

The Forrester Wave™: Marketing Resource Management, Q1 2020

The 12 Providers That Matter Most And How They Stack Up

by Stephanie Liu and Rusty Warner

March 5, 2020

Why Read This Report

In our 32-criterion evaluation of marketing resource management (MRM) providers, we identified the 12 most significant ones — Allocadia; Aprimo; BrandMaker; Contentserv; HCL Technologies; inMotionNow; NewsCred; Percolate, a Seismic Company; SAP; SAS; Wedia; and Workfront — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2C marketers select the right one for their needs.

Key Takeaways

Aprimo And BrandMaker Lead The Pack

Forrester's research uncovered a market in which Aprimo and BrandMaker are Leaders; Allocadia, Wedia, NewsCred, and SAS are Strong Performers; Workfront, Percolate, SAP, and Contentserv are Contenders; and inMotionNow and HCL Technologies are Challengers.

Breadth Of Use Cases, Integrations, And Usability Are Key Differentiators

As legacy on-premises MRM technology becomes outdated and less effective, newer cloud-based solutions that deliver a user-friendly interface to support an array of operational marketing use cases will lead the pack. Vendors that integrate strong financial planning and performance measurement capabilities with project management and content development tools position themselves to help their customers elevate the effectiveness of marketing.

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Related Research Documents

- [The Forrester Wave™: Marketing Resource Management, Q3 2018](#)
- [Now Tech: Marketing Resource Management, Q4 2019](#)
- [Rethink Your Approach To MRM](#)



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MRM Solutions Orient Toward Outcomes Rather Than Tasks

MRM is an expansive category — it spans the behind-the-scenes tools that help marketers plan, coordinate, and track activities. But B2C marketers use MRM tools with specific end goals in mind: Of the 25 customer references we asked, only two call their solution MRM. The rest use purpose-fit names, like project management system, campaign development tool, or marketing studio.

To address both the breadth of the MRM landscape and the depth of marketers' needs, this evaluation includes a broader set of vendors than the 2018 Forrester Wave™.¹ The evaluation's default weightings favor the two most common use cases mentioned in client inquiries — money management (e.g., budget planning and spend tracking) and content management (e.g., ideation and production).² But your needs may significantly differ, so we strongly recommend that clients download the interactive Excel spreadsheet, adjust the weightings to align with your use cases, and build a custom short list for your specific requirements. MRM customers should look for providers that:

- › **Deliver expertise aligned to their use cases.** Because of MRM's broad definition, the market includes a diverse set of companies and solutions. To narrow the field, marketers must define a goal for the solution. Do they want to produce content more quickly, find a marketer-friendly financial management tool, ensure brand consistency and compliance across markets, and/or enable cross-team collaboration? Homing in on specific needs will also help determine if tangential tools, such as digital asset management (DAM), content marketing platforms, and collaborative work management, are appropriate to consider in conjunction with MRM.
- › **Integrate with the tools in their marketing technology (martech) stacks.** Marketers must vet vendors' expertise in integrating with key tools in their martech stacks. MRM is akin to a central nervous system for marketing operations; while it supports planning and coordinating, it must connect with endpoint execution tools to activate plans. Most vendors provide integrations via homegrown connectors, bespoke solutions, or third-party partners.³ Regardless of the approach, marketers should choose a vendor that can connect to key data or execution points, such as enterprise resource planning (ERP) systems, marketing automation tools, and/or office productivity suites (e.g., Microsoft Office).
- › **Support broader marketing performance management initiatives.** MRM is uniquely positioned to feed marketing performance management because it connects planning to execution across channels. Most MRM tools connect on some level with ERP systems to pull in budget and spend data, and some can also ingest campaign performance data to calculate return on investment (ROI).⁴ For marketers looking to optimize their marketing performance, consider the strength of the vendor's marketing performance management capabilities and flexibility of reporting, including whether the vendor can connect with business insights (BI) tools for sophisticated data visualization.

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Evaluation Summary

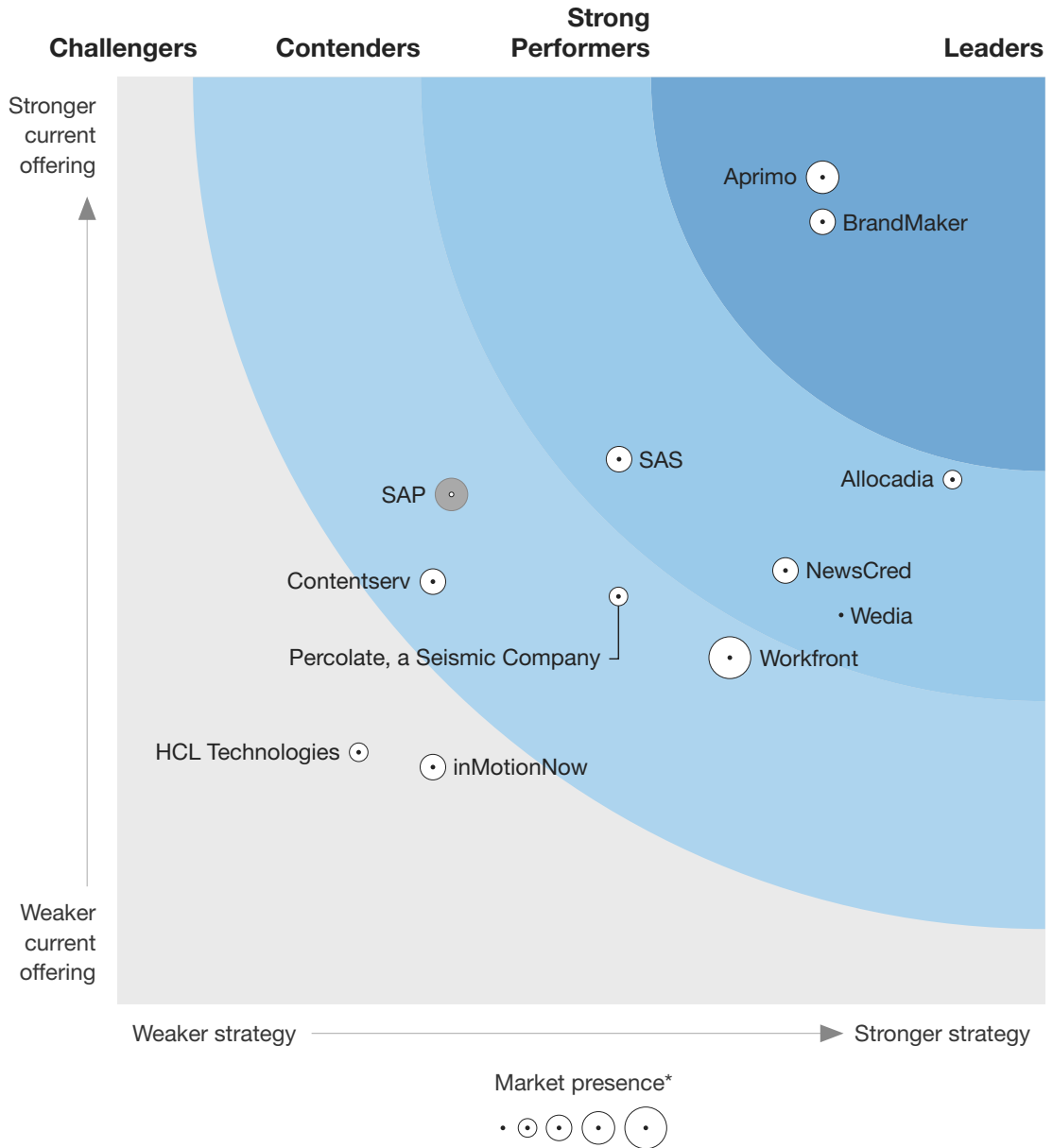
The Forrester Wave evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in our reports on [marketing resource management](#).

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

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FIGURE 1 Forrester Wave™: Marketing Resource Management, Q1 2020

THE FORRESTER WAVE™
 Marketing Resource Management
 Q1 2020



*A gray bubble indicates a nonparticipating vendor.

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FIGURE 2 Forrester Wave™: Marketing Resource Management Scorecard, Q1 2020

	Forrester's weighting	Allocadia	Aprimo	BrandMaker	Contentserv	HCL Technologies	inMotionNow
Current offering	50%	2.83	4.46	4.22	2.28	1.36	1.28
Money management	25%	4.80	4.40	3.70	1.25	1.50	0.35
People management	10%	2.30	4.80	4.50	1.20	1.50	1.85
Content management	25%	0.36	4.56	4.10	3.30	1.39	2.66
Brand management	15%	0.40	4.60	3.80	2.50	1.60	0.30
Marketing performance management	15%	5.00	5.00	5.00	1.00	1.00	0.00
User experience	10%	5.00	3.00	5.00	5.00	1.00	3.00
Strategy	50%	4.50	3.80	3.80	1.70	1.30	1.70
Product vision	25%	5.00	3.00	5.00	1.00	1.00	1.00
Innovation roadmap	25%	3.00	5.00	3.00	1.00	1.00	1.00
Performance	15%	5.00	5.00	5.00	1.00	1.00	3.00
Supporting services	15%	5.00	3.00	3.00	3.00	3.00	1.00
Partner ecosystem	10%	5.00	3.00	3.00	3.00	1.00	1.00
Commercial model	10%	5.00	3.00	3.00	3.00	1.00	5.00
Market presence	0%	1.40	3.20	2.40	2.40	2.00	2.20
Revenue	60%	1.00	4.00	2.00	2.00	2.00	1.00
Number of customers	40%	2.00	2.00	3.00	3.00	2.00	4.00

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

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FIGURE 2 Forrester Wave™: Marketing Resource Management Scorecard, Q1 2020 (Cont.)

	Forrester's weighting	NewsCred	Percolate, a Seismic Company	SAP*	SAS	Wedda	Workfront
Current offering	50%	2.34	2.20	2.75	2.94	2.10	1.87
Money management	25%	1.70	2.05	4.10	4.10	0.25	1.70
People management	10%	2.70	3.00	2.30	3.00	2.00	3.80
Content management	25%	2.31	2.19	2.02	2.56	3.74	2.39
Brand management	15%	2.80	2.60	1.60	2.80	3.00	1.10
Marketing performance management	15%	1.00	1.00	3.00	3.00	1.00	0.00
User experience	10%	5.00	3.00	3.00	1.00	3.00	3.00
Strategy	50%	3.60	2.70	1.80	2.70	3.90	3.30
Product vision	25%	3.00	3.00	3.00	3.00	5.00	3.00
Innovation roadmap	25%	3.00	3.00	1.00	3.00	5.00	1.00
Performance	15%	5.00	1.00	1.00	1.00	1.00	5.00
Supporting services	15%	5.00	3.00	3.00	3.00	3.00	5.00
Partner ecosystem	10%	3.00	3.00	1.00	3.00	3.00	5.00
Commercial model	10%	3.00	3.00	1.00	3.00	5.00	3.00
Market presence	0%	2.60	1.60	3.40	2.60	1.00	5.00
Revenue	60%	3.00	2.00	3.00	3.00	1.00	5.00
Number of customers	40%	2.00	1.00	4.00	2.00	1.00	5.00

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

*Indicates a nonparticipating vendor

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Vendor Offerings

Forrester included 12 vendors in this assessment: Allocadia, Aprimo, BrandMaker, Contentserv, HCL Technologies, inMotionNow, NewsCred, Percolate, SAP, SAS, Wedia, and Workfront (see Figure 3).

FIGURE 3 Evaluated Vendors And Product Information

Vendor	Product evaluated	Product version evaluated	Version release date
Allocadia	Allocadia	N/A	November 2019
Aprimo	Aprimo Productivity Management, Aprimo Digital Asset Management, Aprimo Plan & Spend, Aprimo Distributed Marketing	N/A	November 2019
BrandMaker	BrandMaker MRM	6.5	October 2019
Contentserv	Contentserv	19.2	December 2019
HCL Technologies	Unica Plan	11.1	March 2019
inMotionNow	inMotion ignite	N/A	November 2019
NewsCred	NewsCred (CMP), Integrated Marketing Edition	N/A	November 2019
Percolate, a Seismic Company	Percolate, Percolate Developer Platform, Percolate Relay, Percolate Proof, Percolate Insights, Seismic for Percolate, Allocadia for Percolate	N/A	November 2019
SAP	SAP Marketing Cloud	1911	November 2019
SAS	SAS 360 Plan	19.12	November 2019
Wedia	Wedia	11.22	November 2019
Workfront	Workfront	19.4	November 2019

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Vendor Profiles

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

Leaders

- › **Aprimo offers a well-rounded suite with the most sophisticated DAM in this study.** Aprimo, headquartered in Chicago, has flourished since it was sold to a private equity company in 2016 and subsequently relaunched as a brand.⁵ The company has retooled its products to software-as-a-service (SaaS) and bolstered its content capabilities via its acquisition of ADAM Software in 2017.⁶ Aprimo has a full, modularized MRM suite and positions itself as a command center for CX. With capabilities that span content, product information management (PIM), performance management, DAM, and more, it bills itself as the glue that connects planning to content to experiences.

Aprimo's suite is a well-balanced solution. It provides an extensive list of integrations across each of the four MRM workflows, with additional integrations on its roadmap. While the platform is less user friendly than others in this evaluation, customer references lauded Aprimo's implementation services' receptiveness to feedback specifically. One says the product development team is "very good at communicating what they're working on, what their priorities are, and what they have in their queue." The practical AI and automation items on its roadmap reflect a measured approach to product development. Aprimo is a good fit for marketers who have multiple MRM use cases, and its strong brand management capabilities lend themselves well to the needs of companies in regulated industries.

- › **BrandMaker delivers a suite for marketers' needs today, with an eye on being agile.** Karlsruhe, Germany-based BrandMaker offers a full, modularized suite of MRM capabilities. The company has primarily built its suite organically — it has only made one acquisition since its founding in 2008.⁷ BrandMaker has a significant number of large automotive, retail, and financial services customers who use the solution to drive brand consistency across global headquarters, regional teams, and local dealers or retail locations. While a majority (65%) of its customers are headquartered in Europe, all customer references we spoke with are using BrandMaker in multiple geographies.

BrandMaker takes a very pragmatic approach to MRM. It understands marketers' realities of ad hoc, Excel-based marketing management and has built an intuitive, flexible platform in response in order to encourage and support more Agile methodologies. With help from third-party integration platforms, BrandMaker connects with thousands of tools to fit itself neatly into the way marketers work today. One customer reference attributed a smooth implementation to the strength of the platform, saying, "The underlying technology and workflows are logical, and the UI is strong. BrandMaker was strong enough and agile enough to work with us as an individual customer." Marketers seeking an MRM suite with extensive global support should consider BrandMaker.

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Strong Performers

- › **Allocadia provides best-in-class money management capabilities.** A newcomer to the Forrester Wave, Allocadia is a small but rapidly growing company. Headquartered in Vancouver, Canada, Allocadia was founded specifically to help marketers run marketing like a business — from budget planning to ROI and spend optimization. While about three-quarters of its customer base is B2B companies, Allocadia has a growing roster of B2C and B2B2C customers and experience working with large enterprises. It provided three well-known B2C companies as customer references for this evaluation.

Allocadia excels in its money management capabilities, delivered in a marketer-friendly platform. One customer reference says Allocadia benefits upper management, marketing managers, and finance managers alike: “Leveraging the tool makes their lives easier, whether it’s reporting, cutting purchase orders, or reconciliation at the end of the month.” With a mission of bringing confidence to every marketer, Allocadia offers robust marketing performance management. It also has some calendaring and project management capabilities but primarily relies on partnerships to meet use cases beyond money management. Many of the vendors in this evaluation offer integrations with Allocadia, making Allocadia a strong fit for marketers seeking a budget planning and management tool and who prefer a best-in-class point solution over an MRM suite.

- › **Wedia delivers advanced content support with a significant focus on automation.** Wedia, headquartered in Paris, offers a solution for content management needs. Founded in 2001, the company has a relatively small geographic footprint, with 90% of its customers in the Europe and Middle East region. B2C enterprise companies are well represented in its customer base, of which retail is its largest industry. A content company through and through, Wedia’s goal is to help clients improve their content marketing and accelerate their content production processes.

Wedia describes its mission as “helping clients improve their content marketing and speed up their business.” With an advanced DAM and some of the most sophisticated automation capabilities in this evaluation, it’s well equipped to deliver. Its content intelligence capabilities are extensive and applicable to numerous content types, including video. And Wedia is continuing to invest in content intelligence to support dynamic content assembly and personalizing content in real time. It also excels in supporting distributed marketing use cases, with automated analyses that flag when content isn’t brand compliant. But its MRM support beyond content and brand management is limited. Companies with large European presences and sophisticated content assembly and distribution needs should consider Wedia.

- › **NewsCred supports editorial content needs with ambitions of being a full MRM suite.** A content marketing platform by trade, New York City-based NewsCred offers strong support for editorial content production.⁸ With 200 employees and a global footprint, NewsCred says its sweet spot is enterprises that have geographic or structural complexity. Its vision is to transform how

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marketers work in order to drive better, integrated brand and content experiences. It's adjusted its product accordingly, expanding its content support to include brand governance capabilities and project operations associated with content production.

NewsCred is hindered by its heavy focus on editorial content. While it has advanced support for editorial content, such as readability and keyword analyses, capabilities for visual content are more limited. For example, NewsCred's content intelligence capabilities don't include visual analyses. That said, the platform is growing quickly. The money management capabilities are only about a year old, and the roadmap focuses on enhancing features across all four MRM workflows with a list of planned integrations that span ERP, productivity, marketing automation, and BI tools. NewsCred today is a good fit for marketers whose content needs are heavy on the editorial side and lighter on the visual asset side. In the long term, NewsCred is one to watch as it builds out its MRM suite.

› **SAS has a new and improved MRM tool but is still working through growing pains.**

Headquartered in Cary, North Carolina, SAS has a healthy global presence. Its MRM solution, SAS 360 Plan, launched in July 2018. It is part of SAS's Customer Intelligence 360 suite, which spans customer intelligence, journey orchestration, and more.⁹ SAS 360 Plan represents a clean break from the company's legacy on-premises MRM solution and offers a revamped, SaaS-based interface. The company has made a concerted effort to transition existing customers to the new solution.

SAS wants to focus its 360 Plan tool on execution — and with a strong campaign management tool in its Customer Intelligence 360 portfolio, it's a reasonable vision.¹⁰ Its strengths today lie in planning and budgeting, and it offers the most diverse set of integrations with campaign management and marketing execution tools in this evaluation. It has a unique commercial flexibility that lets customers buy a larger usage license for a set period of time, for example to support a global launch. Customer references noted a learning curve with the new product, explaining that workflows aren't as intuitive as they'd hoped. SAS's new product is one to watch as it matures, particularly for B2C enterprises and companies already using other products in the Customer Intelligence 360 suite.

Contenders

- › **Workfront offers a project management workhorse.** Workfront, based in Lehi, Utah, makes regular appearances in Forrester's collaborative work management evaluations.¹¹ It is by far the largest MRM vendor in this evaluation: Its MRM revenue is ten times larger than others in this study, and it's the only vendor whose customer count is in the thousands. Its massive customer base reflects the expansiveness of Workfront's userbase — from IT teams managing product development projects to marketing agencies and marketers themselves.

Workfront's bread and butter is in its project management functionality, which is a healthy blend of robust and flexible. The platform can easily support both waterfall workflows with designated hierarchies and more Agile environments. User access controls are granular to fit a variety of use cases spanning both internal and external partners. Workfront struggles with its reporting

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capabilities, which are too light to meet the needs of data-driven marketers. And as Workfront finalizes its new user interface, references worry that the new interface may have come at the cost of other product updates. Two customers wondered if functionality improvements fell by the wayside because Workfront prioritized the new interface. Companies (of all sizes) looking for a people management tool should consider Workfront.

- › **Percolate, a Seismic Company, offers robust, albeit rigid, project management.** Percolate is a content marketing platform that added people and brand management capabilities to support an array of MRM use cases.¹² Founded in 2011, Percolate is the youngest company in this evaluation. Based out of New York City, it's since added three offices in Denver, San Francisco, and London. It works with companies around the globe, with financial services, manufacturing, and retail making up a majority of its customer base.¹³ Its customer base slightly skews toward B2B enterprises and it focuses on large organizations with distributed marketing teams. Percolate was acquired by Seismic, a B2B sales enablement platform, in November 2019.¹⁴

Percolate has one of the most flexible calendars in this evaluation, offering a variety of visualizations and filtering options to meet different users' needs. However, it struggles with supporting modern marketing collaboration. All three customer references said Percolate hinders their ability to be agile, for example, by favoring rigid project workflows over flexible timelines and milestones or via its limited asset sharing abilities. They also noted concerns with Percolate's product quality, saying updates have more bugs than expected. Marketers looking to supplement Seismic's sales enablement platform with Percolate's project management capabilities should consider Percolate. It may be of particular interest to B2B marketers, as its acquisition by Seismic will likely push it further into the B2B realm.

- › **SAP offers full MRM functionality hooked into the SAP ecosystem.** Backoffice behemoth SAP, headquartered in Germany, offers a full MRM suite that benefits from extensibility into other SAP products. It takes advantage of the SAP ecosystem to augment its offering to meet most MRM use cases. For example, it can connect with SAP Jam to support collaboration or SAP Analytics Cloud for advanced reporting needs. SAP has the most even geographic spread in this evaluation; no single region represents more than half of its overall MRM revenue.

SAP's strong suit is in money management. By connecting with its ERP system and with SAP Analytics Cloud, SAP offers sophisticated budget and marketing performance management capabilities. Reports are highly customizable, filterable, and interactive, and its continued focus on marketing ROI is admirable. Its interface is notably more user friendly than other legacy solutions in this evaluation. SAP doesn't sell its MRM solution as a standalone product — marketers must buy SAP Marketing Cloud, plus any necessary add-ons. Marketers whose companies have already purchased multiple SAP products should evaluate how SAP can support their MRM use cases. SAP declined to participate in the full Forrester Wave evaluation process.

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- › **Contentserv layers MRM capabilities on top of a leading PIM platform.** Contentserv, based in Switzerland, is a leading PIM solution that has built an integrated marketing management product.¹⁵ A self-proclaimed product experience platform, Contentserv marries PIM and DAM capabilities to support a customer base that is predominantly retail and manufacturing customers. It has a vision of creating a feedback loop whereby customer feedback and transaction data provide insight into what content is and isn't working, which then initiates adjustments in product descriptions and listings.

Contentserv's customer references — all of whom use Contentserv in multiple countries — universally praised Contentserv for its usability. One reference said he could onboard a new team via a one-hour teleconference alone. Unfortunately, Contentserv's integrations are less impressive. While references appreciate Contentserv's content delivery network (CDN) connection, they cited the need for integrations with eCommerce platforms and translation technologies. Retail and manufacturing brands looking to connect PIM and DAM capabilities for streamlined product content management should evaluate Contentserv.

Challengers

- › **inMotionNow fills a creative intake and production niche for in-house creative teams.** inMotionNow makes its first appearance in this evaluation. Based in Morrisville, North Carolina, inMotionNow was founded in 1999 as PROOF-it-ONLINE, a web-based proofing and approval platform. Since then, the company has widened its aperture to include broader project management capabilities. It launched the inMotion ignite platform in 2018, introducing a modern interface and additional capabilities. inMotionNow has a lean team of 90 employees, and it serves just under 600 customers.

inMotionNow's legacy in creative production and proofing shines. It offers a sleek interface for inbound creative requests, one of the most thorough integrations with Adobe Creative Cloud in this evaluation, and a price point that multiple references called reasonable. inMotionNow delivers a solid solution for creative teams looking for a project request and management system, but beyond that specific use case, its MRM functionality is very limited. And with a customer base that is only 23% enterprises, inMotionNow offers few integrations with enterprise-grade technologies. Midsize, US-based marketers and creative teams who produce a large volume of content and/or have an in-house creative agency should consider inMotionNow for their content request and project tracking needs.

- › **HCL Technologies seeks to breathe new life into an old MRM stalwart: Unica.** HCL Technologies, one of the largest public companies in India, entered the MRM market when it bought Unica from IBM at the end of 2018.¹⁶ Unica's on-premises solution regularly appears in the martech stacks of regulated industries, financial services in particular. With a product roadmap that spans the entire Unica suite, HCL has its work cut out to bring Unica's features, functionality, and interface into the twenty-first century.

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Unica struggles with two MRM necessities: 1) usability that encourages user adoption, and 2) integration that connects strategy and operations to execution. That said, HCL has a clear and ambitious roadmap, including a cloud-native offering and a more visual interface launching later this year, coupled with much-needed functional upgrades. Customer references were optimistic on the acquisition; one noted a marked improvement in customer support. Existing customers should carefully evaluate not only the functionality of the upcoming version 12 release, but also HCL's roadmap. With plans to bundle Unica into a single offering, customers should consider how Unica aligns with their long-term martech strategies.

Evaluation Overview

We evaluated vendors against 32 criteria, which we grouped into three high-level categories:

- › **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include money management, people management, content management, brand management, marketing performance management, and user experience.
- › **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated product vision, innovation roadmap, performance, supporting products and services, partner ecosystem, and commercial model.
- › **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's revenue and number of customers.

Vendor Inclusion Criteria

Forrester included 12 vendors in the assessment: Allocadia, Aprimo, BrandMaker, Contentserv, HCL Technologies, inMotionNow, NewsCred, Percolate, SAP, SAS, Wedia, and Workfront. Each of these vendors has:

- › **MRM revenue of at least \$10 million.** We only included vendors with MRM revenue at or exceeding \$10 million.
- › **At least 100 enterprise customers using its MRM product(s).** We define an enterprise as a company with an annual revenue of \$1 billion or more.
- › **A sizable presence of B2C and B2B2C customers.** B2C and B2B2C companies represent at least 20% of the vendor's customer base.
- › **A product that is relevant to Forrester's B2C marketing client set.** Relevance includes whether the vendor is mentioned in client inquiries and/or if the vendor competes with other vendors in the MRM space.

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

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Supplemental Material

Online Resource

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

The Forrester Wave Methodology

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

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

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by December 13, 2019 and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

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

Integrity Policy

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

Endnotes

- ¹ See the Forrester report "[The Forrester Wave™: Marketing Resource Management, Q3 2018.](#)"
- ² For more on the different use cases for MRM, see the Forrester report "[Now Tech: Marketing Resource Management, Q4 2019.](#)"
- ³ Some vendors use integration-platform-as-a-service (iPaaS) providers. Marketers should assess the iPaaS providers' lists of integrations (typically available on their websites) to confirm if they include the martech tools that marketers use today.
- ⁴ For more on the tools marketers need for holistic marketing measurement, see the Forrester report "[Synergize Marketing Measurement Tools To Optimize Brand Strategy.](#)"
- ⁵ Source: "Marlin completes acquisition of Revenew and announces relaunch of Aprimo brand," Marlin Equity Partners press release, July 20, 2016 (<https://www.marlinequity.com/marlin-completes-acquisition-revenew-announces-relaunch-aprimo-brand/>).
- ⁶ Source: "Aprimo Acquires ADAM Software, Bringing Best in Class Digital Asset Management to Marketing Operations," Aprimo, March 16, 2017 (<https://resources.aprimo.com/press-releases/aprimo-acquires-adam-software>).
- ⁷ In 2014, BrandMaker acquired advertzoom, a planning and optimization tool. Source: "BrandMaker Acquires Advertzoom," Business Wire press release, November 6, 2014 (<https://www.businesswire.com/news/home/20141106005174/en/BrandMaker-Acquires-Advertzoom>).

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- ⁸ NewsCred was included in both the B2B and B2C content marketing platforms Forrester Wave evaluations last year. See the Forrester report "[The Forrester Wave™: Content Marketing Platforms For B2C Marketers, Q2 2019](#)" and see the Forrester report "[The Forrester Wave™: Content Marketing Platforms For B2B Marketers, Q2 2019](#)."
- ⁹ Source: "New SAS® Customer Intelligence offering accelerates, automates and streamlines marketing planning activities," SAS press release, July 11, 2018 (https://www.sas.com/en_th/news/press-releases/2018/july/ci-360-plan.html).
- ¹⁰ SAS was a leader in a Forrester Wave on cross-channel campaign management last year. See the Forrester report "[The Forrester Wave™: Cross-Channel Campaign Management \(EMSS Modules\), Q3 2019](#)."
- ¹¹ For example, see the Forrester report "[The Forrester Wave™: Collaborative Work Management Tools For The Enterprise, Q4 2018](#)."
- ¹² Percolate was included in both the B2B and B2C content marketing platforms Forrester Wave evaluations last year. See the Forrester report "[The Forrester Wave™: Content Marketing Platforms For B2C Marketers, Q2 2019](#)" and see the Forrester report "[The Forrester Wave™: Content Marketing Platforms For B2B Marketers, Q2 2019](#)."
- ¹³ Percolate was included in the 2017 Forrester evaluation of social media management solutions. See the Forrester report "[The Forrester Wave™: Social Media Management Solutions, Q2 2017](#)."
- ¹⁴ Source: Doug Winter, "Seismic and Percolate: Delivering Content with Purpose," Seismic, November 5, 2019 (<https://seismic.com/company/blog/seismic-and-percolate-delivering-content-with-purpose/>).
- ¹⁵ Contentserv was a leader in the most recent Forrester Wave on PIM solutions. See the Forrester report "[The Forrester Wave™: Product Information Management Solutions, Q2 2018](#)."
- ¹⁶ Source: "HCL Technologies to Acquire Select IBM Software Products for \$1.8B," HCL Technologies press release, December 7, 2018 (<https://www.hcltech.com/press-releases/products-and-platforms/hcl-technologies-acquire-select-ibm-software-products-18b>).

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