BLIN – Bridgeline Digital, Inc.

## Appendix D: Competitor Detail

The largest players offering a martech suite or platform are:

1. [Salesforce.com, Inc. (Commerce Cloud)](https://www.salesforce.com/products/commerce-cloud/overview/) – $3.7 billion in revenues. CRM: NYSE.
2. [Adobe (Experience Manager)](https://www.adobe.com/marketing/experience-manager.html) – $2.7 billion sales. ADBE/NASDAQ.
3. [Episerver](https://www.episerver.com/) – [$18 bil](https://www.episerver.com/about/company/overview/) in omnichannel revenue. Private.
4. [Big Commerce](https://www.bigcommerce.com/) – cloud e-commerce platform. Private, 755 estimated employees.
5. [Sitecore](file:///D%3A%5CAccord%20Partners%20Dropbox%5CAccord%20Partners%5CCompanies%5CBLIN%5Ccustomer%20experience%20management%20company%20that%20provides%20web%20content%20management%20and%20multichannel%20marketing%20automation%20software.%20The%20company%20was%20founded%20in%202001%20in%20Denmark) – Experience platform $227 million yearly ([2016](https://www.cmswire.com/digital-experience/new-majority-investment-values-sitecore-at-1b/)). Private.
6. [Hubspot](https://www.hubspot.com/) – platform for Marketing Hub, Sales Hub, Service Hub, CRM. HUBS/NASDAQ. In Q1 2019, $151.8 million, up 33% compared to Q1’18. This seems to be Bridgeline’s most direct competitor.

This list is simplistic. But it is beyond the scope of this profile to try to list all the competitors in each submarket the Bridgeline is trying to address For example, Web Content Management alone has over ten obvious competitors (WordPress.org, Pantheon, Sitefinity, Contentful, Kentico Cloud, Drupal, Joomla, Squiz Matrix, Oracle, Typepad, etc). Mr. Khan, Bridgeline’s CEO, says there are over 5,000 companies in martech, and he’s probably right.