

Product Intelligence Buyers Guide

Software Provider and Product Assessment

EXECUTIVE
SUMMARY

iSG Research



Key Takeaways

Product intelligence has evolved from traditional web analytics into a discipline focused on understanding and optimizing digital product interactions across channels. These platforms combine analytics, experimentation and AI-driven insights to help enterprises improve engagement, measure performance and support data-driven decision-making. As digital commerce and customer interactions expand, product intelligence provides the visibility needed to refine digital experiences and business outcomes continuously.

Software Provider Summary

The ISG Buyers Guide™ for Product Intelligence evaluated 18 software providers offering products that support behavioral analytics, experimentation, journey analysis, sentiment analysis, performance measurement, AI-enabled insights and digital optimization. The research ranked the top three overall leaders as Contentsquare, Pendo and Mixpanel. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Cisco, Contentsquare, Mixpanel, Pendo, Quantum Metric and Sitecore were rated Exemplary, with Adobe, Amplitude and Syndigo rated Innovative. Contentful, Fullstory and PostHog were rated Assurance, and Gainsight, Glassbox, LogRocket, Optimizely, Rakt and Sensor Tower were rated Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (40%) and Platform (40%), including adaptability, manageability, reliability and usability. Contentsquare, Pendo and Adobe achieved the highest performance as Leaders in this category, exhibited by behavioral analytics and experimentation capabilities and support for product intelligence data management and integration requirements. Leaders demonstrated enterprise-grade platform capabilities across varied roles and contexts.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Sitecore, Mixpanel and Cisco were the Leaders in this category, demonstrating strong customer advocacy and clear investment in successful outcomes. Providers with lower performance often lacked publicly available customer validation or failed to demonstrate structured ROI measurement and proactive lifecycle engagement.

Strategic Recommendations

Enterprises should establish disciplined approaches to measurement, experimentation and optimization across digital channels. Evaluation should prioritize behavioral analytics, journey analysis, AI-enabled insights, integration capabilities and the ability to translate data into actionable outcomes. Success depends on aligning product, marketing, analytics and technology teams around shared metrics, governance practices and continuous improvement initiatives.



The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

Overall Scoring of Software Providers Across Categories

The research finds Contentsquare atop the list, followed by Pendo and Mixpanel. Providers that place in the top three of a category earn the designation of Leader. Contentsquare and Pendo have done so in three categories, Cisco and Mixpanel in two and Adobe, Contentful, PostHog, Quantum Metric, Sitecore and Syndigo in one category.

Product Intelligence		
Overall		
Providers	Grade	Performance
Contentsquare	B++	Leader 78.9%
Pendo	B++	Leader 78.2%
Mixpanel	B++	Leader 77.6%
Cisco	B++	77.1%
Adobe	B++	76.4%
Sitecore	B++	76.3%
PostHog	B++	75.8%
Amplitude	B++	75.3%
Quantum Metric	B++	75.0%
Syndigo	B+	75.0%
Contentful	B+	73.1%
LogRocket	B+	72.1%
Fullstory	B+	71.4%
Optimizely	B+	71.0%
Glassbox	B+	70.5%
Gainsight	B	68.5%
Rokt	B	66.1%
Sensor Tower	B-	62.1%

Source: ISG Research
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Mawish Rahman supports the analyst team in software research with a focus on AI, analytics and products software research. This includes contributing to the firm's Market Perspectives and Buyers Guide products. She works closely with the revenue, products, and client success teams to deliver valuable insights to the market.



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David Menninger leads the overall team for software research and advisory for supporting IT and expertise in AI software at ISG. With over three decades of experience in enterprise software, Dave's leadership has advanced digital transformation with information and insights for enterprises around the world.