VENDOR SELECTION MATRIX™ PARTNER MANAGEMENT AUTOMATION

The Top Global Vendors 2024

February 2024

RESEARCH IN ACTION
independent research & consulting

FOREWORD

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT 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.

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. The resulting vendor landscape for Partner Management Automation (PMA) is a broad mix of vendors with a wide variety of claims across partner relationship management and through-channel marketing, plus partner management aspects such as compensation and attribution. The number of vendors who can cover all these processes is still low, as it was in 2021. **Our research shows that probably only five of them are equipped to cover the even-wider requirements of PMA in a Cloud-based, digital, eCommerce-dominated world with a much-more complex ecosystem of partnerships.**

The PMA challenge for manufacturers varies across the B2C and B2B spectrum, due to the complexity of their distribution channel. It also depends on where they are along their digital transformation journey, as well as whether they are a medium-sized company or a large international enterprise. Not everybody will build a digital partner ecosystem, so some of the traditional Partner Relationship Management or Through-Channel Marketing Automation (PRM/TCMA) vendors will continue to be interesting for some years.

This report provides you with a useful guide to important PMA trends, preferences and challenges; names the Top vendors as selected by 1,500 users and myself based upon product, company and service quality; and will help you make an informed decision regarding which vendors could best fit your requirements. This information can then be used for a more detailed evaluation.

Enjoy reading 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
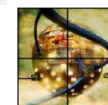
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OUR MARKET IMPACT IN 2024

**Members In
Our Survey Panel**

125,000+ IT Automation
90,000+ Marketing Automation

**25+ Research
Reports Published**

350+ vendors evaluated
12,000+ views per report (average)

**10,000+ Active Enterprise
Survey Participants**

all with budget responsibility
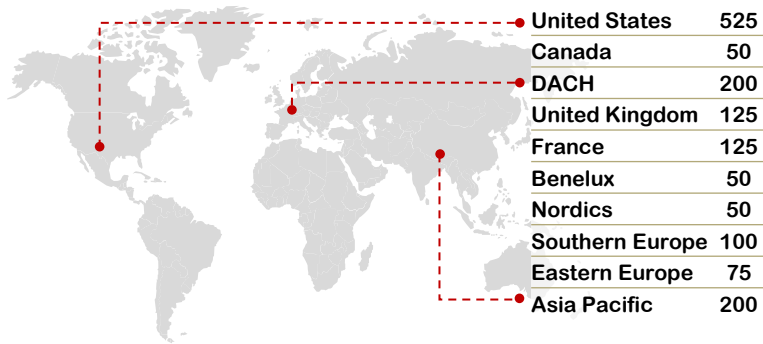
20+ Press Releases

2,000+ views per press release (average)

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

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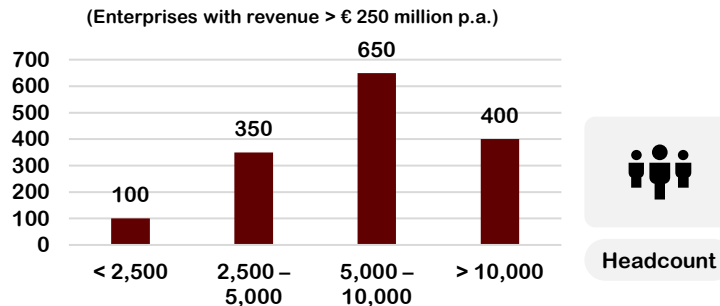vendor selection matrix®

OUR SURVEY DEMOGRAPHICS:
MARKETING AUTOMATION IN GLOBAL ENTERPRISES

Country Breakdown

United States	525
Canada	50
DACH	200
United Kingdom	125
France	125
Benelux	50
Nordics	50
Southern Europe	100
Eastern Europe	75
Asia Pacific	200

Industry Breakdown

Energy	100
Financial Services	250
Government & Non-Profit	0
Life Sciences	200
Manufacturing	450
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	102
Professional Services	105
Travel & Transportation	93
Total	**1,500**

Company Size Breakdown

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

Headcount	Value
< 2,500	100
2,500 – 5,000	350
5,000 – 10,000	650
> 10,000	400

Headcount

Job Title Breakdown

Business Unit Marketing Executive	156	Chief Digital Office	70
Corporate Marketing Executive	154	Sourcing/Vendor Management	52
VP /Director Marketing Operations	149	COO	47
VP/Director Demand Generation	144	Chief Sales Officer	35
VP/Director Channels	127	CFO	25
VP/Director Sales	125	Total	1,500
VP/Director Marketing Analytics	123		
Channel Sales Operations	114		
VP/Director Marketing Technology	98		
CIO/CTO	81		

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.

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WHAT IS PARTNER MANAGEMENT AUTOMATION?

- Back in 2019, we called this Channel Marketing and Enablement – all marketing processes where a manufacturer or vendor distributes products and services through partner organizations as their indirect channel. Channel marketing is a form of brand content management; where programs, promotions and leads are managed both down and up the channel (also called Local/Distributed Marketing or Through-Channel Marketing Automation (TCMA)). Channel Enablement are processes around the partner relationship itself: Recruitment, registration and classification, contractual details, information exchange, and more (Channel enablement has usually been labelled Partner Relationship Management (PRM)).

- Digital transformation has dramatically affected channel relationships and processes with the most obvious examples being working from home, eCommerce, digital marketing, and event management. Almost every industry is morphing to an "as-a-service" business model based upon digital interactions. But eBusiness and eCommerce has not taken work away from channel partners (no "dis-intermediation"); the channel has become even more influential and advocational for all businesses, making PMA software even more important.

- Digital channel partners now earn most of their revenue from the buyers, not the manufacturer they represent. And, in addition to resellers or distributors, there are channel players called affiliates, referrers, associations, commerce content providers, communities, groups, ambassadors, and more. And the whole relationship is now primarily based upon digital interactions and depends less on partner account managers on the street. Plus, the volume and variety of partners is far too great, and fleeting, to be managed manually.
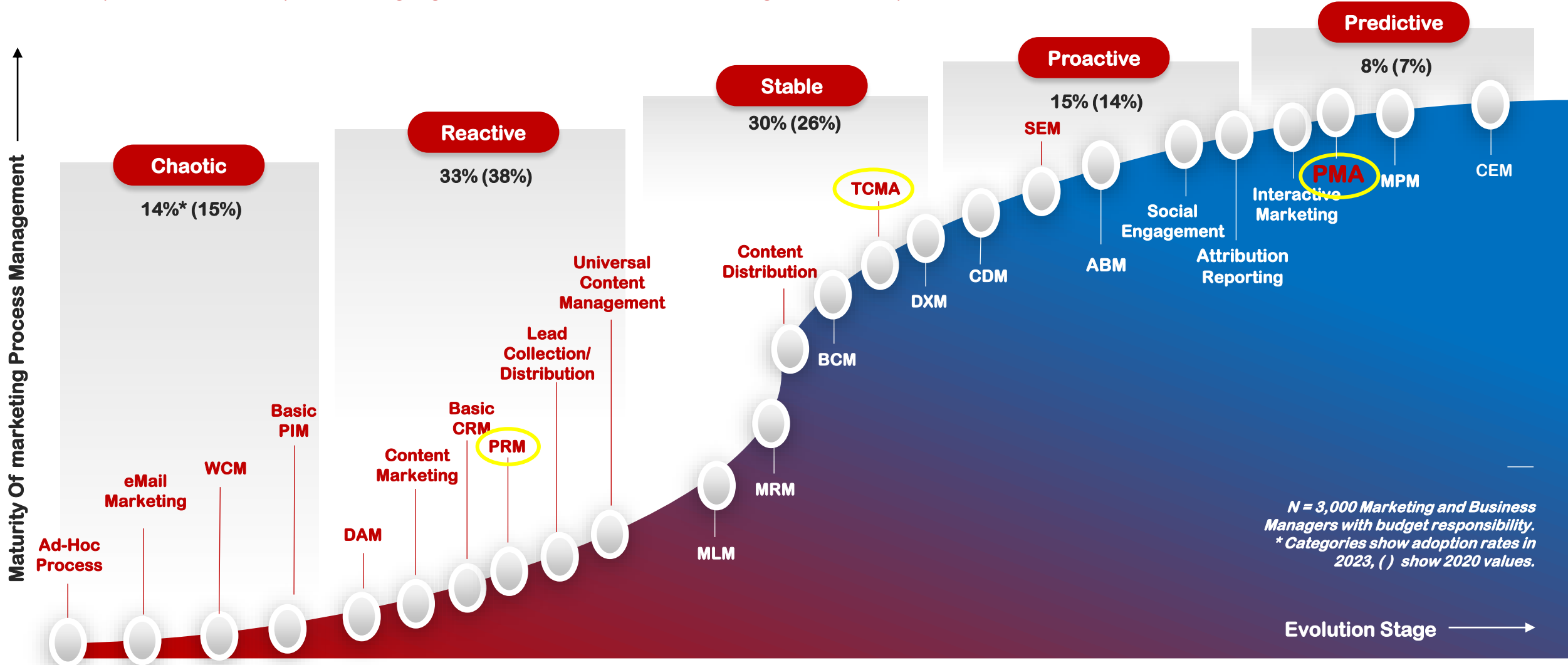
- Enter Partner Management Automation …

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THE SEVEN DRIVERS CHANGING CME TO PMA

Channel Marketing & Enablement	Partner Management Automation
1. Product Business Model Buy or license up-front, pay or subscribe for service or support	**As-a-Service Business Model** Subscribe to full service, renew/upgrade if satisfied
2. Push Go-to-Market Action Manufacturer's need registered, enabled and incented partners to push their products into the markets they cannot reach	**Pull Action** Partners pull business, when needed, from a manufacturer, with little interest in product margin compensation
3. Recruitment Imperative Channel managers seek and manage their list of desired partners	**Enrollment Opportunity** Channel managers notice which partners are productive
4. Partner Resells for Manufacturer Channel partners buy and sell manufacturer' products at margin	**Partner is Concierge for Consumer** Partners recommend (set-up) service as part of their solution
5. Strategic Approach Owned by Manufacturer Manufacturer stratifies a channel to incent and manage resources	**Partner Relationship is Casual** Partners enter in and out of business relationships over time
6. Vertical Planning to Ideal Customer Profile Manufacturers map their channels to their own targeted segments	**Horizontal and Opportunistic** Partners do not map easily into any segmentation plan
7. Hundreds or Thousands of Potential Partners	**Unlimited Potential**

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MARKETING PROCESS MATURITY S-CURVE 2024

Our surveys and consulting work enable us to continually assess the maturity of marketing organizations (combination of organization, process and technology) and we observe these five phases. **PRM & TCMA is found in moderately mature organizations. Full PMA, for all types of partner relationships, including digital, is found in the <u>most marketing-mature</u> companies.**

Maturity Of marketing Process Management

Chaotic
14%* (15%)

Ad-Hoc Process
eMail Marketing
WCM
Basic PIM

Reactive
33% (38%)

DAM
Content Marketing
Basic CRM
PRM
Lead Collection/ Distribution
Universal Content Management

Stable
30% (26%)

MLM
MRM
Content Distribution
BCM
TCMA
DXM

Proactive
15% (14%)

CDM
ABM
SEM
Social Engagement
Attribution Reporting

Predictive
8% (7%)

Interactive Marketing
PMA
MPM
CEM

N = 3,000 Marketing and Business Managers with budget responsibility. * Categories show adoption rates in 2023, ( ) show 2020 values.

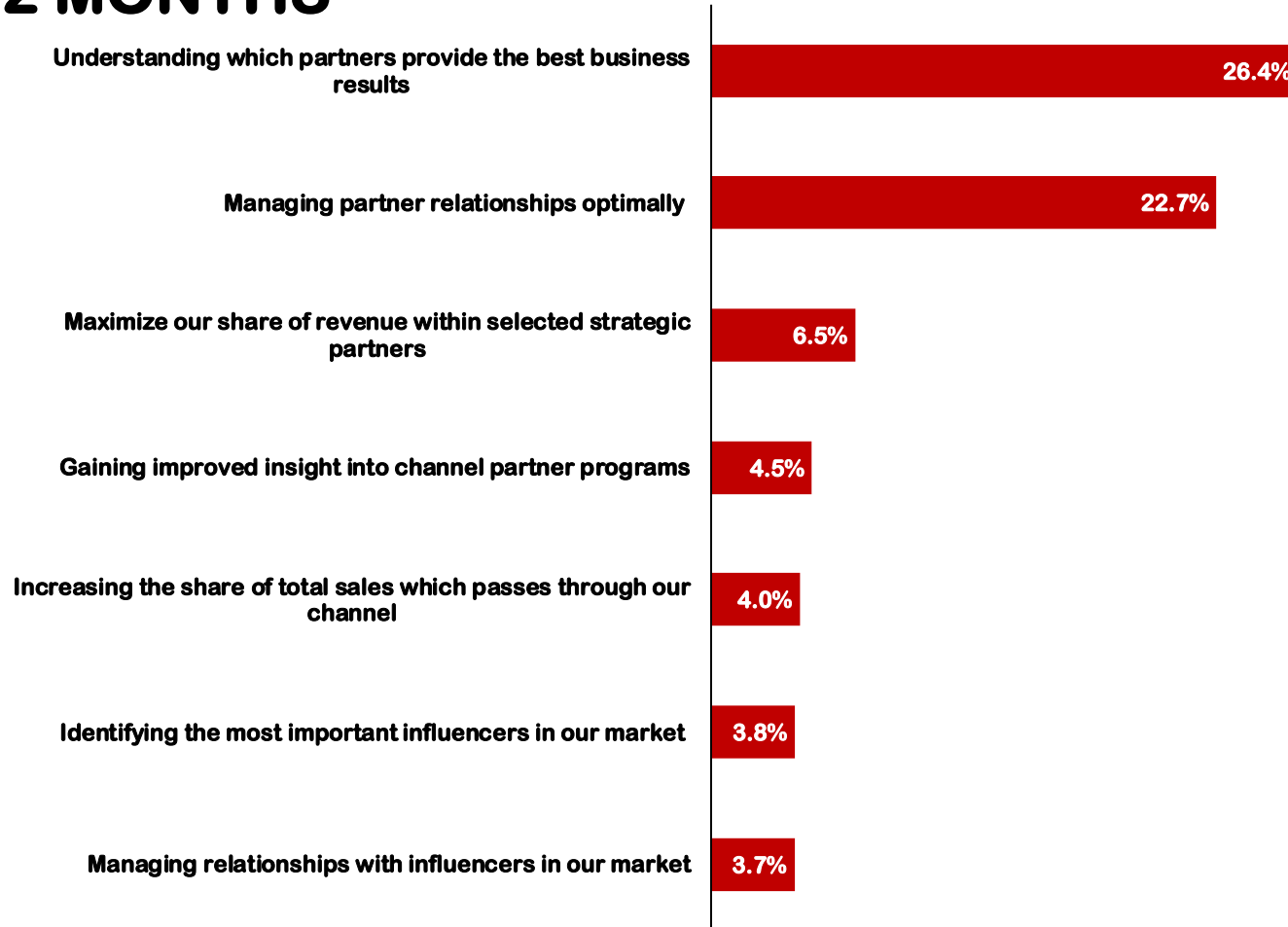**Evolution Stage** →

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RESEARCH:

THE TOP FOCUS IN PMA PROJECTS IN THE NEXT 12 MONTHS

Driver	Percentage
Understanding which partners provide the best business results	26.4%
Managing partner relationships optimally	22.7%
Maximize our share of revenue within selected strategic partners	6.5%
Gaining improved insight into channel partner programs	4.5%
Increasing the share of total sales which passes through our channel	4.0%
Identifying the most important influencers in our market	3.8%
Managing relationships with influencers in our market	3.7%

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

Question:
What are your top three drivers for investing in new or improved Partner Management Automation software in the next 12 months?

Strong focus on discovering the best performing partners.

These are the top investments drivers named by enterprise marketing software buyers. They could select three drivers from a long list.

Top priorities are
1) identify which partners are most critical
2) manage those relationships optimally
3) maximizing revenue.

There is a new recognition of the importance of Influencers - though not all over the world: North America had 5%, APAC voted 7% while Europe had just 2%.
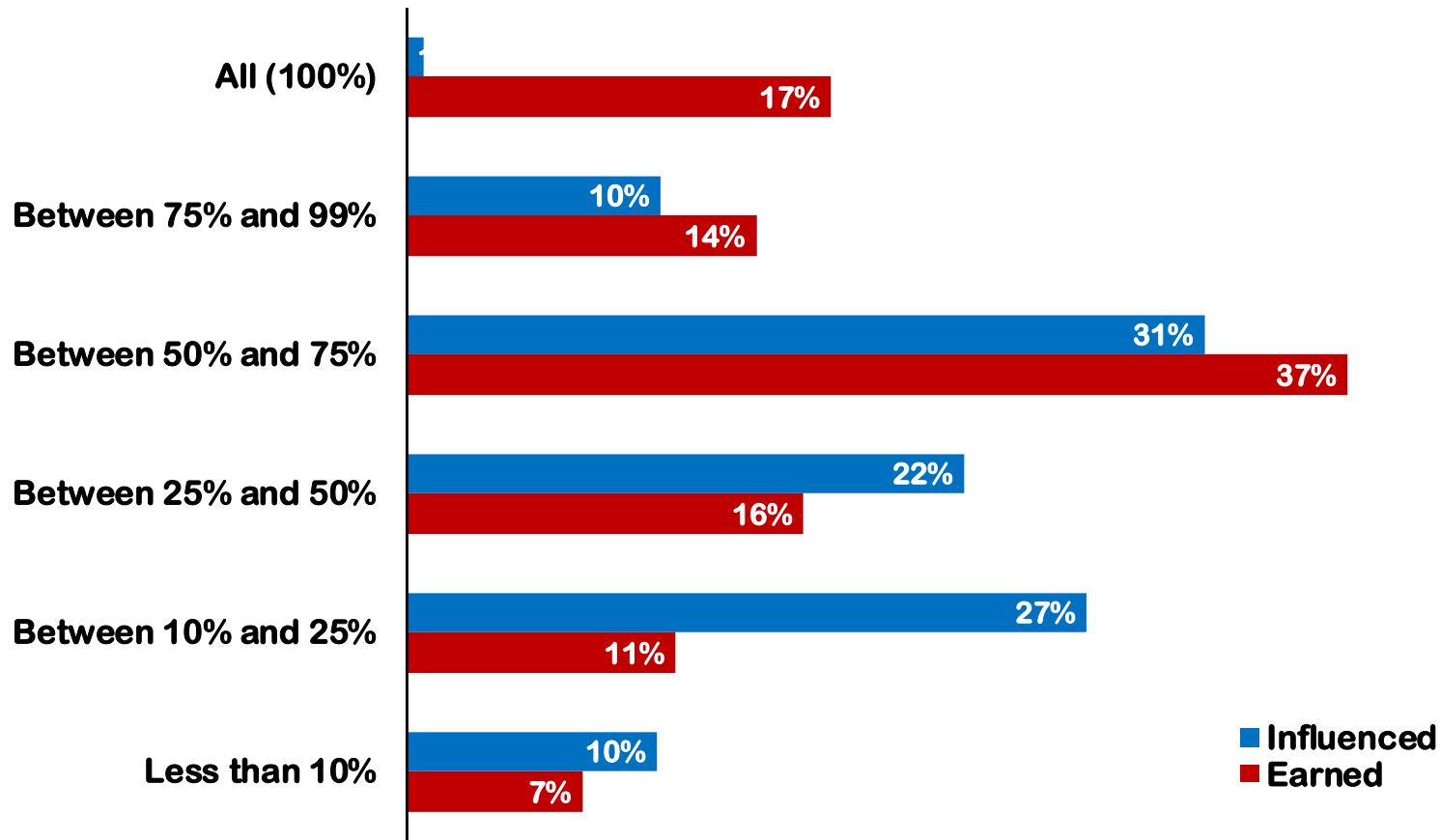
However, more significant is that most of the 18 listed drivers received some recognition, so the percentages are low – there are <u>many</u> reasons to do PMA.

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

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RESEARCH:

PROPORTION OF REVENUES EARNED OR INFLUENCED BY CHANNEL PARTNERS

Chart: Proportion of revenues earned or influenced by channel partners

Category	Influenced	Earned
All (100%)	1%	17%
Between 75% and 99%	10%	14%
Between 50% and 75%	31%	37%
Between 25% and 50%	22%	16%
Between 10% and 25%	27%	11%
Less than 10%	10%	7%

Legend:
- ■ Influenced (blue)
- ■ Earned (red)

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

Question:
What proportion of your revenues are earned and/or influenced through contributions of your channel partners?

This highlights the increasing importance of channel partner influence in digital business models.

There has been a massive shift compared to the 2021 survey. Some **41%** of the respondents recognize that channel partners are already influencing **one half** of their business results. This was just 11% in 2021.

The over-half-of-revenues-influenced number varies by region: North America 41%, Europe 37% and APAC 59%.

Many of these partners are not contracted resellers or distributors (shown on next page); they have more casual digital marketing or sales relationships that need to be tracked and monitored electronically.

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RESEARCH:
AVERAGE PARTNER PORTFOLIO CHANGES FROM 2021 TO 2024

Partner Type	2021	2024
Retailers / Resellers / VARs	16%	17%
Dealers / Agents / eCommerce Aggregators	15%	12%
Traditional Affiliates	13%	11%
Consultants / System Integrators	16%	18%
Media houses	13%	9%
Service Providers / MSPs	9%	10%
Influencers	8%	11%
Strategic partners	7%	9%
Nontraditional Affiliates / Ambassadors	3%	2%

We compared the partner portfolio by type to our previous survey in 2021 to see what has changed.

All in all, there is a BROAD range of partners in everyone's portfolio – no partner type gets to a 20% share of mind.

While the share of dealers, traditional affiliates and media houses has reduced, there is a larger emphasis on influencers, consultants, retailers and service providers.

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

Question:
Please estimate the split of channel partner types in your partner portfolio (%)

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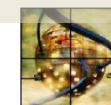
INSIGHTS: TOP PMA MARKET TRENDS 2024

Manufacturers recognize new Cloud-based channels.

The advent of XaaS in many sectors brings a new dimension of partnerships. Most manufacturers now have software-based services, or "apps" around their products, leading to engagements with new partners – on the Cloud and in marketplaces.

Traditional channel financing included deal registration, discount/margins contracts and shared marketing funding (MDF); simple processes supported by traditional PRM/TCMA software. In a digital world, there are many more types of compensation and rewards, most of which require a much more sensitive and dynamic digital platform.

Partners prefer control over the ecosystems they operate in.

Manufacturers can no longer map out target markets and plan partnerships like generals ordering armies around a warzone. The tail is wagging the dog: the market and partner communities run the new game.

Manufacturers must now cope with tens of thousands of potential partners around the world. Partner recruiters/managers cannot handle that variety nor volume through travel and face-to-face meetings, they must rely on a PMA software platform to do that.

Channel attribution has become a business fundamental.

Channel performance and attribution was always important for all B2B and B2B2C digital businesses, but now there are many more types of attribution: reselling, distributing, recommending, influencing, listing.

The accurate attribution to all worthy partners is an economic priority and modern PRM/TCMA/eCommerce platforms will need to include truly advanced, multi-touch attribution functions beyond basic attribution like first-touch, last-touch, etc.

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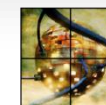
WHAT THE DATA MEANS:
THE RESEARCH HAS THESE IMPLICATIONS FOR THE VENDORS

Manufacturers needing a PMA platform will ignore pure-play PRM or TCMA vendors.

Providing full PMA coverage is difficult to do because of the digital business complexity involved. Some vendors are happy to stick to their traditional offering of just a PRM platform or just TCMA: doing "business as usual" with clients who want the same.

The accelerated adoption rate of digital business means that more manufacturers will want more than PRM/TCMA. Those vendors will now run out of addressable clients. They are also likely to lose much of their installed base as their customers transform and have more advanced PMA needs.

Integration of PMA functions becomes more significant.

Most manufacturers have a channel software stack with many parts. With small volumes and more-or-less manual channel management, this was less problematic.

In a digital business world, with higher transaction volumes and types plus more partners and partner types, companies need a more comprehensive and, more importantly, fully-integrated PMA platform.

SaaS-based software has made this automation technology easier to adopt and integrate than the largely on-premises-based applications offered previously.

Vendors sell to the manufacturers, but they must prioritize the partner experience.

In a manufacturer-led channel model, vendors had configured their products to buyer needs. The balance of power has moved to the partners, who have many business relationships (on average ca. 30). So, partners must navigate multiple portals each day and will prefer to work with manufacturers providing the best user-experience to reduce friction in acclimatization and re-training.

Vendors take note, make Partner Experience a priority, because buyers will as well.

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VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION

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

This listing is alphabetical and includes all relevant PMA 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.

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

- BRANDMUSCLE
- ELATERAL
- MODEL N
- ORACLE
- SUCCESSFUL CHANNELS
- VISTEX

VENDOR NAME	SOLUTION
ALLBOUND	Allbound PRM
ANSIRA	Ansira Edge Technology Suite
APPDIRECT	AppDirect
BRIDGELINE DIGITAL	OrchestraCMS, TruPresence
CHANNEL MECHANICS	Channel Mechanics Platform
CHANNELEXPERTS	ChannelOS, ChannelPRM
CHANNELTIVITY	Channeltivity Platform
CROSSBEAM	Crossbeam Explorer, Crossbeam Connector, Crossbeam Supernode
IMPACT	impact.com Partner Management Platform, impact.com Creator
IMPARTNER	Impartner PRM, Impartner Partner Marketing Automation, Impartner Communication
MAGENTRIX	Magentrix Partner Relationship Management
MINDMATRIX	Bridge PRM Software & Partner Marketing Software
PARTNERSTACK	PartnerStack
SALESFORCE	Sales Cloud PRM
SPROUDLOUD	Sproutloud Distributed Marketing Platform
360 INSIGHTS	360insights Ecosystem Hub
WEBINFINTY	Webinfinity
ZIFT SOLUTIONS	ZiftONE
ZINFI	Unified Partner Management (UPM) Platform

NOTE: If a vendor does not respond, Research In Action will complete its scoring assessment based on analyst experience and desk research. The vendor's products and quick facts will be documented in the report, though a full vendor scorecard will not be written.

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VENDOR SELECTION MATRIX™
PARTNER MANAGEMENT AUTOMATION SOLUTIONS

Vendor Quick Facts

VENDOR NAME	Market Presence	Growth Rate	Customer Traction	GOOD TO KNOW
ALLBOUND	Big	High	Strong	Enjoyed, early success with growing SaaS companies, now helping enterprises with expanded solution set.
ANSIRA	Medium	Low	Low	Marketing services & technology company that stresses transparent partnerships and a data-driven approach.
APPDIRECT	Medium	High	Strong	Helps firms launch and manage reseller and referral partners including commerce and marketplace capabilities.
BRIDGELINE DIGITAL	Small	Medium	Low	A range of digital experience solutions, including eCommerce and content management capabilities,
CHANNEL MECHANICS	Medium	High	Good	An enterprise-grade, modular, channel automation platform for companies of all sizes.
CHANNELEXPERTS	Small	Low	Medium	ChannelOS is a channel sales and marketing platform. ChannelPRM is a PRM solution for SMBs manufacturers.
CHANNELTIVITY	Medium	Low	Good	A long-time player in PRM, the platform has become established with many clients.
CROSSBEAM	Big	High	Medium	A Partner Ecosystem Platform that helps companies build and manage partnerships more effectively.
IMPACT	Big	Very High	Strong	Helps firms to manage all partner types, including affiliates, influencers, content publishers, and referral partners.
IMPARTNER	Very Big	Very High	Strong	One of the largest players in the market, 100s of tech & manufacturing companies use Impartner.
MAGENTRIX	Medium	Medium	Strong	Magentrix supports customizable portals to better collaborate with and manage partners.
MINDMATRIX	Big	Medium	Medium	Platform with PRM functionality plus automation software for to-, through-, with-, and for-partner marketing.
PARTNERSTACK	Medium	High	Strong	Enabling companies to recruit and empower partners, and build, manage and scale channel partner programs.
SALESFORCE	Very Big	Medium	Medium	The largest PRM by revenue & installed base. Leverages many other parts of Salesforce.
SPROUDLOUD	Medium	Medium	Low	Defining the future of through-channel marketing
360 INSIGHTS	Medium	High	Strong	Partner engagement, management, channel incentives, data, & insights to help manage partner ecosystems.
WEBINFINTY	Medium	Medium	Medium	Drive better customer experiences and incremental revenue through digital, physical, and print channels.
ZIFT SOLUTIONS	Big	Very High	Strong	One of the largest and most powerful PRM's with 100s enterprise tech companies as customers.
ZINFI	Medium	Medium	Good	Platform with modules for PRM, Partner Marketing and Workflow Management for different types of partners.

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?".

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VENDOR SELECTION MATRIX™
EVALUATION CRITERIA

STRATEGY

Vision And Go-To-Market	**30%**	› 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%**	› 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%**	› 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%**	› 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?".

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VENDOR SELECTION MATRIX™

PARTNER MANAGEMENT AUTOMATION
THE TOP VENDORS 2024

Vendor Selection Matrix chart with axes STRATEGY (vertical) and EXECUTION (horizontal), showing four quadrants: STRATEGY LEADER, MARKET LEADER, CHALLENGER, EXECUTION LEADER.

Partner Management
Automation
The Top Vendors 2024

MARKET LEADERS

- ALLBOUND
- APPDIRECT
- CHANNEL MECHANICS
- CHANNELTIVITY
- IMPACT
- IMPARTNER
- MAGENTRIX
- PARTNERSTACK
- SALESFORCE
- 360 INSIGHTS
- ZIFT SOLUTIONS
- ZINFI

OTHERS

- ANSIRA
- BRIDGELINE DIGITAL
- CHANNELEXPERTS
- CROSSBEAM
- MINDMATRIX
- SPROUDLOUD
- WEBINFINTY

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

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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.

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APPENDIX: MARKETING PROCESS DEFINITIONS

- **ABM (Account-Based Marketing).** A process of leveraging collected behavioral and profile data on target companies (accounts) or even individual buying decision-makers.

- **Attribution Reporting.** The ability to recognize the contribution of individual pieces of marketing investment (campaigns, events, specific content assets) to business success. The success factors include metrics like deal progression through the funnel, deal value increase, deal velocity increase and deal closure.

- **BCM (Brand Content Management).** Process to control the brand messaging, from corporate brand to individual messaging statements around products. Companies in a more distributed (or local) marketing environment use BCM systems to manage content across internal organizations, subsidiaries, and/or all business partners.

- **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 Experience Management).** The process of consolidating and aggregation of all data from disparate systems in the company about customers - a Marketing-led initiative to ensure the data unification project is focused directly on marketing requirements.

- **DXM (Digital Experience Management).** Creating and updating content, as personalized as possible to the consumer, and rendering it through all required digital communications channels (web, social, POS, etc).

- **eMail Marketing.** The process of setting up campaigns via eMail to purchased or built-up lists of contacts.

- **Lead Collection and Distribution.** The process of collecting and qualifying inbound marketing leads from the increased web traffic generated by content marketing. Distribution of appropriately leads to Sales.

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APPENDIX: MARKETING PROCESS DEFINITIONS

- **MAP (Marketing Automation Platform).** Often called just "Marketing Automation", especially in the US, this is the backbone process family to share content and run digital campaigns, nurturing and progressing leads through all digital channels.

- **MRM (Marketing Resource Management).** The budgeting and reporting processes consolidating management of all asset projects plus human and financial resources to support business analytics focused on the marketing organization.

- **MPM (Marketing Performance Management).** Dashboard and reporting that consolidates data from MRM, DAM and attribution reporting to list the financial return on individual and aggregated marketing investments.

- **Personalized Marketing.** Digital marketing programs that provide responsiveness and deep personalization.

- **PIM (Product Information Management).** Maintaining all product data on one system to optimize product presentation.

- **PRM (Partner Relational Management).** Processes around the channel partner (reseller, distributor, etc) relationship : recruitment, registration and classification, contractual details, information exchange, and more.

- **PMA (Partner Management Automation).** In an "as-a-service" business model based upon digital interactions channel partners are even more influential and advocational. As well as resellers/distributors, we have partners called affiliates, referrers, associations, commerce content providers, communities, groups, ambassadors, and more. PMA is the aggregation of PRM and TCMA.

- **SEM (Sales Engagement Management).** A process where marketers provide relevant digital assets to a salesperson to support their customer interactions, supported by training and coaching delivered on-demand.

- **Social Engagement and Advocacy.** Processes to manage and leverage interested parties within communities and on social media.

- **TCMA (Through-Channel Marketing Automation).** Management of brand content, plus programs and campaigns, promotions, and even leads, both down and up the distribution channel of business partners.

- **Universal Content Management.** Combination of content management, DAM and PIM into one common system of record and management. It-centric organizations call this Master Data Management.

- **WCM (Web Content Management).** The process of creating and updating content on the company website.

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