

# RESEARCH PLAN 2020 MARKETING AUTOMATION

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**Research In Action**

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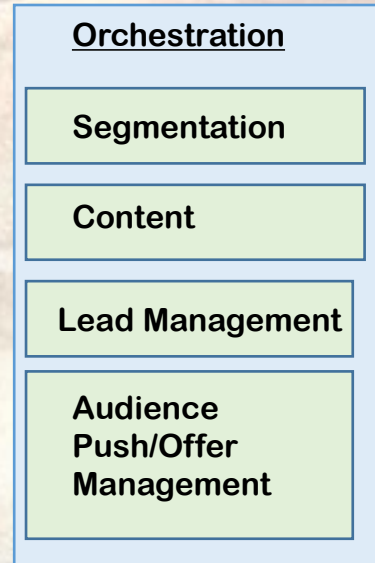
**RESEARCH IN ACTION**  
independent research & consulting

# MARKETING AUTOMATION MARKETEXTURE

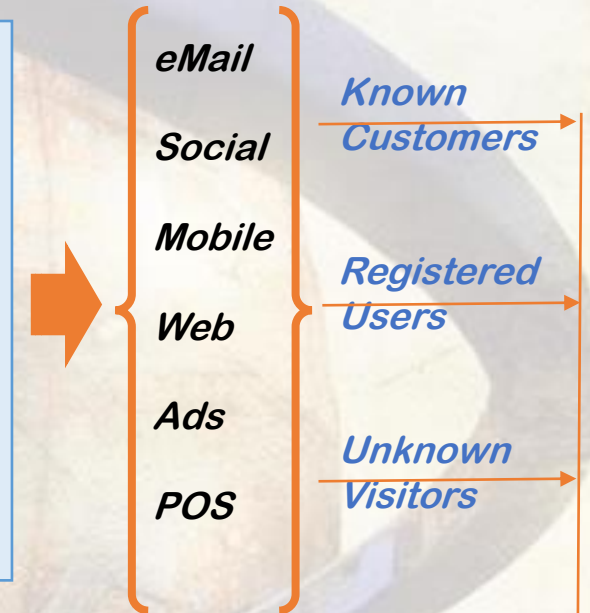
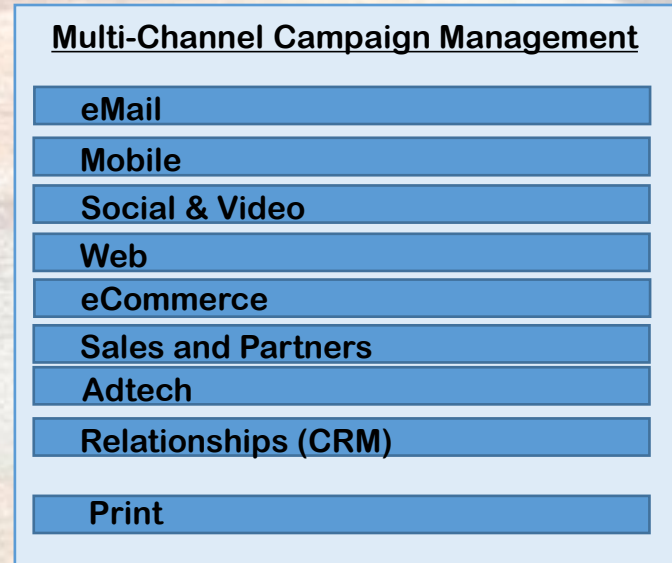
## Plan & Manage



## Target



## Engage

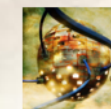


## Analytics

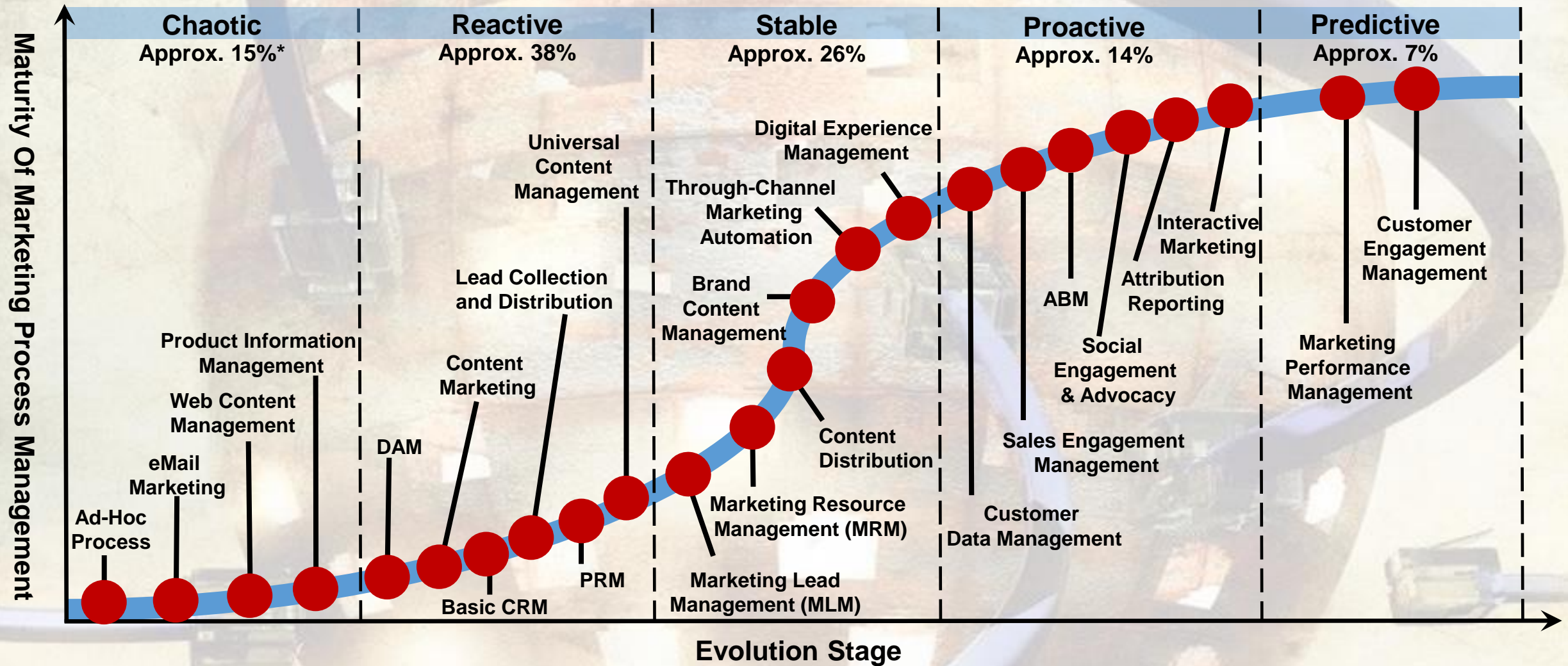
Reporting Dashboards	Predictive and Recommendation	Data Mining and BI	Audience Insights	Closed-loop Attribution	Econometric Modelling	Mobile/Site Analytics	Spend Optimization
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## Data Management

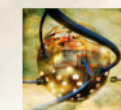
Collection	Targeted Audiences	Look-a-like Audiences	Adaptive Segments	Subscriber Management	Audience Scoring	Partner Audiences	Consent & Compliance
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# MATURITY S-CURVE FOR MARKETING MANAGEMENT



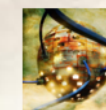
\* Categories show adoption rates





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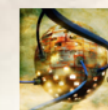
RESEARCH PROJECTS	DETAILS	MAY	JUN	JUL	AUG	SEP	OCT	DEC
Digital Marketing Service Providers (DMSP)	Global Vendor Selection Matrix™	Kick-off	Briefings and Research		Publishing			
Digital Marketing Service Providers (DMSP)	Germany - Vendor Selection Matrix™		Kick-off	Briefings and Research	Publishing			
Marketing Resource Management (MRM)	Global Vendor Selection Matrix™			Kick-off	Briefings and Research	Publishing		
Digital Asset Management (DAM)	Global Vendor Selection Matrix™			Kick-off	Briefings and Research	Publishing		
Digital Asset Management (DAM)	Germany - Vendor Selection Matrix™				Kick-off	Briefings and Research	Publishing	
Customer Data Management (CDM / CDP)	Global Vendor Selection Matrix™				Kick-off	Briefings and Research	Publishing	
Digital Experience Management (DXP)	Global Vendor Selection Matrix™					Kick-off	Briefings and Research	Publishing
Real ROI Methodology	Research		Plan	Announce				
Virtual Event Platforms 2021	Global Vendor Selection Matrix™						Kick-off	Briefings and Research
The New Marketing Mix Survey	Research		Plan	Plan	Start			



# EXTRACT OF VENDORS IN RESEARCH IN ACTION 2020 STUDIES: MARKETING AUTOMATION

Vendors In SEM	Vendors In DMSP	Vendors In MRM	Vendors In DAM	Vendors In CDM	Vendors in DXP
ACCENT TECHNOLOGIES					
APPAROUND					
BIGTINCAN					
BRAINSHARK					
CLEARSLIDE					
HIGHSPOT					
MEDIAFLY					
PITCHER					
PROLIFIQ					
SALESLOFT					
SALESPHERE					
SAP					
SEISMIC					
SHOWPAD					
ZOOMIFIER (CUSTOMSHOW)					

Vendors are selected for Vendor Selection Matrix™ reports by the survey respondents



# APPENDIX: CHAOTIC AND REACTIVE PHASES DEFINITIONS

- **eMail Marketing.** The process of setting up campaigns via eMail to purchased or built-up lists of contacts.
- **Web Content Management.** The process of creating and updating content on the company website.
- **Product Information Management.** Maintaining all product data on one system to optimize product presentation across sales and marketing channels.
- **DAM (Digital Asset Management).** The storage and management of all digital files, particularly media files. Allowing marketing and other users to find, access and deploy the assets in their content.
- **Content Marketing.** Publishing digital content on the company website but also on other sites to generate additional web traffic.
- **Basic CRM (Customer Relationship Management).** In most companies, CRM was set by Sales Ops and/IT and has little marketing value. But integration to the CRM database is necessary for marketing/sales alignment.
- **Lead Collection and Distribution.** The process of collecting and qualifying inbound marketing leads from the increased web traffic generated by content marketing. Distribution of appropriately leads to Sales.
- **PRM (Partner Relationship Management).** Processes around the channel partner (reseller, distributor, etc) relationship : recruitment, registration and classification, contractual details, information exchange, and more.
- **Universal Content Management.** Combination of content management, DAM and PIM into one common system of record and management. It-centric organizations call this Master Data Management.
- **Marketing Lead Management (MLM).** Often called Marketing Automation, the backbone process family to share content and run digital campaigns, nurturing and progressing leads through all digital channels.
- **Marketing Resource Management (MRM).** The budgeting and reporting processes for marketing executives consolidate management of all asset projects plus human and financial resources to support business analytics focused on the marketing organization.



# APPENDIX: STABLE AND PROACTIVE PHASES DEFINITIONS

- **Content Distribution.** Process and systems that collate, manage and distribute marketing content both from internal and external sources.
- **Brand Content Management (BCM).** Process to control the brand messaging, from corporate brand to individual messaging statements around products. Companies in a more distributed (or local) marketing environment use BCM systems to manage content across internal organizations, subsidiaries, and/or all business partners.
- **Through-Channel Marketing Automation (TCMA).** Management of brand content, plus programs and campaigns, promotions, and even leads, both down and up the distribution channel of business partners.
- **Digital Experience Management (DXP).** Creating and updating content, as personalized as possible to the consumer, and rendering it through all required digital communications channels (web, social, POS, etc).
- **Customer Data Management.** The process of consolidating and aggregation of all data from disparate systems in the company about customers - a Marketing-led initiative to ensure the data unification project is focused directly on marketing requirements.
- **Sales Engagement Management.** A process where marketers provide relevant digital assets to a salesperson to support their customer interactions, supported by training and coaching delivered on-demand.
- **ABM (Account based marketing).** A process of leveraging collected behavioral and profile data on target companies (accounts) or even individual buying decision-makers.
- **Social Engagement and Advocacy.** Processes to manage and leverage interested parties within communities and on social media.
- **Attribution Reporting.** The ability to recognize the contribution of individual pieces of marketing investment (campaigns, events, specific content assets) to business success. The success factors include metrics like deal progression through the funnel, deal value increase, deal velocity increase and deal closure.
- **Interactive Management.** Digital marketing programs that provide responsiveness and deep personalization.
- **Marketing Performance Management.** Dashboard and reporting that consolidates data from MRM, CDM and attribution reporting to list the financial return on individual and aggregated marketing investments.
- **Customer Engagement Management.** The full orchestration process, support by personalization, of providing and supporting an ongoing digital relationship with individual customers across the full customer lifecycle and organization.





# CONTACT



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