



# Account-Based Marketing Platforms Category

SPRING 2026  
Customer Success Report





## 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.

ABM software can be leveraged to gain new accounts, nurture promising and existing accounts, and grow and expand enterprise accounts. Top ABM solutions can integrate with third-party marketing and sales tools like marketing automation and CRM applications to help you effectively target and focus on communications with important accounts.

# 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 Account-Based Marketing Platforms software based on the FeaturedCustomers Customer Success Report.



**sense** **AdRoll** **dun&bradstreet**

**DEMANDBASE** **demandscience** **metadata.io**



**Anteriad** **FOUNDRY** **informatechtarget**

**Leadspace** **LeanData** **MADISON LOGIC.**

**pharosIQ** **Überflip**  
Now a **PathFactory** Company



**ion** **Leadfeeder**

\* Companies listed in alphabetical order



**2026**

**ACCOUNT-BASED  
MARKETING  
PLATFORMS**

**MARKET LEADER**





## 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...

**481**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

*“The level of ROI and adoption in such a short amount of time has been amazing. Sales is seeing the results from 6sense with quick wins increasing their trust in marketing and the ABM program.”*

URAN KABASHI  
GLOBAL DEMAND GENERATION & ABM MANAGER,  
APRIMO

*“Unlike most SaaS companies, we started with inbound marketing first and added outbound later. We wanted to tackle the lower hanging fruit first because we were in a new category: mentoring software.”*

GRACEY CANTALUPO  
CHIEF MARKETING OFFICER, MENTORCLIQ

*“When we started ideating on ABM, the idea wasn’t to fix something that was broken. It was, ‘How can we take good things and make them better.’”*

PETER MACARTHUR  
GLOBAL DIGITAL MARKETING AND ABM SENIOR  
ANALYST, QUALTRICS

*“Our sellers love the iframe in Salesforce — but 6sense’s full product interface provides so much in-depth information that we didn’t have before.”*

PT UMPHRESS  
DIRECTOR OF DIGITAL MARKETING, BLUE YONDER

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## ABOUT ADROLL



AdRoll is a marketing and advertising platform that helps B2C businesses run, measure, and optimize multi-channel, full funnel campaigns. Powered by industry-leading AI and automation, the AdRoll platform's machine learning analyzes both real-time and historical data to drive traffic and sales. AdRoll helps customers generate more than \$246 billion in sales annually and has been used by over 120,000 brands since 2006. AdRoll is a division of NextRoll, Inc. Get started today at [www.adroll.com](http://www.adroll.com).

**251**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Partnering with AdRoll has been transformative for our go-to-market strategy, elevating the way we connect with the right audiences. They've gone beyond being a vendor to becoming a strategic adviser, providing data-driven insights and ABM expertise that have been invaluable in driving our success. Most importantly, this partnership enables us to deliver even greater value to our customers by ensuring we reach and engage the right decision-makers with the product education they need to ultimately choose PitchBook.”

PAUL STODDART  
CHIEF MARKETING OFFICER, PITCHBOOK

“AdRoll's cross-channel measurement solution lets us see how customers are moving through various channels and experiencing our brand, from the first interaction to the last. We've been able to really dig in and experiment with new omnichannel strategies with more confidence since we can see the actual impact different approaches have on the bottom line.”

JASPER MORDENO  
SEM MANAGER, ALGAEAL

“With AdRoll, we've seen a substantial increase in attributed revenue, ROAS, and website traffic. The AdRoll platform, and the services we get from our account management team, make optimizing our campaigns for efficient and effective performance a breeze.”

ADVERTISING STRATEGIST  
GLOBAL NON-PROFIT COMPANY

“The AdRoll team is there for us, they're respectful of our business, and I know they want us to succeed in our efforts.”

ANDRIA PHINIEFS  
HEAD OF MARKETING, FP MARKETS

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ABOUT D&B REV.UP ABX



Dun & Bradstreet is a leading global provider of mission-critical data and insights to help our clients compete, grow and thrive. Delivered through the Dun & Bradstreet Data Cloud and our market-leading solutions, our data and insights help you accelerate revenue, manage risk, lower cost and transform your business. Global businesses of all sizes rely on our data, insight & analytics. Visit us at [www.dnb.com](http://www.dnb.com) for more information.

62

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

**FEATURED TESTIMONIALS**

*“D&B has been core to our ABM strategy, serving as an open customer data platform for paid media and email campaigns. Rev.Up ABX expands our ability to integrate with more systems and data, giving us greater flexibility and value from our current and future investments.”*

ROEL HAANAPPEL  
DIRECTOR DIGITAL GROWTH, UNIT4

*“D&B Rev.Up™ABX for Sales has helped our sellers get deeper intelligence on their best fit accounts that are most likely to buy now. That has helped us prioritize our efforts, drive new pipeline and increase our program’s average opportunity size by +40%.”*

JULIA DINOLFO  
MANAGER OF ACCOUNT, NI

*“Through the D&B Rev.Up ABX platform we’ve been able to quickly produce uniquely tailored marketing campaigns, get in-depth insights to our Ideal Customer Profiles, and disrupt our traditional mindset on B2B digital marketing efforts.”*

DIGITAL MARKETING MANAGER  
INDUSTRIAL SOLUTIONS COMPANY

*“Dun & Bradstreet is enormously open and transparent in how they do things, where their data comes from, how their models work.”*

GEERT WIRTJES  
VICE PRESIDENT FOR SYSTEMS AND PROCESS TRANSFORMATION, ALGOLIA

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## 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...

**226**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Since the start of the pandemic, both healthcare and life science industries needed to find new ways to support their customers at the greatest time of need. With our working lives disrupted, working from home became the new normal and the importance of digital took center stage across our client base. And that's where Demandbase comes in. We've relied on Demandbase to...”

JONATHAN AGOOT  
DIRECTOR, DIGITAL STRATEGY AND TRANSFORMATION,  
OGILVY HEALTH

“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

“ABM allows us to create more awareness, engagement and conversion with the accounts most likely to buy. We have achieved overall engagement of 88% with target accounts in 2016. We have converted 20% of our top 100 accounts to pipeline through the ABM program.”

KRISTEN WENDEL  
DIRECTOR OF MARKETING OPS, VERSIONONE

“There is no one more knowledgeable about ABM than the folks at Demandbase. When you read this book, you're getting the definitive story on ABM.”

MEAGEN EISENBERG  
CHIEF MARKETING OFFICER, MONGODB

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## ABOUT DEMANDSCIENCE



DemandScience is the premier AI-powered B2B demand generation company accelerating pipeline growth. The DemandScience intelligence platform empowers global B2B organizations to swiftly identify the right prospects and target in-market buyers with precision. By combining groundbreaking technologies and AI innovation, the company ensures timely delivery of accurate data, intelligence, and signals, adding value to the buyer's journey from initial engagement to conversion.

**38**

TOTAL CUSTOMER REFERENCES

**VIEW ALL REFERENCES**

## FEATURED TESTIMONIALS

“The attention that DemandScience pays to our targeting parameters is a step above the rest. There was not one single lead that I asked to be replaced in our last campaign because all of those leads met our targets, and our targets were specific. So, if you are looking for qualified leads within your target, then I would really suggest DemandScience, because it was right on point for us.”

ASHLEY JOHNSON  
INBOUND MARKETING SPECIALIST, TIMEXTENDER

“At Tealium, we treat CS not as a quick source for immediate MQLs, but as a crucial dooropener and a continuous catalyst for account progression. This shift in mindset reveals its true power. CS effectively populates our target accounts with the right contacts, making it an essential opening move in a strategy designed to land the customer over the long term.”

MARIE MURMANN  
EMEA REGIONAL MARKETING MANAGER, TEALIUM

“We defined marketing influenced as an opportunity that came into the pipeline that was either part of a recent engagement spike or had clicked on our advertising, so not just views or impressions, but actual clicks. We knew there was somebody looking into our content, so that's how we knew our campaigns had made an impact.”

CHLOE MARS  
MARKETING MANAGER, CARDINAL HEALTH WAVEMARK

“Targeted advertising has become a game-changer we can pull into campaigns whenever we need pipeline acceleration.”

MEGAN MURRAY  
VICE PRESIDENT OF MARKETING, FORCURA

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TIMEXTENDER





## 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...

**84**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Metadata.io empowered us to make informed strategic decisions almost immediately after launch. The constant dedication of the customer success team to the performance of our program really guaranteed the results we achieved.”

PETER TARRANT  
ACCOUNT BASED MARKETER, TIPALTI

“Most platforms will only offer you ABM targeting via display advertising or social, but never both together. In the case of Metadata, I have display targeting and social targeting in the same place.”

CARLOS TOBON  
HEAD OF DEMAND GENERATION, EIGHTFOLD.AI

“Metadata gives me peace of mind that we're educating the market and generating Sales-ready leads at a scale that just wouldn't be possible using our in-house resources.”

PAUL BUSSENIUS  
DIRECTOR OF DEMAND GENERATION, PANDADOC

“Metadata lets us be channel-agnostic and scientific with our marketing bets. It's the only way to bring clarity to the chaos.”

ADI HAGAG  
VP OF MARKETING, TITAN

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**TOP PERFORMER**





## ABOUT ANTERIAD



Anteriad powers B2B with the industry's leading data: purpose built, highly-trusted, compliant, campaign ready and with global reach. Providing B2B marketing leaders with depth and scale as well as hyper granularity. The most demanding B2B and enterprise technology CMOs rely on them to get ahead with their wholistic full funnel approach to the identification of targeted audiences and the delivery of integrated, multi-channel campaigns across traditional and digital media while being accountable for performance and the results they achieve.

25

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“At Causal, we’re always happy to test quality data partners like Anteriad and are even more thrilled when they perform beyond expectations. We saw lower funnel performance lift for a travel advertiser compared to other 3P data providers and increased brand lift for a B2B client when compared to other 3P partners or contextual strategies. We will continue to use Anteriad as a top data partner for future campaigns.”

JENNIFER LAING  
SVP OF OPERATIONS, CAUSAL IQ

“Anteriad delivered ROI and infused more agility into our acquisition program. SHRM now sends a personalized cadence of emails, communicating with HR professionals every 10-14 days, creating a membership journey based on the content to which the audience is most receptive.”

YANCEY BURGESS  
MANAGER MARKETING AUDIENCE SEGMENT, SHRM

“Anteriad gives us an intuitive technology solution that not only pays immediate dividends, but also paves the way for future growth across our clients and channels.”

ANNA SCHNEIDER  
PMG

“Anteriad helped us prove the value of increased investment with clear, measurable impact.”

NATE POHLMAN  
VICE PRESIDENT OF MARKETING, U.S. PLASTIC CORPORATION

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BAMBOO ROSE



## ABOUT FOUNDRY

# FOUNDRY

Foundry is at the intersection of media and martech. Their industry is about people, not machines. Algorithms, optimization and automation play a role in what they do, but connections and trusted relationships are vital. They derive fully-consented data from their ecosystem of global editorial brands, awards, and events, and use it to power their media, demand generation and martech solutions making them among the most effective in the market.

**39**

TOTAL CUSTOMER REFERENCES

**VIEW ALL REFERENCES**

## FEATURED TESTIMONIALS

“Foundry’s end-to-end marketing services helped BMC Helix seamlessly and efficiently elevate our brand message. We trusted Foundry to create a suite of custom content for us, culminating in a fresh and educational brand story that resonated with our target audience. The success of the campaign is evident through engagement tracking metrics and our continued partnership.”

VIDHYA SRINIVASAN  
VICE PRESIDENT SOLUTION MARKETING, BMC

“The success of Lenovo Late Night IT would not have been possible without the partnership with CIO. The deep insights they brought to the table enabled us to have some of the most insightful, unbiased, and entertaining conversations around technology in the garage.”

SANDEEP VASUDEVAN  
EXECUTIVE DIRECTOR, WORLDWIDE BRAND, LENOVO

“Foundry’s ability to provide our account executives with push notifications and on-demand dashboards in Salesforce displaying relevant activity in their respective territories has been critical to making account-level data accessible and actionable.”

MATT HARRELL  
DIRECTOR OF DEMAND GENERATION, CLEARWAVE

“Foundry gave us a much more contextual understanding of real-time intent and enabled us to leverage leads to their fullest extent to reap strong pipeline and ROI. Their quality data and fresh approach to traditional content syndication pays off.”

VICE PRESIDENT, GLOBAL CUSTOMER MARKETING  
QLIK

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## ABOUT INFORMA TECHTARGET



Informa TechTarget informs, influences and connects the world's technology buyers and sellers, helping accelerate growth from R&D to ROI. With a vast reach of over 220 highly targeted technology-specific websites and over 50 million permissioned first-party audience members, Informa TechTarget has a unique understanding of and insight into the technology market. Underpinned by those audiences and their data, we offer expert-led, data-driven, and digitally enabled services that have the potential to deliver significant impact and measurable outcomes...

**200** TOTAL CUSTOMER REFERENCES

**VIEW ALL REFERENCES**

## FEATURED TESTIMONIALS

*“Informa TechTarget Intent Data is a foundational element for our clients. It helps to power their go-to-market strategies by being able to target the right prospects with the right message at the right time in their buying journey.”*

AMY GRUCELA  
SVP OF STRATEGY, MARKETBRIDGE

*“Priority Engine has been a significant component in helping us validate our account information and get the right information to the sales teams at the right time.”*

MILES KRONE  
DEMAND GENERATION MANAGER, WHITEHAT

*“[Informa] TechTarget’s powerful and precise intent data helps us personalize our outreach at both the account and prospect level to drive maximum impact.”*

ALEXANDER PASCH  
DIGITAL MARKETING TRANSFORMATION MANAGER,  
SCHNEIDER ELECTRIC

*“Priority Engine has helped us become more efficient. Our salespeople are now finding real people and making real connections.”*

TIM BOVIN  
DIRECTOR OF MARKETING, PORTSYS





## ABOUT LEADSPACE



Leadspace is the leading B2B Customer Data Platform (CDP) helping companies take back control of their marketing and sales data, and empowering go-to-market teams to accelerate growth through accurate, personalized engagement across all channels. With the most robust and open B2B data engine in the industry, sophisticated AI, a proprietary graph of B2B personas, and activations across the go-to-market tech stack, customers like Microsoft, SAP, RingCentral, and many more use Leadspace to power more data-driven and effective inbound and outbound marketing, and ABM efforts. Leadspace is based in San Francisco, Austin and Israel, and is...

27

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“Leadspace’s AI approach is much more tailored than what you get with generic predictive systems. Leadspace takes a highly engaging, personalized approach that works for our business. It gives us the confidence that the data is always right. And if Leadspace ranks a prospect highly, we know it’ll be a good fit. Now, I can work with complete trust that they know who to go for, and who to prioritize.”

KATHRYN DEAN  
MARKETING OPERATIONS MANAGER, TIPALTI

“Leadspace feels like an extension of our Marketing team—it’s integral to everything we do. In terms of our technology stack, it’s on the same level as what Marketo is to us. It’s totally changed the way we do marketing.”

MEREDITH GADOURY  
DIRECTOR OF ABM AND DEMAND GENERATION,  
FIRSTUP

“Leadspace solved our sales engagement challenges at Spigit. Lead routing is more efficient and I am able to show real conversion improvement.”

NEIL SCHULMAN  
SALES OPERATIONS MANAGER, SPIGIT

“Leadspace is really pushing the envelope regarding advanced predictive scoring and real time enrichment.”

CHARLES EICHENBAUM  
DIRECTOR OF MARKETING TECHNOLOGIES AND  
OPERATIONS, MICROSOFT CORPORATION

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## ABOUT LEANDATA

# LeanData

LeanData's best in class solution simplifies the complexity of the B2B sales process through intelligent lead management. LeanData makes revenue-generation teams more successful by matching leads to accounts and then automatically routing them to the right rep, every time. LeanData provides richer insights into accounts so that more than 250 fast-growing businesses such as Nutanix, Palo Alto Networks, Marketo and Cloudera can maximize marketing ROI and close more deals.

**184**

TOTAL CUSTOMER REFERENCES

**VIEW ALL REFERENCES**

## FEATURED TESTIMONIALS

*“I LOVE LeanData. It has been so transformational for us. In the adopting process, we’ve seen 60% increase in pipeline generated per month by putting these two technologies together. It’s been a complete game changer.”*

LATANE CONANT  
CHIEF MARKETING OFFICER, 6SENSE

*“Our BDRs were probably spending eight hours a week just converting leads, looking up accounts and creating new records in Salesforce.”*

NICOLE LOOKER  
CRM PLATFORM MANAGER, REBUY

*“Essentially, LeanData enables us to change what we want, when we want, which is something we could only dream of before.”*

THOMAS SUNDERLAND  
SENIOR SALES SYSTEM MANAGER, INTERCOM

*“It was just a manual process, and we have a very high volume of inbound leads.”*

CINDY HANCOCK  
SALES OPERATIONS SYSTEMS MANAGER, SALESLOFT

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## ABOUT MADISON LOGIC

**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.

**113**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Madison Logic provides some pretty interesting and incredible data through their ML Insights platform, and that data can really be sliced and diced in a number of different ways. So they’re really critical insights to help us make smarter decisions about how we reach these prospective clients.”

COURTNEY PIERCE  
VICE PRESIDENT OF GLOBAL GROWTH AND DEMAND GENERATION, DEPT

“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

“ABM has allowed us to improve our sales and marketing alignment as well as be very efficient with our resources because we’re hyper-targeted on the accounts that sales is actively targeting.”

KATRINA KILGAS  
B2B MEDIA MANAGER, SHELL LUBRICANT SOLUTIONS

“With ABM, it’s really important to have real-time access to campaign performance.”

FABIO LUZ  
LATAM MEDIA TEAM LEADER AND NAM DIGITAL MEDIA STRATEGIST, SCHNEIDER ELECTRIC

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JUSTMEDIA





## ABOUT PHAROSIQ



pharosIQ is a global leader in first-party intent-driven lead generation solutions, delivering essential insights and demand for B2B organizations' sales and marketing success. With over four decades of expertise, pharosIQ converts buyer intelligence into impactful engagements, driving global revenue efficiently for many of the world's most recognizable organizations. Powered by first-party audience engagement data and its proprietary AI ecosystem, pharosIQ connects B2B technology and service vendors with in-market buyers, transforming sales and marketing strategies worldwide. For more information visit...

**36**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“MRP helps us ensure that sales and marketing perspectives are paired at every step of the process, including measuring and optimizing outcomes. With MRP, we can connect brand marketing to the end of the funnel in the best way possible to engage and nurture new audiences, fuel high-value sales conversations, and ultimately help drive more revenue.”

MEGAN CREIGHTON  
HEAD OF DIGITAL STRATEGY, THE RICCIARDI GROUP

“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

“MRP commits to leads, and they don't stop until they reach their goal. In our first campaign with MRP, we generated over a million dollars in opportunities. They are focused on getting the right contacts into the top of the funnel.”

LIZZY FELICIANO  
SR. DIRECTOR MARKETING HEALTHCARE SOLUTIONS, LEXISNEXIS

“With pharosIQ, the decision-makers self-select and become GDPR compliant, which is a major milestone. We can then establish a meaningful conversation that produces high-quality leads.”

JORGE GRANADA  
GLOBAL LEAD, PROGRAMS CENTER OF EXPERTISE, SAP



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## 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.

**152**

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“Uberflip makes it easy to package engaging content for campaigns in minutes so we don't miss deadlines. Our content investment is justified as each piece is used more and the relevance converts to higher engagement.”

TRICIA SAUNDERS  
DIRECTOR OF MARKETING OPERATIONS AND  
TECHNOLOGY INTEGRATED MARKETING STRATEGIES  
TEAM, TRIMBLE

“Uberflip helped us rapidly grow traffic, credibility, and authority online. Our web traffic skyrocketed by over 300% compared to the previous year, and we were able to outperform our direct competitors on key web metrics.”

DAVE R TAYLOR  
CHIEF MARKETING OFFICER, IMPARTNER

“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

“Uberflip provided the tools to not only create a content strategy but allowed us to scale effectively and efficiently.”

ALLI HANSEN  
CONTENT EXPERIENCE DESIGNER, FOUNDANT  
TECHNOLOGIES

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**2026**

**ACCOUNT-BASED  
MARKETING  
PLATFORMS**

**RISING STAR**





## ABOUT ION INTERACTIVE



Ion Interactive empowers modern marketers to produce engaging, interactive content marketing that generates higher quality leads. ion provides an agile technology platform and optional services programs to hundreds of leading brands and agencies like Anthem, Dell, DHL Express, Dun & Bradstreet, HP, Iron Mountain, Militello Capital, Nielsen, Polycom, Salesforce, Symantec and UBM. ion's platform launches, customizes and tests all types of state-of-the-art interactive content marketing experiences without development resources. ion's interactive infographics, ebooks, assessments, quizzes, lookbooks, interactive white papers, calculators, wizards and...

**147**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

*“Prospects and customers don’t look to consume an individual piece of content, but rather are on a journey where they need ongoing resources to help move purposefully forward in their buying decision.”*

CHITRA IYER  
EDITOR-IN-CHIEF, MARTECH ADVISOR

*“Ion has empowered the MarketingProfs marketing team to create elegant, high-performance landing pages. We launch and test pages in minutes and robust minisites within days.”*

MEGAN LEAP  
ONLINE MARKETING MANAGER, MARKETINGPROFS

*“Our campaign [was] a wonderful way to bring the German traveler closer to the destination of South Africa, especially its warm-hearted and open-minded people.”*

LUKAS MARTIN  
SITE'S INNOVATION EDITOR, STRÖER

*“The [Rock Content] team has been very responsive, and they put the tools in our hands to make the job easier.”*

SPENCER WALSH  
EXECUTIVE PRODUCER, CBC NEWS

### TRUSTED BY

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AUTODESK



6CONNEX



## ABOUT LEADFEEDER



Leadfeeder is a sales intelligence tool that helps companies uncover more about their anonymous website visitors so that they can convert promising visitors into sales leads. They are an international startup headquartered in Helsinki, Finland. Their roots are deep in web analytics and they have been the successful pioneers of web analytics technology development in Northern Europe. Their mission is to bring web intelligence into business and they are doing that with a team of incredible talents in 5 countries.

**131**

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

*“I would recommend Dealfront to anyone who manages several responsibilities and customers at the same time. With Dealfront, you can directly identify the challenges of a company and can develop individual customer solutions based on that.”*

LEADING TELECOMMUNICATIONS COMPANY

*“With Dealfront, I don't have to search for the logistics manager of Company X—I just go on the platform and find the information instantly.”*

MOMCHIL PETRUSHKOV  
CORPORATE DIGITAL MARKETING MANAGER, ZETES

*“With Dealfront, we're able to identify buyer intent and act on it in real time. It's a game-changer for our outreach strategy.”*

KARIN TINAJERO  
ACCOUNT EXECUTIVE, CONTENTOO

*“We see Leadfeeder as a partner to our business efforts for clients, and not as a faceless off-the-shelf tool which we subscribe to.”*

SWC

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