

VENDOR SELECTION MATRIX™ MARKETING EVENT MANAGEMENT

The Top Global Vendors 2023

June 2023

ABRIDGED VERSION WITHOUT FULL SCORECARDS AND SCORES

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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 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.

Traditionally a more tactical decision made by the event department, or corporate marketing, selecting a suitable Marketing Event Management (MEM) vendor will turn into one of the more strategic decisions for CMOs over the next year or so. During the COVID-19 crisis, the immediate goal was to cover an already-planned live event with an online alternative as a work-around and 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, my personal experience during that time 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, in the last years, many MEM platform providers released 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. However, not all vendors have noticed that the buying center has changed dramatically; from a project-oriented event manager to a team of much more strategic marketing executives.

This Vendor Selection Matrix™ report provides a useful guide to important marketing event management market trends and names the Top Vendors as viewed by the market in 2023 (a quite different landscape from 2021). These details are intended to help you make an informed decision regarding which vendors could best fit your requirements.

Enjoy reading it and reach out if you have questions. I know more than I wrote here.

Always keeping you informed! **Peter O'Neill**



Peter O'Neill

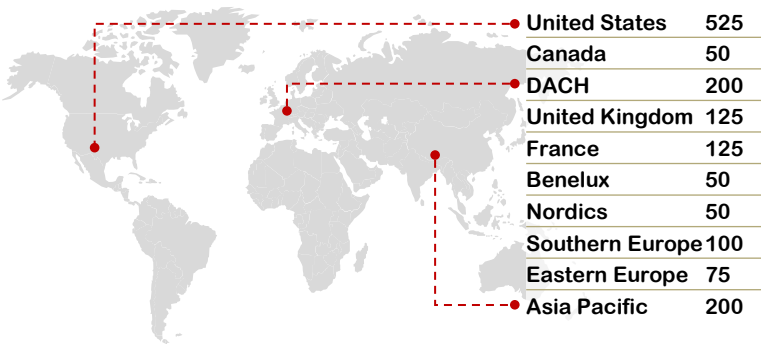
Research Director
+49 174 3210020
poneill@researchinaction.eu

Research In Action GmbH
Alte Schule
56244 Hartenfels
Germany



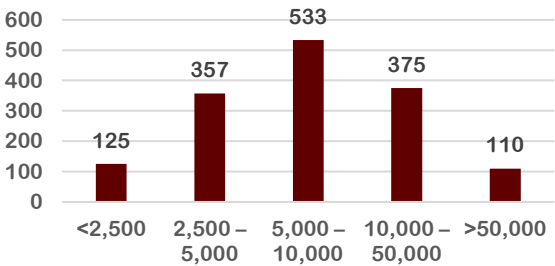
OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION

Country Breakdown



Company Size Breakdown

(Enterprises with revenue > € 250 million p.a.)



Headcount

Industry Breakdown

Energy	95
Financial Services	255
Government & Non-Profit	90
Life Sciences	200
Manufacturing	355
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	180	VP/Director Marketing Analytics	60
Business Executive	170	Sourcing/Vendor Management	87
VP/Director Sales	145	COO	52
VP/Director Demand Generation	130	VP IT	35
VP /Director Marketing Operations	125	Chief Sales Officer	31
Corporate Marketing Executive	120	CFO	25
Chief Digital Officer	110	Chief Sales Officer	15
CIO	85	Total	1,500
VP/Director Marketing Technology	65		
CTO	65		



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.

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



OUR MARKET IMPACT IN 2023



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



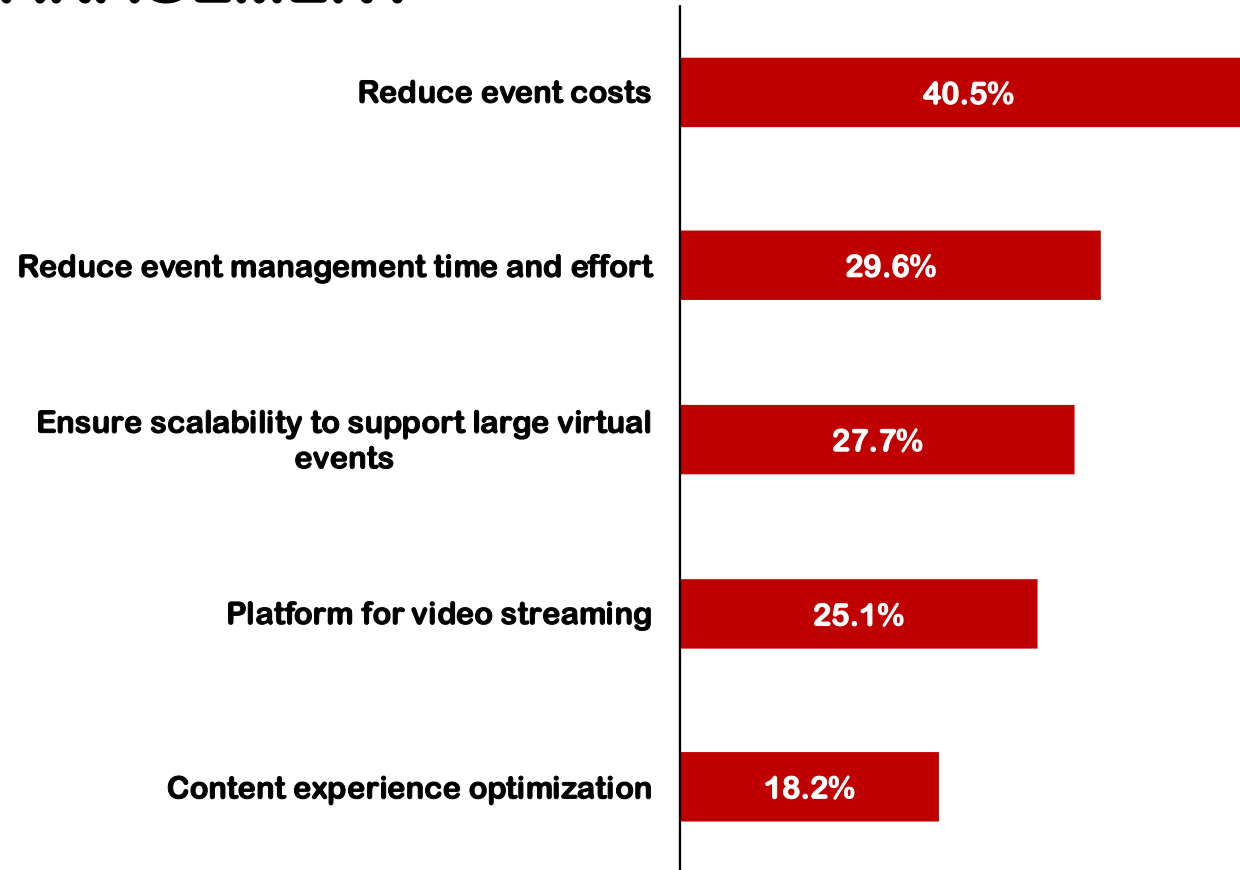
WHAT IS MARKETING EVENT MANAGEMENT?

- The last years of business crisis 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 events replaced presence-based business conferences and trade shows, and customer meetings were facilitated on digital meeting platforms. With business travel now opened again, virtual is still a factor as other reasons such as cost control and sustainability considerations influence event-attendance decisions.
- 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 AND ANTICIPATED BENEFITS FROM INVESTMENT IN MARKETING EVENT MANAGEMENT



N = 1,017 Enterprise IT and Business Managers with budget responsibilities.

First and foremost, MEM buyers want more cost-efficient events and expect to achieve this through licensing new software.

We asked, “What are your top two priority investments in Marketing Event Management over the next 12 months?”

After event cost reduction and reduced time and effort, the respondents chose **scalability for large virtual events, video streaming capabilities and content experience** as the next priorities.

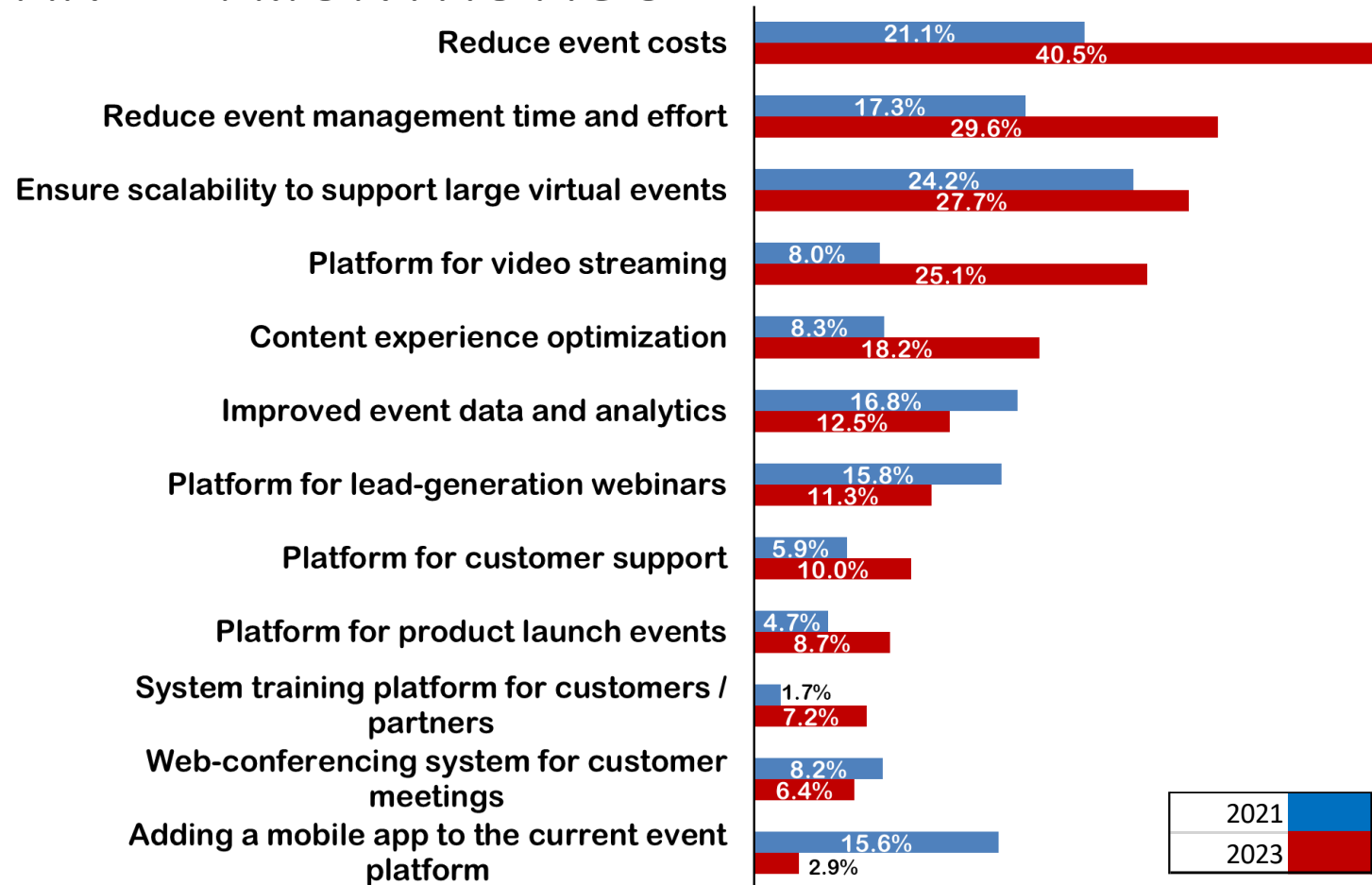
The latter two investment priorities reflect a significant change in the buying center for event management software. Event managers care about the event while Marketers also want to curate and offer their event content on an ongoing basis.

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



RESEARCH:

COMPARING MEM INVESTMENT DRIVERS TODAY AND 24 MONTHS AGO



N = 1,107 (2023) and 1,500 (2021) Enterprise IT and Business Managers with budget responsibilities.

We compared the top drivers in this survey to the same question 2 years ago.

While the top 3 drivers remain roughly consistent, the **Reduce event costs** driver has doubled in importance.

Over four times as many respondents now see **Video streaming** as a critical element of their MEM projects while the **content experience** driver has also multiplied.

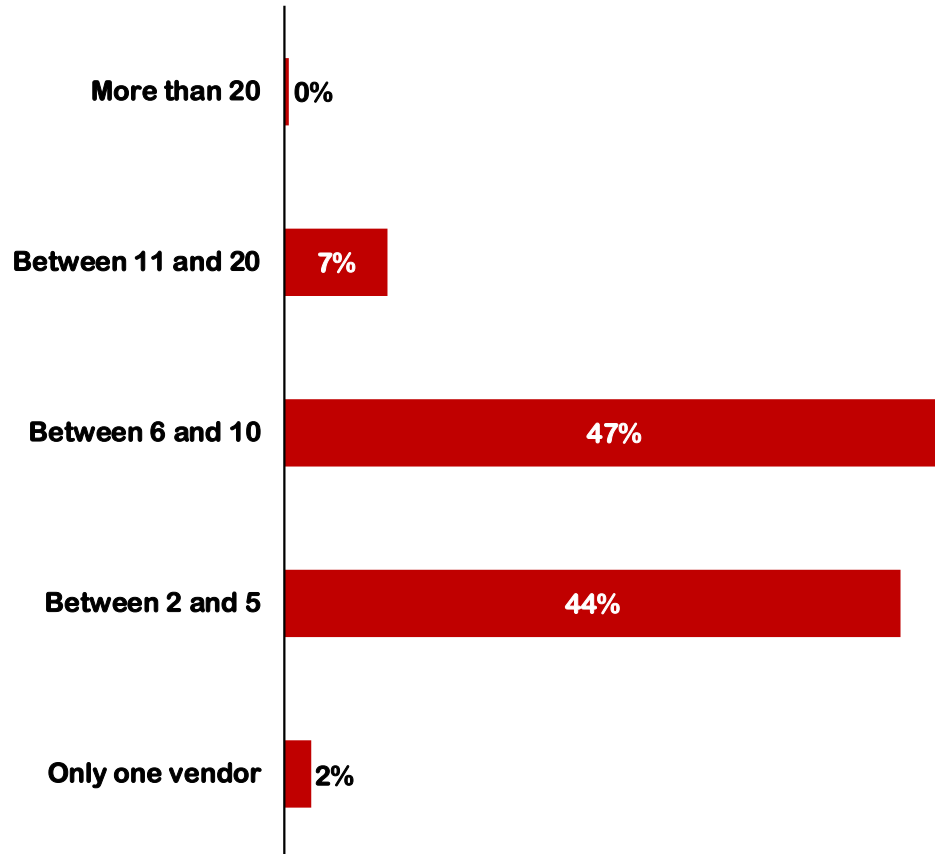
The two drivers that dropped out of the top 10 were “Web conferencing systems” and “mobile app for event platform”: They have become table stakes.

Buyers are most likely to engage with those MEM vendors whose market messaging addresses the current priorities.



RESEARCH:

THE NUMBER OF MEM VENDORS ENGAGED WITHIN A COMPANY



N = 1,015 Enterprise IT 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.”

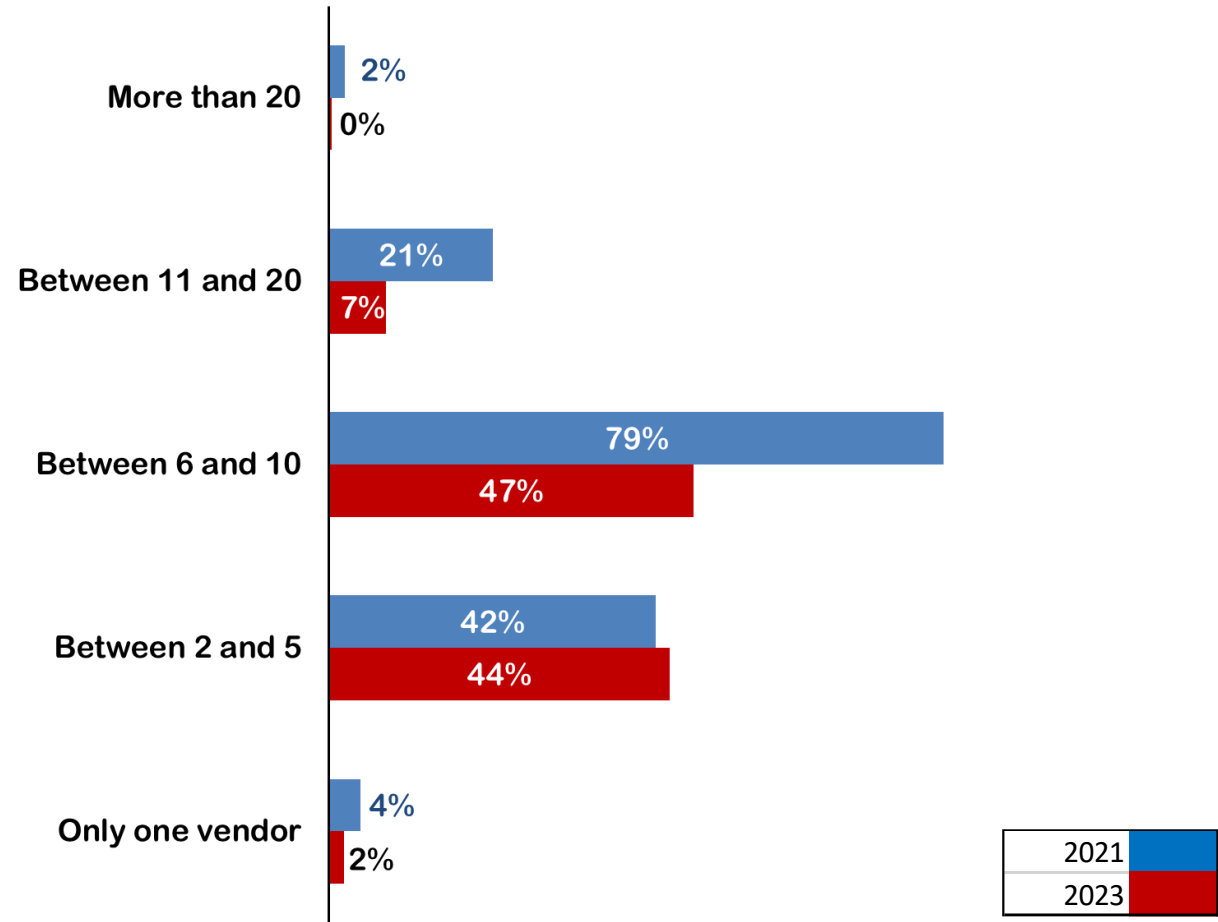
Nearly **one half** of companies have between six and ten vendors to manage. A significant portion realize that they have more than 10 vendors (how many others also have that, globally, but it is not documented?).

Companies are working with so many different MEM solutions because most have not had a centralized procurement strategy for this topic. We expect this to change in 2023. While many will still engage with more than one vendor, for various reasons, all vendors should anticipate a difficult renewal negotiation phase.



RESEARCH:

COMPARING THE NUMBER OF MEM VENDORS ENGAGED TODAY AND 24 MONTHS AGO



N = 1,107 (2023) and 1,500 (2021) Enterprise IT and Business Managers with budget responsibilities

We compared the answer to the answer to same question two years ago.

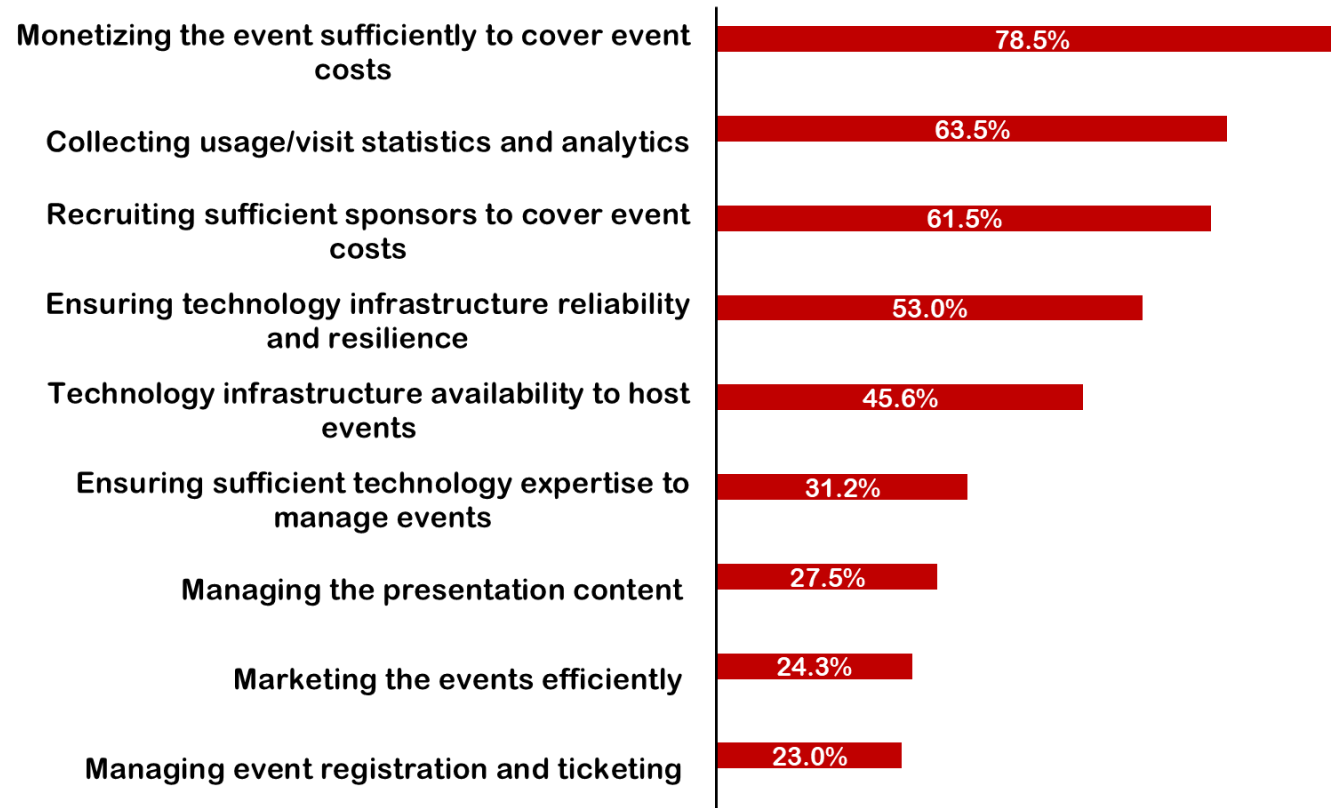
So, there has already been a significant consolidation of vendors in the past two years, with the proportion of firms with over 10 vendors reduced by two-thirds and the cohort with 6-10 vendors down 40%.

We expect the consolidation to continue in the next years.



RESEARCH:

CHALLENGE SIGNIFICANCE WHEN PLANNING AND EXECUTING VIRTUAL MARKETING EVENTS



N = 1,016 Enterprise IT and Business Managers with budget responsibilities.

We listed many known challenges and asked the respondents, if they were relevant and how significantly. They could choose between *Not a Challenge*, *Yes, A Challenge*, and *Yes, a BIG Challenge*. So, while 7% said that monetizing events was a challenge, another 79% called it a BIG challenge. (and 14% replied it was not a challenge).

The table here shows the proportion that cited each challenge as a BIG challenge.

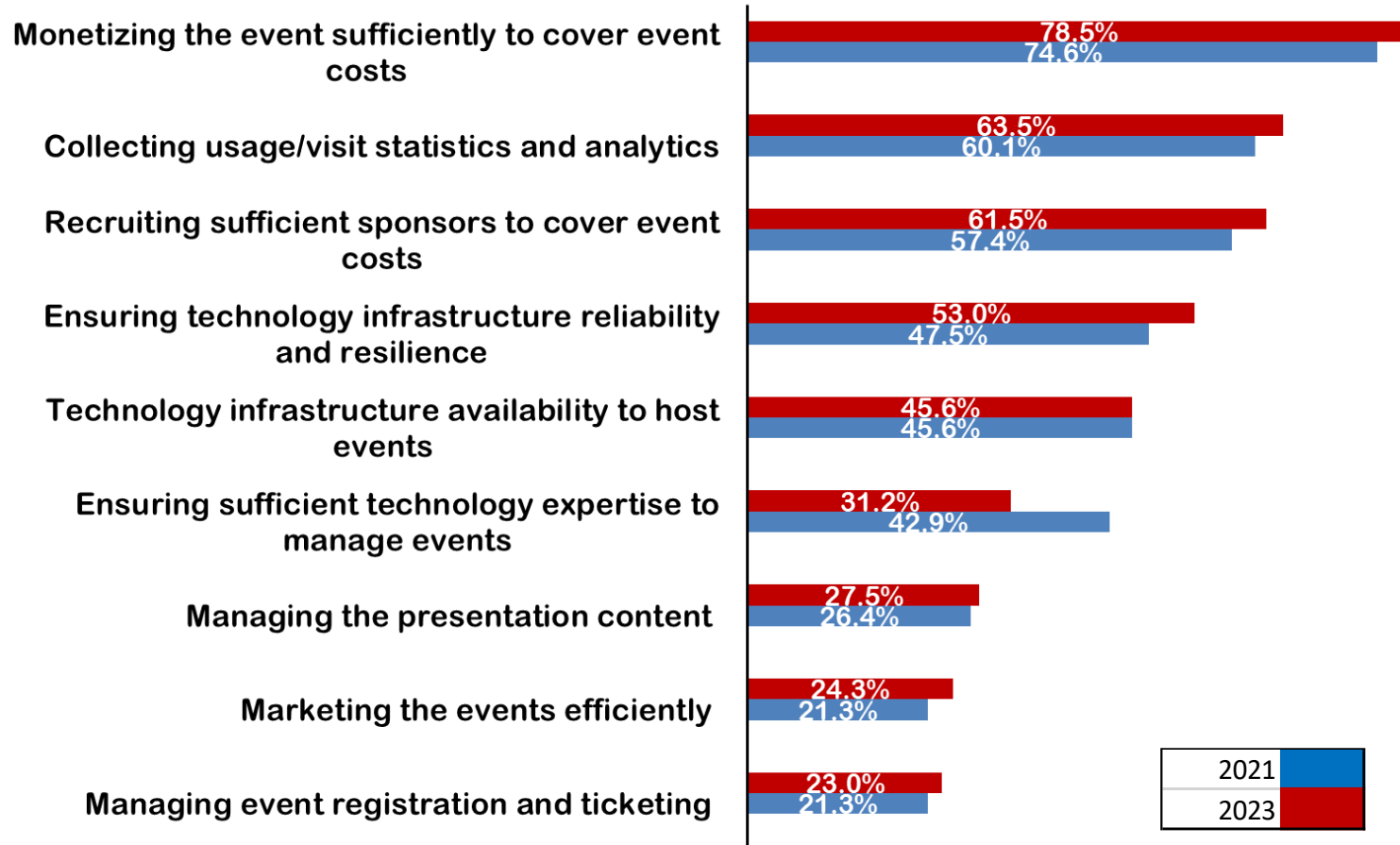
The monetizing challenge is likely to remain a perennial issue in marketing events, closely related to managing sponsorships.

However, after that, there is a general sense of nervousness around being dependent on a technology infrastructure for modern marketing events.



RESEARCH:

COMPARING THE BIG CHALLENGES NAMED TODAY AND 24 MONTHS AGO



N = 1,016 Enterprise IT and Business Managers with budget responsibilities.

When comparing the big challenges in this survey with those scored two years a strangely consistent pattern emerges, with most challenges showing a small increased “fear factor” even.

The only challenge considered smaller than it was perceived in 2021 is the availability of technology expertise, down by a comfortable 27% (from 42.9 to 31.3). Most vendors do provide great support during events and many marketing organizations have recruited technology experts into their teams.



INSIGHTS: TOP MEM MARKET TRENDS 2023



Virtual is now part of the new marketing event paradigm.

Marketing events are back – and more numerous, impactful, and measurable than before. In a full digital marketing strategy, events are embedded into modern customer engagement programs; collecting market and customer insights at scale; maintaining a buyer/customer relationship over a longer period than just a buying cycle.

But a hybrid event strategy must prevail, as buyers continue to be reluctant to travel, for reasons other than COVID (sustainability, cost, time). So, MEM must be a mix of on-site plus virtual attendance, but with attendees treated equally, with an event calendar of on-site and virtual events coordinated in a hub/spoke engagement strategy.



As an integral component of the engagement strategy, event success is measured in marketing terms.

Marketers used to see events as nice-to-have vanity-driven exercises of corporate PR. In a digital world, they are part of an overall customer engagement strategy, so marketers want to collect metrics of personal and account engagement over a full calendar of events, possibly within a mix of other engagement channels.

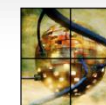
New KPIs are being created for event engagement, value capture and customer insights.



Events become a feeder for a longer-term on-demand library of presentations and videos.

Realizing the long-term opportunity of the multitude of event recordings they have now collected, many marketing organizations want to create a branded content hub or corporate streaming platform. The recordings can then be leveraged into new campaigns or even just be discovered by web visitors-- something like the Netflix or BBC iPlayer metaphor for their own content.

Some are recruiting content producers with studio experience to be able to atomize many of the longer videos, ensuring consistency and relevance in marketing campaigns.



INSIGHTS: TOP MEM VENDOR TRENDS 2023



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.

MEM vendors used to sell to event managers, or within IT/Telco departments, are struggling the most to present their solutions to CMOs and their management team in marketing language and values.



As an integral component of the engagement strategy, event-tech is being subsumed into the Martech stack.

MEM is becoming part of the Martech challenge, and MEM vendors are increasingly being required to connect their solutions with CRM and marketing automation systems.

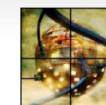
Marketing will also want to pull real-time event data into their customer data platforms (CDP) and will want reports/analytics on event impact, right up to consolidating the overall impact of event programs.



MEM will move from a project business to an enterprise business model.

The events business was traditionally aligned to projects across an events calendar. As 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.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT



These are the Top 15 vendors and/or brands selected by 1,500 users from buyer companies in the context of Marketing Event Management, based upon product, company and service quality.

VENDOR NAME	PRODUCT(S)
6CONNEX	6Connex VEP
BIZZABO	Bizzabo Event Experience OS
CADMIUMCD	MyCadmium Event Software, EventScribe
CERTAIN	Certain Digital
CIRCA	Circa
CVENT	Cvent Event Marketing and Management Platform
HUBB	Notified Event Cloud
INTRADO	Notified Event Cloud
KALTURA	Video Experience Cloud
MEETYOO	MEETYOO Pro, MEETYOO Go, MEEYOO Show
ON24	ON24 Platform
RAINFOCUS	RainFocus
SPLASH	Splash
SPOTME	SpotMe Anywhere
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 full vendor scorecard will not be written.

This listing is alphabetical and includes all relevant MEM solutions named by the survey respondents.

For this report we interviewed 1,500 enterprise IT 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.

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

- ADOBE
- CISCO
- MICROSOFT
- GOOGLE
- HUAWEI

In August, 2021, the vendor INTRADO had acquired HUBB and renamed its MEM business to NOTIFIED. HUBB and INTRADO were named by a significant number of respondents this year, so we continue to list them separately, NOTIFIED was not named.

In the 2021 version of this report, 19 vendors had made the Top Vendor list. The following vendors were in that list but were not named at all this year:

- ACCELEVENTS
- AIRMEET
- HOPIN
- VFAIRS



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT SOLUTIONS



Vendor Quick Facts

VENDOR NAME	Market Presence	Growth Rate	Customer Traction	GOOD TO KNOW
6CONNEX	Big	High	Strong	A comprehensive event management solution for in-person, hybrid, and virtual events
BIZZABO	Big	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	Good	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
HUBB	Small	Medium	Medium	Create immersive virtual, hybrid, and in-person event experiences, for all audiences anywhere
INTRADO	Small	Medium	Medium	Create immersive virtual, hybrid, and in-person event experiences, for all audiences anywhere
KALTURA	Big	High	Strong	Video products for any organization need, powering real-time, live and VOD experiences
MEETYOO	Medium	Medium	Good	Where the world meets, the ultimate all-in-one solution for hybrid and virtual events
ON24	Very Big	Very High	Strong	Exceptional webinars, virtual events and personalized content experiences to drive engagement
RAINFOCUS	Very Big	Very High	Strong	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	Big	Very High	Strong	B2B event marketing platform with tools & production to build amazing customer relationships
ZOOM	Very Big	Medium	Medium	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	Strong	Strong	Strong	Strong
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
HUBB	Strong	Strong	Strong	Good
INTRADA	Strong	Strong	Strong	Good
KALTURA	Strong	Strong	Strong	Strong
MEETYOO	Good	Good	Good	Strong
ON24	Strong	Strong	Strong	Strong
RAINFOCUS	Strong	Strong	Strong	Strong
SPLASH	Good	Good	Strong	Strong
SPOTME	Strong	Strong	Strong	Strong
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 insecure 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%

- › Does the solution cover all necessary capabilities expected by customers?

**Market Share
And Growth**

15%

- › How big is the company's market share and is it growing above the market rate?

**Customer
Satisfaction**

25%

- › How satisfied are customers with the solution and the vendor today?

**Price Versus
Value Ratio**

30%

- › How do customers rate the relationship between the price and perceived value of the solution?

NOTES:

- 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
BIZZABO
CADMIUMCD
CERTAIN
CVENT
KALTURA
MEETYOO
ON24
RAINFOCUS
6CONNEX
SPLASH
SPOTME

Execution Leaders
CIRCA
HUBB
NOTIFIED
ZOOM

Note: Vendors are listed alphabetically.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Bizzabo is a market leader for Marketing Event Management, wowing all participants with a flexible, enterprise-grade platform for types of events.



GENERAL

Founded in 2011, BIZZABO is headquartered in New York and Tel-Aviv. 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. In 2021, 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.

BOTTOM LINE

BIZZABO is already trusted by well over 700 customers across the world's leading brands, recognizing its progress from function to product to now being a platform ecosystem, it also runs an App Market to certify and collect approved applications that add to the Event Experience OS ecosystem. The vendor is well funded and has strong management plus a strong strategic plan to remain a leading MEM vendor.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

CadmiumCD is a market leader for Marketing Event Management, helping clients to plan, manage, and share content for virtual, hybrid and live events.



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,.

BOTTOM LINE

CADMIUMCD has spent the last fifteen years building technology for meeting planners and event managers. With an all-inclusive line of products and services, CADMIUMCD strives to ease the conference planning and management processes. Its fully integrated system includes abstract collection, exhibitor and speaker data management, attendee accessible websites & floor plans, mobile event applications, proceedings distribution, and A/V recording. What began as a small outfit run by family and friends from a basement office has now grown to become a leader in event technology. CADMIUMCD is now one of the most well-respected companies in the field. They have served a wide variety of clients that span multiple industries.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Certain is a market leader for Marketing Event Management, providing event technology from beginning to win.



GENERAL

CERTAIN 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. In 2021, it launched 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.

BOTTOM LINE

The vendor's vision is to be the best event management software company that helps organizations who produce a lot of events to deliver them faster, cheaper, and with higher ROI. It believes that human connection is more important than ever, and that the focus of events should be on building and deepening relationships, not simply the logistics. The vendor helps its clients drive better business outcomes from their worldwide event programs, enabling them to hit all pipeline creation, influence and engagement goals while providing an incredible experience for their prospects and customers.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Cvent is a market leader for Marketing Event Management, providing one engagement platform for all your events and audiences.



GENERAL

CVENT was founded in 1999 and is renowned as a leading platform for marketers and event professionals for over 23 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.

BOTTOM LINE

CVENT has successfully pivoted to a platform vendor for all three event types (in-person, virtual, and hybrid). The vendor's roadmap includes a focus on usability, improved data management, and continuous attendee engagement monitoring. With over 290,000 hotels/event venues listed on its platform, full-service onsite support, and even new innovations such as 3D venue diagramming tools, CVENT was always a leading service provider for in-person event logistics support. Its new apps marketplace gives its marketing clients further access to nearly 1,000 vendors, and its on-demand hub will please those marketers that want to leverage event content on an ongoing basis.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Kaltura is a market leader for Marketing Event Management, providing video products for any organization need, powering real-time, live and Video-on-Demand experiences.



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 has exploded in the last years. Its customers include companies such as Oracle, SAP, Deloitte, AT&T. KALTURA services over 30% of the US Fortune 100 companies and 50% of the top U.S. research universities (R1 Research Institutions). The vendor went public on NASDAQ in July 2021, has raised a total of \$244M and has annual revenues of some \$150M.

BOTTOM LINE

KALTURA virtual events deliver standout capabilities in content capture, live delivery at scale, and session engagement. The platform is particularly strong in supporting audience interaction and maintaining high engagement during an event. KALTURA can combine client-defined branding and a consumer-friendly look and feel into one immersive online event experience. This appeals particular to enterprise event teams looking for a platform that is more than just a staging of talking-head content and sessions. KALTURA relies on partners to deliver in-person event support, while many other MEM vendors use KALTURA for video management. The vendor is well funded and has a strong strategic plan to remain a leading MEM vendor.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Meetyoo is a market leader for Marketing Event Management, providing a site where the world meets, the ultimate all-in-one solution for hybrid and virtual events.



GENERAL

Founded in 1999 in Germany, as a provider for audioconferencing, MEETYOO now presents itself as an event management company that organizes and hosts digital corporate events, including virtual event management. 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 enjoyed dramatic growth as interest in virtual events exploded over the last years. MEETYOO is based in Berlin, with offices in Mannheim, New York, and California.

BOTTOM LINE

MEETYOO has a strong global presence, and every client has a dedicated account manager. It is particularly knowledgeable in handling international clients and events. Its virtual events clearly go beyond ordinary webinars, video calls, or simple landing pages for digital meetings. The “event venues”, as it calls them, can spark creativity and promote meaningful connections between visitors. Its state-of-the-art digital platform offers high-quality webcast streams, intuitive peer-to-peer networking, workshops, and creative product presentations. Its clients include SAP, the Ministry of Foreign Affairs, L'Oréal, Mercedes-Benz, HP, and Siemens Energy.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

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



GENERAL

Founded in 1998, headquartered in San Francisco with offices worldwide, 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. As well as being an event platform, ON24 also connects content performance and event engagement data with marketing and sales tech stacks. The vendor helps some 2,000 companies worldwide convert millions of prospects to buyers.

BOTTOM LINE

With ON24, companies can deliver digital experiences that create deep engagement, first-person data, and AI-driven personalization, as well as seamlessly integrate audience insights with marketing automation, CRM, and other marketing systems. As a vendor supporting virtual events, ON24's hybrid focus is on bringing digital engagement to physical and hybrid events, bridging the engagement gap. It also supports pre- and post-event engagement for hybrid and physical events. ON24 is managed by a set of experienced executives in all areas of the company, who clearly understand the needs of marketing professionals. It is well placed to be able to take more market share in the next years.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

RainFocus is a market leader for Marketing Event Management, helping clients to manage virtual, in-person, and hybrid events seamlessly with an insight-driven platform.



GENERAL

Founded in 2013, RAINFOCUS is a Utah-based provider of event management and marketing solutions for businesses. RAINFOCUS has nearly 350 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 continues to enjoy dramatic growth as organizations realize the strategic benefit of in-person engagement with virtual audiences and has a Net Retention Rate of 130%.

BOTTOM LINE

RAINFOCUS supports the planning and execution of events “through the marketing lens”, as they put it and the vendor’s product roadmap does sound like a B2B CMO’s wish-list for a next-generation MEM platform. With total investment funding accumulated of over \$100M, this plan is more than credible. RAINFOCUS is also using the injection to expand its services offering. As the vendor began as a toolset for physical events, it covers those needs such as ticketing, badging, signage well – often an issue with pure-play virtual event platform vendors. Its four value propositions are to Simplify Event Management; Unify Event Programs; Optimize Omnichannel Marketing; and Accelerate Sales Impact. The vendor maintains deep technology partnerships with both Adobe and Salesforce to support these propositions.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

6Connex is a market leader for Marketing Event Management, providing a comprehensive event management solution for in-person, hybrid, and virtual events.



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, including Unilever, Abbot, Pfizer and Salesforce. The vendor has 13+years of virtual event experience in over 60 countries.

BOTTOM LINE

Originally a design agency over 10 years ago, the vendor had developed some MEM software for its clients. It became part of the Dura Software group in 2019, a holding of several niche software providers and, in 2021, 6CONNEX acquired the Eventory event management platform to extend its product offering. The vendor is now implementing a strong product roadmap based on customer input. The roadmap has four areas of focus: engagement, in-person components, general platform enhancements and user interface. Its priorities are experience personalization and ease of doing business.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

Splash is a market leader for Marketing Event Management, providing the world's easiest event marketing solution for virtual, in-person, and hybrid events.



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. Recent product releases provided new and enhanced integrations, and a new sessions feature that addresses needs for virtual, hybrid, and more complex in-person events throughout the year. In 2022, it launched Splash Studio, an all-in-one solution for event programs of all formats with enhanced live streaming and engagement tools.

BOTTOM LINE

The vendor's core strength, as indicating in its tagline above, is its ease of use (it claims just “five clicks to launch an event”) and event marketing capabilities. It appeals particularly to more tech-savvy marketers, or a new generation of event producers now appearing in marketing organizations, can leverage the robust set of native integrations provided in the platform.



VENDOR SELECTION MATRIX™

MARKETING EVENT MANAGEMENT

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



GENERAL

Founded in 2001 and headquartered in Lausanne, 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. Its end-to-end event marketing and management platform 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. The vendor also offers SpotMe Express to support smaller events such as webinars and meetings.

BOTTOM LINE

In April 2023, SPOTME closed a new financing round with the Swiss Post as a majority stakeholder, providing access to Swiss Post's technology portfolio and network to enable further growth and expansion. It will continue to operate globally as a standalone company and is now able to enhance its event technology offering for the long term, providing businesses with seamlessly crafted end-to-end solutions for managing and executing virtual, hybrid, and in-person events. The product roadmap prioritizes engagement, deep CRM integrations, and enterprise-grade security and privacy. With a client base including 10 of the top 20 life science companies, all the Big 4 Professional Services organizations and hundreds of tech, FSI and manufacturing companies, SPOTME is well placed to grow its success further.



THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

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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.



CONTACT



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

