

# **Account-Based Marketing Platforms Category**



## Account-Based Marketing Platforms Category

Account-based marketing (ABM) platforms realign sales and marketing units away from general lead generation and branding strategies by empowering them to determine quality target accounts to deploy a personalized marketing strategy. ABM software provides features to automate and decrease the time-consuming process of identifying leads and utilizing appropriate resources to nurture promising accounts.

With this solution, you can produce qualified leads, develop personalized purchasing journeys, boost customer lifetime value, and create more opportunities for in-pipeline accounts. ABM enables you to merge prospect information with real-time consumer experience technologies to implement account-based marketing tactics. This empowers enterprises to align sales and marketing teams with the organization's goals.



# 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.



## 2021 Customer Success Awards

Check out this list of the highest rated Account-Based Marketing Platforms software based on the FeaturedCustomers Customer Success Report.



### MARKET LEADERS



### TOP PERFORMERS



### RISING STARS



\* Companies listed in alphabetical order

2021



SPRING 2021

Account-Based Marketing  
Platforms Category

**MARKET LEADERS**



120  
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT 6SENSE



The 6sense Account Engagement Platform helps B2B organizations achieve predictable revenue growth by putting the power of AI, big data, and machine learning behind every member of the revenue team. 6sense uncovers anonymous buying behavior, prioritizes accounts for sales and marketing, and enables them to engage resistant buying teams with personalized, multi-channel, multi-touch campaigns. 6sense helps revenue teams know everything they need to know about their buyers so they can easily do anything needed to generate more opportunities, increase deal size, get into opportunities sooner, and compete and win more often.

Featured Testimonials

“Knowing which accounts to prioritize and invest more resources on is an ongoing challenge for SDR teams. With the buyer intent and predictive modeling insights from 6sense, the guessing game becomes a strategic game plan for our reps.”

 KRIS LAIRD  
DIRECTOR OF SALES DEVELOPMENT, INGENIUX

“I have seen every tool out there and I am so pleased with the information that 6sense provides. It is the first thing I go to when starting my day. I can see the activity that happened today, yesterday, last week, or a month ago. I can see where that account is in their engagement and from there I can see their buying stage and what keywords they are searching so I can revise my messaging to be hyper-relevant and important to them.”

 KAT MILLS  
ACCOUNT MANAGER, DUO SECURITY

“Prior to 6sense, I had to make guesses about what prospects wanted. Now we actually have delivered to us in the account the exact things that are being searched. So that to me is super valuable.”

 BRANDON CRAWFORD  
SENIOR DIRECTOR, ENTERPRISE SALES, SOCIALCHORUS

“Before, we thought of our total addressable market (TAM) as accounts that are the right profile for us, but we didn't have a good view into readiness to buy — we now have much more knowledge of what our target market really looks like because we have a better sense of who's actually in market for our solutions. We know who's buying, who knows us, and where they are in their buyer journey, so now we're a lot smarter about everything we do throughout the buyer journey.”

 JOHN WHITESIDE  
ASSOCIATE VP OF DIGITAL PROGRAMS, HIGHRADIUS

TRUSTED BY





109  
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT DEMANDBASE

## DEMANDBASE

Demandbase is the leader in Account-Based Marketing (ABM) and an indispensable part of the B2B tech stack. The company offers the only end-to-end ABM platform that helps B2B marketers identify, win, and grow the accounts that matter most. The biggest and fastest-growing companies in the world, such as Accenture, Adobe, DocuSign, GE, Salesforce, and others, rely on Demandbase to drive their ABM strategy and maximize their marketing performance. The company has been named to the JMP Securities list “The Hot 100: The Best Privately Held Software Companies,” the Deloitte Fast 500, and named a Gartner Cool Vendor for Tech Go-To-Market. In 2019, Demandbase executives authored the definitive book on ABM, Account-Based Marketing: How to Target and Engage the Companies That Will Grow Your Revenue.

### Featured Testimonials

“Demandbase’s ABM solutions help us get our message to the hospital accounts we value most. By targeting multiple contacts within an account, and not just one job title, we reach the right decision makers and deliver more qualified leads to our sales team. It’s a win-win!”



VINCE GIGLOTTI  
SENIOR MANAGER, INTERACTIVE MARKETING AND ADVERTISING, SURESCRIPTS

“We are excited to expand and grow our Drift ABM capabilities alongside Demandbase and its ecosystem of ABM vendors. By leveraging the segments created in Demandbase across multiple technologies, including chat, marketers will have a seamless way to ensure the consistency of messaging across all channels.”



DAVE GERHARDT  
VP OF MARKETING, DRIFT

“What bigger accounts are looking for is a personalized experience, and Demandbase makes ABM much easier out-of-the-box. The data you see drives actions and simplifies the ability to orchestrate plays across sales and marketing.”



JIMMY MONTCHAL  
VP OF DEMAND GEN, COURSEDOG

“Our strategic partnership with Demandbase has been instrumental in helping us guide our customers in adopting an ABM strategy. As a premiere partner in Demandbase’s ABM Ecosystem we are excited to bring our expertise and experience to clients looking to maximize their ABM programs and enable them to achieve new levels of success.”



RITESH PATEL  
CHIEF DIGITAL OFFICER, OGILVY HEALTH

### TRUSTED BY





#### ABOUT DUN & BRADSTREET



Dun & Bradstreet grows the most valuable relationships in business. By uncovering truth and meaning from data, they connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on their data, insights and analytics.

178

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Dun & Bradstreet sales and marketing solutions revealed growth opportunities through lead generation. They allow us to uniformly identify a prospect and client with a DUNS number and then give us a overview of their operation.”



WILLIAM MILLS  
CEO, MARKETING CONNECTIONS

“D&B360 arms our sales teams with the data and tools they need to easily pinpoint the best new prospects, and the information they need to connect with key decision makers. The results have exceeded our expectations.”



REBECCA ROSEN  
SENIOR DIRECTOR, MARKETING COMMUNICATIONS AND TRAINING, TELEPACIFIC COMMUNICATIONS

“This activity exceeded our campaign average when viewed against past campaigns. The quality, depth and detail of the data from Dun & Bradstreet combined with a team to build out the modeled universe meant we could be more targeted, precise and accurate in our marketing program, resulting in a more successful outcome.”



ANDREW FORD  
VP FOR MARKETING AND COMMUNICATIONS, EUROPE, PITNEY BOWES

“Dun & Bradstreet has provided the best leads we have acquired to date. The leads include revenues which help us prioritize and allocate to the right people. The detail behind the leads has been incredible and extremely accurate making the sales function and prospecting much easier. Thank you!”



JON KROMENHOEK  
MANAGING DIRECTOR, L'OREAL

#### TRUSTED BY





# 102

## Total Customer References

[VIEW ALL REFERENCES](#)

### ABOUT TERMINUS



Terminus is the leader of the account-based movement. They help their customers transform B2B marketing by focusing sales and marketing resources on the best-fit, most likely to buy segments of their addressable market. Their platform empowers marketing teams to easily build, operate and measure scalable account-based initiatives that drive quality growth. They serve hundreds of B2B organizations such as Salesforce, GE, Verizon, 3M and CA Technologies to provide the technology and expertise that produce exceptional results.

### Featured Testimonials

“We wanted to do a pilot program to really prove to ourselves and to the company the effectiveness of ABM. Our goal and theory behind it was to target accounts and personas within those accounts that we wanted to have conversations with. We thought Terminus would help us warm up that conversation by putting brand impressions in front of the right faces and making the brand name more familiar.”

 MIKE SANCHEZ  
SENIOR DIRECTOR OF ENTERPRISE GROWTH/ACQUISITION, WP ENGINE

“The ability to automate our account-based marketing programs across mobile, social, display, and video, just by clicking a button, is simply amazing — and it gets our message in front of the right audience.”

 TAMI MCQUEEN  
DIRECTOR OF MARKETING, SALESLOFT

“Terminus is the easiest application we found to do this. We pour in our target account list and Terminus allows us to choose the role and level we want to target with our campaigns — even if we don't have those contacts in our CRM. So it's a very powerful way to ensure that our message is getting in front of precisely the right people who we want to sell to. The whole process is very easy.”

 ROB ISRACH  
CHIEF MARKETING OFFICER, TIPALTI

“With Terminus, GTreasury was able to see who in our target audience was researching our solution. Then, we could target the decision makers at those accounts with relevant, personalized ads which helped us double our clickthrough rate and get more demos.”

 EASTON KOWALSKI  
MARKETING OPS LEAD, GTREASURY

### TRUSTED BY



2021



SPRING 2021

Account-Based Marketing  
Platforms Category

**TOP PERFORMERS**



43

Total Customer References

VIEW ALL REFERENCES

ABOUT MADISON LOGIC



Madison Logic is the only global account-based marketing platform that uses technology, actionable data, and content to speed the buyer journey at all stages. B2B companies have been using Madison Logic to convert their best accounts faster by finding and engaging with the most influential individuals throughout the buyer journey.

Featured Testimonials

“As we realign the way we use data to prospect into top accounts, Sailpoint appreciates partnering with Madison Logic to apply advanced data and technology strategies to our ABM campaigns. Using the ML Data Cloud’s capabilities, we can include an unprecedented amount of data in our initiatives.”



LAURA HAMILTON  
VICE PRESIDENT OF DEMAND GENERATION, SAILPOINT

“Over the years with inbound marketing, outbound marketing, account-based marketing, there’s been a lot of different things I’ve needed to do. And I’ve had a partner in Madison Logic. They’ve been able to deliver me the right leads through the different programs and tactics to support all of the strategies that I need.”



JEFF SORIANO  
SENIOR DIRECTOR OF DEMAND GENERATION, OFFERPOP

“Once we defined our ABM, Madison Logic became a critical partner to help execute on it. They make our ability to execute productive and efficient.”



TED PURCELL  
SVP & GENERAL MANAGER, COMMERCIAL, MARKETO

“The aggregate account-level reporting in the ML Platform allowed us to see how top prospects were engaging with marketing messaging across our three biggest channels. Sharing this data with sales has enabled more impactful conversations with prospective clients.”



KEVIN SALAS  
SENIOR DIRECTOR OF DEMAND GENERATION, M-FILES

TRUSTED BY





23

Total Customer References

VIEW ALL REFERENCES

ABOUT METADATA.IO



Metadata is the only AI campaign execution platform for B2B companies. VPs of Marketing in B2B are under constant pressure to create pipeline, and know exactly which components in their marketing mix work – and which don't. Experimentation is the only proven method to know exactly what works and guarantee the ability to optimize based on results vs. hunches, and A/B testing doesn't deliver results fast enough. Metadata's patented technology executes thousands of B2B campaigns in a matter of hours, automatically optimizing campaigns for pipeline impact at a velocity that is not humanly possible.

Featured Testimonials

“Using the Metadata.io Automatic Account-Based Advertising Solution, we were able to run over 10,000 ad combinations in 2018, optimize our campaign performance, and improve our return on ad spend.”



GLEB BRICHKO
VICE PRESIDENT GROWTH AND DEMAND MARKETING, NUTANIX

“In a noisy and crowded social marketing world, Metadata helps us reach our ideal customer profile and drive the right responses from the right prospects.”



GONZALO MANNUCCI
SENIOR DIRECTOR OF DEMAND GENERATION, ATSCALE

“The Metadata process has allowed us to focus on more value-added activities without having to worry about manually managing budgets, optimizing ads, and creating campaigns that generate qualified leads.”



KIM LOUGHEAD
VICE PRESIDENT OF MARKETING, KNOWI

“The entire onboarding process with Metadata couldn't have been smoother. The personal service provided was exceptional and once our campaigns were up and running we had highly targeted, high quality leads flowing into our marketing automation platform at an accelerated pace.”



MATT GREENER
VICE PRESIDENT MARKETING, APP DATA ROOM

TRUSTED BY





#### ABOUT TECHTARGET



TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. With high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts technology buyers researching companies' information technology needs. By understanding tech buyer content consumption, TechTarget creates the purchase intent insights that fuel effective marketing and sales activities for clients around the world.

153

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We uploaded individual lists from account managers into Priority Engine and directly messaged these people with personalized communications directly from the sales team. Those have been working so well!”



NICKI TUCKER  
DEMAND GENERATION MANAGER, INTERNATIONAL, RAPID7

“We’re using Priority Engine to understand the interests of net new accounts and which competitors and alliances are in those accounts. We’re shaping the messaging, content and outreach using TechTarget insights.”



JONATHAN RIDLEY  
ENTERPRISE MARKETING MANAGER UKI, VEEAM

“[With Inbound Connector,] being able to link our site visitors to TechTarget’s intent data and active prospects helps us easily pinpoint the most engaged accounts and deliver our sales team a list of prime prospects to focus on.”



ANDREW TEWKSBURY  
DIRECTOR OF PRODUCT & MARKETING, HELPSYSTEMS

“The conversion rate we’re seeing from Priority Engine is the highest of any source we’ve ever seen. That’s because of the quality of the conversations we’re having with prospects.”



PHIL MCKINLEY  
ACCOUNT MANAGER, OPERATIX

#### TRUSTED BY





39

Total Customer References

VIEW ALL REFERENCES

ABOUT TRUE INFLUENCE



True Influence is a demand generation company accelerating sales revenue. They expertly leverage data, technology and content to drive high-impact marketing campaigns and share detailed results and insights to help you win new business. True Influence generates revenue across multiple industries, promoting brands and products from some of the most successful global companies.

Featured Testimonials

“We love that the data from InsightBASE can be tied into our Marketo instance to ensure that our key prospects are automatically entering the email nurture track that’s most relevant to what they’re already researching. It’s a great way to ensure that Imprivata’s key content is reaching the people that are most interested in receiving it.”



MICHELLE LIRO
DIRECTOR OF MARKETING PROGRAMS, IMPRIVATA

“I’m able to see how our accounts are behaving and if there is a fit for our solutions. This helps us prioritize our prospecting efforts with our sales team and point them to the right prospects, at the right time.”



COURTNEY PETERS
PRINCIPLE MARKETING SPECIALIST, SAS

“True Influence helped us achieve a strong balance of quality contacts with enough volume to feed our hungry sales force. Their targeted promotions of our existing content produced the most successful program in years.”



MARCOM MANAGER
CA TECHNOLOGIES

“True Influence is a key factor in the success of our partnership. Working with them has been very smooth, and the True Influence team is able to work with us to launch new campaigns quickly and easily, and I know I can always count on them for fast response time!”



TARA ROBERTSON
DIRECTOR OF DEMAND GENERATION, UBERFLIP

TRUSTED BY







#### ABOUT MRP



MRP Prelytix is the only enterprise-class predictive ABM platform. Our technology and services empower client sales and marketing teams to simplify the complexity of their environment using realtime predictive analytics and intelligence to direct, coordinate, and execute across seven channels. Using MRP's global ABM managed service capacity or their infrastructure, our approach is purpose-built to drive measurable and higher response rates, pipeline conversion, and pipeline value. Founded seven years before the next oldest ABM platform, we're part of a publicly traded company and have 700 employees managing more than a thousand account-based programs across more than 100 countries, in 10 languages, from 11 offices spread across four continents. Today, MRP closes the loop on integrated ABM strategies so clients can identify and replicate high performing tactics ...

19

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“There are a ton of [insights] out there and a ton of account-based orchestration platforms. But I see MRP as just a very great partner and almost an extension of my function. Their ability to leverage data to help stand up campaigns and be that strategic partner to me is what makes them so invaluable.”



MATT HUMMEL  
VP MARKETING AND DEMAND GENERATION, THOMSON REUTERS

“We have a huge data team that sorts out best strategies and tactics for executing an ABM motion to shorten time to revenue, increase deal size and make it more rewarding for our sellers to focus on high-potential accounts. We can put that information together and hand it off to our channel organization or sellers, but after that, there's a huge blind spot.”



TINA O'DELL  
HEAD OF GLOBAL CHANNEL MARKETING, JUNIPER NETWORKS

“The quality of the MRP programs, the accuracy of the data, the creative, and the follow up on behalf of our partners are what have made these programs successful.”



MEREDITH FRICK  
SENIOR MARKETING MANAGER FOR NATIONAL ACCOUNTS, VEEAM

“We're now able to get really specific with mid- and late-stage buying centers, while identifying early-stage accounts to nurture more thoroughly. Our ultimate goal is to see multiple organizations enter our funnel with a velocity we can say is faster and a position that is stronger than before. I believe we will get there with MRP.”



MEDECISION

#### TRUSTED BY





26

Total Customer References

VIEW ALL REFERENCES

ABOUT ROLLWORKS



RollWorks, part of the AdRoll Group, is on a mission to empower B2B marketers to impact revenue. Results-driven marketers use the RollWorks B2B Growth Platform, built on their proprietary data and algorithms, to reach the right people, engage with extreme relevance and drive business growth. Their platform enables better sales and marketing alignment with integration to CRM and marketing automation systems. RollWorks partners with growth-minded leaders to help them forge lasting relationships that translate into measurable results.

Featured Testimonials

“RollWorks has some of the most sophisticated targeting capabilities. With other ABM vendors we were paying double or triple the cost to get a visit to our website. But because RollWorks targets more efficiently, we’re actually spending less than 50% of what we had spent to get a visit to our site.”

TINA CABANEZ
DIRECTOR OF MARKETING, TRANSPAY

“The targeting we're able to get to with our campaigns is unparalleled. Between looking at intent based on pages viewed, layering in in-house marketing/CRM data, and RollWorks' proprietary AI, I'm confident our ads are being shown to the correct people.”

SAM KUEHNLE
TEAM LEAD, DIGITAL MARKETING, BLACKBAUD

“This is helping us know where to spend the majority of our sales and marketing resources. With a new, validated and tiered target account list, now Dialpad is poised to do true ABM at scale.”

IZABELLA BRAY
SENIOR DEMAND GENERAL MANAGER, DIALPAD

“The ability to provide specific target companies to deliver ads is key for us. Integration with Salesforce gives us the ability to specify different accounts that we either want to target or exclude, and the integration allows this to happen automatically as statuses change in our Salesforce instance for different accounts. Beyond the RollWorks interface itself, the account team is invaluable in helping you get going quickly and to help you optimize your campaigns to reach your goals.”

MARK HALLIDAY
DIRECTOR OF DEMAND GENERATION, EXAGRID

TRUSTED BY





#### ABOUT TRIBLIO



Triblio provides account based marketing (ABM) software to generate demand and engagement from target accounts. ABM targets the known and unknown stakeholders in the top-revenue producing accounts to accelerate the purchase journey and deepen engagement. With Triblio, marketers can target accounts using multiple channels just like marketing automation. Marketers can dynamically customize messaging, content, and calls-to-action by persona and account. Account targeted campaigns produce extraordinary results whether it is to acquire new customers or expand relationships with existing ones.

54

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Triblio offered exactly what we were looking for in a strategic account-based partner. They show a high desire to solve our deepest business challenges.”



RICH WHITTINGTON  
MANAGER OF ACCOUNT-BASED STRATEGY & DEVELOPMENT, INSPERITY

“Triblio is an impressive platform and partner that delivered ABM results in a few weeks.”



ERIC WALDSCHMIDT  
SAVI

“Triblio understood our business challenges, and launched our ABM success which propelled us to a Markie finalist.”



KRISTEN OELKE  
VP MARKETING, DLT

“I like that Triblio continues to innovate by creating reports and tools that help me manage campaigns better and prove ROI.”



KIMBERLY HEUSER  
DIRECTOR OF MARKETING & OPERATIONS, SERVICEPOWER

#### TRUSTED BY

