B2B Marketing Automation

Software enabling companies to effectively attract, capture, engage, and nurture customers, along with proving revenue results

Constellation ShortList™

Q3 2019

B2B MARKETING AUTOMATION

Enterprise

ORACLE MARKETING CLOUD
MARKETO, AN ADOBE COMPANY
SALESFORCE PARDOT

CONSTELLATION ShortList™

6
solutions
to know

Small/Med Business

HUBSPOT
SALESFORCE PARDOT
X2CRM
ZOHO

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 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.

About This Constellation ShortList™

Marketing automation has become a staple of enterprise software. B2B marketing organizations today require the ability to engage customers and prospects through a wide range of online and offline channels. The growing number of decision-makers and influencers in any given deal or account relationship increases the importance of technology solutions that make it easier to manage those communications and deliver personalized interactions at scale. Marketing automation tools allow marketers to initiate, build and track relationships as well as demonstrate revenue contribution.

Increasingly, B2B marketers must more closely integrate marketing activities and relationships with sales. The biggest sticking points are the transition from marketing qualified lead to sales accepted lead and coordination and consistency between marketing databases and sales or account databases. While all major marketing automation vendors recognize this issue, some have come to the market with systems designed from the ground up to deliver this consistency.

Threshold Criteria

Constellation considers the following threshold criteria for these solutions:

- Ease of use, user interface
- Integration into CRM systems, sales visibility
- Quickly and easily design campaigns, visual workflow
- Thoughtful lead capture and scoring
- Identify and manage key accounts to support account-based marketing
- Aggregate web traffic
- Attribution of campaign ROI
- Product vision and roadmap
- Aggregated analytics and role-based reporting
- Post-sale support and community

The Constellation ShortList™

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. Constellation also considered client company size and marketing resources to recommend solutions suitable for enterprises and small-to-medium businesses (SMB).

Enterprise Solutions

The enterprise category is defined as companies with a broad geographical reach, multiple lines of business, and/or over 3000 employees. These are the best-of-breed vendors that provide applications and services without bundling into another platform (in alphabetical order):
- Oracle Marketing Cloud
- Marketo, an Adobe Company
- Salesforce Pardot

SMB Solutions

SMBs have limited marketing resources and budget, which is factored into the selection criteria. As SMBs grow, the solution needs to have the ability to scale accordingly. These are the best-of-breed vendors that provide applications and services without bundling into another platform (in alphabetical order):
- HubSpot
- Salesforce Pardot
- X2CRM
- Zoho CRM Plus (Campaigns and Social)

Frequency of Evaluation

Each Constellation ShortList evaluation will be updated every 180 days as needed.

Evaluation Services

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

Business Themes

Digital Marketing & Sales Effectiveness

To learn more:
Visit www.constellationr.com/ShortList
or email shortlist@constellationr.com

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Nicole France focuses on digital marketing, sales effectiveness, and customer experience. Her research examines the interrelationship between sales, marketing, and customer engagement and how to make it work effectively. France evaluates the tools as well as the principles and practices that generate the best results in the real world. She brings over twenty years of experience as both a technology analyst and marketer. She advises clients on the transformative adoption of technologies that impact customer engagement and drive growth.