

# Marketing and Sales Solutions

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Marketing and sales technologies are driving forces for all companies as customers move to online, mobile-first, and collaborative relationship models. In reaching and selling to customers, it is essential that organizations aggressively develop the necessary operational and analytic skills, collaborative cultures, and creative problem solving needed to truly add value to the customer relationship. IDC's *Marketing and Sales Solutions* service provides strategic frameworks for thinking about the individual and aligned areas of marketing and sales technology as parts of a holistic business strategy. This program delivers insight, information, and data on the main drivers for the adoption of these technologies in the broader context of customer experience (CX) and networked business strategies.

## Markets and Subjects Analyzed

- Marketing automation, campaign management, and go to market execution applications
- Sales force automation applications
- Predictive analytics and business KPIs
- Mobile and digital applications and strategies
- Customer data and analytics
- CX strategies

## Core Research

- Reports on how 670 U.S. large enterprises use more than 300 vendors in 15 marteck categories across 5 vertical markets:
  - Consumer banking
  - Retail
  - CPG manufacturing
  - Securities and investment services
  - Travel and hospitality
- IDC MarketScope(s) on related solutions areas such as marketing clouds and artificial intelligence
- IDC TechScapes and PlanScapes on various topics such as GDPR, account-based marketing, personalization, and mobile marketing
- Marketing software forecast and vendor shares
- Sales force automation forecast and vendor shares

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Marketing and Sales Solutions](#).

## Key Questions Answered

1. How can marketing and sales organizations help create the best customer experiences?
2. What are the implications of the new culture of privacy on marketing and sales teams?
3. How will the customer experience trend affect enterprise infrastructure road maps and vendor product strategies?
4. How can marketing and sales leverage technology and creativity to deliver greater value to customers at every interaction?
5. How will artificial intelligence and machine learning transform marketing and sales?
6. How can vendors help brands differentiate based on their ability to manage customer data and consent?
7. How do marketing and sales organizations and systems participate in digital transformation efforts?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the marketing technology applications market, including:

Act-On, Adobe, Amazon Web Services, Amdocs, Aprimo, ARI Network, Aurea, Bazaarvoice, Blackbaud, Blue Yonder, Brainshark, CAS Software, Cheetah Digital, Cincom Systems, Cision, cleverbridge, Comarch, comScore, Constant Contact, Crimson Hexagon, Datalex, Dealertrack, Deltek, Demandforce, Digital River, Elastic Path, Emarsys, Episerver, Experian, FICO, Fuel Cycle, Google, Hecom, Hootsuite, HubSpot, IBM, IFS, Infor, InsideSales, j2 Global, Jack Henry & Associates, JDA Software, Kingdee, LexisNexis, Loyalty Builders, Marketo, Meltwater, Microsoft, OpenText, Oracle, Pegasystems, PROS Pricing Solutions, Sage, salesforce.com, SAP, SAS, ServiceSource,

Shopify, SmartFocus, Softbrain, Spredfast, Sprinklr, SugarCRM, SuperOffice, Synergy Marketing, Unicom Systems, Upland, Veeva Systems, Webtrends, WorkEC (Shenzhen Newdo Technology), Xiaoshouyi (Beijing Renke Interactive Network Technology Co., Ltd.), Yonyou Network, Zilliant Inc., and Zoho,