

MARKET INTELLIGENCE REPORT:

# B2B Marketing Automation Platforms 2015: *A Marketer's Guide*

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## Scope and methodology

This report examines the current market for B2B marketing automation platforms and the considerations involved in implementing marketing automation software. It addresses these questions:

- What trends are driving the adoption of B2B marketing automation platforms?
- Who are the leading players in B2B marketing automation?
- What capabilities do B2B marketing automation platforms provide?
- Does my company need a marketing automation platform?
- How do I go about evaluating which platform is best for my business?

If you are considering licensing a B2B marketing automation platform, this report will help you decide whether or not you need to. The report has been completely updated from its February 2014 publication to include the latest industry statistics, developing market trends, and new vendor profiles and product updates.

For the purposes of this report, B2B marketing automation is defined as follows: *A campaign management system that drives prospect interactions with the brand, measures prospect response to marketing programs, and delivers prospect information to sales representatives through the company's CRM or salesforce automation (SFA) systems. When used effectively, marketing automation systems will deliver a continuous flow of qualified leads to the salesforce, as well as the data needed to close sales with those leads.*

The vendors profiled in this report represent the choices available for B2B marketing automation platforms; they are not a comprehensive list of B2B marketing automation vendors. This report is not a recommendation of any marketing automation platform or company, and is not meant to be an endorsement of any particular product, service, or vendor.

This report was prepared by conducting in-depth interviews in January and February 2015 with leading vendors and industry experts. These, in addition to third-party research, form the basis for this report.

### February 2015

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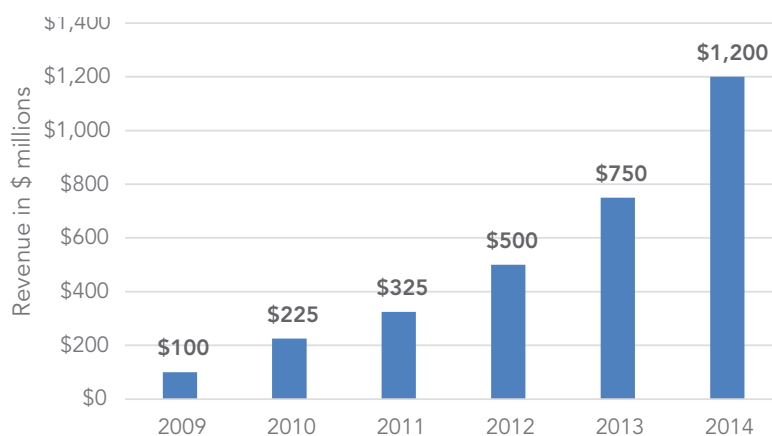
# B2B marketing automation market overview

Marketing automation platforms are proving their value to B2B marketers faced with a more complex customer lifecycle, a wider array of digital marketing channels, and an unprecedented volume of prospect and customer data. According to Forrester Research, B2B marketers that implement marketing automation experience a 10% increase in their sales-pipeline contribution. Aberdeen Group also found that "best-in-class" companies – defined as in the top 20% of aggregate performers based on metrics such as marketing contribution to sales-forecasted pipeline – are 67% more likely to use a marketing automation platform.

B2B marketing automation vendors are benefitting from their product success, as marketing automation systems revenue grew 60% to \$1.2 billion in 2014, according to Raab Associates, a marketing automation research and consulting firm (see Table 1). Year-over-year growth in 2013 also was an impressive 50%.

**B2B marketing automation vendors are benefitting from their product success, as marketing automation systems revenue grew 60% to \$1.2 billion in 2014...**

**Table 1: B2B marketing automation systems revenue (in US\$ millions)**



Source: Raab Associates 2014 VEST

Growth is being driven by a wave of adoption in vertical markets outside the core high-tech base. Industries including telecommunications, consumer packaged goods (CPG) manufacturers, and financial services providers now comprise as much as 75% of the customer base for several vendors.

Yet, research shows that marketing automation platform penetration is low – possibly in the single digits – relative to the size of the potential market. Software Advice, a division of Gartner, found that only 9% of potential software buyers currently use a marketing automation system. Just 3% of micro-businesses and less than 10% of large firms use marketing automation software, according to Raab Associates.

Two key factors negatively impacting market penetration are platform ease of use and affordability. Eighty-five percent of B2B marketers using marketing automation platforms don't believe they are using them to their full potential, according to SiriusDecisions. Nearly 20% of marketers surveyed by Aberdeen Group had recently switched or were in the process of switching their marketing automation platform provider – indicating a high level of dissatisfaction with results. As these challenges unfold, vendors are responding with more reasonably-priced, user-friendly platforms.

### Vendors use M&A, venture funding, and rebranding to capture market opportunities

B2B marketing automation vendors are also taking a number of strategic approaches, namely mergers and acquisitions, capital infusions, and market repositioning to leverage the opportunities created by these challenges.

After its merger with Manticore Technology, Sales Engine International (now Sales Engine Media) combined its portfolio of marketing services with Manticore's marketing automation platform to create a marketing as a service (MaaS) product. The goal is to offer marketers a managed services or outsourced approach to marketing automation.

IBM took the acquisition route to expand into the B2B mid-market with its May 2014 purchase of Silverpop (see Table 2). To boost its analytics and intelligence capabilities, Salesforce bought data intelligence tool RelateIQ for \$390 million in July 2014. Salesfusion acquired mid-market competitor LoopFuse early in 2014, and repositioned LoopFuse's social media capabilities as the SocialFusion module in the Salesfusion platform. Salesfusion raised more than \$11 million in venture funding later in 2014 to help fund the integration.

HubSpot's October 2014 initial public offering (IPO) raised \$125 million and led to a market valuation of \$880 million. Small and mid-sized business (SMB) marketing automation vendors Act-On and Infusionsoft both raised significant venture capital in 2014 to finance product development and commercial expansion. Act-On attracted \$42 million in April 2014, while Infusionsoft generated \$55 million in a Series D round led by Bain Capital Ventures in October (see sidebar).

#### Selected Marketing Automation Vendor Funding 2014

**January:** Salesfusion - \$8.3M in Series B venture round.

**April:** Act-On - \$42M in venture funding.

**April:** Salesfusion - \$3.4M from undisclosed investors.

**May:** AutopilotHQ - \$10M in Series B funding round.

**October:** HubSpot IPO raises \$125M. Market valuation of \$880M.

**October:** Infusionsoft - \$55M in Series D round of venture financing.

Source: Third Door Media

Table 2: Selected marketing automation M&A, 2013-2014

Vendor	Date	Acquired	Notes
Adobe	June 2013	Neolane	\$600M acquisition of marketing automation platform.
HubSpot	March 2013	Chime PrepWork	Browser notification app. Terms not disclosed. Online personal research asst. Terms not disclosed.
Marketo	December 2013	Insightera	\$20M acquisition of inbound marketing platform.
Oracle	February 2014 January 2014 December 2013	BlueKai Corente Responsys	Third-party data management platform. Terms not disclosed. Cloud-based services provider. Terms not disclosed. \$1.5B purchase of cloud-based digital marketing management platform.
	October 2013	Compendium	Content marketing platform. Terms not disclosed.
Salesforce	July 2014 June 2013	RelateIQ ExactTarget (including Pardot)	\$390M acquisition of data mining and sales automation technology. \$2.5B acquisition of email marketing services provider.
	June 2013 May 2013 February 2013	EdgeSpring Clipboard EntropySoft	BI and analytics tech provider. Terms not disclosed. \$12M purchase of social bookmarking service. Content marketing app. Terms not disclosed.
	January 2014	Loopfuse	Marketing automation platform. Terms not disclosed.
IBM	May 2014	Silverpop	Cloud-based marketing automation and personalization. Terms not disclosed.

Source: Third Door Media

# B2B marketing automation market trends

A number of significant trends are shaping the B2B marketing automation landscape, including:

1. Continued expansion of the marketing automation ecosystem.
2. B2B adopts predictive analytics for lead scoring.
3. Software as a Service (SaaS) evolves to Marketing as a Service (MaaS).

## Trend #1: Continued expansion of the marketing automation ecosystem

The speed of marketing automation change has led even the largest vendors to open their platform architecture to facilitate integration with a wide range of independent software vendors (ISVs). From Oracle Eloqua to Salesforce to Act-On and AutopilotHQ, virtually every B2B marketing automation platform profiled in this report offers either built-in or plug-and-play access to a diverse set of apps. As a result, the marketing automation ecosystem now includes – but is not limited to – digital campaign management, social media and video marketing, web publishing, data management and intelligence, and accounting applications (see Table 3).

Some vendors take a “suite” approach by integrating the apps into the platform; the customer still buys everything from one vendor. At the other end of the spectrum are vendors offering open APIs, allowing ISVs to create custom software that plugs into the platform. This ‘a la carte’ approach lets potential clients choose apps that are most relevant to their business goals, and often appeals to SMBs on a tight budget. Both approaches leverage an open platform, giving the marketer a one-click, cloud-based access to the desired apps.

The speed of marketing automation change has led even the largest vendors to open their platform architecture to facilitate integration with a wide range of independent software vendors (ISVs).

Table 3: The expanding B2B marketing automation ecosystem



Source: Third Door Media



## Trend #2: B2B adapts predictive analytics for lead scoring

Predictive analytics, which are widely used in B2C marketing to recommend product purchases based on historical online behavior, are now being utilized by B2B marketers to enhance lead scoring. The goal is to use machine learning to more accurately identify, qualify, and close leads.

Traditional lead scoring models are based on two sets of data values: behavior (i.e., site purchases, browsing) and demographics – with scores based on an average of 10 data points. Predictive scoring can incorporate 200 or more data points by sourcing websites, social networks, and internal systems such as the CRM and marketing database itself to calculate scores. Opportunities can score higher based on factors such as recent business growth or their similarity to customers that made a purchase.

Nearly half of the features upgraded by B2B marketing automation vendors in 2014 related to analytics, according to Raab Associates. A growing number of predictive analytics software vendors also have become part of B2B marketing automation platform ecosystems. These ISVs include Lattice Engines, Mintigo, Fliptop, 6sense, and Infer, which all raised significant venture capital in 2013 and 2014 to fund growth (see sidebar).

## Trend #3: Software as a Service (SaaS) evolves to Marketing as a Service (MaaS)

Educating the marketing end user has been one of the biggest challenges facing B2B marketing automation vendors seeking to increase market penetration. As previously noted, 85% of B2B marketers using marketing automation platforms don't believe they are using them to their full potential, according to SiriusDecisions. The term "marketing as a service" or MaaS has taken hold as vendors combine their software platforms with marketing services in order to provide full service. Some vendors are doing this on their own; others are targeting agencies that already provide services but don't have the software capabilities; while others – particularly the larger suppliers – are forming partnerships with outside agencies.

At the enterprise level, Salesforce and Adobe each partnered with two of the largest international agency holding companies in September 2014. Salesforce and Omnicom agreed to create a "CRM alliance" that will provide Omnicom agencies with access to Salesforce Marketing Cloud solutions, including ExactTarget (and Pardot). Publicis Groupe signed on with Adobe to offer its agency network the "Always-On Platform," comprising several Adobe Marketing Cloud products including Adobe Campaign, Adobe Analytics, and Adobe Media Optimizer.

HubSpot and newcomer SharpSpring are targeting the mid-market with agency-focused products specifically designed for managing multiple clients. HubSpot's Partner program provides platform support, training, and exposure to agencies. SharpSpring provides agencies with a white-labeled platform, discounted pricing, and features such as single sign-on to facilitate access to multiple accounts.

In the SMB market, platforms such as Act-On and AutopilotHQ have made adjustments to their existing products to improve marketer ease of use. Act-On's changes include drag-and-drop content creation and management, a UI for customizing dashboards, and an independent CRM integration layer that provides transparent integration of CRM systems such as Salesforce and SugarCRM. AutopilotHQ is in beta with a scaled-down version of its platform focused on three features: multichannel lead nurturing, a drag-and-drop "canvas" to create marketing campaigns, and pre-built ISV integrations for CRM, mobile, and print campaign execution.

### Venture capital fuels predictive analytics growth in 2013-2015

- **February 2015:** 6sense - \$20M in a Series B round.
- **December 2014:** Infer - \$25M in Series B round.
- **May 2014:** 6sense - \$12M in a Series A round.
- **February 2014:** Lattice Engines - \$5M in venture round.
- **October 2013:** Mintigo - \$10M in Series C round.
- **March 2013:** Fliptop - \$3.6M in venture round.

Source: Third Door Media



# B2B marketing automation platform capabilities

B2B marketing automation is rooted in email marketing, automated tasks include campaign development and execution; landing page creation; capturing, scoring, and nurturing leads; tracking website visitors; and analyzing and reporting results. Today, the market is evolving toward integrated marketing functionality that provides multichannel campaign development and execution, multi-source data collection and storage, CRM and ISV integration, and ROI analysis and reporting. Ultimately, the goal is to provide customers with the ability to build, track, and manage digital campaigns, and monitor the flow of leads as they move from marketing to sales.

Virtually every B2B marketing automation platform profiled in this report provides the following core capabilities:

- email marketing and landing page development;
- website visitor tracking;
- lead capture, scoring, and nurturing;
- centralized marketing database;
- native CRM integration; and
- data analysis and reporting.

From there, vendors differentiate by providing additional tools – that may be add-ons or included in the base price – that offer the following advanced features:

- dynamic website content generation;
- multichannel campaign management;
- mobile optimization (i.e. responsive design);
- ROI and revenue reporting; and
- built-in ISV app integration.

The following section discusses several of these marketing automation capabilities in more depth (see Table 4).

## Email marketing campaigns

The vast majority of B2B marketing campaigns are email driven, whether to a prospect's mobile device, tablet, or desktop, making email a primary feature of marketing automation platforms.

Virtually all marketing automation platforms provide the ability to create, send, and measure personalized email campaigns. Where they differ is in how content is created and personalized (i.e., wizard-based content design vs. templates, or static vs. dynamically generated content), message triggers and scheduling capabilities, and the availability of A/B testing. Message deliverability is an important factor to consider.

Some B2B marketing automation vendors offer dedicated IP addresses to improve deliverability, and/or monitor deliverability by including ReturnPath or other email deliverability services. Email previewing is an advanced function, but may be critical to marketers that want to reach their audience through mobile devices and see what their message will look like on smaller screens.

**Virtually all marketing automation platforms provide the ability to create, send, and measure personalized email campaigns.**

Table 4: Selected marketing automation vendor capabilities

Vendor	Email marketing		Dynamic content			Native CRM integration <sup>1</sup>	Social media			PPC/SEO tracking	Mobile optimization	ISV ecosystem	
	Scheduled/Drip	Triggered	Email	Landing pages	Website personalization		Analytics	Triggers	Profiling			API	App marketplace
AutopilotHQ	✓	✓	✓	✗	✗	SF	✗	✗	✗	✓	✗	✓	✓
Adobe Campaign <sup>2</sup>	✗	✓	✓	✓	✓	MD, OCRM, SF, SAP	✓	✓	✓	✗	✓	✓	✗
Act-On	✓	✓	✓	✓	✗	MD, NS, SF, SU, IN	✓	✓	✗	✓	✓	✓	✓
eTrigue	✓	✓	✓	✓	✗	MD, SF, SU	✓	✓	✗	✓	✗	✓	✗
HubSpot	✓	✓	✓	✓	✓	SF	✓	✓	✓	✓	✓	✓	✓
Infusionsoft <sup>3</sup>	✓	✓	✓	✗	✗	Not available	✓	✓	✓	✗	✗	✓	✓
Marketo	✓	✓	✓	✓	✓	MD, SAP, SF	✓	✓	✓	✗	✓	✓	✓
Oracle Eloqua	✓	✓	✓	✓	✓	MD, OCRM, SAP, SF	✓	✓	✗	✗	✓	✓	✓
Sales Engine Media	✓	✓	✓	✓	✗	MD, SF	✗	✗	✗	✓	✓	✓	✗
Salesforce (Pardot)	✓	✓	✓	✓	✓	MD, NS, SF, SU	✓	✓	✓	✓	✓	✓	✓
Salesfusion	✓	✓	✓	✗	✗	MD, SG, IN, SF, SU	✓	✓	✓	✓	✓	✓	✗
Silverpop (IBM)	✓	✓	✓	✓	✓	MD, NS, SF	✓	✓	✓	✗	✓	✓	✓
StrongView	✓	✓	✓	✓	✓	SAP, SF, TD, UN	✓	✓	✓	✗	✓	✓	✗
Teradata	✓	✓	✓	✓	✓	SF	✓	✓	✓	✓	✓	✓	✗

<sup>1</sup>CRM system abbreviations: IN (Infor CRM – formerly Saleslogix), MD (Microsoft Dynamics), NS (NetSuite), OCRM (Oracle CRM), SB (Siebel), SF (Salesforce), SG (Sage CRM), SF (Salesforce), SU (SugarCRM), TD (Teradata), UN (Unica).

<sup>2</sup>Adobe social media capabilities are available through Adobe Social, a separately priced product.

<sup>3</sup>Infusionsoft social media capabilities available through GroSocial, an add-on product.

Source: Third Door Media

## Website, landing page, and web form development

Content development has become a more critical task, as B2B marketers struggle to break through the digital clutter crowding customer inboxes, websites, and social networks. Marketing automation vendors have expanded their content capabilities, including incorporating responsive design to provide mobile users with a better screen experience and offering more dynamic content generation based on customer behavior. Websites and landing pages can be automatically personalized based on customer browsing and buying history. Landing page and web form templates can be customized with brand logos, images, and marketing content. Progressive profiling is an advanced function that pre-populates forms with known data and uses a drip approach to capture additional prospect information each time they interact with a campaign.

**Creating an engaging experience for mobile prospects has become a must-have capability for every digital marketer.**

## Mobile optimization

Creating an engaging experience for mobile prospects has become a must-have capability for every digital marketer. Emails, landing pages, and web forms all need to be created for both desktop and mobile prospects. As a result, B2B marketing automation platforms are beginning to include responsive templates for email, landing pages, and web forms. Coding is built into the system, facilitating use by marketing end users. Several vendors also enable platform access for mobile users, providing automated alerts and remote data collection via tablets for field-based interactions.

## Lead management

Lead management comprises three functions: lead capture, lead scoring, and lead nurturing.

- **Lead capture.** Leads are captured from a variety of sources that feed the marketing automation database, including (but not limited to): website visitors, social media, paid digital campaigns, email marketing respondents, trade show attendees, and purchased third-party lists. Platforms will vary based on the ease with which additional lead sources can be captured, such as through an open API, or whether the platform offers landing page optimization.
- **Lead scoring.** Lead scoring assigns a value to each lead based on a predetermined set of rules or criteria. Traditional lead scoring models are based on two sets of data values: behavior (i.e., site purchases, browsing, social posts) and demographics – with scores based on an average of 10 data points. B2B marketing automation platforms are beginning to offer predictive scoring, which can incorporate 200 or more data points by sourcing websites, social networks, and internal systems such as the CRM and marketing database itself to calculate scores. (See Trend #2.)
- **Lead nurturing.** Lead nurturing is the process of keeping prospects engaged with the brand through periodic, personalized communications or campaigns until they are ready to make a purchase. Marketing automation platforms may offer a number of pre-built nurturing steps or actions, as well as allow users to customize their content and process. These efforts are meant to build a relationship between the brand and its prospects, and drive interaction with sales when and if the prospect is ready.

## ROI and revenue reporting

Every marketing automation platform comes with a set of standard reports or dashboards that track quantifiable data such as website visitor activity, pages viewed, time spent on site, emails opened, content downloaded, and campaign responses. These reports provide varying degrees of customization and may or may not be accessible in real time. Platforms differentiate in terms of their multichannel reporting capabilities (i.e., social media and/or PPC), and the

availability of revenue and ROI analysis and reporting. More advanced analytics include revenue attribution, predictive modeling, funnels, and sales or marketing lifecycles.

### Multichannel campaign management

B2B marketers are using a wider variety of digital marketing channels to reach prospects and customers with relevant messages on their preferred devices. Paid and organic search campaign tracking is becoming an increasingly important feature for marketing automation platform users. Many of the vendors profiled in this report offer paid and organic search campaign management and/or tracking, and integrate search source data, such as referral site or keyword, into prospect profiles. Several platforms offer more advanced functionality, including tracking visitors to individual PPC campaigns (i.e., banner clickthroughs) or Google AdWord groups.

Vendors vary widely in their approach to social media campaign integration. Most platforms profiled in this report provide some level of social media publishing, sharing, and tracking for major networks such as Facebook, Twitter, and LinkedIn, which can be managed through the platform. Several vendors offer consulting services for social media, while many are providing APIs or plug-in access to apps that integrate social media management with the platform. More advanced social media capabilities focus on direct integration of campaign management, including building forms and personalized ads within social networks, and using social media sign on to capture data and build lead profiles.

### CRM and ISV integration

Native integration with CRM systems has become a critical feature for marketing automation platforms serving the B2B market. Salesforce, Microsoft Dynamics CRM, Oracle CRM, SugarCRM, and NetSuite are the most commonly available connectors. Data is synchronized between the two systems and shared in both directions at frequent intervals. For example, data that is added by a sales rep to an account record in the CRM will be automatically added to the record in the marketing automation platform for marketing users to view, as well.

Many of the platforms profiled in this report also offer APIs and/or app marketplaces to provide seamless integration with a variety of ISVs. With the explosive growth in mobile devices and social media marketing, the number of apps and app marketplaces continues to increase. There may be additional fees to purchase marketplace apps; API users are generally charged on a per-call basis for each data download.

## Choosing a B2B marketing automation platform

### The benefits of using B2B marketing automation

The proliferation of digital channels has made it increasingly difficult for B2B marketers to accurately target prospects and customers with the right messages at the right times. Prospects are managing more of the buying process themselves, creating decision short lists by researching brand websites and social channels – without ever speaking to a sales rep. To be effective, marketers must be creative, targeted, and aligned with sales goals; they must also have greater visibility into buyer attributes and behaviors. Faced with these challenging market dynamics and increasing ROI pressure, B2B marketers at companies of all sizes and marketing sophistication can gain these benefits from a marketing automation platform;

**B2B marketers are using a wider variety of digital marketing channels to reach prospects and customers with relevant messages on their preferred devices.**

- **Increased marketing efficiency.** Automating time-consuming, manual tasks around content creation, management and personalization, campaign scheduling and execution, data hygiene (i.e. duplicate or inconsistent data residing in various silos), communication with sales, and lead nurturing saves time and improves productivity.
- **Enhanced ability to generate more and better qualified leads.** Marketing automation combines multiple criteria, including demographic and behavioral data (pages visited, downloads, filled out forms), with a lead scoring system, to generate and identify sales-qualified leads.
- **A multichannel view of prospect behavior.** Today's marketing automation platforms are integrating multiple channels to create more comprehensive prospect profiles and more holistic views of prospect behavior.
- **Better alignment of sales and marketing goals.** Marketing automation software can help to align sales and marketing efforts to ensure that sales reps are working with sales-ready leads. By working cooperatively to set scoring parameters and define qualified leads, sales and marketing become one team. Marketing works on building relationships with early-stage leads to enable sales to focus their efforts on the most highly qualified prospects.
- **Improved lead conversion and ROI.** According to Forrester Research, B2B marketers that implement marketing automation experience a 10% increase in their sales-pipeline contribution.

**Understanding your current marketing processes, knowing how to measure success, and being able to identify where you are looking for improvements, are all critical pieces of the marketing automation platform decision-making process.**

Virtually all marketing automation platforms offer SaaS-based pricing, meaning software is licensed by the customer and hosted by the vendor. Several vendors targeting the enterprise market also offer on-site installation and implementation services. Pricing is often based on the number of contacts in the marketing database, the number of email marketing messages sent each month, and/or the number of users. Most vendors require annual contracts, and may offer discounts in exchange for the longer-term commitment.

## Recommended steps to making an informed purchase

Understanding your current marketing processes, knowing how to measure success, and being able to identify where you are looking for improvements, are all critical pieces of the marketing automation platform decision-making process. The following section outlines four steps to help your organization begin that process and choose the marketing automation platform that is the right fit for your business needs and goals.

### Step One: Do you need a marketing automation platform?

Deciding whether or not your company needs a marketing automation platform calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs, staff capabilities, management support, and financial resources. Use the following questions as a guideline to determine the answer.

1. **Have we outgrown our current marketing system?** Marketing automation is often a solution for companies that are growing rapidly and need to scale their efforts. If you have data in multiple databases that cannot be consolidated, or are using an email system that can't deliver the level of behavioral targeting you need, it may be time for marketing automation. Determine where the lost opportunities exist in your current system.
2. **What marketing automation capabilities are most critical to our business?** Identify and prioritize your software requirements and the key capabilities you'll need from the new system. Do your sales reps need real-time access to marketing data? Then native

CRM integration is a must have. Do you have a sophisticated social media presence? Then social marketing management and integration will be important. By knowing what you need, you'll be in a better position to control the selection process and choose the platform that will most benefit the organization.

3. **What kind of marketing automation platform do we need?** Marketing automation is not a one-size-fits-all solution; it's important to find the right fit. Nearly all companies offer the same basic capabilities for email, website tracking, and a marketing database. Additional capabilities vary, however, so it's important to identify what you need. Is inbound marketing (social media, blogging, SEO) more important than outbound (email)? Are reporting and analytics the key feature you need? Is lead scoring a crucial part of your marketing process? Do you need greater capabilities in email segmentation and targeting?

Many marketing automation vendors started out as point solution providers, such as email, analytics, or optimization tools. As marketing has evolved, so have the tool providers. Knowing where each vendor has its roots may help identify what their core strengths are, and help you align tools to your own marketing needs.

4. **What are our goals?** It is critical to know upfront what your goals for the marketing automation system are. Do you want to improve the quality of leads handed off by marketing to sales? Or increase revenue by increasing conversion at key stages in the buying cycle? Do you want to improve visibility into the buying and sales cycles to optimize marketing engagement? Bring key stakeholders together to establish the organization's goals.
5. **Does management support this purchase?** Every marketer should have an executive sponsor to secure support at the C-level. Especially if you are not the ultimate decision maker for this purchase, you need management to buy into the idea before you go any further. Earning that buy-in takes some work. Present a compelling case that the benefits of new software vastly outweigh the costs. This could include converting more leads, making sales more efficient, and improving campaign ROI.
6. **Do we have the internal skillset and staff necessary?** To maximize your ROI, internal staff will need training and a willingness to develop and execute new business processes. If your marketing and sales organizations have been operating in silos, they will need to work more cooperatively on lead scoring and routing systems, lead qualification definitions, and more effective marketing collateral and communications. Identify someone in the organization who will take the lead on the selection process, as well as who will be using the system once it has been adopted.
7. **How will we measure success?** This is one of the toughest questions, and ties in directly to understanding why you are adopting a marketing automation platform. If your goal is to increase conversions, you'll need to know what your conversion rate is before automation in order to measure its impact. If it's to improve email efficiency, be prepared with metrics on open rates, clicks, etc. In addition to measuring against your marketing goals, it's wise to measure the depth and breadth of platform usage. Many marketers end up using only basic email capabilities, which ends up being a costly investment. Set benchmarks that will help evaluate the success of the automation.
8. **Have we realistically assessed the cost?** Some marketing automation platforms are all inclusive, while others feature add-on tools and services that can significantly increase costs. In addition to the cost of the software license itself (assuming you choose on-demand hosting), consider the costs of ongoing services and training, as well as the

**Marketing automation is not a one-size-fits-all solution; it's important to find the right fit.**



indirect costs associated with getting staff up and running on the new system (i.e., more cooperation and data sharing between marketing and sales). If you don't have your own IT or design staff, be sure to ask questions about what these services cost on an hourly basis. For example, if the platform offers templates, find out how many, and how much it costs to customize template design.

**Once you have determined that marketing automation software makes sense for your business, spend time researching individual vendors and their capabilities.**

## Step Two: Identify and contact appropriate vendors

Once you have determined that marketing automation software makes sense for your business, spend time researching individual vendors and their capabilities. Make a list of all the marketing capabilities you currently have, those that you would like to have, and those that you can't live without. This last category is critical, and could help you avoid a costly mistake.

For example, if responsive design for mobile users is crucial to your marketing process, this is one capability you will focus on during vendor interviews and demos. If you find that one vendor doesn't offer this "must-have" capability, it's not a fit.

Take your list of capabilities and then do some research. The "Resources" section at the back of this report includes a list of blogs, reports, and industry research that will help. (Many of the vendors profiled in this report also provide white papers and interactive tools that can help.)

Once you've done your research, narrow your list down to those vendors that meet your criteria. Submit your list of the marketing automation capabilities you've identified, and set a timeframe for them to reply. Whether or not you choose to do this in a formal RFI/RFP process is an individual preference, however be sure to give the same list of capabilities to each vendor to facilitate comparison. The most effective RFPs only request relevant information and provide ample information about your business and its marketing automation needs. It should reflect high-level strategic goals and KPIs. For example, mention your company's most important KPIs and how you will evaluate the success of your marketing automation efforts. Include details about timelines and the existing digital technology you have deployed.

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides come to a shared understanding of the purpose, requirements, scope, and structure of the intended purchase. From the RFP responses, you should be able to narrow your list down to three or four platforms that you'll want to demo.

## Step Three: Scheduling the demo

Set up demos with your short list of vendors within a relatively short time frame after receiving the RFP responses, to help make relevant comparisons. Make sure that all potential internal users are on the demo call, and pay attention to the following:

- How easy is the platform to use?
- Does the vendor seem to understand our business and our marketing needs?
- Are they showing us our "must-have" features?
- If we ask a specific question, can they demonstrate the answer on the call?

Other questions to ask each vendor include:

1. How easy is it to integrate this software into my organization?
2. What is the onboarding process?
3. How long does implementation take?
4. What kind of support and training are included in the base price?



5. How do I maximize adoption in my organization?
6. Will we have a dedicated account rep available to us?
7. Do current customers utilize the full functionality?
8. What new features are you focusing on for the coming year?
9. Can we do a test run for a few days on our own (i.e., a free trial)?

Don't hesitate to ask for a demonstration of the specific capabilities that you have identified in your RFI/RFP. Consider requesting product demos showing basic tasks and demonstrating core reports:

1. Create and edit a new email from scratch.
2. Import a Contact list from a CSV file.
3. Create and edit a new landing page from scratch.
4. Execute a simple campaign with an email, mailing list, and landing page.
5. See a report showing email opens and click-throughs.
6. See a report showing web traffic and/or specific leads from an email campaign.

This is an ongoing relationship; it's important to feel that your questions are being answered.

#### Step Four: Check references, negotiate a contract

Before deciding on a particular vendor, speak with one or two customer references, preferably someone in a business similar to yours. The vendor should be able to supply you with several references if you cannot identify ones yourself. Use this opportunity to ask any additional questions, and to find out more about any questions that weren't answered during the demo. Make sure that the person you've been referred to is someone who is a primary user of the platform. Consider also asking these basic questions:

- Why did you move to a marketing automation platform?
- Did you migrate to this platform from another? If so, how was the conversion process?
- Why did you select this platform over others?
- How long did the system take to implement?
- Has this platform lived up to your expectations?
- Did you receive the level of support you needed?
- What CRM system is this platform integrated with? Are you pleased with that integration?
- Were there any surprises that you wish you'd known about beforehand?
- Where have you seen the most success? The biggest challenges?
- How are you measuring your own success?
- How responsive is customer service?
- Has there been any down time?
- What is the most useful, actionable (favorite) report the platform generates?
- What do you wish they did differently?
- Why would you recommend this platform?

Although not all vendors require an annual contract, many do. Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered in the contract. Ask about what kinds of additional fees might come up. Are there charges for custom design, if so, how much? What is the hourly charge for engineering services, and is there a minimum? What partner organizations are available to install and integrate the platform? If you need to train a new hire mid-year, what will that cost? Obtaining the answers up front – and having them in writing – will ensure fewer surprises or additional costs down the road.

**Before deciding on a particular vendor, speak with one or two customer references, preferably someone in a business similar to yours.**

## Conclusion

Marketing automation platforms are proving their value to B2B marketers, who are facing a more complex customer lifecycle, a wider array of digital marketing channels, and an unprecedented volume of prospect and customer data. To be effective, marketers must be creative, targeted, aligned with sales goals, and have greater visibility into buyer attributes and behaviors. Marketing automation platforms can help to achieve these goals, and streamline a number of time-consuming tasks including website, landing page, and forms development; email marketing campaign execution; capturing, scoring, and nurturing leads; tracking website visitors; integrating multichannel campaigns; and analyzing and reporting results.

Finding the best marketing automation platform for your organization requires a rigorous internal assessment of your business's marketing and sales strengths, challenges, needs, and goals. Perform your due diligence when it comes to identifying, researching, and interviewing marketing automation vendors. A successful conclusion to this process can result in greater long-term ROI and ongoing business productivity. ■

**Finding the best marketing automation platform for your organization requires a rigorous internal assessment of your business's marketing and sales strengths, challenges, needs, and goals.**

## Vendor Profiles



Act-On Software  
 8300 SW Creekside Place,  
 Suite 250  
 Beaverton, OR 97008  
 T: (503) 530-1555  
[www.act-on.com](http://www.act-on.com)

### Target customer

- Mid-market B2B companies in the technology, professional services, financial services, manufacturing, education, and healthcare industries, as well as digital marketing agencies.

### Key customers

Ohio State  
 Progressive Insurance  
 Swarovski  
 Tyson Foods  
 University of Miami  
 Xerox

### Key executives

Raghu Raghavan, CEO  
 Shawn Naggiar, Chief Revenue Officer  
 Atri Chatterjee, CMO  
 Paul Nadeau, CFO

### Company overview

- Founded in 2008.
- More than \$72 million in venture funding, including a \$42 million round in April 2014 led by Technology Crossover Ventures.
- Acquired the assets of competitor Marketbright in July 2011, primarily to own its marketing assets and convert Marketbright's customer base.
- Additional offices in Roseville and San Mateo, CA; Scottsdale, AZ; Spokane, WA; Chicago, IL; Boston, MA; Reading, U.K.; and Bangalore, India.

### Product overview

- SaaS-based marketing automation platform for B2B marketers with small internal marketing teams and limited IT resources.
- Quick Start menu provides one-click access to many of Act-On's features, including email and landing page templates that can be dynamically customized by adding text or survey questions and executed as bulk, drip, or triggered campaigns.
- Updated content management and creation editor uses drag-and-drop functionality.
- Includes responsive design to support multiple devices.
- Updated UI allows users to customize dashboard including home layout and editable components organized by related marketing activities to enhance content management and navigation.
- Tracks website visitors using add-on widget.
  - Anonymous visitors can be reverse-matched using an IP address database.
  - Lead management system nurtures, scores, and segments prospects based on demographic, firmographic, and behavioral data.
  - Marketing and sales users jointly set the scoring parameters for lead qualification.
- *Act-On Inbound* tool optimizes content, blogs, and website for search engines; manages keywords for both SEO and AdWords; and measures campaign effectiveness.
- Data storage is cloud based.

## Vendor Profiles

## Product Details



Act-On Software  
 8300 SW Creekside Place,  
 Suite 250  
 Beaverton, OR 97008  
 T: (503) 530-1555  
[www.act-on.com](http://www.act-on.com)

### Social media strategy

- Integrated with Oktopost social engagement platform to allow marketers measure social effectiveness including conversions, lead generation, and revenue.
- Twitter Prospector dashboard uses Twitter API to allow users to participate in relevant Twitter conversations through live feed.
- Users can add social-sharing buttons to email campaigns and landing pages to connect and broadcast campaigns to their social media channels, including Facebook, Twitter, Pinterest, Google+, YouTube, and LinkedIn.
- *Act-On Insight* dashboard provides benchmarking of social media and web-based traffic against specified competitors.

### Reporting and analytics

- Standard reports track site visitor activity, including time on site and pages viewed, top referring sites, email responses, webinar attendance, landing page visits, and forms submitted.
- Funnel reports allow users to define funnels based on business process, track prospects through conversions, measure overall flow and velocity through the funnel, and compare results across time periods.
- Reports can be downloaded through Excel or CSV; users wanting to run regression or correlation analysis need to use external tools such as Excel.
- Management and provisioning capabilities designed for marketing agencies with multiple client accounts.

### CRM and ISV integration

- Native integration with Salesforce, SugarCRM, Microsoft Dynamics CRM, NetSuite, and Infor CRM (formerly Saleslogix).
  - Salesforce/CRM platform acts as the database of record. Users choose which marketing segments to import into Act-On database for campaign development and execution.
  - Segments are continually synched, allowing marketers to manage, recycle, and reassign sales leads based on prospect behavior.
  - High-scoring leads are pushed into a sales "hot prospect list" using the system's lead-scoring schema.
- Point-and-click integration with WebEx and GoToWebinar to schedule, send invites, and track responses to online events.
- Native integration with data services such as Data.com, Data Prospect, and ZoomInfo, as well as web analytics systems including Google Analytics and IBM Data Analytics.
- RESTful APIs use OAuth for authentication to enable third-party app development. Integrations available include: content marketing; video marketing, data/analytics, social media, call tracking, and sales enablement.

### Pricing and support

- Pricing tiers based on the number of active contacts in the customer's database.
  - \$600/month for up to 1,000 active contacts.
  - \$900/month for up to 5,000 active contacts.
  - \$1,150/month for up to 10,000 active contacts.
- Customized pricing for marketers with larger active contact databases.
- Customer success representative

## Vendor Profiles

### Product Details

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Act-On Software  
8300 SW Creekside Place,  
Suite 250  
Beaverton, OR 97008  
T: (503) 530-1555  
[www.act-on.com](http://www.act-on.com)

- assigned to each account.
- Phone, chat, and 24/7 email support included in the base price.
- Standard support includes Act-On University and Act-On Center of Excellence (an online knowledgebase of webinars, checklists, best practices, and product guides) as well as a user-populated wiki where users can share their issues and solutions.

## Vendor Profiles



Adobe Campaign  
 345 Park Avenue  
 San Jose, CA 95110-2704  
 (T) 877-722-7088  
[www.adobe.com](http://www.adobe.com)

### Target customer

- Enterprise B2C and B2B marketers in the retail, travel/hospitality, media and entertainment, financial services, and government verticals.
- As part of the Adobe Marketing Cloud, Adobe Campaign is integrated with several other Adobe solutions and can target enterprise customers across all verticals.

### Key customers

Dior  
 JustAnswer  
 LA Kings  
 Renault  
 Sephora  
 Vente-Privee

### Key executives

Suresh Vittal, VP, Marketing Strategy, Digital Marketing, Adobe  
 Stephane Dehoche, VP, Adobe Campaign  
 Stephan Dietrich, VP, Adobe Campaign, Americas  
 Thomas Boudalier, VP, Engineering, Adobe Campaign

### Company overview

- Adobe Systems was founded in December 1982.
- Adobe acquired Neolane for \$600 million in cash in June 2013.
  - Neolane was founded in 2001 in France and entered the U.S. market in 2007.
- Neolane was rebranded as Adobe Campaign and is now the sixth solution in the Adobe Marketing Cloud.
  - Adobe Marketing Cloud is a subscription-based service enabling users to leverage centralized and shared data, content assets, and profiles.
  - Adobe Marketing Cloud's additional solutions are: Adobe Analytics, Adobe Target, Adobe Social, Adobe Experience Manager, and Adobe Media Optimizer.
- Adobe Systems has more than 40 worldwide offices in North America, Europe, Asia, South America, the Middle East, and Africa.
  - Adobe Campaign has additional offices in London, Copenhagen, and Paris.

### Product overview

- Enables users to execute personalized inbound and outbound marketing programs across email, web, social, mobile, SMS, direct mail, kiosk, call center, and point-of-sale channels.
- Native integration with Adobe Experience Manager, Adobe Analytics, and Adobe Target to facilitate additional digital marketing capabilities.
  - Adobe Experience Manager integration lets joint clients work from a single digital asset management repository and integrate data from both anonymous visitors and identified customers to create personalized customer experiences.
  - Adobe Analytics integration provide real-time remarketing capabilities for users wanting to address cart abandonment issues.
- In January 2015, Adobe announced additional Adobe Campaign integrations with Adobe Target to provide contextually relevant emails; Core Services to share audiences; as well as deeper integration with Adobe Experience Manager.

## Vendor Profiles

## Product Details



Adobe Campaign  
 345 Park Avenue  
 San Jose, CA 95110-2704  
 (T) 877-722-7088  
[www.adobe.com](http://www.adobe.com)

### Social media strategy

- Social marketing campaign development and execution available through Adobe Social, a separate product in the Adobe Marketing Cloud.

### Reporting and analytics

- Provides more than 50 out-of-the-box reports including messages sent, throughput, opens, clicks, devices used, tracking indicators, as well as lead reports for lead management activities and a conversion funnel.
  - Through integration with Adobe Analytics (a separately priced product in the Adobe Marketing Cloud), users can create a holistic view of marketing campaigns with intuitive and interactive analytics dashboards and reports.

### CRM and ISV integration

- CRM connectors for Salesforce, Microsoft Dynamics CRM, SAP, and Oracle CRM on Demand, providing real-time, bi-directional synchronization of lead, account, and opportunity data.

- Uses web services for straightforward data and process integration with operational front- and back-end systems.
- Can run in a distributed architecture mode to enable redundant key processes and load balancing, depending on business and technical constraints.

### Pricing and support

- Adobe Campaign offers three pricing models or packages: an email solution, a cross-channel solution, and a solution that includes all available channels.
  - Pricing will vary based on the client's size and other factors.
  - Adobe Campaign has a "No CPM" pricing approach.
- All models charge a license/subscription fee and a customer profile fee, and are based on the number of active customer profiles in the database.
- 24/7 support includes support, access to major and minor product releases, and software maintenance.



## Vendor Profiles



AutopilotHQ  
 Level 1, 717 California Street  
 San Francisco, CA 94108  
 T: 800-714-9546  
<https://autopilothq.com>

### Target customer

- SMBs and decentralized marketing departments within enterprises.

### Key customers

Bosch  
 Microsoft  
 Nokia  
 PrimitiveLogic  
 SendHub

### Key executives

Michael Sharkey, CEO and Co-founder  
 Chris Sharkey, CTO  
 Peter Sharkey, COO  
 Guy Marion, CMO

### Company overview

- Founded in 2011 as Bislr; rebranded as Autopilot in February 2013.
  - Broad-based marketing automation platform scaled down and relaunched in February 2015 beta release.
- Raised \$16.5 million in venture funding, including a \$10 million Series B round in May 2014 led by Rembrandt Venture Partners with Southern Cross Venture Partners, Blackbird Ventures, and personal investments from Tim Draper and Terry and Katrina Garnett.

### Product overview

- Beta product positioned as an easy-to-use, affordable multichannel platform enabling users to send personalized email, SMS, and print messages to prospects and customers.
- Drag-and-drop canvas to build customer "journeys" or marketing campaigns.
  - Contact management center for organizing leads, creating custom fields, and dynamic or static segments and lists.
  - Universal forms capture leverages existing website or blog infrastructure.
- Pre-built integrations with channel partners including Salesforce (CRM), Twilio (SMS), Lob (print postcards), InsideView (lead Intelligence), and Segment (customer events).
- Autopilot can trigger or filter Journeys based on completely customizable UTM parameters. This means that any inbound traffic that includes a tagged URL (e.g. from an PPC campaign, a blog post, a social media campaign) can trigger or influence a Journey. So – Autopilot's flexible UTM tracking capabilities enable integration with any sort of PPC/SEO or online web strategy
- Marketing Guides library offers lead nurturing "journey" templates for users to download and execute.
- Data storage is cloud-based with no additional fees.

## Vendor Profiles

## Product Details



AutopilotHQ  
 Level 1, 717 California Street  
 San Francisco, CA 94108  
 T: 800-714-9546  
<https://autopilothq.com>

### Social media strategy

- Social media profile and lead data is automatically synchronized with contacts that are captured or imported into the Autopilot platform.

### Reporting and analytics

- Real-time event monitoring for both "known" and "anonymous" visitors, pulling from the Autopilot Anywhere tracking code that can be added to any online property.
- Reports available through pre-built integration with GoodData.
  - Sales funnel reporting on website visitors, conversions, leads, opportunities, and closed/won business.
  - Email performance reporting, with drill down to key performance metrics, time trends, click rates, users, and URL (content) performance.

### CRM and ISV integration

- Pre-built (native) integration with Salesforce (CRM), Twilio (SMS mobile messaging), Lob (print postcards), Segment.io (event tracking), and InsideView (analytics and intelligence).
  - Salesforce integration enables bi-directional synchronizing of leads, contacts, and accounts.

### Pricing and support

- Pricing based on number of database contacts and begins at \$5/month for 500 contacts.
  - Unlimited emails included.
  - No setup fees.
- Monthly pricing available; annual contracts receive a 20% pricing discount.
- Typical customer pricing ranges from \$2,000 to \$45,000 with annual contracts.
- Self-serve customer support model.

## Vendor Profiles



Marketing Automation for the Rest of Us™

eTrigue  
723 The Alameda  
San Jose, CA 95126  
(T) 800-858-8500  
[www.etrigue.com](http://www.etrigue.com)

### Target customer

- Small and mid-market B2B companies and divisions within enterprise organizations.

### Key customers

CompuCom  
Crossvale  
DPT  
Shell Lubricants  
Skype Business Services (Microsoft)

### Key executives

Jeff Holmes, President and CEO  
Jim Meyer, VP and General Manager  
Ron Cootes, VP, Engineering  
Tony Tissot, Senior Director, Marketing

### Company overview

- Founded in 2005.
- 49 employees.
- 400 customers.
- Self-funded.
- European office in London.

### Product overview

- DemandCenter® is a SaaS-based marketing automation platform with a WYSIWYG landing-page editor and drop-down forms editor featuring standard and custom fields to facilitate content creation.
- More than 100 landing page and form templates are available for customization.
- Dynamic Progressive Forms 3.0 designed to reduce form abandonment, featuring graphical drag-and-drop form builder
- Tracks leads at the contact and opportunity (won, open, closed) levels.
  - Tracks and maintains unlimited anonymous visitor data, including search term referrals.
- Users can adjust campaigns on the fly, and schedule message delivery for specific times.

## Vendor Profiles

## Product Details



eTrigue  
723 The Alameda  
San Jose, CA 95126  
(T) 800-858-8500  
[www.etrigue.com](http://www.etrigue.com)

### Social media strategy

- Social media source data captured, including Facebook, LinkedIn, Twitter, and Google+.
- Social media sharing and “friend” links are included in landing page and email builders.

### Reporting and analytics

- DemandCenter includes both pre-configured and customizable real-time reporting dashboards that track lead sources, companies, campaigns, messages, and geographies.
- *3-D Lead Scoring™* is based on three dimensions: who, what, and when.
  - Seven specific variables can be scored including prospect demographics, website activity, campaign responses, brand relationship, source, and buy time (i.e., how long it takes for a lead to become a customer).
  - Lead segmentation occurs within a search-based interface and across any demographic or marketing activity.
- Event campaigns can be scheduled through the system, with responses – including registration and attendance – automatically synched between the event system and DemandCenter.
  - Event data also can be integrated into existing CRM systems and used in triggered marketing messages.

### CRM and ISV Integration

- Native integration with Salesforce, Microsoft Dynamics CRM, and SugarCRM.
- *eTrigue for AppExchange* allows users to choose between bi-directional synchronizing and viewing active prospects before they are added to the Salesforce CRM.
  - Prospects can then be added as “leads” or converted to “contacts” based on qualification criteria.
- Real-time email alerts on any lead action can be reported within the CRM or DemandCenter.
  - Users can base alert triggers on demographics, scoring, or timing.
- Native integration with Google AdWords, WebEx, and GoToWebinar; an API is available for custom system integrations.

### Pricing and support

- Pricing ranges from \$600/month to \$2,900/month based on the number of database email records.
- Standard pricing is available for enterprise customers with databases of more than 250,000 email addresses.
- There are no setup or activation costs.
- Phone and email support is included in all pricing, as is training for the customer's first email campaign in the first five days of the engagement.
- Free web-based training is available for sales and marketing best practices.
- Customers can attend ongoing training sessions as well as “Coffee with eTrigue” webinars for additional training and marketing tips.

## Vendor Profiles



HubSpot  
25 First Street, 2nd Floor  
Cambridge, MA 02141  
(T) 888-482-7768  
[www.hubspot.com](http://www.hubspot.com)

### Target customer

- SMBs to enterprise marketers or agencies.

### Key customers

Alpha Software  
Global Plastic Sheeting  
Mimio  
NEC Corp. of America  
Rezdy Software

### Key executives

Brian Halligan, CEO and Co-founder  
Dharmesh Shah, CTO and Co-founder  
J.D. Sherman, COO  
Mike Volpe, CMO

### Company overview

- Founded in 2006.
- 785-plus employees.
- 13,600-plus customers in 90-plus countries.
- October 2014 IPO raised \$125 million.
  - Previously, HubSpot raised \$100 million in venture capital to fuel international growth, acquisitions (including Chime and PrepWork in 2013), and continuing product development.
- European headquarters in Dublin; Asia-Pacific headquarters in Sydney.

### Product overview

- Offers both a SaaS-based marketing platform and a freemium sales platform (also SaaS) that includes a CRM for the mid-market and a suite of sales enablement tools called Sidekick.
  - Marketing platform includes tools for lead capture and management, scoring, nurturing, analytics, A/B testing, blogging, social monitoring and publishing, and email marketing.
  - Sidekick (formerly Signals) includes email tracking from the user's inbox, notifications when leads view site pages, and in-line information on competitor sites and emails users receive.
- Offers customized lead scoring for any data point including email and website actions, social media metrics, and form captures.
  - Scoring systems can be tested as well as segmented in a customer's database.
- Additional functionality enables trigger campaigns, profile and lead scoring changes, and notifications when particular prospect behaviors occur.
- Content Optimization System (COS) uses a personalization engine to customize the website experience for each visitor.
- Data is stored in the cloud.

## Vendor Profiles

## Product Details



HubSpot  
25 First Street, 2nd Floor  
Cambridge, MA 02141  
(T) 888-482-7768  
[www.hubspot.com](http://www.hubspot.com)

### Social media strategy

- Social media capabilities center on integration with Social Inbox, a social media publishing and monitoring tool.
- Social Inbox highlights an individual's lifecycle stage with a color-coded interface that links directly with HubSpot's email tool for follow-up and internal communication on social media alerts.
- Users can schedule and publish posts to Twitter, Facebook, and LinkedIn from one or multiple accounts.
- Tweets are categorized (customer, prospect or active opportunity) and then trigger alerts sales, marketing, or customer service.

### Reporting and analytics

- Reports track channel performance, conversion assists, time-to-completion, and reverse funnel analysis.
- Users can benchmark traffic, conversion, and inbound links for up to 10 competitors.
- ROI tracked via multiple sources such as organic and paid search, referrals, social media, email marketing, direct traffic, and other campaigns.
- Monthly reports are delivered automatically and can be customized.

### CRM and ISV integration

- HubSpot is an AppExchange partner on Salesforce and offer native integrations with Salesforce, Wistia, and GoToWebinar.
  - Salesforce capabilities include bi-directional synchronizing and closed-loop ROI reporting, allowing users to set custom criteria to score leads and determine which leads are automatically sent to Salesforce.
  - Users can build segments on any combination of HubSpot and

Salesforce data, and personalize email content using Salesforce field data.

- Customers of both the HubSpot CRM and marketing platform can draw on the same database and see a single view of contacts.

### Pricing and support

- Tiered pricing plan based on the number of database contacts.
  - Basic: Starts at \$200/month and offers hosting, blogging tools, and landing pages.
  - Professional: Starts at \$800/month and adds Salesforce integration, smart content, advanced reporting, and custom lead scoring to the Basic package.
  - Enterprise: Starts at \$2,400/month and adds A/B testing and timeline segmentation to the Professional package.
- All pricing is for a minimum number of database contacts. Fees apply as the number of database contacts grows:
  - \$100/thousand additional contacts at the Basic level.
  - \$50/thousand additional contacts at the Professional level.
  - \$10/thousand additional contacts at the Enterprise level.
- A 30-day free trial is available; an annual contract is required.
- Additional \$500 setup fee for Basic customers and \$2,000 for Professional and Enterprise customers, which includes introductory training.
- Advanced product training is available starting at \$7,000.
- Email, phone, and Twitter support are included in pricing.
  - Phone support available 8am to 8pm EST.
- HubSpot Academy is a free marketing how-to site offering customers guides, webinars, brainstorming worksheets, and inbound certification courses.

## Vendor Profiles



Infusionsoft  
 1260 South Spectrum Boulevard  
 Chandler, AZ 85286  
 (T) 866-800-0004  
[www.infusionsoft.com](http://www.infusionsoft.com)

### Target customer

- Small businesses with between two and twenty-five employees.

### Key customers

Blue Chip Athletic  
 Mint Social  
 Optibike  
 Swim Fitness  
 The Rocket Company

### Key executives

Clate Mask, CEO and Co-founder  
 Greg Head, CMO  
 Marc Chesley, CTO  
 Elizabeth Pitt, Chief Customer Officer

### Company overview

- Founded in March 2001.
- 600-plus employees.
- Raised \$125 million in venture funding, including a Series D round of \$55 million in October 2014 and \$54 million in a Series C round of financing in January 2013.
- Acquired GroSocial, a social media marketing platform, in January 2013.
- Additional office in Lehi, UT.

### Product overview

- Infusionsoft targets small businesses with contact management, list and lead development, and ecommerce automation tools.
  - Email Broadcast beta product allows users to schedule and post emails to multiple social accounts, and select tags to send broadcasts to specific recipients.
  - Built-in sidebar for Gmail and Outlook integrates system with user email to access contact information, tags, and appointment history.
- List development and segmentation based on demographics, lead scores, and online behavior including clicks, purchases, and payment history.
- Automated lead scoring assigns leads to the appropriate salesperson with visual lead scoring based on flame icons.
- Workflow tools manage appointments, create to-do lists, and trigger follow-up after task completion.
- Infusionsoft Mobile app enables users to manage and communicate with their contacts directly from their mobile devices and is available for both iOS and Android.
  - Snap by Infusionsoft tool allows users to add new contacts to Infusionsoft by taking a picture of it with their smartphone.
- Data management through import wizards integrated with AWeber, Constant Contact, iContact, 1ShoppingCart, or any CSV file.
- Ecommerce tools help users manage online stores, inventory, fulfillment, and billing from a single system.
- Add-on CustomerHub allows users to build membership or subscription content services.



## Vendor Profiles

## Product Details



Infusionsoft  
1260 South Spectrum Boulevard  
Chandler, AZ 85286  
(T) 866-800-0004  
[www.infusionsoft.com](http://www.infusionsoft.com)

### Social media strategy

- Add-on GroSocial enables social media campaign and promotion development and management for Facebook, Twitter, and LinkedIn.
  - Includes drag-and-drop design software and templates to create social content and promotions such as social photo contests, giveaways, video contests, and viral vote promotions.
- All leads and promotion entrants can be added automatically to Infusionsoft.
  - Non-Infusionsoft customers can embed forms and content from other marketing programs including MailChimp, Wufoo, Hubspot, SurveyMonkey, and Eventbrite.

### Reporting and analytics

- Visual lead scoring indicates hottest leads with flame icons and automatically assigns leads to appropriate sales reps.
- Marketing reports measure open rates, clickthroughs, and social reach.
- Sales reports track conversions and revenue.
- Pipeline management follows individuals and accounts, links multiple contacts, tracks deals through the process, and forecasts future sales.
- Website tracking includes visitor activity from first visit to purchase, and which sources produce the most leads.
- Ecommerce reports allows users to track orders, sales totals, accounts receivables, payment reports, revenue by product and more.
  - Reports can be generated to share with teams or accessed directly from the Infusionsoft dashboard.

### CRM and ISV integration

- Marketplace by Infusionsoft features over 160 marketing apps ranging from accounting and analytics, to

calendar and contact management, to ecommerce and lead generation.

- Users can select and install free, pre-built campaigns from the Marketplace inside the platform's Campaign Builder.
- Infusionsoft is beta testing a developer API in partnership with Mashery.

### Pricing and support

- Four levels of SaaS-based licensing fees.
  - Essentials: \$199/month includes 2,500 contacts, 12,500 monthly emails, and three users. Includes contact management and marketing automation.
  - Deluxe Sales: \$299/month includes 5,000 contacts, 25,000 monthly emails, and four users. Includes contact management, marketing automation and sales automation.
  - Deluxe E-Commerce: \$299/month includes 5,000 contacts, 25,000 monthly emails, and four users. Includes contact management, marketing automation and ecommerce.
  - Complete: \$379/month includes 10,000 contacts, 50,000 monthly emails, and five users. Includes contact management, marketing automation, sales automation and ecommerce.
- GroSocial pricing begins at \$29/month.
  - 14-day trial available.
- CustomerHub priced at \$79/month.
- All new customers required to purchase Kickstart Services for a \$1,999 one-time fee.
- Includes onboarding and data import, training through live webinars, tutorials, and an online Help Center.
- Standard Support (included in pricing) gives users access to experts via phone and chat during regular business hours to resolve any questions or issues.
  - Users can upgrade to 24/7 support for a monthly fee.

## Vendor Profiles



Marketo  
901 Mariners Island Blvd.,  
Suite 500  
San Mateo, CA 94404  
(T) 650-376-2300  
[www.marketo.com](http://www.marketo.com)

### Target customer

- Mid-market to enterprise-level B2B and B2C marketers in a variety of industries including technology, healthcare, financial services, higher education, manufacturing, and media.

### Key customers

Charles Schwab  
Chrysler  
Intel  
McKesson  
Myfitnesspal  
Panasonic

### Key Executives

Phil Fernandez, President and CEO  
Sanjay Dholakia, CMO  
Steve Winter, EVP, Worldwide Sales and Operations  
Steve Sloan, SVP, Products and Innovation

### Company overview

- Founded in 2007.
- 500-plus employees.
- Went public in May 2013 with an IPO price of \$13 for 6,059,509 shares.
- Acquired real-time personalization provider Insightera for \$20 million in December 2013.
- Additional offices in Portland, Dublin, Tel Aviv, Tokyo, and Sydney.

### Product overview

- Cloud-based marketing software platform features a suite of integrated applications to deliver an email service provider (ESP), social campaign products, and business intelligence software. Applications include:
  - Marketing Automation: Create, automate, and track campaigns and marketing workflows across all marketing channels.
  - Multi-Channel Campaign Management: Manage and execute marketing programs across multiple channels including email, web, mobile, events, and social media.
  - Engagement Marketing: Build and grow long-term customer relationships with dynamic, multi-step engagement marketing campaigns.
  - Customer Engagement Engine (CEE): Automatically delivers relevant dialogues.

## Vendor Profiles

## Product Details



Marketo  
 901 Mariners Island Blvd.,  
 Suite 500  
 San Mateo, CA 94404  
 (T) 650-376-2300  
[www.marketo.com](http://www.marketo.com)

### Social media strategy

- Social marketing applications include polls, social sharing, sweepstakes, and referrals that share messages across social networks.
- Social analytics include real-time dashboards and analytics for individual social campaigns.
- Integrates with Marketo marketing reports and revenue cycle analytics.

### Reporting and analytics

- Provides a time-series data mart optimized for marketing analytics.
- Reports on marketing program ROI, including multi-touch attribution, and analyzes the aggregate impact of marketing on the revenue cycle over time, including conversion rates plus flow and velocity through the funnel.
- Revenue Cycle Analytics executive dashboards provide real-time metrics and trends to optimize the revenue cycle.
- Program Analyzer identifies which programs deliver the highest marketing ROI.
- Ad Hoc Reports & Analysis creates ad hoc reports and dashboards with an intuitive pivot table UI built for marketers.
- Opportunity Influence Analyzer demonstrates the multiple programs and marketing activities that influence deals to understand each marketing touch point's influence.
- Revenue Modeler defines the revenue cycle stages and monitors how potential customers move through the funnel.
- Success Path Analyzer monitors key performance metrics for each stage of the revenue cycle.

### CRM and ISV integration

- Native integration with Microsoft Dynamics, SAP Sales Cloud, and Salesforce.
  - Supports two-way synchronization; users enter CRM credentials and all custom objects and fields can be synchronized automatically.
- Bi-directional data synchronization allows users to add a lead or contact in either system, and Marketo ensures both systems are updated.
  - Custom configurations are also supported.
- Additions or deletions to the CRM framework such as fields or objects are automatically updated in Marketo through the system's self-healing schema.
- LaunchPoint is Marketo's 400-plus partner app and services network that enables customers to integrate additional software solutions including Webtrends, HootSuite, Sundog, LeadMD, and web event companies such as GoToWebinar.

### Pricing and support

- Automated email marketing for B2C clients starts at \$1,395/month for 10,000 contacts.
- Marketing automation for B2B SMBs starts at \$895/month for 10,000 contacts.
- All Marketo contracts require a one-year commitment.
  - Quarterly payments are available for SMB customers at an additional 10% per month.

## Vendor Profiles




Oracle Eloqua  
1921 Gallows Road, Suite 200  
Vienna, VA 22182-3900  
(T) 866-327-8764  
[www.eloqua.com](http://www.eloqua.com)

### Target customer

- SMBs to global enterprises in a range of industries, including high-tech, professional services, manufacturing, financial services, wealth management, asset management, insurance, education, life sciences, nonprofit, and sports and entertainment.

### Key customers

ADP  
American Express  
Fidelity  
LinkedIn  
McAfee  
SONY

### Key executives

Kevin Akeroyd, GM, Oracle Marketing Cloud  
John Stetic, Group VP, Product Management, Oracle Marketing Cloud  
Steve Krause, Group VP, Product Management, Oracle Marketing Cloud  
Andrea Ward, VP, Marketing, Oracle Marketing Cloud

### Company overview

- Oracle founded in 1977; Eloqua founded in 1999.
- Oracle acquired Eloqua in December 2012 for \$810 million.
  - Eloqua previously filed an August 2012 IPO that valued the company at \$368 million.
- Oracle Eloqua is now part of the Oracle Marketing Cloud product suite, which also includes Oracle Responsys (B2C cross-channel marketing), Oracle Content Marketing (formerly Compendium), Oracle Data Management Platform (formerly BlueKai), and Oracle Social Cloud.

### Product overview

- Positioned as a B2B cross-channel marketing platform featuring *Campaign Canvas*, a drag-and-drop interface to create personalized, dynamic content campaigns across email, social, display advertising, and mobile.
- Lead scoring uses a combination of contact profile information and buying behavior, including campaign responses, converted forms, email clickthroughs, and website activity.
- *Profiler*, *Engage*, and *Discoveries* is an add-on suite of sales tools that includes site visit alerts, pre-built and customized email messages for multiple devices, and advanced buyer profiling.
- Native integration with the Oracle Data Management Platform (DMP), allowing users to automatically move audience segments from Oracle Eloqua to the Oracle DMP and execute targeted display and search campaigns as well as look-a-like modeling for prospecting on anonymous online prospects.
- Native integration with Oracle Content Marketing (OCM), enabling users to access best practices and persona-based content.
  - OCM calendaring capabilities can also be extended to campaign tracking.

## Vendor Profiles

## Product Details



Oracle Eloqua  
 1921 Gallows Road, Suite 200  
 Vienna, VA 22182-3900  
 (T) 866-327-8764  
[www.eloqua.com](http://www.eloqua.com)

### Social media strategy

- Native integration with Oracle Social Relationship Management, a solution within the separately priced Oracle Social Cloud.
  - Allows users to publish directly to social properties from the Campaign Canvas interface and execute social advertising campaigns.
  - Social campaign reach and success metrics can be included in overall campaign reports.
- All Oracle Eloqua products include the Social Suite collection of apps.
- Social landing page apps are accessible directly within the Oracle Eloqua landing page editor. Additional social sharing and widgets are available to further integrate social media with the platform.
- Social data apps are available on the Oracle Eloqua AppCloud and allow users to access and manipulate social information either externally or within the Oracle Eloqua database.

### Reporting and analytics

- *Insight* is the platform's included analytics and reporting tool.
- Dashboards track and measure campaign engagement, cost, and activity summaries; email clickthroughs, bouncebacks, and trends; form conversion and abandonment; and landing page performance, trends, and visitor demographics.
- Features closed-loop reporting to tie campaigns to pipeline and revenue growth.
- Includes industry specific benchmarking dashboards across 12 different indexes.

### CRM and ISV integration

- An open platform designed to support Oracle Sales Cloud, Salesforce, Microsoft Dynamics CRM, and SAP.

- REST API available to integrate with other enterprise systems such as ERP, content management, and data warehouses.
- The Oracle Eloqua AppCloud provides plug-in access to 150-plus add-on applications, including Cvent, WebEx, CloudWords, Pinterest, and LinkedIn.

### Pricing and support

- Oracle Eloqua offers three "product trims" based on the number of users and database contacts.
- Basic: \$2,000/month for 10 users and up to 10,000 contacts, with unlimited emails, forms, and landing pages. Includes best practices templates, standard email and phone support, real time lead scoring and routing, Social Suite apps, and Insight Reporter dashboards and campaign tracking.
- Standard: \$4,000/month for 50 users and up to 10,000 contacts. Includes all Marketer package capabilities and adds dedicated IP addresses, custom multi-city event management, segmentation, advanced data cleansing, real-time multi-model lead scoring, custom CRM integration, and the Oracle Eloqua API.
- Enterprise: Custom pricing is available for larger databases and an unlimited number of users. Includes all Basic and Standard capabilities, as well as multiple licenses for the Insight custom dashboard and reporting tool, 24/7 premier support, Sandbox test environment, and multiple databases for separate business units.
- Add-on professional services available for companies that need additional help onboarding or customizing the software for their business needs.
  - Options include SmartStart Standard for SMBs and the Oracle Eloqua Expert program that offers access to a dedicated company consultant.

## Vendor Profiles



Sales Engine Media  
 9111 Jollyville Road, Suite 260  
 Austin, Texas 78759  
 (T) 512-241-3780  
[www.salesenginemedia.com](http://www.salesenginemedia.com)

### Target customer

- SMB and mid-market B2B organizations.

### Key customers

Advantec  
 iHouse  
 Perfect Commerce  
 Solarus

### Key executives

Paul Rafferty, CEO  
 Mike Vannoy, COO  
 Taylor Autry, VP, Information Technology  
 Kim Cool, VP, Client Success

### Company overview

- Founded in 2006.
- 30 employees.
- 165 customers.
- Merged with Manticore Technology in June 2012 to combine Sales Engine International's B2B marketing agency services with Manticore's marketing automation platform.

### Product overview

- Positioned as Marketing as a Service (MaaS) combining marketing automation software, content creation, and marketing services into an integrated lead generation program.
- Services focus on content creation, marketing automation, audience development, integrated campaigns, sales enablement, and analytics.
- Works with customer subject matter experts to develop customized content stacks of articles, whitepapers, infographics, and videos to feed digital marketing campaigns.
- Dynamic list segmentation and personalized content for more targeted email campaigns.
  - Identifies ideal prospect profiles (IPPs) and audits existing customer database.
- Wizard-based landing page design, progressive profiling, and custom form fields.
- Lead scoring models based on prospect demographics and behavior, including email clickthroughs, web visits, and content downloads.
- Rules-based, triggered nurturing campaigns for form fills and registrants.
- Responsive design templates for outbound email to maximize mobile user experiences.

## Vendor Profiles

## Product Details



Sales Engine Media  
 9111 Jollyville Road, Suite 260  
 Austin, Texas 78759  
 (T) 512-241-3780  
[www.salesenginemedia.com](http://www.salesenginemedia.com)

### Social media strategy

- Sales Engine social media specialists help customers develop and execute their social media strategies outside of the platform.
  - Professional services include social media account set up and maintenance, as well as channel performance reporting.
  - Sales Engine specialists also help customers create social editorial calendars, select relevant social media platforms, manage updates, create target messages, and analyze metrics.

### Reporting and analytics

- Website tracking includes prospect activities (visits, form impressions and fills, email opens and clickthroughs, and registrations).
- Identifies anonymous visitors through reverse IP lookup.
- Custom link tracking related to third-party web activity, including social media, PPC, and links shared by sales reps.
- Visitors are assigned to a funnel stage based on their website visit paths.
- Dashboard provides click path analysis, PPC campaign tracking, marketing ROI analysis, revenue projections, and cross-campaign analysis.

### CRM and ISV integration

- Native integration with Salesforce and Microsoft Dynamics CRM.
- Enables bi-directional synchronization of lead and contact data, detailed lead activity tracking, campaign integration, and advanced lead scoring and filtering.
- Key integration points with Salesforce include marketing dashboards, campaign integration, and lead scoring models that synch directly into custom fields.
- API available for integration with additional CRMs, data warehouses.

### Pricing and support

- Pricing not disclosed but estimated by industry sources to begin at \$12,000/year based on the number of database records.
- Annual contract required.
- Standard support includes dedicated customer success manager, 24/7 service monitoring and CRM integration availability monitoring, live weekly training sessions, and unlimited web, phone, and email support for up to two users.



## Vendor Profiles



Salesforce  
 One Market Street, Suite 300  
 San Francisco, CA 94105  
 (T) (800) NO-SOFTWARE  
[www.salesforce.com](http://www.salesforce.com)

### Target customer

- SMB to enterprise-level B2B organizations.

### Key customers

Apartments.com  
 Blue Cross/Blue Shield Minnesota  
 CareerBuilder  
 Precor  
 Teach for America  
 Trulia

### Key executives

Marc Benioff, CEO  
 Alex Dayon, President, Products  
 Adam Blitzer, SVP and GM, Pardot

### Company overview

- Pardot launched in 2007.
- Acquired by ExactTarget in October 2012 for \$95 million.
- Salesforce purchased Pardot in June 2013 as part of its \$2.5 billion acquisition of ExactTarget.
  - Salesforce does not disclose employee or customer count by product line.
  - Salesforce has offices in more than 24 countries.
- Pardot has offices in Atlanta, San Francisco, Chicago, Toronto, London, Dublin, Stockholm, and Sydney.

### Product overview

- A SaaS application that is now part of the Salesforce Sales Cloud.
  - Offers a suite of tools that include lead nurturing, prospect tracking, and ROI reporting.
- Includes WYSIWYG editors, templates, and wizards for ease of campaign creation.
- Email editor features template customization by region, as well as version control.
  - Templates optimized for mobile and A/B Testing.
- Uses both lead scoring based on prospect actions, and lead grading based on demographic fit to determine lead quality.
- Progressive profiling and dynamic content generation.
- Automated rules builder and nurturing campaign engine provides automatic marketing actions based on preset rules.
  - Mix and match criteria such as site search queries, software demos, and video viewing, can be set to trigger lead scoring, notifications, and routing prospects to content that corresponds to their interests.
  - Lead nurturing campaigns send prospects down pre-determined tracks, delivering targeted messaging over time and adjusting based on how recipients interact with the messaging.

## Vendor Profiles

## Product Details



Salesforce  
 One Market Street, Suite 300  
 San Francisco, CA 94105  
 (T) (800) NO-SOFTWARE  
[www.salesforce.com](http://www.salesforce.com)

### Social media strategy

- Social scheduling and publishing for Twitter, LinkedIn, and Facebook is included for all customers.
- Prospect look-up for LinkedIn, Twitter, Facebook, and Klout included at Pro level and above (available as an add-on for Standard customers).

### Reporting and analytics

- Campaign reporting measures cost per prospect, cost per opportunity, value revenue, and ROI to track prospect journeys from click to close.
- Lifecycle reporting shows prospect velocity through the marketing and sales cycles to show the average amount of time prospects spend in each stage of the funnel.
- Email reporting includes an engagement snapshot with a visual heat map of reader interactions.
- Performance reporting also available on all individual modules (landing pages, video views, Google Adwords, etc).

### CRM and ISV integration

- Native integration with Salesforce, SugarCRM, NetSuite, and Microsoft Dynamics CRM.
- Contact data is bi-directionally synchronized and de-duplicated; all clean records can be viewed in either Pardot or the CRM system.
  - In addition to prospect score and grade, users can view all prospect activity, including email opens, form views, AdWords ad clicks, visits, and site searches.
- Users can drop prospects into nurturing campaigns within Salesforce.
- Free LeadDeck tool is a desktop app that delivers real-time alerts of visitor activity.
- Select integration functionality, including activity data and nurturing

capabilities, is also available through the Salesforce1 mobile app.

- Integrates with WebEx, GoToWebinar, and ReadyTalk; connector available for EventBrite.
- Integrates PPC and SEO campaign data from Google AdWords and Google Analytics.
- Integrates with Wistia and Vidyard for video tracking, Wordpress blog apps, Microsoft Outlook, and GoodData for business intelligence.
- Connectors available for sales automation tools such as Data.com, Twilio for telephony, and Olark for live chat.
- Open API allows for custom integrations.

### Pricing and support

- Pardot offers three pricing levels.
  - Standard: \$1,000/month for up to 10,000 contacts.
  - Pro: \$2,000/month for up to 10,000 contacts; includes advanced features such as A/B testing, AdWords integration, API access, and social profiles.
  - Ultimate: \$3,000/month for up to 10,000 contacts; includes all Standard and Pro features as well as customer user roles and object integrations, a dedicated IP address, and API access for up to 100,000 calls/day.
- Implementation carries a one-time fee that varies based on client requirements.
- Additional fees of \$100/month for each additional 10,000 contacts.
- Annual contract required.
- All packages include a client advocate, support desk, live training webinars, email, and online forums. Custom packages include chat and phone support.

## Vendor Profiles



Salesfusion  
 3565 Piedmont Road NE  
 Building 2, Suite 200  
 Atlanta, GA 30305  
 (T) 855-238-6522  
[www.Salesfusion.com](http://www.Salesfusion.com)

### Target customer

- B2B SMBs and mid-market companies in the technology, professional services, healthcare, and media industries with up to \$500 million in revenue.

### Key customers

CentricsIT  
 Cleveland Cavaliers  
 Coverall  
 Earthlink  
 LexJet  
 PayX International

### Key executives

Chad Ruff, Founder and CEO  
 Eran Gil, EVP, Sales and Business Development  
 Lynn Perry, VP, Marketing  
 Suzanne Ward VP, Product Development

### Company overview

- Salesfusion 360 launched in 2007 after acquiring online forms system AxiomFire.
- 85-plus employees.
- 570 clients.
- Raised \$11.75 million in venture funding since January 2014 from Ashish Mistry, Hallett Capital, Noro-Mosely Partners, and BLH Venture Partners.
- Acquired LoopFuse in late January 2014.
- Additional offices in Malvern, PA; and London.

### Product overview

- A modular platform that integrates data from multiple channels, including paid search, SEO, email, events, and direct mail. Includes the following modules:
  - *Email Marketing*. Enables bulk, drip, triggered, and nurturing campaigns through more than 750 html templates and a step-based user interface for campaign development.
  - *Lead Scoring*. Allows users to create lead profiles by person and account, based on behavior and demographics.
  - *Landing Pages*. A wizard-based tool for developing landing pages, event registrations, surveys, online forms, and other lead capture vehicles. Form fields are pre-mapped into CRM systems, with leads routed and assigned upon form completion.
  - *Multi-Channel Marketing (MCM)*. A campaign management tool designed to integrate campaign channels in one interface.
  - *SocialFusion*: Enables social publishing, sharing, and tracking through a widget and URL shortener.
  - *Reporting*: Full reporting and dashboards within Salesfusion and integrated into an external CRM for sales view if chosen.
- All data is stored in Salesfusion's private cloud network.

## Vendor Profiles

## Product Details



Salesfusion  
3565 Piedmont Road NE  
Building 2, Suite 200  
Atlanta, GA 30305  
(T) 855-238-6522  
www.Salesfusion.com

### Social media strategy

- Social publishing, sharing, and tracking available through included SocialFusion module.
  - Out-of-the-box integration with LinkedIn.
  - Real-time monitoring of brand and product mentions on Facebook, Twitter and other social networks.
  - Wordpress and Drupal plugins to monitor blog interactions for inclusion in lead scoring.
- Social listening tools engage social media users and identify buying intent.
- URL shortener Itty Bitty enables web-based content to be shortened and published to social media.
  - Users automatically attach a social widget to email and landing page campaigns to share campaigns individually on Facebook, LinkedIn, and Twitter, or in a bundle that includes StumbleUpon and Digg, as well.
- Dashboard tracks prospects that share social media content and triggers more frequent campaigns or content.
  - More specific data, including network source and page views, can be tracked by social media traffic generated through Itty Bitty (via cookies).

### Reporting and analytics

- *WebForensics* is a web analytics tool that includes 30-plus standard reports, mapping and geographic analysis, lead scoring models, and search and keyword data that can be applied to SEO campaigns.
  - An advanced dashboard enables lead-to-revenue management.
- *LeadAnalyzer* includes two lead scoring/management tools for building multiple scoring models to grade and

route leads, then connect to the CRM system with rules for routing leads back to marketing when scores change.

- Models can be scored by geography, vertical market, or product line; and based on web, email, forms or event activity, as well as demographics.

### CRM and ISV Integration

- Native integration with Salesforce, SugarCRM, Infor CRM (formerly Saleslogix), Sage CRM, and Microsoft Dynamics CRM.
- CRM integration based on a four-tier model that includes the following processes:
  - Custom entity/space installation: installing objects/entities to natively house marketing data related to leads, contacts and accounts (e.g., email, events, web activity).
  - Database synchronization: connecting and synchronizing data changes between each system at the lead, contact, and account levels.
  - Campaign integration: allows Salesfusion emails to be sent from the campaign entity/object within the CRM extra space to a list of campaign members, including dynamic lists.
  - Lead intelligence dashboard access: an integrated summary of all relevant marketing interactions displayed to sales with one-button access to the record in Salesfusion.
- Web services platform integrates with Google's AdWords, as well as data infrastructure provider Citrix.
  - Also integrate with Litmus for email testing and tracking.
- Event module provides native integration with WebEx and GoToMeeting.

## Vendor Profiles

### Product Details

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Salesfusion  
3565 Piedmont Road NE  
Building 2, Suite 200  
Atlanta, GA 30305  
(T) 855-238-6522  
[www.Salesfusion.com](http://www.Salesfusion.com)

#### Pricing and support

- Two pricing tiers based on size of database.
  - Core Package: \$950/month includes 10,000 contacts (additional contacts available).
  - Performance Pack (a Core add-on): \$350/month.
- All pricing plans include unlimited users and bulk emailings.
- Annual contracts are required.

## Vendor Profiles



Silverpop, an IBM Company  
 200 Galleria Parkway,  
 Suite 1000  
 Atlanta, GA 30339  
 (T) 866-745-8767  
[www.silverpop.com](http://www.silverpop.com)

### Target customer

- B2B and B2C SMBs to Fortune 1000 enterprises.

### Key customers

AMD  
 Carfax  
 CaringBridge  
 King Arthur Flour  
 Mazda  
 Stonyfield

### Key executives

Bill Nussey, President and CEO  
 Jim McCormick, EVP and CFO  
 Pam Woerhle, VP, Worldwide Go To Market Leader  
 Jeff Browning, SVP, Product Development

### Company overview

- Founded in 1999.
- Acquired by IBM in May 2014.
- Now branded IBM Silverpop Engage and part of IBM ExperienceOne, an integrated portfolio of marketing, sales, and service offerings.
- More than 5,000 brands use Silverpop.

### Product overview

- Cloud-based Silverpop Engage focuses on the following areas:
  - Marketing Database: Collect comprehensive customer data and create a single customer identity.
  - Universal Behaviors: Capture customer and prospect behaviors to easily integrate into highly individualized campaigns.
  - Interaction Engine: Understand and act on buyer behaviors through automating individualized interactions.
  - Multichannel: Deliver communications through the right channel at the right time.

## Vendor Profiles

## Product Details



Silverpop, an IBM Company  
 200 Galleria Parkway,  
 Suite 1000  
 Atlanta, GA 30339  
 (T) 866-745-8767  
[www.silverpop.com](http://www.silverpop.com)

### Social media strategy

- Provides social publishing and scheduling, social sharing, and social sign-ins on landing pages for Twitter, Facebook, LinkedIn, and/or RSS feeds that coincide with Engage email sends.
- Social sign-in currently supports the use of social identities from Facebook, Twitter, LinkedIn, and Salesforce as well as other major social networks.
  - Users can determine lead sources through the tools' social tracking features. (i.e., blog posts shared on Facebook will be attributed to Facebook instead of the blog post itself.)

### Reporting and analytics

- More than 80 customizable reports are available.
- Users can report on customer behavior data from various marketing channels, including email, campaigns, social, and mobile.
- Users can connect Excel to Silverpop Engage accounts and download all reporting and activity data related to mailings.

### CRM and ISV integration

- Native integrations with Salesforce, Microsoft Dynamics CRM, and NetSuite.
- API set available for customized CRM app development.
- SilverLining Partner Network includes 120-plus app providers in many areas from couponing and CRM to mobile, social, and web analytics.

### Pricing and support

- Pricing based on the size of the customer database or the number of email transactions. IBM does not publicly disclose pricing.
- The majority of Silverpop contracts are 12-15 month terms.
- 24/7 email and phone support included for all customers; an online support portal is also available.
- Add-on onboarding programs are available through Silverpop Services.
- Web-based training is available and custom, on-site training is offered for an additional fee.



## Vendor Profiles

**STRONGVIEW.** Target customer

StrongView  
 1300 Island Drive, Suite 200  
 Redwood City, CA 94065  
 T: (800) 971-0380  
[www.strongview.com](http://www.strongview.com)

- SMBs to enterprise organizations.

**Key customers**

Dow Jones  
 Fox Sports  
 InterContinental Hotels Group  
 Oriental Trading Co.  
 Overstock.com  
 Yahoo!

**Key executives**

Bill Wagner, CEO  
 Rob Brosnan, Chief Product Officer  
 Jeremy Sterns, CTO  
 Steve Melamed, Chief Sales Officer

**Company overview**

- Founded in 2002 as an email marketing services provider (ESP).
- \$38 million in venture funding since March 2004 from Steamboat Ventures, Globespan Capital Partners, Sequoia Capital, DAG Ventures, and Evercore Partners.
- Additional offices in London and New York.

**Product overview**

- Message Studio is positioned as a cross-channel campaign management platform that uses a drag-and-drop interface to manage one-off, recurring, and lifecycle digital campaigns across email, mobile, social, and display.
  - A/B split and multivariate testing with real-time optimization.
  - Rules-based dynamic content, social sharing, and mobile device viewing.
  - Transactional email solution integrates with existing ecommerce, customer support, and CRM systems.
  - Organizational and roles-based permissions to centralize triggered, lifecycle, and batch email campaigns.
- Web Pages solution to create and publish personalized landing pages and web forms.
- Real-time inbound and outbound SMS (mobile) campaign development and execution, including program and keyword reporting.
  - Responsive design to automatically adapt screen width with elastic layouts and hide backgrounds.
  - Mobile message rendering to test and correct (if necessary) links, codes, and message construction.
- Services include "Present Tense Marketing" assessments to evaluate customer marketing programs based on acquisition and revenue, context awareness, data availability, efficiency, and channel integration.

## Vendor Profiles

## Product Details

**STRONGVIEW.** Social media strategy

StrongView  
1300 Island Drive, Suite 200  
Redwood City, CA 94065  
T: (800) 971-0380  
[www.strongview.com](http://www.strongview.com)

- Social Direct publishing tool for Facebook, Twitter, Pinterest, and LinkedIn.
  - Monitors and tracks social conversations and performance from a central dashboard.
  - Automatically adds retweets and replies to campaigns.
- Fully configurable social sharing widget to limit or prioritize social channels.

**Reporting and analytics**

- InteractionStore is an interaction insights platform that stores and analyzes cross-channel data including channel engagement, device OS, time, location, and shopping behavior.
  - Customized views of KPIs with pivot table reporting.
  - Ad hoc queries.
- Real-time reporting and tracking of transactional email side-by-side with traditional email marketing programs including, delivery, opens, clicks, and conversions.
  - Dozens of standard reports and data visualizations.

- Real-time access to profile data attributes, including demographics, purchase history, permissions, and sentiment.
- Mobile device reporting includes device type, mail clients, and web browsers.
- Reports can be exported to Excel.

**CRM and ISV integration**

- Native integration with SAP and Salesforce.
- Direct database integrations to eliminate duplication and synchronization issues.
- Automated FTP imports.
- APIs available for integration with other ISVs.

**Pricing and support**

- Pricing tiers based on the number of active contacts in the customer's database.
- Online and on-site training included in onboarding.
- Add-on strategic and professional services to assist in strategy and campaign development and execution.

## Vendor Profiles

# TERADATA®

Teradata Integrated  
Marketing Cloud  
10000 Innovation Drive  
Dayton, OH 45342  
(T) 937-242-4030  
[www.teradata.com](http://www.teradata.com)

## Target customer

- Mid-market and enterprise-level B2C and B2B marketers in verticals including retail, financial services, education, healthcare and pharmaceutical, manufacturing, entertainment and communications, business services, government, travel and transportation.

## Key customers

American Express  
CVS  
Hertz  
Proctor & Gamble  
Sirius XM  
Verizon

## Key executives

Darryl McDonald, President, Teradata Applications Division  
Lisa Arthur, CMO  
Alex Meyer, COO  
Tommy Richardson, CTO Applications

## Company overview

- Founded in 1979.
- 10,000 employees worldwide.
- Releases first CRM marketing application in 2003.
- Spun off from parent company NCR in 2007; publicly traded as TDC on NYSE.
- Acquired Aprimo in December 2011 for additional marketing app functionality.
- Acquired eCircle, a digital marketing platform, in June 2012.
- 2014 acquisitions include: Ozone Online, (Teradata Interactive) for strategic and creative design and campaign execution; Argyle Social (Teradata Social) for social publishing; and Appoxee for mobile push and in-app messaging, data collection, analytics, and optimization.

## Product overview

- The Aprimo marketing automation platform is now part of the Marketing Resource Management (MRM) solution in the Teradata Integrated Marketing Cloud (TIMC).
  - Teradata MRM includes tools that automate marketing planning, spend management, workflow and collaboration, asset management, and offer management and comply with all brand standards and industry regulations.
- TIMC also includes the following solutions:
  - Omni-Channel Marketing: provides tools that help marketers deliver personalized inbound and outbound communications through real-time decisioning, digital delivery, optimization, and analytics.
  - Teradata Digital Marketing: enables marketers to create, test, execute, and optimize digital campaigns via email, mobile, social, and web channels.
  - Marketing Analytics: offers predictive and Big Data analytics across all campaigns, channels, and geographies.
  - Additional add-on modules are available to extend base app functionality, including digital asset management, and campaign data and performance visualization templates.

## Vendor Profiles

## Product Details

# TERADATA®

Teradata Integrated  
Marketing Cloud  
10000 Innovation Drive  
Dayton, OH 45342  
(T) 937-242-4030  
[www.teradata.com](http://www.teradata.com)

## Social media strategy

- Teradata Social, part of the Digital Marketing solution, includes publishing and marketing capabilities embedded into TIMC.
- Digital Marketing Center publishes social updates directly to Facebook, Twitter, and LinkedIn.
- Social Adapter tool enables users to both publish and track social media data from networks including Facebook and Twitter, and integrate the results into marketing campaign data.
- Users can publish emails and microsites to Facebook and Twitter.

## Reporting and analytics

- Reporting and analytics focused on marketing operations and effectiveness.
- Predictive analytics for attribution, next best action, and forecasting.
- Big Data analytics on operational data from email, mobile, social, and web channels.

## CRM and ISV integration

- Real-Time Interaction Manager includes the service-to-sales app on the Salesforce AppExchange.
  - Includes an offer repository, contact database, analytics, and a business rules engine.
- Customer Interaction Manager (CIM) offers an Extended Data Service to

pull data from other databases into Teradata.

- Cultivates partnerships to deliver end-to-end analytic solutions and integrated marketing applications such as Brierly, Urban Airship, and Celebrus.

## Pricing and support

- Pricing based on the number of database contacts, as well as the products purchased and the following product dimensions:
  - modules purchased;
  - number of customer addressable records on the database;
  - number of digital touch points (if using the Digital Marketing Center); and
  - number of named users accessing the CIM Marketing Intelligence reporting module.
- Annual and 36-month contracts available with automatic renewal.
- Maintenance, upgrades, and support are included in pricing.
  - 36-month (perpetual) contracts are charged an annual maintenance fee representing 20-25% of the original fee and covers product updates and technical support.
  - Annual contracts includes maintenance at the same percentage.
- Add-on professional services range from solution definition workshops to full customizations.

# Resources

## Blogs

"Chief Marketing Technologist," by Scott Brinker. <http://Chiefmartec.com>

"Customer Experience Matrix," by David M. Raab. <http://customerexperiencematrix.blogspot.com>

## Websites

[Aberdeen.com](http://Aberdeen.com)

[Digitalmarketingdepot.com](http://Digitalmarketingdepot.com)

[Contentmarketinginstitute.com](http://Contentmarketinginstitute.com)

[Marketingland.com](http://Marketingland.com)

[Searchengineland.com](http://Searchengineland.com)

## Articles

"7 B2B Marketing Trends to watch in 2015," by Tim Asimos, Director of Digital Innovation, circle S studio.

<http://www.business2community.com/b2b-marketing/7-b2b-marketing-trends-watch-2015-01073432#uykesbpw8yk3sDzH.99>

"The Ultimate Marketing Automation Statistics Review," by Jorie van Rijn, publisher, Email Monday.

<http://www.emailmonday.com/marketing-automation-statistics-overview>

## Research reports

B2B Marketing Automation Vendor Selection Tool (VEST), published by Raab Associates.

<http://raabguide.com/vest>

The Forrester Wave Lead-To-Revenue Management Platform Vendors (2014), published by Forrester Research.

[www.forrester.com](http://www.forrester.com)

Marketing Automation: Best Practices in a Rapidly Changing World, published by B2BOnline and Marketo.

<http://www.marketo.com/reports/btob-research-insights-marketing-automation-best-practices-in-a-rapidly-changing-world/>

Marketing Automation BuyerView, 2014, published by Software Advice.

<http://www.softwareadvice.com/crm/buyerview/marketing-automation-2014/>

Marketing as a Service (MaaS): A New Route to Market, published by IDC.

<http://www.idc.com/getdoc.jsp?containerId=247587>

State of Marketing Automation 2014: Processes that Produce, published by Aberdeen Group. [www.aberdeen.com](http://www.aberdeen.com)