

RAPPORT SUR LES VAGUES

The Forrester Wave™ : pôles de marketing cross-canal, T4 2024

Les 14 fournisseurs les plus importants et leur classement

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Dans notre évaluation des fournisseurs de plateformes marketing multicanal (CCMH), nous avons identifié les plus importants et les avons étudiés, analysés et notés. Ce rapport montre comment chaque fournisseur se compare et vous aide à sélectionner celui qui convient le mieux à vos besoins.

Les CCMH sont le centre névralgique de l'écosystème Martech B2C

Bien qu'aucun fournisseur ne réponde à 100 % aux besoins de l'écosystème martech des entreprises, les fournisseurs de CCMH regroupent plusieurs fonctionnalités fondamentales pour optimiser l'engagement client. Comme leur nom l'indique, les CCMH gèrent de manière centralisée les interactions numériques entrantes et sortantes, et certains prennent en charge les cas d'utilisation hors ligne et assistés par l'homme. Les fonctionnalités spécifiques varient selon la plateforme, mais les CCMH incluent généralement la gestion et l'analyse des données pour permettre la compréhension du client ; la planification, la collaboration, la gestion de contenu et les outils de mesure pour optimiser la stratégie de marque ; et les flux de travail d'automatisation, l'intégration des canaux et la personnalisation pour orchestrer la diffusion de l'expérience multicanal.

Les clients de CCMH qui utilisent cette évaluation pour éclairer une décision d'achat doivent considérer que :

1. **L'évolutivité et la stabilité séduisent les acheteurs**

professionnels. Les plus grands fournisseurs de cette étude proposent une solution CCMH dans le cadre de leurs suites marketing d'entreprise et sont également en concurrence dans les espaces martech adjacents. Il s'agit d'une option intéressante pour les entreprises à la recherche de composants de solutions multiples et d'une expertise en services spécifiques à un secteur vertical pour des déploiements complexes. Ces acteurs mondiaux de la CCMH investissent massivement dans leurs stratégies de mise sur le marché, leurs partenariats et leurs activités communautaires. Leur approche de portefeuille dilue les feuilles de route de l'innovation et entrave la flexibilité des prix pour des catégories autonomes comme la CCMH, mais les dirigeants d'entreprise acceptent volontiers leur présence dominante sur le marché.

2. **La flexibilité est essentielle pour les marques qui privilégient le numérique.** Les clients de nombreux fournisseurs de CCMH dans cette étude représentent des secteurs où le marketing ne fonctionne que s'il s'intègre parfaitement à la stratégie numérique : sites Web et applications mobiles de marque, plateformes de commerce électronique, places de marché en ligne, réseaux sociaux, messageries mobiles, consoles de jeu ou même appareils IoT propriétaires. Les fournisseurs de CCMH axés sur le numérique et/ou le mobile répondent aux besoins de ces acheteurs en leur proposant une intégration flexible des données et des applications tierces. Mais à mesure qu'ils développent leurs opérations, leur expertise limitée sur le terrain peut nécessiter un soutien de projet dédié de la part des équipes de R&D pour des intégrations sur mesure.

3. **L'adoption par les marketeurs est nettement inférieure à l'innovation.** Les références clients de tous les fournisseurs de cette étude ont reconnu qu'il leur était difficile de suivre le rythme de l'évolution accélérée des technologies marketing. Nombre d'entre eux ont du mal à mettre en œuvre de nouvelles fonctionnalités ou à tirer parti des innovations des fournisseurs CCMH, comme la fonctionnalité d'IA générative (genAI), où peu d'utilisateurs ont progressé au-delà de l'expérimentation. Dans certains cas, les fournisseurs tempèrent leur enthousiasme en proposant des fonctionnalités ou une qualité de produit inférieures à celles promises. Mais cela se résume principalement à des exigences informatiques uniques, à des améliorations de processus sous-jacentes, à la gestion du changement, à la formation et au support, qui sont tous essentiels à une liste de contrôle de mise en œuvre CCMH .

Résumé de l'évaluation

L'évaluation Forrester Wave™ met en avant les leaders, les acteurs les plus performants et les prétendants (voir les figures 1 et 2). Cette évaluation n'est qu'un point de départ et nous encourageons les clients à consulter les évaluations de produits et à adapter les résultats en fonction de leurs priorités à l'aide de l'expérience de comparaison interactive des fournisseurs de Forrester.

THE FORRESTER WAVE™

Cross-Channel Marketing Hubs

Q4 2024



*A halo indicates above-average customer feedback. A double halo indicates that the vendor is a Customer Favorite.

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Figure 1 - Forrester Wave™ : pôles de marketing multicanal, T4 2024

		Forrester's weighting	Adobe	Bloomreach	Braze	CleverTap	HCLSoftware	Insider	Iterable
Current offering			3.78	3.18	2.82	2.92	2.30	3.30	1.76
Customer profiles and preferences	6%	5.00	3.00	1.00	3.00	3.00	3.00	3.00	1.00
Identity resolution and privacy	4%	5.00	3.00	3.00	3.00	3.00	3.00	3.00	1.00
Customer analytics	4%	3.00	3.00	3.00	3.00	5.00	3.00	3.00	1.00
Predictive AI	6%	3.00	3.00	3.00	3.00	5.00	3.00	3.00	1.00
Generative AI	4%	3.00	5.00	3.00	1.00	1.00	3.00	3.00	3.00
Digital intelligence	4%	5.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Planning and collaboration	5%	5.00	3.00	3.00	1.00	3.00	3.00	3.00	1.00
Scheduling and automation	5%	3.00	3.00	3.00	3.00	1.00	3.00	3.00	3.00
Content, offers, and promotions	5%	5.00	3.00	5.00	1.00	1.00	3.00	3.00	1.00
Personalization	6%	5.00	3.00	3.00	3.00	1.00	3.00	3.00	3.00
Experience optimization	4%	3.00	5.00	3.00	5.00	1.00	5.00	5.00	1.00
Email	6%	3.00	3.00	3.00	3.00	1.00	3.00	3.00	3.00
Mobile	6%	3.00	3.00	5.00	5.00	1.00	5.00	5.00	1.00
Web	3%	5.00	5.00	3.00	3.00	1.00	5.00	5.00	3.00
E-commerce and marketplaces	3%	3.00	5.00	1.00	3.00	1.00	5.00	5.00	1.00
Social media and advertising	4%	3.00	3.00	5.00	3.00	1.00	3.00	3.00	1.00
Additional channels	5%	3.00	3.00	1.00	3.00	3.00	5.00	5.00	1.00
Customer strategy optimization	6%	5.00	3.00	1.00	3.00	3.00	1.00	3.00	3.00
Business performance optimization	4%	3.00	3.00	1.00	3.00	1.00	3.00	3.00	3.00
Global usability and localization	5%	3.00	1.00	3.00	3.00	3.00	5.00	5.00	1.00
Application and data integration	5%	3.00	3.00	3.00	3.00	5.00	1.00	3.00	1.00

Strategy			3.60	3.20	3.30	2.70	1.10	2.20	2.10
Vision	20%	5.00	3.00	3.00	3.00	1.00	1.00	3.00	3.00
Innovation	15%	3.00	5.00	3.00	3.00	1.00	3.00	3.00	3.00
Roadmap	15%	1.00	3.00	3.00	3.00	1.00	3.00	3.00	1.00
Partner ecosystem	10%	5.00	1.00	3.00	3.00	1.00	3.00	3.00	1.00
Pricing flexibility and transparency	5%	3.00	5.00	3.00	5.00	3.00	3.00	3.00	3.00
Community	15%	5.00	3.00	5.00	3.00	1.00	3.00	3.00	3.00
Supporting services and offerings	20%	3.00	3.00	3.00	1.00	1.00	1.00	1.00	1.00

		Forrester's weighting	MoEngage	Netcore Cloud	Optimove	Salesforce	SAP	SAS	Zeta Global
Current offering			3.46	2.66	2.28	3.48	3.26	4.06	2.52
Customer profiles and preferences	6%	3.00	3.00	1.00	5.00	3.00	5.00	5.00	3.00

Identity resolution and privacy	4%	3.00	3.00	1.00	5.00	3.00	5.00	3.00
Customer analytics	4%	3.00	3.00	1.00	3.00	3.00	5.00	3.00
Predictive AI	6%	3.00	3.00	3.00	3.00	3.00	5.00	1.00
Generative AI	4%	3.00	3.00	5.00	5.00	3.00	3.00	3.00
Digital intelligence	4%	3.00	1.00	1.00	3.00	3.00	5.00	3.00
Planning and collaboration	5%	3.00	1.00	3.00	3.00	3.00	5.00	3.00
Scheduling and automation	5%	3.00	3.00	5.00	3.00	3.00	5.00	1.00
Content, offers, and promotions	5%	5.00	3.00	1.00	3.00	5.00	3.00	3.00
Personalization	6%	3.00	3.00	3.00	5.00	3.00	5.00	1.00
Experience optimization	4%	5.00	3.00	1.00	3.00	3.00	5.00	1.00
Email	6%	3.00	3.00	3.00	5.00	3.00	1.00	5.00
Mobile	6%	5.00	3.00	3.00	3.00	3.00	1.00	1.00
Web	3%	3.00	3.00	1.00	3.00	3.00	3.00	3.00
E-commerce and marketplaces	3%	3.00	5.00	3.00	3.00	5.00	3.00	1.00
Social media and advertising	4%	5.00	3.00	3.00	5.00	3.00	1.00	5.00
Additional channels	5%	3.00	1.00	1.00	3.00	3.00	5.00	1.00
Customer strategy optimization	6%	3.00	1.00	3.00	1.00	3.00	5.00	5.00
Business performance optimization	4%	5.00	3.00	3.00	3.00	3.00	5.00	3.00
Global usability and localization	5%	3.00	3.00	1.00	3.00	5.00	5.00	1.00
Application and data integration	5%	3.00	3.00	1.00	3.00	3.00	5.00	3.00
Strategy		3.20	1.40	2.00	3.90	2.90	3.30	3.50
Vision	20%	3.00	1.00	1.00	5.00	3.00	3.00	3.00
Innovation	15%	5.00	3.00	3.00	3.00	1.00	3.00	3.00
Roadmap	15%	5.00	1.00	3.00	1.00	3.00	5.00	3.00
Partner ecosystem	10%	3.00	1.00	1.00	5.00	5.00	3.00	3.00
Pricing flexibility and transparency	5%	3.00	3.00	3.00	1.00	3.00	1.00	5.00
Community	15%	3.00	1.00	3.00	5.00	3.00	1.00	3.00
Supporting services and offerings	20%	1.00	1.00	1.00	5.00	3.00	5.00	5.00

Scores are on a scale of 1 (below par relative to others evaluated) to 5 (superior relative to others evaluated).

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Figure 2 - Forrester Wave™ : tableau de bord des plateformes de marketing multicanal, T4 2024

Dirigeants

Adobe

Adobe fait partie de presque toutes les conversations Forrester avec les acheteurs et les utilisateurs de CCMH. Adobe Journey Optimizer s'appuie sur son héritage Adobe Campaign pour une base d'installation mondiale de plus de 1 600 clients CCMH, dont beaucoup sont de grandes entreprises avec des investissements annuels de plusieurs millions de dollars dans le portefeuille Adobe.

1. **Stratégie.** Adobe appuie sa vision audacieuse de changer le monde grâce à des expériences numériques personnalisées avec l'architecture de données unifiée Adobe Experience Platform et un large portefeuille d'applications Adobe Experience Cloud. Cela inclut Journey Optimizer, qui fournit enfin les fonctionnalités promises trois ans après sa sortie. Ce délai prolongé, les problèmes de produit et certains faux pas dans la coexistence de Journey Optimizer et de Campaign soulignent la nécessité pour Adobe de rétablir la confiance dans sa feuille de route en mettant en place les livrables à venir.
2. **Fonctionnalités.** L'engagement d'Adobe en matière de gestion des données clients se traduit par des profils clients évolutifs, l'identité et la confidentialité, l'intelligence numérique et la personnalisation. L'analyse et l'orchestration du parcours axées sur l'expérience client au-delà du marketing sont en cours de développement, et les partenariats avec Medallia et Qualtrics propulsent Adobe devant ses concurrents. Les outils spécifiques aux canaux sont acceptables, mais Adobe offre une flexibilité d'intégration avec des tiers, en particulier pour les solutions de messagerie électronique et mobiles.
3. **Commentaires des clients.** Les clients de référence d'Adobe comptaient parmi les plus grandes marques mondiales de leurs secteurs respectifs, avec des environnements qui s'appuient sur des intégrations d'entreprise sophistiquées. Les références ont décrit Adobe comme « de premier ordre » et « phénoménale »

dans sa compréhension de leurs besoins, mais ont déclaré qu'ils devaient souvent faire pression sur Adobe à la fois sur la technologie et sur le support. L'un d'eux a expliqué : « En tant qu'adopteurs précoces, nous avons anticipé les problèmes de qualité. »

4. **Forrester's take.** Adobe is the first choice for large enterprises that can afford long-term investments in the Adobe Experience Cloud vision — with the full realization that they must align their high-priority use cases with Adobe's evolving roadmap.

View [Adobe's detailed scorecard](#).

Salesforce

Forrester estimates that around half of the 10,000+ Salesforce Marketing Cloud customers worldwide leverage it for CCMH use cases beyond email or acquired solutions, such as Datorama; about one-third of those are enterprises.

1. **Strategy.** Salesforce is going all-in on its seamless customer experience (CX) vision by revamping its entire portfolio to leverage Data Cloud (Genie in our last study) and Einstein 1. Salesforce built its new Growth Edition on its trusted data and AI platform, but Marketing Cloud Engagement, Personalization, and Intelligence are services in the new architecture. Native development remains a question for these solutions, and Salesforce must reassure users with a detailed roadmap and clear product packaging. Its 21-million-strong Trailblazer Community can help with communications.
2. **Capabilities.** Salesforce demonstrated impressive data and AI capabilities in Data Cloud, which a small percentage of high-revenue Marketing Cloud customers already use. But the vast majority continue to leverage Marketing Cloud Engagement

instead. Intelligence provides robust marketing measurement, but it doesn't quite achieve business performance optimization — and falls well short of customer strategy optimization.

3. **Customer feedback.** We interviewed Salesforce reference customers using multiple Marketing Cloud modules, Data Cloud, and vertical-specific CRM functionality. All references echoed one that “counts on Salesforce to review use cases and tie business goals to tech deployment.” But references acknowledged some communications glitches with the evolving Salesforce vision.
4. **Forrester's take.** Salesforce is the first choice for firms that have bought into its core platform; it will also suit enterprises with complex, distributed data and CRM requirements.

View [Salesforce's detailed scorecard](#).

SAS

Since our first Forrester Wave evaluation in this category 15 years ago, SAS has been the only vendor to appear in every study without undergoing a major acquisition and/or divestiture. It has also been a Leader every time, and it now boasts an impressive install base of more than 1,500 mostly enterprise customers, with a deep focus on regulated industries.

1. **Strategy.** SAS's market stability strongly appeals to global enterprises, and tech-savvy users embrace its firm commitment to analytically driven marketing. Planned investments in trust-based AI and ongoing UX enhancements contribute to a compelling roadmap, while new consumption-based pricing replaces its former user-based model and removes overage charges. But SAS will need to raise its go-to-market game to convince digital marketing buyers motivated by more visionary competitors.

2. **Capabilities.** SAS embeds analytics in its planning, collaboration, and scheduling tools, and its real-time interaction management capabilities enrich CCMH workflows for moments-based personalization. Its sophisticated dashboards guide investment decisions and track ROI for customer-focused strategies. Its channel orchestration tools do not compete head to head with those of digital marketing rivals, and many customers augment SAS with channel-specific delivery tools from other CCMH vendors.
3. **Customer feedback.** SAS's reference customers universally lauded its scalable analytical capabilities, and one enthused, "Our hearts share the same vibe for real-time personalization." But references were critical of sales pitches that overpromise without fully understanding needs; they also look forward to transitioning their contracts to new pricing that will make 24/7 customer engagement more cost effective.
4. **Forrester's take.** SAS is the best choice for enterprises in need of sophisticated customer analytics, as either a full solution or part of an ecosystem with other CCMH orchestration tools.

View [SAS's detailed scorecard](#).

Strong Performers

MoEngage

MoEngage operates privately with a global install base of 1,350+ CCMH customers; nearly half are in Asia. Its implementations include around 400 footprints within enterprise organizations across verticals, including travel, hospitality, entertainment, retail, and financial services.

1. **Strategy.** MoEngage says a critical part of its mission is to become customer obsessed. That's a bold advance on its previous "customer-centric" messaging, and it has established an internal certification program to help it get started. Its "humans + AI" innovation investments and roadmap focus on helping brands become more customer obsessed as well. It still has work ahead to transition from lifecycle marketing and hyperpersonalization to capabilities fully embedded in a CX ecosystem. MoEngage will need additional services expertise and deeper consulting partnerships to drive enterprisewide transformations.
2. **Capabilities.** MoEngage's Sherpa AI tool provides strong predictive analytics for automating offers and promotions, and it is notably effective for mobile use cases, including push messaging, in-app personalization, and platforms like WhatsApp. Various competitors outperform it for specific channels, but MoEngage is consistent across the board. As its CX strategy evolves, it will need to elevate its customer strategy optimization to the level of its business KPI dashboards.
3. **Customer feedback.** MoEngage's reference customers gave it the highest overall customer satisfaction rating in this study. According to one reference, "We selected MoEngage because its people are proactive and always willing to collaborate." References cited some technology hiccups with new projects but reported successful delivery against aggressive timelines.
4. **Forrester's take.** MoEngage suits marketers looking for a collaborative working relationship with an agile partner to help them implement their CCMH environment.

View [MoEngage's detailed scorecard](#).

Around 60% of Bloomreach's more than \$170 million run-rate business comes from its 1,400 CCMH customers, primarily across a diverse array of e-commerce-oriented brands. Around 80% of its customers are in Europe, where it has grown steadily since our last study, and nearly one-third are enterprises.

1. **Strategy.** Bloomreach's go-to-market strategy has evolved since our last study to focus on making personalized digital experiences more relevant and frictionless. It remains deeply rooted in e-commerce, but Bloomreach is ahead of CCMH rivals when it comes to conversational AI innovation. Its BLOOM offering is a fresh approach to discovering opportunities and optimizing success for its customers, and there's potential for this to evolve beyond marketing to CX.
2. **Capabilities.** Bloomreach differentiates with experience optimization for e-commerce and email use cases. It offers journey-centric personalization features like style guides, but user adoption leans toward lifecycle marketing and product recommendations. Its concept for genAI differs from the usual copilot thinking: It sees marketers elevated to the role of air traffic controllers with AI tools as autopilots. Channel integrations offer expected functionality, and workflows are generally easy to use, though the UX is available only in English.
3. **Customer feedback.** Bloomreach's enthusiastic reference customers represented UK-based retail, media, and hospitality brands. References admitted a learning curve for their relatively small teams, but as one put it, "We appreciated their local consultative approach." References also highlighted teething issues with new features introduced "at pace" to match competitors.
4. **Forrester's take.** Bloomreach is a good option for brands seeking a smaller, innovative CCMH partner, especially those pursuing

conversational e-commerce strategies.

View [Bloomreach's detailed scorecard](#).

SAP

SAP's CCMH solution is based on its 2020 acquisition of Emarsys, which now operates as an SAP company. It has more than 1,500 global customers with a heavy focus on e-commerce, such as retail, consumer goods, travel, hospitality, and entertainment; around 25% are enterprises.

1. **Strategy.** SAP's CCMH go-to-market strategy involves helping Emarsys customers evolve from email and marketing automation to more mature CCMH environments; selling to existing SAP CX and non-CX users; and winning net-new logos. The SAP install base is obviously a huge opportunity, but SAP must more fully immerse Emarsys within its "One Office" CX vision. It currently focuses more on lifecycle marketing and marketing metrics than on connected CX.
2. **Capabilities.** To its credit, SAP endeavors to make marketers' jobs easier, so home screens and dashboards reflect the day-to-day realities of digital marketing. But AI tools focus more on driving efficiency for tried-and-true processes versus fresh innovation. Emarsys benefits from SAP's partner ecosystem and robust ethics, privacy, and security-by-design principles, but there is room for improvement in leveraging its broader, verticalized back-office expertise.
3. **Customer feedback.** SAP's customers told us they appreciate the time Emarsys spends understanding their business and technology requirements. One added, "They know their product and won't sugarcoat it if something isn't working." But that sentiment does

not extend to SAP as a whole, and Emarsys users see some integration gaps with SAP.

4. **Forrester's take.** SAP is a good CCMH choice for e-commerce brands — especially existing SAP CRM and CX users — as well as SAP customers in verticals like energy and utilities.

View [SAP's detailed scorecard](#).

Braze

With explosive growth both before and after its 2021 IPO, Braze is now one of the world's largest CCMH vendors, reporting more than \$500 million in run-rate revenue. Its 2,100 customers span verticals, and around 10% invest more than \$500,000 annually with Braze.

1. **Strategy.** Braze's success has certainly caught the attention of the market and its CCMH competitors. Although enterprise implementations represent nearly two-thirds of its revenue, they are relatively limited in number compared with smaller footprints. In many cases, its vision for human connections and memorable experiences translates into creative campaigns and gamification. That's working from a business perspective — Braze recently reported profitability for the first time — but other vendors focus on more deeply integrating their CCMH solutions into enterprise CX ecosystems.
2. **Capabilities.** Its focus on marketing creativity, supported by its 427° Innovation Lab and online Bonfire Community, lifts Braze in categories like content, offers and promotions, mobile app, social media, and advertising. Its data, analytics, and AI tools are competitive, but other vendors provide deeper integrations with channels like e-commerce. Braze offers campaign and conversion-focused marketing dashboards — exporting data to business intelligence systems for deeper business and customer analysis.

3. **Customer feedback.** Braze's multinational reference customers were particularly positive about its creative approach to digital personalization and gamification across brands. One told us, "Braze is hands-on and does not shy away from complex projects." References were satisfied overall, but they noted some blips in product quality, delivery, and communications.
4. **Forrester's take.** Braze is an attractive alternative to enterprise marketing suites, especially for firms that want a fresh approach to branding, promotion, and customer acquisition.

View [Braze's detailed scorecard](#).

Zeta Global

Zeta Global is best known as a leading email service provider (approaching \$900 million in revenue), but around half of its more than 1,000 customers leverage it for its CCMH. Most are North American brands across a diverse range of industries, and 35% are enterprises that invest well over \$1 million annually.

1. **Strategy.** Zeta Global has the size and services portfolio to challenge incumbent CCMH players in the US, but its global presence is limited relative to larger and smaller competitors. Forrester agrees with its take on the CMO as a chief growth officer, rather than a branding role, and its early work to redefine marketing success in terms of customer lifetime value and profitability is a potential differentiator. It just needs to help its customers focus on CX beyond data activation.
2. **Capabilities.** Zeta Global outmarkets other CCMH vendors with its own consumer data for 240 million individuals and over 100 million households. It also goes to market with a proprietary identity graph and services to help brands match and enrich customer data. Its email and advertising capabilities are topnotch, but competitors

offer testing, optimization, and personalization aimed at a richer mix of CCMH use cases, with stronger customer adoption for integrations involving three or more channels.

3. **Customer feedback.** Zeta Global’s reference customers reported using both “Zeta Data” and its CCMH capabilities. All references echoed one who described Zeta Global as “a tremendous partner — like an extension of our team.” References told us how Zeta helps them optimize ROI and business outcomes, but we observed a limited channel mix relative to others in this study.
4. **Forrester’s take.** Zeta Global is the right choice for North American CCMH buyers looking for full- or self-service email and/or enriched consumer data for marketing and advertising.

View [Zeta Global’s detailed scorecard](#).

CleverTap

CleverTap is a privately held CCMH vendor with 2,000+ customers; 51% are in Asia. Around half its installations are footprints within enterprises; it’s shown solid growth in the US since our last study. CleverTap focuses on digital-first transactional and subscription-based brands; global go-to-market partners include AWS for verticals like finance and gaming.

1. **Strategy.** CleverTap’s vision for “inconspicuous engagement” based on customer consent and anticipation resonates well, as does its view that martech must be a “living cartography” or ecosystem versus a fixed stack. It’s investing in its go-to-market strategy and innovation roadmap to achieve its ambitions, though larger rivals have a head start. To multiply its success with enterprises, CleverTap must enhance its “cutting-edge” services package and value discovery framework with more vertical expertise and expand its consulting partnerships.

2. **Capabilities.** CleverTap has competitive functionality across CCMH analytics and channel orchestration. IntelliNODE stands out as an embedded AI copilot to create a network of experiments and automatically determine winning engagement paths that balance individual and broader segment optimization. It recently acquired Rehook for offers and promotions, and it's now integrated as a separate platform accessible via single sign-on; its genAI Scribe is currently limited to text content. Multimodal genAI content tools and more powerful genAI optimization aren't yet generally available.
3. **Customer feedback.** CleverTap's reference customers were enterprises in regulated industries across Asia. They trust CleverTap: One noted how it "understands our tech needs to integrate across marketing, CRM, and operations." They expect CleverTap to address some content-related feature requests via its genAI roadmap.
4. **Forrester's take.** CleverTap offers an all-in-one platform for midsize enterprises; larger enterprises should consider its verticalized solutions to complement their CCMH ecosystem.

View [CleverTap's detailed scorecard](#).

Insider

Insider is a \$200 million CCMH business with more than 2,100 customers across vertical sectors, including many with e-commerce requirements. Seventy percent of its customers are in Europe and Asia, with strong growth across the Americas; half are enterprises or international divisions of enterprises.

1. **Strategy.** Insider’s new branding focuses on conversational CX, but under the headlines, that vision quickly dissolves into more of a technology story. That’s not all bad, as Insider fully understands the martech ecosystem and where it can add innovative components, such as WhatsApp Commerce or its acquisition of MindBehind for AI-powered conversations. Insider’s challenge is to translate its tech footprints at enterprise brands into more strategic solutions.
2. **Capabilities.** Insider proudly declares itself a “progressive” company that experiments — and fails fast — to bring the right functionality to its customers. Its agile development approach contributes to its differentiation for mobile, web, and e-commerce as well as emerging channels. It also provides embedded testing and optimization to maximize conversions across channels, but CX-focused measurement is limited to surveys and feedback templates using emojis.
3. **Customer feedback.** With implementations spanning Europe, Asia, and Latin America, Insider’s reference customers praised its technology team; one said, “It feels like we have 20 developers dedicated to us.” References acknowledged that integrations weren’t always as straightforward as promised and technical support across time zones could be complicated.
4. **Forrester’s take.** Insider offers a modular solution for firms looking to integrate digital marketing interactions and two-way conversational experiences into their martech ecosystem.

View [Insider’s detailed scorecard](#).

Contenders

Optimove

Privately held Optimove serves more than 575 global customers; 15% are enterprises. It offers CCMH solutions tailored to e-commerce, gaming, and financial services. Optimove has grown across regions but especially in Latin America, where its business has tripled since our last study.

1. **Strategy.** Optimove’s vision encourages brands to start with the customer to gain their loyalty for life. But its customer data platform and audience tools enable “highly segmented” or “hypersegmented” personalization that uses lifecycle stages to match promotional campaigns to individuals versus an outside-in view of customers. To support its strategy, Optimove looks beyond conversions and short-term revenue goals to measure customer lifetime value as a proxy for loyalty, but other vendors provide more capabilities to live up to their CX ambitions.
2. **Capabilities.** OptiGenie builds on Optimove’s previously available Optibot functionality to provide genAI-powered assistance to marketers across both creative and analytical tasks. Its AI capabilities extend to “Self-Optimizing Campaigns” tied to real-time scheduling and automation. Opti-X — based on its acquisition of Graphyte from the gaming industry — provides personalization and optimization across vertical sectors but mostly targets product recommendations for outbound campaigns.
3. **Customer feedback.** Optimove’s reference customers told us they rely on its customer data platform (CDP), with a mix of OptiMail for email and orchestration tools from other CCMH vendors. References unanimously agreed with one who had “only good things to say about the people,” but they shared concerns about complex behind-the-scenes data management and related communications transparency.
4. **Forrester’s take.** Optimove is a good fit for digital-first marketers who need an orchestration-oriented CDP for building audiences

and/or automating outbound marketing campaigns.

View [Optimove's detailed scorecard](#).

Netcore Cloud

Netcore is preparing for its IPO in India; this was originally planned for 2023, per our last study. Around 60% of its 1,500 customers are in Asia, about 400 are enterprises, and it increased its US footprint with its Unbx'd acquisition in 2022. Netcore's customers span verticals, but it differentiates with e-commerce shopping experiences.

1. **Strategy.** Netcore's vision for frictionless marketing largely translates to embedding interactive or transactional functionality in marketing channels. It builds on its prior "velvet rope marketing" and is good for boosting conversions, but it's still lifecycle marketing based on "recency, frequency, monetary" metrics versus CX. That said, performance marketing is obviously in demand across its target markets, as demonstrated by Netcore's self-titled "proficorn" status.
2. **Capabilities.** Netcore's standing as an email service provider in India, combined with its accelerated mobile pages (AMP) functionality for interactivity, gives it an edge over competitors in Asian markets. Its product information management solution, AI-powered search and merchandising with Unbx'd, and multiple out-of-the-box integrations provide a similar boost for e-commerce and marketplaces. CCMH workflows are intuitive, but it could do more for planning, collaboration, and personalized CX beyond transactional use cases.
3. **Customer feedback.** Netcore's reference customers use its "full stack" for myriad email, web, and mobile use cases across enterprise markets in India. All agreed with what one called Netcore's "compelling total cost of ownership." References rely on

Netcore for martech innovation but would appreciate more industry-specific ideas and expertise.

4. **Forrester's take.** Netcore is a good choice for performance marketers looking to improve direct engagement and conversions, especially in markets with high AMP-powered email adoption.

View [Netcore Cloud's detailed scorecard](#).

Iterable

Iterable is a \$200 million CCMH business with more than 1,200 customers, including around 200 enterprises — many with digital-first strategies. It has restaffed multiple senior leadership positions and expanded internationally with an engineering hub in Portugal, a data center in Ireland, and a sales office in Australia.

1. **Strategy.** Iterable's vision is to elevate its impact as a mission-critical platform for “delivering joy through individualized, harmonized communications.” It is winning more enterprise deals and replacing legacy marketing automation tools, but it needs to more deeply immerse its communications in digital experiences instead of simply complementing them. Iterable's notable R&D spending — 25% of revenue — embraces innovation and joint projects aligned with customer use cases, so some buyers may view its roadmap as reactive versus leading edge. Its renewed focus on tech and agency partnerships will be critical to helping it close the gap with more progressive competitors.
2. **Capabilities.** Iterable provides easy-to-use scheduling and automation for email and mobile messaging, triggered by customer behavior. Customer analytics and AI-based tools are also straightforward. Competitors offer more sophisticated capabilities for a broader range of enterprise CCMH use cases. Iterable has

the potential to leapfrog rival measurement dashboards by refining its customer strategy and business optimization frameworks.

3. **Customer feedback.** Iterable's reference customers primarily use it to automate email and mobile messaging. They celebrated its ease of use, and all agreed with one who said, "Direct access to development resources is a differentiator for integrations." References noted some communications and follow-up issues but commended Iterable for resolving them.
4. **Forrester's take.** Iterable provides an easy-to-customize CCMH solution for digital-first brands that want to augment app and web experiences with personalized outbound messaging.

View [Iterable's detailed scorecard](#).

HCLSoftware

HCLSoftware serves more than 500 mostly enterprise HCL Unica customers globally, with a sweet spot in regulated industries like financial services and insurance. Many long-standing customers leverage its ongoing modernization efforts, but new customer implementations are limited relative to competitors.

1. **Strategy.** HCL's "Total Experience" vision guides its \$220 billion consulting business — Asia's second-largest — but little of that best-practice expertise trickles down to existing HCL Unica customers beyond implementation and support services. It has helped HCLSoftware gain traction with new customers in Asia looking for their first CDP/CCMH solution and a handful in North America and Europe whose projects with other vendors have stalled.
2. **Capabilities.** HCLSoftware relies on its strengths for enterprise data management, advanced analytics, application integration, and

on-premises or private cloud deployment options within regulated industries. Despite HCLSoftware’s best efforts at modernization, its digital marketing workflows, content management, and channel delivery lag newer market entrants — so some users turn to competitors to roll out new CCMH projects, leaving it to handle legacy use cases.

3. **Customer feedback.** A reference customer using HCL Unica for over 10 years declared HCLSoftware “an incredible tech company” but disclosed that “they are being outmarketed and outsold by CCMH rivals.” Only one of HCLSoftware’s reference customers responded to Forrester’s outreach for this evaluation.
4. **Forrester’s take.** HCLSoftware continues to invest in HCL Unica as a proven CCMH solution for existing customers, and it attracts new customers with specialist data and application integration requirements, especially within regulated industries.

View [HCLSoftware’s detailed scorecard](#).

Vendor Offerings

Forrester evaluated the offerings listed below (see Figure 3).

Vendor	Product evaluated	Product version evaluated
Adobe	Adobe Experience Cloud (primarily Adobe Journey Optimizer and Adobe Campaign)	N/A
Bloomreach	Bloomreach Engagement	Version 1.267
Braze	Braze Customer Engagement Platform	July 2024
CleverTap	CleverTap	N/A
HCLSoftware	HCL Unica	N/A
Insider	Insider	N/A
Iterable	Iterable	N/A
MoEngage	MoEngage	N/A
Netcore Cloud	Netcore Cloud Customer Engagement Platform	N/A
Optimove	Optimove	N/A
Salesforce	Salesforce Marketing Cloud	Summer 2024
SAP	SAP Emarsys Customer Engagement Platform	N/A
SAS	SAS Customer Intelligence 360 with Viya 4	N/A
Zeta Global	Zeta Marketing Platform (ZMP)	N/A

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Figure 3 - Evaluated Vendors And Product Information

Evaluation Overview

We evaluated vendors against three categories:

1. **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering.
2. **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies, including elements such as vision and innovation.
3. **Customer feedback.** A halo on a vendor's marker indicates above-average customer feedback relative to the other evaluated vendors. A double halo indicates outstanding customer feedback:

We consider the vendor to be a Customer Favorite. As part of this evaluation, we speak with up to three customers of each vendor. We also consider customer input from our previous research.

Vendor Inclusion Criteria

Each of the vendors we included in this assessment:

1. **Serves the needs of enterprise customers.** Each vendor has at least 500 CCMH customers, with a significant focus on enterprise customers — those with more than \$1 billion in revenue — and notable interest from Forrester clients globally.
2. **Enables cross-channel use cases.** At least 75% (or 150) of the vendor's enterprise customers use its CCMH to orchestrate personalized customer experiences via three or more marketing channels, and at least 50% (or 100) use it for five or more channels.
3. **Has a global go-to-market focus.** Each vendor has at least \$70 million in global CCMH revenue, and at least 20% (or \$20 million) of the vendor's CCMH revenue comes from outside the region of its primary headquarters.

Other Notable Vendors

The Forrester Wave evaluation is an assessment of the top vendors in the market; it doesn't represent the entire vendor landscape. You'll find more information about this market and additional vendors that Forrester considers to be notable for enterprise clients in our corresponding report: [The Cross-Channel Marketing Hubs Landscape, Q2 2024](#).

Supplemental Material

[**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 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 and briefings, and reference customer 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 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 August 28, 2024, 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 our vendor review policy, Forrester asks vendors to review our findings prior to publishing to check for accuracy. We score vendors that met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation in accordance with our vendor participation policy and publish their positioning along with those of the participating vendors.

SAP a refusé de participer au processus d'évaluation complet de Forrester Wave. Pour les fournisseurs qui ne sont pas des participants à part entière, Forrester utilise des recherches primaires et secondaires dans son analyse. Par exemple, nous pouvons utiliser des informations publiques, des données recueillies via des briefings et des entretiens

avec des clients de sources indépendantes pour noter le fournisseur. Nous pouvons demander au fournisseur un briefing abrégé et/ou de fournir des clients de référence. Nous pouvons également nous appuyer sur des estimations pour noter les fournisseurs.

Politique d'intégrité

Nous menons toutes nos recherches, y compris les évaluations Forrester Wave, conformément à la [politique d'intégrité](#) publiée sur notre site Web.

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