



Marketing Analytics Solutions

Stand-alone solutions that aggregate, track and monitor marketing campaign performance and growth contributions to the business

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

The call for the chief marketing officer to serve as the growth driver and orchestrator for the modern enterprise has amplified the need for marketing analytics tools to quickly evolve from campaign performance trackers into more robust business intelligence and decisioning tools. This demand for heightened decision precision and velocity has amplified interest in agentic and generative AI applications that empower marketers to bring more data into the analytics fold and ask new questions about future opportunity, not just past performance. This growth shift has not excused marketing teams from delivering insights and measures proving the value and impact of campaigns and engagements. This has pushed modern marketing analytics solutions to deliver analytics on everything from budget, performance and optimization while also delivering robust intelligence on customers, resources, and opportunities.

Legacy functions of marketing analytics solutions—including the ability to synthesize and normalize data from a multitude of internal and external channels—continues to be core to consideration. Platforms must also deliver powerful BI functionality that empowers marketing to embrace a culture of data-led decisioning. As marketing engagement has become more predictive and data more prescriptive, marketing analytics tools must also follow suit to give marketing a clear blueprint and roadmap for growth acceleration and profit optimization.

Top of mind for many vendors in the space is applying generativeAI features and capabilities to fundamentally shift how marketers interact, interrogate and ingest data. AI is also being applied to data normalization and cleansing to ensure accuracy in analytics and ready access across multiple data sources. The ability to interrogate customer and campaign data in a self-service, visually appealing, easy-to-explore interface has become table stakes for any marketing analytics solution. AI that helps ingest and manage data and automate connector updates but also surfaces intelligent insights for rapid decision-making is a requirement. This list includes solutions that are powerful for marketing data scientists, yet are ready for non-technical marketers to stand up and operate.











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

11 SOLUTIONS TO KNOW

Constellation evaluates over 40 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.

-  ADOBE ANALYTICS
-  AMPLITUDE ANALYTICS
-  DOMO FOR MARKETING
-  HEAP
-  LOOKER FROM GOOGLE
-  MICROSOFT POWER BI
-  PLANFUL FOR MARKETING
-  SALESFORCE
-  SAS CUSTOMER INTELLIGENCE 360
-  SEMRUSH
-  SISENSE



THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Ease of use and setup for nontechnical users with functional options for developers and analysts
- Ability to ingest and report on marketing and advertising data across all online and offline interactions and campaigns
- Robust marketing attribution, forecasting and predictive analytics capabilities
- Customizable role-based dashboards
- Easy-to-create (and share) visualizations across a wide range of chart and graph types
- Integration with sales force automation, marketing automation, advertising platforms and other customer data sources for consolidated customer engagement visibility
- Extensibility through ecosystem of third-party integration apps
- Facilitate data collaboration and interrogation with other marketers and cross-functional teams
- Triggered workflows and automated actions to turn intelligence into optimization actions
- Security, authentication tools, role-based access, data governance and lineage tracking
- Intelligent models built from user-defined core business metrics
- Anywhere accessibility across desktop and mobile
- AI and ML to assist with data ingestion, analysis and decision intelligence
- Generative AI capabilities generally available or on a near-term road map to allow marketers to construct simple requests or ask new questions of data sets
- Product vision and roadmap
- Post-sale support and community

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



Marketing Transformation



Data to Decisions



Next-Generation Customer Experience



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.

