



B2C Marketing Automation

Enabling companies to focus on building brand loyalty, personalization, and social engagement, along with measuring campaign ROI

Q1 2018

B2C MARKETING AUTOMATION

Enterprise

ADOBE MARKETING CLOUD
ORACLE MARKETING CLOUD
SAS CUSTOMER INTELLIGENCE
SALESFORCE MARKETING CLOUD

CONSTELLATION
ShortList™

7
solutions
to know

Small/Med Business

HUBSPOT
KAHUNA
ZOHO

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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™

The marketing technology landscape has grown rapidly as the Chief Marketing Officer (CMO) takes on increased responsibilities and the change in customer buying behavior. CMOs today drive not only traditional areas of marketing, such as branding, demand generation and product marketing but also customer advocacy and loyalty. Brands are competing for consumer time and attention, while customers have a plethora of options and more information about vendors than ever before. Mobile, social media, online review websites and peer groups have made consumers savvy about researching their options. Add on price comparison services and shifts in the advertising and media markets, B2C CMOs and their teams are challenged to serve the on-demand customer.

These systems help marketers execute on brand awareness initiatives, provide targeted personalized campaigns at scale, leverage segmentation to select advertising mediums, and facilitate social media marketing - all leading to an engaged customer. As CMOs are increasingly held accountable to deliver and show revenue results, the need for robust data analytics capabilities has grown in importance.

This Constellation ShortList update considered solutions that deliver strong cross-channel marketing capabilities and are actively helping their clients address landmark privacy regulations, such as GDPR. Constellation sees growing adoption of artificial intelligence (AI) capabilities by marketers in 2018, and innovation in this area was given additional weight in the evaluation process. Discussions with clients also placed additional emphasis on attribution capabilities.

Threshold Criteria

- Ease of use, user interface
- Quickly and easily design campaigns, visual workflow
- Robust segmentation capabilities
- Facilitate and track advertising mediums, retargeting
- Social listening and engagement capabilities
- Web personalization, integration with commerce platforms
- Behavioral and A/B campaign testing
- Multi-channel campaign attribution
- Product vision and roadmap
- Product vision and roadmap
- Product vision and roadmap, emphasis on AI and attribution
- Aggregated analytics and 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):

- Adobe Marketing Cloud
- Oracle Marketing Cloud
- Salesforce Marketing Cloud
- SAS Customer Intelligence

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
- Kahuna
- 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



Cindy Zhou Vice President and Principal Analyst

Cindy Zhou covers Digital Marketing Transformation and Sales Effectiveness. With over 18 years of practitioner experience in corporate marketing, product marketing,

product management, and sales operations, Zhou has spearheaded marketing transformation at multiple technology companies. Her role is to advise Constellation's clients on strategies to light up demand generation, prove revenue contribution, and maximize sales productivity.

