B2B MARKETING

Martech Vendor Spotlight Report: Commercial Marketer

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Introduction:

Where Runway Meets Revenue: Why Commercial Marketing?



Kavita Singh
Head of Growth Solutions Content
B2B Marketing

Welcome to our commercial marketing edition of our Martech Vendor Spotlight Report. If you're new to this edition's theme around becoming a commercial marketer, we define the commercial marketer as "a marketer whose primary skillset and value is in their ability to think strategically and drive measurable business growth through marketing."

Interestingly enough, when I first started this report, I asked our Propolis Strategy & Engagement Expert, Scott Stockwell for advice for those wanting to become a commercial marketer. His advice? Surprisingly a film recommendation:
The September Issue.

The film is essentially about how the Vogue team put together their most important magazine issue, featuring the likes of editor-in-chief, Anna Wintour and creative director, Grace Codington. And while on the surface, you might not see how this film might be relevant, it's actually a framework on commercial success.

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Scott told me: *"It's a masterclass in what marketers need to do to think creatively, generate ideas, be expansive, and commercialize choices. And then how do you bring something together to a final product and do that iteratively within a short space of time to achieve an outcome?"*

And as I watched the fashion documentary, I noted that this edition of the magazine does possess something pretty special: influence. Something all B2B marketers would love to have when it comes to speaking with their C-suite. So rather than focusing on a strict marketing lens that hones in on tactical wins and campaigns, take on the mindset of a commercial marketer. You'll not only prove marketing's impact to the board more effectively but also showcase tangible commercial success.

And if you're wondering where to start beyond a very good film recommendation, we have a Propolis Commercial Marketing Strategy Pack as well as a brand new Commercial Marketing Guide which outlines six essential skills: insight skills, analytical skills, financial acumen, strategic skills, agile decision-making and communication and collaboration. We highly recommend reading both before digging into this technology guide.

The technology featured in this report are categorized against these six essential elements, alongside an in-depth feature, case study and a tech guide to make investment decisions that much easier.

We hope you enjoy this report.

SECTION ONE

Why is Becoming a Commercial Marketer Important?



Foreword:

Becoming the Commercial Marketer From a CEO's Perspective



Dan Shaw
CEO & Founder
FunnelFuel

The fact you're reading this is a good starting point, you're either on your commercial marketer journey (as I suspect many are) or you are at a point where you've identified one or two additional value creation opportunities.

I recall the debate around the realities of questioning if the marketing organization should be even represented at the board level. I believe we're past that but equally, I believe the function has been pushed even harder to be deeper embedded in other functions within the organization.

The CMO needs to be more than just the marketing expert. Very recently I had the following exchange with my CMO following a particularly challenging series of events "The two toughest roles in business are mine and yours – everybody believes they can do both our jobs."

You need to demonstrate a keen balance of financial acumen to truly understand what drives the business within the context of ownership (private, PE / VC or listed), clear demonstrable empathy with sales (my view; if you've ever had responsibility for a "number" - ie revenue, profit or sales targets or the like you are going to be a step ahead of your peers). In addition, you'll need to have a clear understanding and the business acumen to navigate, influence and often lead the wider leadership team in addressing both opportunities as well as threats. You'll be expected to have a keener sense of empathy and psychological understanding of the motivations of the average person than most of the boardrooms you sit in.
This report is a superb indictment of the B2B Marketing community's desire to continuously improve and hone in delivering demonstrable value to the business.

Cast the "coloring-in and fun dept" tag aside, stand up and step forwards into the most exciting and rewarding developmental phase of your career (please…. All business leaders need you to!) and remember that tools are exactly that, they are there to facilitate your and the functions performance.

The most important aspect of this development is you and your team. Your self-awareness, critical analysis and how, subsequently, you leverage the tools to underpin and assist in delivering and demonstrating how marketing adds real commercial value into the business. Go for it!

FUNNELFUEL

1.2 Inside The Commercial Marketer's Tech Decisions: All The Things You Need To Consider Before Investing



Kavita Singh
Head of Growth Solutions Content
B2B Marketing



Scott Stockwell
Strategy & Engagement Expert
Propolis

Before we jump into the plethora of technology that will enable you to become a commercial marketer, let's take a look at the six essential skills and the criteria to think about when assessing technology. We spoke with Scott Stockwell, Strategy and Engagement Expert, Propolis to break this all down.

The importance of the six essential skills

Before you read our profiles and tech guide, it's important to understand why becoming a commercial marketer is essential in B2B. In a Propolis Roundtable, we asked our members how they can build trust and influence with fellow stakeholders of the C-suite in order to achieve commercial impact. And the answer was to become a commercial marketer.

To be clear, we define a commercial marketer as *"a marketer whose primary skillset and value is in their ability to think strategically and drive measurable business growth through marketing."* Instead of focusing on tactical wins, campaigns and isolated metrics, commercial marketers are set up so they can prove their impact and speak the same language as CEOs, CFOs and other key department heads.

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Scott said: *"If you had all of those six skills, you'd be very well-rounded…Success in most organizations is dependent on how well you manage stakeholders. So if you think across the board from marketing and business to HR, finance and commercials, you really need to be able to speak all of their languages. And the commercial marketer skills teach you all the languages of those board members, which then helps you articulate what you need to get in terms of budget, sponsorship and support to deliver on your business goals."*

So what are the six skills?

1. 

Insight skills:
Understanding how your market works, and staying informed about industry trends and influences, whether those are regulatory, economic, social, technological, cultural or geographic.

2. 

Analytical skills:
The ability to understand and interpret data, in order to make commercially sensible decisions.

3. 

Financial acumen:
Understanding the language of the finance team, and having enough knowledge to have conversations about marketing's commercial impact in their terms.

4. 

Strategic skills:
Having the ability to lift your head above the parapet, outside of marketing, and looking at what your business overall is looking to achieve, and thinking about how you can support that through marketing.

5. 

Agile decision-making skills:
Being able to leverage real-time analytics and the latest market insights, in order to make rapid adjustment and improvements instinctively where and when needed.

6. 

Communication and collaboration skills:
Being able to build sustainable relationships with both your internal and external stakeholders, having the ability to communicate complex ideas in easy-to-understand ways, and spending time listening to key stakeholders and sharing ideas with them, asking for input where necessary.

The first consideration? Use what you already have

Now that we've established the key skills to becoming a commercial marketer, let's chat about the next step. Before you get ahead of yourself, it's important to ask: do I already have this - and might not even know? In earlier editions of our Martech report, marketers mentioned that when investing in technology, the #1 issue they were facing wasn't that the technology didn't work for them. The problem was that the technology they were buying wasn't being used at all.

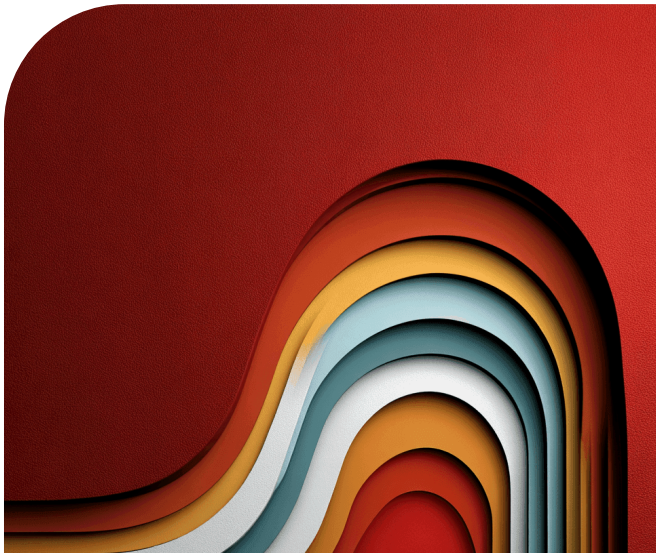
With that said, consider what you're already paying for - especially when it comes to suites such as Google, Adobe and Microsoft. In the age of AI, these types of platforms have massively expanded in terms of their capabilities. Meanwhile other tools like Canva for example are looking to become more like these types of all-inclusive suites. So keep your eye on what you're paying for already.

"

For example, Scott said*: "Anyone that's looked at any of the Adobe tools, particularly something like Photoshop, has probably got four or five platforms that they're comfortable with that they use frequently. However, there's a whole load of others in there that you're probably not using. I discovered it in PowerPoint the other day. You can just pop in little pre-recorded videos of yourself called cameos on your pages so you can give someone a deck with you talking through comments and observations as a quick way to get somebody to understand your deck before you actually present it. These tools change all the time. Quite often, we ignore what's been upgraded and when existing suites have new features."*

Key Tip: Not everything is about technology

Along with your already existing tools, there are still a tonne of online resources at marketing's disposal. For example, if you're looking to gather insights, platforms such as Forrester and Gartner can be just as valuable.



So you do need the tech - now what?

First thing's first. You need to start with a strategy.

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Scott said: *"Before you look at the technology, what are you trying to achieve? Once you're very clear about what you're trying to achieve, have you built yourself a little bit of a hypothesis? So that means asking yourself 'If we do this, then this thing will happen'. And in doing so, you can prove that this type of technology might actually work."*

If you want to know more about becoming a commercial marketer, we recommend checking out our strategy pack here.

In addition, Scott advised marketers to use other success stories as background research. Identify who you admire, and assess how that company or person is implementing technology. You can possibly snag a few ideas from doing this kind of research whether that's seeing how a competitor is incorporating technology into their business to sense-checking what type of platforms industry leaders are raving about.

Mapped out your criteria? Let's look at logistics

Another aspect to assess is whether or not you have the skills to use the tech? Once you've done the research, looked at reviews and completed a demo, ask yourself whether you possess the skills to actually utilize the platform. And if you haven't, can you find someone who does? Or can you cultivate those skills yourself? That might determine whether there needs to be more investment into the technology than initially thought.

To avoid a knee-jerk investment, Scott also advised: *"Work in create mode and edit mode separately. We tend to go straight into edit mode as in we need to get things done quickly. Therefore, the first idea you [have], you end up doing your best to get it out the door."*

Instead, take a step back, think about why you're investing and then create a few options. By doing this you'll be asking all the right questions: What are the costs for each platform I'm considering? What is the most plausible? Are they compatible with your current systems? It will allow you to question everything while breaking things up into a few different paths rather than pigeon-holing your investment down one path.

After you've worked through all the strategy bits, you can start mapping out which platforms you'd like to shortlist. See page 7 if you're looking for tools based on one of the six essential skills.

Along with this tech guide, we recommend looking at our last Martech Vendor Spotlight Report which outlines a checklist of questions to ask yourself here.

Freemium versus Paid Plans: What to do?

Once you settle on a platform, you'll need to review your budget. And this is when the freemium versus paid plan conversation comes into the fold. Ultimately, you'll need to get the right tools for the job, but it's important to be aware of the limitations if you're planning on using free plans or trials.

Scott said: *"So, for example, if you're using a free version of something like Chat GPT, is your data safe and secure? Are you sharing information with everybody because that's the cost of using the free model or are you needing to pay for the service in which case your data is probably more secure and private."*

In addition, does the tool have all the capabilities you'll need if you go for a free version of a paid platform? That means assessing everything from whether or not you can save multiple projects to whether watermarks will be included in assets. Again, this is why you need to come back to the ultimate strategy of your tech investment. If you can prove the value of using a paid version, the C-suite will ultimately buy in based on a well-thought out strategy and plan.

Scott summed it up saying: *"You have to balance it between your brand positioning, your cost availability, your speed and the sophistication of the tool."*

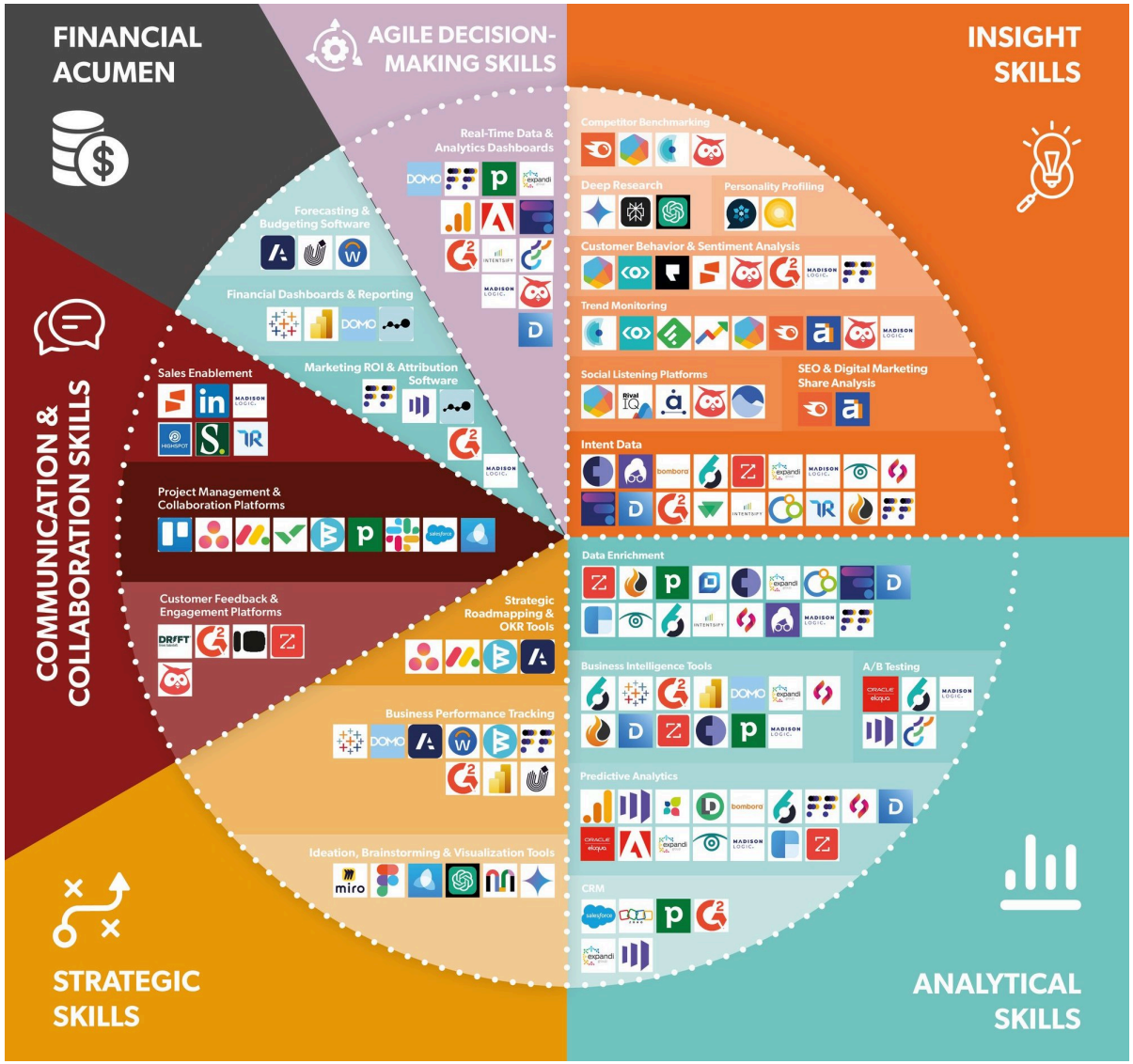
Where does AI play a factor in all this?

Now that we've run through some hot button questions that might crop up (and yes we know there's a lot to consider), it's important to note the benefits of AI automation. If technology can do something for you consistently and it doesn't add value to your brand, Scott said to automate it. To be clear, this doesn't mean that AI shouldn't be used for more high-impact strategic decisions because it should be.

However, if you're looking to free up some time on low-value tasks, then Scott recommends doing so. In our tech guide on the next page, you'll see that out of the six skills, strategy and agile-decision making don't have nearly as many tech tools listed because ultimately, some skills won't require it. If you're looking to focus more on these skills, automating some tasks can help give you time back.

Scott said: *"If you've got a car with cruise control, it's much less effort to switch the cruise control on and stick within the speed limit. You're not having to think about accelerating. The car is doing a function that you can do far more efficiently. But as with cruise control, you don't take your eye off the road. You don't take your hands off the steering wheel. So automation is great. Let it do the stuff that's a low value for you. Keep an eye on it, but it gives you the time for you to then add the stuff which is your real value and competencies."*

Scott concluded: *"Remember to balance technology with people. It's people that get stuff done but technology is the enabler. I would say be careful you don't become 'all the gear and no idea'."* For more on AI, check out our AI Strategy pack here.



A B2B Commercial Marketing Technology Guide

To create an accurate picture of what the commercial marketing skills are and the technology to go against it, we decided to break each skillset down into categories. Using those categories, we asked vendors to check off where they sat within that checklist. If vendors did not reply, we researched the platform's capabilities using their website to assess their placement.

Assessment Criteria

The 6 Commercial Marketing Skills

For each Commercial Marketing profile, we evaluated each platform's website, looked at third-party blogs, utilized AI technology, and consulted our Propolis Expert, Scott Stockwell to collect the information. We also made it clear what the six skills were to ensure each vendor was placed correctly. See below for a more in-depth look at each skill. Please note that this outline are a few snippets included in our Commercial Marketing Guide, which you can download here.

To ensure the profiles were as accurate as possible, we also sent a survey to each vendor so they can have the opportunity to list their capabilities and functionality. Each platform was also contacted throughout various stages of the report to see if they were content with both the graphic and profile.

It is worth noting that some of the platforms in this report fit into multiple skillsets (see graphic on page 7 for more on this)



Insight Skills

By 'insight skills', we mean understanding how your market works, and staying informed about industry trends and influences, whether those are regulatory, economic, social, technological, cultural or geographic. Essentially, this means having a deep understanding of your target market, including market sizing, addressable market opportunity and customer insights/profiles. It also means having the ability to analyze customer strategies, strengths, weaknesses, market share and positioning to help understand the competitive landscape, in order to inform your strategy.



Analytical Skills

With new technologies and the digitization of world business, marketers now have access to an overwhelming amount of data to work with. The skill, of course, is having the ability to actually make sense of what it's saying. Once we can do this, then we can start using our analytical skills to make commercially sensible decisions.

Financial Acumen

So, what exactly do we mean by financial acumen? Well, in the view of Propolis Expert, Georgie Gilmore, B2B marketers must be able to understand business terminology in order to interpret financial reports (such as profit and loss, balance sheets, and cash flow statements). Marketers must also have the ability to accurately plan and manage marketing budget, as well as have SMART (Specific, Measurable, Achievable, Relevant and Time-bound) marketing KPIs that are measurable, meaningful and aligned to business goals. Lastly, marketers must also be able to understand and communicate the correlation and financial impact of changes in go-to-market strategy (i.e. pricing strategies or sales channels).

Agile-Decision Making Skills

Put simply, agile decision-making is the ability to leverage real-time analytics and the latest market insights, in order to make rapid adjustments and improvements where and when needed. Lose this, and you could end up delivering plans that were doomed to fall flat just two weeks into their run-time.

Strategic Skills

This is all about thinking, planning and making decisions that truly align with your business' goals for both the short and long-term. In order to do this, B2B marketers need to be able to identify and develop go-to-market strategies that support business growth opportunities. They also need strong planning skills with clear and actionable goals, determining how achievable they are and in what timeframe, considering possible outcomes, setbacks and opportunities. Lastly, they need to be problem solvers – marketers that are able to adapt to changing circumstances, and to think and operate holistically for the good of the business.

Collaboration and Communication Skills

This means building sustainable relationships with both your internal and external stakeholders, having the ability to communicate complex ideas in easy-to-understand ways, and spending time listening to key stakeholders and sharing ideas with them, asking for input where necessary. It also means fostering open communication and collaboration, and building strategic partnerships with other departments, working towards a common goal of delivering business objectives.

SECTION TWO

FunnelFuel: Driving Success in Commercial B2B Marketing



FunnelFuel: Driving Success in Commercial B2B Marketing

Success in B2B marketing is changing. It's no longer enough to deliver campaigns on time, generate leads that look good in a dashboard or hit engagement targets. True success is about proving marketing's commercial value: influencing revenue, expanding market share and driving business growth.

This shift requires a new skill set. Our latest Propolis report, Realize Your Potential: Your Guide to Becoming a Commercial Marketer, highlights six essential competencies for today's marketers: market insight, analytical thinking, financial acumen, strategic thinking, agile decision-making, and communication and influence.

But what does this look like in practice? FunnelFuel's recent work for a global enterprise software provider offers an instructive case study. By applying these six skills, they didn't just generate clicks, they achieved measurable growth across multiple markets.

I spoke with Paul Collier, *CMO*, **FunnelFuel**, who talked us through how everything came together. As he puts it: *"You can't just be the best marketer in the room. To keep your seat at the table, you need to understand the DNA of the company, the P&L (Profit and Loss)."*

Let's take a closer look at what success looks like.



Paul Collier
CMO
FunnelFuel



Lina Vaz
Senior Editor
Propolis

From Vanity Metrics to Commercial Impact

When FunnelFuel began working with this software provider, the brief went beyond visibility. It wasn't about vanity metrics. It was about meaningful engagement that translated into pipeline growth.

That started with understanding the business at a granular level. FunnelFuel collaborated with the client to enrich its Target Account Lists (TALs), overlaying firmographic data, behavioural signals, and intent insights.

This deeper segmentation allowed the team to differentiate between prospects, renewal opportunities, and sales-engaged accounts, while creating lookalike audiences to expand reach into new territories without losing relevance.

> *"Data is only ever as good as the interpretation of it into an action,"* says Paul. *"The skill isn't just having the data; it's telling the story it reveals and applying it to make commercial decisions."*

This is the first hallmark of a commercial marketer: turning raw data into actionable intelligence.

Market Insight and Analytical Thinking: Redefining Targeting

The success of this program hinged on the dual skills of market insight and analytical thinking. FunnelFuel worked with the client to understand not only who to target, but how those audiences behave across regions.

In the US, the team ran more than 50 individual campaigns, spanning brand prospecting, account-based marketing (ABM) with 1:1 targeting. Key verticals included insurance, healthcare, banking and manufacturing. Each approached with messaging tailored to the segment's needs.

In EMEA, FunnelFuel executed a further 30 campaigns across the UK, France, Germany, the UAE, Benelux, the Nordics and Switzerland. Here, they combined account-level targeting with contextual intent data and firmographic overlays, ensuring every touchpoint connected to the right decision-makers.

By placing FunnelFuel's analytics pixel on the client's website, they could track engagement at an account level: visits, time on site, downloads and multi-session behavior. This closed the loop between campaigns and outcomes, offering a real-time view of marketing's contribution to pipeline growth.

Strategic Thinking and Agile Decision-Making: Omnichannel at Scale

Armed with these insights, FunnelFuel launched an ambitious omnichannel program. This wasn't about chasing impressions; every channel had a role in advancing the client's commercial goals.

The US strategy combined large-scale brand prospecting with highly personalised 1:1 ABM campaigns. Live events were critical. To dominate the share of voice, FunnelFuel deployed geo-fenced programmatic advertising and Digital Out-of-Home (DOOH) takeovers across airports, taxis, roadside billboards and rail stations in key cities.

Attendees were captured for post-event retargeting, ensuring engagement continued long after the venue doors closed. Paul stresses the need for a nuanced approach to drive results:

> *"You can't just push out a broad-brush campaign. Each market buys differently. The commercial marketer knows which levers to pull, when to standardize and when to adapt. That balance is where growth happens."*

The strategy exemplified agile decision-making. Performance was monitored through real-time dashboards, allowing FunnelFuel to quickly shift budget and creative focus to the regions, tactics and audiences delivering the highest commercial return.



Financial Acumen: Measuring What Really Matters

For Paul, commercial marketing isn't just about executing campaigns, it's about taking shared accountability for business outcomes:

"The commercialization of the marketing team is where you start to blend two worlds. You get common accountability through the pipeline. When that happens, alignment with sales becomes exceptional."

This alignment was grounded in robust post-click analytics. By moving beyond traditional metrics like impressions and click-through rates, FunnelFuel provided insights that directly connected marketing efforts to revenue impact.

The results speak for themselves:

- UK site visits rose by 25%, totalling more than 64,000 in one quarter.
- Average time on site increased by 35%, reaching 57 seconds.
- Downloads grew by 50% quarter-on-quarter.
- In Germany, actions per visit rose 30% and bounce rates fell 5%.

These weren't vanity metrics. They were evidence of revenue-aligned engagement, proof that marketing was actively influencing the pipeline.

Communication and Influence: Board-level Marketing Advocacy

One of Paul's recurring themes is the need for marketers to become better internal communicators. *"You have to market marketing to the boardroom," he says. "Our KPIs are often a foreign language to other functions. It's our job to translate them into the language of revenue, growth and shareholder value."*

This ability to communicate complex ideas in ways that resonate with C-suite stakeholders is the final, and perhaps most underestimated, skill of the commercial marketer. It's what elevates marketing from a service function to a true growth partner. Looking ahead, Paul believes the industry is entering a new era.

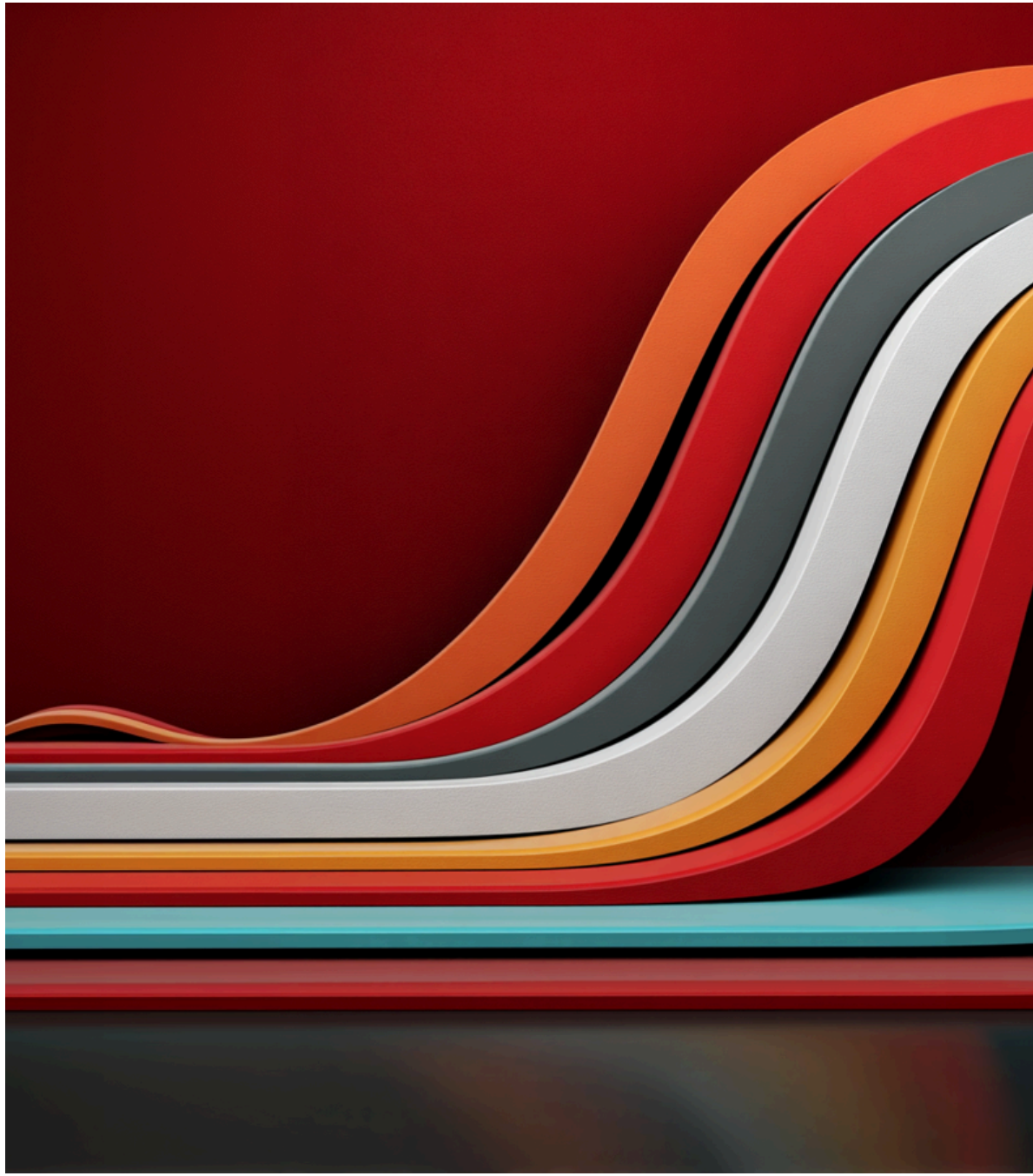
"The old linear campaign cycle (brief, execute, measure, repeat) is breaking down," he notes. "Commercial marketers need to think in agile, hybrid models that flex to market changes in real-time."

The Blueprint for the Modern Commercial Marketer

FunnelFuel's work with an enterprise software provider is a blueprint for what commercial marketing looks like in practice. By applying all six skills outlined in the Propolis report, they drove measurable growth, opened new markets, and proved marketing's value in terms that resonate at the board level. As Paul concludes:



"Marketers who want to make the leap from being seen as campaign executors to true commercial partners need to do two things: first, knock it out of the park with core marketing execution. Then extend your influence; understand the business, speak the language of the boardroom, and take accountability for commercial outcomes."



SECTION THREE

A-Z Commercial Marketing Profiles

Act-On

What does it do?

Act-On is a marketing automation platform designed to help marketers drive demand, nurture leads, and prove ROI. By automating and streamlining key parts of the buyer journey and connecting marketing activity directly to revenue outcomes, it supports marketers in becoming more commercially focused and more aligned with sales goals.

Does it offer a free trial? Yes

A look at some of its features:

- **Adaptive Segmentation:** Automatically updates lead segments based on behavior and demographics to improve targeting and conversion.
- **Lead Scoring and Nurturing:** Ranks leads by engagement and readiness, enabling smarter prioritization and resource allocation.
- **Campaign Performance Dashboards:** Tracks revenue contribution, engagement metrics, and conversion performance in real time.
- **Automated Email and Drip Campaigns:** Personalizes communication based on behavioral triggers and buyer journeys.
- **CRM and Sales Enablement Integration:** Syncs with CRMs to ensure seamless handoff and tracking across sales and marketing.
- **Web Agent:** Enhances web interactions by leveraging generative AI to create personalized and tailored responses without upkeeping.
- **Brand Alignment Score:** Assesses brand consistency and evaluates your brand messaging to provide recommendations on aligning your target audiences' expectations.
- **NLP-driven Analytics:** Extracts insights from text data using Natural Language Processing to understand and analyze customer feedback/emails to discover useful patterns and insights.

Adobe (Experience Cloud / Marketo Engage)

What does it do?

Adobe Experience Cloud, including Marketo Engage, is a suite of tools that supports marketers in delivering personalized campaigns at scale. It helps commercial marketers by attributing engagement data to revenue impact, enabling optimization and real-time audience targeting.

Does it offer a free trial? No

A look at some of its features:

- **Customer Journey Orchestration:** Designs and automates multi-channel journeys based on real-time behavior and intent.
- **Advanced Segmentation and Personalization:** Uses data and AI to target high-value audiences with tailored messaging.
- **Attribution Modeling and ROI Tracking:** Provides clear insights into which campaigns and channels drive pipeline and revenue.
- **Marketing Automation:** Automates lead nurturing, scoring, and campaign execution to drive efficiency and speed to market.
- **Predictive Analytics and Insights:** Surfaces trends and opportunities across the funnel, guiding smarter commercial decisions.

Ahrefs

What does it do?

Ahrefs is a SEO tool that enables marketers to drive organic traffic, monitor competitors, and improve content performance. The marketing tool helps align content strategy with revenue goals by identifying strategic keywords, tracking search visibility and monitoring keyword performance.

Does it offer a free trial? Yes

A look at some of its features:

- **Site Explorer:** Analyzes competitor websites to reveal traffic sources, top content, and backlink strategies.
- **Keyword Explorer:** Identifies profitable keywords based on search volume, difficulty, and commercial intent.
- **Content Gap Analysis:** Pinpoints keyword and topic opportunities where competitors are ranking but your brand is not.
- **Rank Tracker:** Monitors keyword performance and search engine visibility to tie SEO activities to pipeline growth.
- **SEO Health Audits:** Scans websites for technical issues that may hinder organic performance and impact marketing ROI.

Anaplan

What does it do?

Anaplan is a planning technology platform that enables marketers to align strategy, budget, and performance in real time. The financial planning tool helps marketers do everything from modeling ROI scenarios and optimizing investment decisions to connecting with marketing's overall goals and linking to business outcomes across other departments.

Does it offer a free trial? No





A look at some of its features:

- **Marketing Budget and Spend Modeling:** Builds complex financial models that adapt to shifting market conditions and business goals.
- **Cross-Functional Planning:** Integrates marketing plans with finance, sales, and operations to ensure alignment.
- **What-If Scenario Planning:** Tests various investment scenarios to forecast marketing outcomes and pipeline impact.
- **Real-Time Collaboration:** Enables distributed teams to collaborate on strategy, budgets, and performance in one single platform.
- **KPI Dashboards and Performance Tracking:** Provides visibility into campaign effectiveness, ROI, and contribution to revenue.

Asana

What does it do?

Asana is a collaborative project and work management platform that helps commercial marketers streamline campaign execution, align cross-functional teams, and track progress toward revenue-driving goals. Utilizing AI, the platform improves operational efficiency and accountability across marketing initiatives.

Does it offer a free trial? Yes

A look at some of its features:

- **Campaign and Project Management Boards:** Organizes tasks, timelines, and deliverables to keep marketing initiatives on track.
- **Goal Tracking and OKRs:** Aligns marketing activities with objectives and ROI targets.
- **Workflow Automation:** Automates processes like task assignments, status updates, and approvals.
- **Team Collaboration Tools:** Centralizes communication, files, and updates, reducing silos between marketing, sales and finance teams.
- **Dashboards and Reporting:** Visualizes campaign performance aiding in decision-making.

Audiense

What does it do?

Audiense is a social audience intelligence platform that helps marketers understand, segment, and target audiences. The platform supports insight-driven strategy by combining social listening with psychographic profiling to shape more effective campaigns and content.

Does it offer a free trial? Yes





A look at some of its features:

- **Audience Segmentation:** Segments audiences based on interests, behaviors, and demographics to ensure precise targeting.
- **Social Listening:** Monitors what audiences are saying about industries, detects positive/negative sentiments and understands competitor audiences.
- **Persona Development Tools:** Builds data-backed buyer personas to align messaging with customer needs and commercial outcomes.
- **Community Management:** Offers tools for managing and analyzing social media communities (especially Twitter) to identify key influencers.
- **Campaign Personalization Guidance:** Provides strategic insights on tone, timing, and content formats that resonate with specific segments.
- **Hashtag Analytics:** Tracks and analyzes hashtags to measure campaign performance and audience engagement.

Bombora

What does it do?

Bombora is a leading intent data platform that helps marketers identify which businesses are actively researching products or services. By highlighting in-market accounts earlier in the buyer journey, the tech tool enables marketers to prioritize outreach, personalize messaging and refine pipeline generation faster and more effectively.

Does it offer a free trial? No





A look at some of its features:

- **Intent Data:** Detects and signals spikes in content consumption on specific topics to reveal accounts with buying intent.
- **Audience Insights:** Delivers firmographic, technographic, and behavioral data to help build high-value audience segments.
- **Sales and Marketing Alignment:** Integrates intent insights into CRMs and marketing platforms to synchronize GTM efforts.
- **Topic Clusters and Custom Intent Tracking:** Monitors research activity across tailored themes relevant to business goals.
- **Partner Ecosystem Integrations:** Works with tools like Salesforce, HubSpot, Marketo, and Demandbase to enhance campaigns.

Brandwatch

What does it do?

Brandwatch is a social listening platform that helps marketers tap into customer insights while tracking market trends and shaping data-driven strategies. The platform is able to analyze millions of online conversations, enabling marketers to anticipate customer needs, competitor insights and optimal content opportunities.

Does it offer a free trial? No

A look at some of its features:

- **AI-Powered Social Listening:** Monitors social media, blogs, forums, and reviews to uncover brand mentions, sentiment, and emerging trends.
- **Audience Insights:** Segments audiences based on behaviors, interests, and demographics to further enhance targeting strategies.
- **Competitor Benchmarking:** Tracks competitor presence and campaign performance.
- **Trend and Crisis Detection:** Alerts marketing teams to shifts in perception or industry trends for timely, strategic responses when needed.
- **Custom Dashboards and Reporting:** Visualizes impact of marketing initiatives on brand perception, engagement, and commercial performance.

ChatGPT (by OpenAI)

What does it do?

ChatGPT is an AI-powered conversational assistant that helps marketers accelerate ideation, content creation, customer insights, and campaign execution. Known for being the most popular AI tool, the platform can assist with strategic thinking and decision-making by turning prompts into marketing assets, data summaries and enhanced workflows.

Does it offer a free trial? Yes

A look at some of its features:

- **Content Generation:** Creates high-quality blog posts, ad copy, email campaigns, product descriptions, and social media posts.
- **Persona-Based Messaging:** Tailors tone, language, and framing for specific buyer personas or segments.
- **Data Interpretation & Summarization:** Analyzes survey responses, market research, or analytics data to uncover actionable insights.
- **Marketing Strategy Support:** Aids in outlining GTM plans, brainstorming campaign ideas, or structuring positioning frameworks.
- **Workflow Automation (Pro/API):** Integrates tools and apps via API for scalable customer interactions or backend content support.

Clearbit

What does it do?

Clearbit is a B2B data enrichment platform that helps marketers identify, understand, and engage with their most valuable prospects. By turning anonymous website visitors into actionable insights and enriching CRM data, Clearbit helps with targeting precision and accelerates pipeline growth.

Does it offer a free trial? Yes

A look at some of its features:

- **Real-Time Data Enrichment:** Automatically appends firmographic, technographic, and demographic data to contacts and leads.
- **Website Visitor Identification:** Showcases anonymous visitors by revealing company names, size, industry, and behavior.
- **Audience Builder:** Segments and filters contacts based on ICPs to improve campaign accuracy.
- **CRM and Marketing Automation Integrations:** Integrates with Salesforce, HubSpot, Marketo, and others for seamless workflow activation.
- **Intent and ICP Targeting:** Helps marketers prioritize outreach and tailor messaging to high-fit, high-intent accounts.

Cognism

What does it do?

A lead generation and sales intelligence platform, **Cognism** helps marketers and revenue teams target and engage with their ideal buyers. The tool combines contact data with intent signals to drive higher-quality outreach and eliminate the guesswork with prospecting.

Does it offer a free trial? No

A look at some of its features:

- **Global B2B Contact and Company Database:** Accesses millions of compliant, updated contact records with verified emails and phone numbers.
- **Intent Data Signals:** Identifies prospects showing buying intent based on behavior and content consumption patterns.
- **Sales Alerts:** Notifies teams when target accounts show signals like funding rounds, hiring spikes, or tech adoption.
- **CRM and Outreach Integrations:** Syncs easily with Salesforce, HubSpot, Outreach, and Salesloft.
- **Do Not Call (DNC) and GDPR Compliance:** Provides globally compliant data for ethical prospecting.

Crayon

What does it do?

Ideal for competitor benchmarking and trend monitoring, **Crayon** is a competitive intelligence platform that helps marketers track, analyze and act on movements in the market. The technology platform allows marketers to build a more distinct positioning, win more teams and align GTM teams through up-to-date insights.

Does it offer a free trial? No

A look at some of its features:

- **Real-Time Competitor Tracking:** Monitors competitor websites, news, social media, and digital campaigns for updates.
- **Battlecard Creation and Enablement:** Equips sales and marketing with live, data-driven battlecards for better commercial outcomes.
- **Market and Messaging Trend Analysis:** Uncovers shifts in competitor messaging, pricing, and product offerings.
- **Custom Alerts:** Notifies teams about key events like product launches, leadership changes, and reviews.
- **Integration with GTM Tools:** Works with Salesforce, Slack, Highspot, and others to showcase insights across the business.

Crystal Knows

What does it do?

Crystal Knows is a personality AI platform that helps marketers and sales professionals personalize communication and outreach based on behavioral insights. By reviewing public data and communication styles, Crystal helps marketers accomplish more resonant, persuasive messaging and improve engagement across the funnel.

Does it offer a free trial? Yes

A look at some of its features:

- **Personality Profiles:** Generates DISC-based personality insights for prospects, customers, or team members.
- **Email and Messaging Suggestions:** Recommends tone, phrasing, and structure tailored to each recipient's communication style.
- **LinkedIn Integration:** Provides instant personality insights for LinkedIn profiles to support personalized outreach.
- **Buyer Engagement Playbooks:** Offers strategic communication tips for marketers and BDRs engaging with different buyer types.
- **Team Insights:** Helps marketing and sales teams better understand internal dynamics and improve alignment.

Datanyze

What does it do?

Fantastic for enhancing analytical skills, **Datanyze** is a B2B sales and prospecting tool that helps marketing and sales teams find and connect with quality leads. By combining technographic and firmographic data with contact info, the platform supports more targeted outreach and helps drive pipeline generation, making it perfect for data enrichment.

Does it offer a free trial? Yes

A look at some of its features:

- **Technographic Data Collection:** Reveals which technologies a company is using to better tailor marketing and sales messaging.
- **Real-Time Prospecting:** Enables users to gather lead info directly from LinkedIn and company websites through Google Chrome extension.
- **Contact and Company Info Enrichment:** Provides emails, phone numbers, and company insights to boost outreach precision.
- **CRM Integration:** Exports data to CRMs to streamline workflows and align marketing and sales teams together.
- **Location and Industry Filtering:** Allows teams to segment leads by geography, company size, and vertical for targeting.

Demandbase

What does it do?

Demandbase is an all-in-one B2B GTM automation platform that empowers marketers to identify, target and engage with quality accounts throughout the buying journey. Not only does it unify intent data, but also offers personalized experiences to help drive revenue and marketing impact.

Does it offer a free trial? No



A look at some of its features:

- **Account Identification and Intent Targeting:** Identifies in-market accounts using proprietary and third-party intent signals.
- **AI-Powered Account Scoring:** Prioritizes accounts most likely to convert, helping marketers focus efforts on return.
- **Personalized Advertising and Web Experiences:** Delivers tailored ads and content to target accounts at every stage of the funnel.
- **Revenue Analytics and Attribution:** Tracks account-level engagement and ties marketing efforts to pipeline and closed-won deals.
- **Integration with Sales and Marketing Tools:** Syncs with platforms like Salesforce, HubSpot, Marketo, and LinkedIn for easy activation.

DOMO

What does it do?

DOMO is a data visualization platform that helps marketers unify data sources, gain real-time insights, and drive strategic decisions. Utilizing AI assistance throughout, the tool helps marketing teams tie activities directly to ROI goals through personalized and customizable dashboards, as well as advanced analytics.

Does it offer a free trial? Yes



A look at some of its features:

- **Real-Time Marketing Dashboards:** Visualizes campaign performance, pipeline contribution, and ROI across all marketing channels.
- **Data Integration and ETL Tools:** Connects to 100s of data sources such as Google Analytics and CRMs to build a single source of truth.
- **Predictive Analytics and Forecasting:** Uses AI and machine learning to model future outcomes based on past marketing data.
- **Cross-Department Collaboration:** Helps align marketing with finance, sales, and leadership by sharing business-wide insights.
- **Mobile Access:** Accesses visual insights, KPIs, and reports directly from smartphones or tablets.
- **Customer Alerts:** Notifies performance spikes, drops, or anomalies—enabling agile decision-making.

Dreamdata

What does it do?

Ideal if you're looking to build financial acumen, **Dreamdata** is a B2B revenue attribution and GTM data platform that helps marketers prove impact and track the entire customer journey. By unifying revenue data across channels and other touchpoints, the platform enables marketers to understand what's driving their pipeline using everything from precise targeting and AI signals to scalable reporting.

Does it offer a free tools? Yes

A look at some of its features:

- **Multi-Touch Revenue Attribution:** Tracks the entire customer journey from the first touch to the closed deal to reveal which activities drive revenue.
- **Data-Driven Content Insights:** Identifies which content and campaigns influence high-value conversions.
- **Pipeline Acceleration Analysis:** Measures how marketing and sales touchpoints shorten or extend sales cycles.
- **Custom Dashboards and Reporting:** Visualizes performance and revenue metrics for decision-making across GTM teams.
- **CRM and Marketing Integration:** Seamlessly connects with HubSpot, Salesforce, Google Ads, and more for clean synced-up data.

Expandi Group

What does it do?

Expandi Group is one of the leading worldwide providers of B2B MarTech and AdTech solutions. Recognized for its innovative platforms such as Jabmo (ABM), Cyance (Intent data), Accountinsight (DSP for B2B Programmatic Ad) and B2B Stars (AI powered business directory), Expandi empowers businesses to drive smarter marketing and sales strategies through data-driven insights. Most of the Global media agencies and several of the largest B2B companies are using Expandi platforms and insights across the globe.

Does it offer a free plan? No



A look at some of its features:

- **Intent Data:** Delivers insights by tracking digital signals across 50,000+ websites across the six continents and in local languages, using client-specific taxonomies on top of 20,000+ standard B2B topics.
- **IP Tracking:** Leverages several exclusive channels and IP-based tracking (instead of cookies) with their own proprietary database which enables clients to identify and prioritize companies actively searching for their offering.
- **Business Intelligence:** Leverages a unique and comprehensive database (95% of all companies in US and Western Europe) empowered by AI. Provides highly valuable insights on the business potential by analysing several aspects.
- **Data enrichment:** Enhances client data with company firmographics, technographics, financial data, purchase intent, and verified contact details to ensure organizations have up-to-date information to personalize and optimize engagements.
- **Predictive Analytics:** Identifies accounts most likely to convert by analyzing historical data, buying signals, behavioral patterns and business potential.
- **Customer audience building and extension:** Builds and scales high-value customer audiences by combining first-party data with third-party insights, lookalike modeling, and intent signals to reach net-new accounts that closely match their best customers—boosting targeting precision and campaign scalability across markets.

Feedly

What does it do?

Feedly is an AI-powered content aggregation and trend monitoring tool that helps marketers stay ahead of market shifts, competitor activity, and industry news. The marketing tool enables teams to work collaboratively and annotate, highlight and share articles or insights within the platform. In addition, marketing teams can tag teammates and organize saved content into boards, allowing them to make informed decisions and create timely messaging in alignment.

Does it offer a free trial? Yes

A look at some of its features:

- **AI-Powered Trend Monitoring (Leo):** Uses an AI assistant called Leo to prioritize articles and alerts based on your marketing objectives, competitors, or industry keywords.
- **Custom News Feeds:** Aggregates insights from blogs, publications, and social sources into organized, topic-specific feeds.
- **Competitive Intelligence Tracking:** Monitors competitor updates, press releases, and product launches in real time.
- **Collaboration Tools:** Allows marketing teams to tag, comment on, and share insights to align strategy and messaging across the board.
- **Integration with Workflow Tools:** Connects with Slack, Trello, Zapier, and other platforms for insight distribution and action.

FigJam

What does it do?

FigJam is a collaborative whiteboarding tool created by Figma that helps marketers brainstorm, plan, and align cross-functional strategies visually and in a more organized fashion. In addition, the tool supports planning, creative ideation, and strategic workshops all of which are critical for building go-to-market initiatives with a revenue-focused lens.

Does it offer a free trial? Yes

A look at some of its features:

- **Collaborative Whiteboarding:** Helps curate real-time brainstorming, strategy mapping, and workshop sessions with cross-functional teams.
- **Templates for Planning:** Offers templates for customer journey mapping, competitive analysis, campaign planning, and more to enable a go-to-market strategy.
- **Sticky Notes and Voting Tools:** Helps teams capture ideas, prioritize actions, and align on key decisions quickly through interactive features.
- **Commenting and Mentions:** Facilitates contextual discussions and instant feedback across stakeholders.
- **Integrates with Figma and Slack:** Connects design to strategy work seamlessly, with the ability to share updates across teams.

FunnelFuel

What does it do?

FunnelFuel provides B2B advertising technology and managed services focused on improving the efficiency, effectiveness and ROI of digital advertising through quality data, improved targeting, omnichannel activation and actionable insights.

Does it offer a free trial? No



A look at some of its features:

Targeting: Audience Account Graph

- Orchestrates and enriches multiple data sources to identify accounts and personas
- Combines real time behavior, firmographics and historical performance
- Data Triangulation = right accounts and right time

Execution: Omnichannel Targeting and Delivery

- Advertising supply chain delivery optimization
- Premium industry publications
- B2B contextual segments
- Live campaign scoring

Measurement: Advanced insights and analytics

- Meaningful, actionable insights for demonstrable ROI
- Customizable and transparent
- Futureproofed and privacy compliant
- Post clicks insights for engagement and intent signals

Gemini (by Google)

What does it do?

Gemini is Google's AI-powered productivity and content creation assistant, integrated across Google Workspace. For marketers, it accelerates content development and campaign ideation by generating text, analyzing data, and offering within familiar tools like Docs, Sheets, and Gmail. When using Google Meets, the tool can summarize and break down meetings through bullet points and key takeaways.

Does it offer a free trial? Yes

A look at some of its features:

- **AI Writing Assistance:** Helps create marketing copy, blog posts, email drafts, and ad variations directly in Google Docs and Gmail.
- **Data Analysis in Sheets:** Summarizes and interprets data, trends, and forecasts using natural language prompts.
- **Strategic Brainstorming:** Offers quick ideation support for campaign themes, content calendars, and audience segmentation.
- **Multimodal Capabilities:** Processes and responds to text, images, and documents to enrich research and planning workflows.
- **Integration with Google Workspace:** Embedded in tools marketers already use, streamlining productivity and collaboration.

Google Trends

What does it do?

Google Trends is a completely free tool that helps marketers explore and analyze the popularity of search queries over time based on region and search terms. The tool helps insight-driven decisions by revealing what audiences are interested in, how demand shifts seasonally, and which topics are trending in real time. Free to use, this tool can be critical in creating data-backed campaigns and strategic insights.

Does it offer a free trial? Yes (100% free)

A look at some of its features:

- **Keyword Search Volume Trends:** Tracks how search interest for specific keywords changes over time, helping marketers spot demand patterns.
- **Regional and Market Segmentation:** Identifies where interest is strongest geographically to support targeted marketing.
- **Compare Search Terms:** Allows side-by-side comparison of multiple keywords for competitive and messaging insights.
- **Emerging and Related Topics:** Highlights rising search terms and related queries to guide content creation and SEO.
- **Real-Time Search Data:** Provides up-to-date trend data to react quickly to emerging market opportunities.

G2

What does it do?

G2 is the world's largest and most trusted software marketplace, featuring more than three million verified reviews, 2,000 categories, and 180,000 products and services. Employees at all Fortune 500 companies use G2 to make smarter software decisions based on authentic peer reviews, and thousands of software and services companies of all sizes partner with G2 to build their reputation and grow their business — including Salesforce, HubSpot, Zoom, and Adobe. G2 reaches more than 100 million software buyers globally every year, with its reviews appearing everywhere buyers conduct their research, thanks to syndication to leading cloud marketplaces like AWS and Azure. In the age of AI, G2 strives to be the most trusted resource for informing software buying decisions and go-to-market strategies.

Does it offer a free trial? Yes





G2

A look at some of its features:

- **Real-Time Intent Signals:** Detects which companies are browsing your G2 profile, comparing competitors, or reading related reviews.
- **Company-Level Insights:** Provides firmographic data on engaged accounts to tailor campaigns and outreach strategies.
- **Behavioral Segmentation:** Groups buyer behaviors by action type such as category view, comparison and pricing page to prioritize follow-ups.
- **CRM & Marketing Platform Integration:** Pushes buyer intent data directly into platforms like Salesforce, HubSpot, and Marketo.
- **ABM & Campaign Activation:** Enables hyper-targeted ABM campaigns based on real purchase intent and behavior across the funnel.

"Before, we had limited visibility into who was researching solutions like ours. We couldn't identify high-intent prospects or know when potential customers were comparing us to competitors. Without G2 Buyer Intent, we missed signals that could help us time our outreach better and focus on the accounts most likely to convert."

Demi Hingeley, *Marketing Manager*, **Tesorio**

Hootsuite

Does it have a free trial? Yes

What does it do?

Hootsuite is the leading social media performance platform—built to help organizations unlock the full value of social. More than a social media management tool, Hootsuite enables marketers to plan, publish, engage, and analyze across every major network, while leveraging powerful AI and social intelligence to drive real business outcomes.

With Hootsuite, teams can build smarter content strategies based on real-time social signals, automate publishing and customer engagement at scale, and measure performance beyond vanity metrics through analytics that link social activity to ROI. The platform unifies brand, customer, and market intelligence in one place, offering powerful AI and social insights to drive smarter actions—all while giving customers full control over their data. Whether you're managing day-to-day social or steering long-term strategy, Hootsuite transforms social media into a performance engine for growth.



A look at some of its features:

- **Scheduling and Publishing:** Plans and schedules posts across multiple channels to ensure a consistent presence online.
- **Monitoring and Engagement:** Tracks mentions, comments, and messages in real-time.
- **Analytics and Reporting:** Measures the performance of social media campaigns.
- **Team Collaboration:** Can assign tasks, approve content, and manage workflows.
- **Social Listening:** Monitor social conversations to gain insights into audience sentiment and industry trends.
- **Post recommendations:** Recommends when to post for maximum reach.
- **Custom Reports:** Can export performance data for strategy optimization.

Humantic AI

What does it do?

Ideal for personality profiling, **Humantic AI** is an AI platform that helps marketers and sales teams understand their buyers on a psychological level. It generates psychographic profiles based on digital footprints, enabling hyper-personalized messaging and more effective buyer engagement. For marketing, the platform can help connect the dots between data-driven segmentation and human communication.

Does it have a free trial? Yes

A look at some of its features:

- **Buyer Personality Profiles:** Pulls online behavior and public data to create detailed personality insights for prospects.
- **DISC and Big Five Modeling:** Applies behavioral science to categorize buyers and suggest personalized communication styles.
- **Persona-Based Messaging Recommendations:** Guides marketers on how to write emails, social messages, or ads that resonate with different personality types.
- **LinkedIn Integration:** Instantly pulls insights from LinkedIn profiles for 1:1 or segment-level strategy.
- **CRM Integration:** Embeds profiles into Salesforce and HubSpot for use in campaigns, sequences, and lead nurturing.

Informa TechTarget

What does it do?

Informa TechTarget is a B2B media, intent data and content provider that helps marketers reach in-market buyers earlier and more effectively. It delivers deep purchase intent signals from its network of enterprise technology sites, supporting marketers to personalize campaigns, accelerate pipeline, and align with revenue goals

Does it offer a free trial? No

A look at some of its features:

- **Priority Engine:** Identifies and ranks active accounts based on real, observed buyer behavior across Informa TechTarget's network.
- **Real Purchase Intent Data:** Tracks in-depth research activity at the market, account, and individual level, helping to prioritize outreach.
- **Content Syndication:** Distributes thought leadership and gated content to targeted buyers in the research phase.
- **Sales Enablement Alerts:** Notifies when target accounts are surging in interest, enabling faster, better-timed engagement.
- **Audience Segmentation:** Allows marketers to build campaigns based on role, industry, tech interest, and buying stage.

Integrate

What does it do?

Designed to make leads both clean and compliant, **Integrate** is a lead generation and data governance platform. The marketing vendor combines lead capture, data validation, and campaign performance into a single system to help free up marketers' time and focus more on measurable revenue outcomes.

Does it have a free trial? No

A look at some of its features:

- **Lead Quality and Validation Engine:** Cleans, verifies, and enriches lead data to ensure sales receives only accurate, actionable contacts.
- **Cross-Channel Demand Orchestration:** Manages demand across content syndication, events, webinars, media and more to reach buyers wherever they are.
- **ABM Integration and Intent Data:** Aligns with ABM strategies by routing leads based on firmographic and intent data.
- **Performance Analytics:** Tracks performance across channels and partners, offering clear visibility into ROI and marketing efficiency.
- **CRM and MAP Syncing:** Integrates with Salesforce, Marketo, HubSpot, and Oracle Eloqua to ensure data consistency and accelerate workflows.

Intentsify

What does it do?

Intentsify is an intent data and intelligence platform that helps marketers to identify in-market accounts earlier and deliver highly-targeted campaigns. By aggregating and activating real-time intent signals, it helps marketing teams prioritize high-potential leads and personalize outreach at scale. By using AI capabilities, the platform can help identity, engage and convert buying groups effectively.

Does it have a free trial? No



A look at some of its features:

- **Intent Signal Aggregation:** Collects and analyzes intent data from a variety of sources to showcase accounts actively researching pertinent topics.
- **Dynamic Account Prioritization:** Helps marketers focus resources on the accounts most likely to convert based on real-time buying signals.
- **Custom Topic Clusters:** Enables users to create and refine topic groups that align closely with products, services, recurring pain points.
- **Campaign Activation and Audience Building:** Helps seamless audience segmentation and activation across channels such as email, display and social.
- **Performance Insights:** Measures the impact of intent-driven campaigns on engagement, pipeline acceleration, and revenue contribution.

Kickfire

What does it do?

A Foundry company, **KickFire** is an intent data platform that helps marketers identify anonymous website visitors, uncover in-market accounts, and fuel ABM strategies. Fronting functions such as custom segmentation and IP-to-company identification, it provides real-time insights to empower personalization, targeting, and revenue alignment.

Does it offer a free trial? No

A look at some of its features:

- **IP-to-Company Identification:** Reveals the companies visiting your website, even if they don't fill out a form by matching IP addresses to firmographic data.
- **Real-Time Website Visitor Tracking:** Allows marketers to monitor and engage high-value account activity as it occurs.
- **Intent Data Integration:** Reveals in-market signals and aligns those with account activity to prioritize outreach.
- **Custom Segmentation and Alerts:** Sends notifications when target accounts visit your site or show surging interest in relevant topics.
- **CRM and Marketing Platform Integrations:** Syncs with Salesforce, HubSpot, Marketo, and more to enrich lead records and streamline workflows.

Leadspace

What does it do?

Boasting a plethora of partners and customers such as Microsoft, Nvidia and Progress Software, **Leadspace** is a B2B customer data platform that empowers marketers with a unified and enriched view of their ideal customers. By combining AI, intent signals, and predictive scoring, it helps marketers segment audiences, personalize campaigns, and accelerate revenue.

Does it offer a free trial? Yes

A look at some of its features:

- **B2B Data Unification**: Merges first-party and third-party data sources to create a single, enriched customer profile across systems.
- **Ideal Customer Profile Modeling:** Identifies and scores high-fit accounts based on firmographic, technographic, and behavioral data using AI.
- **Predictive Lead and Account Scoring:** Prioritizes accounts most likely to convert or engage based on advanced scoring algorithms.
- **Segment Creation and Audience Targeting:** Utilizes dynamic segmentation for ABM and demand gen campaigns with real-time updates.
- **Integration with MarTech Stack:** Syncs with Salesforce, Marketo, Eloqua, HubSpot, and other platforms for excellent execution.

LeanData

What does it do?

LeanData helps B2B companies fuel efficient growth by aligning marketing, sales, and customer service execution with the buyer journey. Their Intelligent GTM Orchestration platform serves as the connective tissue across the entire revenue lifecycle, delivering AI-powered insights to improve your strategy and triggering the right actions based on buyer signals.

Does it offer a free trial? No

A look at some of its features:

- **Automated Lead-to-Account Matching:** Identifies and links incoming leads to existing accounts, enabling a more personalized and targeted approach to outreach.
- **Intelligent Lead Routing:** Automates routing rules based on territory, intent signals, buying stage, and rep availability for swift follow-up.
- **GTM Orchestration Flows:** Visual workflow builder for managing the end-to-end journey of leads, contacts, and opportunities.
- **ABM Alignment:** Uses enhanced account-based strategies by prioritizing target accounts and aligning routing with go-to-market tactics.
- **Performance Analytics:** Tracks lead response time, conversion rates, and routing accuracy to continuously optimize revenue processes.

LinkedIn Sales Navigator

What does it do?

LinkedIn Sales Navigator is a social selling and prospecting platform that helps commercial marketers and sales teams identify, connect with, and nurture high-value accounts. The platform supports account-based marketing (ABM), lead qualification, and buyer engagement with real-time insights from the world's largest B2B professional network.

Does it offer a free trial? Yes

A look at some of its features:

- **Advanced Lead and Account Search:** Filters prospects based on role, company size, industry, geography, and engagement signals.
- **Real-Time Buying Intent Signals:** Monitors job changes, shared connections, and profile activity to reveal buying triggers and up-to-date engagement opportunities.
- **Account-Based Prospecting:** Tracks key decision-makers at target accounts, aiding ABM outreach.
- **TeamLink and InMail Messaging:** Identifies warm paths to leads through shared connections and enables direct outreach through InMail.
- **CRM Integration:** Syncs seamlessly with Salesforce and Microsoft Dynamics to keep data aligned and drive pipeline efficiency.

Lusha

What does it do?

Lusha is a Sales Streaming platform that keeps your pipeline flowing with a nonstop stream of leads, all matched to your ideal customer profile. As soon as you log in, the platform's AI learns what you're looking for starts pinpointing the right accounts to go after - all so you can focus on what you're best at: selling.

Instead of wasting hours researching companies, hunting down decision-makers, and sending endless emails, Lusha puts it all on autopilot. It finds the leads, personalizes the outreach, and keeps things moving—so you can spend more time closing deals and building real relationships. For marketers, Lusha ensures your campaigns are fueled with real-time, high-quality leads that match your ICP—driving better targeting, stronger alignment with sales, and higher conversion rates.

Does it offer a free trial? Yes

A look at some of its features:

- **Contact and Company Data Enrichment:** Provides direct dials, emails, and firmographics for faster, more personalized outreach.
- **Chrome Extension:** Instantly reveals contact data on LinkedIn and company websites, enhancing prospecting efforts.
- **Lead Scoring and Filtering:** Allows users to segment and prioritize prospects based on job role, industry, and intent signals.
- **Compliance-Ready Data:** Adheres to global privacy regulations like GDPR and CCPA, providing trusted and verified data.

"We want to scale our outbound outreach efforts, and our results using Lusha speak for themselves. We've tripled the number of outbound meetings generated, which is extremely impressive."
Florence Broderick, *VP of Marketing*, **CARTO**

Madison Logic

What does it do?

For 20+ years, the Madison Logic platform and full-service model has enabled enterprises to scale growth and accelerate pipeline by engaging decision-makers across the buyer journey. With unmatched reach, industry-leading intent data, full-funnel media, and expert support, clients see a 32% lift in engagement, 28% faster pipeline velocity, and 17% pipeline increase. The vendor's approach is recognized as best-in-class by analysts and customers which includes:

- Data-Driven Prioritization: ML Insights is the most comprehensive intent dataset to uncover propensity to purchase. This helps identify in-market accounts, prioritize key personas, and surface content that accelerates buying decisions.
- Global Multi-Channel Activation: Clients engage the full buying committee with the most relevant content and messaging at every stage of the buying journey across the five leading B2B paid media channels.
- Full-Funnel Measurement: Gain a unified view to optimize engagement, prove ROI, and drive revenue impact.



Does it offer a free trial? No

Madison Logic

Does it offer a free trial? No

A look at some of its features:

- **ABM Orchestration:** Provides the industry's most comprehensive channel coverage – enabling seamless native activation across display, CTV, audio, content syndication, and LinkedIn – within a single unified interface, powered by consistent cross-channel targeting and measurement with dynamic optimization based on engagement patterns.
- **ML Insights:** AI-powered intent data that combines Madison Logic's proprietary media engagement data with third-party signals to dynamically predict when accounts move in-market, identify the right members of the buying group to engage, and optimize messaging to drive higher engagement, while also providing next-best recommendations to improve target segment for better conversion rates.
- **ABM Strategy:** Helps clients stay ahead of market trends and buyer behaviors through actionable insights, media planning, and ROI-driven reporting. ML maximizes every buyer touchpoint by aligning content, sales and marketing efforts, measurement goals, and activation strategies for maximum impact.
- **Marketing ROI and Attribution:** Provides a comprehensive view of ABM content syndication, ABM display advertising, ABM social with LinkedIn, ABM audio and ABM Connected TV performance all in one easy-to-use dashboard. It uncovers the ROI of each program, reveals buying groups and buying journeys from initial awareness to conversion, and helps client optimisztion for maximum impact using real-time performance insights for each channel.
- **Sales enablement:** Seamlessly integrates with a wide range of MAP, Sales, CRM and data tools for data enrichment, enabling smarter, more connected workflows across the entire revenue engine.

Meltwater

What does it do?

Founded in Oslo, **Meltwater** is a media intelligence and social listening platform that helps marketers monitor brand reputation, track competitive movement, flag emerging trends, and understand customer sentiment. By providing real-time insights into market perception and competitor strategy, it helps marketers make data-informed decisions that drive commercial growth.

Does it offer a free trial? No

A look at some of its features:

- **Global Media Monitoring:** Tracks current news, blogs, and social media mentions across millions of sources to measure brand awareness and visibility.
- **Social Listening and Sentiment Analysis:** Uncovers how audiences feel about your brand, competitors, and industry to inform messaging and positioning.
- **Competitive Intelligence:** Monitors competitor share of voice, campaigns, and media exposure to guide strategic responses.
- **Influencer Discovery and Engagement:** Identifies and manages relationships with influencers for brand amplification and content collaboration opportunities.
- **Custom Dashboards and Reporting:** Visualizes media and social performance data for internal reporting and cross-functional alignment.

Miro

What does it do?

Miro is a collaborative online whiteboard platform designed to help teams brainstorm, plan, and visualize strategies together. For marketers, it supports cross-functional planning, campaign mapping, journey visualization, and agile execution by enabling real-time collaboration and ideation.

Does it offer a free trial? Yes

A look at some of its features:

- **Visual Brainstorming Boards:** Uses drag-and-drop canvases for marketing journey mapping, buyer persona development, and creative ideation.
- **Templates for Strategy and Planning:** Utilizes pre-built canvases for OKRs, GTM plans, customer journey maps, and retrospectives.
- **Real-Time Collaboration Tools:** Enables synchronous or async input from teams, stakeholders, or agency partners.
- **Integration with Martech Tools:** Connects with platforms such as Asana, Slack, Jira, Microsoft Teams, and more to support seamless workflows.
- **Sticky Notes, Diagrams and Voting:** Gathers feedback, prioritizes ideas, and visualizes decisions through interactive tools.

monday.com

What does it do?

monday.com is a customizable cloud-based work operating system that enables marketers to manage campaigns, collaborate across teams, and align marketing efforts with business goals. To help teams be more productive and stay on track, the tool also streamlines strategic planning, helps execute campaigns and tracks marketing performance on one centralized platform.

Does it offer a free trial? Yes





A look at some of its features:

- **Marketing Campaign Management:** Tracks campaign status, budgets, assets, and timelines with drag-and-drop boards and automation.
- **Strategic Planning and OKRs:** Aligns marketing activities with business objectives through visual OKR boards and goal dashboards.
- **Team Collaboration:** Centralizes communication with real-time updates, file sharing, and comments to eliminate silos.
- **Automated Workflows:** Reduces manual tasks with triggers and rules to improve processes around approvals, handoffs, and reporting.
- **Dashboards and Reporting:** Visualizes campaign performance, ROI, and team productivity through customizable data views.

Mural

What does it do?

Mural is a collaborative digital whiteboard platform that helps marketers plan, brainstorm, and align on strategy in a visual and interactive space. Fantastic for ideation, brainstorming and planning, the tool supports agile decision-making and strategic thinking to help remote teams create campaigns and map out customer journeys as a unit.

Does it offer a free trial? Yes

A look at some of its features:

- **Visual Collaboration Canvas:** Allows marketers to map out GTM plans, content calendars, and buyer journeys.
- **Templates for Strategy and Ideation:** Includes ready-made templates for OKRs, SWOT analyses, user personas, and campaign planning.
- **Sticky Notes and Voting Tools:** Gathers input from team members and stakeholders for prioritization and idea validation.
- **Real-Time and Async Collaboration:** Supports live workshops or async updates to accommodate different team schedules.
- **Integrations with Work Tools:** Connects with platforms such as Microsoft Teams, Zoom, Slack, Jira, and others for a smooth marketing workflow.

Optimizely

What does it do?

Optimizely is a digital experience platform that empowers marketers to test, personalize, and optimize every customer touchpoint. The technology ensures marketers achieve commercial success by helping them deliver data-driven experiences that increase engagement, conversion rates, and revenue contribution.

Does it offer a free trial? Yes

A look at some of its features:

- **A/B and Multivariate Testing:** Enables marketers to experiment with various content, layouts, and journeys to optimize performance.
- **Web and Feature Experimentation:** Tests features across web and apps, helping align UX decisions with KPIs.
- **Personalization Engine:** Tailors unique content and messaging based on behavioral, demographic, or firmographic data.
- **Customer Journey Analytics:** Maps user behavior and identifies high-impact optimizations that support business outcomes.

Oracle Eloqua

What does it do?

Oracle Eloqua is a marketing automation platform used to create business plans and deliver personalized customer experiences. The tool allows marketers to engage the right audience at the right time in the appropriate channels.

Does it offer a free trial? No

A look at some of its features:

- **Cross-Channel Campaign Management:** Builds enhanced campaigns across email, web, mobile, social, and paid media to deliver personalized experiences.
- **Lead Management:** Capture,score, nurture, and route leads by utilising behavioral tracking, progressive profiling, and other AI insights.
- **Behavioral Tracking:** Tracks user touchpoints across multiple channels.
- **Dynamic Content:** Delivers tailored content based on user behavior, preferences and profile.
- **A/B Testing:** Tests different versions of campaigns to analyze which one performs best.
- **Customer Journey Mapping:** Visualizes and creates customer journeys with custom workflows.
- **Analytics and Reporting:** Analyzes campaign performance using reporting tools.

Perplexity

What does it do?

Perplexity is an AI-powered search and research assistant that helps marketers gather insights, monitor trends, and accelerate content creation with source-backed answers. In addition, the tool focuses more on retrieving factual and citation-backed information making it an ideal alternative to Chat GPT. The platform supports marketers in making decisions by delivering concise, credible information in real time.

Does it offer a free trial? Yes (free plan)

A look at some of its features:

- **AI-Powered Research:** Generates concise, digestible answers with citations, helping marketers quickly validate market trends or customer insights.
- **Real-Time Data Retrieval:** Pulls information from up-to-date sources, making it useful for campaign planning and content relevance.
- **Follow-Up Suggestions:** Offers relevant follow-up questions to deepen market or competitor research.
- **Content Briefing and Ideation:** Aids in building blog outlines, campaign ideas, or audience-specific messaging.

Pipeline 360

What does it do?

Ideal for marketing automation and demand generation purposes, **Pipeline 360** is a full-funnel marketing platform which accelerates pipeline and helps to facilitate marketing and sales alignment. By offering end-to-end visibility into campaign performance, lead activity, and revenue contribution, the platform helps marketers make strategic results driven decision-making.

Does it offer a free trial? No



A look at some of its features:

- **Multi-Channel Campaign Execution:** Enables deployment across email, digital ads, and more, ensuring broad yet targeted outreach.
- **Account-Based Marketing Support:** Delivers personalized messaging and tracking for high-value accounts to drive conversions.
- **Lead Nurturing and Scoring:** Automates workflows and identifies the highest-quality leads based on behavior and fit.
- **Pipeline Visibility Dashboards:** Tracks lead progression and campaign impact on pipeline and revenue.
- **Sales Enablement Integration:** Seamlessly hands off MQLs to sales with an outlined engagement history.

Pipedrive

What does it do?

Pipedrive is a CRM and sales pipeline management tool designed to help sales and marketing teams stay on the pulse on revenue-focused activities. Founded in Estonia in 2010, the platform provides full visibility into the buying journey, supports lead nurturing and offers insights to help guide campaigns towards revenue growth.

Does it offer a free trial? No



A look at some of its features:

- **Visual Sales Pipeline:** Offers a drag-and-drop interface to manage leads through every stage of the funnel.
- **Lead Tracking and Scoring:** Helps marketers prioritize high-intent leads and align campaigns with sales efforts.
- **Marketing Automation Integrations:** Connects with tools like Mailchimp to help automate nurturing sequences effectively.
- **Custom Dashboards and Reporting:** Tracks KPIs such as conversion rates, deal velocity, and campaign attribution onto easy-to-understand dashboards.
- **Mobile CRM Access:** Allows marketers and sales teams to collaborate with mobile pipeline updates and lead insights.

Podium

What does it do?

Powered by AI **Podium** is a lead generation and management platform that helps businesses capture and convert leads more easily. For marketing, it guarantees better engagement, lead conversion, and optimal customer experience through centralized, data-informed messaging.

Does it offer a free trial? Yes

A look at some of its features:

- **Webchat with Lead Capture:** Captures and qualifies leads in real time through automated webchat tools.
- **Multi-Channel Messaging:** Centralizes SMS, Google, Facebook, and web chat conversations for efficient customer engagement.
- **Review Generation:** Automates the collection of online reviews to build social proof and improve visibility.
- **Payments Integration:** Allows customers to pay directly through SMS, making transactions seamless.
- **Analytics and Reporting:** Tracks engagement metrics, lead conversion, and customer satisfaction to guide marketing decisions.

Power BI

What does it do?

Power BI is Microsoft's business analytics platform that helps marketers turn complex data into interactive visual dashboards. Perfect for business and financial reporting, the data visualization platform helps marketers prove impact, track ROI, and support agile, data-driven strategies.

Does it offer a free trial? Yes



A look at some of its features:

- **Custom Visual Reports:** Enables tailored views of marketing attribution, funnel velocity, and buyer engagement.
- **Real-Time Dashboarding:** Visualizes KPIs, campaign performance, and sales data for instant insight into marketing effectiveness.
- **Data Integration:** Connects to sources like CRMs, Excel, Google Analytics, and SQL databases to consolidate marketing data.
- **AI-Powered Insights:** Uses AI to detect patterns, forecast trends, and suggest actions.
- **Mobile Access:** Can monitor performance and make agile decisions from any device.

Rival IQ

What does it do?

Rival IQ is a social media analytics platform that provides insights into business's social media performance, as well as their competitors. The tool enhances social media strategy through content performance tracking, analytics features and much more across major platforms such as Instagram, Facebook, Twitter (X), LinkedIn, and even YouTube. The data-driven insights and analytics can then be used to make informed business decisions.

Does it offer a free trial? Yes

A look at some of its features:

- **Best Content Analysis:** Identifies what type of content is getting the most engagement.
- **Competitive Analysis:** Compares social media performance against competitors to identify strengths, weaknesses, and opportunities for growth.
- **Social Posts Analysis:** Analyzes performance across various platforms to understand what resonates with audiences best.
- **Social Media Audits:** Conducts audits of your social media channels to assess effectiveness and inform strategy adjustments.
- **Social Listening:** Monitors relevant conversations, hashtags, and mentions across social media.
- **Influencer and Trend Tracking:** Identify influencers and emerging trends to stay on the pulse of the industry.
- **Hashtag Analytics:** Evaluates the performance of hashtags to optimize your reach.

RollWorks

What does it do?

RollWorks is an ABM platform that helps marketers identify quality accounts, target them with personalized campaigns, and measure impact across the buyer journey. The tool helps marketers shift from broad outreach to precision targeting - perfect for commercial outcomes like pipeline acceleration and revenue contribution.

Does it offer a free trial? No

A look at some of its features:

- **Account Identification and Scoring:** Uses firmographic, technographic, and intent data to pinpoint and rank high-value target accounts.
- **Multi-Channel Campaign Execution:** Automates outreach across display ads, email, social, and web personalization for full-funnel engagement.
- **Sales Enablement Alerts:** Signals sales when key accounts engage with marketing or hit activity thresholds.
- **Attribution and ROI Reporting:** Tracks influence and contribution of ABM campaigns to pipeline and revenue for better decision-making.
- **Intent Data Integration:** Partners with Bombora and other sources to identify accounts showing in-market behavior and buying signals.

Salesforce

What does it do?

Salesforce is a customer relationship management (CRM) platform that gives commercial marketers a unified view of customer and prospect data. It enables precise segmentation, marketing attribution, and cross-team collaboration—empowering marketers to align their sales efforts and revenue outcomes.

Does it offer a free trial? Yes

A look at some of its features:

- **Marketing Cloud:** Orchestrates multichannel campaigns with automation, personalization, and real-time audience segmentation.
- **CRM and Lead Management:** Tracks every touchpoint and conversation across the buyer journey to support pipeline visibility and forecasting.
- **Einstein AI:** Provides predictive scoring and automated recommendations to prioritize high-potential leads and actions.
- **Advanced Reporting and Dashboards:** Visualizes performance metrics and ROI to guide data-driven decision-making.
- **Sales and Marketing Alignment:** Connects marketing and sales data in one platform, enabling better targeting, timing, and personalization.

Salesloft

What does it do?

Salesloft is a revenue orchestration platform that helps bridge marketing and sales by enabling more personalized, data-driven outreach and nurturing of leads. For marketers, it plays a crucial role in aligning campaigns with pipeline goals, amplifying ABM strategies, and tracking lead engagement through the funnel.

Does it offer a free trial? No

A look at some of its features:

- **Engagement Tracking:** Provides visibility into how leads and accounts are interacting with outreach, content, and messaging.
- **Multichannel Cadence Automation:** Orchestrates email, phone, social, and direct mail touches to ensure consistent and strategic lead follow-up.
- **Buyer Sentiment Analysis:** Signals positive or negative reactions to outreach, helping tailor future communication.
- **Lead Prioritization & Scoring:** Surfaces leads and accounts showing strong buying signals or recent activity, helping focus efforts.
- **CRM Integration (e.g., Salesforce):** Syncs all engagement data for closed-loop reporting and alignment with marketing efforts.

Seismic

What does it do?

Seismic is the global leader in AI-powered enablement, empowering go-to-market leaders to drive strategic growth and deliver exceptional customer experiences at scale. It is the only unified AI-powered platform that prepares go-to-market teams with the skills, content, tools, and insights needed to maximize every buyer interaction and strengthen client relationships. Seismic addresses key challenges for marketers by aligning marketing and sales teams, ensuring content is optimized and used effectively to generate quality leads and close deals. It provides data-driven insights to identify the best performing content, reducing the time and effort spent on ineffective materials. By streamlining content management and improving storytelling consistency, Seismic helps marketers to be more efficient so they can focus on the work that drives real business impact.

Does it offer a free trial? No

A look at some of its features:

- **Seismic Programs:** Provides businesses with unprecedented visibility into the entire enablement lifecycle, pulling together data from content, lessons, and customer engagements. Also helps go-to-market teams to launch, measure, and adjust their enablement programs in real-time.
- **LiveDocs:** Creates dynamic documents and presentations in a matter of minutes, all while staying on-brand and compliant with built-in rules and controls.
- **LiveSocial:** Helps companies to target and engage buyers quickly and effectively on social media with compliant and market-specific content on LinkedIn, Facebook, Twitter, and Instagram for business.
- **Digital Sales Rooms:** Helps sales reps to customize the layout, content, branding, and messaging for each buyer with an easy-to-use, drag-and-drop design tool. Marketing teams can create templates of DSRs, further reducing time spent by reps and keeping them on-brand and compliant.
- **Aura AI:** Helps discover, create, automate, and advise marketers, sellers and enablers across the platform. Can speed up content creation by letting Aura AI create drafts, informed by the content that is already housed in Seismic.

SEMRush

What does it do?

SEMrush is an all-in-one digital marketing platform that helps marketers boost visibility, monitor competitors, and optimize performance across search, content, and advertising. It helps marketers make smarter, more strategic decisions by utilizing its SEO capabilities and measuring your digital success.

Does it offer a free trial? Yes

A look at some of its features:

- **Keyword and Content Gap Analysis:** Pinpoints high-opportunity keywords and content topics that align with commercial intent.
- **Position Tracking and SERP Features:** Monitors search engine visibility over time, connecting SEO with pipeline influence.
- **Competitive Intelligence Suite:** Tracks rivals' keyword rankings, ad strategies, and traffic sources to benchmark performance and identify market opportunities.
- **SEO and PPC Campaign Management:** Executes and tracks search and paid campaigns with real-time data.
- **Marketing Performance Reporting:** Generates customizable reports showing ROI from organic and paid efforts.
- **ContentShake AI:** Helps create SEO-optimized articles.
- **Link-Building Tool:** Suggests high-quality backlink opportunities.

Slack

What does it do?

Slack is a real-time messaging and collaboration platform that helps teams communicate, coordinate, and execute campaigns faster. By connecting teams, tools, and data in one place, Slack supports more agile decision-making and improves time-to-market for revenue-driving initiatives.

Does it offer a free trial? Yes

A look at some of its features:

- **Channels for Campaign Collaboration:** Organize conversations around projects, launches, or customer segments for clear visibility and faster execution.
- **Integration with Marketing and Sales Tools:** Connects with tools like Salesforce, HubSpot, Marketo, and Google Analytics to surface key data where teams work.
- **Workflow Builder:** Automates routine processes like approvals, content reviews, and lead handoffs.
- **Real-Time Notifications and Alerts:** Instantly informs teams about lead activity, campaign performance, or budget updates.
- **Cross-Functional Alignment:** Cultivates transparency and rapid decision-making between marketing, sales, finance, and product teams.

Stormboard

What does it do?

Stormboard is a digital whiteboard and collaboration platform designed to support brainstorming, strategic planning, and agile workflows. For marketers, it enables a more structured approach to campaign planning, go-to-market strategies, and data-driven decision-making all while keeping teams aligned and agile.

Does it offer a free trial? Yes

A look at some of its features:

- **Digital Sticky Notes and Templates:** Collaborate in real-time using templates for marketing plans, OKRs, and SWOT analysis.
- **Live Collaboration and Brainstorming:** Helps distributed teams co-create campaign strategies, messaging frameworks, and customer journey maps.
- **Integrated Reporting:** Can automatically generate meeting and workshop reports to track decisions, next steps, and progress.
- **Kanban and Workflow Boards:** Organizes marketing tasks and initiatives into actionable sprints or project stages.
- **Cross-Platform Sync:** Allows accessibility from any device, enabling on-the-go collaboration during strategic sessions or virtual workshops.

Tableau

What does it do?

Tableau is a data visualization and business intelligence company that allows marketers to analyze, visualize, and communicate intricate data insights. Perfect for financial reporting and business intelligence, the platform helps marketers tie efforts directly to business revenue while uncovering growth opportunities.

Does it offer a free trial? Yes



A look at some of its features:

- **Drag-and-Drop Dashboard Builder:** Creates custom dashboards to visualize marketing KPIs, pipeline status, and ROI trends.
- **Marketing Performance Analytics:** Tracks campaign effectiveness, customer journeys, and lead quality in real time.
- **Data Integration:** Connects with CRMs, marketing automation platforms, Google Analytics, spreadsheets, and data warehouses.
- **Predictive and Prescriptive Insights:** Utilizes statistical models and forecasting to identify patterns and project outcomes.
- **Mobile Access and Sharing:** Enables marketers to view and share dashboards on the go for agile decision-making and team collaboration.

Trello

What does it do?

Trello is a flexible visual collaboration tool that helps marketers organize campaign tasks, plan content, and manage workflows using boards, lists, and cards. With an easy-to-use dashboard, it's valuable for teams that want a simple, visual way to execute marketing initiatives while staying aligned on priorities and deadlines.

Does it offer a free trial? Yes

A look at some of its features:

- **Kanban Boards:** Drag-and-drop boards for organizing campaign stages, content calendars, or sprint cycles on an easy to understand timeline.
- **Customizable Cards:** Can add due dates, checklists, file attachments, comments, and labels to individual tasks for clear ownership.
- **Team Collaboration:** Invite team members, assign tasks, and track project progress in real time.
- **Automation with Butler:** Automates repetitive tasks like moving cards, sending reminders, or updating statuses.
- **Integrations and Power-Ups:** Connects with tools like Slack, Google Drive, Jira, and Mailchimp to enhance workflows.

TrustRadius,

an HG Insights Company

What does it do?

TrustRadius, an HG Insights Company is a review platform for B2B technology that helps marketers harness user-generated content, buyer intent data, and a distinct customer voice to drive high-quality leads and influence purchase decisions. Fantastic for intent data purposes and sales enablement, TrustRadius helps marketers build trust faster, increase conversions and align their messaging based on user feedback.

Does it offer a free trial? Yes





A look at some of its features:

- **Buyer Intent Data:** Identifies companies actively researching your product category or competitors, ideal for ABM and campaign targeting.
- **Review Syndication:** Distributes verified reviews to your website, email campaigns, and sales enablement tools to boost credibility.
- **Customizable Review Collection:** Tools to request, manage, and highlight detailed customer reviews based on use case or persona.
- **Quote Widgets and Testimonial Embeds:** Seamlessly integrates customer feedback into marketing and landing pages.
- **Competitive Intelligence:** Access insights on how your brand is perceived relative to competitors across use cases and customer segments.

Uptempo

What does it do?

Uptempo is a marketing operations and performance management platform that helps marketers connect their strategy, planning, budgeting, and results. The marketing plan software integrates campaign planning, financial management and work management to enable teams to make decisions and spend faster.

Does it offer a free trial? No

A look at some of its features:

- **Marketing Budgeting and Forecasting:** Allows marketers to plan, track, and reallocate budgets in real time to connect spend with strategy.
- **Campaign Planning and Execution:** Centralizes campaign calendars, briefs, and workflows to accelerate delivery.
- **Marketing Performance Dashboards:** Measures ROI, pipeline, and efficiency across channels and initiatives.
- **Strategic Goal Alignment:** Maps marketing activities to company OKRs and revenue goals, ensuring commercial impact.
- **Scenario Modeling:** Helps simulate investment decisions and understand their projected commercial impact and ROI.

Vista Social

What does it do?

Vista Social is an all-in-one social media management platform designed to assist with content creation, scheduling and analytics. Ideal for brands and agencies, the tool can be across multiple platforms to ensure brand consistency and engage with audiences seamlessly.

Does it offer a free trial? Yes

A look at some of its features:

- **Social Listening:** Monitors social media conversations to stay informed about industry trends and audience sentiment.
- **AI-generated Post Ideas and Captions:** Generates AI-suggested captions and post ideas.
- **Publishing:** Plan, collaborate, schedule, and boost content across all social channels.
- **Engagement:** Manage comments, messages, and mentions from one inbox to ensure engagement with audiences.
- **Reputation Management:** Monitors and responds to reviews across various platforms.
- **Advocacy:** Implements employee advocacy programs to amplify brand messaging across the organization.
- **Analytics:** Access customizable analytics to monitor performance and gain audience insights.

Workboard

What does it do?

Workboard is an enterprise results management platform that helps marketers align strategy, drive accountability, and measure impact through structured OKRs. Ideal for strategic roadmapping, business tracking and project management, the tool supports ROI-focused marketing execution and performance tracking across teams to drive commercial outcomes.

Does it offer a free trial? No

A look at some of its features:

- **OKR Management:** Sets, tracks, and aligns marketing objectives with broader business goals in real time.
- **Results Dashboards:** Visualizes progress toward key results, campaign milestones, and cross-functional impact.
- **Team and Initiative Alignment:** Ensures all marketing efforts ladder up to strategic priorities and measurable business value.
- **Meeting and Action Tools:** Streamlines planning and follow-ups with built-in agenda tools, action items, and live updates.
- **Enterprise Integrations:** Connects with platforms such as Microsoft Teams, Slack, Salesforce, and Asana for unified execution.

Workday

What does it do?

Workday is an enterprise cloud platform designed for financial planning, which enables marketers to connect marketing efforts with business performance. It supports budgeting, forecasting, and workforce planning — helping marketers make financial decisions that align with the organization's overarching goals.

Does it offer a free trial? No





A look at some of its features:

- **Marketing Budgeting and Forecasting:** Helps marketers to plan and track spend in real time for improved ROI accountability.
- **Workforce Planning and Optimization:** Aligns marketing team structure and talent with strategic goals and performance demands.
- **Business Performance Dashboards:** Visualizes KPIs and marketing's financial contribution to overall company performance.
- **Scenario Planning:** Helps marketing leaders outline different budget or campaign scenarios to assess impact.
- **Integration with CRM and ERP Systems:** Ensures consistent financial and operational data across marketing, sales, and finance functions.

Wrike

What does it do?

Wrike is a collaborative work management platform that helps marketers ideate, execute, and optimize campaigns with visibility and complete alignment across teams. Fronting a plethora of features for teams of any size or shape, the platform supports agile marketing execution, strategic alignment and campaign performance all in one workspace.

Does it offer a free trial? Yes

A look at some of its features:

- **Ideation Hub:** Captures the information you need to kick-start projects with visual collaboration and ideas.
- **Campaign and Project Templates:** Utilizes pre-built workflows for campaign planning, creative production, and GTM execution.
- **Real-Time Collaboration:** Fronts shared dashboards, file proofing, and task comments to keep marketers, agencies, and stakeholders aligned.
- **Marketing and Creative Briefs:** Streamlined intake and approval processes with dynamic forms and review workflows.
- **Performance Dashboards:** Visualizes campaign status, resource utilization, and KPIs with real-time reporting tools.
- **Cross-Team Alignment:** Enables integration with marketing, sales, and product workflows to support full-funnel initiatives.

Zoho CRM

What does it do?

Zoho CRM is a customer relationship management platform that helps marketers and sales teams manage the entire customer lifecycle. For B2B marketers, it connects lead generation, nurturing, and pipeline visibility with actionable data, making it easier to track ROI and drive growth-oriented decisions.

Does it offer a free trial? Yes

A look at some of its features:

- **Sales and Marketing Alignment Tools:** Tracks leads, deals, and customer touchpoints across departments for unified strategy execution.
- **Lead Scoring and Workflow Automation:** Prioritizes leads based on engagement and automates follow-ups, freeing up commercial teams to focus on high-value prospects.
- **Real-Time Analytics and Dashboards:** Provides visibility into campaign performance, conversion rates, and revenue impact.
- **AI-Powered Forecasting (Zia):** Uses predictive analytics to forecast sales trends and optimize campaign timing.
- **Campaign Management Integration:** Connects with email, social, and web campaigns to deliver end-to-end performance insights.

ZoomInfo

What does it do?

ZoomInfo is a GTM intelligence platform that empowers commercial marketers with real-time data on companies, contacts, intent and buying signal data. The platform helps marketers target the right accounts, personalize outreach, and orchestrate campaigns based on firmographic, technographic, and intent data, making it a must-have for becoming insight and revenue-driven. ZoomInfo Copilot provides AI-driven guidance that aligns marketing and sales on the same signals and accounts, ensuring coordinated engagement that accelerates revenue.

Does it offer a free trial? Yes

A look at some of its features:

- **Intent and Buying Signal Data:** Identifies companies researching relevant topics, enabling timely outreach and ABM precision**.**
- **Predictive Scoring:** Uses AI to rank leads and accounts based on their likelihood to convert.
- **Contact and Company Database:** Has access to millions of verified B2B contacts and firmographics for accurate targeting.
- **Engagement Tracking:** Monitors behavior across campaigns, helping to optimize lead prioritization and content delivery.
- **CRM and Martech Integrations:** Syncs seamlessly with Salesforce, HubSpot, Marketo, and more for unified campaigns.
- **Contact and Company Data:** Has access to 100M+ companies and 500M+ contacts with global coverage and continuous verification for high accuracy
- **Robust Partner Ecosystem:** Integrates with over 300+ partners, including CRM, martech, data and warehouses.
- **ZoomInfo Copilot:** AI-driven guidance that aligns marketing and sales on the same accounts and signals, ensuring coordinated engagement that drives revenue

6sense

What does it do?

6sense is a B2B revenue intelligence platform that helps marketers become more commercially sound by using AI-driven insights to identify in-market accounts, prioritize opportunities, drive measurable pipeline growth and much more. It ensures marketing teams are aligned with sales, are optimizing spend, and improving ROI through precision targeting and data-backed decision-making.

Does it offer a free trial? No

A look at some of its features:

- **Account Buying Stage Score:** Predicts where accounts are in the buying process and prioritizes in-market accounts.
- **Intent Data Signals:** Identifies anonymous buyer behavior and intent signals to uncover demand.
- **Predictive Lead Scoring:** Utilizes AI models to score accounts most likely to convert, helping marketers allocate resources efficiently.
- **Account-Based Advertising:** Delivers personalized ads to targeted buying groups across channels, improving engagement and conversion.
- **Revenue AI Dashboard:** Tracks pipeline contribution and campaign performance, providing marketing with commercial visibility and impact.
- **Advertising Agents:** Forecast and deliver high ROI ad campaigns across display, search, video & social.
- **Email Agents:** Deploys AI agents that craft personalized emails, automate replies, & book meetings with prospects.
- **Sales Copilot:** Guides seller actions, surfaces key insights, and writes prospect emails.
- **Intelligent Workflows:** Orchestrate campaigns across ads, email, web, and sales from one drag-and-drop canvas — powered by real-time buyer signals for automated, adaptive execution

SECTION FOUR

Other Reports in the Series

ABM (Coming this autumn)



SECTION FIVE

About B2B Marketing & Propolis

About B2B Marketing & 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.

PROPOLIS FROM B2B MARKETING

B2B IGNITE FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE FROM B2B MARKETING

B2B MARKETING AWARDS FROM B2B MARKETING

ELEVATION AWARDS FROM B2B MARKETING

PROPOLIS LEADERS FORUM FROM B2B MARKETING

THE EUROPEAN ABM FORUM FROM B2B MARKETING | SPOTONVISION

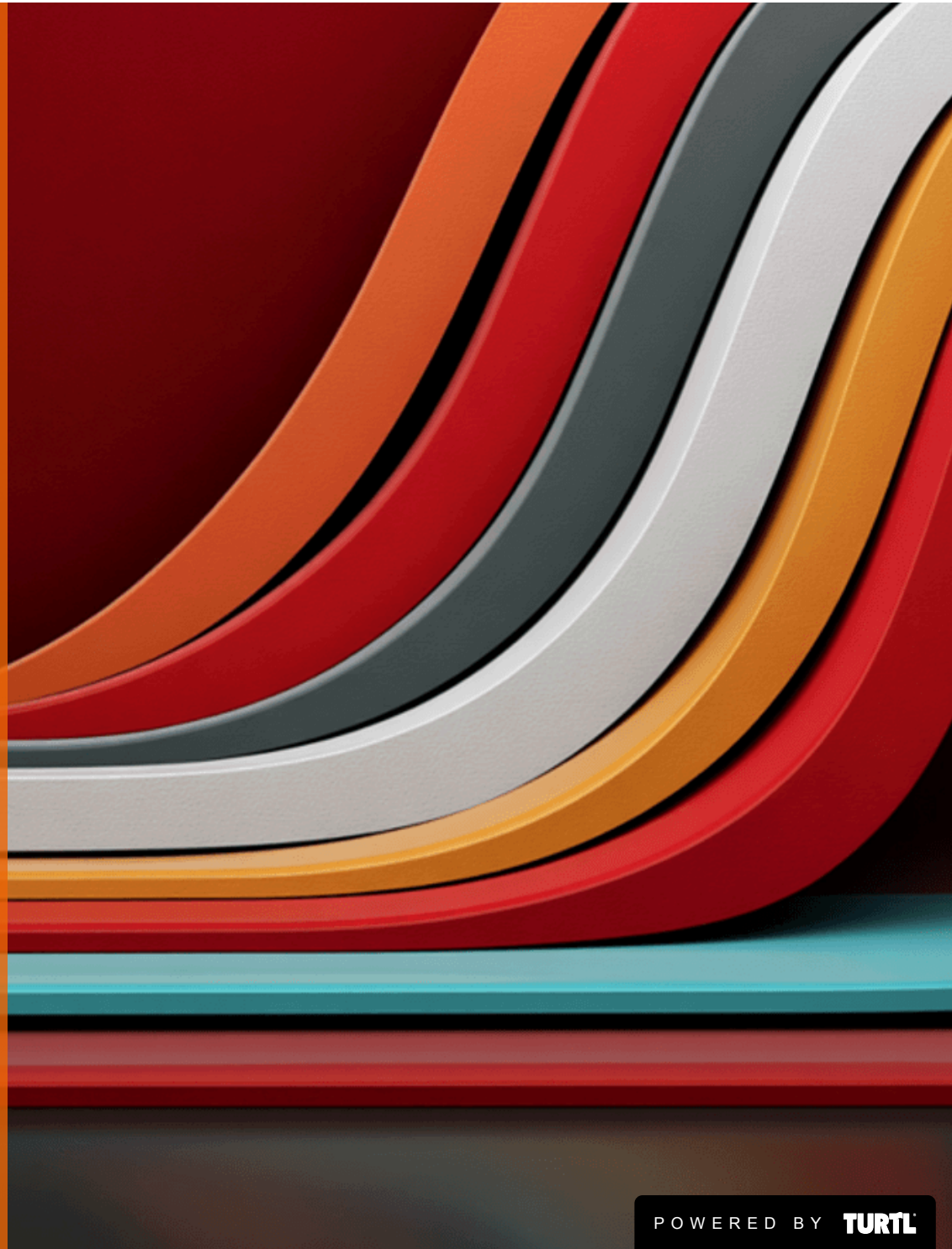
PROPOLIS TRAINING FROM B2B MARKETING

PROPOLIS INDEX FROM B2B MARKETING

PROPOLIS MARKETING LEADERS SERIES FROM B2B MARKETING

THE B2B MARKETING PODCAST FROM B2B MARKETING

B2B GROWTH SOLUTIONS FROM B2B MARKETING



Thank you for reading!

Martech Vendor Spotlight Report: **Commercial Marketer**

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