Magic Quadrant for Multichannel Marketing Hubs

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Analyst(s): Noah Elkin, Adam Sarner, Benjamin Bloom, Joseph Enever, Colin Reid

Marketers see personalization as key to multichannel marketing success. In response, MMH vendors are facilitating unified customer profiles, strengthening machine learning and delivering insights to drive relevant interactions in real time. Use this research to evaluate effective MMH solutions.

Market Definition/Description

Gartner defines the multichannel marketing hub (MMH) as a technology that orchestrates a company's communications with and offers to customer segments across multiple channels. These include websites, mobile, social, direct mail, call centers, paid media and email. MMH capabilities also may extend to integrating marketing offers/leads with sales for execution in both B2B and B2C environments.

Further defined:

- Basic multichannel marketing includes functionality for segmentation, campaign and message creation, campaign workflow, and campaign and message execution.

- Advanced analytics functionality enables customer-level data and analysis as well as modeling such as predictive analytics, journey analytics and customer profile management.

- Advanced execution functionality includes personalization, content management, event triggering and real-time offer management in both inbound and outbound environments.

- Digital marketing capability, as part of an integrated multichannel marketing solution, includes functionality for programmatic advertising, mobile and social marketing, and web and email marketing. Digital marketing extends the marketing process through channels such as the web, email, video, mobile and social applications, point-of-sale terminals, digital signage, kiosks, and the Internet of Things (IoT).

Magic Quadrant

Figure 1. Magic Quadrant for Multichannel Marketing Hubs

Source: Gartner (April 2019)

Vendor Strengths and Cautions

Adobe

Adobe is in the Leaders quadrant. The company offers a broad suite of marketing applications in Adobe Campaign, its cloud-based multichannel marketing hub solution. Adobe Campaign unites

content creation and data analytics with cross-channel execution capabilities. It leverages access to a common set of audience data that users can share and enrich across other Adobe applications within Adobe Experience Cloud. It attracts global enterprises and upper-midmarket organizations across a range of industries. B2C marketers seeking a marketing hub that includes native integration with analytics, advertising and creative applications should consider Adobe.

Strengths

- **Comprehensive suite:** By itself, Adobe Campaign provides robust capabilities in an intuitive interface that enables marketers to orchestrate complex programs across channels. Its value deepens when integrated with other Adobe products, including Adobe Analytics, Adobe Target, Adobe Advertising Cloud and Adobe Experience Manager.

- **Embedded intelligence:** Sensei, Adobe's array of artificial intelligence (AI) tools and services, is embedded across its product line, from smart content tagging to media budget optimization. Sensei powers churn predictions, attribution, predictive email imagery and predictive subject line optimization within Campaign. Features such as predictive email send times and predictive list fatigue are on the 2019 roadmap.

- **Data flexibility:** Adobe continues to expand support for appending external data to customer profiles for more effective targeting and engagement. Efforts like Adobe's Experience Data Model (XDM) and its Open Data Initiative alliance with Microsoft and SAP underscore the company's drive toward enterprise data interoperability.

Cautions

- **Cost and complexity:** Although Adobe's offering is comprehensive, several references noted that Adobe deployments can be expensive relative to those of its competitors. Implementation complexity is another related challenge, often requiring customers to leverage professional services teams to support an implementation — further raising costs.

- **Version disparities:** Clients note growing disparities between Adobe's client/server Campaign Classic solution and its cloud-based Campaign Standard. Buyers should work closely with Adobe to determine the best version for their requirements as well as any recommended upgrade paths.

- **Portfolio rationalization:** In 2018, Adobe made two major acquisitions — marketing automation provider Marketo and digital commerce platform Magento — that expand its Experience Cloud portfolio. Positioning and use cases are still coming into focus as Adobe integrates these solutions. Buyers with B2B sales requirements should be vigilant about determining the right fit for their needs.

AgilOne

AgilOne is in the Niche Players quadrant. Its solution supports B2C marketers with mandates to unify omnichannel data into a single customer view via robust identity resolution, analytics and machine learning (ML). The company positions its multichannel marketing hub as a customer data

platform (CDP) capable of delivering against diverse sets of customer interactions, enabling audience insight and orchestrating engagement for marketing and customer-facing teams. Key analytics improvements planned for 2019 include cohort analysis and deeper visualizations in Metrics+ reporting, plus offline conversion connectors to Facebook, Google and other systems, to improve attribution analyses and model accuracy. B2C marketers, particularly in retail, with robust first-party data seeking to create and connect unified profiles, decisions and engagements should consider AgilOne.

Strengths

- **Customer profile management:** AgilOne's improved UI, deeper machine learning capabilities and enhanced identity resolution power its 360 Profile module to deliver greater access to multichannel customer attributes and behaviors. Client references find substantial value in these capabilities, citing an ability to segment, score and execute campaigns using first-party data by connecting AgilOne into their retail point of sale (POS), customer service and call center datasets.

- **Predictive capabilities:** AgilOne creates segments, serves up content and recommends offers based on machine learning algorithms that predict which customers are likely to respond or churn. AgilOne customers give the company high marks for these predictive strengths, including attribution. AgilOne plans to expand the systems that can leverage customer attributes and events. For example, marketers today can use AgilOne data in external real-time campaign management and execution solutions, and AgilOne will continue to increase the reach and utility of the platform and its predictive capabilities.

- **Advanced analytics:** AgilOne's CDP helps marketers leverage out-of-the-box recommendations, clustering and predictive modeling. It also offers support for business intelligence and data science teams to create and operationalize their own models within the platform.

Cautions

- **Reliance on partner integrations:** AgilOne is heavily dependent on partner integrations and API connectors for the execution of personalization and testing. Marketers with complex cross-channel A/B/n testing needs reported using other solutions in conjunction with AgilOne.

- **B2C emphasis:** AgilOne pursues a variety of industries as clients. However, its use cases and functionalities to address marketer needs beyond direct-to-consumer businesses are still advancing. AgilOne has developed prebuilt data models, event categories and customer attributes that support a growing range of industries out of the box, including retail, travel and subscription-based B2C companies.

- **Customer service:** Client references gave AgilOne's implementation experiences and customer success teams mixed reviews. Whereas some references were pleased with the partnership from AgilOne's customer success and account teams, others felt underprepared for deployment, considering the complexity of adopting AgilOne. Once up and running, they noted unreliable timing of product updates and a desire for client-facing services teams to be more proactive.

Cheetah Digital

Cheetah Digital is in the Niche Players quadrant. The company's 2018 acquisition of Stellar Loyalty, a SaaS-based loyalty solution now rebranded as Cheetah Loyalty, yielded enhancements to its Marketing Suite offering, including its big data architecture and real-time customer data management capabilities. It also brought the addition of mobile wallet and native mobile app development functionality. The acquisition lays a strong foundation for making a CDP core to Cheetah Digital's offering. Enterprise B2C marketers in the retail, media and financial services verticals seeking to unify customer data for cross-channel execution should consider Cheetah Digital's Marketing Suite.

Strengths

- **Data management capabilities:** Cheetah Digital's Marketing Suite is fueled by a customer data profile that combines demographic, transactional and customer event data. The addition of Stellar Loyalty brought enhanced customer profile management and data ingestion capabilities, enabling sophisticated real-time customer segmentation, such as the identification of lookalike customers, and individualized campaign execution.

- **Extensive professional services:** Nearly half of Cheetah Digital's staff is dedicated to professional services, a unique emphasis in this market. References cited the company's breadth of services and its dedication to customer success as key reasons for selecting Cheetah Digital.

- **Ease of use:** The latest version of Marketing Suite earned positive comments from references for ease of use. They noted a straightforward process to maximize segmentation and automation capabilities, accelerating time to value.

Cautions

- **Platform in transition:** Cheetah Digital has a new executive team with a fresh vision for the company. However, many of the most promising campaign workflow, reporting and automation capabilities, and machine learning functionality remain on the roadmap for release later this year.

- **Lagging reporting capabilities:** Cheetah Digital invested in reporting dashboard upgrades, and the Stellar Loyalty acquisition supports more advanced platform analytics. However, the impact of these improvements is minimal, as references continued to express a desire for more robust reporting and dashboarding functionality.

- **Market fit:** Cheetah Digital continues to derive marketplace visibility from the company's roots in email marketing rather than from broader multichannel capabilities in its Marketing Suite. Marketers considering Cheetah Digital should examine the full breadth of the company's offering and roadmap against their own multichannel marketing needs.

Emarsys

Emarsys is in the Visionaries quadrant. A common data, analytics and omnichannel platform developed in-house at Emarsys provides the foundation for the company's Marketing Platform. Its suite offers email, web, mobile, SMS, social and direct mail personalization capabilities, and activates CRM audiences for targeting on Facebook and Google. The company targets enterprise and midmarket organizations across retail, e-commerce, and travel and hospitality verticals. Marketing leaders seeking strong, vertical-specific expertise and personalization capabilities for email, web and mobile marketing initiatives should consider Emarsys.

Strengths

- **Autogenerating campaigns:** In October 2018, Emarsys launched a new capability that automatically generates multistep, multiwave journey flows based on defined business objectives. Marketers can generate new campaigns from recommended tactics, such as cart abandonment or back-in-stock messaging, reducing setup time and increasing time to value.

- **Dynamic content:** Dynamic content blocks support Emarsys' personalization templates, enabling greater automation and on-the-fly content delivery across channels. This capability is ideal for marketers seeking to streamline productivity when creating personalized marketing campaigns.

- **Independence:** Whereas many multichannel marketing hub providers built their solutions by way of acquisitions, the Emarsys platform is largely engineered from the ground up, potentially reducing technical debt and architectural discrepancies.

Cautions

- **Mobile limitations:** While Emarsys excels at email marketing and continues to expand its web capabilities, its mobile marketing capabilities are immature. Marketers considering Emarsys should carefully evaluate the company's ability to meet their mobile marketing needs, especially given mobile's continued importance as a connective channel across online and offline interactions.

- **Limited industry scope:** Emarsys has limited visibility outside its target vertical markets, ranking in the bottom half of vendors in terms of overall consideration by all clients surveyed. Brands in industries outside retail, digital commerce, and travel and hospitality considering Emarsys should exercise additional scrutiny of the company's capabilities.

- **Vendor responsiveness:** Some Gartner clients noted gaps in communication from Emarsys and expressed a wish for greater responsiveness around problem-solving support.

Emarsys did not respond to requests for supplemental information. Therefore, Gartner analysis is based on other credible sources, including public information and discussions with Gartner clients that use Emarsys products/solutions.

Episerver

Episerver is in the Niche Players quadrant. The Episerver Digital Experience Cloud provides all-in-one digital commerce, content management and AI-driven multichannel marketing capabilities. Episerver serves organizations across multiple verticals including retail, healthcare, IT services and software, financial services, and utilities. In September 2018, Insight Venture Partners, a global private equity firm that focuses on high-growth technology sector investments, acquired Episerver. Marketers in midsize to large businesses seeking a unified customer view and proficient solution for personalized campaign management, and first-party data collection and activation should consider Episerver.

Strengths

- **Personalization:** Episerver's Intelligent Campaigns solution allows personalized multichannel marketing campaigns and event-based triggers driven by comprehensive first-party data collected from on-site behaviors. Its multichannel campaign manager offers the ability to push lists to third-party applications, such as direct mail or social advertising.

- **Machine learning product recommendations:** Episerver Reach, launched in 2018, drives real-time product recommendations using machine learning to personalize email messages. Dynamic content within customer emails can update in real time, driven by customer signals at the individual level.

- **Data and analytics:** References praised Episerver's data and analytics capabilities, particularly the company's intelligence analytics, which deliver granular tracking, advanced segmentation and enrichment of visitor profiles with third-party data sources. Episerver customers also gave its attribution and predictive modeling capabilities above-average scores.

Cautions

- **Configuration challenges:** Intelligent Campaigns' internal integration capabilities lag, with references citing a complex process for configuring campaigns, recommendations and Episerver CMS. Clients reported technical support lags that can exacerbate configuration issues.

- **Omnichannel activation:** Intelligent Campaigns requires list downloads for direct mail services and Facebook ads, affecting automation and workflow. The company plans to further develop its social platform connectivity in 2019, replacing Intelligent Campaigns' list exports with native integrations to Facebook Audience Manager. It also plans to offer WhatsApp Messenger and web push channels, as well as connections to Facebook Leads.

- **Reporting:** References indicated a desire for stronger base-level reporting, noting that advanced reporting requires custom project work. References gave Episerver below-average ratings for its marketing dashboard functionality, which Episerver hopes to mitigate with its investment in Power BI-powered dashboards.

Evergage

Evergage is in the Visionaries quadrant. The company delivers personalized content across marketing, digital commerce and customer experience use cases for B2C and B2B clients. Evergage 1, its multichannel marketing hub solution, creates unified visitor, customer and account profiles. Evergage's customer data platform manages these profiles, enriching them by collecting and analyzing first- and third-party data, including granular engagement and behavioral metrics. The company primarily serves retail, technology and financial services brands. Marketing leaders with a mandate to unify customer data and personalize customer interactions should consider Evergage.

Strengths

- **Personalization depth:** At the heart of Evergage 1 is a decision engine that enables a mix of rule-based and algorithmic options for testing and targeting, as well as product and content recommendations. Marketers have extensive options to mix and match rules, algorithms, tactics and channels to deliver relevant campaigns across channels.

- **Intuitive user experience:** Evergage is easy for end users without technical expertise to use, a characteristic client references cited as enabling greater adaptability to customer needs.

- **Responsive approach:** References praised Evergage's customer service and support. They described the company as a responsive, strategic partner that helps them maximize the solution's capabilities.

Cautions

- **Nontraditional campaign design:** Evergage designs multistep, multiwave campaigns using parameterization, an approach that differs starkly from the journey design canvasses utilized by most other vendors in the market. Marketers must evaluate whether Evergage's unique approach aligns with their multichannel marketing hub needs and expectations.

- **Best-of-breed orientation:** Evergage typically executes email and other digital marketing channels through integration with existing tools. Marketers should examine the capabilities of the Evergage Gears integration framework and evaluate how the offering aligns with their martech strategy.

- **Growing pains:** Some client reference cited the rollout of new features without adequate documentation as a symptom of the company's growing pains.

IBM

IBM is in the Leaders quadrant, strengthened by the breadth of its Watson Marketing portfolio. Watson Campaign Automation (WCA) is IBM's primary solution for multichannel campaign orchestration. It includes lead management and scoring capabilities designed for B2B marketing use cases. WCA offers a growing array of AI-enabled capabilities, from personalized content recommendations to identification of best-performing journeys. In December 2018, IBM announced its plan to focus exclusively on SaaS delivery and sell IBM Campaign, its on-premises marketing automation solution, to HCL Technologies. Enterprise B2B and B2C marketers seeking strong

customer segmentation, extensive marketing functionality and AI-driven insights should consider IBM.

Strengths

- **Extensive AI functionality:** IBM's embedded AI capabilities help surface customer insights, make content and next-best-action recommendations, and pinpoint customer experience (CX) breakdowns. Its 2019 roadmap includes significant AI investments for multichannel marketing, including AI-powered anomaly detection, ad bid optimization and additional personalization functionality.

- **Reporting and analytics:** IBM WCA offers extensive reporting options, including the ability to use voice-based queries to Watson to retrieve results. Client references linked WCA's performance insights to measurably improved scores for IBM's web analytics capabilities. In 2019, IBM plans enhancements to Watson Marketing's customer journey analytics capabilities with predictive journeys.

- **Platform flexibility:** IBM's solution supports both B2C and B2B use cases, enabling B2B marketers to score leads from an extensive set of variables, including behavioral data drawn from its Universal Behavior Exchange (UBX). It offers a large library of out-of-the-box triggers across email, web, mobile and social channels, as well as triggers driven by customer profile changes. All triggers can operate in real time or on a preset delay.

Cautions

- **Portfolio complexity:** IBM's multichannel marketing offerings span multiple products, including Watson Content Hub, Watson Customer Experience Analytics, Media Optimizer and Weather Company Data Packages, which can cause confusion with prospects and customers. Marketing buyers should seek clarity on IBM's exact solution set that meets their needs.

- **Deployment:** Client references report long deployment times and below-average ease of deployment. They also noted complicated solution updates, particularly with larger implementations.

- **Integration challenges:** Despite the addition of at least 40 new endpoints in IBM's UBX in 2018, client references reported below-average ease in integrating IBM's solution with other components in their technology stack.

In April 2019, IBM announced that it intends to sell its Watson Campaign Automation platform and other SaaS-based marketing assets to Centerbridge Partners, a private equity firm.

Listrak

Listrak is in the Niche Players quadrant. Its solution offers multichannel marketing capabilities centered on leveraging data and insights to enable campaign orchestration, personalized engagement and revenue optimization. The Listrak platform consists of a customer profile management module, personalization engine, cross-channel orchestration, conversion rate

optimization and analytics. Listrak enables data-driven insights about audience behavior and preferences to drive dynamic content and personalized offers across channels. The company primarily serves the retail, e-commerce and direct-to-consumer brand industries. B2C marketers seeking a multichannel marketing hub focused on customer segmentation and conversion should consider Listrak.

Strengths

- **Personalization focus:** Listrak excels with personalized content by analyzing individual-level consumer behaviors and purchase history to select and deliver relevant offers. By evaluating affinities-based transactions, previous marketing engagements and profile attributes, Listrak enables marketing teams to improve the relevance of messages and landing pages with rule-based and algorithmic approaches.

- **Audience exploration:** Listrak CRM supports brands that lack a unified customer database or analytics platform. The solution enables multidimensional segmentation, predictive analytics and data exploration to analyze behaviors for optimized audience selection and prediction delivery that maximizes lifetime value.

- **Implementation and support:** Client references praised Listrak's proactive account management and customer success approach as driving easy platform deployment and the company's reputation as a valued partner.

Cautions

- **Focus on planned orchestration:** Despite application of AI in some parts of the product, Listrak's offering is better-suited to rule-based orchestration targeting a specific audience segment. Listrak lacks the capability to automatically select the optimal channel for a message.

- **Analytics and reporting:** Client references rated Listrak's attribution capabilities below average compared with other vendors evaluated in this research. Although references also found key metrics challenging to access from a single screen, clients using ListrakCRM have access to data visualizations, reporting and custom analysis in a more concise interface.

- **Advertising support:** Listrak's native capabilities in advertising are best-suited for marketers leveraging the Listrak Exchange module to activate Facebook, Twitter and Instagram audiences. Listrak's roadmap includes a programmatic direct mail offering that will give marketers a broader opportunity to engage offline audiences and measure campaign lift.

Marketo

Marketo is in the Leaders quadrant. It delivers strong multichannel demand generation, account-based marketing and event-triggering capabilities for B2B marketing organizations. Acquired by Adobe in October 2018, its solution is part of the Adobe Marketing Cloud. Marketo's 2018 acquisition of Bizible and new Vibes partnership added attribution and mobile marketing execution capabilities, respectively. In 2019, Marketo plans to expand integrations with other Adobe Marketing Cloud applications, including sharing of segments and audiences for activation purposes, sharing of attribution data for B2B analytics use cases and enhanced asset management. B2B marketers and

those managing complex customer life cycles, particularly in the high-tech and financial services industries, should consider Marketo's multichannel marketing hub.

Strengths

- **Integrations:** Marketo added 60 integrations to its network of more than 500 partners, extending the platform's native functionality. Client references rated Marketo positively for ease of integration with other martech stack components and pointed to operational efficiencies achieved from their Marketo implementation.

- **Attribution capabilities:** Marketo's Bizible acquisition bolstered the company's web, mobile, and customer journey analytics and attribution capabilities, with reference clients giving strong scores to Marketo's rule-based and attribution capabilities and predictive modeling. Client references also gave the Marketo Performance Insights marketing dashboard positive scores.

- **Robust platform:** Client references cited the flexibility of Marketo's multichannel marketing hub solution, noting its adaptability across use cases regardless of organization size. It received above-average scores from client references for lead management, offer management and content management, and channel optimization capabilities.

Cautions

- **Roadmap timeline:** Marketo Sky, the company's new, platformwide user experience mentioned in last year's Magic Quadrant, remains largely on the roadmap. It promises an updated design language as well as new personalization and collaboration tools. Elongated timelines in key innovation projects such as Sky contributed to declines in Marketo's Ability to Execute.

- **Customer experience:** Reference customers rated Marketo's sales and contract negotiation process below the cross-vendor average. Pricing terms and total cost of ownership also received below-average scores, reflecting rising renewal costs and reduced pricing transparency in contracts.

- **Data management:** Reference customers reported challenges around the flexibility of Marketo's data management capabilities, noting difficulties in combining and deduplicating records. Notwithstanding Marketo's addition of account hierarchies and selection functionality, some references perceived a contact-centric bias in the company's profile management capabilities.

Optimove

Optimove is in the Niche Players quadrant. Its solution applies algorithmic optimization on top of unified customer data to autonomously improve multichannel campaigns. The company's core competencies include user-friendly, multidimensional segmentation and predictive analytics. These were furthered in 2018 by the acquisition of DynamicMail, which strengthened Optimove's ability to deliver real-time email content personalization. Optimove is best-suited to B2C retail, digital commerce and financial services brands seeking a unified approach to customer data, analytics and optimized multichannel marketing campaigns.

Strengths

- **Smart execution:** Client references praised Optimove's algorithmic testing approach, particularly its next-best-offer and channel optimization capabilities. Optimove plans to further enhance these capabilities in 2019 with self-optimizing customer journeys and improved insight cards that predict the ROI of recommended engagements.

- **Focused measurement:** Optimove's customer journey analytics and attribution help marketers separate effective engagements from ineffective ones at scale. References noted the strength of these offerings for driving successful campaign optimization.

- **Strong growth:** Optimove's consistently strong investments in the product and its services teams enable client success. Recently formed partnerships and integrations with Criteo and LiveRamp give marketing teams options and flexibility.

Cautions

- **Data preparation:** Some clients report difficulty in making customer data available to the Optimove platform during initial onboarding. Marketing teams lacking data management capabilities should consult with Optimove's in-house services teams for support in organizing data to be loaded into Optimove to power the hub's predictive capabilities.

- **Mobile app challenges:** Optimove's mobile push marketing campaign execution and mobile app measurement capabilities lag other offerings evaluated in this research. Client references reported supplementing Optimove's capabilities with other vendor solutions to meet their mobile marketing needs.

- **In-house integration:** Reference customers reported difficulties connecting Optimove to their external email service provider or martech solutions during platform onboarding. Optimove plans a greater library of martech integrations and improved API access in late 2019; however, marketing leaders should confirm which of their required solutions are already integrated with Optimove versus those that would require custom development.

Oracle

Oracle is in the Leaders quadrant. Its multichannel marketing hub provides B2B and B2C marketing orchestration within Oracle's CX Cloud. Oracle aims to help marketers manage the customer experience across the enterprise. It does so with cross-channel segmentation capabilities, the integration of web behavior and the announced CX Unity, a unified profile that integrates first-, second- and third-party data from many sources, including Oracle Data Cloud. Oracle's CX offering supports enterprise marketers by enabling tailored interactions to consumers across channels, using a combination of cross-channel audience management and channel-specific optimization. B2B and B2C marketers seeking deep customer centricity (especially those with an existing Oracle CX investment, such as sales, commerce or service) should consider Oracle's solution.

Strengths

- **Campaign execution:** Oracle splits its multichannel marketing hub functions to focus on the specialized needs of marketers in B2B (Oracle Eloqua) and B2C (Oracle Responsys), and references for each product gave high marks to its segmentation and execution strength. The connected assets of the Oracle Marketing Cloud enable horizontal integration into other offerings such as Oracle BlueKai, Oracle Maxymiser and Oracle Infinity Analytics.

- **Modular AI:** Powerful segmentation and decisioning are available from the combination of Adaptive Intelligent Apps (Oracle's artificial intelligence applications suite) and CX Audience, its cross-cloud segmentation application. In 2018, Oracle improved its machine learning capabilities to produce relevant customer insights and recommended actions.

- **Profile management vision:** Oracle's vision for data unification and profile management is ambitious. In 2018, Oracle announced CX Unity, a cross-cloud customer intelligence solution that aims to unify customer data from within and outside of Oracle Marketing Cloud. CX Unity enables a persistent view of customer attributes, enabling marketers to push actions and data to other applications.

Cautions

- **Dissonant responses:** Client references rated Oracle's product capabilities higher than they do the company itself. They noted frustrations with implementation, contracting and integration, despite a firm belief in the capabilities of the company's multichannel hub.

- **Blurred lines:** Oracle has increased the breadth of CX Cloud product features available across CX Cloud apps, but not all of these are purpose-built for multichannel marketing. Oracle's emphasis could mean that an investment in the multichannel marketing hub results in unused capabilities. For example, some Oracle Infinity Analytics data collection and visualization capabilities are bundled with Oracle's multichannel marketing hub, which could be duplicative of web analytics and tag management tools already in a marketer's portfolio.

- **Lower utilization of advertising capabilities:** Despite increasing the number of product integrations between Responsys/Eloqua and digital advertising platforms through the Oracle Data Cloud, references noted choosing other vendors for data management platform (DMP) and paid media capabilities.

Pegasystems

Pegasystems (Pega) is in the Visionaries quadrant. Its Customer Decision Hub solution focuses on AI-driven, next-best-action calculations that integrate across marketing, sales and customer service functions. It attracts marketers in the financial services, healthcare, government, manufacturing, and energy and utilities industries, as well as communications service providers. B2C and B2B marketers seeking a multichannel marketing hub that can integrate customer interactions across the customer life cycle should consider Pega.

Strengths

▪ **Decision management:** With the ability to source customer data attributes from multiple channels and derive customer insights, Pega excels at real-time enterprise decision management across channels and business contexts at scale. These capabilities enable marketers to develop personalized relationships with customers that extend beyond promotional messaging.

▪ **Self-optimizing campaigns:** Autonomous campaign optimization is a significant innovation focus for Pega. It enables marketers to identify engagement criteria, select offers, define audiences and choose a time frame. The system selects the number of waves and automatically optimizes numerous campaign attributes based on defined outcomes such as increasing conversion rates or net revenue.

▪ **Cross-enterprise integration:** Marketers recognize Pega for its support of industry-specific use cases, business process management support beyond the marketing function and automation capabilities. References praised Pega's versatility, especially its ability to support the needs of large, complex organizations.

Cautions

▪ **Complexity:** Pega requires a comprehensive approach to adoption that is not well-suited to deployments of limited scope. Additionally, references noted that implementation generally requires extensive involvement of IT resources or system integrators to realize the full benefit of its deep architectural approach.

▪ **Web analytics and testing gaps:** Pega gets below-average ratings from reference clients for web analytics, as well as its A/B and multivariate testing capabilities.

▪ **Resource requirements:** Several references noted that technical, highly skilled resources are required to operate Pega's solution. References also cited a desire for more best-practice guidance and operational resources to use the solution more effectively once implemented.

RedPoint Global

RedPoint Global is in the Challengers quadrant. An extensible customer data platform drives RedPoint Global's solution. It connects to multiple third-party data sources and execution tools, enabling marketing orchestration. The incorporation of AI and an improved product user interface and marketing strategy — particularly the launch of vertical solutions for retail and banking — help broaden the accessibility of the RedPoint Global platform to nontechnical marketers. B2C marketers in the retail, financial services and insurance, and healthcare industries seeking customer data and profile management and a multichannel orchestration engine should consider RedPoint Global's multichannel marketing hub.

Strengths

▪ **Customer data and profile management:** RedPoint Global provides marketers with easy access to multiple data sources and the ability to apply data to a broad range of execution

endpoints. Its 2018 partnership with PossibleNOW provides a consent management overlay to support RedPoint Global's native data governance capabilities.

- **Market responsiveness:** RedPoint Global offers packaged vertical solutions of critical multichannel marketing tools to growing organizations with limited marketing resources and maturity. It addressed implementation gaps by adding new partners in 2018, such as Accenture, Genpact and SapientNitro. RedPoint Global offers an improved user experience for campaign planning and orchestration, and plans to bolster reporting for 2019.

- **Accessible AI:** RedPoint Global added RedPoint AI Studio in 2018, which brings dynamic path-to-purchase automation and optimization to individual customer journeys, informed by customer preferences and brand engagement goals. It offers a marketer-friendly interface with limited adjustable parameters as well as an analytical environment for data scientists.

Cautions

- **Solution complexity:** Reference customers noted that using RedPoint Global entails an often-steep learning curve out of the box. The solution fits best with marketing teams that have advanced data and analytics maturity. To maximize the platform's potential, marketers need to develop a strong understanding of their data. They should ensure they have the right mix of marketing and data science skills and personnel.

- **Reporting:** RedPoint Global's Customer Engagement Hub features standard reports and marketing dashboards. Client references expressed a desire for more comprehensive reporting.

- **Geographic presence:** RedPoint Global lacks the same level of sales and support resources outside of North America that vendors in the Leaders quadrant exhibit.

Resulticks

Resulticks is in the Niche Players quadrant. It offers a solution with robust data management and decisioning capabilities. Resulticks mCloud platform ingests data from enterprise systems and martech platforms, unifies profiles, and then executes decisions through its own capabilities or other solutions, such as lead management or demand-side platforms. Resulticks Smart Link enables resilient cross-channel measurement of individual user engagements across channels and tracks the resulting contribution to marketing performance. With a strong APAC and growing U.S. customer base, and local points of support in both regions, Resulticks is building its global presence. The company primarily serves consumer electronics, financial services, healthcare, retail, travel and hospitality, and telecommunications organizations. Marketers seeking offer management, cross-channel optimization and strong integration capabilities should consider Resulticks.

Strengths

- **Depth and breadth:** Resulticks' mCloud solution features an audience data management module, campaign orchestration and analytics platform. Resulticks tracks and segments both known and anonymous users, performing scoring and propensity modeling, and managing real-time offers.

- **Predictive analytics:** Resulticks integrates attribution and response prediction data into campaign creation to enable scenario-based exploration. Marketers can use these insights to support channel decisions, given a targeted response rate or revenue goal.

- **Winning marketers:** Resulticks received above-average scores from client references across every major capability compared with other vendors evaluated in this research. References cited strong value and ROI from the solution.

Cautions

- **Customer mix:** Approximately 75% of Resulticks clients are B2C. The company has native lead management and B2B2C capability support, but it's less aggressive about pursuing this business. mCloud may not be an ideal fit for advanced B2B marketers seeking a dedicated B2B marketing solution.

- **Partnership strategy:** As Resulticks broadens its pursuit beyond regional to global enterprises, the value of its Microsoft partnership will be tested by Microsoft's deepening alliance with Adobe. Marketers considering Resulticks should evaluate where it differentiates versus Adobe.

- **Customer support:** Some client references reported a need for more available support from Resulticks, along with a more concerted effort for support teams to understand their clients' businesses.

Sailthru

Sailthru is in the Niche Players quadrant. The CM Group, the owner of SMB-focused email marketing provider Campaign Monitor, acquired Sailthru in December 2018 to expand its marketing technology portfolio toward the enterprise market. Coordinated personalization across email, mobile and web channels is a core strength of Sailthru, and its solution features sophisticated event-triggering and personalization capabilities. The company primarily supports organizations across the retail and digital commerce, entertainment, media and publishing, and travel and hospitality sectors. Marketers prioritizing personalized email, mobile and web marketing experiences should consider Sailthru.

Strengths

- **Multichannel personalization:** Coordinated personalization across email, mobile and web channels is a core strength of Sailthru. A partnership with Inkit, announced in April 2018, extended personalization capabilities to direct mail. In 2019, the company plans to introduce capabilities that make it easier for marketers to align personalized website modals with email marketing messages to attain greater consistency across engagements.

- **Embedded optimization:** Lifecycle Optimizer, Sailthru's interface for designing campaigns, now integrates predictive analytics to support send-time and channel optimization. In addition, the company launched email subject line scoring with industry-specific and custom models, with the goal of improving email open rates.

- **Flexibility:** References praised Sailthru's overall flexibility, including the ability to integrate with other technologies. The company earned above-average ratings from references for integration and deployment, as well as high marks for several critical capabilities like campaign creation, event-triggered marketing and real-time delivery.

Cautions

- **Technical sophistication required:** Despite the recent introduction of a drag-and-drop email composition tool, several references noted that specialized technical skill is required to fully leverage Sailthru's capabilities. This requirement may prove challenging for teams without existing expertise, although buyers should take note that Sailthru is prioritizing user interface simplification on its 2019 roadmap.

- **Limited industry scope:** Sailthru has a limited presence outside its target vertical markets. Marketers in other industries should closely evaluate whether or not the company's solution will be able to support use cases specific to their business needs.

- **Rollout complexity:** Client references reported deployment timelines that exceeded the average for other vendors evaluated in this research. Some noted complexities in the implementation process, such as customization in the scripting language required for advanced orchestration. Marketers should plan for adequate internal or third-party support services.

Salesforce

Salesforce is in the Leaders quadrant. Salesforce Marketing Cloud supports regional and global B2C organizations across a broad range of industry sectors. The solution comprises multiple modules, including Email Studio, Mobile Studio, Social Studio, Advertising Studio, Salesforce DMP, Data Studio, Interaction Studio, Journey Builder and Datorama. Pardot, part of Salesforce's Sales Cloud suite, supports lead management and account-based marketing (ABM) capabilities for B2B marketers. B2C marketers seeking cloud-only multichannel marketing hub deployment — particularly when connectivity to Salesforce assets in customer service, sales and its Commerce Cloud platform is a priority — should consider Salesforce Marketing Cloud.

Strengths

- **Capability breadth:** Salesforce Marketing Cloud comprises core elements that enable B2C marketers to orchestrate end-to-end journeys across all engagement channels. Client references praised the richness of its Marketing Cloud offering, which earned above-average ratings from references on its overall capabilities.

- **Native AI:** Salesforce continues to add native capabilities like automated segmentation and enhanced journey analytics across Marketing Cloud via Einstein, its artificial intelligence service. In 2019, it plans to add predictive frequency capping, predictive content selection and journey recommendations to enable more insight-driven, autonomous marketing decisions.

- **Extensibility:** Beyond its native applications, Salesforce has a vast ecosystem of partner integrations to deepen capabilities when necessary. The addition of Interaction Studio,

Datorama and MuleSoft in the past year increases marketers' ability to make Salesforce Marketing Cloud a central hub for all their multichannel marketing initiatives.

Cautions

- **Cross-cloud unification:** Salesforce has yet to attain a unified customer view across all products, posing challenges to marketers trying to deliver a seamless customer experience. Its Customer 360 resolution engine aims to provide consistent identities across its products, but it won't be generally available until the second half of 2019.

- **Lightweight reporting:** Several references noted that the native reporting capabilities within certain components of Salesforce Marketing Cloud did not meet their needs. Buyers requiring advanced reporting support may need to add on Datorama.

- **Implementation and training:** Clients often require professional services directly from Salesforce or through a partner for deployments, as well as extensive training. Inconsistency in the quality of implementation and training noted by some references should spur buyers to carefully vet their account team and partners.

SAP

SAP is in the Leaders quadrant. SAP Marketing Cloud enables marketers to develop multidimensional customer profiles for automated and personalized multichannel marketing, leveraging consent-driven, first-party data. SAP made two major acquisitions in the past year. It purchased CallidusCloud, a configure, price and quote (CPQ), and sales performance management software vendor, in April 2018 (subsequently incorporated into SAP Sales Cloud), and voice-of-the-customer provider Qualtrics in January 2019. SAP serves both B2B and B2C marketers in a single platform across a deep set of vertical industries. Large enterprises looking for a multichannel marketing solution to quantify and optimize marketing impact, especially those using other SAP solutions, should consider SAP Marketing Cloud.

Strengths

- **Practical machine learning:** SAP Leonardo, the company's cross-cloud machine learning framework, added a customer retention model to target at-risk customers. It also provides a lead conversion propensity model to identify the right audience for a given campaign.

- **Segmentation:** SAP earns one of its highest scores from reference customers for its rule-based segmentation capabilities. SAP Leonardo now identifies segments automatically, prompting marketers with automated campaigns for execution.

- **Consent and preference management:** SAP has extensive data privacy management capabilities consolidated in the new SAP Customer Data Cloud, built on the company's 2017 Gigya acquisition. It provides support for identity and privacy authentication, consent collection and management, and support for cross-cloud single customer profile accessibility.

Cautions

- **Lagging attribution:** For customer attribution and measurement, SAP provides SAP Customer Attribution, which comes from its 2016 acquisition of Abakus. However, reference customers continue to rate SAP's attribution capabilities below average, with some clients relying on other vendors for this functionality.

- **Product functionalities:** Client references characterize SAP Marketing Cloud as an immature product with gaps in areas such as lead management, support for the web, digital asset management and content management, all of which received below-average scores. On the roadmap for 2019 is a content repository, effectively a lightweight digital asset management solution.

- **Market presence:** SAP Marketing Cloud generates less interest from Gartner clients than competing solutions in the Leaders quadrant, in part because Gartner clients are more likely to adopt it as part of a broader SAP deployment. Marketers should seek updates on SAP's partner ecosystem and the status of the company's participation in the Open Data Initiative.

SAS

SAS is in the Leaders quadrant. SAS Customer Intelligence 360, its enterprise-level marketing hub, combines integrated marketing resource management, rich customer journey building and real-time decisioning for marketing orchestration. Leveraging its advanced analytics heritage, SAS serves all industries, with a particular focus on financial services, retail and telecommunications. Marketers seeking a comprehensive multichannel marketing solution centered on AI and machine learning processes should consider SAS.

Strengths

- **Campaign orchestration:** Customer Intelligence 360 delivers an array of capabilities to plan and orchestrate campaigns and customer journeys. The solution enables extensibility via an SDK, enabling marketers to design custom tasks or channel outputs. Customers praised the product's functionality and performance.

- **Advanced analytics:** SAS offers a unified environment for data science model development. Clients can manage model selection, development and testing in one place as part of their data science pipeline, and then push those models into production to improve marketing outcomes. References gave strong scores to SAS's predictive modeling capabilities.

- **Implementation and support:** References consistently highlighted the quality of service through implementation and postimplementation support delivered by SAS. Customers cited fast response times, and results-oriented and active focus on issue resolution from the teams.

Cautions

- **Product integrations:** Client references cited integrations within the SAS portfolio as requiring significant IT support. They also scored SAS below average for ease of integrating the SAS platform with other components of the technology stack.

- **Social marketing:** Notably absent from SAS's feature set are social marketing capabilities, including organic and paid social functionalities, which are provided by most other global multichannel marketing hub providers evaluated in this research. Prospective clients can expect multivendor integration scenarios with SAS engagements.

- **Web analytics, email marketing and content marketing:** Despite SAS's historic strength in analytics, references scored SAS below average on web analytics compared to other vendors in this research. References also rated email marketing and content management features as below average compared to other vendors in the research.

Selligent Marketing Cloud

Selligent Marketing Cloud (Selligent) is in the Niche Players quadrant. It offers a broad portfolio of connected multichannel marketing modules that support email, web, social, mobile (SMS and push notifications) and direct mail execution. The company serves B2C marketers in upper midmarket and lower enterprise organizations across the U.S. and Europe by delivering a strong foundational platform. Selligent continues to grow coverage across multiple industries including retail, media, travel and hospitality, manufacturing, and financial services. Marketers looking to integrate and coordinate high volumes of consumer engagements across multiple channels should consider Selligent.

Strengths

- **Easy-to-use interface:** References consistently cited Selligent's easy-to-use system interface as enabling marketers from diverse business functions and skill sets to be able to use the engine.

- **Strong channel integration and coordination:** With its Universal Customer Profile, Selligent enables marketers to identify and classify customers and interactions across multiple channels. Marketers can create coordinated omnichannel campaigns at the individual level.

- **Accessible AI:** Selligent's intuitive user interface for its artificial intelligence and machine learning Cortex module enables a broad range of marketing users to leverage advanced analytics across use cases. These include natural language processing (NLP) for text generation, channel optimization and message cadence optimization. This allows organizations to build, scale and deliver complex automated campaigns without the absolute dependency on data scientists that some other hubs require.

Cautions

- **Support of new releases:** Client references expressed concern that the level of support for the implementation and servicing of new releases and upgrades can be lacking. Selligent seeks to address this gap with expanded resources and training.

- **Broad but not deep:** Selligent delivers a broad array of multichannel marketing capabilities, such as customer intelligence, channel execution and machine learning for offers and journeys. However, marketers with specialized data science requirements may need to supplement Selligent's out-of-the-box offerings with external capabilities and define processes for bringing them into the Selligent platform to leverage them for targeting and personalization.

- **Third-party connections:** Marketers looking to integrate Selligent with their existing third-party engines or data sources will find fewer productized connectors than are available from some competitors. Marketers should evaluate Selligent's expanding integrations catalog to determine if additional IT resources are required to code relevant connectors.

Sitecore

Sitecore is in the Visionaries quadrant. It offers a cloud-based multichannel marketing hub solution focused on personalization. Sitecore Experience Platform (XP) supports customer analytics, marketing automation and campaigns across email, web, mobile, social and print. The company has a strong presence in North America and primarily serves organizations in the services, manufacturing, banking, and travel and hospitality industries. Marketers seeking a solution that extends multichannel marketing into customer experience design and optimization should consider Sitecore.

Strengths

- **Content expertise:** Sitecore's heritage as a web content management platform gives it an advantage at supporting content-centric multichannel marketing campaigns and processes. Its October 2018 acquisition of digital asset management vendor Stylelabs strengthens Sitecore's capabilities in holistically managing the marketing content life cycle.

- **Enhanced experience personalization:** Sitecore earned high marks from references for its algorithmic segmentation, predictive modeling, event-triggered marketing and real-time delivery capabilities. Its roadmap includes plans to expand its automated personalization capabilities and further enhance the predictive outcomes to influence next-best experiences.

- **Expanding extensibility:** The company aims to expand its community of architects beyond .NET developers with the introduction of Sitecore JavaScript Services (JSS). This toolkit will enable JavaScript developers to build single-page applications, progressive web apps and entire websites without .NET expertise.

Cautions

- **Channel limitations:** Sitecore has native support for web and email marketing, but requires integrations or custom implementations for mobile, social and digital advertising capabilities. References rated Sitecore below average for email and lead management. No references reported using the solution for mobile messaging or paid social advertising.

- **Analytics weakness:** Client references gave mixed reviews to Sitecore's analytics capabilities, including web analytics, customer journey analytics and marketing dashboards. An improved user experience for marketing insights is on Sitecore's roadmap to be rolled out over the coming year.

- **Deployment and support:** Several Sitecore client references noted a lengthy deployment process and consistent postimplementation maintenance. Due to Sitecore's heavy reliance on system integrator and consulting partners, some clients described a disconnected and unresponsive relationship with Sitecore's account management team.

Zeta

Zeta is in the Niche Players quadrant. Its data-driven campaign management technology, services and proprietary data assets enable analytics, customer acquisition and retention. Zeta's acquisitions over the last three years, including Disqus, Compass and Boomtrain, power its Zeta Data Cloud. With access to intent data from over 2.7 billion monthly unique users, Zeta's proprietary data insights can enrich a marketer's first-party data to enable decisioning and deterministic activation. Zeta primarily serves organizations in the retail, travel and hospitality, financial services, and telecom industries. Marketers seeking a multichannel marketing hub solution backed by managed and strategic services should consider Zeta.

Strengths

- **Performance focus:** Zeta's data layer enables marketers to gain insight into consumer behaviors through a structured lens. This is designed to protect privacy by limiting 1:1 analytics and targeting to internal tools so that personally identifiable information cannot be extracted from the platform. Zeta's Insight Report can score a marketer's customers and prospects to identify predictive drivers of churn and potential product interest.

- **Recommendations and offer management:** Zeta's product and offer recommendations engine can combine with an external content management system (CMS) or digital asset manager to increase the speed and flexibility of development for personalization and orchestration. Zeta's email marketing, multichannel experiences and real-time offers received positive feedback from references for ease of implementation and use, performance, and scalability.

- **Workflow efficiency:** Role-based reporting and dashboards enable business users to surface and take action on insights that matter most to their specific needs. Templates, previews and tagging help marketers deploy campaigns without requiring deep technical knowledge.

Cautions

- **Data centricity:** Zeta's accelerating business focus on data asset development may make its multichannel marketing hub a poor fit for clients focused on consumer data transparency. The bulk of the Zeta Data Cloud's reach comes through publishers unaffiliated with Zeta's marketer clients. As such, marketers leveraging Data Cloud signals may struggle to communicate to consumers the source of attributes collected and used in analytics, targeting and offer selection. Zeta recently hired a chief privacy officer to help navigate potential regulatory headwinds and further develop trusted relationships with publishers.

- **Campaign centricity:** References rated Zeta below average in predictive analytics and customer journey analytics. Many of Zeta's partnerships, such as Kitewheel for customer journey analytics, and its AI/ML assets haven't helped marketers move beyond a campaign-focused approach to multichannel marketing.

- **Low mobile adoption:** Zeta's product roadmap emphasizes data-driven audience discovery for web and email marketing, downplaying the growing role of mobile marketing in the customer journey. While Zeta offers mobile and SMS, most Zeta references reported using other providers for SMS and mobile marketing.

Vendors Added and Dropped

We review and adjust our inclusion criteria for Magic Quadrants as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant may change over time. A vendor's appearance in a Magic Quadrant one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. It may be a reflection of a change in the market and, therefore, changed evaluation criteria, or of a change of focus by that vendor.

Added

Evergage

Dropped

Maropost

Inclusion and Exclusion Criteria

For inclusion in the 2019 Multichannel Marketing Hubs Magic Quadrant, Gartner focused on vendors that offer the most relevant and compelling marketing solutions.

Functionality

Vendors must support all of the following:

- Ability to create, execute and manage multichannel marketing interactions.

- Proven campaign planning, tracking and reporting with role and approval capability.

- A UI suitable for marketing users who create, execute and report on interactions.

- Basic multichannel marketing functionality, such as audience data collection and segmentation, campaign workflow, and campaign execution.

Vendors must support at least four of nine functionality components:

- Advanced analytic functionality:

  - **Predictive analytics:** Capability to analyze customer behavior to predict attrition/churn, next most likely purchase and propensity to buy, enabling a company to more effectively target customers or stage the offers to make during interactions. Although this may be offered through partnerships, we will look for proven integration and references of actual utilization.

  - **Campaign optimization:** Ability to balance and coordinate multiple constraints to maximize expected value from single or multiple campaigns or engagement. Functionality enables trade-offs among different campaign execution options, such as which campaign to use, which channel to use, the number of interactions per individual and the expected value of each interaction.

  - **Customer journey analytics:** Ability to track and analyze the way customers and prospects use a combination of available channels to interact with an organization over time. It should cover the multichannel nature of customer engagement, including human interactions (e.g., a call center), digital marketing (e.g., website, app and email), customer service (e.g., live chat), physical locations (e.g., retail stores) and those with a limited two-way interaction (e.g., display advertising). Although this may be offered through partnerships, we looked for proven integration and references of actual utilization.

  - **Customer profile management:** Marketers seek to unify and synchronize their customer data across multiple channels, devices and life cycle stages for personalized engagement and campaign orchestration. Vendors should enable marketers to activate their own first-party data while bringing in and utilizing customer data from second- and third-party sources. This includes:

    - A unified customer profile, which brings together data from internal systems and data warehouses, point of sale, website, and other engagement data and attributes to enable segmentation and customer analytics, and inform personalization.

    - Ability to onboard data and match first-party data with third-party audiences. This includes data collection capabilities through tags as well as preconfigured integrations with common marketing point solutions, data partners and analytics tools.

    - Cross-device identification (XDID) techniques to connect the activities of an individual customer or prospect across devices and channels. Device identifiers can be explicitly supplied by the device operating system (deterministic) or inferred statistically from observable characteristics (probabilistic). Marketers rely on XDID for ad targeting, analytics and personalization.

- Advanced execution functionality:

    - **Event triggering:** Functionality involves the detection, prioritization and execution response for significant events affecting a customer relationship, such as clickstream behavior or transactions.

    - **Real-time recommendations:** Suited for areas such as offer management and deals with offer arbitration. It enables the combination of the most-up-to-date information from data collected prior to the interaction, as well as new data collected during a real-time interaction with a customer. Model-driven, real-time recommendation capabilities should be channel-agnostic and provide both inbound and outbound interactions.

    - **Content management/digital asset management (DAM)/product information management (PIM) integration:** The ability to provide or support digital asset management, product information management, and content management for tailoring and optimizing customer and prospect interactions.

    - **Personalization:** The ability to apply context, including knowledge about users and their circumstances, to tailor and deliver relevant messaging, content, offers and interactions via digital channels (e.g., web, email, mobile, social, advertising, search or chat) to maximize conversion and improve other marketing and business results. Offers largely rule-based personalization and, at a minimum, native execution on the web plus at least two other channels (e.g., email, mobile, social, advertising/retargeting, SEM, chat or call center).

    - **Multichannel lead management capabilities:** The ability to provide lead management functionality for both inbound and outbound marketing initiatives. This includes, at a minimum, lead collection, analytics, augmentation, scoring, process management and nurturing, across a minimum of three lead generation and lead management channels within a single campaign. In addition, functionality must support bidirectional integration with CRM or sales force automation applications (such as Microsoft Dynamics 365 or Salesforce Sales Cloud).

Digital Marketing Capability

We consider specific digital marketing functionality, such as web analytics, social analytics, social marketing, mobile marketing, programmatic advertising and digital commerce connections.

Market Presence and Momentum

For inclusion in the 2019 MMH Magic Quadrant, we focused on vendors with:

- At least **20** customers using multichannel marketing hub products.

- At least **15** new customer wins for multichannel marketing hub during the past 12 months.

Vendor Viability

Vendors needed to have at least $15 million in 2018 fiscal year revenue and enough cash to fund a year of operations at the current rate of cash depletion.

In addition, we placed a strong emphasis on innovative, visionary offerings. Visionaries provide a strong vision for the multichannel marketing market or excel in advanced or emerging areas. These include customer data platforms and artificial intelligence, identity resolutions, multidimensional segmentation, mobile marketing, loyalty marketing and social marketing, and real-time interaction management. They can set strategic direction or demonstrate specific innovative capabilities in one (or more) functional area (such as advanced campaign functionality or digital marketing integration) in multichannel marketing that the market will eventually adopt. Visionaries may have multichannel marketing implementations from different buying centers, such as customer service or digital commerce.

Evaluation Criteria

Ability to Execute

Product/Service: This is a key differentiator in vendor selection. Therefore, product capabilities are given a high overall weighting. Subcriteria include basic campaign and advanced multichannel marketing functionality, basic and advanced analytics, interaction/journey workflow, and functionality for digital marketing. *Weighting: High.*

Overall Viability: This addresses the overall health of the vendor, including line-of-business offering multichannel marketing hub solutions. Viability includes the vendor's history of and commitment to the continued success and development of world-class multichannel marketing hub solutions. *Weighting: High.*

Sales Execution/Pricing: This provides an assessment of the overall effectiveness of the sales channel, and how it deals with presales responsiveness, contract negotiations and pricing for the vendor's multichannel marketing hub. *Weighting: Medium.*

Market Responsiveness/Record: This gives an assessment of the multichannel marketing hub vendor's success in creating and meeting a consistent demand for its product, measured in continuing client wins and use in its installed base. *Weighting: Medium.*

Marketing Execution: This provides an assessment of the vendor's overall momentum and perceived multichannel marketing hub focus and presence in the market. Vendors must show established and continued broad or specific (such as industry focus) credibility for marketing interactions in a multichannel environment. *Weighting: High.*

Customer Experience: This is an evaluation of client relationships with multichannel marketing hub vendors. Product support and responsiveness, and access to best practices, such as user groups, are considered. An important component of the customer experience is ease of tool use. Gartner's

multichannel marketing hub clients see this as an important aspect of the overall customer experience. *Weighting: Medium.*

Operations: This is the ability of a vendor to meet its goals and commitments. Factors include organizational structure (such as skills, experience, systems and other vehicles) that enable the vendor to operate efficiently and effectively on an ongoing basis. *Weighting: Low.*

Table 1. Ability to Execute Evaluation Criteria

Evaluation Criteria	Weighting
Product or Service	High
Overall Viability	High
Sales Execution/Pricing	Medium
Market Responsiveness/Record	Medium
Marketing Execution	High
Customer Experience	Medium
Operations	Low

Source: Gartner (April 2019)

Completeness of Vision

Market Understanding: This is the vendor's ability to understand the multichannel marketing hub space, and its value proposition in the market, and how effective it is at reaching the marketing buying center for companies purchasing multichannel marketing hub solutions. Vendors must demonstrate multichannel marketing solutions that fit the needs of the overall market. *Weighting: High.*

Marketing Strategy: This offers an assessment of how well a vendor can differentiate itself from its competition and of functionality, and how it articulates continued leadership in its overall multichannel marketing vision. *Weighting: Medium.*

Sales Strategy: This assesses a vendor's strategy in using direct and indirect sales channels to sell its multichannel marketing hub solutions. *Weighting: Medium.*

Offering (Product) Strategy: This assesses the multichannel marketing hub feature set as it maps to functionality requirements, particularly functionality that enables advanced capability in inbound and outbound environments. *Weighting: High.*

Business Model: This assesses the vendor's alignment of its go-to-market and sales strategies for particular industries, geographies or delivery models. *Weighting: Medium.*

Vertical/Industry Strategy: A vendor is assessed on how well its solutions target its current market, as well as its ability to leverage best practices or capabilities for targeting new industries. *Weighting: Medium.*

Innovation: This assesses the vendor's expertise or capital for investment for pre-emptive purposes in developing new areas in multichannel marketing. *Weighting: Medium.*

Geographic Strategy: This assesses the vendor's strategy to direct resources, skills and offerings to meet the specific needs of geographies outside the "home" or native geography. This can be either directly or through partners, channels and subsidiaries, as appropriate for that geography and market. *Weighting: Medium.*

Table 2. Completeness of Vision Evaluation Criteria

Evaluation Criteria	Weighting
Market Understanding	High
Marketing Strategy	Medium
Sales Strategy	Medium
Offering (Product) Strategy	High
Business Model	Medium
Vertical/Industry Strategy	Medium
Innovation	Medium
Geographic Strategy	Medium

Source: Gartner (April 2019)

Quadrant Descriptions

Leaders

Leaders consistently do considerably better in overall multichannel marketing performance for basic and advanced campaigns, and for integration with digital marketing. They have high market visibility, high market penetration, strong market momentum and a strategic vision for growing the multichannel marketing hub business.

Challengers

Challengers see continued investments in multichannel marketing hub solutions as complementary offerings to the business applications that are their core competencies. Challengers have a developing understanding of the multichannel marketing hub market and basic functions. They see

multichannel marketing as an opportunity to increase revenue and retention in their installed bases, and they concentrate on established clients' needs for multichannel marketing functions and strategic direction, rather than on setting a visionary pace with potential requirements.

Visionaries

Visionaries provide a strong vision for the multichannel marketing hub market, or they excel in advanced or emerging areas such as inbound marketing and digital marketing. They can set a strategic direction or demonstrate specific innovative capabilities in one or more functional areas (such as advanced campaign functionality or digital marketing integration) that the market will eventually adopt. Visionaries may have multichannel marketing implementations in multiple buying centers, such as the contact center, digital commerce or social marketing departments. Although Visionaries show promise in multichannel marketing, they may lack execution capabilities, such as growth potential, resources or scalability.

Niche Players

Niche Players provide specific needs in the multichannel marketing hub space. They may be focused on a specific function, process (for example, lead management), geography or industry. Multichannel marketing hub vendors in this section tend to lack a broader set of multichannel marketing capabilities (such as advanced analytics) or execution potential (such as sufficient resources or a fully developed market strategy).

Context

Marketing expense budgets are stabilizing after a brief period of instability between 2016 and 2017, having leveled off to 11.2% of company revenue in 2018 (see "CMO Spend Survey 2018-2019: Marketers Proceed Into Uncharted Waters With Confidence"). CMOs also remain optimistic about future funding — 63% expect their budgets will increase in 2019. As it did in 2016, marketing technology once again grabs the largest share of marketing resources and programs, accounting for 29% of the total marketing expense budget in 2018,[1] up from 22% in 2017.

Marketing leaders continue to invest in platforms and services that drive more relevant digital experiences across the customer journey. Personalization is key to those efforts. Eighty-seven percent of B2C marketers surveyed currently personalize marketing communication, and over 50% have increased their investment in personalization since 2017.[2] With personalized marketing driving business results, customer insights are now the lifeblood of effective multichannel marketing — making customer data and profile management the new competitive battlefield for marketing hubs. Fifty-eight percent of multichannel marketers surveyed indicate that leveraging integrated customer data to drive multichannel marketing execution presented a moderate or significant challenge over the past 12 months (see "Multichannel Marketing Survey 2019: Marketers Reorient Programs Around Customer Insights").

As such, marketers want MMH vendors with strong customer intelligence and analytics capabilities to improve the targeting, performance and measurement of their multichannel marketing strategies. Just over half (51%) of respondents to Gartner's 2018 Marketing Technology Survey indicate they have fully deployed and are using an MMH; another 26% are in the process of deploying one; and 14% plan to do so by the end of 2020.[3]

MMH vendors stay relevant to clients by enabling their ability to:

- **Collect and unify** individual and audience data from multiple sources

- **Perform** detailed customer segmentation using that data

- **Improve** the timing and targeting of personalized messages and offers across seamlessly orchestrated campaigns

- **Orchestrate and respond** to a proliferating number of consumer touchpoints with personalized experiences

- **Attribute** results to specific channels, convert campaign data into predictive insights and prescribe profitable next-best actions and offers for marketing teams

Market Overview

Multichannel marketing builds relationships by responding to expressed and implied customer needs through relevant, connected engagements to targeted audiences. Success requires data-driven insights into customer behaviors and interests, goals, and needs. It also requires knowing how channels operate most effectively — in isolation and in harmony — to deliver the right content to the right audience at the right time. To achieve personalized multichannel engagements for growth, marketing leaders need tools and talent to capitalize on their customer intelligence.

As marketers increasingly see effective multichannel marketing as synonymous with personalization, multichannel marketing hub vendors are focusing on capabilities that deliver relevant, contextualized customer experiences. They're supporting the full scope of the customer journey with a more open, extensible approach to data that facilitates customer profile unification from multiple data sources. They're also driving greater brand relevance by fortifying capabilities around machine learning, channel attribution and customer journey analytics, and the application of customer insights in real time (or near real time).

Hub Vendors Differentiate on Client Service and Expertise

In this year's Magic Quadrant, client references praised overall product capabilities. However, even those satisfied with tool functionalities didn't hesitate to cite customer service shortcomings or inadequate vendor expertise. Gartner's analysis of customer reference surveys indicates that marketer sentiments about their chosen MMH vendor correlates directly — positively and negatively — to the level and quality of support vendors provide.

As solutions become increasingly complex, vendors that support marketing teams with a focus on technical support and ease of use can set themselves apart. Other key themes this year include:

- **Customer data and profile management:** A key vendor theme in last year's Magic Quadrant, data and profile management is even more integral today. Marketers are demanding capabilities for data control, flexibility and analysis. In response, MMH vendors are enhancing their ability to unify, synchronize and reconcile customer data across multiple channels, devices and life cycle stages. In many cases, vendors are either explicitly or implicitly building customer data platforms. This reflects a shift in the capabilities that marketers perceive as driving competitive differentiation (see "Smart Hubs and Dumb Spokes — A New Approach to Multichannel Marketing").

- **Practical machine learning and artificial intelligence:** Nearly every MMH vendor evaluated for this research has machine learning and AI capabilities, in some stage of development, designed to make customer insights more accessible and actionable. This year, vendors are emphasizing practical applications of machine learning, such as automatic campaign generation based on business goals and autonomous campaign optimization capabilities. Machine learning now supports anomaly as well as list fatigue detection and frequency management, designed to prevent customer overengagement. The predictive accuracy of these capabilities can improve over time as marketers add more data to the models. MMH platform end users stand to make better business decisions supported by heightened abilities to discern next-best segment, channel, offer and content options.

- **Personalization capabilities:** The application of AI and machine learning is designed to facilitate more seamless personalization across channels and touchpoints. Customers now expect this kind of personalized engagement (see "Crawl, Walk, Run: Define Your Vision, Strategy and Roadmap for Personalization"). MMH vendors continue to integrate historically stand-alone tools as native capabilities, enabling marketers to gather customer data, and tailor the content, products and offers accordingly. However, in duplicating some of the capabilities of dedicated personalization engines, MMH vendors risk contributing to marketplace confusion.

- **Consent and privacy management:** Prompted by the European General Data Protection Regulation (GDPR), which went into effect in May 2018, and similar modern privacy mandates emerging in other markets, multichannel marketers increasingly embrace data transparency. They see accrued value to the brand by making customer data viewable and manageable, despite the operational challenges they perceive around data privacy and security. Some MMH vendors support native or third-party consent management and auditing capabilities, such as consent collection, permission management, and detailed preference and opt-in management. These functions help marketers comply with stringent data privacy regulations.

- **Increasing solution complexity:** Multichannel marketing platform vendors have long needed to ease integrations between their solutions and adjacent, complementary technologies, such as sales force automation systems and digital asset or content management platforms. MMH vendors tout the openness of their solutions. However, a trend among providers with integrated suites, in particular, is to make their platforms less modular, seemingly requiring marketers to piece together the capabilities of a multichannel marketing hub by purchasing myriad solutions. Marketers need to carefully evaluate the solution set on offer — both native and third-party

capabilities — against their needs to avoid acquiring functionality that gets underused or abandoned altogether.

Gartner Recommended Reading

Some documents may not be available as part of your current Gartner subscription.

"How Markets and Vendors Are Evaluated in Gartner Magic Quadrants"

"Multichannel Marketing Survey 2019: Marketers Reorient Programs Around Customer Insights"

"5 Steps Marketers Can Take to Implement Event-Triggered Multichannel Marketing"

"Crawl, Walk, Run: Define Your Vision, Strategy and Roadmap for Personalization"

"The Multichannel Marketing Leader's First 100 Days"

Evidence

"CMO Spend Survey 2018-2019: Marketers Proceed Into Uncharted Waters With Confidence"

[2] "2018 State of Personalization Report"

[3] "Presentation of Marketing Technology Survey 2018: Martech Adoption Surges as Brands Pursue Personalization, Measurement and Advertising Accountability"

Evaluation Criteria Definitions

Ability to Execute

Product/Service: Core goods and services offered by the vendor for the defined market. This includes current product/service capabilities, quality, feature sets, skills and so on, whether offered natively or through OEM agreements/partnerships as defined in the market definition and detailed in the subcriteria.

Overall Viability: Viability includes an assessment of the overall organization's financial health, the financial and practical success of the business unit, and the likelihood that the individual business unit will continue investing in the product, will continue offering the product and will advance the state of the art within the organization's portfolio of products.

Sales Execution/Pricing: The vendor's capabilities in all presales activities and the structure that supports them. This includes deal management, pricing and negotiation, presales support, and the overall effectiveness of the sales channel.

Market Responsiveness/Record: Ability to respond, change direction, be flexible and achieve competitive success as opportunities develop, competitors act, customer needs evolve and market dynamics change. This criterion also considers the vendor's history of responsiveness.

Marketing Execution: The clarity, quality, creativity and efficacy of programs designed to deliver the organization's message to influence the market, promote the brand and business, increase awareness of the products, and establish a positive identification with the product/brand and organization in the minds of buyers. This "mind share" can be driven by a combination of publicity, promotional initiatives, thought leadership, word of mouth and sales activities.

Customer Experience: Relationships, products and services/programs that enable clients to be successful with the products evaluated. Specifically, this includes the ways customers receive technical support or account support. This can also include ancillary tools, customer support programs (and the quality thereof), availability of user groups, service-level agreements and so on.

Operations: The ability of the organization to meet its goals and commitments. Factors include the quality of the organizational structure, including skills, experiences, programs, systems and other vehicles that enable the organization to operate effectively and efficiently on an ongoing basis.

Completeness of Vision

Market Understanding: Ability of the vendor to understand buyers' wants and needs and to translate those into products and services. Vendors that show the highest degree of vision listen to and understand buyers' wants and needs, and can shape or enhance those with their added vision.

Marketing Strategy: A clear, differentiated set of messages consistently communicated throughout the organization and externalized through the website, advertising, customer programs and positioning statements.

Sales Strategy: The strategy for selling products that uses the appropriate network of direct and indirect sales, marketing, service, and communication affiliates that extend the scope and depth of market reach, skills, expertise, technologies, services and the customer base.

Offering (Product) Strategy: The vendor's approach to product development and delivery that emphasizes differentiation, functionality, methodology and feature sets as they map to current and future requirements.

Business Model: The soundness and logic of the vendor's underlying business proposition.

Vertical/Industry Strategy: The vendor's strategy to direct resources, skills and offerings to meet the specific needs of individual market segments, including vertical markets.

Innovation: Direct, related, complementary and synergistic layouts of resources, expertise or capital for investment, consolidation, defensive or pre-emptive purposes.

Geographic Strategy: The vendor's strategy to direct resources, skills and offerings to meet the specific needs of geographies outside the "home" or native geography, either directly or through partners, channels and subsidiaries as appropriate for that geography and market.

GARTNER HEADQUARTERS

Corporate Headquarters
56 Top Gallant Road
Stamford, CT 06902-7700
USA
+1 203 964 0096

Regional Headquarters
AUSTRALIA
BRAZIL
JAPAN
UNITED KINGDOM

For a complete list of worldwide locations,
visit http://www.gartner.com/technology/about.jsp