

# VENDOR SELECTION MATRIX™ DIGITAL EXPERIENCE ANALYTICS PLATFORMS

The Top Vendors 2024

June 2024

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# RESEARCH IN ACTION

## MARKET IMPACT IN 2024

Members In Survey Panel	➤	125,000+ IT Automation 90,000+ Marketing Automation
Active Enterprise Survey Participants	➤	10,000+ IT or business decision makers All with budget responsibility
Research Published	➤	25+ Research reports published 350+ plus vendors evaluated
Research Views	➤	12,000+ views per report (average)
Press Releases	➤	20+ with 2,000 views+ per release (average)
Reprints published	➤	200+ reprints, both Marketing and IT Automation



# FOREWORD

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT, Marketing Automation and Digital Intelligence 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 63% of the evaluation is based on a survey of enterprise IT or business decision makers and 37% on the analyst's judgement. 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 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.

Digital Experience Analytics(DXA) practice has evolved beyond traditional teams, with product, operational, and technical teams now spearheading DXA technology investments, outpacing their marketing and e-commerce counterparts. As a result, DXA delivers value beyond merely optimizing marketing campaigns. It also helps enhance product innovation and experience, resolves and prioritise operational issues impacting client engagement, and supports customer service use cases.

DXA platform providers are aligning themselves with these market trends. Multiple sub-categories of DXA solutions have emerged, each focusing on different organizational initiatives. Some DXA platforms are horizontal solutions designed to support all teams, including sales, marketing, operations, and engineering. Other, more vertically focused solutions specialize in supporting one or more teams and often embed DXA capabilities within specific marketing, product, e-commerce, or operational offerings.

Looking ahead, investment in DXA platforms will accelerate, driven by the growing appreciation of the value these technologies bring and the increasing power and ease of use provided by newly embedded AI capabilities

This report provides you with a useful guide to important DXA trends, preferences and challenges; names the Top vendors as selected by 1,000 users and myself 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.

Enjoy reading the report, and please reach out if you have questions.

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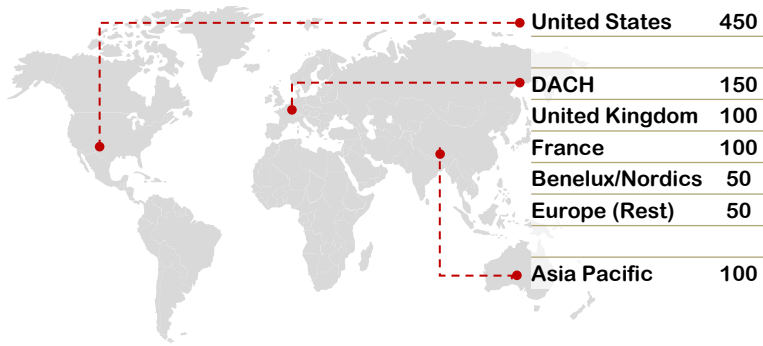




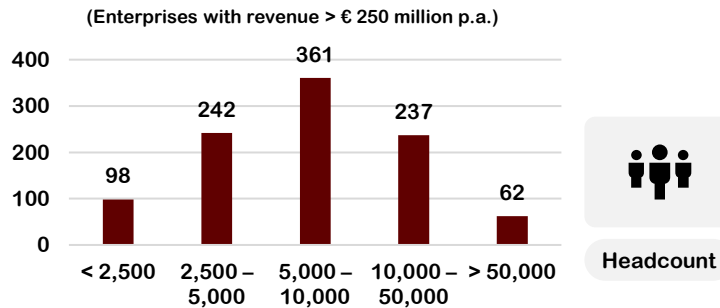
# SURVEY DEMOGRAPHICS:

## DIGITAL EXPERIENCE ANALYTICS IN ENTERPRISES

### Country Breakdown



### Company Size Breakdown



### Industry Breakdown

Energy	100
Financial Services	175
Government & Non-Profit	50
Life Sciences	100
Manufacturing	250
Technology, Media & Telecoms	125
Consumer Packaged Goods & Retail	75
Professional Services	50
Travel & Transportation	75
<b>Total</b>	<b>1,000</b>

### Job Title Breakdown

VP /Director Marketing Operations	103	VP/Director Marketing Analytics	50
Business Unit Marketing Executive	98	VP Application Development	25
VP/Director Marketing Technology	95	CTO	25
Corporate Marketing Executive	81	Chief Sales Officer	20
Chief Digital Officer	75	CIO	20
VP/Director Demand Generation	75	COO	15
Business Executive	75	Sourcing/Vendor Management	15
VP/Director Sales	75	VP IT	15
VP/Director Demand Generation	70	IT Manager	15
VP /Director Marketing Operations	53	<b>Total</b>	<b>1,000</b>



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 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.

All Research in Action surveys are gender neutral and 100% confidential.



# ➤ WHAT IS DIGITAL EXPERIENCE ANALYTICS?

Experience delivery is a key focus of successful digital transformation programs:

- **The experience differential:** Organizations realize that delivering the right digital experience to the right person at the right time will distinguish them from their competitors.
- **Experience as a strategic initiative:** The critical importance of digital experience has moved beyond marketing and e-commerce concerns. It is now embraced by product, services, sales, operations, and many other teams across the enterprise to drive success.

DXA practice is critical to the success of experience transformation by providing:

- **Complete understanding of experience:** DXA generates insights on user interactions and behaviors across a multitude of digital touchpoints and for a variety of product, marketing, and operational use cases.
- **Engagement empathy:** By delving into the nuances of user engagement, DXA provides detailed insights into user intentions and experiences, as well as the underlying elements that impact them.
- **Insights-driven decisions and actions:** DXA empowers businesses to make informed decisions that optimize the user's digital experience at every touchpoint.

Modern DXA technology platforms now include, but are not limited to, the following capabilities:

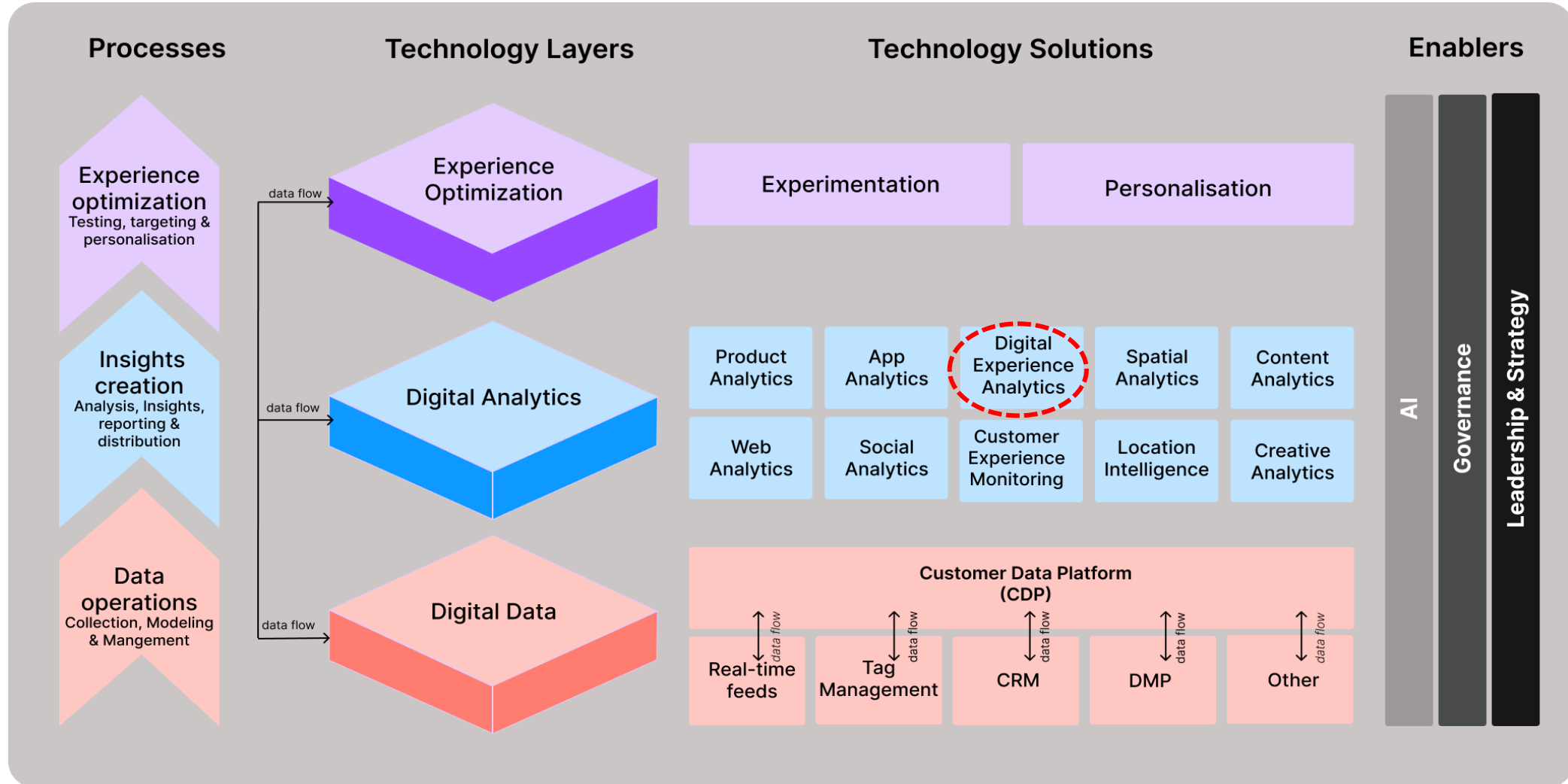
- **Multi-channel insights:** Enterprise DXA platforms provide digital engagement insights into customer experiences and intentions within and across web, app, and other types of digital pages.
- **Specialist experience analytics:** A comprehensive DXA platform includes capabilities such as tracking detailed page behaviors, session replay, heat and zone mapping, and predictive scoring of user intentions and experiences.





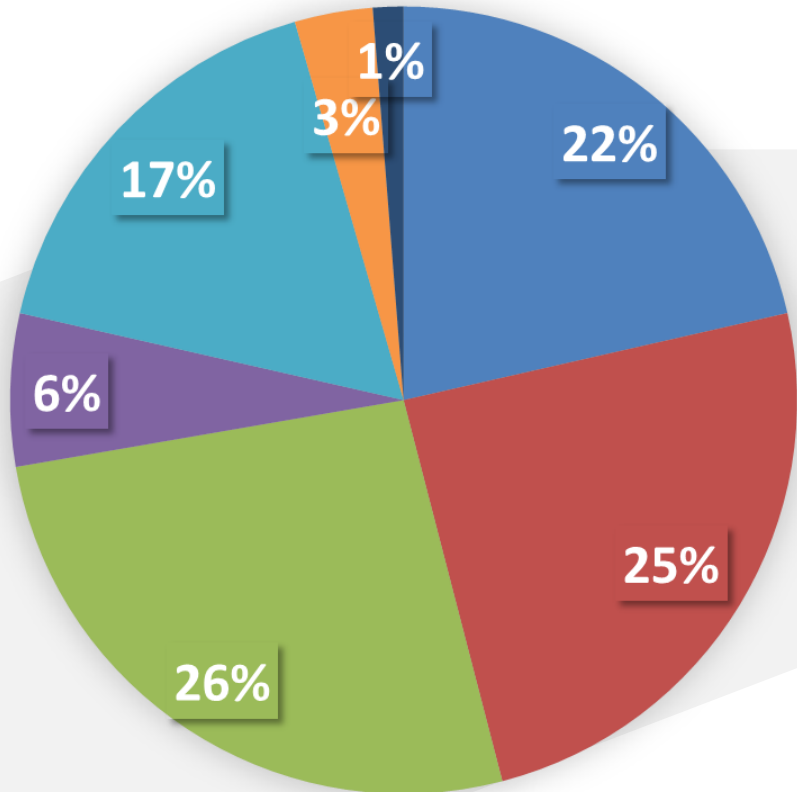
# DIGITAL INTELLIGENCE PRACTICE COMPONENTS

DXA sits at the heart of the Digital Intelligence stack.



# THE 2024 STATE OF DXA PRACTICE

**MOST ORGANISATIONS HAVE INVESTED IN DXA, WITH AROUND 20% OF THE MARKET HAVING MATURE PRACTICES**



- **Optimized and Integrated:** Our DXA practice is fully integrated into our business operations, continuously optimized, and contributes significantly to strategic decision-making
- **Managed and Measurable:** We systematically manage our DXA practice with clear metrics and KPIs, and we regularly review and refine our processes
- **Defined:** Our DXA practice is formally defined with standardized processes and tools, and is consistently applied in some areas
- **Developing:** We have some established DXA processes and tools, but they are not yet consistently applied across the organization

N = 718 Enterprise IT and Business Managers with budget responsibilities.

Question:

At what stage is your team or organization with the implementation of a Digital Experience Analytics (DXA) solution today?

**99% of global organizations have already invested in Digital Experience Analytics.**

**22% of the DXA practices of global organizations are fully mature and integrated into business operations.**

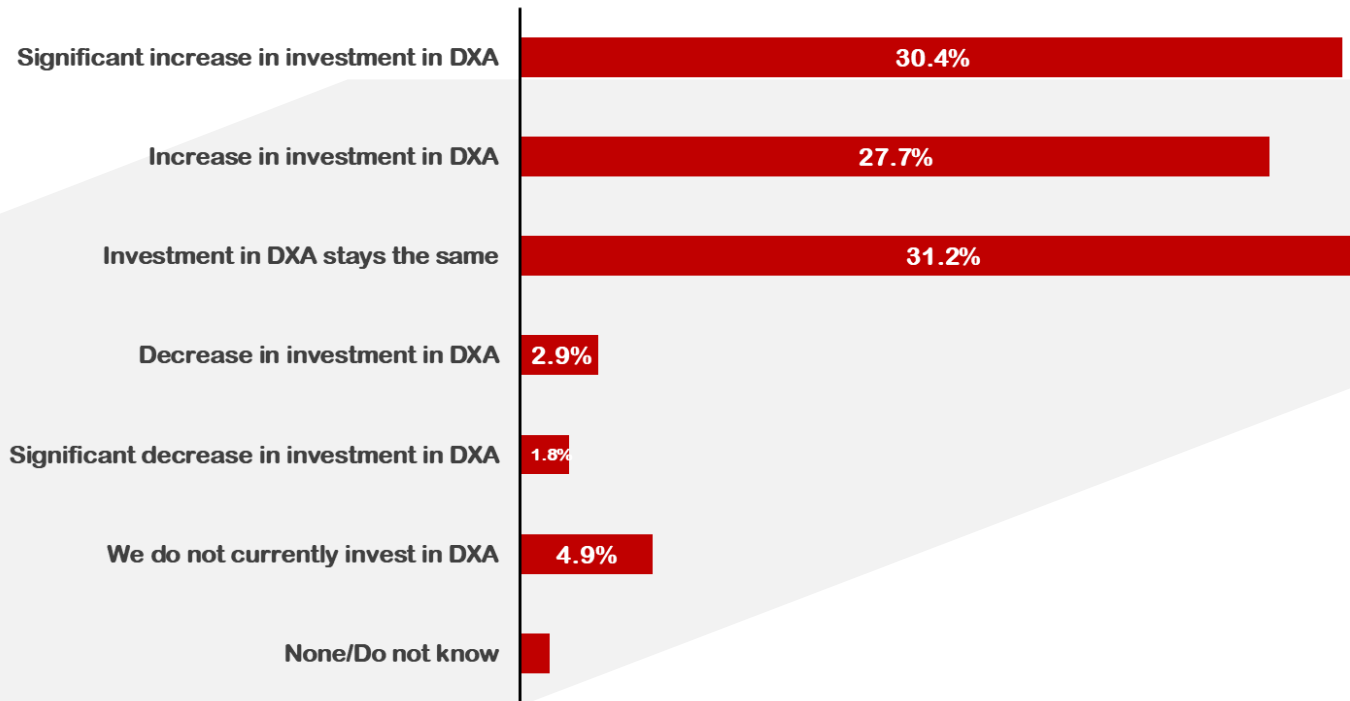
**73% of global organizations are implementing DXA technology across multiple teams in their business.**





# 2024 DXA GLOBAL INVESTMENT PRIORITIES

In the year ahead most organizations will continue to grow their already sizable investments in DXA



58% of global organizations will continue to grow their investment in DXA in the year ahead.

31% of organizations will maintain their current levels of investment in DXA.

N = 1,000 Enterprise IT and Business Managers with budget responsibilities.

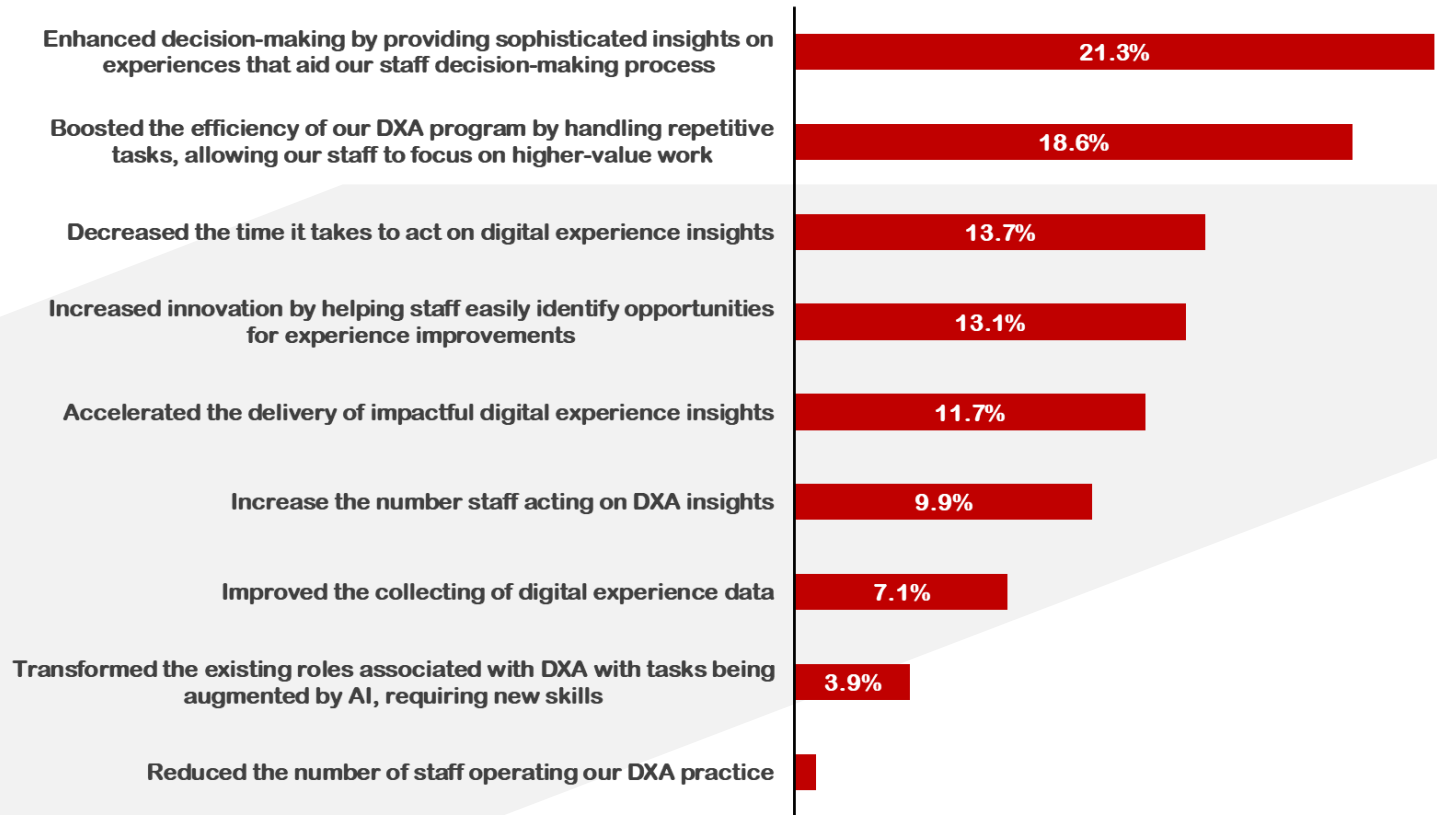
Question:  
What is your organisation's intention to invest in Digital Experience Analytics (DXA) technology in the next 12 months?





# THE IMPACT OF AI ON DXA

AI increases DXA practice efficiency while boosting its positive effect on business



## AI impacts DXA practice efficiency by:

- Handling repetitive tasks – 18.6%
- Decreasing time to act on insights – 13.7%
- Accelerating delivery of impactful insights – 11.7%

## AI impacts DXA practice effectiveness by:

- Enhancing decision making – 21.3%
- Increasing innovation -13.1%
- Increase the staff able to act on insights – 9.9%

N = 957 Enterprise IT and Business Managers with budget responsibilities.

Question:  
How has AI most impacted your organization's approach to Digital Experience Analytics (DXA)?



# WHAT THE DATA MEANS: DXA adoption is already pervasive but AI, the economic outlook, and the maturation of practice will drive continued investment growth.



**The DXA market is starting to mature, with half having the business case to grow investment.**

**The DXA market is starting to mature:** A significant portion (22%) of organizations have fully optimized and integrated their DXA practices into business operations. This demonstrates a wide-spread appreciation of the strategic value of DXA, a prerequisite for the rapid maturation of the rest of the market.

**Half have a business case for DXA growth.** One in four (25%) of organizations are systematically managing and measuring their DXA practice, and a further 26% have clearly defined DXA processes and tools. Combined this means 51% of organizations have a business case that will justify increased investment in their DXA practice.



**Over half will grow DXA investment in the year ahead, with the rest mostly maintaining investment levels.**

**Over half intend to increase DXA:** Given the widely accepted DXA business case, 30% of organizations intend to significantly grow their investment; while a further 28% will grow their investment at a more moderate rate. Expect the DXA market to reach peak maturity within the next two to three years.

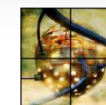
**Almost a third will maintain their investment:** Recent high inflation and, heighten economic uncertainty has pressured technology buyers to cut costs. This is why a minority of organizations are either maintaining (31%) or even cutting (10%) their investment in DXA. Expect this to change as the outlook improves.



**Leaders will prioritise the use of AI to boost DXA efficiency and effectiveness in multiple ways.**

**Almost half see AI increasing DXA efficiency:** Leaders expect AI to contribute to DXA practice efficiency by: executing repetitive tasks (19%); decreasing time to act on insights (14%); or accelerating impactful insights (12%). Very few expect AI to transform roles (four percent) or reduce staff numbers (one percent).

**Over half see AI boosting DXA effectiveness:** Leaders expect AI to contribute to DXA practice effectiveness by: enhancing decision making (21%); boosting innovation (13%); increasing the numbers of staff acting on insights (10%); and improving data collection (seven percent).



# INSIGHTS: TOP MARKET TRENDS 2024



## DXA technology solutions support a range of organizational initiatives.

Multiple sub-categories of DXA offerings have emerged supporting various organizational initiatives. Enterprise DXA platforms support all teams including sales, marketing, operation and engineering. Vertically focused solutions support one or more teams by embedding DXA capabilities within specific marketing, product, ecommerce or operational offerings.

**What this means:** When selecting a DXA technology partner you should not only consider the DXA priorities within teams, but also the needs of cross-team processes supporting transformational experience-optimization initiatives.



## Embedded AI will democratize DXA and make it more powerful.

Artificial intelligence (AI) is being built into DXA platforms at an accelerated rate. It is initially being used to democratise sophisticated DXA capabilities to a broader user base, and quickly provide powerful insight.

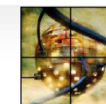
**What this means:** Product, marketing and operational leaders must embrace embedded AI capabilities. These capabilities will: spread the use of DXA allowing none specialist users access to contextual insights; speed up the data-insights-action value chain, and; decrease ROI times. Ultimately AI will enable DXA practice to transform experiences at scale, and make a significant positive impact on business.



## DXA is becoming a multi-team sport.

Accelerated investment from product, operational and technical leaders means they are overtaking their marketing and ecommerce colleagues with regards to DXA. The practice now extends beyond campaign optimization and supports product enhancement; issue resolution; and customer support use cases.

**What this means:** Product, marketing and operational leaders must synchronize on a single DXA strategy to deliver organization wide experience transformation. The strategy should not only seek to bolsters individual team outcomes, but those of cross-team experience initiatives.





# VENDOR SELECTION MATRIX™

## DXA PLATFORM PROVIDERS TOP VENDORS 2024



These are the Top vendors as selected by 1,000 users from buyer companies based upon product, company and service quality.

VENDOR NAME	SOLUTION
ACOUSTIC	Acoustic, Tealeaf module
AMPLITUDE	Amplitude Platform, Session Replay module
CISCO	Cisco Observability Platform, Digital Experience Analytics module
CONTENTSQUARE	Contentsquare Platform
CRAZY EGG	Crazy Egg Platform
DYNATRACE	Dynatrace Platform, Digital Experience
FULLSTORY	Fullstory Platform
GLASSBOX	Glassbox Platform
*HEAP	Heap Platform
*HOTJAR	HotJar Observe
LOGROCKET	LogRocket Platform
LUCKY ORANGE	Lucky Orange Platform
MEDALLIA	Medallia Platform
MICROSOFT	Microsoft Clarity
MOUSEFLOW	Mouseflow Platform
PENDO	Pendo One Product Experience Platform
QUALTRICS	Qualtrics XM for Customer Experience
QUANTUM METRIC	Quantum Metric Platform
VWO	VWO Experience Optimization Platform
WALKME	Walkme Digital Adoption Platform

**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 full vendor scorecard will not be written.  
 \* Recently acquired by Contentsquare, however evaluated separately.

This list is alphabetical and includes all relevant DXA Platform vendors named by the survey respondents.

For this report we interviewed 1,000 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.

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


- SENTRY
- USER FLOW
- USER PILOT
- USERREPLAY
- UXCAM









# VENDOR SELECTION MATRIX™

## EVALUATION CRITERIA

STRATEGY		
 <b>Vision And Go-To-Market</b>	<b>30%</b>	<ul style="list-style-type: none"> <li>› Does the company have a coherent vision in line with the most probable future market scenarios?</li> <li>› Does the go-to-market and sales strategy fit the target market and customers?</li> </ul>
 <b>Innovation And Differentiation</b>	<b>30%</b>	<ul style="list-style-type: none"> <li>› How innovative is the company in this market?</li> <li>› Does the solution have a unique selling proposition and clear market differentiators?</li> </ul>
 <b>Viability And Execution Capabilities</b>	<b>15%</b>	<ul style="list-style-type: none"> <li>› How likely is the long-term survival of the company in this market?</li> <li>› Does the company have the necessary resources to execute the strategy?</li> </ul>
 <b>Recommendation Index</b>	<b>25%</b>	<ul style="list-style-type: none"> <li>› Would customers recommend this vendor in this market to their peers?</li> </ul>

EXECUTION		
 <b>Breadth And Depth Of Solution Offering</b>	<b>30%</b>	<ul style="list-style-type: none"> <li>› Does the solution cover all necessary capabilities expected by customers?</li> </ul>
 <b>Market Share And Growth</b>	<b>15%</b>	<ul style="list-style-type: none"> <li>› How big is the company's market share and is it growing above the market rate?</li> </ul>
 <b>Customer Satisfaction</b>	<b>25%</b>	<ul style="list-style-type: none"> <li>› How satisfied are customers with the solution and the vendor today?</li> </ul>
 <b>Price Versus Value Ratio</b>	<b>30%</b>	<ul style="list-style-type: none"> <li>› How do customers rate the relationship between the price and perceived value of the solution?</li> </ul>

### NOTES:

- 63% of the evaluation is based on the survey results, 37% 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: "Would you recommend this vendor in this market to your peers - Yes or No?".





# VENDOR SELECTION MATRIX™

## DIGITAL EXPERIENCE ANALYTICS PLATFORMS - THE TOP VENDORS 2024



### THE MARKET LEADERS

CONTENTSQUARE  
GLASSBOX  
LOGROCKET  
QUANTUM METRIC  
VWO

### THE STRATEGY LEADERS

DYNATRACE  
PENDO

### THE OTHERS

ACOUSTIC  
AMPLITUDE  
CISCO  
CRAZY EGG  
FULLSTORY  
HEAP  
HOTJAR  
LUCKY ORANGE  
MEDALLIA  
MICROSOFT  
MOUSEFLOW  
QUALTRICS  
WALKME

### Notes:

- Scale Explanation: 1 (Low) To 5 (High).
- Potential numerical deviations due to rounding.



RESEARCH IN ACTION  
vendor selection matrix®

# THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

## 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 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: IT AUTOMATION MARKET TEXTURE DEFINITIONS

- **Application Discovery and Dependency Mapping (ADDM)** solutions automatically discover various applications running on server and network devices within the business hybrid infrastructure and maps the dependencies between them providing a holistic view of all the resources running and the relationships between them.
- **Application Performance Management (APM)** solutions manage the performance and health of applications within a IT enterprise.
- **Artificial Intelligence and Machine Learning (AI/ML)** are both technologies and are leveraged in automation solutions. Artificial intelligence (AI) is the ability of a computer program or machine to think and learn (AI can mimic human cognition). Within IT Automation AI is used to correctly interpret a variety of data, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation. Machine learning enables computers with the ability to learn without being programmed (explicit algorithms). It explores the study and construction of algorithms which can learn and make predictions on data. The algorithms follow programmed instructions or can make predictions or decisions based on the data. Machine learning is used when explicit algorithms cannot be done (e.g., computer vision, search engines, optical character recognition).
- **Artificial Intelligence for Operations (AIOps)** solutions equip IT enterprise teams with analysis of volumes and categories of data to improve key processes, tasks and decision making. The adoption of these tools automates the ingestion of fast volumes of data; leverage machine learning to analyze the data, present findings to either predict or alert on issues, and leverage the knowledge for automation or decision making.
- **Application Release Orchestration (ARO)** solutions equip IT enterprise organizations and their teams with the automation of the software deployment cycle across hybrid technology environments.
- **Configuration Management Database (CMDB)** is a database which captures IT components referred to as configuration items (CIs), which can be software, hardware, a document, article, or any such item that is part of the information system of the organization.
- **Continuous Management (CM)** platforms or solutions that empower, automate and continuously manage the ongoing demands of all digital functions within an enterprise no matter if they are within IT or business teams.
- **Connected Service Management (CSM)** platforms or solutions are part of the management domain which manage the entire spectrum of customer, employee and digital experiences.
- **Digital Employee Experience (DEX)** solutions that manage the employees digital experience across digital touchpoints, technologies and tools within the workplace.
- **Digital Experience Analytics (DXA)** solutions provide session replay, heat and/or zone mapping, predictive scoring and other capabilities that provided detailed digital insights on customer experiences and intentions within and across web, app, and other types of digital pages.
- **DevOps** platforms are solutions that enables to development, security, and operations professional with a single application to work together to release software faster.
- **Enterprise Service Management (ESM)** is a category of business management software - typically a suite of integrated applications that a service organization uses to capture, manage, save and analyze data critical to their service business performance. It automates service offerings across internal functional areas such as (1) Human resources, (2) Vendor management, (3) Technical services, (4) Field services, (5) Financial management and (6) Shared services organizations.
- **Hybrid Cloud Management (HCM)** solutions manage the Cloud infrastructures and applications from an end-to-end perspective.





# APPENDIX: IT AUTOMATION MARKETEXTURE DEFINITIONS

- **IT Asset Management (ITAM)** software manages the full lifecycle of IT assets which typically includes all software, hardware, networking, Cloud services, and client devices. In some cases, it may also include non-IT assets such as buildings or information where these have a financial value and are required to deliver an IT service. IT asset management can include operational technology (OT), including devices that are part of the Internet of Things. These are typically devices that were not traditionally thought of as IT assets, but that now include embedded computing capability and network connectivity.
- **IT Financial Management (ITFM)** software enables the accurate and cost-effective management of IT assets and resources with the aim to plan, control, recover (or overall manage) costs which are occurring while providing IT and Enterprise Services to the organization.
- **The IT Infrastructure Library (ITIL)** is the de facto standard for IT Service Management process definitions today.
- **IT Operations Management (ITOM)** solutions monitor and control IT Services and infrastructure and enable IT to execute routine tasks necessary to support the operation of applications, services and hardware components within an organization; typically included are the provisioning of IT infrastructure, capacity management, cost-control activities, performance and security management and availability management for all IT infrastructure and assets.
- **IT Service Management (ITSM)** refers to the entirety of activities – directed by policies, organized and structured in processes and supporting procedures – that are performed by an organization to plan, design, deliver, operate and control Information Technology (IT) services offered to internal customers. It is thus concerned with the implementation of IT Services that meet customers' needs, and it is performed by the IT service provider through an appropriate mix of people, process and information technology.
- **Observability** solutions enable the aggregating, correlating and analyzing of steady streams of performance data from distributed applications and the hybrid infrastructure which support the applications.
- **Robotic Process Automation (RPA)** solutions enable the automation of tasks, processes and procedures which are normally conducted by a human. RPA solutions create software robots that mimic human actions. Typically, these are tasks that a human would do. (Ro)Bots and Virtual Agents are part of RPA solutions.
- **Secure Unified Endpoint Management (SUEM)** software enables the management and securing of mobile applications, content, collaboration and provides for the management of all endpoints like smartphones, tablets, laptops, printers, ruggedized devices, Internet of Things (IoT) and wearables.
- **Value Stream Management Platform (VSMP)** software solutions capture, visualize, and analyze the flow of work across the entire Agile software delivery project. The capabilities include end-to-end visibility, traceability and governance over the entire process and help to plan, track, and steer work at the team, program, portfolio, and enterprise levels. It includes the people working on a project, the systems which are operated and leveraged, and the flow of information and materials between teams. It enables the measurement of speed and quality for digital transformations.



# 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.
- **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 Experience 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.
- **DXA (Digital Experience Analytics)** solutions provide session replay, heat and/or zone mapping, predictive scoring and other capabilities that provided detailed digital insights on customer experiences and intentions within and across web, app, and other types of digital pages.
- **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.
- **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.
- **MAP (Marketing Automation Platform).** 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.



# APPENDIX: MARKETING PROCESS DEFINITIONS

- **MRM (Marketing Resource Management).** The budgeting and reporting processes consolidating 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.
- **Personalized Marketing.** Digital marketing programs that provide responsiveness and deep personalization.
- **PIM (Product Information Management).** Maintaining all product data on one system to optimize product presentation.
- **PRM (Partner Relational Management).** Processes around the channel partner (reseller, distributor, etc) relationship : recruitment, registration and classification, contractual details, information exchange, and more.
- **PMA (Partner Management Automation).** In an “as-a-service” business model based upon digital interactions channel partners are even more influential and advocational. As well as resellers/distributors, we have partners called affiliates, referrers, associations, commerce content providers, communities, groups, ambassadors, and more. PMA is the aggregation of PRM and TCMA.
- **RMA (Revenue Marketing Automation).** The full orchestration process of providing and supporting an ongoing digital relationship with individual customers, and/or customer accounts, across the full customer lifecycle and organization.
- **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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