

CRM Marketing Buyers Guide

Software Provider and Product Assessment

**SOFTWARE
PROVIDER
REPORT**

***ISG** Research

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Key Takeaways – CRM Marketing

CRM marketing has become a strategic priority as enterprises address rising acquisition costs, stricter privacy requirements and pressure to demonstrate measurable marketing return. Fragmented technology stacks and reduced reliance on third-party data are accelerating consolidation around unified CRM environments. Organizations are prioritizing centralized customer data and coordinated engagement to improve targeting precision, strengthen sales alignment and connect marketing activity directly to revenue outcomes.

Software Provider Summary

The ISG Buyers Guide™ for CRM Marketing evaluates 17 software providers offering products that support audience segmentation, campaign orchestration, lead management, attribution analytics and AI-driven personalization. The research ranked the top three overall leaders as Salesforce, Oracle and HubSpot. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Adobe, Creatio, HubSpot, Microsoft, Oracle, Salesforce, Veeva and Zoho were rated Exemplary, with SAP rated Innovative. Infor was rated as Assurance, and BUSINESSNEXT, Constant Contact, monday.com, Odoo, Oracle NetSuite, Sage and Zendesk were rated as Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (40%) and Platform (40%), which includes adaptability, manageability, reliability and usability. Salesforce, Oracle and HubSpot achieved the highest performance as Leaders in this category, supported by advanced audience segmentation, campaign orchestration capabilities and robust platform foundations, enabling governance, scalability and enterprise integration. 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. Salesforce, HubSpot and Oracle were the Leaders in this category, demonstrating strong customer advocacy and a 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 prioritize CRM marketing platforms that unify first-party data, attribution and workflow within governed architectures. Evaluation must emphasize integration with sales processes, transparency in performance measurement and disciplined AI oversight. Cross-functional alignment across marketing, sales and revenue operations is essential to sustain trust in reporting and drive measurable pipeline contribution.



CRM Marketing

CRM marketing capabilities have become a strategic priority as enterprises confront rising customer acquisition costs, stricter data privacy requirements and increasing pressure to demonstrate measurable return on marketing investment. Fragmented marketing technology stacks and reduced reliance on third-party data are driving organizations to consolidate customer data and engagement within unified CRM environments. Enterprises are prioritizing CRM marketing to improve targeting precision, strengthen alignment with sales and connect marketing performance directly to revenue outcomes.

ISG Research defines CRM marketing as software capabilities that manage and optimize audience segmentation, campaign orchestration, lead management and marketing performance measurement using centralized customer data. These capabilities integrate first-party data, interaction history and behavioral insight to support coordinated engagement



Successful initiatives align marketing, sales and revenue operations around shared metrics and accountability.

across channels. By unifying customer profiles and campaign activity, CRM marketing enables consistent messaging, improved attribution and clearer visibility into pipeline contribution and revenue impact.

Enterprises need marketing capabilities that deliver accurate segmentation, real-time performance insight and seamless lead handoff to sales while maintaining compliance with privacy and consent requirements. Today's CRM platforms should provide advanced audience segmentation, multichannel campaign orchestration, automated lead scoring and embedded analytics that connect engagement metrics to revenue results. AI can enhance personalization, content

generation and next-best-action guidance within defined governance controls. Adoption challenges often stem from disconnected data sources and unclear ownership. Without strong data governance and cross-functional alignment, marketing effectiveness and trust in reporting erode.

When evaluating CRM marketing software, enterprises should assess data unification, attribution transparency, AI governance and integration depth with sales workflows. Successful initiatives align marketing, sales and revenue operations around shared metrics and accountability rather than siloed performance targets.

The 2026 ISG Buyers Guide™ for CRM Marketing evaluates software providers across key capability areas, including audience segmentation, campaign orchestration, lead management, attribution analytics and AI-driven personalization. This research evaluates the following software providers: Adobe, BUSINESSNEXT, Constant Contact, Creatio, HubSpot, Infor, Microsoft, monday.com, Odoo, Oracle, Oracle NetSuite, Sage, Salesforce, SAP, Veeva, Zendesk and Zoho.



The Findings – CRM Marketing

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 Salesforce atop the list, followed by Oracle and HubSpot. Providers that place in the top three of a category earn the designation of Leader. Oracle and Salesforce have done so in five categories, HubSpot in four and Microsoft in one category.

The quadrant chart below presents ratings for Product Experience and Customer Experience on the x- and y-axes, respectively, to visually classify software providers. Those providers whose Product Experience has above-median weighted performance on the axis, in aggregate across the two product categories, place farther to the right. The performance and weighting for the Customer Experience category determine placement on the vertical axis. In short, software providers that place closer to the upper-right on this chart performed better than those closer to the lower-left.

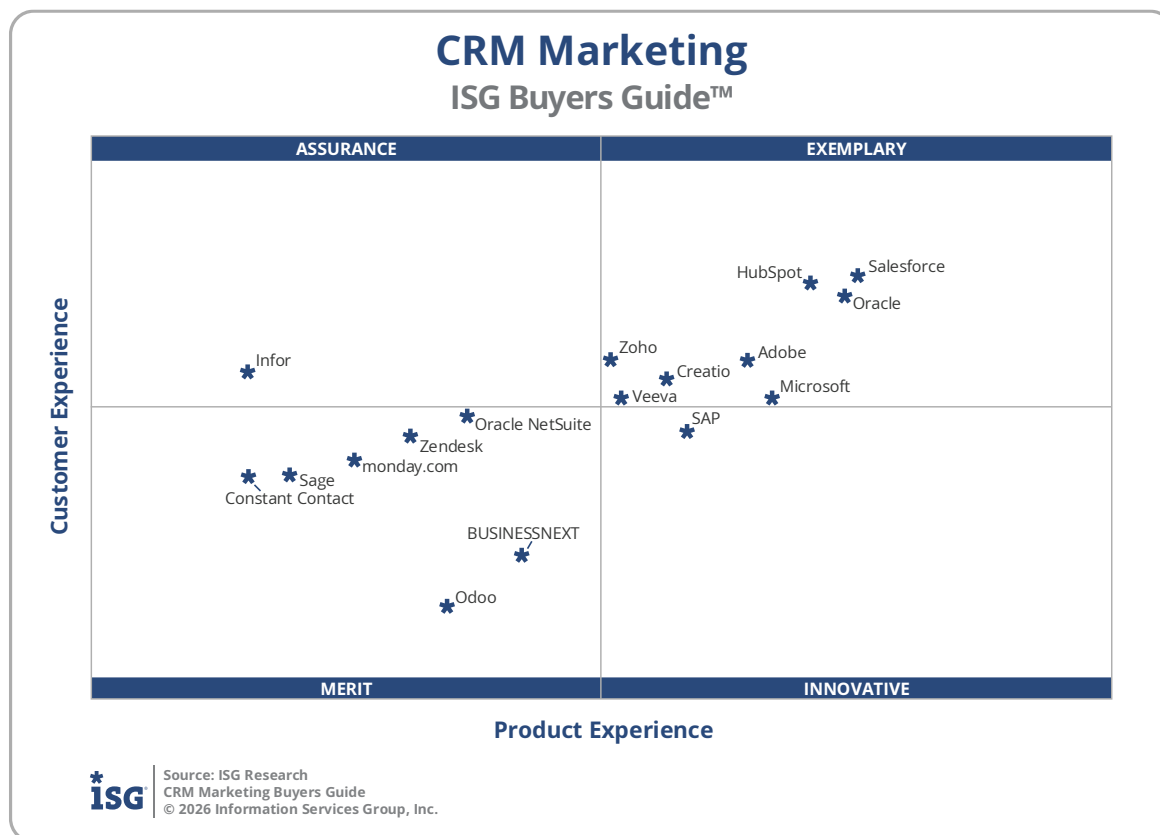
The research categorizes and rates software providers into one of four categories: Assurance, Exemplary, Merit or Innovative. Placement represents the software providers' weighted performance in meeting the requirements of product and customer experience.

CRM Marketing Overall

Providers	Grade	Performance
Salesforce	A-	Leader 84.2%
Oracle	A-	Leader 83.3%
HubSpot	B++	Leader 81.1%
Microsoft	B++	76.3%
Adobe	B++	76.1%
Creatio	B+	73.0%
SAP	B+	71.0%
Zoho	B+	70.6%
Veeva	B+	70.2%
Oracle NetSuite	B-	61.9%
BUSINESSNEXT	B-	61.2%
Zendesk	B-	58.6%
Odoo	C++	55.1%
monday.com	C++	53.9%
Infor	C++	53.2%
Sage	C++	50.3%
Constant Contact	C+	47.6%



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Exemplary: This rating (upper right) represents those that performed above median in Product and Customer Experience requirements. The providers rated Exemplary are: Adobe, Creatio, HubSpot, Microsoft, Oracle, Salesforce, Veeva and Zoho.

Innovative: This rating (lower right) represents those that performed above median in Product Experience but not in Customer Experience. The provider rated Innovative is: SAP.

Assurance: This rating (upper left) represents those that performed above median in Customer Experience but not in Product Experience. The provider rated Assurance is: Infor.

Merit: This rating (lower left) represents those that did not surpass the median in Customer or Product Experience. The providers rated Merit are: BUSINESSNEXT, Constant Contact, monday.com, Odoo, Oracle NetSuite, Sage and Zendesk.

We advise enterprises to use this research as a supplement to their own evaluations, recognizing that ratings or rankings do not solely represent the value of a provider nor indicate universal suitability of a set of products.



Product Experience

The process of researching products to address an enterprise's needs should be comprehensive, evaluating specific capabilities and the underlying platform of the product. Our evaluation of the Product Experience examines the lifecycle of onboarding, configuration, operations, usage and maintenance. Too often, provider assessments focus on market execution and future vision rather than the full product.

Product Experience accounted for 80% (four-fifths) of the rating based on the underlying weighted performance. The category weighting was 40% for Capability and 40% for Platform. Salesforce, Oracle and HubSpot were designated Product Experience Leaders.

Capability of the Product

The Capability criteria assess the products and features across a broad range of CRM marketing capabilities, including sales and opportunity management, service and case management, marketing and contact management, partners and partner relationship management, digital commerce, prospect and lead management, campaign management, market and account segmentation, customer data management and analytics and reporting.

ISG Research evaluated the full scope of CRM marketing capabilities. The research weights Capability at 40% of the overall rating. Salesforce, Oracle and Microsoft are the Leaders in this category.

The Capability evaluation for CRM marketing provides a framework for enterprises. Software providers with greater breadth and depth and that support the full set of needs fared better.

CRM Marketing Product Experience

Providers	Grade	Performance
Salesforce	A-	Leader 67.5%
Oracle	A-	Leader 67.0%
HubSpot	B++	Leader 64.2%
Microsoft	B++	62.9%
Adobe	B++	61.2%
SAP	B+	58.1%
Creatio	B+	57.0%
Veeva	B	54.6%
Zoho	B	54.0%
BUSINESSNEXT	B-	49.8%
Oracle NetSuite	B-	47.4%
Odoo	B-	45.6%
Zendesk	C++	43.6%
monday.com	C++	40.1%
Sage	C+	36.3%
Constant Contact	C	34.1%
Infor	C	33.9%



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CRM Marketing Capability

Providers	Grade	Performance
Salesforce	A	Leader 91.9%
Oracle	A	Leader 89.4%
Microsoft	A	Leader 88.7%
HubSpot	A-	84.5%
Adobe	A-	83.2%
SAP	A-	82.0%
Creatio	B++	75.1%
Zoho	B-	61.4%
Veeva	B-	61.4%
BUSINESSNEXT	B-	61.2%
Oracle NetSuite	B-	59.6%
Odoo	B-	58.5%
monday.com	C+	46.5%
Zendesk	C+	45.6%
Constant Contact	C	38.3%
Sage	C-	36.1%
Infor	F	14.9%



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Platform of the Product

The Platform category evaluates the underlying requirements of a platform and examines how well a software product meets enterprise needs across business and IT. It measures how effectively the product can be managed, configured and integrated into enterprise environments; how efficiently it can be governed and secured; how reliably it performs and scales; and how intuitively it supports users across varied roles and skill levels. The Platform category in the ISG Buyers Guide examines specific requirements for adaptability, manageability, reliability and usability.

The grading of the underlying platform focuses on a software product's overall robustness and the flexibility of a provider's software foundation. Adaptability measures a product's ability to be customized and integrated across systems and data, while manageability focuses on governance, security and compliance. Reliability considers performance and scalability across environments, and usability assesses how intuitive and accessible the product is through design, AI use and ongoing provider investment.

ISG Research evaluated 16 function points in 5 sections to assess the full scope of platform capabilities. The research weights Platform at 40% of the overall rating. Oracle, Salesforce and HubSpot are the Leaders in this category.

Platform is an essential evaluation category as it indicates the strength and resilience of a software provider's product architecture. A well-designed platform ensures secure and compliant operations, dependable scalability and uptime, and a unified, intuitive experience for a range of usage personas. It also reflects the provider's capacity to support deployment models while maintaining flexibility to meet enterprise demands.

Software providers that performed best in the Platform category have support for the breadth and depth of needs across business and IT, supporting adaptability, manageability, reliability and usability. Providers with lower performance were challenged in one or more of these areas or did not demonstrate a cohesive, enterprise-grade approach. The underlying platform for a software provider's products is essential in any evaluation.

CRM Marketing Platform

Providers	Grade	Performance
Oracle	B++	Leader 78.1%
Salesforce	B++	Leader 76.9%
HubSpot	B++	Leader 76.1%
Veeva	B++	75.1%
Zoho	B+	73.6%
Infor	B+	69.9%
Creatio	B+	69.9%
Adobe	B+	69.9%
Microsoft	B	68.5%
BUSINESSNEXT	B	63.4%
Zendesk	B	63.4%
SAP	B	63.3%
Oracle NetSuite	B-	58.9%
Odoo	C++	55.4%
Sage	C++	54.6%
monday.com	C++	53.8%
Constant Contact	C+	46.9%



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Customer Experience

The importance of a customer relationship with a software provider is essential to the actual success of the products and technology. The evaluation of the Customer Experience and the entire lifecycle an enterprise has with its software provider is critical to ensuring satisfaction with that provider. The ISG Buyers Guide examines a software provider's customer commitment, viability, customer success, sales and onboarding, product roadmap and partner and support services. The customer experience category also examines TCO/ROI and how well a software provider demonstrates the product's overall value, costs and benefits, including the tools and resources to evaluate these factors.

The research results in Customer Experience account for 20% (one-fifth) of the full 100% index, and represent the underlying provider validation and TCO/ROI requirements as they relate to the framework of commitment and value to the software provider-customer relationship.

The software providers that ranked the highest in the Customer Experience category are Salesforce, HubSpot and Oracle. These category leaders best communicate commitment and dedication to customer needs.

Software providers that did not perform well in this category did not provide sufficient information to demonstrate success or articulate a commitment to customer experience.

Partnering with a software provider requires continuous investment, so a holistic evaluation must include examination of the customer experience by providers.

CRM Marketing Customer Experience

Providers	Grade	Performance
Salesforce	A-	Leader 17.5%
HubSpot	A-	Leader 17.2%
Oracle	A-	Leader 16.9%
Zoho	B++	15.7%
Adobe	B++	15.6%
Infor	B++	15.4%
Creatio	B++	15.2%
Veeva	B+	14.7%
Microsoft	B+	14.7%
Oracle NetSuite	B+	14.3%
SAP	B+	14.0%
Zendesk	B	13.7%
monday.com	B	13.0%
Sage	B	12.6%
Constant Contact	B	12.6%
BUSINESSNEXT	B-	11.4%
Odoo	C+	9.8%



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Software Provider Inclusion – CRM Marketing

For inclusion in the ISG Buyers Guide™ for CRM Marketing in 2026, a software provider must be in good standing financially and ethically, have at least \$70 million in annual or projected revenue verified using independent sources, sell products and provide support on at least two continents and have at least 100 customers. The principal source of the relevant business unit's revenue must be software-related, and there must have been at least one major software release in the past 12 months.

To be evaluated, the software provider must offer products that include the following capabilities: support for prospect and lead management, campaign management, market and account segmentation, customer data management and analytics.

The research is designed to be independent of the specifics of software provider packaging and pricing. To represent the real-world environment in which businesses operate, we include providers that offer suites or packages of products that may include relevant individual modules or applications. If a software provider is actively marketing, selling and developing a product for the general market and it is reflected on the provider's website that the product is within the scope of the research, that provider is automatically evaluated for inclusion.

All software providers that offer relevant products and meet the inclusion requirements were invited to participate in the evaluation process at no cost to them.

Software providers that meet our inclusion criteria but did not completely participate in our Buyers Guide were assessed solely on publicly available information. As this could have a significant impact on classification and ratings, we recommend additional scrutiny when evaluating those providers.



Products Evaluated

Provider	Product Names	Version	Release Month/Year
Adobe	Adobe Marketo Engage	NA	February 2026
BUSINESSNEXT	CRMNEXT (BUSINESSNEXT CRM)	NA	February 2026
Constant Contact	Constant Contact	NA	February 2026
Creatio	Creatio CRM	Creatio 8.3.2 (Twin)	December 2025
HubSpot	HubSpot CRM	NA	February 2026
Infor	Infor CRM	Infor CRM SLX Version 10	January 2026
Microsoft	Dynamics 365 Sales	2025 release wave 2	October 2025
monday.com	monday CRM	NA	February 2026
Odoo	Odoo CRM	19.1	January 2026
Oracle	Oracle Sales (Fusion Cloud CX)	26A quarterly update	February 2026
Oracle NetSuite	NetSuite CRM	NetSuite 2026.1	February 2026
Sage	Sage CRM	Sage CRM 2025 R2	January 2026
Salesforce	Agentforce Marketing	Spring '26 Release	February 2026
SAP	SAP Sales Cloud (SAP Cloud for Customer)	Release 2602	February 2026
Veeva	Veeva Vault CRM	Veeva CRM 25R3.0	December 2025
Zendesk	Zendesk for Customer Service	NA	February 2026
Zoho	Zoho CRM	NA	January 2026



Salesforce

Company and Product Profile

Agentforce Marketing, v. Spring '26 Release, released February 2026

"Salesforce helps organizations of any size become Agentic Enterprises — integrating humans, agents, apps, and data on a trusted, unified platform to unlock unprecedented growth and innovation." - Salesforce

Summary

Our analysis classified Salesforce as Exemplary, receiving an overall grade of A- with an 84.2% performance. Salesforce's best grouped results came in Customer Experience with an 87.4% performance and an A- grade. In Product Experience, Salesforce received an A- grade with an 83.3% performance. Salesforce was designated a Leader in all categories.

Strengths

Salesforce performed best in Customer Experience, notably in enabling personalized, omnichannel engagement through Agentforce Marketing and Data 360, which allow organizations to unify customer data and deliver real-time, context-aware interactions across channels.

In Product Experience, Salesforce was most effective in providing a comprehensive and extensible marketing platform, with advanced capabilities in journey orchestration, segmentation and AI-driven insights (e.g., Einstein), supported by strong integration across the broader Salesforce ecosystem.

Challenges

The Product Experience evaluation identified opportunities for improvement in simplifying platform complexity, particularly across its portfolio of marketing solutions, and enhancing ease of implementation and integration for organizations seeking to unify capabilities across multiple clouds.

In Customer Experience, Salesforce could benefit from further streamlining usability and adoption, enabling marketing teams to more easily activate advanced capabilities such as real-time personalization and AI-driven decisioning without requiring significant technical expertise or specialized resources.

CRM Marketing		
Salesforce		
Exemplary Provider		
Category	Performance	Grade
Overall	Leader 84.2%	A-
Product	Leader 83.3%	A-
Capability	Leader 91.9%	A
Platform	Leader 76.9%	B++
Customer	Leader 87.4%	A-

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Buyers Guide Overview

ISG Research has conducted market research for over two decades across vertical industries, business applications, AI and IT. We have designed the ISG Buyers Guide to provide a balanced perspective on software providers and products, rooted in an understanding of business and IT requirements. Utilizing our research methodology and decades of experience, our Buyers Guide is an effective tool for assessing and selecting software providers and

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ISG Research has designed the Buyers Guide to provide a balanced perspective on software providers, rooted in an understanding of business and IT requirements.

products. The findings of this research provide a comprehensive approach to rating software providers and rank their ability to meet specific product and customer experience requirements.

This ISG Buyers Guide is the distillation of continuous market and product research. It is an assessment of how well software providers' offerings address enterprises' requirements. The Value Index methodology is structured to support a request for information (RFI) for a request for proposal (RFP) process by incorporating all criteria needed to evaluate, select, utilize and maintain relationships with software providers. The ISG Buyers Guide evaluates customer experience and the product experience across capability and platform.

The structure of the research reflects our understanding that the effective evaluation of software providers and products involves far more than just examining product features, potential revenue or customers generated from a provider's marketing and sales efforts. It can ensure the best long-term relationship and value achieved from a resource and financial investment. We believe it is important to take a comprehensive, research-based approach, since making the wrong choice of software can raise the total cost of ownership, lower the return on investment and hamper an enterprise's ability to reach its potential. In addition, this approach can reduce the project's development and deployment time and eliminate the risk of relying on opinions or historical biases.

ISG Research believes that an objective review of existing and potential new software providers and products is a critical strategy for the adoption and implementation of enterprise software. An enterprise's review should include an analysis of both what is possible and what is relevant. We urge enterprises to conduct a thorough evaluation, and we offer this ISG Buyers Guide as both the results of our in-depth analysis of these providers and as an evaluation methodology.



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