Midmarket CRM Suites

AI and Automation Breathe New Life For Midmarket Customers

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

CRM is a technology that enables organizations to manage relationships by optimizing key customer experience (CX) business processes such as campaign to lead, lead to order, incident to resolution, and purchase to referral. Midmarket organizations typically range from 250 to 1,000 employees and generate between $250 million and $1 billion in annual revenues.

In this midmarket CRM space, buyers typically seek one or more products in a suite to support sales force automation, service and support, marketing solutions, and commerce capabilities. Buyers expect analytics to be pervasive, integrated, and easy to use.

Midmarket firms have the same requirements as enterprises when it comes to CRM, but with limited resources and IT expertise. That is why leading midmarket CRM providers have embraced concepts like composable applications, no/lo code platforms, and of course generative and now agentic AI. These new technologies allow for faster configuration and deployment of the system, as well as lower maintenance costs and less IT overhead. In addition, the ability to better personalize and customize the user experience, as well as provide more useful insights via AI inside the UI, drives faster and deeper adoption.

In the coming year, we expect to see even more flexibility around the pricing and packaging of midmarket CRM suites. These tools are becoming more composable for more purpose-built, fast deployments. And developments in AI pricing models will also affect how midmarket firms price their solutions, as core functionality becomes a commodity in favor of data-driven, AI-powered actionable insights generated by the system, bringing on the emergence of more consumption and value-oriented pricing models.

10 SOLUTIONS TO KNOW

Constellation evaluates more than 12 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- BREVO
- CREATIO
- HUBSPOT
- KEAP
- MICROSOFT DYNAMICS 365
- MONDAY
- NETSUITE CRM
- SALESFORCE PRO SUITE
- SUGARCRM
- ZOHO CRM

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email **ShortList@ContellationR.com** for more info.

To learn more about Constellation Research Shortlists visit: **www.constellationr.com/ShortList**

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- More than two products integrated in the suite, among them:
  - Sales force automation
  - Service and support
  - Marketing
  - Commerce
- More than two additional horizontal capabilities available, such as:
  - Analytics and reporting
  - Survey capability
  - Content management
  - Workflow/journey management
  - High-volume email or email provider integration
- Office productivity integration
- App integration, as well as a growing application ecosystem
- Customer data platform
- Privacy and compliance policy management
- Channel integrations (physical, mobile, social, web, messaging, virtual agent)
- Orchestration and automation of journeys
- Embedded generative and other AI capabilities as either prompts/copilots or similar integrated features
- Operation in more than one major geography: North America, South America, Europe, Middle East, Africa, and Asia Pacific

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

BUSINESS THEMES

Digital Marketing & Sales Effectiveness

Next Generation Customer Experience

Matrix Commerce

New C-Suite

Tech Optimization

Martin Schneider
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Martin Schneider has had a unique career that has spanned both analyst and marketing practitioner roles, focused on high technology and related industries. The unifying factor has always been both a keen analysis of go-to-market trends, while also having achieved success as a marketing leader. Schneider started his career as a journalist covering B2B technologies, and quickly transitioned into a leading analyst covering application software for the 451 Group in NYC, where he specialized in CRM, marketing automation, and business intelligence/analytics technologies.