



New Research In Action Vendor Selection Matrix™ Report – Marketing Automation Platforms: The Top Global Vendors 2022.

Germany – March 24thth 2022: Marketing Automation Platforms – Time to re-assess suitability.

More and more companies now focus on digital marketing programs as society and business reacts to the COVID-19 crisis, using digital channels to find and communicate with prospects and customers, or to be found by them when they do their research online instead of asking sales staff. This has increased the criticality of the Marketing Automation Platform (MAP) that companies use. Nearly three quarters of companies are using their MAP more than previously, leveraging it for more products and services than before and for greater market coverage. But the crisis has also exposed weaknesses in many MAP installations and 83% of the companies who have a MAP are now actively reassessing the suitability of their current installation.

A new Research In Action GmbH global survey of 1,500 business decision-makers examined their MAP experiences and plans for 2022, as well as asking about which software vendors are the most known and what do the businesspeople think about those vendor’s products and services. 11% are already replacing their MAP. Another 24% of the respondents know they must migrate to something new and 50% know this will be the case for them soon.

OUR MARKET IMPACT OVER 12 MONTHS



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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 who achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

Report details can be [viewed here](#):

OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION



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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.



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

- **COVID accelerated the already-inevitable move to digital and puts new demands on a MAP.** Marketers are now fully aware of the potential of chat systems, chatbots and artificial intelligence. They expect conversational artificial intelligence to automate more of the lead-nurturing process itself; reducing cost of sale, allowing companies to create a greater reach, and sellers to focus on the most qualified leads. Technology adoption is underway, but marketers prefer solutions that enable them to communicate with prospects and customers without appearing “creepy” or robotic.
- **MAPs will become a platform across all touchpoints of customer experience.** The functions provided by MAPs are also of increasing importance to other departments and programs in a business: internal communications, customer satisfaction initiatives, customer service or support, and channel management. This will increase the installed footprint for MAP providers but also expand the user profiles that they are selling and working with.
- **The MAP vendor landscape is in a state of dramatic change.** The survey results make it clear that expectations from marketing executives of MAP vendors have now changed dramatically. 63%



claim that they are not getting the promised return from their MAP (46% even citing that as their BIG problem).

- **A new Engagement Management Landscape is emerging.** The naming of Demandbase as a (highly) suitable MAP by many respondents is an example of the merging of MAP for demand generation and account-based marketing. Right On Interactive's concept of "Customer Lifecycle Marketing" was less understood a few years ago but is now being found by marketing professional researching on their own terms. Marketo's solution is now called Engage and continues to be marketed separately from Adobe's other solutions while still enjoying the advantages of being part of a large software corporation (an interesting contrast to Eloqua within Oracle).
- **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™ – Marketing Automation Platforms 2022 as scored by the survey and myself (listed alphabetically):
 - ACT-ON SOFTWARE, ADOBE, CREATIO, DEMANDBASE, EMARSYS (SAP), HUBSPOT, ORACLE, PEGASYSTEMS, RIGHT ON INTERACTIVE, SELLIGENT and SUGAR CRM

The full list of vendors in the Top 14 vendors scored in the survey is completed by:

- INFOR, SALESFORCE and SAS INSTITUTE

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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independent research and consulting

Press Contact:

Research In Action GmbH

Peter O'Neill

Research Director

Alte Schule

56244 Hartenfels

Germany

Telephone: +49 174 3210020

E-Mail: poneill@researchinaction.eu

Internet: www.researchinaction.eu