased web traffic generated by content marketing. Distribution of appropriately leads to Sales.

APPENDIX: MARKETING PROCESS DEFINITIONS

- **Lead Collection and Distribution.** The process of collecting and qualifying inbound marketing leads from the increased web traffic generated by content marketing. Distribution of appropriately leads to Sales.
- **MLM (Marketing Lead Management).** Often called just “Marketing Automation”, especially in the US, this is the backbone process family to share content and run digital campaigns, nurturing and progressing leads through all digital channels.
- **MRM (Marketing Resource Management).**The budgeting and reporting processes for marketing executives consolidate management of all asset projects plus human and financial resources to support business analytics focused on the marketing organization.
- **MPM (Marketing Performance Management).** Dashboard and reporting that consolidates data from MRM, DAM and attribution reporting to list the financial return on individual and aggregated marketing investments.
- **PIM (Product Information Management).** Maintaining all product data on one system to optimize product presentation across sales and marketing channels.
- **PRM (Partner Relationship Management).** Processes around the channel partner (reseller, distributor, etc) relationship : recruitment, registration and classification, contractual details, information exchange, and more.
- **SEM (Sales Engagement Management).** A process where marketers provide relevant digital assets to a salesperson to support their customer interactions, supported by training and coaching delivered on-demand.
- **Social Engagement and Advocacy.** Processes to manage and leverage interested parties within communities and on social media.
- **TCMA (Through-Channel Marketing Automation).** Management of brand content, plus programs and campaigns, promotions, and even leads, both down and up the distribution channel of business partners.
- **Universal Content Management.** Combination of content management, DAM and PIM into one common system of record and management. It-centric organizations call this Master Data Management.
- **WCM (Web Content Management).** The process of creating and updating content on the company website.

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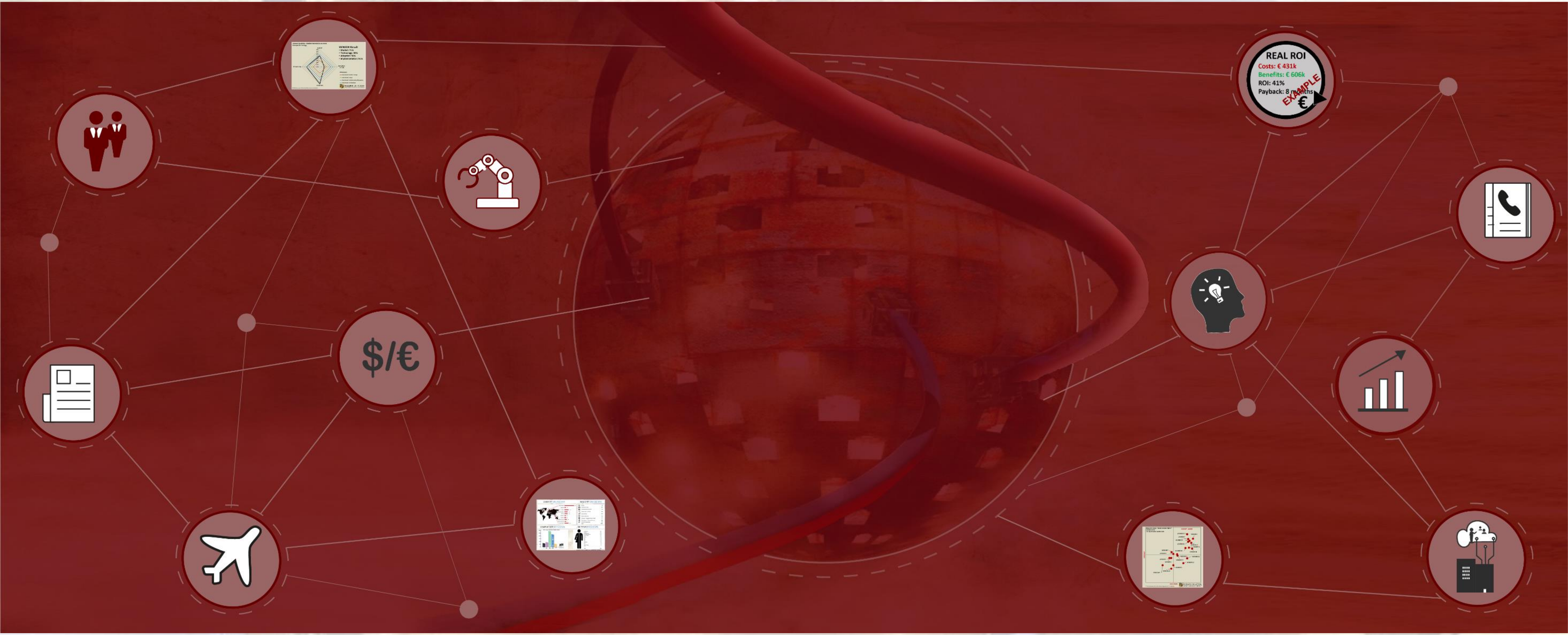

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vendor selection matrix®