



THE PROGRESSIVE MARKETERS' BUYER GUIDE TO **MARKETING AUTOMATION**

(FOR FAST GROWING MID TO LARGE SIZE COMPANIES)

Table of Contents

SECTION

1

Getting the Basics Sorted

Page 1 to 4

1.1 Who Needs this Guide and Why?

1.2 Vision 2020: Marketing Automation for High-growth Companies – 2018 and Beyond

BONUS SECTION!

Barriers to Optimal Marketing Automation Performance

SECTION

2

All You Need to Know and Ask

Page 5 to 10

2.1 Must-have Feature Listing (Basic & Advanced)

2.2 Must-have Functionalities Listing

2.3 Deployment Options

BONUS SECTION!

Solution and Vendor Selection Process – Critical Questions to Ask

SECTION

3

MTA 'GreenZone' for Mid to Large Size Companies

Page 10 to 14

3.1 MTA 'GreenZone': Research Methodology

3.2 MTA 'GreenZone' for Marketing Automation Platforms

3.3 MTA 'GreenZone' Vendors: The Best Fit

3.4 MTA 'GreenZone' Vendor Listing

SECTION

4

MTA 'GreenZone' Vendor Profiles

Page 15 to 23

SECTION

5

About MarTech Advisor

Page 24



SECTION 1

Getting the Basics Sorted

1.1 Who Needs this Guide and Why?

1.2 Vision 2020: Marketing Automation for High-growth Companies – 2018 and Beyond

BONUS SECTION!

Barriers to Optimal Marketing Automation Performance

1.1 Who Needs this Guide and Why?

Marketing Automation is more than email marketing and it's more than lead generation. It is increasingly the core marketing technology platform for a mid-size company – the central hub from where the marketing strategy gets executed. The hub that takes in data from multiple sources, executes tactics based on that data, and then provides an analysis of the performance. As we go into 2020 it's only going to get more complex.

This Buyer's Guide is meant not just for fast growing mid-to-large companies looking to make their first marketing automation investment; but also for those looking to upgrade their systems to deal with the needs of the next decade.

Customers are changing, Marketing automation should too.

In simpler days, it all began with the need to automate email marketing. Welcome sequences, customer onboarding, transactional emails, offers and so on. Lead generation was the primary outcome.

But with advancements in segmenting and targeting, and the sheer range of personalization possible based on various user variables, marketing automation in our multi-touchpoint, multi-platform, omni-channel world is very different from just an email marketing system.

As we move into 2020, marketers need to evolve their marketing automation solutions to keep pace with current and anticipated needs. Marketing automation, depending on what stage of marketing maturity your business is at currently, is going from list management to advanced customer data management; from profiling to advanced AI-based segmenting and targeting; from personalization to hyper-personalization with dynamic content; and from lead scoring to predictive analytics.

Today, even basic marketing automation platforms tend to include elements of search marketing, content marketing, social media marketing, ABM and even CRM. Impact metrics too have changed: It isn't enough to just fill out a form or attend a webinar. Inbound marketing impact is now being measured in terms of HQL pipeline (not just leads) and sustained engagement (not just interest) of the prospect.

This Guide will give you all the information you need to make the right investment or upgrade.

If you are a fast-growing mid-to-large size business, and need to relook at your marketing automation capabilities to scale and grow marketing efforts; then this vendor-agnostic, research-backed Buyer's Guide will not just give you the most comprehensive set of features to choose from but also equip you to ask vendors the right questions as you head into 2020.

What will Marketing Automation look like in 2020 & beyond?

"We're moving from process-oriented automation of things (like scoring, segmenting, and nurturing) to individual personalization. Artificial intelligence and machine learning will be at the core driving this massive change for how every aspect of Marketing is executed. The category itself, which has helped many marketers become 'multi-channel campaigners', will likely even change names to Adaptive Marketing Platforms as 'automation' as it's known today becomes simply a ubiquitous part of all platforms."

- Adam Mertz, VP of Marketing & Strategy, Act-On

1.2 Vision 2020: Marketing Automation for High-growth Companies – 2018 and Beyond

Our team delved into the improvements that we will witness in marketing automation as we go into 2020:

1. **ROI:** Improved ability to optimize tools and drive ROI on investments.
2. **Integration:** Marketing Automation platforms are increasingly integrating with multiple crucial martech tools, including brand and e-commerce websites, social media, programmatic advertising tools, the CRM, ABM; and where available, programmatic adtech systems, sales enablement tools and CDP or other data management platforms.

How has MA technology evolved to address the needs of brands operating in a data-driven, omni-channel world?

"The rapid pace at which new data is being created and collected has made the traditional approach of collecting and structuring data within data warehouse almost impossible. The evolution of big data analytics and streaming solutions will allow marketers to derive insight, in near real-time on the behavior of audiences as they engage with content over a multitude of channels. Machine learning and AI can turn unstructured data into identifiable patterns and start predicting what the next best action should be, what's the most effective channel to use and what content to use for the most effective personalization and increased engagement."

~ Pierre Custeau, Vice President Product for Eloqua and Content Marketing, Oracle Marketing Cloud

3. **Marketing Resource Management (MRM)** is a 'reverse integration' applied to internal marketing processes. Mid-market companies are increasingly seeking to integrate their marketing automation central hub with internal processes such as budget, workflow and asset management.
4. **Customizable:** Marketing tactics need a great deal of flexibility and agility in execution – your Marketing Automation platform needs to allow that. Another aspect is workflow customization – every business will have multiple ways customers interact with it and the automated responses that need to follow to drive nurturing and engagement. The system should allow for increasingly complex business rules and workflows when it comes to campaign execution.
5. **Lifecycle marketing:** This is a fundamental change from marketing automation systems of the past: going from a siloed approach where each digital marketing tactic was executed independently by different teams – marketers are now guided by buyer behavior, buyer lifecycle and the CX /journey to map out what tactic should be used. The execution tactics are secondary to the buyer journey, and Marketing Automation will be the central hub to execute and deliver that seamless customer experience, irrespective of the format, platform or channel. This will also mean building in more unified sales and marketing participation in the entire process.
6. **AI comes for MA too!** AI-generated features include automated targeting, hyper personalization, predictive optimization/recommendations, dynamic content and smart tagging. Vendors are also preparing to bring features around building predictive buyer paths as we move towards 2020.

BONUS:**Barriers to Optimal Marketing Automation Performance**

1. Putting the technology before the strategy
2. Missing a viable demand generation strategy
3. Lack of clarity on data sources and database management principles such as identifying the master database and other crucial (data) integrations
4. Not defining the buyer personas and their journeys at the start
5. Not defining the use cases and success KPIs at the start with all stakeholders
6. Inadequate workflow mapping to define improvements in efficiency and effectiveness
7. Being led by anything other than the customer journey and customer expectations in workflow design
8. Not integrating marketing automation with crucial systems
9. Not aligning the right stakeholders internally to bust silos, drive adoption or define KPIs (including not involving sales)
10. Misjudging the skills needed in-house to deploy, use and manage the martech platform optimally
11. Focusing on initial cost of deployment or subscription, while misreading the costs involved in planning and executing campaigns
12. Siloing marketing automation tactics and executing them independently of other teams
13. Not leveraging the testing and measuring functionalities or making data-backed campaign decisions
14. Incorrect choice of vendor or tool configuration

How have you seen CMOs' attitude to analytics evolve as we head to 2020?

"Attitudes are changing with less focus on activity-based metrics and more on measuring revenue-results, with a strong determination to demonstrate how marketing influences those results. Just a few short years ago it was OK for CMO's to say "we don't have the data" or "we don't know how" or "we'll be there in a few years" or "our best guess is xyz" when asked how much revenue marketing sourced for the businesses."

~ Brian Hansford, Vice President, Heinz Marketing Inc.

How has the technology evolved to meet the needs of brands operating in a data-driven, omni-channel world?

"We know more about our customers than ever before, and consumers know it. Technology is constantly evolving to enable brands to harness that data in a meaningful way. Great personalization at scale, something not possible just a few years ago, is achievable, enabling even the biggest brands to feel small and approachable (when brands are able to harness it in the correct way)."

~ Will Devlin, Sr. Director of Marketing for MessageGears



Today

This new data-driven, omni-channel world has pushed Marketing Automation Platforms (MAPs) to be more scalable and offer flexible management of data models, hierarchies, and marketing targets.

Tomorrow

"There will be a new opportunity for MAPs to **partner with through-channel automation solutions**, increased control and transparency into partner networks, improved **compliance and privacy deliverables**."

~ **Ed Breault**, vice president of Marketing and Industry Solutions, Aprimo



What are the new directions and frontiers for MAPs going into 2020?

"As we look toward 2020, **MAPs will continue to improve integrations with new channels** such as social media, video and shoppable social media, as well as strengthen communications between CRM, email; social media platforms and automation capabilities optimized for immersive channels such as AR/VR and live streaming video."

~ **EJ McGowan**, Vice President, General Manager at Campaigner.



What are the new directions and frontiers for MAPs going into 2020?

"**AI and machine learning hold a lot of promises but they underline the need for better data, which** MAPs will have to focus on.

Increased personalization of the customer journey will also bring about a need to better manage content.

Cognitive services will also help better categorizing content, measuring tone and intent and eventually guide marketers in creating more effective content.

Provide better ways to model revenue based on the full lifecycle value of audiences and optimization of media spend—finally creating a better picture of revenue contribution from marketing.

User friendly: While being data driven, marketers are not data scientists, and nor should they be."

~ **Pierre Custeau**, Vice President Product for Eloqua and Content Marketing, Oracle Marketing Cloud



What are the new direction and frontiers for MAPs going into 2020?

"Accessing and harnessing data – getting marketers out of operational functions so they can focus on understanding their audience is going to be key. There's too much data that brands are trying to utilize today for them to be shipping it all over to various vendors just to execute marketing campaigns. That has to evolve and be easier for people to use."

~ **Will Devlin**, Sr. Director of Marketing for MessageGears



What are the new directions and frontiers for MAPs going into 2020?

"AI will continue to pick up steam as we approach 2020. While it won't replace marketers, AI will enable teams to move faster and more efficient than ever before – solving even more complex tasks, building deeper customer relationships and informing high level marketing decisions."

~ **Nate Skinner**, VP, Product Marketing, Salesforce Pardot.





SECTION 2

All You Need to Know and Ask

2.1 Must-have Feature Listing (Basic & Advanced)

2.2 Must-have Functionalities Listing

2.3 Deployment Options

BONUS SECTION!

Solution and Vendor Selection Process – Critical Questions to Ask



2.1 Must-have Feature Listing (Basic & Advanced)

1. Email Marketing

Email Marketing Tool (Basic)

- Email builder with basic personalization: Easily create emails using templates and creatives with basic field personalization based on selected parameters.
- Send outbound emails to selected lists at scale.
- Email response automation of all standard transactional emails (inbound and outbound) based on defined workflows.
- Drip email campaigns for nurturing and growing leads through the funnel/ journey (from leads to MQLs and HQLs and conversions) based on basic workflows to move customers in a linear way across the funnel; also progressively collect more information about a customer with each increasingly advanced interaction.
- Basic A/B testing of email templates, subject lines and offers.
- Message deliverability and spam filters.

Email Marketing Tool (Advanced)

- Content, Campaign and Offer personalization: Track individual customers across the lifecycle (awareness, leads, conversion, retention and reactivation) and automate personalized contact, content and responses.
- Email previewing: See how the email will appear on various devices and screen sizes for cross-platform campaigns.
- Integrated workflows: Email workflows have been around for some time, but integrated workflows that combine multiple channels (like mobiles, laptops), platforms (like social media or programmatic) and campaigns in addition to email are a newer phenomenon for Marketing Automation to manage. For example, triggering a retargeting campaign if a particular email is opened but not clicked.

How has MA technology evolved to address the needs of brands operating in a data-driven, omni-channel world?

"Back-end CRM and payment systems have become more integrated with marketing technologies. These integrations break down data silos, help move consumers through the sales cycle faster and more effectively, and deliver more personalized content to engage more meaningfully post-purchase."

- EJ McGowan, Vice President, General Manager at Campaigner.

2. Content Management

Content Management Tool (Basic)

- Manage the basic content repository of emails, offers and content to execute multiple demand gen campaigns via the Marketing Automation platform.
- Templates to create basic content quickly and easily, based on predefined attributes and keywords.

Content Management Tool (Advanced)

- Automate content atomization (repurposing content into different formats) to build content versions and volumes.
- AI to create altogether new content including emails and subject lines.

3. Campaign Management

Campaign Management Tools (Basic)

- Workflow Management: mapping rule-based and relational workflows across the stages of the customer lifecycle.
- Campaign Management Dashboard: single view into all ongoing campaigns and statuses.
- Basic segmentation and creation of personas.
- Automated campaign related task alerts.
- Calendaring and budget tracking of campaigns.



Campaign Management Tools (Advanced)

- Advanced segmentation: Brands can identify high, medium and low Customer Lifetime Value (CLV) users, map their lifecycle and optimize campaign spends based on expected revenues in real-time, and even predictively.
- Cross channel and cross device campaign management: Can build, track and manage campaigns across channels and/or devices.
- Machine learning and AI driven use cases.
- Dynamic content integration from multiple sources to drive engagement and relevance.
- Real-time messaging customisation: During the browsing engagement, the website throws up customized content based on where the visitor is clicking.
- Dynamic and real-time content and product recommendations based on user behavior and responses.
- Hyper-personalization with the creation of advanced user personas.
- Account-based marketing (ABM): Account identification, mapping contacts to target accounts, and developing, executing and measuring account level campaigns.

4. Social Media Marketing

Social Media Marketing Tool (Basic)

- Automation of posts and responses from brand handles.

Social media marketing (Advanced)

- Social media ad targeting.
- Posting interactive content such as video and stories.
- Plugging into social commerce platforms.

5. Data and Lead Management

Data and Lead Management Tools (Basic)

- Centralized marketing databases with data hygiene.
- Contact management.
- Manage subscribes and unsubscribes centrally.
- Basic segmenting and targeting.
- Lead capture from basic sources.
- Basic lead scoring and classification.

Data and Lead Management (Advanced)

- Lead capture from multiple sources: external and owned sources online and offline.
- Progressive or intelligent profiling to auto-populate fields and otherwise enrich leads.
- Advanced or predictive lead scoring with machine learning: Determine what leads are more or most likely to convert from which channels and which campaign. This not only shortens the lead cycle significantly, it helps optimize spends.

6. CRO including Landing Pages (advanced):

- Website behavior tracking.
- Multivariate testing and optimization: A/B testing is evolving into something far more complex, where campaigns are generated based on a combinations of multiple variables. In advanced marketing automation platforms, each contact can be tested for multiple conversion factors.
- Custom creation of landing pages and web-forms: The ability to create multiple personalized landing pages for a single campaign, with landing page optimization options to maximize conversion and easy-to-use and secure web forms.
- Open APIs to add on widgets or plugins such as pop-up prompts to optimize on-page conversion.
- Ability to add chatbots and conversational tools to engage the visitor, suggest the right content or product/ CTA, or even close/convert the sale.

7. Reporting and Analytics

Reporting and Analytics Tools (Basic)

- Basic metrics: web traffic, visitor behavior and campaign results.
- Customized metrics: MQL and SQL volumes, lead cycle, churn, average order value, cross and upsell volumes and lead velocity (through the funnel).
- Campaign ROI analytics (basic).

Reporting and Analytics Tools (Advanced)

- Predictive Scoring and Advanced Analytics.
- SEO and keyword tracking.
- Campaign ROI analytics (advanced) including revenue analysis.



2.2 Must-have Functionalities Listing

1. Mobile Marketing

Brands are following their customers on the smartphone trail. Customers expect brands to build tailored mobile engagement experiences, and MA needs to be able to leverage all the tactics – from messages and notifications to apps and made-for-mobile websites – to drive engagement on mobile. Mobile also offers the potential for real-time conversion with integrations to technology such as geo-tagging and geo-location, and immersive communication.

2. Integrations

- Basic integrations: Data import and export tools, native CRM integration, lead-alerting to sales enablement tool and social media integration.

“In a world of proliferating devices and diminished attention, it’s more important than ever that all marketing solutions are able to distinguish between targeting a person and targeting a device. Marketing Automation solutions must be people-based, empowering the brand to create efficient, scalable campaigns that allow the brand to be present at every step on the customer journey, irrespective of device, channel or platform. Studies have shown that the key to people-based marketing (and inherently converging martech and adtech) is the email address. Brands must understand the full power of the email address in order to succeed in a people-based marketing future.”

~ Kerel Cooper, Senior Vice President of Product Marketing, LiveIntent

- Advanced integrations: Advanced social/lead profile integration, CDP and customer data management platforms, programmatic adtech, other sales enablement tools such as KAM and ABM and conversational commerce.
- Plug-and-play integrations with external tools such as predictive analytics tools, conversational commerce and performance marketing tools, along with access to APIs or app marketplaces for diverse features and options.

3. Security and Compliance

- User role and access management
- Data security and backup, with recovery
- Remote access rights

What will MA look like in 2020 & beyond?

With more choices, more data, and more channels, the customer has a much greater say in deciding how interactions with brands will go. Their preferences are driving the discussion about data ownership and the evolution of MA over the next 5 years.

Brands that can capture data across platforms and channels, and gain consent to use it transparently, will win.

In an AI powered world, the application and usability of AI is dependent on the quantity and quality of the data upon which it runs. Looking ahead, we will see the rise of companies that actually lease big data to other companies to teach their AI systems how to analyse and act on insights.

~ Allen Nance, CMO, Emarsys

2.3 Deployment Options

Aside from the usual on-cloud SaaS versus on-cloud on-premise options; there are a few additional options of significance, which are worth mentioning:

1. Outsourcing marketing automation to an Agency
2. Building a best-in-class point-solution stack on top of a base or foundational tool
3. Investing in an all-in suite which has the basics of all features and the best of some features

Key considerations for CMOs of high-growth mid-to-large companies when investing in MA:

- Do you plan to scale your business to a point where managing the flow of leads will become challenging or risky?
- Will automated data analysis programs such as lead scoring or custom lead routing improve sales efficiency?
- Is your marketable database large enough to necessitate mass communication?
- Who on the team will be using the platform? Do you have the necessary skill set on the team, or should you make additional hires to manage it?
- Do you need this platform to connect to existing systems?

~ **Manny Medina**, CEO and co-founder of Outreach

What will Marketing Automation look like in 2020 & beyond?

In 2020, all the power will be in the hands of consumers. Companies that wouldn't create fully personalized, properly timed communication through the channel and device of choice of every single consumer, would be on the way to their graveyard.

~ **Peter Irikovsky**, CEO, Exponea

Key considerations for CMOs of high-growth mid-to-large companies when investing in MA:

1. **Security and compliance:** consider solutions that make tenets such as 'the right to be forgotten' easy to achieve in a timely manner.
2. **Effective onboarding and ongoing support** beyond just technical support with elements of teaching and mentoring.
3. **Include all stakeholders:** not just the day-to-day users, in the decision. Users and executive sponsors strongly lean toward platforms that are future proof—including considerations around vendor stability and product vision.
4. **Scalability:** consider solutions that can support your short, mid and long-term strategies and whose product roadmap can grow with you.

~ **Adam Mertz**, VP of Marketing & Strategy, Act-On

What are the new directions and frontiers for MAPs going into 2020?

"It's still all about data. Now that we've solved unlocking data and making it accessible to power marketing campaigns, **the next frontier is what else we can do with it.** The step change will occur when we can truly take advantage of Big data, AI, and machine learning technologies to make insanely targeted and relevant communication available to every marketer, and do it quickly without so much effort."

~ **Agata Celmerowski**, VP Marketing, Klaviyo

BONUS:**Solution and Vendor Selection Process – Critical Questions to Ask****About the Solution:**

- What part of the funnel is your priority? The level of complexity you need in an MA solution will depend on which part of the funnel is most crucial to you at the marketing stage.
- How advanced are you with data management? How much data is available to drive optimal campaign outcomes?
- How critical is a stand-alone CRM to you? Will integration be needed or will an MA with base CRM functionalities suffice?
- Are you in a highly specialised industry vertical that requires specific functionalities or customizations?
- How easy would it be to scale up the solution based on your growth and expansion plans?
- Have you tried it yourself? How user friendly is it?
- Have you segmented must-have and nice-to-have features and functionalities?
- How flexible is the solution when it comes to customizations?

Key considerations for marketers planning to invest in MAPs

Do you plan to scale your business to a point where managing the flow of leads will become challenging or risky?

Will automated data analysis programs such as lead scoring or custom lead routing improve sales efficiency?

Is your marketable database large enough to necessitate mass communications?

Who on the team will be using the platform? Do you have the necessary skillset on the team, or should you make additional hires to manage it?

Do you need this platform to connect to existing systems?

~ Manny Medina, CEO and cofounder of Outreach

How has MA technology evolved to address the needs of brands operating in a data-driven, omni-channel world?

"You used to have to make the tradeoff between more powerful systems capable of more sophisticated campaigns, but were slower and less flexible; with a less powerful piece of software – something more flexible and agile, but not made to handle more sophisticated marketing campaigns. You were essentially sacrificing results for speed. Today, the data, the cloud and the tech is all transformed, and that trade-off is not needed anymore. That's the biggest change."

~ Agata Celmerowski, VP Marketing, Klaviyo

About inhouse Readiness and Resources:

- Have you documented your workflows and mapped out the integrations and interventions required?
- What skills will be needed in-house to deploy, run and manage the solution?
- What additional resources will be needed to manage the solution and drive optimal performance?
- How much time is available to you for selection and deployment?
- What are the data security and compliance regulations that govern your industry?
- What is the total cost of ownership (TCO)? Rather than the initial investment, focus on the TCO.

Factor in:

- Cost of data security to the standard required in your industry
- Cost of manpower and resources needed to manage and maintain the system
- Additional operational costs such as data onboarding, cleansing and migration
- One-off installation costs
- Cost of customization if any
- Cost of integration if any
- Cost of license or monthly subscription fee
- Cost of upgrades and add-ons/ bolt-on apps
- User Training costs
- Cost of downtime
- Cost and risks of non-compliance
- Cost of customer service
- Cost of mobility and mobile-compliance
- Cost of external consultants that may be involved
- Have you identified the selection, deployment and management team?
- Have you defined the project roadmap and key milestones? Have all stakeholders agreed to the KPIs and key measurement metrics?
- Are your budgets allocated?
- Do you need a whitelabel UX?

What are your 3 most used features/functionalities in your marketing automation tool?

- *E-mail automation*
- *Lead stage communication automation*
- *Prospecting list formation*

~ Sriram Gopalaswamy, Marketing Head, Commercial Segment, Lenovo

About the vendor:

- If you are choosing to outsource to an agency, confirm data ownership in the service agreement.
- Will your vendor offer training and support and what are the cost implications of that?
- What add-on features are available and how easy are they to plug and play?



SECTION 3

MTA 'GreenZone' for Mid to Large Size Companies



3.1 MTA 'GreenZone': Research Methodology

The 'GreenZone' has been calculated based on the inputs received from authenticated technology users across verticals and our research team's weighted average scoring method. Our scoring method relies on a set of parameters such as feature richness, product pricing, type/s of deployment and the product company's segment focus. Ratings and scores in this guide have been obtained from documented user experiences, with practical inputs from multiple software vendors. Analyzing feature reviews with pricing data and insights from contemporary marketers add great value to the evaluation of software vendors. MTA's 'GreenZone' helps the reader or a potential product buyer to evaluate and decide on the right product based on their business requirement.

MTA's 'GreenZone' helps marketing and sales professionals make smarter and more informed buying choices through our objective data-driven vendor analysis, while selecting the perfect martech product for your business. We recommend that you use this Buyer's Guide to identify and discover precise in-market products and features that suit your specific requirements and provide a tangible return on investment.

- **Features Ratings:** Based on the **Email Marketing, Content Management, Campaign Management, Social Media Marketing, Data & Lead Management, Inbound & Online Marketing, Reporting & Analytics, Mobile Marketing, Predictive Scoring and Advanced Analytics, Security & Compliance and Integrations** features, and sub-features shortlisted in accordance with product categories, these features have further been compared and rated on a scale of 1 to 5. The lowest possible score corresponds to 1 (i.e., least number of features) and the highest possible score is represented by 5 on the scale (i.e., availability of all key features).
- **Pricing:** The pricing index for these Marketing Automation products has been determined through exhaustive secondary research. The products have been categorized by their pricing structure i.e., key features offered at the best price, including user information, has been considered as the base price. This product price list has then been compared to the initially determined price range.
- **Segment Focus:** This evaluation factor is purely based on the product company's targeted market. The Said target markets may include small, small + medium, small + medium + large, medium + large or only large enterprises. Product offerings have then been rated between 1 to 5 based on the product targeted market. Product offerings best suited for Medium and Large Enterprises are rated the highest i.e. 5, and the products developed primarily for Small Enterprises are rated the lowest i.e. 1.
- **Software Deployment:** An effective software deployment strategy provides the confidence and reliability needed to ensure higher adoption and ROI. There are certainly arguments for and against adopting both on-premise software services and cloud-based software services. While there may continue to be many companies that deploy on-premise software, it is only a matter of time before they adopt cloud-based software services, because of low hardware costs, easy remote cloud management and high potential for scalability. Hence, a vendor offering only one type of deployment is rated low compared to the vendor offering both cloud and on-premise deployment who would be rated the highest.
- **MTA Score:** It is the aggregated sum of all the above parameters. Companies with the highest ratings across all parameters (mostly 5 and 4, on the scale of 1 to 5) get a mention in MTA's 'GreenZone'.

3.2 MTA 'GreenZone' for Marketing Automation Platforms

The MTA 'GreenZone' for Marketing Automation platforms are reserved for the highest scoring vendors with an MTA Score over 12. The data was analyzed by calculating a weighted average score from all data sets collected through secondary research. The 24 "Fit for Medium & Large Enterprises" vendors were distributed as follows:

- Nine Vendors with an MTA Score above 13.5 have made it to the MTA 'GreenZone'. These vendors are rated as "Best Fit Marketing Automation Platforms for Medium & Large Enterprises".

Key considerations for CMOs of high-growth companies investing in MAPs

The smartest CMOs always start with identifying potential and identifying use-cases that can reach that potential. There's also an interesting trend, where many companies have CMOs responsible for product (i.e. UI) and/or retention, not just customer acquisition - pouring money into customers that never come back is a waste. The smartest companies crave for an integrated solution with real, 360 degree and fully functional single customer view.

~ Peter Irikovsky, CEO, Exponea

Top 3 MA trends and how your organization is adopting/responding to them?

- MA vendors are increasingly leveraging Machine Learning to create a personalized customer journey
- GDPR, voluntary compliance.
- Data portability and APIs for increased integrations between Marketing Automation and Sales Engagement systems

~ Manny Medina, CEO and cofounder of Outreach

- Nine Vendors with an MTA Score between 12.9 and 13.4 are in the MTA Amber Zone. These vendors are rated as "Great Fit Marketing Automation Platforms for Medium & Large Enterprises".
- Six Vendors with an MTA Score below 12.8 are in the MTA Grey Zone. This vendor is rated as "Good Fit Marketing Automation Platforms for Medium & Large Enterprises".

***IMPORTANT:** The vendors in each category are not placed in any particular order in the actual 'GreenZone' and are listed in Alphabetical order in the vendor profiles section.

Key trends in MA:

Adopting scalable, cross-device mindset:

When a Brand begins a campaign either on another platform, or even in an email they send directly to a customer, they want to be able to engage that customer across devices, channels and platforms. It's a natural extension of what brands already do best: serving their best customers content they're interested in wherever they are paying attention.

Learning from the world of Publishers: First, brands adopted an editorial approach to content that was more objective and less sales-y than in generations past. Then came the adoption of video, a component long favored by traditional publishers for engagement. Like publishers, brands are now leveraging the email newsletter as their own logged-in high-engagement channel, all outside of the reach of the walled gardens of Facebook and Google.

~ Kerel Cooper, Senior Vice President of Product Marketing, LiveIntent

3.3 MTA 'GreenZone' for Mid to Large Size Companies



3.4 MTA 'GreenZone' Vendors Listing

Best-Fit for Medium to Large Enterprises	Great-Fit for Medium to Large Enterprises	Good-Fit for Medium to Large Enterprises
Adobe Marketing Cloud	Act-On	Dotmailer
ContactPigeon	Captavi	Envoke
Emarsys	Delivra	LeadSquared
Exponea	Drip	Movable Ink
IBM Watson	eTrigue	Oracle Eloqua
Iterable	Hubspot	Synerise
Mautic	Marketo	
Net-Results	Salesforce Pardot	
Totus	Salesfusion	

***IMPORTANT: THIS IS NOT A RANKING- COMPANIES FEATURING IN EACH SECTION ARE PLACED ALPHABETICALLY**



SECTION 4

MTA 'GreenZone' Vendor Profiles







Adobe® Marketing Cloud

Company Overview

 www.adobe.com

 1-408-536-6000

 345 Park Avenue,
San Jose, CA 95110-2704, United States

- **Founded:** 1982
- **Pricing:** \$1665 per month
- **Segment Focus:** Small, Medium & Large
- **Free Trial:** Yes
- **Deployment:** Cloud, SaaS & Web
- **User Base:** Not Found
- **Support:** Online, Customer Support
- **Total Funding:** IPO
- **Funding Round:** 2
- **Major Investor:** Apple, Eton Park Capital
- **Acquisitions:** Magento, Uru, SaySpring
- **Acquired by:** None

Key Executives

Ann Lewnes, EVP and Chief Marketing Officer

Bryan Lamkin, EVP and General Manager, Digital Media

Brad Rencher, EVP and General Manager, Digital Experience

Case Study

- RCS MediaGroup analyzes customer data with Adobe Marketing Cloud for targeted campaigns ([Source](#))
- Nissan builds long-term, trusted relationships with customers ([Source](#))

MTA Score	
Features	★★★★★
Pricing	★★★★★
Segment Focus	★★★★★
Deployment Model	★★★★★

Recently Published Content

- What Is Marketing Automation Anyway, and What Can It Do for You? ([Source](#))
- Enhancing Marketing Strategies Through Automation ([Source](#))
- How the Adobe Cloud Platform Empowers Customers to Create an Experience Business ([Source](#))

Client Speak

"Adobe Marketing Cloud helps us learn from our customers so that we can keep them engaged with our brands

- **Luca Crisà**, CRM Digital & Campaign Manager, RCS MediaGroup


"If we can approach customers at the appropriate times, we can increase both satisfaction and trust in Nissan and its dealers. If we provide useful and relevant data to customers during the long period after a purchase, we believe that this will help to improve overall service."


- **Moyuru Kudo**, Head of Japan Digital Customer Experience, Nissan Motor Co., Ltd.



Company Overview

 www.contactpigeon.com

 30-211-800-6178

 Leof. Pentelis 74,
Chalandri 152 34, Greece

- **Founded:** 2014
- **Pricing:** \$980 per month
- **Segment Focus:** Small, Medium & Large
- **Free Trial:** Yes
- **Deployment:** Cloud, SaaS & Web
- **User Base:** Not Found
- **Support:** Online & Business Hours
- **Total Funding:** Undisclosed
- **Funding Round:** 1
- **Major Investor:** VentureFriends
- **Acquisitions:** None
- **Acquired by:** None

Key Executives

George Mirotsos, Co-Founder & Chief
Executive Officer

Joyce Qian, Head of Strategy & Growth

MTA Score

Features



Pricing



Segment Focus



Deployment Model



Recently Published Content

- 5 eCommerce Summer Marketing Ideas to Heat Up Your Sales ([Source](#))
- eCommerce Lead Nurturing Emails Best Practices 2018 ([Source](#))
- 7 Must-Have eCommerce Follow Up Emails Every eShop Needs ([Source](#))
- 12 Marketing Tips to Increase Your eCommerce Sales Fast ([Source](#))

Client Speak


"Sending our newsletters with ContactPigeon and adding triggered messages to the mix has made a great difference in increasing our revenue 4x."


- Dimitra Nika, Marketing Director, Yumyum



Company Overview

 www.emarsys.com

 43-1-478-20800

 Märzstraße 1,
1150 Wien, Austria

- **Founded:** 2002
- **Pricing:** \$1250 per month
- **Segment Focus:** Medium & Large
- **Free Trial:** No
- **Deployment:** Cloud
- **User Base:** Not Found
- **Support:** Online, Business Hours & Live Rep
- **Total Funding:** \$55.3 Mn
- **Funding Round:** 2
- **Major Investor:** Vector Capital
- **Acquisitions:** Scarab Research
- **Acquired by:** None

Key Executives

Ohad Hecht, Chief Executive Officer

Allen Nance, Chief Marketing Officer

Jim Koepke, Vice President of Sales

Case Study

- Better Customer Experiences Lead to 60% Revenue Growth ([Source](#))
- Redefining Advertising with CRM Data ([Source](#))

MTA Score

Features



Pricing



Segment Focus



Deployment Model



Recently Published Content

- 3 Ways High-Performing Digital Marketers Use AI ([Source](#))
- So You Have Non-Compliant Data? Now What? ([Source](#))
- Artificial Intelligence Marketing — Have Expectations Surpassed Reality? ([Source](#))

Client Speak

“With all of our data in Emarsys, we have all the segmentation that plugs straight into our Ad strategy. Automatically matching content to every audience has seriously boosted our revenue, especially with the increased reach and new streams.”

- **Alexandra Simion**,
Digital Marketing Manager, BrandAlley

“We’re at the start of what Emarsys is doing for Cosabella. I think the first thing it did isn’t even what it’s intended to do: It opened up the mind of the company.”

- **Guido Campello**,
CEO and Creative Director, Cosabella

EXPONEA

EXPERIENCE CLOUD

Company Overview



www.exponea.com



44-778-626-1961



39 York Road,
London, SE1 7NQ United Kingdom

- **Founded:** 2015
- **Pricing:** \$784 per month
- **Segment Focus:** Medium & Large
- **Free Trial:** Yes
- **Deployment:** Cloud, SaaS & Web
- **User Base:** Not Found
- **Support:** Online & Live Rep
- **Total Funding:** \$11.6 Mn
- **Funding Round:** 2
- **Major Investor:** LRJ Capital
- **Acquisitions:** None
- **Acquired by:** None

Key Executives

Peter Irikovsky, Co-Founder & Chief Executive Officer

Jozo Kovac, Co-Founder & Chief Technology Officer

Hugh Kimber, Head of UK Sales

Case Study

- Improvement in the online sales of T-Mobile ([Source](#))
- Exponea's simple and effective automation solution helped ZOOT increase completed orders by 19% ([Source](#))

MTA Score

Features



Pricing



Segment Focus



Deployment Model



Recently Published Content

- 11 Greatest E-Commerce Personalization Tactics ([Source](#))
- When Personalization Gets Too Personal? ([Source](#))
- Why Is Unifying Your Marketing Automation Important? ([Source](#))

Client Speak

"The most valuable thing a company such as ours can get from a supplier is enthusiastic access, expertise, ownership and the speed of solving problems or requirements. That's why Exponea is different from the rest."

- Adam from T-Mobile


"We don't have to dream anymore about preparing customized offers for our customers. We Have Exponea."


- Veronika from Zoot

IBM Watson Campaign Automation

Company Overview

 www.ibm.com

 1-914-499-1900

 1 New Orchard Road
Armonk, NY 10504-1722, United States

- **Founded:** 2014
- **Pricing:** \$2500 per month
- **Segment Focus:** Medium & Large
- **Free Trial:** Yes
- **Deployment:** Cloud, SaaS & Web
- **User Base:** Not Found
- **Support:** Business Hour & Online
- **Total Funding:** None
- **Funding Round:** N/A
- **Major Investor:** N/A
- **Acquisitions:** None
- **Acquired by:** None

Key Executives

Sridhar Sudarsan, CTO, IBM Watson Platform & Partnerships

Damion Heredia, VP Watson Strategic Partnerships & Product Management

Alison Walker, Director of Digital Marketing

Case Study

- Bridgevine Increases Conversions 300 Percent with Automated SMS Program ([Source](#))
- Conversion rates heat up for a restaurant chain ([Source](#))

MTA Score	
Features	★★★★★
Pricing	★★★★★
Segment Focus	★★★★★
Deployment Model	★★★★★

Recently Published Content

- Watson Compare & Comply: helping enterprises manage contracts and risk more effectively ([Source](#))
- How AI is helping Autodesk transform their procurement processes ([Source](#))
- IBM Watson Marketing named a leader in customer analytics solutions ([Source](#))

Client Speak

"IBM Marketing Cloud's central marketing database allows us to seamlessly pass prospect information from one channel to another, including offline data from our call center."

- **Adam Berlin**, Email and SMS Marketing Manager, Bridgevine, Inc.


"Last year, we successfully increased our marketing touches by 20 percent while ensuring that every message was relevant, compelling and personalized."


- **Lynn Kozak**, Vice President Audience Development, Zoomer Media



Company Overview

 www.iterable.com

 1-415-723-5230

 360 3rd Street, Suite 675,
San Francisco, CA 94107, United States

- **Founded:** 2013
- **Pricing:** \$2000 per month
- **Segment Focus:** Medium & Large
- **Free Trial:** No
- **Deployment:** Cloud
- **User Base:** Not Found
- **Support:** Online, Business Hour & Live Rep
- **Total Funding:** \$32.2 Mn
- **Funding Round:** 4
- **Major Investor:** Index Ventures, CRV
- **Acquisitions:** None
- **Acquired by:** None

Key Executives

Justin Zhu, Co-Founder & Chief Executive Officer

Andrew Boni, Co-Founder & Head of Product

Julie Stuflick, Director of Growth Marketing

Case Study

- Growth Marketing in Real Estate ([Source](#))
- Achieving 5X Growth by Adding a Personal Touch to Prescription Skincare ([Source](#))

MTA Score

Features



Pricing



Segment Focus



Deployment Model



Recently Published Content

- How ShopRunner Uses Real-Time Data to Power Emails ([Source](#))
- Unpacking the 7 Elements of Successful Promotional Campaigns ([Source](#))
- How YogaGlo Found Its Growth Marketing Zen With Iterable ([Source](#))

Client Speak

"Iterable is innovative and is constantly adjusting to the evolving marketing technology landscape."

- Grace Pratt, Sr. Marketing Specialist


"The capability to easily execute dynamic channel and message personalization based on the unique treatment plan of each patient is the reason we switched to Iterable."


- Fabian Seelbach, VP of Marketing



Company Overview

 www.mautic.com

 1-336-525-6131

 10 Cabot Road,
Medford, MA 02155, United States

- **Founded:** 2014
- **Pricing:** \$500 per month
- **Segment Focus:** Small, Medium & Large
- **Free Trial:** Yes
- **Deployment:** Cloud, SaaS & Web
- **User Base:** 200,000+
- **Support:** Online & Documentation
- **Total Funding:** \$5.8 Mn
- **Funding Round:** 3
- **Major Investor:** G20 Ventures, Underscore VC, Arvand Sabetian
- **Acquisitions:** None
- **Acquired by:** None

Key Executives

DB Hurley, Founder & CTO

Matt Johnston, Chief Executive Officer

Katie Staveley, Vice President of Marketing

Case Study

- Wilson Advertising Gains Insights and Confidence with Mautic ([Source](#))
- Layer Leans on Mautic to Bridge the Marketing and Sales Handoff ([Source](#))

MTA Score

Features



Pricing



Segment Focus



Deployment Model



Recently Published Content

- Email Open Tracking & How It Works ([Source](#))
- CMO Secrets with Jeff Whatcott ([Source](#))
- A great example of dynamic content, right in front of you ([Source](#))

Client Speak

"We looked at several other tools, but each one seemed to have a critical flaw – functionality, cost, complexity, etc. Mautic checked all the boxes, and we loved the open source story behind it."



- **Devin Meister**, Content Director,
Wilson Advertising

"We're an agile organization, moving quickly across all facets of our business. It was imperative for us to get a handle on where data is coming in and understand what's happening across the entire customer lifecycle. Mautic marketing automation has become a significant link in the chain for us."

- **Ivy Montgomery**,
VP of Marketing, LAYER

**Net-Results**
Marketing Automation

Company Overview

 www.net-results.com 1-303-771-2552 1738 Wynkoop Street, Suite 201,
Denver, CO 80202, United States

- **Founded:** 2003
- **Pricing:** \$960 per month
- **Segment Focus:** Small, Medium & Large
- **Free Trial:** Yes
- **Deployment:** Cloud
- **User Base:** 13,000+
- **Support:** Online & Business Hours
- **Total Funding:** None
- **Funding Round:** N/A
- **Major Investor:** N/A
- **Acquisitions:** None
- **Acquired by:** None

Key Executives

Michael Ward, Founder & Chief Executive Officer

Case Study

- How Zia Consulting Revolutionized Its Lead Management with Marketing Automation ([Source](#))

MTA Score

Features



Pricing



Segment Focus



Deployment Model



Recently Published Content

- What is the best form of marketing for a SAAS business? ([Source](#))
- How do you structure effective lead nurturing drip email campaigns? ([Source](#))
- What are the best ways to market a bootstrapped B2B SaaS startup to the US market? ([Source](#))

Client Speak

"After implementing Net-Results we have seen many leads re-engage with us long after the initial sales effort. Net-Results helps our brand stay top-of-mind with our prospects."

- Gregory S., Projector PSA


"If you're looking for a great marketing automation software, there really is no other place than Net-Results. Their support and interaction with the customers make them second to none."


- Nina B., FluentStream



Company Overview

 www.totusmarketing.com

 1-866-958-6887

 5350 Poplar Avenue Suite 200
Memphis, TN 38119, United States

- **Founded:** 2006
- **Pricing:** \$550 per month
- **Segment Focus:** Medium & Large
- **Free Trial:** Yes
- **Deployment:** Cloud
- **User Base:** Not Found
- **Support:** Online, Business Hours, FAQ & Live Rep
- **Total Funding:** None
- **Funding Round:** N/A
- **Major Investor:** N/A
- **Acquisitions:** None
- **Acquired by:** None

Key Executives

Jim Van De Vuurst, Principal

Matt Nigh, Vice President of Operations

Chasidy Crum, Director of Marketing

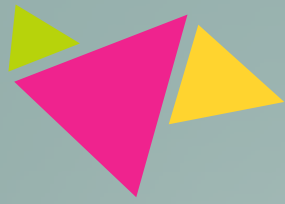
Case Study

- Manufacturing Marketing Case Study: IPS Corporation - Part 1 ([Source](#))
- Manufacturing Marketing Case Study for IPS Corporation Part 2 ([Source](#))

MTA Score	
Features	★★★★★
Pricing	★★★★★
Segment Focus	★★★★★
Deployment Model	★★★★★

Recently Published Content

- 3 Steps for Loan Officers to Get Started with Marketing Automation ([Source](#))
- Managing Multiple Brands Using Marketing Automation ([Source](#))
- Top Statistics and Trends You Need to Know About Marketing Automation ([Source](#))



SECTION 5

About MarTech Advisor



About MarTech Advisor

Named among the top ten publications read by B2B CMOs by Forbes magazine, MarTech Advisor is one of the fastest growing Media brands providing unbiased news, industry research, software recommendations, and aggregated job opportunities for marketing professionals. Our community includes highly engaged thought leaders (read: CMOs and marketing experts) that regularly contribute and participate on MarTech Advisor. Leading Marketing Technology brands like Salesforce, IBM, SharpSpring partner with MarTech Advisor to reach these highly engaged audiences and drive improved marketing performance across the funnel.

Download the MarTech Advisor Media Kit and Editorial Calendar 2018 [here](#).

About MTA Buyer's Guide

The MarTech Advisor Buyer's Guide Series addresses a critical marketing technology category every month. Our goal is to not just help give Mid and Large size companies the perspective they need to approach a specific category but to help them make a more informed buying choice. Previous MTA Buyer's Guides categories have included: Key Account Management, Sales Tech, Marketing Automation, Predictive Analytics, Email marketing and Social Media Marketing. [Get the full list here](#).

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