

Ranking Demand Generation Vendors by Market Presence

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Marketers can choose among many demand generation solutions. The primary consideration in selecting a system is how well it fits with the company's business needs. However, many marketers also consider the relative market position of different companies. This is particularly important in difficult economic conditions, when smaller vendors may not be able to survive.

In November 2008, Raab Associates assessed several measures of Internet activity as candidates for measuring vendor market position. See the blog post "[Comparing Web Activity Measures for Demand Generation Vendors](http://mpmtoolkit.blogspot.com/)" at *MPM Toolkit* (<http://mpmtoolkit.blogspot.com/>) for a detailed discussion. Based on this analysis, we chose Web site traffic as measured by Alexa.com as the most meaningful measure available.

The following table shows statistics for three groups of vendors. The vendors are ranked by Alexa share within each group.

- **Listed Vendors:** companies currently in the *Raab Guide to Demand Generation Systems*. These are Eloqua, Vtrenz, Marketo, Manticore Technology and Market2Lead. Because Vtrenz is owned by Silverpop and relevant traffic goes to both sites, the table gives statistics for both.
- **Marketing Automation:** several marketing automation vendors with significant presence in demand generation applications. These are Unica, Aprimo, Alterian and Neolane. See the paper "Demand Generation vs. Marketing Automation" at www.raabguide.com for the distinction between the two types of systems.
- **Other Demand Generation:** demand generation vendors not already in the Raab Guide.

	Alexa rank(1)	Alexa share(2)
Listed Vendors:		
Eloqua	20,234	0.007070
Silverpop	29,080	0.003050
Marketo	68,088	0.001700
Manticore Technology	213,546	0.000610
Market2Lead	235,244	0.000480
Vtrenz	295,636	0.000360
Marketing Automation:		
Unica	126,215	0.000850
Alterian	345,543	0.000250
Aprimo	416,446	0.000220
Neolane	566,977	0.000169
Other Demand Generation:		
Marketbright	167,306	0.000540
Pardot	211,309	0.000360
Marqui Software	211,767	0.000440
ActiveConversion	257,058	0.000340
Bulldog Solutions	338,337	0.000320
OfficeAutoPilot	509,868	0.000200
Lead Genesys	557,199	0.000145
LoopFuse	734,098	0.000109
eTrigue	1,510,207	0.000043
PredictiveResponse	2,313,880	0.000033
FirstWave Technologies	2,872,765	0.000017
NurtureMyLeads	4,157,304	0.000014
Customer Portfolios	5,097,525	0.000009
Conversen	6,062,462	0.000007
FirstReef	11,688,817	0.000001

(1) Alexa “rank” is a “combined measure of page views and number of users”, with the most popular site ranked number 1, next-most-popular ranked number 2, etc.

(2) Alexa “share” represents “percent of global Internet users who visit this site”.

Observations:

- Listed Vendors: the figures for listed vendors correlate with the number of installed clients and general market perception of the vendors. As previously noted, traffic for Vtrenz is directed to both Vtrenz.com and Silverpop.com. However, Silverpop is also a major email service provider, so a substantial portion of traffic to Silverpop.com is unrelated to Vtrenz.
- Marketing Automation: Unica shows much more traffic than the other vendors in this group. This is expected since Unica is much larger than Alterian, Aprimo or Neolane. However, the traffic of all the marketing automation vendors is very low relative to the demand generation vendors in the previous group. This is surprising because the demand generation vendors are generally much smaller and do less marketing. Marketing automation vendors ranked much higher in the other measures of activity considered for this study (keyword search volume, search hits, blog mentions) . This suggests that there may be something peculiar to demand generation Web sites, which host landing pages for their clients, which inflates their Web traffic. Statistics for these other measures are published in the *MPM Toolkit* blog post.
- Other Demand Generation: traffic among the other demand generation vendors suggests that Marketbright, Pardot, Marqui and ActiveConversion have comparable market presence to Manticore Technology and Market2Lead. This is consistent with other information available to Raab Associates. The other listed vendors show considerably less traffic, which is also consistent with our impression of their market positions.

Conclusion

Although market presence is less important than matching your business needs, it does play into many selection decisions. Web traffic statistics provide a reasonable measure of general market position that is easily available to marketers and cannot be easily manipulated by vendors.

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