Critical Capabilities for Account-Based Marketing Platforms

Published 31 October 2023 - ID G00784267 - 32 min read

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Initiatives: Marketing Planning and Performance; Demand Generation; Digital Commerce and CRM Sales Technologies; Revenue Technology; Sales Execution

Account-based marketing platforms provide the foundation to run ABM programs at scale. Product marketers seeking to partner with sales on account-centric approaches to manage audiences, orchestrate campaigns, activate audiences and measure engagement can use this research to compare solutions.

This Critical Capabilities is related to other research:

Magic Quadrant for Account-Based Marketing Platforms

View All Magic Quadrants and Critical Capabilities

Overview

Key Findings

- According to the 2023 Gartner Technology Marketing Benchmarks Survey, 64% of technology marketers in organizations with $100 million or more in revenue said "pursuit/opportunities with prospects" is one of the top three use cases for account-based marketing (ABM). This was followed by 52% who chose "existing account upsell."

- To support audience management, ABM platforms ingest and unify first- and third-party data from sales force automation (SFA) platforms, B2B marketing automation platforms (MAPs) and data providers for buyer intent, firmographics and technographics. This capability enables marketers to build very precise target account and audience segments for their ideal customer profile (ICP) and key buyer personas.

- Given the complexity of orchestrating marketing and sales efforts across different use cases, account tiers, personas and buying activity streams, ABM platforms are evolving to support advanced sales alerts and insights. These capabilities include "next best action" recommendations triggered by account engagement activity that can provide seller guidance on outreach tactics for specific buyers.

Recommendations

To improve marketing planning and performance by identifying, evaluating and selecting technology to scale ABM programs, product marketers should:

- Assess how the ABM platform can support your top use cases, including new account acquisition, account retention and expansion, by evaluating capabilities such as buyer intent data to identify in-market accounts and display ads for creating awareness.

- Evaluate shortlisted vendors based on their product capabilities such as audience management and by including factors such as usability, roadmap and integrations with your marketing and sales technology stack. In addition, assess their customer success program, geographic presence, industry expertise and licensing models.

- Verify display ad targeting, intent data and next-best-action recommendations by speaking with customer references or running free trials and proofs of concept (POCs) with ABM platform vendors. This is necessary because claims about advertising match rates and intent data quality are not certified by third parties.

What You Need to Know

ABM platforms offer a set of capabilities to help run ABM programs at scale, including account selection, planning, engagement and reporting. As with any marketing technology (martech) investment, successful deployment of an ABM platform begins with matching the company's business needs and use cases for customer acquisition, retention and expansion to the most appropriate platform. As you plan for the selection and deployment of an ABM platform, evaluate how the ABM platform market (and your marketing and sales strategy) is evolving to support the entire customer life cycle.
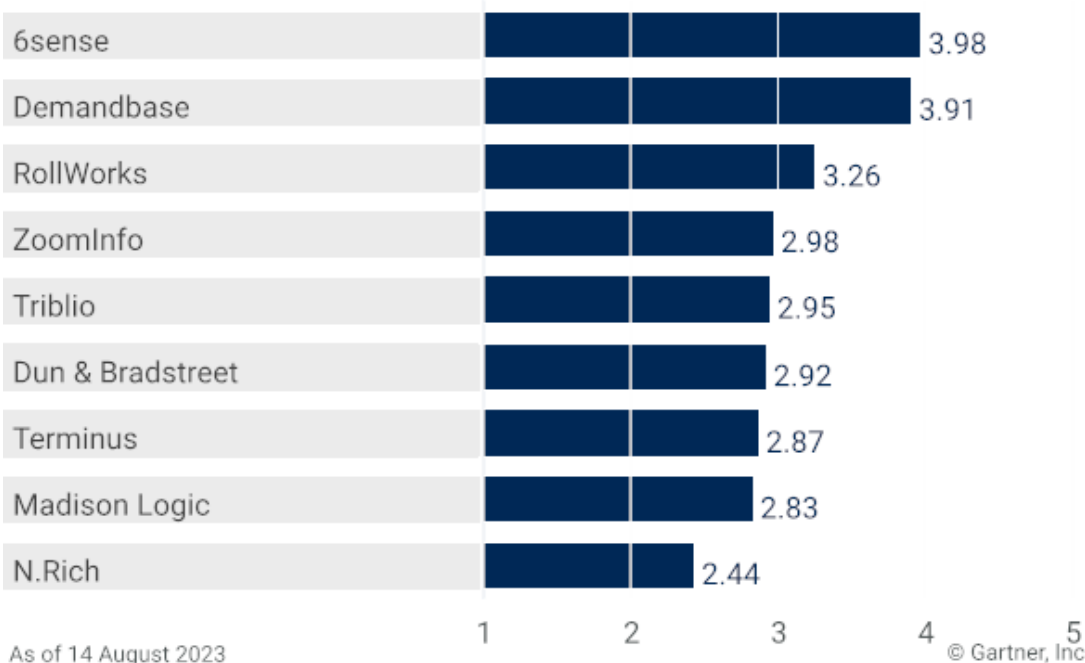
Whether you're just beginning your search for an ABM platform or seeking to understand the landscape beyond your current vendor's capabilities, use Gartner's Magic Quadrant for Account-Based Marketing Platforms and critical capabilities ratings to compare vendors and select solutions that align with your current and future objectives.

Analysis

Critical Capabilities Use-Case Graphics

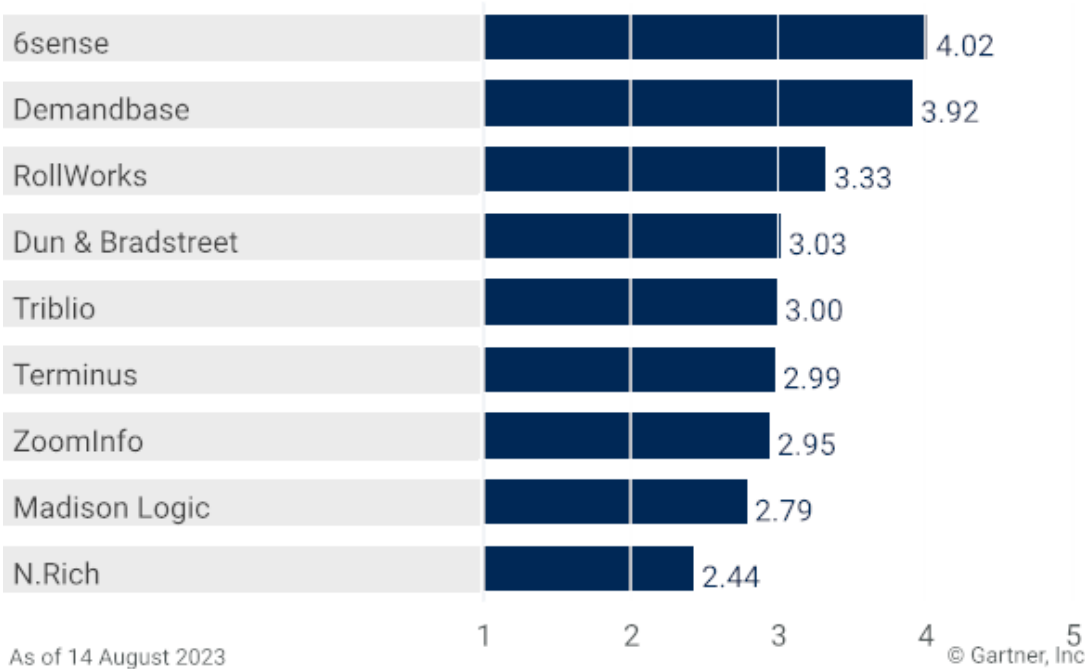### Vendors' Product Scores for New Account Acquisition Use Case

Product or Service Scores for New Account Acquisition

Vendor	Score
6sense	3.98
Demandbase	3.91
RollWorks	3.26
ZoomInfo	2.98
Triblio	2.95
Dun & Bradstreet	2.92
Terminus	2.87
Madison Logic	2.83
N.Rich	2.44

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Source: Gartner (October 2023)

Vendors' Product Scores for Account Retention Use Case

Product or Service Scores for Account Retention

Vendor	Score
6sense	4.02
Demandbase	3.92
RollWorks	3.33
Dun & Bradstreet	3.03
Triblio	3.00
Terminus	2.99
ZoomInfo	2.95
Madison Logic	2.79
N.Rich	2.44

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Source: Gartner (October 2023)

Vendors' Product Scores for Account Expansion Use Case

Product or Service Scores for Account Expansion

Vendor	Score
6sense	4.01
Demandbase	3.89
RollWorks	3.29
Triblio	3.01
ZoomInfo	2.98
Dun & Bradstreet	2.96
Terminus	2.91
Madison Logic	2.79
N.Rich	2.42

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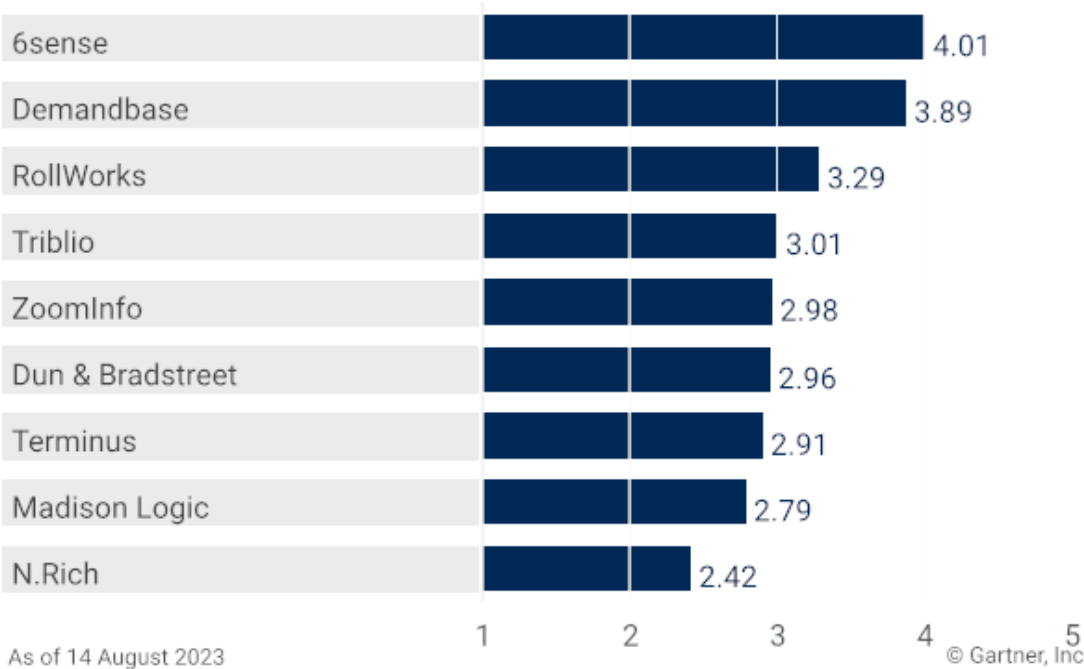
Gartner

Source: Gartner (October 2023)

Vendors

6sense

6sense's Revenue AI platform subscription includes an embedded customer data platform (CDP), account identification, keyword-based intent, dynamic segments and display advertising. Beyond the platform, add-on modules include 6sense Pipeline Intelligence to support pipeline management and forecasting; 6sense Predictive to provide account predictive scoring through CRM/SFA integrations and lead and contact predictive scoring through CRM/SFA and B2B marketing automation platform integrations; 6sense Orchestrations; and 6sense Conversational Email.

In the last 12 months, 6sense launched Revenue AI for Sales to enable sales teams with insights and intent data on anonymous buyers within accounts to identify potential opportunities. 6sense also launched its generative AI Writer for email to update its AI Writer to draft and optimize emails and set meetings in the customer brand's tone and messaging. It has expanded EU account and intent data, added Gartner Digital Markets intent data to support building account segments, and now offers an integration to Snowflake's cloud data warehouse. In addition, it launched free access to its Sales Intelligence product. 6sense's roadmap includes generative AI for personalization of every conversational email, native Google ad campaign management, and a visual canvas for orchestrating data and audience workflow.

The 6sense Revenue AI platform's strongest critical capability is integrations with martech/sales technology (salestech). Available CRM/SFA integrations include Salesforce (including a new Salesforce sandbox integration), Microsoft Dynamics and HubSpot, in addition to bidirectional integrations with all major B2B marketing automation platforms. Sales engagement application integrations include Salesloft, Outreach and Salesforce Sales Engagement, among others. In addition, 6sense added data warehouse and object storage integrations through Snowflake and Amazon Simple Storage Service (S3) this year. The 6sense Revenue AI platform's weakest critical capability is account measurement and analytics, but it is still a market leader in this area. While 6sense enables ABM teams to see campaign influence on pipeline and revenue, it lacks traditional attribution modeling (e.g., first touch, last touch, or multitouch) to support channel optimization.

6sense Revenue AI platform's highest use case is account retention. It is also a market leader for the remaining two use cases. This speaks to the product's ability to leverage proprietary intent data, along with product review data, from G2, TrustRadius and PeerSpot to identify customers at risk who are researching competitors. In addition, sales teams are able to view a timeline of daily account activity and buyer persona maps to highlight unengaged contacts through Revenue AI for Sales.

Demandbase

Demandbase's Demandbase One platform consists of four ABX editions — starter, professional, enterprise or elite — for running ABM programs. For digital advertising, it offers Demandbase One Advertising, which is typically sold in conjunction with Demandbase One ABX. Demandbase also offers add-on modules for Demandbase One Sales Intelligence, Demandbase One B2B Data, Demandbase One Orchestration and Demandbase One Personalization. The Demandbase One ABX platform provides comprehensive capabilities for audience management, intent data, display advertising, sales alerts and insights, account measurement, and integrations with martech/salestech.

Demandbase recently enhanced its intent data capabilities to include more granular geography-based intent, foreign language support and higher data signal volumes. In addition, it now enables connected TV (CTV) advertising so that marketers can reach audiences with video ads in streaming media channels. Furthermore, new integrations include Outreach for sales engagement, TechTarget for intent and Integrate for content syndication. The product roadmap includes buying group AI to define and reach members of a buying team within an account, outcome-driven ad campaigns to achieve marketing objectives, and prescriptive sales dashboards with recommendations for sellers.

Demandbase One ABX's strongest critical capability is integrations with martech/salestech. The platform supports bidirectional integrations with popular CRM/SFA and B2B marketing automation platforms. In addition, the platform offers integrations for sales engagement apps, web analytics tools, content marketing platforms, website personalization tools and intent data providers. Its weakest critical capability (just above average) is orchestration across channels. Although audiences can be activated for social advertising platforms such as LinkedIn, Facebook and X (Twitter), the product currently lacks bidirectional integration to enable the viewing of campaign performance for social ads within the ABX platform.

Demandbase One ABX's strongest use case is account retention. This speaks to the product's ability to identify accounts at risk of churn by offering intent data that supports custom keyword sets to pinpoint accounts researching competitor's products and customizable journey stages for the postsales "owning" experience. In addition, through engagement heatmaps, sales and customer success teams can filter by role, channel or product to identify low-engagement areas and prioritize outreach. Furthermore, in this research, the Demandbase One ABX appears in the upper quartile for the new account acquisition and account expansion use cases.

Dun & Bradstreet

Dun & Bradstreet's Rev.Up ABX consists of four main modules: ABX for Ads, for Web, for Sales and for Email. Buyers can mix and match the capabilities built on top of the Dun & Bradstreet Customer Data Platform (CDP) and Data Cloud. Rev.Up ABX provides an open platform designed to work with a complex enterprise tech stack, where data is ingested into the CDP to build account profiles. The company's heritage provides a strong foundation of business data, including buyer intent and the ubiquitous D-U-N-S number that uniquely identifies a business.

Dun & Bradstreet recently added capabilities to its demand-side platform (DSP) for digital ads, including day parting, frequency capping and allow/block lists for advertising campaigns. Additionally, rich-text and video advertising formats are also now supported. The company's roadmap includes building an easy method to define buyer journey stages and track buyer progress along this journey as well as adding TrustRadius and G2 as additional intent signal sources. After 2022's acquisition spree of three companies, Dun & Bradstreet made no new acquisitions in 2023.

Rev.Up ABX's strongest critical capability (slightly above average) is integrations with martech/salestech. In addition to integrating with the leading CRM/SFA and B2B marketing automation platforms with bidirectional connections, it also has a comprehensive set of connectors to other technologies, such as other DSPs, social ad platforms and sales engagement apps. And it includes a connector to Amazon S3 for access to additional customer data. Its weakest critical capabilities are sales alerts and insights as well as intent data. This reflects a lack of advanced capabilities, such as predictive intent to recommend new keywords and sales insights to recommend next best actions.

Rev.Up ABX's strongest use case is account retention. This speaks to the product's ability to work closely with Salesforce CRM/SFA via its connector and enable data to be fed directly to account executives and customer success teams about known inflection points in the postpurchase journey. In addition, its CDP can access data from myriad sources, including product analytics where low usage can trigger outreach for training or enablement. Meanwhile, Rev.Up ABX appears in the middle quartile for account acquisition and account expansion.

Madison Logic

Madison Logic's offering consists of its ML Platform, which includes ML Insights, Journey Acceleration and ABM Signals. Modules for ABM Content Syndication and Display Advertising are offered together with the other platform components or stand-alone. The ML Platform has distinct capabilities to support media campaigns, with a focus on display advertising, content syndication, LinkedIn campaigns and CTV. In December 2022, BC Partners completed the acquisition of a majority stake in Madison Logic from Clarion Capital Partners.

Madison Logic recently launched ABM Connected TV as an additional advertising channel to deliver video ads that can be targeted to specific accounts. It also added integrations with Snowflake to enable access to engagement metrics in a data warehouse and Salesforce Marketing Cloud Account Engagement (previously Pardot) to create and optimize account lists. In addition, a performance summary dashboard now provides a single view of marketing performance and KPIs across multiple campaigns. Madison Logic's product roadmap includes an AI-driven conversational interface for data insights, postcampaign next-best-action recommendations leveraging calculated pipeline value and persona-based recommendations for a buying team during campaign planning.

Again in 2023, the ML Platform's strongest critical capability is orchestration of display advertising, appearing in the top quartile in this research. The platform supports campaign delivery to desktop and mobile across display, video or CTV formats. Reporting and tracking capabilities offer campaign and account-level dashboards, including account penetration, impression volume, exposure time and closed won deals by the creative used. Its weakest critical capability is sales alerts and insights because alerts are currently delivered by pushing data to the CRM/SFA only. However, other vendors in this research support delivery to additional channels used by sellers, including email, Slack and sales engagement applications.

The ML Platform's strongest use case is new account acquisition. This speaks to the product's display advertising and audience management capabilities, including the ability to ingest data from CRM/SFA and B2B marketing automation platform integrations, website activity (including recency and frequency), and LinkedIn ad clicks. Account selection criteria can include any data point from lead management integrations, including campaign, opportunity, account, contact and lead objects, and smart lists (e.g., an audience list from Marketo). The ML Platform appears in the lower quartile for the account retention and expansion use cases. This reflects the continued innovation focus on managed services and paid media advertising, and limited advancement in supporting nonadvertising channels and integrations with sales engagement applications.

N.Rich

N.Rich's platform consists of four packages — Lite, Growth, Scale and Custom — for running ABM programs. It offers proprietary video and article native advertising formats, including images with scrollable text via a built-in DSP. N.Rich also provides workflows to automate and eliminate manual tasks, based on triggers from intent data and external sources.

N.Rich recently delivered ICP Builder. It profiles and scores accounts against an ideal customer profile based on CRM/SFA opportunity data and a new workflow automation feature that includes working with CRM/SFA lists for audience creation. The company's roadmap includes intent data in local languages for Europe and Japan, advertising updates (including a carousel format), and job title targeting. In addition, sales insights will be improved to include contact suggestions, and integrations with Microsoft Dynamics CRM and sales engagement applications are planned.

N.Rich's strongest critical capability (just below average) is orchestration of display advertising. This is due to a capable DSP with good media planning capabilities for estimating audience reach by segment and account. In addition, campaign dashboards and analytics include a broad set of ad engagement metrics, and advanced support is provided for ad formats with scrollable text. N.Rich's weakest critical capability is sales alerts and insights. This capability is managed by the CRM/SFA platform (such as HubSpot) rather than being undertaken in the N.Rich platform.

N.Rich has similar strength across all three use cases. It is slightly stronger in new account acquisition and account expansion due to N.Rich's ability to provide a simple user interface for digital advertising and ABM — ideal for its target audience. Its use of ICP scoring helps with both these use cases. Meanwhile, it is relatively weak for account retention as this is not a common use case for its customers.

RollWorks

The RollWorks Account-Based Platform consists of a self-service user interface for account-based targeting, engagement via display and social advertising, and reporting for measuring account progression. It offers four subscription packages based on advertising credits, accounts discovered and number of ICP scoring models implemented. The Rollworks Account-Based Platform provides an entry point for customers who want to leverage a B2B DSP for programmatic advertising to support ABM programs.

RollWorks recently enhanced reporting and analytics with additional reports for helping customers determine the ROI of advertising investments. It also released an integration with Snowflake and Adobe Analytics for those companies seeking to augment analytics and data models with RollWorks data. RollWorks also now offers proprietary keyword intent data for tracking a company's research activity across the internet. Its roadmap includes native web advertising without third-party cookies, third-party contact insights to identify and fill in the buying committee for target accounts and prioritize outreach, and a go-to-market (GTM) strategy builder that includes recommendations for optimizing GTM.

The RollWorks Account-Based Platform's strongest critical capability (above average in this research) is integrations with martech/salestech. In addition to recent integrations to complementary sales engagement applications, such as Outreach and Salesloft, RollWorks can integrate with several B2B marketing automation platforms and has bidirectional data syncs with LinkedIn and Facebook for campaign performance metrics. Its weakest critical capability is sales alerts and insights due to fewer advanced capabilities in this area, yet still scoring in the top half in this research.

The platform's strongest use case is account retention. This speaks to the product's ability to harness account data for the purposes of identifying accounts at risk, alerting sales and customer success teams, and optimizing customer marketing campaigns based on account journey analytics. Meanwhile, it is in the middle quartile for both new account acquisition and account expansion use cases.

Terminus

Terminus's ABM platform consists of a broad suite of ABM capabilities, including a core platform with targeting and segmentation, reporting, and sales alert capabilities. It also offers modules for specific channels such as ads, chat, email signatures and web personalization. Terminus differentiates from other vendors based on its broad range of native support for marketing and sales channels, and collection of first-party data. Over the last 12 months, the company launched Terminus Prospect Engine, which combines account and contact data, account identification and scoring, and intent data provided by Bombora.

Terminus's strongest critical capability (above average in this research) is integration with other martech/salestech tools. Terminus provides bidirectional integrations with CRM/SFA platforms (including Salesforce, Microsoft Dynamics and HubSpot CRM) and B2B marketing automation platforms (including Salesforce Marketing Cloud Account Engagement [formerly Pardot], Adobe Marketo Engage, HubSpot and Oracle Eloqua). It also provides integrations with sales engagement platforms (including Salesloft and Outreach) and content marketing platforms (including PathFactory and Uberflip). Its weakest critical capability (below average in this research) is sales alerts and insights. Terminus offers lower sophistication in terms of alert customization and delivery options.

Terminus's strongest use case is account retention. This speaks to the product's embedded CDP and the ability to identify at-risk accounts by collecting relationship, intent and engagement data. Terminus's weakest use case is new account acquisition, appearing in the middle quartile.

Terminus did not respond to requests for supplemental information and/or to review the draft contents of this research. The Gartner analysis is therefore based on other credible sources, including public information, past product briefings and Gartner client inquiry calls.

Triblio

Triblio's Account-Based Orchestration Platform provides base capabilities that can be augmented with advertising, personalization, sales activation seats, Foundry intent data, personalized webpages known as Smart Pages and analytics. As part of Foundry (formerly IDG), Triblio benefits from access to a larger first-party data network from acquisitions of LeadSift, KickFire and Selling Simplified.

Triblio's strongest critical capability is campaign orchestration across channels. In addition to being able to activate campaigns in several marketing automation platforms, Triblio can pass segments into Google Ads, and maintain a bidirectional integration with LinkedIn. Triblio's weakest critical capability is account measurement and analytics. While Triblio does offer out-of-the-box and filterable reporting, the level of report customization is relatively low.

Triblio's strongest use case is account expansion. This speaks to the product's ability to combine intent data with solid audience management to identify in-market target accounts for upsell/cross-sell. In addition, sales alerts and insights help to align marketing and sales in the pursuit of opportunities. Meanwhile, Triblio's weakest use case is account acquisition, appearing in the middle quartile.

Triblio did not respond to requests for supplemental information and/or to review the draft contents of this research. The Gartner analysis is therefore based on other credible sources, including public information, past product briefings and Gartner client inquiry calls.

ZoomInfo

ZoomInfo's MarketingOS provides capabilities including audience identification and creation through company, contact and intent data; digital advertising through a proprietary DSP; and multichannel engagement. The product supports native display advertising, chat, website forms and meeting scheduler, plus integrations for website personalization, social media advertising and sales engagement apps. MarketingOS is one of four products that make up RevOS, along with SalesOS, OperationsOS and TalentOS, and is offered through several bundles and add-ons.

ZoomInfo recently released enhancements to advertising settings and advertising optimization features, account engagement and buying journey reporting, and intent data, including foreign language support for Spanish. Key areas for the product's roadmap focus on enhanced intent data, account identification, advanced ad formats, sales insights and next best actions for sellers.

MarketingOS's strongest critical capability (above average in this research) is intent data. The platform offers intent data from multiple sources, including online research activity and survey-based findings (scoops). Also, the intent data can identify the signal location, and includes filters for signal score and audience strength. Its weakest critical capability (below average in this research) is account measurement and analytics. MarketingOS provides standard reports and an in-market score based on engagement and intent signals. However, it lacks predictive analytics, such as next-best-action recommendations, account journey customization, and multitouch attribution modeling.

MarketingOS's strongest use cases are new account acquisition and account expansion. This speaks to the product's intent data options and audience management features, enabling account identification and campaign targeting for new logos or existing customers. Meanwhile, MarketingOS is in the middle quartile for account retention.

Context

For B2B companies to scale and optimize their ABM programs, ABM platforms are essential. The data and modeling capabilities improve account selection, audience management features improve channel activation and targeting, native engagement channels broaden reach, account-level reporting saves time and improves visibility, and sales alerts/insights increase sales participation. Although ABM capabilities exist in other martech systems, few successful ABM programs operate at scale without dedicated ABM platforms.

This analysis is a comparison of vendors based on their ability to serve three key use cases: customer acquisition, retention and expansion. We assess how effectively each vendor's offering serves marketing's need to improve ABM program performance across seven critical capabilities.

Product/Service Class Definition

An ABM platform is software that enables B2B marketing and sales teams to run ABM programs at scale, including account selection, planning, engagement and reporting. These platforms enable the creation of target account lists by unifying first- and third-party data. In addition, they may engage audiences by activating channels such as display advertising, social advertising, email and sales engagement, using a mix of native capabilities and integrations.

Most ABM platforms include capabilities for:

- Creation and management of target account lists and audiences by unifying first- and third-party data

- Account-level intent data (proprietary and/or licensed) to understand buyer interest and behavior

- Native user experience for orchestrating and managing display advertising campaigns

- Campaign orchestration and activation across multiple channels to drive engagement and progression in the buyer's journey

- Sales alerts and insights based on account-level actions and engagement, triggering timely and relevant sales interactions

- Account measurement and analytics to quantify lift and performance across channels, campaigns and programs

- Integrations with complementary marketing and sales technology, such as CRM or SFA platforms, B2B marketing automation platforms, and sales engagement applications

Critical Capabilities Definition

Audience Management

This capability enables B2B marketers to unify account data by ingesting and activating their own first-party data, while bringing in and utilizing third-party data sources via standard data connectors or APIs.

This account data can be used to create and manage target account segments and audiences for campaign orchestration and activation.

Intent Data

This capability helps marketers to understand what an individual or company will likely do or buy next based on behavioral information collected about an individual's or company's online activities.

Only a small percentage of a target audience will be currently "in market" for a solution, and intent data can help to identify those accounts and buying teams. ABM platforms offer proprietary intent data and/or integrate licensed third-party intent data that uses a topic or keyword taxonomy for buyer intent.

Orchestrate Display Advertising

This capability enables marketers to orchestrate display advertising campaigns across the open internet and mobile apps for reaching target accounts.

Orchestration is defined as the ability to plan, create, execute and measure campaigns to support complex journeys with a buying team consisting of decision makers and influencers. Due to current market expectations, ABM platforms must provide a "native" user experience for orchestrating and managing display advertising campaigns. Native functionality enables users to complete campaign workflows, with a self-service user interface in the product, without having to access and use a separate third-party application or managed services. These workflows include media planning to forecast audience reach and cost; campaign setup to define budgets, time frames, creative and audiences; and campaign reporting to understand performance and ROI.

Orchestrate Across Channels

This capability enables marketers to orchestrate or activate campaigns across channels to drive engagement and progression of complex buying journeys for buying teams in target accounts.

ABM platforms provide support for multiple channels via a mix of native capability and integrations for activating audiences to other systems and applications. Native capability enables users to complete campaign workflows, with a self-service user interface in the product, without having to access and use a separate third-party application or managed services. In contrast, integrations enable marketers to send audiences to another system or application for execution in a specific channel.

Sales Alerts and Insights

This capability notifies sales teams about important account activity, providing prescriptive insights to further engagement with buyers.

Sales alerts and insights may be delivered via email and integrations with tools for business communication, SFA or sales engagement. Insights can include account engagement activity with channels and content, interactions between buyers and sellers, and next-best-action recommendations for outreach tactics.

Account Measurement and Analytics

This capability includes reporting on website and channel-specific engagement activity, providing marketers with insight about campaign performance for target accounts.

Most ABM platforms include tracking capabilities via an analytics tag for website activity, or they integrate with tools for website analytics. For native channels such as display ads, ABM platforms collect impression and engagement data to enable campaign reporting. And, for nonnative channels, they may provide integrations to ingest data from third-party applications. They also enable account-level engagement scoring across a range of marketing and sales touchpoints, comprising known and anonymous visits, which supports ABM activities from account selection through reporting and optimization. In addition, advanced analytics capabilities may include:

- Account journey analytics to track and analyze engagement by stages of the customer journey or interaction channels

- Predictive analytics/modeling that supports the automation of other marketing activities, such as account selection, journey design, content and next-best-action recommendations

- Attribution modeling (rule-based or algorithmic-based) that quantifies the influence of campaigns, channels or content on conversion events such as opportunity creation or closed/won deals

Integrations With Martech/Salestech

This capability provides integrations with core CRM/SFA and B2B marketing automation systems, as well as sales engagement apps, social advertising networks and conversational marketing tools for website chat.

Other common integrations include technologies for website personalization, marketing analytics and content management. Integration methods can include standard data connectors or APIs that support either one-way or bidirectional syncing of data between the ABM platform and third-party applications.

Use Cases

New Account Acquisition

This scenario involves the coordination of marketing and sales efforts in the pursuit of new accounts.

ABM platforms support the new account acquisition use case by leveraging prospect account data (e.g., firmographics, technographics, intent) and insights to create effective, relevant ABM programs designed to engage buying teams across channels to generate demand and revenue.

Account Retention

This scenario focuses on increasing account engagement and retention for existing customers.

ABM platforms support the account retention use case by harnessing account data (e.g., purchase history, product usage, customer health, intent) for the purposes of identifying accounts at risk, alerting sales and customer success teams, and optimizing customer marketing campaigns.

Account Expansion

This scenario focuses on improving account expansion performance for existing customers.

ABM platforms support the account expansion use case by harnessing account data (e.g., purchase history, product usage, customer health, intent) and predictive analytics to identify opportunities for growing existing accounts and developing campaigns across channels to improve an organization's ability to upsell or cross-sell additional products and services.

Vendors Added and Dropped

Added

N.Rich was added.

Dropped

Jabmo was dropped.

Inclusion Criteria

The inclusion criteria represent the specific attributes that Gartner analysts believe are necessary for inclusion in this research.

To qualify for inclusion, vendors needed to demonstrate that they met the following criteria as of 31 July 2023:

- Proven ability to deliver account-based marketing functionality as defined below in the Functionality section.

- At least $10 million in 2022 calendar-year revenue for the vendor's ABM solution or a minimum of $5 million in 2022 calendar-year revenue and 30% year-over-year growth versus 2021 for the vendor's ABM solution.

- At least 100 customers, not including pilot programs or free trials, that are using the vendor's platform for ABM use cases.

- A minimum of 30 customers that are new to your organization within the past 12 months, and which have successfully deployed the ABM platform in a production environment. A successful deployment is defined as being able to show production capability of more than one area from the Functionality section as listed below in the context of an ABM use case.

- A purpose-built, stand-alone ABM platform that does not have any prerequisite licensing dependencies on a CRM lead management or B2B marketing automation platform. Companies that provide ABM capabilities as add-on modules or features but do not package these capabilities as a stand-alone offering are not eligible for inclusion in this research.

Functionality

Audience management. The capability enables B2B marketers to unify account data by ingesting and activating their own first-party data while bringing in and utilizing third-party data sources via standard data connectors or APIs. This account data can be used to create and manage target account segments and audiences for campaign orchestration and activation. First-party data includes a minimum of three of the following types:

- CRM or SFA activity

- Website activity (known and anonymous)

- Marketing activity (which may include email, social media, content and events)

- Product usage and adoption scores

- Customer health scores

- Account or segment plan data

In addition, third-party data includes a minimum of two of the following types:

- Firmographics

- Technographics

- Psychographics

- Intent

- Market intelligence

Intent data. This capability helps marketers to understand what an individual or company will likely do or buy next, based on behavioral information collected about an individual's or company's online activities. ABM platforms offer proprietary intent data and/or integrate licensed third-party intent data that uses a topic or keyword taxonomy for buyer intent.

Orchestrate display advertising. This capability enables marketers to orchestrate display advertising campaigns across the open internet and mobile apps for reaching target accounts. Orchestration is defined as the ability to plan, create, execute and measure campaigns to support complex journeys with a buying team consisting of decision makers and influencers. Due to current market expectations, ABM platforms must provide a "native" user experience for orchestrating and managing display advertising campaigns. Native functionality enables users to complete campaign workflows, with a self-service user interface in the product, without having to access and use a separate third-party application or managed services.

Orchestrate across channels. This capability enables marketers to orchestrate or activate campaigns across channels to drive engagement and progression of complex buying journeys for buying teams in target accounts. ABM platforms provide support for multiple channels via a mix of native capability and integrations for activating audiences to other systems and applications. Native capability enables users to complete campaign workflows, with a self-service user interface in the product, without having to access and use a separate third-party application or managed services. In contrast, integrations enable marketers to send audiences to another system or application for execution in a specific channel. At a minimum, ABM platforms should support at least five of the following:

- Ad retargeting

- Social advertising

- Content syndication

- Website personalization

- Email

- Website chat

- Direct mail/gifting

- Sales engagement

Sales alerts and insights. This capability notifies sales teams about key account activity, providing prescriptive insights to further engagement with buyers. Sales alerts and insights may be delivered via email and integrations with tools for business communication, SFA or sales engagement.

Account measurement and analytics. This functionality includes reporting on website and channel-specific engagement activity, providing marketers with insight about campaign performance for target accounts. It also enables account-level engagement scoring across a range of marketing and sales touchpoints, comprising known and anonymous visits, which supports ABM activities from account selection through reporting and optimization. Furthermore, there is increasing market expectation that vendors will offer AI-related technologies such as machine learning frameworks and support for predictive analytics and/or recommendations. Accordingly, vendors must support at least one of the following advanced analytics capabilities:

- Account journey analytics to track and analyze engagement by stages of the customer journey or interaction channels.

- Predictive analytics, such as ideal customer profile fit or propensity to buy models and recommendations for next best actions.

- Attribution modeling (rule-based or algorithmic-based), that quantifies the influence of multiple channels, campaigns or content on conversion events such as opportunity creation or closed/won deals.

Integrations with martech/salestech. These include core SFA and marketing automation systems, as well as sales engagement apps, social advertising networks and conversational marketing tools. ABM platforms must provide out-of-the-box, direct integration (via standard data connectors or APIs) with at least four of the following categories of complementary tools:

- CRM or SFA

- B2B marketing automation or lead management

- Marketing analytics

- Sales engagement

- Social advertising

- Third-party ad networks

- Direct mail/gifting

- Email

- Content marketing

- Conversational marketing

- Customer data platforms

- Digital asset management

Table 1: Weighting for Critical Capabilities in Use Cases

Critical Capabilities ↓	New Account Acquisition ↓	Account Retention ↓	Account Expansion ↓
Audience Management	17%	15%	17%
Intent Data	22%	16%	20%
Orchestrate Display Advertising	15%	10%	10%
Orchestrate Across Channels	14%	15%	17%
Sales Alerts and Insights	10%	10%	10%
Account Measurement and Analytics	15%	18%	15%
Integrations With Martech/Salestech	7%	16%	11%
As of 14 August 2023			

Source: Gartner (October 2023)

This methodology requires analysts to identify the critical capabilities for a class of products/services. Each capability is then weighted in terms of its relative importance for specific product/service use cases.

Critical Capabilities Rating

Each of the products/services that meet our inclusion criteria has been evaluated on the critical capabilities on a scale from 1.0 to 5.0.

Table 2: Product/Service Rating on Critical Capabilities

(Enlarged table in Appendix)

Critical Capabilities	6sense	Demandbase	Dun & Bradstreet	Madison Logic	N.Rich	RollWorks	Terminus	Triblio	ZoomInfo
Audience Management	4.0	4.0	3.6	3.0	2.4	3.1	3.2	3.0	3.4
Intent Data	4.1	4.1	2.3	2.8	2.5	3.0	2.3	3.0	3.6
Orchestrate Display Advertising	3.8	4.2	3.1	3.8	3.1	3.6	3.1	2.4	3.0
Orchestrate Across Channels	3.9	3.1	2.8	2.9	2.2	3.4	2.8	3.5	2.7
Sales Alerts and Insights	4.3	3.6	2.3	1.6	1.8	3.0	2.0	3.5	2.4
Account Measurement and Analytics	3.6	3.9	2.9	2.4	2.1	3.2	3.2	2.2	2.0
Integrations With Martech/Salestech	4.5	4.5	4.0	3.0	3.0	4.0	4.0	3.5	3.5
As of 14 August 2023									

Source: Gartner (October 2023)

Table 3 shows the product/service scores for each use case. The scores, which are generated by multiplying the use-case weightings by the product/service ratings, summarize how well the critical capabilities are met for each use case.

Table 3: Product Score in Use Cases

(Enlarged table in Appendix)

Use Cases	6sense	Demandbase	Dun & Bradstreet	Madison Logic	N.Rich	RollWorks	Terminus	Triblio	ZoomInfo
New Account Acquisition	3.98	3.91	2.92	2.83	2.44	3.26	2.87	2.95	2.98
Account Retention	4.02	3.92	3.03	2.79	2.44	3.33	2.99	3.00	2.95
Account Expansion	4.01	3.89	2.96	2.79	2.42	3.29	2.91	3.01	2.98
As of 14 August 2023									

Source: Gartner (October 2023)

To determine an overall score for each product/service in the use cases, multiply the ratings in Table 2 by the weightings shown in Table 1.

Evidence

The following sources were used as part of the research for this Critical Capabilities report:

■ **Gartner client inquiries.** These inquiries are related to best practices for ABM programs and the selection or use of ABM platforms.

■ **Gartner Peer Insights.** Data from Account-Based Marketing Platforms Reviews and Ratings was submitted by users of ABM platforms.

■ **Gartner secondary research.** Data from public sources of vendor information.

■ **Gartner site search.** Data collected from search activity on gartner.com.

2023 Gartner Technology Marketing Benchmarks Survey. This survey was conducted online from January through March 2023 among 310 respondents. Respondents came from technology-focused organizations located in the U.S., Canada and the U.K. with more than $10 million in annual revenue. Respondents were required to be aligned to one of the following primary job functions/roles: demand generation/ABM marketing/performance marketing, marketing executive leadership, web/digital/social marketing, marketing operations/analytics, product marketing or customer marketing. They were also required to have knowledge of the marketing budget and spend (for the company or business unit) and the marketing campaign/program tactics. Quotas were established to guarantee a good distribution in terms of countries, product offering (software, technology services and hardware) and company size (annual revenue). Disclaimer: The results of this survey do not represent global findings or the market as a whole, but reflect the sentiments of the respondents and companies surveyed.

Critical Capabilities Methodology

This methodology requires analysts to identify the critical capabilities for a class of products or services. Each capability is then weighted in terms of its relative importance for specific product or service use cases. Next, products/services are rated in terms of how well they achieve each of the critical capabilities. A score that summarizes how well they meet the critical capabilities for each use case is then calculated for each product/service.

"Critical capabilities" are attributes that differentiate products/services in a class in terms of their quality and performance. Gartner recommends that users consider the set of critical capabilities as some of the most important criteria for acquisition decisions.

In defining the product/service category for evaluation, the analyst first identifies the leading uses for the products/services in this market. What needs are end-users looking to fulfill, when considering products/services in this market? Use cases should match common client deployment scenarios. These distinct client scenarios define the Use Cases.

The analyst then identifies the critical capabilities. These capabilities are generalized groups of features commonly required by this class of products/services. Each capability is assigned a level of importance in fulfilling that particular need; some sets of features are more important than others, depending on the use case being evaluated.

Each vendor's product or service is evaluated in terms of how well it delivers each capability, on a five-point scale. These ratings are displayed side-by-side for all vendors, allowing easy comparisons between the different sets of features.

Ratings and summary scores range from 1.0 to 5.0:

1 = Poor or Absent: most or all defined requirements for a capability are not achieved

2 = Fair: some requirements are not achieved

3 = Good: meets requirements

4 = Excellent: meets or exceeds some requirements

5 = Outstanding: significantly exceeds requirements

To determine an overall score for each product in the use cases, the product ratings are multiplied by the weightings to come up with the product score in use cases.

The critical capabilities Gartner has selected do not represent all capabilities for any product; therefore, may not represent those most important for a specific use situation or business objective. Clients should use a critical capabilities analysis as one of several sources of input about a product before making a product/service decision.

Document Revision History

Critical Capabilities for Account-Based Marketing Platforms - 6 December 2022

Critical Capabilities for Account-Based Marketing Platforms - 4 January 2022

Recommended by the Authors

Some documents may not be available as part of your current Gartner subscription.

Magic Quadrant for Account-Based Marketing Platforms

2023 Tech Marketing Benchmarks: Account-Based Marketing Insights

Measure ABM Impact in Comparison to Traditional Demand Generation to Improve Success

Ignition Guide to Developing a Segment-Level Account Plan for Account-Based Marketing

Video: How to Decide Between One-to-One, One-to-Few and One-to-Many ABM Approaches

Driving Alignment Between Marketing and Sales With Account-Based Marketing Best Practices

Getting Sales Onboard With ABM: 3 Mistakes Marketers Must Avoid

Orchestrate ABM Engagement According to Acquisition, Expansion or Retention Goals

Account-Based Marketing Program Template

How Products and Services Are Evaluated in Gartner Critical Capabilities

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