Competitor Analysis

B2B MARKETING AUTOMATION INDUSTRY

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1. Competitive Analysis

1.1 Objective
To find out what is the current scenario in Marketing Automation Industry and keeping all the trends and advancements in view, find out the positioning, opportunities and challenges being faced by Resulticks and its competitors in its segment.

1.2 Markets covered
B2B Marketing Automation Industry is critically analyzed and segmentation is done on the basis of number of employees working in the Marketing Automation Platform service provider.

1.3 Scope
This study covers major marketing automation platform service providers in the large-size and mid-size organizations.

1.4 Research Methodology
Comparative analysis is done on the secondary data obtained from various sources.

1.5 Key deliverables
This study will help to give a broader picture about where each player stands n comparison to each other in their market segment. Apart from that recommendations for Resulticks are designed on the basis of comparative analysis to help Resulticks achieve more visibility, attraction, acceptance, improvements and hence returns.

2. B2B Marketing Automation Industry

Marketing automation platforms are proving their value to B2B marketers faced with a more complex customer lifecycle, a wider array of digital marketing channels, and an unprecedented volume of prospect and customer data. According to Forrester Research, B2B marketers that implement marketing automation experience a 10% increase in their sales-pipeline contribution. Aberdeen Group also found that "best-in-class" companies– defined as in the top 20% of aggregate performers based on metrics such as marketing contribution to sales forecasted pipeline – are 67% more likely to use a marketing automation platform.

Marketing automation is a platform that supports the marketing process, enabling targeted communications that nurture leads until they are sales ready, better management of marketing programs and the ability to measure marketing impact on revenue. It is the invisible back-end technology that enables better, faster, more relevant, more accountable marketing on the frontend.

2.1 Overview

As of 2015, over 142,700 business are now using marketing automation software. Yet, only 369 of the top 10,000 websites have implemented it. The marketing automation industry is now worth approximately $1.62 billion per annum.

B2B marketing automation vendors are benefitting from their product success, as marketing automation systems revenue grew 60% to $1.2 billion in 2014, according to Raab Associates, a marketing automation research and consulting firm (see Table 1). Year-over-year growth in 2013 also was an impressive 50%.
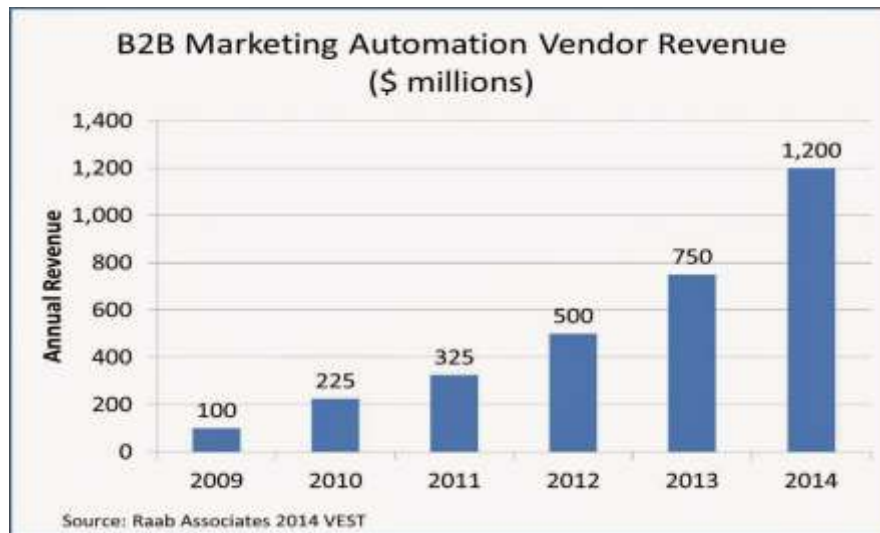
Figure 1: B2B Marketing Automation Vendor Revenue

2.2 Current scenario

Marketing automation is becoming more accessible, with new players reducing the cost and accessibility of software to smaller / niche businesses. Marketing automation has reached a credibility tipping point. As it's now used by almost everyone. Marketing Automation Software market has seen significant growth during coming year as the need for the digital marketing has increased. The market landscape is shaped by the factors like mergers and acquisition by the key players, growth in third-party application ecosystems, enhancing the platform beyond e-mails.

Despite the massive growth in marketing automation adoption, the overall penetration is still incredibly low. As it was found in a study that with only 3.69% of the top 10,000 websites using marketing automation, there is still a huge number of businesses yet to adopt the software.

Given the external growth of the market, though, it's likely that most major vendors will continue to grow with the expansion of the market.

2.3 Market trends

- ➢ Cloud based solutions
- ➢ Continued expansion of the marketing automation ecosystem
- ➢ Software as a Service (SaaS) evolves to Marketing as a Service (MaaS)

- ➢ Marketers continue to invest in marketing automation
- ➢ Increase in acceptance and features included
- ➢ Automation platforms position themselves as hub of user driven marketing
- ➢ Supplier shake-up continues to present visibility challenges
- ➢ Marketing automation still to break down all barriers

2.4 B2B marketing automation platform capabilities

B2B marketing automation is rooted in email marketing, automated tasks include campaign development and execution; landing page creation; capturing, scoring, and nurturing leads; tracking website visitors; and analyzing and reporting results. Today, the market is evolving toward integrated marketing functionality that provides multichannel campaign development and execution, multi-source data collection and storage, CRM and ISV integration, and ROI analysis and reporting. Ultimately, the goal is to provide customers with the ability to build, track, and manage digital campaigns, and monitor the flow of leads as they move from marketing to sales.

Virtually every B2B marketing automation platform profiled in this report provides the following core capabilities:

- email marketing and landing page development
- website visitor tracking
- lead capture, scoring, and nurturing
- centralized marketing databases
- native CRM integration
- data analysis and reporting

From there, vendors differentiate by providing additional tools – that may be add-ons or included in the base price – that offer the following advanced features:

- dynamic website content generation
- multichannel campaign management
- mobile optimization (i.e. responsive design)
- ROI and revenue reporting
- built-in ISV app integration

2.5 SWOT analysis

Table 1: B2B Marketing Automation Industry SWOT Analysis

STRENGTH	WEAKNESS
The market has become extremely competitive and as a result the new generation of marketing automation platforms are more affordable, flexible and can plug into other technologies.	Although vendors are making marketing automation interfaces easy to use and integration with other applications like CRM and content management systems more straightforward, still organizations require extensive training.
OPPORTUNITY	**THREAT**
Vendors with the right approach and price point can prosper from the fast-growing small to mid-sized market and win business by spending more time educating the market and helping organizations understand that developing a clear roadmap and strategy is a key success factor for any marketing automation project.	As the marketing automation landscape becomes increasingly complex and fragmented, a lack of specific skills and resources could be hampering the growth of the sector. Many companies are quickly jumping on board without fully understanding the technology and bridging the gap between the software and available skillsets.

2.6 Market Penetration

Depending upon the size of employees and customers the organizations were divided into segments a shown in Figure 2. Based upon their segment and revenue generated by the marketing automation platforms, market penetration was calculated.

Market Segments and Penetration

segment	annual revenue	clients	% clients	companies	penetration
micro	<$5 million	31,000	57%	1,000,000	3%
small	$5 - $20 million	12,000	22%	220,000	5%
mid-size	$20 - $500 million	9,000	16%	90,000	10%
large	$500+ million	3,000	5%	5,000	60%

Source: Raab Associates 2014 VEST

Figure 2: Market penetration of Marketing Automation Platforms

Penetration reached eight percent among larger firms and varied substantially by industry. VEST data suggests that maybe 3% of micro-businesses (under $5 million revenue) now use a marketing automation system, and under 10% of larger firms do. Mintigo's conclusion across 186,500 B2B companies was that just three percent were using the most common marketing automation systems

3. Leading Vendors

According to the size of the business the leading vendors in marketing automation industry are shown in Figure 3. These are the vendors which are preferred according to the Raab Associates 2014 VEST Report.

segment	main vendors	employees	clients	client growth	rev growth
micro	Infusionsoft	450	18,900	58%	58%
	Ontraport	75	5,000+	25%	80%
	Venntive	25	3,000+	200%	?
small	HubSpot	600	10,595	25%	50%
	Act-On	250	2,200	59%	115%
	Pardot	n/a	?	?	?
mid-size	SalesFusion	54	700	47%	100%
	Marketo	400+	3,001	30%	64%
	Silverpop	520	2,350	31%	?
large	Oracle Eloqua	n/a	1,800+	?	?
	Teradata (Aprimo)	n/a	?	?	?
	Adobe (Neolane)	n/a	?	?	?

Source: Raab Associates 2014 VEST

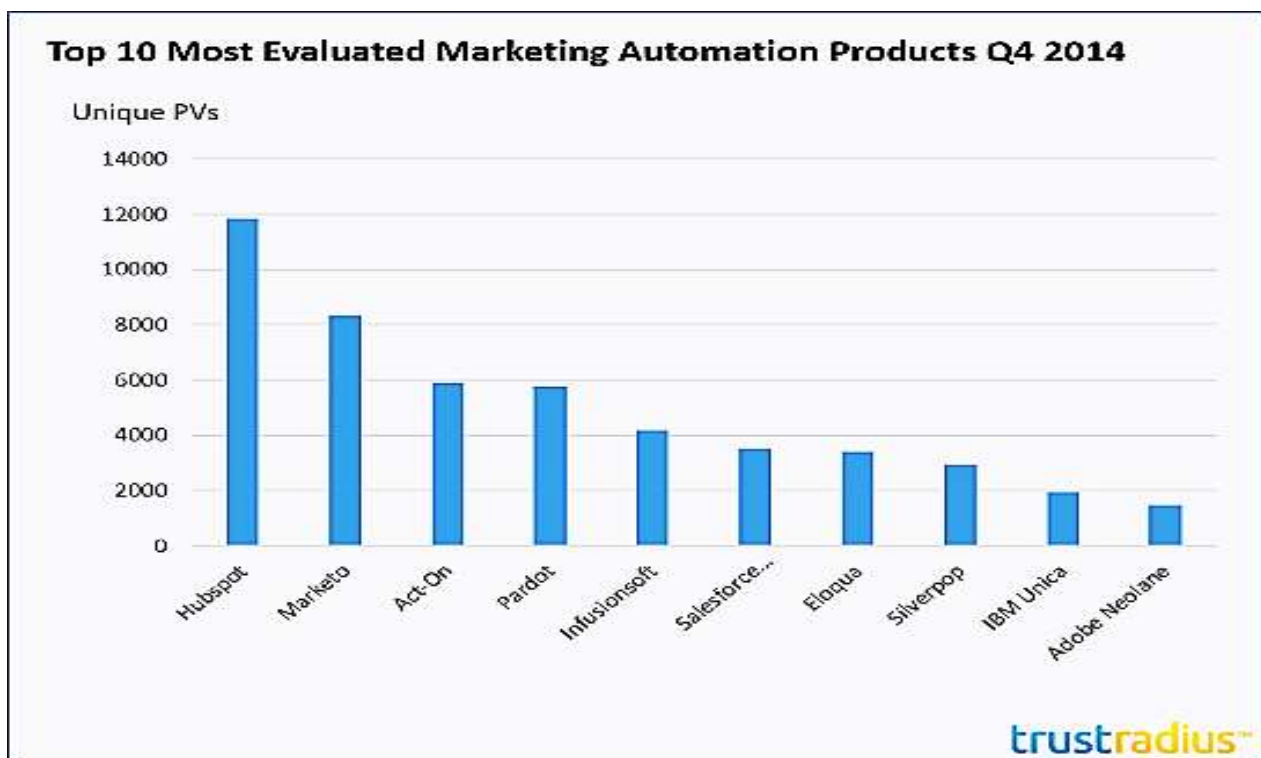*Figure 3: Leading Vendors of Marketing Automation Platforms*

Figure 4: Most evaluated Marketing Automation Platforms (2014)

3.1 Resulticks

These reports cover data till 2014 only. A new player came into the ring in 2014 itself, named Resulticks. It is a new Omni-channel marketing automation platform from Singapore-based global digital communications agency Interakt. There are no silos. It's fully integrated and

gives reports that can track results across channels. Its integration of data-handling makes it easier for reporting. Another feature that Resulticks has is its benchmarking capability, such as comparing a current campaign against past efforts or against industry metrics. Since the platform's parent is also an agency, clients can also avail themselves of consulting services about, say, general strategy or big data integration.

Resulticks strategically targets only the mid-size and large-size organizations so the main competitors turning out in these areas are Marketo, Pardot, Oracle and Adobe.

Target customer
Enterprise B2C and B2B marketers and SMBs as well as mid-size businesses

Features

- Email & Online Marketing Features: Using software to manage lists, send emails, automate email campaigns and track results.
  - WYSIWYG email editor
  - Dynamic content
  - Ability to test dynamic content
  - Landing pages
  - A/B testing
  - Mobile optimization
  - Email deliverability
  - List management
  - Triggered drip sequences
- Lead Management Features: The process of tracking and managing prospective customers from lead generation to conversion.
  - Lead nurturing
  - Does not have Lead scoring and grading
  - Data quality management
  - Automated sales alerts and tasks
- Campaign Management Features
  - Calendaring
  - Event/webinar marketing
- Social Media Marketing Features: Using social media networks to help amplify marketing endeavors.
  - Social sharing and campaigns
  - Social profile integration
- Reporting & Analytics Features
  - Dashboards
  - Standard reports
  - Custom reports
- Platform & Infrastructure Features
  - API
  - Role-based workflow & approvals
  - Does not have Customizability

- o Integration with Salesforce.com
- o Integration with Microsoft Dynamics CRM
- o Integration with SugarCRM

Competitors

Adobe Marketing Cloud, Salesforce Marketing Cloud Email, Oracle
Responsys, Eloqua, HubSpot, Monetate,Pegasystems

Pricing

Free Trial Available? **No**

Free or Freemium Version Available? **No**

Premium Consulting/Integration Services Available? **Yes**

Entry-level set up fee? **Required** (5000-22000***** per installation)

Support Options

	Free Version	Paid Version
FAQ/Knowledgebase	Yes	Yes
Social Media	Yes	Yes
Phone	No	Yes
Email	No	Yes
Forum/Community	No	Yes
Video Tutorials / Webinar	No	Yes

Technical Details

Deployment Types: SaaS

Mobile Application: No

Supported Countries: USA, Asia, India, Middle East, Australia, UK, EMEA

Supported Languages:English-US. Another 14 regional languages coming soon!

3.2 Marketo

Marketo is a leading marketing automation platform with a range of capabilities for small and medium businesses and large enterprises, across various industries. Some common features include email marketing, nurturing, SEO, landing pages, scoring, and analytics while other editions offer advanced features such as website personalization, mobile engagement, social and web retargeting.

Most customers are B2B firms with complex sales cycles, though B2C is a growth segment for the company. According to TrustRadius data, Marketo has customers of varying scale and complexity, from those managing fewer than 100k contacts to those managing more than 5 million.

Target customer

Mid-market to enterprise-level B2B and B2C marketers in a variety of industries including technology, healthcare, financial services, higher education, manufacturing, and media.

Features

➢ Attract - Your potential customers are out there researching solutions. Help them find and learn about yours more easily.

➢ Engage - Easily build automated campaigns that engage prospects in a personalized way, without help from IT.

➢ Drive Revenue - Convert more potential buyers into customers by triggering a relevant message at exactly the right time.

➢ Measure and Optimize - Move beyond opens and clicks. Quickly determine how each of your campaigns and channels impact revenue.

➢ Cloud-based marketing software platform features a suite of integrated applications to deliver an email service provider (ESP), social campaign products, and business intelligence software. Applications include:
  o Marketing Automation
  o Multi-Channel Campaign Management
  o Engagement Marketing
  o Customer Engagement Engine

Competitors

Eloqua, HubSpot, Pardot Marketing Automation, Mautic Marketing Automation, Pivian Marketing Cloud

Pricing

Free Trial Available? **Yes**

Free or Freemium Version Available? **No**

Premium Consulting/Integration Services Available? **Yes**

Entry-level set up fee? **Optional***

- Automated email marketing for B2C clients starts at $1,395/month for 10,000 contacts.
- Marketing automation for B2B SMBs starts at $895/month for 10,000 contacts.
- All Marketo contracts require a one year commitment.
- Quarterly payments are available for SMB customers at an additional 10% per month.

Support Options

Phone   **Yes**

Email   **Yes**

Forum/Community   **Yes**

FAQ/Knowledgebase	**Yes**
Video Tutorials / Webinar	**Yes**

Technical Details
- Deployment Types: SaaS
- Mobile Application: Apple iOS

3.3 Pardot

Pardot is a marketing automation platform. Its key features include lead management, lead generation, social selling and email marketing. Pardot launched in 2007. Salesforce purchased Pardot in June 2013 as part of its $2.5 billion acquisition of ExactTarget.

Target customer
SMB to enterprise-level B2B organizations.

Features
➢ Marketing Automation- A SaaS application- Offers a suite of tools that include lead nurturing, prospect tracking, and ROI reporting.
➢ Email Marketing: Email editor features template customization by region, as well as version control.
➢ Includes editors, templates, and wizards for ease of campaign creation.
➢ Templates optimized for mobile and A/B Testing.
➢ Uses both lead scoring based on prospect actions, and lead grading based on demographic fit to determine lead quality.
➢ Progressive profiling and dynamic content generation.
➢ Automated rules builder and nurturing campaign engine provides automatic marketing actions based on preset rules.
➢ Lead nurturing campaigns send prospects down pre-determined tracks, delivering targeted messaging over time and adjusting based on how recipients interact with the messaging.

Competitors
Autopilot, Eloqua, LeadLife, Marketo, Adobe Campaign, Net-Results, Silverpop Engage, SimplyCast, Mautic Marketing Automation, Pivian Marketing Cloud, Hubspot, Marketo, Eloqua, Act-On

Pardot Pricing
Three pricing levels.

- Standard: $1,000/month for up to 10,000 contacts.
- Pro: $2,000/month for up to 10,000 contacts; includes advanced features such as A/B testing, AdWords integration, API access, and social profiles.

- Ultimate: $3,000/month for up to 10,000 contacts; includes all Standard and Pro features as well as customer user roles and object integrations, a dedicated IP address, and API access for up to 100,000 calls/day.

Implementation carries a one-time fee that varies based on client requirements. Additional fees of $100/month for each additional 10,000 contacts.

Annual contract required.

Free Trial Available? **No**

Free or Freemium Version Available? **No**

Premium Consulting/Integration Services Available? **Yes**

Entry-level set up fee? **No**

Support Options

	Free Version	Paid Version
Email	**Yes**	**Yes**
Phone	**Yes**	**Yes**
FAQ/Knowledgebase	**Yes**	**No**
Live Chat	**Yes**	**Yes**
Forum/Community	**Yes**	**Yes**

All packages include a client advocate, support desk, live training webinars, email, and online forums. Custom packages include chat and phone support.

Technical Details

Deployment Types: On-premise, SaaS

Operating Systems: Windows, Linux, Mac

Mobile Application: Yes

Supported Countries: All

Supported Languages:English

3.4 Adobe

Adobe Systems was founded in December 1982. Adobe acquired Neolane in July 2013 and later re-named the product Adobe Campaign. Adobe Campaign provides both marketing automation and marketing resource management functionality like spend/financial management, workflow and asset management. It also has strong analytics capabilities. It also offers strong integration with enterprise CRM systems

Adobe Marketing Cloud is a subscription-based service enabling users to leverage centralized and shared data, content assets, and profiles. Adobe Marketing Cloud's

additional solutions are: Adobe Analytics, Adobe Target, Adobe Social, Adobe Experience Manager, and Adobe Media Optimizer.

Target customer
Enterprise B2C and B2B marketers in the retail, travel/hospitality, media and entertainment, financial services, and government verticals.

As part of the Adobe Marketing Cloud, Adobe Campaign is integrated with several other Adobe solutions and can target enterprise customers across all verticals.

Features
- ➢ Enables users to execute personalized inbound and outbound marketing programs across email, web, social, mobile, SMS, direct mail, kiosk, call center, and point-ofsale channels.
- ➢ Native integration with Adobe Experience Manager, Adobe Analytics, and Adobe
- ➢ Target to facilitate additional digital marketing capabilities.
- ➢ Adobe Experience Manager integration lets joint clients work from a single digital asset management repository and integrate data from both anonymous visitors and identified customers to create personalized customer experiences.
- ➢ Adobe Analytics integration provide real-time remarketing capabilities for users wanting to address cart abandonment issues.

Adobe Campaign Competitors
Allocadia, Eloqua, IBM Unica, LeadLife, Pardot Marketing Automation, Oracle Responsys, Silverpop Engage, Teradata Integrated Marketing Cloud, WhatsNexx Moments

Pricing
- Adobe Campaign offers three pricing models or packages: an email solution, a cross channel solution, and a solution that includes all available channels.
- Pricing will vary based on the client's size and other factors. Adobe Campaign has a "No CPM" pricing approach.
- All models charge a license/ subscription fee and a customer profile fee, and are based on the number of active customer profiles in the database.

Support
24/7 support includes support, access to major and minor product releases, and software maintenance.

Phone	**Yes**
Email	**Yes**
Forum/Community	**Yes**
FAQ/Knowledgebase	**Yes**
Video Tutorials / Webinar	**Yes**

Social marketing campaign development and execution available through Adobe Social, a separate product in the Adobe Marketing Cloud.

3.5 Oracle Eloqua

Founded in 1999, Eloqua was purchased by Oracle for $871 million in December 2012 and is now a wholly owned subsidiary and the centerpiece of the Oracle Marketing Cloud.

Eloqua is a marketing automation platform, largely focused on the B2B market. Many customers are large enterprises, but they also have many smaller customers among their total of 1,200 customers:

> They offer three separate packages (Marketer / Team / Enterprise) for different size customers.

> The Sales enablement module is add-on at all package levels and comprises Discover (lead management within Salesforce), Engage (a templated email tool for sales people) and Profiler (a visual analytics tool).

Oracle Eloqua10 is available in three versions: Basic, Standard and Enterprise. The Basic version, which lacks some segmentation, reporting and personalization features, as well as the ability to customize security roles, leverage wait lists in event marketing and access custom integration services.

Target customer

SMBs to global enterprises in a range of industries, including high-tech, professional services, manufacturing, financial services, wealth management, asset management, insurance, education, life sciences, nonprofit, and sports and entertainment.

Features
- ➢ Native integration with Oracle Social Relationship Management
- ➢ All Oracle Eloqua products include the Social Suite collection of apps
- ➢ Positioned as a B2B cross-channel marketing platform to create personalized, dynamic content campaigns across email, social, display advertising, and mobile.
- ➢ Lead scoring uses a combination of contact profile information and buying behavior, including campaign responses, converted forms, email clickthroughs, and website activity.
- ➢ Profiler, Engage, and Discoveries is an add-on suite of sales tools that includes site visit alerts, pre-built and customized email messages for multiple devices, and advanced buyer profiling.
- ➢ Native integration with the Oracle Data Management Platform (DMP), allowing users to automatically move audience segments from Oracle Eloqua to the Oracle DMP and execute targeted display and search campaigns.
- ➢ Native integration with Oracle Content Marketing (OCM), enabling users to access best practices and persona-based content. OCM calendaring capabilities can also be extended to campaign tracking

Competitors

Teradata Integrated Marketing Cloud, IBM Unica, LeadLife, Lyris ONE, Marketo, ONTRAPORT, Salesfusion, WhatsNexx Moments, Launchpad, Resulticks-mCloud, Mautic Marketing Automation

Pricing

- Basic version pricing is
    - $2,000 per month for 10,000 contacts
    - $4,500 per month for 100,000 contacts
    - $5,400 per month for 250,000 contacts.
- Standard edition pricing is
    - $4,000 per month for 10,000 Contacts
    - $9,000 per month for 100,000 contacts
    - $10,800 per month for 250,000 contacts

Support

Phone	**Yes**
Email	**Yes**
Forum/Community	**Yes**
FAQ/Knowledgebase	**Yes**
Video Tutorials / Webinar	**Yes**

- Basic version: unlimited emails, forms, and landing pages. Includes best practices templates, standard email and phone support, real time lead scoring and routing, Social Suite apps, and Insight Reporter dashboards and campaign tracking.
- Standard version: all Marketer package capabilities and adds dedicated IP addresses, custom multicity event management, segmentation, advanced data cleansing, real-time multi-model lead scoring, custom CRM integration, and the Oracle Eloqua API.
- Enterprise version: all Basic and Standard capabilities, as well as multiple licenses for the Insight custom dashboard and reporting tool, 24/7 premier support, Sandbox test environment, and multiple databases for separate business units.

4. Capability comparison

In Table 2 comparison is done among the 5 marketing automation platforms selected in this study. According to this Resulticks comes out as an optimum option with almost having maximum number of capabilities. Moreover Resulticks is High on both size-ability as well as ability to align with other platforms.

Table 2: Marketing Automation Software Capabilities

Vendor		Oracle	Adobe	Pardot	Marketo	Resulticks
Email Marketing	**Drip**	Yes	No	Yes	Yes	Yes
	Triggered	Yes	Yes	Yes	Yes	Yes
Dynamic Content	**email**	Yes	Yes	Yes	Yes	Yes
	Landing Page	Yes	Yes	Yes	Yes	Yes
	Website personalization	Yes	Yes	Yes	Yes	Yes
Social Media	**Analytics**	Yes	Yes	Yes	Yes	Yes
	Triggered	Yes	Yes	Yes	Yes	Yes
	Profiling	No	Yes	Yes	Yes	Yes
PPC/ SEO		No	No	Yes	No	Yes
Mobile Optimization		Yes	Yes	Yes	Yes	Yes
ISV Ecosystem	**API**	Yes	Yes	Yes	Yes	Yes
	APP	Yes	No	Yes	Yes	Yes
ROI Tracking		Yes	Yes	Yes	Yes	Yes
Campaign Segmentation		Yes	Yes	Yes	Yes	Yes
Multi-channel		Yes	Yes	Yes	No	Yes
URL optimization		No	No	No	No	Yes
Referrals/ Affiliate		No	No	No	No	No
Search Marketing		No	No	Yes	No	No
Size-ability		Medium	Low	Low	Low	High
Ability to align different platforms		Medium	Low	Medium	Low	High

5. Position in Gartner's Magic Quadrant for CRM lead management

Each year, Gartner, analyst and driving factor in the decision making for many companies, releases its Magic Quadrant for many different products, services, and vendors.

Figure 5: Magic Quadrant for CRM Lead Management

6. Pros and Cons of Marketing Automation Platforms

Based on the positioning in Gartner's Magic Quadrant for CRM lead management following are the Pros and cons of the marketing automation platforms.

Table 3: Pros and cons of marketing automation platforms

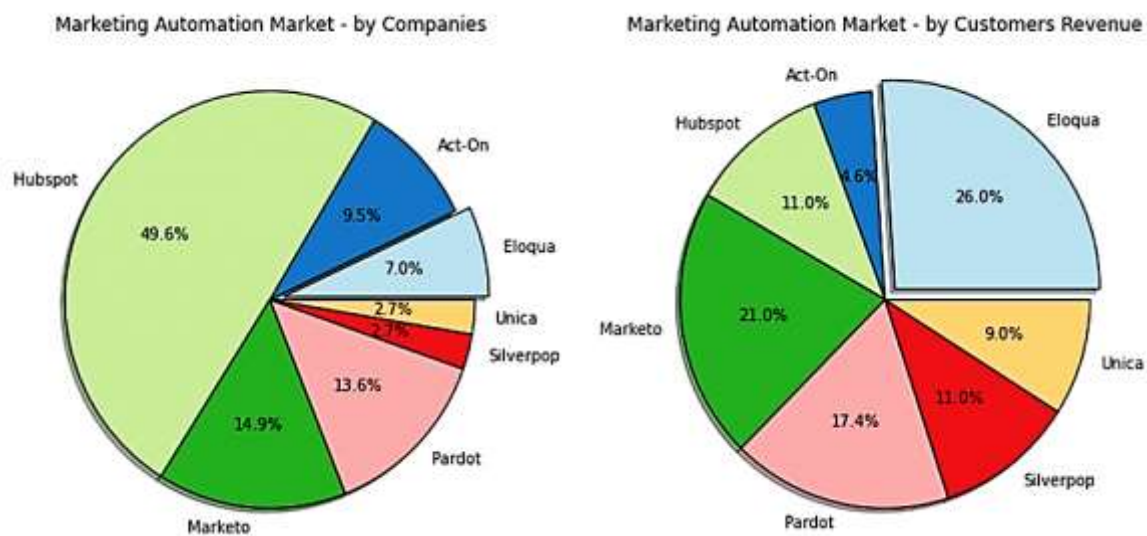| Marketing automation platform	Pros	Cons
Adobe	1. Technology and integration 2. Viability and ecosystem 3. Analytics 4. Multichannel campaign management (MCCM) focused 5. Field expertise and support 6. Integration	1. Low ratings by customers 2. ability to integrate with outside applications 3. user interface emphasizes features over artistry: not designed for casual user
Marketo	1. Time to productivity 2. Product development and agility 3. Customer base and ecosystem	1. Competition 2. North America focus 3. Future development 4. Challenge from multi-channel marketing suites that offer all-in-one functionality
Oracle	1. Functionality 2. Oracle ecosystem 3. Marketing technology and industry templates	1. Integration not up to the mark 2. Competition 3. Portfolio overlap 4. too complex for smaller organizations
Pardot	1. Short time to productivity 2. Market presence 3. Resources 4. offers strong email marketing and lead management/nurturing capabilities along with an intuitive user interface	1. Functional breadth: needs improvement in areas such as deep analytics and reporting capabilities 2. requires its own database, user interface and license 3. Road map 4. Partner competition

Resulticks is new to the market so it was not included in the report. All the cons listed in the table have already been worked upon by Resulticks.

7. Market Automation Market Share

According to an article by Marketing Automation Insider, the maximum market share by companies is covered by Hubspot company- 49.6% whereas Oracle Eloqua covers only 7% but if we see the market share covered by customer revenue, Oracle Eloqua is on top with 26% where as Hubspot has only 11% with it. This clearly indicates that it is not required to cover the maximum but the leads should be generated in such a way that the platform earns maximum revenue from customers by giving effective and efficient solutions.

Resulticks deals only with the Enterprises and mid-size business so it can easily capture impressive revenues form is customers.

Figure 6: Marketing Automation Market share by companies and clients respectively

8. Positioning of Marketing Automation Platforms according to size of the segment being focus

Based on the size of the employees the companies have been divided into three segments-

- Micro segment
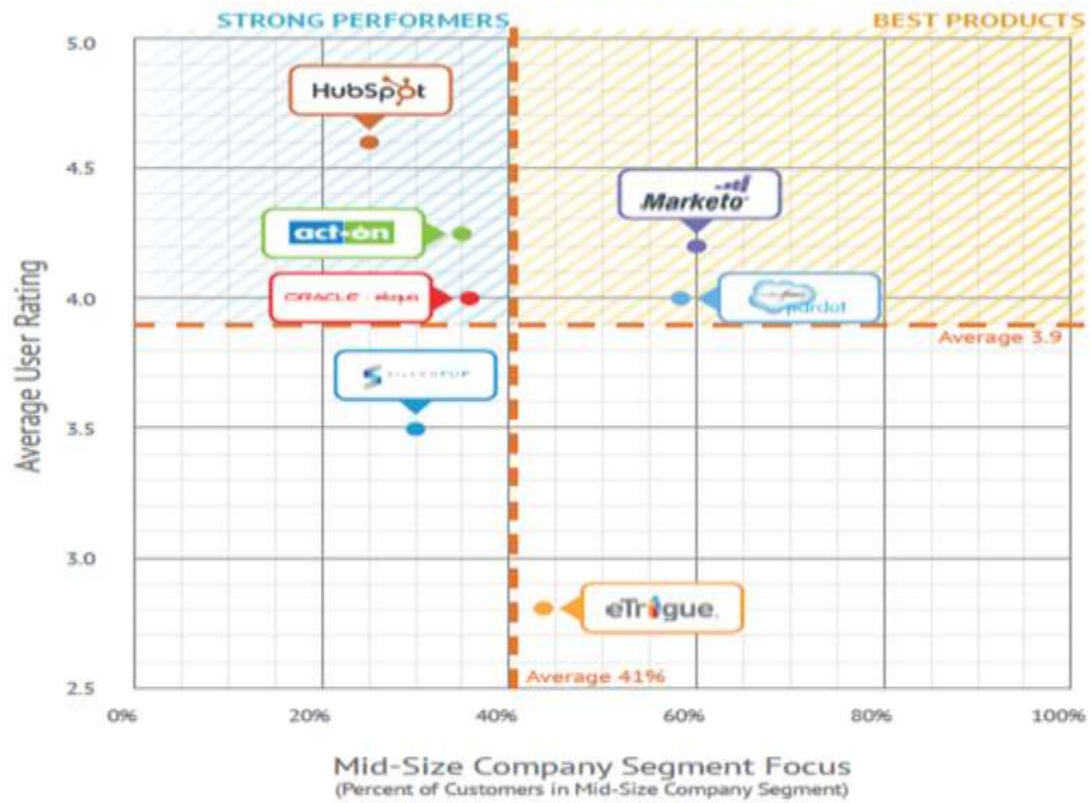- Small segment
- Mid-size segment
- Large (Enterprise) segment

Figure 7: Positioning in Mid-size company segment

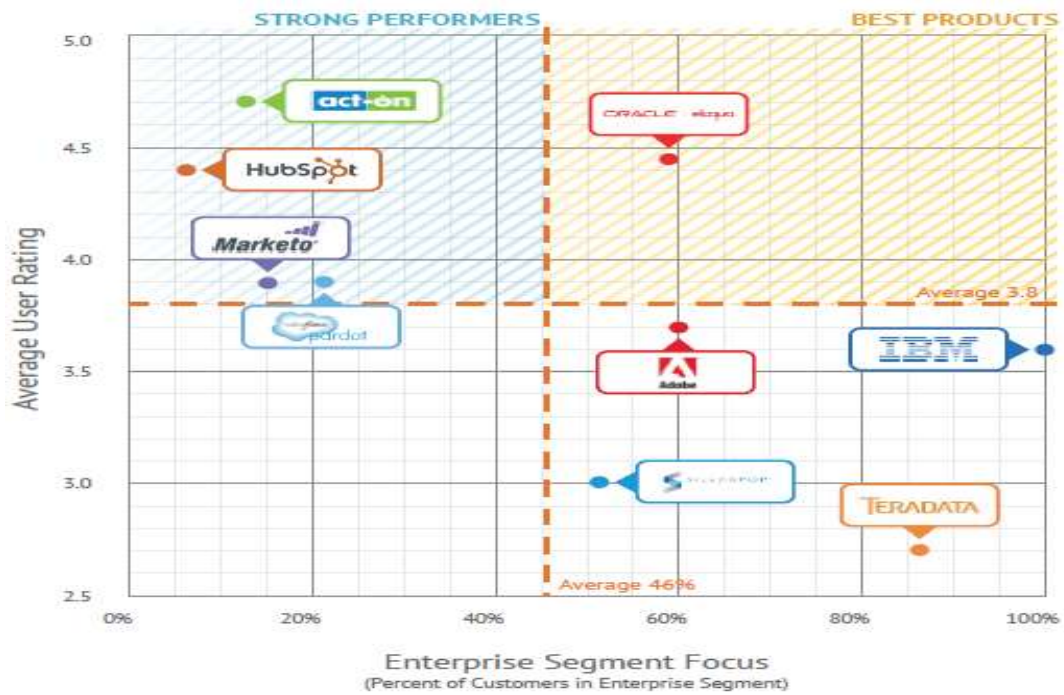# Marketing Automation TrustMap™ for Enterprises

Figure 8: Positioning in Enterprise segment
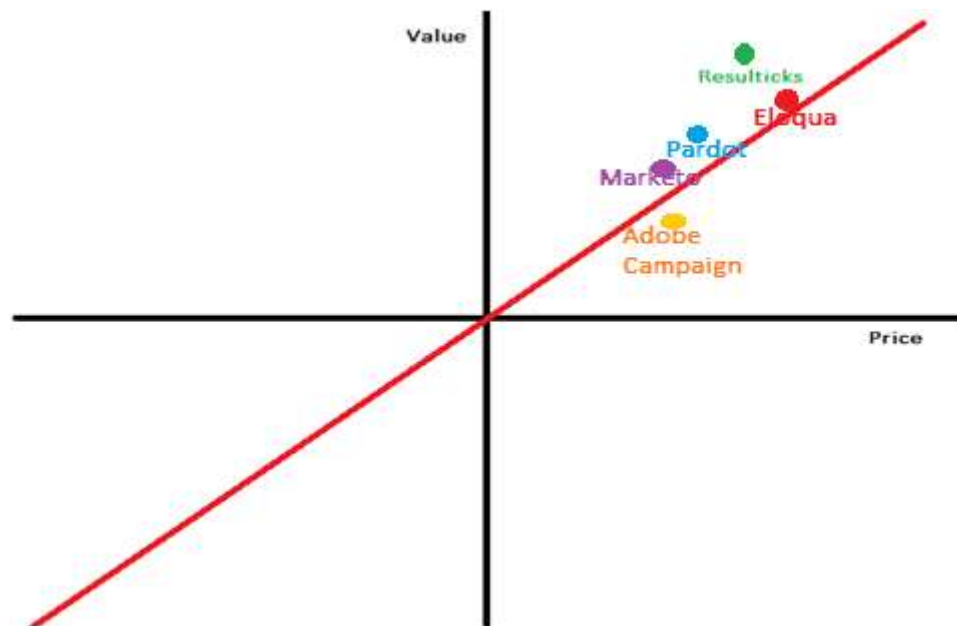
9. Perceptual mapping

Figure 9: Perceptual Map for Marketing Automation Platforms

10. Recommendations

Resulticks has a complete suite of services. In terms of platform capability, it takes on big and established players and in terms of special expertize it takes on small players.

Interakt, its parent company is having 11 years of domain experience and knowledge.

Resulticks being a premium product with real time solutions and effective and efficient technology is having competition from the major established players in this market. The major player are already having a good presence in companies like through ERP, technology, software or CRM system. So, selling marketing automation by them is is just a cross selling but for Resulticks it is a challenge to convince marketers to switch on to Resulticks. Major players are already having a good penetration but for Resulticks its totally a new process and that is why it's a bit difficult convince clients to deploy Resulticks platform.

Resulticks as compared to other platforms is having very less visibility and buzz. Parent company needs to work on this a marketers are well aware of the trends prevailing in market and they want to go with a technology which is having good ratings and reviews and is high ranked in terms of user-experience.