



B2C Marketing Automation for the Enterprise

Software to build brand awareness and loyalty through personalized campaigns, social engagement and commerce-focused interaction at scale

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

Engaging with consumers in the fast-moving digital-first world demands new experience strategies based more on the consumer and less on engagement channels. Today's marketer is looking for modern automation engines to deliver on an age-old marketing promise: delivering the right message, at the right time, to the right customer. Marketing automation solutions must deliver precision at scale, and in this age of AgenticAI, B2C marketers are looking to ramp up a digital workforce of marketing agents to bring new velocity and impact to the marketing mix.

Business-to-Consumer (B2C) marketing teams expect capabilities to track and predict customer behavior, facilitate product marketing, improve personalization, and build and nurture customer relationships at scale and speed—all while navigating data privacy regulations. Data analytics tools must track and validate the impact of marketing efforts on customer conversion.

Artificial intelligence (AI) and machine learning capabilities are table stakes, especially when applied to campaign decisioning, segmentation and analytics. Increasingly, marketers are looking for advanced AI tools leveraging large language models (LLMs) to accelerate the work of marketing by addressing everything from data cleansing and curation, content generation, journey optimization, asset iteration and mass personalization at scale. Solutions to power “self-service” AI-driven interactions that better put the customer in the journey driver's seat are in demand for performance improvement. GenerativeAI capabilities that enable marketers to generate copy, personalized assets and optimize orchestration and operations have proven useful and valued by enterprise marketers. Expect to see even more process identification, automation and iterative optimization as AI shifts from isolated experimentation to operational sidekick, redefining marketing operations along the way.

LIKE WHAT YOU SEE?

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

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

11 SOLUTIONS TO KNOW

Constellation evaluates 50 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. The enterprise category is defined as companies with a broad geographical reach, multiple lines of business, and/or more than 3,000 employees:

- ADOBE JOURNEY OPTIMIZER
- BRAZE
- HCL UNICA+
- MICROSOFT DYNAMICS
- 365 MARKETING
- MARIGOLD
- PEGASYSTEMS CUSTOMER DECISION HUB
- SALESFORCE MARKETING CLOUD NEXT
- SAP EMARSYS
- SAS CUSTOMER INTELLIGENCE 360
- ZETA MARKETING PLATFORM
- ZOHO MARKETING PLUS



THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Ease of use, user interface with role-based dashboards and views
- Quickly and easily design and deploy cross-channel campaigns
- Intuitive visual journey workflow creation and management
- Robust segmentation capabilities, rules-based offer management
- Integrated customer profiles including customer preference, identity resolution and consent management capabilities
- Workflow and collaboration tools for cross-marketing and cross-CX approvals, review and rapid collaboration for real-time iteration and optimization
- Expansive list of integrations including native integrations out of the box and the flexibility to create custom integrations
- Multimedia asset creation, utilization and robust digital asset management
- Facilitate and track advertising mediums, retargeting
- Social listening and engagement capabilities or integrations
- Expanded messaging capability to include valued channels like WhatsApp, TikTok, Snap, Instagram and SMS
- Integration with display advertising engines to coordinate engagement across media and channels
- Web, mobile and digital campaign personalization
- Marketplace for integrations and connections across the larger CX stack
- Integration and visibility to commerce systems and teams
- Product vision and road map, emphasis on AI and attribution
- Aggregated analytics and role-based reporting
- Integration with commerce, data, and enterprise resource planning systems
- AI-powered solutions including natural language processing, generativeAI, deep learning tools, and autonomous agentic AI capabilities to recognize, process and optimize everything from images to speech

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



Liz Miller VP & Principal Analyst

Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.

