

Content Marketing Software Category

FALL 2026
Customer Success Report





Content Marketing Software Category

Content marketing software enable marketers to centralize and manage all their marketing procedures from briefing and planning to approvals and collaboration. This solution helps enterprises to resolve governance and coordination challenges, and derive business value from gains in process efficiency, improvement in content effectiveness, and risk reduction at the legal and brand levels. In short, content marketing software aids marketers to ensure that the content is optimized, targeted, and the distribution phase of their process is compliant, on-brand, engaging, and meaningful.

Customer Success Report

Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:



CONTENT SCORE

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ✓ Customer reference rating score
- ✓ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform



MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- ✓ Organic SEO key term rankings
- ✓ Company presence including # of press mentions



COMPANY SCORE

- ✓ Total # of employees (based on social media and public resources)
- ✓ Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- ✓ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

2026 Customer Success Awards

Check out this list of the highest rated Content Marketing Software based on the FeaturedCustomers Customer Success Report.



ceros **Contently** **Optimizely**

SKYWORD
Authority, By Design



acrolinx **CoSchedule** **marq**
Better Content. Faster.

PathFactory
A Kaltura Company

Überflip **Kapost**
Now a **PathFactory** Company



BuzzSumo **StoryChief**
connect

* Companies listed in alphabetical order



2026
CONTENT
MARKETING
SOFTWARE

MARKET LEADER



ABOUT CEROS

ceros

Ceros is a group of people who are wildly passionate about changing the way content is created on the web. They believe content creation has been constrained by technology for too long and creativity has taken a backseat. They exist to unlock creativity. Their platform empowers the world's leading brands to share their stories and engage their audiences.

102

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We sought a Living Building certification because we felt that it was simply the best way to exemplify the values we strive for as a company and as individuals. We wanted to prove that inspiration, stewardship, and regeneration, weren't just empty buzzwords, but a real, breathing philosophy of our design work. We want to show that buildings must be a solution to human health and climate challenges, rather than a problem.”

PATTY KARAPINAR
DIRECTOR OF SUSTAINABILITY, ARCH NEXUS

“When ShopBack reached out to me initially, the emotions were quite a roller coaster. At first, I was shocked and surprised, but that quickly followed with the curiosity to pursue the challenge, I was excited at the opportunity to start solving ShopBack's problem statement of how to create value for both new and existing customers in their shopping journey.”

RAYMOND HUYNH
DECISION MAKERS, SHOPBACK

“Back in the day, working with our website developers meant a 6 to 8-week sprint just to update content. That was a huge bottleneck for us.”

SYDNEE CHAN
DIRECTOR OF CONTENT, MARKETING, DISCOVERY
EDUCATION

“With Leadspace, we have built the next generation of demand-gen technology and process.”

ERIC LEWIS
VICE PRESIDENT OF DEMAND GENERATION,
RINGCENTRAL

TRUSTED BY

Collecteurs BETA

Balfour Beatty



LAUREN
LEVANT





ABOUT CONTENTLY

Contently

Contently is a technology company that helps brands create great content at scale. Contently provides enterprise companies with smart technology, content marketing expertise, and vetted creative talent – journalists, photographers, designers, videographers, and all things in-between. Contently is a software business built by content creators, and both its products and philosophy reflect this—which is why it is named one of the best content marketing brands in the world as their clients. Contently was recently named one of Inc. Magazine's 100 fastest-growing private companies, and received an ASJA award for investigative...

159

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“With the help of Contently, we’ve been able to get infographics off of our plates and onto someone else who can take over project management. That shift in execution frees us up to do so much more.”

KAT VESCE
SENIOR MARKETING MANAGER, THE TRADE DESK

“Contently is going to give us the ability to really drill into the numbers. While we know our audience quite well, we don’t yet know enough on which topics drive [the most] interest and engagement.”

JOHN FOX
EXECUTIVE DIRECTOR OF CONTENT, ATHENAHEALTH INC.

“I knew I needed an easy platform to work with and also to help identify world-class talent to be our writers. We wanted original—not syndicated—content.”

JESSE MCCLARY
DIRECTOR OF CREATIVE AND MARKETING, SMASHBOX

“Contently offers us the kind of workflow infrastructure we need to run content programs at scale.”

JOSH GOLDEN
VP OF GLOBAL DIGITAL MARKETING AND COMMUNICATIONS, XEROX

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ABOUT OPTIMIZELY



Optimizely is the world's leading experience optimization platform, providing website and mobile A/B testing and personalization for the world's leading brands. The platform's ease of use and speed of deployment empowers organizations to conceive and run experiments that help them make better data-inspired decisions. Optimizely meets the diverse needs of thousands of customers worldwide looking to deliver connected experiences to their audiences across channels. To date, those customers have created and delivered more than 30 billion optimized visitor...

880

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“I have found the platform to be scalable and easy to use. Optimizely's roadmap and recent acquisitions have demonstrated that they're serious about creating a truly robust DXP solution. I'm excited to be working with Optimizely because it's not just about websites anymore.”

HEATHER RESH
MARKETING OPERATIONS MANAGER, GLOBAL CREDIT UNION

“We started to do these exercises understanding how do we become more a welcoming place for all the designers and retailers. We are not just a B2B that sells furniture, but through them, we create a home atmosphere for their customers.”

MARCO MAZZONI
DIRECTOR OF TECHNOLOGY AND DIGITAL MARKETING, DOVETAIL FURNITURE

“We have seen a 51% increase in product views, a 70% increase in add to basket and a 9% increase in returning users which is absolutely fantastic! We're over the moon with the outcome.”

MICHAEL NONG
HEAD OF E-COMMERCE, NEW ERA

“Customer service all across the board is the number one thing that's really improved. Our time to talk to a customer and answer their questions—it's under an hour.”

DARKO MILIVOJEVIC
DIRECTOR OF ECOMMERCE, GERRIE ELECTRIC



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ABOUT SKYWORD

SKYWORD

Authority, By Design

Skyword's vision is to make high-quality content creation easy for marketers. Skyword's content creation technology, creator network, and managed services help brands communicate more effectively with clients across their entire digital experience. A private company headquartered in Boston, Massachusetts, Skyword and its global freelance network put thousands of subject matter experts and qualified creative professionals at marketers' fingertips. Skyword clients have created and published more than one million original stories, articles, videos, images, infographics, podcasts, and animations that support business...

65

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Skyword has solved specific problems for us. We now can easily manage and pay our freelance writers, measure the performance of our content, and increase the satisfaction of our writers by providing them with a flexible, intuitive platform for writing, submitting, and promoting articles.”

SCOTT MARKLE
SENIOR MANAGER, AUTOTRADER.COM

“Accelerator360™ removes a lot of the administrative overhead, giving our editors more time to focus on creating stronger, more impactful content.”

CHIEF CREATIVE OFFICER
LEADING MEDIA COMPANY

“Accelerator360™ makes it easy to instantly audit content and apply both AI-powered and manual updates — all within a single workflow.”

CHIEF CREATIVE OFFICER
LEADING MEDIA COMPANY

“Accelerator360™ is incredibly powerful, yet surprisingly intuitive. Unlike most tools of its kind, there's virtually no learning curve.”

VICE PRESIDENT OF MARKETING
ENTERPRISE SOFTWARE COMPANY

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David Geffen
School of Medicine





ABOUT SPRINKLR



Sprinklr is the first unified customer experience management platform for the enterprise. They help the world's largest brands reach, engage, and listen to their customers on Facebook, Twitter, and 23+ other social channels for the purposes of marketing, advertising, research, care, and commerce. Sprinklr does all of that on one unified platform, which integrates with legacy systems and allows siloed teams to collaborate to deliver a seamless experience to every one of their customers across any channel - at scale.

435

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“The data in Sprinklr helps us with social media activities across markets and platforms. We analyze this to understand how social teams achieved their KPIs and to extract any learnings that could improve our groupwide activities or that other teams might replicate.”

MARIJA MITROVIC
SOCIAL MEDIA SPECIALIST, EGGER

“The Sprinklr platform allows us to effectively support our regional managers across the country. We now provide them with a content plan as well as a content library so that they can schedule social posts for their offices.”

LOREY GIBLIN
SENIOR SOCIAL MEDIA MANAGER, PDS HEALTH

“Before Sprinklr, we were spending hours manually sorting through posts. Now we're surfacing actionable insights in minutes. It's not just faster; it's smarter.”

MARKETING ANALYST
AMERICAN UNIVERSITY

“Sprinklr is now a key part of customer service delivery, helping ensure faster, clearer and more consistent support.”

NADIR ESKANDARANI
SENIOR CONSULTANT, THE FINANCIAL ACADEMY

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ABOUT ACROLINX

acrolinx

Better Content. Faster.

Acrolinx helps the world's greatest brands create amazing content: on-brand, on-target, and at scale. Built on an advanced linguistic analytics engine, Acrolinx actually "reads" your content and guides writers to make it better. That's why companies, such as Adobe, Boeing, Google, and Philips, use Acrolinx to create content that's more engaging, enjoyable, and impactful.

109

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“Acrolinx delivered the best results in terms of identifying new terms and user friendliness. It offered the best support for authors in their respective environments. Since the implementation of Acrolinx, we already managed to standardize the language of our English content. Quality is clearly improving, while the number of errors is constantly decreasing. The data from the reporting capabilities of Acrolinx proves those results.”

SILKE KÖHLER
INTERNATIONAL PROCESS MANAGER FOR TECHNICAL
PUBLICATION AND TRANSLATION, SCHNEIDER ELECTRIC

“Acrolinx helps us in so many ways. Service technicians and trainers have to think less when creating their materials and can work faster, technical writers are easily meeting readability requirements without having to outsource content evaluation to expensive external services, and terminologists have seen a 30% reduction in translation edits.”

LANGUAGE OPERATIONS
ROCHE

“Acrolinx allows you to define different checking profiles for specific use cases and assign those profiles to different users. That way, you have one consistent database running in the background that can be divided into custom subject areas.”

MICHAEL ARNOLD
TEAM LEADER OWNER'S MANUALS, KTM GROUP

“Acrolinx just makes lives easier from author to editor to content manager.”

DANIEL BURTON
HP

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ABOUT COSCHEDULE



CoSchedule is an ever-evolving content marketing swiss army knife that helps you plan blog, social media, and other content on one drag-and-drop editorial calendar, communicate super efficiently with your team members, meet your deadlines, get more traffic and social media shares, save time and stop pulling your hair out.

87

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“With CoSchedule, I have an eagle eye view on our promotional calendar. And by using CoSchedule's color labels and saved calendar views, I can share custom views with specific departments; giving them a quick snapshot on what matters to them (without overwhelming them with every detail).”

BRI GORE
SOCIAL MEDIA MANAGER, LAMAR UNIVERSITY

“I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.”

MICHAEL HYATT
MICHAEL HYATT

“The task manager and calendar work hand in hand. For managing editorial, that to me is hands down a game changer. I look at the calendar view, and I can see the sequence of the workflow up to the publish deadline.”

JANNA MARLIES MARON
MANAGING EDITOR, SMART PASSIVE INCOME

“CoSchedule allows us to give our clients complete control over their social media content. That's unique. It's critical to the strategic, long-term success of our company and gives us a competitive advantage.”

SARAH DONNELL
PRESIDENT, AMP MY BRAND

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ABOUT MARQ



Marq is a team of individuals dedicated to their partnerships with brands like yours. They help organizations share their brand stories and grow their audience reach by creating impactful and consistent content. Through modern brand management and innovative tools, Marq empowers anyone within an organization to quickly build meaningful content without sacrificing brand integrity. Their product leverages intuitive and lockable brand templates and sophisticated brand profiles to meet even the most rigorous design standards. They enable organizations to scale content, build their audience, and experience growth by simplifying the brand...

60

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“[Marq] makes it easy for people to create their own content without having to impact my department too much. They get what they need without us having to worry about them going off brand.”

BETH HAYES
HEAD OF MARKETING, UNIVERSITY OF
GLOUCESTERSHIRE

“Turnaround times were growing, and the cracks in our creative process were starting to show. We needed a solution to help us scale while keeping our brand intact.”

MALIA HOSTETLER
SENIOR MANAGER OF CREATIVE SOLUTIONS, PT
SOLUTIONS

“Marq provides autonomy to each of our branches without the risk of allowing them to go off brand. It's cost effective and flexible, making it easy for us to better serve our communities.”

CHIEF MARKETING OFFICER
YMCA

“Marq makes my job easier as a designer as I don't have to have my hands in every project anymore. I can see them, but I don't have to do them.”

DOUG GARCIA
GRAPHIC DESIGNER, COLORADO STATE UNIVERSITY

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ABOUT PATHFACTORY



PathFactory's Content Insight and Activation Platform helps B2B marketers understand the role of content in the buyer's journey and discover a new class of data to optimize the path to purchase. PathFactory uses this data and insight to optimize content delivery across every channel, connecting buyers with the most relevant information whenever and wherever they click.

119

TOTAL CUSTOMER REFERENCES

[VIEW ALL
REFERENCES](#)

FEATURED TESTIMONIALS

“By leveraging PathFactory to host a master track with engagement form strategy, the company was able to increase binge rate, and overall view time which led to exponential growth for MQLs.”

STEVEN SANCHEZ
GLOBAL INTEGRATED MARKETING CAMPAIGN
MANAGER, SEAGATE

“PathFactory solved a critical problem for us. We now know whether or not our content is getting consumed, which allows us to optimize our nurture program to get more engagement from every touch.”

JENNIFER VALENTINE
MARKETING AUTOMATION MANAGER, OSISOFT

“With PathFactory, we achieved an 80% completion rate for our explainer videos. We now produce two-minute product explainers for each campaign, recognizing their resonance with potential buyers.”

DIRECTOR GLOBAL ONLINE MARKETING/OPERATIONS
GLOBAL IDENTITY VERIFICATION COMPANY

“PathFactory provides great insights into content consumption across all of our assets. It makes it easy to gauge buyer intent and react to those who are heavily engaged.”

ADAM KAISER
VICE PRESIDENT, GLOBAL MARKETING, GAN INTEGRITY

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Blackboard

vmware Carbon Black

Baker Hughes



ALERT LOGIC



APPTIO



ABOUT UBERFLIP



Now a  PathFactory Company

Uberflip makes content perform by centralizing it into one immersive experience, increasing key engagement metrics and generating more leads. By creating an Uberflip content Hub, you can include blog articles, social media, videos, eBooks and more into a beautiful and responsive interface with strategically placed, dynamic CTAs - no IT required.

157

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“I love the way Uberflip allows people to consume content like they consume television. Much like how no one watches one episode only to wait a week to watch the next, people don't want to be consuming content that way. A visitor doesn't want to download one piece of content and wait to be contacted; they want to consume as much content as they desire, and at the speed that they want.”

JOE LLOYD
VP OF GLOBAL MARKETING, NANOLUMENS

“Uberflip is a great tool for beginners as well as experts. You don't need to know any HTML, you don't need to know any coding all we do is copy our press releases from our newswire service and upload them into Uberflip.”

SHRINAL INAMDAR
INVESTOR RELATIONS AND COMMUNICATIONS
MANAGER, LIMINAL BIOSCIENCES

“Uberflip has allowed us to have a constant eye on how our content is performing. It's a tool that we've deployed against any marketing strategy and have gotten measurable results.”

NNAMDI NWOKE
HEAD OF DEMAND GENERATION, GREENSKY

“Uberflip makes creating engaging content easy. We are able to embed streams and quickly edit and update our content based on information we receive from customer surveys.”

CHRISTY RICKETTS
VP, MARKETING, GES

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blackbaud®



Randall Reilly





ABOUT UPLAND KAPOST



Upland Kapost's Marketing Content Engine provides a proven framework for planning, executing, distributing and optimizing the critical content that drives all of marketing. Employing easy-to-use calendaring, collaboration tools, workflows, analytics and the most robust set of integrations, Kapost standardizes and simplifies the management of your B2B content lifecycle – from generating ideas to publishing finalized assets. Kapost provides the tools you need to get the right marketing content done while measuring the impact of every asset, so you don't waste resources but move buyers...

64

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Prior to Kapost, the sales team would come to me before a call asking what content we had a for mid-market health company. I would have to dig to find it. I spent hours searching for content and didn't have enough time to produce content.”

KATIE DUVAL
PRODUCT MARKETING SPECIALIST, DATAWATCH

“Thanks to Upland's airtight compliance, integration with FanUp's specialty software, and ability to handle high volume engagement, we can meet the needs of any client.”

RYAN RICKERT
PRESIDENT AND FOUNDER, FANUP

“The course was super useful! Our use of the product is going worldwide and I learned how to use features that will be game changers in the way we produce and deliver documents.”

IAN FERREIRA
NUTANIX

“No one asks me where a particular asset is any more. Everyone knows to just check Kapost!”

JIM MACLEOD
DIRECTOR OF CREATIVE & DIGITAL MARKETING,
EXTREME NETWORKS

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2026
CONTENT
MARKETING
SOFTWARE

RISING STAR



ABOUT BUZZSUMO



BuzzSumo is the world's most-loved content marketing software. They empower businesses to connect with their audiences. BuzzSumo's social data helps you discover engaging content and outreach opportunities. Millions of marketers rely on BuzzSumo to reveal the truth about what content works and what sinks without a trace.

86

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“BuzzSumo has to be the most important tool that I use for my content marketing and SEO campaigns. The ability to quickly identify what content is working well in an industry and who the major influencers are. For me, no tool comes close to providing the kind of insight that BuzzSumo gives.”

MATTHEW BARBY
WYATT INTERNATIONAL

“One of the great things you can find out on BuzzSumo is who are the top sharers of the best content. There is a cool little button on the above image called View Sharers (it's on the left of the social media share counters). This information is gold!”

ASHLEY FAULKES
MADLEMMINGS

“BuzzSumo is just an integral part of the way I work, and it complements what Rise at Seven is all about.”

LUKE COPE
HEAD OF DIGITAL STRATEGY, RISE AT SEVEN

“I love BuzzSumo! because it's awesome.”

KRYSTIAN SZASTOK

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ABOUT STORYCHIEF



StoryChief is a content creation and distribution tool for marketers, publishers and bloggers. StoryChief lets you create and push your articles to different publishing channels like Your Website, Accelerated Mobile Pages (Apple News, Facebook Instant Articles, Google AMP), Medium, Emailing, Print to Mobile through your own distribution App, etc. It has a universal editor that lets you create beautiful stories with ease, making them look as they should on those channels and measure your impact and ROI in one place.

109

TOTAL CUSTOMER REFERENCES

[VIEW ALL
REFERENCES](#)

FEATURED TESTIMONIALS

“StoryChief gives us one platform where we can manage every single client and their specific needs—from the initial briefing to writing, feedback rounds, and analytics. Everything is in one place.”

MARLOES VAN VLIET
SENIOR CONTENT MARKETING MANAGER, BEYOND
PRODUCTS, INC.

“With StoryChief’s automation capabilities and streamlined workflows, I save 2-3 hours per day on content distribution and marketing tasks, enabling me to focus on strategic initiatives.”

AARTI BHANUSHALI
CONTENT MARKETING, SWYDO

“StoryChief has not only streamlined our content creation process but also enhanced our ability to collaborate, track, and analyze our content’s performance across various platforms.”

ROLAND POLZIN
CO-FOUNDER AND CMO, WING ASSISTANT

“StoryChief just clicked with how we work. The tool resonated with our need for efficiency, aligning perfectly with our approach to content marketing.”

REMI MADDENS
OWNER, CROSSCAST

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Tangoholic



Chase

 doorloop

