



Propensity to Switch DAM, DX and ABM Vendors

Peter O’Neill, Research Director Research in Action.

I have collected several new Recommendation Index (RI) values from my recent Vendor Selection Matrix™ reports on Digital Asset Management (DAM), Digital Experience Management (DXM) and Account Based Marketing (ABM). Remember, a few months ago I suggested that this is a significant leading-indicator of long-term customer satisfaction but also, more importantly, of the propensity to switch vendors.

The RI (the simple percentage of respondents who answer “yes, I would recommend this vendor to my peers in this market”) encapsulates a longer- term, more strategic element of customer satisfaction – essentially it is a measurement of customer loyalty. It is for that reason that we have included the points earned through the RI score in our Strategy axis on the Matrix and give it a significant 25% weighting.

The data below shows that the vendors listed in our DAM landscape include several that should feel threatened by a propensity to switch. Our survey also showed that 51% of the respondents were planning to consolidate their many and disparate DAM vendors - always a moment of truth for a supplier if your client is not really satisfied with their overall experience:

Vendors. I think that any RI 95% or over is satisfactory but an RI between 90-94% should raise some alarm signals about your customers’ emerging propensity to switch, while below 90% is already a state of alarm.

Buyers. You should interpret the numbers in a similar manner.

VENDOR SELECTION MATRIX™: DIGITAL ASSET MANAGEMENT: THE TOP GLOBAL VENDORS 2021

The Capterra website lists 256 DAM vendors in its directory **. These are the Top 15 vendors as selected by 1,500 users based upon product, company and service quality.

Vendor	Recommendation Index
CENSHARE	99%
SITECORE	99%
BRANDMAKER	98%
CLOUDINARY	98%
ADOBE	97%
APRIMO	97%
PICTUREPARK	97%
CANTO	96%
CELUM	96%
BYNDER	95%
NUXEO	95%
WIDEN	95%
BRANDMASTER	94%
OPENTEXT	93%
IMAGE RELAY	91%

** See <https://www.capterra.com/digital-asset-management-software/>

This listing is alphabetical and includes all relevant DAM solutions named by the survey respondents.

Also named but considered not relevant were:

- DIGIZUITE
- NORTHPLAINS
- QBANK
- MARCOMCENTRAL
- BRANDFOLDER

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

- COGNIZANT
- EXTENSIS
- HYPERCMS
- MEDIABEACON
- MEDIAVALET
- WEDIA



We also have DAM vendor data specific to the Germany’s “gehobener Mittelstand” market with a slightly different list but equally precarious numbers at the foot of the table.

VENDOR SELECTION MATRIX™: DIGITAL ASSET MANAGEMENT: THE TOP VENDORS GERMANY 2021

The Capterra website lists 256 DAM vendors in its directory **. These are the Top 15 vendors as selected by 750 users in the German upper-mittelstand based upon product, company and service quality.

Vendor	Recommendation Index
CENSHARE	99%
SITECORE	99%
BRANDMAKER	98%
CLOUDINARY	98%
ADOBE	97%
APRIMO	97%
PICTUREPARK	97%
CANTO	96%
CELUM	96%
BYNDER	95%
NUXEO	95%
WIDEN	95%
BRANDMASTER	94%
OPENTEXT	93%
IMAGE RELAY	91%

** See <https://www.capterra.com/digital-asset-management-software/>

© 2021, Research In Action GmbH Reproduction Prohibited



We have also published our report on the top DXM vendors as rated by our global survey of 1,500 practitioners. There is, indeed, already a lot of churn in this market as businesses race to replace their older web content management platforms with a more capable and holistic DXM solution.

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	Recommendation Index
E-SPIRIT	99%
CROWNPEAK	99%
ACQUIA	99%
BLOOMREACH	98%
OPTIMIZELY (EPISERVER)	98%
COREMEDIA	97%
SITECORE	97%
SQUIZ	97%
IBEXA (EZ SYSTEMS)	96%
ADOBE	95%
CONTENTFUL	95%
MAGNOLIA	95%
OPENTEXT	95%
SAP	91%
SALESFORCE	90%
ORACLE	86%

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

Additional 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.

© 2021, Research In Action GmbH Reproduction Prohibited





The large enterprise application software vendors may have provided “good-enough” platforms till now, but most businesses driving and accelerating their digital transformation are more likely to turn to specialist providers in the future.

Finally, here is a sneak preview of my next report, on ABM report which is coming out later this quarter. The table shows an impressive scoring of all Recommendation Index values in the 90s but four are below the 95% number that I would set as an alert.

VENDOR SELECTION MATRIX™: ACCOUNT-BASED MARKETING: TOP GLOBAL VENDORS 2021

VENDOR	Recommendation Index
MRP	99%
TECHTARGET	99%
DEMANDBASE	98%
JABMO	98%
KWANZOO	98%
MADISON LOGIC	98%
ROLLWORKS	97%
6SENSE	96%
DUN & BRADSTREET	96%
TERMINUS	96%
TRIBLIO	96%
LEADSPACE	94%
MINTIGO	94%
METADATA.IO	93%
UBERFLIP	92%

This listing is alphabetical and includes the Top vendors which achieved the best evaluation scores from the buyers, having disregarded those with too few evaluations.

Other Vendors mentioned outside of the Top 15 or with too few evaluations:

- Adobe
- Agent3
- Leandata
- LinkedIn
- Salesforce
- True Influence

If you want to see further tables, [The first blog](#) last year had data for Marketing Lead Management, Sales Engagement Management, and Marketing Resource Management vendors. The [second post](#) shows data on Customer Data Management vendors.

Always keeping you informed!

Peter O’Neill