

The Forrester Wave™: Sales Content Solutions, Q3 2020

The Nine Providers That Matter Most And How They Stack Up

by Laura Ramos
September 15, 2020

Why Read This Report

In our 40-criteria evaluation of sales content solution (SCS) providers, we identified the nine most significant ones — Accent Technologies, Bigtincan, ClearSlide (a division of Corel), Highspot, Mediafly, MindMatrix, Pitcher, Seismic, and Showpad — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2B marketing and sales professionals select the right one for their needs.

Key Takeaways

Seismic And Highspot Lead The Pack

Forrester's research uncovered a market in which Seismic and Highspot are Leaders; Showpad, Mediafly, Bigtincan, and Pitcher are Strong Performers; MindMatrix and Accent Technologies are Contenders; and ClearSlide is a Challenger.

Sales Readiness, Content Collaboration, And Personalization Are Key Differentiators

As marketers and sellers rely more on digital means to engage prospects at a pandemic-induced distance, the ability to prep sellers to be more effective, give them more engaging ways to interact with buyers, and enhance how they collaborate on content with marketing will dictate which providers will continue to lead the pack.

The Forrester Wave™: Sales Content Solutions, Q3 2020

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Table Of Contents

- 2 Wrangling Content And Ease Of Use Remain Buyers' Top SCS Needs
- 3 Evaluation Summary
- 6 Vendor Offerings
- 6 Vendor Profiles
 - Leaders
 - Strong Performers
 - Contenders
 - Challengers
- 11 Evaluation Overview
 - Vendor Inclusion Criteria
- 12 Supplemental Material

Related Research Documents

[The Forrester Wave™: Sales Enablement Automation Platforms, Q3 2018](#)

[How To Develop Valuable Messaging In The Context Of Sales Enablement](#)

[Now Tech: Sales Enablement Automation, Q2 2020](#)



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The Forrester Wave™: Sales Content Solutions, Q3 2020
The Nine Providers That Matter Most And How They Stack Up

Wrangling Content And Ease Of Use Remain Buyers' Top SCS Needs

B2B marketers and sales enablement pros want to manage customer-facing content better, understand how it gets used, and give sellers easy ways to access and deliver that content to buyers.¹ Forrester's 2020 evaluation found 15 out of 18 reference customers want a vendor that provides a low learning curve and a straightforward UI.² Second to this, 12 out of 18 wanted a centralized on-demand place for sellers to go to find, prepare, and use content for prospective buyer meetings — vendor selection choices that have yet to deviate far from this market's content management roots.³

But ask new SCS buyers why they picked their vendor, and today you will likely hear that they wanted technology to help sellers be effective online and create engaging interactions at a distance. As the coronavirus pandemic limits seller interactions to digital channels, interest in — and the need for — sales-enabling technologies has spiked.⁴ Digitally adept buyers may want to self-educate and remain anonymous longer in the sales cycle, but they will engage with empathetic sellers who show — through the right content customized to the buyer's specific needs and situation — that they understand their industry, business, and issues.⁵ B2B buyers want to work with sellers who help them, not sell to them, and sellers who simply use technology to intrude into the buyer's digital world will find themselves as unwelcome as ants at a picnic.⁶

As a result of these trends, customers wanting solutions to manage sales content while helping sellers deliver it in more relevant, customized ways should look for providers that:

- › **Keep sellers' skills around finding and using content sharp.** When sellers work from home, sales managers and marketers must rely on new digital means to ensure the content sellers need gets used correctly and effectively. Beyond tools, workshops, and training, top solutions are adding or integrating deeply with digital training, coaching, and engagement features that educate sellers on the use of internal and externally facing content to stay on top of their game. Sellers' workspaces and news centers provide guidance, narrative, quizzes, and competency tests — along with live pitch analysis, buyer interaction data, and real-time embedded guidance — to hone best practices and understand what content makes the biggest impact on accelerating sales cycles and closing deals.
- › **Manage content, not just make it more accessible.** Tighter marketing and sales alignment is crucial to executing effective demand generation, post-sale customer enrichment, or account-based approaches.⁷ To effectively collaborate on content, marketers need tools that seamlessly solicit feedback, manage change requests, and track the process in a modern workflow interface. Leading solutions help marketers prioritize requests and manage reviews and approvals using rules or machine learning insights while giving sellers more flexibility to create interactive pages or portals. These buyer-branded hubs let sellers incorporate multiple content types and assets in a more immersive and dynamic experience that makes it easier to sustain a dialogue, problem-solve, and negotiate terms with prospects.

The Forrester Wave™: Sales Content Solutions, Q3 2020

The Nine Providers That Matter Most And How They Stack Up

- › **Help sellers create engaging and personalized experiences.** B2B buyers want to work with vendors who understand their industry and business and have empathy for their needs. When it comes to helping sellers personalize buyer experiences, solutions stand out with a combination of AI-assisted content or activity recommendations and in-the-moment guidance that helps sellers know how to take the conversation in a different or better direction. Analysis of rep and buyer activity around these customized content experiences can suggest to marketers which types of content they are missing and whether they should dial up certain topics or dial others down.

Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in our reports on [sales enablement automation](#).

We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on Forrester.com to download the tool.

The Forrester Wave™: Sales Content Solutions, Q3 2020
The Nine Providers That Matter Most And How They Stack Up

FIGURE 1 Forrester Wave™: Sales Content Solutions, Q3 2020

THE FORRESTER WAVE™
Sales Content Solutions
Q3 2020



*A gray bubble indicates a nonparticipating vendor.

The Forrester Wave™: Sales Content Solutions, Q3 2020
The Nine Providers That Matter Most And How They Stack Up

FIGURE 2 Forrester Wave™: Sales Content Solutions Scorecard, Q3 2020

	Forrester's weighting	Accent Technologies*	Bigtincan	ClearSlide*	Highspot	Mediafly	MindMatrix	Pitcher	Seismic	Showpad
Current offering	50%	2.32	2.75	1.79	3.42	3.56	2.39	3.21	3.97	3.57
Content organization and management	15%	1.80	3.60	2.10	3.20	3.80	2.80	2.90	4.30	3.70
Content activation	15%	2.20	3.00	0.60	2.60	4.20	2.60	2.60	3.80	3.80
Collaboration and workflow	15%	1.25	3.70	1.70	4.30	2.30	1.40	3.70	4.40	3.00
Predictive capabilities/AI	15%	3.00	1.70	2.30	2.40	4.40	3.00	2.40	3.70	3.00
Reporting and analytics	15%	3.50	1.50	2.50	3.00	4.00	2.00	3.50	4.00	4.00
Sellers' experience	15%	2.00	2.00	1.50	5.00	3.00	2.00	4.00	4.00	4.00
Integrations	10%	2.60	4.20	1.80	3.40	3.00	3.20	3.40	3.40	3.40
Strategy	50%	1.40	4.20	1.00	4.20	3.40	2.60	3.00	4.60	3.40
Category vision	20%	1.00	5.00	1.00	3.00	3.00	3.00	3.00	5.00	3.00
Partner and community ecosystem	20%	1.00	3.00	1.00	5.00	3.00	1.00	3.00	5.00	5.00
Execution roadmap	20%	1.00	5.00	1.00	5.00	3.00	3.00	1.00	5.00	3.00
Market differentiation	20%	3.00	3.00	1.00	3.00	5.00	3.00	3.00	5.00	3.00
Performance	20%	1.00	5.00	1.00	5.00	3.00	3.00	5.00	3.00	3.00
Market presence	0%	1.00	4.00	1.50	3.00	2.00	1.75	3.00	4.75	3.00
Operating revenue	25%	1.00	3.00	1.00	3.00	2.00	2.00	2.00	5.00	4.00
Client base and growth trajectory	25%	1.00	4.00	1.00	3.00	2.00	2.00	2.00	5.00	4.00
Average deal size	25%	1.00	4.00	1.00	3.00	2.00	2.00	5.00	4.00	2.00
Global footprint	25%	1.00	5.00	3.00	3.00	2.00	1.00	3.00	5.00	2.00

All scores are based on a scale of 0 (weak) to 5 (strong).

*Indicates a nonparticipating vendor

The Forrester Wave™: Sales Content Solutions, Q3 2020
The Nine Providers That Matter Most And How They Stack Up

Vendor Offerings

Forrester included nine vendors in this assessment: Accent Technologies, Bigtincan, ClearSlide, Highspot, Mediafly, MindMatrix, Pitcher, Seismic, and Showpad (see Figure 3).

FIGURE 3 Evaluated Vendors And Product Information

Vendor	Product evaluated	Product version evaluated
Accent Technologies	Accent Connect	
Bigtincan	Bigtincan Hub	5.62
ClearSlide (a division of Corel)	ClearSlide	
Highspot	Highspot	
Mediafly	Mediafly	
MindMatrix	MindMatrix Sales Enablement Platform	4.83
Pitcher	Pitcher	
Seismic	Seismic	
Showpad	Showpad Content	

Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors.

Leaders

- › **Seismic extends its dominance through acquisition and organic growth.** With the Savo acquisition under its belt, Seismic intends to tackle buyer interaction challenges across the customer lifecycle. Coupling its Percolate acquisition with a \$100 million Series E round gives Seismic more ability to unify marketing, sales, and post-sale activity and deliver content that engages buyers using personalized interactive experiences. On a per-feature basis, Seismic consistently delivers exceptionally deep, comprehensive capability with specific strengths in content organization, access, personalization, collaboration, approval/content management workflows, and content analytics and reporting. Since our last evaluation, Seismic closed key gaps in revenue impact analysis with refined capability to surface insights about which assets drive deal progression and influence revenue attainment.

The Forrester Wave™: Sales Content Solutions, Q3 2020
The Nine Providers That Matter Most And How They Stack Up

Although Seismic has expanded its global offices and support, customers remain US-based or -focused. Reference customers we spoke with were mainly Savo replacements and not among Seismic case studies boasting measurable improvements in sales productivity on their website. While reference customers find Seismic's feature set and rate of innovation to be rich and fast, some find complementary technology integrations are still pending or only recently completed, causing deficits — such as a lack of support for slide-level usage tracking in formats such as Google Docs — to slow users' adoption of key features. Midsize companies as well as enterprises with thousands of sellers/users will find Seismic a best-in-class solution that also carries a premium price.

- › **Highspot excels at solving sellers' productivity needs.** Among those evaluated, Highspot enjoys some of the highest revenue growth and net retention rates. Before raising a \$135 million Series D late in 2019, Highspot put its \$35 million Series C to work building new capabilities — such as SmartPages that give reps straightforward guidance on content preparation and use — and a broader array of onboarding, training, and success management support.⁸ While targeting marketing and service, Highspot remains focused on the seller, with specific product strengths in content audit and ease of access. With Highspot, sellers can excel at customizing content, setting account-specific content strategy (valuable in account-based marketing [ABM] approaches), and tracking content engagement at the opportunity level. Highspot's user experience includes visual elements and icons that help sellers configure opportunity-specific pages that result in an interactive, customer-specific portal well suited to address a variety of buyer-seller interactions.

Reference customers expressed concerns with Highspot's content governance capabilities, UI experience, and support for automating content personalization and recommendations based on attributes such as buyer profiles or intentions gleaned through higher-order predictive techniques. On the plus side, reference customers who experienced key gaps in functionality gave Highspot product teams high marks for addressing their requirements quickly with can-do spirit. Highspot is well suited for midsize to enterprise firms that are building toward using a full array of sales enablement automation across sales content management and delivery, training/coaching, and turning interaction insights into action.

Strong Performers

- › **Showpad marries coaching/training with interactive content experiences.** Showpad is using its LearnCore acquisition to round out a broad sales enablement offering and to help increase sellers' proficiency at conversational digital interactions. Sales readiness features coupled with Showpad's dynamic 3D presentation style distinguish its strengths in guided selling. Customer reference interviews highlight that Showpad's PitchIQ measurably improves how sellers learn and present compound documents with different formats and content types blended into one experience. Reference customers also sing Showpad's praises when it comes to support for most onboarding, implementation work, and its flexibility to shape the system the way their sellers need to use it.

The Forrester Wave™: Sales Content Solutions, Q3 2020
The Nine Providers That Matter Most And How They Stack Up

Unfortunately, the acquisition and a big investment in the US market appears to be stressing Showpad's ability to keep pace. Some reference customers told Forrester they experienced features such as aspects of the shared spaces microsite builder not working as expected or expressed concerns with training curriculum gaps that make it harder for sellers to become proficient quickly. References also seemed unsure about Showpad's support for using third-party intent data to enhance personalization or rank buyers for sales follow-up — comments that highlight its ongoing struggles with AI. Despite this, Showpad remains a good fit for midmarket to enterprise organizations that want to create a highly engaging and consumer-like sales experience for their customers and prospects.

- › **Mediafly elevates interactivity while demonstrating its impact on buyers.** Building on its strengths in rich content assembly, dynamic presentation delivery, content personalization, and seller guidance derived from both internal insights and external data, Mediafly has gained a strong following among sophisticated CPG, technology, and manufacturing clients who require deep partnership and brand-specific design support to instill their sellers with a modern differentiated presence in the field. Mediafly's recent acquisitions, Alinean and iPresent, help sellers evolve from presenting PowerPoint to having economic justification conversations backed by opportunity-specific impact analysis and distinct, mobile-first experiences that boast superior interactivity when sharing content with buyers. This is especially important as social distancing makes engagement more difficult to achieve and measure.

Fully leveraging Mediafly Extensions delivers a best-in-class buyer experience, but at a cost. The iPresent technology helps sellers directly customize content and user experiences, but Mediafly is not yet a solution for firms with limited creative capacity, budget, and need. Catering to sophisticated marketing and sales use cases has limited Mediafly's growth and market opportunities. And the coronavirus pandemic has heightened the need to make sellers stand out in a digital world of sameness. So Mediafly becomes the best fit for enterprise companies with a sizable direct and/or indirect sales force that wants to elevate their sellers in the field and help marketers distinguish their brand in front of buyers.

- › **Bigtincan blends tech-savvy agility with the global reach of a public company.** Publicly traded on the Australian stock market, Bigtincan enjoys the business stability to bring mad tech skills to customers. Demonstrated through its use of modern cloud technologies and an object-oriented data model, it helps firms needing a dynamic, highly tailored seller experience customized to industries such as life sciences, financial, or IT. Bigtincan adds readiness capabilities that build on its strengths in UI design (through a co-development partnership with Apple), visual annotations and markup to help marketers and sellers collaborate, and demonstrated support for industry-specific content formats, such as augmented reality and VR object viewing for manufacturing. Bigtincan also walks an interesting line between showing a deep understanding of sellers' issues — with a credible vision aimed at addressing those concerns and expressed through precise marketing language — and engaging in techie buzzspeak that is sometimes over the heads of marketers and sales enablement pros.

The Forrester Wave™: Sales Content Solutions, Q3 2020
The Nine Providers That Matter Most And How They Stack Up

Despite addressing marketing as an audience, Bigtincan's perspective is sales centric. Reference customers were less interested in out-of-the-box features for tracking sellers' adherence to brand/marketing usage guidelines to score sellers based on how they consume content or for evaluating buyers on how they express intent. Reference customers preferred a DIY system that adapts to their internal processes and provides foundational value they can build on, making Bigtincan a good fit for organizations that need to specialize to support unique selling situations and specific processes.

- › **Pitcher customizes sales content solutions for distinct industries.** Pitcher brings deep vertical expertise to managing sales content and processes in life sciences, CPG, and manufacturing. This differentiation strategy is paying off in higher average sales prices and a sustained growth trajectory. For life sciences, Pitcher distinguishes itself with specific functionality that addresses heavy compliance requirements. And for CPG, it delivers trade marketing and store scoring functionality in addition to strengths in content organization, ease of access, and capacity to track buyers' and sellers' consumption habits. Pitcher offers many ways to configure the seller's experience online or offline, with rich mobile device support. Unique in this space, Pitcher supports a sentiment tracker where sellers can capture the perceived sentiment during remotely delivered meetings as buyers swipe the screen in different directions to indicate interest or preferences.

Given that Pitcher is a relatively small and self-funded player, expect product innovation to be somewhat opportunistic and geared to meet the unique needs of clients in its three primary verticals. Reference customers speak effusively about Pitcher's willingness to support their specific process requirements and to help their sellers be more professional and productive in the field. Pitcher is an ideal choice for large enterprises that fall into Pitcher's industry sweet spots, rely heavily on the field sales model, and need a content tool that supports a modern UX esthetic personalized to their brand identity.

Contenders

- › **MindMatrix lets indirect channel managers support partners like direct sellers.** MindMatrix was named a Strong Performer in Forrester's recent through-channel marketing automation evaluation based on its comprehensive lead-to-revenue process for vendors with more complex sales cycles.⁹ MindMatrix builds on core strengths around content interactivity and integration with configure, price, quote systems to deliver a sales content solution that makes it very simple for resellers to find the product and pricing content they need, rebrand it if necessary, and send it out in straightforward nurturing campaigns. Smaller tech-oriented partners, without much sales or marketing depth, use MindMatrix to configure quotes or register deals digitally and reap the leads and efficiency benefits that a remote sales system (paid for by their host partner) can offer.

Reference customers appreciate the breadth of capability MindMatrix brings to the table at a very competitive price. They also applaud MindMatrix for its flexibility as a business partner, indefatigable support, and eagerness to customize the solution to meet their specific business needs. MindMatrix is a best fit for small to midsize companies with large sales-poor partner

The Forrester Wave™: Sales Content Solutions, Q3 2020
The Nine Providers That Matter Most And How They Stack Up

ecosystems or desire to expand their partner programs rapidly. They are also a good fit for small to midsize companies that need one system to maximize the effectiveness of their direct sales and indirect partners.

- › **Accent Technologies continues to beat its AI drum.** Language about data science and AI-driven enablement continues to dominate Accent Technologies' website and message, even though most competitors are reaching parity here. Accent's strengths lie more in its sales engagement capabilities around opportunity prioritization and what-to-do-next recommendations. But it lacks the automation needed to reduce repetitive sales activities and to capture standard sales interactions (phone, email, etc.) and load them automatically into CRM databases, which are capabilities now core to most enablement solutions.¹⁰ Consequently, Accent's book of business and revenue numbers remain on the low side because its content and engagement capabilities are at or below par for the market.

Since our last evaluation, the quantity and quality of Accent Technologies' integrations — and the quality of its analytics and reporting — have both gained parity with the market. Accent added new, clever analysis that can judge the impact of individual content assets on buyers' engagement and tie that analysis to a revenue contribution factor against the buying group. Accent's solution is a good fit for organizations that want a well-rounded sales enablement suite with basic capabilities enhanced by AI to help sellers sort through their options quickly. Accent Technologies declined to participate in the full Forrester Wave evaluation process.

Challengers

- › **ClearSlide languishes after its Corel acquisition.** Named a Leader in our inaugural sales enablement automation Forrester Wave in 2015, ClearSlide got picked up by midmarket office and design software firm Corel in December 2017. Since then, it's struggled to remain relevant in a growing and highly competitive market. Most recent positioning indicates ClearSlide plans to support a full suite of sales enablement automation capabilities starting with its strong foundation in content management. It has added engagement analytics that can gauge buyers' attention by, for example, looking for distraction cues. It has also added engagement capability when managing outreach across email and social. However, core sales engagement capabilities around automating repetitive tasks, streamlining activity capture, and prioritizing opportunities or contacts with recommended follow-up steps are on the roadmap. Readiness capabilities offered via ClearSlide's Meeting Recap records customer calls, lets sellers or managers clip the key parts, and shares best-pitch practices with other sellers.

ClearSlide's functionality continues to lag category expectations. The highlights reel of its recent accomplishments features better support for email sending basics like validating contacts, determining best times to send, highlighting certain words likely to get caught in spam filters, and more robustly integrating Gmail. ClearSlide is a good fit for current Corel customers looking to

The Forrester Wave™: Sales Content Solutions, Q3 2020

The Nine Providers That Matter Most And How They Stack Up

add content management and presentation sharing to their suite of products. It may also appeal to early-stage buyers needing basic content management and remote presentation sharing. ClearSlide declined to participate in the full Forrester Wave evaluation process.

Evaluation Overview

We evaluated vendors against 40 criteria, which we grouped into three high-level categories:

- › **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include content organization and management, content activation, collaboration and workflow, predictive capabilities/AI, reporting and analytics, sellers' experience, and integrations.
- › **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated category vision, partner and community ecosystem, execution roadmap, market differentiation, and performance.
- › **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's operating revenue, client base size and growth trajectory, average deal size, and global footprint.

Vendor Inclusion Criteria

Forrester included nine vendors in the assessment: Accent Technologies, Bigtincan, ClearSlide, Highspot, Mediafly, MindMatrix, Pitcher, Seismic, and Showpad. Each of these vendors:

- › **Appeared in Forrester's "Now Tech: Sales Enablement Automation, Q2 2020."** Each vendor invited to participate in this Forrester Wave evaluation has a branded proprietary technology platform that falls under the Forrester definition for sales content solutions.
- › **Earned \$5 million or more in sales content software license revenue.** Invited vendors had a minimum of \$5 million in annual revenue from their sales content management products, exclusive of services, for the most recent fiscal year.
- › **Received Forrester client interest.** Forrester clients have expressed interest in learning more about evaluated vendors, have asked questions about the category frequently, or have evaluated vendors as part of inquiry, advisory, and consulting.
- › **Had enterprise and vertical market traction.** Included vendors often competed for enterprise-class deals (based on Forrester client interviews, customer reference surveys, and vendor responses to surveys) and illustrated a vision for and contributed thought leadership to the sales content space. Vendors have also demonstrated the ability to support the enterprise needs of Forrester customers.

The Forrester Wave™: Sales Content Solutions, Q3 2020

The Nine Providers That Matter Most And How They Stack Up

- › **Offered a best-of-breed solution for purchase.** Included vendors have sales content solution capabilities that have been generally available for a substantial amount of time and had at least 100 customers actively using these capabilities during the past 12 months.

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Supplemental Material

Online Resource

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

The Forrester Wave™: Sales Content Solutions, Q3 2020 The Nine Providers That Matter Most And How They Stack Up

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 Guide](#) 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/briefings, and customer reference surveys/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 Forrester Wave 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 June 22, 2020, 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 [The Forrester Wave™ Vendor Review Policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with [The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy](#) and publish their positioning along with those of the participating vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

Survey Methodology

Forrester's Q3 2020 Sales Content Solution Forrester Wave™ Customer Reference Survey was fielded to 18 contacts who served as customer references provided by vendors included in the Forrester Wave.

Forrester fielded the survey from June to July 2020. Respondent incentives include a copy of the upcoming Forrester Wave report. Exact sample sizes are provided in this report on a question-by-question basis.

This survey used a group of respondents provided by vendors being evaluated in the Forrester Wave and is therefore not random. This data is not guaranteed to be representative of the population, and, unless otherwise noted, statistical data is intended to be used for descriptive and not inferential purposes. While nonrandom, the survey is still a valuable tool for understanding where users are today and where the industry is headed.

The Forrester Wave™: Sales Content Solutions, Q3 2020
The Nine Providers That Matter Most And How They Stack Up

Endnotes

- ¹ See the Forrester report "[The State Of Digitized Selling.](#)"
- ² Source: Forrester's Q3 2020 Sales Content Solution Forrester Wave™ Customer Reference Survey.
- ³ See the Forrester report "[The Forrester Wave™: Sales Enablement Automation Platforms, Q3 2018.](#)"
- ⁴ McKinsey & Company reports that more than 90% of B2B companies it surveyed have transitioned to a virtual sales model during the coronavirus pandemic. Source: Ryan Gavin, Liz Harrison, Candace Lun Plotkin, Dennis Spillecke, and Jennifer Stanley, "The B2B digital inflection point: How sales have changed during COVID-19," McKinsey & Company, April 30, 2020 (<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-b2b-digital-inflection-point-how-sales-have-changed-during-covid-19>).
- ⁵ See the Forrester report "[Credible Empathetic Content Wins Over Elusive B2B Buyers.](#)"
- ⁶ See the Forrester report "[What B2B Buyers Crave.](#)"
- ⁷ See the Forrester report "[Customer Marketing Elevates B2B Post-Sale Experiences And Buyer Value](#)" and see the Forrester report "[Forrester Infographic: ABM Maturity Corresponds To Better Revenue Results.](#)"
- ⁸ Source: Mary Ann Azevedo, "Seattle's Highspot Secures Another \$75M Just Six Months After A \$60M Raise," Crunchbase, December 4, 2019 (<https://news.crunchbase.com/news/seattles-highspot-secures-another-75m-just-six-months-after-a-60m-raise/>).
- ⁹ See the Forrester report "[The Forrester Wave™: Through-Channel Marketing Automation, Q2 2020.](#)"
- ¹⁰ See the Forrester report "[Now Tech: Sales Enablement Automation, Q2 2020.](#)"

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