

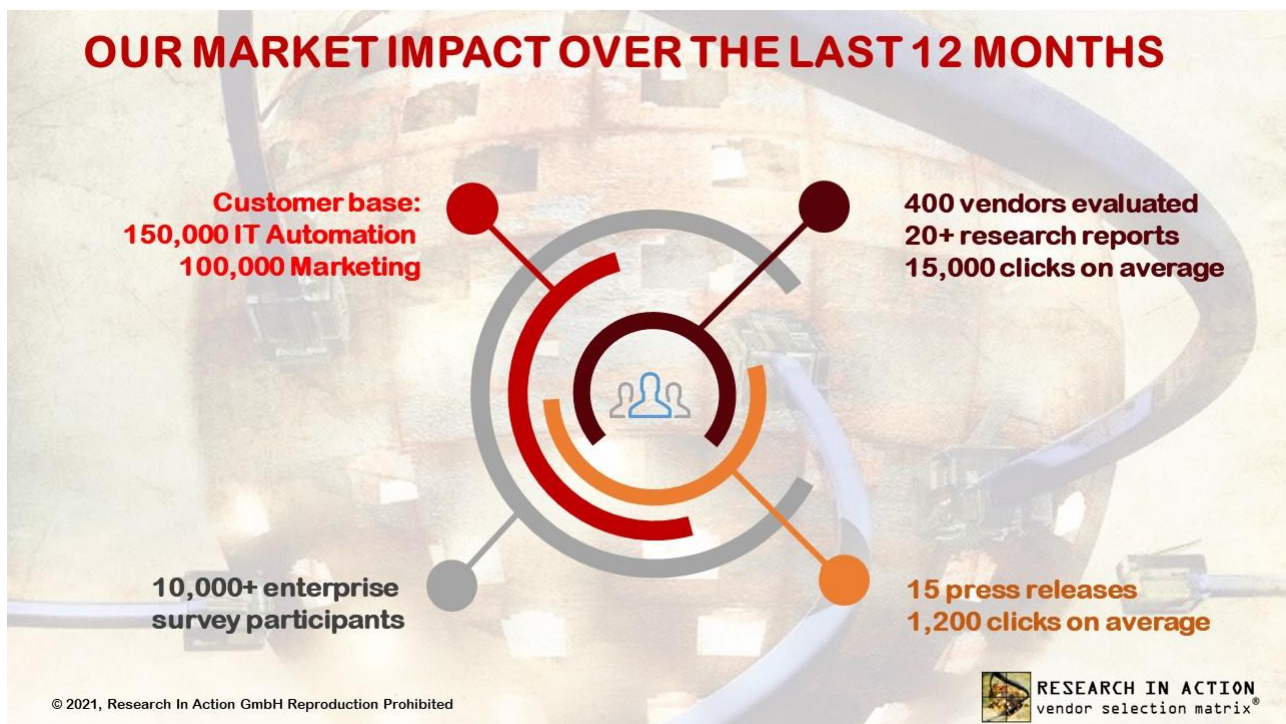


New Research In Action Vendor Selection Matrix™ Report – Account-Based Marketing: The Top Global Vendors 2021.

Germany – April 12th 2021: Investments in Account-Based Marketing software have now spread to all B2B sectors.

A new Research In Action GmbH global survey of 1,500 business decision-makers about their Account-Based Marketing (ABM) projects discovers not only why they are doing these projects but also which software vendors are the most known and what do the business people think about those vendor's products and services.

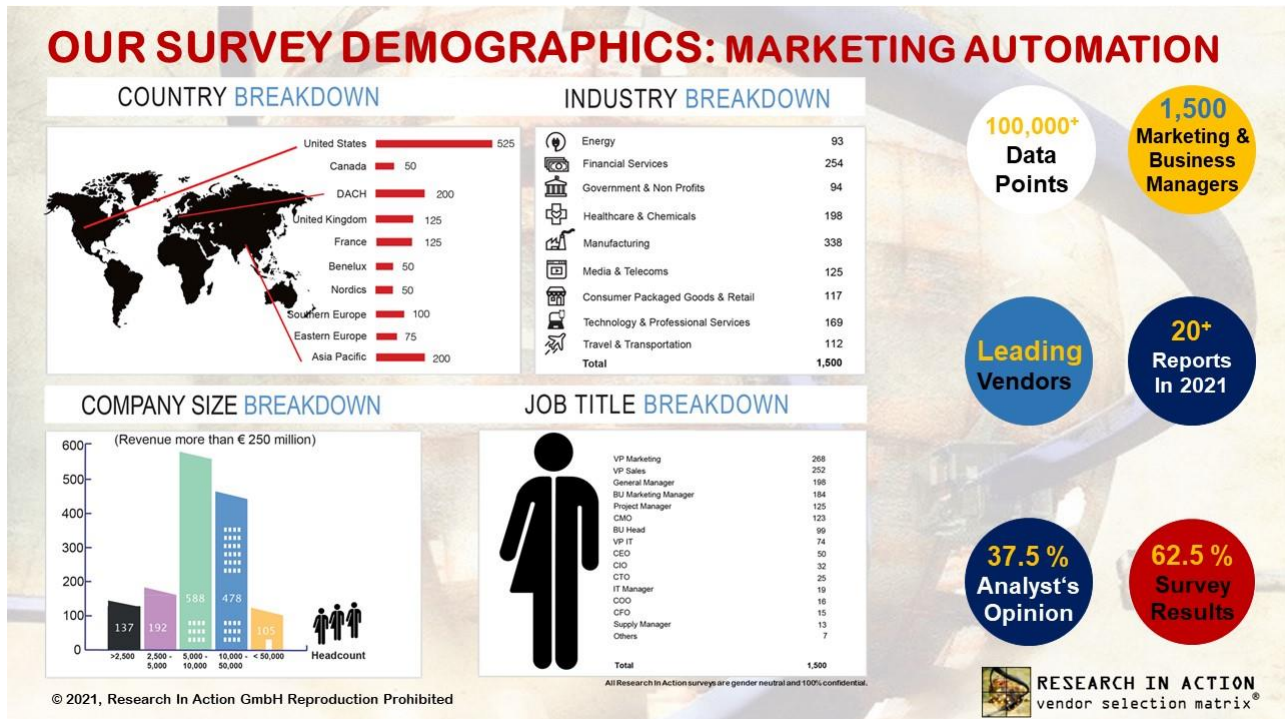
ABM technologies such as predictive analytics, advertising retargeting and account-profiling were first adopted in the software industry. Now, they are also used by financial services and healthcare marketers and increasingly, being adopted in the health care and manufacturing sectors. The trend towards digital marketing, toolled by technology advances in website and general data analytics, and now accelerated by the COVID-19 business environment, has motivated all these B2B businesses to collect as much behavioral and profile data about individual buying decision makers as possible.



The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 62.5 % of the evaluation is based on a survey of enterprise, marketing or business decision makers and 37.5 % 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 which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.



Report details can be viewed here:

<http://researchinaction.de/wp-content/uploads/VSM-ABM-GL-2021-WWW.pdf>

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

- **ABM is how B2B marketing should be.** B2B sellers work at an account level and most B2B projects involve large and complex buying centers and decision processes. So mature B2B CMOs now focus on account-based work, developing and maintaining engagement with important contacts in target accounts. Account-based marketing and selling is how B2B marketing should work, mixing digital and human communication.
- **ABM platforms could become the new marketing backbone system.** ABM continues to be the most-used promotional acronym by marketing software vendors with well over 90 software vendors claiming ABM-specific functionality; plus it is a highly-active playing field for venture capital investors. The leading ABM platform vendors have product roadmaps to expand into a wide range of engagement channels, including direct mail and campaign personalization. Currently, most users connect ABM systems to their (older) marketing lead management (MLM) platform to cover that.
- **The ABM nomenclature will fade out in the near-term.** B2B marketing will end up being 100% account-based in its digital marketing, informed and optimized by data collected about those accounts. This will remove the need for the ABM label - the new system of engagement, or even



system of experience perhaps, is, essentially, the (ABM-based) B2B marketing cloud with data as the hub: an account-based go-to-market platform.

- **ABM as a sales enablement program varies significantly by sector.** The sectors that were particularly strong on integrating ABM with sales enablement were: Financial Services, Life Sciences, Technology, and Telco. The CPG/Retail sector focuses their ABM on programmatic advertising and content delivery and hardly shares these data with sales.
- **Who came out on top?** Here are the top five vendors of the Vendor Selection Matrix™ – Account-Based Marketing 2021 as scored by the survey and myself (listed alphabetically):
 - 6SENSE
 - DEMANDBASE
 - JABMO
 - MRP
 - TECHTARGET

The other Market Leaders in the survey were:

- KWANZOO
- MADISON LOGIC
- TERMINUS

The vendors DUN & BRADSTREET, LEADSPACE, METADATA.IO, MINTIGO, ROLLWORKS, TRIBLIO, and UBERFLIP were rated as Challengers.

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.



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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