

The Forrester New Wave™: ABM Platforms, Q2 2020

The 14 Providers That Matter Most And How They Stack Up

by Steven Casey

June 9, 2020

Why Read This Report

In Forrester's evaluation of the emerging market for account-based marketing (ABM) platforms, we identified the 14 most significant providers in the category — 6sense, Demandbase, Dun & Bradstreet, Engagio, Jabmo, Kwanzoo, Leadspace, Madison Logic, Metadata.io, MRP, RollWorks, TechTarget, Terminus, and Triblio — and evaluated them. This report details our findings about how well each vendor scored against 10 criteria and where they stand in relation to each other. B2B marketers can use this review to select the right partner for their ABM needs.

Key Takeaways

6sense, Terminus, Demandbase, MRP, And Jabmo Lead The Pack

Forrester's research analyzed a market in which 6sense, Terminus, Demandbase, MRP, and Jabmo are Leaders; Triblio, RollWorks, Engagio, and TechTarget are Strong Performers; Leadspace, Dun & Bradstreet, and Madison Logic are Contenders; and Metadata.io and Kwanzoo are Challengers.

Breadth Of Capabilities, Channels, Analytics, And Vision Are Key Differentiators

The vendors who scored highest in this evaluation have the broadest capabilities. The leaders are delivering comprehensive platforms with multiple native engagement channels, deep analytics for targeting, orchestration, and reporting and a vision to help organizations make ABM and sales the center of gravity for all customer experience and engagement.

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with [Caroline Robertson](#), [Robert Perdoni](#), and Kara Hartig

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The ABM Platform Market Is Maturing

In just a few years, B2B marketers' interest in and use of ABM has evolved from a trend-setting idea to a mainstream strategy, with most organizations falling somewhere on the continuum from planning to full implementation.¹ Although the landscape of vendors offering solutions that can support an ABM strategy is increasing in size and complexity, users (and investors) are placing a clear bet on ABM platforms that address multiple elements of the ABM process and promise quicker time-to-value than point solutions.² The current market for ABM platforms is characterized by:

- › **Increasing consensus on solution-defining features.** Every vendor in this evaluation offers capabilities for selecting and prioritizing accounts, generating insights for personalized engagement, and reporting on results. Digital advertising (display and social) is now as fundamental to ABM as email is to marketing automation. Even vendors that do not offer native advertising capabilities enable advertising by creating audiences that users can activate through integrations with partner solutions and/or have plans to add native advertising capabilities on their product roadmaps.
- › **Expanding native and integrated engagement channels.** Most vendors in this evaluation have recently added support for additional channels particularly relevant for ABM, such as native site personalization functionality and custom integrations with direct mail solutions. A few are also pushing the envelope with native capabilities for email and chatbots.
- › **Launching a competitive push into MAP territory.** Introducing native email capabilities is clearly a shot across the bow of marketing automation platform (MAP) vendors. And several companies in this evaluation expressed a similar strategy of increasing marginalization: appropriating budget from MAPs with the goal of ultimately replacing them. That's a tall order, given the current size disparity between the most popular MAPs and even the largest ABM platforms. But thus far, most MAPs have been slow to embrace ABM and offer account-centric functionality that cannot compete with the best ABM platforms.

ABM Platform Evaluation Overview

The Forrester New Wave™ differs from our traditional Forrester Wave. In the New Wave evaluation, we assess only emerging technologies, and we base our analysis on a 10-criterion survey, a 2-hour briefing with each evaluated vendor, and interviews provided by each evaluated vendor. We group the 10 criteria into current offering and strategy (see Figure 1). We also review market presence.

We included 14 vendors in this assessment: 6sense, Demandbase, Dun & Bradstreet, Engagio, Jabmo, Kwanzoo, Leadspace, Madison Logic, Metadata, MRP, RollWorks, TechTarget, Terminus, and Triblio (see Figure 2 and see Figure 3). Each of these vendors:

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1. **Supports multiple steps in the ABM process.** These include account selection and prioritization, insights, engagement, orchestration, and assessment. B2B marketers choosing an ABM platform can avoid the operational and technical drag that comes from purchasing and integrating various individual products — and start generating results from their ABM programs more quickly.
2. **Offers strong native capabilities.** We focused on the functionality each vendor provides as part of its solution rather than through integrations with other products.

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FIGURE 1 Assessment Criteria

Criteria	Platform evaluation details
Account selection	How well does the platform identify target accounts and contacts, develop ICP models and TAM lists, rank by propensity to engage/purchase, and update target accounts in real time? How well does it enable users to create their own AI models and provide visibility into signals that identify and evaluate targets?
Design and orchestration	How well does the platform enable users to design buyer journeys encompassing marketing/sales engagement customized for target accounts and enable sellers to create engagement? How well does it provide visibility into engagement and create dynamic audiences that can trigger engagement/activation?
Engagement channels	How well does the platform enable engagement? Which channels are part of it, and which are enabled through integrations with partners? Does it include email capabilities? What is the scale of that motion? Can marketers, sellers, or customer success managers initiate email?
Personalization	How well does the platform enable personalization and trigger personalized engagement based on new insights? Do rules or AI power it? Can it control the personalization of content/messages across multiple channels? Does the platform enable the creation of content hubs?
Advertising	Does the platform deliver digital advertising activation and dynamic creative advertising across devices? Does it manage a cookie DMP or buy cookies from a third party, enable retargeting, perform real-time bidding, ensure brand safety, provide global reach, offer quality controls/viewability, and reduce fraud?
Data management	Does the platform perform lead-to-account matching, enrich accounts, or match contacts to a buying team? Does it ingest and augment data, push data to other applications, perform data hygiene services, provide real-time alerts and identity resolution, and support GDPR, CCPA, SOC2, and Privacy Shield?
Performance assessment	How does the platform assess engagement, the impact of marketing and sales across multiple channels, and the performance of ABM on pipeline, revenue, customer growth, or other metrics? Does it recommend improvements and provide attribution analytics?
Product roadmap	How well does the product vision align with buyers' needs and support business outcomes? Does it enable great customer centricity/CX? How well does it align with current trends and future needs? Does it identify and address competitive threats and enable support/visibility for senior executives?
Product vision	How strong is the company's ability to define specific time frames, milestones, and benchmarks in its strategy? Does it have a near-term plan to execute on its vision? Does it have the resources and capabilities to deliver on its stated roadmap?
Market approach	Is the company executing a successful go-to-market approach? Can it show evidence of a successful approach to customers today? What are the company's annual revenues from ABM solutions? What is the breakdown of product/license revenue from ABM solutions versus service revenue?

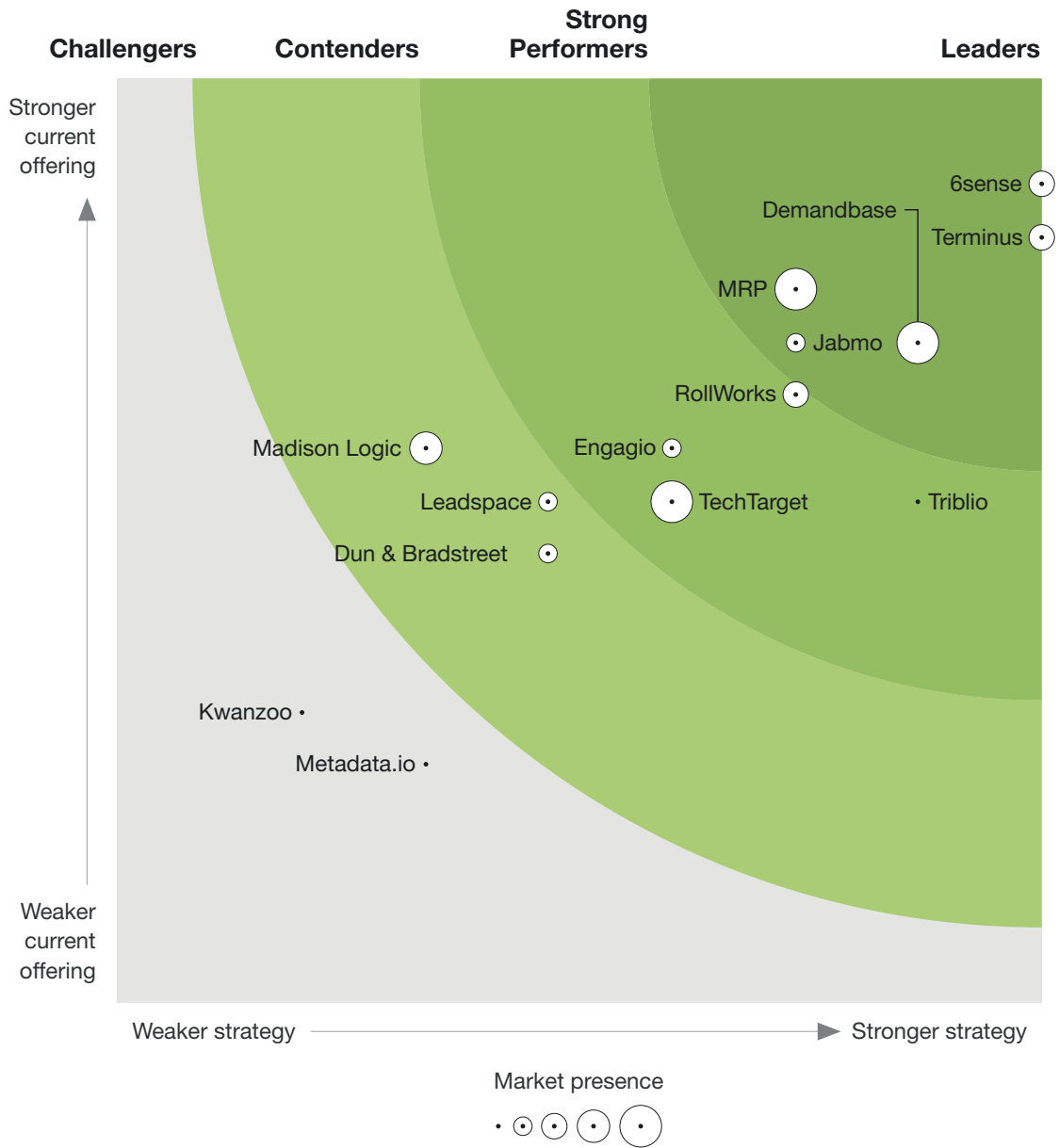
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FIGURE 2 Forrester New Wave™: ABM Platforms, Q2 2020

THE FORRESTER NEW WAVE™

ABM Platforms

Q2 2020



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FIGURE 3 Vendor QuickCard Overview

Company	Account selection	Design and orchestration	Engagement channels	Personalization	Advertising	Data management	Performance assessment	Product roadmap	Product vision	Market approach
6sense	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
Terminus	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
Demandbase	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
MRP	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
Jabmo	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
Triblio	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
RollWorks	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
Engagio	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
TechTarget	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
Leadspace	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
Dun & Bradstreet	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
Madison Logic	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
Metadata.io	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️
Kwanzoo	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️	⬆️

⬆️ Differentiated ⬆️ On par ⬆️ Needs improvement ⬆️ No capability

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Vendor QuickCards

Forrester evaluated 14 vendors and ranked them against 10 criteria. Here’s our take on each.

6sense: Forrester’s Take

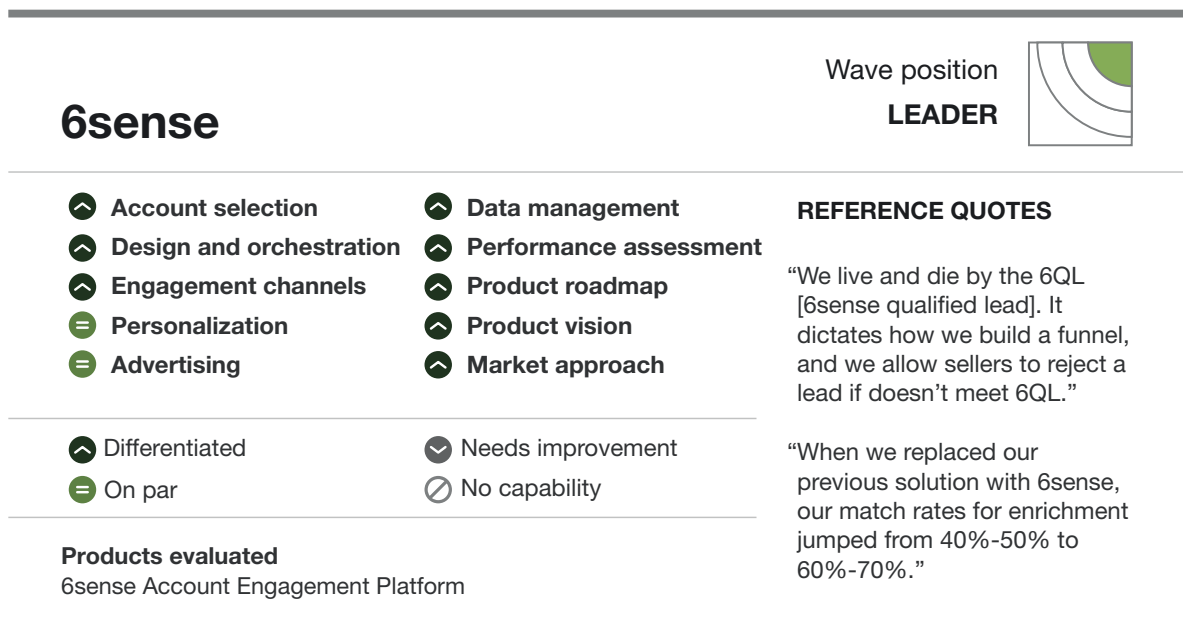
Our evaluation found that 6sense (see Figure 4):

- › **Leads the pack with an expanding set of robust capabilities.** 6sense has made significant progress since our first evaluation of this market in 2018 — and now offers a comprehensive solution, matched by an aggressive vision, roadmap, and market approach.
- › **Needs to continue to build market awareness.** 6sense has done a good job of raising its profile as an ABM thought leader and should use that momentum to reach parity with competitors that have been in this market longer.
- › **Best fits companies committed to making ABM the center of gravity for all marketing.** 6sense is one of several vendors in this evaluation with a vision and roadmap to help organizations make a complete and permanent shift to account-centric engagement.

6sense Customer Reference Summary

6sense customers gave its solution high marks across the board, with one noting it had recently migrated from multiple ABM vendors onto the 6sense platform.

FIGURE 4 6sense QuickCard



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Terminus: Forrester’s Take

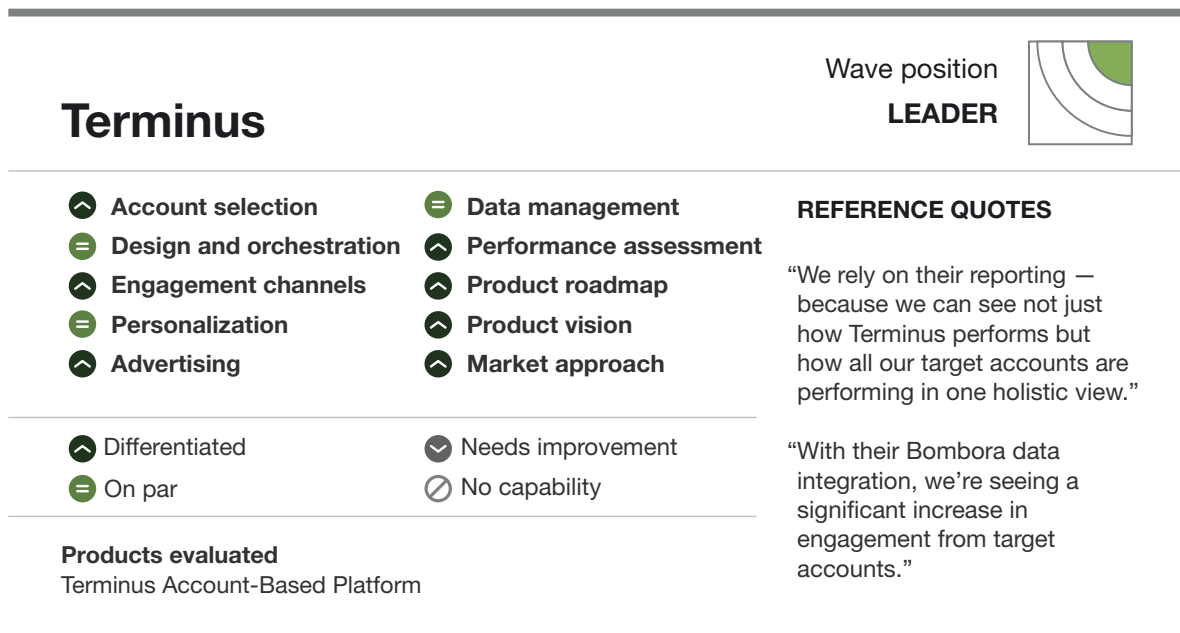
Our evaluation found that Terminus (see Figure 5):

- › **Leads with robust engagement and analytics capabilities.** Terminus has made significant progress since our first evaluation of this market in 2018 — adding new advertising channels and site personalization, for example, and developing a more aggressive vision, roadmap, and go-to-market approach.
- › **Needs to continue pushing the envelope on category capabilities.** With its recent acquisition of a chatbot solution and additional engagement channels on its roadmap, Terminus has an opportunity to push the market in a new direction.
- › **Best fits companies making a permanent shift to account-centric engagement.** Terminus is one of several vendors in this evaluation with a vision and roadmap to help organizations make ABM the center of gravity for all their marketing.

Terminus Customer Reference Summary

Terminus customers praised its capabilities for account selection and prioritization, advertising, reporting, and ease of use, among others. They were also enthusiastic about the company’s newest features such as site personalization as well as its product vision and roadmap.

FIGURE 5 Terminus QuickCard



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Demandbase: Forrester’s Take

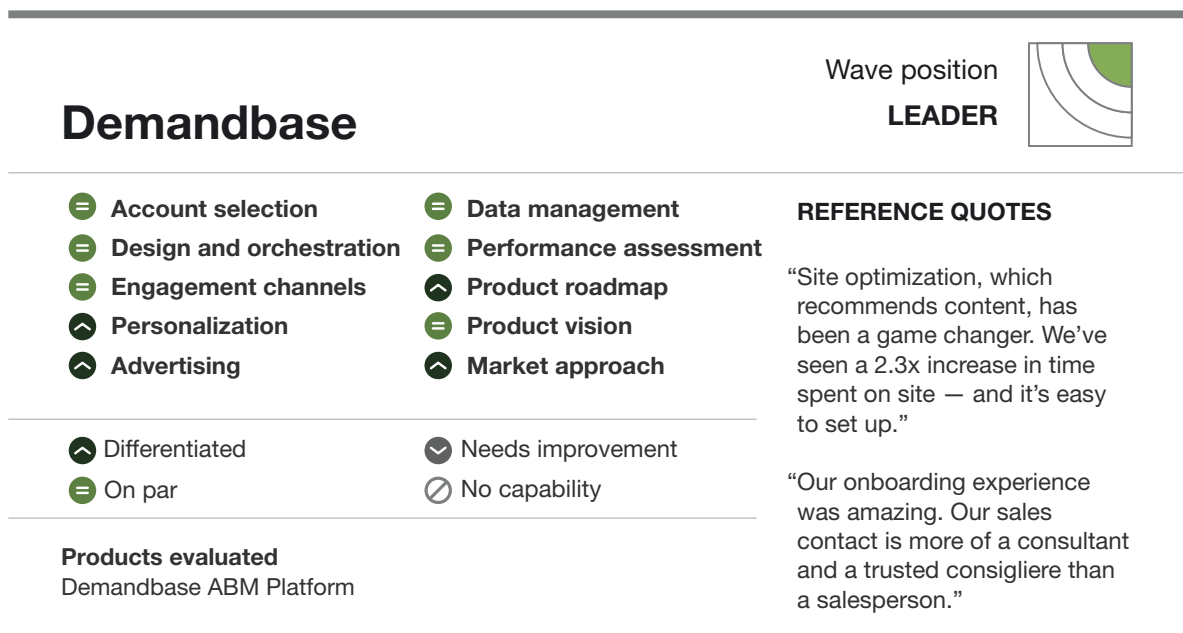
Our evaluation found that Demandbase (see Figure 6):

- › **Leads with robust advertising, personalization, and sales insights.** Demandbase has built an impressive tally of customers, partners, and revenue. The company continues to offer a unique approach to advertising — with a custom-built DSP and premium inventory.³
- › **Needs to refocus on comprehensiveness of offering.** Demandbase is still missing key features now considered table stakes for an ABM platform such as lead-to-account matching and complementary contact-level data. Its competitors have also been more aggressive in adding native engagement channels such as email, chatbots, and live chat.
- › **Best suits companies building ABM programs to complement lead-centric efforts.** Demandbase has strong relationships and integrations with leading MAPs. The company is also an attractive choice for organizations most comfortable working with large vendors with high market awareness.

Demandbase Customer Reference Summary

Customers praised Demandbase’s site optimization capabilities and commitment to customer success but also noted the product’s user experience could use modernization.

FIGURE 6 Demandbase QuickCard



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MRP: Forrester’s Take

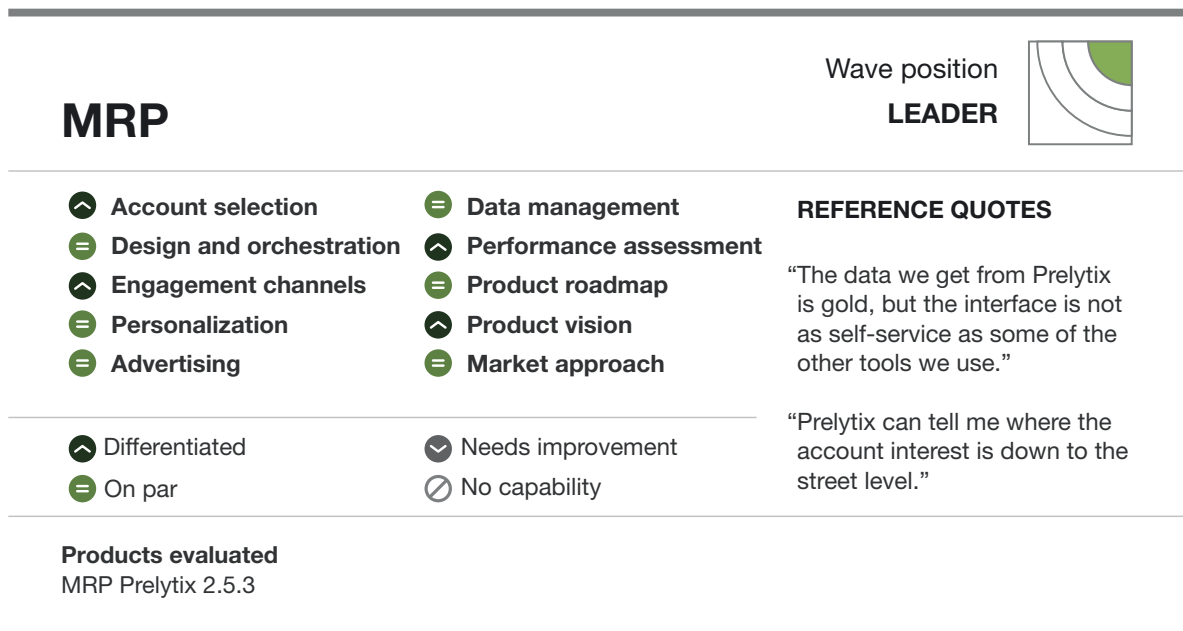
Our evaluation found that MRP (see Figure 7):

- › **Leads with a comprehensive range of native functionality and managed services.** Since our first evaluation of this market in 2018, MRP has added native capabilities for site personalization and sales alerts. MRP offers the most native and integrated engagement channels of any vendor in this evaluation.
- › **Needs to improve its self-service capabilities.** Updating its UI and improving ease of use could be a useful hedge against new competitors encroaching on MRP’s target market of large enterprises with more DIY deployment options.
- › **Best suits large enterprises with varied solutions and marketing resource models.** MRP can support mature omnichannel ABM programs that multiple departments, business units, or partners execute through multitenant deployments of its platform and complementary managed services.

MRP Customer Reference Summary

Customers praised the quality of insights they get from MRP and the value its complementary managed services deliver but also noted the interface could use improvement.

FIGURE 7 MRP QuickCard



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Jabmo: Forrester’s Take

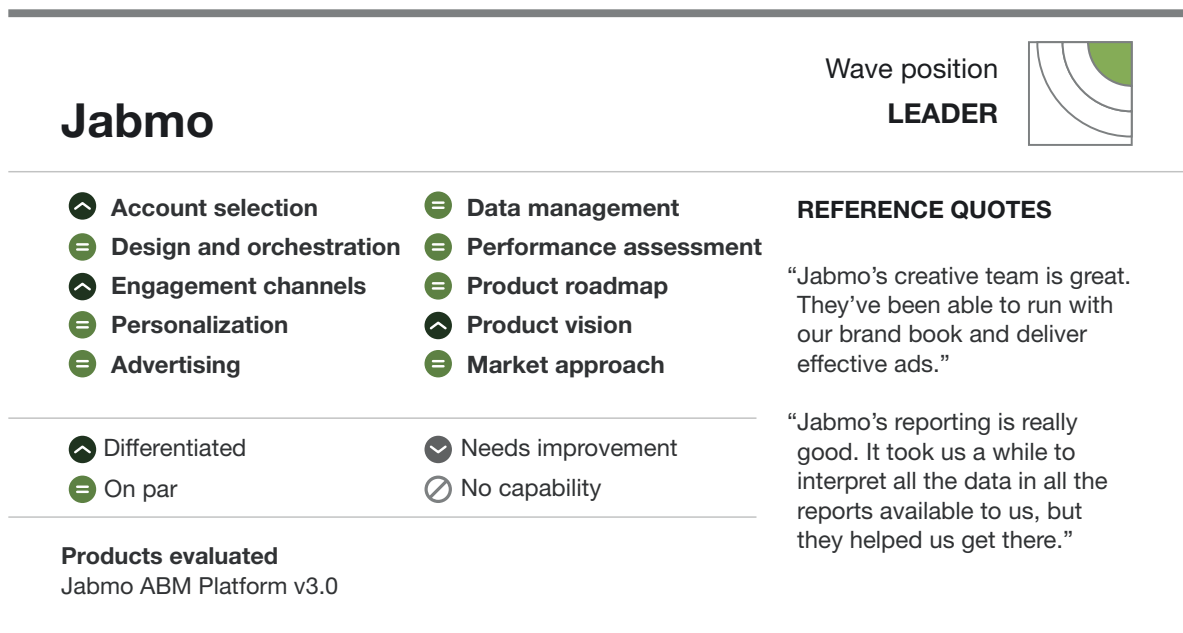
Our evaluation found that Jabmo (see Figure 8):

- › **Offers a comprehensive solution that includes native email for marketing and sales.** Since our first evaluation in 2018, Jabmo has added to its existing account selection, personalization, and advertising capabilities with native marketing automation functionality. The company also strengthened its data management and reporting functionality.
- › **Needs to build market awareness and self-service capabilities.** A few of Jabmo’s larger competitors are also starting to focus on manufacturers. The company will need to raise its profile and help more DIY users get the most out of its solution to protect its market position.
- › **Is a best fit for manufacturers looking to skip the lead line.** Like underdeveloped countries skipping landlines to go straight to wireless telecom infrastructure, manufacturers that have not yet invested in a lead-centric marketing platform can go straight to an ABM platform that complements and amplifies their traditional account-centric sales motions.

Jabmo Customer Reference Summary

Customers praised Jabmo’s ability to develop ad creative and its reporting capabilities but also said they could use more help proving the value of a marketing solution in a sales-driven culture.

FIGURE 8 Jabmo QuickCard



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Triblio: Forrester’s Take

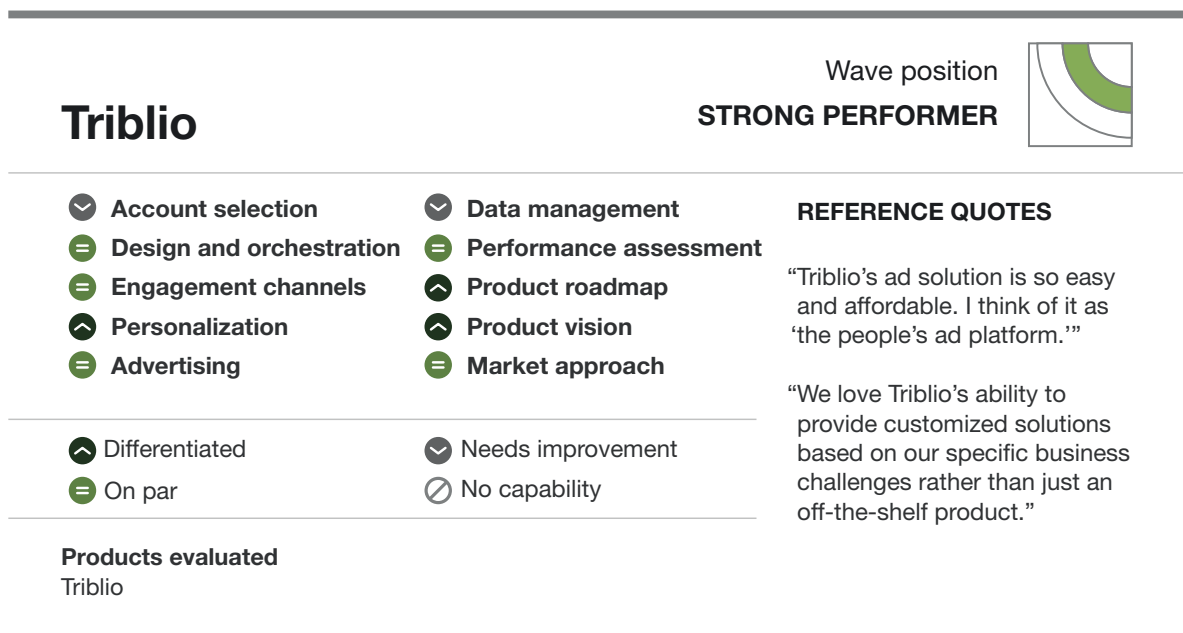
Our evaluation found that Triblio (see Figure 9):

- › **Now offers a comprehensive ABM solution.** Triblio has expanded beyond its core advertising and personalization capabilities since our first evaluation in 2018. The company now offers deep sales insights and strengthened reporting and has developed a more aggressive roadmap that includes additional native engagement channels.
- › **Needs to continue to build market awareness.** Having expanded its functional reach and refreshed its branding, Triblio is in a good position to increase market awareness of its more comprehensive offering and bolder vision for ABM.
- › **Best suits companies shifting more resources and activities onto their ABM platform.** Triblio is one of several vendors in this evaluation with a vision and roadmap to help marketers centralize account-based engagement. It is also an attractive option for buyers that prefer to work with smaller companies that can be more responsive and flexible.

Triblio Customer Reference Summary

Customers praised the strength of Triblio’s ad solution, analytics, content personalization, ease of use, and value delivered.

FIGURE 9 Triblio QuickCard



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RollWorks: Forrester’s Take

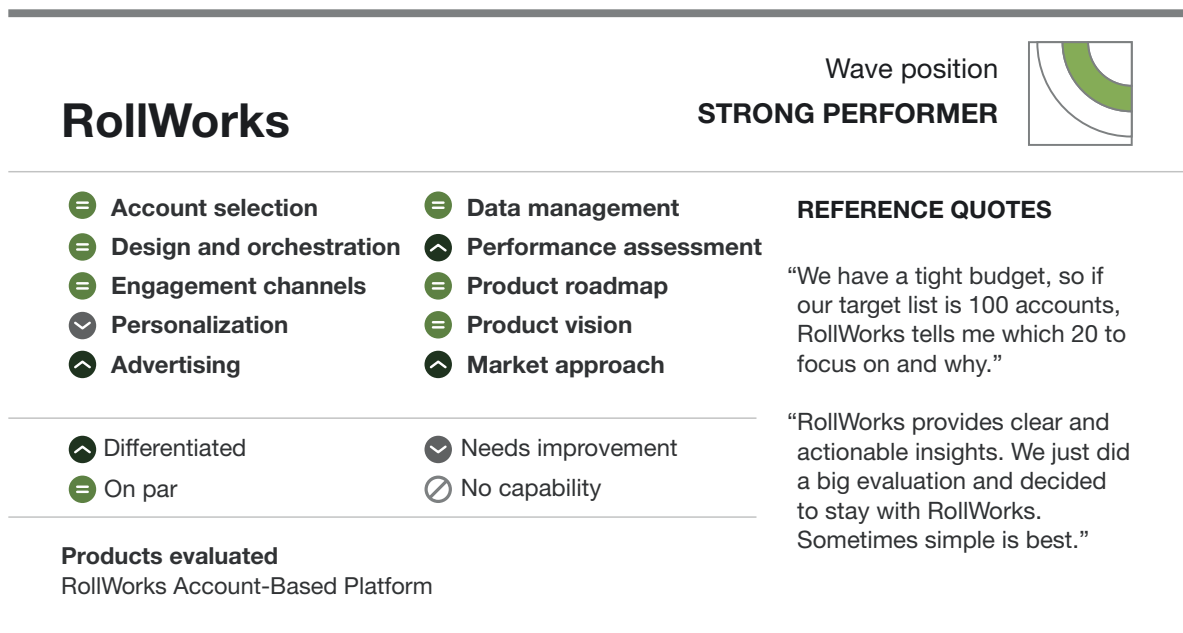
Our evaluation found that RollWorks (see Figure 10):

- › **Offers a comprehensive solution with native email for sales.** RollWorks has expanded beyond its core account selection and advertising capabilities since our 2018 evaluation. The company now offers personalized email for sales, strengthened reporting and attribution, an aggressive roadmap to deliver omnichannel orchestration, and a compelling vision of democratizing ABM, with a sub-\$1,000-per-month starting point for SMB organizations.⁴
- › **Needs to build awareness for its new ABM capabilities and platform positioning.** As it continues to expand beyond its traditional strength in advertising and retargeting, RollWorks will need to reset market perceptions regarding its current capabilities and plans.
- › **Best suits organizations that need an ad-centered solution that can grow with them.** RollWorks is a good option for companies whose medium- to long-term plans are for their ABM platform to coexist with and complement their MAP.

RollWorks Customer Reference Summary

Customers praised RollWorks’ ability to prioritize accounts and said that results exceeded their expectations and that they were excited about new product features and planned enhancements.

FIGURE 10 RollWorks QuickCard



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Engagio: Forrester’s Take

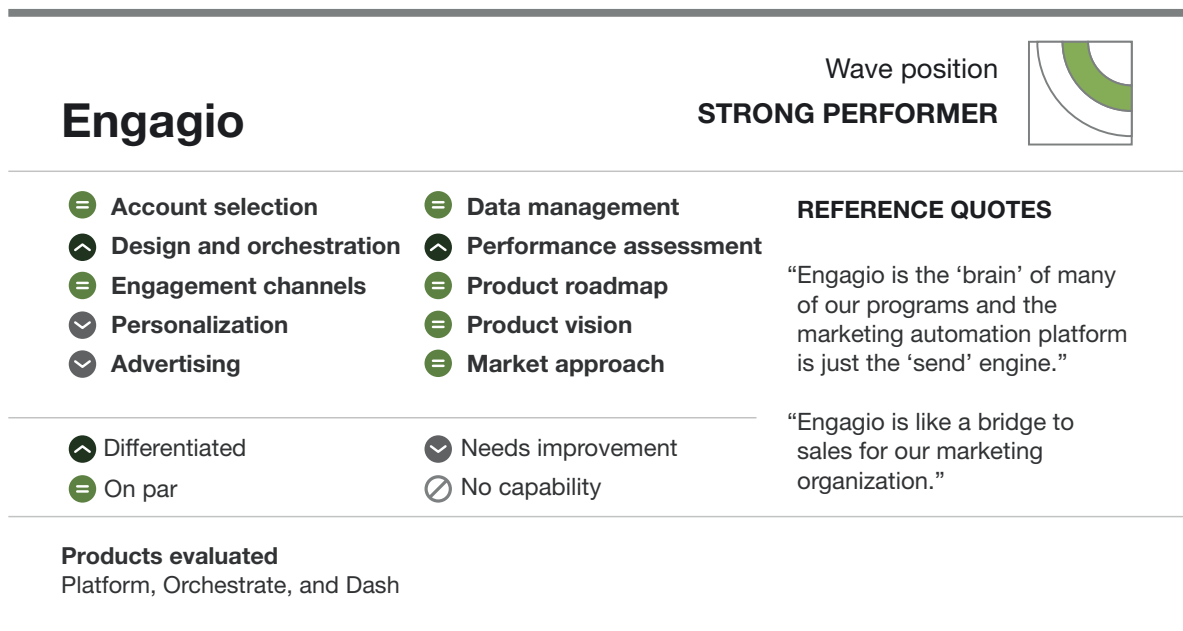
Our evaluation found that Engagio (see Figure 11):

- › **Offers strong orchestration and reporting capabilities.** The current Engagio solution offers a channel-agnostic approach to coordinating account-centric engagement across the customer’s existing complementary marketing and sales solutions.
- › **Needs to accelerate its product roadmap.** An ABM pioneer, Engagio was one of the first providers to express a coherent vision for a next-generation account-centric marketing platform that could ultimately displace MAPs. But with many competitors now embracing a similar vision and currently offering more comprehensive solutions, Engagio will need to step up delivery on its product roadmap and vision.
- › **Best fits companies optimizing later-stage engagement and sales alignment.** Engagio optimizes its solution to leverage customers’ existing first-party data assets.

Engagio Customer Reference Summary

Customers praised Engagio’s reporting, sales insights, and orchestration but also said they are working with other ABM platforms for additional functionality and noted its lack of third-party data.

FIGURE 11 Engagio QuickCard



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TechTarget: Forrester’s Take

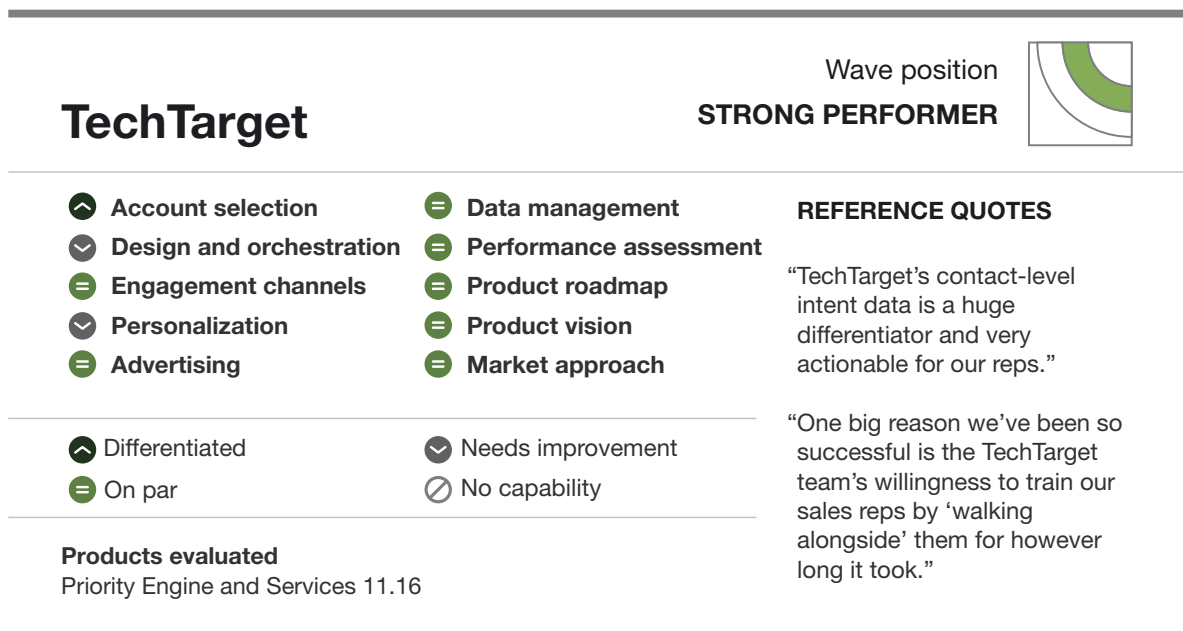
Our evaluation found that TechTarget (see Figure 12):

- › **Offers unique opted-in contact data for account selection and prioritization.** As the owner of a publishing network, TechTarget’s insights and engagement options focus on the data readers provide to consume its content. Because TechTarget develops that content, its intent signals also tie to granular topics and specific stages of the buying cycle.
- › **Needs to improve the self-service capabilities of its reporting for DIY users.** TechTarget works with customers to create custom reports and dashboards, but some users still prefer a more DIY approach.
- › **Is a best fit for technology providers whose markets match TechTarget’s properties.** TechTarget’s publishing network consists of more than 150 B2B technology websites whose content is consumed in more than 1-million research activities a day.

TechTarget Customer Reference Summary

Customers praised the quality of TechTarget’s contact and account data, its account selection and prioritization capabilities, and strong ROI but also noted its reporting could be more push-button.

FIGURE 12 TechTarget QuickCard



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Leadspace: Forrester’s Take

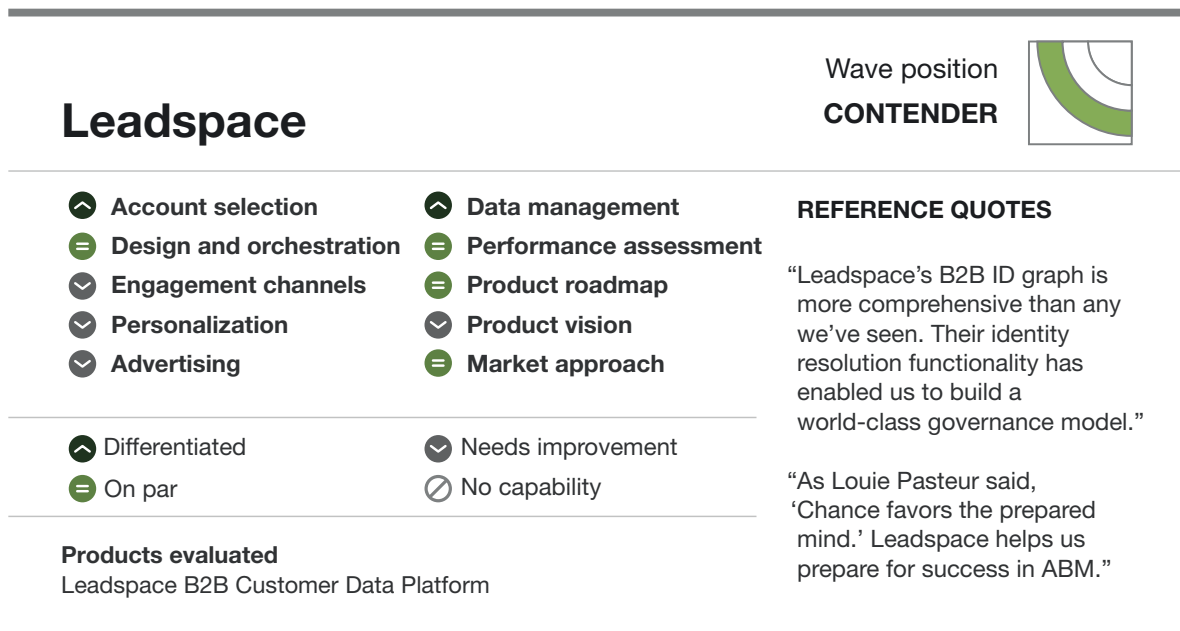
Our evaluation found that Leadspace (see Figure 13):

- › **Offers strong capabilities for account selection, insights, and analytics.** Leadspace leverages its history as a data-rich predictive analytics provider to deliver advanced functionality for ideal customer profile (ICP) and total addressable market (TAM) modeling, creating unified profiles, audience building, and attribution.
- › **Needs to pick its battles in the ABM market.** Leadspace is a data-management-centric solution that supports key use cases in the ABM process. As such, it complements rather than competes directly with engagement-oriented solutions.
- › **Is a best fit for companies building a best-of-breed ABM stack.** Leadspace customers will require additional point solutions and/or platforms to build a comprehensive ABM stack.

Leadspace Customer Reference Summary

Customers praised Leadspace for its propensity scoring, proprietary corporate hierarchies, and commitment to customer success but also noted they are working with other ABM platforms for additional functionality.

FIGURE 13 Leadspace QuickCard



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Dun & Bradstreet: Forrester’s Take

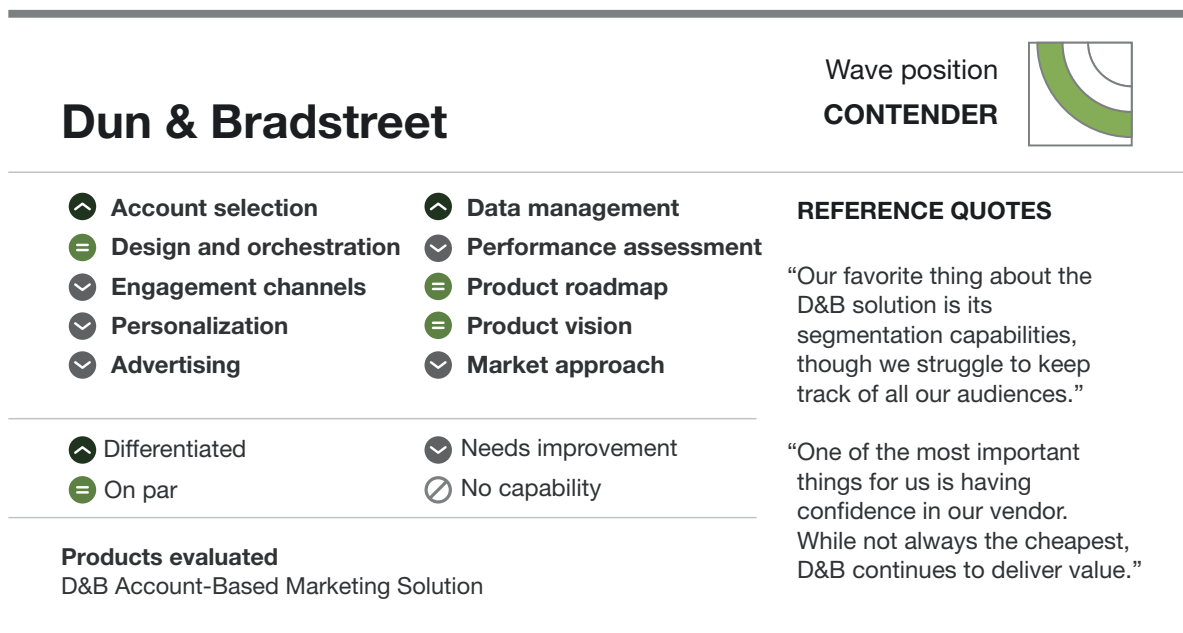
Our evaluation found that Dun & Bradstreet (D&B) (see Figure 14):

- › **Offers a wide range of complementary capabilities.** The D&B ABM platform includes several D&B products, including the Lattice customer data platform, Audience Targeting solution, Visitor Intelligence application, and Optimizer for Marketing offering.
- › **Needs to develop a clearer go-to-market approach and positioning.** At the time of this evaluation, D&B had been selling its solution for a few months, but we could find no evidence of it on the company website or in the market. It was also unclear which products comprised the solution and which were available now or on the product roadmap.
- › **Is currently a best fit for existing D&B customers.** Organizations already relying on the DUNS number as their primary account ID, for example, will be most willing to add more “bits and pieces,” as one customer reference put it, to build a comprehensive D&B ABM solution.⁵

Dun & Bradstreet Customer Reference Summary

Customers praised D&B’s account selection capabilities but also noted they faced challenges matching account data to contact data. None indicated they were using a significant portion of the products that comprise the D&B ABM platform.

FIGURE 14 Dun & Bradstreet QuickCard



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Madison Logic: Forrester's Take

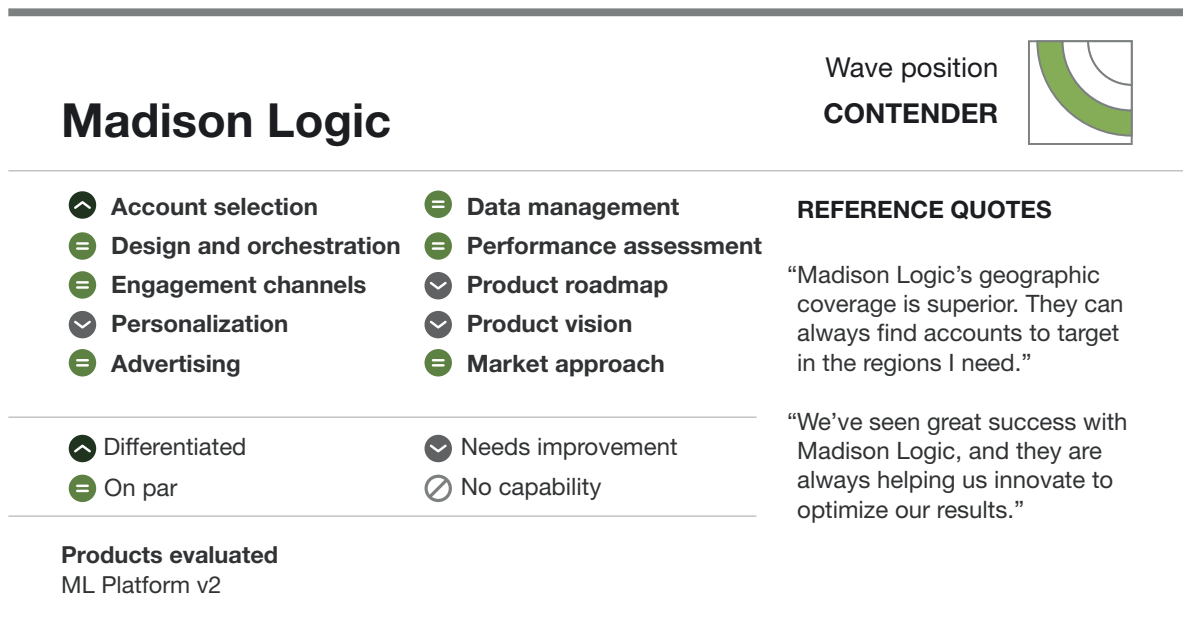
Our evaluation found that Madison Logic (see Figure 15):

- › **Offers robust display, social, and content syndication capabilities.** Madison Logic’s integration with Bombora provides customers with access to its full data set of topical intent signals for account selection and prioritization. The company’s partnership with LinkedIn also enables deeper insights than natively available in the social platform.
- › **Needs to add more integrations with complementary solutions.** Hooks into additional applications in the typical ABM stack, such as direct mail platforms and sales engagement solutions, would increase the value of the audiences and insights Madison Logic provides.
- › **Best suits technology marketers that require an ABM solution focused on paid media.** Madison Logic enables enterprises to optimize and demonstrate the value of their investments in advertising and content syndication.

Madison Logic Customer Reference Summary

Customers praised Madison Logic’s commitment to customer success, core advertising and content syndication capabilities, and new integration with LinkedIn. They also expressed appreciation for the company’s commitment to continuously evolving and enhancing its solution.

FIGURE 15 Madison Logic QuickCard



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Metadata.io: Forrester’s Take

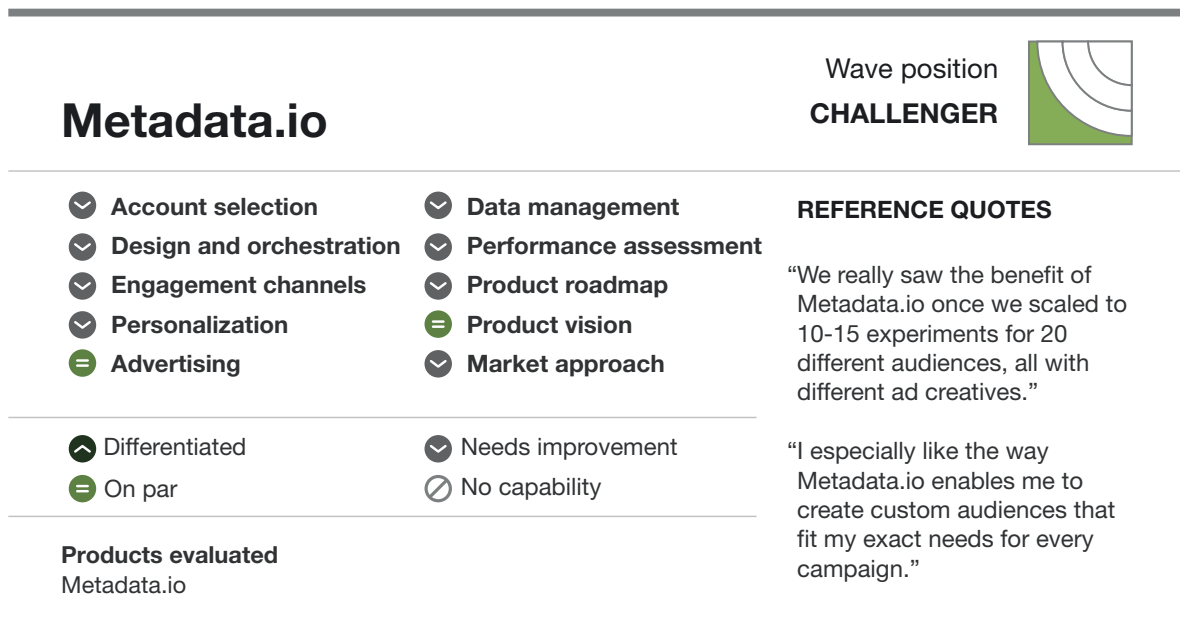
Our evaluation found that Metadata.io (see Figure 16):

- › **Offers an innovative approach to ad campaign optimization.** Metadata.io’s ad execution model focuses on rapid iteration of numerous experiments with varied creatives, messages, and audiences to determine which elements are delivering optimal results before committing to full-budget spend.
- › **Needs to build awareness and expand its capabilities.** The company’s roadmap includes plans to add integrations to complementary applications such as direct mail and site personalization solutions.
- › **Is a best fit for marketers getting started with account-based advertising.** Metadata.io allows clients to start with a short-term pilot to prove value before committing to an annual contract.

Metadata.io Customer Reference Summary

Customers praised the quality of Metadata.io’s enrichment data and its iterative experimentation approach to ad campaign optimization but also noted they were using other ABM platforms for additional functionality.

FIGURE 16 Metadata.io QuickCard



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Kwanzoo: Forrester’s Take

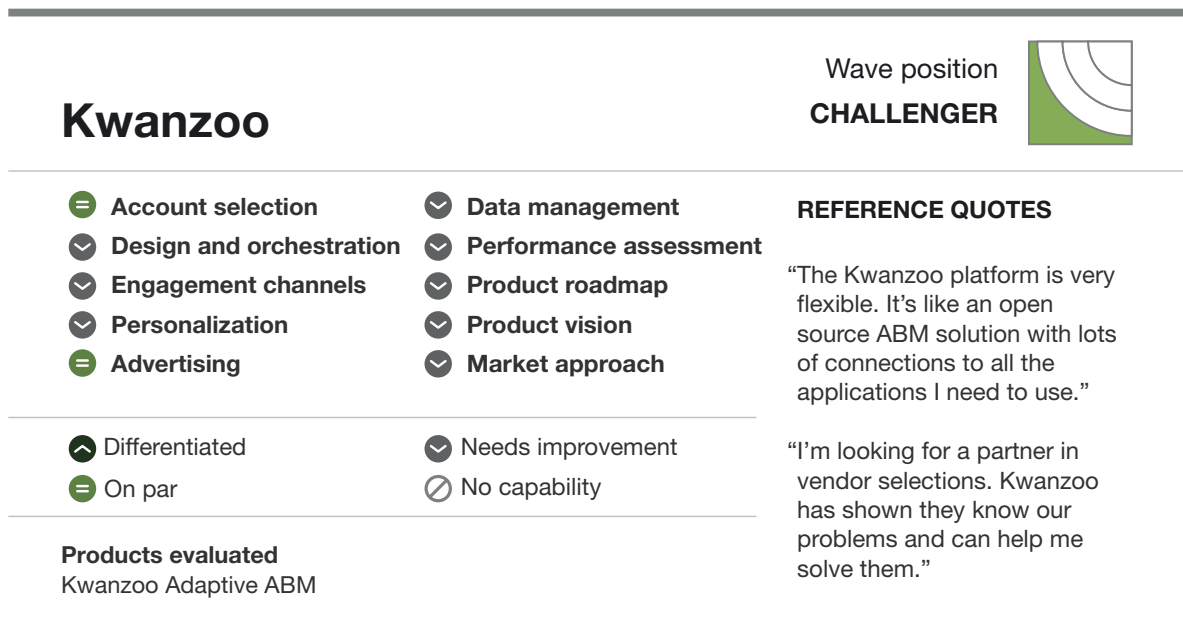
Our evaluation found that Kwanzoo (see Figure 17):

- › **Offers solid capabilities for account selection and advertising.** Kwanzoo is built on core capabilities for site analytics, sales insights, and account-based advertising. It also offers a managed service for segmentation and proprietary IT budget data for account prioritization.
- › **Needs to improve its UI, increase its market presence, and focus on ABM.** Kwanzoo’s UI is less modern than competitors’, especially for reporting. Kwanzoo launched around the same time as several other vendors that are now much larger and more well known. The company also has an ambitious vision to create open industry standards for CX that could distract it from its core ABM business.
- › **Best suits companies and agencies looking for a flexible approach to ad-centric ABM.** Kwanzoo enables agencies to manage multiple clients on a single instance of its platform.

Kwanzoo Customer Reference Summary

Customers praised the flexibility of the Kwanzoo solution and the company’s commitment to customer success but also noted its UI’s need for improvement.

FIGURE 17 Kwanzoo QuickCard



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Supplemental Material

The Forrester New Wave Methodology

We conducted primary research to develop a list of vendors that met our criteria for the evaluation and definition of this emerging market. We evaluated vendors against 10 criteria, seven of which we based on product functionality and three of which we based on strategy. We also reviewed market presence. We invited the top emerging vendors in this space to participate in an RFP-style demonstration and interviewed customer references. We then ranked the vendors along each of the criteria. We used a summation of the strategy scores to determine placement on the x-axis, a summation of the current offering scores to determine placement on the y-axis, and the market presence score to determine marker size. We designated the top-scoring vendors as Leaders.

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Integrity Policy

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

Endnotes

- ¹ Source: Forrester's Q2 2019 Global B2B Marketing Account-Based Engagement Panel Survey.
- ² In a recent analysis of investment in five ABM technology market segments (ABM platforms, analytics providers, data providers, direct mail vendors, and personalization solutions), ABM platforms received 108% more investment funding than the next-closest market segment. See the Forrester report "[New Tech: Account-Based Marketing Solutions, Q1 2020.](#)"
- ³ DSP: demand-side platform.
- ⁴ SMB: small and medium-size businesses.
- ⁵ DUNS: Data Universal Numbering System.

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