

# The Forrester Wave™: Cross-Channel Campaign Management, Q1 2018

The 12 Providers That Matter Most And How They Stack Up

by Rusty Warner  
February 13, 2018

## Why Read This Report

In our 33-criteria evaluation of cross-channel campaign management (CCCM) providers, we identified the 12 most significant ones — Adobe, Cheetah Digital, Emarsys, IBM, Oracle, Pegasystems, Pitney Bowes, RedPoint Global, Salesforce, SAP Hybris, SAS, and Selligent — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2C marketing professionals make the right choice.

## Key Takeaways

### Five Vendors Lead With Comprehensive CCCM Solutions

Forrester's research uncovered a market in which Adobe, IBM, Oracle, Salesforce, and SAS lead the pack. Cheetah Digital, Emarsys, Pegasystems, Pitney Bowes, and SAP Hybris offer competitive options. RedPoint Global and Selligent are alternatives for firms that prefer working with smaller players.

### B2C Marketing Pros Are Looking To Deliver Contextually Relevant Campaigns

The CCCM market is growing because more B2C marketing professionals see it as a way to address growing customer experience (CX) expectations. B2C marketers increasingly trust CCCM providers to act as strategic partners, advising them on top enterprise marketing technology (EMT) decisions.

### Customer Data Management And Campaign Orchestration Are Key Differentiators

B2C marketing pros leverage CCCM to gain a detailed understanding of individual customers in order to deliver contextually relevant experiences. Vendors that provide marketer-friendly access to requisite systems of insight and engagement position themselves to successfully meet evolving CCCM requirements.

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## The 12 Providers That Matter Most And How They Stack Up



by [Rusty Warner](#)  
with [Mary Pilecki](#), Robert Perdoni, and Christine Turley  
February 13, 2018

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### Related Research Documents

- [The Forrester Wave™: Enterprise Marketing Software Suites, Q1 2018](#)
- [The Forrester Wave™: Real-Time Interaction Management, Q2 2017](#)
- [Now Tech: Cross-Channel Campaign Management, Q1 2018](#)



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## CCCM Is Not Just About Campaigns

Don't let the name fool you: Even though firms primarily invest in CCCM to deliver marketing campaigns, the technology is evolving to address contextually relevant customer interactions. We acknowledged CCCM's eventual convergence with real-time interaction management (RTIM) in our last CCCM evaluation 18 months ago.<sup>1</sup> But in 2018, these two EMT markets overlap but remain discrete. Leading CCCM vendors excel at outbound digital marketing, with increasingly stronger capabilities for inbound digital channels (mobile app, social media, web, and advertising) and growing integrations with offline channels (contact centers, agent desktops, and networked devices like kiosks). Conversely, leading RTIM vendors excel at next-best-offer decision engines for offline channels, with increasingly stronger capabilities for inbound digital channels and growing integrations for outbound digital marketing.<sup>2</sup> We have included both types of vendors in this evaluation to guide B2C marketers as they make CCCM investment decisions.

### CCCM Buyers Seek To Deliver More Consistent Customer Experiences

We asked references for the 12 vendors in this study to identify their biggest CCCM challenges for the next two years, and “increasing or enhancing customer engagement, education, or loyalty” topped their list (see Figure 1). A similar percentage chose the same response in 2016, while other CX challenges like acquisition and retention have grown by more than 10 percentage points. Technology-oriented challenges (e.g., integrating online and offline interactions, cross-channel behavioral analysis, and attribution) have somewhat diminished — even though references remain critical of vendor capabilities in these areas.<sup>3</sup> A reference who participated in both studies attributed these changes to the growing technical proficiency of his team's CCCM users, whose “remit is shifting to more strategic goals as they become customer journey managers.” Addressing both CX and technology challenges is understandably critical, and B2C marketers are looking to CCCM providers to help them:

- › **Orchestrate CX across a rich channel mix.** References identified the “ability to manage interactions across multiple channels” as their No. 1 purchase criterion when considering CCCM vendors.<sup>4</sup> On average, they leverage their CCCM solutions to address at least six channels today.<sup>5</sup> Collectively, at least 40% currently support or plan to support 14 different digital and offline channels (see Figure 2). Many echoed the sentiment of a global bank whose head of data activation told us, “Our vision is to use [our CCCM solution] to deliver connected experiences for our customers; we want to leverage everything we can from a digital channel perspective.”
- › **Understand and anticipate customer behavior.** According to their references, CCCM vendors need to accelerate their efforts to “improve predictive analytics or optimization capabilities,” which was also the top area for improvement in 2016.<sup>6</sup> While some vendors in this study offer robust analytics and all have road maps to deliver artificial intelligence (AI) tools, they are clearly not moving quickly enough to meet market demands. The head of business intelligence for a North American entertainment firm described it like this: “We chose our vendor for its customer profile capabilities. I'd give [the solution] full marks for segmentation, but activating insights for personalization has plenty of room to improve.”

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- › **Integrate core EMT components.** Forrester recommends that B2C marketers integrate systems of insight and engagement to address core EMT ecosystem requirements.<sup>7</sup> Not surprisingly, “ease of integration with other data sources and systems” was the second most popular reason why references chose their respective CCCM vendors.<sup>8</sup> They further cited out-of-box integration and data integration among the top three improvement areas.<sup>9</sup> A large North American retailer works with four of the vendors in this evaluation for various components, and its head of digital operations told us that its primary CCCM vendor “does not do everything, but it’s best in class at what it does; we get better value because [our CCCM vendor] works with us to integrate other best-of-breed components.”

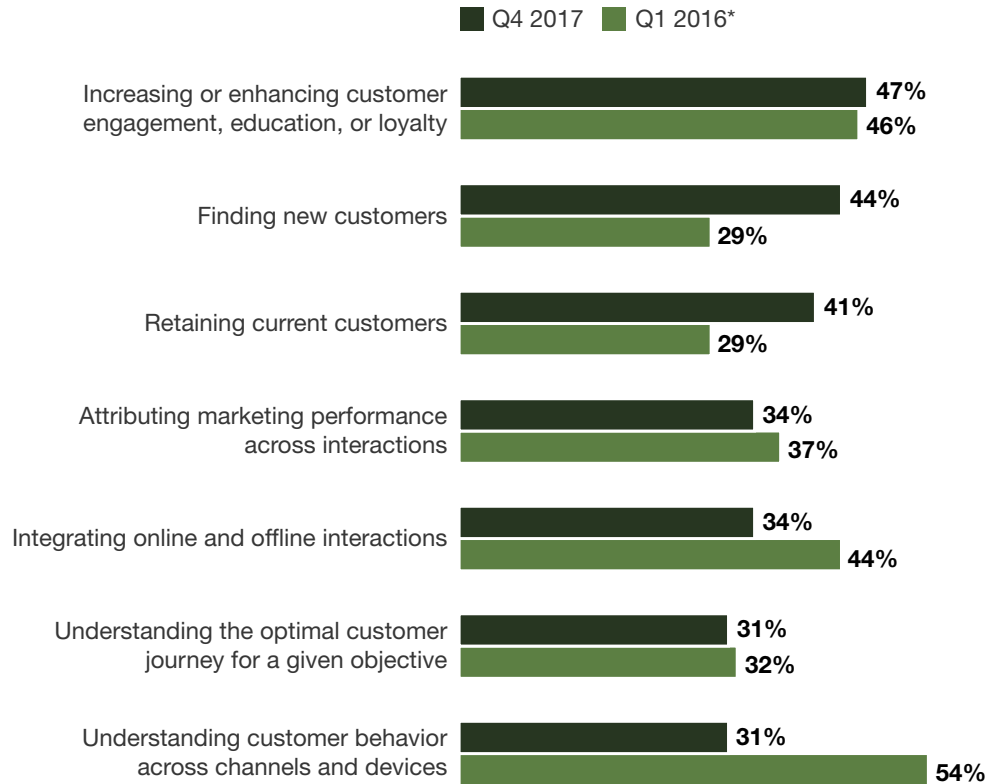
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**FIGURE 1** Top CCCM Challenges Focus On CX Initiatives

**“What are the biggest marketing challenges you expect to face in the next two years?”**

Please select up to 5 challenges (top 7 responses shown).



Base: 32 global B2C marketing professionals

\*Base: 41 global B2C marketing professionals

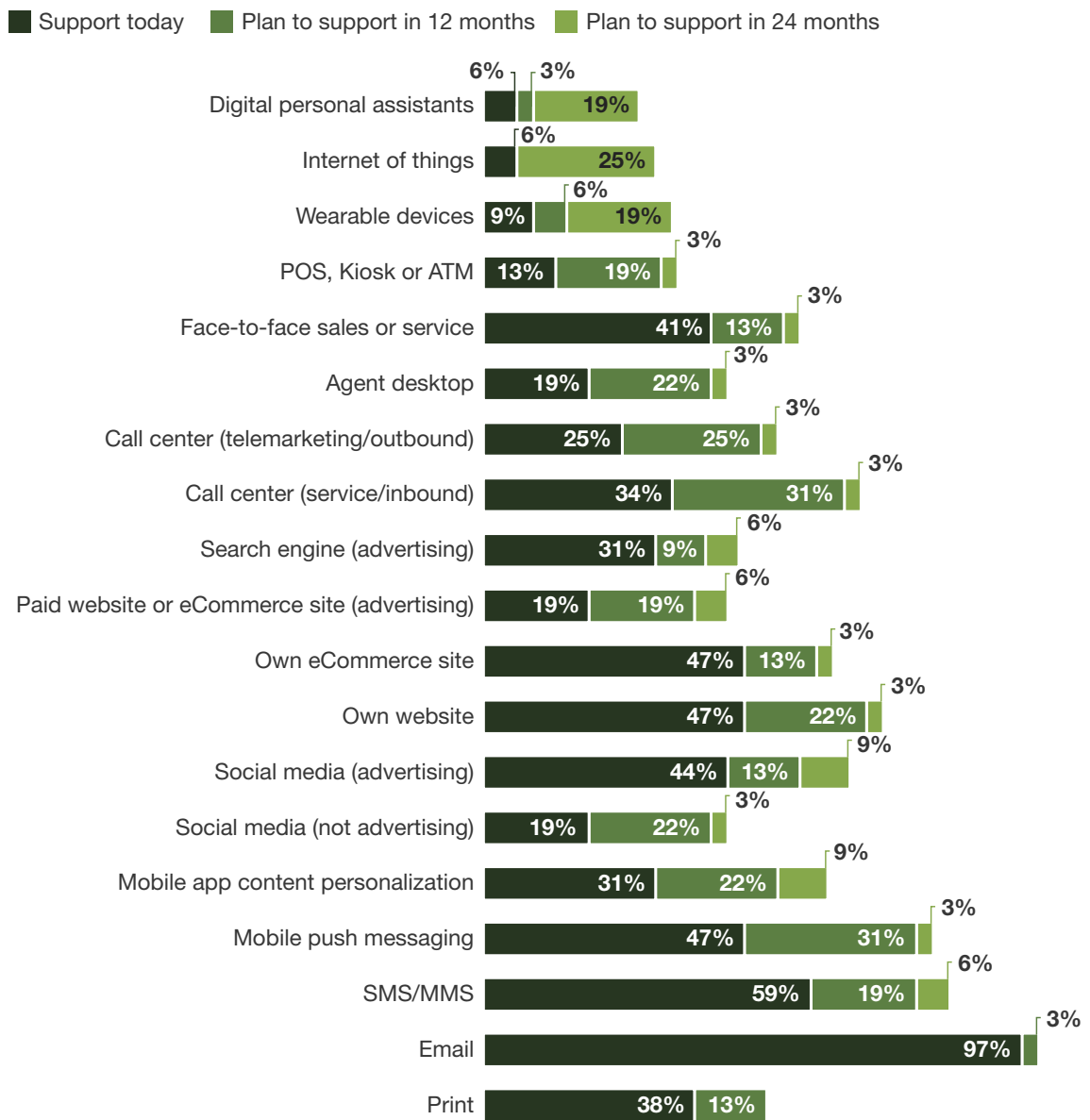
Source: Forrester’s Q4 2017 Global Cross-Channel Campaign Management Forrester Wave™ Customer Reference Online Survey

\*Source: Forrester’s Q1 2016 Global Cross-Channel Campaign Management And Enterprise Marketing Software Suites Forrester Wave™ Online Customer Reference Survey

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**FIGURE 2** Marketers Leverage CCCM For Its Extensive Channel Capabilities

**“Please indicate how you currently use or plan to use your CCCM solution to support delivery of customer experiences, messages, offers, or content via the following channels.”**



Base: 32 global B2C marketing professionals

Source: Forrester’s Q4 2017 Global Cross-Channel Campaign Management Forrester Wave™ Customer Reference Online Survey

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## CCCM Evaluation Overview

To assess the state of the CCCM market and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top CCCM vendors. After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We evaluated vendors against 33 criteria, which we grouped into three high-level buckets:

- › **Current offering.** Forrester's evaluation criteria are oriented toward the needs of enterprise customers. We evaluated each vendor against seven dimensions for its current offering: customer data management, customer analytics, campaign design, campaign orchestration, measurement and optimization, overall user experience, and integration capabilities.
- › **Strategy.** For this set of criteria, Forrester examined each vendor's strategy to understand how the vendor approaches the creation and commercial packaging of its solution as well as how its vision positions the vendor for future success. We scored each vendor on six dimensions: vision, technology road map, performance, supporting services, partner ecosystem, and solution packaging and delivery.
- › **Market presence.** To determine the size of the vendors' CCCM businesses, we evaluated each vendor's install base of enterprise customers that are deploying CCCM across at least three channels, customer distribution across geographies and industries, and revenue linked to CCCM deployments.

### Evaluated Vendors And Inclusion Criteria

Forrester included 12 vendors in the assessment: Adobe, Cheetah Digital, Emarsys, IBM, Oracle, Pegasystems, Pitney Bowes, RedPoint Global, Salesforce, SAP Hybris, SAS, and Selligent. Each of these vendors (see Figure 3):

- › **Provides an enterprise CCCM solution.** Each vendor included in this Forrester Wave™ evaluation has a branded proprietary technology platform that enables B2C marketing professionals to manage customer data, perform customer analytics, design customer communications and campaigns, orchestrate cross-channel customer interactions, and measure marketing performance for ongoing optimization.
- › **Empowers B2C marketers with CCCM tools.** The vendors we included in this Forrester Wave evaluation deliver marketer-friendly tools that empower B2C marketers to better understand their customers and deploy consistent, relevant, and engaging campaigns across at least three online and/or offline channels.
- › **Maintains a strong global enterprise B2C focus.** Although CCCM also has B2B use cases, this evaluation focused on B2C implementations. We limited inclusion to vendors with at least \$25 million in CCCM revenue and at least 50 B2C implementations at enterprise organizations above \$1 billion in revenue. We further qualified vendors based on their install base presence in at least two geographic regions. Our scoring favored vendors with enterprise B2C customers that deploy CCCM across at least three channels.

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**FIGURE 3** Evaluated Vendors: Product Information And Inclusion Criteria

Vendor	Product evaluated	Date evaluated
Adobe	Adobe Campaign	Q4 2017
Cheetah Digital	Cheetah Digital Marketing Suite	Q4 2017
Emarsys	Emarsys Marketing Platform	Q4 2017
IBM	IBM Watson Marketing	Q4 2017
Oracle	Oracle Marketing Cloud	Q4 2017
Pegasystems	Pega Marketing	Q4 2017
Pitney Bowes	Pitney Bowes Customer Engagement Suite	Q4 2017
RedPoint Global	RedPoint Customer Engagement Hub	Q4 2017
Salesforce	Salesforce Marketing Cloud	Q4 2017
SAP Hybris	SAP Hybris Marketing	Q4 2017
SAS	SAS Customer Intelligence	Q4 2017
Selligent	Selligent Marketing Cloud	Q4 2017

**Vendor selection criteria**

1. The vendor offers enterprise marketing technology that supports customer data management, analytics, measurement, campaign design, and cross-channel experience delivery.

2. The vendor provides marketer-friendly tools that facilitate customer understanding and deployment of consistent, relevant, and engaging campaigns across at least three online and offline channels.

3. The vendor has a strong enterprise B2C and global focus, with at least \$25 million in revenue across at least two geographic regions and at least 50 enterprise B2C customers using the solution to support at least three channels.

## Vendor Profiles

This evaluation of the CCCM market is intended to be a starting point only. We encourage clients to view detailed product evaluations and adapt criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool (see Figure 4 and see Figure 5). Click the link at the beginning of this report on Forrester.com to download the tool.



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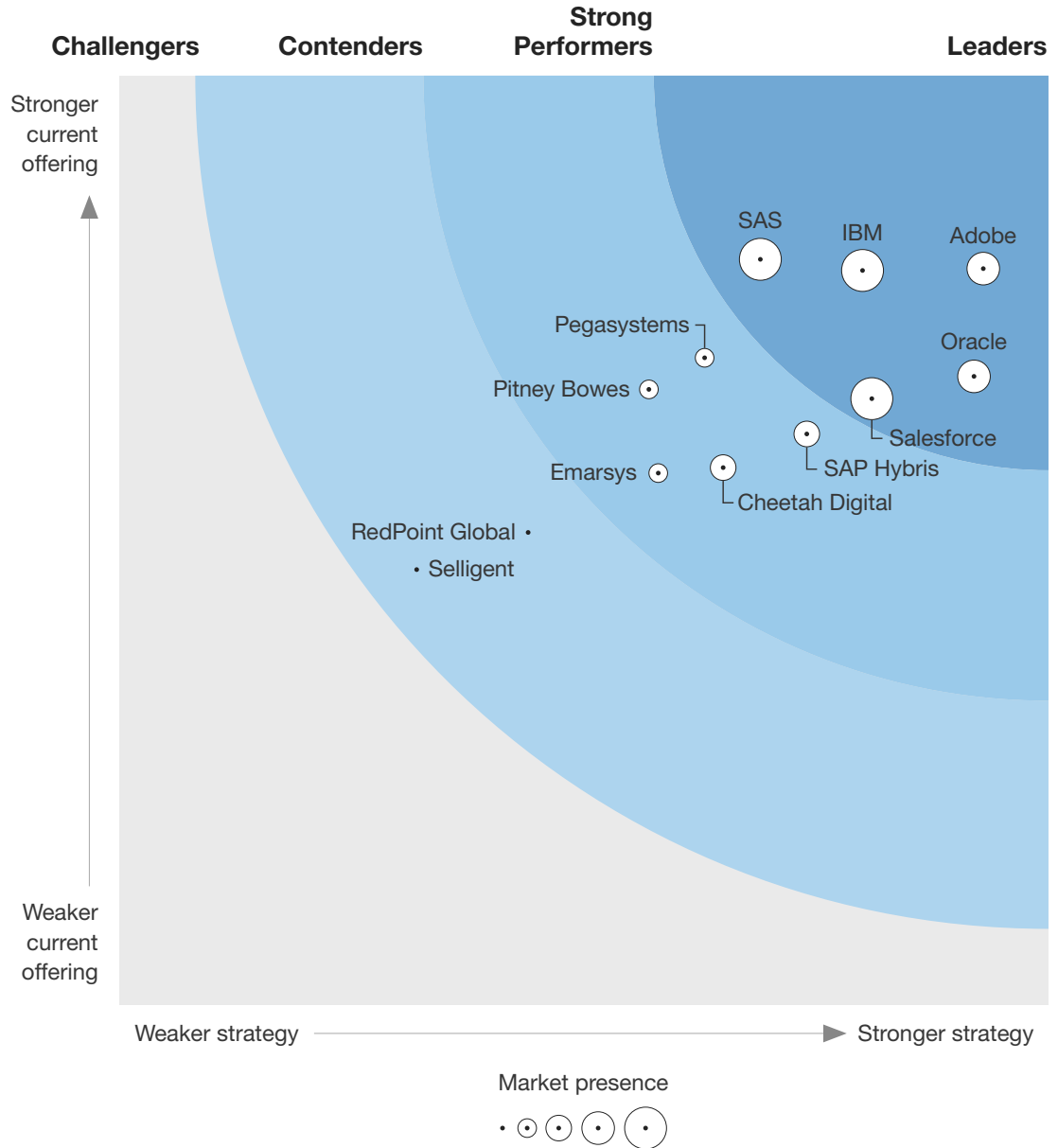
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**FIGURE 4** Forrester Wave™: Cross-Channel Campaign Management, Q1 2018

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## Cross-Channel Campaign Management

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**FIGURE 5** Forrester Wave™: Cross-Channel Campaign Management Scorecard, Q1 2018

	Forrester's weighting	Adobe	Cheetah Digital	Emarsys	IBM	Oracle	Pegasystems
<b>Current Offering</b>	50%	3.96	2.89	2.86	3.95	3.38	3.48
Customer data management	15%	4.30	3.70	2.30	4.00	3.95	3.70
Customer analytics	15%	3.00	2.50	2.75	4.00	2.25	4.50
Campaign design	20%	4.50	2.00	2.75	4.50	2.50	4.50
Campaign orchestration	25%	4.15	2.90	3.30	4.25	4.40	1.60
Measurement and optimization	15%	4.20	2.20	2.20	3.60	3.00	4.00
User experience	5%	3.00	5.00	4.00	3.00	5.00	3.00
Integration	5%	3.00	5.00	4.00	2.00	3.00	4.00
<b>Strategy</b>	50%	4.65	3.25	2.90	4.00	4.60	3.15
Vision	30%	5.00	3.00	2.00	5.00	5.00	3.00
Technology road map	25%	4.00	3.00	3.00	4.00	5.00	3.00
Performance	15%	5.00	4.00	5.00	2.00	5.00	2.00
Supporting services	10%	5.00	5.00	3.00	4.00	5.00	4.00
Partner ecosystem	10%	5.00	3.00	2.00	4.00	5.00	3.00
Solution packaging and delivery	10%	4.00	2.00	3.00	4.00	1.00	5.00
<b>Market Presence</b>	0%	3.50	3.00	1.50	5.00	4.00	2.00
Revenue	50%	3.00	4.00	1.00	5.00	4.00	2.00
Customers	50%	4.00	2.00	2.00	5.00	4.00	2.00

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

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**FIGURE 5** Forrester Wave™: Cross-Channel Campaign Management Scorecard, Q1 2018 (Cont.)

	Forrester's weighting	Pitney Bowes	RedPoint Global	Salesforce	SAP Hybris	SAS	Selligent
<b>Current Offering</b>	50%	3.31	2.54	3.26	3.07	4.01	2.34
Customer data management	15%	2.65	4.40	3.30	3.00	3.00	2.65
Customer analytics	15%	4.00	2.50	3.00	3.50	4.75	2.00
Campaign design	20%	4.50	2.50	3.00	4.00	4.50	3.00
Campaign orchestration	25%	2.05	1.90	3.75	1.70	3.50	2.15
Measurement and optimization	15%	4.00	2.20	3.20	3.80	4.80	2.00
User experience	5%	3.00	1.00	4.00	3.00	3.00	1.00
Integration	5%	3.00	3.00	2.00	3.00	4.00	3.00
<b>Strategy</b>	50%	2.85	2.20	4.05	3.70	3.45	1.60
Vision	30%	3.00	1.00	4.00	3.00	4.00	1.00
Technology road map	25%	2.00	1.00	5.00	3.00	3.00	1.00
Performance	15%	3.00	5.00	4.00	5.00	2.00	3.00
Supporting services	10%	3.00	1.00	4.00	5.00	4.00	1.00
Partner ecosystem	10%	3.00	3.00	5.00	4.00	4.00	3.00
Solution packaging and delivery	10%	4.00	5.00	1.00	4.00	4.00	2.00
<b>Market Presence</b>	0%	1.50	0.50	5.00	3.00	5.00	0.50
Revenue	50%	1.00	0.00	5.00	3.00	5.00	0.00
Customers	50%	2.00	1.00	5.00	3.00	5.00	1.00

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

**Leaders**

- › **Adobe provides a well-rounded approach to CCCM.** Sixty percent of the Adobe Campaign install base is from the midmarket, and the same percentage is European, but it has proven its scalability with enterprise firms globally. While other vendors offer more advanced analytics or act as best-of-breed email service providers (ESPs), Adobe blends its solid data and audience management capabilities with marketer-friendly, content-rich CCCM design and orchestration

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tools. It is currently consolidating UX and workflow features across its “standard” and “classic” editions, and its Microsoft partnership promises fully multitenant cloud deployment via Azure. Enterprises across verticals should consider Adobe.

- › **Oracle excels at cross-channel digital marketing.** The majority of Oracle’s customers use Responsys for email marketing, but a growing number are adding SMS, mobile push and in-app personalization, and mobile messenger connectors (e.g., WeChat in China and LINE in Japan). It further leverages integrations with Maxymiser for online testing and its Data Cloud for audience management and cross-channel identity resolution. Its acquisition of Webtrend’s Infinity platform adds digital intelligence, and its Adaptive Intelligence Offers shows promise for personalized recommendations. References we spoke to did not use Oracle for offline campaigns, but marketers should take note of its robust digital capabilities.
- › **IBM increases investments to reconcile its CCCM acquisitions.** IBM’s core CCCM strengths reside in IBM Campaign (formerly Unica). In the past year it has delivered much-anticipated updates to its existing customers, and it has partnered with HCL to accelerate development and support. Newer features like Journey Designer, Customer Experience Analytics, and Universal Behavior Exchange (UBX) facilitate integrated deployment of IBM Campaign with Watson-enabled modules. Large organizations with on-premises data management and CCCM workflow needs should consider IBM Campaign, and software-as-a-service (SaaS) buyers looking for digital marketing should evaluate IBM Watson Campaign Automation.
- › **SAS powers analytically-driven marketing strategies.** SAS addresses the needs of data-savvy marketers comfortable with advanced analytics, workflows, measurement, and optimization tools. Its Customer Intelligence 360 UX accommodates digital marketers, but many users choose SAS as the analytics and automation layer in a stack topped with digital tools from other CCCM vendors. Nearly 70% of its predominantly enterprise install base is outside North America, including global banks, insurance firms, and telecommunications providers. Enterprise marketing organizations with sophisticated data and analytics requirements should include SAS on their CCCM shortlist.
- › **Salesforce continues to build on its core email strengths.** Forrester spoke to customer references who leverage the Salesforce Marketing Cloud’s Journey Builder and Email Studio to complement their Salesforce customer relationship management (CRM) environments (e.g., contact centers via its service cloud and face-to-face-offers via its sales cloud). It also supports SMS, mobile push and in-app personalization, web and eCommerce offers, and social media channels, and it recently released its Interaction Studio (based on a partnership with Thunderhead) to address RTIM opportunities. Salesforce is a good choice for digital marketers in need of an email backbone with added mobile, social, and advertising capabilities.

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**Strong Performers**

- › **SAP Hybris facilitates complex segmentation and automation.** An impressive 80% of SAP Hybris's CCCM install base orchestrates customer interactions across at least three channels. References acknowledge that other CCCM vendors offer stronger front-end tools (e.g., email functionality), but they chose SAP Hybris for its back-end data management and personalization capabilities. While the majority of its on-premises buyers are existing SAP users, SAP Hybris is winning new SaaS deals beyond SAP's install base and growing its North American footprint. Retailers, consumer goods manufacturers, and others with eCommerce operations should assess SAP Hybris for their CCCM needs.
- › **Pegasystems fuels marketing's real-time ambitions.** Its traditionally enterprise and growing midmarket install base customers primarily leverage Pegasystems for RTIM. Pega Marketing provides deep levels of integration with back-office systems and both online and offline customer-facing platforms. Its users often complement the inbound and outbound capabilities of its Customer Decision Hub with digital marketing tools from other CCCM vendors. Its advanced analytics and transparent (versus black box) AI models power sophisticated next-best-action solutions for firms, particularly in financial services, communications, and other regulated industries.
- › **Pitney Bowes aligns marketing with CX functions.** Pitney Bowes has renewed its focus on its Customer Engagement Suite (e.g., a new pricing model in 2017), and customers have taken notice. Long-standing users are expanding their environments to address more online and offline customer touchpoints, and it is also onboarding new users globally. Its personalized interactive video solution adds multimedia capabilities to its rich heritage in print and interactive documents. Other CCCM vendors offer broader digital marketing portfolios, but firms looking to align marketing with CRM functions like customer services should consider Pitney Bowes.
- › **Cheetah Digital delivers data management and CCCM services expertise.** Experian Marketing Services divested its cross-channel marketing business in early 2017, and it now operates as Cheetah Digital. It differentiates its CCCM offering with an extensive global services offering for data management, analytics, and campaign execution. Many of its install base users leverage its email capabilities, but we spoke to references who are also using Cheetah Digital for SMS, mobile push messaging, and print campaigns. Firms in need of collaborative or full services to augment internal marketing resources (especially those in retail or eCommerce sectors) should review Cheetah Digital's portfolio.
- › **Emarsys brings AI-based marketing to the midmarket.** Emarsys has expanded its midmarket CCCM business globally, and now about 10% of its more than 2,000 customers are enterprise organizations. It focuses on life-cycle marketing and personalized recommendations for eCommerce organizations, and it embeds marketer-friendly artificial intelligence (AI) capabilities in its intuitive UX. Its customers primarily use Emarsys for email and mobile retargeting today, but references indicated their plans to take advantage of its newer AI capabilities for additional channels. Midmarket retailers and others with eCommerce operations should check out Emarsys.

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**Contenders**

- › **RedPoint Global stands out for customer data management.** With best-of-breed customer data management capabilities, RedPoint Global helps marketers build a dedicated data foundation for CCCM deployment. In addition to its data integration and transformation capabilities, it connects to a range of channel delivery solutions (versus native capabilities). RedPoint Global conducted its first customer advisory board and user group meetings in 2017, and references credited the vendor with listening and responding to their feedback on UX and training. Firms in need of data management assistance and those that prefer to architect a custom CCCM environment should evaluate RedPoint Global.
- › **Selligent provides a compelling alternative for midmarket buyers.** Although its North American customer roster includes large enterprises, European firms account for more than 90% of Selligent's install base, and 75% are from the midmarket. Its solid data management and workflow capabilities lack the sophistication and scale of competitive offerings. Selligent recently overhauled its UX, but references are still using the prior version, which they said requires well-trained, knowledgeable users. Midmarket firms and enterprises looking beyond larger marketing clouds should consider Selligent, as well as its network of agency and marketing service provider (MSP) partners for complementary services.

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## Supplemental Material

### Online Resource

The online version of Figure 4 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings. Click the link at the beginning of this report on Forrester.com to download the tool.

### Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution. We evaluated the vendors participating in this Forrester Wave, in part, using materials that they provided to us by November 17, 2017.

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- › **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor briefings where necessary to gather details of vendor qualifications.
- › **Product demos.** We asked vendors to conduct demonstrations of their products' functionality. We used findings from these product demos to validate details of each vendor's product capabilities.
- › **Customer reference calls and surveys.** To validate product and vendor qualifications, Forrester conducted reference calls with three of each vendor's current customers, and these references also completed online surveys pertaining to their respective vendors.

### The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria for evaluation in this market. From that initial pool of vendors, we narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation. Vendors marked as incomplete participants met our defined inclusion criteria but declined to participate or contributed only partially to the evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave evaluation — and then score the vendors based on a clearly defined scale. We intend these default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. For more information on the methodology that every Forrester Wave follows, please visit [The Forrester Wave™ Methodology Guide](#) on our website.

### Integrity Policy

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



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## Survey Methodology

Forrester's Q4 2017 Global Cross-Channel Campaign Management Forrester Wave™ Customer Reference Online Survey was fielded to 32 customer references provided to us by the vendors represented in this study.

Forrester fielded the survey from November 2017 to December 2017. The respondent's incentive included a complimentary copy of this report at the time of publication. Exact sample sizes are provided in this report on a question-by-question basis.

This survey used a group of B2C marketing professionals who are clients of the vendors evaluated in this Wave and is therefore not random. This data is not guaranteed to be representative of the population, and, unless otherwise noted, statistical data is intended to be used for descriptive and not inferential purposes. While nonrandom, the survey is still a valuable tool for understanding where users are today and where the industry is headed.

Forrester's Q1 2016 Global Cross-Channel Campaign Management and Enterprise Marketing Software Suites Forrester Wave™ Online Customer Reference Survey was fielded to 41 customer references provided to us by the vendors represented in the study.

Forrester fielded the survey from February 2016 to March 2016. The respondent's incentive included a complimentary copy of this report at the time of publication. Exact sample sizes are provided in this report on a question-by-question basis.

This survey used a group of B2C marketing professionals who are clients of the vendors evaluated in this Wave and is therefore not random. This data is not guaranteed to be representative of the population, and, unless otherwise noted, statistical data is intended to be used for descriptive and not inferential purposes. While nonrandom, the survey is still a valuable tool for understanding where users are today and where the industry is headed.

## Endnotes

- <sup>1</sup> See the Forrester report "[The Forrester Wave™: Cross-Channel Campaign Management, Q2 2016.](#)"
- <sup>2</sup> See the Forrester report "[The Forrester Wave™: Real-Time Interaction Management, Q2 2017.](#)"
- <sup>3</sup> Reference satisfaction ratings for their respective vendor's technology capabilities for customer data management, customer analytics, predictive analytics, real-time analytics, digital intelligence, and marketing performance management declined by four percentage points in the most recent survey compared to 2016. Source: Forrester's Q4 2017 Global Cross-Channel Campaign Management Forrester Wave™ Customer Reference Online Survey and Forrester's Q1 2016 Global Cross-Channel Campaign Management And Enterprise Marketing Software Suites Forrester Wave™ Online Customer Reference Survey.
- <sup>4</sup> When asked, "Which of the following are the three most important factors when selecting [vendor] as your CCCM vendor? Select up to three," 56% chose, "Ability to manage interactions across multiple channels," making it the most popular response. Source: Forrester's Q4 2017 Global Cross-Channel Campaign Management Forrester Wave™ Customer Reference Online Survey.

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## The 12 Providers That Matter Most And How They Stack Up

- <sup>5</sup> Across 32 customer references that Forrester surveyed, the average number of channels they address with their CCCM solutions was 6.5. Source: Forrester's Q4 2017 Global Cross-Channel Campaign Management Forrester Wave™ Customer Reference Online Survey.
- <sup>6</sup> When asked, "Where does [your CCCM vendor] need to improve? Select all that apply," 41% chose, "Improve predictive analytics or optimization capabilities," making it the most popular choice. In 2016, 34% chose the same response, making it the joint top response with, "Improve integration with on-premises, third-party, and/or legacy applications." Source: Forrester's Q4 2017 Global Cross-Channel Campaign Management Forrester Wave™ Customer Reference Online Survey and Forrester's Q1 2016 Global Cross-Channel Campaign Management And Enterprise Marketing Software Suites Forrester Wave™ Online Customer Reference Survey.
- <sup>7</sup> See the Forrester report "[The Next Generation Of Enterprise Marketing Technology](#)."
- <sup>8</sup> When asked, "Which of the following are the three most important factors when selecting [vendor] as your CCCM vendor? Select up to three," 41% chose, "Ease of integration with other data sources and systems," making it the second most popular response, tied with, "Standard features and functionality." Source: Forrester's Q4 2017 Global Cross-Channel Campaign Management Forrester Wave™ Customer Reference Online Survey.
- <sup>9</sup> When asked, "Where does [your CCCM vendor] need to improve? Select all that apply," 38% chose, "Improve out-of-box integration capabilities," and 31% chose, "Minimize the effort to integrate data sources," making them the second and third most popular choices, respectively. Source: Forrester's Q4 2017 Global Cross-Channel Campaign Management Forrester Wave™ Customer Reference Online Survey.

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