Marketing Tech Insights

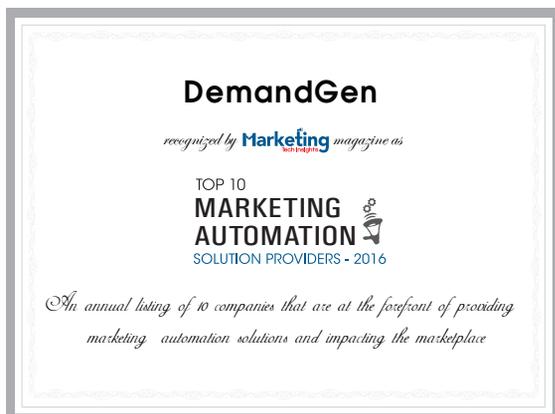# Top 10 Marketing Automation Solution Providers - 2016

With marketers investing a considerable amount of time and efforts in creating and curating online content, automating these entire process can turn to be a game changer for the players in the industry. The role of marketing automation tools cannot be discounted as they helps businesses in generating and nurturing leads and prospects more effectively. It has become crucial for enterprises to implement the right marketing automation systems to stay relevant in a hyper-competitive marketing environment.

Targeting the unprecedented demand for automation solutions in the market, there are a multitude of vendors delivering entry level systems to sophisticated marketing automation software. The aim is to allow enterprises integrate best practices in their marketing strategies in addition to developing programs that enable the clients realize ROI and profitability goals from lead generating campaigns. The solutions also facilitate cross functional alignment between marketing and sales departments for better co-operation and implementation of highly effective marketing programs.

With numerous marketing automation solution vendors delivering a full spectrum of services—from strategic planning to launching, managing, and measuring marketing campaigns, it can be an arduous task for the CIOs to zero in on the right solution for their company. In order to assist CIOs and CMOs in identifying the right marketing automation solutions, a distinguished panel comprising of CEOs, CMOs, CIOs, VCs, and analysts including Marketing Tech Insights editorial board have selected the leading firms that offers best-of-breed technology solutions and services in the marketing automation landscape.

The selection panel looked at the vendor's capability to fulfill the need of buyers with effective solutions that curb challenges and promote business growth. In this edition of Marketing Tech Insights, we bring to you "Top 10 Marketing Automation Solution Providers".

DemandGen

recognized by **Marketing** Tech Insights *magazine as*

TOP 10 MARKETING AUTOMATION
SOLUTION PROVIDERS - 2016

An annual listing of 10 companies that are at the forefront of providing marketing automation solutions and impacting the marketplace

Company:
DemandGen

Key Person:
David Lewis
Founder & CEO

Description:
Helps clients implement highly effective demand generation systems and processes to drive growth through digital marketing

Website:
demandgen.com

DemandGen
Gateway to a Modern Marketing Powerhouse

After decades of leading marketing teams at organizations like Microsoft, Netopia, and Ellie Mae, David Lewis believes passionately that the driving force behind every successful business is a combination of their marketing savvy, use of digital marketing technology, and their customer experience. In the digital revolution, where prospects, customers, and companies can interact online 24/7, marketing teams are struggling to keep up with the rate of change, especially when it comes to marketing technology. With his mission to make marketing matter most, Lewis founded DemandGen a decade ago to help companies implement and leverage digital marketing technology, especially marketing automation platforms. "When I founded DemandGen in 2007 it was specifically to help implement marketing automation systems for enterprise-class organizations," begins Lewis, who also steers DemandGen as its CEO. "I didn't anticipate that the marketing technology landscape would be what it is today. Fast forward a decade and we are still helping organizations not only deploy and leverage systems like Marketo, Eloqua, and Salesforce.com, but now we help them with a broader set of marketing technology tools with the goal of transforming them into high performance marketing operations powerhouses."

Continuing his vision on helping organizations build an effective, comprehensive, and actionable marketing technology roadmap, DemandGen is recognized as a modern marketing thought leader and helps marketing teams implement its Demand Factory® framework. The framework brings together marketing, sales, process, and systems designed to increase lead capture, conversion, and maximize customer lifetime value. When marketing automation is applied under this framework, it generates greater revenue for companies by nurturing all prospects with timely, relevant, and personalized content. The other major benefit of the framework is that it creates tight collaboration of sales and marketing teams, systems, and processes.

DemandGen has expert consultants that design closed-loop lead management solutions to help revenue marketers track campaign attribution, nurture and score leads along their buying cycle, keep databases optimized, provide increased sales enablement, and manage the demand funnel from click to close. "We are a team of marketing-automation and lead-management geeks that implement a Demand Funnel framework designed to optimize lead conversion, and improve overall marketing performance," asserts Lewis. This way of defining each stage of the demand generation process gives organizations the foundation for segmentation, scoring, routing, nurturing, reporting and creating tight synergy between sales and marketing. By comparing different channels and programs, organizations can assess and refine marketing investments–dramatically ramping up return on future marketing investment.

The firm's Demand Factory® framework has four key areas

[A.C.M.E] which stand for the four core disciplines of high performance marketing—Acquire, Convert, Measure, and Expand. "By helping our clients routinely assess their capabilities in these four areas, enables us to prescribe the systems, programs, and priorities that will improve their marketing operations, reporting, and contribution to revenue," extols Lewis.

Lewis' team also serves as an extension of their client's marketing team by providing resources dedicated to scheduling, building, and launching email campaigns which alleviates in-house marketing teams from dealing with these time consuming and tactical marketing functions. In addition, the marketing technology and CRM expertise provided by DemandGen fills a huge resource gap in the market due to the general lack of technical expertise needed for digital marketing. When it comes to channel partners and alliances, DemandGen has also created a virtual armada of partners for its journey around helping marketers—Marketo, Oracle, Salesforce.com, PFL, LeadSpace, Engagio, and dozens of other top MarTech firms recommend and rely on DemandGen to aid their clients in the deployment and adoption of these vendor's systems.

"We have an unsurpassed passion for helping our customers succeed with digital marketing," points-out Lewis. Forging ahead, the firm plans to continue to expand its technology partnerships and methodologies to ensure their clients stay at the forefront of modern marketing. **MT**

David Lewis