

The Forrester New Wave™: ABM Platforms, Q2 2018

The 14 Providers That Matter Most And How They Stack Up

by Steven Casey

May 31, 2018

Why Read This Report

In Forrester's evaluation of the emerging market for account-based marketing (ABM) platforms, we identified the 14 most significant providers — 6sense, Demandbase, Engagio, Jabmo, Lattice Engines, Madison Logic, MRP, Radius, RollWorks, TechTarget, Terminus, Triblio, True Influence, and ZenIQ — in the category and evaluated them. This report details our findings about how well each vendor scored against 10 criteria and where they stand in relation to each other. B2B marketers can use this review to select the right partner for their ABM needs.

Key Takeaways

Leaders: Demandbase, MRP, And Jabmo

Forrester's research uncovered a market in which Demandbase, MRP, and Jabmo (formerly known as Azalead) lead the pack. Engagio and Lattice Engines offer competitive options. TechTarget, ZenIQ, Triblio, and Terminus offer strong options, while Madison Logic, RollWorks, 6sense, Radius, and True Influence lag.

Breadth Of Capabilities And Analytics Quality Are The Biggest Differentiators In The Market

The vendors who scored highest in this report have the broadest capabilities. Most of the vendors in this emerging market currently focus on a few key elements of ABM functionality — with plans to expand their capabilities as quickly as possible.

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ABM Platforms Accelerate Time-To-Results

ABM — as a strategy and as a set of enabling technologies — has grown beyond its awkward adolescence but still has a long way to go before reaching full maturity. In a recent Forrester survey of B2B marketers, more than a third said they are still experimenting with ABM or plan to roll out their first ABM programs in 2018.¹ At the same time, the positive results that the vendors in this report are delivering have accelerated adoption and overall market development.² The following elements characterize the market for ABM platforms:

- › **A wide variety of solutions and approaches.** Most of the vendors in this report have strong core competencies in one or two key areas, such as insights, engagement, or orchestration and have built out, plan to build out, or have acquired complementary capabilities over time. A few are starting to tick all the boxes — though capabilities can vary significantly in each area.
- › **Numerous entrants from adjacent markets.** Nimble vendors always chase the next big thing — and for good reason in the case of ABM. Madison Logic has a long track record of success in content syndication. Predictive marketing analytics leaders 6sense, Lattice, and Radius recently added ABM-focused functionality such as programmatic advertising or orchestration to complement their existing account selection and insights capabilities. And display advertising leader AdRoll recently rolled out RollWorks, a new B2B- and ABM-focused offering.
- › **Lots of mergers-and-acquisitions activity.** Case in point: During the production of this report, 6sense announced that it was acquiring ZenIQ, and Radius announced that it was acquiring Leadspace.³ Forrester expects similar announcements to continue, as vendors within and outside the ABM market seek to expand their capabilities and/or capture a share of this market.

ABM Platforms Coalesce Around A Common Set Of Capabilities And Usage

Forrester believes three characteristics define today's ABM platforms. They all:

1. **Support multiple steps in the ABM process.** These include account selection, insights, engagement, orchestration, and assessment. B2B marketers choosing an ABM platform can avoid the operational and technical drag that comes from purchasing and integrating several individual products and start generating results from their ABM programs more quickly.
2. **Offer strong native capabilities.** We focused on the functionality each vendor provides as part of its solution rather than through integrations with other products.
3. **Are used by marketers to complement their marketing automation platforms.** As of today, ABM platforms and marketing automation platforms are still complementary solutions.⁴ The two groups of vendors may compete for budget in some areas of overlapping functionality — such as the orchestration of marketing and sales motions. But Forrester believes that they do not yet compete on a full-solution basis.⁵

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Define Your ABM Strategy First, And Then Choose A Platform

Using your business strategy to guide technology purchases is a best practice in all cases, but it is an absolute requirement in emerging markets such as ABM platforms, where product capabilities vary widely. Only after you have defined your ABM strategy can you properly prioritize and evaluate the capabilities each vendor offers. To use two simplified examples, a small tech startup that focuses on landing net new accounts will need an ABM platform with robust capabilities for account discovery, while a large manufacturer that focuses on account expansion will need an optimized platform to find early signals of buying intent and create compelling digital engagement throughout a lengthy purchase cycle.

ABM Platform Evaluation Overview

The Forrester New Wave™ differs from our traditional Forrester Wave™. In the Forrester New Wave evaluation, we evaluate only emerging technologies, and we base our analysis on a 10-criteria survey and a 2-hour briefing with each evaluated vendor. We group the 10 criteria into current offering and strategy (see Figure 1). We also review market presence.

We included 14 vendors in this assessment: 6sense, Demandbase, Engagio, Jabmo, Lattice Engines, Madison Logic, MRP, Radius, RollWorks, TechTarget, Terminus, Triblio, True Influence, and ZenIQ (see Figure 2 and see Figure 3). Each of these vendors has a:

- › **Current offering.** Criteria here include account and contact selection, insights, personalization, programmatic advertising, engagement orchestration, and performance assessment.
- › **Strategy.** Criteria here includes the product road map and vision as well as the market approach.
- › **Market presence.** Criteria here includes revenue.

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FIGURE 1 Assessment Criteria

Evaluation criteria	Criteria explanation
Account selection	Does the platform: use fit/lookalike modeling, behavioral data, and/or other data to evaluate/present target accounts; update in real time; and rank by propensity? Do rules or AI power that functionality? Does the platform provide visibility into the signals used to present and rank target accounts?
Contact selection	Does the platform: perform lead-to-account matching; use fit/lookalike modeling and/or behavioral data to discover, evaluate, and/or present contacts within target accounts; and rank contacts by propensity to engage? If yes, does a rule engine or AI power that functionality?
Insights	Does the platform: provide firmographic, demographic, social, and/or technographic data; ingest and augment data from first- and third-party sources; provide real-time alerts; expose corporate parent/child relationships; provide identity resolution; and provide GDPR-compliant privacy measures?
Personalization	Does the platform: personalize by account and/or contact in multiple channels; use rules or AI; personalize by account sales stage, contact behavior, and/or contact role; and launch personalized engagement based on insights? Do rules or AI power that?
Programmatic advertising	Does the platform deliver: digital advertising using IP addresses, cookies, or a combination of both; dynamic creative; and advertising that can reach the same contact across multiple devices? Does the platform perform real-time bidding at the contact level? Does the platform ensure brand safety?
Engagement orchestration	Does the platform design, launch, and manage marketing and sales motions customized for a target account and/or contact across multiple channels? Does the platform: use rules and/or AI; provide marketing and sales with visibility into engagement; and enable sellers to create engagement?
Performance assessment	Does the platform: assess engagement by buying team and/or account; assess the impact of marketing and sales across multiple channels; provide multitouch attribution; assess the performance of ABM on pipeline, revenue, and customer growth; and recommend improvements?
Product road map	How strong is the company's ability to define strategy time frames, milestones, and benchmarks? Does it have a near-term plan to execute on: product enhancements; innovation; commercial model enhancements; and partner expansion? Does it have the resources and capabilities to deliver on its road map?
Product vision	Does the product vision align with buyers' need to win, serve, and retain customers? Does it support clients' business outcomes? Does the vision enable customer centricity and customer experience? How well does it align with customer trends and customers' future needs? Is the company addressing competitive threats?
Market approach	Is the company executing a successful go-to-market approach? Can the company show evidence of a successful approach to customers today in terms of: revenue growth, marketing messages, vertical market strategy, geographic strategy, account momentum/growth, and commercial model?

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FIGURE 2 The Forrester New Wave™: ABM Platforms, Q2 2018

THE FORRESTER NEW WAVE™
ABM Platforms
 Q2 2018



*6sense and ZenIQ announced their combination on April 11, 2018. This graphic does not reflect the positioning of the combined entity.

†On April 30, 2018, Radius and Leadspace announced that they were joining forces under the Radius brand.

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FIGURE 3 Vendor QuickCard Overview

Company	Account selection	Contact selection	Insights	Personalization	Programmatic advertising	Engagement orchestration	Performance assessment	Product road map	Product vision	Market approach
6sense*	⊖	⊖	⊕	⊖	⊖	⊕	⊖	⊖	⊖	⊖
Demandbase	⊕	⊖	⊕	⊕	⊕	⊖	⊕	⊕	⊕	⊕
Engagio	⊖	⊖	⊕	⊖	⊕	⊕	⊕	⊕	⊕	⊕
Jabmo	⊖	⊖	⊖	⊕	⊕	⊕	⊕	⊖	⊖	⊕
Lattice Engines	⊕	⊕	⊕	⊖	⊕	⊖	⊖	⊕	⊕	⊖
Madison Logic	⊖	⊕	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖
MRP	⊕	⊖	⊖	⊕	⊕	⊕	⊕	⊕	⊕	⊕
Radius	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖
RollWorks	⊖	⊖	⊖	⊖	⊕	⊖	⊖	⊖	⊖	⊖
TechTarget	⊕	⊕	⊕	⊖	⊖	⊖	⊖	⊖	⊖	⊖
Terminus	⊖	⊖	⊖	⊖	⊕	⊖	⊖	⊖	⊖	⊖
Triblio	⊖	⊖	⊖	⊕	⊖	⊖	⊖	⊖	⊖	⊖
True Influence	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖
ZenIQ*	⊖	⊕	⊖	⊖	⊕	⊖	⊖	⊖	⊖	⊖

⊕ Differentiated ⊖ On par ⊖ Needs improvement

*6sense and ZenIQ announced their combination on April 11, 2018. The scores above do not reflect values for the combined entity.

Vendor QuickCards

Forrester evaluated 14 vendors and ranked them against 10 criteria. Here’s our take on each.

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Demandbase: Forrester’s Take

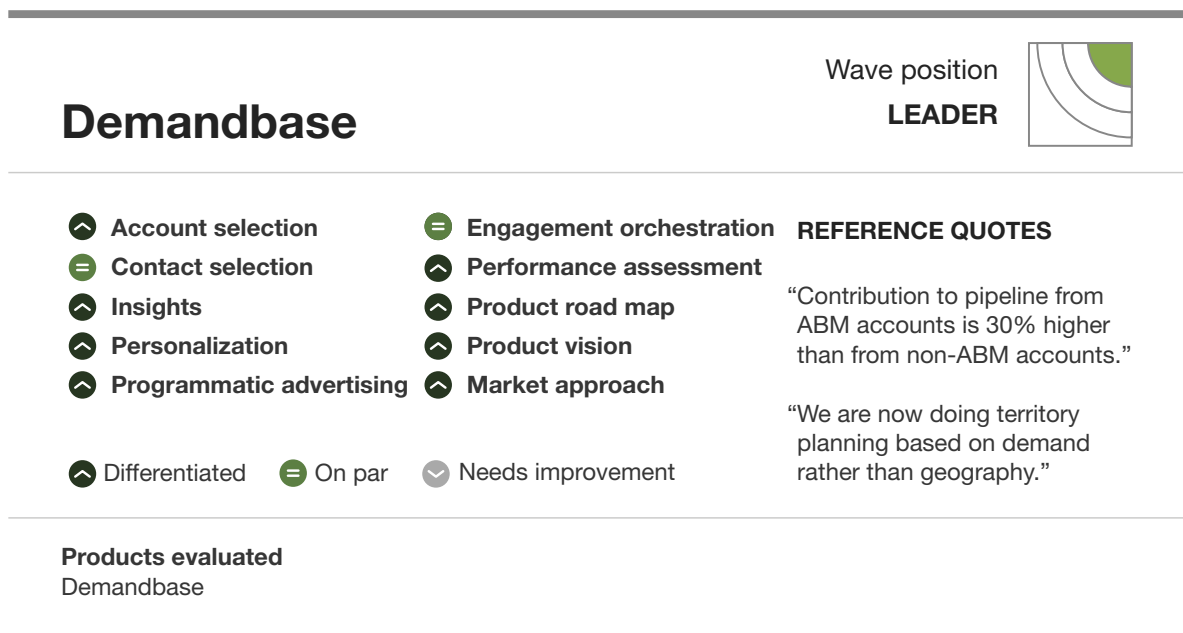
Our evaluation found that (see Figure 4):

- › **Demandbase leads the pack with robust complementary capabilities.** The company covers most of the critical steps of the ABM process and has strong partnerships with leading marketing cloud vendors, a compelling vision of AI-powered ABM, and an aggressive and comprehensive road map.
- › **Demandbase still has a few gaps to fill, even where commodity solutions already exist.** Adding table-stakes functionality such as lead-to-account matching or corporate hierarchies would strengthen its appeal as the platform for all-things ABM and reduce the integration burden a small but meaningful amount for Demandbase users.
- › **Demandbase is the best fit for companies that want a comprehensive ABM platform.** Customers typically start with some combination of functionality for account selection, insights, personalization, or advertising.

Demandbase Customer Reference Summary

Customers praised Demandbase’s impact on their business, from contribution to growth and a rethinking of fundamental business strategies.

FIGURE 4 Demandbase QuickCard



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MRP: Forrester’s Take

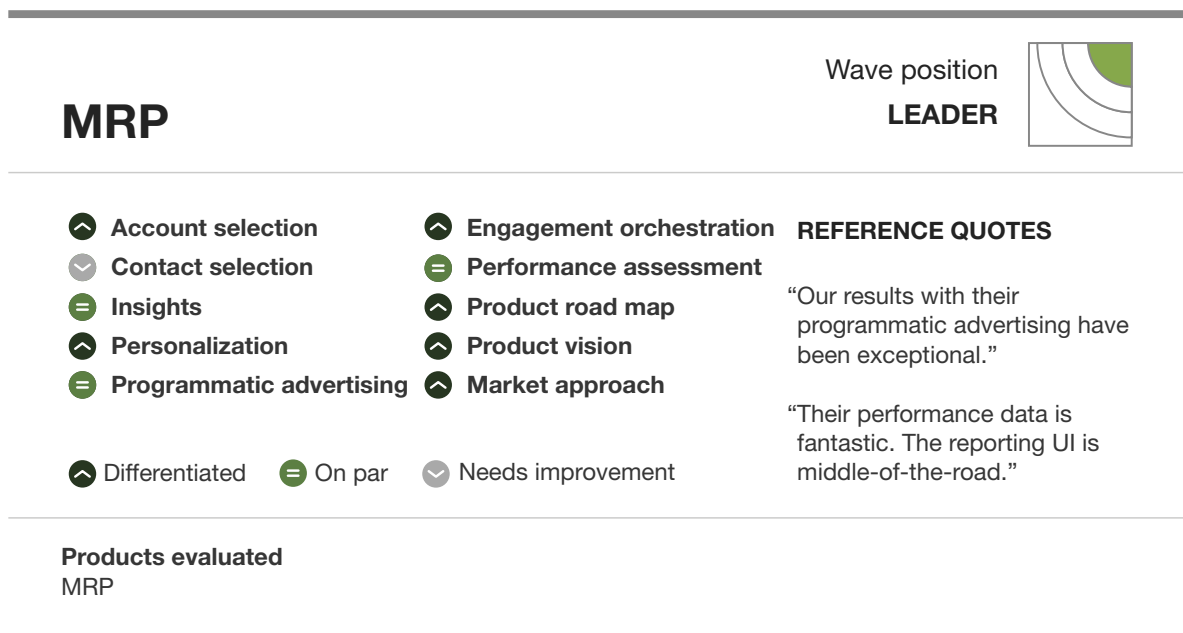
Our evaluation found that (see Figure 5):

- › **MRP leads with AI-powered insights, orchestration, and engagement.** MRP leverages its legacy in predictive analytics to model, rank, and recommend target accounts and contacts and then create and execute dynamic engagement workflows.
- › **MRP still needs to strengthen its out-of-the-box assessment capabilities.** Many customers will use MRP data in their existing reports, but the company should beef up its assessment capabilities for marketers who prefer a prepackaged approach.
- › **MRP is best for marketers pursuing a long-term vision of machine-driven marketing.** AI-powered ABM requires large quantities of data and fundamental change management to deliver the promised improvements in efficiency and effectiveness. MRP offers a wide range of managed services to help marketers with this transformation.

MRP Customer Reference Summary

Customers not only praised the results they have achieved with MRP and the quality of the insights and assessment data MRP produces but also noted that it could improve its packaging for that assessment functionality.

FIGURE 5 MRP QuickCard



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Jabmo: Forrester’s Take

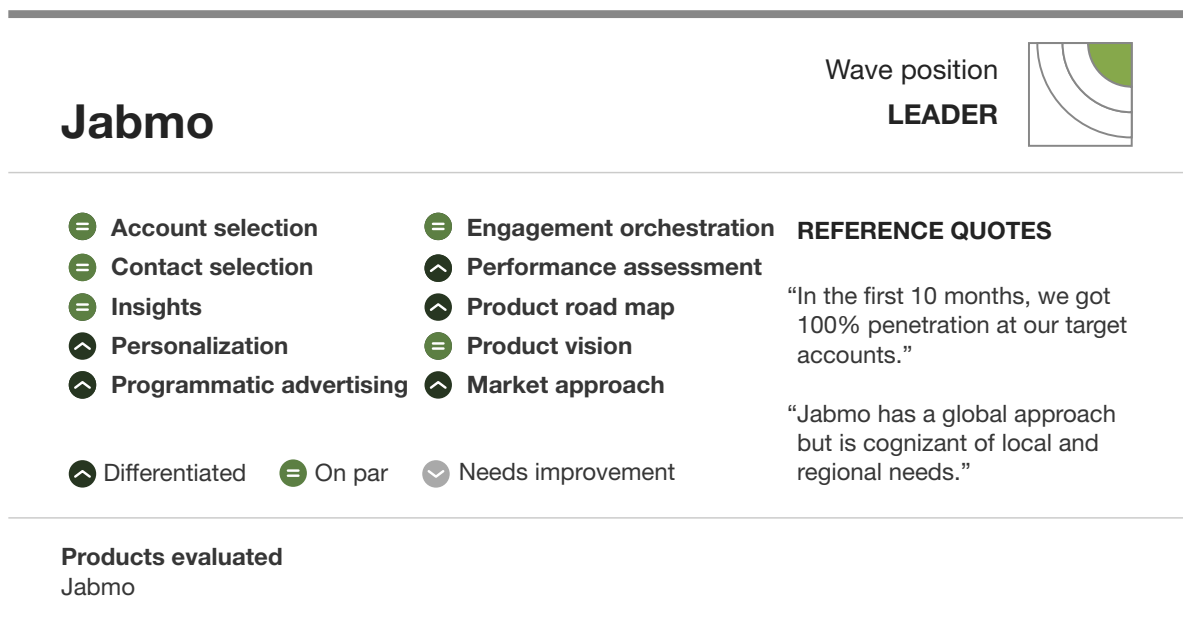
Our evaluation found that (see Figure 6):

- › **Jabmo leads with a broad offering to identify and engage early-stage industrial buyers.** Jabmo enables customers to target, retarget, and personalize site experiences at the critical early stages of a long buying process. The company’s European roots also give it particular strength in GDPR capabilities.
- › **Jabmo still needs to strengthen its insights.** The company’s product road map includes plans to deliver more insights on buying centers and add AI-driven account sensing and buying signal alerts.
- › **Jabmo is best for marketers targeting global industrial/manufacturing accounts.** Jabmo grounds its insights in a deep understanding of the corporate hierarchies and parent/child relationships critical to engaging effectively with large diversified organizations.

Jabmo Customer Reference Summary

Customers praised the results that Jabmo has delivered, expressed appreciation for the company’s ability to guide marketing organizations in early stages of digital maturity, and welcomed its broad range of managed services.

FIGURE 6 Jabmo QuickCard



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Engagio: Forrester’s Take

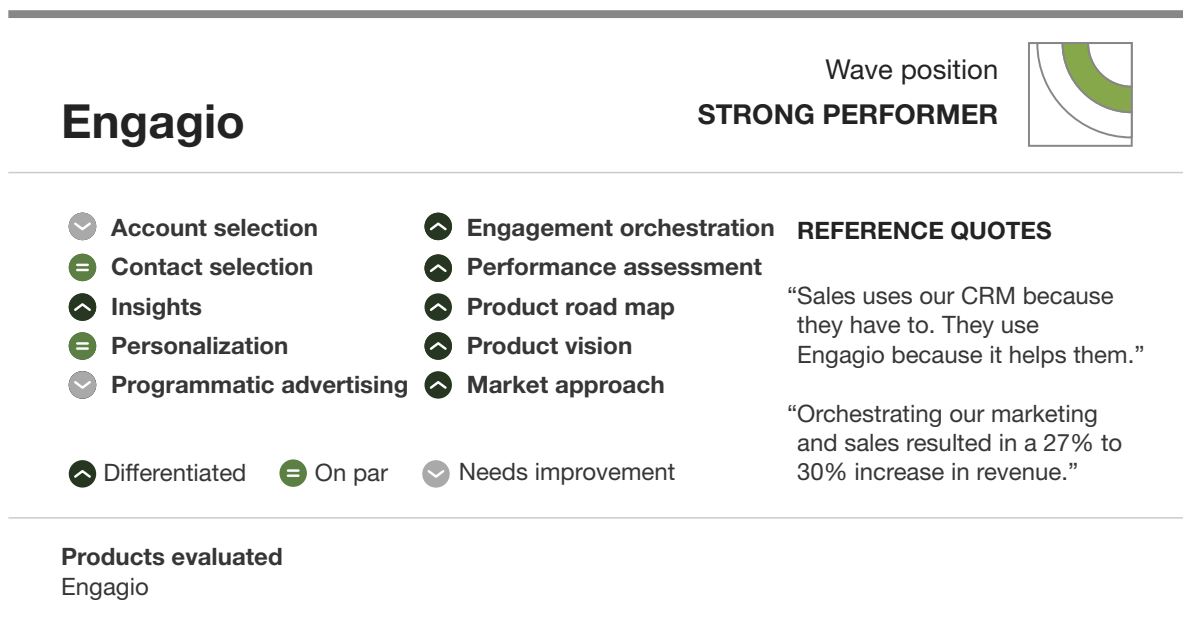
Our evaluation found that (see Figure 7):

- › **Engagio offers capabilities optimized for marketing and sales alignment.** Engagio offers a wide variety of tools — including account heat maps, alerts, as well as engagement design and execution options — to improve the efficiency and effectiveness of early-stage human engagement, especially by sellers.
- › **Engagio needs to add detail on buying centers.** Most B2B marketers targeting companies in the midmarket and above will require this additional level of granularity to orchestrate the engagement of several individual deals in one target account.
- › **Engagio is best for companies with a strong marketing tech (martech) stack.** The value that an ABM platform focused on orchestration can deliver depends in large part on the user’s existing capabilities in engagement channels such as email, direct mail, advertising, social, and personalization.

Engagio Customer Reference Summary

Customers praised Engagio’s ability to orchestrate marketing and sales motions as well as the breadth and depth of its analytics and assessment capabilities.

FIGURE 7 Engagio QuickCard



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Lattice Engines: Forrester’s Take

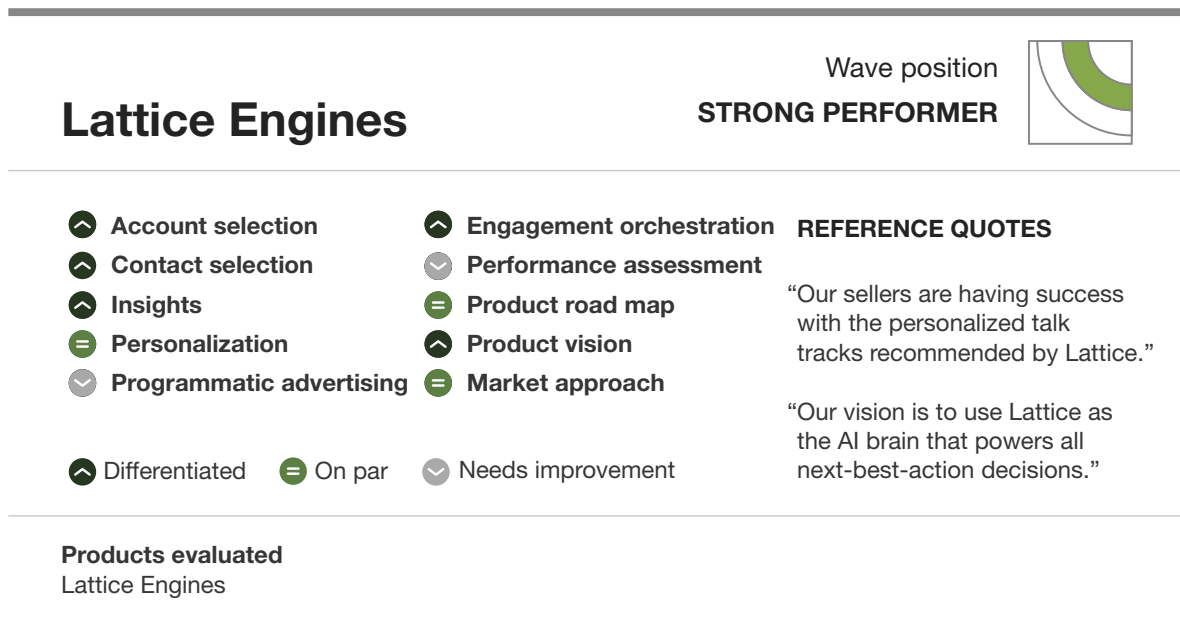
Our evaluation found that (see Figure 8):

- › **Lattice uses its strengths in AI and data management for programmatic engagement.** Lattice has expanded beyond its core use cases of account selection and contact discovery to add solid capabilities for orchestration and engagement for marketing and sales.
- › **Lattice needs to offer more off-the-shelf assessment capabilities.** Many enterprise customers will pull performance data from Lattice for their existing dashboards, but the company should beef up its assessment capabilities to meet the needs of marketers who prefer a prepackaged solution.
- › **Lattice is best for companies that can support AI-driven insights and engagement.** AI-powered ABM not only can offer real advantages over rule-based systems but also requires large quantities of data to deliver meaningful results.

Lattice Engines Customer Reference Summary

Customers praised the engagement recommendations Lattice provides and look forward to broader application of its AI assets. But they also expressed a desire for more comprehensive reporting.

FIGURE 8 Lattice Engines QuickCard



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TechTarget: Forrester's Take

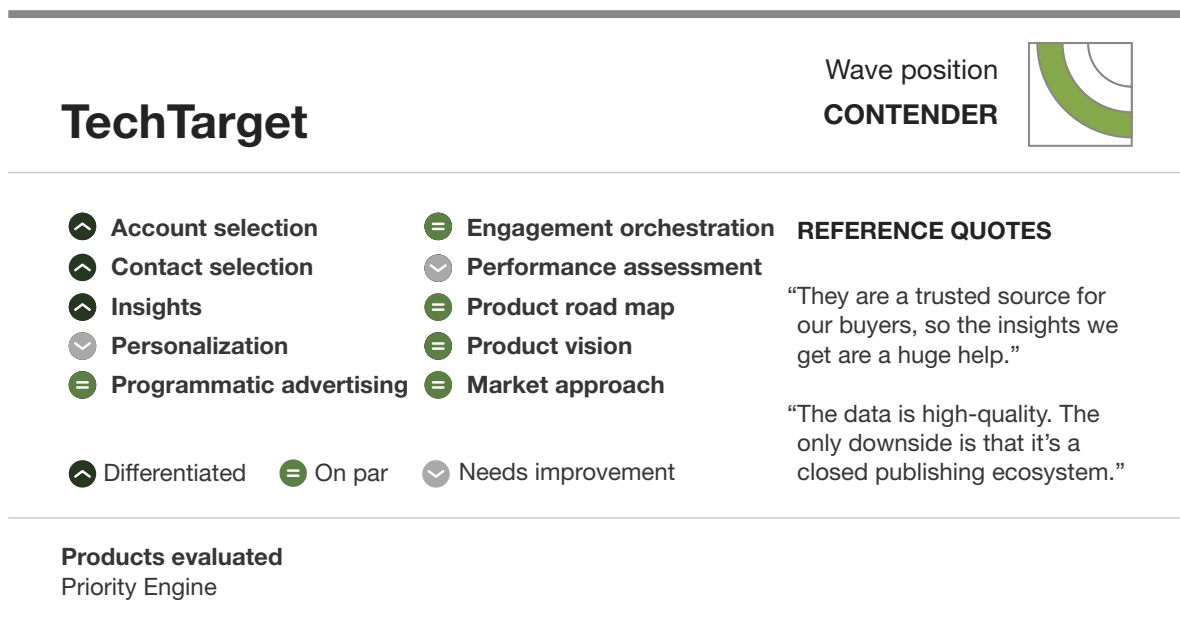
Our evaluation found that (see Figure 9):

- › **TechTarget offers insights and engagement through rich data from technology buyers.** As the owner of a publishing network, TechTarget's insights are based on the data readers provide to consume its content. Because TechTarget develops the content, intent signals also tie to granular topics and specific stages of the buying cycle.
- › **TechTarget needs to offer more dynamic insights and stronger attribution.** The company's road map includes plans for more frequent alerts on contacts and accounts as well as reporting that more clearly highlights the revenue contribution of accounts and opportunities that TechTarget discovers.
- › **TechTarget is best for tech marketers with products that align with its content.** TechTarget's publishing network consists of 140 B2B technology websites and 500,000 pages of content that rank high in search results.

TechTarget Customer Reference Summary

Customers were comfortable expanding their TechTarget relationships to tackle ABM based on prior success with its demand generation services but noted a premium price for its advertising offering.

FIGURE 9 TechTarget QuickCard



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ZenIQ: Forrester’s Take

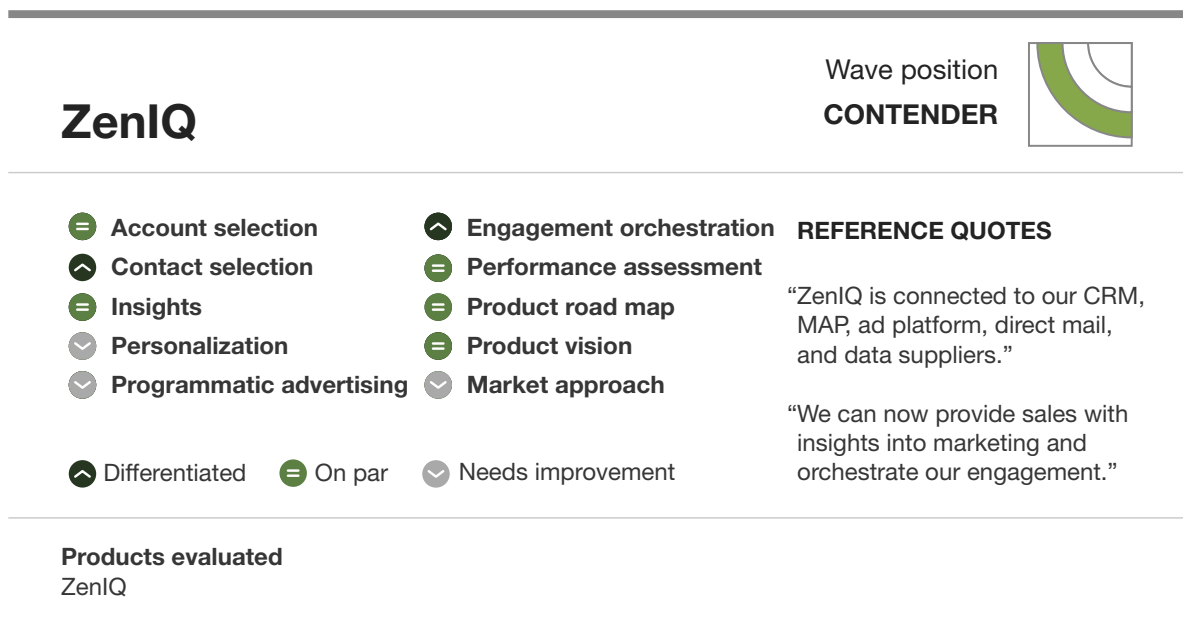
Our evaluation found that (see Figure 10):

- › **ZenIQ leads with insight-driven orchestration and assessment capabilities.** ZenIQ has a strong orientation to buying centers, with features for recommending ideal buying center size, identifying contact gaps, and tracking engagement across teams. 6sense’s acquisition of ZenIQ promises to expand engagement capabilities for the combined companies.⁶
- › **ZenIQ needs to offer more off-the-shelf assessment capabilities.** To beef up its current componentized DIY approach to assessment, ZenIQ should add more prepackaged solutions that meet the needs of marketers who prefer this approach.
- › **ZenIQ is best for companies with a strong martech stack.** The value users receive from an ABM platform focused on orchestration will depend in large part on their existing capabilities in engagement channels. These include email, direct mail, advertising, website personalization, as well as the depth and quality of their existing customer data.

ZenIQ Customer Reference Summary

Customers praise ZenIQ’s insights and analytics for account and contact selection and cite its numerous integrations as a factor in the value that the solution provides.

FIGURE 10 ZenIQ QuickCard



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Triblio: Forrester’s Take

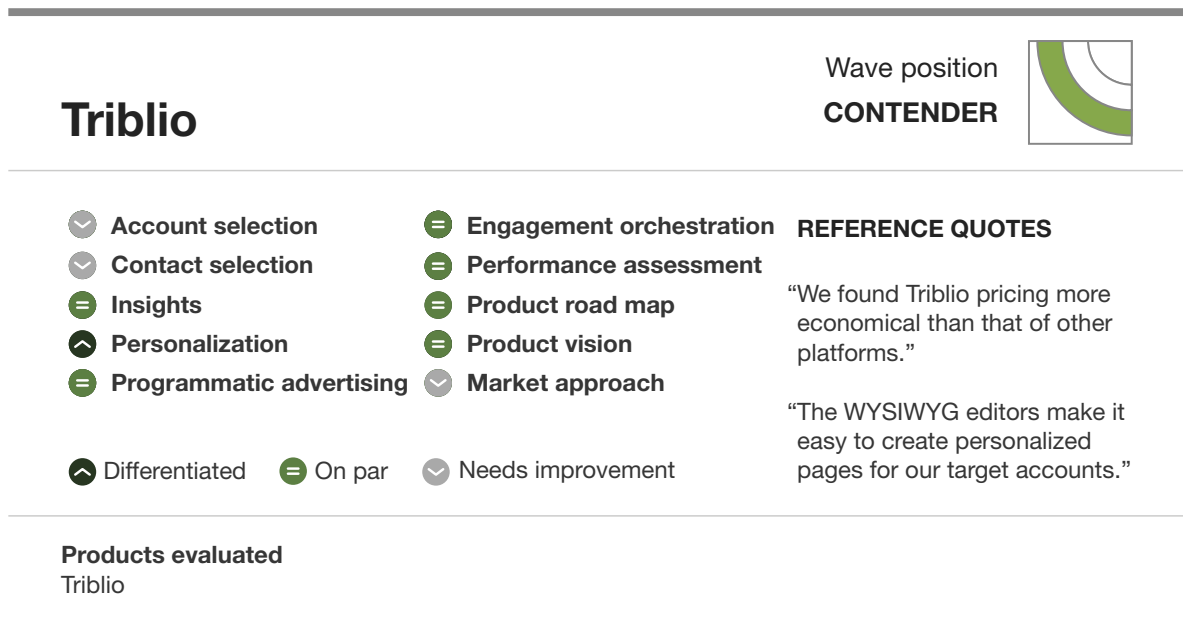
Our evaluation found that (see Figure 11):

- › **Triblio offers strong insights, personalization, and advertising capabilities.** The company leverages AI for account and contact identification, ranking, insights, and engagement. Triblio recently introduced new functionality for identifying, targeting, and assessing buying centers.
- › **Triblio needs to strengthen its orchestration capabilities.** The company currently connects the dots to sales primarily with insights and alerts designed to fuel personalized engagement. But customers would also benefit from more robust workflow design and activation functionality encompassing both marketing and sales motions.
- › **Triblio is best for companies with long buying cycles and many digital touchpoints.** Deep personalization and advertising capabilities are key to effective engagement with modern B2B buyers who prefer to do their own research before engaging with a seller.⁷

Triblio Customer Reference Summary

Triblio’s customer references praised the company’s personalization capabilities and value relative to other ABM platforms.

FIGURE 11 Triblio QuickCard



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Terminus: Forrester’s Take

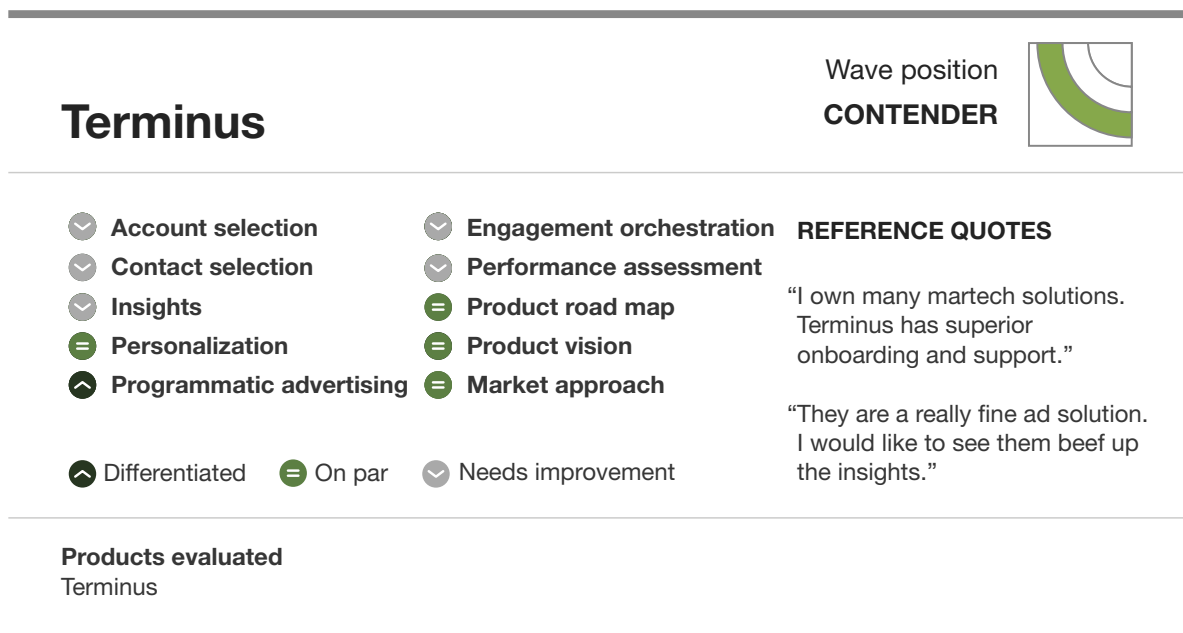
Our evaluation found that (see Figure 12):

- › **Terminus offers robust self-service advertising capabilities and consultative services.**
 Terminus has focused its ease-of-use and self-service functionality on initial ad setup and execution — defining goals, setting budgets, and selecting creative — and helps customers optimize their results with a dedicated team of ad operations specialists.
- › **Terminus needs to strengthen its insights and assessment capabilities.** Terminus plans to help customers more clearly connect their ad spend to revenue contribution and deliver deeper insights on target accounts and contacts. It plans to do so through new features on its road map, which the acquisition of performance management vendor BrightFunnel will enable.⁸
- › **Terminus is best for marketers focused on advertising and need help getting started.**
 Programmatic advertising has an important role in ABM, but many B2B marketers are still unfamiliar with what it is and how it works.⁹

Terminus Customer Reference Summary

Customers praised Terminus’ commitment to their success but also noted a lack of depth outside its current advertising capabilities.

FIGURE 12 Terminus QuickCard



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Madison Logic: Forrester's Take

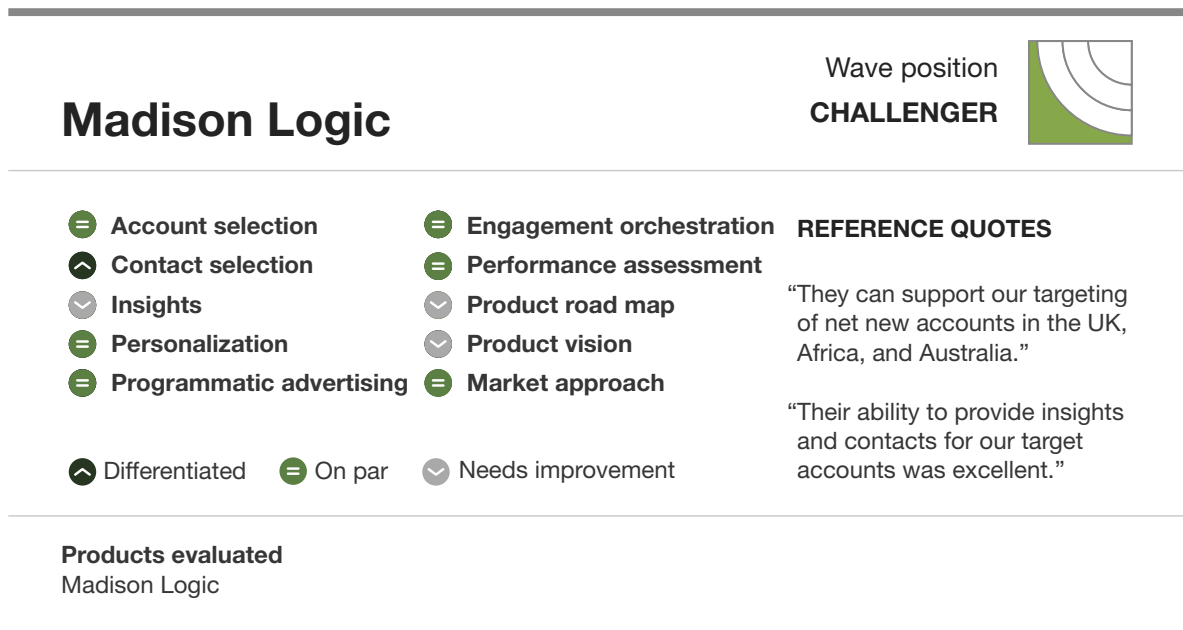
Our evaluation found that (see Figure 13):

- › **Madison Logic offers deep insights for marketing and sales engagement.** The company's strengths in AI, data management, and digital advertising enable personalized engagement across the buying cycle.
- › **Madison Logic needs to combine contact insights and boost assessment capabilities.** The company's road map includes an increased focus on buying centers — for both targeting and assessment — and support for multitouch attribution models.
- › **Madison Logic is best for marketers with an outbound engagement and global focus.** The company also offers complementary content syndication services.

Madison Logic Customer Reference Summary

Customers praised Madison Logic's global coverage and managed service offerings for enterprise clients.

FIGURE 13 Madison Logic QuickCard



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RollWorks: Forrester’s Take

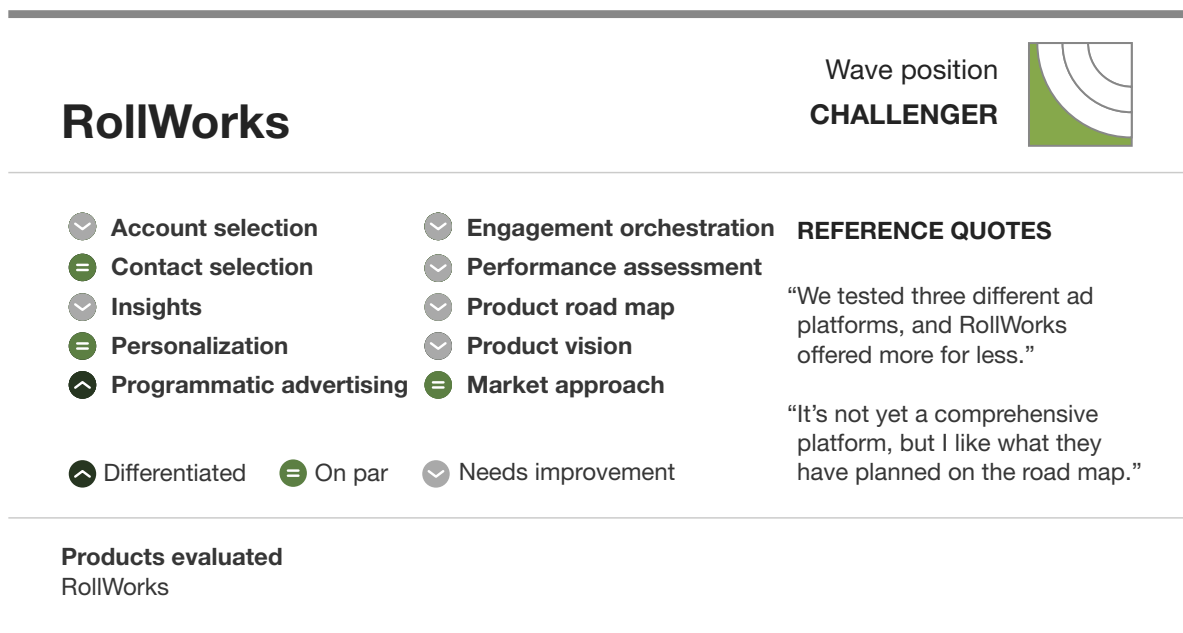
Our evaluation found that (see Figure 14):

- › **RollWorks offers advanced advertising capabilities.** As a new B2B-focused offering from the parent company of digital display advertising leader AdRoll, RollWorks benefits from a lineage of highly optimized native functionality. This includes dynamic creative, real-time bidding for individual contacts and personas, and AI-driven budget optimization.
- › **RollWorks needs to expand engagement options and add orchestration capabilities.** The company’s product plans include engagement and orchestration functionality for additional channels such as websites, email, direct mail, and phone.
- › **RollWorks is best for ad-savvy marketers who know their target accounts.** RollWorks’ comprehensive database of contact profiles and engagement data can provide powerful insights for targeting and personalization when matched to the user’s first-party data.

RollWorks Customer Reference Summary

Customers not only praised RollWorks’ performance and value, compared with ad offerings of competitors and the ease of mind that accrued from prior success with AdRoll, but also noted RollWorks’ relatively narrow focus.

FIGURE 14 RollWorks QuickCard



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6sense: Forrester’s Take

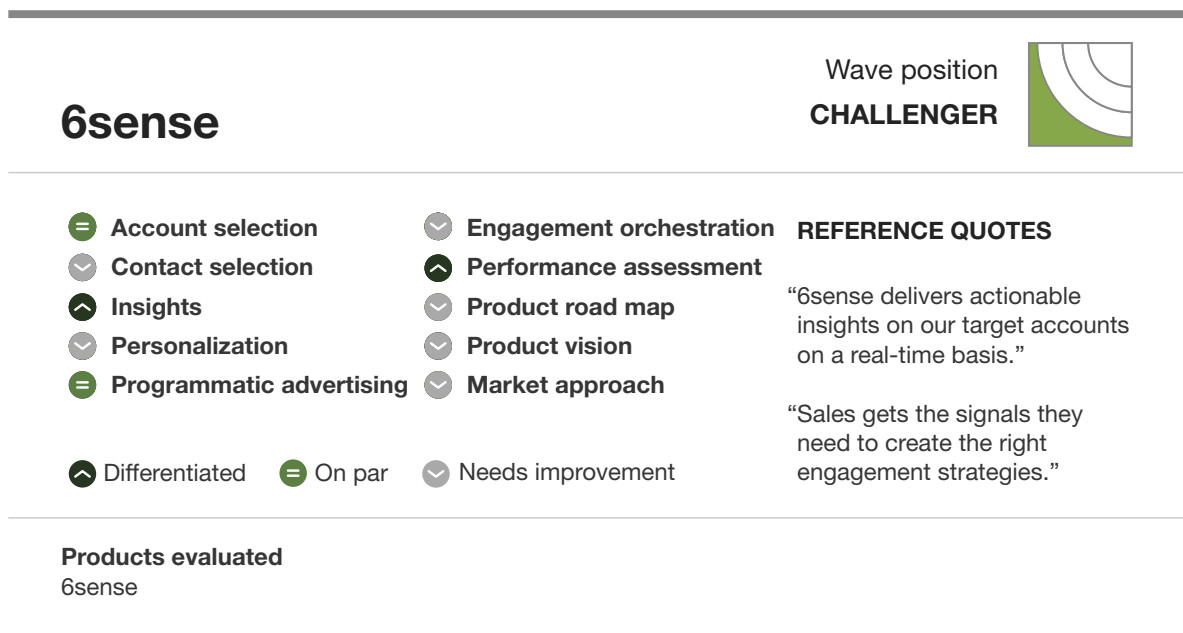
Our evaluation found that (see Figure 15):

- › **6sense offers AI-powered insights and engagement for accounts and contacts.** Building on its unique strengths in time-bound predictive analytics, 6sense has expanded beyond its core use cases of account and contact discovery, selection, and ranking with solid capabilities for engagement through programmatic advertising.
- › **6sense needs to strengthen its advertising and add orchestration.** Adding real-time bidding and dynamic creative would increase the efficiency and personalization of the company’s ad offering. 6sense’s recent merger with ZenIQ promises to bring robust orchestration capabilities to the combined company.¹⁰
- › **6sense is best for marketers with a strong tech stack.** The value that an insights-focused ABM platform can deliver depends in large part on the user’s existing capabilities in complementary engagement channels such as email, direct mail, and personalization.

6sense Customer Reference Summary

Customers praised the quality of the account-level insights 6sense provides. They also wanted to see more detail on contact-level insights to improve their actionability.

FIGURE 15 6sense QuickCard



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Radius: Forrester’s Take

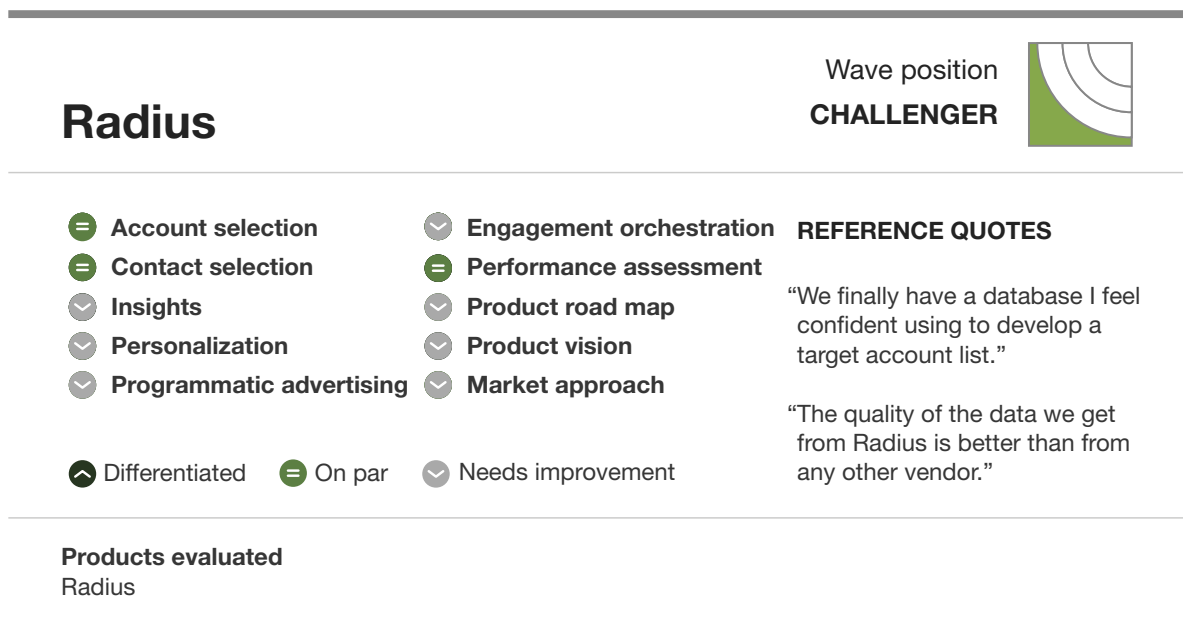
Our evaluation found that (see Figure 16):

- › **Radius offers AI-powered insights and engagement for accounts and contacts.** Building on its strengths in data management and predictive analytics, Radius has expanded beyond its core use case of account and contact discovery, selection, and ranking to add solid capabilities for engagement through programmatic advertising.
- › **Radius needs to expand its insights capabilities.** Support for buying centers is becoming a requirement in ABM, and marketers selling to large organizations need insights into corporate hierarchies and parent/child business relationships.
- › **Radius is best for marketers with a strong tech stack targeting accounts in the US.** The value that an insights-focused ABM platform can deliver depends in large part on the user’s existing capabilities in complementary engagement channels such as email, direct mail, and personalization. Radius offers data on US companies exclusively.

Radius Customer Reference Summary

Customers praised the quality of the data and insights they get from Radius but noted they were not yet using the solution for advertising or assessment.

FIGURE 16 Radius QuickCard



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True Influence: Forrester’s Take

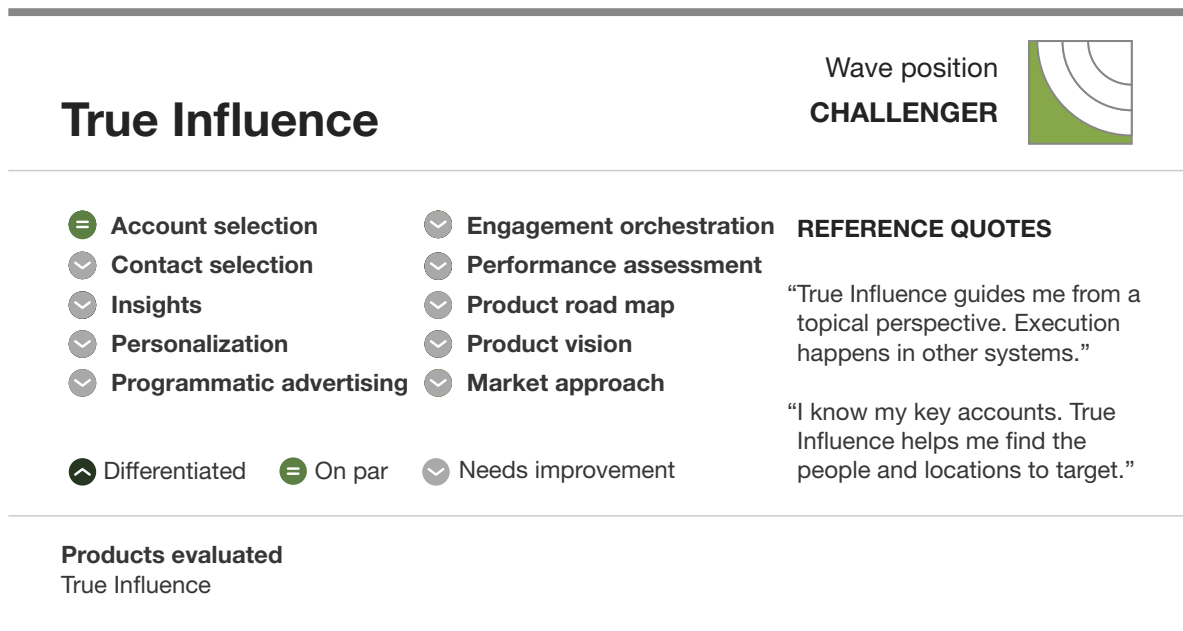
Our evaluation found that (see Figure 17):

- › **True Influence’s insights aid engagement, orchestration, and assessment.** The company aggregates a wide range of data sources and types and applies multiple analytic techniques — including regression, frequency, sparsity, and recency — to deliver fine-grained relevance and intent signals for accounts and contacts.
- › **True Influence needs to reveal more of the reasoning behind its rankings.** Increasing transparency would help data-driven marketers who need to know the why behind a recommendation or insight and how it was derived.
- › **True Influence is best for tech companies with a strong marketing team and tech stack.** The value that an insights-focused ABM platform can deliver depends in large part on the user’s existing capabilities in engagement through email, direct mail, advertising, social, and personalization.

True Influence Customer Reference Summary

Customer feedback showed that True Influence delivers value for large enterprises and midmarket organizations. They also noted a need for contact titles to reflect current roles.

FIGURE 17 True Influence QuickCard



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The 14 Providers That Matter Most And How They Stack Up

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Supplemental Material

The Forrester Evaluation Methodology

We conducted primary research to develop a list of vendors that met our criteria for the evaluation and definition of this emerging market. We evaluated vendors against 10 criteria, seven of which we based on product functionality, product vision, product road map, and product revenue. We invited the top emerging vendors in this space to participate in an RFP-style demonstration and interviewed customer references. We then ranked the vendors along each of the criteria. We used a summation of the strategy scores to determine placement on the x-axis, a summation of the current offering scores to determine placement on the y-axis, and the market presence score to determine bubble size. We designated the top-scoring vendors as Leaders.

Forrester advises clients to get updated views of all companies as they consider their market options. Also, during the production of this report:

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- › Two companies in this report (6sense and ZenIQ) agreed to merge operations in an acquisition. Because they announced this acquisition after our research kickoff, we treated the companies as separate entities in this evaluation.
- › Another company included in this report (Radius) announced that it had acquired a company (Leadspace). Because it announced this acquisition after our research kickoff, we treated the companies as separate entities in this evaluation.
- › Another company we evaluated (Terminus) announced that it had acquired a company (BrightFunnel) prior to our research kickoff. Because the two products were not combined into a single platform by the deadline for this report, we only evaluated Terminus against the current offering criteria.

Endnotes

¹ Source: Forrester's Q1 2018 Global B2B Marketing Benchmark Panel Online Survey.

² In a recent survey of B2B marketing practitioners, 43% said ABM delivers the highest ROI of all B2B marketing approaches; 58% said they are seeing significant per-account revenue increases; and 72% said they are seeing significant increases in cross-sell, upsell, and enrichment. Source: Forrester's Q1 2018 Global B2B Marketing Benchmark Panel Online Survey.

³ 6sense announced its acquisition of ZenIQ on April 11, 2018, and Radius announced its acquisition of Leadspace on April 30, 2018, after we concluded the vendor briefings/demos for this report. As a result, we scored the 6sense and ZenIQ solutions separately, and we scored the Radius solution alone because that's what Radius presented during the company's demo. B2B marketers considering the vendors in this report should revisit the current state of the company's offerings and plans. Source: "6sense Acquires ZenIQ," PR Newswire, April 11, 2018 (<https://www.prnewswire.com/news-releases/6sense-acquires-zeniq-300627855.html>) and "Radius & Leadspace Join Forces," Radius (<https://radius.com/leadspace/>).

⁴ Evidence of this complementary relationship is found in the numerous partnerships between prominent marketing automation platform (marketing cloud) vendors and ABM platform vendors, including Adobe, Demandbase, Engagio, Marketo, Oracle, Salesforce, and Terminus.

⁵ Almost all 27 customer references of the ABM platform vendors we interviewed for this report said their martech stacks included a marketing automation platform.

⁶ 6sense announced its acquisition of ZenIQ on April 11, 2018, after we concluded the briefings/demos for this report. As a result, we scored the two companies' solutions separately. B2B marketers considering ZenIQ should revisit the current state of the combined company's offerings and plans.

⁷ See the Forrester report "[How Self-Service Research Changes B2B Marketing.](#)"

⁸ Terminus announced its acquisition of BrightFunnel in January 2018. At the time of the briefing/demo for this report, the Terminus and BrightFunnel solutions were separate products. As a result, we did not include BrightFunnel's functionality in the scoring of Terminus' current offering. But we included BrightFunnel's functionality in our scoring of Terminus' product road map, product vision, and market approach. B2B marketers considering Terminus should revisit the current state of the company's offerings and plans. Source: "Account-Based Marketing Leader Terminus Acquires BrightFunnel," Business Wire, January 3, 2018 (<https://www.businesswire.com/news/home/20180103005279/en/Account-Based-Marketing-Leader-Terminus-Acquires-BrightFunnel>).

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⁹ See the Forrester report “[Making Programmatic Advertising Work For B2B Businesses.](#)”

¹⁰ 6sense announced its acquisition of ZenIQ on April 11, 2018, after we concluded the briefings/demos for this report. As a result, we scored the two companies’ solutions separately. B2B marketers considering 6sense should revisit the current state of the combined company’s offerings and plans.

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