

2022/2023 CUSTOMER MARKETING TECHNOLOGY LANDSCAPE

Customer marketing is the #3 fastest-growing job in the US today, and with its growth comes the expansion of the customer marketing technology landscape. While these innovations solve major customer marketing challenges, it's important to understand the core strengths of each vendor. 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. If you have feedback, we'd love to hear from you — evan@userevidence.com.

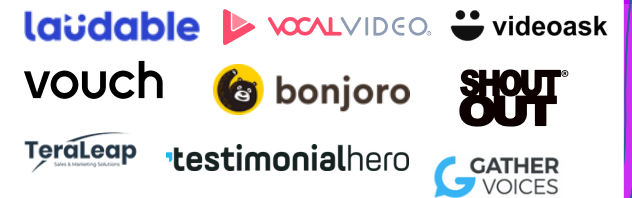
Sales Content Asset Management



Gifting Platforms



Customer Testimonial Videos



Customer Reference Platforms



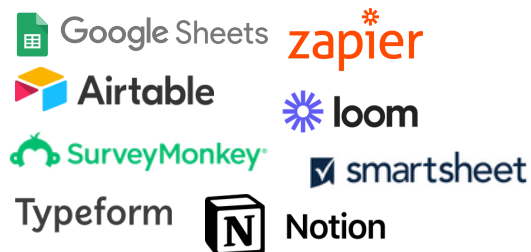
Customer Content Generation Platforms



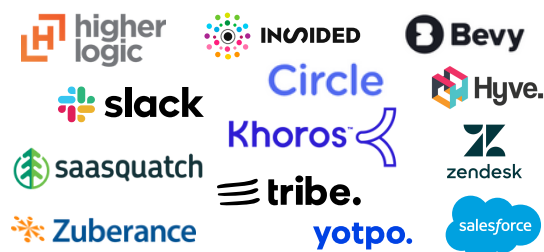
Peer Review Sites



DIY All-Purpose Tools



Community Software, Loyalty, Referrals



Customer Marketing Managed Services/Consulting Firms

