



Martechopia Profiles NEW B2B Marketing Software Vendors

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On my first business trip since years, I attended B2B Marketing's [Martechopia](#) event in London earlier this week. As usual, it was a mix of insightful presentations and discussions by the rich team of experts that the organization is always able to collect for their events. Also, my latest [Propolis research report](#) for B2B Marketing titled "Riding the Wave of Martech Change" was launched at the event.

But I was even more intrigued by the sponsors that exhibited. This was traditionally a mix of a few marketing automation platform vendors, various other software vendors, plus a few agencies – typical providers that target B2B marketing executives as prospects. Well, the big names were not there but a new rising star, the Californian analytics and account engagement platform vendor, [6sense](#), was present in recognition of their new office in London. Spoiler alert: the day before, I had recorded a video/webinar for them about Account-Based Marketing in Europe to be published in the next weeks.

The intriguing thing was that there were THREE marketing event management (MEM) vendors with booths – I also met event attendees representing two further MEM vendors during the day. It looks like I was right in my prediction in the December 2021 Vendor Selection Matrixtm on [Marketing Event Management](#) – that investments for marketing event platforms is going to become part of the B2B marketing budget in the next years.

In their stage presentation, MEM vendor Cvent even admitted that they had totally ignored Marketing as a target buyer till now, they were only focused on event managers (who are not in marketing). That is true; when I contacted them for the MEM research last September, they declined to brief me because I (only) write for marketers. Well, now they are playing catch-up to address exactly that audience.

The other two MEM vendors displaying at Martechopia were in the Top Five in my December report: [ON24](#) and [SpotMe](#) and. My colleagues at B2B Marketing are now even using SpotMe as their event platform – I had shared my research with them last year, of course. Another spoiler: there is a webinar with [ON24 and myself](#) in the works.

My perception was that the staff at both vendors were very good about talking about marketing topics to the delegates instead of event management stuff like registration processes and ticketing. I see MEM becoming an integral part of the customer engagement lifecycle monitored and orchestrated by marketers – from initial kicking-the-tyres curiosity through to offering a Netflix-style library of videos and webinars, most of it collated out of the event calendar. As I write in the report:



- The crisis has accelerated the inevitable. Large Virtual Events are now SOP and many businesses will plan these as routine in their marketing calendars. Webinars are now an accepted marketing tool across most sectors and geographies.
- Over one half of companies used between six and ten vendors this year - most did not have a centralized procurement strategy for this topic. Expect this to change for 2022.
- Nearly three quarters of companies have serious difficulties monetizing their events efficiently. Over half have issues with supporting international audiences, managing presentation content, event registration and ticketing.

The vendors probably did collect that “leads” this year, but they have certainly put their stake into the ground and will be top-of-mind when the strategic MEM projects get budgeted this and next year.

Always keeping you informed!

Peter