

B2B Marketing Vendor Spotlight Report:

Account-Based Marketing 2025

B2B MARKETING

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B2B MARKETING

The Great Vendor Hunt: Finding The Right ABM Technology



The Great Vendor Hunt:
Finding The Right ABM Technology

Kavita Singh,
Senior Content Editor,
B2B Marketing

To say the B2B martech landscape is complicated would be a major understatement. There seems to be an endless sea of marketing vendors to choose from, which isn't necessarily a bad thing, but it can become incredibly tricky to narrow down the most suitable one for you. Tie in new AI capabilities and the ever-evolving marketing climate and you've got yourself a conundrum.

With that in mind, we decided to take a step back and ask ourselves 'what do client-side marketers actually want in their ABM technology?' To answer that question, we interviewed several marketing leaders over the past few months and discovered that ABMers want technology that is suited to their specific needs rather than an 'all-in-one' vendor. They also said they wanted a magic wand that could solve all their ABM challenges but let's be honest - who wouldn't?

So with that in mind, we decided to categorize ABM based on our Propolis ABM Expert Robert Norum's steps for one-to-one, one-to-few and one-to-many ABM. That included everything from CRM and event management to intent data, predictive analytics and much more. And the results? We've created B2B Marketing's first ABM Ecosystem. In addition to a more succinct landscape of ABM technology, we also profiled over 50 different vendors in this report, which have been reviewed by our martech expert, Peter O'Neill. He rated vendors on a five-star scale based on marketing momentum, pricing, customer focus and implementation success. If that wasn't enough, our fabulous Senior Content Editor, Lina Vaz spoke with a couple of ABM leaders and created a brilliant checklist for marketers to use when deciding on what tech to invest in.

To read her full analysis, which offers additional marketing leader commentary and key ABM challenges - head to our community intelligence platform, Propolis. A global community where B2Bers come together, Propolis gives you access to insights to make decisions, connect with experts and unlock actionable guides and content - all of this to enable your company to develop and thrive.

While we can't raise a magic wand and solve all your challenges, we certainly can provide you with as much as possible to make your ABM journey more fruitful.

We hope you enjoy this report!

B2B MARKETING

The Evolution of ABM: Utilizing AI and Intent Data To Shape The Martech Landscape

SECTION 2

The Evolution of ABM: Utilizing AI and Intent Data To Shape The Martech Landscape



Lina Vaz,
Senior Editor,
B2B Marketing

Account-Based Marketing (ABM) has become a critical strategy for businesses to reach high-value accounts. This approach emphasizes personalized engagement, but it also presents unique challenges, particularly when it comes to leveraging AI, intent data and marketing technology (martech) in an effective way. I spoke with the following marketing leaders to explore common challenges in ABM, the role of AI and intent data and what marketers should consider when evaluating martech solutions:



Neil Berry,
Global ABM Director,
Capgemini



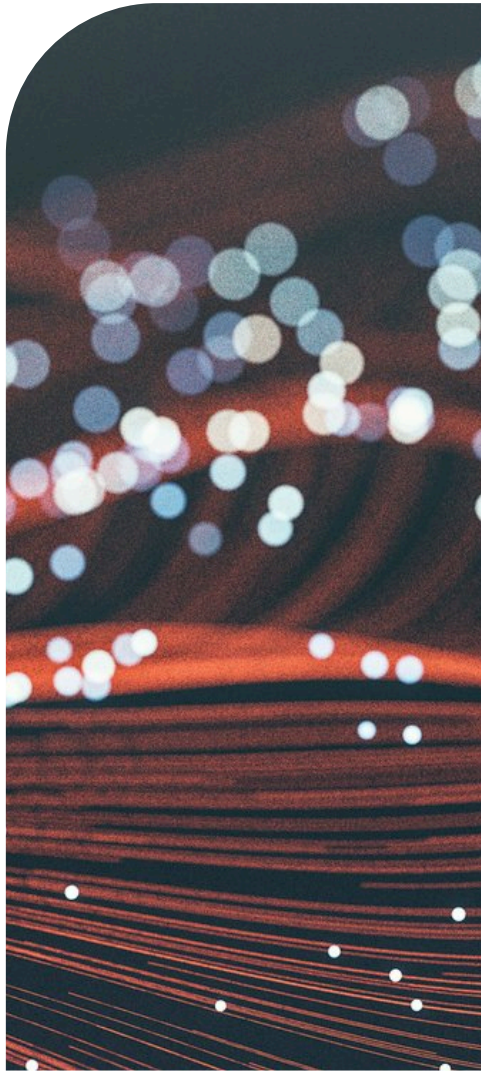
James Houselander,
Director, EMEA Marketing,
HPE Aruba Networking



Marta George,
Head of EMEA ABM Programs,
Ping Identity



Paul Taylor,
CMO,
SS&C Blue Prism



Key Challenges in ABM

Let’s start with the challenges. For Neil, one of the most significant challenges in ABM is achieving alignment across the company’s diverse offerings. He says Capgemini has a broad portfolio, which can sometimes be difficult to bring relevance to the appropriate value proposition to clients. He explains:

> “I think fundamentally, we're trying to shift towards more of a target account strategy. It's not fully ABM, and the reason is that the team I manage today has fairly limited resources. These resources are trying to cover the whole marketing plan for their region, so it's about finding enough time for them to focus on it. It's also about ensuring they have the right skills to execute it. I'd say resources are one of the biggest challenges.

Neil Berry, *Global ABM Director*, Capgemini

James reflects on the challenges his team faces while trying to implement a more targeted account strategy within their marketing efforts. He stresses the limitations posed by resources saying:

> “We are very well-known in consulting and services, but we also have expertise in engineering, customer applications, and many other offerings. Communicating our breadth effectively is quite challenging. Finding high-quality, well aligned and easily integrated tools to aid with this mapping is not easy, sometimes we have to look at our own expertise to build solutions in-house.

James Houselander, *Director, EMEA Marketing*, HPE Aruba Networking

On the other hand, Marta points out the difficulty of implementing ABM programs across different regions. Each region may have unique market dynamics, cultural nuances and customer preferences that require tailored strategies.

Aligning Marketing and Sales: A Collaborative Effort

Alignment between marketing and sales is essential for ABM to succeed. James highlights the critical role of sales engagement in executing a successful ABM strategy. He discusses the need for sales teams to actively collaborate with marketing and data teams:

> “Our sales and marketing relationship is good, but you really need sales to be fully invested. To get that investment, it’s important to ensure they're working with you and the data teams to select the right accounts. It’s about knowing who you want to include in the ABM strategy, and while we can guide that, real commitment from sales is essential.

A close collaboration is also critical for Neil, stressing the need for constant communication, especially with Capgemini’s account program:

> “We know and understand account and sales goals, and how marketing can support them. We make sure all of our client partners have someone on my team they can turn to for advice. We act as their strategic marketing partner and expert, providing the guidance they need. At the group level, our sales and core marketing teams are aligned too. We receive objectives from our leadership team and understand our key areas of focus. That alignment runs throughout our entire organization.

Budgeting and ABM Investment

Discover the Propolis Community Index here

According to our Propolis' Community Index, marketing leaders are allocating slightly less of their budgets to ABM than in previous years (18% in 2023 versus 19% in 2022). For Capgemini, the investment in ABM remains a priority, though the funding allocation process is unconventional. Neil reveals that some of the ABM funding actually comes from sales budgets alongside marketing:

> We currently fund some ABM activity with sales. As part of our top-tier account program, we use account investment to drive ABM initiatives, based on the identified needs of each account, guided by our growth strategy. We assess whether these accounts are growing or expanding into new areas, which then impact the initiatives that we drive.

Despite a general increase in dedicated ABM budgets, many organizations remain hesitant to invest further, given that it's a long-term strategy that takes time to deliver results. At Ping Identity, Marta often dips into other marketing budgets to support ABM initiatives:

> My ABM budget accounts for about 13% of the overall marketing budget. However, I still draw from other budget sources, like the EMEA-wide budget and the digital budget. After doing some calculations in preparation for this call, I believe that if we combine all these different budget pots, we're actually spending around 18% on ABM. This does align with Propolis' Community Index.

Marta George, *Head of EMEA ABM Programs*, Ping Identity

The Role of Third-Party Partners in ABM

As ABM becomes more intricate, external partners are playing an increasingly critical role. Neil notes that using third-party agencies is essential to provide an external viewpoint that internal teams could sometimes miss. The primary criterion for selecting these partners is their experience in ABM and understanding of complex organizations like Capgemini.

> “Third-party support is always welcome. Getting an external viewpoint is valuable because, as a huge organization, we can sometimes focus too much on ourselves when we need to keep our eyes focused on our clients. That’s where ABM really steps in. It helps pull sales teams and marketers out of our own world and refocus on client needs.

Neil adds that it’s important for third-party vendors to understand large organizations, that are incredibly complex, to such an extent that they can tailor solutions to their specific needs. Marta is currently in discussions with ABM agencies to select a strategic partner for next year:

> “My selection criteria focus on identifying the areas where we truly need support, as there are aspects of our ABM campaigns where we don’t require help. After consulting with my peers and several ABM agencies, I feel confident in our strategy but need assistance with execution. The key is finding a partner that allows us to choose specific areas for support, as some agencies insist on managing the entire process. Flexibility is crucial for us moving forward.

Personalization at Scale: The Balancing Act

Personalization is at the heart of effective ABM, but scaling it across multiple accounts is a challenge that many organizations struggle with. Capgemini's solution lies in repurposing high-quality content from its thought leadership engine, allowing the team to offer personalized, relevant material without the burden of constant content creation.

> "I come from the world of one-to-one ABM, that's where it all started for me — heavy personalization, really diving deep into understanding a client. That's still a huge part of what we need to do. But now, we're finding ways to be more personal without having to reinvent the wheel every time. We're fortunate at Capgemini because we have a great thought leadership and content engine that produces fantastic work. We can take that content, customize it, reinvigorate it and deliver it to our clients in a personalized way.

James also discusses his vision for a one-to-one approach that addresses the unique challenges faced by specific verticals and personas, highlighting the need of adapting existing content to make it more relevant to target audiences:

> "I would argue that we haven't personalized our approach enough and have been too broad. I believe this is something we need to evolve, which is why I'm guiding the team toward a one-to-one approach. For instance, we should select specific verticals and tailor our messaging to address the unique needs and pain points of those verticals. I don't think this will require creating a lot of new content; instead, it will focus on adapting the existing content to make it relevant for specific accounts or verticals.

Leveraging AI for ABM Efficiency

Artificial intelligence (AI) is not new to Capgemini's ABM strategy. Neil notes that the introduction of generative AI has accelerated the creative process.

> “Automation tools and intent data have been around for a while. The current buzz around generative AI is what's really changing the way we work, particularly by helping us move quickly from a blank page to a baseline idea. We've started integrating tools into our processes, but primarily for brainstorming and testing ideas.

Neil adds that it’s important for third-party vendors to understand large organizations, that are incredibly complex, to such an extent that they can tailor solutions to their specific needs. Marta is currently in discussions with ABM agencies to select a strategic partner for next year:

> “We've mainly used Chat GPT so far, but moving forward, after speaking with agencies and discussing our future direction, we've realized there are many tools on the market that can help develop personalized content by simply uploading existing documents and reshaping them for specific ABM campaigns. This is something we're definitely going to explore.

For marketers, the key is finding a balance between strategy and execution. AI can support execution by speeding up the development of customized materials, but it cannot fully replace the human insight needed to craft a compelling ABM strategy.

Intent Data: Targeting with Precision

Intent data plays a crucial role in B2B marketing. The use of intent data empowers B2B marketers to engage prospects more effectively, improve conversion rates, and drive revenue growth by fostering deeper relationships with potential customers. James shares his experience at HPE Aruba Networking:

> We definitely use intent data across the organization, pulling from both internal and external data sources. We also have access to tools like 6sense and TechTarget Priority Engine and consolidate this data into a propensity model. This helps us target accounts with relevant messages via digital ads and ensures our field-led initiatives are focused on these accounts.

Nonetheless, he mentions that the accuracy of the data is a challenge, considering feedback from sales teams indicating that some of the information may not be entirely reliable. When discussing the integration of data insights across SS&C Blue Prism, Paul says it's important to consider how intent data can drive alignment between teams and enhance business operations:

> We plug 6sense data directly into our CRM tool to bring those data insights alongside both current and prospect accounts within our CRM solution. This ensures that everything is in one place, which is beneficial. One of the things we are working on is integrating intent data across the entire company. Our next challenge will be consolidating that intent data with the rest of the company at the group level.

Paul Taylor, *CMO*, SS&C Blue Prism

Evaluating Martech Solutions: Key Considerations

When it comes to evaluating martech solutions for ABM, Neil emphasizes the importance of balancing functionality, ease of integration and cost-effectiveness. For organizations like Capgemini, which have complex needs and large portfolios, it's crucial to find solutions that not only address specific ABM requirements, but also integrate smoothly with existing systems.

He stresses that vendors are expected to offer support beyond the initial implementation, helping to ensure the tool is properly adopted and delivers measurable results. Ultimately, choosing the right solution involves assessing its ability to drive tangible outcomes, provide value for money and streamline ABM efforts across the organization:

> “Martech is a difficult space. There have always been too many options, and while it’s gotten marginally better, the choice is still overwhelming. Most tools are either hard to integrate, too specific, or they try to do everything and end up being very costly. As a marketer, it’s hard to find a good middle ground. When evaluating martech solutions, it’s all about ROI. To justify the investment, we need to show the value of the tool, get it adopted properly, and see measurable results.

Looking ahead, Neil would like to see martech vendors collaborate to create a comprehensive, affordable and holistic ABM tool instead of requiring B2B marketers to patch together different tools. Before investing in martech solutions for ABM, marketers must ask the right questions to ensure their tech stack aligns with their needs.

Martech Evaluation Checklist: Questions to Ask Before Investing

1. Does the solution offer flexible support? Can you choose to partner with vendors on specific parts of the ABM process (e.g., content creation, execution) or do they require end-to-end management?

2. How well does it integrate with CRM? Will this martech solution connect seamlessly with existing CRM systems for accurate tracking and reporting?

3. What AI capabilities does the platform offer? Can the tool use AI to enhance content creation, automate personalization and provide real-time data analysis for ABM campaigns?

4. Is the solution scalable? As the ABM strategy grows, can this platform handle the increased volume of accounts while maintaining personalized engagement?

5. How does the platform handle intent data? Does the solution offer robust, actionable insights across all geographic regions, or are there gaps in its data quality, particularly in non US and UK markets?

6. Have you spoken with current users of the platform and reviewed feedback on trusted platforms to assess real-world performance and ensure you're getting the best value for your investment?

7. How customizable are the campaigns? Can you create highly personalized, account-specific campaigns, or is the personalization feature limited?

8. What support and training does the vendor provide? Will you have access to a dedicated team to help maximize the platform's potential?

9. How is success measured? Does the platform offer detailed analytics that align with KPIs, allowing to assess the effectiveness of each campaign in real time?

10. Is the solution future-proof? Does the vendor regularly update its platform with emerging technologies, such as new gen AI capabilities or advanced intent data features?

The Future of ABM: What’s Next?

As ABM continues to evolve, Neil predicts a future where data-driven insights, creativity and human connection will take center stage. He says marketers need to develop a wide range of skills:

> “When we consider the challenges we're addressing with generative AI, the evolution of martech and ABM, it’s clear that the landscape is changing. ABM now requires a strong analytical understanding of data, high levels of creativity and a significant amount of proactivity.

He foresees that ABM will shift back toward focusing on differentiation, after marketers have become overly focused on standardization and scaling. As AI becomes more sophisticated, it will enable marketers to execute highly targeted campaigns faster and more efficiently. Marta says ABM will continue to shape the way companies approach customer relationships:

> “ABM is quickly becoming a key go-to-market strategy for many companies. ABM is about designing long-term, highly personalized campaigns for specific accounts. It requires a deep focus on strategy and data analysis. I find the integration of AI incredibly exciting, and I'm eager to see how we can further leverage the rapidly growing AI market in our ABM efforts.

In conclusion, while ABM presents unique challenges — particularly around personalization, execution, and collaboration — the integration of AI and intent data is unlocking new levels of efficiency and precision. By carefully evaluating martech solutions and staying ahead of emerging trends, B2B marketing leaders can ensure their ABM efforts deliver long-term, strategic value.

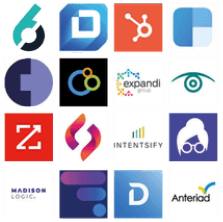
ABM Technology Ecosystem

This year, we spoke to B2B marketers to understand exactly what they need when it comes to ABM. The response? A guide to which technologies they should consider using at each stage of their ABM strategy. With that in mind, we're proud to present our 2025 ABM tech ecosystem.

Advanced:

These are the type of ABM marketing categories that you should invest in if you're looking for a more advanced approach to enhancing your ABM program.

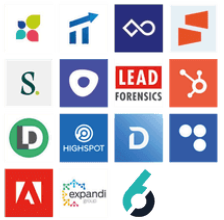
Data Enrichment



Predictive Analytics



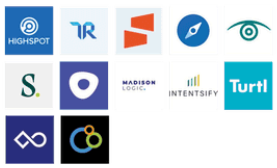
Sales and Marketing Alignment Platforms



Personalization



Sales Enablement



Data Visualization



AI



Programmatic Ad Platform



ROMI Dashboards



Visitor Intelligence Software



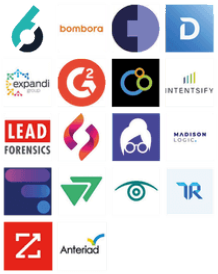
Essentials:

These are the type of ABM marketing categories that you should invest in if you're looking for the need-to-have in order to run your ABM program.

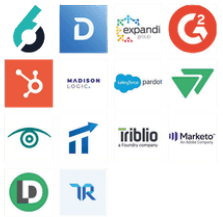
CRM Tools



Intent



Orchestration



Event Management



Content



Marketing Automation



Analytics



According to our award-winning case studies and our experts, these are the best steps to take when delivering your ABM program.

Step 1:
Build your audience

One-to-one:
Scoping your account

One-to-few:
Scoping your sector

One-to-many:
Scoping your program

Step 2:
Research accounts/ sector

One-to-one:
Account insight

One-to-few:
Sector insight

One-to-many:
Account segmentation

Step 3:
Map out focus and opportunities

One-to-one:
Defining account strategy

One-to-few:
Defining sector strategy

One-to-many:
Defining your strategy

Step 4:
Engage with accounts

One-to-one:
Developing account messaging

One-to-few:
Developing sector messaging

One-to-many:
Developing your messaging

Step 5:
Convert

One-to-one, One-to-few, One-to-many:
Campaign Execution

Step 6:
Measure your success

One-to-one, One-to-few, One-to-many:
ROI & Measurement

Assessment Criteria: How Are We Rating Each Vendor?

In addition to providing useful information about the vendors in this spotlight, this report will also include an analysis and assessment of each vendor based upon four important criteria. These criteria are critically important to potential buyer teams when evaluating and shortlisting vendors. The stress being on CUSTOMER SUCCESS more than individual product features. These are the criteria:

Market Momentum

Here, we have assessed how well a vendor helps prospective buyers to understand the solution offering and how it fits into their environment. Vendors scoring highly in this category will have an extensive team, or a network of business partners, of knowledgeable pre-sales consultants or advisors.

Customer Focus

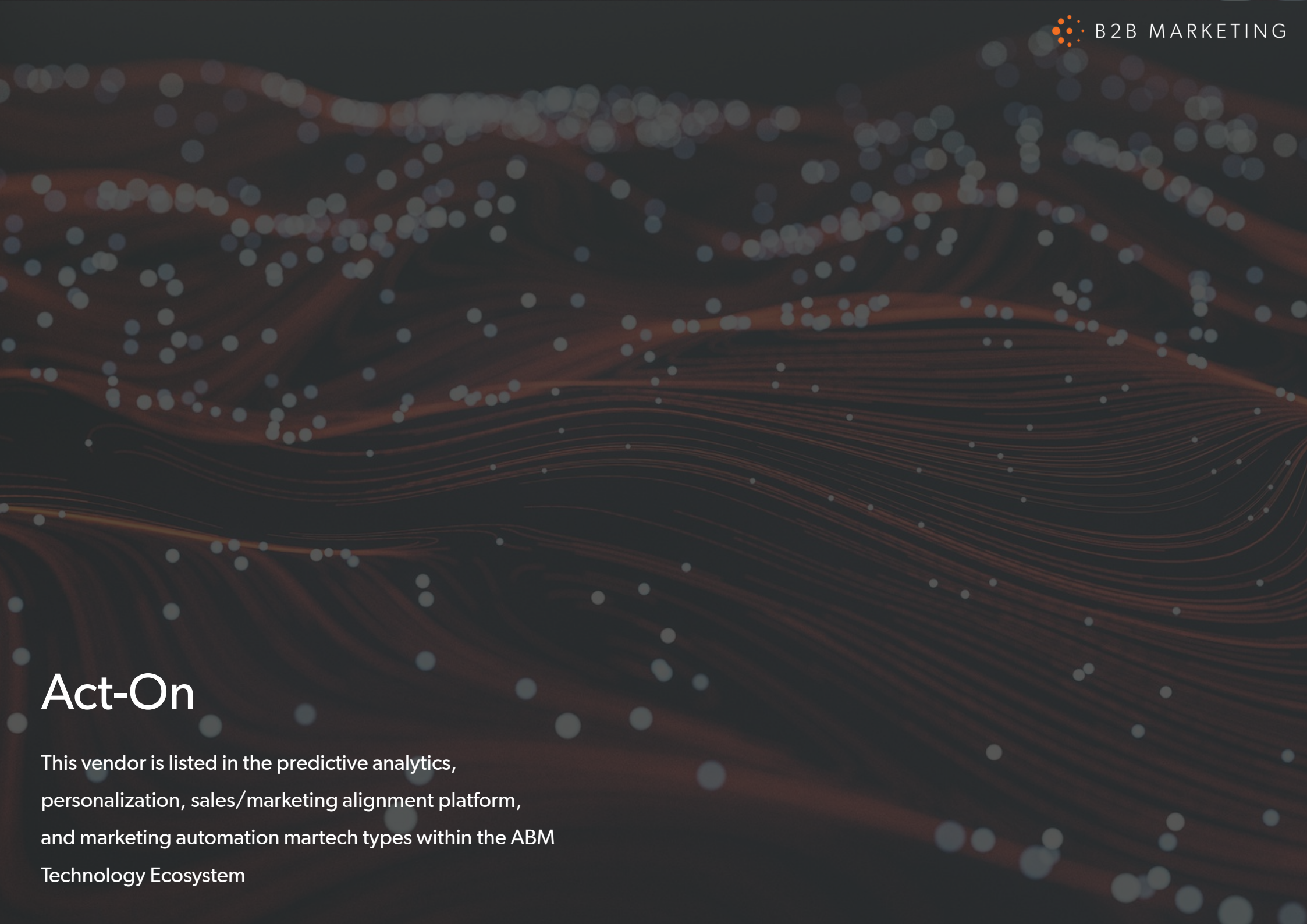
Almost all software solutions are now delivered as-a-service and the most successful SaaS vendors are those who help their clients on an ongoing basis, not just in response to support calls. They invest heavily in customer success resources including dedicated staffing and management attention as well as information and training around the solution.

Price vs Value

As with any business investment, marketing executives need to be assured that the investments they make in technology are providing an appropriate payback. At the minimum, vendors can help their clients calculate the ROI after a period. More mature SaaS vendors are now providing value management consulting and processes for a more continuous evaluation.

Implementation Success

The true test of a business partnership is the commitment from a vendor to supporting the integration of their system with whatever the client has in place already. This attention to integration detail results not only in a smoother overall system, with no media breaks, but also ideal user adoption and application longevity.



Act-On

This vendor is listed in the predictive analytics, personalization, sales/marketing alignment platform, and marketing automation martech types within the ABM Technology Ecosystem

Vendor: Act-On

Founded in 2008 and based in Portland, OR, USA, Act-On continues to be a favored vendor to replace failed first-generation MAP projects, what it calls "disenfranchised" systems. It now has over 3,000 customers globally with around 20% of them outside of the USA. Act-On focuses its messaging on the insurance and financial services, business services, manufacturing, retail, consumer, and high-tech sectors, with industry-specific packaging and accelerators (templates) for rapid onboarding and time to value.

Act-On sells directly from offices in the US and UK, plus indirectly through nearly 100 partners, including 20 in EMEA. One of its competitive differentiators is the pricing strategy; being based upon the volume of only the active contacts maintained, not all contacts in the database. An active contact is one you are actively emailing with the software and that can vary each month.

Act-On talks about a "marketing automation 3.0" vision which looks very much like the ABM processes described in this report and is now embedding AI into all aspects of its product while adding further omnichannel capabilities. Its plan is to address all the CMO priorities in revenue marketing. This includes new customer acquisition, building pipelines and accelerating sales, keeping customers, improving brand loyalty, maximizing customer revenue, and delivering marketing ROI.

Market Momentum



As well as a direct sales program, Act-On leverages the partner ecosystems of leading players of adjacent markets like Microsoft, NetSuite, Zendesk Sell, and SugarCRM. It also has some lucrative white-label distribution agreements in specific industries.

Price vs Value



Act-On is unique as a SaaS vendor due to its active contacts pricing model. Active contacts are the number of contacts a client engages within a given month and not the size of their contact database which is the case with other solutions. Typically, the number of active contacts is 40 to 50% of the total database each month, so the fact that Act-On fees are based on the volume of active contacts fits makes the price vs value ratio more reasonable.

Customer Focus

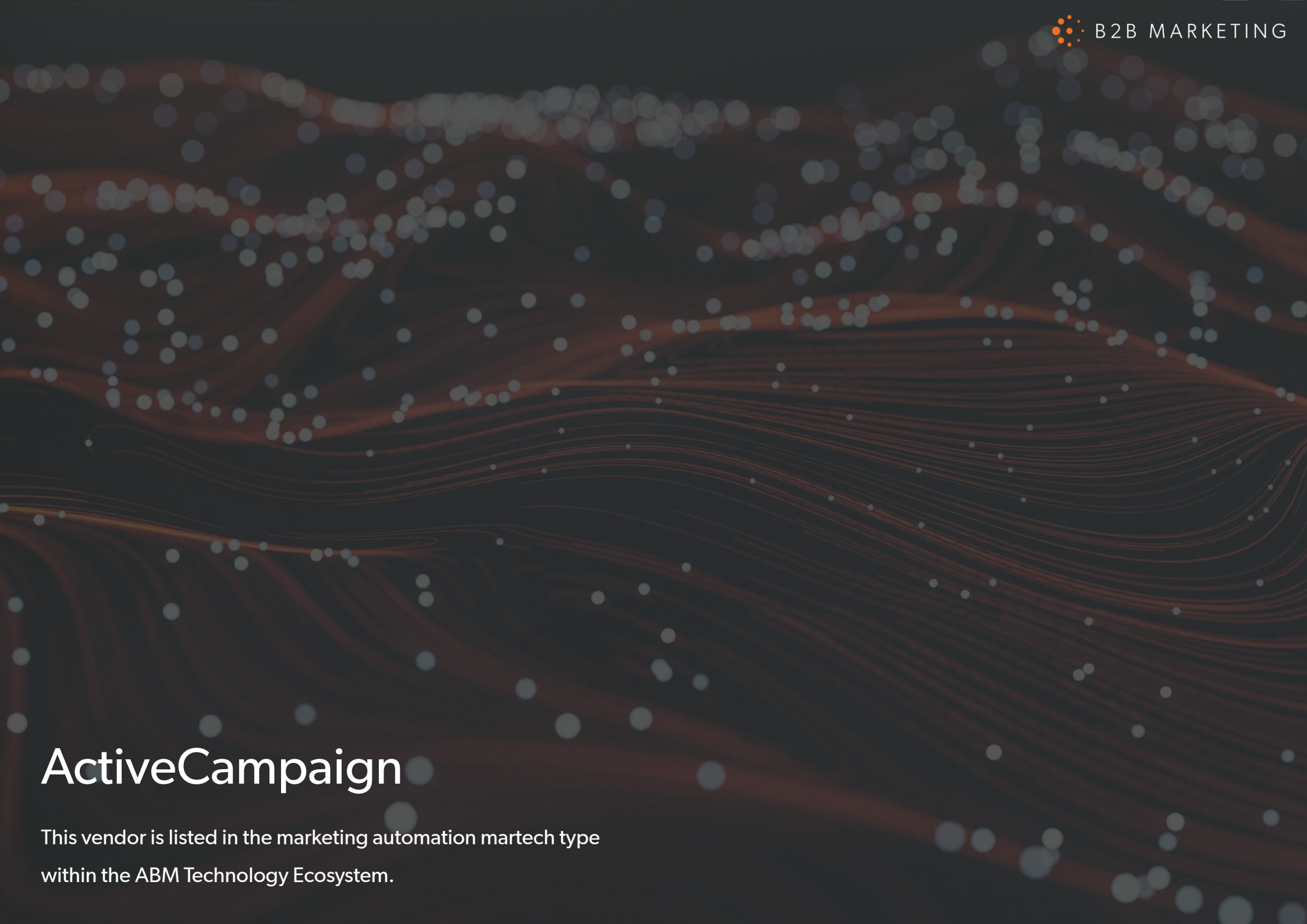


The vendor enjoys a high 95% customer retention rate with a customer success team that is just as large as their sales team. The company has over 170 employees and has been in business for over 12 years now. It is probably the only vendor left focused solely on marketing automation platforms and most of its customers use it for their ABM programs.

Implementation Success



Act-On has a strong team of knowledgeable pre-sales consultants plus several implementation partners. The vendor maintains a customer community where customers can share ideas with each other while the website also includes extensive other educational and community resources.



ActiveCampaign

This vendor is listed in the marketing automation martech type within the ABM Technology Ecosystem.

Vendor: ActiveCampaign

ActiveCampaign is a comprehensive software vendor specializing in customer experience automation, particularly in the realms of email marketing, marketing automation, and CRM. Founded in 2003 in Chicago, USA, the company has evolved from a consulting firm into a robust SaaS provider, now serving over 150,000 customers across 170 countries. ActiveCampaign caters to businesses of all sizes, with a particular focus on small to medium-sized enterprises (SMBs) looking for cost-effective solutions that combine both marketing and sales functionalities.

ActiveCampaign clients can design automated campaigns using a drag-and-drop builder, facilitating the creation of follow-up sequences and triggered emails that respond to customer interactions. The platform enables users to segment their audience and customize content based on user behavior, improving the relevance and effectiveness of communications. It also integrates sales automation with its marketing capabilities, allowing teams to manage leads seamlessly.

Market Momentum



Price vs Value



Customer Focus



Implementation Success





Adroll

This vendor is listed in the AI martech type within the ABM Technology Ecosystem.

Vendor: Adroll

Founded in 2007 and based in San Francisco, USA, AdRoll is a comprehensive performance marketing platform designed to help businesses maximize their advertising effectiveness across multiple channels. Originally formed to address the difficulties small businesses face in purchasing online display ads, its offering has since evolved into a sophisticated AI-driven service. With over 140,000 companies utilizing its services, AdRoll has established itself as a leader in digital advertising solutions. The platform's ability to integrate data-driven strategies with creative design sets it apart in a competitive landscape, enabling businesses to drive significant ROI from their marketing efforts.

AdRoll utilizes its proprietary BidIQ technology, which leverages data from over 30,000 advertisers to optimize ad placements. This AI continuously learns from millions of signals, allowing it to make approximately 2.5 million predictions per second, ensuring that ads reach the right audience at the right time. The prospecting feature helps businesses identify and attract new customers by analyzing existing customer data for intent signals such as previous purchases and page views, a targeted approach which results in higher engagement rates compared to organic traffic. AdRoll Email allows marketers to send personalized emails based on customer behavior on their websites.

Market Momentum



Price vs Value

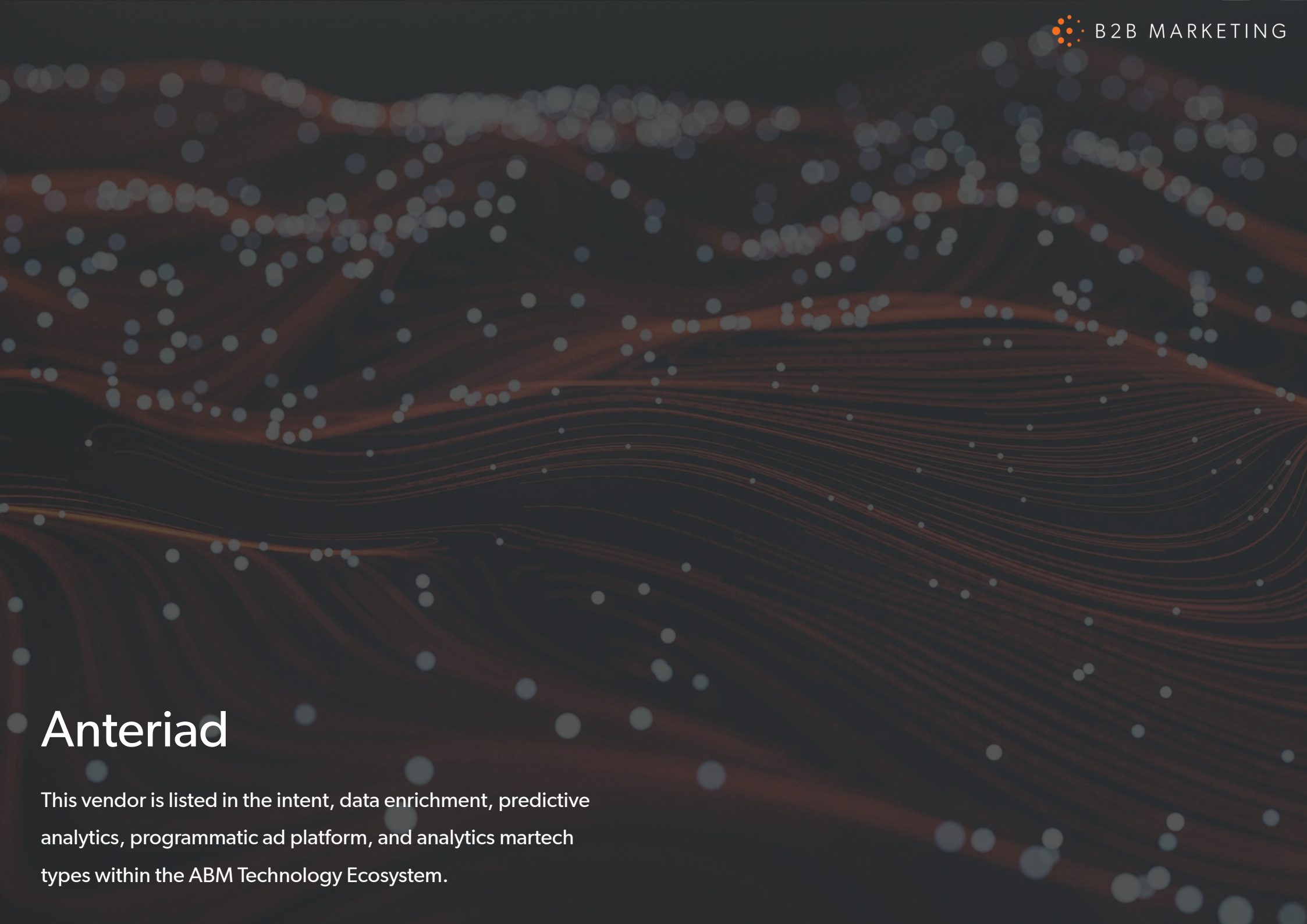


Customer Focus



Implementation Success





Anteriad

This vendor is listed in the intent, data enrichment, predictive analytics, programmatic ad platform, and analytics martech types within the ABM Technology Ecosystem.

Vendor: Anteriad

Anteriad is a full-funnel marketing solutions provider, offering B2B data and intent solutions to drive demand, generate leads, and improve pipeline results. The Anteriad ABM Solution supports clients' account selection, ideal customer profiles (ICP) and total addressable market (TAM) creation, account and contact resolution, account scoring, digital audience creation, and omnichannel execution through to post-campaign account-level reporting. The Anteriad Marketing Cloud allows customers to combine 1st party data with Anteriad Data, track intent, segment audiences, and activate omni channel campaigns.

In April 2023, the company acquired Spanish vendor BNZSA, a provider of international-focused B2B demand generation solutions in Europe, delivering qualified, sales-ready prospects to 50+ multinational enterprise clients.

BNZSA served a top-tier list of tech company clients, including Oracle, SAP, Acer, Dell, Fujitsu. Clients now have access to the integrated company's global scale and reach, as well as highly relevant local expertise in global markets, with an ability to execute campaigns in 26 languages.

Market Momentum



With the addition of BNZSA services, clients are now benefiting from the combined company's global scale and reach, as well as highly relevant local expertise in global markets, with an ability to execute campaigns in 26 languages. With over 20 years of experience in data management, privacy and cleanliness, the vendor is trusted by over 1,600 marketers to drive results with in-depth, actionable data.

Customer Focus



The vendor's customer success organization is much larger than the sales development department and is focused on optimizing the customer lifetime value. The dedicated customer success team leverages 4 different playbooks to address various repeatable processes. Anteriad surveys their customers more than once per year.

Price vs Value

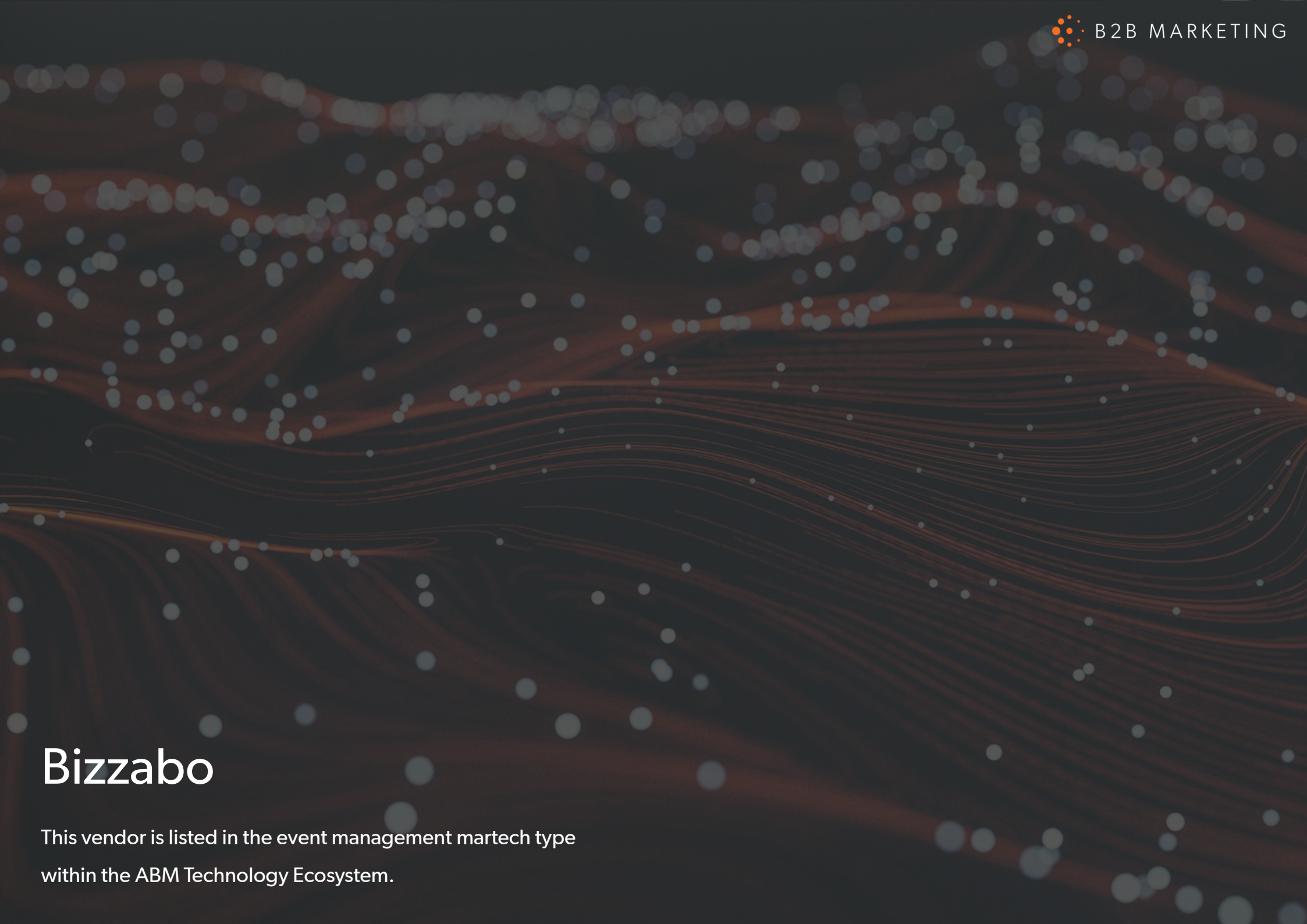


Anteriad helps their clients to measure ROI on a regular basis. Campaign managers and client contracted BDR/SDRs are measured on campaign metrics (e.g. CTR, leads, sales). The vendor has value management experts in the consulting/service organization.

Implementation Success



The vendor has a large consulting organization and its managed services department ensures all clients engage with the programs and platform to hit their KPI.



Bizzabo

This vendor is listed in the event management martech type within the ABM Technology Ecosystem.

Vendor: Bizzabo

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.

Its main product is 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.

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.

Market Momentum



Price vs Value

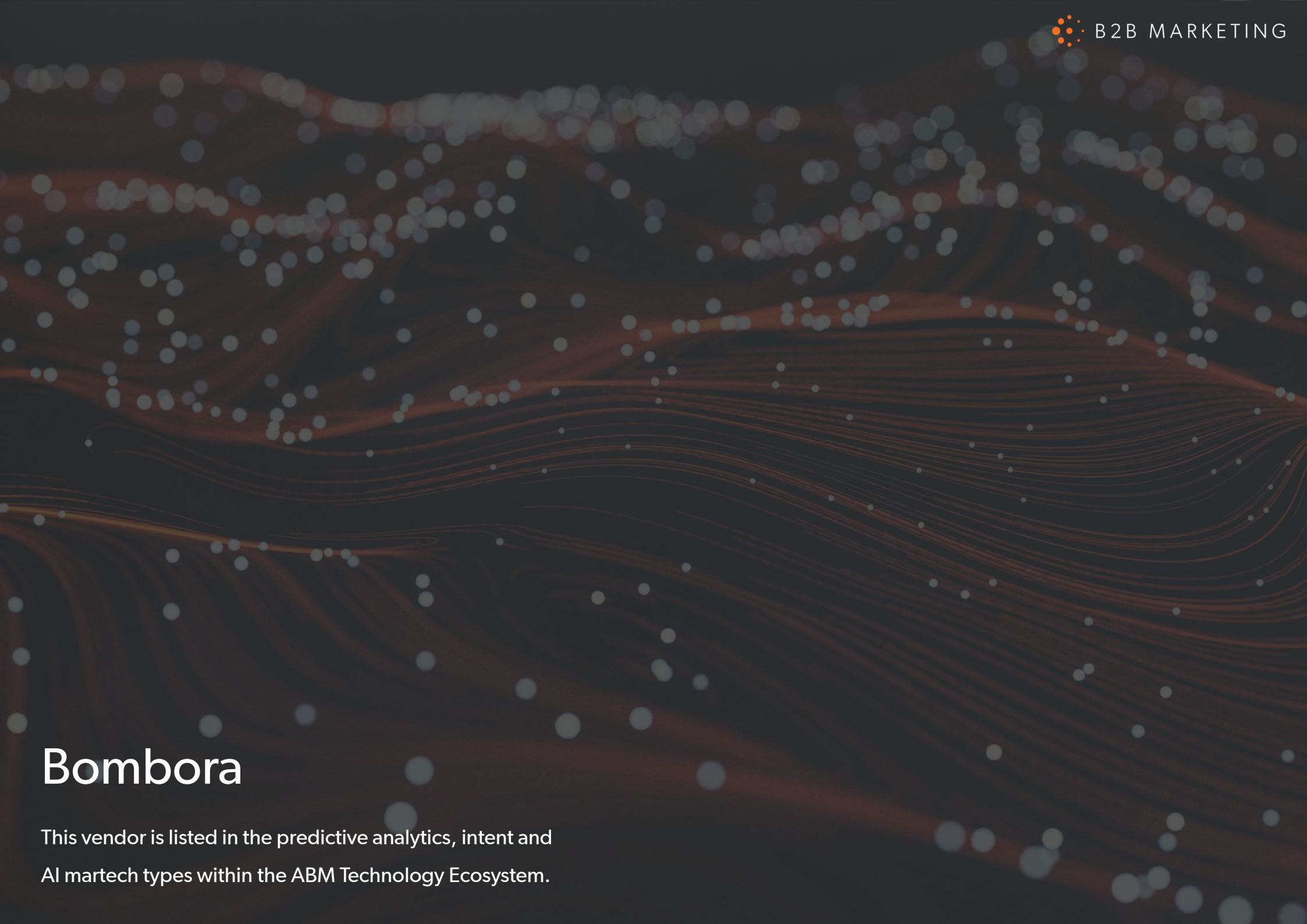


Customer Focus



Implementation Success





Bombora

This vendor is listed in the predictive analytics, intent and AI martech types within the ABM Technology Ecosystem.

Vendor: Bombora

Founded in 2013, Bombora is headquartered in New York, with additional office locations in Nevada, and has some 160 employees. The company offers a content monitoring platform that delivers intent and demographic data for B2B sales and marketing purposes. Bombora's Data Co-op captures buying signals from nearly four million unique domains via interactions across more than 5,000 sites, making it the most comprehensive and privacy-compliant data cooperative in the industry. The data is integrated with major platforms across the B2B ad, sales, and martech ecosystem, allowing for seamless integration into existing workflows for faster time-to-value.

Bombora was one of the first vendors of intent data and it continues to operate in a traditional data provider model, available for direct purchase through a network of delivery partners or licensing arrangements with other providers listed in this report. The vendor is account-based by design, its data focuses exclusively on accounts. Note that it also does not capture signals in languages other than English.

Market Momentum



Price vs Value

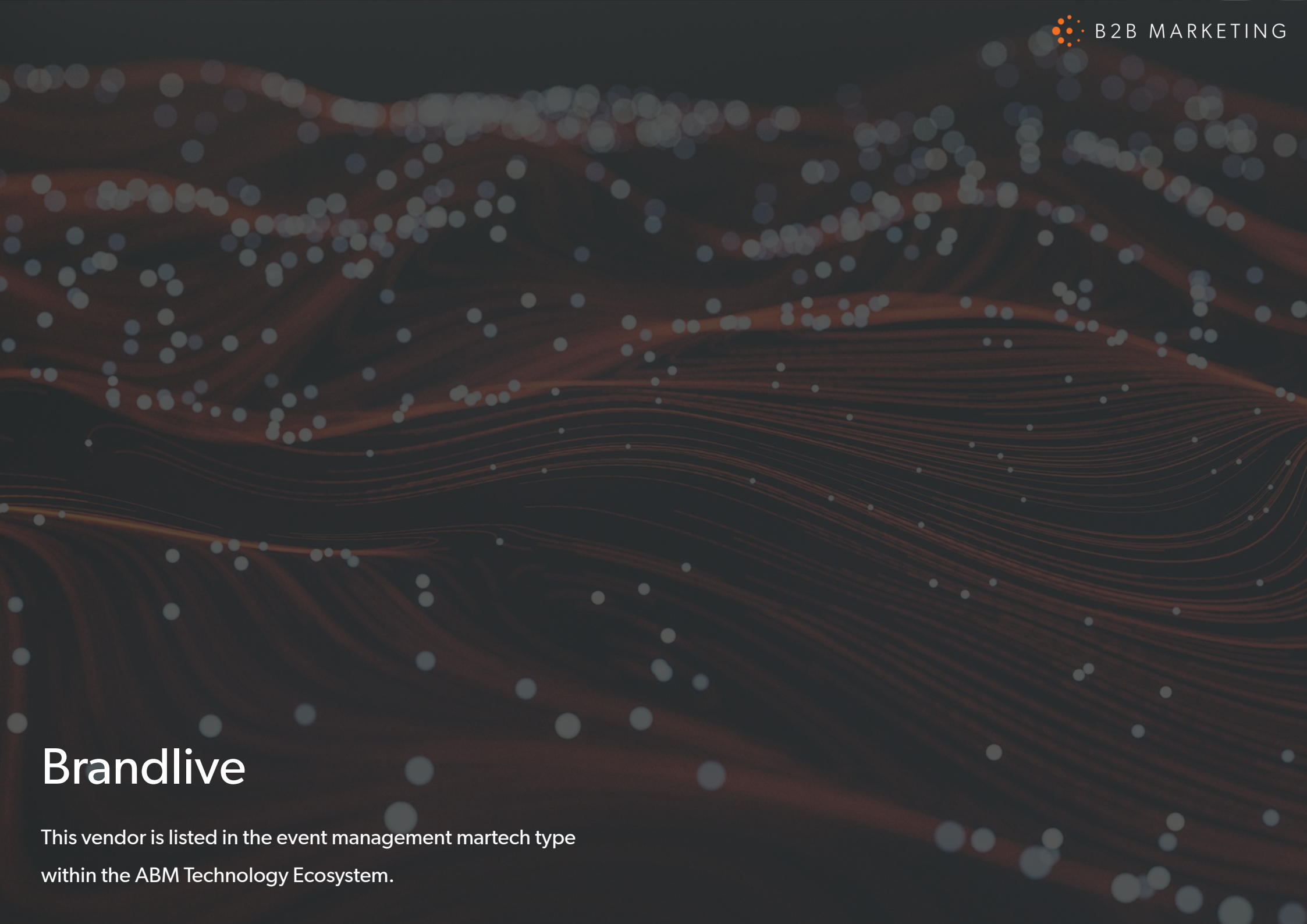


Customer Focus



Implementation Success





Brandlive

This vendor is listed in the event management martech type within the ABM Technology Ecosystem.

Vendor: Brandlive

Founded in 2010 and based in Portland, OR, USA, Brandlive offers a virtual communications platform that provides tools for creating engaging video-driven meetings and events. Brandlive operates on a software-as-a-service (SaaS) model, offering its platform to clients for hosting and producing single or recurring shows, meetings, or events, offering a suite of products designed for specific use cases and audience types, rather than a one-size-fits-all approach. In April 2024, Brandlive acquired Notified's virtual event and webinar business, which quadrupled the size of its business and added approximately 100 employees to the team.

Brandlive's Greenroom is a virtual content production studio that allows users to create branded content with customization options. It offers three "audience destinations" called Streams, Showrooms, and Allhands, each tailored for specific event types and audiences. Brandlive provides tools for managing various aspects of virtual events, including: breakout rooms for participant engagement, post-event content accessibility, and analytics for tracking engagement and ROI.

Market Momentum



Price vs Value

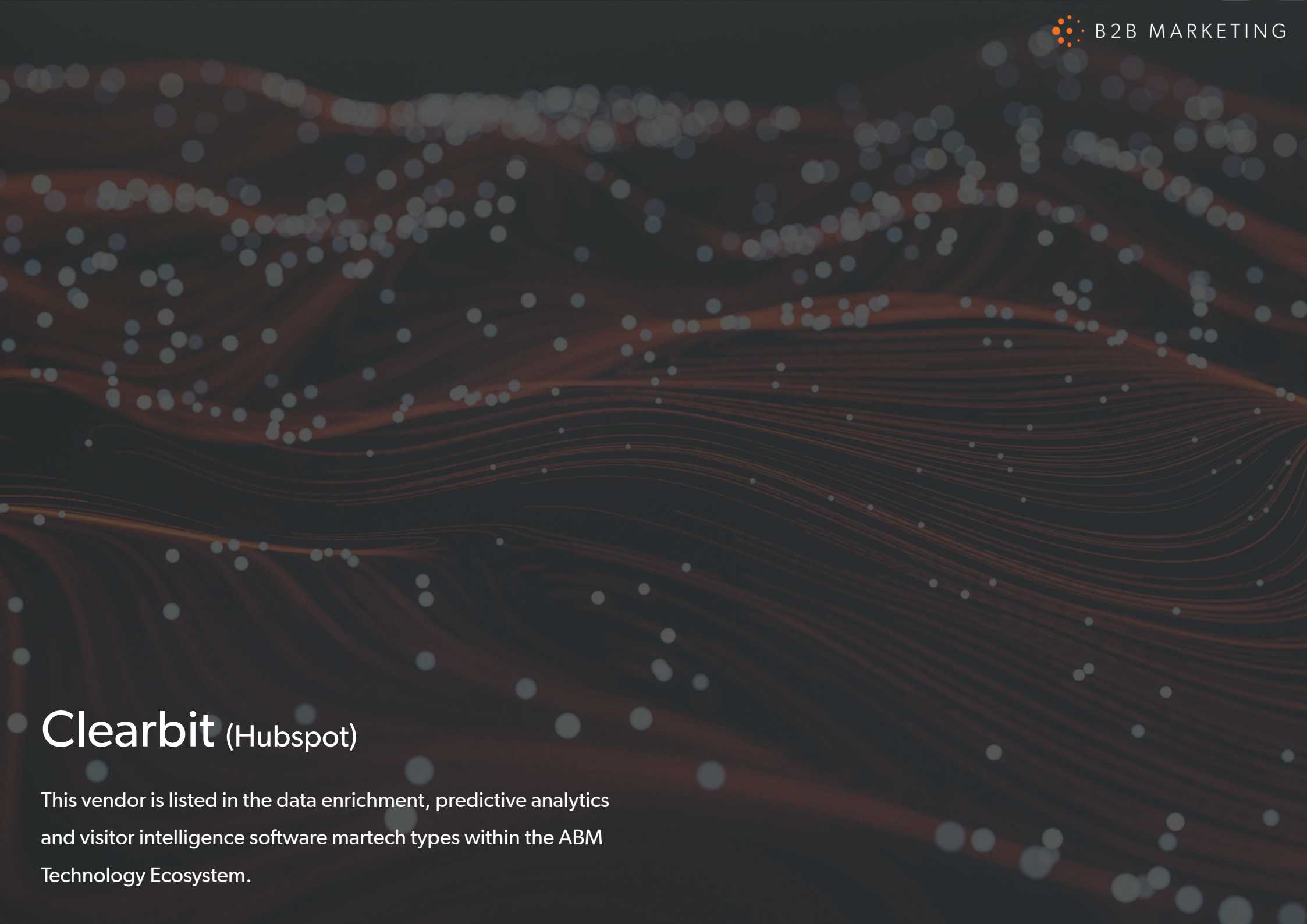


Customer Focus



Implementation Success





Clearbit (Hubspot)

This vendor is listed in the data enrichment, predictive analytics and visitor intelligence software martech types within the ABM Technology Ecosystem.

Vendor: Clearbit (Hubspot)

Clearbit was founded in 2014 and is headquartered in San Francisco, USA. In December 2023, it was acquired by Hubspot for $150 million in cash, an acquisition price representing over four times Clearbit's 2023 revenues. The purchase was considered a strategic move by HubSpot to enhance its AI-powered customer platform with Clearbit's extensive B2B data and capabilities.

Clearbit is a powerful marketing intelligence and data enrichment platform designed for B2B companies with a comprehensive suite of tools and APIs that help businesses gather, analyze, and leverage high-quality data for marketing, sales, and customer intelligence purposes.

Clearbit's core functionality is its ability to enrich customer and prospect data. With just an email address or domain name, it can provide over 85 accurate data points about individuals and companies. The platform offers real-time context on various data types, enabling marketers and sales teams to make informed, data-driven decisions.

Market Momentum



Price vs Value

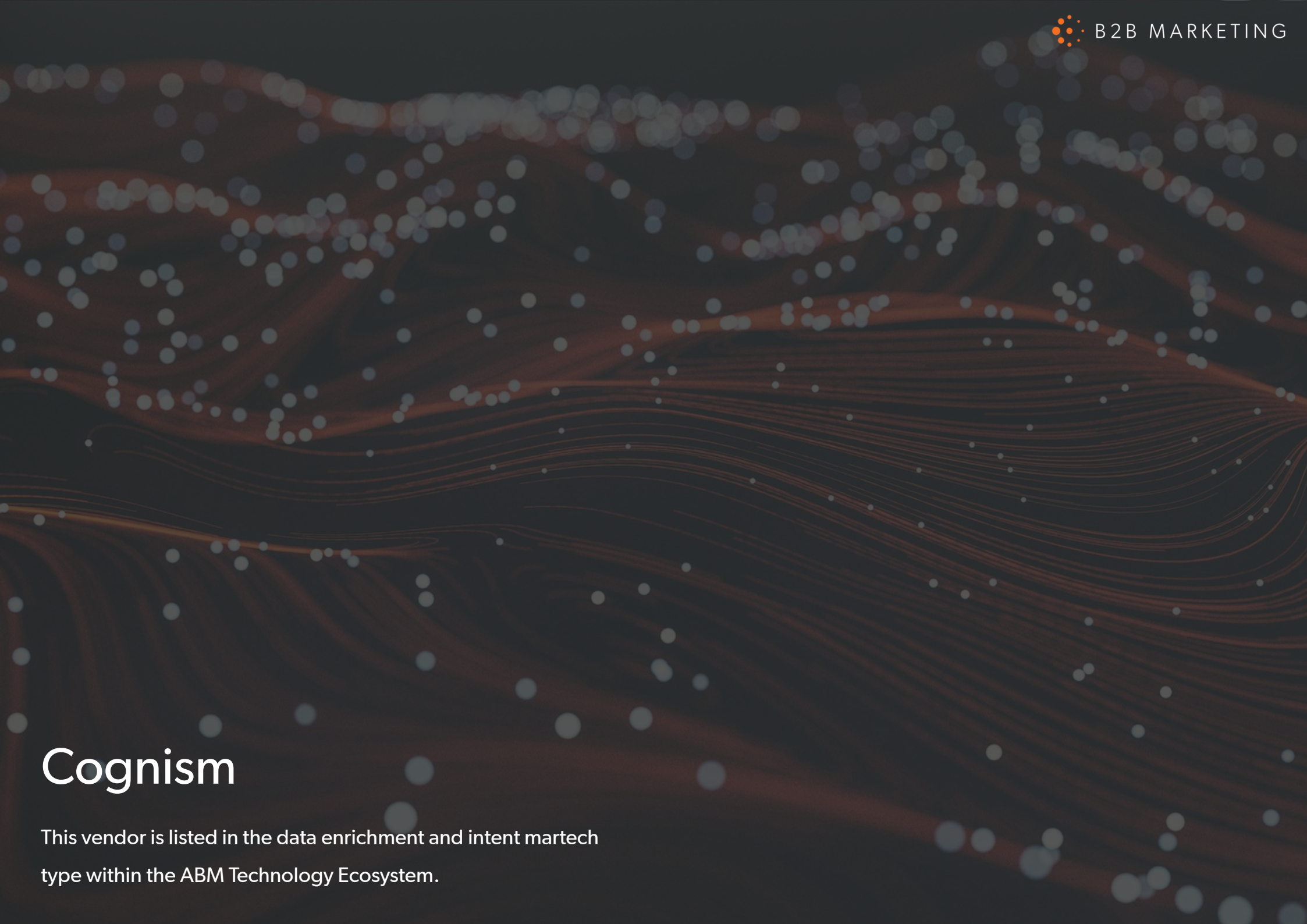


Customer Focus



Implementation Success





Cognism

This vendor is listed in the data enrichment and intent martech type within the ABM Technology Ecosystem.

Vendor: Cognism



Headquartered in London, UK, Cognism has offices in Skopje, North Macedonia; Zadar, Croatia; New York, US; and Cologne, Germany. The vendor is a sales intelligence provider, offering a vast and constantly updated database with millions of verified B2B contacts and company profiles. The company has over 1800 customers worldwide and is known for its extensive global data coverage, compliance with data protection regulations, and the provision of accurate and up to date B2B data. Cognism's sales intelligence platform provides real-time contextual insights with up-to-date contact details, enabling sales and revenue teams to identify sales leads, discover growth opportunities, and move deals forward faster.

The company's offerings include mobile phone numbers and B2B emails of people, with a focus on helping businesses make meaningful connections with other businesses. Cognism's data is manually verified for accuracy, and the company provides unrestricted access to person and company-level data, along with seamless integrations with CRM and sales engagement tools. Cognism is particularly suitable for sales and marketing teams in EMEA, US, and DACH regions, and it is known for its focus on quality B2B data.

Market Momentum

★★★★★

Price vs Value

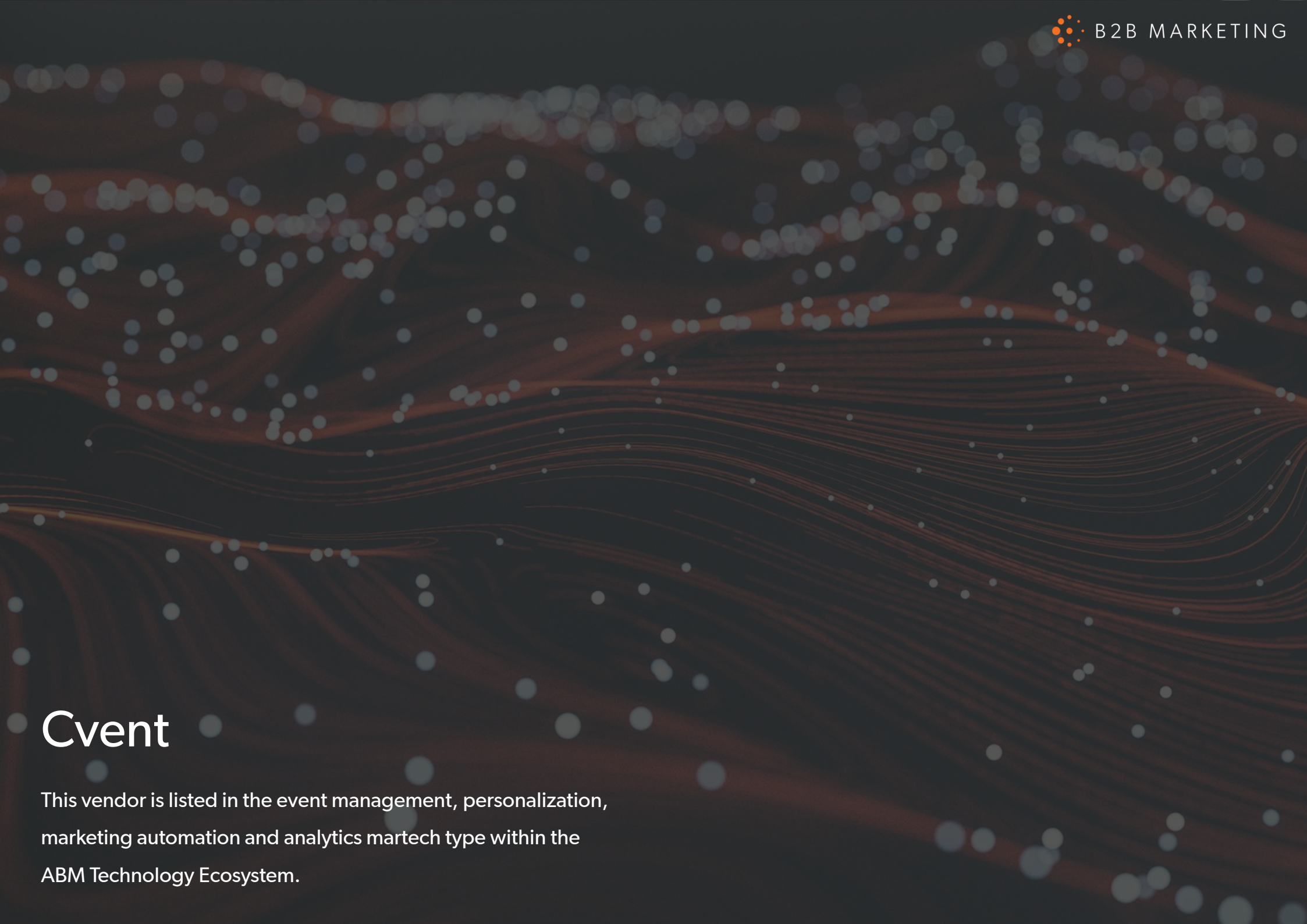
★★★★

Customer Focus

★★★★★

Project Success

★★★★★



Cvent

This vendor is listed in the event management, personalization, marketing automation and analytics martech type within the ABM Technology Ecosystem.

Vendor: Cvent

Cvent was founded in 1999 and is renowned as a leading platform for marketers and event professionals for over 24 years already, with event marketing and management technology and extensive hotel and venue sourcing offerings. In 2020, Cvent product designers built a robust virtual event solution with studio tools to capture and produce broadcast-quality videos, allowing clients to run virtual events 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.

Cvent has successfully pivoted to a platform vendor for all three event types (in-person, virtual, and hybrid). 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 app marketplace gives its marketing clients further access to nearly 1,000 complementary technology partners that connect to the Cvent platform, and its centralized Events+ hub will please those marketers that want to leverage event content on an ongoing basis.

Market Momentum



Price vs Value

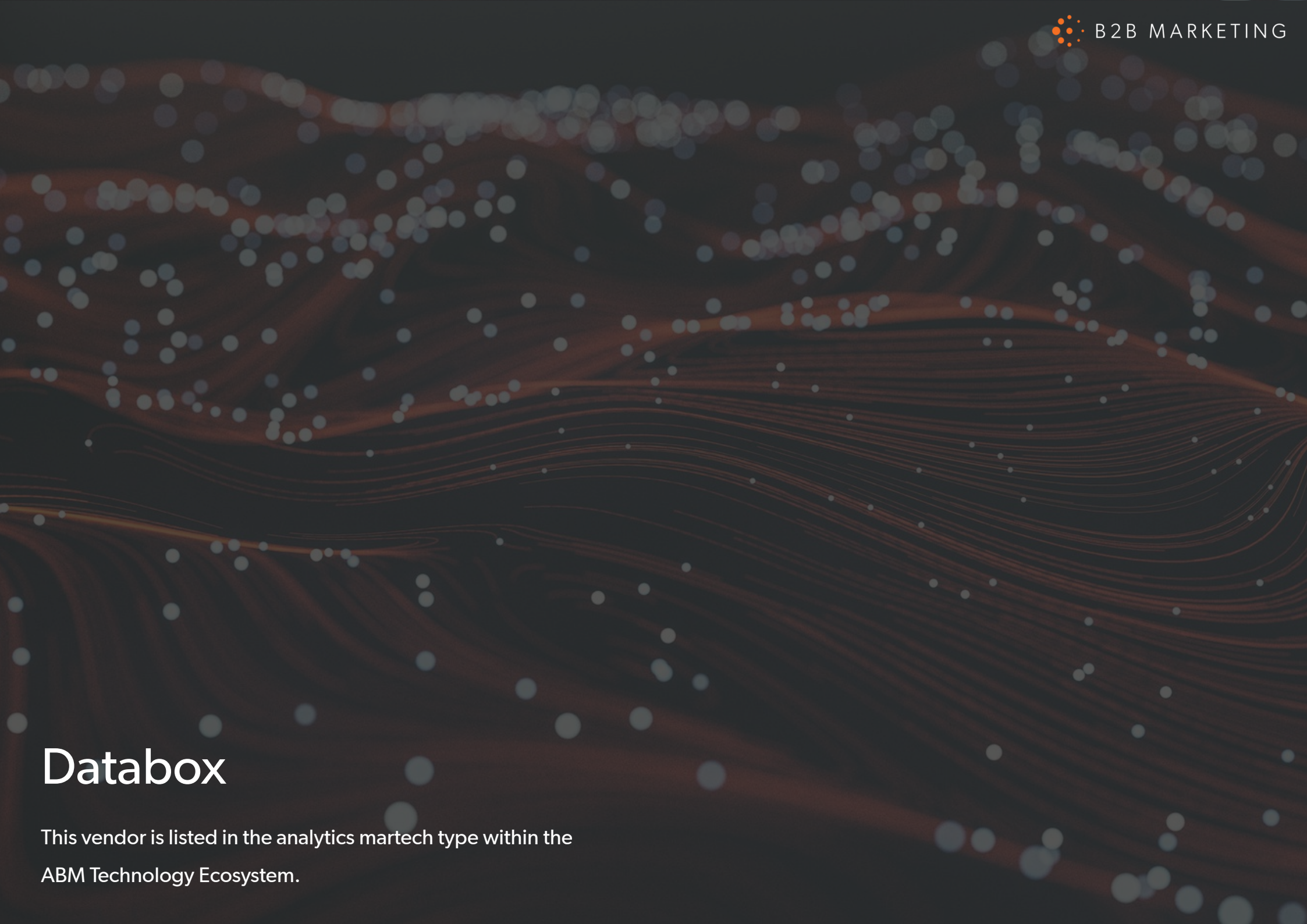


Customer Focus



Implementation Success





Databox

This vendor is listed in the analytics martech type within the ABM Technology Ecosystem.

Vendor: Databox

Founded in 2012 and based in Boston, USA, Databox has over 1,600 customers globally, primarily small and medium-sized businesses across various sectors. Databox is a cloud-based business analytics platform designed to help growing businesses centralize, visualize, and analyze their data to make better decisions and improve performance.

Databox allows users to integrate data from over 70 native sources, including popular tools like Google Analytics, HubSpot, Facebook Ads, and Stripe, as well as custom data sources like spreadsheets and databases. Users can create customizable dashboards called "Databoards" using drag-and-drop functionality and pre-built templates, to display key metrics and KPIs in various visualization formats.

It is designed to be user-friendly, allowing anyone on a team to build their first dashboard in as little as five minutes without requiring coding skills or data analysts. The platform aims to simplify data analysis and decision-making for growing businesses that may not have the resources for complex enterprise analytics tools.

Market Momentum



Price vs Value

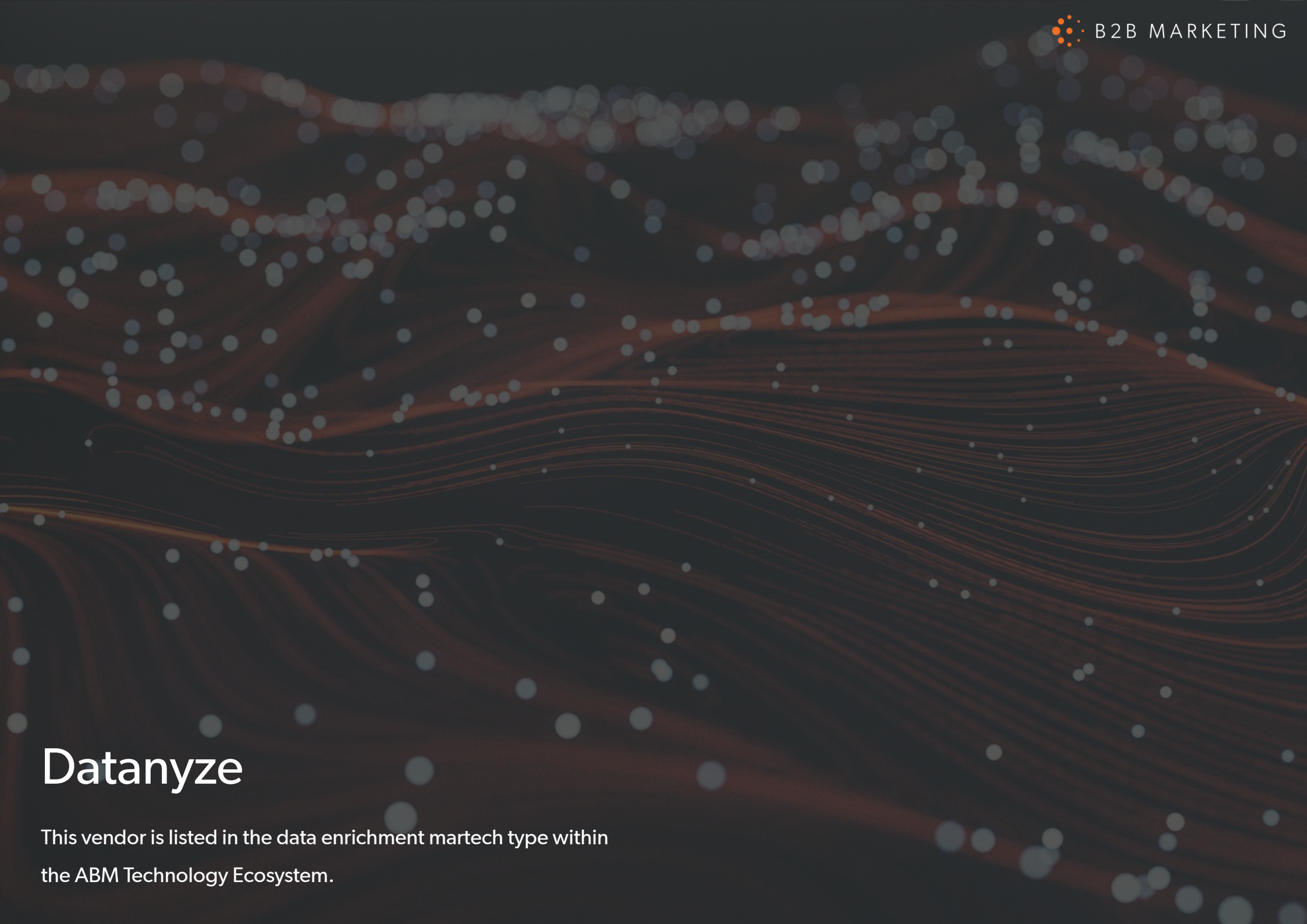


Customer Focus



Implementation Success





Datanyze

This vendor is listed in the data enrichment martech type within the ABM Technology Ecosystem.

Vendor: Datanyze

Founded in 2012 and based in Durham, North Carolina, USA, Datanyze has over 100 customers globally. It serves customers across various industries and company sizes.

It offers a B2B prospecting and sales intelligence platform that helps businesses identify and engage with potential customers. Datanyze provides access to a comprehensive database of company and contact information,

including firmographic data (company size, revenue, industry, location); technographic data (technology stacks used by companies); and contact details for key decision-makers (names, job titles, email addresses, phone numbers.

Market Momentum

★★★

Price vs Value

★★★★

Customer Focus

★★★

Implementation Success

★★★★

Demandbase

This vendor is listed in the intent, personalization, data enrichment, predictive analytics, analytics, sales/marketing alignment platform, orchestration, programmatic ad, marketing automation, AI, ROMI dashboards and visitor intelligence software martech types within the ABM Technology Ecosystem.

Vendor: Demandbase

Founded in 2006 in San Francisco, Demandbase offers an end-to-end ABM platform that helps B2B marketers identify, engage, close and measure progress against best-fit accounts. After acquiring Engagio, another ABM vendor in 2020, Demandbase has about 800 employees and almost 1,000 customers ranging from mid-sized companies to enterprises such as Accenture, Adobe, DocuSign, GE, and Salesforce, with 15% of its customer base being outside of the US.

It positions itself as a Go-to-Market (GTM) platform specifically addressing the general observation that "only 5% of B2B buyers are in the market for your solutions at any given time". The platform is based on a data platform to identify internet behavior with a patented identification technology, augmented by AI, plus the ABX and orchestration platform, leveraging capabilities that came from the Engagio acquisition. The combined product is called Demandbase One. B2B marketers can identify accounts, manage audiences across campaigns, integrate account information from a CRM system and measure their ABM success based on pipeline and revenue information. Demandbase's advertising capabilities empower users to deliver highly targeted digital ads to specific accounts and personas. Advanced targeting ensures precise delivery, minimizing waste and maximizing ROI.

Market Momentum



Price vs Value

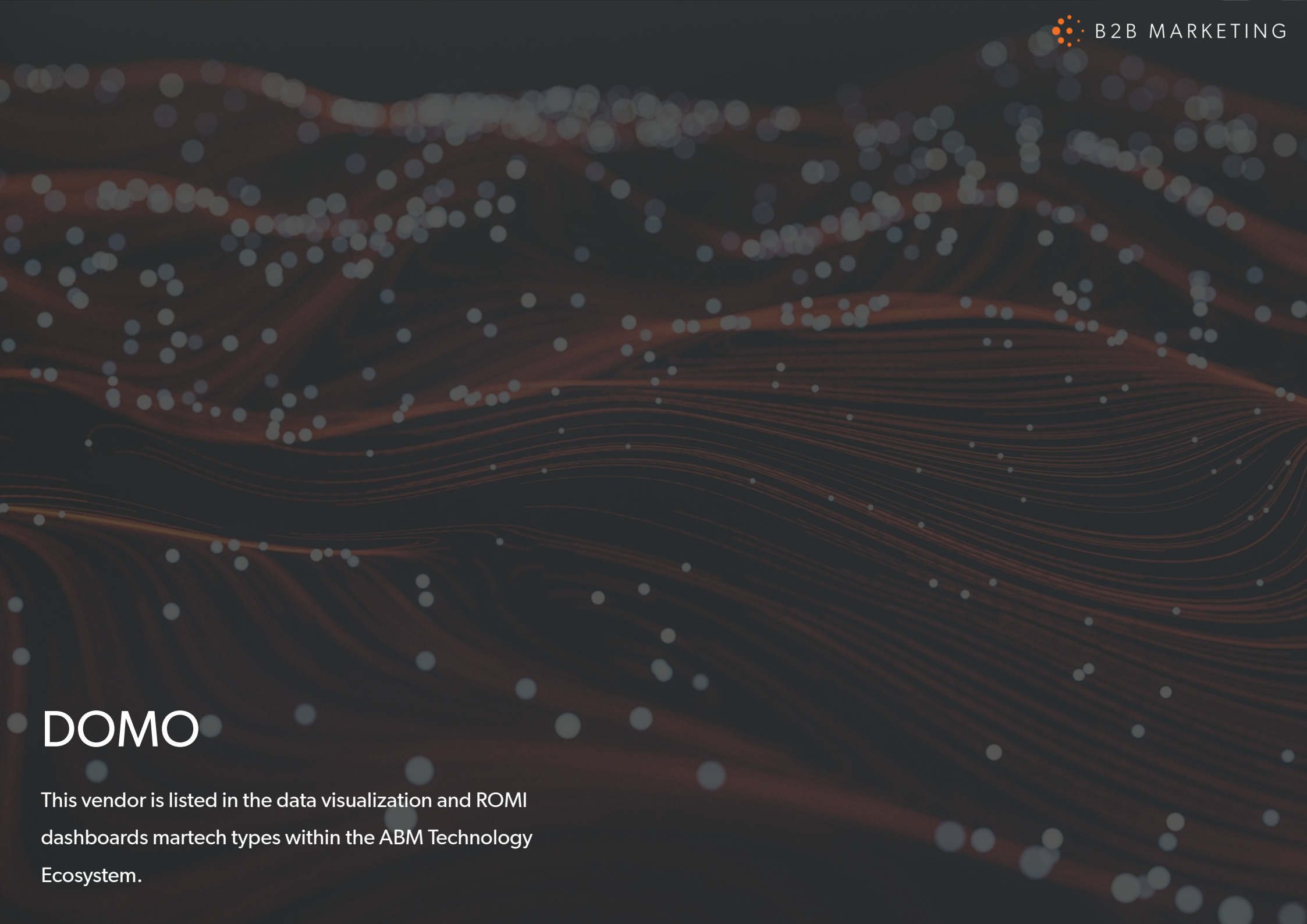


Customer Focus



Implementation Success





DOMO

This vendor is listed in the data visualization and ROMI dashboards martech types within the ABM Technology Ecosystem.

Vendor: DOMO

Founded in 2010 and based in Utah, USA, DOMO offers a cloud-based business intelligence and data analytics platform that aims to help companies make better data-driven decisions. Its customer base of over 6,000 spans a range of company sizes and industries, with a concentration in the US technology sector. While it has a smaller market share compared to industry leaders like Power BI and Tableau, it has strong market momentum due to its focus on ensuring rapid deployment, executive-level adoption, and mobile usage.

The platform is designed to be user-friendly for business users while still offering advanced capabilities for technical teams. As one of the first fully cloud-based BI platforms, Domo has an advantage in cloud deployment and it prioritized mobile access from the beginning, making it popular among executives for on-the-go insights.

Market Momentum



Price vs Value

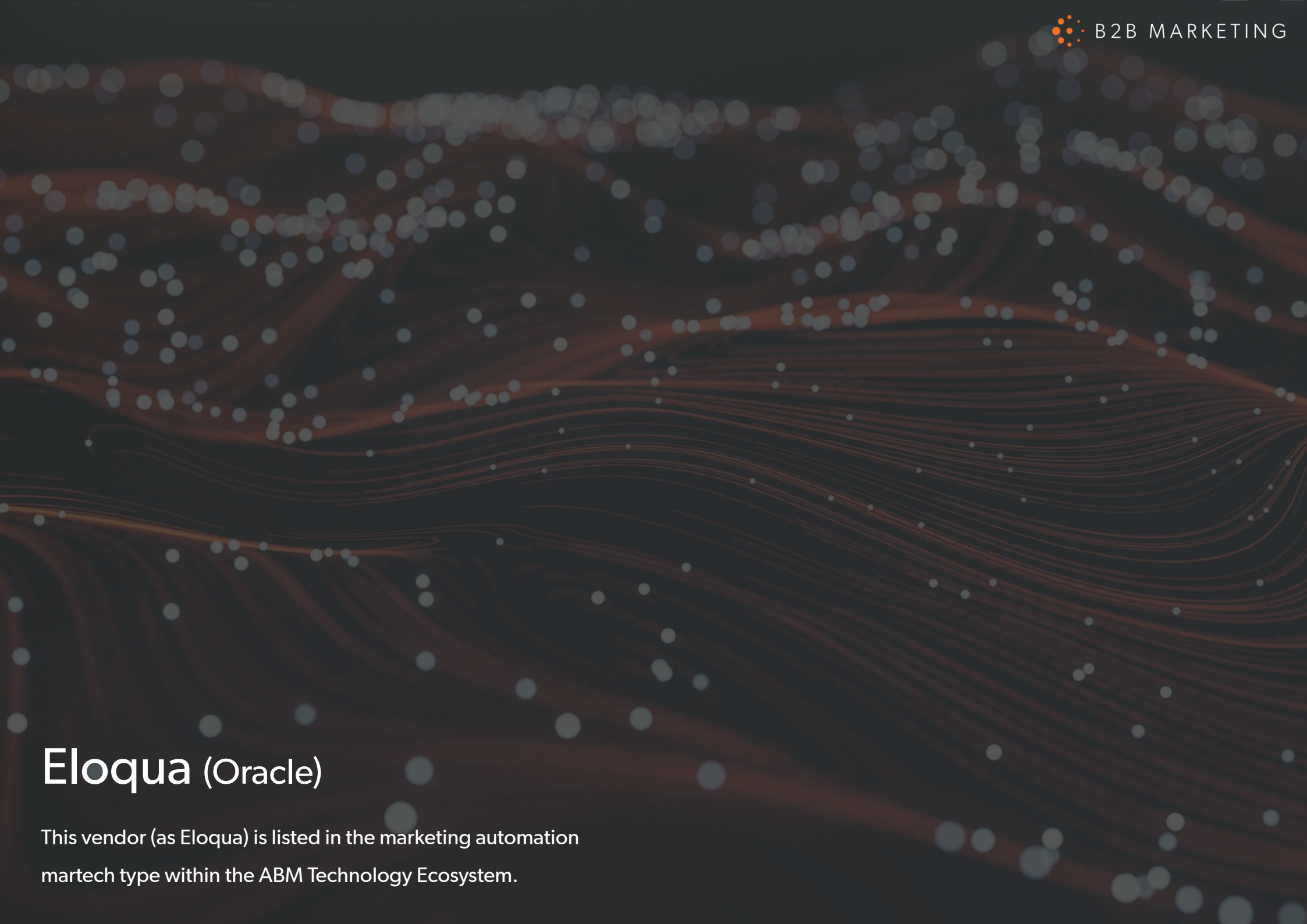


Customer Focus



Implementation Success





Eloqua (Oracle)

This vendor (as Eloqua) is listed in the marketing automation martech type within the ABM Technology Ecosystem.

Vendor: Eloqua (Oracle)

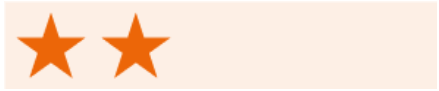
Oracle is one of the largest software providers in the world, headquartered in California, and its marketing software is used by many enterprises who have large contact databases and moderate-to-sophisticated requirements. Oracle's Cloud-based Eloqua solution has a wide range of B2B multichannel lead management capabilities. Now well integrated with Oracle's Marketing Cloud Suite, Eloqua can also work with other CRM systems, such as Salesforce.

Oracle Marketing Cloud helps marketers understand, acquire, and retain customers with connected data and intelligence, all with one solution. The solution consists of several products acquired over the last years: Eloqua, Responsys, BlueKai, Maxymiser, Infinity, and Content and Experience. Additionally, Oracle Eloqua Marketing Automation offers advanced lead scoring, campaign design, real-time data, and integrated sales tools to increase lead volume, unify marketing and sales efforts, and drive more revenue.

Market Momentum



Price vs Value



Customer Focus



Implementation Success



Expandi Group

This vendor is listed in the data enrichment, CRM tools, predictive analytics, programmatic ad platforms, analytics, intent, orchestration, personalization, event management, and marketing automation martech types within the ABM Technology Ecosystem.

Vendor: Expandi Group

Established in 2000 as a global full-service marketing agency for the tech industry, Expandi is now well underway to becoming one of the most capable ABM data and software providers for all B2B sectors. Expandi Group mainly operates in the market with the following brands: Expandi Match, Expandi Agency, Cyance, AccountInsight and Session Media. In summer 2023, Expandi acquired the software assets from the ABM vendor Jabmo which had gone into liquidation.

Originally founded in 2014 in Paris, France, Jabmo is an account-based analytics, account-based advertising, social advertising and email marketing platform. The core enabling technology is the Account Data Platform (ADP) which maps both 1st and 3rd party data sources to accounts/sub-accounts/organizations/contacts.

The new Expandi Jabmo ABM platform now allows companies to engage audiences via the following channels: display advertising and retargeting, social advertising, content syndication, web personalization, email. All in one place.

Market Momentum



Expandi is probably now the largest B2B demand generation agency in EMEA focused on the IT sector with over 300 experienced marketers. It delivers local and global marketing programs, engaging over 500K prospects each year, through its own consulting organization plus an extensive network of business and agency partners.

Price vs Value



The Expandi value proposition is as “Platforms built for Europe by Europeans”. Its solutions are based on European needs (i.e. multi-language capabilities / semantic reading) and constraints (i.e. GDPR). The vendor helps its clients to measure the return-on-investment for its projects on a routine basis.

Customer Focus

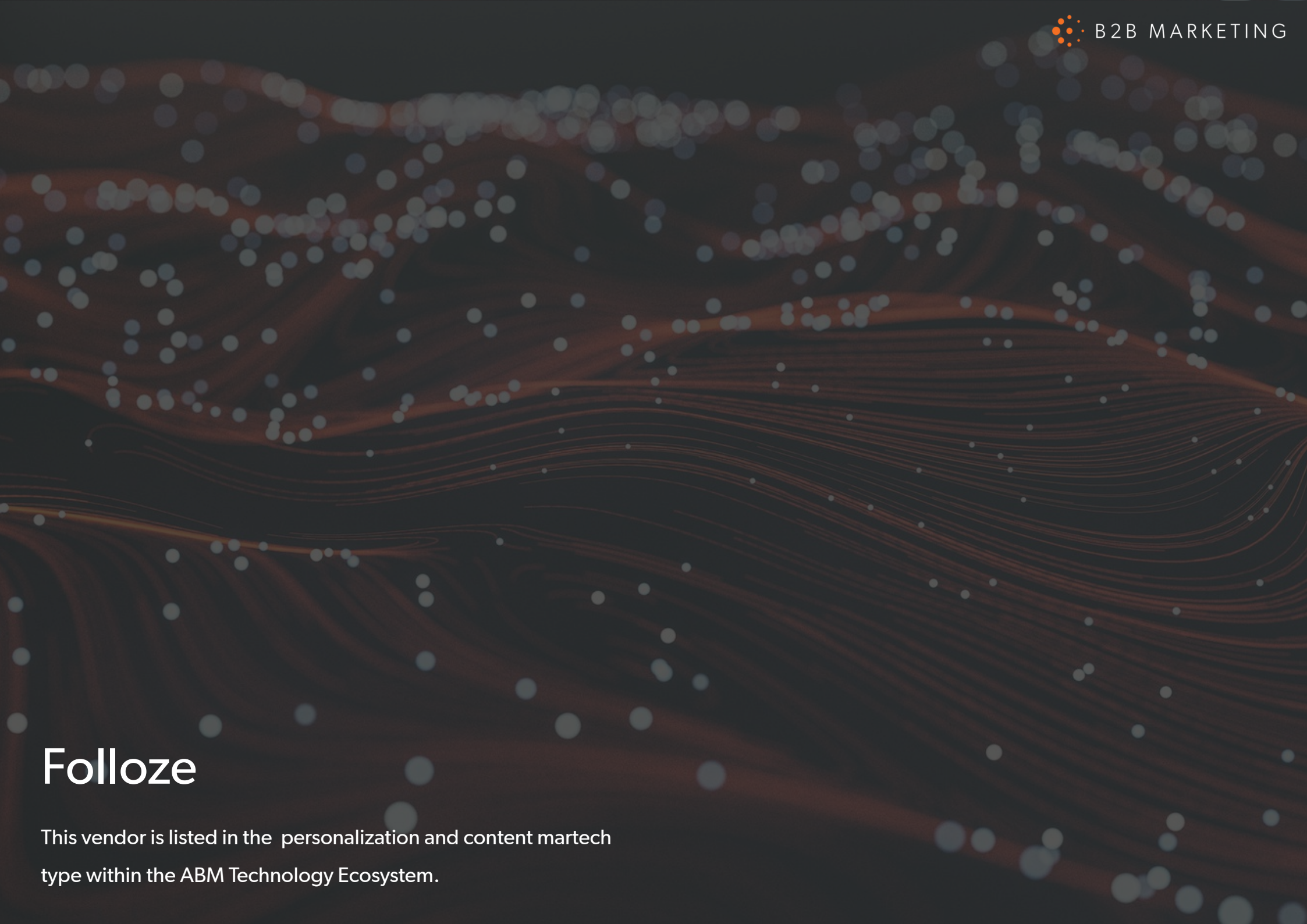


Unlike most B2B marketing agencies, Expandi handles every aspect of a multichannel campaign in-house, helping clients to define and implement their B2B marketing strategies - ranging from strategic advice, target definition, content design and creation and campaign delivery. It has invested highly in customer success resources with dedicated staffing and executive management attention.

Implementation Success



One of their clients has written this: “The REACT model made sense for us from the beginning. If we could activate our 38 key accounts and create leads for the salespeople to follow up, we had achieved our goal. ABM will certainly be part of our future strategy.”



Folloze

This vendor is listed in the personalization and content martech type within the ABM Technology Ecosystem.

Vendor: Folloze

Founded in 2004, Folloze is a software vendor that provides a personalized buyer experience platform for B2B marketing and sales teams. The company was founded and is headquartered in California, USA. Folloze serves B2B marketers across the enterprise and midmarket in technology, healthcare, financial services, professional services, and manufacturing industries.

Folloze enables B2B marketers and sellers to exceed performance targets through highly engaging, personalized experiences across the entire go-to-market motion. The company's AI-driven, no-code B2B Buyer Experience Platform (BX 3.0) empowers marketers to scale personalization with rapid execution and full-funnel orchestration, deliver high-value, engaging, connected content experiences, and optimize plays, driving the next best action. The platform offers features for account-based marketing (ABM) campaigns, demand generation, website personalization, sales orchestration, and events. Folloze also provides professional services and consulting to help customers optimize and implement their account-based go-to-market strategies. Top B2B brands, including ServiceNow, Google Cloud, Cisco, Autodesk, Gigamon, and UL trust Folloze to deliver growth and set up sales success. Folloze integrates seamlessly with 6sense, Demandbase, Outreach, Marketo, Eloqua, and Hubspot.

Market Momentum



Price vs Value

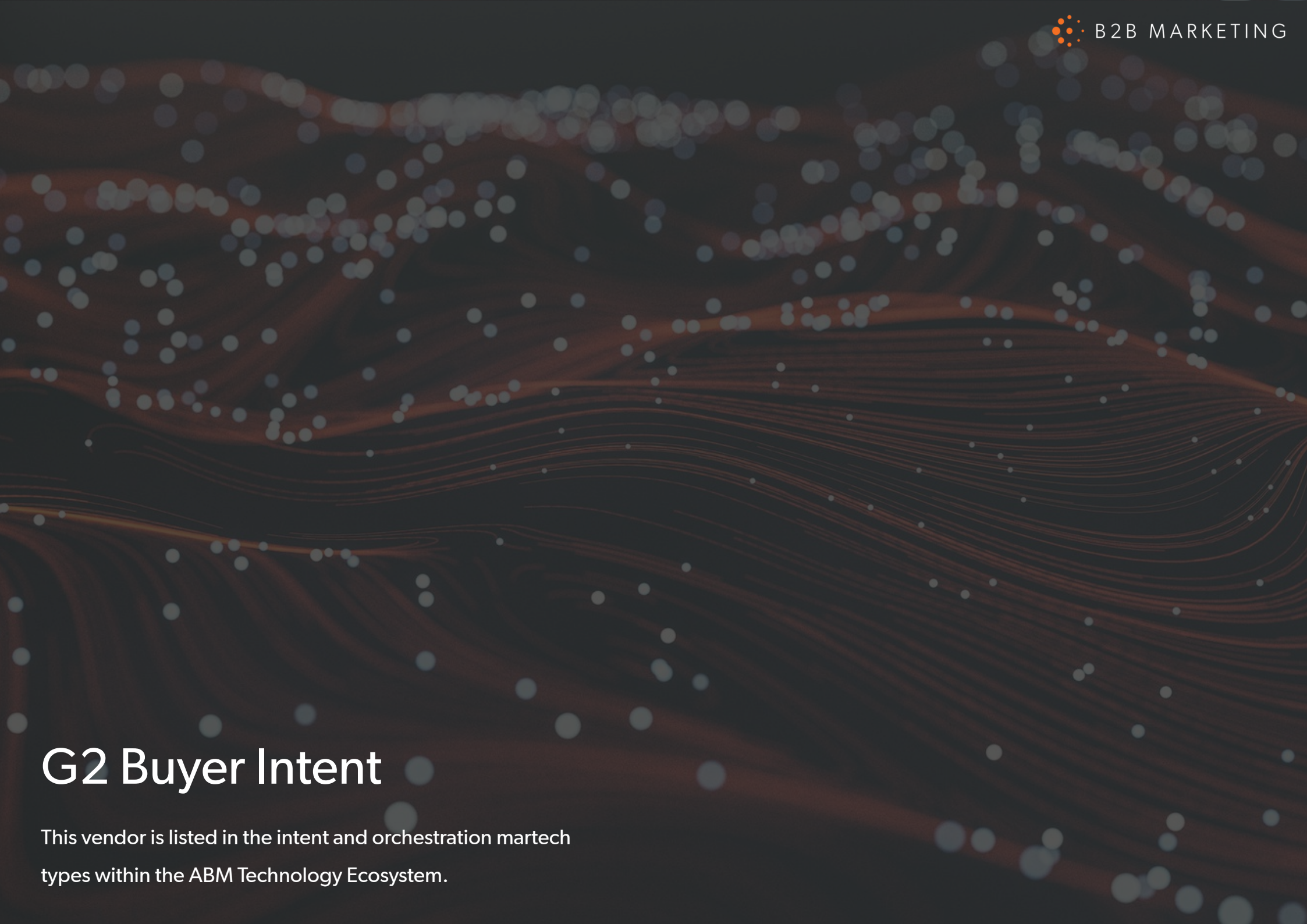


Customer Focus



Implementation Success





G2 Buyer Intent

This vendor is listed in the intent and orchestration martech types within the ABM Technology Ecosystem.

Vendor: G2 Buyer Intent

G2 is a technology marketplace and peer-to-peer review platform for business software and services. It is one of the largest tech marketplaces globally.

With over 2.8 million verified reviews, covering more than 180,000 products across 2,300+ categories. More than 100 million people annually — including employees at all Fortune 500 companies — use G2 to make smarter software decisions based on authentic peer reviews Thousands of software and services companies of all sizes partner with G2 to build their reputation and grow their business.

G2 Buyer Intent captures enriched data about buyers researching products across G2.com. This data is generated from various user actions — including viewing product profile pages and comparing products, exploring alternatives in a shared category, and interacting with sponsored content. The service notifies teams via email or Slack when buyers show interest and can be connected to the most common CRM, marketing automation, and ABM tools.

G2's intent allows the creation of targeted segments based on activity level and buying stage and can even provide signals when prospects are researching competitors.

Market Momentum



Price vs Value

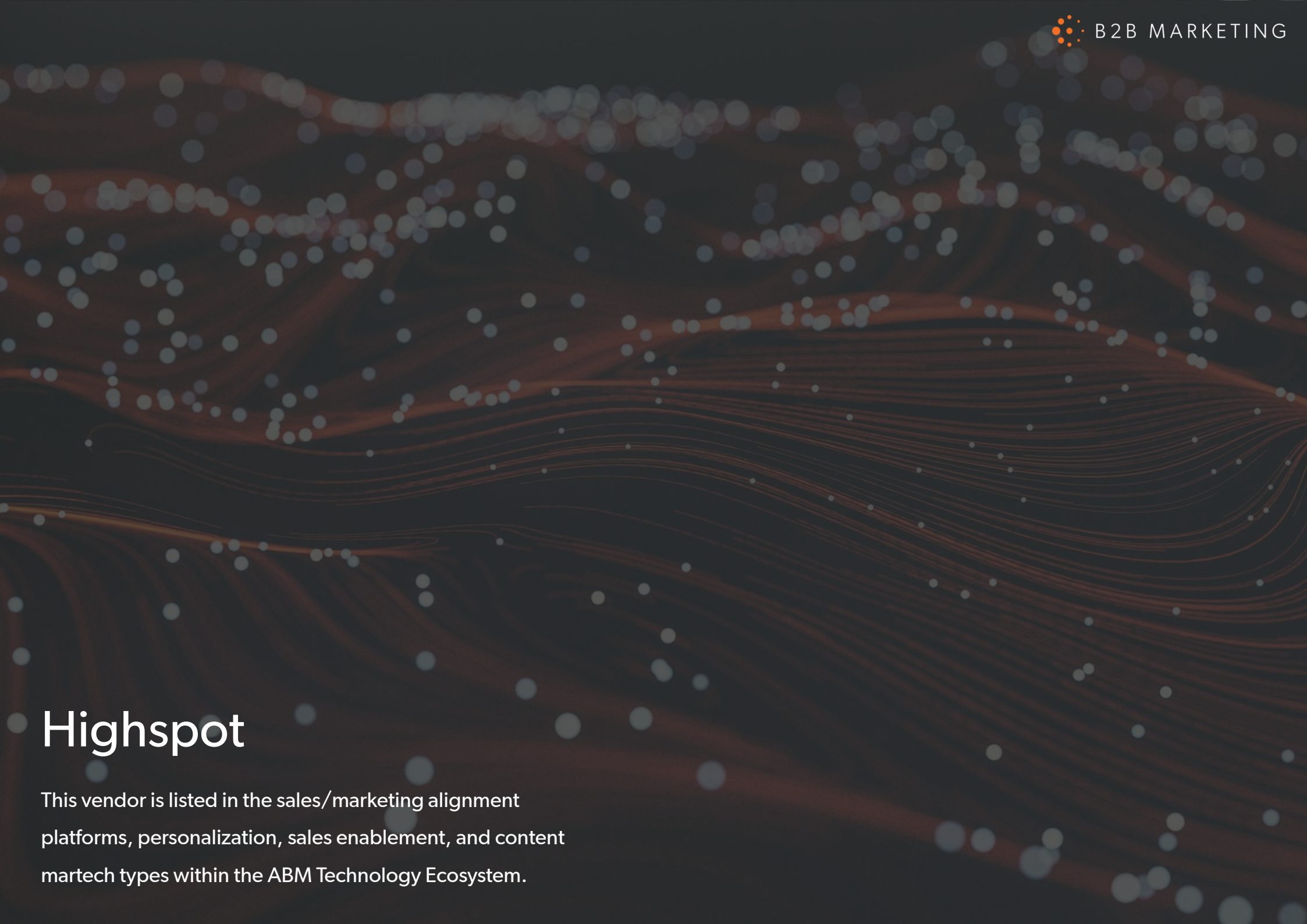


Customer Focus



Implementation Success





Highspot

This vendor is listed in the sales/marketing alignment platforms, personalization, sales enablement, and content martech types within the ABM Technology Ecosystem.

Vendor: Highspot

Highspot was founded in 2012 in Seattle, USA. The company now has some 800 employees and seven global offices. It currently has more than 1,000 customers around the world with over 1,100,000 licensed end-users. The vendor continues to release product innovations around sales pitching, actionable analytics, sales readiness and acceleration, its SmartPage™ technology, Scorecards, and Engagement Genomics. Its customer list includes companies such as Aetna, DocuSign, FedEx, HSBC, Nvidia, Okta, and Siemens.

The truth is that ABM is not all about marketing; successful ABM requires work in both marketing AND sales. Sales enablement software allows you to align both teams, giving them a united platform to communicate, share content and best practices, and analyze the effectiveness of engagement within the target accounts. Highspot is one of the few sales enablement vendors that understand this and help their clients to support an ABM strategy. Originally successful in the medium-sized business sector, the vendor is now enjoying strong growth as an enterprise-level solution. It also partners strongly with various sales consultants or sales acceleration companies.

Market Momentum



Price vs Value



Customer Focus



Implementation Success



Hubspot

This vendor is listed in the data enrichment, CRM tools, predictive analytics, sales/marketing alignment platform, orchestration, personalization, content, marketing automation, ROMI dashboards, and analytics martech types within the ABM Technology Ecosystem.

Vendor: Hubspot



Still managed by the founders, Hubspot is the most successful provider of marketing software software to small-medium businesses (10-2,000 employees) with close to 130,000 customers in 120 countries. Originally providing a feature-rich marketing hub solution, Hubspot now offers marketing, service and sales software suites plus a content management system and an operations center. It has expanded its product and sales coverage to all company sizes – Hubspot now has over 8,000 enterprise customers. Hubspot sells 70% directly and 30% through business partners around the world (46% of their business is outside the US).

Hubspot customers set up an ABM strategy using the provided workflow templates to define ideal customer profiles and identify good-fit target accounts. They then set up default properties to tag accounts and buying roles. Marketing and sales can use common tools that unite them around the same data. The system offers an account overview sidebar, an ABM playbook for sales reps, and a native integration to LinkedIn Sales Navigator accounts.

Market Momentum

★★★★★

Price vs Value

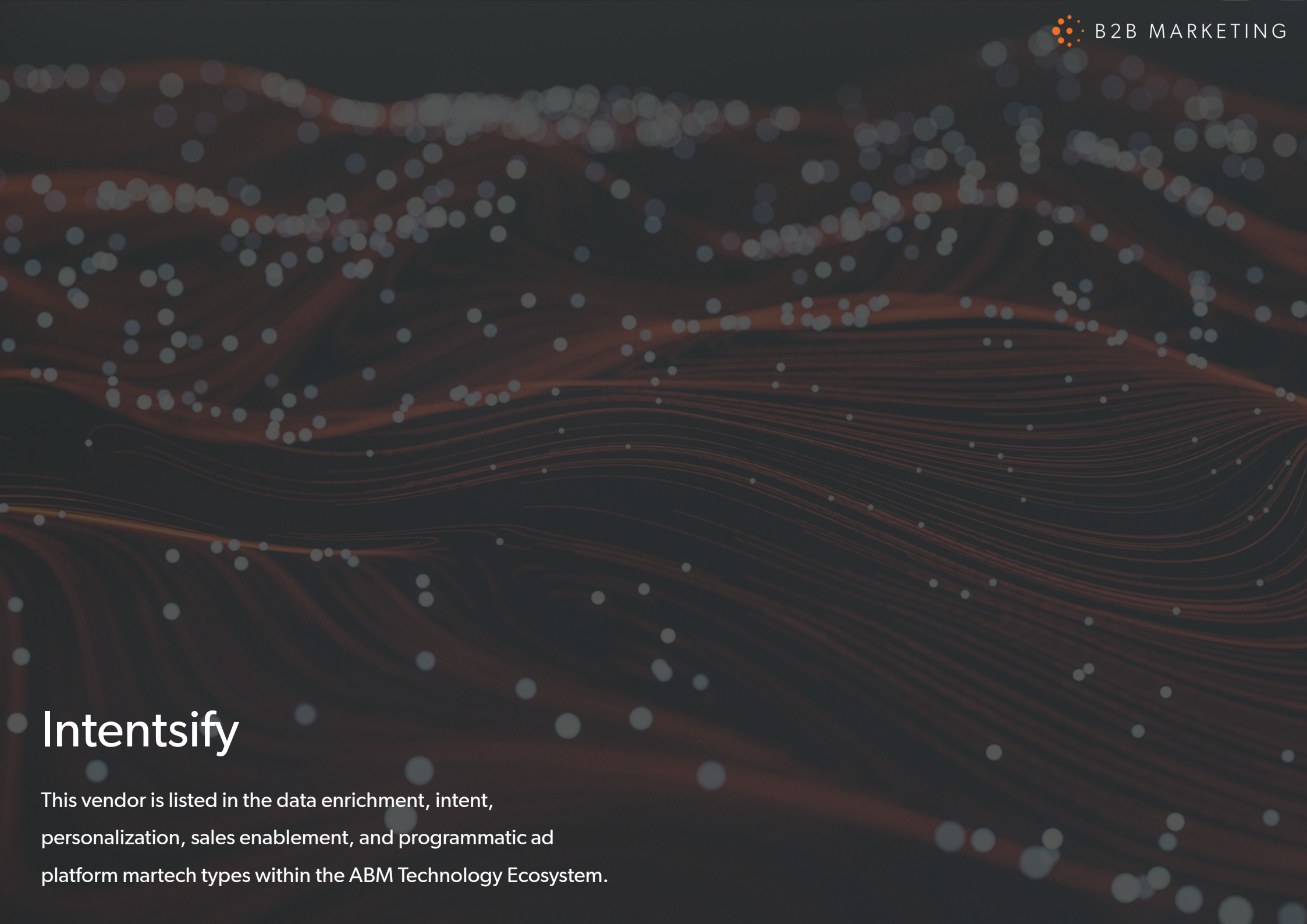
★★★★★

Customer Focus

★★★★

Implementation Success

★★★★



Intentsify

This vendor is listed in the data enrichment, intent, personalization, sales enablement, and programmatic ad platform martech types within the ABM Technology Ecosystem.

Vendor: Intentsify

INTENTSIFY

Founded in 2018 in Boston, Massachusetts, Intentsify is a campaign execution firm that also offers data subscriptions like a traditional data provider. Its intent data is captured primarily through bid stream data collected across an extensive network of publisher sites. The vendor has offices in Boston and London and currently only offers English-only capture of intent signals.

Through efficient delivery and implementation of proprietary, next-generation precision intent data, potential buyer companies are identified that exhibit research behaviors directly related to the client's business solutions.

The vendor's Intelligence Activation Platform shows where buyers are in the purchasing process, reveals the issues they care about most, and empowers clients to engage them quickly and effectively.

Market Momentum



Price vs Value

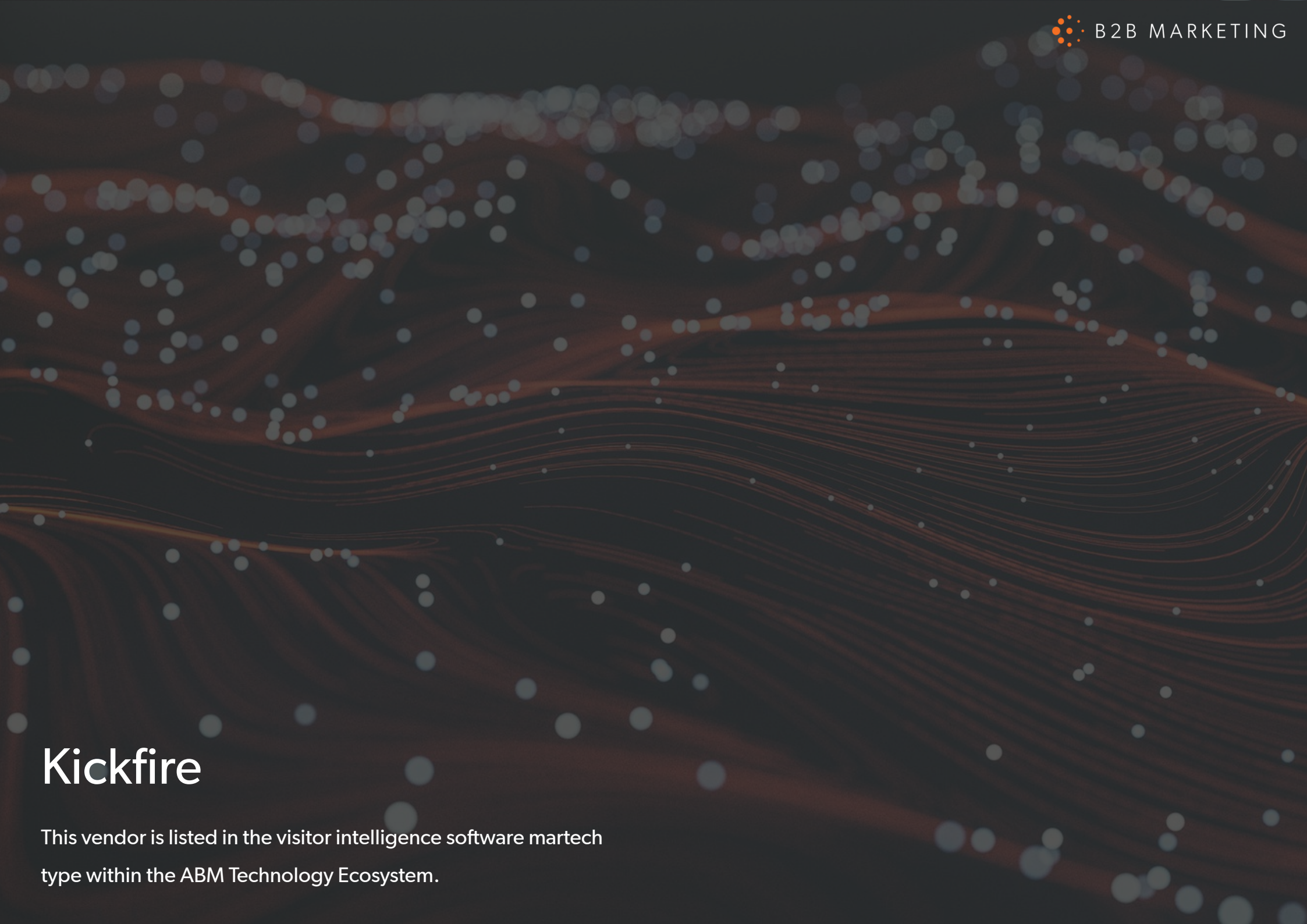


Customer Focus



Implementation Success





Kickfire

This vendor is listed in the visitor intelligence software martech type within the ABM Technology Ecosystem.

Vendor: Kickfire

Founded in 2005 and based in California, USA, Kickfire is a provider of B2B first-party intent data and IP address intelligence solutions and it offers a suite of products designed to help businesses identify and engage with potential buyers visiting their websites marketing. The vendor has over 250 clients, some 70% of them located in the USA.

The technology enables companies to: Translate anonymous IP addresses into company names and account-level firmographic data; Identify in-market buyers showing interest in their products or services; Uncover the 98% of website visitors who don't fill out forms; and power account-based marketing and sales strategies.

Market Momentum



Price vs Value

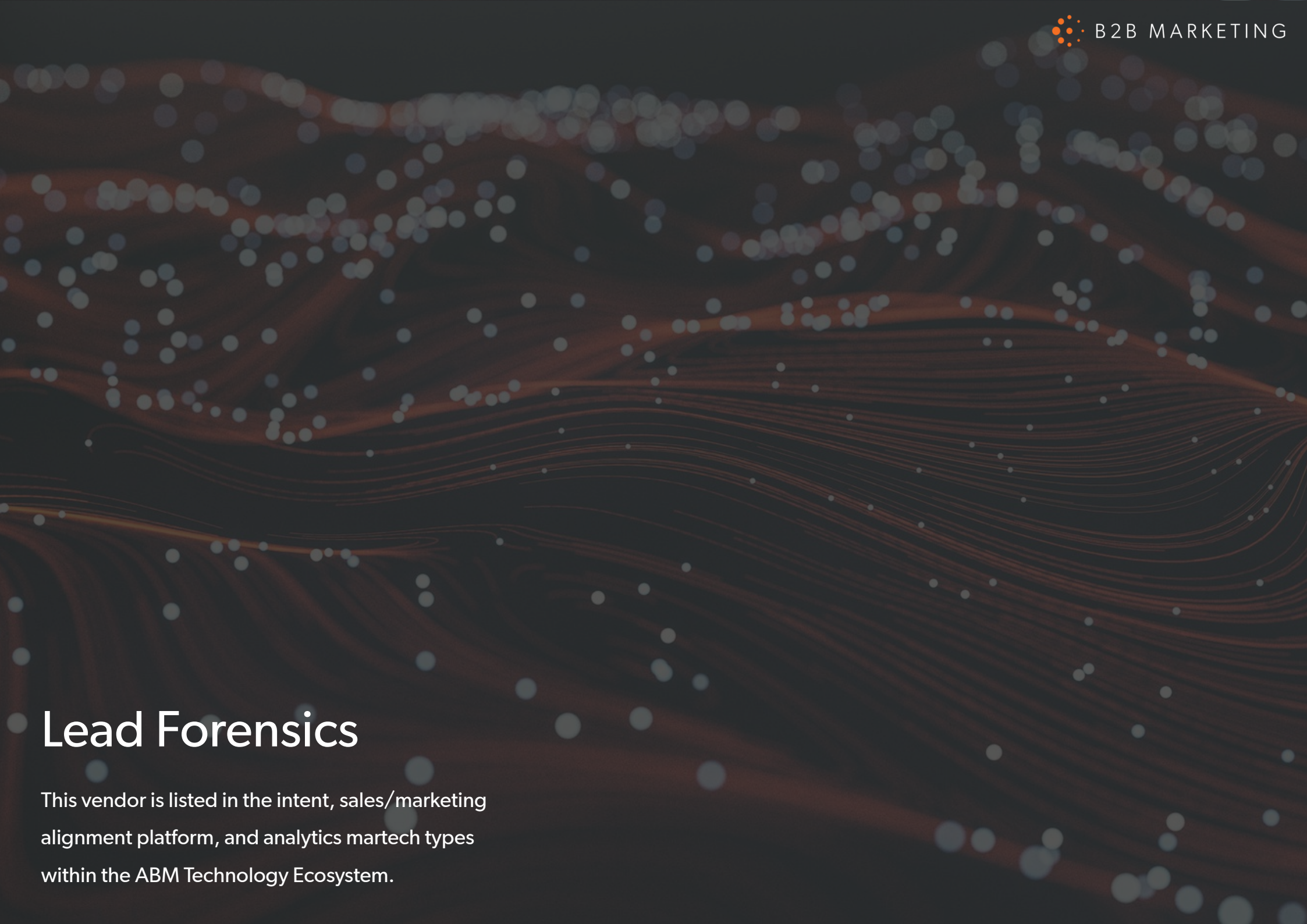


Customer Focus



Implementation Success





Lead Forensics

This vendor is listed in the intent, sales/marketing alignment platform, and analytics martech types within the ABM Technology Ecosystem.

Vendor: Lead Forensics

Founded in 2010 and based in Portsmouth, UK plus Scottsdale, USA, Lead Forensics has clients in over 30 countries, with a large market presence in North America and Europe. Most Lead Forensics users (over 60%) are small companies (under 50 employees) while just 5% are large companies with over 1000 employees. The vendor has over 400 employees.

Lead Forensics is a B2B website visitor identification software company that provides tools to help businesses generate leads from their website traffic. Its software identifies anonymous B2B website visitors and provides detailed information about them to help with lead generation and sales. The software works by tracking IP addresses of website visitors and matching them to a database of company information.

Market Momentum



Price vs Value

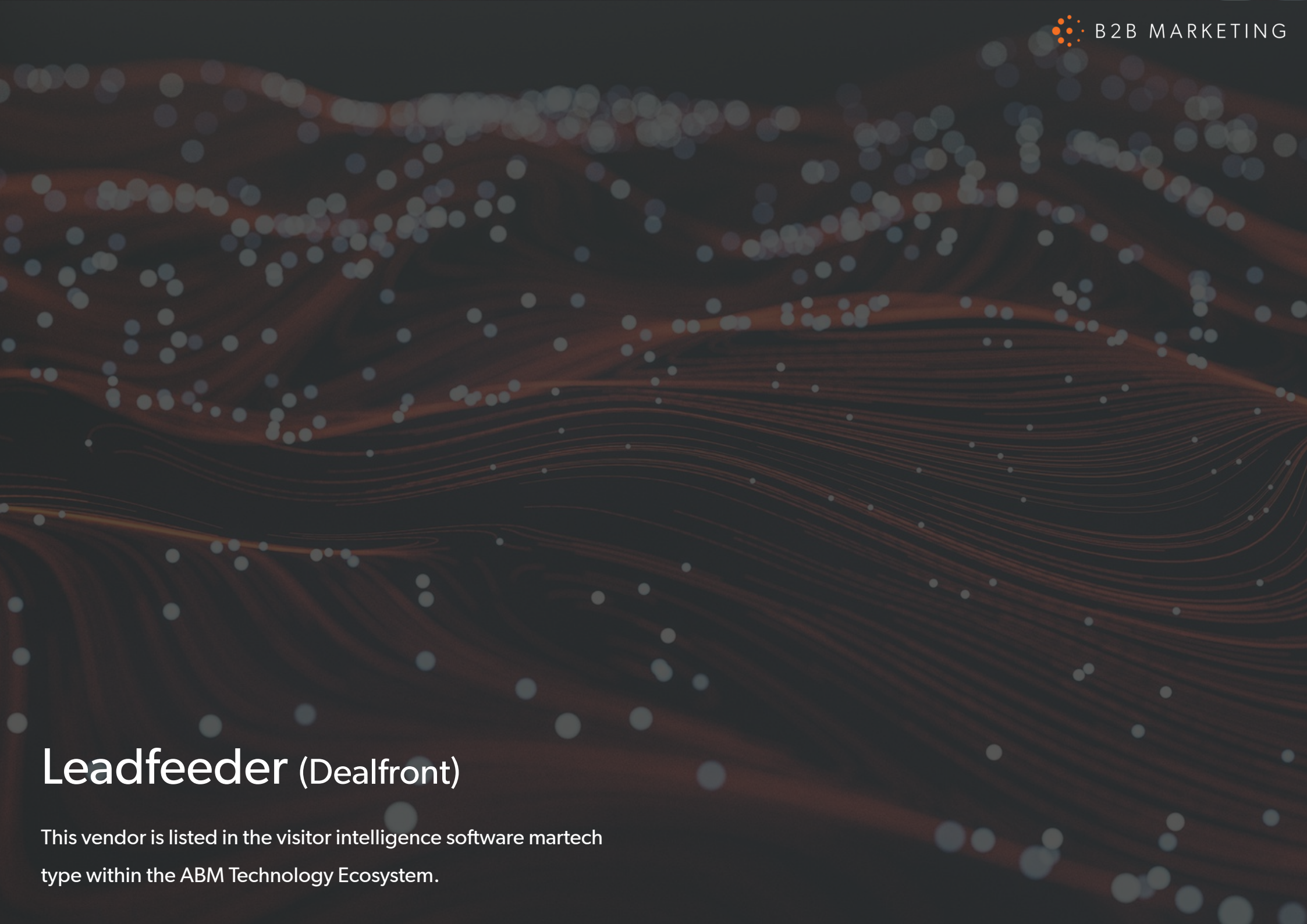


Customer Focus



Implementation Success





Leadfeeder (Dealfront)

This vendor is listed in the visitor intelligence software martech type within the ABM Technology Ecosystem.

Vendor: Leadfeeder (Dealfront)

Founded in 2012, Leadfeeder is a global B2B sales intelligence platform that provides real-time buyer intent data, identifying the companies' visiting websites, scoring their intent based on behavior to empower sales and marketing teams to reach out at the right time with the right messaging. In April 2023, it merged with the German vendor Echoboot that specializes in providing premium company, contact, and market-relevant data to fuel sales and marketing teams with a data platform leveraging modern AI and machine learning made and hosted in Germany. The new entity is called Dealfront. although Leadfeeder continues as a well-respected brand.

Dealfront is a remote-first organization with offices in Germany, Finland, Sweden and the Netherlands, with over 330 employees in total. Dealfront blends the original solutions into a platform of go-to-market management solutions, providing sales and marketing teams with data, applications, and insights to find leads and close deals. The full sales intelligence suite comprises of products such as Target, Connect, Web Visitors, Datacare and Promote. Dealfront's data is drawn from four layers —company databases, web crawling, web visitor analysis, and sales triggers. With German and Finnish origins, Dealfront has a native understanding of the European market, evident in its use of live European data and understanding of the nuances in European languages, culture, and regulations.

Market Momentum



Price vs Value

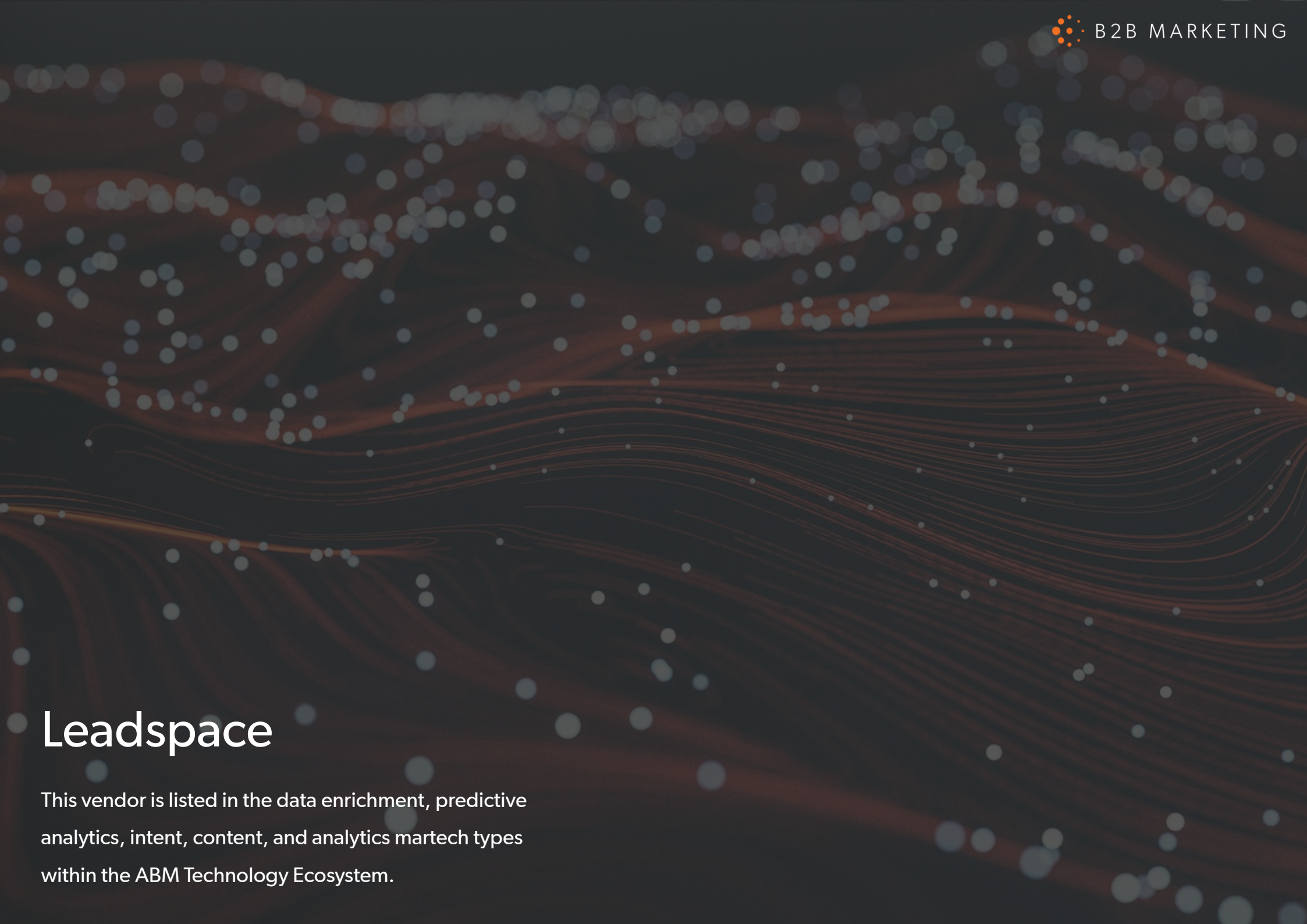


Customer Focus



Implementation Success





Leadspace

This vendor is listed in the data enrichment, predictive analytics, intent, content, and analytics martech types within the ABM Technology Ecosystem.

Vendor: Leadspace

Founded in 2007 in San Francisco, Leadspace claims to take the guesswork out of B2B revenue generation for companies like Microsoft, Salesforce and Gong. It does this by helping them to target the fewest number of companies with the highest odds of closable business. The Leadspace Drive Platform is fuelled by a database of B2B profiles — more than 200M companies and 600M people. Revenue Radar™ applies four-signal AI targeting to narrow the target by focusing on companies with a 2X, 6X or even 12X chance of closing.

More than 25 thousand sales and marketing professionals use the Drive platform to build and operationalize their total addressable market (TAM), identify their ideal customer profile (ICP) and optimize their campaigns with fit, intent and persona models. Sales and marketing teams use Leadspace to give them a competitive edge so they know who their best customers are, understand their whitespace opportunities, and can dramatically improve the effectiveness of their sales and marketing programs.

Market Momentum



Price vs Value

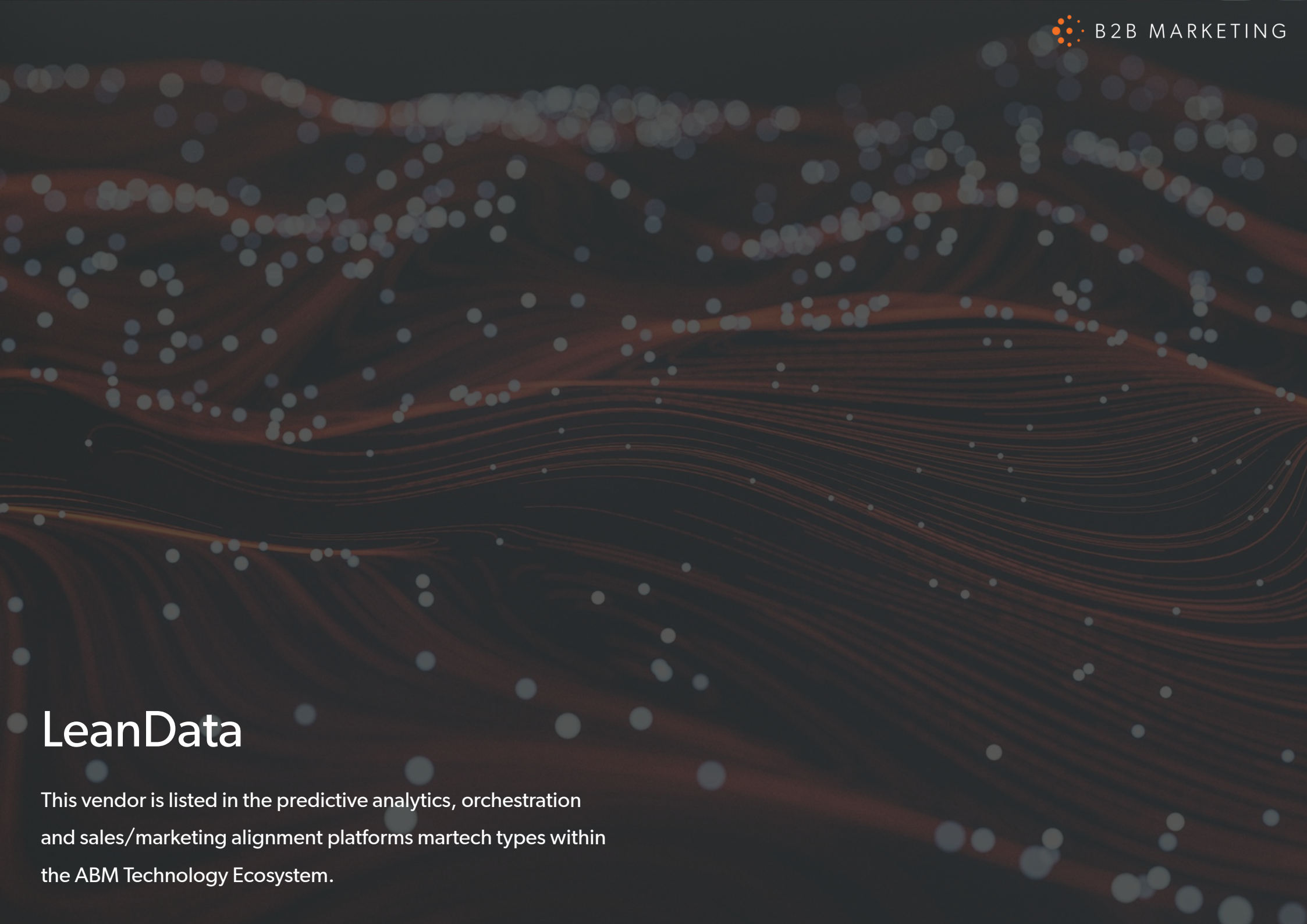


Customer Focus



Implementation Success





LeanData

This vendor is listed in the predictive analytics, orchestration and sales/marketing alignment platforms martech types within the ABM Technology Ecosystem.

Vendor: LeanData

Founded in 2012 and based in Santa Clara, California, USA, LeanData has over 1000 customers globally including high-growth innovators and market leaders such as Zoom, DocuSign, Palo Alto Networks and Shopify. LeanData's software is native to Salesforce and integrates with various other tools in the sales and martech stack, making it a versatile solution for companies looking to streamline their revenue operations.

LeanData specializes in revenue orchestration and lead management solutions for B2B sales and marketing teams. The platform is designed to improve operational efficiency, accelerate revenue generation, and enhance the buyer experience LeanData's main product helps companies automate and optimize their go-to-market processes. It captures, cleanses, enriches, connects, and delivers data from multiple sources in one place, allowing for sophisticated workflow automation at scale.

Market Momentum



Price vs Value



Customer Focus



Implementation Success





LinkedIn (Microsoft)

This vendor is listed in the predictive analytics, orchestration and sales/marketing alignment platforms martech types within the ABM Technology Ecosystem.

Vendor: LinkedIn (Microsoft)

Founded in 2002 in Sunnyvale, California, LinkedIn is now a subsidiary of Microsoft. The vendor offers a professional networking site that allows members to create business connections, search for jobs and find potential clients. As such, LinkedIn has become a major B2B publisher, an ad platform, and a must-have for B2B advertisers. With more than 800 million members sharing professional profile data through the platform, LinkedIn can target very large and precise B2B audiences and content.

LinkedIn's strategy includes integrations with a selective list of partners for extending audience reach and other capabilities to a wide range of B2B advertisers, publishers, and agencies. LinkedIn's strategy also includes providing targetable business content onsite and through the LinkedIn Audience Network — a curated set of high-quality publishers with reserved inventory.

Market Momentum



Price vs Value



Customer Focus



Implementation Success



Lusha

This vendor is listed in the data enrichment and intent martech type within the ABM Technology Ecosystem.

Vendor: Lusha

Lusha is a B2B data company that provides services such as prospecting, data enrichment, and buyer intelligence. Founded in 2016, the vendor has over 300 employees in Boston, USA, its headquarters, plus 8 offices strategically located across North America, Europe, and Asia Pacific, with locations in Madrid, Paris, Tunis, and Jakarta. Lusha offers a sales intelligence solution that is ISO 27701 certified, ensuring the highest standards of privacy and security. Lusha's platform is used by over 1 million sales, marketing, and recruiting professionals around the world to access B2B contact and company data.

Lusha has experienced significant growth and business results. The company's user community has grown to over 800,000 sales professionals and 273,000 sales organizations, including large tech firms like Facebook, Google, Dropbox, and Uber. Its rapid growth has led to a valuation of $1.5 billion, making it a unicorn company, growth driven by its product-led growth strategy, which allows businesses to start using Lusha for free, without talking to a sales representative. Lusha's database is one of the most comprehensive and accurate in the industry, with a focus on providing highly accurate contact details.

Market Momentum



Price vs Value



Customer Focus



Implementation Success



Madison Logic

This vendor is listed in the data enrichment, CRM tools, predictive analytics, intent, programmatic ad platform, AI, orchestration, personalization, sales enablement, content, marketing automation, and ROMI dashboards martech types within the ABM Technology Ecosystem.

Vendor: Madison Logic

Founded in 2005 and headquartered in New York, USA, Madison Logic is a global provider of ABM solutions. The company empowers the largest and fastest-growing companies to convert their best accounts faster with a data-led approach to drive higher account engagement and accelerate conversion across the sales cycle.

Madison Logic's ABM solution unifies the leading B2B channels—content syndication, display advertising, and Connected TV, with LinkedIn as an add on —into a centralized platform that enables enterprise B2B marketers to activate multi-channel ABM campaigns and achieve comprehensive visibility into program performance.

Leveraging Madison Logic Intent platform, powered by 20 years of data and optimized through machine learning, ML Insights enables marketers to determine which accounts to engage, the key personas within these accounts, and the content most likely to drive account engagement and pipeline impact.

Through a more targeted data-driven, multichannel ABM approach with Madison Logic, its clients report a 32% lift in engagement, a 28% faster sales cycle, and a 17% increase in pipeline.

Market Momentum



Madison Logic has an extensive team of knowledgeable sales and business development engineers to help clients understand how to leverage its offerings. It also has several business partners. Each year, its ABM Success Series Executive Forums brought hundreds of leading marketing executives together in person to discuss their work and learn ABM best practices.

Customer Focus



The vendor has a dedicated customer success organization offering comprehensive services including Customer Success Manager, Implementation Manager, Onboarding Manager, and solution consultants, providing personalized support throughout the project lifecycle. Its proven track record of sustained client growth is built upon proactive engagement and customer success management.

Price vs Value

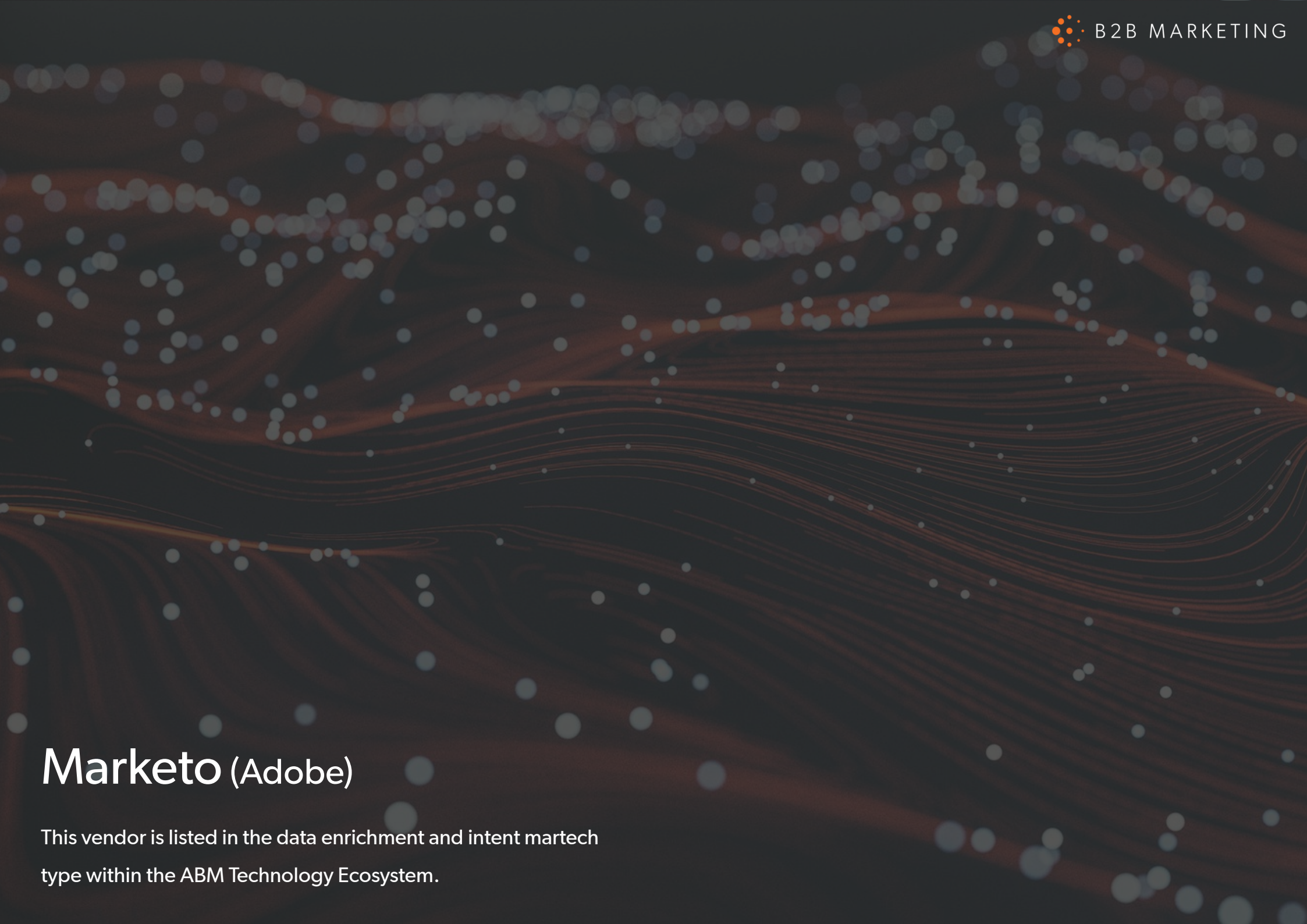


Madison Logic helps its clients to measure the ROI routinely and has several value management experts in the consulting/service organization. The vendor reports that the average ROI metric across its customer base is over 500%.

Implementation Success



The vendor provides Custom Insights Reporting where the team offers deep analytics and reporting, presenting industry-specific insights, intent lookback reports, and intent data clusters. These tools are designed to uncover new opportunities, providing actionable insights that allow for effective targeting of campaigns.



Marketo (Adobe)

This vendor is listed in the data enrichment and intent martech type within the ABM Technology Ecosystem.

Vendor: Marketo (Adobe)

It was acquired by Adobe in 2018 and, recognizing the strength of its brand, Adobe has maintained the Marketo Engage product name and allows the organization a level of autonomy. Its customer base is over 5,000, mainly mid to enterprise-size businesses (100-1,000 users) in the high-tech, professional services, and financial services sectors. Marketo Engage is sold direct and indirect through the Adobe sales organization. There is a large community of experienced Marketo users that tend to promote the software as they move from company to company.

The Marketo Engage SaaS-based solution supports inbound marketing, lead management, ABM, social marketing, event management, marketing ROI reporting, and analytics. Its vision is to support "account-based experiences" (ABX): coordinated customer experiences focused on the lifetime value of a specific account as part of a larger, holistic, and continuous customer relationship. The vendor partners with dozens of software vendors to round out the ABM offering.

Market Momentum



Price vs Value

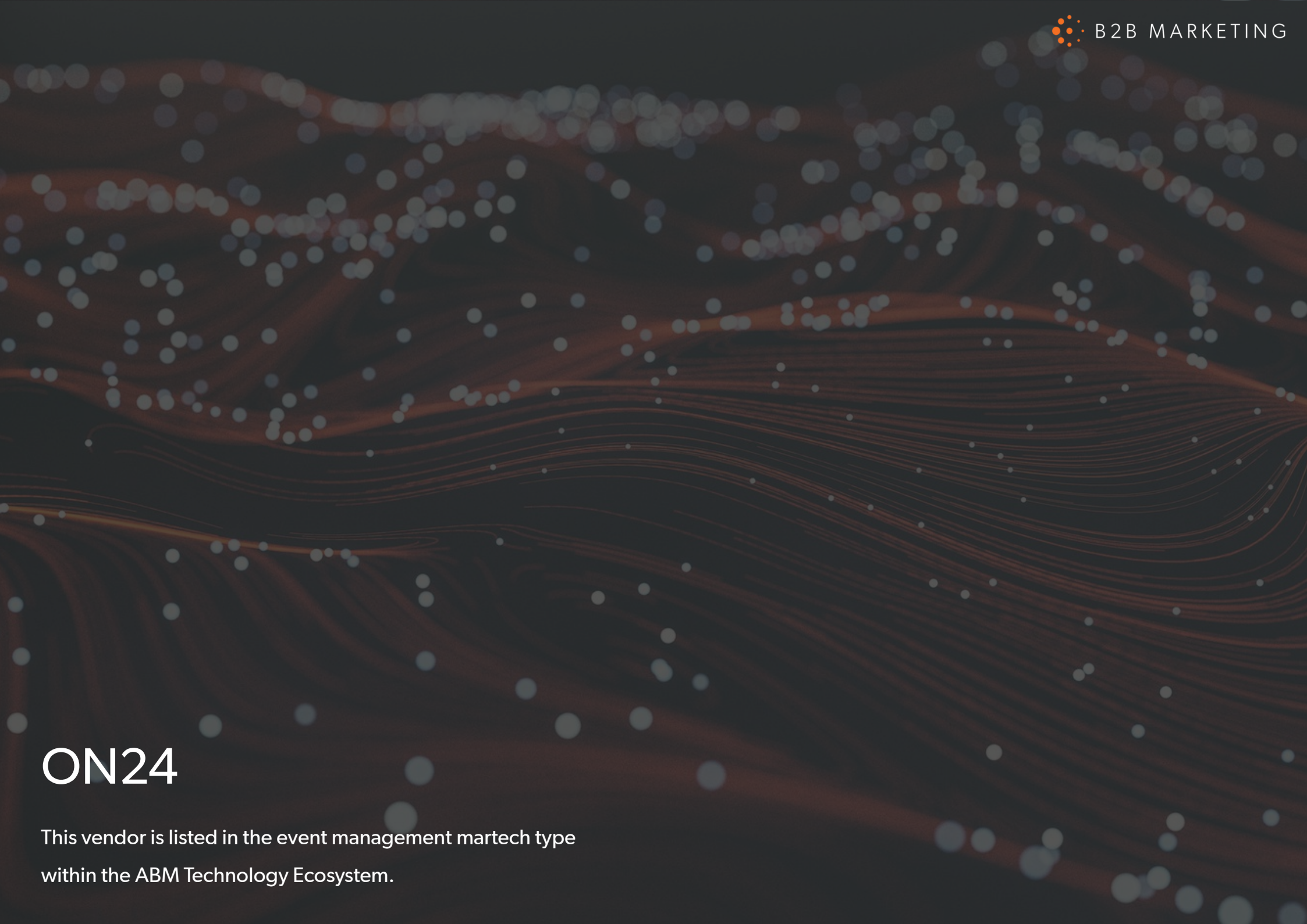


Customer Focus



Implementation Success





ON24

This vendor is listed in the event management martech type within the ABM Technology Ecosystem.

Vendor: ON24

Founded in 1998, headquartered in San Francisco, USA, with offices worldwide, ON24 provides acloud-based intelligent engagement platform that combines experiences with personalization and content, enabling sales and marketing organizations to drive cost-effective revenue growth. The ON24 platform includes ON24 Webcast Elite, ON24 Virtual Conference, ON24 Go Live, ON24 Breakouts, ON24 Engagement Hub, ON24 Target, ON24 AI-powered Analytics and Content Engine and ON24 Target and ON24 AI-powered Analytics and Content Engine. As well as being a digital experiences 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.

ON24 has a unique go-to-market motion with its sales/business development/service staff aligned around well researched use cases, ensuring they speak the customer's language instead of just presenting the product. The strategy does more than acquire new logos, it also helps to discover further opportunities across an account. Initially strong in the tech sector, ON24 now services financial service institutes, healthcare companies, life sciences, financial services, manufacturing, professional services, associations, and insurance companies.

Market Momentum



Price vs Value

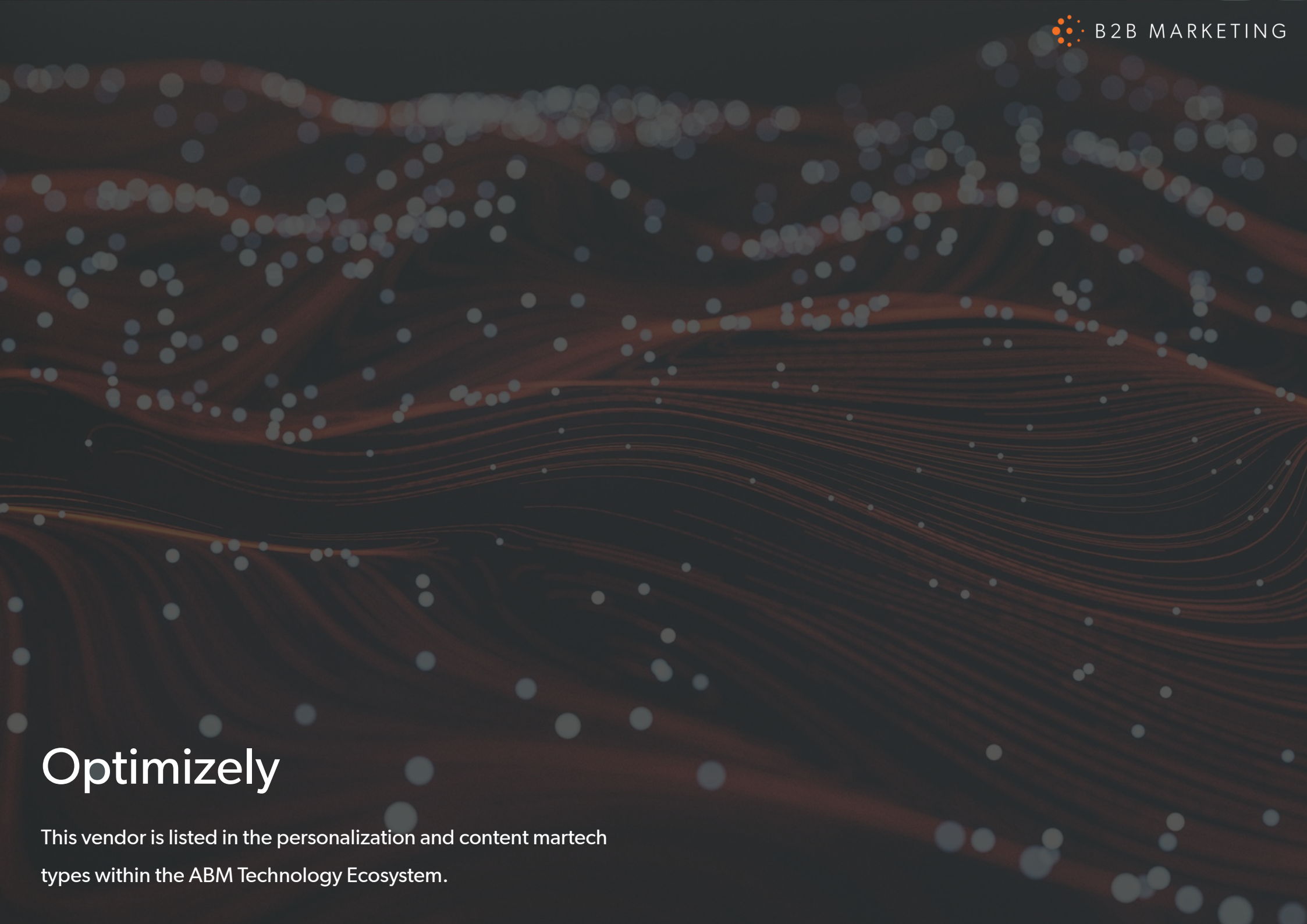


Customer Focus



Implementation Success





Optimizely

This vendor is listed in the personalization and content martech types within the ABM Technology Ecosystem.

Vendor: Optimizely

The vendor Episerver was founded in 1994 in Sweden and, in late 2021, it rebranded to Optimizely, a vendor it had acquired in 2020. Now headquartered in both New York and Stockholm, it has offices across the globe. Over 300,000 marketers, web editors and merchandisers use Optimizely's solutions to create, deliver and optimize web and commerce sites. The Digital Experience Cloud platform includes solutions for managing content, campaigns, experiments, and digital commerce. It is available as PaaS and SaaS.

Originally in the mid-market, Optimizely now promotes directly to marketers in large companies and enterprises who want to reduce their reliance on IT. The solution is packaged well for marketers and editors, who can create and manage all of their content and campaigns on one screen. It is also strong for multi-region, multi-site and multi-language customers. The vendor is one of Microsoft's leading Azure ISVs and the e-Commerce solution is tightly integrated with Microsoft Dynamics. Its experimentation solutions run on the Google Cloud Platform, and it has a co-innovation relationship with Google. Based on a microservices architecture, supporting coupled, decoupled, and hybrid scenarios, it is most successful with customers needing strong personalization and commerce on their websites.

Market Momentum



The vendor is marketing its Optimizely One solution as "the world's first operating system for marketing & digital teams, connecting everything from planning/content creation to layout and publishing, to testing, personalization, and analysis. It has over 5000 customers (or over 10,000 brands) worldwide and its associates or one of the over 700 business partners can work in the customer's local language. The vendor is enjoying double digit growth.

Customer Focus



The vendor has a dedicated customer success organization offering comprehensive services including Customer Success Manager, Implementation Manager, Onboarding Manager, and solution consultants, providing personalized support throughout the project lifecycle. Its proven track record of sustained client growth is built upon proactive engagement, customer success management, and customer-centric marketing initiatives.

Price vs Value

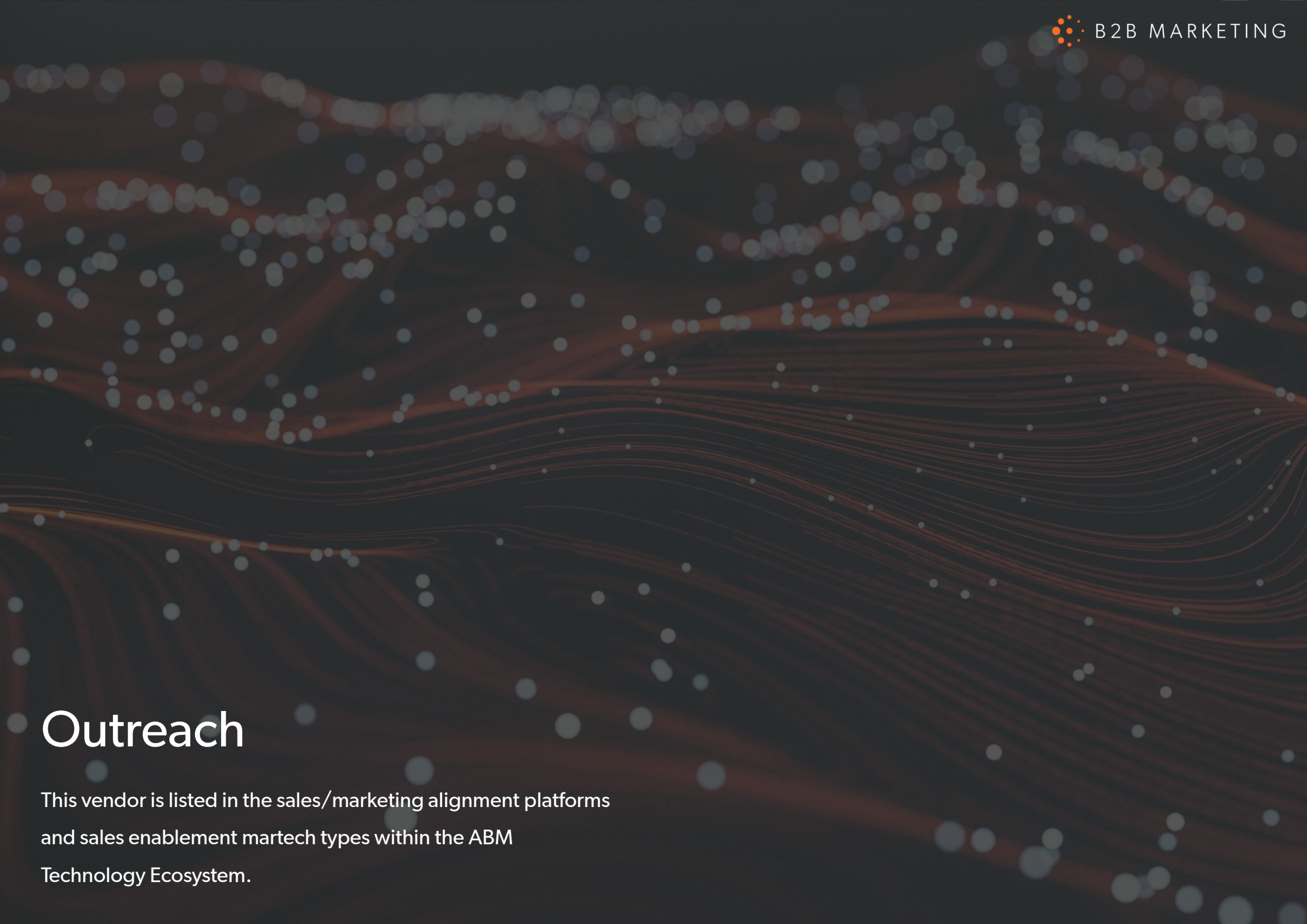


Optimizely helps its customers to measure the ROI routinely and has value management experts both in the Sales and Consulting organizations. A 2022 commissioned study by Forrester Research shows an average return-on-investment of 370% with a payback period of eight months.

Project Success



In addition to the extensive vendor and partner consulting resources, the vendor supports several initiatives with dedicated specialists for adoption, onboarding, and education. It also has an Academy, the Opticon conference and regular roadshows.



Outreach

This vendor is listed in the sales/marketing alignment platforms and sales enablement martech types within the ABM Technology Ecosystem.

Vendor: Outreach

Founded in 2014 and based in Seattle, USA, Outreach is a software vendor that provides sales engagement and customer relationship management (CRM) tools for businesses. Outreach primarily targets B2B sales teams and organizations, especially those focused on outbound sales and prospecting. Their customers range from small businesses to large enterprises across various industries.

Outreach offers a sales engagement platform that helps sales teams automate and optimize their outreach efforts. Their main product enables the creation of automated email campaigns and follow-up sequences, including click-to-call functionality integrated with CRM data. It helps sales reps organize their daily activities and follow-ups and offers insights into sales performance and engagement metrics.

Market Momentum



Price vs Value

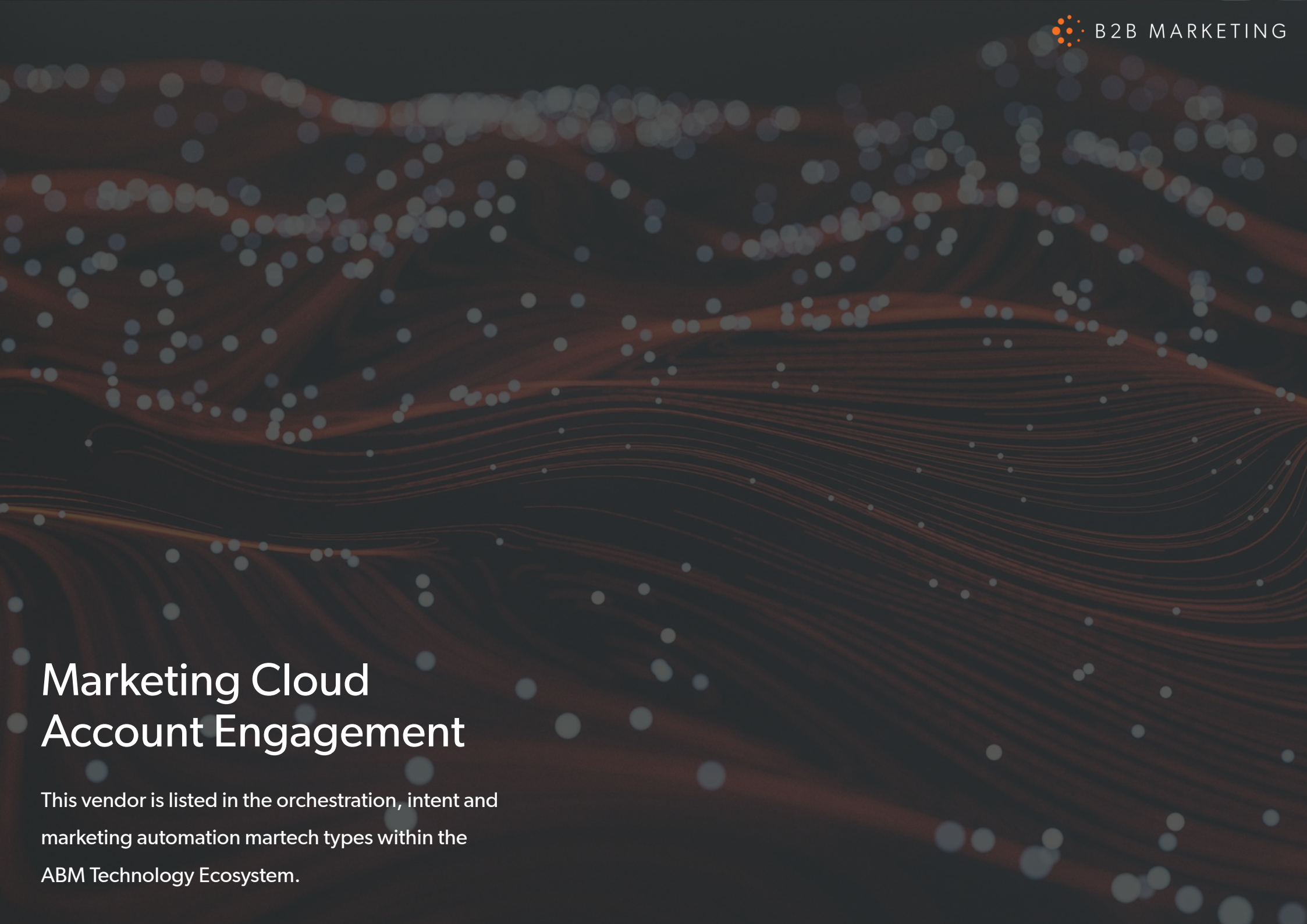


Customer Focus



Implementation Success





Marketing Cloud Account Engagement

This vendor is listed in the orchestration, intent and marketing automation martech types within the ABM Technology Ecosystem.

Vendor: Marketing Cloud Account Engagement



Marketing Cloud Account Engagement is a powerful B2B marketing automation platform offered by Salesforce. Salesforce is profiled separately in this report, it is a software-as-a-service (SaaS) marketing automation solution designed specifically for B2B companies. It helps businesses automate and streamline their marketing and sales processes to generate and nurture leads more effectively.

Through acquisitions, Salesforce has built up an extensive portfolio of marketing software solutions covering all elements of revenue marketing. But the portfolio is also complex. For example, Salesforce claims to improve leveraging customer profiles across its applications or cloud-based data warehouses, with minimal investment in prebuilt connectors with other martech and data tools.

Market Momentum



Price vs Value

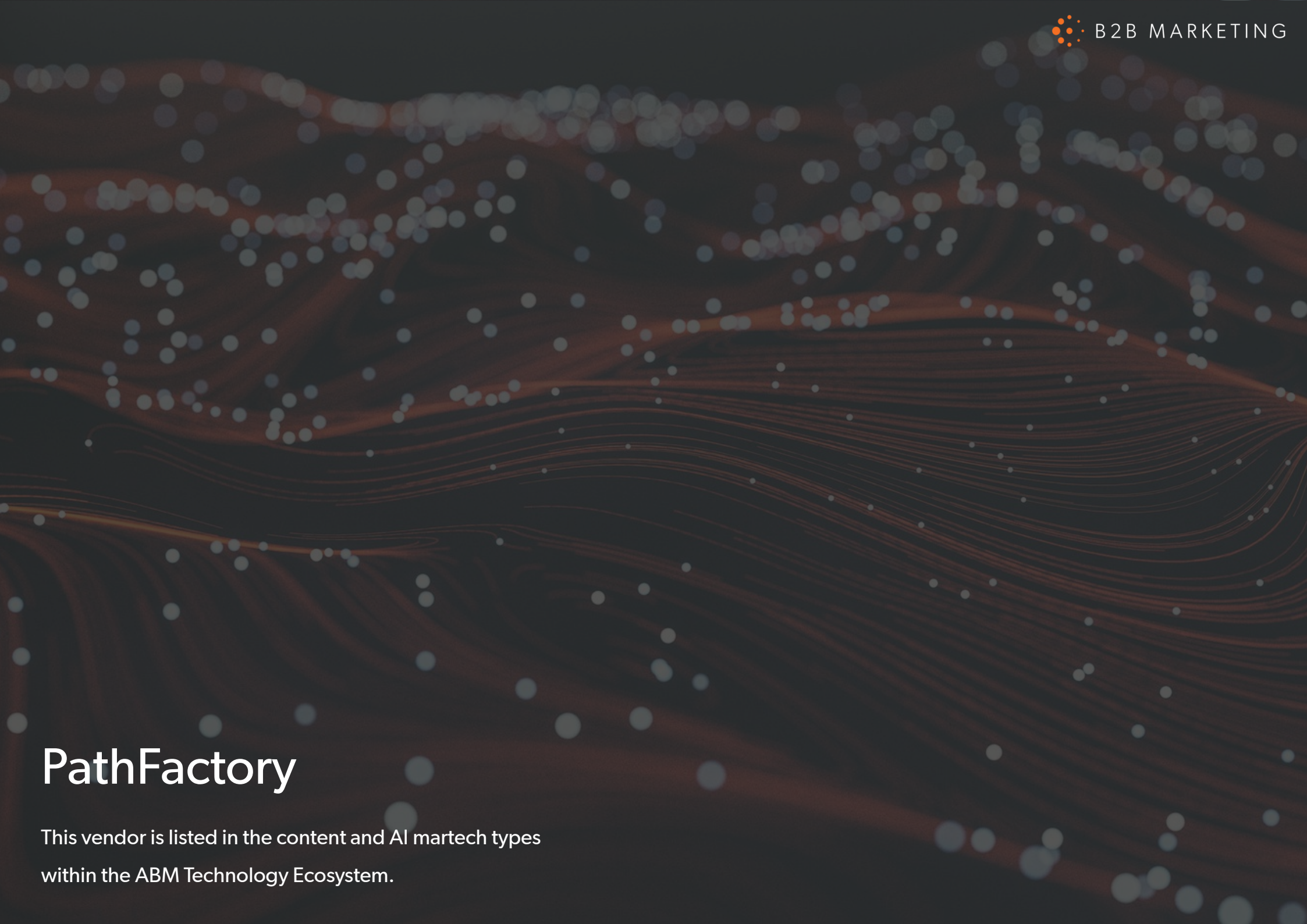


Customer Focus



Implementation Success

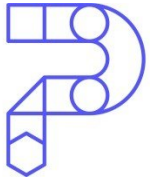




PathFactory

This vendor is listed in the content and AI martech types within the ABM Technology Ecosystem.

Vendor: PathFactory



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Market Momentum



Price vs Value

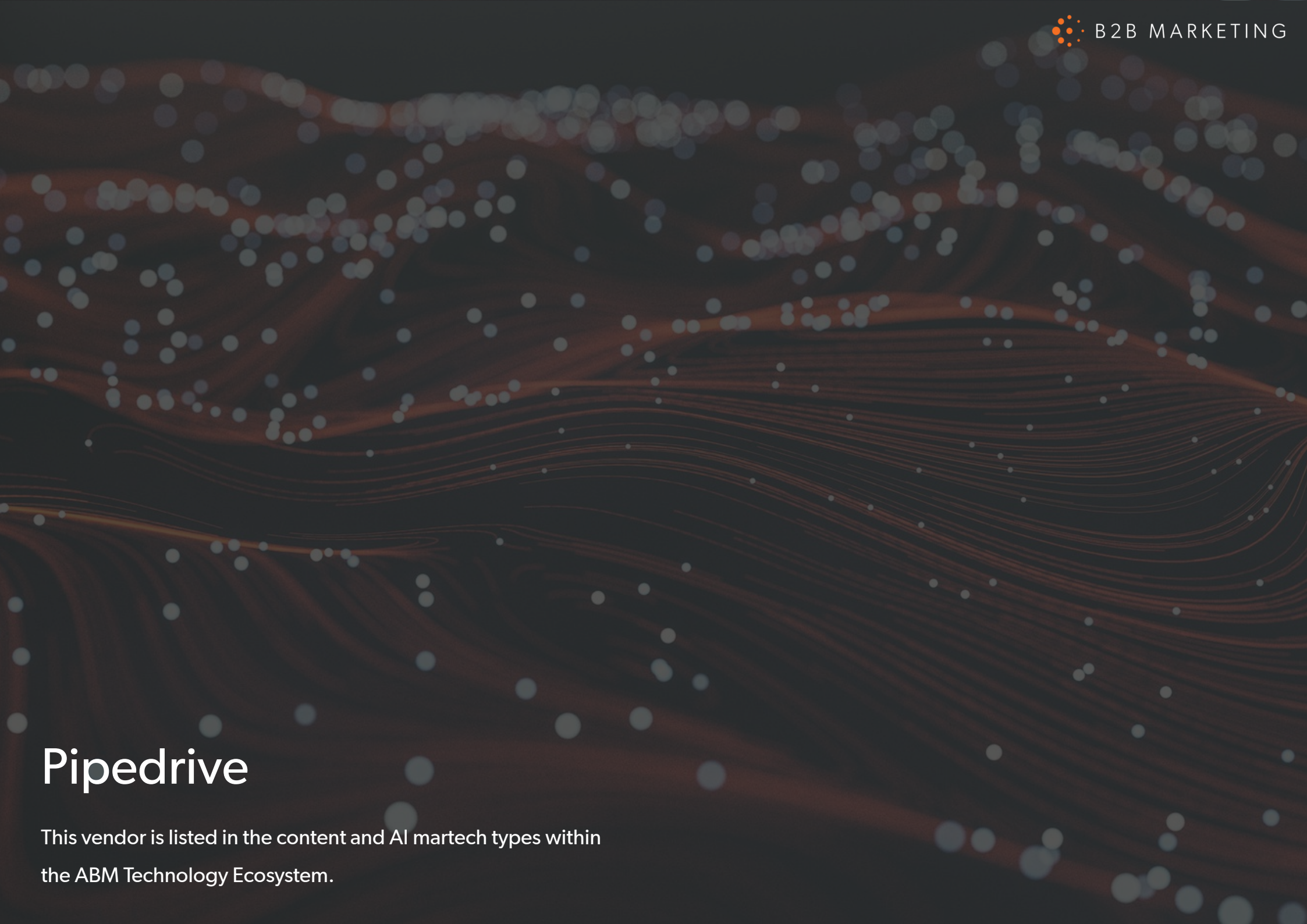


Customer Focus



Implementation Success





Pipedrive

This vendor is listed in the content and AI martech types within the ABM Technology Ecosystem.

Vendor: Pipedrive

Founded in 2010, in Estonia, Pipedrive is a cloud-based customer relationship management (CRM) platform specifically designed to enhance sales processes for businesses of all sizes, particularly small to medium enterprises (SMEs). Now headquartered in New York City, Pipedrive has gained recognition for its user-friendly interface and robust features that streamline sales pipeline management. It has offices in multiple countries, including the US, UK, Portugal, Germany, and others. With over 100,000 customers across 179 countries, it has established itself as a leading CRM solution in the market and is particularly favored by SMEs looking for an accessible yet powerful tool for managing their sales activities.

Pipedrive focuses on sales pipeline management, enabling users to visualize their sales processes through a kanban-style dashboard. This allows sales teams to track deals at various stages, manage leads effectively, and automate routine tasks, which enhances productivity and helps close deals more efficiently. The platform employs an activity-based selling methodology, emphasizing the scheduling and tracking of sales activities that lead to successful conversions. Pipedrive is designed with a strong emphasis on user experience, with a mobile-optimized interface that allows sales professionals to access their pipelines from anywhere, making it convenient for on-the-go management.

Market Momentum



Price vs Value

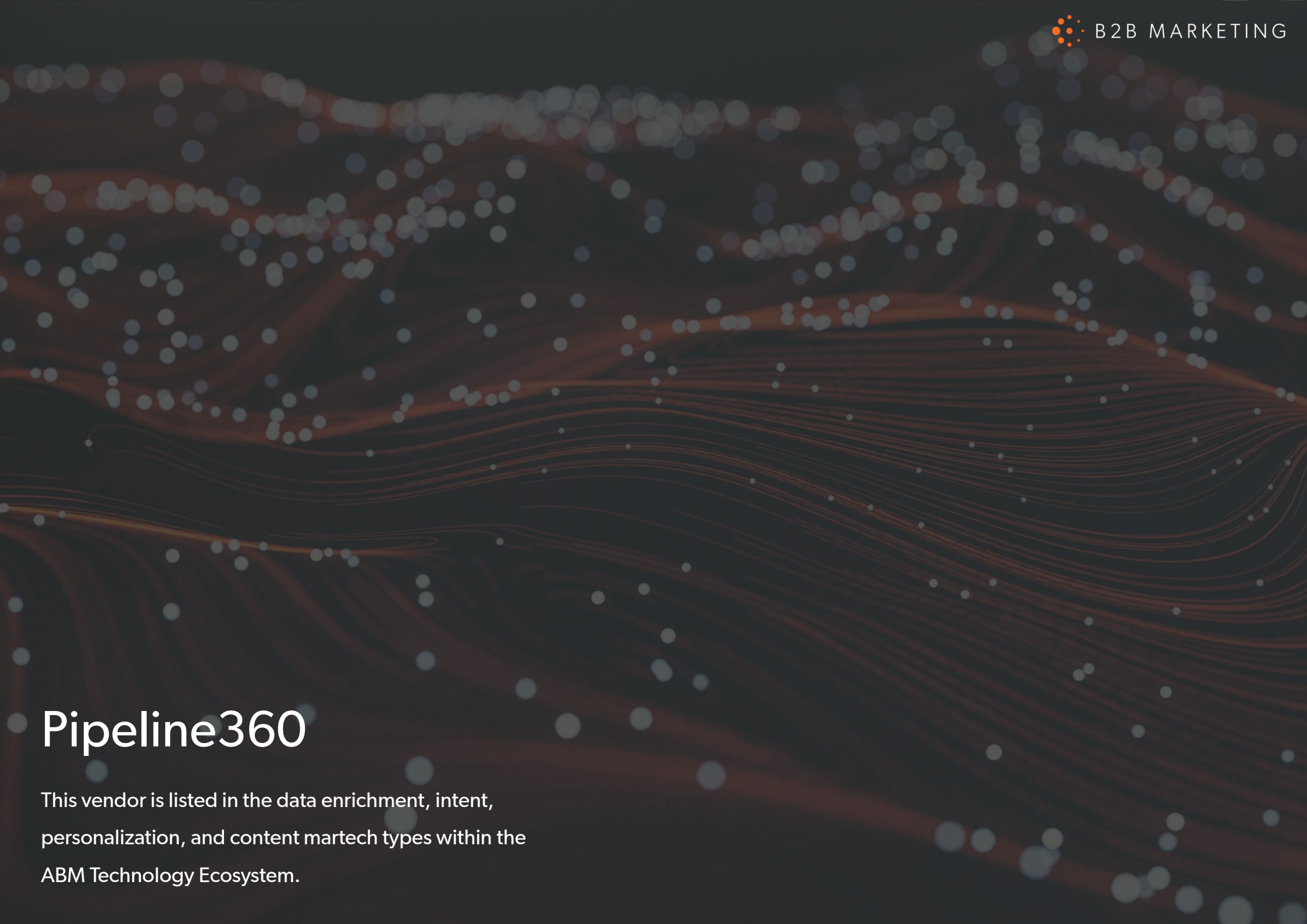


Customer Focus



Implementation Success





Pipeline360

This vendor is listed in the data enrichment, intent, personalization, and content martech types within the ABM Technology Ecosystem.

Vendor: Pipeline360

Created as a specialized business unit in 2023, Pipeline360 is headquartered in Phoenix, Arizona. Pipeline360 offers an all-in-one integrated media solution for account-based content syndication, account intelligence enhancement, and digital advertising.

Pipeline360 services marketing organizations in nearly 300 companies with three powerful demand generation tools: targeted display, content syndication, and a comprehensive marketplace model.

Pipeline360 can ensure that marketers achieve 100% compliant and marketable leads by effectively engaging with audiences much earlier in the buying cycle, connecting with buyers at every stage of the process and optimizing programs to drive performance.

Market Momentum



Due to its business focus Pipeline360 has been able to grow rapidly since its inception in 2023, almost doubling the client base it started out with. It is staffed with experienced marketing consultants and creatives that work in many languages.

Price vs Value



The platform is a reliable lead governance engine, identifying the leads with highest probability. Pipeline360 display ads come with built-in anti-fraud protection, algorithmic brand safety, contextual placements, and much more.

Customer Focus



The provider collects customer satisfaction data on an ongoing basis and the Pipeline360 associates act as an extension of the client team to juggle multiple publishers and digital campaigns.

Project Success



One of their major clients says this about Pipeline360: “We use Pipeline360 Integrated Media campaigns to attract the whole buying committee at target accounts, with different lists by country. This ensures we fill the top-of-funnel with meaningful leads for our sales teams in each region.”



Power BI

This vendor is listed in the data visualization and ROMI dashboards martech types within the ABM Technology Ecosystem.

Vendor: Power BI



Power BI is a comprehensive business intelligence and data analytics platform offered by Microsoft. It provides powerful tools for transforming raw data into meaningful insights through interactive visualizations and reports.

Power BI can connect to over 100 data sources, including cloud-based and on-premises databases, Excel spreadsheets, and third-party applications, which allows organizations to consolidate data from disparate sources into a single platform. Users can create customizable dashboards with drag-and-drop functionality, making it easy to visualize complex data sets, and these dashboards update in real-time, providing up-to-date insights. The platform incorporates artificial intelligence and machine learning capabilities, enabling advanced analytics and predictive modeling.

Market Momentum

★★★★

Price vs Value

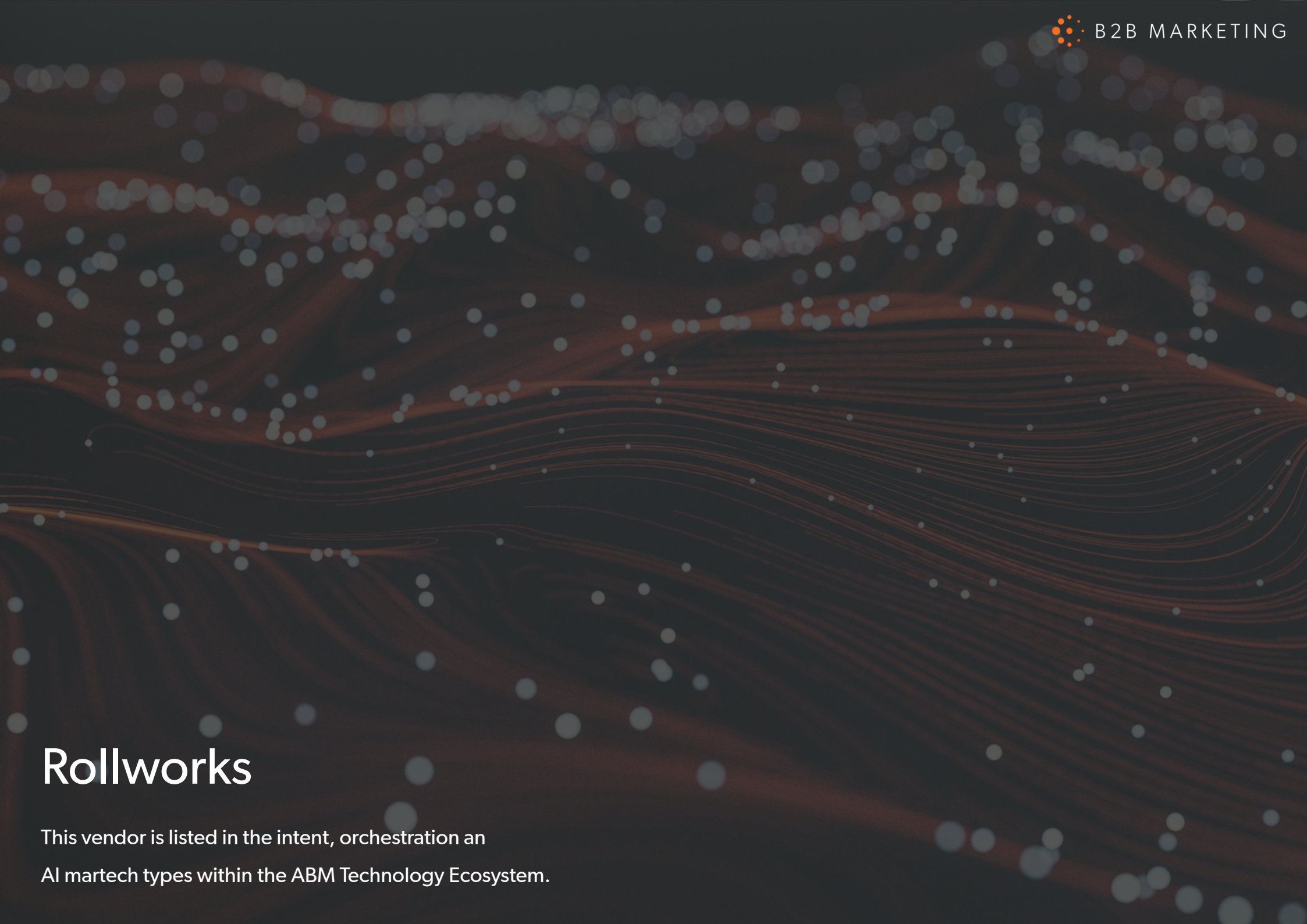
★★★★★

Customer Focus

★★★★

Implementation Success

★★★★



Rollworks

This vendor is listed in the intent, orchestration an

AI martech types within the ABM Technology Ecosystem.

Vendor: Rollworks

Founded in 2017 in San Francisco, Rollworks is the B2B division of the marketing technology company NextRoll Inc.. Rollworks goes to market as an ABM platform, and its roots are in ad retargeting. The vendor's strategy is to leverage its in-house CDP, DSP, open APIs, and its 2019 acquisition of Growlabs to deliver advertising to known and anonymous B2B audiences. It is a good utility for B2B marketers who use advertising in combination with marketing platforms like HubSpot, Marketo, or Pardot.

Through 2022, Rollworks continually enhanced its offering with these highlights: Creating a new standard in intent data with the debut of Keyword Intent; deeper CRM integrations with the launch of RollWorks Journey Events for HubSpot and Journey Events for Salesforce; launch of Sales Insights for HubSpot (it now has over 500 HubSpot Integration Installs, 150% more than the nearest ABM competitor); plus several advertising innovations with Account List Builder, Pixel Assistant, and Site Traffic Revealer.

Market Momentum



Price vs Value

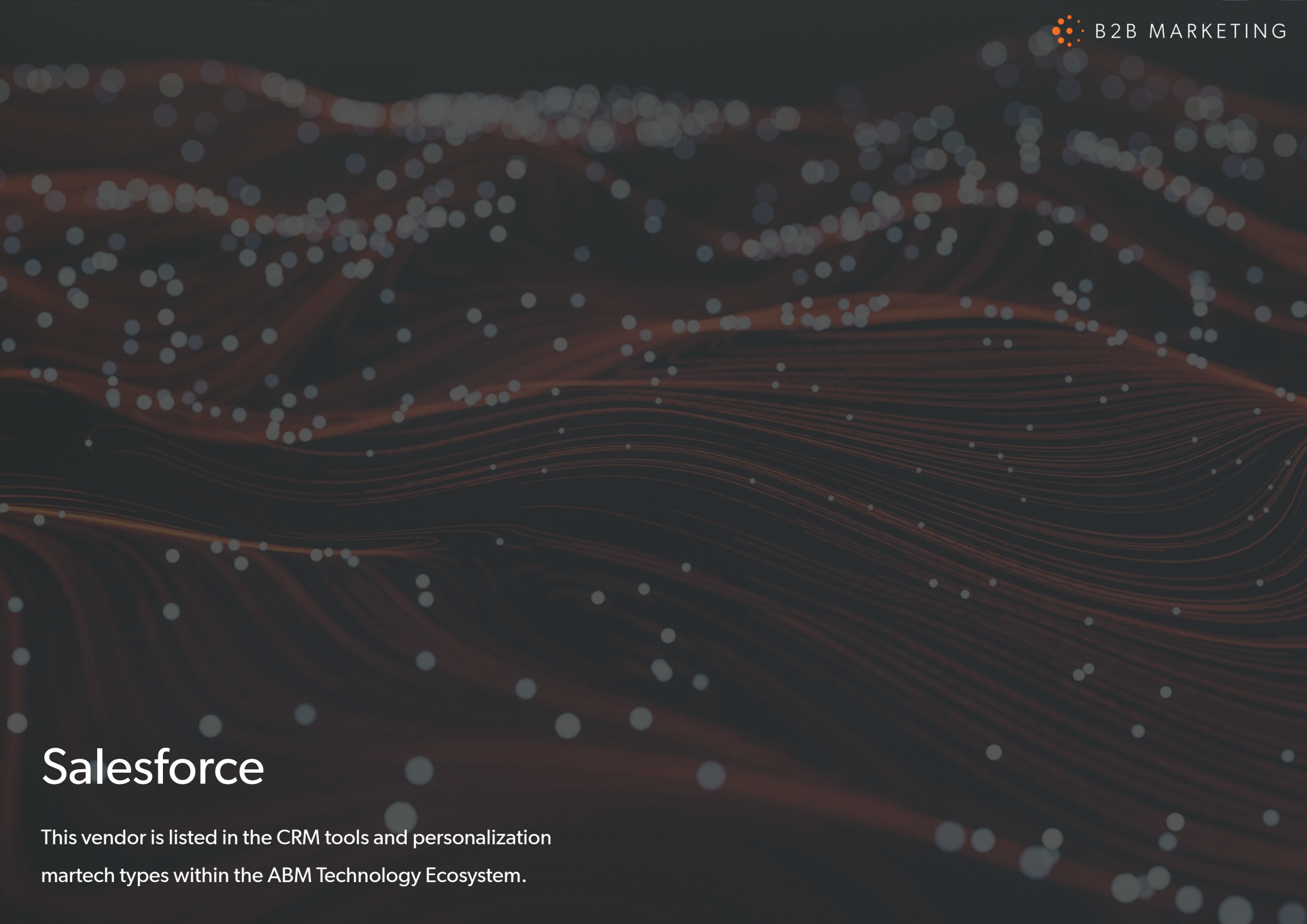


Customer Focus



Implementation Success





Salesforce

This vendor is listed in the CRM tools and personalization martech types within the ABM Technology Ecosystem.

Vendor: Salesforce

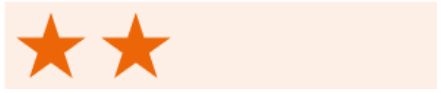
Founded in 1999 in San Francisco, Salesforce is a California-based enterprise software company that offers solutions including CRM, marketing automation and other applications, all positioned as "cloud computing software". The vendor presents its Sales Cloud as an intelligent ABM dashboard which unites sales and marketing organizations on "the world's smartest CRM". In combination with Salesforce's artificial intelligence technology, branded as Einstein, the Sales Cloud can focus a sales team on the most high-value targets.

Using predictive lead scoring, clients get intelligent insights built on machine learning to discover which accounts are most likely to close. Powerful matching rules automatically connect leads and contacts to the right account. Through integration with external data partners, it can also extend and enrich your customer profiles. Plus, clients can target look alike accounts that are similar to their best customers so they can reach new audiences at scale.

Market Momentum



Price vs Value

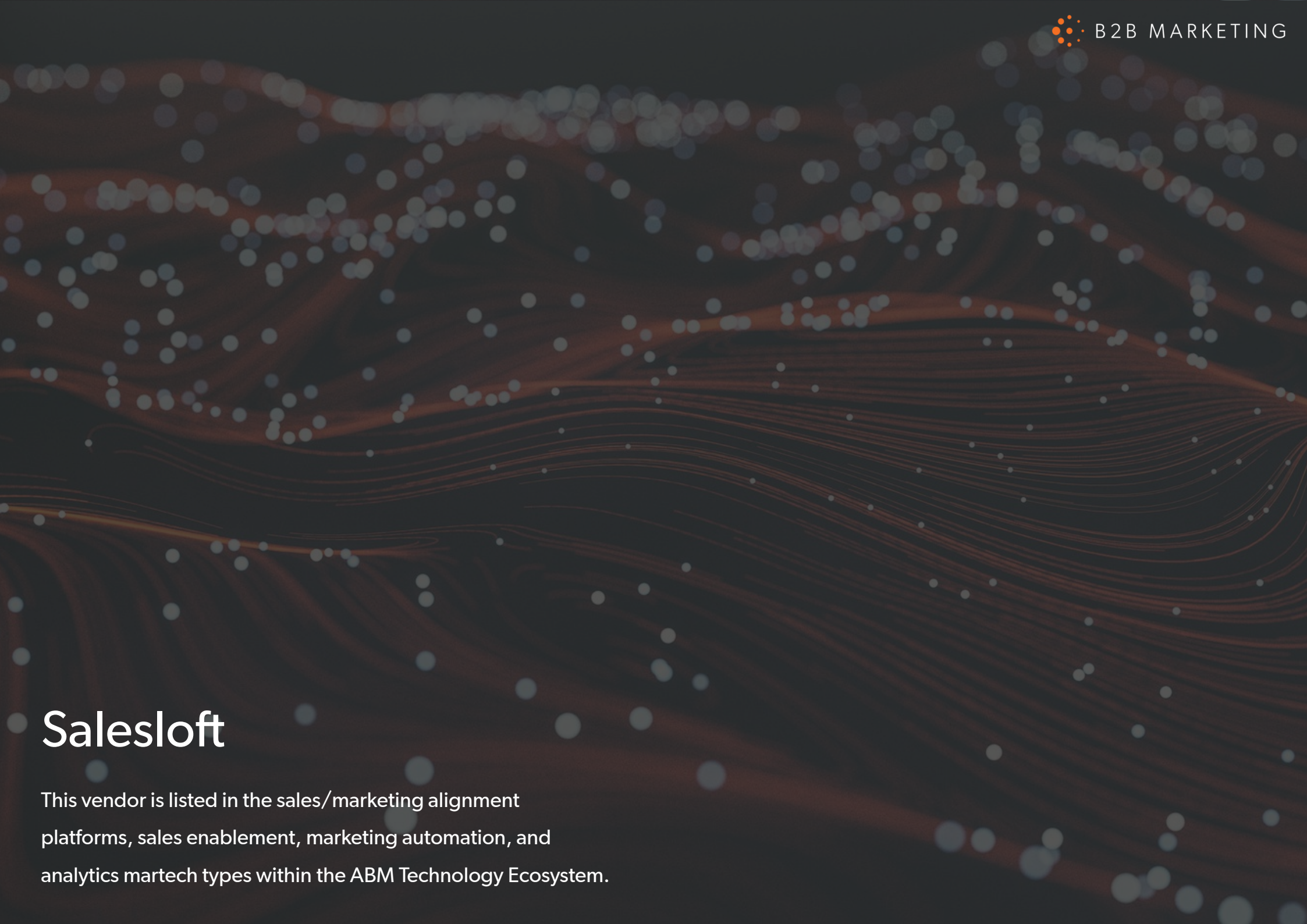


Customer Focus



Implementation Success





Salesloft

This vendor is listed in the sales/marketing alignment platforms, sales enablement, marketing automation, and analytics martech types within the ABM Technology Ecosystem.

Vendor: Salesloft

Salesloft helps sellers to generate pipeline, manage deals, engage with customers, optimize activities and performance, and even align with marketing programs. With over 1,000 employees in the US, UK and Mexico, the vendor supports over 2,500 companies, mainly cloud software firms. The solution enables sellers to plan and execute their sales calls and playbooks, providing analysis and actionable feedback on the conversations. It also helps sellers and sales leaders manage deals, address deal gaps, and forecast more accurately.

The vendor's overall vision is to combine the art of selling with the science of technology to help sellers build trust and make meaningful connections with buyers, even in a digital world. Its AI-powered revenue workflow platform aims to bring certainty to every revenue action and customer interaction, enabling sales teams to close more deals, forecast accurately, and coach to success. Salesloft's innovation roadmap focuses on moving into the enterprise market and being best at integrating to other systems to complete a component-based revenue marketing platform. These include advanced capabilities in chat/social/video, sales enablement, and conversation intelligence. It already has strong workflow automation capabilities for campaign orchestration, good AI capabilities supporting proactive recommendations on propensity to buy and other insights.

Market Momentum



Price vs Value

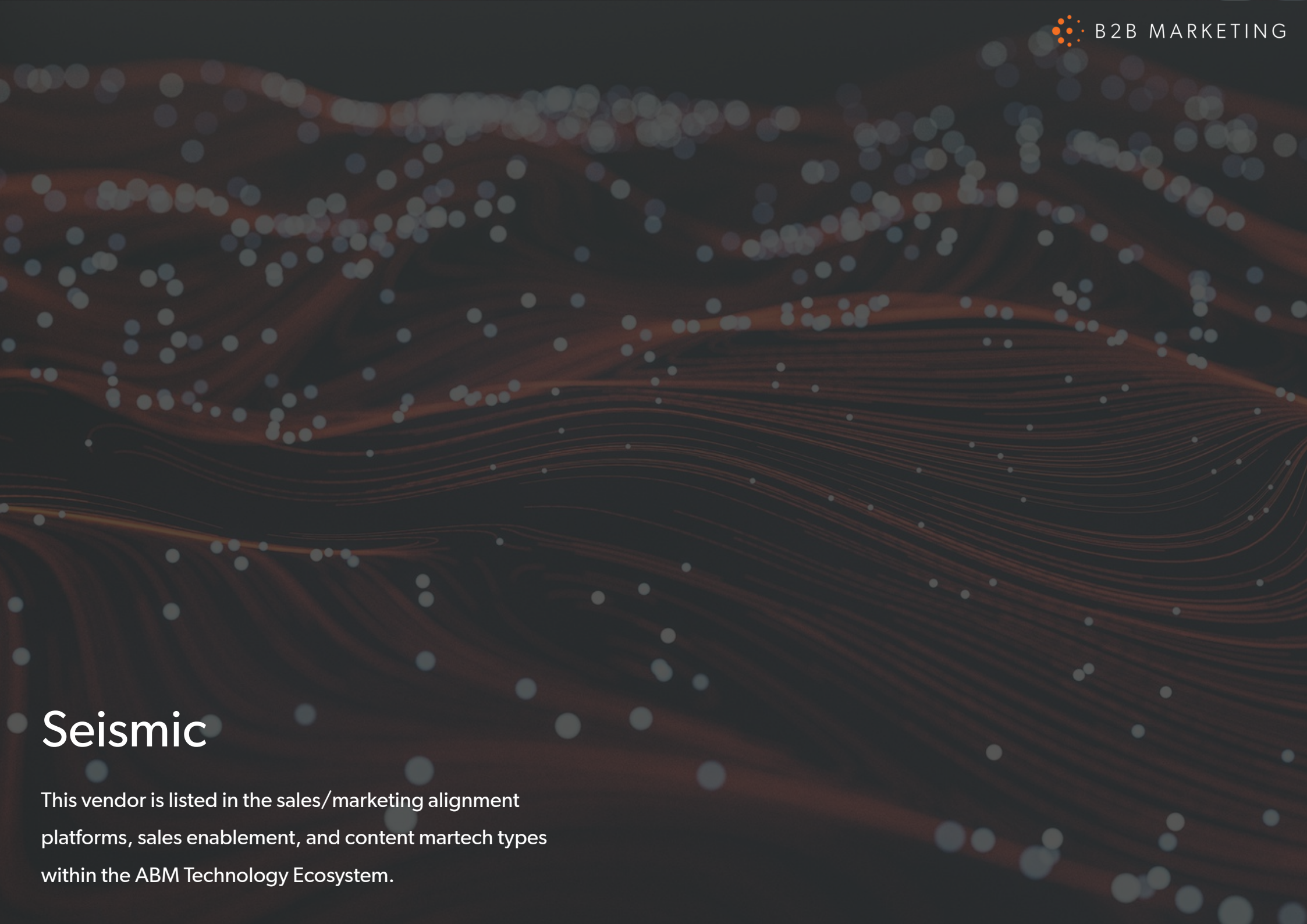


Customer Focus



Implementation Success





Seismic

This vendor is listed in the sales/marketing alignment platforms, sales enablement, and content martech types within the ABM Technology Ecosystem.

Vendor: Seismic



Founded 2010 in San Diego, Seismic has over 1,500 employees in 11 offices worldwide. In the past years, it has grown organically and through acquisitions of vendors like Savo, Percolate and GrapeVine6. The vendor offers helps teams get enablement right with its Seismic Enablement Cloud, a unified platform providing customer-facing teams with the right skills, content, tools, and insights to effectively engage customers and drive growth. The vendor reached $100 million in ARR in 2018 and achieved unicorn status at that time with their Series e valuation of over $1 billion. It has 2,220+ customers, including IBM, Aerogen and Hubspot. The vendor is most successful in the FSI, manufacturing, and tech sectors while currently enjoying especially high growth in the health and life sciences with solution scenarios for marketing, sales, sales enablement and even buyers.

Seismic defines ABM as: "A strategy enhanced and made scalable by process and technology that spans nearly all disciplines of sales and marketing and enables those teams to be hyper-relevant and hyper-personalized to the right prospects at the right time." And recognizes that a successful ABM strategy requires a deep understanding of how it affects sales and marketing, a framework for implementation, and a strategy for measuring results. The vendor provides guidelines and consulting resources to support ABM-centered sales enablement.

Market Momentum



Price vs Value

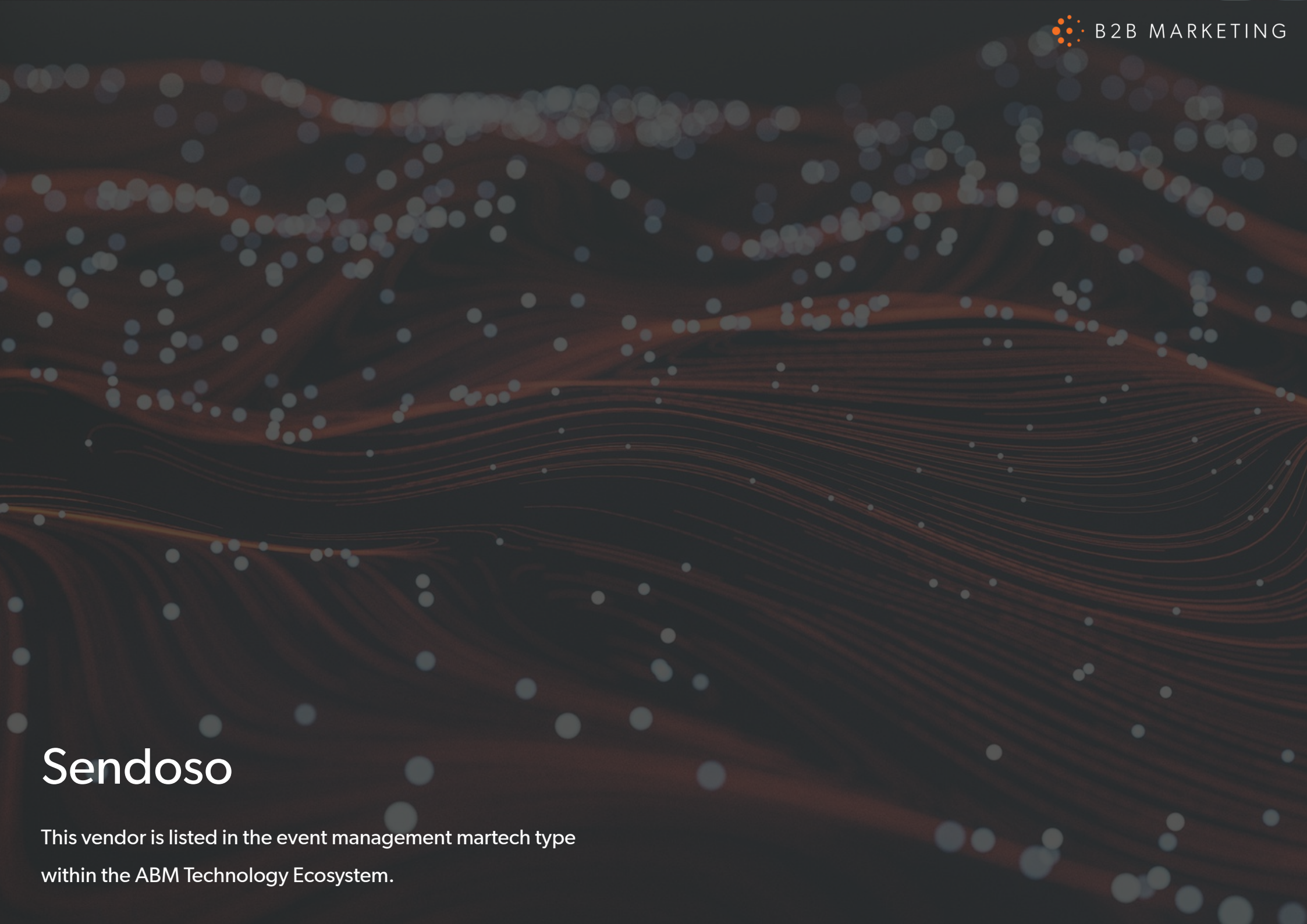


Customer Focus



Implementation Success





Sendoso

This vendor is listed in the event management martech type within the ABM Technology Ecosystem.

Vendor: Sendoso



Sendoso is based in San Francisco, USA, and offers a sending management platform that specializes in corporate gifting and direct mail automation. Founded in 2016, the company aims to enhance business relationships through personalized gifting solutions, integrating both digital and physical sending strategies. Sendoso operates as a SaaS platform, allowing businesses to send a variety of items, including personalized gifts, corporate swag, handwritten notes, gift cards, and direct mail. The platform is designed to streamline the process of sending these items, making it easier for sales, marketing, customer experience, and HR teams to engage with clients and employees alike.

The pricing for Sendoso is customized based on the specific needs of each business, typically starting around $20,000 annually. This model allows companies to pay only for the features they require, making it adaptable for various business sizes from startups to enterprises. With over 800 clients globally, Sendoso has positioned itself as a leader in the corporate gifting space.

Market Momentum

★★★★★

Price vs Value

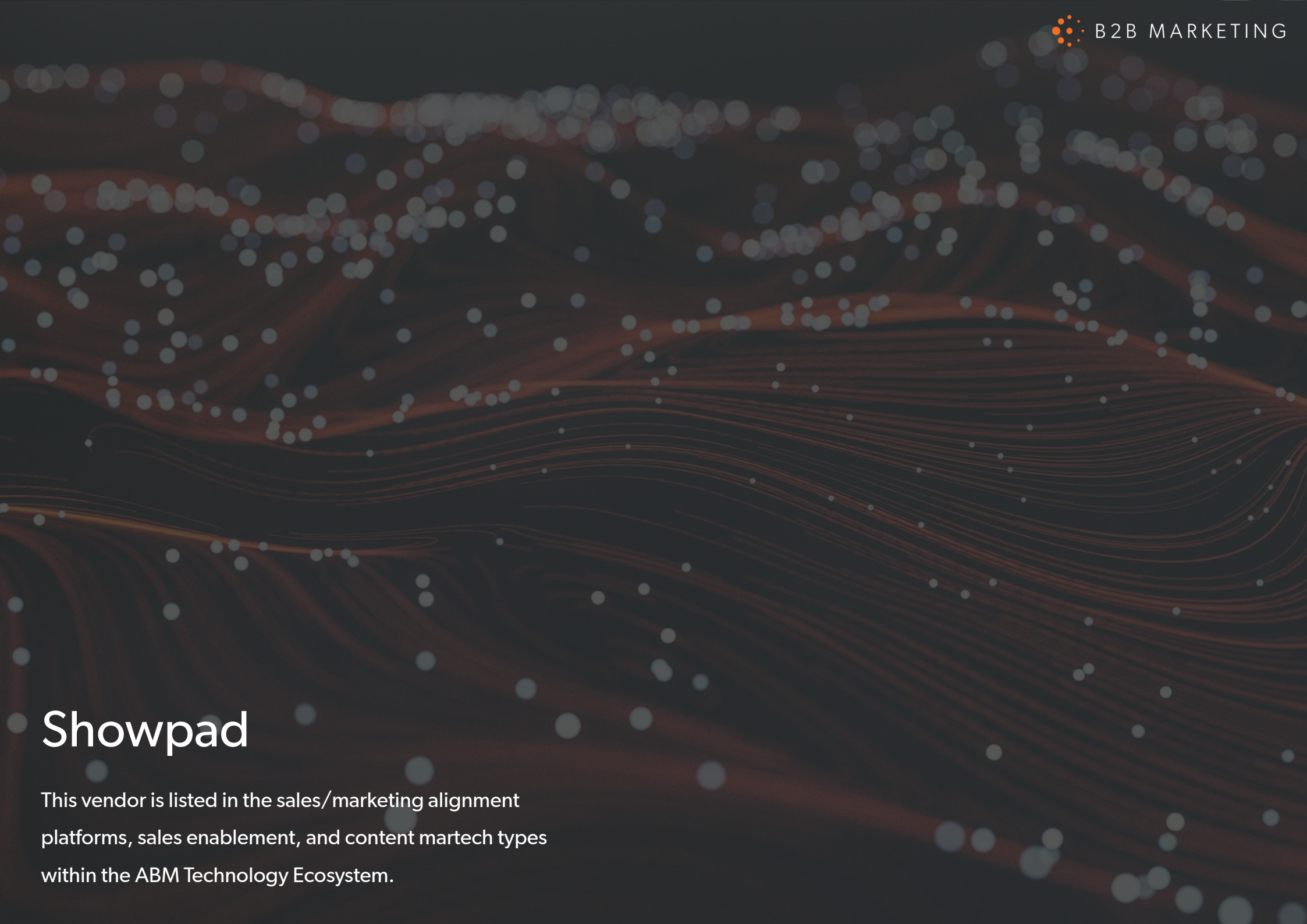
★★★★

Customer Focus

★★★★★

Implementation Success

★★★★



Showpad

This vendor is listed in the sales/marketing alignment platforms, sales enablement, and content martech types within the ABM Technology Ecosystem.

Vendor: Showpad

Showpad, founded in 2011 in Belgium, now has over 400 employees in their headquarters in Ghent and Chicago, plus offices in London, Munich, San Francisco, and Wroclaw. It has over 1,200 customers in 50 countries, mostly enterprises including GE Healthcare, Bridgestone, Honeywell, and Merck. Showpad offers a fully native sales engagement platform called Showpad eOS® (Enablement Operating System). Showpad eOS® is an integrated platform that unites marketing, sales, and enablement teams to deliver revenue-driving experiences. It combines content management and distribution, sales training and coaching, buyer engagement tools, and analytics with insights. The platform aims to empower sellers with the right content, training, and tools to engage buyers effectively and close deals. Showpad R&D is now decentral and diverse with 15 teams in four locations, enabling a rapid response to customer demand for innovation and enhancements on a global basis.

Market Momentum



Price vs Value



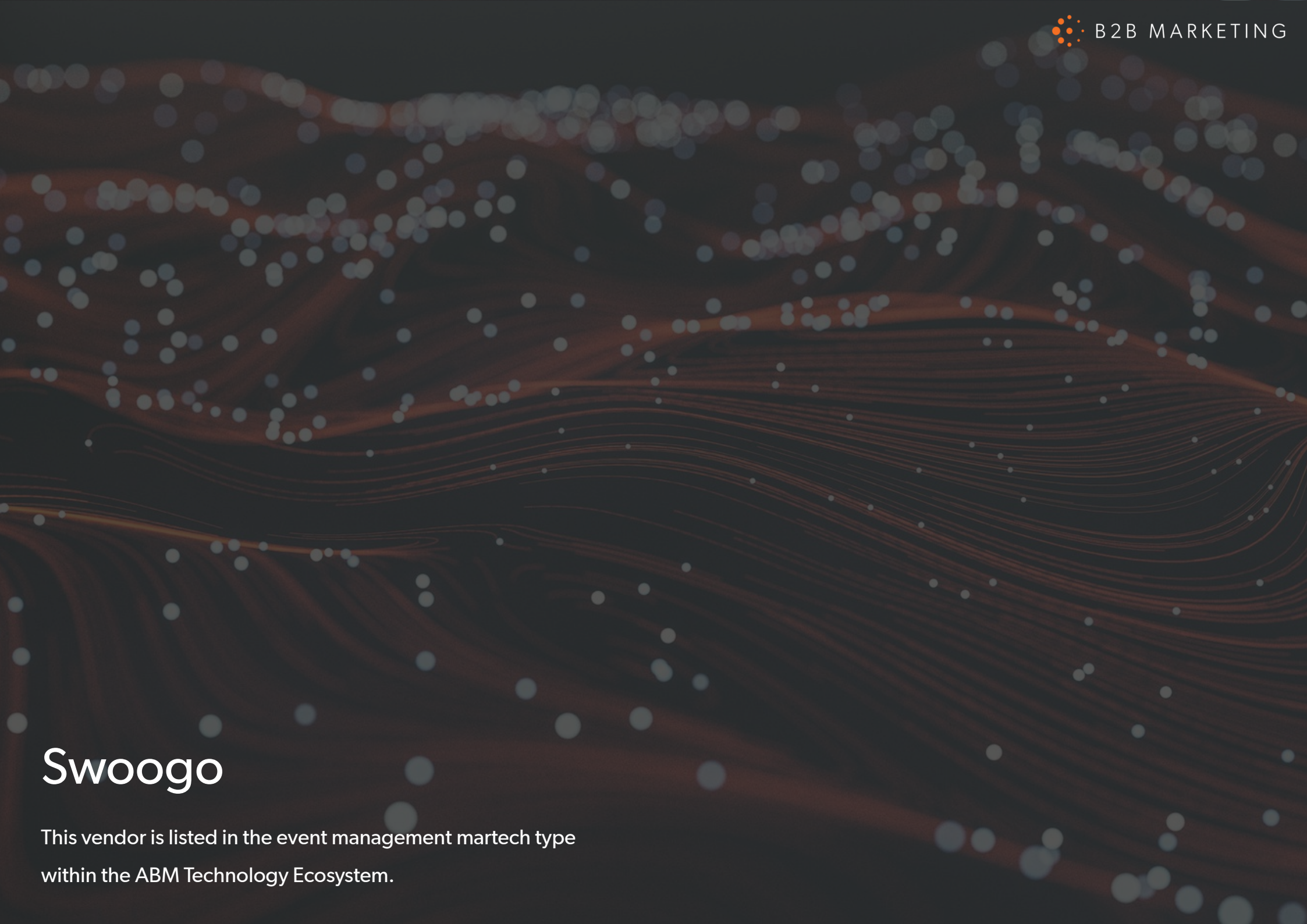
Customer Focus



Implementation Success



The truth is that ABM is not all about marketing; successful ABM requires work in both marketing AND sales. Sales enablement software allows you to align both teams, giving them a united platform to communicate, share content and best practices, and analyze the effectiveness of engagement within the target accounts. Showpad is one of the few sales enablement vendors that understand this and help their clients to support an ABM strategy.



Swoogo

This vendor is listed in the event management martech type within the ABM Technology Ecosystem.

Vendor: Swoogo

Swoogo is an event management software company founded in 2015 and based in Los Angeles, USA. It aims to simplify the complexities of planning and executing events, whether they are in-person, virtual, or hybrid. The platform is designed specifically for event professionals and offers a suite of customizable tools that enhance the event planning experience. Swoogo has positioned itself as a strong competitor in the event management space, serving notable clients such as HubSpot, Salesforce, and Zoom.

The platform provides a wide range of features covering all aspects of event management, from registration and marketing to on-site management and post-event analytics. This includes tools for virtual, hybrid, and in-person events. Swoogo emphasizes ease of use with drag-and-drop functionality and customizable templates, making it accessible for users without extensive technical expertise.

Market Momentum



Price vs Value



Customer Focus



Implementation Success



TechTarget

This vendor is listed in the data enrichment, predictive analytics, intent, orchestration, event management, content, sales enablement, personalization and ROMI dashboards martech types within the ABM Technology Ecosystem.

Vendor: TechTarget



TechTarget started in 1999, spun out of United Communications Group (UCG) with the founding "big idea" that IT professionals need high-quality, in-depth, fiercely independent content to help in critical purchase decisions. Then it realized it is surfacing real buyers' journeys and began to offer a lead generation service which has now developed into a rich account and prospect-level purchase-intent insight and data-driven solution.

The vendor's core ABM product, Priority Engine, has real tech-purchasing intent data from over 30 million technology buyers who have opted-in to the database: data used by over 3,000 companies in the financial service, healthcare and tech sectors. In late 2020, it acquired BrightTALK, a webinar and virtual events provider and in 2021, it acquired Enterprise Strategy Group, a research and consulting group creating strategic marketing/sales content for tech companies, and Xtelligent Healthcare Media, a healthcare media/marketing services company.

TechTarget is now a true end-to-end ABM provider with Global Scale: GTM Strategy, content (short-form, long-form, digital, custom)/message development, targeting/demand identification, fit/selection, account and prospect level intent, engagement, multi-channel execution, services/support and reporting/measurement.

Market Momentum



TechTarget has, historically, strong relationships with both medium sized and enterprise tech vendors, as well as marketing agencies that serve that sector. Its comprehensive suite of data-driven offerings to help clients successfully plan, execute, manage and measure all aspects of ABM has enabled it to grow into the healthcare and business services sectors as well.

Price vs Value



TechTarget proprietary intent data delivers insights at both account level and contact level to provide full visibility into total buying teams at target accounts. That, plus the managed ABM services provided by the vendor, helps customers to achieve breakthrough outcomes. The vendor routinely assists clients to monitor their project ROI. It also offers several case studies researched by external companies on its website.

Customer Focus

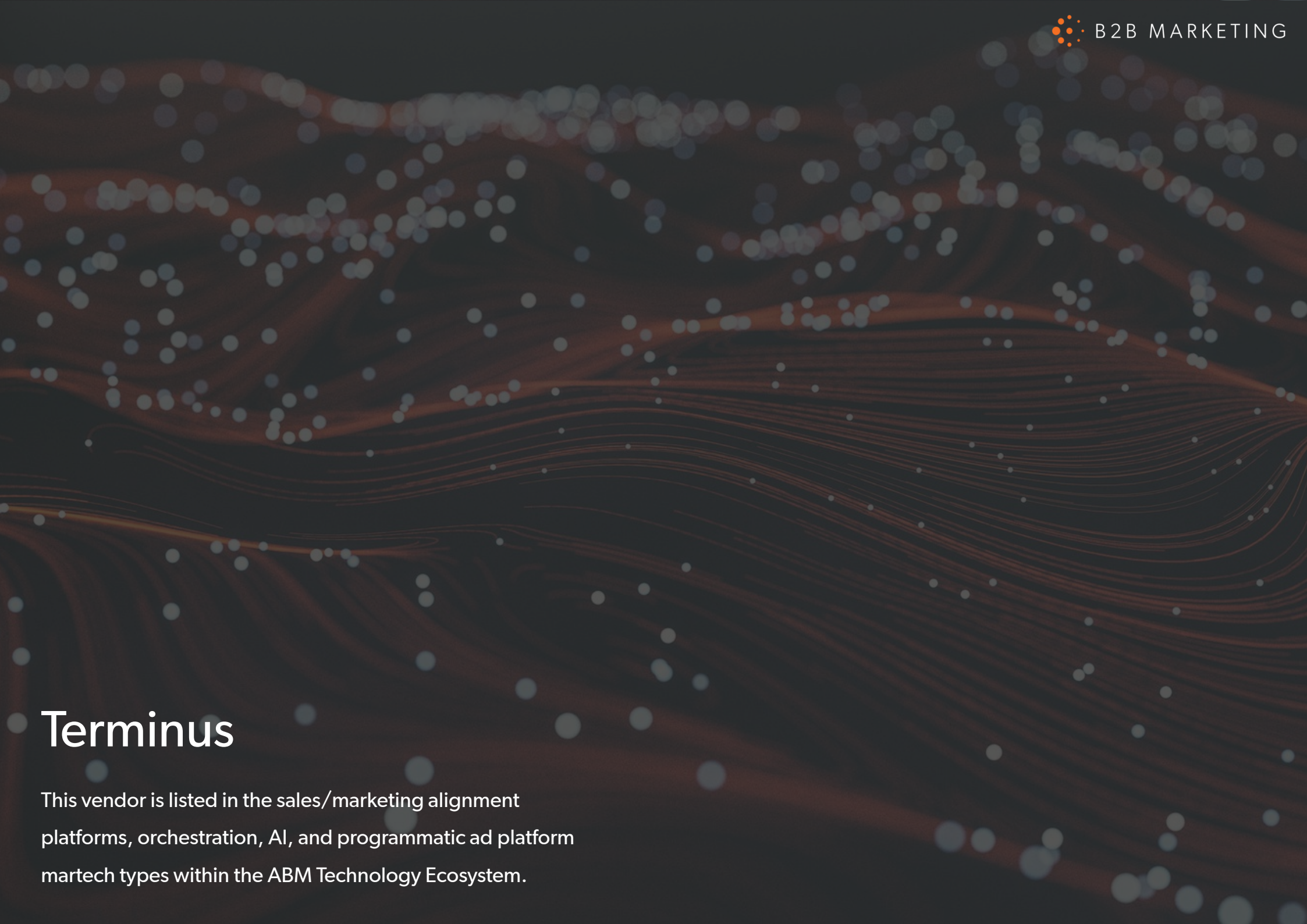


The vendor's dedicated customer success organization is almost as large as their sales and business development department and is responsible for onboarding, are very focused on renewals, and are also concerned with maximizing the lifetime value of our customers.

Implementation Success



The TechTarget customer success management team works on onboarding, training, managing ROI, while the Products/product ops manages in-tool user support, including integration of their system with whatever the client has in place already.



Terminus

This vendor is listed in the sales/marketing alignment platforms, orchestration, AI, and programmatic ad platform martech types within the ABM Technology Ecosystem.

Vendor: Terminus

Founded in 2014 in Atlanta, Georgia, USA, Terminus offers an account-based marketing platform for revenue growth, empowering marketers to drive revenue impact for a sustainable growth advantage. The vendor has over 1,000 customers including Gainsight, Roche, and Dow Jones, using the Terminus software for first-party data, advertising programmes and multi-channel engagement with target accounts.

The Terminus advertising solution, called the Engagement Hub, is built on top of a standalone Terminus B2B customer data platform (CDP) and proprietary integration with The Trade Desk. The Terminus CDP enables B2B audience identification, segmentation, and identity resolution and the software supports cross-channel breadth and inventory discovery plus activations across display, video, connected television (CTV), audio, LinkedIn, email, and native.

Market Momentum



Price vs Value

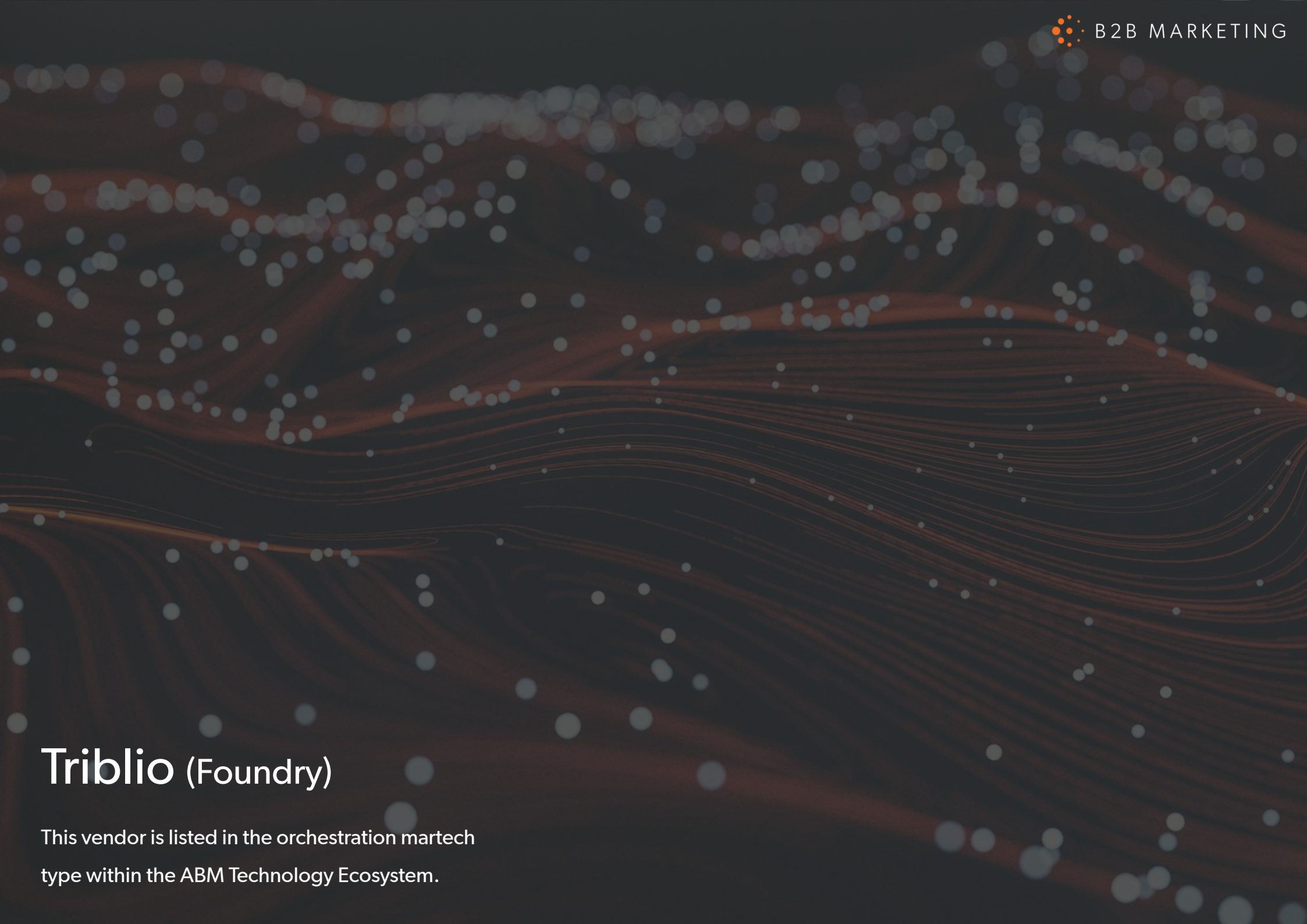


Customer Focus



Implementation Success





B2B MARKETING

Triblio (Foundry)

This vendor is listed in the orchestration martech type within the ABM Technology Ecosystem.

Vendor: Triblio (Foundry)

Triblio is an ABM software company that provides a comprehensive platform for targeting, engaging, and converting target accounts. Now part of Foundry (itself an IDG, Inc company), after being acquired in 2020, Triblio offers a range of features and capabilities to help businesses implement effective ABM strategies. Foundry has over 350 employees in offices all over the world.

Triblio excels at anonymously identifying and tracking target accounts visiting a company's website. It provides account-based analytics to score known and unknown website activity, highlighting the best accounts and pushing insights into various systems like Salesforce and Google Analytics. The platform allows marketers to create and manage ABM campaigns across multiple channels, including display ads, email, LinkedIn, website personalization, sales activation, landing pages, and chat.

Market Momentum



Price vs Value

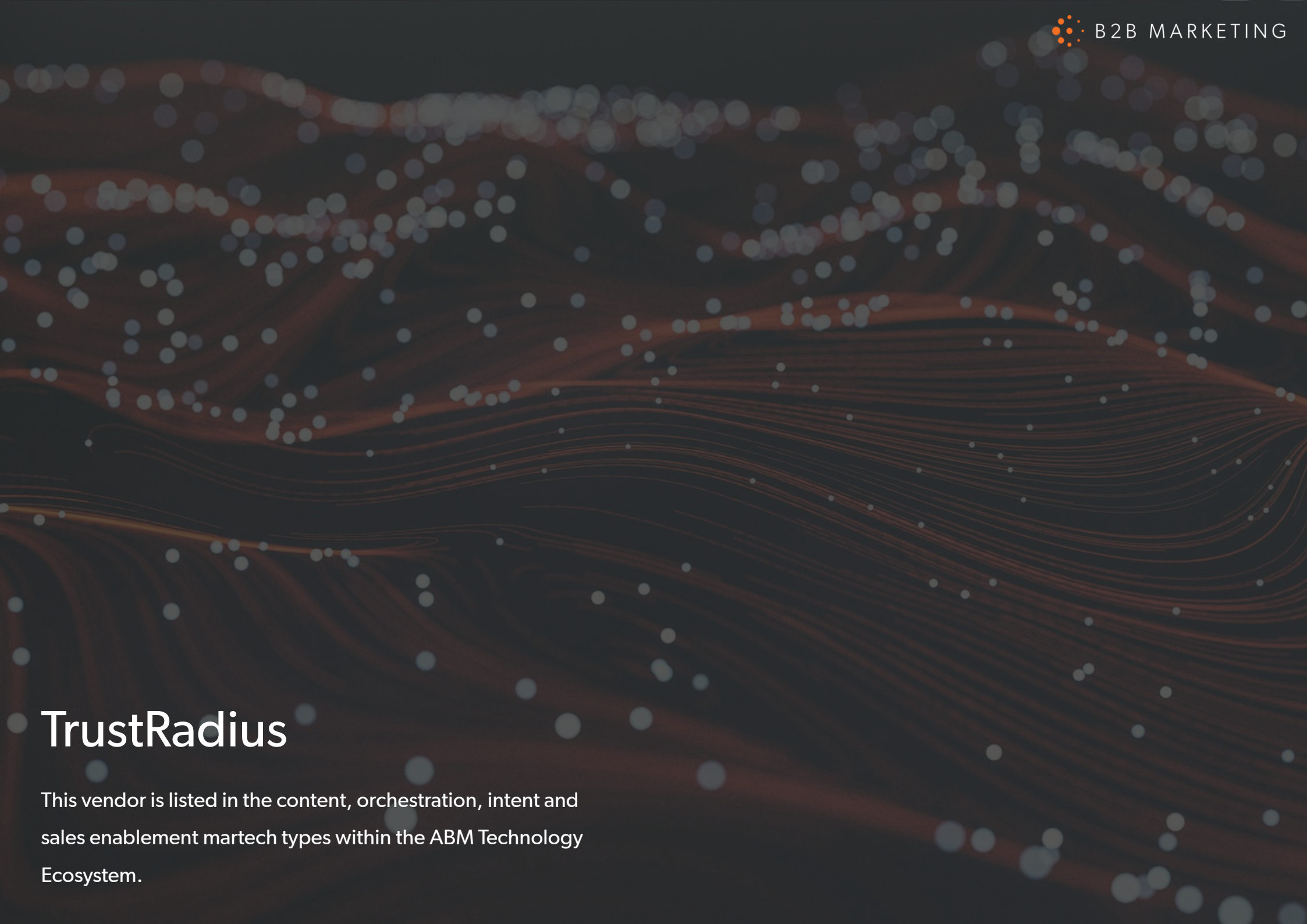


Customer Focus



Implementation Success





TrustRadius

This vendor is listed in the content, orchestration, intent and sales enablement martech types within the ABM Technology Ecosystem.

Vendor: Trust Radius



TrustRadius is first and foremost a customer review site about software technology solutions and its goal is to be the most trusted buyer decisioning platform in the software industry. The vendor now markets the intent signals it collects from the review-site user base as an account-based marketing intent solution, focused very much on producing high-quality late-stage buyer intent.

With TrustRadius' second-party, downstream intent data, clients can gain access to accounts that are actively researching their own and their competitors' products TrustRadius sees that the current economy has made tech buyers more risk averse and is perpetuating their need for self-serve. They want more insider product information upfront supported by clear ROI and customer proof.

Market Momentum



The vendor has around 200 customers in the technology sector and has grown by some 40% over the past years. The vendors that align their GTM strategies to buyer expectations will grow and set the foundation for success.

Price vs Value



The vendor reports an average ROI across their customer base of over 500% with a payback period of 90 days. It has Value Management experts within the sales team and there are several customer testimonials attesting to ROI including statements like; “we salvaged three renewals by contacting customers who were ready to churn and helping them resolve their issues”, “we found 3 new enterprise opportunities in 3 weeks with intent data” and “2 alerts in Gainsight from intent data resulted in a net retention of 122%”.

Customer Focus

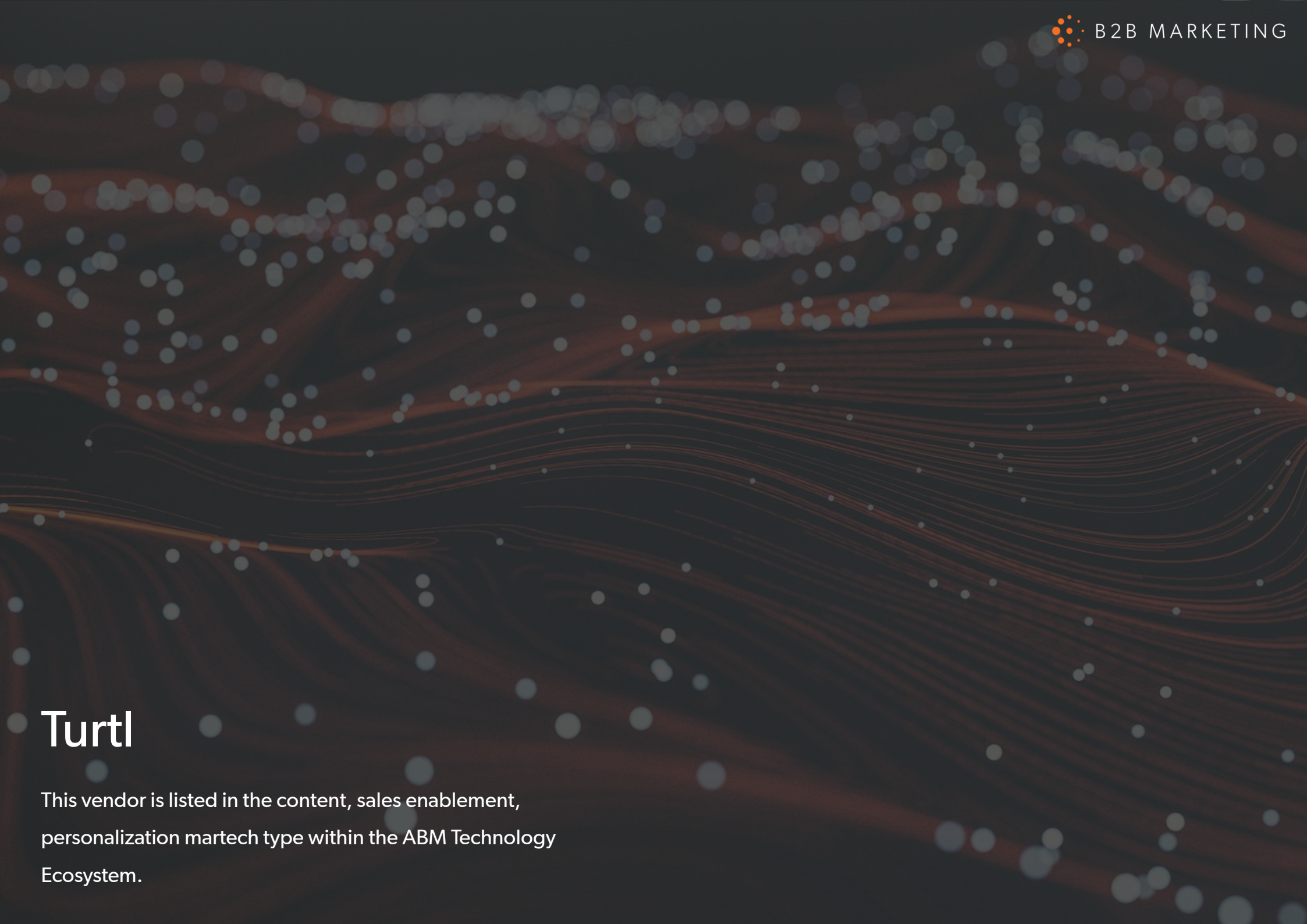


TrustRadius knows the industry and the customers they are serving extremely well. Its customer success organization is actually larger than the sales team and it deploys over 20 different playbooks to ensure its clients are able to optimize their use of TrustRadius.

Implementation Success



TrustRadius has a strong team of knowledgeable pre-sales consultants plus several implementation partners. The intent signals found by TrustRadius can be easily integrated into CRM, ABM, and paid media channels, helping clients to find in-market buyers, close more deals, decrease churn, and raise revenue per customer. The vendor maintains a customer community where customers can share ideas with each other while the website also includes extensive other educational and community resources.



Turtl

This vendor is listed in the content, sales enablement, personalization martech type within the ABM Technology Ecosystem.

Vendor: Turtl

Turtl is headquartered in London, UK with an additional office in Boston, USA, and has more than 400 customers around the world. Turtl offers a content platform that helps businesses close the gap between content and revenue. With Turtl you can create personalized and visually appealing digital content to increase the performance of your content across the buyer journey. The software aims to transform how businesses create, personalize, analyze and optimize the impact of their content by leveraging psychology, first party intent data and data-driven insights to drive better performance and revenue outcomes. It is particularly useful for B2B companies looking to improve lead generation and nurture prospects through the sales pipeline. Turtl helps marketers get more revenue from their content.

Turtl's content platform stands out from other content creation tools in several ways. Its content format is rooted in psychology principles designed to keep audiences engaged for longer periods. Unlike other content tools, Turtl allows anyone to create interactive content across the buyer journey and offers deeper analytics and insights to understand what is driving content performance and generate more revenue from their marketing. Plus, it enables hyper-personalization of content at scale through forms or API integration.

Market Momentum



Price vs Value

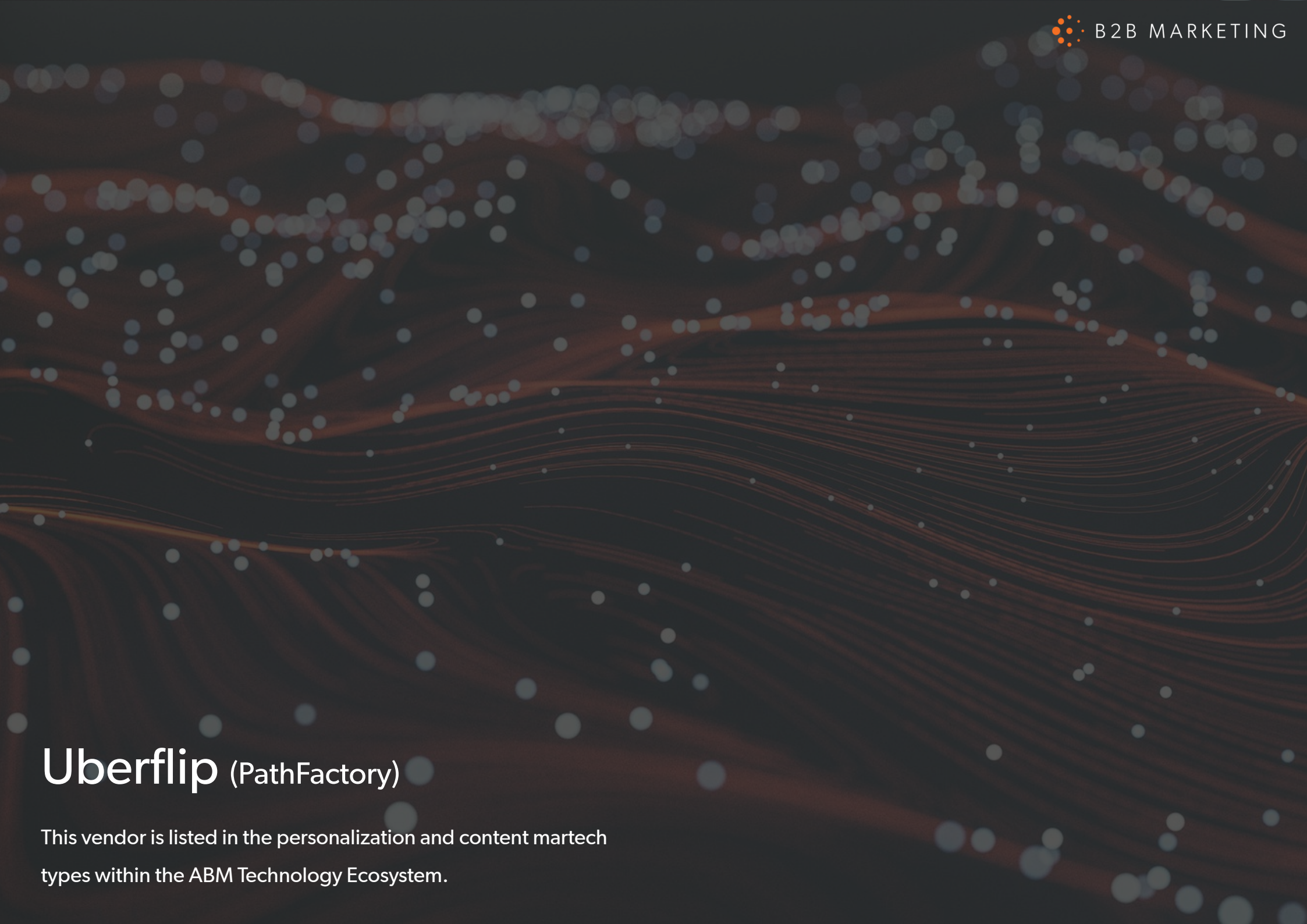


Customer Focus



Implementation Success





Uberflip (PathFactory)

This vendor is listed in the personalization and content martech types within the ABM Technology Ecosystem.

Vendor: Uberflip (PathFactory)

Founded in 2012 and headquartered in Toronto, Canada, Uberflip has some 500 customers globally. The vendor offers software solutions focused on content management, curation, and distribution to help marketing and sales teams engage prospects and customers more effectively. Uberflip's core offering is a content management platform that allows marketers to easily create, organize, and optimize content for maximum engagement.

Uberflip is now owned by PathFactory, an acquisition announced in July 2024. The combined company will operate under the PathFactory name, though Uberflip will continue to exist as a legal entity and will not change its name in the "foreseeable future". Existing Uberflip customers will continue to use the Uberflip platform as before, with PathFactory providing ongoing support for bug fixes and basic maintenance. While Uberflip customers can migrate to PathFactory at their own pace, new feature development will focus on the PathFactory product suite.

Market Momentum



Price vs Value

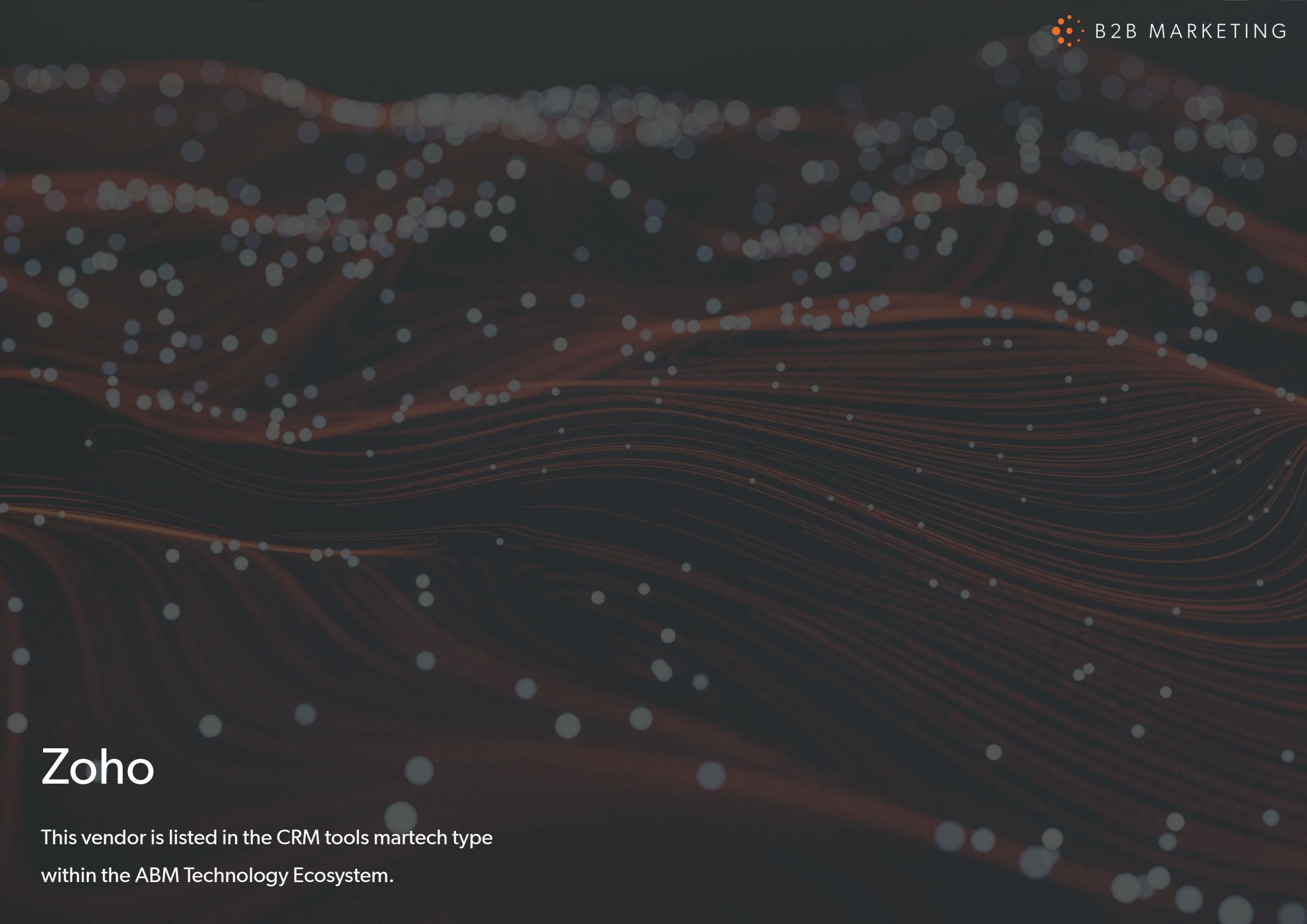


Customer Focus



Implementation Success





Zoho

This vendor is listed in the CRM tools martech type within the ABM Technology Ecosystem.

Vendor: Zoho

Zoho Corporation is a prominent software vendor based in Chennai, India, established in 1996 and specializes in developing a comprehensive suite of business applications designed to meet the needs of organizations of all sizes, from small startups to large enterprises. With over 55 integrated applications, Zoho serves more than 90 million users across 600,000 businesses globally, making it a significant player in the software industry.

Zoho CRM helps businesses manage sales, marketing, and customer support activities efficiently. All Zoho applications are primarily offered as Software as a Service (SaaS), accessible via cloud platforms, but Zoho also provides on-premises solutions for customers who prefer that model.

Market Momentum



Price vs Value



Customer Focus



Implementation Success



Zoominfo (DiscoverOrg LLC)

This vendor is listed in the data enrichment, intent, visitor intelligence software, and analytics martech types within the ABM Technology Ecosystem.

Vendor: Zoominfo (DiscoverOrg LLC)

ZoomInfo is a US-based cloud platform that offers solutions such as sales automation, cross-channel advertising and data management for sales and marketing teams. Its headquarters is in Vancouver, Washington and it is owned by DiscoverOrg, LLC since Feb 2019. ZoomInfo is a large traditional data provider that also goes to market with an ABM platform subscription model leveraging its MarketingOS and SalesOS products. Its data is primarily sourced from the bidstream, combined with publisher co-op data, licensed signals from other providers, and its proprietary human-verified project offering Scoops. ZoomInfo has a very large market footprint of clients and an extensive partner ecosystem.

ZoomInfo is a good fit for organizations in search of a broad-based standalone intent data feed supported by an extensive offering of related B2B sales and marketing data. The vendor's MarketingOS platform, with intent included in the platform subscription, also means it is a significant player in the ABM platform market.

Market Momentum



Price vs Value



Customer Focus



Implementation Success



6sense

This vendor is listed in the data enrichment, predictive analytics, intent, sales and marketing alignment, visitor intelligence software, marketing automation, orchestration, personalization, AI, programmatic ad platform, and ROMI dashboards martech types within the ABM Technology Ecosystem.

Vendor: 6sense



Founded in 2013 and headquartered in San Francisco, it has over 2000 customers primarily in the tech sector. Purely a SaaS business with over 1400 employees, it has a customer retention ratio of over 90% and boasts consistent quarterly growth while maintaining industry-leading values in business success indicators like Customer Acquisition Cost and gross margins.

The 6sense value proposition is that its Revenue AI platform, with two primary offerings, Revenue AI for Marketing and Revenue AI for Sales, enables those teams to easily uncover in-market signals (i.e., intent to buy) for accounts and all relevant buyer personas; prioritize the right leads and contacts to contact; and orchestrate engagement across channels and buyers.

6sense's proprietary intent network identifies accounts and personas within the "Dark Funnel™," where buyers are researching anonymously, and then the platform makes patented time-based predictions about which accounts are "in market" to make a purchase. 6sense has native display advertising and GPT-powered email capabilities and integrates with an ecosystem of partners for cross-channel engagement, including marketing email, personalization, content marketing, and direct mail.

Market Momentum



6sense has enjoyed a growth rate of over 500% over the three years. They are successful with B2B Companies in the Technology, Business/ Professional Services, Financial Services, Transportation & Logistics, Manufacturing, Healthcare & Life Sciences sectors. Even with this high growth rate, the vendor records a high net retention rate of 120%.

Price vs Value



The 6sense platform has built-in ROI reporting available on-demand through its self-service interface. Additionally, the vendor has a dedicated Business Value team providing ROI estimates during the customer evaluation/sales process, and then working with customers to validate their value on a quarterly basis.

Customer Focus



The vendor's customer success organization is almost as large as their sales and business development department and is primarily responsible for optimizing the customer lifetime value. The dedicated customer success team leverages 20 different playbooks including their "Sense-Making" 6sense methodology, which is designed to position customers for quick wins.

Implementation Success



To enable their field teams to go deeper into a customers' value story, the vendor has built an internal reporting engine designed to monitor customer's health and performance. This reporting system is built directly on top of 6sense's product and customer-specific data sets to produce standardized health monitoring and key value reports.

B2B MARKETING

ABM Technology: Vendor rating comparison and ranking

ABM Technology: Vendor rating comparison and ranking

This table consolidates vendor ratings against all specified criteria to better facilitate comparison, and provides a total aggregate score, enabling ranking. The scoring criteria equates one star to one ranking point out of a maximum of 20.

Vendors	Market Momentum	Price vs Value	Customer Focus	Project Success	Vendor aggregate rating	Total Score
LeanData	★★★★★	★★★★★	★★★★★	★★★★★	5	20
Optimizely	★★★★★	★★★★★	★★★★★	★★★★★	5	20
6sense	★★★★★	★★★★★	★★★★★	★★★★★	5	20
AdRoll	★★★★	★★★★★	★★★★★	★★★★★	4.75	19
Anteriad	★★★★★	★★★★★	★★★★★	★★★★	4.75	19
Cognism	★★★★★	★★★★	★★★★★	★★★★★	4.75	19
Expandi Group	★★★★★	★★★★	★★★★★	★★★★★	4.75	19
Demandbase	★★★★★	★★★★	★★★★★	★★★★★	4.75	19
Highspot	★★★★★	★★★★	★★★★★	★★★★★	4.75	19

Open full table in browser:
https://b2bm.turtl.co/story/martech-vendor-spotlight-report-abm/page/60/1

Analyst Bio



Analyst Bio

Peter O'Neill,
Lead Analyst,
B2B Marketing

Peter O'Neill is a marketing and IT industry veteran with over 40 years of experience in advising vendor and end-user clients and performing research-based consulting, combining strong research capabilities with comparative vendor assessments and actionable advice.

He is most known for his 12 years of service at Forrester Research as industry analyst, leading up to 2017 where, most recently, he managed Forrester's research on B2B Marketing organization, process and automation topics as research director. Prior to joining Forrester, he worked at META Group and Gartner Group. Since 2018, he continues to work as an industry analyst, collaborating with Research In Action GmbH, and with the B2B Marketing organization in London. He also writes and curates marketing content on an ongoing basis for several marketing automation software clients.

With Research In Action, he runs global surveys of 1500 marketing practitioners to get their assessments of vendors in various marketing process automation areas, adds his assessment and then publishes Vendor Selection Matrix reports based on the users' ratings. Topics like lead management, band content management, web experience management, sales engagement, channel enablement, ABM, and CDP are covered in the Vendor Selection Matrix reports. With B2B Marketing, he contributes "Premium Research" reports throughout the year which focus on organization and process more than technology. This includes topics like marketing operations, ABM, brand and content management, execution and campaigns, data strategy and insights, customer experience and strategy and evolution.

Prior to his time as industry analyst, Peter had worked for 20 years at Hewlett- Packard in Germany and the USA. He worked in product marketing, field marketing, sales, and corporate marketing. Peter is a frequent speaker at major industry events and regularly quoted in key press publications about marketing. He lives in Germany but works worldwide.

B2B MARKETING

Other Reports in MVS series

AI

Lead Generation

About B2B Marketing and Propolis



About B2B Marketing and Propolis

Established in 2004, B2B Marketing is now the number one go-to resource for B2B marketers across the globe. Right from the start, we had a clear mission: to provide marketers at business brands with the intelligence, tools and inspiration they need to grow and succeed – as both individuals and businesses. Unlike B2C, we focus on building relationships between businesses, strengthening connections within the B2B marketing community and putting marketers at the center of the businesses they work for. We believe that every company has a unique story to tell, and we are committed to helping them communicate that story in the most impactful way possible. Ultimately, we exist as a partner to a business, leveraging our community intelligence to help marketers make informed decisions and achieve their marketing goals. We are committed to providing the B2B community with the tools and resources they need to succeed in today's competitive marketplace, and to fostering a culture of learning and innovation that drives long-term success for everyone involved. We're proud to serve as the focus point for the B2B marketing sector, enabling marketers and leaders to transform their marketing.

Thank you for reading

B2B Marketing Vendor Spotlight Report: Account-Based Marketing 2024



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