

Customer Marketing & Advocacy

March 2023

Vendor Satisfaction Report



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Founder of CMA Weekly

Methodology

153 Customer Marketers, Advocacy Managers, and Community Managers responded to a poll over a three-week period.

Goal:

Discover which tools are most commonly used in Customer Marketing tech stacks and the satisfaction of those tools.

Poll:

- What is your name or LinkedIn URL?
- What are your main solutions for CMA efforts?
- How satisfied are you with these solutions?

Notes:

- Submissions were verified via LinkedIn. At most, 5 names were non-verifiable. 1 response for Base.ai was not verified.
- When someone answered with multiple solutions and did not make their comments clear on which solution they were rating, additional outreach was performed for clarification.

Vendors

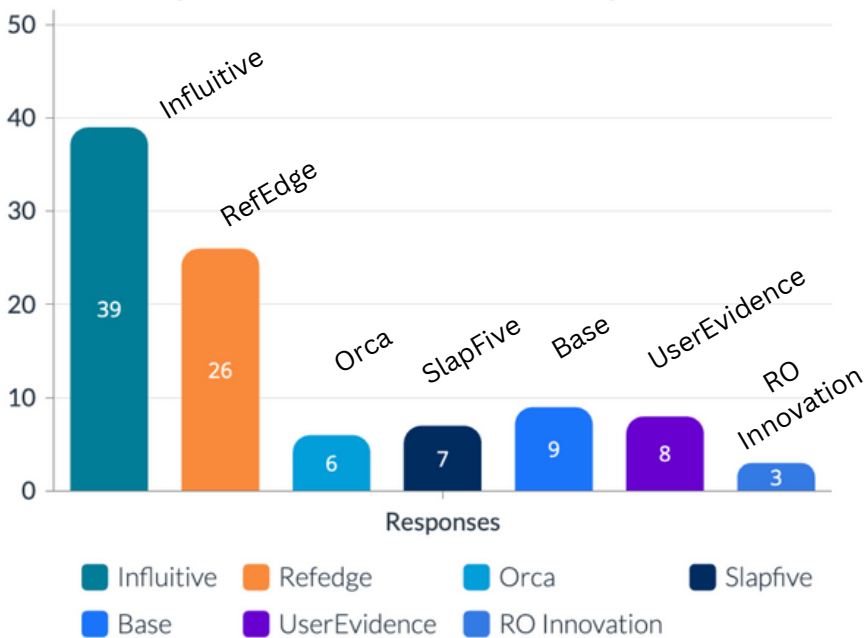
- were notified, and given opportunities to invite respondents to the survey.

Vendor Responses

153 Total Respondents

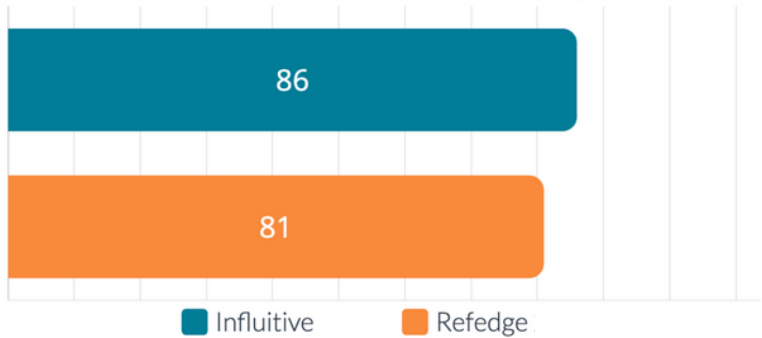
Several respondents selected multiple solutions.

92 Respondents Use An Industry Vendor

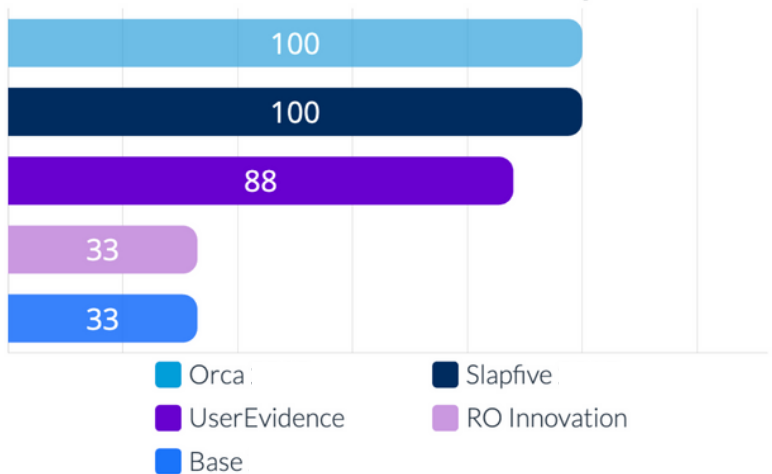


Vendor Satisfaction

Vendors Satisfaction with >20 Responses

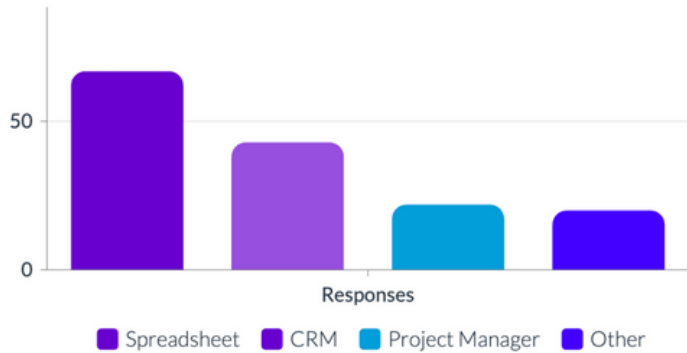


Vendors Satisfaction with <20 Responses

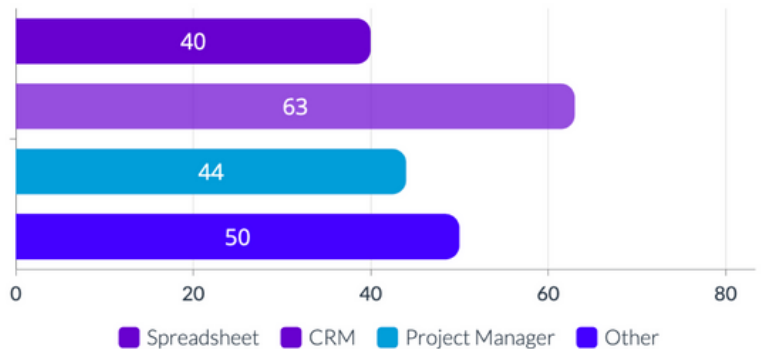


Other Tool Responses

81 Use Other Solutions



Other Solution Satisfaction Rates

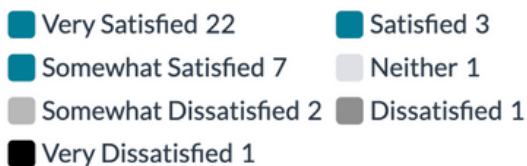
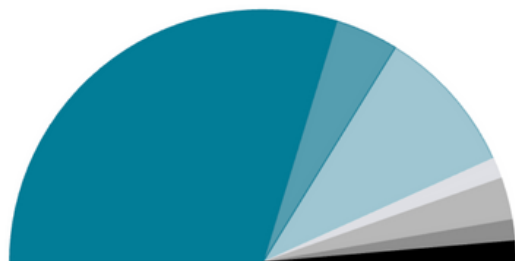


Influitive

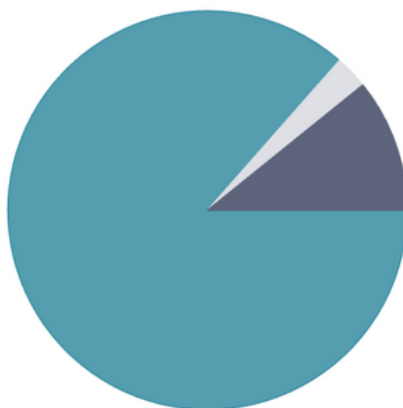
Founded 2010

Advocacy & Community Platform

Influitive 39 Responses



Influitive: 86% Satisfaction

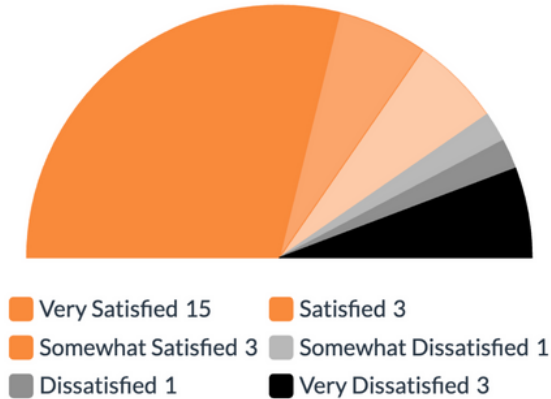


ReferenceEdge

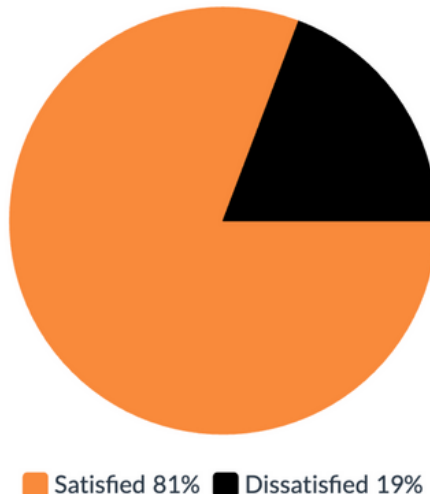
Founded 2003

Salesforce Native Reference Platform

26 Responses



ReferenceEdge: 81% Satisfaction



SlapFive

Advocacy Platform

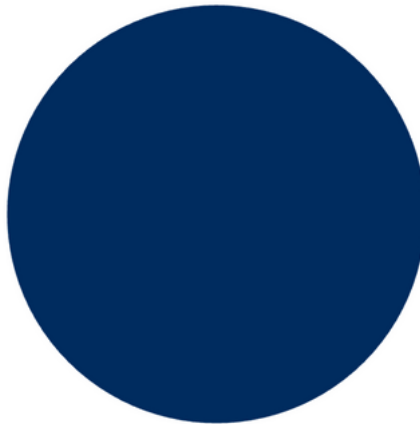
Founded 2015

7 Responses



Very Satisfied 4 Satisfied 2 Somewhat Satisfied 1

SlapFive: 100% Satisfaction



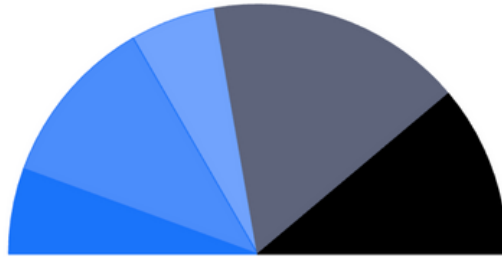
Satisfied 100%

Base

Founded 2018

Advocacy Platform

9 Responses



Base: 33%* Satisfaction



The "Very Satisfied" result from Base was unable to be verified. If removed it from the results, their satisfaction rate is **25%**

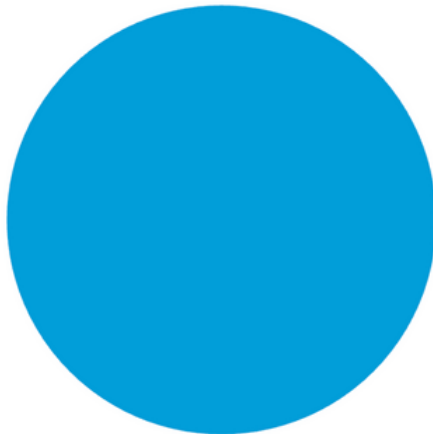
Native Salesforce Advocacy Platform

6 Responses



Very Satisfied 5 Satisfied 1

Orca: 100% Satisfaction



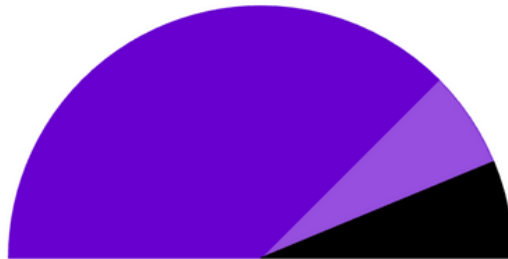
Satisfied 100%

UserEvidence

Advocacy Platform

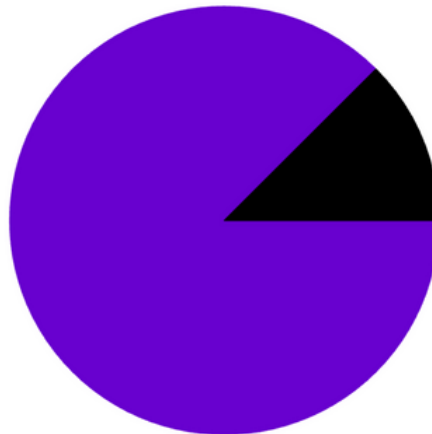
Founded 2020

8 Responses



Very Satisfied 6 Somewhat Satisfied 1
Dissatisfied 1

UserEvidence: 88% Satisfaction



Satisfied 88% Dissatisfied 13%

Additional Findings

Other Solutions Listed:

- Vocal Video
- Enable.us
- Insided
- Smartsheet
- Google Looker Studio
- Quickbase
- Airtable
- Momentive
- GetFeedback
- TechValidate
- Diet
- Notion
- Gainsight
- Power Apps

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