

Anaplan	Predictive Insights
Demandbase	Demandbase One
Dun & Bradstreet	D&B Account Based Marketing, D&B Lattice
Integrate	Integrate Demand Cloud
Jabmo	Jabmo B2B Marketing Platform
Kwanzoo	Kwanzoo Adaptive ABM
Leadspace	Leadspace Customer Data Platform
Madison Logic	ML Platform
Metadata.io	Metadata Autonomous Demand Generation Platform, MetaMatch
MRP	MRP Prelytix
RollWorks	RollWorks Account-Based Platform
TechTarget	TechTarget Priority Engine
Terminus	Terminus Engagement Hub
Triblio	Triblio Account-Based Marketing Platform



TrueInfluence

True Influence ABM Marketing Cloud

Source: Gartner (February 2021)

The vendors listed in this Market Guide do not imply an exhaustive list. This section is intended to provide more understanding of the market and its offerings.

Market Recommendations

- Define the marketing and sales use cases for your current or planned ABM program, and the scope of your efforts. Companies that are primarily targeting net new accounts and doing so at scale may prioritize different capabilities than those looking to retain key accounts or fill in white space within large, existing accounts.
- Gauge ABM platform vendors' ability to provide mission-critical capabilities that support running ABM programs at scale. Focus on where vendors differentiate around those capabilities highlighted in the Market Analysis section.
- Develop a plan for how to leverage any ABM technology you select in conjunction with your existing marketing technology ecosystem, particularly key components such as marketing automation and CRM. Perform an audit of your current solutions to ensure there are no capability gaps and that your systems are carefully aligned to business goals (see [Identifying the Most Critical Components for Your Martech Stack](#)).
- Assess the extent of vendors' service offerings, including implementation, onboarding, consulting and ongoing support and education. Use these resources to raise your team's skill levels and ability to maximize platform performance.
- Confirm vendors' 2021 roadmap plans before making an investment. Seek flexibility in contract duration, particularly if you are starting out and unsure of which use cases will emerge as the focus of your program and the timeline for achieving scale.



Evidence

Gartner's CMO Strategic Priorities Survey, 2020-2021: This study was conducted to understand how marketing leaders are navigating the post-COVID-19 environment. This survey focuses on how they are reflecting on their position within the company, their role in strategic decision making, and how they are navigating through difficult times to best position their 2021 marketing strategy and budgets.

The research was conducted online during September 2020 and October 2020 among 381 respondents from the United States (47%), Canada (5%), U.K. (26%), France (11%) and Germany (11%). Respondents were required to have involvement in decisions pertaining to setting or influencing marketing strategy and planning, as well as have involvement in aligning marketing budget/resources. Eighty-five percent of the respondents came from organizations with \$1 billion or more in annual revenue. The respondents came from a variety of industries: financial services (42 respondents), high tech (42 respondents), manufacturing (42 respondents), consumer products (39 respondents), media (44 respondents), retail (42 respondents), healthcare providers (41 respondents), IT and business services (47 respondents), and travel and hospitality (43 respondents).

The survey was developed collaboratively by a team of Gartner analysts who follow marketing and was reviewed, tested and administered by Gartner's Research Data and Analytics team.

Disclaimer: Results of this study do not represent global findings or the market as a whole but reflect sentiment of the respondents and companies surveyed.

Note 1

Representative Vendor Selection

The vendors named in this guide were selected to represent the ABM platform category as outlined in the Market Definition section and do not imply an exhaustive list. Client interest and market presence factored into the selection of the vendors featured in this guide.

Document Revision History

[Market Guide for Account-Based Marketing Platforms - 5 December 2019](#)

[Market Guide for Account-Based Marketing Platforms - 5 December 2018](#)

Recommended For You

[Critical Capabilities for B2B Marketing Automation Platforms](#)

[Magic Quadrant for B2B Marketing Automation Platforms](#)

[Driving Inclusion in a Remote Work Environment](#)

[How to Manage Your Personal Brand](#)

[Tool: Template for Developing Impactful Trend Cards](#)

Supporting Initiatives

[Digital Commerce and CRM Sales Technologies](#)





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