



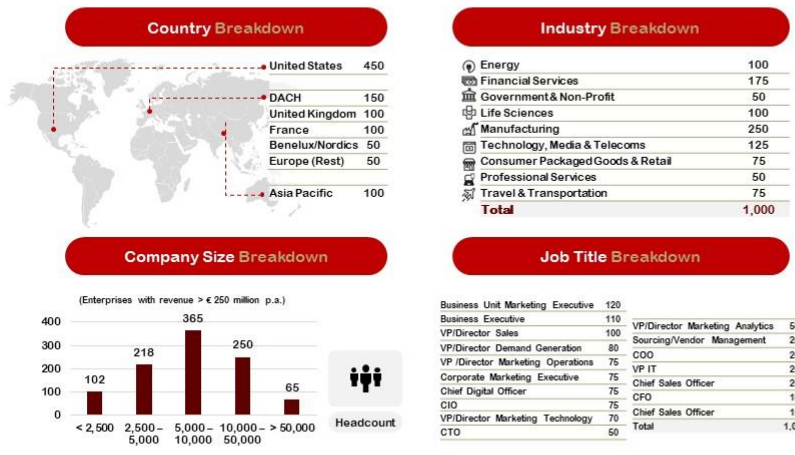
## New Research In Action Vendor Selection Matrix™ Report – Revenue Marketing Automation: The Top Global Vendors 2024.

Germany – March 20<sup>th</sup>, 2024: The future of Marketing Automation Platforms (MAP) appears dire as increased dependency on digital marketing, and selling, exposes functional weaknesses in many MAP installations. Some 87% of companies are seriously re-assessing their current MAP for these reasons. The same marketers are also unsure about their current Account-Based Marketing (ABM) investments for the same reasons.

As many buyers now prefer to engage digitally, including with sales staff, companies can now collect telling data from the buyers’ choices and information preferences during their research journeys and turn it into insights useful for all marketing and sales roles. A new concept of Revenue Marketing is emerging in recent years as many companies, especially those selling to business organizations, complete their transition from working individual leads to account-based revenue management. Revenue Marketing Automation (RMA) is 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.

A new Research In Action GmbH global survey of 1,000 business managers with budget responsibility in enterprises globally examined their RMA experiences and plans for 2024, 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.

### OUR SURVEY DEMOGRAPHICS: REVENUE MARKETING AUTOMATION



**75,000+**  
Data Points

**1,000**  
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.

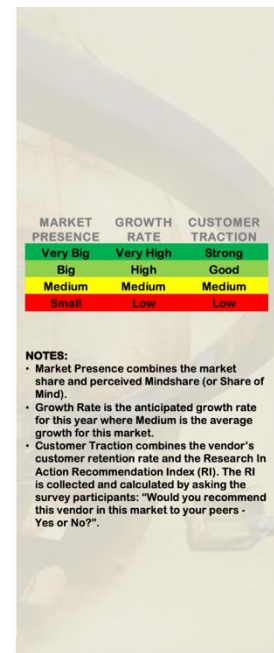


The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 63% of the evaluation is based on a survey of enterprise business decision makers and 37% on the analyst’s opinion. The analyst’s input is fed by a combination of intensive interviews with software or services 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 1,000 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™ REVENUE MARKETING AUTOMATION SOLUTIONS

### Vendor Quick Facts

VENDOR NAME	Market Presence	Growth Rate	Customer Traction	GOOD TO KNOW
ACT-ON	Very Big	High	Strong	Market-leading marketing automation platform harnessing behavioral data to tailor every customer experience.
ADOBE (MARKETO)	Very Big	Medium	Medium	Enterprise-level marketing platform seeing the whole customer journey on a single system.
ANTERIAD	Big	Very High	Strong	Provides marketers (and their agencies) the data/technology/analytics needed to successfully reach customers.
BOMBORA	Big	High	Good	A pure-play data company helping B2B marketers leverage intent data to identify/engage their ideal customers.
CLEARBIT	Medium	Medium	Medium	Now reinvented with Artificial Intelligence—Clearbit is the first HubSpot Native Data Provider.
DATA AXLE	Medium	Medium	Medium	Augmented Intelligence to improve business performance through data solutions and omnichannel marketing.
DEMANDBASE	Very Big	Very High	Strong	Transforming the way B2B companies go to market with an AI-driven account-based go-to-market platform.
DUN & BRADSTREET	Big	Medium	Medium	A leading provider of credit building and credibility solutions for emerging businesses.
HUBSPOT	Very Big	Medium	Medium	Marketing software to grow traffic, convert more visitors, and run marketing campaigns at scale.
INTEGRATE	Medium	Medium	Good	A cross-channel demand management SaaS for enterprise B2B demand and marketing operations teams.
INTENSIFY	Medium	Low	Medium	Helping to accelerate pipeline and growth with data/programs to activate dynamic go-to-market strategies.
ORACLE (ELOQUA)	Big	Low	Good	Campaign design, advanced lead scoring, real-time firmographic data, and integrated sales tools.
SALESFORCE	Big	Medium	Medium	Create unified customer profiles and personalize offers in any channel with AI to build lasting relationships.
SALESLOFT	Big	Medium	Good	An AI-powered revenue workflow platform guiding GTM teams to the right actions to yield the best outcomes.
6SENSE	Very Big	Very High	Strong	Helping marketers and sellers to uncover, prioritize, and engage customers.
TECHTARGET	Big	High	Strong	A platform for account detection/targeting/engagement focused on 3 catalytic revenue management challenges.
TERMINUS	Medium	Medium	Good	Powering high-performance GTM teams.
TRUSTRADIUS	Medium	Medium	Medium	A trusted customer voice and insights platform that helps technology vendors acquire/retain great customers.
ZOOMINFO	Big	Very High	Strong	Used by 35,000+ businesses for insights out of the freshest data vetted by the most stringent processes.



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Report details can be viewed here: [Report details can be viewed here.](#)

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

- **The new kid on the MAP and ABM blocks is RMA.** I had debated a long time on what to call this research project, inspired by several lengthy discussions with marketers and vendor executives about the future of Marketing Automation Platforms. RevOps sounded too operational; Revenue Management too sales oriented. I picked Revenue Marketing as my focus is on the marketing organization, and defined it 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 and asked them to name and rate those vendors they thought can support that process or set of processes.



- **Soon, pure-play MAP or even ABM will not be enough.** As our survey shows, most companies investing in RMA plan to replace their MAP and ABM platforms with a more complete solution. The survey named those MAP and/or ABM vendors that are recognized as already expanding and repositioning their solution to cover this need. 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 wants fewer tools and an easier way of finding revenue-generating opportunities. If they can fit that bill, I would expect savvy vendors to reposition themselves to this new paradigm over the next couple of years.
- **Revenue Marketing is a new discipline requiring powerful customer data managements.** 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.
- **Marketing Performance Management becomes a business fundamental.** With the shift to Revenue Marketing, organizations will rely on new metrics and KPIs that accurately reflect marketing's impact on revenue. This requires a platform that not only measures opportunity creation, but also assesses buying group engagement, the impact of sales and marketing efforts across multiple channels, and the impact of revenue marketing on pipeline, revenue, and customer growth and retention.
- **Who came out on top?** The Top 19 vendors, out of a potential list of hundreds who offer MAP or ABM software, as selected by 1,000 respondents around the world are shown in the above graphic. The twelve Market Leaders, based upon their rating of product, company, and service quality are (listed alphabetically): *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 were closest to being providers of Revenue Marketing Automation. The report also assesses how many of the RMA processes are supported by each vendor, only a few can support all processes.

**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



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**About Research In Action:**

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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