

The Forrester Wave™: Real-Time Interaction Management, Q2 2017

Advanced Analytics And Cross-Channel Integration Are Fueling RTIM Adoption

by Rusty Warner
June 6, 2017

Why Read This Report

In our 32-criteria evaluation of real-time interaction management (RTIM) providers, we identified the 12 most significant ones — Adobe, Emarsys, FICO, IBM, IgnitionOne, Infor, Pegasystems, Pitney Bowes, Rocket Fuel, Salesforce, SAS, and Teradata — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2C marketing professionals make the right choice.

Key Takeaways

SAS, Pegasystems, And Teradata Lead A Diverse Pack

Forrester's research uncovered a market in which SAS, Pegasystems, Teradata, Adobe, and IBM are Leaders. Salesforce, FICO, Pitney Bowes, Infor, and Emarsys offer competitive options. Rocket Fuel and IgnitionOne address a subset of RTIM use cases for digital channels.

B2C Marketing Pros Are Looking To Deliver Contextually Relevant Experiences

The RTIM market is growing because more B2C marketing pros see it as a way to address expectations for personalized customer experiences (CXes). Marketers increasingly trust RTIM providers to act as strategic partners, advising them on key enterprise marketing technology (EMT) investments.

Decision Arbitration And Integration Are Key Differentiators

RTIM depends on sophisticated decision engines that can integrate customer data, content, and channels to orchestrate two-way, interactive customer experiences. Vendors that invest in advanced analytics, artificial intelligence, and integration with operational systems position themselves to successfully meet evolving RTIM requirements.

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June 6, 2017

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[The Forrester Wave™: Enterprise Marketing Software Suites, Q2 2016](#)

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RTIM Powers Contextually Relevant Marketing

Orchestrating the appropriate experience during customer-initiated interactions creates value exchanges often lacking in marketing-driven campaigns.¹ But the two are deeply entwined. B2C marketers must align next-best-action capabilities for inbound channels with highly personalized outbound communications to deliver deeper levels of engagement throughout the customer life cycle. RTIM enables this alignment by integrating systems of insight (customer data and analytics) with systems of engagement (automated content and interactions) to deliver contextually relevant marketing.²

B2C Marketers Invest In RTIM To Fuel Customer Obsession

In the age of the customer, embracing customer obsession is a priority for everyone in the organization.³ B2C marketers can lead the way by collaborating with their business technology counterparts to prioritize RTIM investments that span customer-facing operations.⁴ RTIM extends marketing's goals for contextual relevance from advertising and marketing channels to ensure consistency with eCommerce, sales, service centers, and mobile or location-specific operations (see Figure 1). B2C marketers evaluating RTIM investments as part of their EMT strategy must:

- › **Focus on sophisticated decision engines.** RTIM is a top technology trend because of its use of advanced analytics to address cross-channel customer experience.⁵ Leading RTIM vendors package predictive analytics and AI as real-time decision engines that optimize customer offers and align them with business objectives. Decision engines vary: Some are completely channel agnostic, while others address offline channels such as contact centers, inbound channels like websites or mobile apps, outbound messaging via email or SMS, or digital advertising.⁶ Your RTIM environment may further dictate decision logic tuned to specific vertical or operational requirements. Pay particular attention to vendor road maps for AI — and look beyond the hype to identify use cases where AI can meet evolving RTIM requirements.⁷
- › **Prioritize integration capabilities.** Successful RTIM implementations depend on the integration of multiple customer data sources, content repositories, digital and offline channel delivery capabilities, and both back- and front-office operational systems. Many RTIM vendors integrate separately licensed components from within their own portfolios to address analytics requirements, orchestrate cross-channel campaign management (CCCM), or complement on-premises decision engines with software-as-a-service (SaaS)-based applications.⁸ We spoke with RTIM customer references who integrate components from various providers — including several who use multiple vendors included in this Forrester Wave — leveraging their respective strengths for RTIM across offline channels, owned digital channels, and paid advertising channels.
- › **Align RTIM with the firm's EMT core.** Forrester acknowledged RTIM as a multifaceted solution versus a single application when we defined the category in 2015.⁹ Scott Brinker, editor of chiefmartec.com, now includes RTIM in the “Martech 5000” taxonomy as a “hybrid platform” that leverages “centralized and distributed philosophies.”¹⁰ RTIM encompasses five functional areas — 1) cross-channel identity resolution; 2) contextual understanding; 3) decision arbitration; 4) offer

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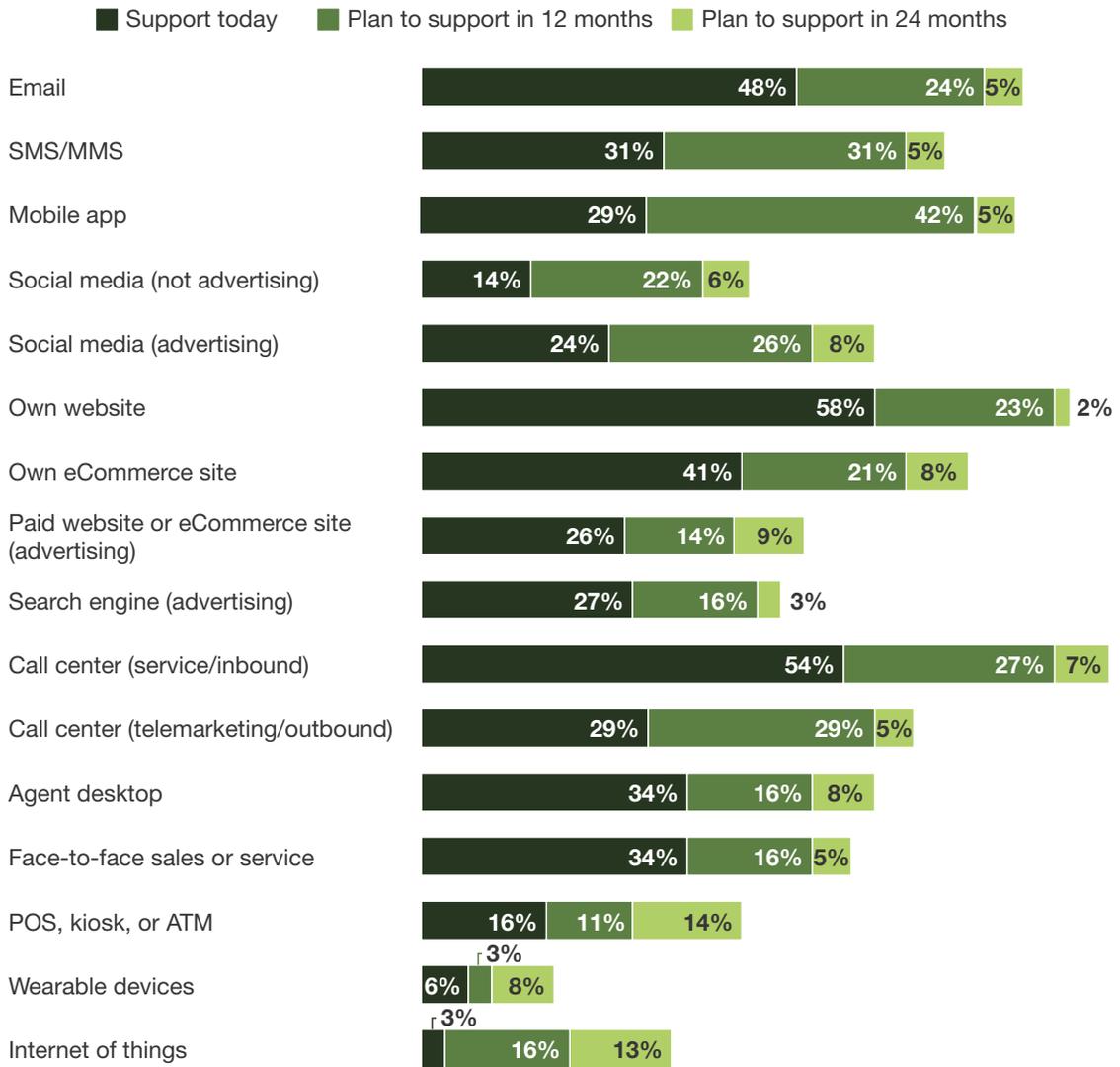
orchestration; and 5) measurement and optimization — critical technologies at the core of any effective EMT ecosystem.¹¹ Assess your current environment, and ensure alignment across these capabilities when reviewing your RTIM requirements. Evaluate potential RTIM vendors based on how their strengths complement existing EMT investments in your enterprise marketing software suites and/or point solutions.¹²

- › **Plan for continuous evolution.** Post-digital transformation is driving an ever-increasing volume of personalized customer interactions.¹³ More than 27% of customer references we surveyed execute at least 500 million real-time interactions annually, compared with 18% in our 2015 study; and the percentage using their RTIM solutions with a majority of anonymous versus known customers tripled from 2015 to 2017.¹⁴ These increases, in part, reflect martech/adtech convergence: Martech-focused RTIM vendors now offer native and partner advertising capabilities, and adtech vendors are raising their RTIM game with advanced analytics and personalization.¹⁵ Interaction volumes, channels, and content types will continue to multiply as B2C marketers strive to deliver consistent experiences across advertising, direct marketing, and operational channels.¹⁶

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FIGURE 1 RTIM Addresses CX Requirements Across Multiple Marketing And Operational Channels

“Please indicate how you currently use or plan to use your RTIM solution to support delivery of customer experiences, messages, offers, or content via the following channels:”



Base: 43 global B2C marketing professionals

Source: Forrester’s Q1 2017 Global Real-Time Interaction Management Customer Reference Online Survey

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RTIM Evaluation Overview

To assess the state of the RTIM market and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top RTIM vendors. After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We evaluated vendors against 32 criteria, which we grouped into three high-level buckets:

- › **Current offering.** Forrester's evaluation criteria are oriented toward the needs of enterprise customers. We evaluated each vendor against two dimensions for its current offering: RTIM capabilities (customer recognition, contextual understanding, decision arbitration, offer orchestration, and measurement and optimization) and integration capabilities (customer data, content, channels, operations, native applications, and partner technologies).
- › **Strategy.** For this set of criteria, Forrester examined each vendor's strategy to understand how the vendor approaches the creation and commercial packaging of its solution as well as how its vision positions the vendor for future success. We scored each vendor on seven dimensions: vision, technology road map, performance, supporting services, partner ecosystem, solution packaging and delivery, and commercial model.
- › **Market presence.** To determine the size of the vendors' RTIM businesses, we evaluated each vendor's install base of enterprise customers that are deploying RTIM across at least three channels, customer distribution across geographies and industries, and revenue linked to RTIM deployments.

Evaluated Vendors And Inclusion Criteria

Forrester included 12 vendors in the assessment: Adobe, Emarsys, FICO, IBM, IgnitionOne, Infor, Pegasystems, Pitney Bowes, Rocket Fuel, Salesforce, SAS, and Teradata. Each of these vendors has (see Figure 2):

- › **A broad array of functionality covering all five RTIM core requirements.** RTIM depends on recognizing customers across channels and devices; understanding the current context merged with detailed customer history; determining the appropriate decision, offer, or message; orchestrating delivery of content across multiple digital and offline channels; and capturing interaction data for measurement and optimization.¹⁷ We weighted analytical capabilities required for cross-channel decision arbitration more highly, based on their importance to successful RTIM deployments.
- › **The ability to integrate data, channels, content, and operational systems.** RTIM covers various use cases, including decision management for contact centers, next-best-action or next-best-offer, proximity-based marketing, eCommerce recommendations, ad targeting and retargeting, and personalization for email, websites, mobile apps, and social media.¹⁸ This evaluation focused on B2C marketing requirements, but we recognized that RTIM also encompasses sales, service, and other customer-facing operations. We measured each solution's depth and breadth of functionality across a wide range of RTIM use cases spanning both digital and offline channels.

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- › **Strong enterprise B2C and global focus.** Although RTIM also has B2B use cases, this evaluation focused on B2C implementations. We limited inclusion to vendors with at least \$50 million in RTIM revenue and at least 50 B2C implementations at enterprise organizations above \$1 billion in revenue. We further qualified vendors based on their install base presence in at least two geographic regions. Our scoring favored vendors with enterprise B2C customers that deploy RTIM across at least three channels.

FIGURE 2 Evaluated Vendors: Product Information And Selection Criteria

Vendor	Product evaluated	Evaluated date
Adobe	Adobe Experience Cloud	Q1 2017
Emarsys	Emarsys B2C Marketing Cloud	Q1 2017
FICO	FICO Marketing and Customer Engagement Solutions	Q1 2017
IBM	IBM Watson Marketing	Q1 2017
IgnitionOne	IgnitionOne Marketing Platform	Q1 2017
Infor	Infor Interaction Advisor	Q1 2017
Pegasystems	Pega Customer Decision Hub	Q1 2017
Pitney Bowes	Pitney Bowes Customer Engagement Suite	Q1 2017
Rocket Fuel	Rocket Fuel Predictive Marketing Platform	Q1 2017
Salesforce	Salesforce Marketing Cloud	Q1 2017
SAS	SAS Customer Intelligence	Q1 2017
Teradata	Teradata Customer Journey	Q1 2017

Vendor inclusion criteria

A broad portfolio of functionality covering all five RTIM core requirements: customer recognition, contextual understanding, decision arbitration, offer orchestration, and measurement and optimization

The ability to integrate customer data, digital and offline channels, multiple dynamic content types, and operational systems to address a wide range of RTIM use cases

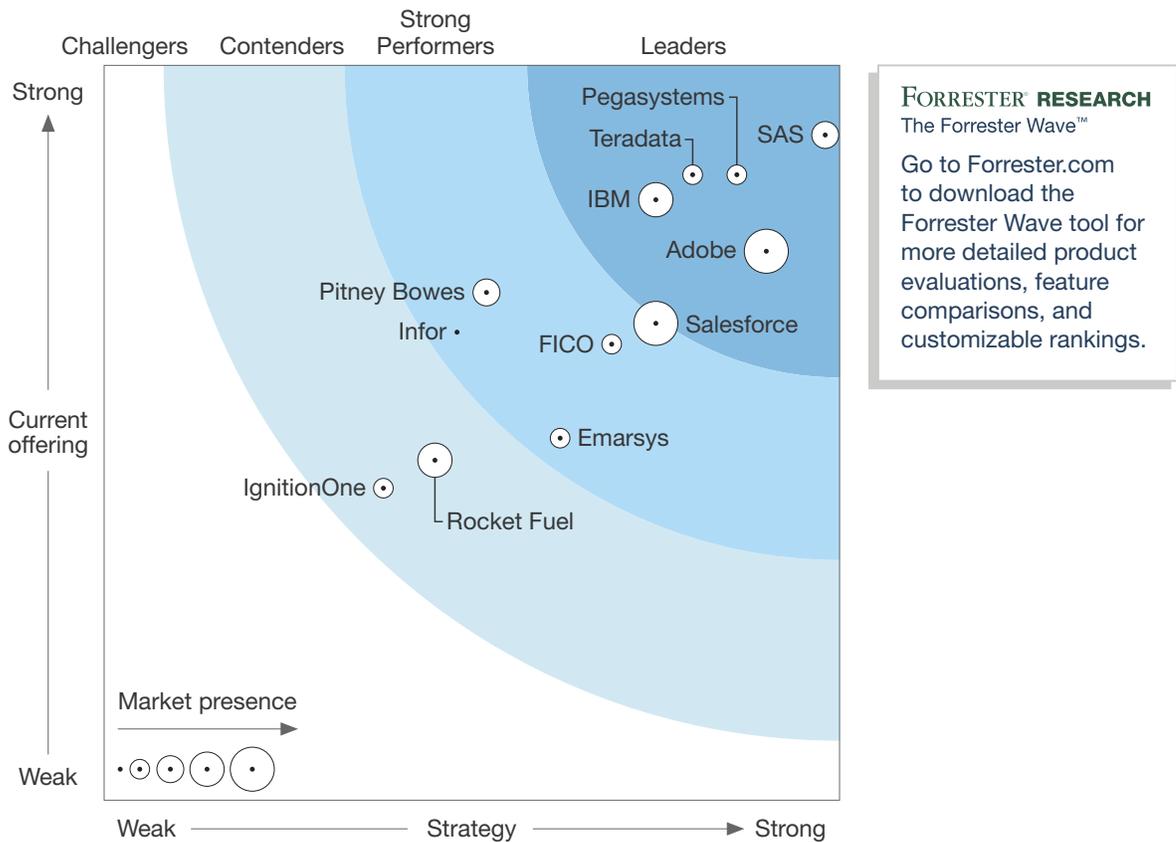
Strong enterprise B2C and global focus, with at least \$50 million in RTIM revenue and at least 50 direct RTIM enterprise B2C customers across at least two geographic regions

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Vendor Profiles

This evaluation of the RTIM market is intended to be a starting point only. We encourage clients to view detailed product evaluations and adapt criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool (see Figure 3).

FIGURE 3 Forrester Wave™: Real-Time Interaction Management, Q2 '17



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FIGURE 3 Forrester Wave™: Real-Time Interaction Management, Q2 '17 (Cont.)

	Forrester's weighting	Adobe	Emarsys	FICO	IBM	IgnitionOne	Infor	Pegasystems	Pitney Bowes	Rocket Fuel	Salesforce	SAS	Teradata
Current Offering	50%	3.72	2.45	3.09	4.07	2.11	3.17	4.24	3.44	2.30	3.23	4.51	4.24
Customer recognition	10%	4.00	2.00	3.50	4.00	3.00	2.50	3.50	4.00	2.50	3.00	5.00	3.50
Contextual understanding	10%	4.00	2.00	4.00	4.00	1.50	3.00	4.00	3.00	1.50	3.50	4.50	4.50
Decision arbitration	30%	3.40	2.60	4.25	4.00	1.45	3.85	4.75	3.75	2.00	3.00	4.80	4.55
Offer orchestration	20%	4.40	3.05	1.40	4.05	2.00	2.90	4.00	3.75	2.50	3.00	4.60	3.80
Measurement and optimization	10%	3.00	1.00	3.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00	4.00	4.50
Integration	20%	3.60	2.80	2.40	4.30	2.60	2.90	4.30	2.80	2.50	3.90	4.00	4.30
Strategy	50%	4.50	3.10	3.45	3.75	1.90	2.40	4.30	2.60	2.25	3.75	4.90	4.00
Vision	25%	5.00	2.00	3.00	5.00	1.00	2.00	5.00	2.00	1.00	4.00	5.00	5.00
Technology road map	20%	5.00	3.00	4.00	4.00	1.00	3.00	4.00	2.00	1.00	3.00	5.00	5.00
Performance	15%	5.00	4.00	4.00	2.00	3.00	2.00	3.00	2.00	4.00	5.00	5.00	1.00
Supporting services	10%	5.00	3.00	3.00	4.00	3.00	3.00	5.00	3.00	3.00	5.00	5.00	5.00
Partner ecosystem	10%	5.00	3.00	3.00	4.00	1.00	1.00	3.00	3.00	3.00	5.00	5.00	3.00
Solution packaging and delivery	10%	3.00	3.00	4.00	4.00	3.00	4.00	5.00	5.00	1.00	2.00	5.00	5.00
Commercial model	10%	2.00	5.00	3.00	2.00	3.00	2.00	5.00	3.00	5.00	2.00	4.00	3.00
Market Presence	0%	5.00	1.50	2.00	4.00	1.50	1.00	2.00	2.50	3.50	4.50	3.00	1.50
Revenue	50%	5.00	1.00	2.00	4.00	2.00	1.00	2.00	2.00	4.00	4.00	2.00	1.00
Customers	50%	5.00	2.00	2.00	4.00	1.00	1.00	2.00	3.00	3.00	5.00	4.00	2.00

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

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Leaders Apply Enterprise Decision Arbitration To Cross-Functional Use Cases

- › **SAS specializes in deep analytics and complex event processing.** SAS earned near-perfect marks in this evaluation's decision arbitration category for predictive and real-time analytics, AI, and offer optimization. Although SAS offers its own digital marketing tools, many of its customers integrate with more advanced third-party solutions, so SAS is rolling out a new, marketer-friendly UX to enhance the appeal of its native tools. We spoke with customer references who not only chose SAS for its analytics prowess but further commended its abilities to handle complex data models and adhere to strict service-level agreements for RTIM decision processing. One reference told us that "SAS has incredibly bright and talented consultants but would benefit from additional resources to accelerate sophisticated implementations."
- › **Pegasystems aligns RTIM across enterprise business functions.** The Pega Customer Decision Hub builds on Pegasystems' traditional decision management capabilities for offline channels to enable personalized email, mobile, social media, web, and eCommerce interactions. It further extends its next-best-action analytics via integrations with adtech platforms and directly with advertising channels. Pega's value lies in consistent decision making across business roles, and we spoke with customer references who are using it to fuel cross-functional RTIM within marketing, sales, and service for tens to hundreds of millions of customer records. One reference praised its "unified approach versus a bunch of things stitched together," but another acknowledged that the solution is sophisticated and requires significant technology and services investments "to make it sing."
- › **Teradata underpins RTIM with enterprise customer journey analytics.** Teradata divested its Integrated Marketing Cloud unit in 2016, but the company retained its CCCM and RTIM applications. It backs up both with customer data management and advanced analytics, but it requires integration with third-party channel delivery technologies. Teradata is investing in customer journey analytics, real-time simulation, and visualization of self-learning models to help marketers identify and maximize RTIM opportunities. We spoke with customer references with tens to hundreds of millions of customer records who have used Teradata to power data-driven CRM and/or RTIM for many years, and they are actively implementing or piloting the new journey capabilities. One financial services reference described Teradata as the "real-time brain and customer memory" that powers RTIM across digital channels, contact centers, and bank branches.
- › **Adobe bridges the martech/adtech gap with channel-focused RTIM.** Adobe differs from RTIM vendors with centralized real-time decision engines, as it integrates functionality from its marketing, analytics, and advertising cloud portfolios to enable RTIM on a channel-by-channel basis. Its universal customer ID and identity graph underpin cross-channel consistency for direct marketing and advertising campaigns, though work remains to more fully address offline channels. Adobe's RTIM implementations require multiple separately licensed products, depending on channel requirements, and we spoke with customer references who started with web analytics and content management before adding campaign management and advertising modules. One reference credited Adobe for doing "a really nice job of integrating its acquisitions to create a complete solution."

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- › **IBM addresses highly scalable offline and digital RTIM requirements.** IBM Interact provides RTIM for contact centers, face-to-face interactions, and online channels with robust predictive modeling and machine-learning capabilities to align inbound interactions with outbound campaigns. We spoke with customer references with tens of millions of customer records who attributed significant revenue uplift to IBM's RTIM capabilities. IBM's road map calls for infusing cognitive capabilities across its products, and we believe a key challenge will be to reconcile on-premises IBM Interact implementations with cloud-based development plans for IBM Watson Real-Time Personalization. An enterprise reference agreed and told us, "Though we are excited by Watson, we hope IBM provides a path forward for legacy customers with large non-Watson investments."

Strong Performers Address Life-Cycle Marketing And Vertical Use Cases

- › **Salesforce focuses on high-volume digital personalization.** Salesforce embeds RTIM in its predictive consumer journeys tool, which adds Einstein AI to its journey, contact, and personalization "builders." It is also integrating analytics and audience management that it gained through its acquisition of Krux in late 2016. The Salesforce Marketing Cloud is best suited to large enterprises looking for personalized digital marketing, though its sales and services portfolios provide additional RTIM capabilities for CRM buyers. We spoke with customer references who are using Salesforce for triggered email and mobile communications today but who are also evaluating potential Einstein and Salesforce DMP (formerly Krux) implementations. One reference described Salesforce as "a great enabler for getting more done with the same resources," but another acknowledged the need for upfront integration with operational systems before leveraging its self-service model.
- › **FICO enables analytically driven decision management.** FICO's RTIM solution leverages predictive analytics, AI, complex event processing, streaming analytics, data management, and communications services from its broader Decision Management Suite. In addition to marketing, FICO addresses real-time decision making with solutions for originations, fraud, cybersecurity, compliance, and collections — and these applications are more established with customers than its marketing capabilities. Eighty percent of its relatively small RTIM install base consists of financial services, healthcare, and pharmaceutical firms. We spoke with customer references in these regulated sectors who value FICO's governance credentials for their B2C and B2B2C marketing activities. These customers admitted that their FICO implementations are more event-driven versus real-time today, but they plan to grow into FICO's newer capabilities.
- › **Pitney Bowes supports the customer life cycle with postpurchase RTIM.** Pitney Bowes provides RTIM via its EngageOne Communications Suite modules for campaigns, communications, and personalized interactive video, and it incorporates data management and geospatial capabilities from its broader portfolio. Its RTIM use cases for customer service are more advanced than its marketing capabilities, which focus primarily on retention strategies. One reference said, "There is little evidence of any real integration" between inbound and outbound capabilities to help ensure consistency across marketing offers. Some references also expressed concern about

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resource allocation for account management, though one complimented the “exceptional service and great product knowledge” of a local support contractor (a model that Pitney Bowes leverages in some geographies).

- › **Infor bundles verticalized versions of its omnichannel decision hub.** Infor’s Interaction Advisor complements its CCCM offering with predictive analytics and machine learning to address next-best-offer decisions for inbound channels. Infor is doubling down on the retail sector in addition to its focus on financial services and high-tech verticals, and, in March 2017, it announced a partnership with Marketo for B2B and B2C considered purchase environments. We spoke with long-term customer references who were using Infor in a variety of offline and online channels; one reference told us that Infor was historically better for outbound channels, but that they were pleased with “recent strides to cover gaps in inbound capabilities.” References also raised issues with the amount of effort required to integrate technologies from other vendors.
- › **Emarsys packages easy-to-use RTIM at an attractive price.** Emarsys has steadily grown its retail install base and also sells its cost-effective B2C Marketing Cloud in the hospitality, leisure, and entertainment sectors. It is leveraging investments from TPG and Vector Capital to embed what it calls “hype-free and tangible AI” to address RTIM via its marketer-friendly UX. Its initiatives are gaining traction, but we spoke with customer references who are currently using Emarsys for outbound email campaigns and event-driven messaging versus inbound, customer-initiated RTIM. These customers plan to roll out more real-time experiences, such as a new mobile loyalty app and proximity-based offers. They indicated that they will evolve with Emarsys as it further develops its RTIM solution beyond today’s optimization and recommendation capabilities.

Contenders Specialize In Digital Marketing And Advertising Use Cases

- › **Rocket Fuel covers RTIM use cases for digital advertising.** Rocket Fuel integrates its data management platform, demand-side platform, and AI-enabled “moment scoring” technology to help optimize media strategies. It primarily manages digital advertising strategies but also personalizes web, eCommerce, and mobile app content, and it integrates with email and mobile messaging providers for retargeting or triggered communications. Rocket Fuel does not directly support offline RTIM use cases, but it can provide customer insights to the technologies that manage these channels. We spoke with customer references who were generally happy with Rocket Fuel’s digital advertising capabilities within their broader RTIM environments. But a global reference told us, “Rocket Fuel has been great in the US, but we’d like to see better capability and service in Europe.”
- › **IgnitionOne optimizes cross-channel audience engagement.** IgnitionOne primarily addresses search and display advertising, web personalization, eCommerce recommendations, and email retargeting. Its LiveMarketer provides real-time visualization of known and anonymous customer profiles, including IgnitionOne’s proprietary engagement score. IgnitionOne provides limited support for RTIM use cases beyond converting online browsers to buyers using paid media

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or owned content. It is investing in analytics, insights, and performance measurement to help marketers understand how these digital investments contribute to the overall customer journey. Customer references unanimously praised IgnitionOne as a strategic partner, with one declaring, “I can’t say enough good things about their innovation and our close working relationship.”

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Supplemental Material

Survey Methodology

Forrester fielded its Q1 2017 Global Real-Time Interaction Management Customer Reference Online Survey to 43 individuals who are current clients of the vendors included in our Forrester Wave evaluation. Each vendor was asked to supply a minimum of three customers. For quality assurance, panelists were required to provide contact information and answer basic questions about their firms. Forrester fielded the survey from March to April 2017. Respondent incentives included a copy of the published research.

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Online Resource

The online version of Figure 3 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution. We evaluated the vendors participating in this Forrester Wave, in part, using materials that they provided to us by March 15, 2017.

- › **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls where necessary to gather details of vendor qualifications.
- › **Product demos.** We asked vendors to conduct demonstrations of their products' functionality. We used findings from these product demos to validate details of each vendor's product capabilities.
- › **Customer reference calls.** To validate product and vendor qualifications, Forrester surveyed 43 customer references, with a minimum of three customer references per participating vendor. We also conducted reference calls with three of each vendor's current customers.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria for evaluation in this market. From that initial pool of vendors, we narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with customer references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave evaluation — and then score the vendors based on a clearly defined scale. We intend these default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. For more information on the methodology that every Forrester Wave follows, go to <http://www.forrester.com/marketing/policies/forrester-wave-methodology.html>.

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Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with our Integrity Policy. For more information, go to <http://www.forrester.com/marketing/policies/integrity-policy.html>.

Endnotes

- ¹ For more information on the value of customer-centric campaigns, see the Forrester report “[The Power Of Customer Context.](#)”
- ² For more information, see the Forrester report “[Combine Systems Of Insight And Engagement For Contextual Marketing.](#)”
- ³ Use Forrester’s Customer Obsession Assessment to diagnose how customer obsessed you are and to compare yourself with other firms. See the Forrester report “[The Customer Obsession Assessment.](#)”
- ⁴ For more information on how investing in RTIM technologies can help your business, see the Forrester report “[An Aggressive BT Strategy Will Deliver Customer Obsession — 2017.](#)”
- ⁵ Real-time interaction management technology delivers personalized, relevant information that is crucial for an optimized customer experience. See the Forrester report “[The Top Emerging Technologies To Watch: 2017 To 2021.](#)”
- ⁶ This Forrester Wave weighted decision arbitration as the most valuable technology component of a vendor’s RTIM solution. Refer to the detailed scorecards to review individual vendor capabilities for predictive analytics, real-time analytics, artificial intelligence, offer optimization, and business rules management.
- ⁷ For more information on the current state of artificial intelligence technologies, see the Forrester report “[TechRadar™: Artificial Intelligence Technologies, Q1 2017.](#)”
- ⁸ This Forrester Wave treated integration as a critical RTIM requirement. Refer to the detailed scorecards to review individual vendor integration capabilities for data, channels, content, operations, native offerings, and third-party products.
- ⁹ Source: Barry Levine, “MarTech Landscape: What is RTIM?” MarTech Today, January 17, 2017 (<https://martechtoday.com/martech-landscape-rtim-194259>).
- ¹⁰ Source: Scott Brinker, “Marketing Technology Landscape Supergraphic (2017): Martech 5000,” Chief Marketing Technologist Blog, May 10, 2017 (<http://chiefmartec.com/2017/05/marketing-technology-landscape-supergraphic-2017/>).
- ¹¹ For more information on the role of RTIM marketing technology in your business, see the Forrester report “[The Next Generation Of Enterprise Marketing Technology.](#)”
- ¹² For more details on the right point solution for your enterprise marketing software suite, see the Forrester report “[Complement Your EMSS With Best-Of-Breed Point Solutions.](#)”
- ¹³ For more information on the effect that post-digital transformation will have on personalized customer interactions, see the Forrester report “[Thriving In A Post-Digital World.](#)”
- ¹⁴ In 2015, 18% of RTIM customer references reported annual interaction volumes of 500 million or more, and 9.5% of customer references reported RTIM solutions with a majority of anonymous versus known customers. Source: Forrester’s Q2 2015 Global Real-Time Interaction Management Customer Reference Online Survey.

In 2017, 27.5% of RTIM customer references reported annual interaction volumes of 500 million or more, and 30.1% of customer references reported RTIM solutions with a majority of anonymous versus known customers. Source: Forrester’s Q1 2017 Global Real-Time Interaction Management Customer Reference Online Survey.

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Advanced Analytics And Cross-Channel Integration Are Fueling RTIM Adoption

¹⁵ For more information on adtech and martech convergence, see the Forrester report “[A More Perfect Union: Adtech And Martech Convergence Will Revolutionize Marketing.](#)”

¹⁶ For an overview and categorization of the newest technology in marketing, see the Forrester report “[The Top Emerging Technologies For B2C Marketers.](#)”

¹⁷ For more information on how to manage your RTIM technology, see the Forrester report “[Brief: Demystifying Real-Time Interaction Management.](#)”

¹⁸ For more information on RTIM use cases, see the Forrester report “[Vendor Landscape: Real-Time Interaction Management.](#)”

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