



## New Research In Action Vendor Selection Matrix™ Report – Marketing Resource Management: The Top Global Vendors 2022.

Germany – August 2<sup>nd</sup>, 2022: There is clear increased interest in establishing a Marketing Resource Management (MRM) system where executives can plan, monitor, and control the usage of their most important resources: money, people, content assets, projects, and brand. Financial and calendar management are the most popular processes being addressed, closely followed by marketing performance management. We estimate that 55-60% of companies have automated, or will be automating, parts of the MRM process in 2022.

A new Research In Action GmbH global survey of 1,500 business decision-makers examined their MRM experiences and plans for 2022, as well as asking about which software vendors are the most known and what do the businesspeople think about those vendor’s products and services.

The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 63% of the evaluation is based on a survey of enterprise, marketing or business decision makers and 37% on the analyst’s opinion. 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 who achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

### VENDOR SELECTION MATRIX™ MARKETING RESOURCE MANAGEMENT



#### Vendor Quick Facts

VENDOR NAME	MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION	GOOD TO KNOW
ALLOCADIA	Big	High	Strong	Combines real-time planning/budgeting with automated reconciliation so you can control, and rapidly adjust marketing spend to align with strategic Work management software and DAM to optimize marketing operations, brand and content resources.
APRIMO	Medium	Medium	Medium	Helps teams to plan, invest, execute, and improve performance – resulting in higher productivity, better decision making, and more impactful outcomes.
BRANDMAKER	Very Big	Very High	Strong	Brandmaster supports brand management and provides marketing performance measurement.
BRANDMASTER	Small	Medium	Low	Supporting marketers looking for greater control and insight into their advertising and other marketing activities.
BRANDSYSTEMS	Medium	High	Good	Platform for product content marketing and creating personalized customer-centric experiences.
CONTENTSERV	Medium	Low	Medium	The powerful rules-based, brand-focused, dynamic templating platform.
ELATERAL	Medium	Low	Low	Cloud-based supply chain, ERP and financial management solutions including marketing management.
INFOR	Big	High	Medium	The brand and creative operations platform powering the teams that power the brands.
LYTHO	Big	High	Good	Enables full control over planning and optimization for all marketing resources so that executives can secure maximized results.
MARMIND	Medium	Very High	Strong	Marketing orchestration for enterprises with total marketing performance analytics.
PERCOLATE	Big	Low	Low	SaaS-based platform providing content management and digital marketing solutions for enterprises.
SITECORE	Small	Low	Low	Helps large organizations efficiently manage, customize and deliver marketing assets.
WEDIA	Medium	High	Good	Bringing teams together on a single platform to share plans, collaborate on assets and flawlessly execute campaigns.
WELCOME	Medium	High	Good	Breaking through operational silos between creative and marketing execution teams and optimizing all work that powers customer experiences.
WORKFRONT	Very Big	Very High	Strong	

MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION
Very Big	Very High	Strong
Big	High	Good
Medium	Medium	Medium
Small	Low	Low

NOTES:

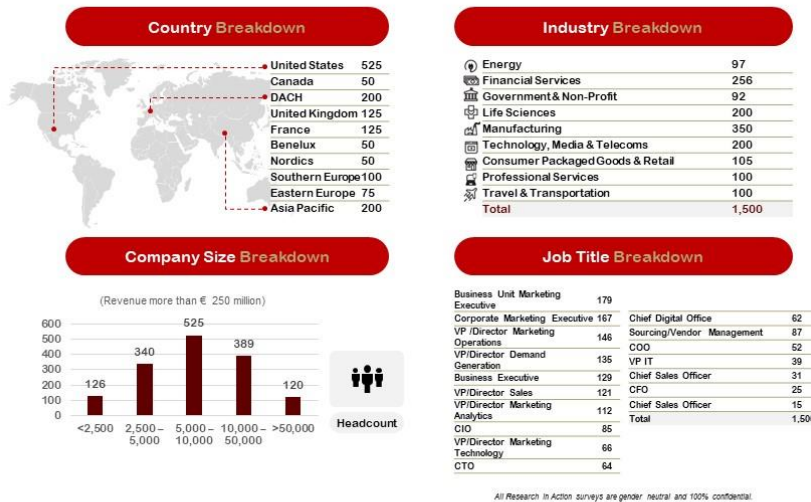
- Market Presence combines the market share and perceived Mindshare (or Share of Mind).
- Growth Rate is the anticipated growth rate for this year where Medium is the average growth for this market.
- Customer Traction combines the vendor’s customer retention rate and the Research In Action Recommendation Index (RI). The RI is collected and calculated by asking the survey participants: “Would you recommend this vendor in this market to your peers - Yes or No?”.





Report details can be viewed here: [Vendor Selection Matrix™ MRM 2022](#)

## OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION



**100,000+**  
Data Points

**1,500**  
Marketing and Business Managers

**37%**  
Analyst's Opinion

**63%**  
Survey Results

**The Vendor Selection Matrix™ Evaluation Methodology:**

The basis of our competitive vendor evaluation reports is always an extensive buyer survey. We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations. The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.

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

- **MRM has been talked about for several years.** The need for such a Marketing Resource Management process was proposed some years ago (I would claim to be that analyst) but not readily accepted by the user community. Now, the need for MRM is perhaps clearer, but the modern marketing executive wants more than just an asset management system. They need a more dynamic solution that enables them to forecast, measure, model, analyze and even predict all their business numbers - to be fully empowered with control over their marketing processes and outcomes. So, I would anticipate the process name itself to mature in the next years.
- **We asked why marketers need MRM.** Well-over one third of companies cited the need for data on marketing performance or return-on-investment as their major reason. Just over one third see it as a method to reduce overall costs. A significant 26% consider improved brand management as a priority. There is, however, significant differences in priorities between marketers in North America compared to Europe and Asia.
- **MRM investment drivers have changed between 2020 and 2022.** Our last MRM survey in 2020 revealed the driver "Better integration across all marketing systems" as a top priority. Now probably accepted as a near impossible goal, it has now fallen well down the list. On the other



hand, all operational and financial considerations have increased in importance for marketing executives since 2020. Clearly, marketing operations rules.

- **MRM projects depend on what the marketing organization cares about the most.** The concept of “resources” varies according to the complexity and maturity of the marketing work being done. One company’s DAM consolidation project may be another’s MPM project. It may not even be called MRM: titles like marketing project management, campaign management or even work management are becoming common within marketing organizations.
- **Who came out on top?** Here are the Market Leaders (having both a Strategy and an Execution score of over 4 out of 5) in the Vendor Selection Matrix™ – Marketing Resource Management 2022 as scored by the survey and myself (listed alphabetically):
  - ALLOCADIA, APRIMO, BRANDMAKER, BRANDSYSTEMS, CONTENTSERV, LYTHO, MARMIND, PERCOLATE, SITECORE, WEDIA, OPTIMIZELY (WELCOME), and ADOBE WORKFRONT

Note that the vendors BRANDMAKER and ALLOCADIA have merged and the new entity has just renamed to UPTEMPO.

The full list of vendor brands in the Top 15 vendors scored in the survey is completed by:

- BRANDMASTER, ELATERAL, and INFOR

### **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.

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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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