

WAVE REPORT

The Forrester Wave[™]: Revenue Orchestration Platforms For B2B, Q3 2024

The 12 Providers That Matter Most And How They
Stack Up

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FORRESTER

Summary

In our 29-criterion evaluation of revenue orchestration platform providers, we identified the most significant ones and researched, analyzed, and scored them. This report shows how each provider measures up and helps revenue and operations leaders select the right one for their needs.

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

Top Providers Blend Impactful AI With Integrated User Experiences

As go-to-market teams across B2B look to leverage AI to drive frontline productivity and buyer interaction, revenue orchestration platforms have emerged as a consolidation of functionality across [sales engagement platforms](#), [conversation intelligence \(CI\) tools](#), and [revenue operations and intelligence](#). This Forrester Wave™ shows that providers are busy filling gaps in capability for this converged category — outside their traditional core strengths — with certain adjacent category capabilities likely to be added in the next six to 12 months.

As a result of these trends, revenue orchestration platform customers should look for providers that:

- **Deliver a seamless UX.** Ad hoc investments designed to fill capability gaps create productivity and usability challenges by forcing sellers to switch between different platforms and tools as part of their daily workflow. Additionally, many sales technology initiatives often put the needs of operations and leadership ahead of those of frontline sellers. With sales resources tightening and the challenge of profitable growth increasing, buyers should prioritize providers that bring a range of capabilities together in a unified experience to maximize productivity and adoption rates. Prioritize simple, elegant UIs and flawless functional and data integration to optimize a user's daily workflow.
- **Enhance performance with meaningful AI capabilities.** Providers are highly motivated to demonstrate the strength of their AI capabilities, but buyers should focus on meaningful capabilities that can drive productivity or performance impact. Assess providers' ability to use AI to easily surface data-driven insights that help guide seller activity and personalized buyer interaction. The goal is to not only improve the effectiveness of your frontline resources, but also positively differentiate the value created in the minds of the buyers and customers your resources interact with to enable relationship expansion. To leverage generative AI (genAI) insights, revenue orchestration platforms must be the central hub for all buyer interactions and signals. Look for providers with comprehensive first- and third-party data integrations.
- **Enable rigor and consistency in revenue execution.** Effective engagement generates opportunities that must be managed consistently and forecasted accurately. These remain significant challenges for many B2B sales teams. Top providers surface comprehensive insights to enable frontline sellers and managers to easily understand what is working and what is not, as well as what actions they

must take to drive more predictable outcomes and improve individual performance. Look for transparency into how AI scoring models for deal probability and account health for example are determined, while ensuring your administrators can easily configure core processes like forecasting for your context.

Evaluation Summary

The Forrester Wave evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market; it doesn't represent the entire vendor landscape. You'll find more information about this market in [The Revenue Orchestration Platforms For B2B Landscape, Q1 2024](#).

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 Figures 1 and 2). Click the link at the beginning of this report on [Forrester.com](https://forrester.com) to download the tool.

Figure 1

Forrester Wave™: Revenue Orchestration Platforms For B2B, Q3 2024

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Revenue Orchestration Platforms For B2B

Q3 2024



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

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Figure 2

Forrester Wave™: Revenue Orchestration Platforms For B2B Scorecard, Q3 2024

	Forrester's weighting	Aviso	BoostUp	Clari	Gong	Mediafly	Microsoft*
Current offering		3.98	2.14	3.50	4.04	2.80	2.60
Prospecting workflow	4%	3.00	1.00	5.00	3.00	1.00	1.00
Content generation	4%	3.00	1.00	3.00	5.00	3.00	1.00
Buyer collaboration	4%	5.00	1.00	5.00	3.00	5.00	3.00
Interaction execution	4%	3.00	1.00	3.00	5.00	3.00	3.00
Interaction capture and association	4%	3.00	5.00	5.00	5.00	3.00	1.00
Third-party signals integration	4%	3.00	1.00	3.00	5.00	1.00	3.00
First-party data integration	4%	5.00	3.00	5.00	3.00	5.00	3.00
Data infrastructure	4%	5.00	5.00	3.00	5.00	5.00	1.00
Analytics configuration	4%	5.00	5.00	5.00	1.00	5.00	5.00
Range of analytics insights	4%	5.00	1.00	3.00	5.00	3.00	3.00
User analytics interaction	4%	5.00	3.00	3.00	1.00	3.00	3.00
AI guidance and triggers	8%	3.00	1.00	3.00	5.00	3.00	1.00
AI and automation differentiators	8%	3.00	1.00	3.00	5.00	1.00	3.00
AI LLM integration capabilities	5%	5.00	1.00	3.00	5.00	3.00	3.00
Opportunity management/planning	5%	5.00	3.00	5.00	3.00	3.00	1.00
Forecasting	5%	5.00	5.00	5.00	3.00	3.00	3.00
Account planning	5%	5.00	1.00	3.00	3.00	1.00	3.00
Coaching	5%	5.00	3.00	5.00	5.00	3.00	3.00
Advanced security and compliance	5%	3.00	1.00	1.00	3.00	3.00	3.00
Platform UX and integration	5%	3.00	3.00	3.00	5.00	1.00	5.00
Third-party ecosystem	5%	3.00	1.00	1.00	5.00	3.00	3.00

All scores are based on a scale of 1 (weak) to 5 (strong).

*Indicates a nonparticipating vendor

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

	Forrester's weighting	Aviso	BoostUp	Clari	Gong	Mediafly	Microsoft*
Strategy		2.30	2.60	3.70	3.70	1.00	2.90
Vision	20%	1.00	3.00	5.00	3.00	1.00	3.00
Innovation	20%	3.00	1.00	3.00	5.00	1.00	1.00
Roadmap	15%	5.00	1.00	1.00	5.00	1.00	3.00
Partner ecosystem	15%	3.00	1.00	5.00	3.00	1.00	5.00
Adoption	15%	1.00	5.00	3.00	3.00	1.00	3.00
Pricing flexibility and transparency	15%	1.00	5.00	5.00	3.00	1.00	3.00
Market presence		1.00	1.00	3.00	5.00	1.00	5.00
Revenue	50%	1.00	1.00	3.00	5.00	1.00	5.00
Number of customers	50%	1.00	1.00	3.00	5.00	1.00	5.00

All scores are based on a scale of 1 (weak) to 5 (strong).

*Indicates a nonparticipating vendor

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

		Forrester's weighting	Outreach	People.ai*	Revenue Grid	Revenue.io	Salesforce*	Salesloft
Current offering			3.80	2.44	1.54	2.78	2.46	3.38
Prospecting workflow	4%	5.00	1.00	3.00	5.00	3.00	5.00	
Content generation	4%	5.00	1.00	1.00	5.00	1.00	5.00	
Buyer collaboration	4%	5.00	1.00	1.00	3.00	3.00	3.00	
Interaction execution	4%	3.00	1.00	1.00	3.00	3.00	5.00	
Interaction capture and association	4%	3.00	5.00	1.00	1.00	1.00	3.00	
Third-party signals integration	4%	3.00	3.00	1.00	3.00	3.00	5.00	
First-party data integration	4%	3.00	1.00	1.00	1.00	3.00	5.00	
Data infrastructure	4%	3.00	3.00	1.00	3.00	1.00	3.00	
Analytics configuration	4%	3.00	3.00	1.00	1.00	5.00	1.00	
Range of analytics insights	4%	5.00	1.00	1.00	3.00	3.00	3.00	
User analytics interaction	4%	5.00	3.00	1.00	3.00	5.00	1.00	
AI guidance and triggers	8%	3.00	1.00	3.00	5.00	1.00	3.00	
AI and automation differentiators	8%	3.00	3.00	1.00	3.00	3.00	1.00	
AI LLM integration capabilities	5%	3.00	5.00	1.00	3.00	3.00	3.00	
Opportunity management/planning	5%	5.00	5.00	1.00	3.00	1.00	3.00	
Forecasting	5%	3.00	1.00	3.00	1.00	3.00	3.00	
Account planning	5%	5.00	5.00	1.00	1.00	1.00	3.00	
Coaching	5%	3.00	1.00	1.00	3.00	1.00	5.00	
Advanced security and compliance	5%	5.00	1.00	3.00	5.00	1.00	3.00	
Platform UX and integration	5%	3.00	3.00	3.00	1.00	3.00	5.00	
Third-party ecosystem	5%	5.00	3.00	1.00	1.00	5.00	5.00	

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	Forrester's weighting	Outreach	People.ai*	Revenue Grid	Revenue.io	Salesforce*	Salesloft
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Innovation	20%	5.00	5.00	1.00	3.00	1.00	3.00
Roadmap	15%	5.00	3.00	1.00	1.00	3.00	5.00
Partner ecosystem	15%	3.00	1.00	1.00	1.00	5.00	5.00
Adoption	15%	1.00	3.00	5.00	5.00	3.00	3.00
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Number of customers	50%	5.00	3.00	1.00	1.00	5.00	5.00

All scores are based on a scale of 1 (weak) to 5 (strong).

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Vendor Offerings

Forrester evaluated the offerings listed below (see Figure 3).

Figure 3
Evaluated Vendors And Product Information

Vendor	Product evaluated
Aviso	Aviso AI Operating System
BoostUp	BoostUp Forecast
Clari	Clari Revenue Platform
Gong	Gong
Mediafly	Mediafly
Microsoft	Microsoft Dynamics 365
Outreach	Outreach Sales Execution Platform
People.ai	People.ai Data Foundation, SalesAI, ClosePlan, PeopleGlass
Revenue Grid	Revenue Grid
Revenue.io	Revenue.io AI-Powered Revenue Orchestration Platform
Salesforce	Salesforce Dynamic Revenue Orchestrator
Salesloft	Salesloft Platform

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Vendor Profiles

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

Leaders

- **Gong’s AI reveals unique buyer and seller insights to improve deal outcomes.**

One of the few companies founded with AI at its core, Gong has used its nine-year AI résumé to create transformative insights for revenue organizations. Though Gong’s marketing ability generated demand for CI in B2B, its ability to consistently advance the application of AI in sales has been a key differentiator. With CI as the foundation of the platform, Gong excels at turning unstructured interactions into insights. This foundation plays a major role in its ability to unlock the value of genAI for revenue teams. To continue growing, Gong must overcome the seller change management challenges required to take advantage of its AI insights, particularly in traditional B2B segments. Many providers have aspirational

roadmaps to improve seller outcomes, but Gong's is more aggressive and backed by a track record of delivering on commitments.

This platform begins and ends with AI, where it consistently differentiates. For example, "Ask Anything" is an advanced AI feature that allows users to ask questions about accounts, contacts, and opportunities. Although other vendors in this evaluation have similar features, Gong's customers validate its accuracy and differentiation. Gong has also done the less glamorous but critical work of enabling administrators to create the interaction capture consistency required for accurate insights. Gong has minimal workflow capabilities required to automate sellers' daily work. Reference customers have bought into having Gong as their innovation partner but want to see more bundling options available to help them save costs when using the entire platform. Gong is a fit for companies committed to leveraging AI to improve revenue outcomes.

View [Gong's detailed scorecard](#).

- **Salesloft connects sellers and leaders to insights and action.** A pioneer of sales technology for outbound prospecting, Salesloft has expanded the platform into full-funnel sales execution, postsale account management, and customer success. The company has developed a diverse, increasingly global customer base that demonstrates its ability to expand beyond high-tech. The recent acquisition of Drift is bold, with Salesloft betting big that first-party digital engagement will prove a key differentiator as access to large volumes of unstructured data becomes an important battleground in this category. The company's strategy on how it will leverage Drift for near-term growth and commercial impact is unclear. Salesloft has an aggressive roadmap as it looks to further enhance its Rhythm action engine and continue to close capability gaps in genAI and conversational AI capabilities.

Salesloft Rhythm showcases its well-integrated partner ecosystem to surface a wide range of signals to frontline resources in the form of actionable insights. The platform provides a sleek, integrated, and intuitive interface for users. It has considerably enhanced analytics, but customers lack the range of design and configuration options available from other providers. GenAI capabilities need further enhancement with limited summarization and no virtual assistance. Reference customers said they are unsure of Salesloft's AI differentiation but were consistently positive on its implementation support and business impact. Salesloft is a great fit for companies prioritizing a unified platform experience for their frontline teams and looking for actionable guidance to drive resource performance

and productivity.

View [Salesloft's detailed scorecard](#).

- **Outreach delivers a reimaged engagement experience as it expands into enterprise.** With a focus on sales execution, Outreach is expanding from its sales engagement roots to a complete platform supporting all sales roles. After a series of one-off acquisitions and innovations, Outreach dedicated resources to integrate these features into a unified platform. Having completed most of this work, Outreach is hitting its stride with roadmap execution. Its development cycles have been optimized to improve its ability to deliver enhancements, resulting in a series of quality upgrades in its latest release. Additionally, Outreach's focus on aggressively pursuing feedback from enterprise customers has motivated it to prioritize important gaps. Outreach's pricing strategy charges for features that are free with most other vendors and the platform needs to work on enabling the level of adoption required for users to capture its full value.

The heart of the platform is its engagement engine. Outreach's workflow capabilities allow companies to create sophisticated cadences that can be linked, automated, and assigned to multiple users. Its advanced workflow offers advantages that expand beyond engagement into critical revenue orchestration areas such as AI-optimized workflows, proactive guidance, trained triggers, and a thriving ecosystem of third-party integrations. The gaps are in its fundamental capabilities — e.g., a lack of access to custom objects and not having a mobile app, which limits a key engagement point for field sellers. Reference customers pointed out the need for enterprise enhancements but raved about the company's willingness to work with them to close these gaps. Outreach is a strong fit for enterprise companies looking to develop advanced engagement capabilities with a vendor willing to partner to meet their future needs.

View [Outreach's detailed scorecard](#).

- **Clari provides a single platform to run revenue.** Clari has modernized sales forecasting from spreadsheets to enterprise-scale systems to drive predictable revenue. Its acquisitions of Wingman and Groove extended support for frontline sales execution with the addition of CI and sales engagement. Its differentiated and consistent vision focused on revenue management rigor and governance is designed to resonate with executive leaders across B2B. Clari's commercial partner ecosystem broadens its routes to market via private equity, global systems integrators, and consulting alliances. Upcoming product releases seek to expand

Clari's revenue management leadership, but communication of roadmap commitments and delivery could be tightened.

Clari has added support for different forecasting use cases such as usage-based or consumption models, while Clari Studio provides flexibility and self-configuration to customers and implementation partners. Clari Copilot enhances coaching combined with new genAI capabilities providing virtual assistance and summarization. Although the Groove addition appears relatively seamless in the UI, differences in data management and AI capabilities indicate that full product integration remains ongoing. Clari lacks some data privacy features like redaction and an EU data center, which is due to come online in 2025. Reference customer adoption is strong, although feedback on its customer success teams is less positive relative to others evaluated. Organizations looking to build predictable revenue processes and increase frontline productivity should consider Clari.

View [Clari's detailed scorecard](#).

Strong Performers

- **Aviso has a comprehensive platform, but its go-to-market efforts are evolving.**

Aviso positions itself as a revenue operating system for not only sales, but also the entire go-to-market team. Aviso competes head on with larger competitors, covering the full range of revenue orchestration use cases and enthusiastically embracing genAI. Aviso's comprehensive product vision and ambitious roadmap designed to leverage the latest AI innovations are impressive, but it must continue to evolve its commercial vision and go-to-market messaging to drive compelling growth and market share.

Aviso's rapid product evolution and ability to exploit new technologies with limited resources is notable. Forecasting capabilities remain a core strength and Aviso now supports a broader set of more complex enterprise use cases, multiple CRM instances, and flexible data configuration. Aviso is leaning hard into differentiated AI capabilities such as natural language querying for analytics and ideal customer profile scoring but must ensure all AI capabilities are impactful for users. The UX has evolved considerably, but certain design choices could be optimized further. Reference customers were complimentary about Aviso's implementation support but have lower adoption relative to the reference customers of others evaluated. Organizations looking for a comprehensive platform for mid- to late-funnel revenue orchestration and with a strong appetite for AI experimentation should

consider Aviso.

View [Aviso's detailed scorecard](#).

- **Microsoft delivers orchestration for Dynamics 365 users but lacks best-in-class features.** The increase in prominence of Dynamics 365 has positioned Microsoft as an important revenue orchestration platform provider. Its vision of enabling a unified, platform-agnostic UX positions it to benefit whether users are taking advantage of Microsoft capabilities or using others. The vast partner ecosystem available to support its CRM implementations is an advantage that can be used to sell and deploy its orchestration features. Revenue orchestration does not appear to be a priority for Microsoft, so it is unlikely to get the same attention of other providers whose sole purpose is delivering the best orchestration platform. Microsoft's resources ensure its roadmap is always supported, but its lack of ambition shows that the company will follow rather than lead.

Microsoft provides a unified UX and deep platform integration. This extends to other Microsoft solutions providing unique integrations with LinkedIn Sales Navigator, Copilot for Sales, and Microsoft 365. Its reporting configuration capabilities and integration with Power BI enable companies to support virtually all reporting requirements. However, its strengths are also weaknesses, as many of the products available are not focused on revenue orchestration, requiring a higher level of development and configuration work from customers that want to unlock revenue orchestration features. The company must invest more in advanced AI guidance and triggers to match what most vendors in this evaluation include. Microsoft is a strong fit for companies committed to the Microsoft tech stack and implementing standard revenue orchestration capabilities. Microsoft declined to participate in the full Forrester Wave evaluation process.

View [Microsoft's detailed scorecard](#).

Contenders

- **People.ai shines with data capture and AI but is not a natural category fit.** Aggregation and analysis of buyer engagement is core to People.ai's value proposition, designed to complement rather than compete with end-to-end revenue orchestration platforms. The company strategy has evolved to more of a separate AI platform for sales, providing AI assistance, guidance, and summarization for CRM users and other leadership stakeholders who need a convenient and systematic understanding of their business. People.ai's

commercial challenge remains convincing buyers they must invest in another platform with considerable functionality overlaps, as revenue orchestration platform providers add similar AI and interaction capture capabilities. The company is developing its relationship with Microsoft with a new integration for Dynamics 365 Sales; Microsoft's former chief product officer of customer engagement apps now leads product at People.ai.

Comprehensive data management capabilities are a key differentiator with advanced privacy/security filtering, data enrichment, and matching. The platform has enhanced analytics capabilities, allowing users to create custom dashboards. Opportunity and account planning capabilities, though comprehensive, are the primary sales execution features in the platform. People.ai does not support forecasting, sales engagement, or CI, so the range of insights it surfaces depends on the data it can access from CRM or other first- and third-party integrations. Organizations looking for comprehensive revenue data management and ways to leverage AI to deliver insights and guidance to a broad set of go-to-market stakeholders should consider People.ai. People.ai declined to participate in the full Forrester Wave evaluation process.

View [People.ai's detailed scorecard](#).

- **Salesforce is closing the capability gap, but other customer challenges remain.**

Salesforce continues to dominate the sales tech industry it largely created in the 1990s. Its huge customer base, unrivaled ecosystem, and deep resources affords it significant market power and influence. Salesforce has accelerated innovation in Sales Cloud in the last few years as it looks to close functionality gaps with leading revenue orchestration platform providers, while its roadmap seeks to leverage its competitive advantages to demonstrate its AI and automation superiority. SKU confusion is improving, but cost, platform complexity, and management requirements remain concerns for customers. Salesforce's Trailblazer program and range of support for administrators have proven to be critical educational and career development tools for revenue operations teams.

Key revenue orchestration capabilities have significantly improved in Sales Cloud in recent releases. Forecasting and pipeline management capabilities now provide greater flexibility and configuration, while Einstein GPT brings AI email automation, summarization, and seller guidance. Salesforce Flow is way ahead of revenue orchestration platform providers in no-code workflow automation, and the company is clearly still focused on field seller productivity via continued

prioritization of its mobile app. Sales engagement and CI capabilities, though improving, still lag most evaluated vendors, particularly related to interaction capture, engagement insights, and frontline coaching. Salesforce is a strong fit for enterprises that view it as a strategic platform and partner. Salesforce declined to participate in the full Forrester Wave evaluation process.

View [Salesforce's detailed scorecard](#).

- **Revenue.io offers advanced real-time engagement but lacks core capabilities.**

With its origins as a sales acceleration tool for Salesforce customers, Revenue.io has expanded into a platform focused on orchestrating for all types of sellers. A comprehensive customer onboarding program is reflected in the high rate of user adoption. Real-time CI is an area of innovation and continues to be ahead of the market. Revenue.io's vision for revenue orchestration lacks alignment. It has deep capabilities in periphery features such as real-time CI but lagging capabilities in major areas such as forecasting. Its roadmap focuses on genAI but reflects its category vision misalignment. Revenue.io must pay attention to key capabilities to maintain relevance in this category.

The platform has strong prospecting engagement and its new genAI functionality adds the ability to better understand prospects and communicate more efficiently with them. Revenue.io is strong in security and compliance, including call redaction, email compliance, and the ability to host its platform on customers' servers. A noticeable gap in the platform is forecasting, in which the platform is limited compared to others in this evaluation. It also relies more on the Salesforce CRM infrastructure than peers, lacking the interaction capture and association capabilities required to deliver full capture of insights. Reference customers validated the strengths and weaknesses of depending on Salesforce CRM and are pushing Revenue.io to continue building its infrastructure to keep pace with the market. Revenue.io is a strong fit for call-centric transactional companies that want to optimize high-volume outbound sales motions.

View [Revenue.io's detailed scorecard](#).

- **BoostUp excels at forecasting and analytics but must advance its genAI.**

BoostUp has developed a comprehensive forecasting and analytics platform. Economic volatility refocused the company strategy on its core strengths of forecasting, revenue insights, deal inspection, and coaching for high-tech customers. The company now seeks to deliver competitive differentiation by supporting more complex forecasting use cases and leveraging its configurability

and time to value. Product marketing and messaging has sharpened considerably, but the company's product innovation has not been as aggressive as that of others, with genAI capabilities being a primary gap. A new virtual copilot is due this year, but BoostUp's roadmap lacks detail on when it will close other gaps.

BoostUp's support for non-opportunity-based forecasting use cases, such as consumption and product-led motions, allows it to support more complex customer revenue models. The level of administrator-led configurability for forecasting, interaction capture, and analytics provides significant customer flexibility. Given its forecasting focus, BoostUp does not support all revenue orchestration use cases. Capability gaps include AI-driven guidance to surface signals for seller action, genAI summarization, and virtual assistance. Reference customers validated administrative flexibility and a consistent UX. BoostUp is a good fit for organizations focused on overcoming persistent forecast accuracy and pipeline rigor challenges.

View [BoostUp's detailed scorecard](#).

- **Mediafly delivers advanced analytics but is focused on revenue enablement.**

With its roots in revenue enablement, Mediafly constructed its revenue orchestration capabilities through a host of acquisitions, with InsightSquared as the most prominent. After securing an \$80 million funding round, Mediafly has doubled down on its strengths and chosen revenue enablement over orchestration, affecting its strength of vision and innovation in this category. This leaves the platform in a position of having orchestration capabilities as more of a supplement than a selling point, with a likely impact on product innovation for its orchestration capabilities.

Mediafly provides outstanding analytics configuration capabilities that enable users to visualize almost anything. Strong first-party data integrations and a flexible data infrastructure that can support multiple hierarchies further enhance its analytics strengths. Its orchestration features stand out compared to competing enablement providers but are not as complete as those of revenue orchestration platform providers. The gaps in the platform are grounded in the UX and integration, which lack the cohesiveness of others in this evaluation. Prospecting cadences are not available and the platform lacks the third-party integrations needed to evaluate all buyer insights. Mediafly's reference customers did not respond to Forrester's outreach for this evaluation. Mediafly is a strong fit for revenue enablement users looking to add advanced analytics.

View [Mediafly's detailed scorecard](#).

Challengers

- **Revenue Grid levels up CRM capabilities but is playing catch-up on AI.** Founded with the goal of enabling companies to scale and drive repeatable revenue, Revenue Grid is a gritty company constantly working to deliver on its mission. This can be seen in its commitment to user adoption, which is among the best of the vendors evaluated. Although Revenue Grid is fully committed to improving its platform, its vision and innovation are behind those of evaluated vendors and focus more on catching up than on developing leading capabilities. Its roadmap addresses this by focusing on infusing AI into all facets of the platform.

Revenue Grid provides key features such as forecasting and prospecting cadences that are a step up for enterprise organizations accustomed to a CRM-only tech stack. It heavily emphasizes helping enterprise customers reduce revenue leakage — this is visible in its forecast reporting, which delivers valuable insights that make it easy for customers to identify and close gaps. The platform lacks AI differentiators and relies on CRM for interaction association, third-party data capture, and data infrastructure hierarchies. Reference customers respect Revenue Grid's CRM knowledge and ability to support seamless email and meeting interaction integrations, but they want to see improved ability to innovate in line with larger revenue orchestration platforms. Revenue Grid provided only one reference customer for this evaluation. Revenue Grid is a strong fit for enterprise organizations struggling with the limitations of CRM and looking for a measured step forward in productivity.

View [Revenue Grid's detailed scorecard](#).

Evaluation Overview

We grouped our evaluation criteria 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.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies, including elements such as vision and innovation.
- **Market presence.** The size of each vendor's marker on the graphic reflects Forrester's assessment of its market presence.

Vendor Inclusion Criteria

Each of the vendors we included in this assessment has:

- **Strategic focus.** Each vendor demonstrates a strategic focus on frontline seller and revenue orchestration solutions with enterprise customers.
- **Revenue orchestration capabilities.** Each vendor has capabilities that support multiple elements of the revenue orchestration cycle.
- **A minimum estimated revenue threshold.** Each vendor has more than \$10 million in annual revenue.
- **Strong interest among Forrester clients.** We considered the level of interest shown and feedback provided from our clients in our various interactions including inquiries, advisory, and consulting engagements.

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](#) 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 May 20, 2024, 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 [our 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 our [vendor participation policy](#) and publish their positioning along with those of the participating vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [integrity policy](#) posted on our website.



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