



Marketing automation vendors

Raimo Malila

+358 40 559 7010

raimo.malila@gmail.com

en.menestyvayritys.com

MARKETING AUTOMATION VENDORS

If your firm is considering or is already in the process of acquiring marketing automation, then this review is meant for you. Primarily the topic is discussed from a B2B SME company point of view, but most probably also startup companies or enterprises will find the information interesting.

Marketing automation boosts the implementation of growth strategies, increases sales by improving market share, facilitates expansion to new international markets, supports the development of new products and business models or enhances go-to-market programs and processes. The technology itself is not the solution, but as a part of right path to growth, it will help the company to stand out from its competitors. Adopting marketing automation is not to be considered as a technical implementation project or an IT procurement initiative, but it should be closely linked to the renewal and improvement of business and customer operations.

Here we shall focus on the vendors that offer B2B marketing automation as an online service. The typical features of the services include acquiring customer leads, lead scoring and nurturing, email marketing, development of landing pages, visitor tracking, CRM integration, data analysis and reporting. Enterprise marketing management (EMM) systems, offered by e.g. IBM and SAS, are not discussed here. Also dedicated real-time analytics (e.g. web analytics and social media analytics) and predictive analytics (customer success) solutions are excluded – even though they are closely related to the utilisation of market automation.

New players are continuously entering in the marketing automation business, originating from startup world or adjacent solution providers, so the review is not including all the vendors in the domain. If the listing is excluding some key vendors that you consider relevant to above mentioned focus and Finnish markets, please inform me.

The review is based on the reports and evaluations of industry experts, information available on the web and my own experiences in the vendors and their solutions.

| Company name and website | Company summary | Customer focus | Industry focus | Differentiators | Price /m (USD) | Rererences in Finland |
|---|---|--|---|---|----------------|--|
| Act-on | Offers a highly robust marketing and customer relationship management suite. Marketing automation features include leads management, website visitor tracking, webinar and events management, analytics and more. | SMB B2B marketers who are ready to graduate from email marketing systems to full marketing automation, while also targeting larger organizations | Technology, professional services, financial services, manufacturing, education, healthcare industries and digital marketing agencies | Affordable price, email capabilities, usability, integration to other services, benchmarking capabilities vs. competitors | 500 and up | Admiralmarkets, BBN, Bruynzeel, Eurux, Getitright, Landis & Gyr, Nedis |
| Adobe Campaign (formerly Neolane) | Originally French company, acquired by Adobe. Lead management capabilities, integration with Adobe technologies and partner ecosystem. | Larger corporations and SMB, B2B and B2C, hat are ready to graduate from email marketing systems to full marketing automation | All industries | Technology and integration, viability and ecosystem, analytics, segmenting and profiling, marketing resource management | Not known* | Not available** |
| CallidusCloud | Designed to integrate the efforts of a company's sales and marketing teams. A web-based solution that can help users increase SEO, identify qualified leads, and improve conversion rates. | SMB, moving to target also larger organizations | All industries | Strong portfolio for sales enablement and operations, partner management | 50 and up | Not available |

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| Eloqua (Oracle) | The platform helps companies streamline their marketing and sales efforts. The revenue performance management function gives marketers the ability to show specific contributions. Oracle Eloqua revenue was estimated to be \$100 million in 2013. | Companies with \$10 million to \$15 million in revenue up to global enterprises; one third comes from larger ones; 90 % of customers from B2B | A range of industries, including high-tech, professional services, manufacturing, financial services, education, sports and entertainment | Experience, cross-channel marketing, sales people access to the service | 2000 and up | Ahlström, Aller, Basware, Deltek, Lilli, Redi, Vaisala |
| eTrigue | This SaaS application empowers employees at all levels to identify and convert sales leads efficiently. Founded in 2005 by the 3marketeers (a demand creation agency), eTrigue is self-funded- | SMB and departmental deployments within enterprise clients. | All industries | Program planning, reporting, progressive profiling | 1000 and up | Not available |
| HubSpot | Provides a comprehensive marketing platform with automation and inbound marketing tools that can help companies get found by customers online and better manage all their marketing efforts. | SMBs to enterprise marketers or agencies, B2B and B2C | All industries | Simplicity, online ecosystem | 200 and up | Honka, Finkey, Goodsign, Dastia, Auria Yrityslaskenta, Akatemia, Pengon, Charterjahti, Metos, CRF Box |

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|------------------------------|--|---|----------------|--|----------------|---|
| IBM | Unica software, acquired in 2010 and now part of the IBM Enterprise Marketing Management (EMM) suite, enables interactive marketing through online and offline campaign management, website and content personalization, activity-based campaign triggers, lead management, customer data and Web analytics and workflow management. Business size \$ 30 - 40 M. | Customer base some 2,500 organizations; the majority are large enterprises, including approximately 200 B2B companies | All industries | Vendor strength, analytics, integration, support for global - local campaign execution | Not known | Becel, Eliquis, Ingman, NSAonline, Rexona, Sunsilk, Teleware, Tieto-Tapiola |
| InfusionSoft | Simplifies sales and marketing efforts by delivering everything you need in a single online system. | Small businesses | All industries | Affordable pricing, Customer service | 199 and up | Hukka, Uskallainnostua |
| Launchpad | V12 Group provided marketing automation platform. The software helps marketers leverage acquisition data to better define traits in current and prospective customers and then apply that to multi-channel outreach. | From small to larger companies | All industries | Ease of use, customer acquisition and CRM capabilities | Not known | Not known |

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| Marketo | Customer data, web analytics and workflow management. Completed an initial public offering in 2013, reported 64% growth from 2012, and 2013 revenue of \$95 million. | Mid-market to enterprise-level B2B and B2C marketers; 80 percent have less than \$100 million in annual revenue, most customers B2B | Technology, healthcare, financial services, manufacturing, and media industries; Intends to expand to other verticals. | Usability, program optimisation, Salesforce.com deep integration, social media | 1195 and up | Nebula, Asiakastieto, Sonera, Fonecta, EF, Biltema, Wärtsilä, Zeeland, SSH, Tieto |
| Microsoft Dynamics Marketing | Dynamics Marketing, a renamed and enhanced version of MarketingPilot, was released in 2Q14. Dynamics Marketing provides deeper lead management functionality than the native functionality of Dynamics CRM. | Midsized businesses | All industries, special focus retail, service, manufacturing, financial services and public sector | Common technology with Dynamics CRM, value for other MS product users | 125 and up | Not known |
| Ontraport | Business management platform that consolidates sales, marketing and business automation software. Streamlines multiple functions, enabling businesses to harness the power of technology with one simple solution. | Small business | All industries | Ease of use, price | 297 and up | Pasi Rautio |
| Pardot (Salesforce) | The SaaS platform provides tools for lead scoring, email marketing, lead nurturing and more. Easily integrates with CRM. Acquired by Salesforce. | SMB B2B businesses, with future plans to service global B2B enterprise-level businesses. | All industries | Website optimisation, usability, partner network, deployment with other service platforms, muscles of and integration with Salesforce | 1000 and up | Raymarine, Affecto, Axession, Etalous, Fondia, Navmanwireless, Planson, Raitatuote, Tuplatiimi, Stonesoft, Colorant Chromatics, Innotiimi |

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| Sales Engine International | Drives B2B sales with Marketing as a Service, combining marketing automation, content creation and campaign execution. | B2B companies, from startups to Fortune 500, special focus mid-market | All industries. | Combination of marketing automation, content creation and campaign execution. | 1000 and up | Not available |
| Salesfusion | A web-based solution for businesses looking to improve the effectiveness of their marketing campaigns through social media tools, lead scoring and nurturing, and email marketing. | B2B SMBs and mid-market companies with up to \$500 million in revenues. | Technology, professional services, healthcare, media industries etc. | More native integrations with CRM platforms than any other marketing automation vendor, own CRM solution, full-house email service provider, management of budget and costs | 750 and up | Not available |

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| Teradata (Aprimo) | Aprimo was acquired by Teradata in 2010. Campaign Management, which provides marketing automation functionality, and Marketing Operations, which delivers the marketing resource management (MRM) capabilities of spend/financial management, workflow/production and asset management. | Enterprise-level and mid-market B2C and B2B marketers, 25% from B2B | All industries | Vendor strength, advanced features. Integration, professional services | 4000 and up | Not known |
| Venntive | A powerful suite of marketing, sales, social media management, and collaboration tools that provide businesses and individuals with everything they need to build their brands online. | Small businesses | All industries | Integrated mix of applications, very affordable pricing | 25 and up | Not known |
| Zoho | Affordable channel marketing management solution and marketing automation platform. Revenue at \$56 million in 2013, with about \$33 million in CRM revenue. | SMBs and companies with limited budgets. | All industries | Value to money, integrations, support for 15 languages | Low | Not known |

*) Not known: Information not known
 **) Not available: No known references