



EXECUTIVE OVERVIEW

MARKET
MAP

Marketing Technology Market Map 2017

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Marketing technology is a fragmented market highlighted by tremendous innovation. The vendor landscape, famously exploding with startups, is balanced between small vendors focusing on solving tight business problems and larger platform vendors that supply the 'glue' and the enterprise-wide value.



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Key Findings

Among companies that are currently using (or plan to begin using) digital marketing, 29% say they conduct marketing programs across digital and physical channels independently, and have no formal integrated marketing approach, according to the Voice of the Connected User Landscape: Corporate Software and Services (Leading Indicator) survey. Another 33% say they are working toward a more integrated marketing approach and share some data and strategies across a few digital-only channels. This suggests a strong untapped market for integration, analytics and tools for connecting sales and marketing processes.

The six sectors that we delineate have considerable overlap, with many vendors playing at the intersections between point solutions for specific business problems, like account-based marketing, and broader solutions for data or campaign management.

The adjacent markets, especially advertising technology, CRM and sales enablement, are moving toward closer alignment via vendor ecosystems, tighter integrations and the construction of vast multivendor ecosystems.

Executive Summary

INTRODUCTION

Marketing technology is a set of interrelated tools aimed at the execution, analysis and optimization of marketing campaigns. This encompasses an unparalleled mixture of technology disciplines and business use cases, making the idea of 'digital marketing' or 'martech' a very frothy and fragmented one. It is a market of critical importance within businesses, but one that has changed so quickly that there is a startling lack of consistency in product descriptions and technical capabilities.

As we have seen in the last 10 years, consumers have radically changed their buying habits. They have adopted the smartphone as a mechanism for gathering information, communicating and performing transactional activities that used to require in-person or less streamlined processes. This has allowed marketers to look to advancing technology to extend their reach, and to provide more information about potential buyers, in both B2B and B2C contexts.

When we look at the buyers of marketing technology today, we see people in the trenches using parts of the stack to create personalized campaigns and fine-tune them in real time. We see managers gathering data from multiple sources and contact channels and seeking ways to integrate it into a coherent picture of the customer base in order to better craft messages. And we see teams assigned to sift through massive corporate databases to find likely buyers and understand where they are in the buying cycle.

All of these functions come to bear in the martech stack, even as the landscape shifts almost annually. This report draws lines around vendors and products based on which type of marketing problem they are seeking to solve and what underlying technology is at work. We highlight six core segments:

- Campaign management
- Predictive analytics and measurement
- Data integration and enrichment
- Mobile marketing
- Data management platforms (DMPs) and customer data platforms (CDPs)
- Lead management and account-based marketing (ABM)

Each of these areas has been the subject of intense activity and innovative dynamism in recent years, and though there are significant overlaps, each has emerged as a product category that engages marketing buyers by solving very specific business problems in its domain.

METHODOLOGY

451 Research Market Maps™ are designed to provide a view of the vendor landscape by major segment. The map highlights companies competing in multiple segments by connecting them through a circuit line. Identification and placement of companies into these segments is based on analysis, both published and unpublished, performed by 451 Research. This analysis includes interviews, reports and advisory work with several thousand enterprises, vendors, service providers and investors annually. 451 Research Market Maps™ are not intended to represent a comprehensive list of every vendor operating in this market. Inclusion on 451 Research Market Maps™ does not imply that a given vendor will be specifically featured in one or more 451 Research reports.

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