



# Markkinointiautomaation toimittajat

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## MARKKINOINTIAUTOMAATION TOIMITTAJAT

Jos yrityksesi harkitsee tai on jo hankkimassa markkinointiautomaatiota, tämä katsaus on tarkoitettu sinulle. Erityisesti aihetta tarkastellaan B2B markkinoilla toimivan pk-yrityksen näkökulmasta, mutta myös startup- tai suuryrityksetkin löytänevät tästä mielenkiintoista informaatiota.

Markkinointiautomaatiolla voidaan tuoda yrityksen kasvustrategian toteuttamiseen puhtia, lisätä myyntiä markkinaosuutta kasvattamalla, helpottaa laajentumista kansainvälisille markkinoille, rikastaa uusien tuotteiden ja liiketoimintamallien kehittämistä tai tehostaa uutuuksien viemistä markkinoille. Automaatio ei sinällään ole ihmelääke mutta yhdistyneenä oikein valittuun kasvusuuntaan ja oikeisiin marssiaskeliin, se parantaa tuloksia huomattavasti. Markkinointiautomaation soveltamista ei saakaan pitää teknisenä toteutusprojektina tai IT-hankintana, vaan sen täytyy kytkeytyä tiukasti yrityksen liiketoiminnan ja asiakasrajapinnan toimintojen uudistamiseen ja parantamiseen.

Tässä keskitytään toimittajayrityksiin, jotka tarjoavat B2B –markkinointiautomaatiota online-palveluna. Näiden tyypillisiä ominaisuuksia ovat esimerkiksi asiakasliidien nappaaminen, niiden tärkeyden arvioiminen, liidien kypsyttäminen myyntiä varten, sähköpostimarkkinointi, saapumissivujen kehitys, verkkosivujen vierailijoiden seuranta, integointi CRM-järjestelmiin sekä datan analysointi ja raportointi. Suuryritysten massiiviset markkinointijärjestelmiä (Enterprise marketing management, EMM), joita tarjoavat muun muassa IBM ja SAS, ei tässä käsitellä. Myöskään markkinointiautomaation käyttöön läheisesti liittyviin, erikoistuneita reaaliaikaisen analytiikan (esim. web-analytiikka tai sosiaalisen median analytiikka) tai ennakoivan analytiikan (predictive analytics, customer success) ratkaisuihin ei uppouduta.

Markkinointiautomaation kentälle on jatkuvasti tulossa uusia tulokkaita startup-maailmasta ja läheisten alueiden toimittajien laajentaessa tarjoomaansa, joten listaus ei sisällä kaikkia markkinoilta löytyviä toimittajia. Jos listasta puuttuu jokin yllä mainitun fokuksen ja Suomen markkinoiden kannalta keskeinen toimija, otan siitä mielelläni vastaan vihjeitä.

Katsauksen tiedot pohjautuvat alan asiantuntijoiden raportteihin ja arviointeihin, verkosta löytyvään julkiseen tietoon sekä omiin kokemuksiini alan toimijoista ja niiden ratkaisuista.

Company name and website	Company summary	Customer focus	Industry focus	Differentiators	Price /m (USD)	Rererences in Finland
<a href="#">Act-on</a>	Offers a highly robust marketing and customer relationship management suite. Marketing automation features include leads management, website visitor tracking, webinar and events management, analytics and more.	SMB B2B marketers who are ready to graduate from email marketing systems to full marketing automation, while also targeting larger organizations	Technology, professional services, financial services, manufacturing, education, healthcare industries and digital marketing agencies	Affordable price, email capabilities, usability, integration to other services, benchmarking capabilities vs. competitors	500 and up	Admiralmarkets, BBN, Bruynzeel, Eurux, Getitright, Landis & Gyr, Nedis
<a href="#">Adobe Campaign (formerly Neolane)</a>	Originally French company, acquired by Adobe. Lead management capabilities, integration with Adobe technologies and partner ecosystem.	Larger corporations and SMB, B2B and B2C, hat are ready to graduate from email marketing systems to full marketing automation	All industries	Technology and integration, viability and ecosystem, analytics, segmenting and profiling, marketing resource management	Not known*	Not available**
<a href="#">CallidusCloud</a>	Designed to integrate the efforts of a company's sales and marketing teams. A web-based solution that can help users increase SEO, identify qualified leads, and improve conversion rates.	SMB, moving to target also larger organizations	All industries	Strong portfolio for sales enablement and operations, partner management	50 and up	Not available

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<a href="#">Eloqua</a> <a href="#">(Oracle)</a>	The platform helps companies streamline their marketing and sales efforts. The revenue performance management function gives marketers the ability to show specific contributions. Oracle Eloqua revenue was estimated to be \$100 million in 2013.	Companies with \$10 million to \$15 million in revenue up to global enterprises; one third comes from larger ones; 90 % of customers from B2B	A range of industries, including high-tech, professional services, manufacturing, financial services, education, sports and entertainment	Experience, cross-channel marketing, sales people access to the service	2000 and up	Ahlström, Aller, Basware, Deltek, Lilli, Redi, Vaisala
<a href="#">eTrigue</a>	This SaaS application empowers employees at all levels to identify and convert sales leads efficiently. Founded in 2005 by the 3marketeers (a demand creation agency), eTrigue is self-funded-	SMB and departmental deployments within enterprise clients.	All industries	Program planning, reporting, progressive profiling	1000 and up	Not available
<a href="#">HubSpot</a>	Provides a comprehensive marketing platform with automation and inbound marketing tools that can help companies get found by customers online and better manage all their marketing efforts.	SMBs to enterprise marketers or agencies, B2B and B2C	All industries	Simplicity, online ecosystem	200 and up	Honka, Finkey, Goodsign, Dastia, Auria Yrityslaskenta, Akatemia, Pengon, Charterjahti, Metos, CRF Box

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<a href="#">IBM</a>	Unica software, acquired in 2010 and now part of the IBM Enterprise Marketing Management (EMM) suite, enables interactive marketing through online and offline campaign management, website and content personalization, activity-based campaign triggers, lead management, customer data and Web analytics and workflow management. Business size \$ 30 - 40 M.	Customer base some 2,500 organizations; the majority are large enterprises, including approximately 200 B2B companies	All industries	Vendor strength, analytics, integration, support for global - local campaign execution	Not known	Becel, Eliquis, Ingman, NSAonline, Rexona, Sunsilk, Teleware, Tieto-Tapiola
<a href="#">InfusionSoft</a>	Simplifies sales and marketing efforts by delivering everything you need in a single online system.	Small businesses	All industries	Affordable pricing, Customer service	199 and up	Hukka, Uskallainnostua
<a href="#">Launchpad</a>	V12 Group provided marketing automation platform. The software helps marketers leverage acquisition data to better define traits in current and prospective customers and then apply that to multi-channel outreach.	From small to larger companies	All industries	Ease of use, customer acquisition and CRM capabilities	Not known	Not known

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<a href="#">Marketo</a>	Customer data, web analytics and workflow management. Completed an initial public offering in 2013, reported 64% growth from 2012, and 2013 revenue of \$95 million.	Mid-market to enterprise-level B2B and B2C marketers; 80 percent have less than \$100 million in annual revenue, most customers B2B	Technology, healthcare, financial services, manufacturing, and media industries; Intends to expand to other verticals.	Usability, program optimisation, Salesforce.com deep integration, social media	1195 and up	Nebula, Asiakastieto, Sonera, Fonecta, EF, Biltema, Wärtsilä, Zeeland, SSH, Tieto
<a href="#">Microsoft Dynamics Marketing</a>	Dynamics Marketing, a renamed and enhanced version of MarketingPilot, was released in 2Q14. Dynamics Marketing provides deeper lead management functionality than the native functionality of Dynamics CRM.	Midsized businesses	All industries, special focus retail, service, manufacturing, financial services and public sector	Common technology with Dynamics CRM, value for other MS product users	125 and up	Not known
<a href="#">Ontraport</a>	Business management platform that consolidates sales, marketing and business automation software. Streamlines multiple functions, enabling businesses to harness the power of technology with one simple solution.	Small business	All industries	Ease of use, price	297 and up	Pasi Rautio
<a href="#">Pardot (Salesforce)</a>	The SaaS platform provides tools for lead scoring, email marketing, lead nurturing and more. Easily integrates with CRM. Acquired by Salesforce.	SMB B2B businesses, with future plans to service global B2B enterprise-level businesses.	All industries	Website optimisation, usability, partner network, deployment with other service platforms, muscles of and integration with Salesforce	1000 and up	Raymarine, Affecto, Axession, Etalous, Fondia, Navmanwireless, Planson, Raitatuote, Tuplatiimi, Stonesoft, Colorant Chromatics, Innotiimi

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<a href="#">Sales Engine International</a>	Drives B2B sales with Marketing as a Service, combining marketing automation, content creation and campaign execution.	B2B companies, from startups to Fortune 500, special focus mid-market	All industries.	Combination of marketing automation, content creation and campaign execution.	1000 and up	Not available
<a href="#">Salesfusion</a>	A web-based solution for businesses looking to improve the effectiveness of their marketing campaigns through social media tools, lead scoring and nurturing, and email marketing.	B2B SMBs and mid-market companies with up to \$500 million in revenues.	Technology, professional services, healthcare, media industries etc.	More native integrations with CRM platforms than any other marketing automation vendor, own CRM solution, full-house email service provider, management of budget and costs	750 and up	Not available

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<a href="#">Teradata (Aprimo)</a>	Aprimo was acquired by Teradata in 2010. Campaign Management, which provides marketing automation functionality, and Marketing Operations, which delivers the marketing resource management (MRM) capabilities of spend/financial management, workflow/production and asset management.	Enterprise-level and mid-market B2C and B2B marketers, 25% from B2B	All industries	Vendor strength, advanced features. Integration, professional services	4000 and up	Not known
<a href="#">Venntive</a>	A powerful suite of marketing, sales, social media management, and collaboration tools that provide businesses and individuals with everything they need to build their brands online.	Small businesses	All industries	Integrated mix of applications, very affordable pricing	25 and up	Not known
<a href="#">Zoho</a>	Affordable channel marketing management solution and marketing automation platform. Revenue at \$56 million in 2013, with about \$33 million in CRM revenue.	SMBs and companies with limited budgets.	All industries	Value to money, integrations, support for 15 languages	Low	Not known

\*) Not known: Information not known  
 \*\*) Not available: No known references