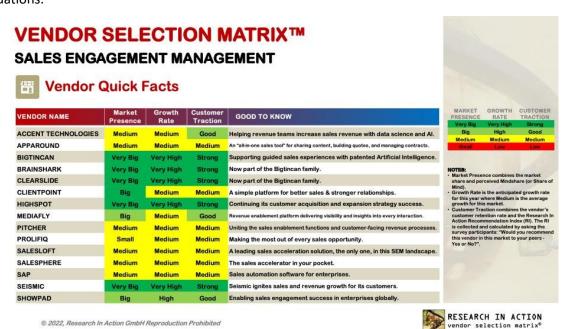


New Research In Action Vendor Selection Matrix™ Report – Sales Engagement Management: The Top Global Vendors 2022.

Germany – October 11th, 2022: Sales Engagement Management (SEM) processes are transforming in most companies. B2B buyer behavior has evolved to become primarily digital, so traditional in-person selling is no longer the norm with 70% of business decision-makers now open to fully self-serve or remote purchases more than \$ 50,000, according to McKinsey. This increasing impact of digital marketing and sales means that automated sales strategies and analytics now join the SEM process family. Indeed, in many companies, the sales organization includes a new generation of customer success managers, with different informational needs to the traditional salesperson. We estimate that 40-45% of companies have automated, or will be automating, parts of the SEM process in 2022.

A new Research In Action GmbH global survey of 1,500 business decision-makers examined their SEM experiences and plans for 2022, as well as asking about which software vendors are the most known and what do the businesspeople think about those vendor's products and services.

The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 63% of the evaluation is based on a survey of enterprise, marketing, or business decision makers and 37% on the analyst's opinion. The analyst's input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action Vendor Selection Matrix™ reports so unique. This approach is one of the key differentiators of Research In Action in market research. For this report we interviewed 1,500 marketing and business managers with budget responsibility in enterprises globally. We selected those vendors who achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.





Report details can be viewed here: Vendor Selection Matrix™ SEM 2022

OUR SURVEY DEMOGRAPHICS: 100,000+ MARKETING AUTOMATION Data Points 1,500 Marketing and Business Manag --- United States 37% Analyst's Opinion 63% Survey Results The Vendor Selection Matrix™ Job Title Breakd **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. RESEARCH IN ACTION vendor selection matrix® © 2022, Research In Action GmbH Reproduction Prohibited

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

- Great SEM is now more important than ever. The COVID-19 pandemic has set off a period of head-spinning change in many companies, even industries. Digital transformations are being realized faster than ever thought possible. Firms go digital in a matter of days, not years, and offer new services almost overnight. And one of the most drastic consequences of the move to digital marketing, selling and buying, is on the role of that traditional salesperson (note that I co-wrote the Forrester report "Death of the B2B Salesman" back in 2015). Some of us analysts and vendors are starting to propose the broader descriptor Revenue Enablement or Revenue Management, where Revenue is an aggregation of sales and retention rate, most of which is automated and digital.
- We asked why marketers need SEM. We asked, "Which of the following processes do you plan to automate with your SEM system?", providing a list of 17 possible processes. The highest NEW interest is in improving Guided Selling and Pipeline Management, followed by support for Video Selling (aka remote selling). The next two priorities are being able to provide data and analytics (including alerts and recommendations) to salespeople.
- SEM investment drivers depend on geography. Overall, nearly one half of companies are focused on sales content management while 29% cite integrating to other marketing asset systems as important. One quarter value the opportunity to support social selling. However, these priorities vary across the regions. Social selling seems to be more important in Europe, as is Content control. More American companies are still working on providing relevant content assets to salespeople and to integrate to other systems while the more strategic benefit of improving revenue operations is recognized by four times as many European executives compared to North American.



- SEM improvement has a "sense of urgency" due to eCommerce. As cited above, eCommerce has affected the sales process in almost all B2B companies. A resounding 98% of respondents expect the share of their products/services sold online to increase dramatically, reducing the dependency on a field sales force. But the Inside Sales (BusDev) function requires more, but also different, SEM functions.
- Pure-play SEM vendors may not be able to keep up. As part of an overall trend towards adopting
 more capable revenue management technology, SEM vendors will be challenged by existing
 Account-Based Marketing and Customer Data Management vendors. Many of these vendors will
 already have a strategic supplier relationship and can provide "just-enough" SEM capabilities to
 lock out a pure-play SEM vendor.
- Who came out on top? Here are the Market Leaders (having both a Strategy and an Execution score of over 4 out of 5) in the Vendor Selection Matrix[™] Sales Engagement Management 2022 as scored by the survey and myself (listed alphabetically):
 - APPAROUND, BIGTINCAN, BRAINSHARK (now BIGTINCAN), CLEARSLIDE (now BIGTINCAN), HIGHSPOT, MEDIAFLY, PITCHER, SALESLOFT, SEISMIC, and SHOWPAD

Note that the vendors BRAINSHARK and CLEARSLIDE were acquired by BIGTINCAN this year. However, the brands were named and scored, unprompted, in the survey.

The full list of vendor brands in the Top 15 vendors scored in the survey is completed by:

ACCENT TECHNOLOGIES, CLIENTPOINT, SALESPHERE, SAP, and PROLIFIQ

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:

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.

Internet: www.researchinaction.eu

Press Contact:

Research In Action GmbH

Peter O'Neill

Research Director

Alte Schule

56244 Hartenfels

Germany

Telephone: +49 174 3210020

E-Mail: poneill@researchinaction.eu

Internet: www.researchinaction.eu