From MAP to Revenue Marketing.
Peter O'Neill, Research Director Research in Action.

The increasing dependency on digital marketing, and selling, is exposing important functional weaknesses in many Marketing Automation Platforms (MAP) installations. As many buyers now prefer to engage digitally, including with sales staff, companies want to collect telling data from the buyers' choices and information preferences during their research journeys and turn that into insights useful for all marketing and sales roles.

In our latest survey, some 87% of the 1000 companies we interviewed said they were seriously re-assessing their current MAP, and the same marketers are also unsure about their current Account-Based Marketing (ABM) investments. These buyers want a platform that merges comprehensive marketing processes into a central hub, allowing for stronger efficiency, better integrations, and enhanced data consolidation. Marketing generally wants fewer tools and an easier way of finding revenue-generating opportunities.

When planning my new research on this topic, I had debated a long time on using a new process title for the survey, inspired by several lengthy discussions with marketers and vendor executives about the future of MAP and ABM. RevOps sounded too operational; Revenue Management too sales oriented.

I picked "Revenue Marketing" because my focus is on the marketing organization, and defined Revenue Marketing Automation (RMA) as "The full orchestration, data-driven, process of providing and supporting an ongoing digital relationship with customers, and accounts, across the full customer lifecycle and organization" to the survey respondents. (I was remembering my work 25 years ago on ITSM and BSM*.)

Thankfully, the survey topic resonated with 1,000 business decision-makers in the Research In Action marketing panel and I was able to collect lots of informative data on the reasons and preferences for RMA – all now highlighted in our public report version on this website.

Revenue Marketing will require powerful customer data management run by Marketing and that is my next survey topic. Marketing is moving from contact-based lead management to leveraging insights for engagement with buying groups. This is a cultural shift that will take time as both marketing and sales adopt new roles. The major technical challenge is the difficulty of collecting, combining, and managing buyer data and turning it into insights. The number of data sources required is growing quickly while the challenge of complying with privacy laws and regulations is immense.

 Who is in the RMA Vendor Landscape?

The survey respondents were also asked to name and rate those vendors they thought could support the RMA process or set of processes as defined above. They named a few existing MAP and/or ABM vendors, recognizing that they were already expanding and repositioning their solution to cover the RMA need. They also named some sales engagement and CDP vendors who are good at RMA-related use cases.

A total of 20 vendors were scored highly by the 1,000 survey participants – out of probably hundreds of potential names that could have been associated with revenue management. Twelve of the vendors are even in the Market Leaders category, having both a total Strategy and Execution score of over 4 out of 5:

ACT-ON, ADOBE (MARKETO), ANTERIAD, BOMBORA, DEMANDBASE, DUNN & BRADSTREET, INTEGRATE, ORACLE (ELOQUA), SALESFORCE, 6SENSE, TECHTARGET, and *ZOOMINFO.*

These were the vendors that the survey respondents found were closest to being providers of Revenue Marketing Automation. The report also assesses how many of the RMA processes are supported by each vendor, currently only a few can support all processes.

Always keeping you informed!

Peter O'Neill

*Ah, you are curious about ITSM and BSM. Well, as an analyst at Forrester I was sitting in a strategy meeting with a leading IT Service Management vendor and suddenly pointed out, "Of course, what you and your customers are really monitoring, fixing and optimizing are business services not IT services. The business is the reason that the IT is there in the first place. If you talk about BSM instead of ITSM, you and your customers will feel much more important and strategic". I then spent a whirlwind couple of years travelling the world with that vendor, and then others, telling the story of Business Service Management.