

VENDOR SELECTION MATRIX™ ACCOUNT-BASED MARKETING

**ABRIDGED VERSION
WITHOUT VENDOR SCORES
AND SCORECARDS**

THE TOP GLOBAL VENDORS 2021

Research In Action

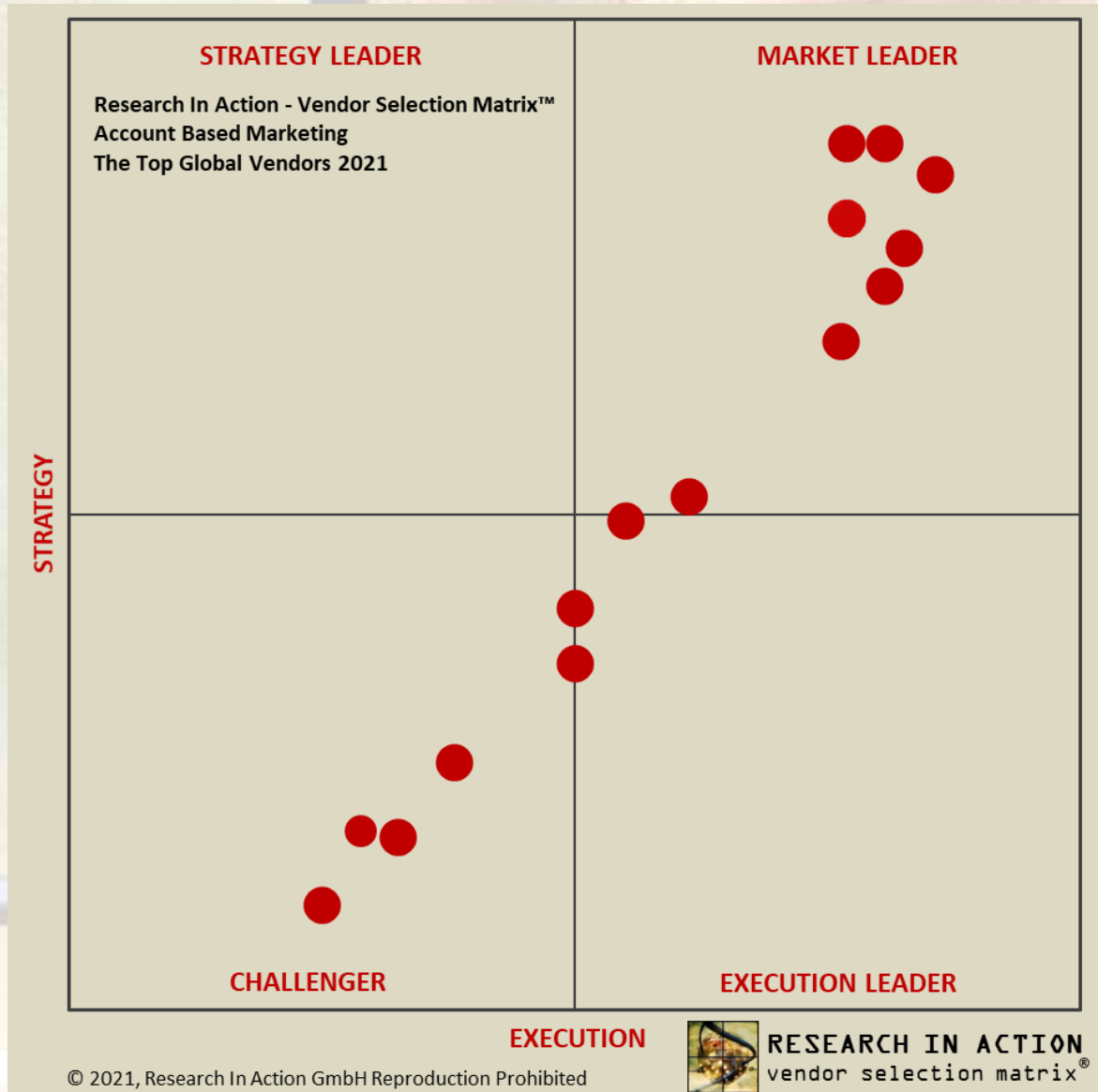
April 2021

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RESEARCH IN ACTION
independent research & consulting

VENDOR SELECTION MATRIX™: ACCOUNT-BASED MARKETING



THE TOP 5 VENDORS
6SENSE
DEMANDBASE
JABMO
MRP
TECHTARGET
OTHER MARKET LEADERS
KWANZOO
MADISON LOGIC
TERMINUS
OTHERS
DUNN & BRADSTREET
LEADSPACE
METADATA.IO
MINTIGO
ROLLWORKS
TRIBLIO
UBERFLIP

Vendor lists are in alphabetical order

Note: Matrix graphic vendor names intentionally left blank.

FOREWORD

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and Marketing Automation realm. These surveys give us access to a wealth of direct and unfiltered feedback from the buyers. It also helps us to understand how buying decisions are made in today's business environment. 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 IT 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 scores from the buyers but disregarded those with fewer than 15 evaluations.

Our method of describing a business process and asking business managers to name software vendor(s) they associate with it collates a list of those vendors most relevant for potential buyers of an automation solution. The resulting vendor landscape for Account-Based Marketing (ABM) is a broad mix of vendors with a wide variety of claims: data collection and analytics, targeted advertising, marketing campaign orchestration, enabling intelligent engagement, and even sales enablement. ABM is a purely B2B imperative – many people would even say B2B marketing is ABM. But others would promote Account-Based Marketing and Selling.

The other clear variation of vendors is based upon target markets: many only sell to the tech industry where the marketing is the most sophisticated, others focus on the needs of marketers in manufacturing industries. As always, it also varies according to whether you are a medium-sized company or a large international enterprise.

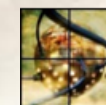
This report provides you with a useful guide to the most important Account-Based Marketing Trends, names the Top 15 vendors as selected by 1,500 users based upon product, company and service quality, and will help you make an informed decision regarding which vendors could best fit your requirements. This information can then be used for a more detailed evaluation.

Always keeping you informed!

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OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION

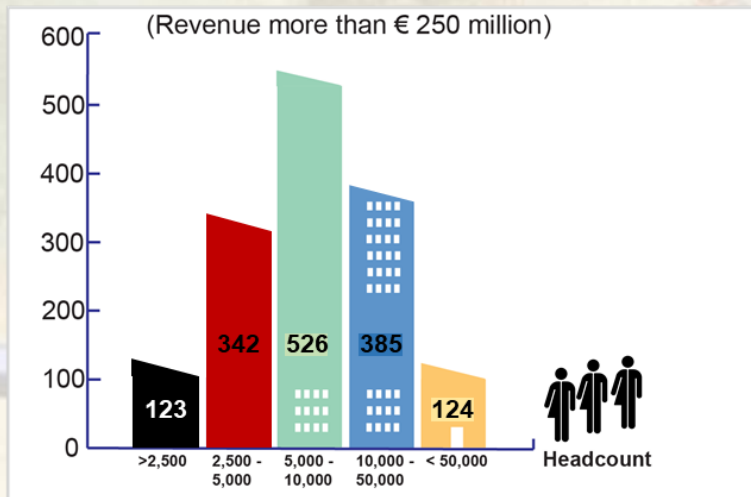
COUNTRY BREAKDOWN



INDUSTRY BREAKDOWN

	Energy	100
	Financial Services	253
	Government & Non Profit	96
	Life Sciences	225
	Manufacturing	329
	Technology, Media & Telecoms	197
	Consumer Packaged Goods & Retail	101
	Professional Services	97
	Travel & Transportation	102
	Total	1,500

COMPANY SIZE BREAKDOWN



JOB TITLE BREAKDOWN

	Business Unit Marketing Executive	288
	Corporate Marketing Executive	258
	VP / Director Demand Generation	195
	VP / Director Marketing Operations	132
	VP / Director Sales	102
	VP / Director Marketing Analytics/Insights	92
	CIO	64
	Business Executive	53
	CTO	49
	VP / Director Marketing Technology	45
	Sourcing and Vendor Management	42
	COO	37
	Chief Digital Officer	34
	Chief Sales Officer	32
	Sourcing and Vendor Management	29
VP IT	25	
CFO	23	
	Total	1,500

100,000+
Data
Points

1,500
Marketing &
Business
Managers

Leading
Vendors

20+
Reports
In 2021

37.5 %
Analyst's
Opinion

62.5 %
Survey
Results



OUR MARKET IMPACT OVER THE LAST 12 MONTHS

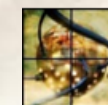
Customer base:
150,000 IT Automation
100,000 Marketing Automation

400 vendors evaluated
20+ research reports
15,000 clicks on average

10,000+ enterprise
survey participants

15 press releases
1,200 clicks on average

Vendor Selection Matrix™: The right mix makes all the difference
62.5% customer evaluations + 37.5% analyst's judgement = 100% success

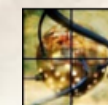


WHAT TOOLS DO YOU USE TO CREATE THE VENDOR SHORTLIST?



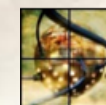
Decision Makers use a mix of traditional and online tools to create the vendor shortlists

N = 3,750 Enterprise, Marketing and Business Managers with budget responsibilities.



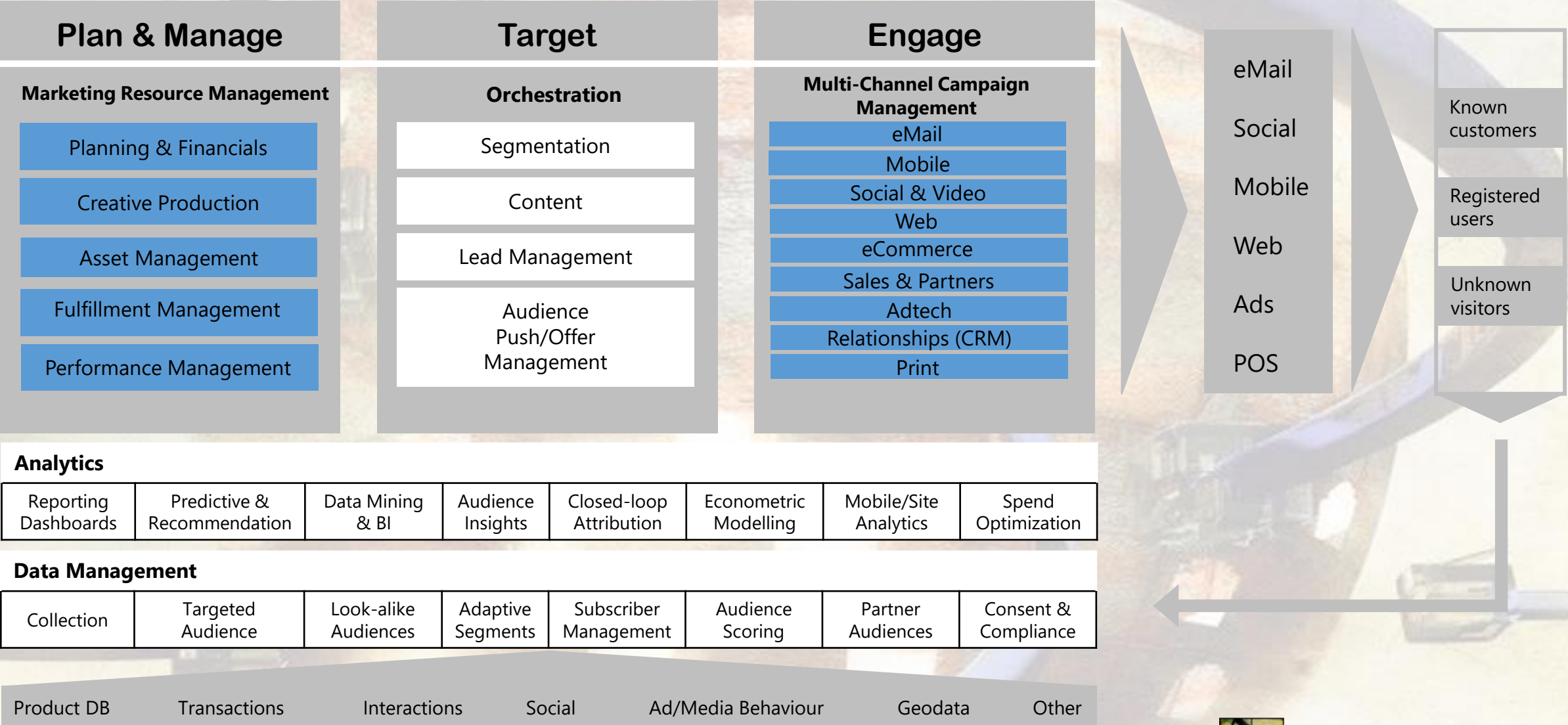
WHAT IS ACCOUNT-BASED MARKETING ?

- **ABM is a long-established marketing/sales methodology at business services companies, where success depends so much on personal empathy and the relationship.**
- **The trend towards digital marketing, tooled by technology advances in website and general data analytics, has now raised a new opportunity for all B2B businesses to adopt an ABM strategy based on the collection of behavioral and profile data about individual buying decision makers. ABM data programs can then be used to support one or more of the business processes:**
 - **Post localized contextual content marketing programs to profiled visitors**
 - **Send personalized/specific digital marketing content to individual prospects**
 - **Capture prospects who may have left the website unsatisfied by re-targeting**
 - **Gather and calculate “propensity to buy” data (per company or prospect) and provide this data to sellers**
 - **Collate individual digital behavior into an aggregation across a buying team to provide more guidance to marketing and sales.**
- **ABM is first and foremost a strategy. It first needs to be agreed as such across the company with the necessary organization and processes set up. And it is then implemented across all aspects of marketing and sales, including digital marketing where the technology described in this report can be applied.**
- **Adoption of ABM is an important signal of marketing and sales alignment. Sales works on accounts - lead generation at a contact level is a neophyte marketing output and considered essentially useless by sales.**



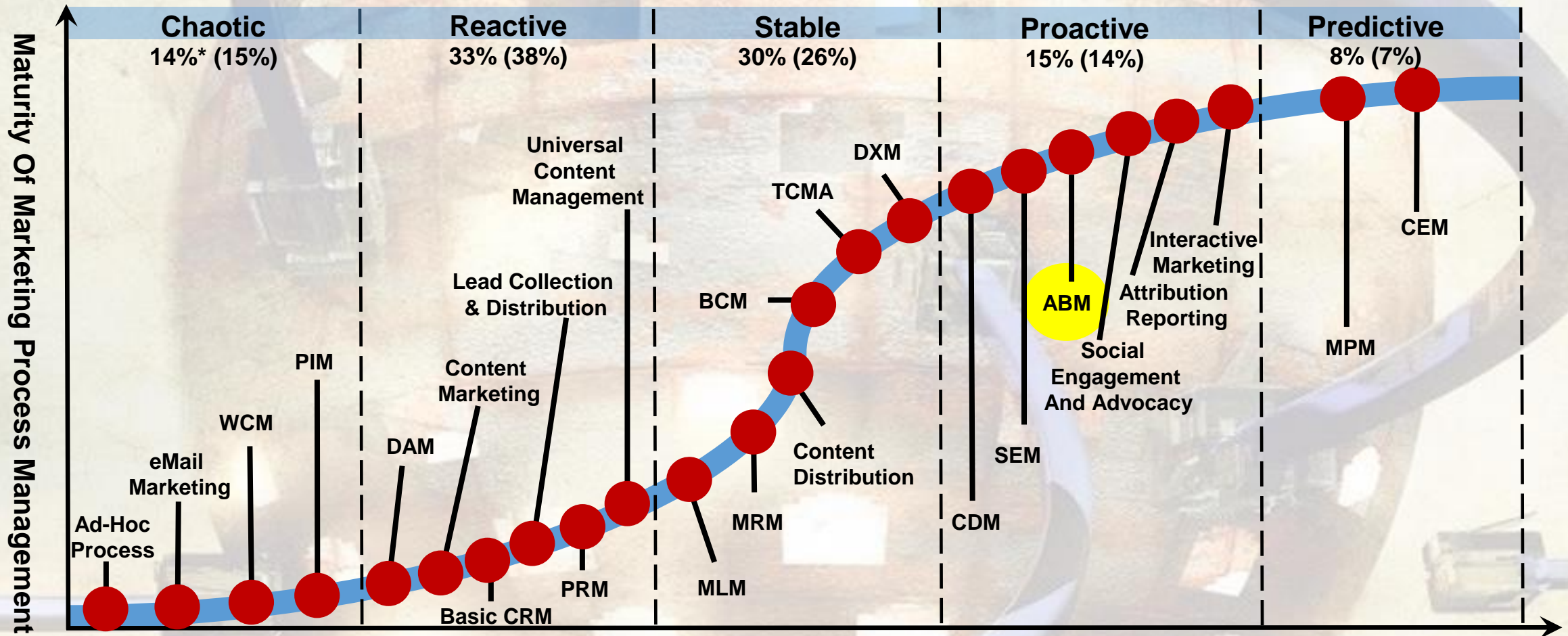
THE MARKETING AUTOMATION MARKETEXTURE

Our surveys and consulting work is based around this schematic architecture of martech processes. ABM is a strategy and encompasses many of these processes and is therefore not separately listed in the Marketexture.



MATURITY S-CURVE FOR MARKETING MANAGEMENT

Our surveys and consulting work enable us to continually assess the maturity of marketing organizations (combination of organization, process and technology) and we observe these five phases. ABM is most prevalent in mature organizations.

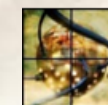


N = 3,000 Marketing and Business Managers with budget responsibility.

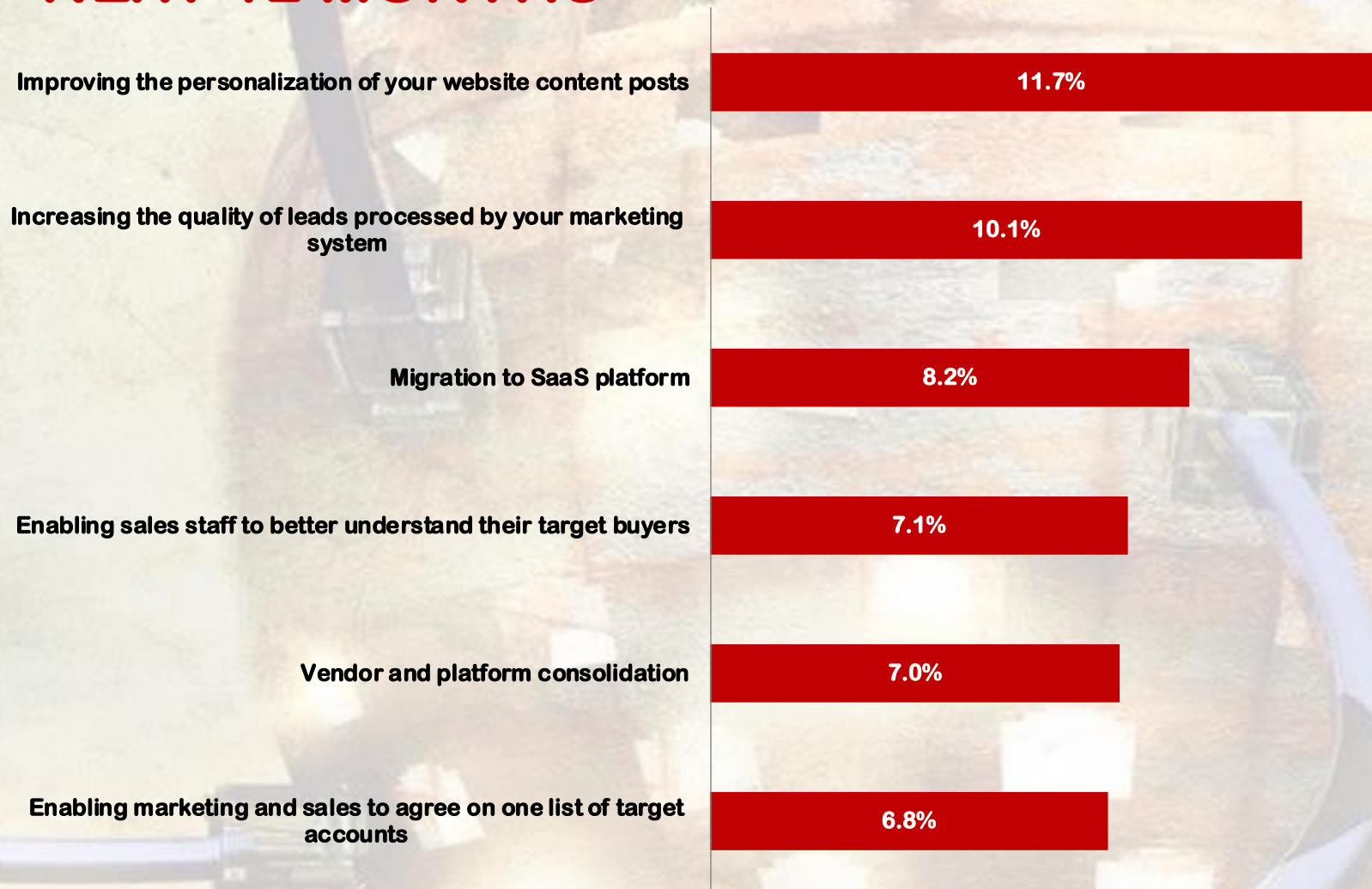
* Categories show adoption rates in 2021, (/) show changes from 2020.

Evolution Stage

All acronyms are defined in the report Appendix



RESEARCH: THE TOP SIX ABM INVESTMENT AREAS FOR THE NEXT 12 MONTHS



These are the Top Six drivers of ABM investment as named by enterprise marketing software buyers. They were offered 20 options and could select the most important to them.

Over 10% selected the driver “Personalization of web content“, followed closely by lead quality.

As in all surveys, SaaS migration continues to be important.

Buyers are most likely to engage with those ABM vendors whose messaging addresses these motivations.

N = 1,500 Marketing and Business Managers with budget responsibilities.

RESEARCH: WE ASKED WHICH ABM VERSION DO YOU OPERATE IN YOUR ORGANIZATION PRIMARILY

ABM Lite: You execute less customized programs for clusters of accounts with similar needs or business attributes.

32.1%

Ad-Hoc ABM: You are still finding your way regarding the best use of ABM in your company.

34.2%

Strategic ABM: Marketers work with sales account teams to develop and execute highly customized programs for each target account.

15.1%

Programmatic ABM: You use machine-learning to send highly targeted and personalized messages to individuals at hundreds (or thousands for enterprises) of key accounts.

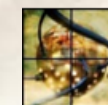
18.6%

This shows the spread between the various versions of ABM. We stated “primarily” – more mature organizations tend to adopt a more hybrid approach, mixing their ABM up.

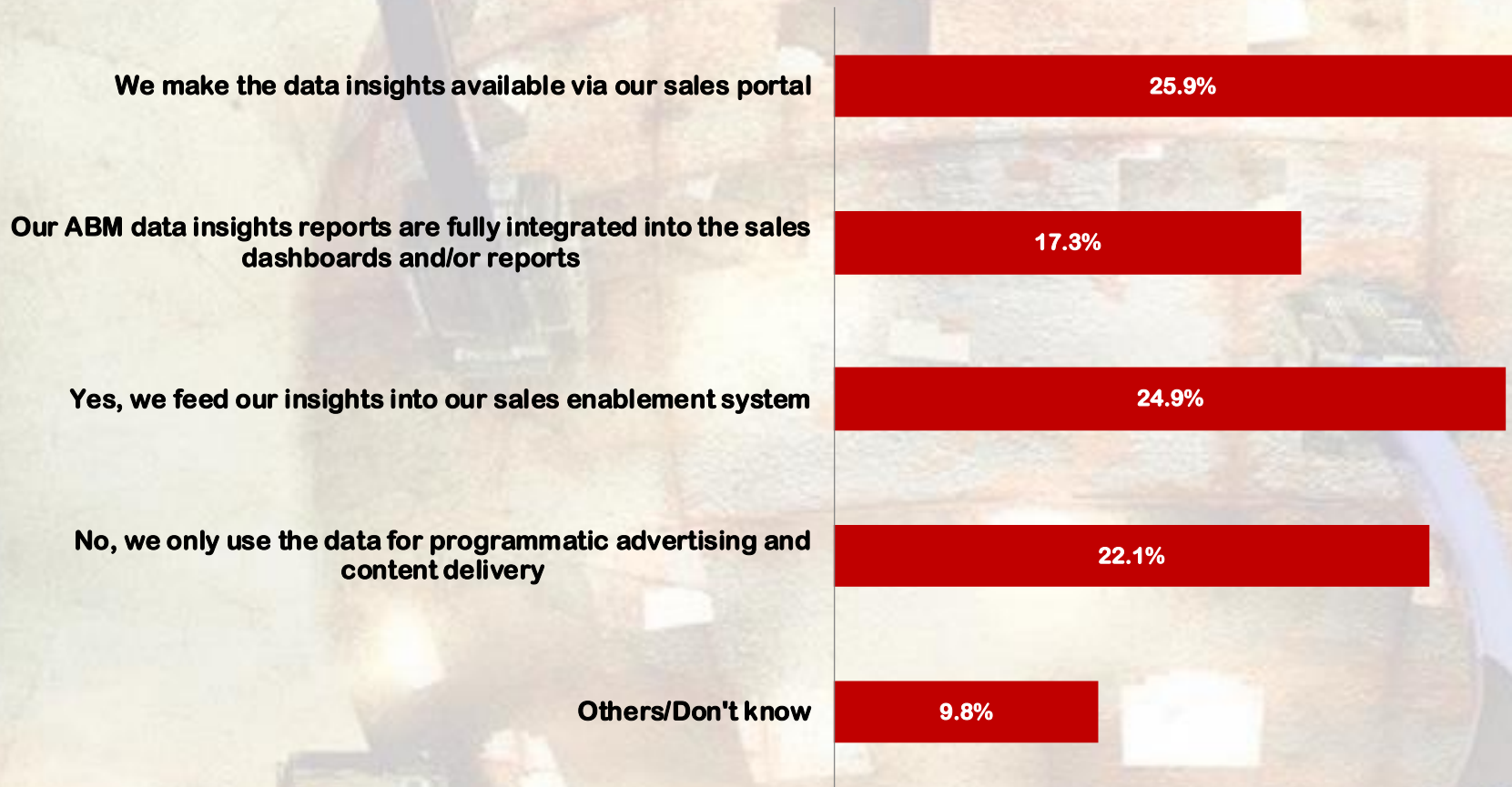
The spread varies significantly across the regions North America, Europe and APAC.

- ABM Lite was 40% and 29% in North America and Europe respectively.
- Ad-hoc ABM was 25% and 36% in North America and Europe respectively.
- Strategic ABM was 10% and 22% in North America and Europe respectively.
- Programmatic ABM was 25% and 12% in North America and Europe respectively.

N = 1,500 Marketing and Business Managers with budget responsibilities.



RESEARCH: WE ASKED WHETHER MARKETERS PROVIDE ABM DATA INSIGHTS TO THEIR SALES COLLEAGUES?



This shows if and how customer insights are shared with sellers. Are they doing ABM or ABM&S ? The results are encouraging and there is far more sales enablement than two years ago.

This data varies significantly across the nine industry sectors we surveyed.

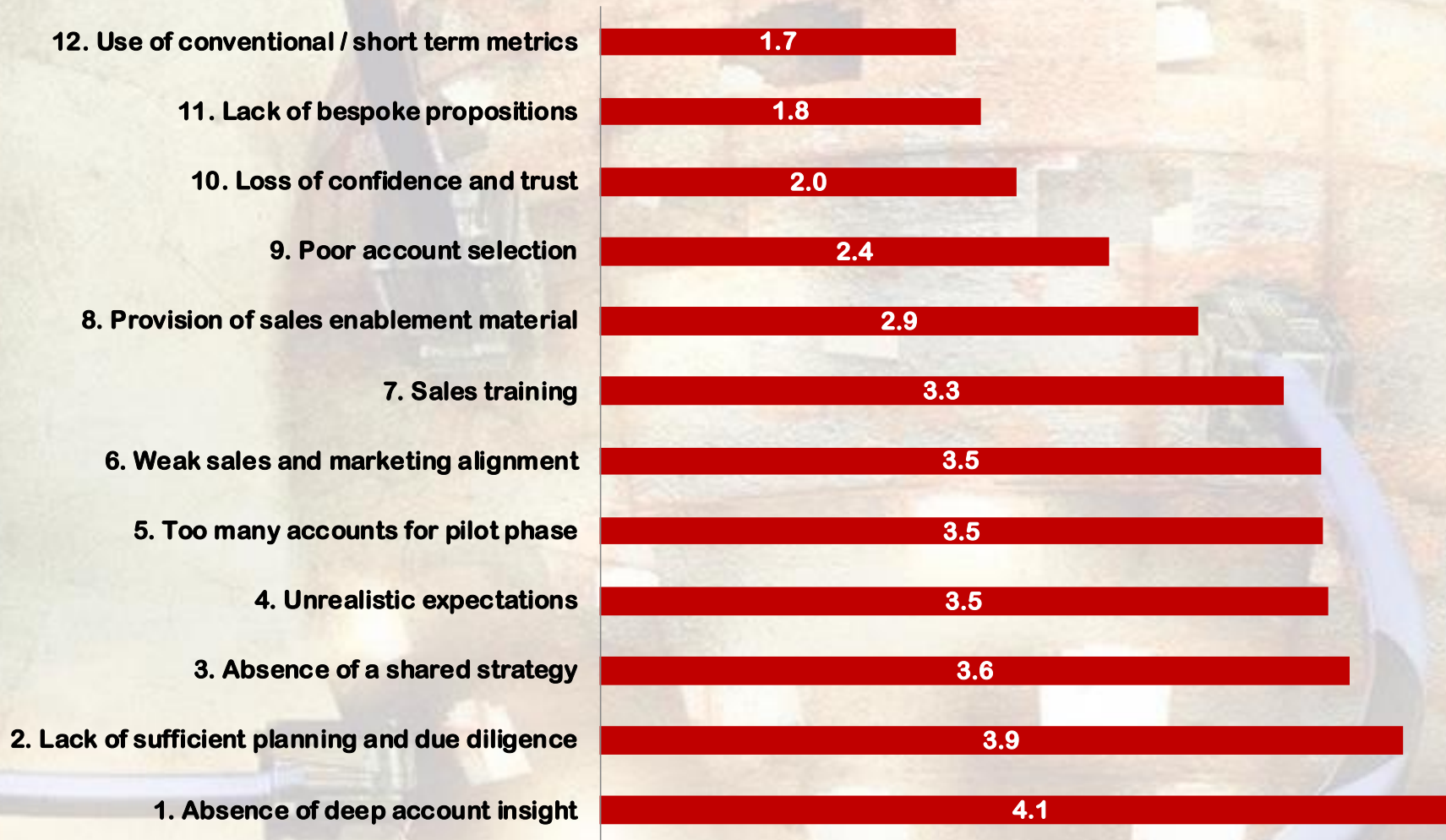
The sectors that were particularly strong on integrating ABM with sales enablement were:

- Financial Services
- Life Sciences
- Technology
- Telco

The CPG/Retail sector is focused on programmatic advertising and content delivery and hardly shares these data with sales.

N = 1,500 Marketing and Business Managers with budget responsibilities.

RESEARCH: THE SIGNIFICANT OF 12 CHALLENGES WHEN DEPLOYING ABM (1.0 IS LEAST – 5.0 IS MOST)



N = 1,500 Marketing and Business Managers with budget responsibilities.

The respondents scored these challenges in deploying ABM; from 1 (low significance) to 5 (highest), enabling a ranking from #12, the least significant, to #1, the most important challenge of all.

Absence of deep account insight is the most major inhibitor to ABM success.

This data varies significantly across the five company-size segments that we surveyed.

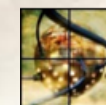
Small enterprises highlight #5 as their second-most significant issue.

Large and very large enterprises rate “weak sales and marketing alignment” as much more significant than the position #6 shown here.

INSIGHTS: TOP ABM TRENDS 2021

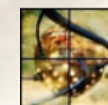
- **The pandemic has lifted the strategic role of ABM marketing.** In a recent survey of B2B marketers*, 72% stated that COVID-19 has accelerated their overall digital transformation. The importance of digital marketing, and the supporting technology, is now recognized as paramount in ensuring that business can continue, and customers can be served. This is driving increased ABM investment.
- **ABM platforms help marketing to play its role in revenue success.** Marketers need the functionalities within an ABM platforms to discover and prioritize their most important accounts and then collect and distribute insights to enable personalized digital and seller engagement. Leading-edge CMOs now favor an ecommerce model and focus on customer experience, all of which requires an ABM approach.
- **Advertising is now a standard B2B marketing method.** Digital advertising has become fundamental for B2B marketers, a process accelerated even by the pandemic which has raised the dependency on digital marketing. But the advertising must be targeted (see next point). ABM software supports targeting by either providing native advertising capabilities or at least enabling integrations with partner solutions.
- **Customer expectations drives demand for ABM in all B2B industries.** Business buyers, overwhelmed by the deluge of digital marketing messaging, now expect that all suppliers' communication should be relevant to their current business issues. Business marketers in every industry will therefore seek ABM functionality in their marketing tech stack. This need has accelerated during the 2020 pandemic and will not recede.
- **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.

* Survey by B2B Marketing published March 2021. See www.b2bmarketing.net



INSIGHTS: TOP ABM VENDOR TRENDS 2021

- **The ABM vendor landscape is bewildering.** ABM continues to be the most-used promotional acronym by marketing software vendors with well over 90 software vendors claiming to provide ABM-specific functionality. There are probably several dozen more with no ABM claims but also being used by B2B companies to market to specific accounts with target-market segmentation and content personalization. It is also a highly-active playing field for venture capital investors.
- **ABM platforms could become the new marketing backbone system.** 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 the (older) incumbent marketing lead management (MLM) platform to cover that. Most MLMs have been slow to embrace ABM so, as martech budgets tighten, ABM urgency could drive MLM vendors out of their market.
- **ABM solutions will add sales engagement features.** Some ABM systems already include functions that can be embedded into the resident CRM system to display information and advise to sellers. As businesses invest in sales engagement management (SEM) software and relegate their CRM database to a system of record, the need will increase to link ABM to SEM in a similar manner.
- **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 is, essentially, the (ABM-based) B2B marketing cloud with data as the hub: an account-based go-to-market platform. Those vendors that market to this trend with thought leadership and education content will have an advantage over vendors who continue to tout predictive analytics and advertising technology.



VENDOR SELECTION MATRIX™: ACCOUNT-BASED MARKETING VENDORS 2021

These are the Top 15 vendors as selected by 1,500 users based upon product, company and service quality.

VENDOR NAME	PRODUCT(S)
6SENSE	6sense Account Engagement Platform
DEMANDBASE	Demandbase One
DUN & BRADSTREET	D&B Account Based Marketing
JABMO	Jabmo B2B Marketing Platform
KWANZOO	Kwanzoo Adaptive ABM
LEADSPACE	LeadSPACE for Account-Based Marketing
MADISON LOGIC	ML Platform
METADATA.IO	Metadata
MINTIGO	Now part of Anaplan
MRP	MRP Prelytix
ROLLWORKS	RollWorks Account-Based Platform
TECHTARGET	Priority Engine™, BrightTALK, Contact Data Services
TERMINUS	Terminus Engagement Hub
TRIBLIO	ABM Platform
UBERFLIP	Uberflip

NOTE: If a vendor does not respond, Research in Action will complete its scoring assessment based on analyst experience and desk research. The vendor's products and quick facts will be documented in the report, though a vendor scorecard will not be written.

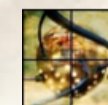
This list is alphabetical and includes all relevant ABM solutions named by the survey respondents.

Now, these vendors are not necessarily direct competitors, they serve different industries and/or geographies, as well as perhaps differing ABM functions – many businesses have two or more of these solutions.

Additional vendors that were cited but did not list in the Top 15, or had less than 15 ratings:

- ADOBE
- AGENT3
- LEANDATA
- LINKEDIN
- SALESFORCE
- TRUE INFLUENCE

Note: Mintigo has since been acquired by Anaplan and Triblio has since been acquired by IDG.



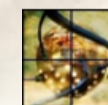
VENDOR SELECTION MATRIX™:

ACCOUNT-BASED MARKETING: VENDOR QUICK FACTS

VENDOR NAME	Market Presence	Growth Rate	Customer Traction	GOOD TO KNOW
6SENSE	Very Big	High	Strong	Helps marketers and sellers to uncover, prioritize, and engage customers.
DEMANDBASE	Very Big	High	Strong	Transforming the way B2B companies go to market with ABM services and now with engagement orchestration.
DUN & BRADSTREET	Medium	Low	Medium	Dun & Bradstreet is a provider of credit building and credibility solutions for emerging businesses.
JABMO	Big	High	Strong	Helps manufacturers and life science companies to modernize their marketing programs.
KWANZOO	Big	Medium	Good	An adaptive ABM solution that integrates well to technology and budget.
LEADSPACE	Medium	Medium	Medium	A customer data platform for B2B sales and marketing.
MADISON LOGIC	Medium	Low	Low	Helping B2B companies convert their best accounts faster.
METADATA.IO	Small	Low	Low	A demand generation platform for pipeline.
MINTIGO	Small	Low	Low	Mintigo has been acquired by Anaplan, who provide SaaS based business performance solutions.
MRP	Big	High	Good	An enterprise-class predictive ABM platform for always-on orchestration globally and across ALL channels
ROLLWORKS	Medium	Medium	Medium	Rely on our account-based platform to align marketing and sales teams and confidently grow revenue.
TECHTARGET	Very Big	High	Strong	An ABM platform for account detection, targeting and engagement.
TERMINUS	Big	Medium	Medium	Powering high-performance go-to-market teams.
TRIBLIO	Medium	Low	Medium	Triblio has been acquired by IDG, a media, events and research company focused on the tech landscape.
UBERFLIP	Small	Low	Low	Empowering marketers to create remarkable experiences, from large enterprise companies to small businesses.

NOTES:

- Market Presence combines the market share and perceived Mindshare (or Share of Mind). See <https://searchcustomerexperience.techtarget.com/definition/mindshare-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 (see page four): "Would you recommend this vendor in this market to your peers - Yes or No?".



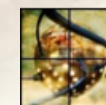
VENDOR SELECTION MATRIX™:

ACCOUNT-BASED MARKETING: MORE VENDOR FACTS

VENDOR NAME	FUNCTIONALITY SUPPORTED ¹				GLOBAL FOOTPRINT ²			B2B TARGET INDUSTRIES
	Account Profiling	Data Insights	Marketing Orchestr'n	Advert. Services	NA	EMEA	APAC	
6SENSE	Strong	Strong	Strong	Strong	80%	10%	10%	<i>Business/Professional Services, Financial Services, Technology</i>
DEMANDBASE	Strong	Strong	Strong	Strong	80%	15%	5%	<i>Financial Services, Healthcare, Life Sciences, Tech, Manufacturing</i>
DUN & BRADSTREET	Strong	Some	Medium	None	70%	20%	10%	<i>Technology</i>
JABMO	Strong	Medium	Medium	Strong	70%	25%	5%	<i>Life Sciences, Manufacturing</i>
KWANZOO	Some	Some	Some	Medium	70%	20%	10%	<i>Technology</i>
LEADSPACE	Strong	Some	Medium	None	80%	10%	10%	<i>Technology</i>
MADISON LOGIC	Strong	Some	Medium	Medium	30%	60%	10%	<i>Technology</i>
METADATA.IO	Strong	Some	None	Medium	60%	30%	10%	<i>Technology</i>
MINTIGO	Some	Some	None	Some	30%	50%	20%	<i>Technology</i>
MRP	Some	Medium	Medium	Medium	60%	30%	10%	<i>Financial Services, Healthcare, Manufacturing, Technology</i>
ROLLWORKS	Strong	Some	Some	Strong	65%	25%	10%	<i>Technology</i>
TECHTARGET	Strong	Strong	Some	Medium	65%	26%	9%	<i>Financial Services, Healthcare, Technology,</i>
TERMINUS	Strong	Medium	Medium	Strong	60%	25%	15%	<i>Technology</i>
TRIBLIO	Some	Strong	Medium	Medium	45%	40%	15%	<i>Technology</i>
UBERFLIP	Some	Some	Medium	Some	50%	35%	15%	<i>Technology</i>

¹ This analysis reflects the vendor's product history and current solution emphasis (Orchestr'n is Orchestration, Advert. Is Advertising).

² The Research In Action estimated revenue split by global region in the ABM market specifically.



VENDOR SELECTION MATRIX™: EVALUATION CRITERIA

STRATEGY

Vision And Go-To-Market	30%	Does the company have a coherent vision in line with the most probable future market scenarios? Does the go-to-market and sales strategy fit the target market and customers?
Innovation And Differentiation	30%	How innovative is the company in this market? Does the solution have a unique selling proposition and clear market differentiators?
Viability And Execution Capabilities	15%	How likely is the long-term survival of the company in this market? Does the company have the necessary resources to execute the strategy?
Recommendation Index	25%	Would customers recommend this vendor in this market to their peers?

EXECUTION

Breadth And Depth Of Solution Offering	30%	Does the solution cover all necessary capabilities expected by customers?
Market Share And Growth	15%	How big is the company's market share and is it growing above the market rate?
Customer Satisfaction	25%	How satisfied are customers with the solution and the vendor today?
Price Versus Value Ratio	30%	How do customers rate the relationship between the price and perceived value of the solution?

NOTES:

62.5% of the evaluation is based on the survey results, 37.5% is based on the analysts' assessment.

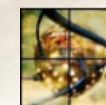
- 40% of the evaluation is based on the survey results: (1) Recommendation Index, (2) Customer Satisfaction, (3) Price Versus Value.

- 15% of the evaluation is based on the analysts' assessment: (1) Viability And Execution Capabilities, (2) Market Share And Growth.

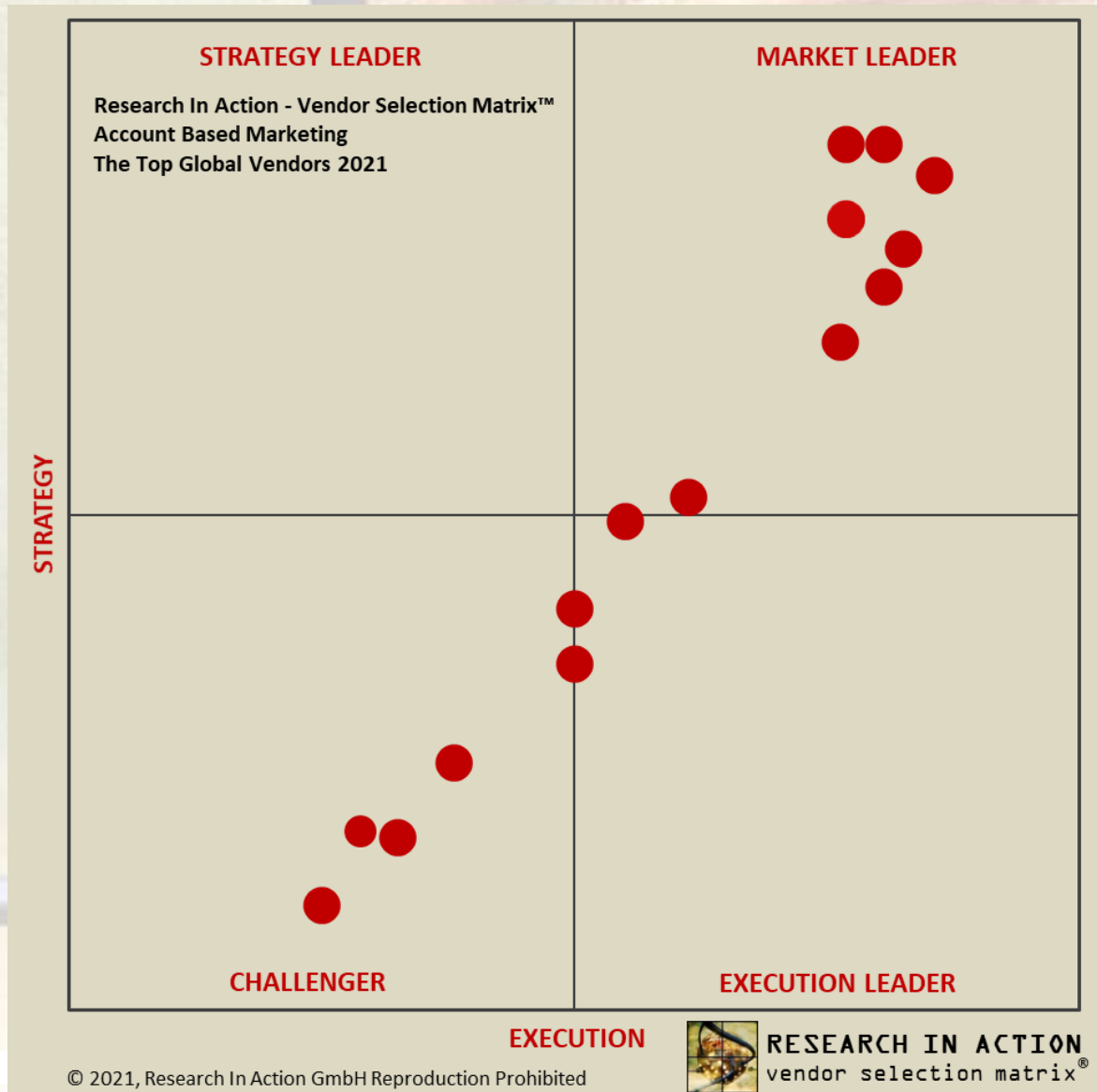
- 45% of the evaluation is based on a combination of survey results and analysts' assessment: (1) Vision And Go-To-Market (2) Innovation And Differentiation (3) Breadth And Depth Of Solution Offering.

The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants (see page four)

"Would you recommend this vendor in this market to your peers - Yes or No?"



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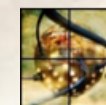
Note: Matrix graphic vendor names intentionally left blank.

VENDOR SELECTION MATRIX™: ACCOUNT-BASED MARKETING

The following pages show excerpts from the Vendor Scorecard for the Market Leaders in this report (listed alphabetically).

The full Vendor Scorecard (profile) is provided to each vendor that briefed the analyst and contains four sections of commentary:

General, Strategy, Execution, Bottom Line



VENDOR SELECTION MATRIX™: ACCOUNT-BASED MARKETING

Demandbase transforms the way B2B companies go to market with ABM services and now with engagement orchestration

- **General:** Demandbase is the Winner in this Vendor Selection Matrix™. Founded in 2006 in San Francisco, Demandbase offers an end-to-end ABM platform that helps B2B marketers identify, engage, close and measure progress against best-fit accounts. After acquiring Engagio, another ABM vendor in 2020, Demandbase has 330 employees and some 800 customers ranging from mid-sized companies to enterprises such as Accenture, Adobe, DocuSign, GE, and Salesforce, with 20% of its customer base being outside of the US.
- **Bottom Line:** Demandbase technology, prior to the Engagio acquisition, had covered most of the critical steps of the ABM process as a sort of “headless” system able to link to various MLM systems. While it can still do that, the orchestration, indeed the complete user interface, now leverages Engagio capabilities to support a full engagement management strategy for modern B2B marketers. It has built up the largest installed base of ABM practitioners across many industries and company size segments and this leadership is set to continue.



6sense helps marketers and sellers to uncover, prioritize, and engage customers

- **General:** 6sense is a market leader in the Vendor Selection Matrix™. Founded in 2013 and headquartered in San Francisco, 6sense Insights, Inc has over 350 customers primarily in the tech sector with an even distribution from small software vendors to enterprises. Purely a SaaS business with over 350 employees, it has a customer retention ratio of over 90% and boasts consistent quarterly growth while maintaining industry-leading values in business success indicators like Customer Acquisition Cost and gross margins.
- **Bottom Line:** 6sense is a recognized market leader for ABM with the resources to continue that success in a high-growth market. It has an impressive product roadmap and provides a strong experience to all user types in an ABM program. It is seeing a lot of adoption led by sales executives who see the power of 6sense data and predictions embedded in their CRM system. The company's focus on customer success will ensure that their renewal rates stay high, and that growth can be found in other sectors. It now considers its addressable market to include all B2B companies with over \$ 500k in revenues which gives it plenty of room to grow even further.



VENDOR SELECTION MATRIX™: ACCOUNT-BASED MARKETING

Jabmo helps manufacturers and life science companies to modernize their marketing programs

- **General:** Jabmo is a market leader in the Vendor Selection Matrix™. Founded in 2014 in Paris, France, Jabmo started as an account-based analytics platform, then expanded to add IP display advertising, email marketing, LinkedIn marketing, and retargeting on Facebook, Instagram and Google. The company has 80 employees with offices in Europe and the US. The vendor's core enabling technology is its Account Data Platform (ADP) which maps both 1st and 3rd party data sources to accounts/sub-accounts/organizations/contacts. The ADP drives the Jabmo Omnichannel ABM Platform.
- **Bottom Line:** Work with 60+ manufacturers and life sciences companies has enabled Jabmo to build a deep understanding of the corporate hierarchies critical to engaging effectively with large diversified organizations. During 2020, it grew its business by over 70%: mainly with existing customers due to their increased dependence on digital marketing during the pandemic. In addition, Jabmo's European roots means it is expert in privacy regulatory issues like the General Data Protection Regulation (GDPR) - although GDPR originated and applies in the EU, many American enterprises also now require compliance; not only because they operate in the EU but because it is becoming a de-facto regulation in North America in the absence of an alternative.



Kwanzoo has an adaptive ABM solution that integrates well to technology and budget

- **General:** Kwanzoo is a market leader in the Vendor Selection Matrix™. Founded in 2014 in Santa Clara, CA, Kwanzoo is privately held with some 15 fulltime employees, plus external resources, based in the US and India. It is a provider of ABM display and retargeting solutions for B2B enterprises and high growth startups in the high-tech software, IT services, financial services, healthcare, telco and business services sectors.
- **Bottom Line:** Kwanzoo offers an alternative approach to ABM and has gained significant traction as recognized by their position in our survey. The respondents saw them as particularly innovative and differentiated. It is strong on consolidated, global ABM reporting across multiple data sources. Kwanzoo's more flexible term pricing is attractive for B2B firms and digital agencies with quarterly ABM budgets. It allows both a "try-and-expand", and ongoing annual SaaS deployments of the platform.



VENDOR SELECTION MATRIX™: ACCOUNT-BASED MARKETING

MRP provides an enterprise-class predictive ABM platform to align marketing and sales teams and confidently grow revenue

- **General:** MRP is a market leader in the Vendor Selection Matrix™. Founded in Philadelphia, USA in 2002, MRP operates in 100+ countries, 20+ languages with 750 employees based in 11 global offices. It has over 1100 customers, mainly large enterprises in the technology, finance and healthcare verticals, with 35% of them outside the US. MRP works with 19 of the Top 20 tech companies in the world. It is part of First Derivatives PLC, of Newry, N. Ireland, listed on the London Stock Exchange, which is why its website is mrpfd.com.
- **Bottom Line:** MRP is one of the largest ABM vendors (in company size and revenues) and one of the few vendors with a global footprint- able to leverage its extensive history and experience in applying predictive analytics to discover, score, and recommend target accounts, including important contacts, and then even create and deliver the appropriate engagement workflows through any medium – they tend to call it "prescriptive analytics" even. Consuming over 1.5 trillion data signals per month, it is well suited for enterprise organizations who believe in machine-driven marketing programs and programmatic ABM.



TechTarget has an ABM platform for account detection, targeting and engagement

- **General:** TechTarget is a market leader in the Vendor Selection Matrix™. TechTarget was founded in 1999, spun out of United Communications Group (UCG) with the founding "big idea" that IT professionals are highly specialized and need high-quality, in-depth, fiercely independent content to help in critical purchase decisions. Over time, it realized it surfaces real buyers' journeys and offered a lead generation service. Then, it built a rich account and prospect-level purchase-intent insight and data-driven solution. The vendor has revenues of over \$200 M and 940 employees in 10 offices globally. In addition to high-quality editorial content, it also has a leading tech vendor content syndication network on the web.
- **Bottom Line:** TechTarget is a recognized market leader for ABM with the resources to continue that success in a high-growth market. It has an impressive product roadmap and 35% of its revenue is from long-term contracts. The company's focus on customer success will ensure that their renewal rates stay high and that growth can be found in other sectors.



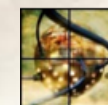
THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

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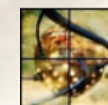
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Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.



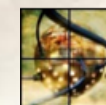
APPENDIX: MARKETING PROCESS DEFINITIONS

- **ABM (Account based marketing).** A process of leveraging collected behavioral and profile data on target companies (accounts) or even individual buying decision-makers.
- **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.
- **BCM (Brand Content Management).** 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.
- **CEM (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.
- **Content Distribution.** Process and systems that collate, manage and distribute marketing content both from internal and external sources.
- **Content Marketing.** Publishing digital content on the company website but also on other sites to generate additional web traffic.
- **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.
- **DAM (Digital Asset 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.
- **DXM (Digital Experience Management).** Creating and updating content, as personalized as possible to the consumer, and rendering it through all required digital communications channels (web, social, POS, etc).
- **eMail Marketing.** The process of setting up campaigns via eMail to purchased or built-up lists of contacts.
- **Interactive Marketing.** Digital marketing programs that provide responsiveness and deep personalization.
- **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.



APPENDIX: MARKETING PROCESS DEFINITIONS

- **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.
- **MLM (Marketing Lead Management).** Often called just “Marketing Automation”, especially in the US, this is the backbone process family to share content and run digital campaigns, nurturing and progressing leads through all digital channels.
- **MRM (Marketing Resource Management).** 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.
- **MPM (Marketing Performance Management).** Dashboard and reporting that consolidates data from MRM, DAM and attribution reporting to list the financial return on individual and aggregated marketing investments.
- **PIM (Product Information Management).** Maintaining all product data on one system to optimize product presentation across sales and marketing channels.
- **PRM (Partner Relationship Management).** Processes around the channel partner (reseller, distributor, etc) relationship : recruitment, registration and classification, contractual details, information exchange, and more.
- **SEM (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.
- **Social Engagement and Advocacy.** Processes to manage and leverage interested parties within communities and on social media.
- **TCMA (Through-Channel Marketing Automation).** Management of brand content, plus programs and campaigns, promotions, and even leads, both down and up the distribution channel of business partners.
- **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.
- **WCM (Web Content Management).** The process of creating and updating content on the company website.



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