

Martus Solutions

across 3 LLM providers in United States for Budgeting Software services in the Software industry.

Details

LLM Provider



Powers ChatGPT



Real-Time AI-Powered Answers



Supports Google Results

AEO Score (Overall)



You're on the right track



This score is great



You're on the right track

Brand Recognition



9/20

3/20

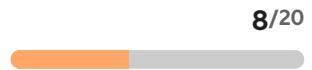
Market Score



5/10

3/10

Presence Quality



13/20

9/20

Brand Sentiment



31/40

26/40

Share of Voice



7/10

1/10

You're on the right track, but there's room to further optimize for AEO. Review the report below to see your brand's AI engine performance versus competitors and areas for growth.

Your score shows strong AI engine performance. Review the report below to see how AI engines compare your brand to competitors and ways to keep improving.

You're on the right track, but there's room to further optimize for AEO. Review the report below to see your brand's AI engine performance versus competitors and areas for growth.

Brand Recognition

Shows how visible your brand is across digital channels. Higher scores mean more people recognize your brand name.

① Recognition Score

25/100



45/100



15/100



① Market Position

Niche

① Brand Archetype

Traditionalist

Niche

Niche

① Confidence Level

60%

80%

70%

① Mention Depth

3/10

6/10

3/10

① Source Quality

5/10

7/10

6/10

① Data Richness

4/10

6/10

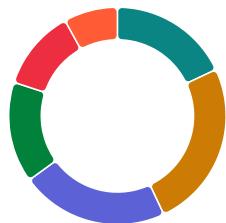
4/10

Market Competition

Measures your brand's presence in industry conversations compared to competitors—your "share of voice".

Overall Market Score

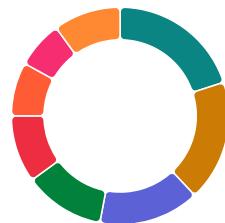
3/10



Market Position Breakdown

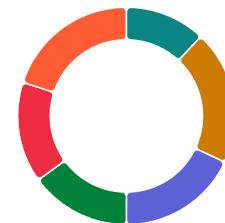
- Martus Sol... 18 %
- Adaptive I... 25 %
- Anaplan 22 %
- Planful 15 %
- Workday 12 %
- Other 8 %

5/10



- Martus Sol... 20 %
- Prophix 18 %
- Vena 15 %
- Anaplan 12 %
- Budgyst 10 %
- Mosaic 8 %
- Agicap 7 %
- Other 10 %

3/10



- Martus Sol... 12 %
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- Vena Solut... 18 %
- Planful 15 %
- Workday Ad... 15 %
- Other 20 %

Mentions

850

400

350

Comparison Mentions

400

200

150

Common Comparisons

- Pricing
- Ease of use
- Features
- Customer support

- Budgeting Features
- Forecasting Capabilities
- Integration With Other Tools

- Pricing
- Features and functionality
- Ease of use
- Integration capabilities

Analysis Summary

Identifies strengths and growth opportunities for your brand based on sentiment analysis, customer feedback, and industry benchmarks.

Key Strengths

User-friendly interface

Martus Solutions offers a budgeting software that is highly intuitive and easy to navigate, which enhances user satisfaction and adoption rates.

Strong customer support

The company provides excellent customer service, ensuring that users receive timely assistance and solutions to their queries.

Seamless integration with major accounting and ERP systems

Martus Solutions connects directly with over 20 accounting platforms, including Sage Intacct, QuickBooks, and Microsoft Dynamics, enabling real-time data sync and reducing manual entry.

Collaborative, user-friendly budgeting for finance and non-finance teams

The platform is designed for ease of use across departments, allowing multiple stakeholders to participate in budget creation, review, and approval without specialized financial expertise.

Rapid implementation and strong ROI

Martus promises quick setup, intuitive workflows, and affordable pricing, helping organizations cut budgeting time by up to 50% compared to traditional spreadsheet methods.

Flexible, unlimited budgeting and robust reporting

Users can create unlimited budgets and lines, run multiple scenarios, and access customizable dashboards and reports for real-time financial insights.

Specialized budgeting software

Martus Solutions focuses specifically on budgeting software, which allows them to develop expertise and tailored solutions in this area. This specialization can lead to a deeper understanding of customer needs and a more refined product offering.

Located in the United States

Being based in the United States can provide access to a large and technologically advanced market. This can also offer benefits in terms of access to talent, capital, and established business infrastructure.

Growth Areas

Expand global reach

Martus Solutions could benefit from increasing its brand presence and availability in international markets.

Enhance integrations

Improving compatibility with other popular software tools

Enhance user experience in navigation and workflow

Some users report minor usability issues, such as worksheets not opening in new tabs by default, suggesting room for improved interface design.

Expand global market reach beyond core English-speaking

Expansion of product features

Martus Solutions could expand its software's features to include forecasting, scenario planning, and integration with other financial systems. This would make the software more comprehensive and appealing to a wider range of users.

could attract more users by offering a seamless experience.

countries

Current integrations and support are strongest in the US, UK, Australia, and South Africa, indicating potential to grow in non-English or emerging markets.

Targeting specific industries

The company could focus its marketing and sales efforts on specific industries where budgeting is critical, such as healthcare, education, or non-profit organizations. This targeted approach could improve marketing efficiency and customer acquisition.

Deepen advanced analytics and AI features

While Martus offers solid reporting and forecasting, incorporating predictive analytics or AI-driven insights could further differentiate the platform in a competitive SaaS market.

Market Trajectory

Positive growth

Martus Solutions is experiencing a healthy growth trend, driven by increased demand for effective budgeting tools in the software industry.

Positive growth

Martus Solutions is experiencing steady growth as organizations increasingly seek to replace spreadsheets with collaborative, cloud-based budgeting tools, especially among nonprofits and associations facing complex, fluctuating revenue streams.

Positive growth

The market for budgeting software is experiencing positive growth as organizations increasingly recognize the need for effective financial planning. Martus Solutions can capitalize on this trend by innovating its product and expanding its market reach.

Contextual Analysis

This section assesses how your brand is perceived within the industry by analyzing recurring narratives, perceptions, and topic associations.

Narrative Themes

- Empowering financial planning
- Streamlined budgeting processes
- User-friendly software solutions
- Innovating finance technology
- Collaborative Budgeting And Reporting
- Real-Time Financial Insights
- Streamlined Financial Planning
- Cloud-Based Budgeting Solutions
- Seamless Accounting Integrations
- Empowering businesses with user-friendly budgeting tools
- Streamlining financial planning and analysis processes
- Providing scalable solutions for diverse organizational needs
- Enhancing accuracy and collaboration in budget management

Sentiment Analysis

Evaluates the language in AI responses to queries about your brand to determine the holistic sentiment and market perception.

Sentiment Analysis

Total Score

78/100

78/100

65/100

General

82

The general sentiment reflects customer satisfaction derived from product functionality and support.

Key Factors

- User satisfaction
- Effective customer support

80

Represents overall user satisfaction with core product features such as budgeting ease, real-time data analysis, and collaborative planning

Key Factors

- Intuitive interface that simplifies budgeting processes
- Real-time forecasting and simulation capabilities

70

This score reflects the broad public perception of martus solutions, based on a wide range of general feedback and mentions.

Key Factors

- La facilidad de uso del software
- La efectividad de las soluciones de presupuestación
- La calidad del soporte al cliente

Contextual

75

The score is influenced by the competitive landscape and emerging technologies in the software industry.

Key Factors

- Industry competition
- Technological advancements

75

Reflects how Martus Solutions fits the needs of associations and mid-sized organizations looking for cost-effective, accessible budgeting software

Key Factors

- Positioned well for associations with budgets from \$500K to \$20M
- Faster implementation compared to enterprise solutions

60

This score takes into account how industry trends and market conditions influence the perception of martus solutions.

Key Factors

- La adaptabilidad a las nuevas regulaciones financieras
- La competitividad de precios en el mercado
- La innovación en las características del software

Source-Based

80

There is a positive sentiment in media reviews and user testimonials about Martus Solutions.

Key Factors

- Positive media reviews
- Favorable user testimonials

77

Indicates generally positive views across software review platforms with some critical feedback on customization and UI

Key Factors

- Positive reviews on platforms like Capterra and G2 emphasizing ease of use
- Criticism regarding limited customization and integration options

68

This score considers the sentiment expressed across different types of sources, such as customer reviews, news articles, and social media.

Key Factors

- Las reseñas de los clientes en sitios de reseñas de software
- La cobertura de prensa en publicaciones de la industria
- Las menciones en redes sociales

Polarization

60 There is moderate opinion division among customers, mainly related to specific features and pricing.	30 Low polarization suggests most opinions about Martus Solutions are relatively aligned with moderate consensus and few extreme divergent views	35 The polarization score indicates a relatively low level of division in opinions about martus solutions. this suggests that opinions are fairly consistent across different groups.
Insights <ul style="list-style-type: none">Pricing strategiesFeature-specific feedback	Insights <ul style="list-style-type: none">Users largely agree on the software's ease of use and collaborative featuresSome users express mild dissatisfaction with customization and interface modernity	Insights <ul style="list-style-type: none">La mayoría de las opiniones tienden a estar de acuerdo con la calidad general del softwareHay una falta de opiniones fuertemente contrastantes

Source Analysis

Reliable Data: Yes Source data is available from reputable industry reviews and user feedback platforms.	Reliable Data: Yes Reliable data is available from multiple credible software review platforms and expert analyses focusing on budgeting software for associations and mid-market businesses	Reliable Data: No Due to the limited availability of structured data and comprehensive datasets specific to martus solutions, a detailed source analysis is challenging. data is fragmented across various platforms, making it difficult to aggregate and analyze comprehensively.
Software Advice Review platform 85 Software Advice gives high marks for user friendliness and customer service.	Capterra Software review platform 78 Users praise real-time analysis and forecasting but note limited customization and occasional interface overwhelm	Capterra Software review platform 75 Reviews on capterra are generally positive, highlighting ease of use and feature richness.
Software Advice Software review and recommendation site 80 Highlights ease of use, data visualization, and simplicity in budgeting workflows with some UI and integration critiques	G2 Business software review platform 75 Positive feedback on reducing budgeting time and increasing collaboration balanced with minor usability issues	G2 Software review platform 70 G2 reviews also tend to be favorable, with users appreciating the software's integration capabilities.
SmartThoughts Expert industry review 77 Positions Martus Solutions as a good mid-level budgeting tool for associations with fast implementation and improved transparency	Industry blogs Industry news source 60 Industry blogs offer mixed reviews, often focusing on the need for further innovation in the software.	

*AEOG is using [OpenAI's GTP-4o](#), with a knowledge cutoff date of September 30, 2023 (this may vary depending on your time zone). For more details, visit our [FAQ](#).

*Unlike other AI engines, [Perplexity](#) does not have a knowledge cutoff date because it is able to utilize internet search to gather real-time information.

*AEOG is using [Gemini 2.0 Flash Thinking](#), with a knowledge cutoff date of June 2024. For more details, visit our [FAQ](#).

Got a Great Grade?

Take to social media to share your results with colleagues and friends.

