



2024 Market Agenda for Marketing

Providing insights on software industry and providers



Keith Dawson
Research Director



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RESEARCH

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OF



Our Commitment

Providing independent and objective research without bias.

Ventana Research: Providing market research and insights for two decades.

- Authoritative research and insights on business and IT aspects of the \$800b software industry.
- We provide a portfolio of consulting, advisory, research and education (CARE) services for enterprises, software and service providers, and investment firms.

Marketing

Marketing maximizes the value of the brand and spurs demand to reach markets of opportunity. At its core, it uses digital technologies, programs and processes to help an entire organization.

Customer Data Platform

Digital Experience Platform

Digital Marketing

Intelligent Marketing

Marketing Performance Mgt.

Product eXperience Mgt.

Areas of Focus

Our area of expertise explores focus areas of coverage with research and advisory to guide value from insights on software industry.

Opportunities to Overcome Challenges



1. Engage market with a compelling differentiated value proposition.
2. Ensure optimal digital experiences that spur customer action.
3. Unify customer data for effective personalization.
4. Embrace product experiences that engage consumers.
5. Manage marketing performance to maximize potential outcomes.

Marketing

Market Assertion

By 2028, marketers will be able to generate video content on-the-fly using AI tools, allowing them to respond ultra-quickly to customer behavior.



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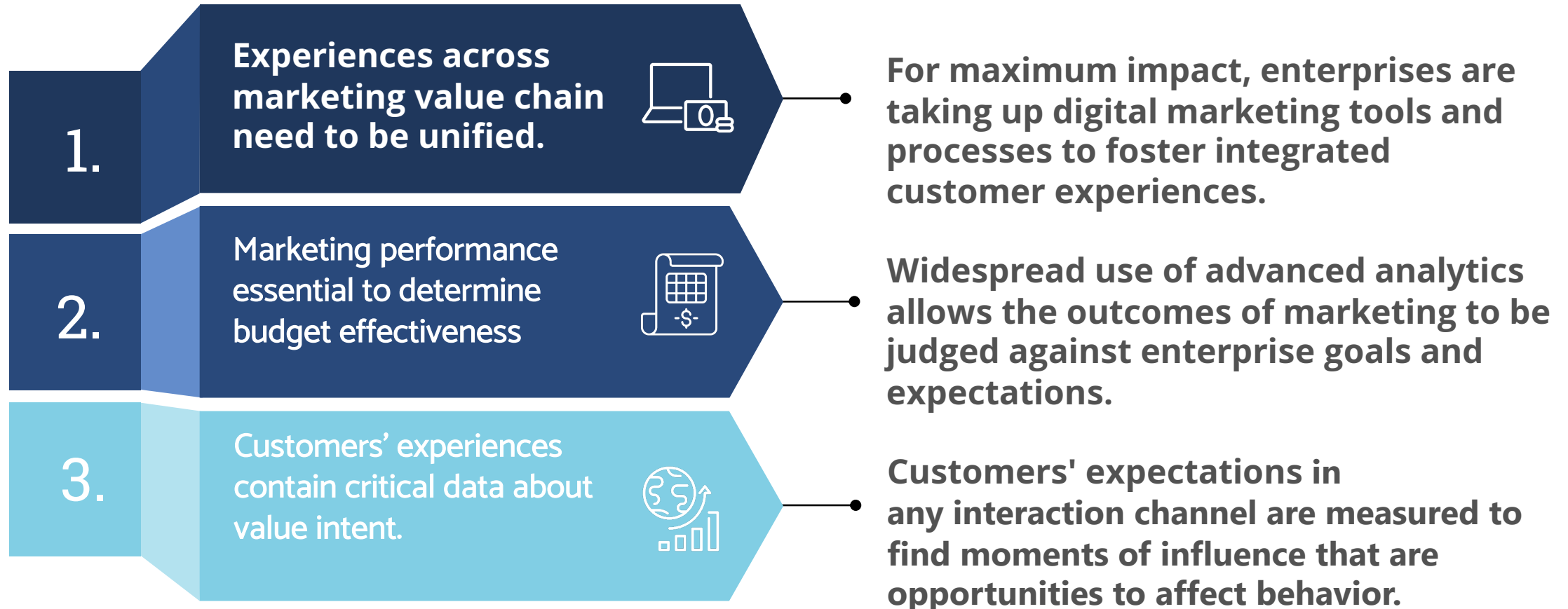
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Keith Dawson

Director of Research, Customer Experience

Business Trends in Marketing



Marketing

Market Assertion

By 2025, three-quarters of marketing platforms will include GenAI based on AI and machine learning, which helps make these platforms easier to use and more effective.



Mark Smith

Partner, Head of Software Research

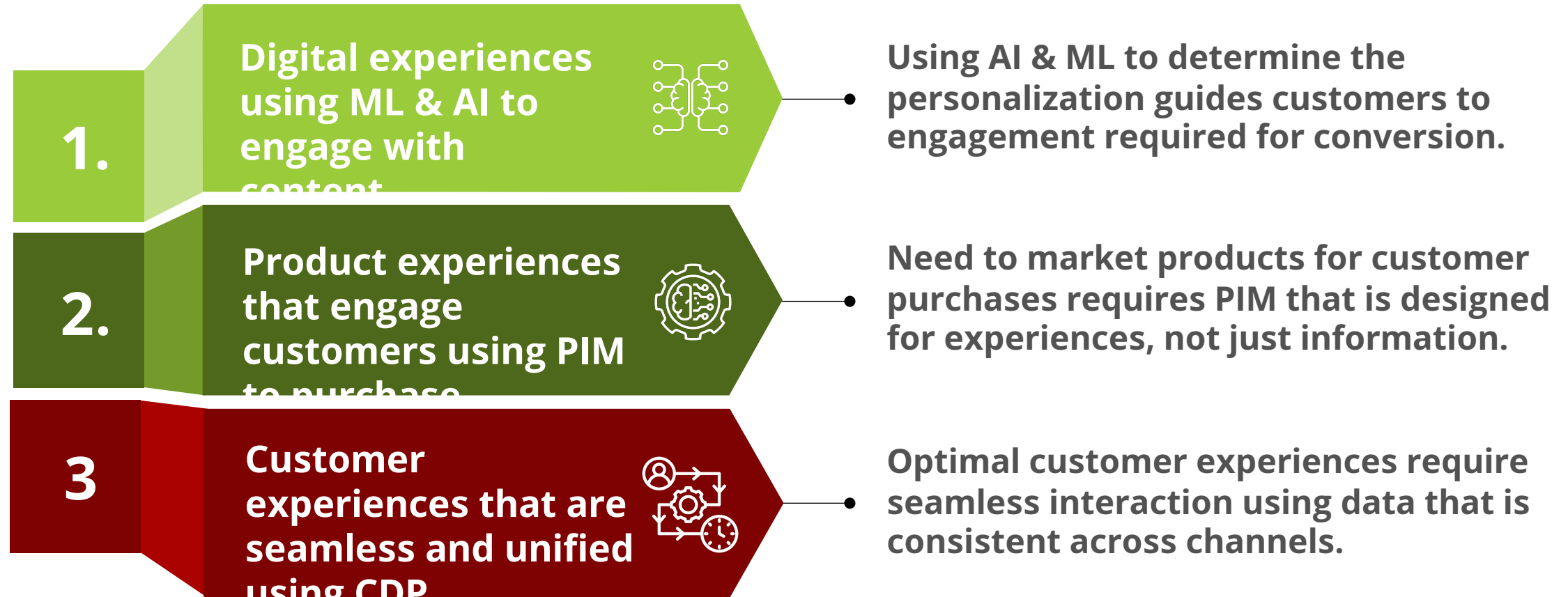


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Technology Trends in Marketing





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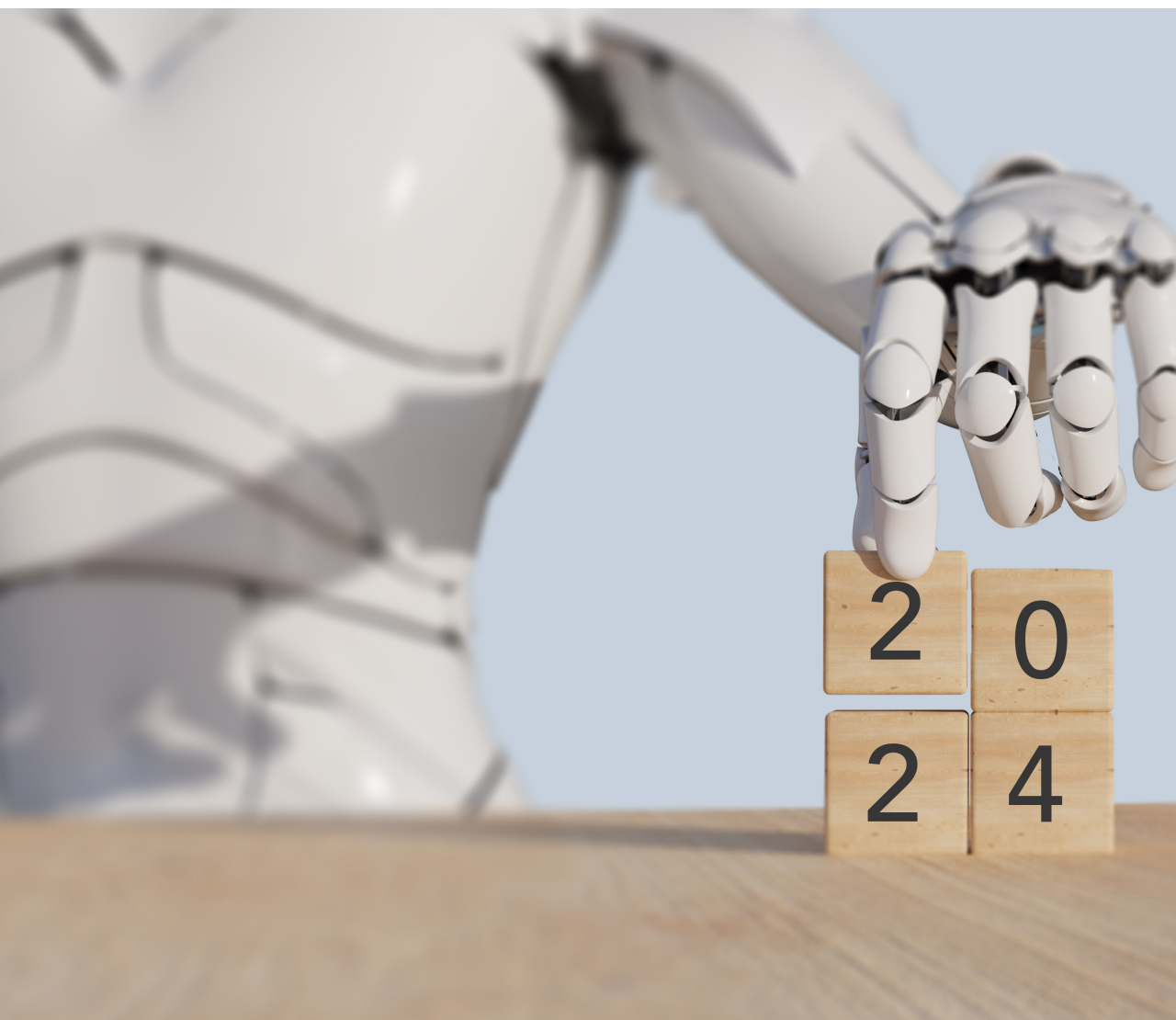
Buyers Guides provide enterprises ability to assess, evaluate, select and source service and software providers and products using advisory services and market research.

- Research simulates RFI evaluation of software providers using Value Index methodology.
- Rating and classification of software providers using proprietary Value Index methodology.
- Provides objective analysis of the product experience across five evaluation categories.
- Examines the customer experience that is available to enterprise buyers.
- Software providers have opportunity to earn prestigious Exemplary and Leader badges.

Buyers Guides

The utilization of Buyers Guide software research guides decisions by enterprises and is essential to ensure maximum business impact from technology investments across business and IT.

Buyers Guide Research Plan for 2024



Topics

- **Customer Experience Mgt (3)**
 - Knowledge Management
 - Journey Management
- **CRM (8)**
 - Commerce, Marketing, Revenue, Partners, Sales, Service & Platform
- **Digital Experience Mgt (4)**
 - DXP Platform, DAM, Website & CMS
- **Product Experience Mgt (5)**
 - Platform, Product Intelligence & Analytics
 - Customers, Supply Chan

(*) Number of Buyers Guide Editions Releasing



About ISG and ISG Research

Global research and advisory services firm with annual influence on over \$200b of technology spend.



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