

Customer Experience & Commerce

# **SPARK Matrix™:** **Account-Based Marketing** **Platform (ABM), 2023**

Market Insights, Competitive Evaluation, and Vendor Rankings

**April 2023**



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## Executive Overview

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This research report includes a detailed analysis of the global account-based marketing (ABM) platform market dynamics, major trends, vendor landscape, and competitive positioning analysis. The study provides competition analysis and ranking of the leading ABM vendors in the form of the SPARK Matrix. This research provides strategic information for technology vendors to better understand the market supporting their growth strategies and for users to evaluate different vendors' capabilities, competitive differentiation, and their market positions.

## Market Dynamics and Overview

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Quadrant Knowledge Solutions defines the Account-Based Marketing (ABM) platform as a technology that enables the marketing and sales teams of B2B organizations to collaborate, target best-fit accounts, and personalize the buying experience of targeted accounts through continuous customer engagement. By creating target account lists, planning, reporting, organizing data into actionable campaigns, and running campaigns, ABM platforms provide contact-to-account insights that enable better decision-making and facilitate lead nurturing across accounts. The platform allows marketing and sales teams to create activities to achieve shorter sales cycles and provide higher ROI and better customer experience.

In order to reach a large audience, account-based marketing strategically targets specific accounts or high-value prospects rather than using broad-based campaigns. Focusing on the most valuable accounts and adjusting your marketing strategies to meet the unique requirements and preferences of customers are the core principles of ABM. By basing marketing efforts on each account's unique characteristics and requirements within a particular market, ABM platforms assist organizations in creating highly personalized campaigns to engage each account. B2B companies use ABM to ensure higher campaign conversion rates and lower expenses for the organization. ABM goes 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.

As more B2B organizations across several industry verticals implement account-based marketing strategies, the ABM market is expanding quickly. The rising demand for customer-centric marketing strategies, the growing need for personalized marketing, and the increased emphasis on ROI and revenue creation are some of the major factors driving the expansion of the ABM market. Furthermore, technological advancements such as predictive analytics and AI/ML are also contributing to the growth of the ABM market by enabling effective targeting and personalization. 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 goes beyond lead generation to take a more comprehensive approach to marketing. One of the keys to maximizing value from larger accounts is marketing efficiently to current customer accounts to promote upselling and cross-selling.

As a marketing approach, ABM 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 allows efficient usage of resources and saves time for the organization as it caters to a smaller number of accounts than other marketing approaches.

As more B2B organizations realize the advantages of personalized and targeted marketing tactics to generate revenue and growth, the ABM market is poised for significant growth in the coming years. In addition, many organizations are 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. In a way, an ABM platform treats high-value accounts as individual markets, 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 ABM market is highly competitive, with a large number of vendors offering a range of ABM solutions and services. The ABM vendors offer a variety of ABM solutions, including account-based analytics, account-based advertising, account-based sales intelligence, account-based campaign orchestration, and others.

Following are the key capabilities of the account-based marketing (ABM) platform:

- **Account Segmentation:** The platform enables users to create static and dynamic segments of accounts defined by demographics and behavioral data. It offers a library of intent data allowing users to segment and prioritize in-market accounts to trigger campaigns and alert sales and marketing teams instantly. Users can segment the accounts by considering the opportunity and nurture stages, proprietary purchase intent signals, and firmographic, technographic, and demographic data, enabling them to design scalable, effective marketing initiatives.
- **Cross-channel campaign Orchestration and Activation:** The platform includes native cross-channel orchestration capability that

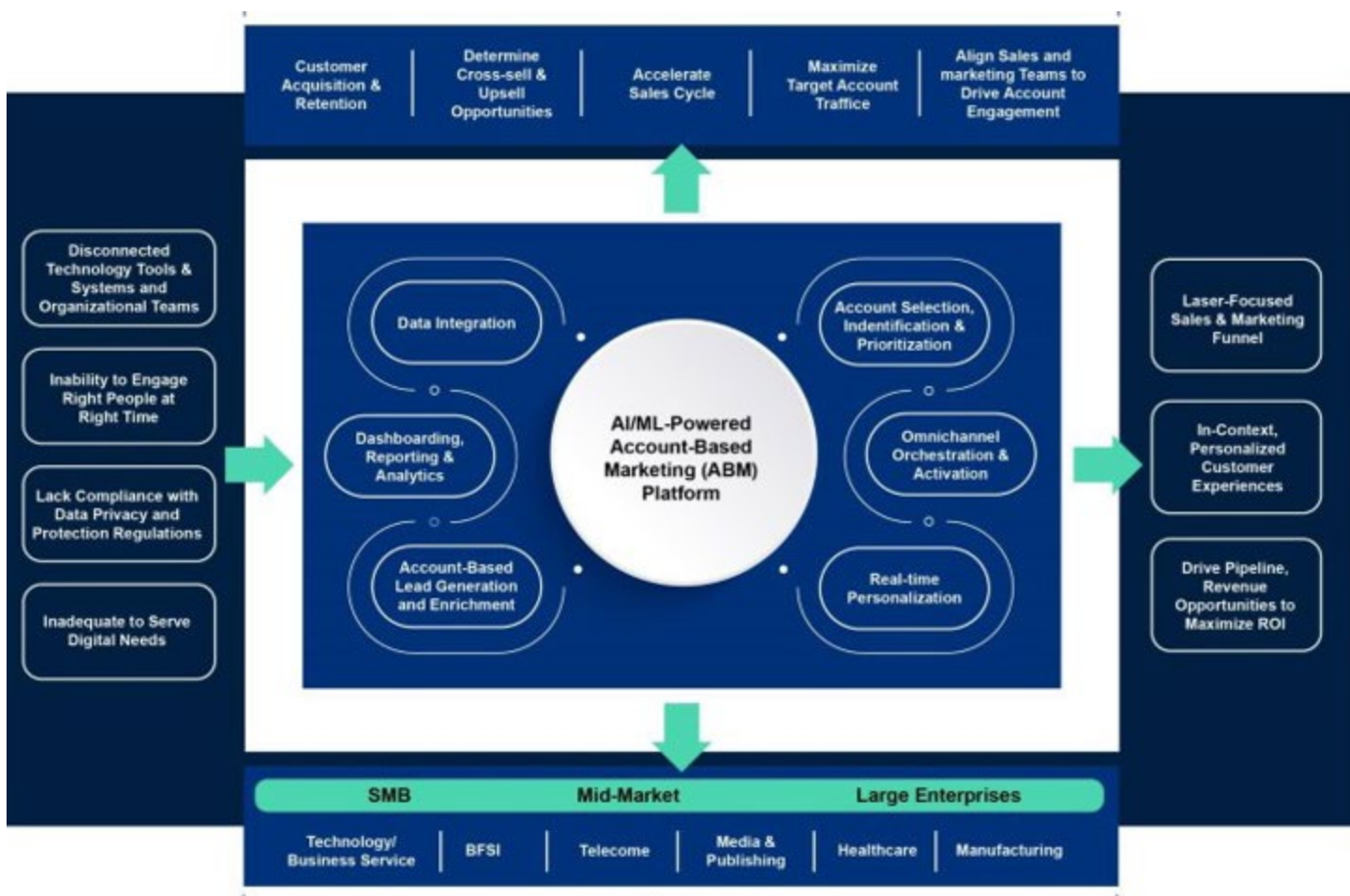
automates and scales account-based processes and marketing campaigns through various engagement channels. Cross-channel orchestration enables account-based advertising and a customizable website experience for the target accounts. The platform enables organizations to create dynamic audiences for activation and analysis targeting customers. ABM platform's cross-channel activation capability helps users leverage AI, third-party intent activity, website engagement, sales engagement, and buyer journey stage to automatically orchestrate the engagement across channels with the organization's target accounts.

- **Data Integration:** The platform integrates and manages data from marketing technologies, ad networks, lead-based systems, demand-side platforms, and social networks to enable organizations to reach the right contact at the right account based on intent, fit, and financial risk. ABM platforms must provide out-of-the-box integrations with sales tech and martech tools, including core sales force automation, marketing automation, CRMs, email, content marketing, and sales engagement. The data integration capability facilitates the creation of a single account view through the collaboration of a range of data sources.
- **Accounts Identification, Selection, and Prioritization:** An AI/ML-driven ABM platform transforms an organization's data into account-based insights to identify the best-fit accounts and align sales and marketing strategies. An ABM platform leverages firmographic, technographic, and behavioral data to identify accounts that fit the company's ideal customer profile and automatically prioritizes, ranks, and scores target accounts across all stages of the buyer's journey. The platform also provides an account selection capability that helps organizations find and choose the target accounts by considering various financial attributes, including credit risk, ability to pay, and others.
- **Real-time Personalization:** The ABM platform offers native website personalization with the ability to choose accounts, which are then targeted with customized web content. The real-time web personalization capability enables B2B marketers to personalize the visitors' web experiences by leveraging AI and firmographic, technographic, and intent insights. Users can leverage the drag-and-

drop interface to create tailored landing pages and deliver personalized content to push the buyer journey forward for conversion. With the real-time personalization capability, users can personalize images, CTA buttons, and links and deliver them in real-time.

- **Account-based Lead Generation and Enrichment:** The platform offers a lead generation capability that helps organizations personalize their marketing programs based on the accounts' engagement levels and intent behavior. It enables users to tailor alerts for lead generation based on the account activity data. The platform supports account-based lead enrichment capability that uses post-sale journey stages to scale cross-selling and up-selling opportunities. It also leverages business attributes, including job title, industry, and expertise, to automatically enrich leads. It measures customer engagement for various products by monitoring competitive intent and leveraging heat maps.
- **Dashboarding, Reporting, and Analytics:** The platform has a unified dashboard that provides visibility into various marketing, revenue metrics, and KPIs to help organizations efficiently allocate resources and make informed decisions. The platform provides customizable and configurable dashboards and reporting capability to depict target accounts' progress across multiple channels and align with the sales funnel stages. Depending on the vendor's capability, the platform may integrate with various analytics tools to analyze web traffic patterns and monitor ad campaign performance. It also provides organizations with comprehensive insights into the performance of sales and marketing departments to optimize their sales and marketing strategies.
- **Audience Management:** The platform ingests and unifies first and third-party data from multiple sources, including client sales, third-party B2B research, install base, and proprietary historical performance data with open-access content available through web channels to provide up-to-date information on specific target accounts. An ABM platform helps organizations manage, augment, and transfer data from different sources to provide real-time alerts and generate the ideal customer profile (ICP), which details the characteristic features of an organization's most valuable accounts. ABM platforms provide audience data management capabilities supporting the integration, maintenance, and operation of structured account data from various sources.

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





## Competitive Landscape and Analysis

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Quadrant Knowledge Solutions has conducted an in-depth analysis of the major account-based marketing (ABM) platform vendors by evaluating their products, market presence, and value proposition. The evaluation is based on primary research with expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall ABM market. This study includes an analysis of key vendors, including 6sense, Adobe, Demandbase, Dun & Bradstreet, Jabmo, Leadfeeder, Leadspace, Madison Logic, MRP, RollWorks, Salesforce, TechTarget, Terminus, Triblio, and ZoomInfo.

6sense, Demandbase, MRP, Madison Logic, Terminus, TechTarget, and Leadspace are amongst the top performers and technology leaders in the 2023 SPARK Matrix™ analysis of the global account-based marketing (ABM) platforms market. These companies provide a sophisticated and comprehensive technology platform to address a variety of marketing, and sales use cases to maximize sales conversion, accelerate the sales & marketing process and pipeline, and drive personalized customer engagements across multiple channels. These companies are also pioneers in offering comprehensive out-of-the-box capabilities, sophisticated technology platforms, and integration and interoperability with various data sources.

6sense's ABM platform helps organizations to achieve predictable revenue growth by bringing sales, marketing, and operations teams together and identifying the best accounts and contacts to create personalized experiences for every stage of the customer journey. The platform offers robust account identification, AI-based buyer journeys, and predictive analytics capabilities, empowering key decision-makers with impactful insights. Users of 6sense have recognized its ABM platform as their most valuable tool for targeting account strategy. Additionally, using the 6sense Revenue AI platform between the marketing & sales is crucial and gives organizations an advantage with the ability to track activity and prospect into their target accounts.

Demandbase reaffirms its leader position in the SPARK Matrix™: ABM Platform, 2023 by delivering a strong technology value proposition through its robust platform architecture and a customizable B2B go-to-market suite. The company's expertise in B2B advertising, customizable sales intelligence, unique data strategy, and comprehensive account-based experience cloud provides Demandbase a strategic edge over its competitors. Customers of Demandbase

have acknowledged its ABM platform to have a robust service capability and a strong partner ecosystem. The company provides a unified platform to connect all the organization's data in a single location to help them foster collaboration between sales and marketing teams, identify opportunities in advance, and increase account engagement.

MRP is positioned as a leader in the SPARK Matrix™: ABM Platform, 2023 due to its ability to offer a comprehensive ABM platform that supports and coordinates account-based programs across multiple partners, business units, industries, and geographies. The company continues to deliver a strong value proposition by collaborating with several martech and salestech industry leaders to create improved connections, data-sharing agreements, and go-to-market strategies. The company's ABM platform combines marketing and sales execution to form a single account-based strategy by leveraging a range of customer interactions in an omnichannel environment. The platform leverages AI/ML to optimize the right content delivery in the right channel and at the right cost and cadence.

Madison Logic helps B2B organizations design and improve compelling campaign strategies and effectively engage with the accounts across their journey. The company's ABM platform enables marketers to optimize the account experience across end-to-end sales cycles through cross-channel program optimization, pipeline optimization, and account optimization by delivering dynamic and personalized content to global buying committees. Madison Logic's ML Platform is scalable to meet the requirements of large enterprises and help them achieve their ROI objectives. The platform provides a strong customer ownership experience by catering to various organizational challenges pertaining to acquiring new customers, accelerating revenue opportunities, retaining customers, and driving desired results from ABM initiatives.

TechTarget has earned its place amongst the leaders with its robust ABM capabilities that help organizations create and enhance their target account lists and derive desired outcomes from their ABM initiatives. Customers of TechTarget have recognized its ABM platform to have strong service capabilities, ease of use, and a flexible pricing structure. TechTarget continues to help organizations drive profitability with its platform's key differentiators, including Intent data at the account, buying team and individual level, scope and scale of self-service & managed services, as well as customer success, delivery of end-to-end value across client's go-to-market, a massive audience of opt-in tech buyers, optimized ABM advertising, and lead generation services.

Terminus continues to empower organizations by offering real-time alerts, account insights, and connected data to notify teams and help measure the success of marketing initiatives. It enables organizations to target the right accounts and automate campaigns across multiple channels. The platform offers a strong technology value proposition through its key technology differentiators, including a comprehensive suite of outreach tools for target display advertising, conversational marketing, retargeting, 1:1 personalization, and a holistic and customized reporting suite. The company has a strong network of service partners, agencies, systems integrators, and consultants, offering a full range of ABM-managed services to organizations.

Leadspace has expertise in catering to the requirements of B2B organizations through its native CDP and ABM capabilities that help sales and marketing teams formulate compelling strategies and deliver personalized experiences. Leadspace offers differentiated data management, analytical data modeling, and account selection capabilities in the market. The company's standalone platform as a plug-n-play intelligence layer or embedded in applications, a scalable graph sourced by data feeds, a self-service application for segmentation, and AI models for lead scoring, provides Leadspace, a differentiating edge over its competitors.

Vendors such as Adobe, Salesforce, RollWorks, Dun & Bradstreet, and ZoomInfo have been positioned among the Strong Contenders in the 2023 SPARK Matrix™. These companies provide comprehensive technology capabilities and rapidly gain market traction across industries and geographical regions. These vendors are also aware of upcoming market trends and have laid out a detailed roadmap to capitalize on future growth opportunities.

With its ABM capabilities, ABM offers data and insights capabilities that generate comprehensive customer insights and enable organizations to make data-driven decisions. The platform provides a seamless and personalized experience to accounts by aligning an organization's sales and marketing team. Adobe's ABM platform enables B2B organizations to provide a seamless and personalized experience by leveraging firmographic, behavioral, and geographic data to individual accounts by aligning the sales and marketing teams.

Salesforce is positioned as a strong contender in SPARK Matrix™: ABM 2023 as it offers a completely integrated, AI-driven ABM platform to conduct personalized interactions with every key account and helps organizations identify the right accounts, improve customer engagement, align sales and marketing teams, and

measure and optimize campaign performance. The company empowers sales and marketing teams with built-in intelligence to engage with empathy, increase productivity, and scale customer experiences across multiple channels.

Dun & Bradstreet offers a comprehensive ABM platform that helps organizations unify data to gain unified customer visibility, target accounts, and drive and measure account engagement. The ABM platform, equipped with native CDP capabilities, facilitates organizations in effectively selecting accounts and targeting audiences in an omnichannel environment. The company's diverse customer base, robust audience management capabilities, intent data, and analytical modeling are acknowledged as the strengths of its ABM platform.

RollWorks' ABM platform offers a self-service user interface for audience management, account-based display ads, and account journey stage tracking. It helps organizations maximize their sales pipeline by focusing on the right accounts at the right time. The company offers a strong technology value proposition through its platform's robust reporting and dashboarding capabilities, strong customer service & support, robust integrations, ease of use, and strong ad-oriented features.

ZoomInfo offers an ABM platform, MarketingOS, that empowers organizations' sales, marketing, and operations by offering embedded integrations into workflows and technology stacks, including CRM, sales engagement, marketing automation, and talent management applications. MarketingOS helps demand generation and ABM teams target and convert leads into buyers through insight-driven orchestration and personalized engagement across multiple channels, including the display and social advertising, email, SMS, and more. The company's ABM platform offers various use cases such as data accuracy, building prospect lists, lead scoring, account prioritization, and others.

The other key vendors captured in the 2023 SPARK Matrix™ include Leadfeeder, Triblio, and Jabmo.

Users prefer Leadfeeder due to its strength in helping organizations identify new accounts, understand when target accounts visit the organization's site, and enrich advertising campaigns with website visitor data. Leadfeeder allows organizations to develop, segment, and sync high-intent accounts from website traffic and helps them get an updated list of accounts to target and strategize their ABM opportunities. The platform offers website visitor tracking, lead generation, and

more to help organizations enhance account information and view the browsing activity of each account.

Jabmo's ABM platform helps organizations accelerate sales of strategic products by driving awareness and engagement with key targeted accounts. The company delivers a strong technology value proposition through its comprehensive email capabilities, global reach and support, and ability to cater to specific industries. Jabmo's biggest technology differentiator is its ability to support native email capabilities for enhanced customer engagement instead of leveraging a third-party marketing automation platform. It allows organizations to create simple email journeys and orchestrate multiple touchpoints, including advertising and website personalization.

Triblio's ABM platform provides precision targeting, behavioral and social advertising, and visitor retargeting to increase brand awareness and engagement throughout the customer's buying journey. The company's ABM platform emphasizes intent data and enables organizations to filter all intent topics or keywords and automatic lead-to-account matching when building lists. The platform offers content personalization, product vision, ease of use, and many more to help organizations drive business growth.

Account-based marketing (ABM) vendors are emphasizing strengthening their platform capabilities by leveraging AI/ML and analytics modules to gain and understand deep, actionable buyer insights, providing out-of-the-box APIs 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 account behavior, actions, intent, and more. Organizations are consistently looking at CX and marketing tools that adapt to their evolving business model and enable them to efficiently design business and 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.

While a majority of the vendors may provide all the core functionalities, the breadth and depth of the capabilities may differ by different vendors' offerings. Users should evaluate ABM platforms that offer comprehensive capabilities providing seamless integration with various organization-owned tools and platforms, a broad range of out-of-the-box capabilities, scalability & extensibility, the ability to generate and enrich leads, omnichannel orchestration and activation, and

others. The vendors' ability to offer a truly open architecture-based platform is vital for enhancing the customer ownership experience. Additionally, the vendor's customer value proposition may differ in terms of ease of deployment, ease of use, price/performance ratio, support for a broad range of use cases, global support service, and others. The customer experience space across B2B and B2C segments is continuously transforming, requiring vendors to expand their R&D investments, make continuous enhancements to their software, and provide a robust technology value proposition to meet future customer needs. The vendor's ability to accommodate emerging technology trends, artificial intelligence, and machine learning technologies and provide a holistic and unified platform is increasingly becoming the key differentiator for selecting ABM platforms.

## Key Competitive Factors and Technology Differentiators

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Following are the key competitive factors and differentiators for the evaluation of account-based marketing (ABM) platforms and vendors. While most ABM platforms may provide all the core functionalities, the breadth and depth of functionalities may differ by different vendors' offerings. Driven by increasing competition, vendors are increasingly looking at improving their ABM technology capabilities and overall value proposition to remain competitive. Some of the key differentiators include:

### **Comprehensive Account-Based Targeting and Advertising Functionality:**

Organizations should consider ABM platforms that offer comprehensive B2B targeting capability that enables users to consistently target accounts across channels to power their omnichannel ABM initiatives. Users should evaluate whether the platform is equipped with sophisticated AI capabilities that enable users to identify ideal accounts and build a list for targeting purposes. It should enable users to prioritize their advertising budget to high-intent users across the target accounts. ABM platform should enable users to advertise in an omnichannel environment and at the account level. It should support personalized ad targeting across the organization to engage key stakeholders.

**Actionable Real-time Insights:** Actionable real-time insights are valuable findings from analyzing data across multiple touchpoints. These insights are used to make data-driven decisions and clarify what actions need to be taken to increase customer acquisition and retention. ABM vendors are focusing on implementing AI/ML to make relevant customer data and insights more accessible and actionable.

**Comprehensive Intent Data:** Vendors of ABM must provide comprehensive intent data that enables businesses to predict what an account or organization will likely do or purchase next based on the behavioral data gathered from that person's or business's online activity. Organizations should look for ABM platforms that offer advanced ABM capabilities to identify buyer intent, provide proprietary intent data, and/or integrate licensed third-party intent data.

**Robust Sales Intelligence:** Vendors of ABM must offer robust sales intelligence, scalable to large sales teams with auto-created account lists, unlimited users,

custom lists for territories, and customizable snapshots. Organizations should look for vendors that offer insights like the most engaged people in an account, which sales activities helped move an account into the opportunity stage, and others.

**Sophistication of Technology Capabilities:** Users are advised to comprehensively evaluate different ABM vendors and their ability to offer advanced ABM capabilities before purchasing. An effective ABM can generate and manage customers by utilizing technologies like AI/ML and other marketing tools to provide insights based on customer requirement analysis for enhancing business and justifying customer needs. It also extracts meaningful information from data intelligence tools and promotes advanced analytics capabilities. For the same, the vendors offer a robust technology platform capable of managing, automating & nurturing leads for improving various business departments like marketing and selling through insightful feedback and a better understanding of customer needs. A well-built ABM can demonstrate remarkable value at a large scale, including improving customer satisfaction, optimizing efficiencies, increasing sales effectiveness, demonstrating compliance, and more.

**Omnichannel Account Engagement:** Omnichannel account engagement is a lead nurturing approach in which a company gives access to its products, offers, and support services to customers or prospects and engages them on multiple channels, platforms, and devices. Organizations must evaluate vendors based on the platform's ability to synchronize multiple channels simultaneously within a single journey and manage the account lifecycle successfully enough to deliver a personalized, contextual experience across all touchpoints. For organizations striving to manage customer's journeys, omnichannel account engagement is a commercial imperative due to the customers' various disconnected contacts with a company.

**Advanced Data Management:** The ABM platform must offer advanced data management capabilities to seamlessly ingest, manage, and operationalize account data from various external sources and systems. In addition, the platform should be equipped with robust AI-driven capabilities that enable users to identify optimal accounts, select accounts based on their risk level, and prioritize accounts based on deep firmographic, technographic, and proprietary historical performance data. It should enable users to automate real-time, personalized interactions to drive desirable outcomes.



**Comprehensive Lead-Based Targeting:** Organizations need comprehensive lead-based targeting for breaking down a broader target market into smaller segments to focus more on the customers. Organizations should consider ABM platforms that offer comprehensive targeting capability that enables users to consistently target leads across channels to power their omnichannel marketing initiatives. Users should evaluate the platform equipped with sophisticated AI capabilities that enable users to identify ideal customers and build a list for targeting purposes. It should enable users to prioritize their budget to high-intent users across the target customers. It should support personalized ad targeting across the organization to engage key stakeholders.

**Ease of Automated Workflows & Marketing Campaigns:** This feature allows businesses to develop and execute various automated workflows & marketing campaigns and assists them in managing the customer life cycle from sales initiation to completion. Organizations must evaluate ABM vendors that offer automated workflow features that route customers through the buying journey based on criteria such as geography, estimated value, and the status of prior process steps.

**Integration and Interoperability:** Seamless integration and interoperability with the organization's existing technologies are the most crucial factors impacting the technology deployment & ownership experience. ABM vendors should provide a range of built-in, out-of-the-box integration connectors, data integration framework, bi-directional API, and well-documented SOAP/RESTful APIs to deliver a seamless end-user experience. ABM vendors may also offer a partner ecosystem comprising technology partners, service partners, and third-party data providers to make the platform more resilient and offer collaborative business growth opportunities. Users should evaluate the vendors' capability to support integration with third-party enterprise tools and platforms such as marketing technologies, campaign management, ad networks, lead-based systems, demand-side platforms, social networks, CRM, marketing automation, BI, and more.

**Scalability:** ABM vendors should offer a scalable platform to manage, accommodate and serve the requirements of various geographies, lines of business, partners, and industries. Users should consider ABM platforms that provide high-level customization/ configuration to deliver a significant level of availability for designing superior processes/methodologies and supporting customer-specific use cases. The platform should support RESTful API services for importing and exporting data and scaling horizontally across various cloud-

based technologies. Almost all major ABM vendors claim to support a large-scale enterprise-class deployment capability. However, the depth of technical functionalities and capabilities for smooth up-scaling and down-scaling with multiples of hundreds/thousands of data transactions may differ from vendor to vendor.

**Maturity of Measurement & Analytics, Reporting, and AI Capabilities:**

Organizations should consider an ABM platform that offers robust analytics, reporting, and AI-driven capabilities to identify best-fit accounts with high intent and enables them to present the right content at the right time. The platform may also be equipped with AI-driven decision-making capabilities to cater to various business use cases and help B2B marketers effectively engage the target accounts. The platform should have real-time, robust reporting and customizable/configurable, interactive dashboarding capabilities depending on the vendor's capability. Organizations should evaluate an ABM platform that helps them analyze revenue and sales drivers, ad campaigns, account-level information, and potential opportunities impacting the business outcome. Users should also assess the platforms that support predictive analytics to anticipate key drivers and variables influencing sales, marketing, and overall business results. The platform should also offer full-funnel performance measurement support to enable users to measure the account-level performance to understand the impact of the sales pipeline and keep track of the marketing ROI.

**Vendors' Strategy and Roadmap:** Users are advised to evaluate each vendor's vision and roadmap by considering vendors who are offering a complete set of features that include campaign management, intelligent strategies, campaign workflow, event triggering, and personalization. Additionally, users should evaluate vendors that can adjust their features and functionalities by understanding organizations' KPIs to provide maximum outcomes from the organizations' budget. The organizations should focus on vendors who are broadening their industry vertical expertise by utilizing advanced marketing data, analytics, and insights. The vendors should possess an in-depth understanding of the market dynamics to analyze the potential investments of their assets. In addition, users need to assess the vendor's ability to set benchmarks and deadlines for their strategy and roadmap.

**Enhanced User Experience:** Enhanced user experience has become a key aspect of digital transformation offerings. Vendors of ABM must offer a unified view of customers, with future enhancements aimed at improving user experience,

expanded multichannel capabilities, and enhanced audience data management. Users should evaluate vendors' capabilities in delivering a robust platform with an easy, intuitive, and graphical interface.

**Omnichannel Orchestration and Activation:** Vendors must offer ABM that enables multichannel orchestration and a customizable website experience for the target customers. Vendors of ABM must have multichannel activation capability that helps users leverage AI, third-party intent activity, website engagement, sales engagement, and buyer journey stage to automatically orchestrate the engagement across channels with the organization's target customers.

## SPARK Matrix™: Strategic Performance Assessment and Ranking

Quadrant Knowledge Solutions' SPARK Matrix™ provides a snapshot of the market positioning of the key market participants. SPARK Matrix™ provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors concerning various performance parameters based on the category of technology excellence and customer impact. Quadrant's Competitive Landscape Analysis is a useful planning guide for strategic decision makings, such as finding M&A prospects, partnerships, geographical expansion, portfolio expansion, and others.

Each market participant is analyzed against several parameters of Technology Excellence and Customer Impact. In each of the parameters (see charts), an index is assigned to each supplier from 1 (lowest) to 10 (highest). These ratings are designated to each market participant based on the research findings. Based on the individual participant ratings, X and Y coordinate values are calculated. These coordinates are finally used to make SPARK Matrix™.

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%

### Evaluation Criteria: Technology Excellence

- **The sophistication of Technology:** The ability to provide comprehensive functional capabilities and product features, technology innovations, product/platform architecture, and such others.
- **Competitive Differentiation Strategy:** The ability to differentiate from competitors through functional capabilities and/or innovations and/or GTM strategy, customer value proposition, and such others.

- **Application Diversity:** The ability to demonstrate product deployment for a range of industry verticals and/or multiple use cases.
- **Scalability:** The ability to demonstrate that the solution supports enterprise-grade scalability along with customer case examples.
- **Integration & Interoperability:** The ability to offer product and technology platform that supports integration with multiple best-of-breed technologies, provides prebuilt out-of-the-box integrations, and open API support and services.
- **Vision & Roadmap:** Evaluation of the vendor's product strategy and roadmap with the analysis of key planned enhancements to offer superior products/technology and improve the customer ownership experience.

## Evaluation Criteria: Customer Impact

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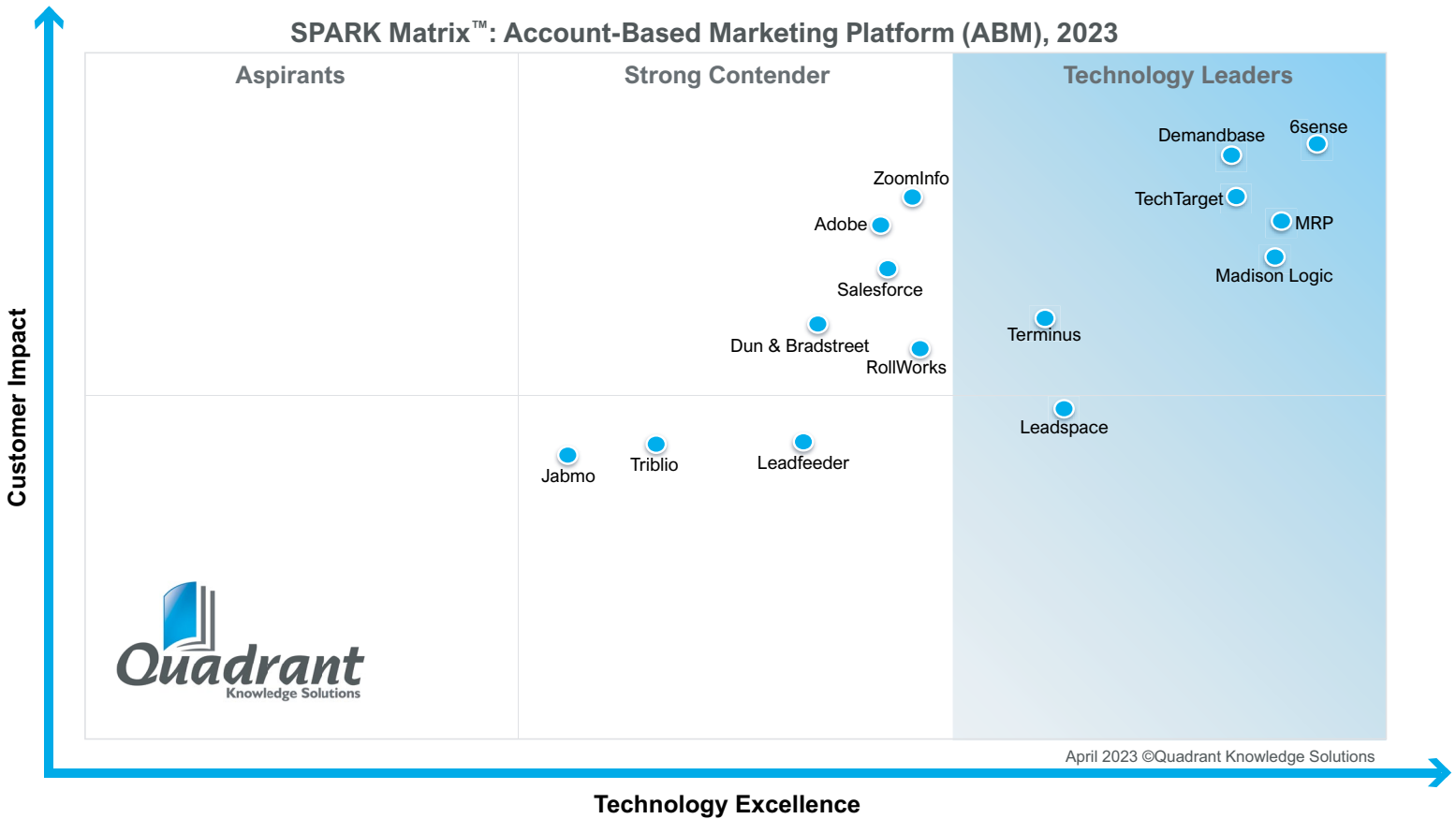
- **Product Strategy & Performance:** Evaluation of multiple aspects of product strategy and performance in terms of product availability, price to performance ratio, excellence in GTM strategy, and other product-specific parameters.
- **Market Presence:** The ability to demonstrate revenue, client base, and market growth along with a presence in various geographical regions and industry verticals.
- **Proven Record:** Evaluation of the existing client base from SMB, mid-market and large enterprise segment, growth rate, and analysis of the customer case studies.
- **Ease of Deployment & Use:** The ability to provide superior deployment experience to clients supporting flexible deployment or demonstrate superior purchase, implementation and usage experience. Additionally, vendors' products are analyzed to offer user-friendly UI and ownership experience.
- **Customer Service Excellence:** The ability to demonstrate vendors capability to provide a range of professional services from consulting,

training, and support. Additionally, the company's service partner strategy or system integration capability across geographical regions is also considered.

- **Unique Value Proposition:** The ability to demonstrate unique differentiators driven by ongoing industry trends, industry convergence, technology innovation, and such others.

# SPARK Matrix™: Account-Based Marketing Platform (ABM) Strategic Performance Assessment and Ranking

**Figure: 2023 SPARK Matrix™**  
(Strategic Performance Assessment and Ranking)  
Account-Based Marketing Platform (ABM)



## Vendor Profiles

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Following is the profile of the leading ABM platform vendor with a global impact. The following vendor profile is written based on the information provided by the vendor's executives as part of the research process. The Quadrant research team has also referred to the company's website, whitepapers, blogs, and other sources for writing the profile. A detailed vendor profile and analysis of all the vendors, along with various competitive scenarios, are available as custom research deliverable to our clients. Users are advised to speak directly to respective vendors for a more comprehensive understanding of their technology capabilities. Users are advised to consult Quadrant Knowledge Solutions before making any purchase decisions regarding account-based marketing technology and vendor selection based on research findings included in this research service.



## 6sense

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**URL :** [6sense.com](https://6sense.com)

Founded in 2013 and headquartered in San Francisco, CA, US, 6sense offers an end-to-end AI-driven account-based marketing (ABM) platform, Revenue AI™. The 6sense Revenue AI™ platform is built on an embedded customer data platform (CDP) that captures, processes, and normalizes the big data needed to drive multi-channel account engagement, power AI-driven predictions, and deliver meaningful insights to revenue teams. The 6sense platform offers key ABM capabilities, including data onboarding & embedded CDP, keyword and topic-based intent data, account identification, AI-driven predictions, audience segmentation, native advertising & email, data orchestration, sales & pipeline intelligence, integrations & open API, and reporting & analytics.

### Analyst Perspective

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Following is the analysis of 6sense's capabilities in the global ABM market:

- The 6sense Revenue AI™ platform is a comprehensive AI-powered account-based marketing platform designed for the entire revenue team—marketing, sales, and operations—enabling B2B organizations to achieve predictable revenue growth. In addition, the platform's AI-powered capabilities enable sales and marketing teams to prioritize accounts that are likely to convert, identify the stage of the buyer's journey for better engagement, and gauge current account outreach activities and contact engagement against historical opportunities.
- The Revenue AI™ platform's account identification capability helps organizations de-anonymize first-party web traffic, match third-party intent to accounts, and ensure display ads are served to the correct buyer audiences. 6sense's account identification capabilities are licensed and embedded by other B2B sales and marketing technology providers, including Drift, PathFactory, and Qualified.
- 6sense Revenue AI™ platform's audience segmentation capability allows organizations to create unlimited audience segments and keep segments up to date with the latest intent, engagement, and predictive data. The platform allows organizational sales and marketing teams to

engage with target audiences based on specific account attributes and activities. The platform also allows users to define and create segments once and use them as required.

- The platform's key technology differentiators include accurate account identification, AI-driven predictions, sales orchestration, 6sense conversational email, and more. 6sense's strategic differentiators include innovation, business model, service & support, partner ecosystem, and funding and valuation.
- The platform's comprehensive interactive reporting and analytics capability helps organizations measure the success of marketing campaigns. It allows users to quickly identify top-performing marketing and sales campaigns. The platform also offers a report on increased engagement and buyer journey progression for every segment of accounts. It helps organizations measure the influence of their investments in pipeline and revenue. Users can analyze the impact of 6sense data and predictive models by leveraging the backtest lift reporting available in the interface.
- The company offers account engagement tools to deliver intelligent and comprehensive RevTech capabilities. The platform's Sales Intelligence & Pipeline Intelligence modules provide customers with integrated solutions to plan pipeline goals, uncover demand, prioritize effort, measure impact, forecast pipeline, and create a 360-degree feedback loop to optimize business growth. The platform also enables users to prioritize the best accounts and contacts to work with five unique predictive scores and embedded workflows in other platforms, including customer relationship management (CRM), MAP, and SEP. The platform helps sales representatives identify the entire buying team and gain more insights into their engagement with their company's brand.
- The platform offers rule-based and AI-driven orchestration capability to facilitate a personalized 1:1 engagement experience with autonomous workflows. The platform's AI-powered capabilities harmonize data, contacts, and intent and improve cross-channel experiences with better data over time. It also matches the best-performing tactics to the right accounts with AI-driven insights.

- The Revenue AI™ platform includes multiple forms of intent data, including keyword and topic-based intent as well as pre-intent capabilities such as psychographics, market intelligence data, and AI predictions for technographics. These capabilities allow organizations to predict companies' future intent and continually refine customer journeys through a self-service interface. 6sense enables teams to use intent keywords to create targeted audiences and personalize campaigns and outreach. The platform turns previously anonymous buying signals into actionable account insights and accurately matches individual signals to accounts across devices, channels, and locations.
- The Revenue AI™ platform offers both advertising and email capabilities. 6sense's B2B Demand Side Platform (DSP) allows organizations to run digital ad campaigns to the targeted accounts. The platform provides an easy-to-use self-serve interface that enables marketers to launch or update campaigns quickly and consolidate all media reporting in one place. Additionally, the platform allows organizations to leverage its AI-driven email engine to automate one-to-one personalized email campaigns at scale, including reading and responding to email replies. Furthermore, 6sense Conversational Email uses GPT-3 to develop ready-to-use email templates, speeding the development of sales and marketing email campaigns.
- 6sense provides product-specific AI models which help organizations with various account and contact-level predictions, including account fit (ICP), account buying stage, account reach, contact fit, and contact engagement. The platform uses AI to identify qualified accounts denoted as 6sense Qualified Accounts (6QAs) based on multiple customizable filters and criteria. The 6QAs help organizations prioritize accounts, customize pre-pipeline funnel stages, trigger sales activity, and engage with customers.
- 6sense's Revenue AI™ platform can easily integrate with organizations' existing MAP and CRM platforms and software. The platform's data onboarding capability helps organizations engage with accounts effectively by ingesting historical data into an embedded CDP. Additionally, the dataset provides technographics and firmographics to create enhanced customer records in other systems. The platform provides data acquisition and enrichment capabilities, enabling

organizations to build a comprehensive database by acquiring new contacts and enriching existing contacts with 6sense data orchestrations.

- 6sense supports various use cases for its ABM offering, including digital advertising, web experiences, direct engagement, proactive prospecting, deal acceleration, inbound lead management, database health, intelligent sales planning, partner program development, and customer health programs.
- From a geographical presence perspective, 6sense has a strong presence in North America, followed by Europe. 6sense caters to SMBs to large enterprise segments, particularly in the technology vertical. The company holds a customer base across various industry verticals, including software and IT, business services, manufacturing, healthcare, financial services, and media.
- 6sense may face competition from well-established vendors offering competitive ABM solutions. The company may also face challenges from other vendors in terms of offering ABM solutions to diverse industry verticals, as 6sense is mostly focused on the technological vertical. However, with its robust future roadmap and sophisticated AI-driven and comprehensive ABM capabilities, 6sense will continue to expand its share of the global ABM market.
- Regarding product strategy and future roadmap, 6sense continues to strengthen its AI-based capabilities to drive smarter app-driven decisions and help customers perform tasks faster. The company also plans to strengthen its data capacity by onboarding more data operations, data enhancements, and data reporting tools through integrations. Furthermore, 6sense continues to deepen its integrations by including Snowflake and Amazon S3 to ingest and export data. The company will continue to help customers implement more sophisticated automation across more workflows. The company also plans to create more native campaign management experiences with omnichannel optimization to help customers maximize performance while driving centralized ease of use. The company is looking to expand its customer base in EMEA, Israel, and the UK. Additionally, 6sense will continue to focus on other industry verticals, such as manufacturing, financial services, and non-tech sectors like healthcare, life sciences, and others.

## Demandbase

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**URL :** [www.demandbase.com](http://www.demandbase.com)

Founded in 2007 and headquartered in San Francisco, CA, US, Demandbase is an account-based marketing, sales intelligence, and data company. The company specializes in B2B marketing & sales, web analytics & optimization, personalization, account-based advertising, account-based experience, multi-channel orchestration, attribution, predictive analytics, sales insights, and more. The company offers an ABM platform called Demandbase One™ Smarter Go-To-Market™ (GTM) suite comprising four modules: Advertising, ABX (account-based experience), Sales Intelligence, and Data. The company focuses on marketing, sales, post-sales, and operations. Advertising and ABX comprise comprehensive ABM capabilities, including managed services, DSP built for B2B, cookie & IP targeting, account identification, Engagement, Personalization, Orchestration, and Attribution.

Demandbase Personalization, a native web personalization module offered by Demandbase, can select a list of accounts to target them with tailored web pages. This module enables users to customize images, content, and links and publish it in real-time. The module allows users to gather data regarding activities occurring behind the scenes when users fill out the web form using a forms enrichment functionality. The platform enables users to build and optimize targeted marketing campaigns and landing pages by combining Demandbase's AI, intent, and ability to design exceptional experiences for various customer segments. In addition, Demandbase Attribution, with multi-touch and journey attribution support, helps users assess the impact and return on investment (ROI) of each interaction across the sales and marketing activities. With reports and dashboards, users can gain insights into the ROI of marketing and sales activities and make budget allocation and marketing effectiveness-related key decisions. Attribution leverages data integration, lead-to-account matching, and engagement minutes engine to provide a complete account-based measurement solution.

## Analyst Perspective

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Following is the analysis of Demandbase's capabilities in the global account-based marketing (ABM) market:

- Demandbase's cloud-native, customizable B2B go-to-market suite helps organizations' marketing and sales teams to collaborate faster, gain visibility into all the activities of targeted accounts, and drive business growth. In addition, the company's Demandbase One™ Smarter GTM™ suite, powered by data and sales intelligence, helps organizations foster collaboration between sales and marketing teams, identify opportunities in advance, and increase account engagement. The Demandbase One™ ABM platform provides robust account intelligence and data, which offers insights into account ID, contacts, firmographics, and technographics.
- Demandbase delivers a strong technology value proposition with its robust platform architecture and key technology differentiators, including comprehensive account-based experience, B2B advertising, customizable sales intelligence, sales-facing functionality, strong intent capabilities, flexible integrations, partner ecosystem, service and support, unique account intelligence, and data strategy. The company's strategic differentiators include a single, unified solution for Smarter GTM™, a flexible solution that grows along with the GTM maturity curve, and a solution that drives account-based recommendations.
- ABX comprises engagement, personalization, orchestration, and attribution modules. The engagement module helps users search and prioritize target accounts by leveraging predictive analytics with Pipeline Predict and FIRE (Fit, Intent, Relationship, and Engagement). It also provides a unified view of the organization's customers and enables users to have a sales and marketing motion with the core platform. With orchestration support, users can automate and scale account-based processes across channels from ABX.
- Advertising includes self-serve advertising, managed services, cookie & IP targeting, and a demand side platform (DSP) built for B2B. The self-serve advertising module helps users manage and create

advertising initiatives based on their organization's resources, budget, and control over their campaigns. Organizations can effectively formulate their advertising programs with managed services support for strategy and budgeting, recommendations, launching and optimizing, and campaign insights. The platform's cookie & IP advertising includes historical intent behaviors that are constantly scored for each organization. Users can leverage both cookie & IP targeting to reach buyers from target accounts at work, home, or shop. With the B2B DSP, users can use custom-built algorithms to optimize every impression, such as dynamic bidding, intent-based optimizations, and advertising on brand-safe websites.

- Demandbase provides an account-based foundation to connect all the organization's data in a single location. It enables users to connect lead-based systems to create a unified account view. Users can automatically create new contacts with information from the organization's email and calendar activities. Organizations can leverage the lead-to-account matching functionality for matching email, company name, and custom fields with customizable tiebreakers for managing multiple accounts.
- The platform helps users identify cross-sell and up-sell opportunities to increase the customer lifetime value. It allows users to add customers to cross-sell or up-sell once the intent is shown to the organization's other products. With competitive intent, users can determine when customers are searching for product alternatives.
- The platform enables users to combine their first-party data with Demandbase's third-party data to ensure precise identification of anonymous accounts and understand when they engage with their organizations. The platform enables users to easily customize account journeys based on their funnel and monitor stages of the account's buying journey. The platform provides native selectors to build customized segments based on activities, roles, intent, and more and helps users manage and segment their account lists, people, and opportunities. Moreover, the platform enables users to link all their marketing and sales activities to their accounts to prioritize further steps. The platform also provides a unified account inbox that helps users view the accounts' communication history in a centralized

location. Users can also leverage the buying committee heatmaps and lead-to-account matching technology to understand which accounts are engaged with the organization's sales and marketing initiatives.

- Demandbase offers comprehensive AI/ML capabilities through the Demandbase AI engine. The Demandbase platform is equipped with various AI-driven predictive models that can predict organizations' best accounts by considering key parameters such as fit, intent, relationship, and engagement. Demandbase provides a strong customer value proposition and aids organizations in optimizing their ABM strategies through smarter account intelligence, powerful ABX, and a strong B2B DSP versus B2C approach. Demandbase caters to SMBs to large enterprise segments, with mid-market and large businesses accounting for most of the company's clientele.
- The Demandbase platform caters to various use cases, including creating a single view of all account data, discovering in-market accounts ready to buy, aligning advertising dollars and marketing campaigns to the account journey, closing opportunities more efficiently by connecting revenue insights to actions, identifying cross-sell and up-sell opportunities to grow lifetime customer value, and measuring all account-based efforts in one place.
- From a geographical presence perspective, Demandbase has a strong presence in North America and has a presence in Europe, Asia Pacific, the Middle East & Africa, and Latin America. The company is focusing on expanding its market presence across various geographies. From an industry vertical perspective, the company has a presence in various sectors, including high technology, business services, manufacturing, financial services, education, telecom, transportation, media & entertainment, healthcare and life sciences, and retail.
- Demandbase may face competition from emerging and well-established ABM vendors offering robust social advertising integrations to view the campaign performance. However, with its robust product strategy and technology roadmap, comprehensive functional capabilities, and strong customer value proposition, Demandbase is well-positioned to expand its share in the global ABM market.



- Regarding product strategy and roadmap, Demandbase is planning to expand its channels and integrations, third-party advertising campaign reporting and creation, high-intent pages, and data import APIs for additional integration support. The company plans to strengthen its vision for outcome-based self-driving ad campaigns, support for buying groups within accounts snapshot email improvements, and more. Furthermore, the company is planning to enhance reporting and dashboard capabilities with additional role-based dashboards, campaign influence metrics, deep conversion tracking, journey analytics comparisons, personalized seller dashboards, and a new report centre. Other enhancements include expanded support for large enterprises with workspaces, improved coverage in the EMEA region, data coverage expansion, executive tracking and others. Lastly, Demandbase plans to address features and use cases-specific needs of financial services and manufacturing sector customers.

## LeadSPACE

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URL : [www.leadSPACE.com](http://www.leadSPACE.com)

Founded in 2010 and headquartered in San Francisco, CA, USA, LeadSPACE is a SaaS-based data science company that helps organizations effectively utilize and manage data. Additionally, the company unifies data across multiple sources, including first and third-party sources, social media, contact databases & customer relationship management systems, and marketing automation platforms, into a B2B data graph that enables easy navigation and segmentation to draw up effective go-to-market strategies. The company offers various products, including a B2B Customer Data Platform (CDP); B2B Profiling; a B2B segmentation tool; Revenue Radar, a 4-signal targeting system; and SmartForms. LeadSPACE provides a unified experience for its multiple products through a single platform titled 'The Studio.' The platform offers comprehensive ABM capabilities such as audience management, account selection & prioritization, personalization, cross-channel campaign orchestration, account measurement & analytics, account segmentation, decisioning, reporting, data integration & unification, account-based engagement & selection, and others.

### Analyst Perspective

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Following is the analysis of LeadSPACE's capabilities in the global ABM platform market:

- LeadSPACE's ABM platform, The Studio, offers significant sales & marketing capabilities, which help organizations monitor potential customers through intent signals, including news triggers, websites visited, peer review searches, and content downloads. The platform also offers account-based engagement & selection capability to unify engagement data across silos and provide organizations with insights into the buyer's journey.
- LeadSPACE's platform's key technology differentiators include comprehensive account management, analytical model reporting, campaign segments tuned by territory, IP-to-company intelligence, AI/ML-driven predictive models for Fit/lift. intent data management, and account selection. The company's strategic differentiators include a standalone platform as a plug-n-play intelligence layer or embedded

in applications/business workflows; a scalable graph sourced by first/second/third party data feeds that relate billions of customer/buyer entities supported by trillions of firmographic, demographic, and behavioral data points; a self-service application for segmentation, analytics, and activation by marketing/sales users; and AI models for lead scoring lookalike and ideal customer profiles that allow for customization for horizontal and vertical specialization.

- Leadspace's platform provides a unified B2B graph with a single source of truth, including profiling, engagement, and intent. The B2B graph offers organizations a complete view of the customers, market, and data from different sources. The platform caters to various use cases, such as profiling & enrichment, targeting, territory planning, account engagement, intent signals, and account visibility.
- Leadspace provides an identity resolution framework based on various identifiers (IDs) to complement unique IDs for matching and unifying profiles and validating data. The company provides identifiers to unify and create single records at various hierarchy levels like global, business, HQ, and sites. Account unification solutions are built to support the operational structure of organizations to identify buying centers and teams for customers' offerings.
- Leadspace offers account segmentation capability that allows users to build account segments based on firmographic data (geographic, industry, size, revenue, and others), look-alike modeling, AI/ML Fit models and intent data captured from multiple sources, and install base technologies together with first-party attributes at all hierarchy levels. Users can expand account segments with priority contacts using targeted personas or contact attributes. The company offers data-agnostic segmentation by creating a unified database of first-party data combined with Leadspace's embedded data and other third-party data sets. Leadspace can ingest first-party data and enable it as criteria for granular, focused targeting and segmentation purposes.
- Leadspace SmartForms automatically leverages the real-time data needed to segment, route, and score leads efficiently to help organizations identify accounts seamlessly. Additionally, SmartForms

includes validation elements such as IP address lookup, phone number, area code, and geolocation, allowing organizations to strategize their ABM strategy accordingly.

- Leadspace for Marketing Automation provides organizations with on-demand insights on each customer behavior and engagement strategy by integrating Leadspace B2B Customer Data Platform (CDP) with the user's existing marketing automation tools, platforms, and software. The marketing automation tools help the marketing teams provide personalized campaigns and reach out to accounts through the desired channels and formats. The CDP offers analytics & insights capability, which provides data-rich predictive analytics and advanced functionalities such as semantic profiling, lookalike discovery, and unified customer profiles.
- The company's CDP uses its proprietary AI and machine learning capabilities to organize and cleanse data from multiple sources. Additionally, the self-service portal allows sales and marketing teams to segment, analyze, and align their marketing strategies for effective customer engagement and impactful campaigns. The platform uses IP-to-company intelligence to provide advanced website analytics and experiences by injecting data from the unified customer profiles into Google Analytics or Adobe Analytics for deeper insights.
- From a geographical presence perspective, Leadspace has a presence in North America. The company also has a presence in the Middle East. From an industry vertical perspective, the company holds a customer base across various verticals, including IT & services, automotive, manufacturing, CPG & retail, electronics & semiconductor, computer software, payment card services, cloud-based communication services, and financial management.
- Leadspace's future roadmap includes increasing functionality around activation, orchestration, and automation with new features leveraging propensity, fit, and intent to generate automated segmentation and targeting to be consumed by marketing automation (MA) and customer relationship management (CRM) platforms. The company also plans to expand into the automotive and hospitality sectors beyond its traditional hi-tech and manufacturing focus.

- Leadspace may face competition from well-established vendors offering strong ABM capabilities such as omnichannel account engagement, cross-channel campaign orchestration, and others. However, with its robust technology-focused future roadmap, ability to natively enrich leads, and comprehensive data enrichment solutions, Leadspace is well positioned to increase its share in the global ABM platform market.

## Madison Logic

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URL : [www.madisonlogic.com](http://www.madisonlogic.com)

Founded in 2005 and headquartered in New York, USA, Madison Logic is a provider of account-based marketing (ABM) platform solutions. The company offers a suite of products that enable marketers to leverage data to activate multi-channel, full-funnel account-based strategies and more effectively measure and optimize campaign performance. Madison Logic 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, revenue-based analytics, and more.

Madison Logic offers a global ABM media activation and measurement platform called the ML Platform that facilitates buyer committee engagement across dynamic, multi-channel campaigns. . Users leverage ML Insights, which unifies multiple datasets to create a holistic signal of the accounts with the highest propensity to purchase, to identify and target in-market accounts. The platform's global-multi-channel activation capability facilitates the engagement of buyer committees across dynamic, multi-channel campaigns. It enables users to gain visibility into granular, account-level data and metrics to measure account-based engagement across the entire revenue lifecycle. The capability also empowers sales organizations with key account data to engage account-based prospects with effective messaging. Through its customer journey optimization capability, Journey Acceleration®, organizations can target, nurture, and convert accounts at every stage of the buyer's journey through a cross-channel strategy.

## Analyst Perspective

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Following is the analysis of Madison Logic's capabilities in the global account-based marketing (ABM) 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 scalable ML Platform meets the requirements of large enterprises and help them achieve their ROI objectives.

Madison Logic has expertise serving small and mid-sized businesses (SMBs) and large enterprises. However, large enterprises account for a majority of the company's clientele.

- The ML Platform offers a comprehensive technology value proposition with key technology differentiators, including comprehensive account prioritization signals, buying committee engagement, advanced multi-channel measurement, proprietary historical data, multi-channel activation, and customer success. The company's strategic differentiators include global reach, full-service management, value-based pricing, market alignment, localization, and others.
- Madison Logic's Journey Acceleration® assists enterprise organizations in integrating with customer relationship management (CRM) and marketing automation (MA) platforms to target clients and use various data sources to focus on the accounts. The ML Platform is also equipped with a proprietary purchase intent signal through ML Insights to determine and prioritize optimal accounts to drive and accelerate conversion. The platform caters to various use cases, including new customer acquisition, opportunity acceleration, customer retention, and customer expansion.
- Through Journey Acceleration®, organizations can target, nurture, and convert accounts at every stage of the buyer's journey through a cross-channel strategy. This enables marketers to optimize the account experience across end-to-end sales cycles through cross-channel program optimization, pipeline optimization, and account optimization by delivering dynamic and personalized content to global buying committees.
- The ML Platform's global-multi-channel activation capability facilitates the engagement of buyer committees across dynamic, multi-channel campaigns. The capability expedites the creation and velocity of opportunities across B2B paid media channels, including ABM Content Syndication, ABM Display Advertising, and ABM Social Advertising with LinkedIn. The platform enables users to personalize marketing messaging across channels based on intent signals, account insights, and buyer characteristics. Users can also optimize content-based messaging based on the account engagement data

for accelerating the accounts through the funnels. Users can also leverage the account-level top trending topics & installed technologies to personalize the marketing messages across channels. Additionally, the platform allows users to use the website activity and email nurture via synchronization with their CRM and marketing automation systems to drive rapid account conversion.

- The ML Platform integrates organizations' CRM and marketing automation platforms with ML Insights comprehensive data set to determine the ideal targets based on multiple signals of an account's propensity to purchase. The platform allows users to segment the accounts by considering the firmographic and demographic data, enabling them to design scalable marketing initiatives. They can also efficiently dedicate their marketing spend by prioritizing the accounts according to engagement, intent, and technographic data as well as prioritize accounts based on understanding buying state triggers form within a client's marketing automation platform and/or CRM. Moreover, the platform allows users to leverage various reports, including market-level and account-level trending topics and installed technologies, to prioritize accounts and the individuals to engage within each account.
- The ML Platform's data-driven prioritization capability helps organizations leverage ML Insights that allows marketers to effortlessly identify in-market accounts, prioritize the right individuals to engage within the organization, and the content most likely to accelerate the sales cycle for the audience. The unified signal makes it easy for enterprise marketers to activate their data with leading sources of in-market research, including historical performance, B2B research, installed base, and others.
- The ML Platform's full-funnel performance measurement capability helps users assess and enhance account-level performance across the funnel. This measurement capability assists users in illustrating the pipeline impact as well as validating the marketing ROI.
- From a geographical presence perspective, Madison Logic has a strong presence in North America. The company also has a presence in the European Union and APAC region through its regional



headquarters in London and Singapore, and offices in Ireland, India, and Australia. From an industry vertical perspective, the company has a customer base in various verticals, including technology hardware and software, manufacturing, 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 ABM vendors offering robust sales insights and alerts through email. The company may also face competition from well-established ABM vendors offering self-service capabilities. With its sophisticated technology platform and comprehensive functional capabilities, Madison Logic is well-positioned to expand its share in the global ABM market.
- Regarding product strategy and roadmap, Madison Logic has planned on emphasizing the actionability of key metrics and developing look-ahead recommendations based on past performance data, simplifying and expanding integrations to make it easier for Madison Logic to play a key role in client martech stacks and introducing fully integrated channel expansion to give ABM marketers new ways to reach audiences. The company also plans to focus on its industry expansion roadmap by evaluating healthcare, financial services, and other industry verticals

## MRP

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URL : [www.mrpf.com](http://www.mrpf.com)

Founded in 2002 and headquartered in Philadelphia, PA, US, MRP (a subsidiary of FD Technologies PLC) provides end-to-end account-based marketing solutions. The company offers an enterprise-class predictive-powered account-based marketing (ABM) platform, MRP Prelytix®. The company's omnichannel ABM platform can be leveraged by B2B marketing and sales functions. The platform offers a sophisticated marketing operating environment that focuses on four key areas: Enterprise, Marketing, Sales, and Channel ecosystem. The MRP Prelytix® platform provides key ABM capabilities such as enterprise administration, advanced data management, intelligent insights, omnichannel orchestration, real-time sales intelligence, revenue-based metrics, and others.

### Analyst Perspective

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Following is the analysis of MRP's capabilities in the account-based marketing platform market:

- MRP offers MRP Prelytix®, a predictive ABM platform designed to simplify the complexity of sophisticated and mature ABM programs for B2B sales and marketing organizations. The company helps organizations drive account-based programs coordinated with their existing marketing programs aligning with the company's global marketing initiatives. MRP also provides advanced data management technologies to organize account-based data from contact-based systems and cleanse, map, and append data for deeper insights and more accurate reporting. With a single view of each target account across platforms and teams, marketers can precisely target customers, deliver personalization across channels, and measure program results accurately. MRP Prelytix® combines marketing and sales execution to form a single account-based strategy by leveraging a range of customer interactions in an omnichannel environment.
- The MRP Prelytix® platform ingests information from various sources, including client sales and marketing technology integrations, to provide up-to-date information on specific target accounts. The platform connects insights from omnichannel orchestrated actions

using its built-in delivery infrastructure. It also provides the ability to automate triggers and orchestrate responses that can be delivered across different channels.

- The MRP Prelytix® platform's key differentiators include geographic specificity, multilingual intent, account intelligence, advanced recognition and resolution, market segmentation, and others. The platform's strategic differentiators include global expertise, enterprise focus, enabling clients to reach, engage, and drive revenue at target accounts, the unique combination of technology, services, and coordinated orchestration channels, and marketing & sales technology partner agnostic.
- The MRP Prelytix® platform facilitates advanced data management by offering integrated data intelligence capable of integrating, maintaining, and operationalizing structured data from customer relationship management (CRM), marketing automation (MA), and external data sources. It offers capabilities to identify buying centers and how they engage with content and enables customers to benchmark their reach and share of voice against competitors.
- The company's ABM platform facilitates omnichannel orchestration across all relevant channels. This capability allows organizations to apply multiple dimensions of insights from the platform. It lets the clients create user-driven, needs-based orchestrations using dynamic segments triggered by predetermined combinations of topics of interest, buying stage, predictive scoring, and more. It delivers personalized, unified, and consistent delivery of omnichannel engagement while leveraging all the insights about target accounts. The platform also utilizes AI/ML to optimize the right content delivery in the right channel and at the right cost and cadence.
- From campaign response to partner and behavioral activity, the MRP Prelytix® platform compiles and optimizes a single source of truth for each target account. The platform can train custom or standard AI/ML models to constantly optimize the creative selection, prescribe the next best action step, and trigger that response. MRP Prelytix® helps brands activate their data more intelligently by powering personalized, interactive, conversational, and standard display formats.

- The MRP Prelytix® platform delivers real-time sales intelligence capability and offers organizations sales collaboration built into the platform, actioning salespeople to convert marketing investments into attributable revenue. The platform also offers configurable reporting designed to match existing funnel stages and represent target account progress across all channels. The platform offers revenue-based metrics capability that provides organizations with a custom dashboarding and reporting framework, where customers can create reports and dashboards by using data signals aggregated from multiple sources.
- MRP Prelytix® also offers intelligent insights capability, which offers organizations a single source of truth for each buying center within each target account and identifies insights from multiple languages with geographic specificity. The platform provides personalization insights based on intent topics and predictive analytics, actioned in real-time through recommended actions. The platform uses advanced Natural Language Processing (NLP)-driven intent topics to facilitate a more granular view of topic intent and key term exposure by vendor, product names, and product domains.
- MRP Prelytix®'s enterprise administration capability supports and coordinates account-based programs across multiple partners, business units, industries, and geographies. It offers multitenant capabilities to see intent and engagement at all levels of target accounts—organizations, geographies, and languages, from individual locations to parent company holdings and conglomerates.
- MRP Prelytix® identifies website visitors and consistently targets audiences across channels. It offers a combination of self-learning and recognition and targeting capabilities that are capable of overlooking customers' omnichannel engagements. The platform supports various organizational use cases for marketing, sales, and channels. It orchestrates eight key channels: display, web, email/MAP, sales alerts, content syndication, and inside sales. MRP provides multi-partner ABM programs that drive several partner marketing consultations each year. The company deploys several ABM-structured email campaigns for clients using their enterprise-class platform. Alternatively, the company can connect MRP Prelytix® to

any of the top MAP (Marketing Automation Platform) systems and instruct them to execute orchestrated, triggered, and consistent email communications.

- From a geographical presence perspective, MRP has a strong presence in the US, followed by Europe, Asia Pacific, and Latin America. From an industry vertical perspective, the company holds a customer base across various verticals, including technology, banking, manufacturing, financial services, professional services, insurance, media, telecom, and healthcare.
- MRP may face competition from well-established as well as emerging vendors offering self-service capabilities in the ABM market. However, with its customer-centric approach and sophisticated technology platform, MRP is well-positioned to expand its share in the account-based marketing platform market.

## TechTarget

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**URL :** [www.techtarget.com](http://www.techtarget.com)

Founded in 1999 and headquartered in Newton, MA, US, TechTarget is a provider of purchase intent-driven marketing and sales services for enterprise technology companies. The company offers various solutions, including tech marketing, account-based marketing (ABM), partner marketing, tech sales, and intent-driven services aligned with the company's marketing and sales goals. The company provides a broad and flexible ABM platform called TechTarget ABM Suite. The platform comprises Priority Engine™, BrightTALK (BT) Central, Content Syndication, ESG Research/Custom Content Services, Confirmed Projects, and TechTarget Advertising and Marketing Services that help organizations create and enhance target account lists. The platform offers key capabilities such as account and prospect-level purchase intent data, webinars/virtual events and self-service ABM campaign orchestration, intent-based ABM advertising, built-in contact data services, intelligent content syndication, custom content services, and confirmed project identification

### Analyst Perspective

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Following is the analysis of TechTarget's capabilities in the global ABM market:

- TechTarget offers comprehensive ABM capabilities through its TechTarget ABM Suite with a full suite of Do-It-Yourself (DIY) integrations and Do-It-For-You (DIFY) services. The platform offers access to prospect-level intent insights, entry points, and icebreakers in Salesforce to convert meetings into sales pipelines. The platform's Inbound Converter capability helps organizations identify the accounts visiting their website, shows the exact pages they visited, prioritizes accounts based on their activity level, and matches them to relevant prospects on the buying team in real-time to facilitate faster deal closures.
- TechTarget ABM platform's key differentiators include walled-garden data capability, intent data granularity, webinar platform ease-of-use & extensibility, integration platform as a service (iPaaS), account intelligence, and others. The company's strategic differentiators include person-level intent data, webinar platform, DIY or Do- It-For-Me (DIFM) model intelligence, and end-to-end capabilities.

- The platform provides intelligent content syndication capability, which allows organizations to syndicate content and generate account-specific demand across networks. TechTarget offers coordinated, continuously optimized lead generation services to help companies maximize engagement from target accounts and buyers and facilitate more deal closures. The platform provides marketers and sellers with rich account details, product install data, and buying team interests to hyper-personalize outreach and increase response rates.
- The platform offers account and prospect-level purchase intent data capability and provides intent data in the market on the individual level. It allows organizations to identify and prioritize in-market accounts (active TAM and ICP) and engage the actual members of the buying teams doing purchase research within those accounts. The Priority Engine™ tool offers deep insights into customer buying behavior and allows marketing teams to develop enhanced customer engagement and orchestration.
- The TechTarget platform offers custom content services capability, which provides organizations with personalized content for specific accounts. The company helps organizations create customized content for specific accounts based on primary, fact-based research from its Enterprise Strategy Group division to help fill gaps in their ABM content portfolio. The platform's Confirmed Projects identification capability provides organizations with data services to identify and verify upcoming technology projects of target accounts. The platform also offers an ROI dashboard that helps organizations and users to measure the performance of the marketing and sales initiatives around opportunity creation, lead generation, and targeted audience reach and influence. It offers timely insights on which accounts need to be prioritized, and the right access points to call.
- The platform offers built-in contact data services capability, which helps organizations clean, append, and regulate the data hygiene processes. TechTarget helps companies define and enhance ] target lists based on any ongoing research performed for a similar solution the company is offering. The platform scores and ranks target account lists based on the recent and relevant research activity of named buyers on the account team. TechTarget provides users with

the actual, active opt-in buyers from target accounts and insights on their specific, granular technology and vendor interests.

- TechTarget's BrightTALK Central offers webinars/virtual events and self-service ABM campaign orchestration capability. It helps organizations deliver continuous account engagement in the market and between cycles. The platform also offers an intent-based ABM advertising capability that helps organizations target only active accounts in the market that are ready to buy. The platform leverages firmographic, technographic, and behavioral data to identify accounts that fit the company's ideal customer profile. It automatically prioritizes, ranks, and scores accounts, based on their recent and relevant research behavior, enabling sales and marketing efforts to be focused on the important accounts and active prospects. It enables companies to engage the actual buying team with content and advertising tailored to their interests and actions.
- The TechTarget platform ensures high-quality leads by promoting relevant content to prospects based on the customers interests and recent activity through the AI-driven recommendations engine. It enables organizations to embed content and ads and promote additional resources precisely when a prospect is engaged, facilitating re-engagement advertising. Moreover, TechTarget offers strategic consulting services that help companies identify content gaps, construct promotional plans, and benchmark results. The platform caters to a variety of use cases, such as account engagement, marketing & sales engagement, personalization, buying group ID, strategic market/account planning, cross-selling & up-selling, and others.
- From a geographical presence perspective, TechTarget has a strong presence in North America, followed by Europe and APAC. TechTarget caters to SMBs to large enterprises, with mid-market and large businesses accounting for most of the company's clientele. From an industry vertical perspective, the company has a strong customer base within enterprise technology, business services, distribution, sales & marketing, human resources, education, legal, healthcare & life sciences, financial services, and government.



- TechTarget may face competition from well-established and emerging players offering advanced self-service capabilities in the ABM market. However, with its sophisticated ABM capabilities, strong industry expertise, and robust capabilities, TechTarget is well-positioned to increase its share in the global ABM market.
- Regarding the future roadmap, the company is focusing on delivering prospects from Priority Engine™ into a wider set of apps and automation and assisting sales follow-up to maximize sales engagement. The company is also improving the ability to capitalize on and accelerate ABM opportunities within their own systems, the ability to deliver customized ABM content experiences for customer and prospects, and continued enhancement of the Priority Engine™ Platform. Regarding geographical expansion, the company has expanded its operations in the APAC region to provide a Korean offering and will continue to grow its partnership in the LATAM region. The company recently launched a Priority Engine™ for healthcare after acquiring Xtelligent Healthcare Media. TechTarget will continue to be opportunistic in expanding its model into adjacent markets with similar buying dynamics.

## Terminus

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**URL :** [terminus.com](https://terminus.com)

Founded in 2014 and headquartered in Atlanta, GA, US, Terminus offers an account-based marketing (ABM) platform called Terminus Engagement Hub. The company also offers an embedded customer data platform (CDP), Terminus Data Studio, containing various businesses augmented by intent data, firmographic data, relationship data, behavioral & engagement data, and others. The Terminus ABM platform enables organizations to target the right accounts and automate campaigns across multiple channels. The platform also offers real-time alerts, account insights, and connected data to notify teams and help measure the success of the marketing initiatives. The platform provides key ABM capabilities, including the ability to create dynamic target account segments, intent data, and broad support for channels, including display advertising, retargeting, social advertising, orchestrating marketing campaigns through various engagement channels, personalization, dashboarding and reporting, seamless data integration, and others.

The Terminus platform offers multiple channels of engagement native to run coordinated multi-channel campaigns. Terminus allows marketers to run precision-targeted ad campaigns globally across different ad networks and websites. The company's email ads are targeted based on the recipient's email address to deliver high targeting accuracy. It allows users to easily align the email ads with the target account segments to ensure a consistent cross-channel experience and choose any other targeting method to run dozens of campaigns simultaneously. It also allows users to target email ad campaigns by categories like recipient, opportunity stage, sender group, internal only, A/B testing, and shuffle mode. It offers chat experiences through Chat From Anywhere™, which helps organizations connect ads, emails, social media, and any other marketing touchpoint directly to an intelligently routed conversation with a single click. The connectivity enables users to instantly engage in personalized conversations from a desktop, phone, or anywhere.

## Analyst Perspective

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Following is the analysis of Terminus' capabilities in the global ABM market:

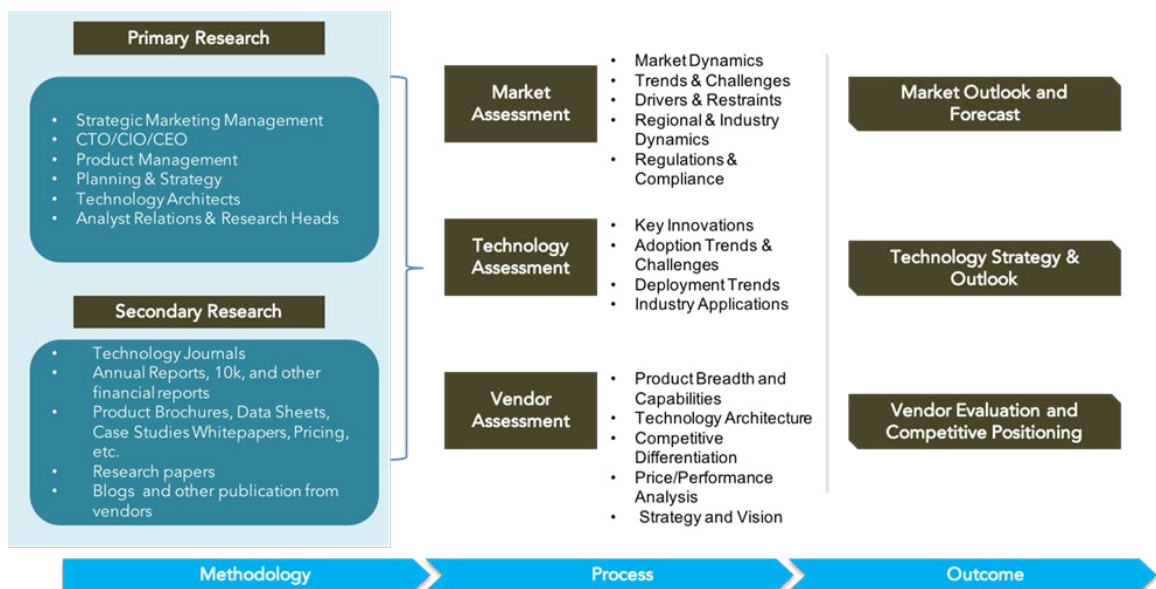
- Terminus offers comprehensive ABM capabilities that enable B2B marketers to target the right accounts and facilitate engagement across various channels. The Terminus ABM platform offers real-time alerts and a holistic and customized reporting suite that help users measure the campaign performance. The platform's key differentiators include a comprehensive suite of outreach tools for target display advertising, conversational marketing, retargeting, 1:1 personalization, and a holistic and customized reporting suite.
- The Terminus platform creates target account segments based on firmographics, first-party data, psychographics, and intent, enabling organizations to run coordinated campaigns across email, targeted display ads, social ads, and more. The platform supports various use cases, including account management, engagement management, and advertising.
- The Terminus Engagement Hub offers insights and understanding into the marketing department's performance and contribution to revenue through Measurement Studio. The Measurement Studio offers a single dashboard to provide at-a-glance performance reporting of revenue and marketing metrics. The company's ABM platform also connects with organizations' existing customer relationship management (CRM) and marketing automation (MA) data to create fully customizable first, last, and multi-touch attribution reports and connected customer experiences. With campaign analytics, users can optimize their entire sales and marketing strategy holistically.
- The Terminus Engagement Hub offers customizable reporting that turns huge reporting data and go-to-market programs into easy-to-understand reports with various customization options. Terminus offers a broad set of intent data, allowing users to instantly segment and prioritize in-market accounts to trigger campaigns and alert sales and marketing teams.
- The company offers account-based web personalization that helps organizations greet every visitor on their website with a tailored

message created intelligently based on the account name, industry, target account list, and opportunity stage.

- Terminus Data Studio is a target account database that aggregates first-party and third-party data to provide a 360-degree view of engagement across the target accounts. The Data Studio allows teams to build actionable target account lists, identify engagement gaps, and strategically prioritize efforts. It enables the organizations to gain a unified view of the account data by seamlessly combining their existing CRM and MA with the Terminus firmographic and third-party data sources to build target account lists for account-based marketing. The Data Studio allows organizations to uncover interests and prioritize accounts based on psychographic, behavioral, and intent data for engaging the sales teams. It also enables users to create static and dynamic segments of accounts defined by demographics and behavioral data.
- From a geographical presence perspective, Terminus has a strong presence in the US, followed by Europe. From an industry vertical perspective, the company holds a customer base across verticals, including computer software, information technology and services, and marketing and advertising.
- Terminus may face competition from well-established vendors offering competitive ABM solutions in regions other than the US and Europe. The company may also face competition from vendors offering integrated support for social ads to multiple channels, as Terminus is only limited to LinkedIn. However, with its comprehensive ABM capabilities, Terminus is poised to expand its share in the global ABM market.

## Research Methodologies

[Quadrant Knowledge Solutions](#) uses a comprehensive approach to conduct global market outlook research for various technologies. Quadrant’s research approach provides our analysts with the most effective framework to identify market and technology trends and helps in formulating meaningful growth strategies for our clients. All the sections of our research report are prepared with a considerable amount of time and thought process before moving on to the next step. Following is the brief description of the major sections of our research methodologies.



## Secondary Research

Following are the major sources of information for conducting secondary research:

### Quadrant’s Internal Database

Quadrant Knowledge Solutions maintains a proprietary database in several technology marketplaces. This database provides our analyst with an adequate foundation to kick-start the research project. This database includes information from the following sources:

- Annual reports and other financial reports
- Industry participant lists
- Published secondary data on companies and their products

- Database of market sizes and forecast data for different market segments
- Major market and technology trends

## Literature Research

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Quadrant Knowledge Solutions leverages on several magazine subscriptions and other publications that cover a wide range of subjects related to technology research. We also use the extensive library of directories and Journals on various technology domains. Our analysts use blog posts, whitepapers, case studies, and other literature published by major technology vendors, online experts, and industry news publications.

## Inputs from Industry Participants

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Quadrant analysts collect relevant documents such as whitepaper, brochures, case studies, price lists, datasheet, and other reports from all major industry participants.

## Primary Research

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Quadrant analysts use a two-step process for conducting primary research that helps us in capturing meaningful and most accurate market information. Below is the two-step process of our primary research:

**Market Estimation:** Based on the top-down and bottom-up approach, our analyst analyses all industry participants to estimate their business in the technology market for various market segments. We also seek information and verification of client business performance as part of our primary research interviews or through a detailed market questionnaire. The Quadrant research team conducts a detailed analysis of the comments and inputs provided by the industry participants.

**Client Interview:** Quadrant analyst team conducts a detailed telephonic interview of all major industry participants to get their perspectives of the current and future market dynamics. Our analyst also gets their first-hand experience with the vendor's product demo to understand their technology capabilities, user experience, product features, and other aspects. Based on the requirements, Quadrant analysts interview with more than one person from each of the market participants to verify the accuracy of the information provided. We typically engage

with client personnel in one of the following functions:

- Strategic Marketing Management
- Product Management
- Product Planning
- Planning & Strategy

## **Feedback from Channel Partners and End Users**

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Quadrant research team researches with various sales channel partners, including distributors, system integrators, and consultants to understand the detailed perspective of the market. Our analysts also get feedback from end-users from multiple industries and geographical regions to understand key issues, technology trends, and supplier capabilities in the technology market.

## **Data Analysis: Market Forecast & Competition Analysis**

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Quadrant's analysts' team gathers all the necessary information from secondary research and primary research to a computer database. These databases are then analyzed, verified, and cross-tabulated in numerous ways to get the right picture of the overall market and its segments. After analyzing all the market data, industry trends, market trends, technology trends, and key issues, we prepare preliminary market forecasts. This preliminary market forecast is tested against several market scenarios, economic scenario, industry trends, and economic dynamics. Finally, the analyst team arrives at the most accurate forecast scenario for the overall market and its segments.

In addition to market forecasts, our team conducts a detailed review of industry participants to prepare competitive landscape and market positioning analysis for the overall market as well as for various market segments.

## **SPARK Matrix: Strategic Performance Assessment and Ranking**

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Quadrant Knowledge Solutions' SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix representation provides a visual representation of market participants and provides strategic insights on how each supplier ranks in comparison to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact.

## Final Report Preparation

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After finalization of market analysis and forecasts, our analyst prepares necessary graphs, charts, and table to get further insights and preparation of the final research report. Our final research report includes information including market forecast; competitive analysis; major market & technology trends; market drivers; vendor profiles, and such others.



## **Client Support**

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For information on hard-copy or electronic reprints, please contact Client Support at [rmehar@quadrant-solutions.com](mailto:rmehar@quadrant-solutions.com) | [www.quadrant-solutions.com](http://www.quadrant-solutions.com)