

# VENDOR SELECTION MATRIX™ REVENUE MARKETING AUTOMATION SOLUTIONS

The Top Vendors 2024

March 2024

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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 1,000 business managers with budget responsibility in enterprises globally. We selected those vendors which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

I had debated a long time on what to call this research project, inspired by several lengthy discussions with marketers and vendor executives about the future of Marketing Automation Platforms. RevOps sounded too operational; Revenue Management too sales oriented. So, I picked Revenue Marketing, because my focus is on the marketing organization, defined it as "The full orchestration, data-driven, process of providing and supporting an ongoing digital relationship with customers, and accounts, across the full customer lifecycle and organization." to the survey respondents and asked them to name and rate those vendors they thought can support that process, or set of processes.

The resulting vendor landscape is a broad mix of vendors with a wide variety of claims in helping marketing organizations increase effectiveness. Most are evolving from being either marketing automation or ABM platforms. Others specialized in providing data analytics and predictive functionalities. A true Revenue Marketing platform needs all those elements, but the discipline is in its early stages, as proven by the fact that we could only qualify 1,000 respondents to interview instead of our usual 1,500. As you will see, the number of vendors who can cover most of the RMA processes is still quite low. This report provides you with a useful guide to important RMA trends, preferences and challenges; names the Top vendors as selected by 1,000 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 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.

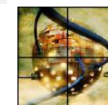
Always keeping you informed! **Peter O'Neill**



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# OUR MARKET IMPACT IN 2024

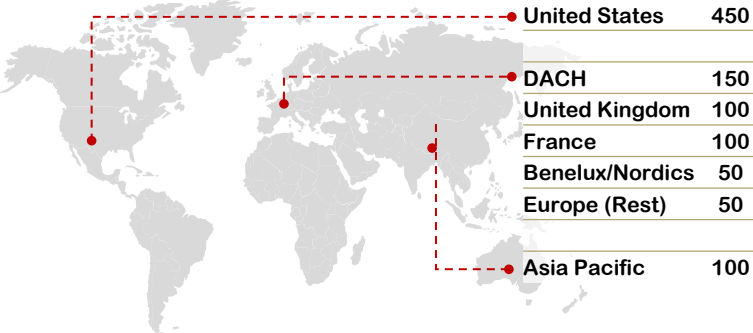


**Vendor Selection Matrix™: The right mix makes all the difference**  
**63% customer evaluations + 37% analyst's judgement = 100% success**

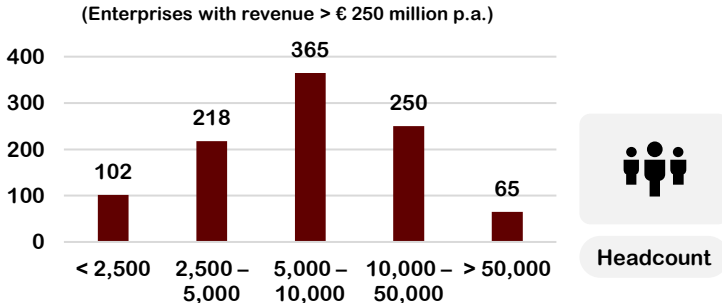


# OUR SURVEY DEMOGRAPHICS: REVENUE MARKETING AUTOMATION

## Country Breakdown



## Company Size Breakdown



## Industry Breakdown

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

## Job Title Breakdown

Business Unit Marketing Executive	120
Business Executive	110
VP/Director Sales	100
VP/Director Demand Generation	80
VP /Director Marketing Operations	75
Corporate Marketing Executive	75
Chief Digital Officer	75
CIO	75
VP/Director Marketing Technology	70
CTO	50
VP/Director Marketing Analytics	50
Sourcing/Vendor Management	25
COO	25
VP IT	20
Chief Sales Officer	20
CFO	15
Chief Sales Officer	15
<b>Total</b>	<b>1,000</b>



**75,000+**  
Data Points



**1,000**  
Marketing and Business Managers



**37%**  
Analyst's Opinion



**63%**  
Survey Results

## The Vendor Selection Matrix™ Evaluation Methodology:

The basis of our competitive vendor evaluation reports is 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.

# WHAT IS REVENUE MARKETING AUTOMATION?

- The concept of Revenue Marketing has emerged in recent years as many companies, especially those selling to business organizations, complete their transition from working individual leads to account-based revenue management. As many buyers now prefer to engage digitally, both with websites and with sales staff, companies can now collect telling data from the buyers' choices and information preferences during their research journeys and turn it into insights useful for all marketing and sales roles. It is also more common now to want to identify and generate ongoing revenues with existing customers through upselling and cross selling programs. The prevalence of business-as-a-service has accelerated this trend.
- Historically, companies have been deploying separate Marketing Automation Platforms (MAP), Marketing Lead Management (MLM) or, specifically in B2B, even extra Account-Based Marketing (ABM) solutions to support their lifecycle revenue management and marketing campaigns – often resulting in significant functional overlap, redundancy, and user confusion. The last years have seen martech budgets come under pressure from the CFO, and many modern CMOs also strive for a more strategic martech approach. The result is that many companies are now reconsidering their marketing investments and searching for a single primary platform strategy: a platform to support all their revenue marketing processes.
- Enter Revenue Marketing Automation ...The full orchestration, data-driven, process of providing and supporting an ongoing digital relationship with customers, and accounts, across the full customer lifecycle and organization.
- As the survey shows, many companies plan to replace their MAP and ABM platforms with such as solution and some MAP/ABM vendors are already expanding and repositioning their solution to cover this need.



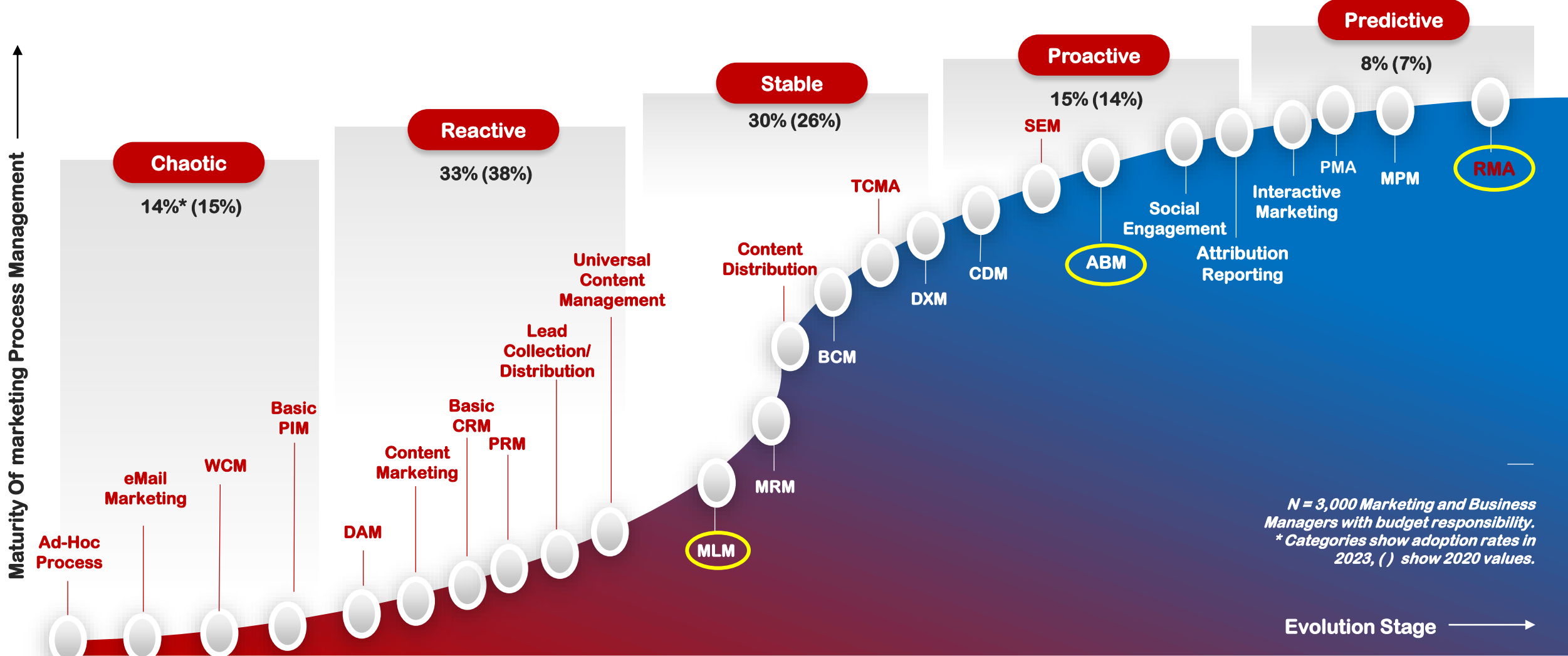
# REVENUE MARKETING VALUE AND PROCESSES

- Revenue Marketing provides value to companies by merging comprehensive marketing processes into a central hub, allowing for stronger efficiency, better integrations, and enhanced data consolidation. Marketing efficiency is increased due to having fewer tools and finding revenue-generating opportunities is made easier. Engaging buying group members through omnichannel touchpoints is based upon insights that can support personalized messages across various channels, including email, social media, chat, advertising, and sales call. Revenue Management covers the following marketing processes:
  - 360-Degree Customer Research. Collecting and collating all available data on each customer from every stage of their customer lifecycle.
  - Buyer Role Segmentation. Developing detailed buyer personas with relevant intent signals and content preferences.
  - Customer Insights. Discovering the specific parameters that support buyer decisions across the lifecycle covering acquisition, retention, loyalty and advocacy.
  - Opportunity Management. Leveraging data insights to indicate propensity at any stage of the lifecycle.
  - Buyer Journey Engagement. Using real-time data to predict or even orchestrate buyer behavior in their journey.
  - Lead Acceleration. Integration with sales technology to ensure marketing/sales alignment and shorten sales cycles.



# 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. **MLM & ABM is found in moderately mature organizations. Full RMA, for all types of customer-revenue relationships, including digital, is found in the most marketing-mature companies.**



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

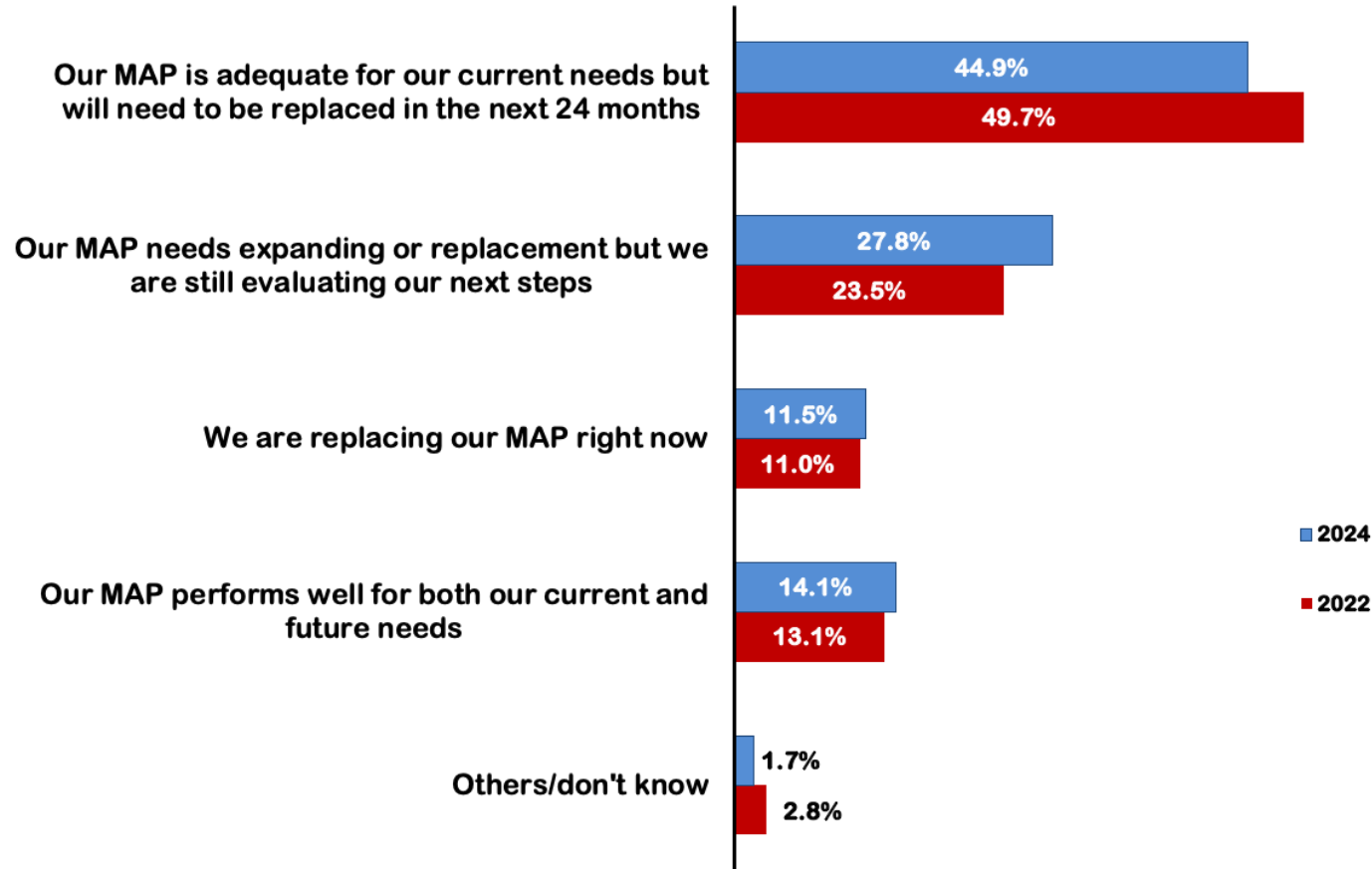
All acronyms are defined in the report Appendix



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vendor selection matrix®

# RESEARCH:

## FUTURE ROLES OF A MAP IS PRECARIOUS IN MOST COMPANIES



N = 1,000 Enterprise and Business Managers with budget responsibilities. (1,500 in 2022)

Question: Which of the following best describes your organization's current Marketing Automation Platform (MAP) status?

Increased dependency on digital marketing, and selling, has exposed weaknesses in many MAP installations. A total of 87% of companies are re-assessing their current marketing automation platform

Although there are 12 market leaders, **ONLY 14%** of companies are satisfied with their current MAP functionality.

According to chiefmartec/MartechTribe\* these are the MAP functions most missed:

- Omnichannel personalization
- Campaign workflow management
- Campaign personalization
- Campaign collaboration
- Predictive content
- Revenue analytics
- Campaign analytics/optimization
- Campaign creation and design

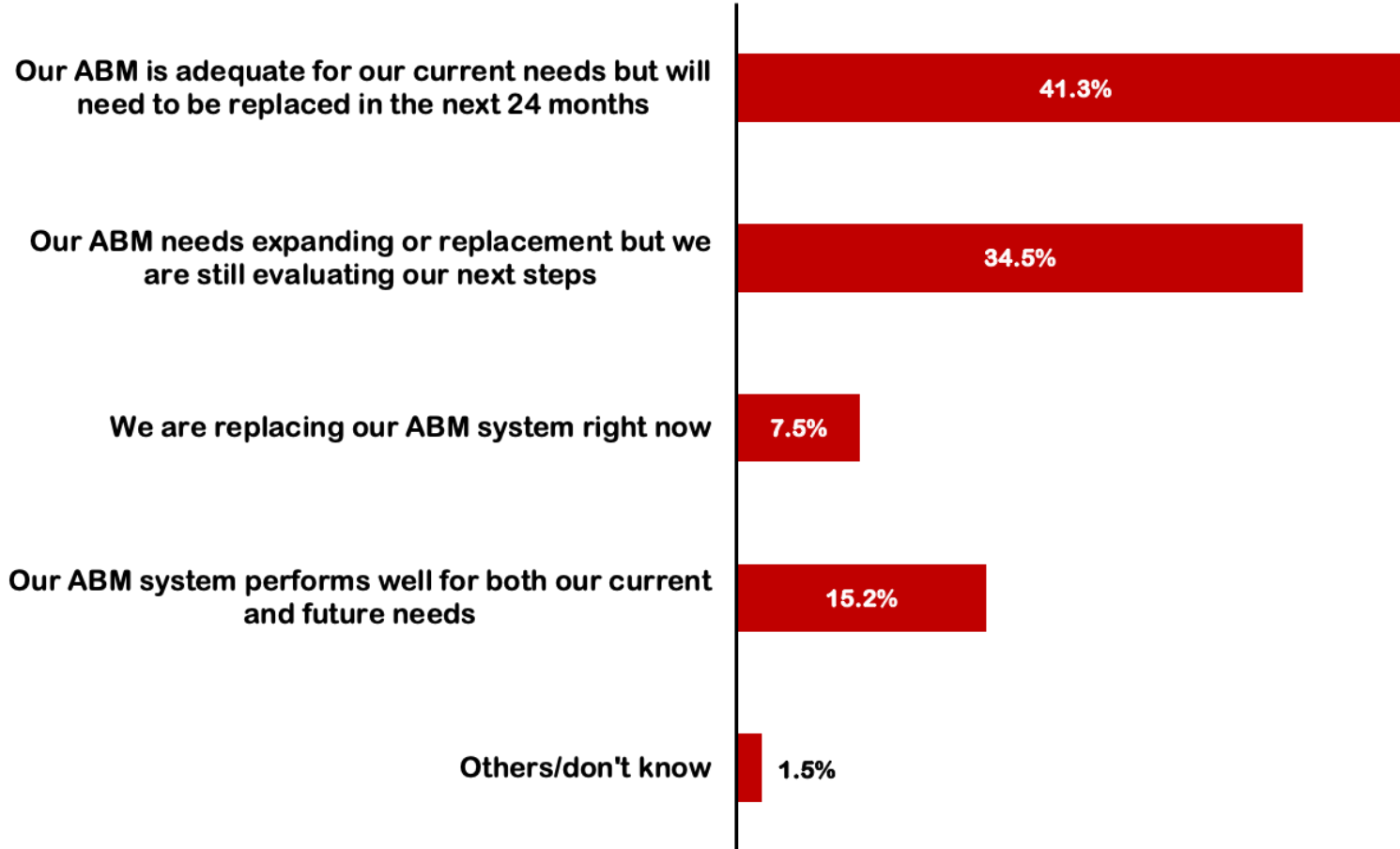
\* See <https://chiefmartec.com/2023/12/major-trends-in-martech-for-2024-the-real-changes-underway-in-a-99-platitude-free-report/>





# RESEARCH:

## MOST COMPANIES WANT TO IMPROVE THEIR ACCOUNT-BASED MARKETING



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

Question:  
Which of the following best describes your organization's current Account-Based Marketing status?

As well as re-evaluating their MAP systems, the same marketers are also unsure about the effectiveness of their current Account-Based Marketing investments. A total of 81% of companies are re-assessing their current ABM systems.

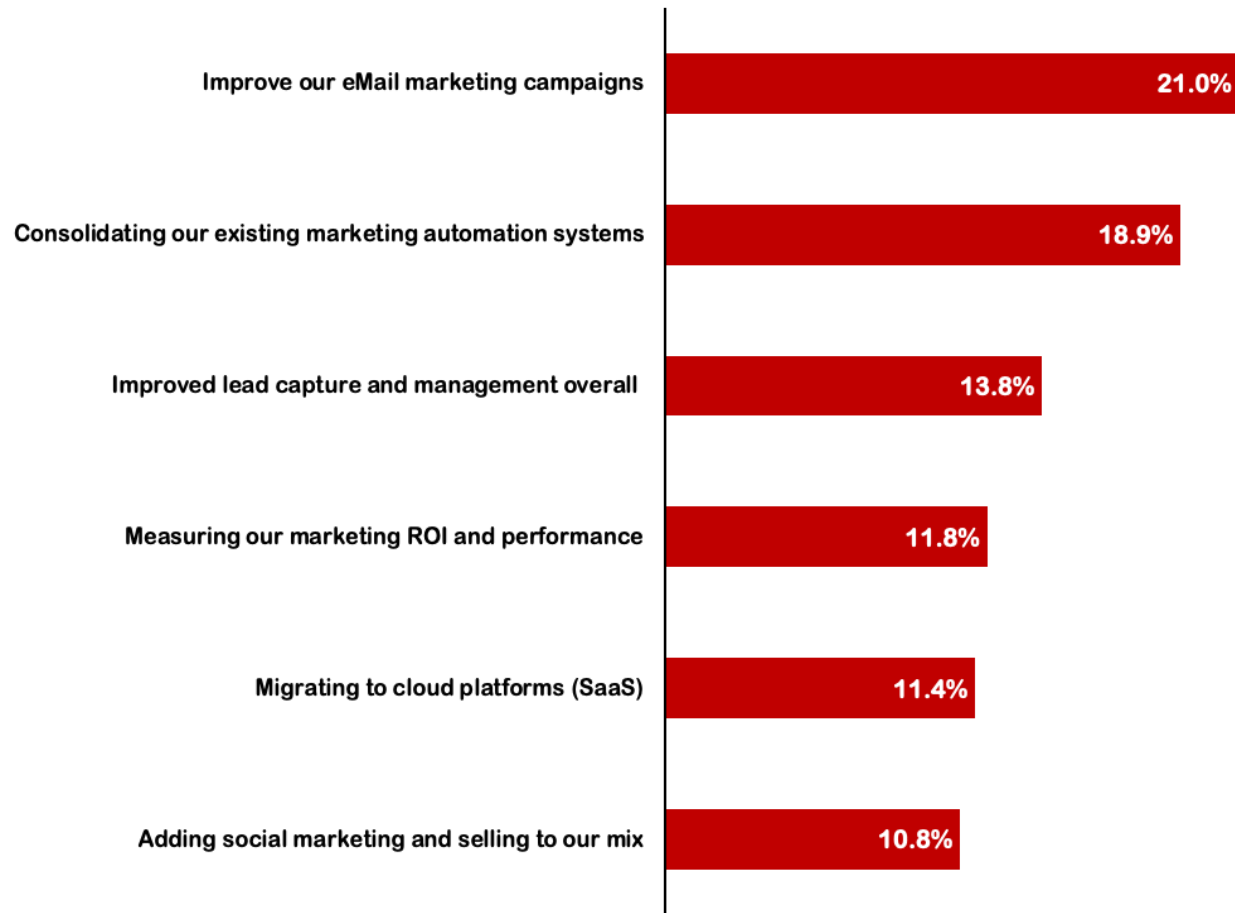
7.5% are already replacing their ABM platform. Another 35% of the respondents know they must migrate to something new and 41% know this will be the case for them soon.

**ONLY 15% of companies are satisfied with their current ABM functionality.**



# RESEARCH:

## THE TOP SIX REASONS FOR REVENUE MARKETING AUTOMATION INVESTMENTS



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

Question:  
What are your top three drivers for investing into RMA in 2024?

When asked to name the most important drivers for their RMA investments, these were the six most cited drivers. They were offered 13 options and could select the 3 most important to them.

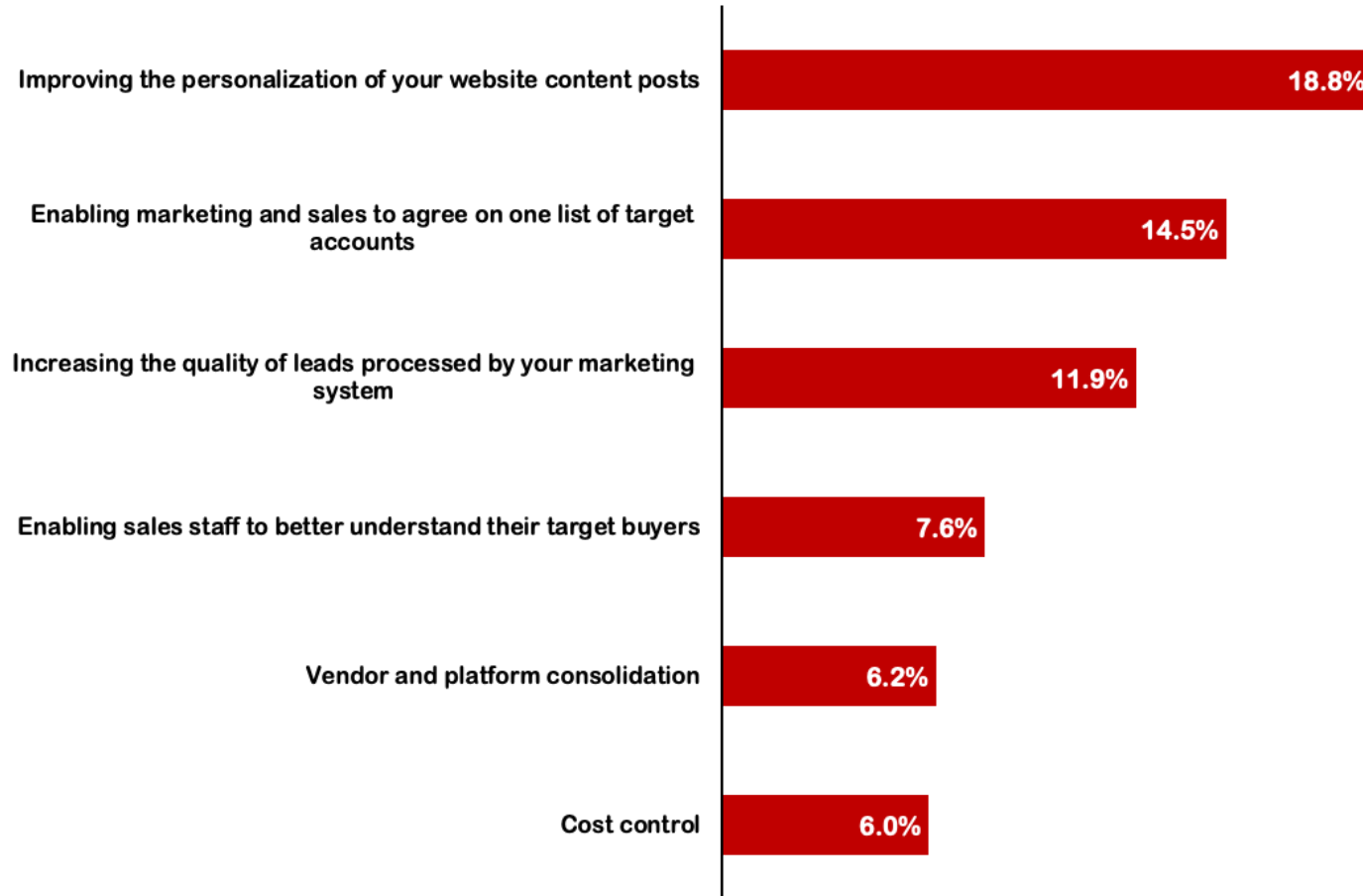
Business buyers, under a deluge of digital marketing messaging, now demand that suppliers' communication (e.g., eMail) be relevant to their current business issues. Most firms have too much Martech installed. The process of lead-to-revenue management has changed dramatically, away from the funnel metaphor to an engagement model based upon customer insights.

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



# RESEARCH:

## THE TOP SIX OBJECTIVES IN REVENUE MARKETING AUTOMATION PROJECTS



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

Question:  
Which of these revenue management objectives are the three most important for your organization?

When asked to name the most important objectives for their RMA projects, these were the six most cited. They were offered 20 options and could select the most important to them.

Business buyers will only engage with a potential vendor that can prove it understands their needs and context. This includes providing a better buyer experience when they interact on the website. The tone of sales conversations has also changed - buyers now expect sales staff to be as well informed about their buying needs as they are about the products and services they represent.

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



# INSIGHTS: TOP RMA MARKET TRENDS 2024



**Revenue Marketing is a new discipline requiring powerful customer data management.**

Marketing is moving from contact-based lead management to leveraging insights for engagement with buying groups. This is a cultural shift that will take time as both marketing and sales adopt new roles. The major technical challenge is the difficulty of collecting, combining, and managing buyer data and turning it into insights.

The number of data sources required is growing quickly while the challenge of complying with privacy laws and regulations is immense.



**Marketing software vendors are on their own journey to Revenue Marketing.**

The current landscape of revenue marketing automation vendors is a blend of vendors with different product histories. Most of them are evolving from being either marketing automation platforms or an ABM platform. Others specialized in providing data analytics and predictive functionalities. A true Revenue Management platform needs all of those elements.

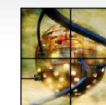
Some larger organizations may prefer a best-in-class strategy and create their own purpose-built stack. That will require strong technology alignment across marketing, sales, operations, and IT.



**Marketing Performance Management becomes a business fundamental.**

With the shift to Revenue Marketing, organizations will rely on new metrics and KPIs that accurately reflect marketing's impact on revenue.

This requires a platform that not only measures opportunity creation, but also assesses buying group engagement, the impact of sales and marketing efforts across multiple channels, and the impact of revenue marketing on pipeline, revenue, and customer growth and retention.



# VENDOR SELECTION MATRIX™

## REVENUE MARKETING AUTOMATION



These are the Top vendors and/or brands selected by 1,000 users from buyer companies in the context of Revenue Marketing Automation, based upon product, company and service quality.

VENDOR NAME	SOLUTION(S)
ACT-ON	Act-On Marketing Automation Platform
ADOBE (MARKETO)	Adobe Marketo Engage, Adobe Campaign, Adobe Marketing Cloud
ANTERIAD	Anteriad Marketing Cloud, Anteriad Demand, Anteriad B2B Data
BOMBORA	Bombora Intent Data, Company Surge
CLEARBIT	HubSpot Native Data Provider
DATA AXLE	Data Axle
DEMANDBASE	Demandbase ONE, Demandbase Account Intelligence
DUN & BRADSTREET	D&B Hoovers, D&B Rev.Up ABX, D&B Direct for Sales and Marketing
HUBSPOT	Marketing Hub, Sales Hub
INTEGRATE	Integrate Platform, Pipeline360
INTENSIFY	Intelligence Activation Platform
ORACLE (ELOQUA)	Oracle Eloqua, Oracle Marketing Cloud, Oracle Responsys
SALESFORCE	Salesforce Marketing Cloud, Salesforce Pardot
SALESLOFT	Cadence, Conversations, Deals, Forecast
6SENSE	6sense Revenue AI
TECHTARGET	Priority Engine, BrightTALK, Enterprise Strategy Group
TERMINUS	Terminus Engagement Hub
TRUSTRADIUS	B2B Insights
ZOOMINFO	MarketingOS

**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.

For this report we interviewed 1,000 enterprise IT and business managers with budget responsibility in enterprises globally.

This listing here is alphabetical and includes the vendors named by the survey respondents in the context of revenue marketing.

We have included 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 19, or had less than 15 ratings:

- BAMBOOBOX
- LEADSPACE
- MICROSOFT
- ENGAGIO (now part of Demandbase)

Clearbit is now a subsidiary of Hubspot.



# VENDOR SELECTION MATRIX™

## REVENUE MARKETING AUTOMATION SOLUTIONS



### Vendor Quick Facts

VENDOR NAME	Market Presence	Growth Rate	Customer Traction	GOOD TO KNOW
ACT-ON	Very Big	High	Strong	Market-leading marketing automation platform harnessing behavioral data to tailor every customer experience.
ADOBE (MARKETO)	Very Big	Medium	Medium	Enterprise-level marketing platform seeing the whole customer journey on a single system.
ANTERIAD	Big	Very High	Strong	Provides marketers (and their agencies) the data/technology/analytics needed to successfully reach customers.
BOMBORA	Big	High	Good	A pure-play data company helping B2B marketers leverage intent data to identify/engage their ideal customers.
CLEARBIT	Medium	Medium	Medium	Now reinvented with Artificial Intelligence—Clearbit is the first HubSpot Native Data Provider.
DATA AXLE	Medium	Medium	Medium	Augmented Intelligence to improve business performance through data solutions and omnichannel marketing.
DEMANDBASE	Very Big	Very High	Strong	Transforming the way B2B companies go to market with an AI-driven account-based go-to-market platform.
DUN & BRADSTREET	Big	Medium	Medium	A leading provider of credit building and credibility solutions for emerging businesses.
HUBSPOT	Very Big	Medium	Medium	Marketing software to grow traffic, convert more visitors, and run marketing campaigns at scale.
INTEGRATE	Medium	Medium	Good	A cross-channel demand management SaaS for enterprise B2B demand and marketing operations teams.
INTENSIFY	Medium	Low	Medium	Helping to accelerate pipeline and growth with data/programs to activate dynamic go-to-market strategies.
ORACLE (ELOQUA)	Big	Low	Good	Campaign design, advanced lead scoring, real-time firmographic data, and integrated sales tools.
SALESFORCE	Big	Medium	Medium	Create unified customer profiles and personalize offers in any channel with AI to build lasting relationships.
SALESLOFT	Big	Medium	Good	An AI-powered revenue workflow platform guiding GTM teams to the right actions to yield the best outcomes.
6SENSE	Very Big	Very High	Strong	Helping marketers and sellers to uncover, prioritize, and engage customers.
TECHTARGET	Big	High	Strong	A platform for account detection/targeting/engagement focused on 3 catalytic revenue management challenges.
TERMINUS	Medium	Medium	Good	Powering high-performance GTM teams.
TRUSTRADIUS	Medium	Medium	Medium	A trusted customer voice and insights platform that helps technology vendors acquire/retain great customers.
ZOOMINFO	Big	Very High	Strong	Used by 35,000+ businesses for insights out of the freshest data vetted by the most stringent processes.

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™

## REVENUE MARKETING AUTOMATION SOLUTIONS



### Revenue Marketing Processes Supported by Vendor

Vendor Name	360° Customer Research	Buyer Role Segmentation	Customer Insights	Opportunity Management	Buyer Journey Engagement	Lead Acceleration
ACT-ON		Yes	Yes	Yes	Yes	Yes
ADOBE (MARKETO)	Yes	Yes	Yes		Yes	Yes
ANTERIAD	Yes	Yes	Yes	Yes		Yes
BOMBORA		Yes	Yes	Yes	Yes	
CLEARBIT		Yes	Yes	Yes		
DATA AXLE	Yes	Yes	Yes			
DEMANDBASE	Yes	Yes	Yes	Yes	Yes	Yes
DUN & BRADSTREET	Yes	Yes	Yes	Yes		Yes
HUBSPOT				Yes	Yes	Yes
INTEGRATE	Yes	Yes	Yes		Yes	
INTENSIFY		Yes	Yes	Yes		
ORACLE (ELOQUA)	Yes	Yes	Yes		Yes	Yes
SALESFORCE	Yes			Yes	Yes	Yes
SALESLOFT		Yes	Yes	Yes	Yes	Yes
6SENSE	Yes	Yes	Yes	Yes	Yes	Yes
TECHTARGET	Yes	Yes	Yes	Yes	Yes	Yes
TERMINUS	Yes				Yes	Yes
TRUSTRADIUS		Yes	Yes	Yes		
ZOOMINFO		Yes	Yes			



# VENDOR SELECTION MATRIX™

## EVALUATION CRITERIA

### STRATEGY



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

### EXECUTION



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

#### NOTES:

- 63% of the evaluation is based on the survey results, 37% is based on the analysts' assessment.
  - 40% of the evaluation is based on the survey results: (1) Recommendation Index, (2) Customer Satisfaction, (3) Price Versus Value.
  - 15% of the evaluation is based on the analysts' assessment: (1) Viability And Execution Capabilities, (2) Market Share And Growth.
  - 45% of the evaluation is based on a combination of survey results and analysts' assessment: (1) Vision And Go-To-Market (2) Innovation And Differentiation (3) Breadth And Depth Of Solution Offering.
- The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".





# VENDOR SELECTION MATRIX™

## REVENUE MARKETING AUTOMATION THE TOP VENDORS 2024



MARKET LEADERS
ACT-ON
ADOBE (MARKETO)
ANTERIAD
BOMBORA
DEMANDBASE
DUN & BRADSTREET
INTEGRATE
ORACLE (ELOQUA)
SALESFORCE
SALESLOFT
6SENSE
TECHTARGET
ZOOMINFO

THE OTHERS
CLEARBIT
DATA AXLE
HUBSPOT
INTENSIFY
TERMINUS
TRUSTRADIUS

**Notes:**

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



RESEARCH IN ACTION  
vendor selection matrix®

# THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

## Vendor Selection Matrix™ Disclaimer:

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation. Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action GmbH's research publications consist of the analysts' opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. All trademarks are recognized as the property of the respective companies.

## About:

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.



# APPENDIX: MARKETING PROCESS DEFINITIONS

- **ABM (Account-Based Marketing).** A process of leveraging collected behavioral and profile data on target companies (accounts) or even individual buying decision-makers.
- **Attribution Reporting.** The ability to recognize the contribution of individual pieces of marketing investment (campaigns, events, specific content assets) to business success. The success factors include metrics like deal progression through the funnel, deal value increase, deal velocity increase and deal closure.
- **BCM (Brand Content Management).** Process to control the brand messaging, from corporate brand to individual messaging statements around products. Companies in a more distributed (or local) marketing environment use BCM systems to manage content across internal organizations, subsidiaries, and/or all business partners.
- **Content Distribution.** Process and systems that collate, manage and distribute marketing content both from internal and external sources.
- **Content Marketing.** Publishing digital content on the company website but also on other sites to generate additional web traffic.
- **CRM (Customer Relationship Management).** In most companies, CRM was set by Sales Ops and/IT and has little marketing value. But integration to the CRM database is necessary for marketing/sales alignment.
- **DAM (Digital Experience Management).** The process of consolidating and aggregation of all data from disparate systems in the company about customers - a Marketing-led initiative to ensure the data unification project is focused directly on marketing requirements.
- **DXM (Digital Experience Management).** Creating and updating content, as personalized as possible to the consumer, and rendering it through all required digital communications channels (web, social, POS, etc).
- **eMail Marketing.** The process of setting up campaigns via eMail to purchased or built-up lists of contacts.
- **Lead Collection and Distribution.** The process of collecting and qualifying inbound marketing leads from the increased web traffic generated by content marketing. Distribution of appropriately leads to Sales.
- **MAP (Marketing Automation Platform).** Often called just “Marketing Automation”, especially in the US, this is the backbone process family to share content and run digital campaigns, nurturing and progressing leads through all digital channels.



# APPENDIX: MARKETING PROCESS DEFINITIONS

- **MRM (Marketing Resource Management).** The budgeting and reporting processes consolidating management of all asset projects plus human and financial resources to support business analytics focused on the marketing organization.
- **MPM (Marketing Performance Management).** Dashboard and reporting that consolidates data from MRM, DAM and attribution reporting to list the financial return on individual and aggregated marketing investments.
- **Personalized Marketing.** Digital marketing programs that provide responsiveness and deep personalization.
- **PIM (Product Information Management).** Maintaining all product data on one system to optimize product presentation.
- **PRM (Partner Relational Management).** Processes around the channel partner (reseller, distributor, etc) relationship : recruitment, registration and classification, contractual details, information exchange, and more.
- **PMA (Partner Management Automation).** In an “as-a-service” business model based upon digital interactions channel partners are even more influential and advocational. As well as resellers/distributors, we have partners called affiliates, referrers, associations, commerce content providers, communities, groups, ambassadors, and more. PMA is the aggregation of PRM and TCMA.
- **RMA (Revenue Marketing Automation).** The full orchestration process of providing and supporting an ongoing digital relationship with individual customers, and/or customer accounts, across the full customer lifecycle and organization.
- **SEM (Sales Engagement Management).** A process where marketers provide relevant digital assets to a salesperson to support their customer interactions, supported by training and coaching delivered on-demand.
- **Social Engagement and Advocacy.** Processes to manage and leverage interested parties within communities and on social media.
- **TCMA (Through-Channel Marketing Automation).** Management of brand content, plus programs and campaigns, promotions, and even leads, both down and up the distribution channel of business partners.
- **Universal Content Management.** Combination of content management, DAM and PIM into one common system of record and management. It-centric organizations call this Master Data Management.
- **WCM (Web Content Management).** The process of creating and updating content on the company website.



# CONTACT



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