

VENDOR SELECTION MATRIX™ MARKETING EVENT MANAGEMENT

ABRIDGED VERSION
WITHOUT VENDOR SCORES
AND FULL SCORECARDS

BUY THE FULL
REPORT NOW

THE TOP GLOBAL VENDORS 2021

Research In Action

December 2021

© 2021, Research In Action GmbH Reproduction Prohibited



RESEARCH IN ACTION
independent research & consulting

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 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 1,500 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.

Selecting a Marketing Event Management (MEM) platform will probably be one of the more strategic decisions for CMOs over the next months. When many companies ran virtual events during the COVID-19 crisis, their immediate goal was to cover an already-planned live event with an online alternative as a work-around. Many executives made short-term decisions about the platform -- optimization wasn't yet part of their strategy, just getting it done. And event participants, and speakers, were so-easily pleased to be able to log in to any platform and be able to discuss business topics again.

Whether organizing an event or presenting at one, our general experience was that most of event platforms deployed were not purpose-built for virtual events; they were originally designed to provide other services—such as webinars, e-learning course management, or just event registration. However, through 2021 many MEM platform providers have been releasing new, dedicated software, to better support virtual events of all sizes; fueled, of course, by massive injections of venture capital into several of these vendors.

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 other potential buyers. This report provides you with a useful guide to important MEM market trends, names the top 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 study can be used as a starting point before a more detailed evaluation of vendors which fits your requirements and market evolution.

Always keeping you informed! Peter O'Neill

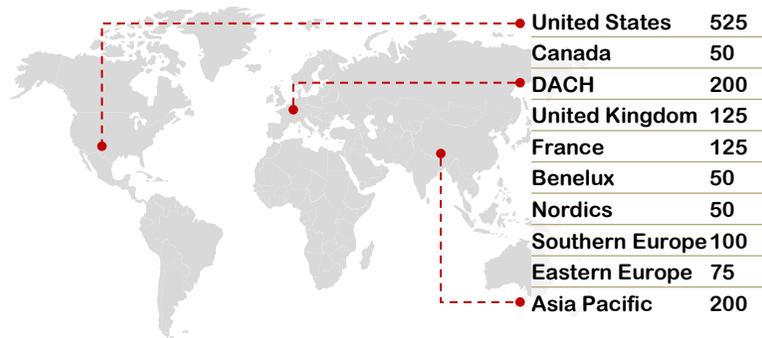
Research In Action GmbH
Alte Schule
56244 Hartenfels
Germany

Peter O'Neill
Research Director
+49 174 3210020
poneill@researchinaction.eu

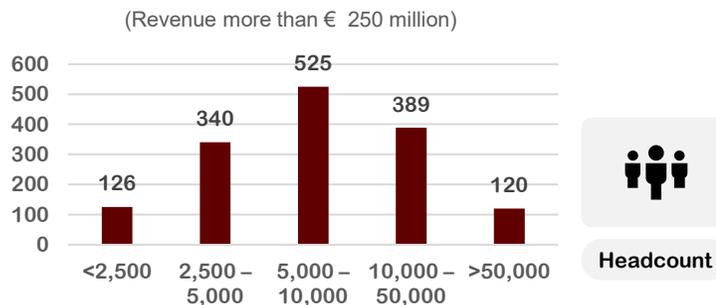


OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION

Country Breakdown



Company Size Breakdown



Industry Breakdown

Energy	97
Financial Services	256
Government & Non-Profit	92
Life Sciences	200
Manufacturing	350
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	105
Professional Services	100
Travel & Transportation	100
Total	1,500

Job Title Breakdown

Business Unit Marketing Executive	179	Chief Digital Office	62
Corporate Marketing Executive	167	Sourcing/Vendor Management	87
VP /Director Marketing Operations	146	COO	52
VP/Director Demand Generation	135	VP IT	39
Business Executive	129	Chief Sales Officer	31
VP/Director Sales	121	CFO	25
VP/Director Marketing Analytics	112	Chief Sales Officer	15
CIO	85	Total	1,500
VP/Director Marketing Technology	66		
CTO	64		

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



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.



OUR MARKET IMPACT OVER 12 MONTHS



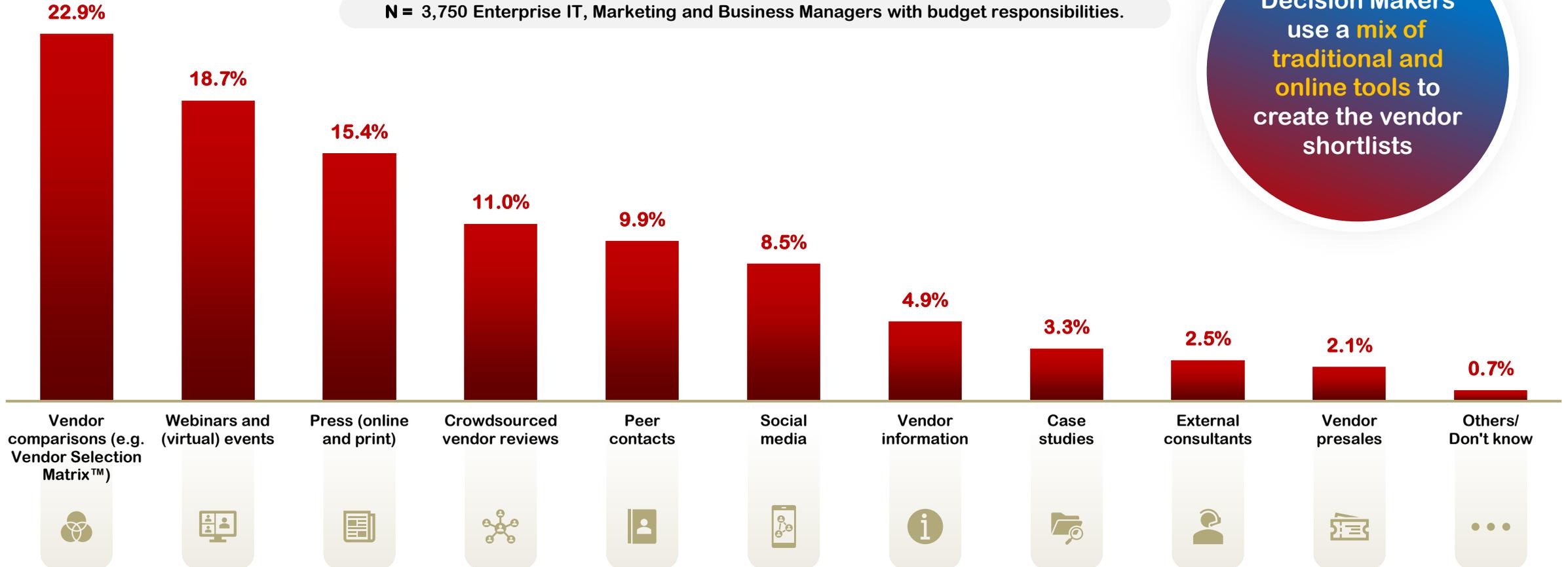
Vendor Selection Matrix™: The right mix makes all the difference
63% customer evaluations + 37% analyst's judgement = 100% success



WHAT TOOLS DO YOU USE TO CREATE THE VENDOR SHORTLIST?

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

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



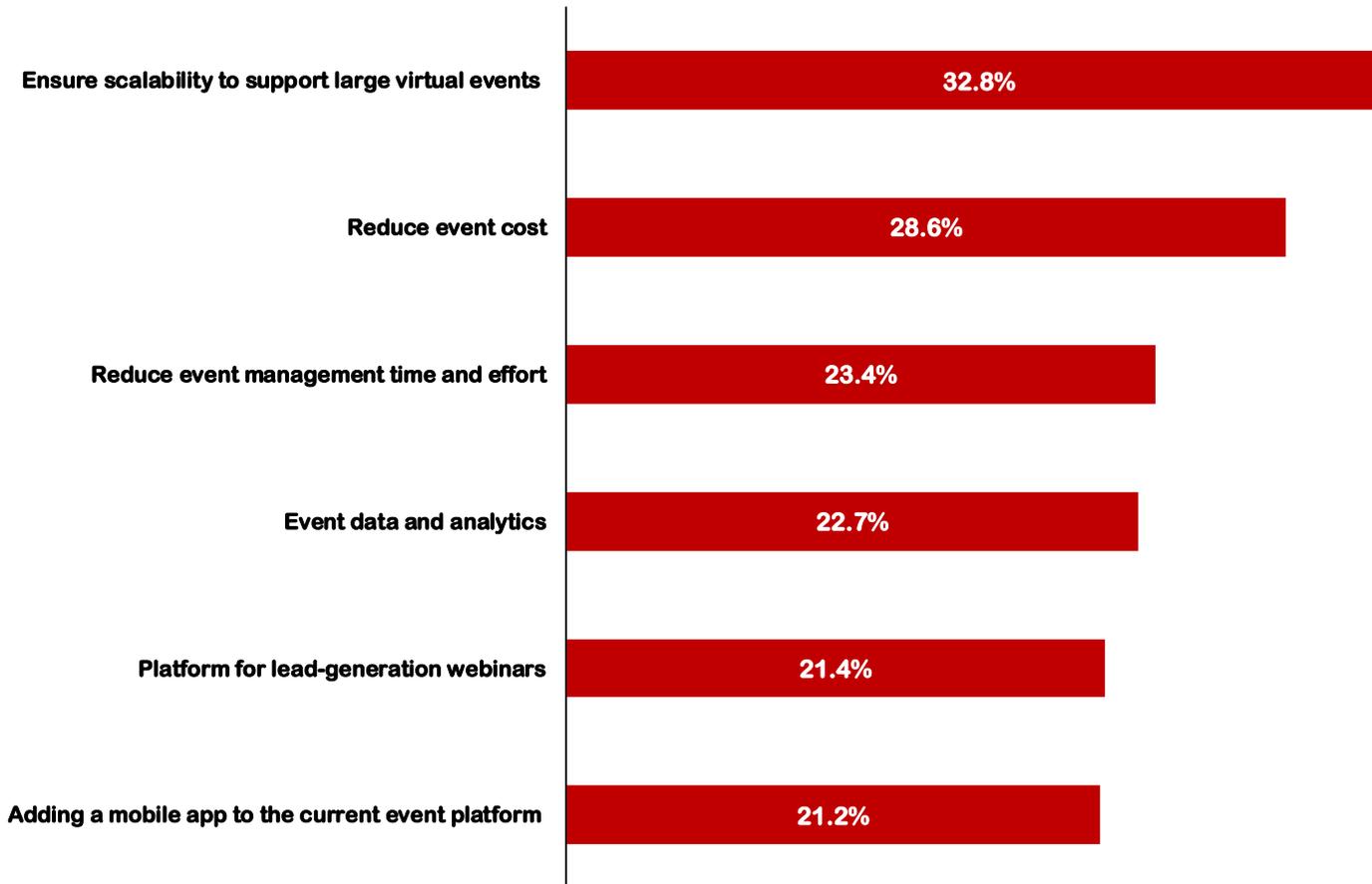
WHAT IS MARKETING EVENT MANAGEMENT?

- **The shutdown of offices and physical retail stores in the last year has massively disrupted business operations and increased the demand for digital tools and services for virtual customer meetings of all types: one-on-ones, team meetings, sales meetings, as well as larger marketing events.**
- **Virtual marketing events have, at least temporarily, now replaced presence-based business conferences and trade shows. And customer meetings are now increasingly being facilitated on digital meeting platforms which are also likely to be used frequently even when business travel is opened up again.**
- **Marketing Event Management (MEM) refers to a wide range of processes involved in the management of all customer events such as lead generation events, trade shows and conferences. MEM software solutions help enhance the quality of virtual and physical events and meetings, as well as providing enhanced management visibility for the event organizers. The applications can streamline the planning, scheduling, and overall event organization, including:**
 - **Event registration and ticketing**
 - **Event planning and logistics**
 - **Event marketing**
 - **Speaker management**
 - **Support for Presentations, Chats, Demos, Exhibitions**
 - **Analytics and reporting**
 - **Event content management**
 - **Meeting management**
 - **Meeting recording**



RESEARCH:

DRIVERS FOR INVESTING IN NEW OR IMPROVED MARKETING EVENT MANAGEMENT SOFTWARE



N = 1,500 Marketing and Business Managers with budget responsibilities.
(Respondents could select two drivers)

The crisis has accelerated the inevitable. Now there is high interest in holding Large Virtual Events and many businesses will plan these as routine in their marketing calendars. Webinars are now also an accepted marketing tool across most sectors and geographies.

But nearly **one third** of companies worry about scalability. This is followed by cost and resource management.

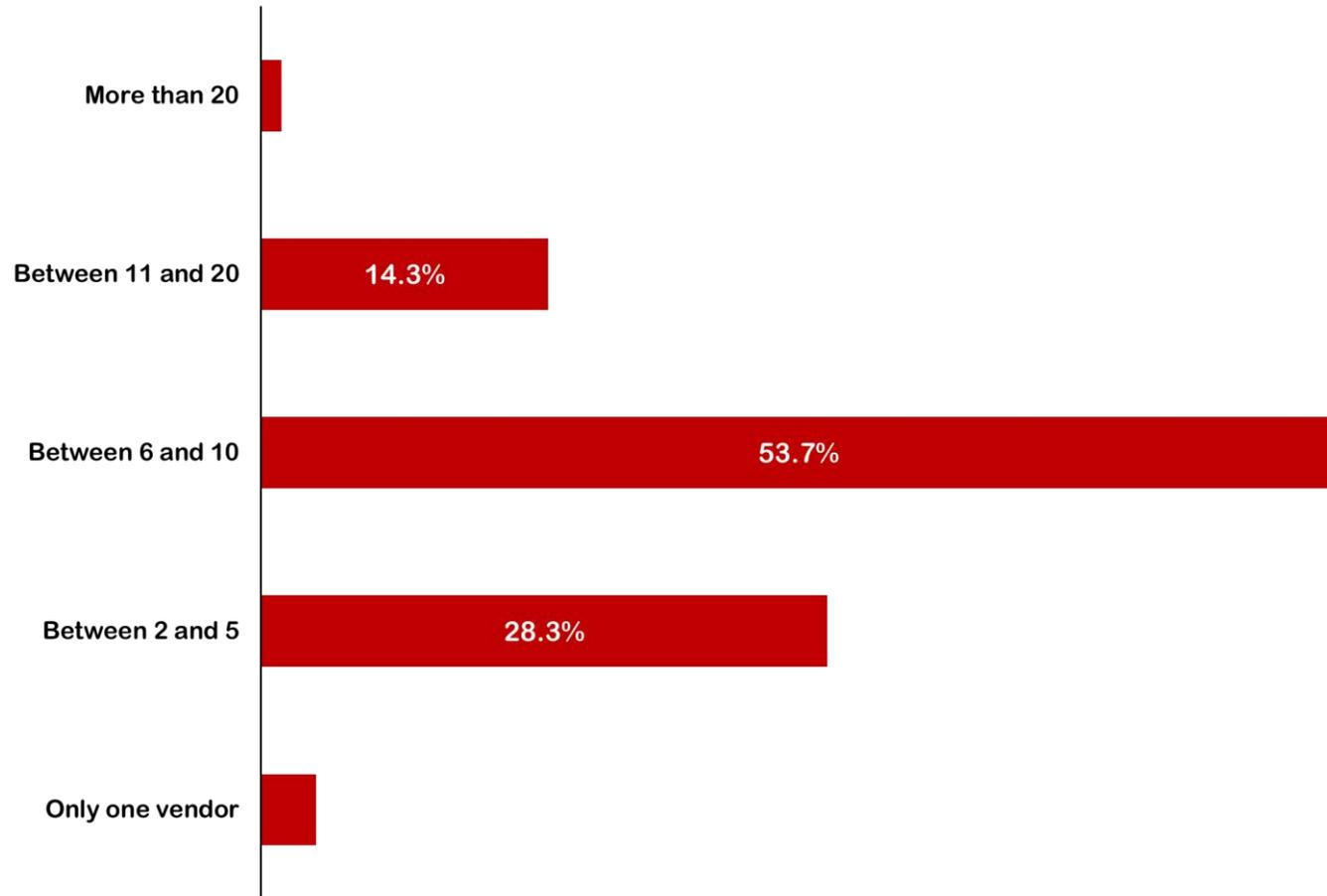
The drivers vary across geographies. For North America companies, scalability was at 39%, in APAC just 19%. Event cost reduction was a driver for 32% of European firms. The Mobile App addition driver was named by 53% of APAC companies.

Vendors should reflect these priorities in their marketing messaging and tune their stories for local buyers.



RESEARCH:

THE NUMBER OF MEM VENDORS ENGAGED WITHIN THE COMPANY



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

We asked, “How many different software vendors does your company work with in your current Marketing Event Management stack, counting all tools supporting virtual meetings, video conferencing, conferences and events, and trade shows.”

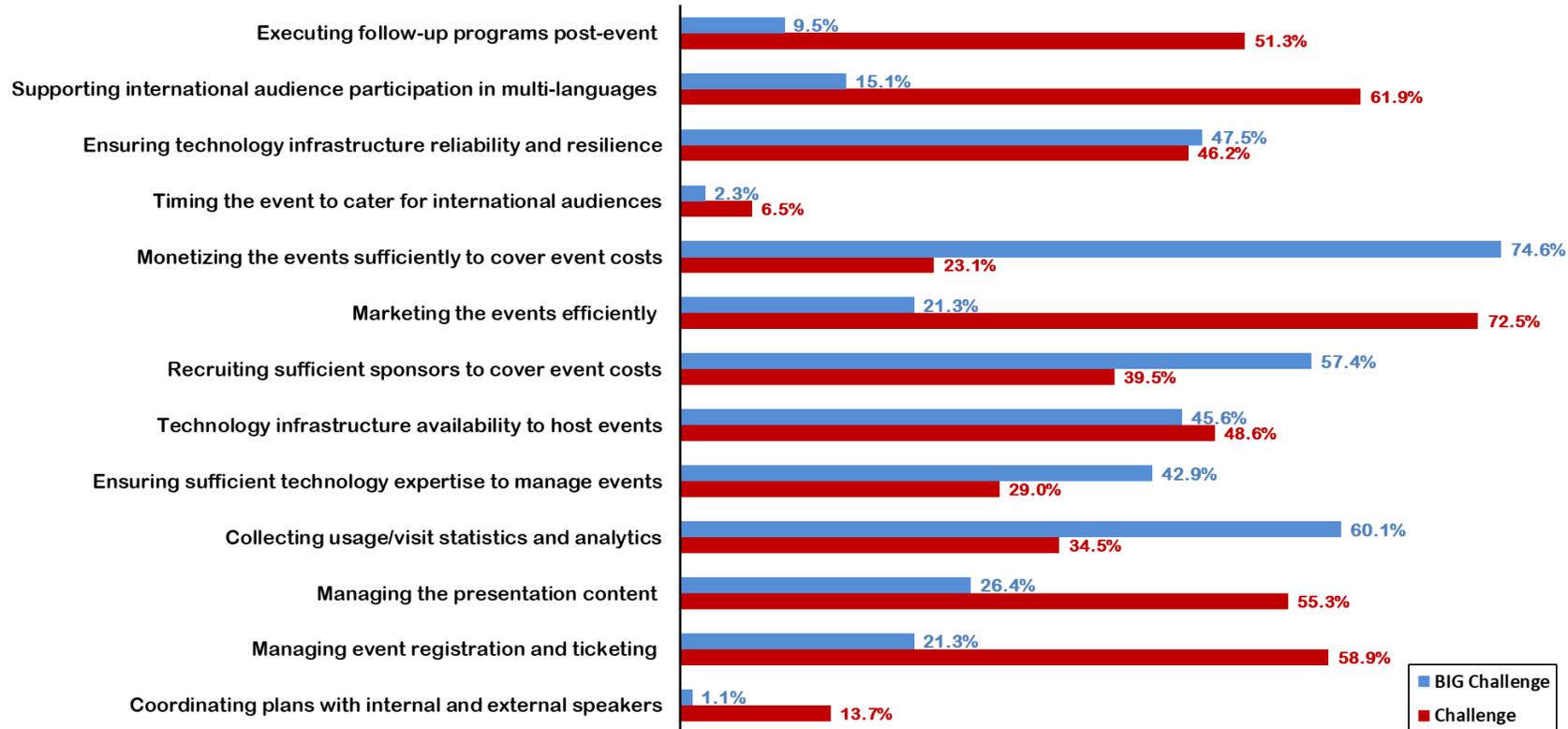
Over **one half** of companies have between six and ten vendors to manage. Companies have been working with multiple MEM solutions this year as most did not have a centralized procurement strategy for this topic .

We expect this to change in 2022. While many will still engage with more than one vendor, for various reasons, all vendors should anticipate a difficult renewal negotiation phase.



RESEARCH:

CHALLENGE SIGNIFICANCE WHEN PLANNING AND EXECUTING VIRTUAL MARKETING EVENTS



N = 1,500 Marketing and Business Managers with budget responsibilities.
(Respondents could select “not a challenge”, “one of our challenges” or “a BIG challenge”)

We listed many known challenges and asked, “How significant are these challenges?”. While 51.3% said that post-event programs were a challenge, another 9.5% called it a BIG challenge. (and 39.1% replied not a challenge).

Nearly **three quarters** of companies have serious difficulties **monetizing their events** efficiently. Over half have issues with supporting international audiences, managing presentation content, event registration and ticketing.

Marketing the events efficiently is a challenge for a total for 97.7% of companies and infrastructure reliability/resilience is cited as such by 93.7%.

Vendors should reflect these pain points in their marketing messaging – if they have solution for it.



INSIGHTS: TOP MARKET TRENDS 2021

- **COVID accelerated the already-inevitable move to virtual.** Virtual is part of a new marketing paradigm where events will be more numerous, impactful, and measurable than before. Digital marketing plans will include events as standard in customer engagement programs; to collect market/customer insights at scale and to maintain a buyer/customer relationship over a longer period than just a buying cycle.
- **Hybrid event strategies will prevail, but the definition changes.** Marketers think “hybrid” is more than just mobile apps for on-site attendees. They mean: a mix of on-site with virtual attendance, with attendees treated equally; a calendar with on-site and virtual events coordinated in a hub and spoke engagement strategy; plus, the ability to switch to virtual at short notice if pandemic circumstances change.
- **Events elevate to integral component of engagement strategy.** Marketers used to see events as nice-to-have vanity-driven exercises of corporate PR. In future, it is part of an overall customer engagement strategy, so they will want metrics of personal and account engagement over a series of events. New KPIs will need to be created for event engagement, value capture and customer insights.
- **To immerse or not to immerse, that is the question.** Many virtual event vendors like to demo and create 3D, CGI-like, avatar-driven, conference environments. A debate will prevail through 2002 among marketers and attendees/speakers/exhibitors whether this is necessary. Already, a good proportion of marketers will opt for a more pragmatic experience – something like a Netflix. They want to create a content hub or corporate streaming platform over time where recordings can be leveraged in campaigns or even just be discovered.
- **Virtual events encourage further globalization.** Most virtual events attract and discover new attendance from international audiences. This raises new challenges for event organizers (and the platform they select) around localization, supporting synchronous and asynchronous presentations and meetings, as well as compliance issues such as using attendee and engagement data.



INSIGHTS: TOP VENDOR CHALLENGES 2021

- **The MEM vendor landscape bewilders, vendors must tell better stories.** The over-100 MEM vendors have a variety of roots. Some have just repackaged traditional offerings through new product positioning. Others are meeting platforms that are good for that but not necessarily larger events, or vice-versa. Most are challenged, however, to communicate the benefits of their technologies to business-oriented marketers.
- **Integration into marketing stacks will become paramount.** In most companies, MEM will become part of the Martech stack by 2023 and vendors will be required to connect with CRM and marketing automation systems. Marketing will also want to pull real-time event data into their customer data platforms (CDP) and will want reports/analytics on event impact, right up to consolidating the overall impact of event programs.
- **MEM will move from a project business to an enterprise business model.** The events business was traditionally aligned to projects across an events calendar. When events become part of a holistic marketing strategy, CMOs and procurement executives will force more of a software/hosting licensing model based upon usage and impact. Then they will even want to negotiate towards a value-based pricing relationship. Savvy vendors should plan to collect engagement and attendee data for themselves to support this desire.
- **Vendors must manage growth expectations as the turbulence dies down.** In 2020/2021, MEM vendors enjoyed growth numbers of 100% -300% in customer numbers, revenues and headcount and many of them are now set up with venture capital to invest strongly in R&D, sales and services. Investors tend to drive towards their own exit strategies and may pressure their clients to continue their momentum, which can lead to overpromising, and/or buying market share through discounting.
- **Vendors must also manage growth pains.** Any company with that growth experience must usually deal with growth challenges like integrating new employees, standardizing their offerings and maintaining customer relationships.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT



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

VENDOR NAME	PRODUCT(S)
6CONNEX	6Connex VEP
ACCELEVENTS	Accelevents
AIRMEET	Airmeet Social Webinar, Airmeet Events
BIZZABO	Bizzabo Event Experience OS
CADMIUMCD	MyCadmium Event Software, EventScribe
CERTAIN	Certain Digital
CIRCA	Circa
CVENT	Cvent Event Marketing and Management Platform
HOPIN	Virtual Venue, Studio, Event Marketing, Onsite
KALTURA	Kaltura Events Platform
MEETYOO	MEETYOO Pro, MEETYOO Go, MEEYOO Show
MICROSOFT	Microsoft Teams
NOTIFIED	Notified Event Cloud
ON24	ON24 Platform
RAINFOCUS	RainFocus
SPLASH	Splash
SPOTME	SpotMe Anywhere, SpotMe Express
VFAIRS	vFairs Platform
ZOOM	Zoom, Zoom Events

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 Marketing Event Management vendors and solutions named by the survey respondents.

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

- CISCO
- EVENTCUBE
- GOOGLE
- HUAWEI
- LOGMEIN
- PEXIP
- VERIZON

In August, 2021, INTRADO acquired HUBB and renamed its MEM business to NOTIFIED.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT



Vendor Quick Facts

VENDOR NAME	MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION	GOOD TO KNOW
6CONNEX	Big	Medium	Strong	A comprehensive event management solution for in-person, hybrid, and virtual events
ACCELEVENTS	Small	Strong	Good	Focused on B2B events where security, branding, flexibility, and deep integrations are required
AIRMEET	Small	Medium	Good	Customizable & immersive hybrid events platform for exceptional engagement & ROI
BIZZABO	Big	Very High	Medium	Wow every participant with a flexible, enterprise-grade platform for all of your events
CADMIUMCD	Small	Medium	Medium	Plan, manage, and share content for your virtual, hybrid and live events
CERTAIN	Small	Medium	Strong	Event technology from beginning to win
CIRCA	Small	Medium	Low	Take your event marketing to new heights
CVENT	Big	Medium	Medium	One engagement platform for all your events and audiences
HOPIN	Big	High	Medium	Create immersive virtual, hybrid, and in-person event experiences, for all audiences anywhere
KALTURA	Big	Medium	Medium	Video products for any organization need, powering real-time, live and VOD experiences
MEETYOU	Medium	High	Strong	Where the world meets, the ultimate all-in-one solution for hybrid and virtual events
MICROSOFT	Very Big	Medium	Low	Platform for video conferencing, meetings and calling
NOTIFIED	Big	High	Good	Create unforgettable shared experiences to build brand and community engagement
ON24	Big	High	Strong	Exceptional webinars, virtual events and personalized content experiences to drive engagement
RAINFOCUS	Medium	Very High	Medium	Manage your virtual, in-person, and hybrid events seamlessly with an insight-driven platform
SPLASH	Medium	High	Medium	The world's easiest event marketing solution for virtual, in-person, and hybrid events
SPOTME	Medium	High	Medium	B2B event marketing platform with tools & production to build amazing customer relationships
VFAIRS	Big	High	Good	A virtual & hybrid events platform that helps organizations reach global audiences
ZOOM	Very Big	Very High	Strong	An all-in-one platform with the power to create virtual experiences that attendees will love

MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION
Very Big	Very High	Strong
Big	High	Good
Medium	Medium	Medium
Small	Low	Low

NOTES:

- Market Presence combines the market share and perceived Mindshare (or 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: "Would you recommend this vendor in this market to your peers - Yes or No?".



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT



Vendor Offering by Functional Category

VENDOR NAME	Event Management	Audience Engagement	Event Marketing	Support Services
6CONNEX	Good	Strong	Medium	Good
ACCELEVENTS	Good	Strong	Medium	Strong
AIRMEET	Good	Good	Good	Good
BIZZABO	Strong	Strong	Strong	Strong
CADMIUMCD	Good	Medium	Medium	Low
CERTAIN	Good	Good	Strong	Good
CIRCA	Medium	Low	Strong	Low
CVENT	Strong	Medium	Strong	Strong
HOPIN	Strong	Strong	Medium	Good
KALTURA	Strong	Strong	Strong	Strong
MEETYOO	Good	Good	Good	Strong
MICROSOFT	Medium	Low	Low	Low
NOTIFIED	Strong	Strong	Strong	Good
ON24	Good	Strong	Good	Good
RAINFOCUS	Strong	Strong	Strong	Strong
SPLASH	Good	Good	Strong	Strong
SPOTME	Good	Strong	Medium	Strong
VFAIRS	Strong	Strong	Good	Good
ZOOM	Strong	Good	Good	Medium

NOTES:

- **Event Management.** All functions essential to plan, execute and follow-up the events. This includes booking/ticketing, badges, speaker/sponsor management, content management and presentation.
- **Audience Engagement.** The function of allowing interactions during the events with Q&A feeds, chat and breakout rooms, enabling or even recommending attendee networks or 1to1 meetings.
- **Event Marketing.** The possibility to promote the event in advance and then collect relevant engagement data and analytics to assist marketers to initiate the appropriate follow-up activities.
- **Support Service.** Holding any large event feels unsecure to any marketing executive – especially if the event is virtual based upon technology, deployed perhaps internationally. If anything goes wrong, the irritated or even upset attendee or speaker first blames the event host, not the technology. So, some vendors provide real-time support for event organizers, speakers and even attendees.

The scorings here are based upon briefings provided to Research in Action and/or desk research.



VENDOR SELECTION MATRIX™:

EVALUATION CRITERIA

STRATEGY		
 Vision And Go-To-Market	30%	<ul style="list-style-type: none"> › 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%	<ul style="list-style-type: none"> › 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%	<ul style="list-style-type: none"> › 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%	<ul style="list-style-type: none"> › Would customers recommend this vendor in this market to their peers?

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

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™

MARKETING EVENT MANAGEMENT



Market Leaders

6CONNEX
ACCELEVENTS
AIRMEET
BIZZABO
CERTAIN
CVENT
KALTURA
MEETYOO
NOTIFIED
ON24
RAINFOCUS
SPOTME
VFAIRS
ZOOM

Execution Leaders

CADMIUMCD
CIRCA
SPLASH

Challengers

HOPIN
MICROSOFT

Note: Vendors are listed alphabetically.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

6Connex is a market leader for Marketing Event Management tools with a comprehensive management platform for in-person, hybrid, and virtual events

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Headquartered in San Antonio, Texas, 6Connex is an online platform that provides web conferencing, webinars, webcasts and unified communication solutions for businesses and individuals.

Its cloud-based product portfolio includes virtual venues and environments, learning management, and webinars. Designed for marketing, sales, recruitment, training, and HR communications, it enables clients to engage with their community and transform big ideas into real-world results.

Hundreds of Fortune 1000 companies are using 6Connex for their events. The vendor has 11+years of virtual event experience in over 60 countries.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Accelevents is a market leader for Marketing Event Management tools focused on B2B events where security, branding, flexibility, and deep integrations are required.

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Accelevents provides an all-in-one customizable and flexible virtual and hybrid event management platform that can redefine the way organizations connect with their online and in-person audiences.

The platform empowers, extends, and enriches events of all kinds and the vendor also provides extensive and responsive customer service to its clients.

Accelevents empowers event organizers and marketing professionals to expand their reach, engage their audience, create an evergreen community, generate leads, and provide unforgettable experiences, no matter where attendees are.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Airmeet is a market leader for Marketing Event Management tools with a customizable and immersive hybrid events platform for exceptional engagement

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Airmeet was founded in 2019 as a remote-first company by IIT alumni and ex-CommonFloor executives Lalit Mangal, Manoj Kumar Singh and Vinay Kumar Jasti.

It offers a platform for hosting a rich variety of virtual events: from Hackathons to ice-breakers, panel discussions to workshops.

Every event on Airmeet takes place in a virtual 'ballroom' which can be customized in appearance and seating arrangements to deliver specific experience and highly relevant interactions among the participants.

With over 2000 customers, Airmeet is designed for enterprises and the platform can scale from 100 to 100K participants.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Bizzabo is a market leader for Marketing Event Management tools and wows every participant with a flexible, enterprise-grade platform for all events

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Founded in 2012, Bizzabo has over 300 employees in their New York, Tel-Aviv, Kyiv, and London offices, plus remote locations around the world.

Originally a mobile app provider, it now offers a fully cloud-based event management platform with real-time audience engagement, networking recommendations (“matchmaking”), and breakout meeting management. It has well over 700 customers.

In October 2021, after our survey was fielded, Bizzabo launched its Event Experience Operating System: an open platform for immersive in-person, virtual, or hybrid experiences.

The OS empowers event experience leaders to manage events of any size and format from a single platform, and to create VIP experiences for every attendee, speaker, and sponsor.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION

Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

CadmiumCD is an execution leader for Marketing Event Management tools to plan, manage, and share content for your virtual, hybrid and live events

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Founded in 2001, CadmiumCD offers event management software and services geared toward professional accreditation and continuing education. The platform enables association and corporate event managers to soliciting abstracts from hundreds of speakers and then collect, organize, and share the content.

It supports live, on-demand, or simulated live delivery in an e-learning-like environment. It is focused primarily on continuing education and accreditation performed in physical venues,.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Certain is a market leader for Marketing Event Management tools with event technology from beginning to end

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Circa launched in 2011 as a physical event platform that helped event teams add event interactions into overall marketing customer data records. It also automated diverse logistics such as registration and check-in processes with progressive profiling, as well as speaker management.

During 2020, it invested in more digital/ video content delivery, session interactivity, and event communications (through mobile apps during events).

In September 2021, it announced the launch of Touchpoint Stream, a new intuitive solution for event professionals and marketers to deliver truly interactive experiences for virtual and hybrid event attendees. To help deliver virtual content, Certain has selected Kaltura, a trusted provider of live, real-time and on-demand video SaaS solutions for the enterprise.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Circa is an execution leader for Marketing Event Management tools to take your event marketing to new heights

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Circa started as EventGeek, a platform focused on managing in-person events. With the pandemic, it was clear that some big changes needed to be made to the events industry. While EventGeek was originally designed to coordinate logistics for hundreds of in-person events, Circa adds virtual event capabilities to help marketing and sales teams adapt existing event programs effectively and unify engagement data across all events, whether they are hosting or sponsoring, and whether in-person, virtual or hybrid.

Circa helps to transition in-person events and meeting programs to virtual & hybrid, with a focus on customer engagement. Since March 2020, Circa has helped marketing teams adapt over 40,000 in-person events to virtual events and webinars

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Cvent is a market leader for Marketing Event Management tools with one engagement platform for all your events and audiences

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Cvent is renowned as a leading platform for marketers and event professionals for over 21 years already, with some event technology and extensive hotel and venue sourcing offerings. In 2020, Cvent product designers accelerated integrations with key video content management and online meeting partners, to help its clients set up virtual event instead of physical.

Cvent's registration processes, event production, training, and customer services continue to allow marketers and event professionals to handle a broad range of event formats from smaller field events to industry-leading conferences, with increasing capability around digital experiences.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Hopin is a challenger for Marketing Event Management tools creating immersive, hybrid, and in-person event experiences, for all audiences anywhere

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Founded in 2019, Hopin is an England-based virtual events platform that allows organizations to host and manage conferences, events and trade shows.

Over the last year, Hopin has received a total of \$1B in funding. The Hopin platform is now used by enterprises to host thousands of full-scale virtual events for millions

Hopin is built for events of all shapes and sizes—from small gatherings of a few dozen to massive conferences with hundreds of thousands of people. All events have live video chat and ways to meet people.

Hopin is also secure. Organizers can make their events private and password-protected or hidden and invite-only. You can also sell tickets or make your event free, or a mix of both.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Kaltura is a market leader for Marketing Event Management tools, with video products for any need, powering real-time, live and VOD experiences

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Founded in 2006, in New York, as a cloud-based video technology company, Kaltura delivers engaging live or recorded video for communication, collaboration, learning, and entertainment.

Kaltura has over 700 employees around the world supporting over 1000 enterprise clients. It is enjoying dramatic growth as interest in video exploded in the last year and was able to sign up hundreds of NEW clients. Its customers include companies such as Oracle, SAP, Deloitte, AT&T and it now services over 25% of the US Fortune 100 companies. It also serves 7 of the 8 ivy league universities.

The vendor went public on NASDAQ in July 2021, has raised a total of \$244M and has annual revenues of some \$150M.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Meetyoo is a market leader for Marketing Event Management tools, being where the world meets and an all-in-one solution for hybrid and virtual events

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Founded in 1999 in Berlin, Germany, as a provider for audioconferencing, Meetyoo now presents itself as an event management company that organizes and hosts digital corporate events. It acquired fellow German vendor ubivents in 2016 to add virtual event management to its portfolio.

The vendor has around 140 employees around the world and services over 200 clients which include event agencies, corporate clients, trade show organizers, associations and unions, and other institutions.

Meetyoo is enjoying dramatic growth as interest in virtual events has exploded in the last year. Revenue and employee count has trebled in the last year.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Microsoft is a challenger for Marketing Event Management tools with a platform for video conferencing, meetings and calling

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Microsoft Teams is a chat-based workspace in Office 365. It brings together people, conversations and content along with the tools that teams need so they can easily collaborate to achieve more.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Notified is a market leader for Marketing Event Management tools, creating unforgettable shared experiences to build brand and community engagement

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Notified, an Intrado business, provides a communications cloud for events, public relations, and investor relations to drive meaningful insights and outcomes. In August 2021, Intrado had acquired another MEM vendor, Hubb and then rebranded its MEM business to Notified*.

Its Event Cloud provides end-to-end event technology and related services to power the creation and management of event.

The vendor works with over 10,000 customers worldwide and is most successful in the Technology, Healthcare, Financial Services, Professional Services, Pharma, Consumer Goods, Retail, Energy, and Media sectors.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

ON24 is a market leader for Marketing Event Management tools, supporting exceptional webinars, virtual events and personalized content experiences

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Founded in 1998, headquartered in San Francisco with offices in North America, EMEA, and APAC, ON24 provides a cloud-based platform to create, scale, and personalize engaging experiences to drive measurable business growth.

The ON24 platform includes ON24 Webcast Elite, ON24 Virtual Conference, ON24 Go Live, ON24 Breakouts, ON24 Engagement Hub, ON24 Target, ON24 Intelligence, and ON24 Connect.

The vendor helps some 2,000 companies worldwide convert millions of prospects to buyers. As well as being an event platform, ON24 also connects content performance and event engagement with marketing and sales tech stacks.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

RainFocus is a market leader for Marketing Event Management tools managing your virtual, in-person, and hybrid events seamlessly with an insight-driven platform

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Founded in 2013, RainFocus is a Utah-based provider of event management and marketing solutions for businesses.

RainFocus has over 300 employees around the world supporting 1200 customers, 90% of which are B2B enterprises including Emerson, IBM, PTC, and VMware.

It offers an end-to-end event marketing and management platform, built from the ground up to capture, analyze, and harness insights that can significantly improve event performance and marketing for enterprises.

It is enjoying dramatic growth (over 300%) as interest in virtual events exploded in the last year and was able to sign up hundreds of NEW clients.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Splash is an execution leader for Marketing Event Management tools with an easy-to-use event marketing solution for virtual, in-person, and hybrid events

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

GENERAL:

Founded in 2012, Splash empowers everyone in an organization to create branded and compliant events no matter the format — in-person, virtual, or hybrid – with the tools to market, measure, and scale meaningful event experiences to attract the right attendees and drive results

Splash focuses on the needs of enterprise, mid-market, and small businesses.

Splash customers can look forward to more event platform updates including new and enhanced integrations, and a new sessions feature that addresses needs for virtual, hybrid, and more complex in-person events throughout the year. Splash Studio, an all-in-one solution for event programs of all formats with enhanced live streaming and engagement tools, is planned for Q1, 2022

STRATEGY:

AVAILABLE
IN THE
FULL
REPORT
VERSION

EXECUTION:

AVAILABLE
IN THE
FULL
REPORT
VERSION

BOTTOM LINE:

AVAILABLE
IN THE
FULL
REPORT
VERSION



Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

SpotMe is a market leader for Marketing Event Management tools with a B2B event platform with tools & production to build amazing customer relationships

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Founded in 2001 and headquartered in Laussane, Switzerland, SpotMe was originally a provider of mobile apps for physical events. It is now a leading provider of event management, all types of events, with a clear focus on the needs of B2B organizations.

SpotMe has over 130 employees around the world supporting over 300 B2B enterprises such as SAP, Pfizer, and KPMG.

It offers an end-to-end event marketing and management platform, which also captures, analyzes, and provides insights around the complete attendee journey, measuring the three most important metrics of success: attendance rate, drop-off rate, and call to actions.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



Notes:

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



RESEARCH IN ACTION
vendor selection matrix®

VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

vFairs is a market leader for Marketing Event Management tools with a virtual & hybrid events platform that helps organizations reach global audiences

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Headquartered in Carrollton, Texas, vFairs offers a virtual and hybrid events platform supporting online conferences, trade shows and job fairs as a hosting service. As well as trade show organizers, educational institutes and non-profit organizations, the vendor also has many business clients such as Dell, Microsoft or Nestle.

vFairs has nearly 300 employees around the world and is enjoying dramatic growth as interest in virtual events has exploded in the last year.

It signed up around 2,700 NEW clients in the last year.

STRATEGY:

AVAILABLE IN THE FULL REPORT VERSION

EXECUTION:

AVAILABLE IN THE FULL REPORT VERSION

BOTTOM LINE:

AVAILABLE IN THE FULL REPORT VERSION



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Zoom is a market leader for Marketing Event Management tools with an all-in-one platform with power to create virtual experiences that attendees will love

STRATEGY	RESULT	EXECUTION	RESULT
Vision And Go-To-Market		Breadth And Depth Of Solution Offering	
Innovation And Differentiation		Market Share And Growth	
Viability And Execution Capabilities		Customer Satisfaction	
Recommendation Index		Price Versus Value Ratio	

AVAILABLE IN THE FULL REPORT VERSION

GENERAL:

Founded in 2011, Zoom Video Communications, Inc is headquartered in San Jose, California with offices around the world. Its cloud platform offers video communication solutions for sectors such as education, finance and healthcare.

In the last decade, Zoom has become a leading video meeting platform due to its ease-of-use. Over the last 18 months, as the preference for video platforms exploded, it was able to release hundreds of new features, enhancements, and capabilities to meet new demand and scenarios.

It has recently launched a new event type on Zoom Events called Conference, for large-scale events with a similar, easy-to-use, interface as its meeting platform.

STRATEGY:

AVAILABLE
IN THE
FULL
REPORT
VERSION

EXECUTION:

AVAILABLE
IN THE
FULL
REPORT
VERSION

BOTTOM LINE:

AVAILABLE
IN THE
FULL
REPORT
VERSION



Notes:

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



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: 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 (Partner Management Automation).** 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.
- **PMA (Partner Management Automation).** Processes around the channel partner (reseller, distributor, etc) relationship : recruitment, registration and classification, contractual details, information exchange, plus management of brand content, marketing programs and campaigns, promotions, and even leads, both down and up the distribution channel of business partners.
- **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.
- **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.



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.



CONTACT



Peter O'Neill, Research Director
+49 174 3210020
poneill@researchinaction.eu



RESEARCH IN ACTION
independent research & consulting