

The Forrester Wave™: Through-Channel Marketing Automation, Q2 2020

The 13 Providers That Matter Most And How They Stack Up

by Jay McBain and Lori Wizdo

April 20, 2020

Why Read This Report

In our 24-criterion evaluation of through-channel marketing automation (TCMA) providers, we identified the 13 most significant ones — Ansira, Aprimo, BrandMuscle, Distribion, E2open, Impartner, Mindmatrix, Pica9, SproutLoud Media Networks, StructuredWeb, TIE Kinetix, Zift Solutions, and ZINFI Technologies — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2B marketing professionals select the right one for their needs.

Key Takeaways

Zift Solutions, Ansira, ZINFI Technologies, BrandMuscle, And Aprimo Lead The Pack

Forrester's research uncovered a market in which Zift, Ansira, ZINFI, BrandMuscle, and Aprimo are Leaders; SproutLoud, Mindmatrix, Impartner, E2open, and StructuredWeb are Strong Performers; and TIE Kinetix, Distribion, and Pica9 are Contenders.

Vendors Bring To Bear A Broad Range Of Capabilities For Through-Channel Marketing

TCMA solutions cover a broad array of functionality with which to equip your channel partners — including distributed/syndicated email marketing and web content syndication; online advertising and social marketing; and traditional print, radio, and TV. And they include a range of DIY and do-it-for me (DIFM) capabilities to accommodate your partners' marketing capacities.

Workflow, Digital Marketing, And A Strong Partner Ecosystem Are Key Differentiators

As legacy technology becomes outdated and less effective for complex cross-channel engagement strategies, digital asset management, digital marketing execution, and strong partner ecosystems will dictate which providers will lead the TCMA pack. Vendors that can provide the capabilities for buyer engagement will position themselves to successfully deliver channel marketing capabilities to their customers.

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Related Research Documents

- [Now Tech: Channel Onboarding, Q4 2019](#)
- [Partner-Based Marketing Accelerates Elusive Shadow Channel Engagement](#)
- [Succeeding With An Increasingly Bifurcated Channel Requires Advanced Automation](#)



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Top Firms Deliver Capabilities To Optimize Engagement And Experience

When Forrester first analyzed the TCMA market in 2015, TCMA was the unattractive stepsister who hadn't been invited to the marketing automation ball of the previous decade. Back then, most B2B companies thought of B2B channels (agents, dealers, resellers, and so on) as sales channels — or more limitedly, distribution channels. The need for brand governance and the ability to attract, retain, and enable top-notch channel partners as top-notch revenue producers drove the demonstrated and projected growth in this segment.¹ While brands' and partners' motivations to engage TCMA solutions haven't changed, the buyers that both brands and partners aim to engage have. A static content and campaign mentality doesn't cut it with today's buyers. Vendors and suppliers need to front a localized cross-channel, always-on engagement strategy to win, serve, and retain today's increasingly demanding buyers.²

As a result of dramatically changing buyer dynamics, TCMA buyers should look for providers that:

- › **Provide robust support for all the channels their buyers rely on.** B2B providers try to catalyze engagement through marketing campaigns, but customers more commonly interact with brands outside of campaigns. Brand and channel marketers that continue to build marketing campaigns around products and solutions — with a transactional approach to offers — risk becoming irrelevant to today's business buyer.
- › **Meet buyers' demand for personalized, contextual engagement.** Business buyers' consumer experience has conditioned them to expect the vendor experience to be 1) calibrated to their needs; 2) personal; and 3) aware of prior history. Channel partners, whether they are agents, dealers, distributors, resellers, service providers, or systems integrators, are at the coalface. They are closer to the customer, often have more accurate and thorough customer data, and can better provide the kind of contextual engagement that customers now demand.
- › **Accommodate their partners' capabilities and proclivities.** Face it. Some of your most treasured partners are valuable for their sales capacity, local presence, or technical competency. But they aren't marketers. Others are just too busy. Look for TCMA platforms that help you deal with that reality. Subscription marketing execution gives your most reclusive partners a digital voice. A subscription marketing program can cover drip marketing via email and direct mail, social media publication, reputation management, and local listings management. The benefit to you is both an uptick in local marketing efforts and an increase in partner loyalty — both leading to incremental revenues.

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Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in our research on [channel onboarding](#).

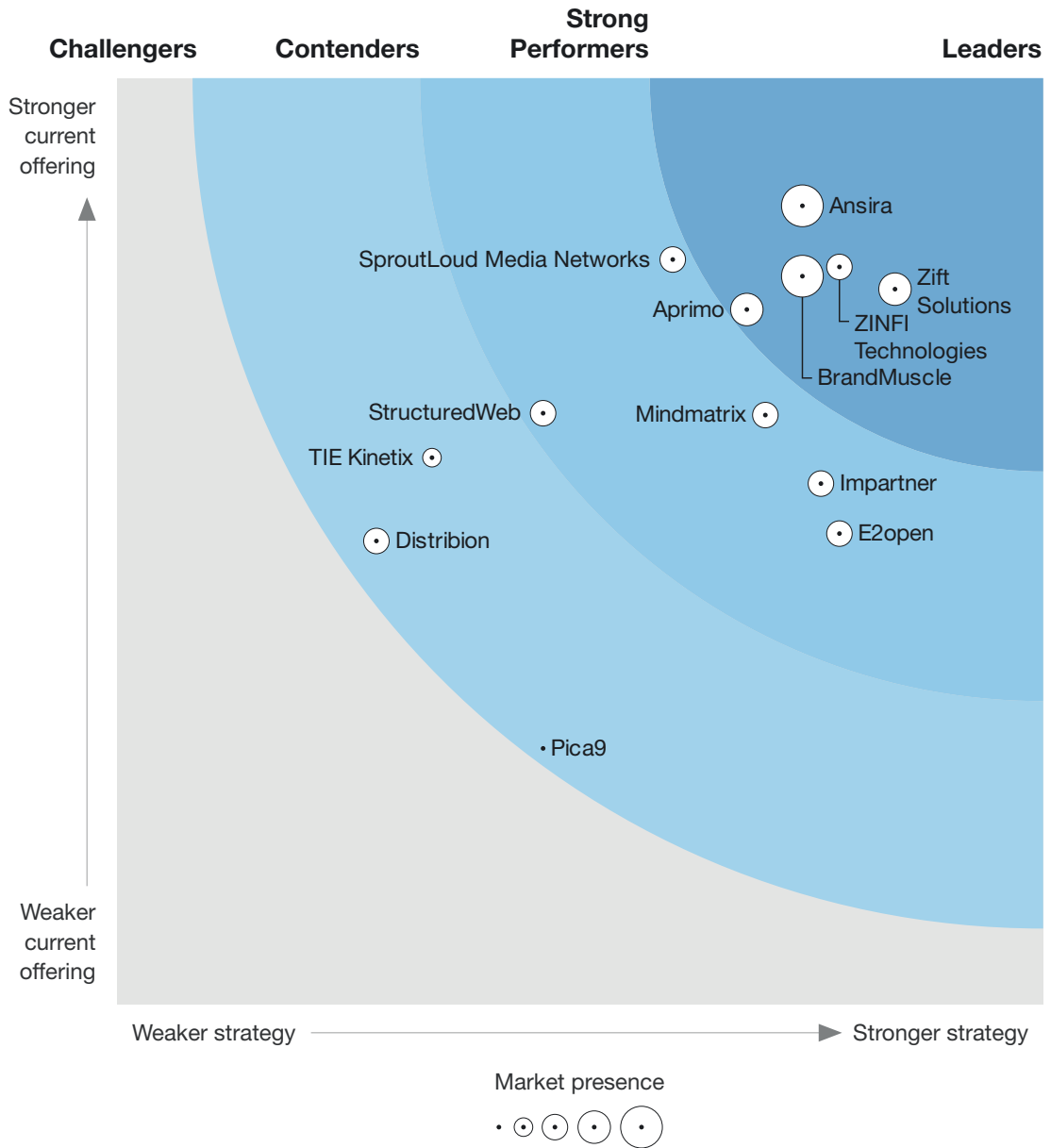
We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on Forrester.com to download the tool.

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FIGURE 1 Forrester Wave™: Through-Channel Marketing Automation, Q2 2020

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 Through-Channel Marketing Automation
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FIGURE 2 Forrester Wave™: Through-Channel Marketing Automation Scorecard, Q2 2020

	Forrester's weighting	Ansira	Aprimo	BrandMuscle	Distribion	E2open	Impartner	Mindmatrix	Pica9	SproutLoud Media Networks	StructuredWeb	TIE Kinetix	Zift Solutions	ZINFI Technologies
Current offering	50%	4.31	3.75	3.93	2.50	2.54	2.81	3.18	1.38	4.02	3.19	2.95	3.86	3.98
Governance (manufacturer/vendor)	45%	4.50	3.90	4.10	3.00	2.60	2.80	3.00	1.20	4.10	3.00	2.90	3.50	4.30
Execution (partners)	35%	4.00	3.70	3.90	1.90	2.30	2.30	3.40	1.60	3.70	3.30	3.10	4.00	3.60
Technology	20%	4.40	3.50	3.60	2.40	2.80	3.70	3.20	1.40	4.40	3.40	2.80	4.40	3.90
Strategy	50%	3.70	3.40	3.70	1.40	3.90	3.80	3.50	2.30	3.00	2.30	1.70	4.20	3.90
Product innovation roadmap	25%	3.00	3.00	3.00	1.00	5.00	5.00	5.00	3.00	3.00	3.00	1.00	5.00	5.00
Pricing strategy	20%	5.00	3.00	5.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	1.00	3.00	5.00
Market approach	20%	3.00	3.00	3.00	1.00	3.00	3.00	3.00	3.00	3.00	1.00	1.00	3.00	1.00
Supporting products and services	20%	3.00	5.00	3.00	1.00	5.00	3.00	3.00	1.00	3.00	3.00	3.00	5.00	5.00
Partner ecosystem	15%	5.00	3.00	5.00	1.00	3.00	5.00	3.00	1.00	3.00	1.00	3.00	5.00	3.00
Market presence	0%	4.30	3.50	5.00	3.00	3.00	2.20	2.20	1.00	3.00	2.20	1.50	3.50	2.70
Revenue dynamics	40%	5.00	3.00	5.00	3.00	3.00	1.00	1.00	1.00	3.00	1.00	1.00	3.00	1.00
Customer base	35%	3.00	3.00	5.00	3.00	3.00	3.00	3.00	1.00	3.00	3.00	1.00	3.00	3.00
Number of employees	25%	5.00	5.00	5.00	3.00	3.00	3.00	3.00	1.00	3.00	3.00	3.00	5.00	5.00

All scores are based on a scale of 0 (weak) to 5 (strong).

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Vendor Offerings

Forrester included 13 vendors in this assessment: Ansira, Aprimo, BrandMuscle, Distribion, E2open, Impartner, Mindmatrix, Pica9, SproutLoud, StructuredWeb, TIE Kinetix, Zift, and ZINFI (see Figure 3).

FIGURE 3 Evaluated Vendors And Product Information

Vendor	Product evaluated	Product version evaluated
Ansira	Ansira Edge Technology SuiteSM	6.2
Aprimo	Aprimo Distributed Marketing	
BrandMuscle	BrandMuscle Integrated Local Marketing Platform	
Distribion	Distribion Distributed Marketing Platform	4.4.8
E2open	E2open Channel Shaping Intelligent Application Suite; E2open Channel Marketing Automation; E2open Partner Marketing Incentives	19.4
Impartner	PRM Marketing Solutions	
Mindmatrix	Mindmatrix Partner Marketing Platform	4.92
Pica9	CampaignDrive	4.78.194
SproutLoud Media Networks	SproutLoud	
StructuredWeb	StructuredWeb Channel Marketing Automation Platform	2020
TIE Kinetix	FLOW Partner Automation	
Zift Solutions	ZiftONE	1.0
ZINFI Technologies	Unified Channel Management	11.1

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Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors.

Leaders

- › **Zift Solutions offers a single integrated platform for all channel management needs.** As the name implies, ZiftONE aims to be a single solution that can support an entire channel management program — from recruitment to ROI. It offers a comprehensive range of campaign and communication tactics for vendors with complex products and highly variable buying motions — frequently found in the technology, manufacturing, and telecommunications segments the company serves. The solution addresses both simple marketing tactics and complex use case scenarios, like allowing partners to use market development funds (MDF) to pay for marketing activities or creating multitouch marketing programs.

Zift has delivered TCMA solutions for more than 12 years. The company shows its understanding of the drivers of channel success in ZiftZone — a revitalized alliance program to connect customers to Zift’s robust ecosystem of agencies, applications, and service providers — and Zift Labs — a services offering to assist developers in client companies. ZiftONE is built on the field-tested foundation of Zift’s legacy technology platform, but it is a relatively new product (launched in 2019). Our user interviews revealed some to-be-expected user experience issues: “The simple, basic things are really good. But the product can let you down in complex use case scenarios.”

- › **Ansira helps brands deliver great experiences through their channels.** Ansira is a marketing agency whose vision for TCMA is rooted in the belief that the ability to deliver relevant persuasive experiences is the key to strengthen relationships, cultivate brand loyalists, and assure profitable growth. The company helps brands and partners deliver that experience with capabilities ranging from strategy, ideation, and creation to delivery. In this evaluation, we considered the Ansira Edge Technology SuiteSM, comprising channel engagement, brand protection, market intelligence, and trade fund management capabilities.

The Ansira Edge platform delivers strong co-op, compliance, and MDF functionality to the TCMA market. It supports local online marketing, media, print on demand, ad builder, and digital/physical asset management. While the company counts more than 100 brands in 15 different industries as clients, its strongest track record is in the retail, consumer packaged goods (CPG), and automotive industries. Ansira is still on the journey to becoming a full software-as-a-service (SaaS) platform. And it is sometimes difficult to know where the software ends and the services begin. But our customer reference calls revealed satisfaction with the mix of product technologies and marketing services. Brand marketers that want help in engineering a consistent cross-channel (e.g., digital, physical, and human) experience should consider Ansira.

- › **ZINFI takes a modular approach to optimize the entire channel marketing ecosystem.** ZINFI was formed in 2008 as a channel marketing agency but has since exited the marketing services business to focus exclusively on SaaS software (and ancillary services) that provide end-to-end

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management of channel operations. Its agency heritage makes ZINFI more aware — than many SaaS-only vendors — of the creative and content fuel needed for top-notch channel marketing programs. This shows in strong workflow and collaboration tools that optimize processes among ZINFI's agency partners, partners' enterprise customers, and ZINFI's in-house multilingual (14 languages) partner marketing concierge services for lead, campaign, and MDF management.

ZINFI's portfolio offers a wide set of integrated marketing tools such as search, social, syndication, email, event, and microsites that can work together in a single or multitouch campaign. But what sets ZINFI apart is its commitment to modularity, which makes it equally appropriate for a small to medium-size business (SMB) that is automating its channel management for the first time or a large global manufacturer that is filling gaps or transforming its channel technology. User references cited the company's flexibility and responsiveness to their unique requirements as a "difference-maker." ZINFI's focus on the tech and manufacturing segments has yielded a robust TCMA software platform, but that narrow focus (along with less investment in sales and marketing) has limited its growth.

- › **BrandMuscle is dedicated to improving the practice of local marketing.** Like many distributed marketing solutions, BrandMuscle's seminal raison d'être was to enable brand governance throughout a large decentralized network of franchisees, dealers, and retail branches. In 2020, they are reaching beyond brand compliance and integrating a complete set of tools to help local businesses execute marketing campaigns that drive revenue results. A cornerstone of this strategy is to architect the solution on an OEM cloud integration services platform, which will provide instant integration with hundreds of marketing channels and tactics.

The company's research shows that firms with mature local marketing practices grow revenue twice as fast as those who are unengaged or limited in local marketing efforts. That realization is driving an initiative to improve local marketing maturity and a plan for a syndicated benchmarking data product. BrandMuscle has a 20-year tenure in local marketing automation and a large customer base with more than 300 brands and 200,000 active users. BrandMuscle reference interviews reveal customers who are happy with the product and the company. BrandMuscle is a good fit for companies with well-known national brands and highly decentralized franchises, retailers, or channels.

- › **Aprimo aims for enterprise-class marketing tech in through-channel marketing.** Aprimo's TCMA vision stems from the belief that the capabilities of enterprise and channel marketing will continue to conflate because of the need to provide valuable relevant customer experiences at both the brand/manufacturer and partner level. The company has a broad portfolio comprising marketing resource management, digital asset management, marketing performance management, product information management, and a robust TCMA capability called Aprimo Distributed Marketing.

Aprimo Distributed Marketing is a good fit for vendors that have large, diverse, and complex channels because of its high ratings for channel and community management, two-tiered controls, and execution flexibility across different types of partner levels. The product also demonstrates

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good governance and facile syndication capabilities for assets, content, microsites, and programs, making it a good choice for vendors with complex portfolios. References have been happy with the vendor's execution against its roadmap and enhancements in features around lead scoring, nurture drips, user-customized reporting, performance, and third-party content provisioning. They are confident they'll continue to see improvements in workflow to help drive comprehensive engagement strategies.

Strong Performers

- › **SproutLoud Media Networks has a passion for local marketing.** Local marketing is complicated, and SproutLoud offers local marketers access to more than 40 tactics (digital, social, and traditional) through thoroughly governed brand or vendor campaigns. To simplify the local marketer experience, SproutLoud maintains deep integrations and strong partnerships with more than 100 marketing service providers (e.g., Facebook, Salesforce Marketing Cloud, and Yext) to automate ordering/activation and aggregate buying power. Recognizing that new channels, data sources, tactics, and tech are always emerging and must be easily accessible to enable best-in-class local marketing, SproutLoud has invested in a microservices architecture, connectors, and APIs for no-code integrations to more than 400 applications.

SproutLoud's focus on local marketing activation means the solution does not have strong support for a managed lead-to-revenue process — specifically opportunity management and deal registration. In fact, SproutLoud has little presence in the technology industry, so sophisticated B2B2B channel marketers may find some use cases, such as multistage account-based marketing campaigns, without strong support. SproutLoud is a good fit for B2B or B2C companies looking to help their channel drive local presence and best-in-class marketing. SproutLoud's references cite the vendor's marketing support and execution services as helping both to capitalize on short-term opportunities and to expand their strategic vision for channel marketing.

- › **Mindmatrix offers a single platform for direct and indirect marketing and selling.** Mindmatrix offers a unique mix of capabilities: a comprehensive marketing automation platform for direct sales and marketing and a distributed marketing capability for through-channel or partner marketing. The company also offers CRM-like functionality. The product supports a broad array of channels and tactics for direct and through-partner campaigns: email, print, direct mail SMS, and — rather uniquely — phone. For engagement and visibility, Mindmatrix offers web-to-print, web content syndication, webconferencing, social media marketing, and post-syndication across Facebook, Twitter, and LinkedIn.

The breadth of the offering makes Mindmatrix a good fit for SMBs that appreciate the company's generous support policies. Most of the firm's small to medium-size enterprise (SME) customers automate direct and through-channel marketing with the platform and tell us in reference interviews, "We depend on this solution to maximize the effectiveness of our direct sales and our sales partners." While the company has a strong track record in the SME segment, the product also serves the channel marketing needs of a growing set of global enterprises that don't

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necessarily benefit from the breadth of the entire portfolio. Mindmatrix offers the strongest support for a managed lead-to-revenue process, making it a good fit for vendors whose products have complex sales cycles.

- › **Impartner focuses on optimizing experience across the partner lifecycle.** The company's vision of an end-to-end channel software company is not unique among the TCMA vendors. But its partner-centric design yields some interesting differentiators, like a journey builder that lets vendors create sequenced experiences for any number of activities that contribute to partner success — from onboarding new partners to launching best-practice campaigns, setting business goals, and measuring results. Impartner's marketing automation DNA manifests in Action Studio — a visual drag-and-drop tool with advanced automation capabilities such as conditional branching logic, the ability to modify data, and trigger webhooks to third-party systems to enable rich multistage and multitouch campaigns.

Impartner is a good choice for vendors with complex, highly variable buying motions, as frequently found in the technology and manufacturing industries. Our reference calls revealed a desire for more robust web content syndication and physical asset production and management, which are on the vendor's roadmap. Impartner is expanding its TCMA capabilities with an active acquisition agenda. Since our last Wave, the company has acquired Tremolo and Amplifinity.³ And on February 14, 2020, Impartner announced the intention to acquire the TCMA business from TIE Kinetix — a vendor also evaluated in this Wave research process.

- › **E2open aims to link the demand side of channel operations with the supply side.** E2open is a 20-year-old company whose mission is to enable brands to create a more connected intelligent supply chain. In 2019, the company acquired Averetek — a through-channel marketing vendor — to complement an existing suite of channel applications. E2open's TCMA solution is broad. Strong web content syndication supports complex and rapidly changing product portfolios; marketing program capabilities favor digital campaigns and events; strong partner categorization reflects the industrial and geographic diversity of the global tech partners; and a marketing-store capability makes it easy for partners to use MDF for approved programs, tactics, and services.

Averetek legacy customers in the tech industry have shaped the current portfolio. The tech industry also has some of the more innovative and advanced B2B marketers. E2open's solution scored average in our evaluation of the technologies for contextual nurturing and account-based scenarios that are becoming increasingly important and differentiating in B2B marketing. User interviews revealed a satisfied customer base. Manufacturers and providers in any industry with a supply chain should evaluate E2open's TCMA solutions, but the legacy focus on the technology industry may present challenges for E2open customers in other industries as they leverage the off-the-shelf product optimized for their workflows.

- › **StructuredWeb is laser-focused on the TCMA opportunity in high-tech industries.**

StructuredWeb is a longtime player in this category. The company's tenure has yielded a broad set of TCMA competencies that provide a very process-driven solution for the entire distributed marketing cycle. The company has launched some of the industry's most interesting business

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model innovations. Together with Ingram Micro, StructuredWeb is creating the first multitier TCMA network for aggregation and distribution of go-to-market resources, programs, services, and tools. This means that partners can go to one site versus dozens of portals to get the assets they need — which can have a big impact on driving partner engagement with vendor-provided assets.

StructuredWeb differentiates via its singular focus on the high-tech industry. With lead nurturing, scoring, advanced analytics, and some predictive/prescriptive elements, the solution well suits traditional tech marketing use cases. But the tech industry focus carries a companion cost because the product does not support emerging digital channels like search, social, and digital advertising as well as some other vendors. Although StructuredWeb focuses on high tech, the company is also a good fit for manufacturers and suppliers in industries that market complex systems through multitier distribution models.

Contenders

- › **TIE Kinetix's focus is the end-to-end process for through-channel buyers.** TIE Kinetix has delivered supply chain, commerce, and marketing solutions to OEMs, manufacturers, and vendors for more than 30 years. TIE Kinetix's commerce and supply chain DNA has influenced its design and development choices for TCMA. Those choices have produced a system with an end-to-end perspective that accelerates the entire vendor-partner-customer journey through automation marketing, sales, and fulfillment processes. Syndication figures largely in TIE Kinetix's strategy, making it easier for vendors with a large portfolio of products to ensure the indirect channel operates as a natural extension of the brand.

TIE Kinetix offers a unique and exclusive digital marketing transformation program it developed with Google to help channel organizations drive their partners to adopt digital marketing best practices. TIE Kinetix well suits vendors with a large number of relatively complex products — with intense content requirements — that are sold at higher volumes with a lower-touch buying motion (e.g., eCommerce and telesales). TIE Kinetix seems to have focused more on process than partner experience. The company has subpar functionality for self-service and offers limited concierge service. Customer references also expressed dissatisfaction with the UI. Buyers should be aware that on February 14, 2020, Impartner announced the intention to acquire the TCMA business from TIE Kinetix.

- › **Distribion's goal is to help brands better support their local revenue producers.** The Distribion Distributed Marketing Platform solution helps corporate marketers scale the highly governed use of corporate marketing assets (e.g., campaigns, landing pages, and digital and physical content). Distribion capabilities make it easy for nonprofessional marketers (like independent agents and branch office personnel) to execute very professional local marketing campaigns. Campaigns can be triggered and multistage and include digital and nondigital elements. Through a tightly integrated sister company called MarketingFX, Distribion users have access to print production, promotional products, warehousing, and trade show assets to support the nondigital aspects of a multiphased marketing program.

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Although the product would suit the user requirements in a distributed marketing function (e.g., field marketing), its sweet spot is revenue producers that are not marketing pros but need to market, prospect, and build client relationships such as decentralized sales teams or independent or captive agents. The functionality for highly conditional nurturing workflows is not as robust as other vendors', so the product is a better fit for marketers that need to scale local promotion rather than support marketing into complex, highly variable buying scenarios. Customer references shared high levels of satisfaction with the product, especially in the range of partner engagement options, with DIFM seemingly the most popular.

- › **Pica9 is a good choice for brands that want to scale governed local promotion.** Since its inception in 2001, Pica9 has focused on services and solutions that leverage global brand power for local impact. In 2017, the company introduced CampaignDrive, a standalone SaaS product. CampaignDrive allows brand marketers to combine dynamic (cobranded) and static assets in a campaign and blend digital (e.g., email, web, and mobile) and traditional (e.g., print, outdoor, and direct mail) tactics. Administrators can define the order/sequence of tactics within a campaign; turn approvals on or off for individual tactics; and deploy certain campaigns — or certain tactics within a campaign — to certain locations, regions, or types of users.

CampaignDrive is not a full-featured local marketing platform: It does not offer printing, fulfillment, and warehousing capabilities; there is no social media syndication or local search optimization. Nonetheless, CampaignDrive is a good choice for brand marketers that face challenges in activating their brands at the local level in a disciplined and efficient manner. It is fit for purpose. CampaignDrive can be used to tailor campaigns for virtually every kind of local marketer with DIFM, do-it-with-me, and DIY capabilities. The brands we interviewed were happy with the combination of brand activation features, simplicity, pricing flexibility, and ease of use. The product is most frequently deployed in hospitality, restaurant, financial service, healthcare, and government sectors.

Evaluation Overview

We evaluated vendors against 24 criteria, which we grouped into three high-level categories:

- › **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include campaign management, digital asset management, physical asset management, MDF/co-op funds management, BI and marketing analytics, marketing vehicles, lead-to-revenue management, account-based B2B campaigns, subscription/profile management, concierge/self-service, digital marketing execution, security and compliance, integration, delivery options, UI/user experience, and business process management.
- › **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated the product innovation roadmap, pricing strategy, market approach, supporting products and services, and partner ecosystem.

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- › **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's revenue dynamics, customer base, and number of employees.

Vendor Inclusion Criteria

Forrester included 13 vendors in the assessment: Ansira, Aprimo, BrandMuscle, Distribion, E2open, Impartner, Mindmatrix, Pica9, SproutLoud, StructuredWeb, TIE Kinetix, Zift, and ZINFI. Each of these vendors has:

- › **Forrester client interest.** Forrester clients express interest in learning more about the evaluated vendors, frequently asking about the evaluated vendors within the context of inquiry, advisory, and/or consulting.
- › **Enterprise market traction.** Included vendors are often competing for enterprise-class deals (based on knowledge gathered from Forrester client interviews, customer reference interviews, and services and software vendor responses to anonymized surveys) and illustrate vision and thought leadership within the TCMA space. The vendor has also subsequently proven that it has the ability to support enterprise needs of Forrester customers.
- › **Revenues totaling at least \$5 million.** All included vendors must have a total annual revenue of approximately \$5 million or more. The revenue cutoff was kept low to recognize the large number of small players and fragmented nature of the TCMA market.
- › **A best-of-breed product available for purchase.** Included vendors have a standalone TCMA product that has been in general release for a substantial amount of time and is in use by at least 20 global customers. The products we included have a specific release that was generally available at the time of data collection for this evaluation, with references available for contact.

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Gain greater confidence in your decisions by working with Forrester thought leaders to apply our research to your specific business and technology initiatives.

Analyst Inquiry

To help you put research into practice, connect with an analyst to discuss your questions in a 30-minute phone session — or opt for a response via email.

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Supplemental Material

Online Resource

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology Guide](#) to evaluate participating vendors.

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In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by January 31, 2020, and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with [The Forrester Wave™ Vendor Review Policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with [The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy](#) and publish their positioning along with those of the participating vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

Endnotes

- ¹ Forrester Analytics survey data finds that 56% of global B2B marketing decision makers are currently implementing or have already implemented a TCMA solution. Source: Forrester Analytics Global Business Technographics® Marketing Survey, 2019.
- ² See the Forrester report "[The B2B Consumer Grows Up.](#)"
- ³ Impartner announced its acquisition of Tremelo, a communication automation vendor, in June 2018. In August 2019, the company announced its acquisition of Amplifinity, a referral management vendor.

We work with business and technology leaders to drive customer-obsessed vision, strategy, and execution that accelerate growth.

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