The Rise of Activation and Experience in Content Marketing

FEATURING RESEARCH FROM FORRESTER

The Forrester Wave™: Content Marketing Platforms For B2B Marketers, Q2 2019

The Rise of Activation and Experience in Content Marketing

CONTENT ALONE WON'T DELIVER RESULTS

B2B marketing teams rely on content to fuel their campaigns and generate pipeline for their organizations. As such, every year marketing teams spend hundreds of thousands of dollars creating exponentially more content in an effort to reach and influence their buyers. But even with this proliferation of content, marketers everywhere still struggle to leverage their content to win and retain customers.

Today, the experience around your content is as important as the content itself. In order to create great content experiences for your buyers, marketers need to focus on not just creating content, but activating it throughout the buyer and customer journey.

CAPITALIZING ON ATTENTION IN A NOISY MARKETPLACE

When you consider the number of channels, brands, and marketers fighting for our attention, it's not hard to believe that your buyers have become overwhelmed by all of the noise. As a result, they've become skilled at weeding out the irrelevant and only focusing on what's important to them.

According to Forrester, 68% of B2B buyers prefer to conduct research online. In this digital economy, buyers are using content to self-educate and relying less and less on sales reps to get their information. This puts more of the responsibility on your marketing team to shape and influence the buyer journey through content.

However, the average martech budget is still allocated towards capturing the attention of our buyers, not on what to do with that attention when we have it. Even when organizations invest in content marketing, most of their focus is on creation.

IN THIS DOCUMENT

“As business purchasing behavior becomes more digital and self-directed, B2B marketers’ expectations for CMPs will shift from tools that help teams create and manage content to platforms that deliver value closer to where the content gets used — by sellers and customers.”

- Laura Ramos, VP and Principal Analyst, and Ryan Skinner, Principal Analyst, in The Forrester Wave™: Content Marketing Platforms For B2B Marketing, Q2 2019

THE RISE OF ACTIVATION IN CONTENT MARKETING

This year, Forrester has split the The Forrester Wave™: Content Marketing Platforms For B2B Marketers into two separate Wave reports, one for B2C marketers and the other for B2B marketers.

One of the specific differences between these two reports is the criteria of Activation. In the B2B CMP Wave, Forrester weighted Activation the highest out of all criteria in the current offering category, followed by Planning, Production, Governance, and Utilization.

Forrester explains that as business purchasing behavior becomes more digital and self-directed, B2B marketers’ expectations for CMPs will shift from tools that help teams create and manage content to platforms that deliver value closer to where the content gets used—by sellers and customers.

We see Activation as how marketers are using content to power demand strategies throughout the customer journey. Instead of having content sit idle in a single location or for a single purpose, it needs to be activated in multiple ways, through things like nurture campaigns, events, account-based marketing, sales outreach, and ongoing customer engagement. Without activation, marketers will fail to generate tangible ROI from their content assets.

Uberflip is the highest scoring vendor in the Activation criterion, with a score of 4.1 out of 5 and the following description from Forrester:

“Uberflip creates bingeable, personalized content experiences that move deals along. Uberflip started as a way for marketers to assemble dynamic content resource pages without IT and then branched into richer personalization and integration with marketing automation. The result combines outbound and inbound marketing practices to help sales pursue buyers but let the buyers control how they engage with content. This novel approach sets Uberflip apart in its ability to let marketers and sellers create unique content experiences and then uncover deeper insights based on how prospects and customers interact with their content hubs. This also gives the solution a leg up when it comes to enabling sellers; allowing users to interact with content in a dynamic, experiential way; and helping marketers and sellers personalize interactions and build relationships inside target accounts.

While focused on marketing audiences, Uberflip believes that heightening the content experience will create more market value than helping marketers plan, develop, and distribute content. Those without native content planning and execution processes already present in marketing will find Uberflip lacking in

upstream content development features like editorial strategy and planning, requirements gathering, and automated content adaptation. However, Uberflip is on its way up in the CMP market, so midmarket (and larger) firms that are headquartered in North America today and that need to make piles of content more engaging, build keen interest with an ideal profile audience, and clearly demonstrate the ROI of combining marketing content with unique user experiences, should look closely at Uberflip."

Click here to access a complimentary copy of the "The Forrester Wave™: Content Marketing Platforms For B2B Marketers, Q2 2019"

CONTENT EXPERIENCE IS YOUR KEY DIFFERENTIATOR

Given the increased emphasis on Activation, a focus on content experience is key to elevating the results of your demand generation strategies. Every time your buyers engage with content they are doing so within a content experience— the only question is how effective it is.

Make no mistake, your B2B buyers are B2C consumers. According to IBM, 80% of B2B buyers now expect the same buying experience as B2C customers. B2C brands like Netflix, Spotify, and Amazon have changed the way we consume content online. Things like curated playlists, intuitive search, and personalized recommendations have become table stakes in the way we engage with content.

That same experience is expected in the B2B world. Your buyers, depending on their needs and stage in the buyer journey, all require a different experience.

This is why we are seeing the rise of Content Experience Platforms that enable marketers to activate their content in personalized experiences that are tailored to any buyer and stage in the journey. The result is better engagement, accelerated pipeline, and more revenue that can be traced back to content.

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The Forrester Wave™: Content Marketing Platforms For B2B Marketers, Q2 2019

The 10 Providers That Matter Most And How They Stack Up

by Laura Ramos and Ryan Skinner
May 6, 2019

Why Read This Report

In our 30-criterion evaluation of content marketing platform (CMP) providers for B2B marketers, we identified the 10 most significant ones — BrandMaker, Contently, Kapost, NewsCred, Percolate, ScribbleLive, Seismic, Showpad, Skyword, and Uberflip — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2B marketing and sales professionals select the right one for their needs.

Key Takeaways

Changing Market Conditions Leave The Field Open For New Leaders To Arise
Forrester's research uncovered a market in which clear Leaders have yet to emerge; Seismic, NewsCred, Kapost, and Showpad are Strong Performers; Uberflip, Skyword, and Percolate are Contenders; and Contently, BrandMaker, and ScribbleLive are Challengers.

Relevant Content Assembly And Tracking Its Impact On Pipeline Are Key Differentiators
As marketing and sales activities converge to create a more seamless business buying experience, enhancing the digital delivery of content and measuring its relevance to intended audiences will dictate which providers will eventually lead the pack. Vendors that can help sellers customize and deliver highly-relevant content and track an asset's impact on both opportunities and accounts will position themselves to successfully deliver content that maximizes returns on the investment required to produce it.

The Forrester Wave™: Content Marketing Platforms For B2B Marketers, Q2 2019

The 10 Providers That Matter Most And How They Stack Up

by Laura Ramos and Ryan Skinner
with Caroline Robertson, Jacob Basseches, and Christine Turley

May 6, 2019

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Modern B2B Buying Experiences Require A Singular Content Strategy

Now Tech: Content Marketing Platforms, Q4 2018

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CMPs Must Advance Digital Delivery And Asset Analysis Capabilities

Content marketing platforms have long provided software and services to support enterprisewide editorial, to plan and manage customer-facing content, and to deliver and orchestrate differentiated customer experiences across marketing channels.[1] As business purchasing behavior becomes more digital and self-directed, B2B marketers' expectations for CMPs will shift from tools that help teams create and manage content to platforms that deliver value closer to where the content gets used — by sellers and customers.[2]

We foresee a new generation of CMP solutions where delivering customized messages and experiences to more precisely targeted markets and accounts becomes more important than planning and tracking assets. We also see rising expectations for real results as measured by shorter sales cycles, healthier pipelines, and greater value realized throughout the customer's lifetime. As a result of these trends, B2B content marketing platform customers should look for providers that:

› **Help sellers create engaging, relevant experiences at scale.** Sellers need marketing to support them with content that incorporates the messages and information to which buyers respond best. Modern CMPs address this with: 1) AI-driven recommendations that help sellers assemble and distribute content, 2) configurable request forms that capture business requirements and automatically generate creative plans for approval, and 3) features that let sellers customize and track content at the account level. All this is to ensure that sellers can effectively present the company's offerings to prospects while guaranteeing that buyers receive a consistent brand experience whenever and wherever they interact.

› **Analyze the impact content assets have on demand and conversion.** Business buyers value short format content featuring customer stories when exploring purchase decisions.[3] They also feel vendors provide them with too many useless materials. CMP systems address this concern with features that let marketers view content aligned to customizable criteria, use algorithmic analysis to identify gaps against content strategy, and determine the ROI of a content asset based on its impact on opportunities, buying stage, industry, and so on. Top CMPs use component-level interactions to make segmentation recommendations and feed those into marketing automation platforms for use in lead scoring and nurturing.

› **Orchestrate content delivery to create differentiated customer experiences.** Business buyers buy into a company's approach to solving their problems, not its products and services. Giving prospects an accurate portrayal of your unique customer experience starts with content that changes dynamically as they engage with it. CMPs should not only support a wide range of interactive content formats, but also lead marketers through strategy setting and capture processes that allow teams to collaborate across multiple campaigns, create interactive content without coding, and publish the results to a variety of channels.

Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in our reports on content marketing platforms and best practices.[4]

We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on Forrester.com to download the tool.

FIGURE 1 Forrester Wave™: Content Marketing Platforms For B2B Marketers, Q2 2019

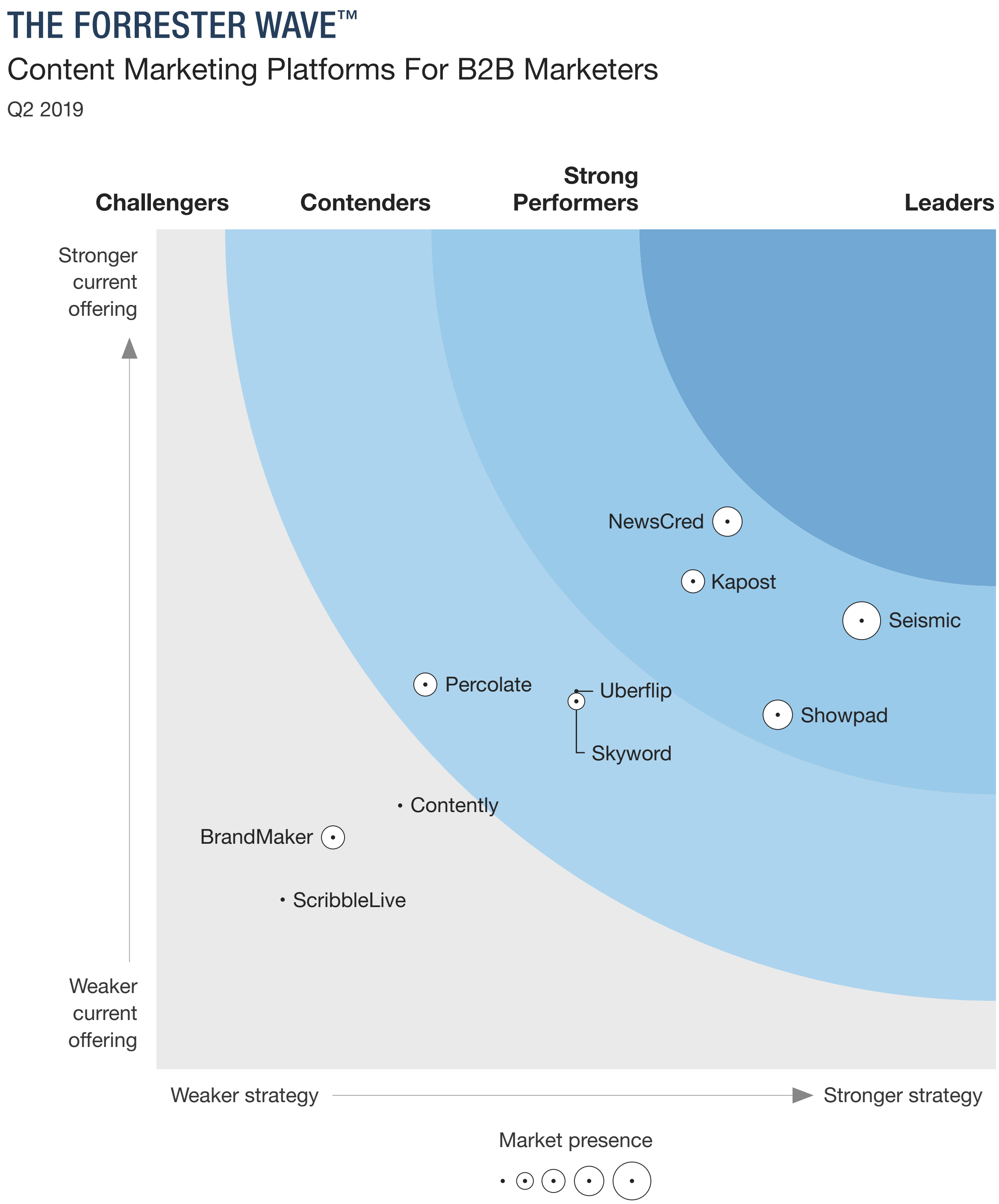

FIGURE 2 Forrester Wave™: Content Marketing Platform For B2B Marketers Scorecard, Q2 2019

	Forrester's weighting	BrandMaker	Contently	Kapost	NewsCred	Percolate	ScribbleLive	Seismic	Showpad	Skyword	Uberflip
Current offering	50%	1.38	1.57	2.90	3.26	2.29	1.01	2.67	2.11	2.19	2.25
Governance	15%	1.60	1.80	5.00	3.00	2.80	0.00	1.30	2.10	3.80	1.50
Planning	20%	1.90	2.60	3.00	4.00	3.60	0.30	2.50	1.10	2.40	0.40
Production	20%	1.25	0.95	2.40	3.05	1.55	1.85	2.50	2.30	2.10	2.30
Utilization	15%	2.10	2.20	4.30	2.90	3.10	0.35	2.40	1.40	3.00	1.70
Activation	30%	0.65	0.85	1.40	3.20	1.25	1.75	3.70	3.00	0.90	4.10
Strategy	50%	1.05	1.45	3.20	3.40	1.60	0.75	4.20	3.70	2.50	2.50
Product vision	15%	1.00	0.00	3.00	5.00	3.00	0.00	3.00	3.00	1.00	3.00
Execution road map	20%	1.00	1.00	3.00	3.00	3.00	1.00	5.00	5.00	3.00	3.00
Market differentiation strategy	15%	0.00	1.00	3.00	5.00	1.00	1.00	3.00	1.00	3.00	1.00
Performance	30%	1.00	3.00	3.00	3.00	0.00	1.00	5.00	5.00	3.00	3.00
Product/services extensions	10%	3.00	1.00	3.00	1.00	1.00	1.00	3.00	3.00	3.00	1.00
Partner ecosystem	10%	1.00	1.00	5.00	3.00	3.00	0.00	5.00	3.00	1.00	3.00
Market presence	0%	2.50	1.00	2.50	4.00	3.00	1.00	4.50	4.00	2.00	1.00
Revenue	25%	1.00	1.00	1.00	3.00	3.00	1.00	5.00	5.00	1.00	1.00
Number of customers	25%	3.00	1.00	3.00	5.00	3.00	1.00	5.00	5.00	1.00	1.00
Average deal size	25%	5.00	1.00	5.00	5.00	5.00	1.00	5.00	5.00	5.00	1.00
Global footprint	25%	1.00	1.00	1.00	3.00	1.00	1.00	3.00	1.00	1.00	1.00

Vendor Offerings

Forrester included 10 vendors in this assessment: BrandMaker, Contently, Kapost, NewsCred, Percolate, ScribbleLive, Seismic, Showpad, Skyword, and Uberflip (see Figure 3).

FIGURE 3 Evaluated Vendors And Product Information

Vendor	Product evaluated
BrandMaker	BrandMaker Marketing Efficiency Cloud (6.2)
Contently	ContentlyOne
Kapost	Kapost
NewsCred	NewsCred Content Marketing Platform
Percolate	Percolate
ScribbleLive	ScribbleLive Content Cloud
Seismic	Seismic
Showpad	Showpad Content
Skyword	Skyword360 with Analytics and Insights (TrackMaven)
Uberflip	Uberflip

Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors in this continually evolving market.

LEADERS

› **No single vendor captures a leadership position today.** Criteria in this Forrester Wave focused on specific, differentiating features in content governance, planning, production, and utilization. For B2B firms, where marketing content must address both customers and sellers, we focused deeply on how platforms deliver digital content that is more relevant, custom, and engaging to buyers. We looked at how new advances in: 1) workflows that recommend strategy, 2) AI-driven recommendations to alleviate production constraints and segment audiences, 3) automatic generation of creative briefs and plans, 4) support for Agile practices, 5) codeless interactive content generation, and 6) the ability to assemble and assess content at the account level — will support entirely new working relationships between marketers and sellers. As a result, some vendors scored well on certain criteria, but none scored well across most criteria, leaving the Leaders section empty at this time.

STRONG PERFORMERS

- **Seismic excels at personalizing content and putting it to work for sellers.** Historically a sales enablement technology provider, Seismic blends workspaces that support account team collaboration and news centers with robust content assembly, distribution, tracking, and pipeline impact analysis. Their LiveDoc technology can atomize assets like presentations or whitepapers into elements that marketers can maintain easily and sellers can personalize to address specific opportunities or purchase stage interactions. Seismic lets B2B marketers manage components and assets independently of how sellers work but automatically cascade any changes to keep materials consistent and messages on-brand, saving sellers hours of rework. Analytic capabilities let marketers drill down to the element level to understand exactly how content drives buyer engagement and accelerates conversion rates.

  With a laser focus on enabling sellers, Seismic's offering is shy on creation capabilities like content planning, visualization, collaboration, development workflow, and automation around content quality review. While sellers and marketers can configure LiveDocs and Workspaces for specific accounts, reference customers report needing custom integration, meta tagging, and reporting to track and assess the impact of Seismic content and interactions at the account level. B2B marketers with mature content planning processes and an extensive content catalog — who also need to support selling strategies covering diverse product lines, buyer roles, geographies, and industries — should look to Seismic to tame deployed content and monitor how campaigns, assets, and individual elements drive pipeline conversion and revenue success.

- **NewsCred boasts an editorial planning environment with something for everyone.** NewsCred targets large, global firms with a content marketing-specific offering that includes a content relicensing arrangement with hundreds of leading publishers, a small freelancer network, and its core content planning and publishing software. Major B2B customers include Century Link, Oracle, and SAP. The vendor has doubled down on its native measurement and analytic capabilities and is one of the few CMPs to host customer profiles and measure content consumption against them. The company has taken major steps to enhance its UX, which is immediately visible in demo environments and supported by customer references.

  NewsCred's focus on analytics has led to some best-in-class recommendations and suggestions for marketers as they work on content strategy, plans, or production. For example, its CMP recommends content topics and formats based on past performance. One enterprise customer called out NewsCred's ability to give them both a high-level holistic view of their content strategy and granular details like scroll-depth. NewsCred has limitations, however, when marketers leave its editorial sweet spot and want to focus on content for lower in the purchase funnel, such as sales decks or product content. NewsCred is a good fit for truly global enterprises — with extensive product catalogs and industry-specific solutions — that want to lift the editorial quality and capabilities of their marketers across the board.

- **Kapost helps marketers curb complexity by operationalizing content strategy.** Kapost helps marketers handle highly complex combinations of product line, industry, role, region, and channel coverage requirements. Combining technology, extensive onboarding, and strategy setting services, Kapost excels at helping content operations executives set strategy, build sophisticated editorial calendars, and manage massive inventories for revenue-producing teams. With the strongest content governance capabilities — combined with rich workflow, calendaring, and production-time adaptation features — Kapost can help support a complex set of content development and management goals.

  Handling enterprise-scale complexity requires significant change, so Kapost heavily emphasizes services delivery to instill best practices and to handle a myriad of change management issues. While Kapost's platform offers users a deep focus on content planning and management, marketers who have enterprise-scale needs for sales enablement content support, content-lead impact analysis, and account-based collaboration will need to rely on integrations with sales enablement automation (SEA) platforms like Seismic and Allocadia to close the advanced creation-to-delivery loop. To engage digitally savvy buyers with more engaging content, Kapost needs to close gaps in content personalization and interactive content — such as the ability to bring data from polls, sliding scales, etc., into the content data capture and insights loop. However, for B2B revenue teams and their agency partners with complex go-to-market requirements around business units, regions, industries, and offerings, only Kapost has the capabilities to enable revenue teams to take on and manage a wide array of intricacies long term.

- **Showpad helps sellers engage prospects with rich, interactive experiences.** The second of two sales enablement providers to participate in this Forrester Wave, Showpad brings a wealth of capabilities focused on creating interactive experiences that let prospects and customers learn, assess, or accomplish a task rather than read or view content passively. These features also enhance the seller's experience, as working with engaging content speeds up learning curves and helps make sellers more proficient at delivering messages and offers, making them more relevant in front of prospects sooner. These capabilities combine to boost Showpad's revenue growth, putting it in the top spot for market presence and performance.

  Like Seismic, Showpad excels at supporting the content needs of sellers and revenue teams, leaving content calendaring, strategy, workflow, collaboration, and quality review automation to content creation systems outside its platform. While strong at interactive content, Showpad showed relatively weaker on its ability to assess content's impact on leads and pipeline and to provide capabilities needed to support account-based collaboration and selling. For marketing and sales operations professionals supporting a go-to-market approach with a high digital quotient, Showpad has the creative and integration features to help the right content show up for the right sellers at the right time.

CONTENDERS

- **Uberflip creates bingeable, personalized content experiences that move deals along.** Uberflip started as a way for marketers to assemble dynamic content resource pages without IT and then branched into richer personalization and integration with marketing automation. The result combines outbound and inbound marketing practices to help sales pursue buyers but let the buyers control how they engage with content. This novel approach sets Uberflip apart in its ability to let marketers and sellers create unique content experiences and then uncover deeper insights based on how prospects and customers interact with their content hubs. This also gives the solution a leg up when it comes to enabling sellers; allowing users to interact with content in a dynamic, experiential way; and helping marketers and sellers personalize interactions and build relationships inside target accounts.

  While focused on marketing audiences, Uberflip believes that heightening the content experience will create more market value than helping marketers plan, develop, and distribute content. Those without native content planning and execution processes already present in marketing will find Uberflip lacking in upstream content development features like editorial strategy and planning, requirements gathering, and automated content adaptation. However, Uberflip is on its way up in the CMP market, so midmarket (and larger) firms that are headquartered in North America today and that need to make piles of content more engaging, build keen interest with an ideal-profile audience, and clearly demonstrate the ROI of combining marketing content with unique user experiences, should look closely at Uberflip.

- **Skyword adds sophisticated analytics to solid asset management capabilities.** In 2018, Skyword acquired marketing data analytics company TrackMaven. The resulting solution helps B2B marketers apply machine-learning algorithms to detect how topics and assets perform against buyer interests, personas, journey stages, and industries while recommending how to produce content that better engages target audiences. Skyword can also deliver this insight across the entire creation-to-production lifecycle and, for example, warn marketers when similar content already exists, identify overlaps with new assignments, or easily activate campaigns across digital channels, product lines, and geographies. The acquired TrackMaven capabilities now help B2B marketers analyze how competitor assets are performing across channels and campaigns to more rapidly shore up competitive gaps.

  While Skyword serves B2B and B2C marketers equally, it lacks capabilities that allow sellers to assemble and distribute content or incorporate seller/customer feedback into content planning, and it lacks controls that help marketers manage what sellers can see and share with their prospects. These deficiencies make it difficult for marketers and sellers to collaborate on content creation, assemble assets, and track results at the account level. Because it also brings a large network of freelance talent to the CMP party, Skyword is best suited today for B2B marketers who need precise visibility into how marketing assets are performing relative to goals and against competitive offerings, as well as for on-demand agency-level resources that can help fill those gaps.

› **Percolate stays true to core CMP capabilities such as calendaring and tagging.** Percolate is a standalone CMP that has been a Leader of two previous Forrester Wave reports and a Strong Performer in Forrester's most recent marketing resource management (MRM) Wave, "The Forrester Wave™: Marketing Resource Management, Q3 2018." The company is doubling down on its vision of providing a unifying back end for all marketing activities, with content development as its backbone, and intends to partner with analytics vendors like Domo to provide Percolate with data sets that can train AI rulesets for better recommendations. The company has also made a concerted effort to move from a midmarket and enterprise go-to-market, to more exclusively enterprise.

  Percolate's strengths continue to lie in its ability to recreate marketing organizations and all their myriad activities (campaigns, subcampaigns, etc.) in a single, well-structured environment. One customer described how Percolate helped them transition from campaign chaos to more clearly organized cross-region and product line execution, with the marketing calendar at its hub. Since Percolate has largely decided to focus only on back-end organization, however, users will need strong connections between it and their publishing and reporting environments to see any content analytics. Percolate is a good fit for large and complex B2B marketing organizations that want to settle on a common marketing planning system.

CHALLENGERS

› **Contently delivers sophisticated review automation to editorially-minded teams.** B2B marketers lacking agency relationships or in-house resources will find Contently's marketplace of premium freelance content creators a key benefit. Along with NewsCred, Contently is also the only other vendor to deliver the one-two punch of content quality analysis — that reviews tone, style, voice, SEO optimization, etc. — and review automation that works throughout the production process to suggest new content creation directions based on gaps in stated themes and formats. Contently recently added new editorial, strategy, and multimedia service to speed time-to-value. It also introduced a "content only" option, with managing editor support, to better serve agencies and smaller organizations as well as larger firms needing a try-before-buy option.

  Despite these advances, Contently's capabilities outside of editorial publishing limit its applicability to wider content marketing challenges across the enterprise. References report that Contently's workflow lacks the ability to quickly copy settings like reviewer assignments and tags from an existing workflow and replicate those into a new story. Contently also fell short in post-production capabilities like support for interactive content, digital experiences, and account-based marketing. Overall, Contently is a good fit for agencies and large B2B marketing firms that want both a content planning and execution system coupled with premium content development resources.

- **BrandMaker satisfies enterprise brand management needs.** In 2018, BrandMaker was a Leader in Forrester's MRM evaluation, after being named a Strong Performer in a previous through-channel marketing automation (TCMA) study.[5] In both evaluations, BrandMaker outshines peers in marketing fulfilment and asset governance needed to manage large catalogs with a heavy reliance on digital sales transactions. B2B marketers are not generally eCommerce powerhouses and lag behind in outfitting partners with sophisticated marketing tools. While BrandMaker excels at asset management and campaign organization, it lacks the content workflow, gaps/opportunity identification, quality review, support for interactive elements, and sales and marketing collaboration features that catapult other CMP rivals ahead.

  As a relatively young and growing company offering CMP, MRM, and TCMA solutions, keeping focus can be difficult as BrandMaker attempts to serve multiple markets. One of three references we spoke with shared examples of how the firm occasionally struggled to support some users outside its European base. Marketers with sophisticated content creation and activation demands should check local references to ensure that support coverage and service levels will address their needs. For now, BrandMaker is a good fit for firms who rely primarily on their partners to drive channel-based revenue.

- **ScribbleLive offers rich standalone features in a limited, patchwork CMP offering.** ScribbleLive quickly built out a wide set of CMP capabilities through acquisition — nine companies in only the last five years. The speedy, inorganic growth led to issues in focus, but a management change and sales of some assets have reintroduced greater focus. Today's ScribbleLive has four major components: a tool for identifying trending content themes, a marketplace of content creators, a tool for building interactive content such as calculators, and a live publishing tool (what used to be called liveblogging). The company seeks to extend its offering beyond content marketing and even marketing to also encompass internal and external communications.

  ScribbleLive's value lies in the strengths of each of its offerings, but not in their integration. For example, its interactive content creation capabilities are best-in-class for CMPs based on its acquisition of Ion Interactive, but there is little natural link to its other three offerings. For enterprise marketing use cases, there are glaring weaknesses, such as almost nonexistent planning and governance features. ScribbleLive is a good fit for B2B marketers with specific needs for interactive content creation or a live publishing tool for big events.

Evaluation Overview

We evaluated vendors against 30 criteria, which we grouped into three high-level categories:

- **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include the platform's ability to: provide enterprise-grade calendar management; manage content requests while automatically generating briefs on approved projects; and activate content to support sellers, assess asset impact on opportunities and conversion, and deliver analysis to marketing automation platforms about content impact on buyer segments and specific accounts.

› **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated performance in revenue growth and customer base stability; strategy differentiation by industry, geography, or use case; demonstrated execution against product plans; fit of vision to market demands; and strength of partner ecosystem and non-CMP product extensions.

› **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's software license revenue earned in 2017, number of enterprise customers, average deal size, and global footprint.

VENDOR INCLUSION CRITERIA

Forrester included 10 vendors in the assessment: BrandMaker, Contently, Kapost, NewsCred, Percolate, ScribbleLive, Seismic, Showpad, Skyword, and Uberflip. Each of these vendors:

› **Appears in Forrester's "Now Tech: Content Marketing Platforms, Q4 2018."** Each vendor invited to participate in this Forrester Wave evaluation has a branded proprietary technology platform that falls under the above definition of CMPs.

› **Has a customer base made up of at least 30% B2B marketing clients.** The vendors we invited to participate in this evaluation deliver marketer-friendly tools, and at least 30% of their customer bases are B2B marketing organizations.

› **Earned at least $10 million in CMP software license revenue in 2017.** Each vendor invited to participate in this evaluation has a strong enterprise focus. Invited vendors have produced a minimum $10 million in annual revenue from their CMP software products, exclusive of services.

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Supplemental Material

ONLINE RESOURCE

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

THE FORRESTER WAVE METHODOLOGY

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows The Forrester Wave™ Methodology Guide to evaluate participating vendors.

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by March 1, 2019, and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with The Forrester Wave™ Vendor Review Policy, Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy and publish their positioning along with those of the participating vendors.

INTEGRITY POLICY

We conduct all our research, including Forrester Wave evaluations, in accordance with the Integrity Policy posted on our website.

Endnotes

1 See the Forrester report "The Forrester Wave™: Content Marketing Platforms, Q2 2017."

2 See the Forrester report "Modern B2B Buying Experiences Require A Singular Content Strategy."

3 See the Forrester report "Credible, Empathetic Content Wins Over Elusive B2B Buyers."

4 See the Forrester report "Now Tech: Content Marketing Platforms, Q4 2018" and see the Forrester report "Explore Content Marketing Platforms For B2B Marketing."

5 See the Forrester report "The Forrester Wave™: Marketing Resource Management, Q3 2018" and see the Forrester report "The Forrester Wave™: Through-Channel Marketing Automation, Q2 2018."

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