DIGITAL SENSE GLOSSARY

A

Account-Based Marketing ABM is an emerging B2B marketing methodology in which businesses regard every client as a market of one. "In ABM, all communications with key accounts is individually focused, personalized communications. Tools in this category range from ABM platforms to tools supporting predictive marketing and Account-Based Marketing."

Subcategory

Account-Based Marketing Machine Learning Platforms The newest products in Account-Based Marketing utilize powerful Machine Learning tools to define and market to a market of one.

Advertising: Ad Creation Tools in this category automate the process of creating compelling advertising, on one or several platforms. Some products integrate with other platforms; others are entire platforms with tools for advertising management.

Subcategories

Display Advertising Wizards Tools in this category are ad builder wizards enabling advertisers and agencies to set up, manage, and track online display ads. Display ads include Web banner ads, sidebar ads, and interstitial or overlay ads, which may contain any combination of text, images, video, and sound.

Sponsored Content and Advertorials Sponsored Content refers to any content that appears to be entertainment or editorial but is actually paid-for advertising. It's a specific kind of native advertising where the content tells a story that shows a brand in a positive light. Tools in this category are designed to automate and track the work required to find, engage, and transact with the right blogs and other online outlets for sponsored content and to measure referral traffic and conversions.

Advertising: Management and Ad Serving Management and Ad Serving tools allow marketers to produce advertising, measure its performance, and redirect ads to the best audiences for their products. Tools in this category range from large platforms with multiple capabilities to software that tracks users who leave without making a purchase.

Subcategories

Ad-Block Mitigation Ad-Block Mitigation tools detect ad blockers and automatically seek alternative methods to deliver advertising via a number of platforms.

Ad Campaign Performance Ad Campaign Performance software uses A/B and multivariate testing tools to identify the best-performing ads, so decision-makers optimize ad

spend. Ad Campaign Performance software is available stand-alone or bundled as part of an analytics package or as part of an all-in-one Advertising Management Platform.

Ad Serving Software An Ad Server is a large, high-capacity platform that stores, tracks, and exposes the ad content advertisers want displayed digitally. Ad Server software reports ad performance: user clicks, postclick and postimpression activities, enabling Networks and Exchanges to establish metrics-based pricing. Ad Serving can be managed by a stand-alone system, owned by an individual publisher, by an Ad Network, or via a module that's bundled into an all-in-one Advertising Management Platform.

Advertising Automation Platform Advertising Automation platforms are all-in-one solutions that enable marketing teams to efficiently manage a cross-channel campaign. Tools in this category promote collaboration from initial idea (whiteboarding) to post-campaign performance metrics sharing. An Advertising Automation Platform may be stand-alone or bundled as part of an advanced Marketing Automation package.

Location-Based Advertising Location-Based Advertising (LBA) tools are also called hyperlocal mobile advertising. Tools in this section use geolocation and personalized promotion, noting when consumers come within physical range of a buying opportunity. Beaconing, Geofencing, and Near Field Communication (NFC) are all emerging LBA tools, all designed to target proximity shoppers.

Targeted Advertising Tools in this category help marketers reach the right customer by serving ads to customers based on demographics, geolocation, device, or IP address.

Advertising: Real-Time Bidding and Ad Buying Real-Time Bidding allows advertisers to purchase an online ad for the best price via an online auction that is over in mere seconds. Tools in this category include Data Management Platforms (DMP) that integrate with Demand Side Platforms (DSP), which buy ad impressions via Ad Exchanges. Publishers use Supply Side Platforms to manage their side of the deal, also listed in this category.

Subcategories

Ad Buying Platforms The tools in this section, often called Programmatic Advertising Platforms, automate the purchase and sale of digital advertising inventory either through auction-based Real-Time Bidding (RTB) or direct purchase.

Ad Exchange Ad Exchanges are online networks where advertisers and publishers may buy and sell advertising. Ad Exchanges integrate with advertiser-owned Demand Side Platforms and publisher-owned Supply Side Platforms.

Ad Networks An Ad Network specializes in aggregating ad space from a variety of online publishers and in coordinating to sell that space to advertisers. Ad Networks may operate alone or align as a group to form Ad Exchanges. Listed in this category are the Ad Networks used by publishers as well as the software platforms used by marketers to access those networks.

Data Management Platform Data Management Platform (DMP) software allows marketers to store audience intelligence and segment that information by demographics or other segments to optimize future ad buys. Data Management Platforms integrate with Demand Side Platforms, which purchase advertising based on DMP report results.

Demand Side Platform Using a Demand Side Platform (DSP), advertisers buy and manage all of their various advertising through one central interface. The DSP automatically bids on ad impressions from an Ad Exchange. DSPs integrate also with Data Management Platforms (DMPs) and Ad Exchanges.

Retargeting When enabled on a website, Retargeting software tracks website visitors who click away from a brand website without making a purchase, later serving those same visitors relevant ads as they continue to browse other sites online. Tools in this section automate retargeting on one or multiple platforms. Packages may include analytics to monitor retargeting success.

Supply Side Platform Using a Supply Side Platform (SSP), publishers manage and sell online ad space. The SSP integrates with an online Ad Exchange, from which it receives bids for space.

Advertising: by Medium Advertising tools by medium automate processes that allow marketers to purchase online ads specific to one format. Where more than one medium is served, products are listed in multiple categories.

Subcategories

Broadcast and TV Advertising Tools in this category help streamline and automate buying and selling of TV advertisements across all devices that now deliver TV content.

Direct Mail Direct Mail is the traditional and long-standing foundation of direct marketing. Direct Mail marketing campaigns include any printed promotional material delivered via the post directly to consumer homes and workplaces. Direct Mail marketing tools include software for creating promotional postcards and mailers, mailing software, list management, and direct mail tracking software.

E-mail Advertising E-mail advertising platforms enable marketers to reach new prospects through advertising in third party e-mail channels and newsletters.

In-Game Advertising In-Game Advertising (IGA) is served to computer or mobile players involved in a game (and not games created to promote a product). Tools in this category include game-specific intelligent ad serving platforms, ad networks, analytics, and in-game purchasing platforms.

Mobile Advertising Mobile Advertising tools are purpose-built for serving advertising on mobile devices. Tools in this category may also include functions for creating mobile advertising.

Native Advertising Native Advertising is specifically designed to blend seamlessly with the surrounding Web content. Tools in this category help with native ad planning, buying and selling, and overall native ad management.

Print Media and Newspaper Advertising Print Media and Newspaper Advertising describes the process of placing paid ads into a variety of printed media including newspapers, magazines, circulars, or any kind of specialized printed medium. Companies seeking to advertise in print first determine the targeted demographic or geographic audience. Online tools exist to help businesses of all kinds to place ads in national papers,

metro publications, daily newspapers, college newspapers, community newspapers, specialty magazines, and more.

Radio Advertising Tools in this section help advertisers find and buy radio advertising.

Social Media Advertising Social Media Advertising tools automate the process of serving advertising on social media platforms. Tools in this category may include functions to create advertising for specific or multiple platforms.

Video Advertising Video Advertising tools enable advertisers to create, deliver, and measure video ad campaigns across devices, and to find and target audiences. Video Advertising describes various video-enabled Display Advertising methods (banner, sidebar, interstitial, or overlay) or any video ad served as part of streaming video, video-on-demand, digital subscription, and webcasts. Video ads are served as preroll units (before the video content begins), midroll, or postroll. The term sometimes extends to include Companion ads, the branded skin or content surrounding embedded video on any website. Today's feature-rich video marketing platforms enable tracking of ad view counts: how long each viewer let a video play, how many let it play to completion, and how well each video is contributing to sales goals.

Affiliate and Network Marketing Affiliate and Network Marketing describes the three-way performance-based transaction between a brand, a publisher, and the consumer. Put simply, a brand (the merchant) pays a publisher (the affiliate) an agreed-upon fee in exchange for the affiliate connecting the brand in some way with new customers. An industry-standard set of cost models guides the transactional relationship between the merchant and the affiliate, but generally the affiliate gets paid based upon some action taken by the consumer, such as a click-through or a sale—called a conversion, which the tools in this category track and report.

Subcategories

Affiliate Merchant An Affiliate Merchant is any company or publisher that advertises or sells goods and services through an Affiliate program.

Affiliate Network Affiliate Networks are specialized advertising vendors that broker transactions between brands/advertiser and publishers (affiliates). Publishers are generally allowed to join Affiliate Networks at no cost. Brands pay a fee to participate in the network in exchange for making use of the network's advanced tracking and reporting tools, simplified payment processing, and access to a larger base of affiliates/publishers that they would otherwise be unable to reach. A standard set of cost models guides the transactional relationship, typically either revenue sharing, performance-based, or Cost-per-Impression (CPM) depending upon the terms of the affiliate program.

Affiliate Platform An Affiliate Platform enables Affiliate Networks, brands, and publishers to efficiently manage their transactional relationship in one platform.

Group Buying Group Buying platforms allow businesses to offer services at a steep discount, allowing the customer to recoup some of the funds lost when services (plane seats, hotel rooms) are not used. The discount is received by the buyer when a minimum number of users buys the same product within a time frame. Group Buying platforms are social, allowing new users to discover the products and services offered and share their

finds on social media. Those owning the platform earn a percentage of each sale made by the business.

Product Discovery Platform Product Discovery describes product launch eCommerce websites, affiliate merchant sites with powerful product recommendation engines, and new product marketplaces that enable shoppers to find niche, undiscovered products created by independent, underrepresented creators and new venture business entrepreneurs.

Analytics: Audience Segmentation Audience Segmentation tools allow marketers to divide their audiences into homogenous groups by demographics, location, and even IP address to fine-tune a message directly to that group.

Subcategory

360° Customer View Tools in this category analyze all touch points with a brand on the customer journey, on any device. The tools specialize in analyzing cross-channel, multi-device habits, synthesizing the various sources of data tracking a single customer who previously would have been viewed as two customers on two devices.

Analytics: Behavioral and Engagement Behavioral and Engagement Analytics track, record, and report consumer data captured while consumers are browsing a website or using a mobile application.

Subcategories

Behavioral Analytics Behavioral Analytics tools are able to detect where users go first, what they click next, how long they linger at certain spots, and other in-session data points. When analyzed and interpreted over time, Behavioral Analytics help organizations to optimize their websites or apps for a better user experience, better engagement, and increased conversions. (*See also* Web Analytics and Optimization)

Conversion Funnel Analysis Tools for Conversion Funnel Analysis are designed to monitor consumers along the sales funnel, detect common traits amongst the customers who follow the entire sales funnel from the top all the way through to conversion, and reveal spots where prospectives hesitate or fall out of the funnel (click "no" for more information CTA, unsubscribe from an e-mail list, abandon a shopping cart).

Retention and Churn Retention and Churn tools interpret consumer data collected through Behavioral and Predictive Analytics, recognizing patterns to determine when and why consumers are leaving stores or abandoning eCommerce shopping carts, and suggest where and when proactive retention and engagement activities are needed.

Visual Predictive Analytics Visual Predictive Analytics tools enable advertisers and agencies to measure the visual performance of ad campaigns before they air by simulating human vision and predicting where users will focus their attention.

Wearables Marketing tools integrating with wearable technology allow marketers to collect location-based and behavioral data indicating state of mind of the customer. Tools in this category include both wearables and the marketing platforms providing analytics of wearable data.

Analytics: Business Intelligence Business Intelligence (BI) describes the ongoing collection of industry, market, and customer data; the analytics tools to extract meaningful patterns

within the data; and the methodology to interpret and present real-world scenarios that describe and predict key factors that impact business success. BI provides decision-makers with the historical and the predictive data they need to respond with improvements in business processes, systems, marketing, and resources.

Subcategories

Business Intelligence Platform Business Intelligence (BI) platforms give companies the ability to create applications to analyze their data, and to produce their findings in reports or dashboards. BI platforms range from basic analysis and visualization tools to suites that include data warehousing, maps, encryption, and customizable user experiences.

Data Integration Also called Data Blending, Data Integration tools include any software that can collect raw data from a variety of different databases, spreadsheets, systems, and other repositories and consolidate it into a single data set for further analysis.

Data Mining Data Mining describes a highly specialized relational method of interpreting Analytics, namely merging internal and external data sets together, aligning the two sets along some common delineation, and developing intelligent queries to extract "if/then" real-world association between those two data sets. Data Mining is the method of data science at play whenever a business makes marketing decisions based upon external factors (for example, the weather or a holiday) as they relate to internal factors (for example, alcohol sales).

Data Modeling Data Modeling enables statisticians to explain complex analysis to business leaders so that they can understand the data that affects their decision-making. Modeling tools distill the vast data collected from analytics; enable statisticians to interpret them, extracting patterns that provide real-world, actionable insight; and present visual, graphic results, for example what internal business KPIs are affected by external factors over time.

Data Visualization and Presentation Data Visualization and Presentation tools organize, chart, graph, or otherwise visually present analytics results. Data may be presented in a variety of formats, generally selected based on its intended audience, which often includes nontechnical business and consumer users. The practice is highly specialized, incorporating elements of IT, business intelligence (BI), data analysis, and graphic design.

Predictive Sales Analytics Predictive Analytics is data mining that collects consumer data from a variety of sources, detects buyer behavior patterns on an individual or group (segmented) basis, and performs calculations that speculate on consumer future engagement. Sales forecasts gain accuracy from using Predictive Analytics to gauge the likelihood of consumers making a purchase.

Voice of the Customer Voice of the Customer tools are platforms to gather and analyze customer reviews of products and services. Time-consuming focus groups and customer interviews can be made to scale with Voice of the Customer tools. Packages include dashboards for customer satisfaction, and may include employee product and service reviews and detailed analytics of customer data.

Analytics: Sentiment and Monitoring Monitoring tools measure the number of times a brand, product, or service is mentioned in traditional media or social media. Sentiment tools

measure attitudes of those discussing the brand, particularly on social media, where grammar and context are key in revealing nuances of negative or positive sentiment. Enterprises monitor their own mentions and those of competitors to garner intelligence on the marketplace.

Subcategories

Image Recognition Image Recognition monitoring is used to search social media for images, logos particularly, that may not be mentioned in the text of social media posts. Image recognition software can be used for real-time tracking of what trademarked images are being shared.

Media Monitoring Tools in this category are Media Monitoring platforms that track brand activity across traditional and online media and social channels. (*See also* Listening)

Social Media Analytics Social media analytics are both the indicators being measured (audience profile, audience size) and the tools for insight and analysis of social media properties. Social Media Analytics tools range from free dashboards to suites reporting followers' habits, or integrate e-mail campaign reporting, and often include features such as the ability to post ahead of time.

Social Media Monitoring Social Media Monitoring tools automate the gathering and reporting of mentions from video, social networks, blogs, message boards and forums, user-generated reviews, or Tweets to unlock customer sentiment.

Speech Analysis Speech Analysis, sometimes called Audio Mining, is primarily a call center function carried out by software designed to analyze real-time or recorded conversations between call center agents and inbound or outbound callers. Speech Analysis covers a variety of technologies designed to detect and track predefined spoken words or phrases. Speech Analysis leads to actionable metrics that show customer satisfaction, agent performance, hold times, hang-ups, and any number of other KPIs.

Text Analysis Text Analysis tools allow businesses to monitor in real time the news and sentiment being shared about their brands, products, and services. These tools also allow users to mine opinions on industry trends and often come with other features, including image recognition.

B

Big Data Big Data refers to the massive, complex sets of structured and unstructured data captured at a high rate of speed from billions of online sources and perpetual Internet activity. Big Data requires highly specialized, secure, and scalable information management technology to adequately capture, warehouse, and process relevant information for actionable insights, and advanced, feature-rich front-end user software to sort, sift, and make sense of so much data.

Subcategories

Big Data Management Platform A Big Data Management Platform captures, warehouses, and processes massive, complex sets of structured and unstructured data for extraction as actionable analytics. Once the data is collected, a Big Data Management Platform enables analysts to create statistical models, predict buyer behavior, and better forecast sales.

Big Data Services Big Data Services include tools for analyzing data sets or adding them to an existing database. Included in this section are companies providing Big Data Sets, including contacts or market information.

Data Security and Governance Security and Governance software monitors the performance of the network and protects the system from attack or fraud.

Data Storage and Archiving Storage and Archiving includes the on-premise, cloud-based, or off-site warehousing, backup, and archiving of digital assets including documents, video, and high-resolution images, and also refers to the highly specialized RAID servers, JBODs, magnetic tape libraries, and other equipment on which the digital assets are stored. (*See also* Digital Asset Management)

Database A Database is the framework that is designed to contain an organized collection of related data. The tools in this category are blank databases that may be customized to serve marketing departments or entire enterprises.

Tag Management Tags—the code on digital products used to track customer behaviors—can now be managed with marketing technology and not IT support. Tools in this section allow marketers to choose what is tracked, measured through tags across channels, working across networks and even campaigns.

Blogging A blog is a website where entries appear in reverse chronological order, or with the newest entry first. Blogs are very often text but can include video, photos, and animations. Blogs are usually thematic about a product or represent a community and have features such as links and comments that allow the posts to be interactive.

Subcategories

Blogging: Commenting System While most basic blog platforms allow comments, Blog Commenting Systems offer enhancements, including sponsored comments to allow native advertising, social media sharing, and authentication of commenters.

Blogging: Platform Blogging platforms allow users to quickly launch a blog on the Web. The most popular free platforms are not subject-specific; many cater to a specific industry. Blogging platforms allow the user to load his/her own text, photos, videos, and other content.

Blogging: Scheduling and Sharing Blog Scheduling and Sharing tools automatically publish prescheduled blog posts, cross-post the same content to multiple blogs and other social channels simultaneously, and connect bloggers with brands seeking content for new audiences.

Brand Management Brand Management is a specialized marketing discipline that owns the market research, positioning, and strategy for shaping consumer sentiment about a brand to define and popularize its public image.

Subcategories

Brand Implementation Brand Implementation is centrally coordinated with partner marketing, partner relationship software, and digital asset management, and is the "real world" application phase of the branding cycle, unifying all of the previously performed research, planning, and creative design and actively putting the brand or rebrand out into the world in the form of visible, tangible items.

Tools in this category include directories, libraries, style guides, and other repositories that contain a company's assets, including traditional printed items such as logos, fonts, and images, ensuring that printers, fabricators, and manufacturers are abiding by color specs, image size and placement standards, proper signage, sourcing and distributing of the right store displays, and consistency in required uniforms and other branded apparel and in the latest version of merchandise and promotional items and packaging; for some franchises, this category of assets may even include customized "branded" building construction.

Font Management Font Management describes any library system or repository that maintains a company's approved, licensed selection of typeface in indexed, shareable digital files. Fonts in use by a company or brand may be public-use, Web-safe fonts, commercially licensed fonts, or custom fonts created for and used exclusively by the brand. Font management platforms are available as stand-alone library systems or bundled as part of an overall Content Management System (CMS), Digital Asset Management (DAM) system, or brand implementation platform.

Trademark, Copyright, and Patent Management A Trademark identifies and protects usage of a "word, phrase, symbol, and/or design" and is administered by the United States Patent and Trademark Office (USPTO). A Patent, also administered by the USPTO, is "a limited duration property right relating to an invention."

C

Channel and Partner Marketing The software for Channel Marketers helps brands share collateral that is adapted within the program by each Channel Partner. Channel Marketing software also helps onboard new partners, manage partner relationships, and assists in rebates and payment for targeted campaigns.

Subcategories

Channel Marketing Automation Software Channel Marketing Automation Software helps brands manage their marketing relationships with partners who resell their products. These platforms provide the means to ensure that brand standards are maintained and that current marketing information is available to partners. Tools in this category are information hubs, asset libraries, microsite and landing page generators, marketing collateral repositories, and automation platforms that push syndicated content to partners. (*See also* Brand Management)

Deal Registration System A Deal Registration system is a feature of some Original Equipment Manufacturer (OEM) partner programs, wherein the OEM requires channel partners (dealer, reseller) to register all potential leads at the beginning of the sales process. The dealer can nurture the lead for a fixed amount of time, during which other partners aren't allowed to compete with the sale.

Franchising A franchise is a licensing agreement between a corporation or brand (the franchisor) and a person or company (the franchisee) who contracts to operate one or more regional, national, or global branded store locations, where every location operates according to the same business format. Tools in this category provide franchisees with dashboard-enabled central resources for, and access to, the latest company branding and

marketing collateral, in-store supplies and promotional items, signage, product, promotions, merchandise, worker uniforms, displays, and furnishings.

Partner Relationship Management Partner Relationship Management (PRM) encapsulates all of the tools enabling organizations to manage dealers, resellers, affiliates, cobrands, and partners in the indirect sales channel. Features may include deal registration, digital asset management, partner marketing guidelines, collateral templates, collateral translation resources, supplier management, franchise management, product knowledge base, product FAQ, dealer training, dealer certification, sales automation, sales forecasting, loyalty program, price list, site selection tool, Customer Relationship Management (CRM), and more.

Collaboration Tools Tools in this category allow individuals or teams, across platforms and time zones, to work together on marketing collateral, campaigns, and brands. Tools include entire suites for collaboration, simple applications for document sharing, and workflow programs allowing real-time decision making.

Subcategories

File Sharing Platform File Sharing tools and applications enable users to share digital content. Tools in this section include collaboration software to allow remote teams to edit files simultaneously over several platforms and, in some cases, in several file types. Some packages allow users to track changes to files and to track sign-offs to finished products.

Instant Messaging Instant Messaging apps enable fast exchanges of information when time is of the essence and include text, voice, video, and file sharing in real time over desktop and mobile devices.

Mind Mapping and Brainstorming Tools Tools in this category include diagramming software, mind mapping platforms, and virtual whiteboards. These tools make it easier for business and creative teams to collaborate, draw up project plans, and share ideas with each other and with clients. These tools help create visual diagrams and project workflows, keep track of thoughts in brainstorming sessions, help solve bottlenecks, analyze gaps in workflow, map out resources, and spark new ideas.

Competitive Intelligence Competitive Intelligence (CI) technology monitors the digital trail left by competitors and notifies the user of changes in websites, e-mail campaigns, social media properties, and in consumers' behavior. Competitive Intelligence software can also track the traditional media campaigns of rivals, noting where they are buying and the success of each campaign.

Subcategories

Competitive Intelligence Platform Competitive Intelligence Platforms allow marketing departments to rank themselves against competitors, offering insights as to where to gain competitive advantages. Among the features many platforms include are testing tools to allow marketers to match campaigns against competitors. Also included are competitive benchmarking tools, key words that drive traffic, and metrics on competitors.

E-mail Intelligence E-mail Intelligence programs gain insight into the campaigns of competitors—where they are targeting as well as the frequency of posts. Some packages integrate e-mail intelligence with social media monitoring.

Web Traffic Measurement Web Traffic Measurement tools size up the competitors' uses of collateral, changes in key words, and frequency of posting on competitor websites. Some packages include monitoring for snippets of source code or specific uses of terminology.

Contact Center Systems and Administration Contact Centers use technology to automate simple tasks to produce a more efficient result. Programs serving contact centers can include automatic dialers, programs to funnel customer biographies to callers, programs that produce schedules, and performance evaluations.

Subcategories

Autodialers and Robocallers Autodialers (or autodialers) are automated outgoing telephone systems programmed to dial down a list of telephone numbers sequentially. This tool is used to convey promotional offers and other marketing messaging. If no one answers the call, an autodialer will hang up and move to the next number on the list; if someone does answer, the autodialer will either play a recorded message or transfer the call to an agent.

Autodialers that immediately connect to a call center agent are called predictive dialers. When autodialers reach a recipient with a recorded message, either live or voice mail, it's called a robocall. Robocalls are placed to targeted recipients by automated calling systems programmed to broadcast a message out to a list of telephone numbers all at once. Some vendors refer to these calls as "voice broadcasts" because they are recorded messages sent to a large group at once, not sequentially.

Call Center System: Enterprise Call Center Management describes the business practices and the technology solutions that drive the core operations of a call center. Call Center managers optimize their operation with feature-rich software solutions that include agent training, automation, scheduling, tracking, analytics, performance evaluation, and more.

Data Masking Consumer privacy is at risk in an era where targeted digital advertising means collecting and warehousing massive amounts of consumer data. To ensure compliance with data privacy regulations and to reassure consumers, call centers use Data Masking software to hide the contents of sensitive data fields to guard against security breaches, namely internal identity theft by call center agents with access to sensitive information.

Inbound Automatic Call Distribution Though the deployment method, feature set, and scale are variable, all inbound automatic call distributions (ACDs) are essentially rule-based auto attendant systems that answer incoming calls and guide the callers to the appropriate business department or persons. ACDs route calls based on caller voice command or keypad selection; for example, "Say or press 1 for technical support."

Interactive Voice Response System An interactive voice response (IVR) is a telephone system that lets a caller interact with a proprietary information database in some way, often requiring secure password or account authentication, such as with banks or utilities. An IVR may be installed stand-alone or bundled with a call center's Automatic Call Distribution (ACD) System. It should be noted that certain vendors use the terms ACD and IVR interchangeably.

Speech Analytics Often used interchangeably with Audio Mining, Speech Analytics is a function carried out primarily by software integrated within a call center and used to analyze real-time or recorded conversations between call center agents and inbound or outbound callers. Speech Analytics covers a variety of software technologies, some more advanced than others, that work in different ways but that ultimately are all designed to detect and track predefined spoken words or phrases to compile actionable metrics about customer satisfaction, agent performance, hold times, hang-ups, and any number of other KPIs.

Content Marketing: Audio Audio is a great form of content, as people can listen to content on the go. These are some tools that help you with podcasting and effects for your shows.

Subcategories

Podcasting Podcasts are episodic audio files created usually around a theme. Podcast tools allow creators to record and edit audio files, encode those files, and load them to the Web.

Sound Effects and Clips Library Sound Effects and Clips Libraries are repositories of music clips, sounds, and effects that are available for download and can be licensed for commercial use.

Content Marketing: Curation and Discovery Tools in this category include ways to drive relevant content tailored to audience interests, real-time content personalization engines, and software that helps audiences easily discover and share content. Curation and Discovery of content is distinctly separate from generating original content; rather it is finding, compiling, and presenting relevant content created by others.

Subcategories

Content Curation Content Curation tools assist in the search for content that is not created in-house and offer ways to present that content. Curation tools can present content in an index; they may also be used to present curated content in lists or in chronological formats to the customer.

Content Customization Content Customization is the broad term for personalizing what content gets seen by whom online. Tools in this category include software platforms or apps coded to monitor user activity, clicks, likes, and shares to display or suggest specially selected content most likely to appeal to certain demographics or situations.

Content Discovery Content Discovery tools use search parameters, networks, and/or upward-trending subjects to identify relevant content. Some tools have added sharing features to make repurposing of content easy.

Social Bookmarking Sites Social Bookmarking Sites have content curated by their communities. Once content is posted, it can be liked, shared by, or voted upon by members of the community.

Content Marketing: Design and Illustration Design and Illustration tools include any software that enables, streamlines, or simplifies the generation of graphic arts content.

Subcategories

Animation and 3D Animation encapsulates the creative artistry and applied technology of setting any kind of visual images into motion. Animation artists and technicians use

tools to create and publish animated content in video games, TV shows, commercial advertisements, and major motion pictures. Tools in this category include updated versions of "old school" animation methods such as flip-books and stop-motion, animation software for 2D and 3D, live-action motion capture, photo-realistic rendering software, GIFs, CGI, and emerging technology.

Crowdsourcing: Design Design crowdsourcing platforms are online workforce marketplaces for sourcing freelance creative talent and designers.

Graphics Software Graphics Software is used to create and manipulate 2D and 3D digital images. Once relegated to accomplished artists, Graphics Software can now be used sometimes in free versions by those of all skill sets.

Infographics Creator Infographics (information graphics) are single-page graphical representations picturing complex ideas in understandable ways. Infographics are designed to inform or instruct. Infographics can be any size, from handout to wall poster. Infographic Creators are drag and drop platforms that make it easy to create professional-looking infographics from a library of templates, shapes, fonts, icons, and tools.

Logo Maker Logo Makers are convenient tools that contain a library of images and fonts, accessible through a user-friendly design dashboard.

Photo Editor Photo Editor tools allow creators to edit photos and save them in multiple formats. Basic tools allow sizing, cropping, and format changes so photos may be used on different platforms. Entire editing suites allow color correction, customizable toolbars, and the combination of several images to create a finished product.

Photography and Stock Images Tools in this category are galleries and directories of photographs and illustrations licensed for commercial use.

Slide Show Platform Slide shows are second screen presentations designed to augment the main presentation (PowerPoint presentation, Television program) and are often social in nature, with marketers curating audience commentary on this platform. Tools in this category are desktop or SaaS products that include a gallery of slide show themes and templates, drag and drop design, multimedia integration, and a methodology to upload and share the presentation online.

Content Marketing: Distribution Distribution of content that is created in-house, curated from customers, or repurposed from vendors requires selection of platforms, channels, and formats to reach the correct audience. This category includes tools that adapt content to audiences, platforms, and devices.

Subcategories

Content Delivery Network A content delivery network (CDN) delivers the fastest possible Web content, directly contributing to overall user experience by enabling faster loading for content and downloads and eliminating video buffering.

Content Syndication Content syndication tools get content distributed across different channels.

Live Streaming Live Streaming tools enable the real-time delivery of media over the Internet.

TV Content Distribution TV Content Distribution describes the service of delivering high-quality video content to the public via traditional and emerging digital, pay or cable TV, satellite, and subscription video-on-demand. Through TV Content Distribution, video content owners allow viewers to watch their content on a variety of appliances, such as video game consoles, set-top boxes, and smart TVs.

Content Marketing: Performance and Scoring Content Performance and Scoring tools are designed to ensure marketing content is hitting its marks. Content is measured by performance (number of page views, traffic, video plays) and scored by number of conversions. (*See also* Web Analytics and Optimization)

Subcategories

Content Performance Tracking Content Performance Tracking tools measure Key Performance Indicators (KPIs). KPIs can be Web traffic, form completions, online sales, or other indicators of the success of a marketing plan.

Content Scoring Content scoring programs measure how marketing content drives conversions. (*See also* Web Analytics and Optimization)

Content Marketing: Planning and Management Tools in this category are designed for organizing and managing content, streamlining the approval processes, and optimizing every aspect of content marketing with analytics.

Subcategories

Content Lifecycle Management Content Lifecycle Management (CLM) tools help organizations define, implement, measure, and control an effective, consistent content management strategy over time. CLM tools help manage the editorial timeline of content on the primary site, e-mail newsletters, social network, and blogs; the tools coordinate collaborative authoring and export to CMS for publishing, collect data to provide insights about content performance, help administer who can see what content and what they can do with it (print, share), and determine how long it remains visible before expiring or going to archive.

Content Management System The Content Management System (CMS) enables control over the schedule that triggers publishing new content, verifying how it looks online, maintaining brand style, format, and font for titles and text, assuring good SEO, and controlling revisions, indexing, and archiving. The platforms vary in features, but a good CMS platform should be automated enough for nontechnical users to quickly master its dashboard, with no need for hand-coding any content or calling in a webmaster.

Content Marketing Platforms Content Marketing requires long-term strategy, analytics, and automated systems and processes designed for targeting the right audience. Tools in this category are enterprise content planning, creation, strategy, and scheduling toolsets; digital marketing hubs capable of managing multimedia, multichannel, and search; and social content experiences that foster engagement over time.

Content Marketing: Video Video is a vital element in today's highly digital marketing ecosystem, incorporating user-generated content as well as content created in-house. Technology is fast evolving to simplify editing suites and analytics to refine content to share across all platforms.

Subcategories

Video Analytics Video Analytics tools monitor, capture, and analyze data about videos to monetize content, assist accounting departments with payment, target content toward the user, and track copyrighted video, seeking unauthorized use.

Video Content Management Video Content Management (VCM) tools help marketing departments capture, upload, and share videos across many platforms. VCM tools require storage for large files but do offer search tools, basic analytics functions, and transcoding (the process of converting file formats for different devices).

Video Editing: Software Video editing tools range from free, simple software for the home hobbyist or webcaster to highly involved suites of Non-Linear Editing (NLE) tools for broadcast professionals.

Video Encoding Also known as transcoding, video encoding is the process of converting video from one format to another so that it can be played on multiple devices in multiple regions of the world.

Content Marketing: Written Content Written Content Creation tools enable, streamline, and improve the creation and ongoing quality of online written content. Tools in this category can aid writers working simultaneously with designers, assist in proofreading, and provide templates for a number of marketing materials.

Subcategories

Copy and Content Writing Tools that enable quality Copy and Content Writing include team collaboration writing spaces, story development platforms, and script development tools.

Name and Tagline Generator Tools in this category can help generate a good name, tagline, slogan, acronym, nickname, or catch phrase for a product, service, program, or company. Creatives seeking branding inspiration enter key words or attributes into an online generation engine, which produces a machine-generated list of possible word-oriented branding choices.

Proofreading Tool Proofreading tools are applications that find and fix spelling errors, grammar mistakes, and repeat words. Proofreading tools are powered by advanced linguistic algorithms and are purpose-built to catch complexities that aren't captured in ordinary word processing spell-checkers, for example, contextual spelling errors—words spelled correctly but used incorrectly—and common mistakes made when a writer is working in a second language.

Talent-Matching Platforms The platforms of this category match writers and content creators with the needs of marketing departments. Writing styles, industry specialties, and languages are all specialties noted by each platform.

Templates Templates are easy-to-use platforms that allow users of all skill levels to create marketing collateral for a number of platforms and in a number of formats. (*See also* Newsletter Creation and Distribution)

Customer Engagement Tools that facilitate conversations between customers, brands, and other consumers include interactive community forums, consumer feedback mechanisms,

engaging calls-to-action, frequent buyer programs, promotional tools, and contests with leaderboards.

Subcategories

Contests and Sweepstakes Contests and Sweepstakes are a creative, easy way for brands to engage users on-site, social, and mobile platforms. The tools in this category make it easy to create branded personality quizzes, meme generation contests, and caption contests and trivia, to name a few.

Gamification Interaction with a brand can be turned into play with Gamification tools. Competition within a social group, scoring, and prizes can be designed to move users toward a goal—be it learning about the product, providing user-generated content, or getting the user to provide information about product use or demographics. Many packages in this category provide lead generation tools to match the data gathered.

Online Forums Online forums are platforms for hosting moderated public discussions focused around a common theme or subject matter, structured so that each discussion subtopic is a separate thread with nested replies, organized newest-first. Included in this category are message boards, bulletin boards, and other forums where members and guests pose and respond to questions, opine, debate, and otherwise engage with each other. (*See also* Community Marketing; *see also* Social Network)

Personalization Tools Personalization tools gather data about the customer's browsing, shopping, and buying habits, and then on behalf of the brand, reach out to the customer based on the user's habits. These programs can customize website experiences, send targeted e-mail, and respond via social media.

Customer Relationship Management Systems Platforms that manage the interaction and relationships of a brand with past, present, and future customers are called Customer Relationship Management (CRM) systems. Packages range from list-updating software to intelligence-gathering platforms that allow marketers to track every customer interaction.

Various features of different Marketing Automation tools can be customized for large enterprises, mobile, nonprofits, small teams, and integration with Enterprise Resource Planning (ERP), on demand or on-site.

Subcategories

Contact List Management Contact List Management is any desktop, Web, or mobile platform on which an organization can upload to or sync with a list of Contacts with custom details as needed based on business requirements. These are simple caller lists and digital address books.

Customer Lifecycle Management These tools measure the success of a Customer Relationship Management program. These programs' analytics can be used to predict the needs of the best customers to find better opportunities for upsell, to time introduction of new products, and to foresee the ending of a customer relationship.

Data Automation and Cleansing Products in this category update marketing and sales lists by matching them against proprietary databases or trusted sources. Other product offerings include finding duplicate data, describing social behavior of contacts, and noting the business outcomes for contacts within a list.

Social CRM A Social CRM integrates with social media tools or includes Social CRM as a feature. You can pull in all of your connections' social channels and see your interactions on e-mail, social, or mobile. It's a great way to stay top of mind with the most valuable people in your business or life.

Customer Service and Support Customer Service and Support tools include knowledge bases, ticketing systems, interactive Q and A software platforms, live chat, mobile messaging, call center software, and service contract administration platforms. (*See also* Contact Center Systems and Administration)

Subcategories

Help Desk: Call Center Platforms Call Center Platforms make more efficient the task of servicing a customer. Programs may include CRM systems, product knowledge bases, inbound call routing technology and call detail records, live chat, and e-mail that integrates with CRM and/or ticketing systems. (*See also* Contact Center Systems and Operation)

Help Desk: Ticketing System Help Desk Ticketing System tracks customer issues using an automatically generated sequential ID number, a Ticket Number, which customers and help desk agents refer to throughout the open phase of the support ticket.

Knowledge Bases and FAQ Generators Knowledge Bases provide marketing departments with the ability to put how-to guides, product information, and Frequently Asked Questions (FAQs) on the screen of any customer, accessible by predictive software shaping questions directly from customers. An FAQ Generator allows brands to use predictive question-and-answer software to resolve customer queries, with the end result being customer satisfaction and fewer customer-driven support tickets.

Live Chat Live Chat is an online messaging application, stand-alone or embeddable, where sales, service, and support agents can chat in real time with users who prefer instant messaging to phone calls.

D

Digital Asset Management Digital Asset Management (DAM) tools allow you to archive digital collateral so it may be kept as a record, reused, updated, and shared among groups. Tools range from document storage to full DAM suites.

Subcategories

Digital Asset Management Platforms Digital Asset Management (DAM) describes the systems and processes of cataloging, archiving, and sharing licensed media files, including photos, illustrations, composites, video, sound files, and documents. Digital Asset Management tools are available as stand-alone library systems or bundled as part of a powerful Content Management System (CMS).

Document Conversion Tool Tools in this category convert documents from one format to another, for example from MS Word to PDF.

Document Management Document Management describes any kind of library system or repository for sharing, tracking, and archiving electronic text-based documents.

Document Management features vary but generally include version control, authoring tools, automatic saving, approval sign-off, and the ability to retrieve prior versions.

Product Information Management Product Information Management tools allow enterprises large or small to centralize the source of product information that is then distributed over different channels to different departments that may not be in the same physical space. Product information can include prices, freight rates, marketing collateral, and brand standards. Product Information Packages may include Web Content tools and Digital Asset Management tools. (*See also* Digital Asset Management Platforms)

E

E-mail Marketing E-mail Marketing is a broad term that describes the delivery of a marketing message to a consumer through e-mail.

Subcategories

E-mail Address Validation and Verification Tools in this category identify and scrub invalid e-mails from a variety of e-mail list sources, including customer CRMs, e-mail marketing lists, and newsletter and other subscriber lists.

E-mail Appending Services Tools in this category take an organization's existing internal target list and match and merge the data with additional data attributes from external lists, including public records, to build a richer, enhanced list.

E-mail Automation E-mail Marketing Programs allow brand representatives to build loyalty, trust, and brand awareness by reaching customers directly. Programs range from applications that automate sending, writing, and tracking e-mail campaigns to suites supporting A/B testing, market segmentation, and dashboards to report results.

E-mail List Building: Scraping Tools in this category are designed to grow a company's e-mail list by harvesting e-mail addresses from online sources.

E-mail Marketing Platform An E-mail Marketing Platform is used to create, deliver, and track large numbers of e-mails sent for marketing purposes.

Newsletter Creation and Distribution Tools in this category enable companies to easily convert ordinary e-mails into visually rich formatted newsletters, to manage lists of subscribers, and to keep track of open rates.

Event and Trade Show Marketing, Live Event and Trade Show Marketing tools can support every aspect of event planning, from exhibit materials to messaging to ticket holders. Smaller packages support individual aspects of the event, such as selling tickets, registering attendees, creating badges, and tracking budgets, all while generating leads for postevent follow-up.

Subcategories

Attendee Registration and Badges Tools in this category enable event attendees to log in, sign up, register, get tickets, get badges—any number of methods to gain entry to the event.

Event Organizer Tools Tools in this category support event websites, promotions, communications, and attendance, with tools to enable easy follow-up on postevent leads.

Exhibitor Tools and Materials Tools to support exhibitors include templates, checklists, and synced calendars designed to help plan out detailed logistics, human resources management, expense planning and tracking, and on-site set-up and teardown coordination.

Talent: Entertainment Tools in this category are online directories of professional entertainers suitable for enhancing the trade show experience for attendees. Searchable by city and talent type, the directories allow exhibitors to easily find, view, contact, and hire keynote speakers, live music, magicians, and a virtually limitless selection of performers of all kinds.

Event and Trade Show Marketing, Virtual Virtual Events allow marketers to reach customers unable to travel to an event, with the added benefit of gathering customer behavior online. Tools in this category include packages supporting entire events, including job fairs and trade shows; webinar tools allow live events to be broadcast live or played back later.

Subcategories

Videoconferencing, Webinars, and Screen Sharing Tools in this category bring people together online in real time, often providing an alternative to business travel. With tools such as electronic meeting software (EMS), videoconferencing, virtual revenue platforms, webinars, and audio/video and screen sharing applications, organizations can set up team meetings, client presentations, demonstrations, and training sessions with people in different parts of the world.

Virtual Events Virtual Events allow audience members from around the world to share an experience on the Web. Tools in this category help marketers create events such as worldwide sales meetings, trade shows, or job fairs. They include packages providing virtual show environments, analytics capturing user behaviors, and functions for networking as part of a community.

L

Lead Generation Lead Generation tools automate the process of gathering and qualifying contacts to improve performance. This category also includes tools for measuring purchasing intent and other behaviors to give marketing and sales departments the best windows of opportunity to upsell, cross-sell, or introduce a new product.

Subcategories

Business Card Applications This group includes applications for uploading and organizing digital business cards, plastic business cards that transfer contact information by touching a smartphone, and scanners that can make a digital contact list out of a pile of paper business cards.

Lead Acquisition Lead Acquisition tools include Web crawlers that find contact information and virtual assistants that use artificial intelligence to reach out and respond to customer e-mail. All Lead Acquisition tools automate the process of gathering leads. Many Lead Acquisition tools include metrics and can interface with existing Customer Relationship Management (CRM) systems.

Lead Distribution Lead Distribution Software is rules-driven routing that can collect sales leads from a number of different sources, qualify them, and forward them to the right agents—local field sales, order administration centers, regional dealers, or affiliates.

Lead Management Lead Management tools provide reporting systems for hot or cold leads and can predict what new leads are needed and what conversions need to be made to achieve sales goals.

Lead Scoring and Grading Lead Scoring and Grading tools predict which prospects are most likely to become customers. These tools rate visits to the price list pages of a website, engagement with reviews, product information downloads, and free trial activation and match that behavior with customer data to develop a sales lead.

M

Market Research The field of Market Research offers a continuously evolving array of tools and techniques designed to learn as much as possible about target customers, how consumers react to goods and services, and how a product or service fares against the competition. Tools in this category include traditional opinion-gathering roundtables, focus groups, and surveys; also included are tools that help brands profile their buyer personas as well as the latest emerging biometric reaction-measuring technology.

Subcategories

Biometric Tools Biometric Tools measure responses to marketing by tracking biological reactions to collateral. These tools range from software programs that mimic human reaction in evaluating materials to eye-tracking motion sensors and software that scores facial expressions.

Buyer Personas When developing a target audience, Buyer Persona tools allow marketing departments to create the personification of its ideal customer—accounting for demographics, buying history, behavior patterns, and more. Tools in this group range from custom quizzes to share with customers to data crunchers that produce a concept of the ideal customer.

Focus Group Tools Focus Group Tools scale the ability to intensely study customer reaction to marketing materials. Tools include platforms for moderated online communities, remote video tools for recorded interviews, and live streams to view in-field product testing.

Surveys: E-mail E-mail surveys are static questionnaires strategically designed to collect customer opinion and insight with the purpose of revealing ways to improve product or service, grow loyalty, and increase revenue.

Surveys: Online Tools in this category provide templates and platforms to allow marketers to gain both customer opinions and insights to customer behaviors. (*See also* Business Intelligence)

Marketing Automation Marketing Automation and Management encapsulates the advanced end-to-end platforms and other tools that enable companies to acquire higher-scoring leads, automate the nurturing process across all channels, gain more conversions with less manpower and at lower cost per acquisition, and overall manage the logistics of the marketing campaign.

Various features of different Marketing Automation tools can be customized for many uses: B2B, B2C, e-mail, mobile, small teams, multiple channels, CRM integration, behavioral tracking,

customer engagement, data management, event triggers, landing page analytics, lead nurturing, lead scoring, project management, and revenue and ROI reporting, as well as a built-in marketing calendar.

Marketing Mix Modeling Marketing Mix Modeling (MMM) tools apply the results of collected analytics to measure the real-world impact of marketing campaigns on sales. By analyzing the conversions driven by each initiative across the entire marketing mix, marketers can compile an accurate view of what's working and what isn't so that they can optimize future campaigns and get the best possible Return-on-Investment (ROI).

Marketing Operations Products in this category reflect the breadth of technology available to the operations manager. From budgeting software to entire suites dedicated to marketing operations management, the products listed here aid in governance, performance, and planning. (*See also* Marketing Strategy)

> *Subcategories*
>
> **Application Programming Interface Development and Management** Application Programming Interface (API) Development and Management dictates how software programs will communicate; tools in this category facilitate the production and deployment of APIs.
>
> **Budgeting** Budgeting tools help you plan and manage your advertising and marketing spend.
>
> **Contract Administration** Contract Administration tools allow companies to create contracts to comply with industry and legal standards. Some packages allow for useful features such as electronic signatures. (*See also* Electronic Signature)
>
> **Crowdsourcing** Crowdsourcing tools allow marketers to find, vet, and hire contractors for a number of roles. Programmers, writers, photographers, and designers can be paired with companies needing their talents by industry, experience, and geography.
>
> **Dashboard** As a common Graphical User Interface (GUI) element, a digital Dashboard sits on top of a variety of analytics and other tools, consolidating the data into one array of labeled action buttons, icons, or at-a-glance key metrics. Analytics Dashboards are usually highly customizable, either at the systems administration level, the user level, or both, and they frequently act as vital information hubs, pulling data from numerous sources into one central place.
>
> **Marketing Resource Management** Marketing Resource Management (MRM) tools are project organization platforms that provide a framework where decision-makers can outline, plan, budget for, implement, and control spending on marketing assets required to carry out all marketing activities, from market research to postsales support. Keeping control of all assets surrounding the marketing campaign, the platforms feature automatic progress reports and presentations. Available in stand-alone versions, they also can be bundled within enterprise Marketing Campaign Management platforms.
>
> **Performance Platform** A Marketing Performance Platform is an all-in-one software solution that enables marketing teams to efficiently manage all aspects of marketing performance across multiple channels and at multiple stages of the customer journey.

Project Management Software Project Management tools manage workflow with features including scheduled milestones, timed sprints, user-triggered notifications, file sharing, revision-tracking, and synced calendars.

Project Management: Agile Project Management tools in this category integrate Agile software principles with intuitive workflows, collaboration tools, and software for planning, document tracking, and dashboards, noting productivity across projects.

Marketing Strategy Marketing Strategy platforms and tools assist marketing departments in setting up processes to create the smartest growth in the shortest amount of time with the least amount of money. Tools in this category are discovery platforms, training platforms, and project management platforms.

Subcategories

Discovery Platforms Tools to find the best marketing technology are listed in this group.

Planning for Marketers Templates and scheduling tools tailored to the needs of marketing departments range from simple software apps to platforms integrating goals, budgets, and personnel management.

Reviews Reviews of Marketing Technology—unfiltered or with a bias—can be useful in picking a tool. This group contains platforms where reviews can be found.

Training Training platforms, modules, and software can be as basic as a training video or as complex as a platform that allows an entire team to tackle marketing strategy.

Mobile Marketing Mobile Marketing describes marketing specifically tailored to smartphone and tablet users, leveraging the format and technology available only on those devices, such as geolocation, proximity mapping, and hyperlocal alerts. Mobile marketing tools are uniquely able to provide consumers with time- and location-sensitive, personalized ads, messages, and alerts that promote goods and services while the user is within close proximity to a buying opportunity.

Subcategories

App Development: Mobile Tools in this category include mobile app building platforms, mobile app design framework, app testing tools, prototyping tools, SDKs, and APIs.

Mobile Analytics Mobile Analytics tools gather intelligence from consumer smartphones to provide developers, sales, and marketing with insights about consumer activity and usage. Tools in this category are for mobile marketing research and can show user app registrations, length of active sessions, and number of page views, and they can track clicks and detect users who leave the app without doing anything. Data can be broken down by key factors such as device type, OS, ISP, IAP, and geographical location. (*See also* Application Performance Management [APM])

Mobile Marketing Platform Tools in this section are platforms to streamline the processes of marketing on mobile devices. Products in this group include reporting on mobile customer habits and mobile advertising, many with geolocation data unique to mobile users.

Mobile Social Media This section contains both social media platforms and advertising tools used to market on those platforms.

Site Builder: Mobile Mobile Site Building platforms are easy-to-use development tools to create mobile websites without extensive coding or HTML experience.

Text Messaging and Alerts Products in this category facilitate push notifications via Short Message Service (SMS) or texting.

Mobile Marketing Technologies Here are tools that help the mobile team be more agile in its marketing approach. You don't need all of these in every app; however, it's good to know what mobile capabilities are out there.

Subcategories

App Monetization Analytics Mobile App Monetization Analytics help app owners, including marketers and game, media, and other app developers, better understand their audience and marketing and advertising performance. These analytic tools help marketers/developers optimize marketing efforts to improve the effectiveness of everything from app downloads, usage, and in-app purchases to advertising performance.

Augmented Reality Augmented Reality (AR) is the virtual overlay of contextual digital information generated by a computer onto a physical-world object seen in the device display as it is captured in real time by the camera. Vendors offering augmented reality solutions provide a platform on which to create augmented reality experiences within their apps, mobile Web, and native apps (owned, maintained by the brand).

Cross-Device Identity-Matching Platforms These platforms ingest data across digital and offline sources to create one user identity by matching IDs via deterministic and/or probabilistic means.

In-App Engagement Analytics These analytical tools offer insights into app usage ranging from downloads, frequency of use, and length of sessions to actions within the apps such as events or progress through conversion funnels.

Location Intelligence Platforms Location Intelligence Platforms are data platforms that ingest location signals as raw data (e.g., GPS, Wi-Fi, beacons) and then combine the location data with other data sources to deliver contextual insights.

Low-Code Application Development Platforms Low-Code Application Development Platforms give tools to technical and nontechnical staff to allow them to quickly prototype, build, and maintain mobile applications. Low-code platforms rely on declarative development tools—including domain languages, WYSIWYG UX definition, flow diagramming, and visual data modeling—instead of programming languages.

Messaging Aggregators Messaging Aggregator solutions provide interconnectivity among wireless carriers for SMS and MMS.

Mobile Advertising Analytics These solutions enable mobile marketers to measure and attribute digital, in-store, and/or offline sales lift, among other key metrics, to mobile campaigns.

Mobile Advertising Platforms Mobile Advertising Platforms facilitate the distribution of ads to mobile Web or apps, including both mobile ad networks and mobile demand-side platforms (DSPs).

Mobile Beacons Mobile Beacons are the enabling technology for mobile devices to alert apps or websites (which the user has opted into) when someone approaches or leaves a location. In other words, retail or other venues that have beacons in place can detect where a customer is at any given moment. Then the business can push timely messages to that customer, promoting products or providing other useful information.

Mobile Engagement Automation These solutions are marketing technologies that use real-time and contextual insights to proactively engage with known users in the appropriate mobile moment across the customer lifecycle via a mobile device.

Mobile Messaging Messaging broadly includes any text or multimedia communication (e.g., SMS, MMS, push notifications, IM, e-mail, etc.) between two parties that occurs on a mobile device. These solutions offer both applications (e.g., coupons, contests, alerts, content, etc.) and linkage to messaging aggregators to simplify the creation and delivery of messages to consumers through primarily one-way, pushed messages.

Mobile Web Platforms Mobile Web platforms are solutions that enable the creation of a mobile website based on the existing code base and assets. They are primarily a technical solution, not a services solution.

P

Product Lifecycle Management Product Lifecycle Management (PLM) is a highly involved, cross-departmental enterprise that encapsulates the entire "birth to death" cycle of a new product in the marketplace. Tools in this category enable business units (development, sales, marketing) to collaborate and to streamline and automate around the workflow involved in each stage of product management: introduction, growth, maturity, and decline.

Tools in this category range from initial ideation and innovation platforms to "proof of concept" product modeling platforms, beta program management, pricing optimization, and more. Tools in this category are designed to collect feedback and buy-in from company decision-makers, improve product quality with the lowest cost per unit, optimize pricing, and speed a product's time to market.

Subcategories

Modeling Modeling programs are designed to eliminate guesswork, allowing development teams to classify product features and functionality by cost and desirability and to prioritize which attributes are vital for a successful launch and which can wait for subsequent releases. The goal of using a quantifiable tool for Modeling is to create a clear product road map that provides the highest customer satisfaction for the lowest possible cost per unit.

Pricing Optimization Pricing software includes price optimization calculation tools, competitive analysis tools, price list management, and promotions management. The software is designed to help eCommerce and local retailers to define, test, and implement pricing rules and policies to achieve maximum profits.

Productivity and Workflow Productivity and Workflow tools are designed to unify and centralize information, eliminating information silos. The tools streamline communication

and share documents, calendars, and milestones so that joint projects get done faster and better without communication barriers between team members.

Subcategories

Business Management Platforms Business Management Platforms help streamline and simplify the enterprise organization operations. These tools support the marketing function but are often part of the entire enterprise.

Desktop Publishing Software Desktop Publishing Software enables anyone to create professional-looking documents, presentations, spreadsheets, and more, ready for print and e-mail right from the desktop.

Electronic Signature Tool Tools in this category allow contracts, forms, and other official documents to be managed online, with embedded verification tools for electronic signatures.

Form Building Software Form Building Software allows marketers to build forms or questionnaires to engage with customers, gather feedback or demographic information, or create order forms. Templates for most packages require little to no technical experience and come with examples for forms and surveys.

Human Resources Tools in this category automate the process of recruiting and hiring talent. They may support only the marketing department or may be used across the enterprise.

Printing Tools Printing tools are digital solutions to streamline the printing process in-house or to ease the process of outsourcing printing to a vendor.

Speech Recognition Software Speech Recognition Software allows users to speak into a device and have words translated into text.

Translation Translation software automates the translation of content, across many platforms, ensuring branding is consistent across cultures and languages.

Workflow Management Workflow Management tools help keep organizations on track. With the ability to automate deadline reminders and routine transactions, trigger notifications to managers, share files, share calendars, and more, tools in this category ensure that all operations tasks occur on schedule and in the right order.

Workforce Optimization Tools in this group include software packages for time sheets, expense tracking, and human resources tools. Tools in this group may support only the marketing department or the entire enterprise.

Public Relations Public Relations tools support the automation of the tasks of public relations and fund-raising. Tools include platforms to target correct members of the media, programs for press release and speech generation, and fund-raising tools. (*See also* Event Organizer tools)

Subcategories

Fund-Raising The tools in this category support fund-raising around a specific event or cause. (*See also* Event Organizer tools)

Media Relations Management Media Relations Management platforms include resources for finding the right journalists and bloggers; for creating, distributing, and

tracking news releases; and for monitoring mentions on Web and social media. The platforms also include measurement tools to gain intelligence about campaign success and reporting tools for sharing campaign results.

Newswires and Press Release Distribution Services in this category support getting brand news to a wider public. Newswire services publish news (of their own choosing). Tools in this category support automatic release of news from marketers to news services.

Press Release Generation Press Release Generation tools include templates for formatted press releases and software programs that support writers guarding against plagiarism, typos, and errors in grammar.

Speech Writing Tools in this section include platforms for finding writers, and software supporting the process of writing: spell-check programs, grammar verifiers, and suggested corrections for awkward language.

Referral Marketing Referral Marketing describes any tactic that fuels acquiring new customers based upon referrals rather than paid advertising. Also called Word of Mouth (WoM), Influencer Marketing, and Brand Advocacy, it's a powerful path to conversion because the message is holistic and delivered directly to new consumers from existing customers in the form of personal recommendations, online testimonials, and unpaid editorial content.

Tools in this category include Calls-to-Action widgets, incentivized referral programs, refer-a-friend apps, tools that help a company search for online brand mentions, and more.

Subcategories

Influencer Marketing (Customer) Influencer Marketing Programs help brands find, engage, mobilize, incentivize, and reward existing customers based on their ability to influence new business through personal reviews, recommendations, and testimonials. Brand Advocate Programs are available stand-alone or bundled as part of a larger customer experience management package.

Influencer Marketing (Employee) Influencer Marketing Programs help brands find, engage, mobilize, incentivize, and reward existing customers based on their ability to influence new business through personal reviews, recommendations, and testimonials. Tools in this section help employees leverage their own social media in furtherance of the brand.

Referral Program Referral Programs incentivize existing customers to recommend products and services to friends and family and are used to acquire new customers. Tools in this category are platforms that manage the referral process by engaging and tracking participating customers and facilitating award compensation (points, coupons, discounts, cash back, merchandise).

Retail Marketing: Brick and Mortar Marketing Technology has changed shopping, and tools in this category include a wide array of purpose-built in-store, online, mobile, and video-based tools. Observation-based and data-driven tools include site selection, in-store shopper research, store layout design diagrammers, merchandising optimizers, mobile location analytics, catalog builders, payment processing systems, and software for managing promotions, coupons, and customer loyalty programs. (*See also* Retail Marketing: eCommerce; *see also* Retail Marketing: Customer Engagement)

Subcategories

Catalog Builder Catalog Builders are software applications that help create, maintain, and publish retail (or wholesale) catalogs, with product descriptions, images, and pricing.

Coupon and Deal Software Coupon and Deal Software tools are for the administration of retail promotional discounts. The tools are available stand-alone or as part of a full-featured pricing optimization platform.

In-Store Research and Intelligence Tools in this category are designed to capture and analyze shopper activity inside a retail store. The technology measures and maps traffic patterns, detects crowd congestion problems, and identifies security risks. The tools help retail stores keep shoppers engaged, improve wait times, keep shoplifting in check, and spot opportunities to enhance marketing to boost sales. (*See also* Mobile Location Analytics)

Merchandising and Store Design Merchandising and Store Design is the data-driven and observation-based planning of a retail store's layout, including aisle configuration, placement of signage, placement of cash registers, and even the organization of product on the shelves. Tools in this category include retail space planning software, diagramming software, analytics designed to evaluate and optimize the performance of store locations and sales associates, mechanisms that measure in-store foot traffic, and analytics that provide in-depth insights into retail shopper behavior. (*See also* Mobile Location Analytics [MLA])

Mobile Location Analytics (MLA) Mobile Location Analytics (MLA) tools use shoppers' phones to collect data on shopping patterns and foot traffic. Some products in this category can push deals to customers via mobile devices while in-store, based on proximity of the customer to the product.

Payment Processing System Payment Processing tools enable businesses to process payment transactions, manage inventory, and centralize reservations. Tools in this category may also service loyalty programs.

Pricing Optimization: Retail Pricing Optimization software helps retailers to define, develop, implement, optimize, and monitor a pricing strategy best suited to helping them achieve maximum profits. These data-driven platforms include competitive pricing analysis, price list management platforms, and promotions management software.

Retail Site Selection Retail Site Selection tools are powerful data-driven Geographic Information Systems (GIS) purpose-built to define and compare market areas, enabling retailers surveying different sites to view scored results on screen maps. Customizable and scalable down to neighborhoods, the tools enable retailers to make informed decisions about whether to open, close, rebrand, or relocate stores based upon local population income, target market, operations costs, economic conditions, area saturation and competition, zone accessibility, zone walking traffic, and more. The tools perform advanced analytics that combine the functionality of site mapping with sophisticated geographic, demographic, and social data.

Retail Marketing: Digital Personalization Customer Engagement platforms include tools to gather information from customers via surveys, mobile devices, or records of browsing and

buying habits and to analyze those habits to create probable customer intent; these tools then provide options for shoppers, whether served automatically online, at the point of purchase, or even in the aisle where the product is in physical proximity to the customer.

Subcategories

Cross-Sell/Upsell and Recommendation Recommendation tools analyze browsing and shopping behavior, track how much time a unique online shopper spends on which products, and monitors "wish list" and purchasing patterns. These programs then serve customer rewards, deals, or discounts automatically, based upon the predicted customer intent to buy.

Customer Loyalty Program Customer Loyalty Program tools drive repeat business, automating the process of awarding customers points for sharing information, promoting repeat sales, engaging with brand social media outlets, or referring other customers.

Retail Marketing: eCommerce eCommerce tools enable the creation of a shopping site independent of or in concert with a brick-and-mortar store. These products support online payments, shopping cart software, loyalty programs, and inventory management. (*See also* Retail Marketing)

Subcategories

Payment Processing Platform: eCommerce Online payment processing tools enable eCommerce retailers to process payment transactions, manage inventory, and administer customer loyalty programs, discounts, and coupons. The tools are available stand-alone or bundled within a powerful Online Store Management Platform.

Shoppable Content Shoppable Content tools allow marketers to create Web pages full of content with templated "buy" buttons moving the customer toward purchase.

Shopping Cart Recovery Shopping Cart Recovery solutions track abandoned carts in eCommerce stores and automatically follow up with shoppers via e-mail to attempt to entice a sale. They are available stand-alone as add-ons or plug-ins or featured bundled with Shopping Cart Software. (*See also* Retention and Churn)

Shopping Cart Software Shopping Cart is a software app, add-on, or plug-in that integrates with a website, blog, or social media page and enables transactions for donations, goods, or services. It is available stand-alone or bundled within a powerful Online Store Management Platform.

eCommerce Management eCommerce Management tools include large platforms where brands can offer products for sale with other merchants as well as specific tools for managing crowdfunding, preorders, and other retail needs.

eCommerce Website Building Tools eCommerce Platforms are tailored to the unique functions of retail and are built to serve businesses of many different sizes, with and without physical presences. (*See also* Web Design Software and Site Builders)

Sales Enablement Tools in this category help B2B and B2C sales teams and their partners standardize and automate tasks at each stage of the sales process. The tools are designed to produce better demand forecasting, nurture the pipeline, boost conversions, manage retention efforts, provide a framework in which to organize, maintain and distribute product knowledge,

produce reliable metrics to gauge overall sales success, and manage overall sales cycle operations. (*See also* Lead Generation)

Subcategories

Demand Forecasting Software Demand Forecasting tools analyze data from market indicators, historical data from previous sales cycles, and internal key performance indicators to better forecast sales performance.

Field Sales Field Sales tools have a highly mobile component to serve a sales force working remotely. Tools include support for mobile demonstrations (iPad, tablet-enabled); programs and platforms can track work performed in the field. Mobile Sales Enablement tools include training modules, templates to suggest paired goods and services for upsell, and human resources support for mobile workers.

Gamification and Incentive Management Sales gamification systems are designed to increase sales performance by creating an engaging and competitive sales performance management environment. Tools in this category apply scores, points, and other well-known game mechanics to setting, meeting, and beating sales goals.

Pipeline Management Pipeline Management tools automate the processes along the sales journey from first prospect contact to actual purchase. Programs, sometimes called "sales productivity" packages, can include prescriptive selling options, one-click connections to buyers, and real-time scoring of leads. Tools in this category often integrate with Customer Relationship Management tools.

Product Demonstration Product Demonstration tools allow the automation of all or parts of demonstrations for buyers. Features include enablement on mobile platforms for teams in the field and entire product demonstration platforms.

Product Knowledge and Training Tools in this product range from full training programs to software programs allowing sales staff quick access to up-to-date product specifications and marketing collateral. Product Knowledge and Training platforms may be part of an all-in-one Partner Relationship Management (PRM) or sales force enablement platform.

Proposal Automation and Management Tools in this group automate the process of creating sales proposals and quotes. Platforms may include tools for content creation, rebates, coupons, or other deals.

Sales Force Automation Sales Force Automation (SFA) platforms make more efficient the process of turning prospects into customers. Platforms make it easier to access product information, marketing collateral, and customer contact information and often automate the reporting process for sales representatives. Many platforms integrate with Customer Relationship Management systems.

Sales Force Automation platforms may be optimized for mobile, integrated with inventory and order management, and can generate real-time sales metrics and analytics.

Sales Metrics Sales Metrics tools rate and measure Key Performance Indicators (KPIs) for sales. Tools in this category highlight revenue trends, compare closing rates amongst sales by agent or territory or product line, reveal root cause of poor sales performance, and

more. (*See also* Lead Scoring; *see also* Conversion Funnel Analysis; *see also* Predictive Analytics)

Sales Territory Management Sales Territories are defined based on geography, for example by world region, state, or by zip code. Tools in this category are centralized collaboration platforms that collect and store historical sales data, visually map out territories by assigned agents, keep track of quota and other KPIs, and uncover any gaps in sales coverage.

Schedules and Calendars Tools in this section include personal calendar sharing apps for productivity, marketing calendars to allow for strategic planning, and scheduling platforms to be used in an office or across an enterprise.

Subcategories

Appointment Scheduling These tools help you find open appointment times quickly, book repeat appointments, manage multiple schedules, and e-mail appointment reminders.

Calendar Sharing and Syncing These tools help you sync up your calendar with other people's in and out of your organization.

Marketing Calendars A marketing calendar is a document that maps out the dates when marketing tasks will be performed.

Search Engine Marketing Search Engine Marketing (SEM) is the strategic online promotion of brands and products within the search engine environment. SEM covers both paid search (SEA) and organic (unpaid, or SEO). The tools in this category help plan, create, manage, and optimize paid and unpaid campaigns, including SEA daily task automation, optimizing for SEO, management of key words, and results reporting.

Subcategories

AdWords AdWords is Google's proprietary key word–driven advertising service. Tools in this category primarily help marketers define, drive, and measure AdWords campaigns for the best results. There are also integration apps, widgets, and plug-ins that connect the data from AdWords to a company's existing database or system, plus a variety of tools that enhance, support, automate, and optimize AdWords functions.

Click Fraud Protection Tools in this category monitor search engine PPC traffic, detect suspicious impressions, and alert for Trojans and bot-generated traffic. The tools are designed to protect Pay-Per-Click advertisers from harmful click fraud, ensuring more authentic search engine data.

Creative and Ad Text Optimization Ad Text Optimization (ATO) is performance-enhancing technology that is used to boost the click-through rate (CTR) of a Pay-Per-Click (PPC) ad on search engines. Ad optimization may come stand-alone as a plug-in or add-on, integrated into an A/B Testing tool for campaign performance, or built into powerful Ad Servers that are programmed to report impressions and clicks, postclick and postimpression activities, and interaction metrics. (*See also* A/B Testing: Ad Campaign Performance)

Key Word Management Key Word Management tools help keep track of hundreds, even thousands, of key words, automatically suggest new relevant key words, add

appropriate modifiers to key words automatically, and measure performance results. The goal is to improve key word relevancy and therefore boost ranking on search engines.

Link Building Link Building seeks to get reputable, high-caliber external websites to link back to your page. Since Search Engines use links to discover and rank pages, the more quality links to your page, the higher your page will rank in Search Engine Results Pages (SERP). Tools in this category help facilitate the building of high-quality links, automate and manage link outreach, track current backlinks, and monitor and report on link profile growth over time.

Search Engine Advertising Search Engine Advertising (SEA) is a highly targeted paid advertising method. Advertisers pay to make sure their product or service is ranked highly in the sponsored area of the Search Engine Results Page (SERP). Tools in this category are SEA technology platforms that provide automated SEM tasks, tools that allow advertisers to launch and manage SEA campaigns, management of multiple campaigns simultaneously, and bid management tools. (*See also* Key Word Management)

Search Engine Optimization Search Engine Optimization (SEO) tools provide data to help marketers grow organic search traffic. Tools in this category give marketers information to align content to achieve a brand's goals with content and page optimization tools, linguistic analytics engines, Web crawlers, and key word suggestion tools.

Social Media Marketing Social Media Marketing is designed to boost brand recognition, customer engagement, and advocacy through a variety of marketing activities that leverage social network platforms. Social Media Marketing tools automate content generation and analytics and can position content to be seen and shared. These tools are available as stand-alone platforms or may be bundled into an enterprise-grade Social Media Management tool set.

Subcategories

Avatar Makers Avatars are thumbnail images that represent a person or brand online. Tools in this category are point-and-click platforms allowing users to create their own custom Web and mobile avatars.

Hashtag Marketing Hashtags are emerging as a holistic social media campaign tool, fueling site-wide "conversations" and calls-to-action based around a brand name or a relevant trending hashtag. Tools in this category help find good hashtags to adopt for a campaign based on number of key word or phrase mentions, help automate the hashtag campaign, and recruit social influencers to post with your hashtag.

Social Engagement Social Engagement tools integrate with website builders to help brands share content over social media properties. Tools range from plug-in applications to platforms helping social media managers respond to customers on specific platforms.

Social Gaming Social Gaming tools enable brands to create their own games, quizzes, sweepstakes, and contests within a social network environment to promote brand engagement and awareness in an interactive, fun way.

Social Influencer Marketing Social Influencer tools help marketers seek out, engage, and recruit Social Influencers. (*See also* Influencer Marketing; *see also* Customer Loyalty)

Social Media Content Creation Social Media Content Creation tools curate content to be repurposed by brands and distribute content over several brands' media properties. Some programs include posting tools (such as delayed posting) and simple analytics. (*See also* Content Curation)

Social Media Management Social Media Management tools organize social media content, trigger scheduled posts automatically, and streamline cross-posting by delivering content to a variety of social sites at once. Managing social media includes organizations participating in online discussions.

Social Network Social Networks are free websites where registered members of the public gather to form social groups and interest groups, and interact with each other to share opinions and insights, photos, and videos. The tools in this category are Social Networks, also called Social Media Networks.

Social Network Hosting Platform Any organization can create, launch, and run its own private social network with the tools in this category. These platforms provide a template or a blank GUI, highly customizable for hosting an internal social network community.

Social Sampling Social Sampling tools are Product Discovery Platforms that use both exclusivity and sharing tools to get products, samples, and reviews into the hands of influencers and to allow those influencers to share those products and samples with others.

Web Analytics and Optimization Web Analytics and Optimization tools tell business leaders everything they need to know about how visitors are interacting with the website, providing enough information to guide toward site improvement. Tools in this category range from powerful enterprise-grade, all-in-one Analytics Platforms, user experience (UX) testing tools, user tracking and replay applications, and heat mapping software, to simple embeddable Web traffic counters.

Subcategories

A/B and Multivariate Testing A/B and Multivariate Testing tools make it easy for developers, marketers, and designers to set up two, three, or more versions of a website, advertisement, or other online content element and "test" visitor response to see which version works better to achieve a goal. The goal may be a click-through, a user registration, or a sale. A/B and Multivariate Testing tools are available stand-alone or bundled with enterprise-grade Web analytics platforms.

In-Page Web Analytics In-page Web Analytics track all site visitor activity within one specific page, right down to the click. With click tracking, eye tracking, replay, and heat maps to reveal which parts of a page get the most attention, marketing teams can learn enough about how users navigate the page to make improvements in usability.

Site Mapping Site Mapping tools generate small XML or HTML files that list each separate URL within a site's many pages, including URL metadata. Once mapped and listed, it's easier for both humans and search engine crawlers to locate the right content. Site mapping is a key success factor of a well-optimized website, especially suited for very

large, multipage sites, brand new start-up sites with few backlinks yet, and sites containing mostly rich media content.

Traffic Counter Traffic Counters are small, often free or freemium, add-ons, apps, or plug-ins that embed in website or blog code and count unique site visitors. Also called hit counters, these tools may gather additional data such as visitor's browser, location, key words that led the visitor to the page, number of visits, and more. (*See also* Web Analytics)

Usability: User Experience (UX) Testing Tools in this category enable Web developers, designers, and marketing teams to test the usability of their software and apps on real people, on real browsers, and devices. The users are willing participants in site usability testing, going through a sequence of in-page events and activities while being tracked by the tool and answering questions about their experience.

Visitor Analytics Visitor Analytics tools track site visitors on an individual basis to follow their activity, right down to the mouse click. With tools such as mouse tracking and journey replay, marketing teams can discover how users are navigating the website from page to page, the length of time visitors spend viewing content, when and even why they click away, and detect when they return and for what purpose. They are available as stand-alone user-level trackers, bundled into a User Experience Testing Tool, or bundled within Web Analytics platforms.

Web Analytics Web Analytics tools, also referred to as Digital Analytics tools, can be as simple as widgets used to monitor one action on a website or as complex as a suite monitoring customer interactions. These tools can identify and track unique visitors and return visitors, can collect their geographical location, IP address, device type, and more, and can track everything a visitor does online, in real time. Web Analytics platforms consolidate data results into one single dashboard for further analysis over time, providing valuable insights that ultimately drive improvement actions. (*See also* 360° Customer View)

Web Development and Design Web Development and Design tools automate the process of Web design so that business users of almost any skill level can publish and maintain an engaging website.

Subcategories

App Development: Desktop, Web Tools in App Development enable developers to create, publish, modernize, and optimize their apps from the first line of code to the last. This category contains preintegrated, ready-to-use templates, packaged sets of routines and protocols, multichannel conversion tools, and more. (*See also* App Development: Mobile)

App Performance Monitoring and Testing App Performance Monitoring and Testing tools constantly monitor app performance and detect and report downtime, lag time, error messages, and other performance issues, enabling app developers to find and fix bugs quickly before users are inconvenienced.

Call-to-Action Tools Call-to-Action (CTA) Tools prompt customers to respond to an offer on a brand site of social media properties. Tools range from notification bars posted via simple widgets to targeted ads based on customer geolocation.

Guided Tutorial Tools in this category enable the easy addition of on-screen help for new site visitors. These tools simplify the creation of overlays, clickable "help" boxes, mouse-over pop-ups, and other navigational aids.

Icon Gallery Icons are graphical representations of programs, files, or functions that appear on the screen and within the control panel of electronic devices. Tools in this category include button designing software, image libraries, wingdings directories, and Infographics software.

Landing Page Builder Landing Page Builders give marketers the tools to create specialized experiences for customers coming through different campaigns. Landing page tools can provide an analysis of the source of user visits, conversion rate, and A/B testing.

URL Shortener Handy tools for dynamic websites with hundreds of pages, URL shorteners can abbreviate a lengthy, multicharacter URL into a short one that's memorable and visually appealing for use in e-mails or limited-character Tweets or texts.

Web Content Management System A Web Content Management System (CMS) enables business users to manage website content without needing to learn HTML, CSS, or any other programming language. CMS tools include user-friendly authoring and dashboard tools that make it simple to update site content.

Web Design Software and Site Builders Web design tools range from free, open-source WYSIWYG editors and templates that need no code or programming to full-featured professional-grade Web design suites. Today's Web Design Software and Site Builder tools encourage users of any skill level to create, publish, and maintain an engaging Web presence.

Web Performance and Security Web Performance and Security is site watchdog software built to eliminate site downtime, detect page load errors, detect broken links, provide secure user authentication, safekeep sensitive user data, and perform continuous monitoring for site health. Tools in this category operate in the background and serve a critical role in User Experience (UX).

Subcategories

Cloud Replication and Recovery Tools in this category keep websites up running at speed and at scale through fail-over redundancy, data replication for critical data, load management, and continuous monitoring, protecting, and recovering for cloud-based applications.

Internet Security Internet Security encapsulates the system of methods used to protect online data. Tools in this category include multifactor authentication codes (*see also* User Authentication), strong encryption, location-based mobile device tracking, file shredding, antiphishing, malware protection, and antispyware.

Site Health and Monitoring Tools in this category are used to continuously monitor website health and to provide alerts for broken links, lags in performance, site overload, and downtime.

User Authentication Tools in this category are add-ons and plug-ins designed to authenticate user log-ins, enable Single Sign-on (SSO), and detect and prevent breaches in website security.

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