

Knowledge Brief

Quadrant Knowledge Solutions

Madison Logic is a Leader in SPARK Matrix: Account-Based Marketing (ABM) Platform, 2021



2021
SPARK MATRIX
LEADER

Account-Based Marketing
(ABM) Platform, 2021

An Excerpt from Quadrant Knowledge Solutions
"SPARK Matrix: Account-Based Marketing (ABM) Platform, 2021"

Madison Logic is a Leader in SPARK Matrix: Account-Based Marketing (ABM) Platform, 2021

Quadrant Knowledge Solutions defines account-based marketing (ABM) platform as a software that facilitates organizations in implementing and managing their ABM strategies effectively, enabling them to align sales and marketing resources to personalize the buying experience of targeted accounts through continuous engagement.’ The software focuses on a small number of specific high-value accounts as opposed to other marketing approaches which cast a wider net for perspective clients in the market. ABM platform extends marketing initiatives to generate engaging campaigns that focus resources and use budget costs to form deeper connections with individual accounts through a multiple channels, such as web personalization, emails and direct mail, event, webinars, and personalized advertising through omnichannel orchestration. It helps organizations achieve higher ROI and helps sustain customer loyalty.

Account-based marketing (ABM) is a strategic marketing initiative that focuses on concentrating resources designed to engage high-value target accounts within a given market. It is a technique that helps personalize marketing campaigns for each specific account while ensuring that the marketing message caters to the specific needs and qualities of the account. B2B companies use ABM as a tool to ensure higher campaign conversion rates and lower expenses for the organization. ABM goes a step beyond lead generation by encouraging organizations to enhance their connection with large accounts, leading to more meetings and engagement activities. The usage of ABM platforms benefits users in executing a complete engagement campaign by gaining insights on high-fit accounts which are more likely to be interested in their offerings.

An ABM platform includes web personalization, digital ads, events, webinars, email and direct mail, and a custom-made sales approach to achieve a higher success rate for scheduling meetings with best-fit accounts once they are identified. It helps organizations form deeper customer relationships through behavioral cues such as intent and account intelligence.

ABM as a marketing approach supports organizations in achieving shorter sales cycles while engaging larger accounts. It aligns sales and marketing teams in generating personalized messages for target accounts. Organizations can measure the progress of ABM, ensuring a higher ROI through B2B

marketing. Additionally, an ABM platform benefits the efficient usage of resources and saves time for the organization as it caters to a smaller number of accounts as opposed to other marketing approaches.

The use of ABM platforms is continuously growing within organizations dedicated to improving conversations and engagement with high-value accounts in a cost-effective and timely manner. Even though ABM is still in its early stages, it is already proving to be a significant revenue generator due to its ability to meet the need for personalization in the pursuit of potential sales and opportunities. In addition, many organizations are looking at embracing AI to optimize their ABM strategies. ABM platforms offer insights for efficiently targeting, engaging, and measuring the best-fit accounts with revenue-based analytics and cross-channel engagement approaches. Also, identifying high-value accounts helps organizations generate collaborative campaigns to provide a personalized buying experience. In a way, an ABM platform treats high-value accounts as individual markets in themselves, promoting cross-selling and upselling by marketing to existing customers. It ensures a continuous dialogue between the organization and the accounts that they are targeting to engage.

The account-based marketing (ABM) vendors continue to strengthen their value proposition by significantly investing in enhancing capabilities such as account identification, scoring & intent, data ingestion & management, and contextual personalization. Vendors are focusing on expanding out-of-the-box APIs and connectors with best-of-breed technologies and extending their partnership ecosystem with sales and MarTech vendors to offer enhanced advertising and campaign performance. Leading ABM vendors are constantly augmenting their solution capabilities with native AI capabilities along with advanced analytics to provide data-driven actionable insights pertaining to accounts, people, and client engagements.

Quadrant Knowledge Solutions' SPARK Matrix: Account-Based Marketing (ABM) Platform 2021 research includes a detailed analysis of the global market regarding short-term and long-term growth opportunities, emerging technology trends, market trends, and future market outlook. This research provides strategic information for technology vendors to better understand the existing market, supporting their growth strategies, and for users to evaluate different vendors' capabilities, competitive differentiation, and market position.

The research includes detailed competition analysis and vendor evaluation with the proprietary SPARK Matrix analysis. SPARK Matrix includes ranking

and positioning of leading ABM vendors with a global impact. The SPARK Matrix includes analysis of vendors, including 6sense, Adobe, Demandbase, Dun & Bradstreet, Jabmo, Kwanzoo, Leadfeeder, Leadspace, Madison Logic, Metadata.io, MRP, RollWorks, Salesforce, Sendoso, TechTarget, Terminus, and Triblio.

Market Dynamics and Trends

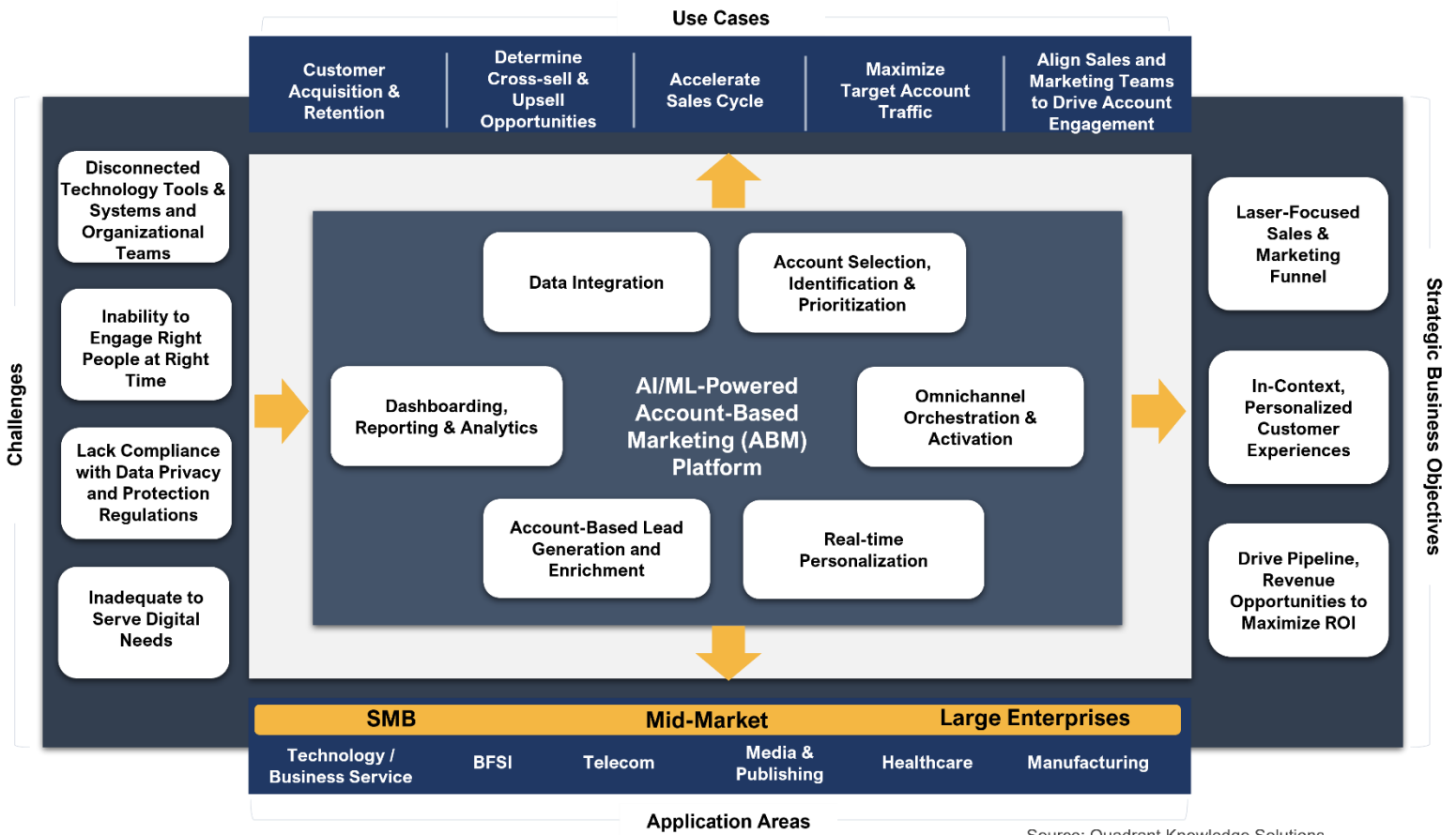
The following are the key research findings of Quadrant Knowledge Solutions Account-Based Marketing (ABM) Platform research:

- ◆ Driven by the accelerated investments on digital transformations projects, organizations across sectors are adopting advanced ABM platforms to improve their account-based digital strategies, align and streamline their marketing and sales initiatives, and augment digital-advertising performance.
- ◆ The market outlook for ABM platforms is expected to remain on a growth trajectory due to its ability to support multichannel approach, align processes across organization's sales, customer success, and marketing teams, and provide B2B marketers new avenues to attain strategic customer engagement.
- ◆ Organizations are increasingly looking at advanced ABM platforms to improve personalized buying experience by delivering tailored messaging in an omnichannel environment. Organizations are also looking at optimizing their one-to-many to one-to-one personalization strategy.
- ◆ Leading ABM vendors are continuously integrating AI-powered capabilities to help organizations identify accounts needing immediate attention, validate the lists of target accounts with the existing data, and convert these lists into ABM campaigns at scale.
- ◆ Continued investments around advanced analytics to gain data-driven, actionable insights to understand consumer intent and behaviors for driving informed decision making.
- ◆ Driven by the changing market dynamics due to COVID-19, organizations across industry sectors and geographical regions are evaluating advanced ABM platforms to improve their account-based targeting and engagements. With an ability to driven personalized engagements at scale, advanced ABM platform helps B2B marketers react to unprecedented pandemic scenarios and support the drastic shift from traditional to digital campaigns.

Account-based marketing (ABM) vendors are enhancing their platform capabilities by leveraging AI/ML and analytics modules to gain and

understand deep, actionable buyer insights, providing out-of-the-box API's and connectors, catering to diverse marketing and sales use cases, and enhancing data management, personalization, and orchestration capabilities. Vendors continue to augment their AI-powered predictive models to understand customer behavior, actions, intent, and more. Organizations are consistently looking at CX and marketing tools that adapt with their evolving business model and enable them to efficiently design business as well as customer-centric strategies. As the ABM market consists of multiple vendors with varying platform capabilities and supporting services, organizations often encounter a challenge in understanding the best-fit ABM platforms for their high-level business critical requirements.

Figure: A Framework for Account-Based Marketing (ABM) Platform



Source: Quadrant Knowledge Solutions

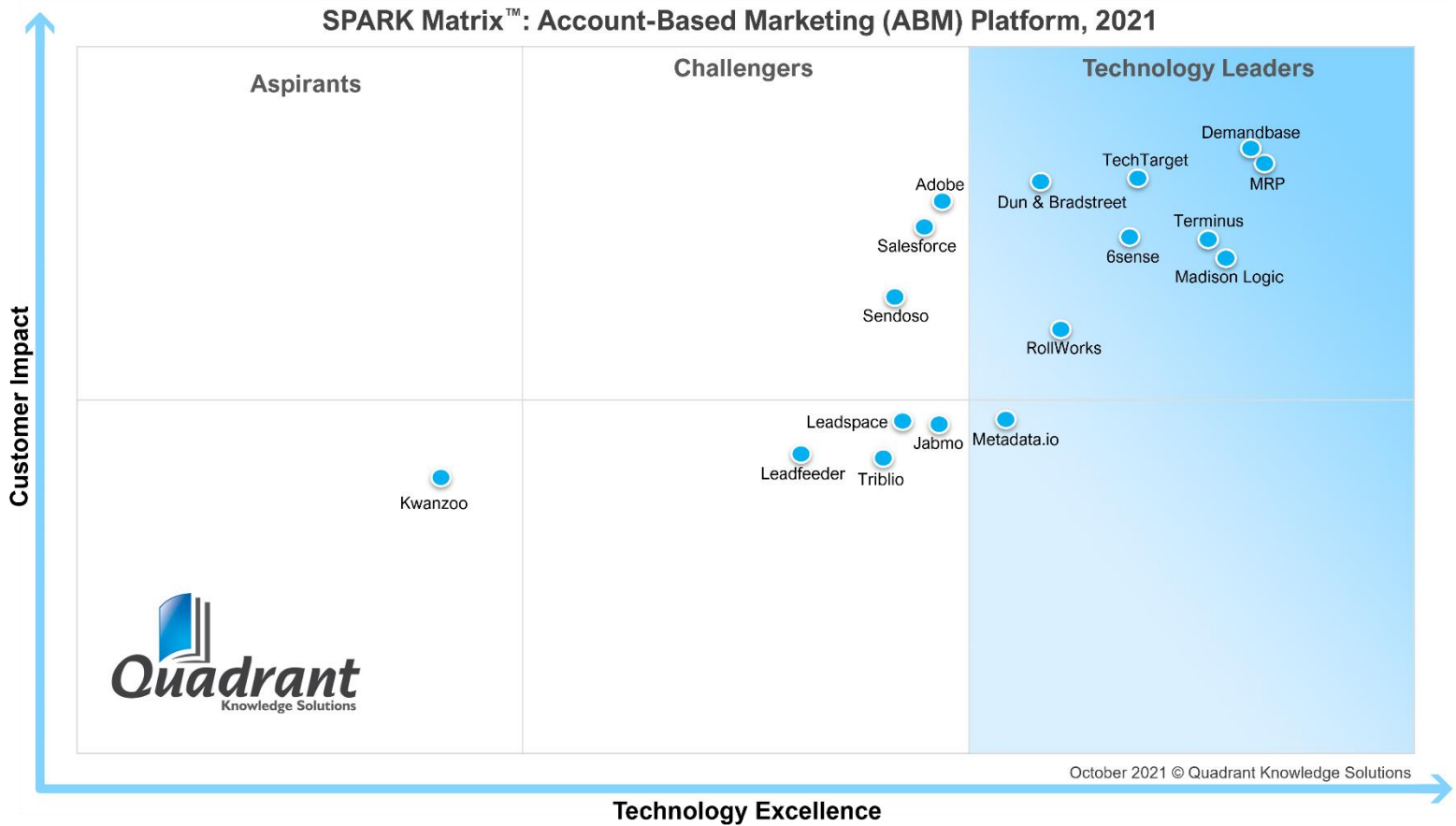
SPARK Matrix Analysis of the Account-Based Marketing (ABM) Platform Market

Quadrant Knowledge Solutions conducted an in-depth analysis of the major Account-Based Marketing (ABM) platform vendors by evaluating their product portfolio, market presence, and customer value proposition. ABM market outlook provides competitive analysis and a ranking of the leading vendors in the form of a proprietary SPARK Matrix™. SPARK Matrix analysis provides a snapshot of key market participants and a visual representation of market participants. It provides strategic insights on how each vendor ranks related to their competitors based on their respective technology excellence and customer impact parameters. The evaluation is based on primary research including expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall ABM market.

Technology Excellence	Weightage	Customer Impact	Weightage
Sophistication of Technology	20%	Product Strategy & Performance	20%
Competitive Differentiation Strategy	20%	Market Presence	20%
Application Diversity	15%	Proven Record	15%
Scalability	15%	Ease of Deployment & Use	15%
Integration & Interoperability	15%	Customer Service Excellence	15%
Vision & Roadmap	15%	Unique Value Proposition	15%

According to the SPARK Matrix analysis of the global ABM market, “Madison Logic, with a robust functional capability of its product – ML Platform’, has secured strong ratings across the performance parameters of technology excellence and customer impact and has been positioned amongst the technology leaders in the 2021 SPARK Matrix of the Account-Based Marketing (ABM) Platform market.”

Figure: 2021 SPARK Matrix
 (Strategic Performance Assessment and Ranking)
 Account-Based Marketing (ABM) Platform Market



Madison Logic Capabilities in the Account-Based Marketing (ABM) Platform Market

Founded in 2005 and headquartered in New York, United States, [Madison Logic](#) is a provider of a global account-based marketing (ABM) platform. The company specializes in account-based marketing with ABM content syndication, B2B content marketing, ABM display advertising and nurturing, proprietary data-driven purchase intent signals, first party CRM/MAP/LinkedIn integrations, account based multi-channel measurement, multi-channel pipeline and revenue based analytics, and more. Madison Logic offers ML Platform to enable B2B organizations to design and optimize compelling account-based campaign strategies. Within ML Platform, Journey Acceleration leverages data-driven, integrated, multi-channel account based marketing with ABM Content Syndication, ABM Display Advertising, and LinkedIn Marketing Solutions, as well as pipeline based influence attribution to personalize messaging across all stages of the buyer journey and convert the best accounts faster. The platform provides comprehensive and native capabilities, including data-driven prioritization, global multi-channel activation, and full-funnel performance measurement.

The platform includes ML Insights, a data-driven prioritization capability, enabling organizations to identify the buying signals of companies and content by unifying multiple sources such as third-party B2B research, install base, and proprietary historical performance data. The platform's full-funnel performance measurement allows users to validate and accelerate account-level engagement across all stages of the buyer journey. This measurement capability provides users transparency into the pipeline impact of their multi-channel activation strategy as well as revenue based validation of marketing ROI.

ML Platform also integrates organizations' CRM and marketing automation platforms to prioritize the best accounts across all stages of the buyer journey. Users can segment the accounts by considering the opportunity and nurture stages, proprietary purchase intent signals, along with firmographic, technographic, and demographic data, enabling them to design scalable, effective marketing initiatives.

The platform's global-multi-channel activation capability facilitates the engagement of buyer committees across dynamic, account-based campaigns. The capability expedites the pipeline creation and velocity of opportunities across B2B paid media channels, including ABM Content Syndication, ABM

Display Advertising, and ABM Social Advertising with LinkedIn Marketing Solutions. The platform enables users to leverage granular, account-level insights and metrics to measure account based engagement and revenue influence across the entire sales cycle. It also empowers sales organizations with key account data to engage account based prospects with effective messaging.

Analyst Perspective

Following is the analysis of Madison Logic's capabilities in the global Account-Based Marketing (ABM) Platform market:

- ◆ Madison Logic's sophisticated, cloud-based ML platform provides actionable account-level information that helps organizations optimize buyer journeys across all stages and efficiently engage accounts to drive conversion. The Madison Logic platform offers a robust technology value proposition with its key technology differentiators, including comprehensive account prioritization signals, global reach, buying committee engagement, and customer success. Additionally, Madison Logic's ML platform is also scalable to meet the requirements of large enterprises and help them achieve their ROI objectives. Madison Logic has expertise in serving SMB, mid-market, and large enterprises. However, large enterprises account for a majority of the company's clientele.
- ◆ Madison Logic's Journey Acceleration assists organizations in integrating with CRM and marketing automation platforms to effectively target clients and use various data sources to focus on the accounts. The platform is also equipped with a proprietary purchase intent signals to facilitate determining and prioritizing optimal accounts to drive and accelerate conversion. The ABM platform caters to various use cases, including new customer acquisition, opportunity acceleration, customer retention, and customer expansion.
- ◆ From a geographical presence perspective, Madison Logic has a strong presence in North America. The company also has local presence in the European Union and APAC regions. From an industry vertical perspective, the company has a considerable customer base in various industry verticals, including technology hardware and software, telecom, media & publishing, BFSI, and healthcare. The company also

has a presence in retail & eCommerce, hospitality & travel, entertainment, and sports sectors.

- ◆ Madison Logic may face competition from well-established ABM vendors that are aligned with the changing market scenario and focus on designing a comprehensive product strategy and roadmap. However, it will be crucial for the emerging vendors to offer a unique value proposition that differentiates them in the ABM market. With its sophisticated technology platform and comprehensive functional capabilities, Madison Logic is well-positioned to expand its market share in the global ABM market.
- ◆ Concerning product strategy and roadmap, Madison Logic has planned releases and significant enhancements in various areas for the years 2021/2022. These targeted areas include Journey Acceleration with LinkedIn, ML Insights v3.0 for data-driven account prioritization, ML Platform v4.0 with baseline performance comparisons, ML Gateway v2.0 for client API access, Journey Acceleration 4.0 with an enhanced rules engine for always-on activation, identity resolution for cookieless web, account strategy & planning insights, and website personalization.