

The Forrester Wave™: Email Marketing Service Providers, Q1 2022

The 13 Providers That Matter Most And How They
Stack Up

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Summary

In our 24-criterion evaluation of email marketing service providers, we identified the 13 most significant ones — Acoustic, Adobe, Braze, Cheetah Digital, Cordial, Emarsys, Epsilon, Iterable, MessageGears, Netcore Cloud, Oracle, Salesforce, and Zeta Global — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2C marketers select the right one for their needs.

Additional resources are available in the [online version](#) of this report.

Scrutinize Vendor Basics To Get The Most Out Of Email Marketing

The need to reliably communicate location-specific inventory updates, sanitation protocols, or changes to branch availability — combined with the appeal of a delivery vehicle for low-cost promotions — maximizes email's moxie. Sixty-five percent of reference clients we surveyed for this report said that email marketing is somewhat or significantly more important to their companies today than before the COVID-19 pandemic. But email excitement can lead to careless correspondence. Surging email volume and data restrictions make preserving email addresses — and using them responsibly to unlock user identity and permission — critical.

To find a vendor that can help you get the most out of your email marketing, look for differences in:

- **Foundational capabilities.** Most client references rely on their email service provider (ESP) for the basics: email deployment (88%), deliverability support (85%), and campaign management (69%). Though all vendors in this evaluation tout their multichannel orchestration and execution, client usage of functionality outside of email, like SMS, in-app messaging, or data hygiene, lags. Assessing campaign management reveals wide variation in what's on offer. Emarsys' campaign creation interface comes with templates, in-line guidance, and predictive performance to direct user builds of high-performing campaigns. Less user-friendly competitors, like Epsilon, have denser UIs with jargony section labels.
- **Dynamic content.** For some vendors, dynamic content is still just about sending shopping cart abandonment emails. Set your new baseline with more advanced options, like solutions from MessageGears or Oracle, or Adobe's Journey Optimizer, that use contextual cues like weather, inventory availability, or calculated propensities to customize message content, frequency, cadence, and channel preference. Or one-up this further with vendors like Braze, Cheetah Digital, Cordial, or Iterable that can target messages based on metadata, like where a product was manufactured.
- **Professional services.** We gave vendors' abilities to support full-service clients a weighting of 15% within our current offering scores because 81% of client references use vendor agency services — like strategy, analytics, creative, or operations services — in an ad hoc or full-service capacity. We suggest screening your initial shortlist based on the services model that suits your needs: Acoustic, Braze, and Iterable have tech services to help with onboarding but rely on partners to support traditional agency requests. In contrast, Cheetah Digital, Epsilon, and

Zeta Global have large, experienced teams of consultants to steward or completely offload complex email programs.

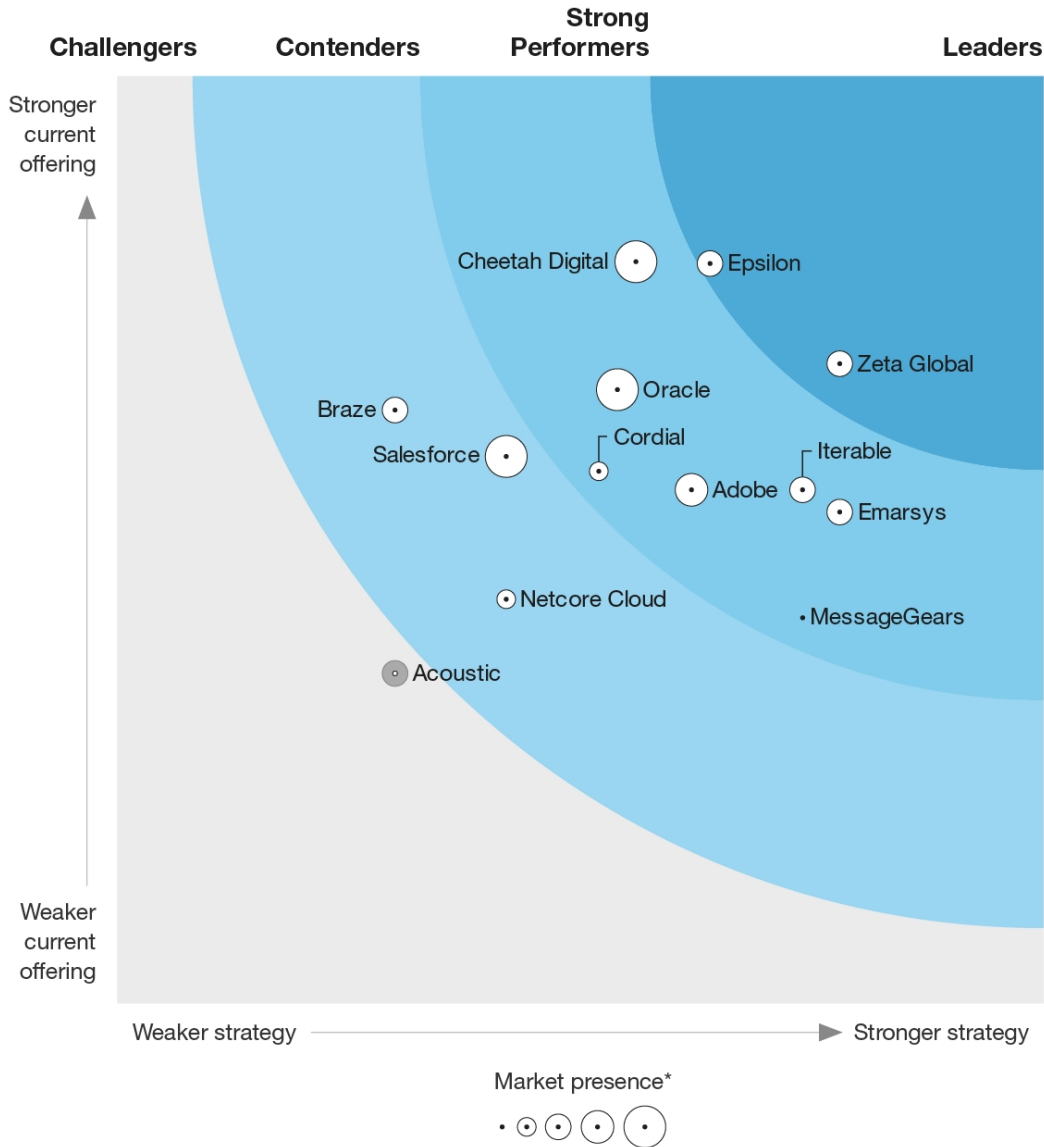
Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in the following reports: [The Email Marketing Review, 2022](#); [High Stakes Email Deliverability](#); and [Now Tech: Email Marketing Vendors, Q4 2021](#).

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

Figure 1
Forrester Wave™: Email Marketing Service Providers, Q1 2022

THE FORRESTER WAVE™
Email Marketing Service Providers
Q1 2022



*A gray bubble or open dot indicates a nonparticipating vendor.

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Figure 2**Forrester Wave™: Email Marketing Service Providers Scorecard, Q1 2022**

	Forrester's weighting	Acoustic*	Adobe	Braze	Cheetah Digital	Cordial	Emarsys	Epsilon
Current offering	50%	1.78	2.77	3.20	4.00	2.87	2.65	3.99
Campaign management	15%	1.80	1.70	3.90	3.00	3.90	5.00	2.60
Dynamic content	10%	1.00	3.00	5.00	5.00	5.00	3.00	3.00
Reporting and analytics	10%	1.00	1.00	3.00	3.00	2.20	1.60	3.60
Data	15%	2.40	2.40	4.40	3.00	4.40	1.60	3.60
Privacy	10%	1.00	5.00	3.00	5.00	3.00	3.00	5.00
Security	10%	3.00	5.00	3.00	5.00	1.00	1.00	5.00
Distributed business model support	5%	5.00	0.00	3.00	5.00	3.00	3.00	5.00
Artificial intelligence	10%	3.00	3.00	4.00	3.00	2.00	2.00	4.00
Full-service support	15%	0.00	3.00	0.00	5.00	1.00	3.00	5.00
Strategy	50%	1.50	3.10	1.50	2.80	2.60	3.90	3.20
Product vision	25%	1.00	3.00	1.00	5.00	5.00	3.00	3.00
Innovation roadmap	15%	1.00	3.00	3.00	3.00	3.00	5.00	5.00
Market approach	15%	1.00	5.00	1.00	1.00	1.00	5.00	3.00
Performance	20%	1.00	1.00	1.00	1.00	1.00	3.00	3.00
Partner ecosystem	10%	3.00	5.00	3.00	3.00	1.00	3.00	5.00
Commercial model	15%	3.00	3.00	1.00	3.00	3.00	5.00	1.00
Market presence	0%	3.00	3.34	2.33	4.33	1.34	2.99	4.33
Email marketing revenue	33%	3.00	3.00	2.00	4.00	1.00	2.00	4.00
Globalization	33%	3.00	3.00	3.00	5.00	1.00	5.00	5.00
Email employees	34%	3.00	4.00	2.00	4.00	2.00	2.00	4.00

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

*Indicates a nonparticipating vendor

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	Forrester's weighting	Iterable	MessageGears	Netcore Cloud	Oracle	Salesforce	Zeta Global
Current offering	50%	2.77	2.08	2.18	3.31	2.95	3.45
Campaign management	15%	5.00	2.10	2.60	1.50	2.70	3.00
Dynamic content	10%	5.00	3.00	1.00	3.00	3.00	5.00
Reporting and analytics	10%	3.00	1.00	3.00	4.40	5.00	3.60
Data	15%	3.80	4.40	1.60	3.60	1.60	3.60
Privacy	10%	1.00	1.00	3.00	5.00	3.00	3.00
Security	10%	1.00	3.00	1.00	3.00	5.00	1.00
Distributed business model support	5%	3.00	1.00	0.00	5.00	5.00	3.00
Artificial intelligence	10%	3.00	1.00	3.00	3.00	3.00	3.00
Full-service support	15%	0.00	1.00	3.00	3.00	1.00	5.00
Strategy	50%	3.70	3.70	2.10	2.70	2.10	3.90
Product vision	25%	5.00	5.00	1.00	3.00	1.00	3.00
Innovation roadmap	15%	3.00	3.00	1.00	5.00	3.00	5.00
Market approach	15%	3.00	3.00	1.00	1.00	1.00	5.00
Performance	20%	5.00	5.00	5.00	3.00	3.00	3.00
Partner ecosystem	10%	1.00	1.00	1.00	3.00	5.00	3.00
Commercial model	15%	3.00	3.00	3.00	1.00	1.00	5.00
Market presence	0%	2.34	1.00	2.00	5.00	5.00	2.68
Email marketing revenue	33%	3.00	1.00	3.00	5.00	5.00	3.00
Globalization	33%	1.00	1.00	1.00	5.00	5.00	1.00
Email employees	34%	3.00	1.00	2.00	5.00	5.00	4.00

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

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Vendor Offerings

Forrester included 13 vendors in this assessment: Acoustic, Adobe, Braze, Cheetah Digital, Cordial, Emarsys, Epsilon, Iterable, MessageGears, Netcore Cloud, Oracle, Salesforce, and Zeta Global.

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Vendor Profiles

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

Leaders

- **Zeta Global leads with a solution that simplifies complex marketing.** In 2021, Zeta Global went public, grew revenues by 26%, and quadrupled current client contracts, all while growing profit margins by 55%. Zeta's proprietary data and new modular platform with embedded AI pay off its vision of "making sophisticated marketing easy." Even so, the Zeta brand needs strengthening in the market. To build credibility, Zeta increased product investment by 40%, doubled its sales force and product development staff, and is investing IPO cash in marketing. Zeta's detailed innovation roadmap links planned development to its primary areas of differentiation and includes features to evoke trust, like data clean rooms for attribution, outcomes-based forecasting, and model output visualizations.

Zeta's modern marketing infrastructure and agency services stand out from competitors because of the subtle ways they augment foundational email best practices. For instance, Zeta can target message content, tonality, offer sequence, and frequency by consumer need states, intent, and psychographics, not just behaviors. It calculates email's influence on the business — not just opens and clicks — through the myriad data points it gathers through its proprietary media network. And it staffs its strategy, creative, analytics, and operations services globally, which facilitates affordable, full-service options. Once Zeta smooths its campaign creation interface — client references wish for a simpler way to copy campaign assets for reuse — and does some brand building, sophisticated enterprises won't find a better vendor for keeping things "easy."

- **Epsilon's experience and breadth of offering serve enterprise marketers well.** Epsilon PeopleCloud is now the core of the Publicis Groupe network, reconciling identities, augmenting profiles, and deepening customer relationships in the moments that matter most. Epsilon's 500 strategy and analytics consultants, 200 operations associates, and 180 office locations appeal to the world's largest financial services, retail, and hospitality firms. And the company's new Messaging Essentials now offers midmarket firms a focused version of these services bundled with lighter-weight technology.

Epsilon's data and agency capabilities are the strongest pieces of its current offering; 70% of clients work with Epsilon in a full-service capacity. The company offers a BI environment where marketers can create customer value scores and explore correlations. It provides proprietary data resources to supplement

audience profiles and measure customer engagement across channels. Security practices are baked into product design, and internal processes and partners undergo regular security audits. And it leads industry standards bureaus around establishing ethical data use. Epsilon's vulnerability? Its message creation interface and query editor are not as user friendly as some of the pure self-service applications we evaluated. One client reference found running complex segmentations can delay deployments. Even so, large enterprises will find Epsilon's focus on transforming complex organizations into better marketers a perfect fit.

Strong Performers

- **Cheetah Digital supports the entire lifecycle but offers average campaign management.** Cheetah Digital positions its overall value, product strategy, and workflow as creating value throughout key stages of a customer's brand relationship: acquisition, engagement, and loyalty. The company's goal? Package solutions to marketing problems — like how to woo a prospect or upsell a member — instead of selling technology that marketers must fit to their contexts. This approach suits Cheetah Digital's investments in data enrichment and loyalty management, and it resonates with big marketers looking for a lifecycle marketing partner.

Cheetah Digital is designed to solve global marketer problems, not just offer a suite of functionality. It offers its interface in eight languages and applies predictive decisioning to propel customers through their lifecycles, rather than just maximize sales at a single touchpoint. Its dedicated, distributed module supports franchise-based businesses with template libraries, mailing schedules, and data access appropriate for emailing at a local level with global oversight. However, reference customers think the platform could be simpler; it's missing the marketer-friendly labels found in other platforms. As one reference said, "Its virtually endless versatility makes it difficult to quickly program for email automation." Still, big retailers, banks, and hotel chains that want comprehensive relationship marketing, not just email or mobile messaging execution, will find Cheetah Digital's white-glove service unmatched.

- **Emarsys delivers a marketer-centric solution despite less flexibility for data ingestion.** We like that Emarsys — a self-proclaimed omnichannel experiences platform — unapologetically prioritizes the email marketer in the strategy and design of its product suite. This midsize, Austria-based firm just celebrated its first year as part of SAP with 30% growth, in part due to its authentic focus on making technology work for marketers instead of just enabling marketers to work within

technology constraints. Its growth strategy hinges on making email more valuable and eliminating waste in email programs and processes while also connecting marketing to commerce and service. Emarsys will tap SAP client relationships and partnerships to make good on this market approach in 2022.

Emarsys' top-notch campaign management delivers against its promise to empower email marketers. Its orchestration engine comes prebuilt with common customer journeys, in-line guidance to improve performance based on predicted outcomes, and editable nodes to change sections of a journey without disrupting overall structure. Reference customers are consistently highly satisfied with Emarsys' ease of use. The platform uses marketer-friendly language throughout and manages consumer data privacy at the data point, not the customer profile, level. Improvements are mostly necessary around reporting: Emarsys' packaged reports lag the full analytics environments of other vendors. Midsize European retailers and consumer goods manufacturers are the target market for Emarsys' solution, but similar North American firms can expect dedicated attention and competitive deals as the company builds its US presence.

- **Iterable's data model and culture position it well, despite lack of full-service support.** Iterable pairs exceptional capabilities — such as a NoSQL data model, limitless data storage, and an automated segmentation module — with a company culture and take on email unlike those of any other vendor we reviewed. The company works to create joy for its clients and their customers. And email provides a gateway to joy by extending a brand, originating more moments for interaction, and offering a canvas for customer insight collection and enrichment. “Iterators,” as Iterable employees call themselves, speak proudly of this vision and company values — having a growth mindset, humility, trust, and balance — and they can articulate how exactly their work tasks create customer joy.

Iterable's campaign and content management, including orchestration and dynamic content capabilities, are among the best in this evaluation. Its internal content library retains revision history indefinitely; stores content, segments, segment logic, and workflow in sortable snippets; and can set orchestrations and dynamic content based not just on an event occurrence but also on the metadata surrounding that event. For example, a major media outlet determines offers and content for show abandoners based on the actors in a scene where the user stopped watching. Reference customers are highly satisfied with Iterable's functionality, account management, and ease of use. What keeps Iterable from higher overall performance in this evaluation is its lack of support for full-service clients. Iterable suits high-volume email and mobile messaging senders with the resources to drive this sophisticated platform themselves.

- **Oracle's solution is comprehensive but complex.** Email marketing is the backbone of Oracle's cross-channel campaign management platform Responsys, which in turn is the cornerstone of Oracle Marketing. Responsys' primary application brings large enterprises fast technology, 1,000 professional services staff, and the scale of 24 global offices. It also recently began offering Responsys Express and Pro editions, lighter-weight options targeted to the small and medium-size business and midmarket buyer, respectively. Even while launching these new products, Oracle Responsys still has time for one of the most innovative development roadmaps in this evaluation. It details dozens of product developments.

Oracle Responsys' resources, engineering bench, and decades-long email maturity diminish market disruptors. It dedicates a team to customer privacy and auditing partner compliance. And 55 professional services staff work on one marquee account. However, the extensiveness of this vendor comes at the expense of its agility. Its message creation interface and query editor lack the in-line guidance and marketer-friendly workflow of competitors. Reference customers use phrases like "robust, but too complicated" to describe Responsys' reporting, billing process, and campaign management front end. Non-faint-hearted marketers, or those willing to pay for full-service support, will find that this vendor's stability and experience override any concerns about ease of use.

- **Adobe's new product declares breadth and depth of capability but is unproven.** This Wave evaluation caught Adobe just rolling out Adobe Journey Optimizer, its new lead product for B2C email and mobile marketing. Built from the ground up on Adobe Experience Platform (an event-based architecture), Journey Optimizer tailors critical pieces of Adobe Experience Platform — like privacy, ingestion, and segmentation — specifically to campaign creators. The application launched in June 2021 and integrates natively with the rest of Adobe Experience Cloud.

Adobe's current strengths come mostly from its corporate heft, not its new product. Security practices are baked into its software development. It has an AI Ethics Review Board for limiting bias across its products. And its broad partner network leverages Adobe into myriad verticals and geographies. Journey Optimizer is still unproven. Reference customers are hopeful but can't yet substantiate any real functionality against capabilities claims. Demonstrated capabilities miss the in-line guidance, predictive orchestration, and liquid scripting of more dynamic competitors. Former batch-tech users, or those with an early-adopter mindset, will find Journey Optimizer a worthwhile upgrade now. Other mid-sophistication marketers might wait until Journey Optimizer is a better-known entity.

- **MessageGears disrupts, but lacks the scale of, incumbent vendors.** Atlanta-based MessageGears brings a novel model to the email vendor landscape. Its hybrid technology bundles a segmentation and campaign management front end — that sits directly on a marketer’s first-party database — with a cloud-based send infrastructure. The goal is to enable real-time messaging without the data transfer that occurs with traditional ESPs. Three products comprise MessageGears’ Customer Marketing Platform: Segment, a segmentation wizard; Message, an orchestration and messaging engine; and Engage, a headless API that makes data accessible across channels. The vendor’s model, which has been quietly popular with a few big brands for years, gained traction during the pandemic. MessageGears grew 72% last year.

Know going into an RFP with MessageGears that its campaign management is less feature-rich than that of a standard ESP. It has a drag-and-drop campaign creation editor, a library for storing content assets, and performance dashboards. But MessageGears relies on marketers to bring their own AI, professional services, and capabilities for distributed businesses. This works for the reference customers we interviewed; most have capable data science teams that are well equipped to create and manage necessary models and services. Even so, MessageGears’ approach is felt around segmentation, reporting, and AI. As one reference explained, “Since they don’t own that data structure, the MessageGears platform lacks some features that would typically be built on top of a vendor-owned marketing database.” Large, data-and-security-savvy companies that don’t want to port their customer data into a vendor-managed system will find MessageGears a bull’s-eye.

- **Cordial offers strong functionality, but its growth strategy lags competitors.** This vendor’s passionate claim — “We build technology to help brands send a better message” — aligns authentically with its culture and values. And it gives direction to the smart self-service capabilities it offers for clients to take advantage of its advanced data model. But in addition to a memorable hook, Cordial needs a decisive growth strategy; clear, simple differentiators; and polish to best better-resourced competitors.

Cordial’s culture and current offering are its strongest assets. The company’s campaign management interface uses marketer-friendly text and labeling and includes quick-start templates and content blocks; it stores all campaign assets, segment logic, and workflow in a sortable library; and it helps users create dynamic content scripting through a drop-down menu. It also supports real-time data ingestion and transformation. But its other functionality is middling compared with other vendors. Planned developments, like baking predictive guidance into its

orchestration interface, will improve its enterprise marketer credibility, as will its further expansion of full-service support. Reference customers say that there's room for more ease of use in the platform interface. Even so, they laud the vendor's servant leadership: "They are the most cordial partner we have ever had." Retailers that want a fresh approach to real-time triggers or event-based messaging will like Cordial on their vendor shortlist.

Contenders

- **Salesforce Marketing Cloud's email solution works best for full-suite buyers.**

The Salesforce Marketing Cloud offers email marketing as one part of a broad set of components that includes interaction optimization, journey builder, AI insights, and market intelligence as well as mobile, advertising, and social media solutions. Although standalone email volume is up 25% for this vendor, it emphasizes suite development more than email innovation. Most advanced email functionality — like real-time data ingestion or advanced analytics — requires add-on applications. And its product roadmap lists more suite developments than email ones. We'd hoped for some obvious email innovations that could ground Salesforce Marketing Cloud's vision of "enabling marketers to create and deliver connected meaningful moments, building trusted lifelong relationships" in a specific application.

Salesforce Journey Builder's intuitive visual interface, AI-powered pathing, and in-line analytics originated the campaign orchestration standard that is now emulated by everyone else. Salesforce also elevates ethics and trust as primary values. Its Office of Ethical and Humane Use of Technology detects sensitive data and works with product teams to eliminate bias in design and use. However, Salesforce's data integration is not as seamless and automatic as with newer platforms. And reference customers grow weary of complex pricing and being upsold in regular business reviews. Salesforce works best for buyers who can take on the whole suite and don't mind the manual effort required to achieve its promised functionality.

- **Braze's strong technology makes up for its clumsy vision.** With more than 1,000 customers; 60% year-over-year growth; rapid expansion in Europe, Asia, and Latin America; and a successful 2021 IPO; Braze has the attention of every other vendor in this evaluation. This growth comes despite some ambiguity in its positioning. Braze's vision — to create human connections between brands and consumers — seems antithetical to its emphasis on automation. But Braze's current offering is good enough to win and keep multichannel marketing leaders anyway; it boasts a 123% retention rate for client companies in its FY 2021.

Every reference customer called out Braze's personalization capabilities — with good reason. Its liquid scripting enables individually tailored content in any channel. And it can autoingest data with no predetermined data structure, enabling spontaneous, real-time messaging. Braze stores campaign content, workflow, and segmentation in a sortable library. This, plus its AI-based predictive journeys, facilitates complex orchestrations. Braze reports campaign performance but offers limited capacity for customer value analysis. And it does not provide agency services. Even so, no self-service, multichannel marketer will be able to resist this vendor once it aligns its tech, vision, values, and marketing message.

- **Netcore Cloud's platform handles volume better than customization.** Privately held and profitable Netcore Cloud is the most experienced email marketing vendor you've never heard of. That's because it sends 55% of all the promotional emails in APAC and has just a sliver of business in the US. Netcore believes that email is about experiences, not just messages, and sells a related suite of customer and product experience solutions as well. While we'd love more behind its vision than just "send the right emails, to the right users, at the right time to create a memorable inbox," Netcore does land its target market. The vendor is growing 40% year over year.

Netcore's campaign creation interface, querying capability, and ability to measure engagement outside of just opens and clicks are competitive with its western platform peers. Plus, this vendor is ahead of the curve at applying AI to marketer workflow. It offers in-line predictive segments and predictive content/offer performance to guide campaign creation. Netcore's data integration is less flexible than that of the Leaders in this evaluation, so it primarily uses customer behaviors and profile attributes instead of contextual data to optimize message content and cadence. It also lacks packaged integrations with most major content management systems and doesn't support distributed or franchise businesses.

Challengers

- **Acoustic needs more modern technology to pull off its lofty ambitions.** This vendor — created from the divested assets of IBM's marketing cloud — intends to help companies become more customer obsessed through campaign management, journey orchestration, analytics, and pricing optimization software. It currently works primarily with small enterprise client companies globally, across retail, consumer packaged goods, finance, and some regulated industries. Acoustic's current leadership is tackling its tech deficits head-on by rebooting the pieces most critical to its vision "to enable brands to build highly personalized customer experiences" first. Expect to see a new campaign creation interface, a

new data lake for more integrated data storage, and partner-led reporting and advanced analytics this year.

Acoustic's best-performing current capabilities include content management, which can store content in multiple formats; data integration, which can ingest structured and unstructured data in real time; a dedicated, distributed module for local or franchise businesses; and an on-par approach to security. In all other criteria we evaluated, Acoustic trails competitors. IBM invested in very limited improvement prior to spinning off what is now Acoustic. If Acoustic can pull off its development plans and clarify that it does support email, not just multichannel marketing, smaller enterprises will appreciate another option to consider. Acoustic declined to participate in the full Forrester Wave evaluation process.

Evaluation Overview

We evaluated vendors against 24 criteria, which we grouped into three high-level categories:

- **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include campaign management, dynamic content, data integration, artificial intelligence, and full-service support.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated each vendor's vision, innovation roadmap, market approach, performance, partner ecosystem, and commercial model.
- **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's email marketing revenue, globalization, and email marketing employees.

Vendor Inclusion Criteria

Forrester included 13 vendors in the assessment, all of which sell a proprietary technology for delivering promotional emails: Acoustic, Adobe, Braze, Cheetah Digital, Cordial, Emarsys, Epsilon, Iterable, MessageGears, Netcore Cloud, Oracle, Salesforce, and Zeta Global. Each of these vendors:

- **Serves a broad range of B2C industries.** Vendors like ActiveCampaign or SugarCRM that chiefly work with B2B enterprises, or B2C vendors like Bluecore that support only one vertical, did not screen in.
- **Supports the enterprise.** Because Forrester's B2C marketer clients come predominantly from large companies, we evaluated vendors that concentrate on

this buyer audience. We did not include vendors with a small emphasis (less than 25%) on client companies that have 1,000 employees or more, like iPost, Dotdigital, or Selligent.

- **Has substantive business.** We also excluded vendors that had limited sales or declining growth, focusing instead on firms with at least \$10 million in revenues for calendar year 2020.

Supplemental Material

Online Resource

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

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology Guide](#) to evaluate participating vendors.

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by December 22, 2021, and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with [The Forrester Wave™ And New Wave™ Vendor Review Policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with [The Forrester Wave™ And](#)

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