



UserEvidence



Captive Collective

2023/2024

# CUSTOMER MARKETING TECHNOLOGY LANDSCAPE

From customer advocacy and retention to customer account based growth and community building, it takes the right tools to pull off an effective customer marketing strategy. With the rise of cross-functional technologies spanning product marketing and sales enablement, the customer marketing technology landscape has expanded to now include influential platforms and resources that not only solve customer marketing challenges but future proof your overall strategy.

Some vendors do a lot, and could show up in different categories, but we did our best to have each vendor show up only once in their strongest category to give you a sense for their core value.

If you have feedback, we'd love to hear from you — [evan@userevidence.com](mailto:evan@userevidence.com).

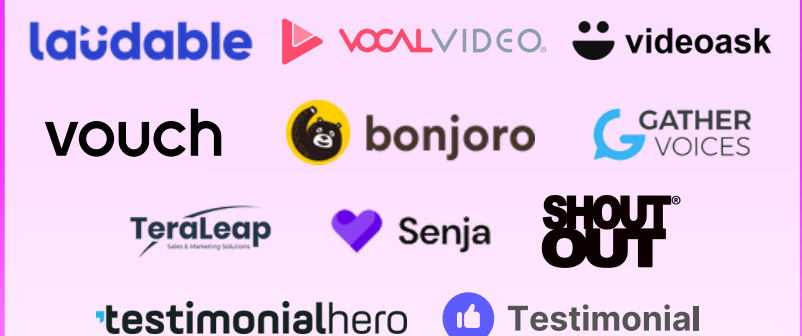
## Sales Content Asset Management



## Gifting Platforms



## Customer Testimonial Videos



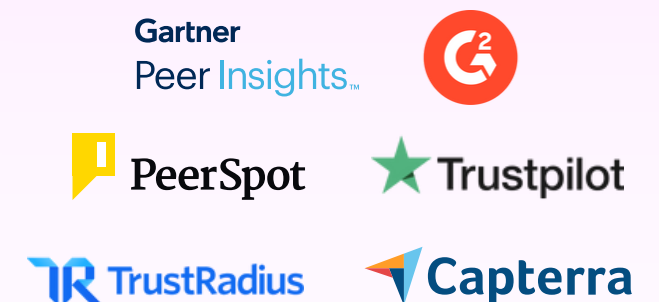
## Customer Reference Platforms



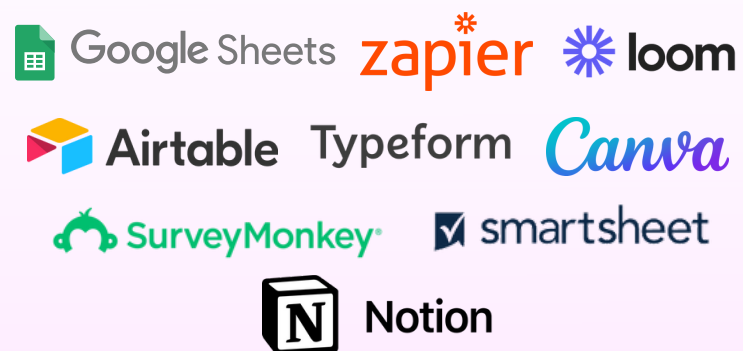
## Customer Content Generation Platforms



## Peer Review Sites



## DIY All-Purpose Tools



## Full-stack Customer Marketing Automation Platforms



## Customer Marketing Managed Services/Agencies



## Competitive Intelligence/ Enablement Tools



## Community Software, Loyalty, Referrals



## Customer Success/ Experience Software

