



## New Research In Action Vendor Selection Matrix™ Report – Brand Content Management: The Top Global Vendors 2021.

**Germany – August 4th<sup>th</sup> 2021: Consolidation is the number one driver for Investments in Brand Content Management software.**

Brand is now more than a logo; it is a statement of purpose, a promise. The definition of brand content has expanded from corporate or product literature to include social media communications, video and other formats. Brand Content Management (BCM) systems are now expected to collect, manage, distribute these communication formats through partners and across the enterprise, while also governing how the brand is used by all players. Hardly any vendor can cover all process within BCM, so companies are deploying software from several vendors – 76% of the respondents have more than one vendor and 24% have six or more systems installed. However, they want to reduce this complexity – consolidation is the #1 driver for BCM investment.

A new Research In Action GmbH global survey of 1,500 business decision-makers about their BCM 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.

### OUR MARKET IMPACT OVER 12 MONTHS



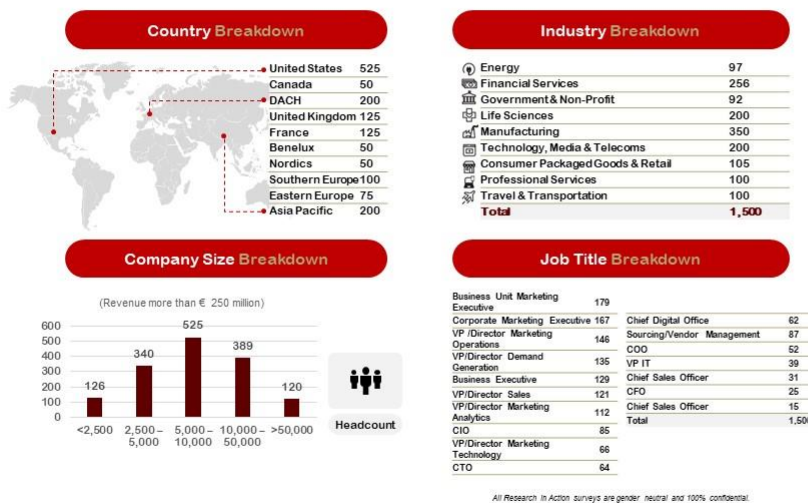
The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 63% of the evaluation is based on a survey of enterprise, marketing or business decision makers and 37% on the analyst’s opinion. The analyst’s input is fed by a combination of intensive interviews with software 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 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-BCM-2021-WWW.pdf>.

## 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:

- **Brand Content Management systems need to be platforms for all formats of communication.** Brand content marketing is more than the traditional definition of “content marketing”, which is the process of creating valuable and useful pieces of content to attract potential customers to your ecosystem. Brand content is a broader definition of all communication that any business distributes: all content plus its deployment in various marketing channels, by all internal staff, by agencies, and by channel partners and/or subsidiaries. Brand Content Management (BCM) processes therefore involve working in tandem with many other parts of the company and external partners. It is also a balance of enablement and governance.
- **Marketers currently need many systems to cover BCM.** The resulting vendor landscape for Brand Content Management (BCM) is a broad mix of vendors with a wide variety of claims: brand governance, brand portal, digital asset management, content management hubs, and even marketing resource management. Hardly any vendor can cover all process within BCM, so



companies are deploying software from more than one of the vendors appearing in this landscape – 76% of the respondents have more than one vendor and 24% have six or more systems installed. The resulting complexity means that most companies would prefer to consolidate their platforms.

- **Marketing suite vendors are taking ownership but ...** Initially slow to address BCM challenges, the larger vendors have been busy in the last year announcing broader content management strategies. However, many of them are focused only on consolidating their own applications.
- **The BCM vendor landscape is about to churn significantly.** We anticipate a serious churn in the BCM software market according to our survey results. Nearly 16% of the respondents plan to consolidate their BCM systems, up from 12% in our 2018 survey. This churn will be most prevalent in North America, where 35% of the respondents have six or more systems in use.
- **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™ – Brand Content Management 2021 as scored by the survey and myself (listed alphabetically):
  - ANSIRA, BRANDMAKER, BRANDMASTER, BRANDMUSCLE, BYNDER, CELUM, CENSHARE, OPTIMIZELY, SITECORE, and WEDIA

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

- ACOUSTIC, ADOBE, CAPITAL ID, MARCOMCENTRAL, and OPEN TEXT.

#### **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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