

Magic Quadrant for Content Marketing Platforms

10 March 2025 - ID G00821700 - 46 min read

By Jeff Cohen, Rene Cizio, [and 2 more](#)

Content marketing platforms support the end-to-end content production process by planning, creating, managing and measuring content to drive marketing objectives such as engagement, acquisition and efficiency. CMOs can identify vendors capable of scaling their content needs with GenAI.

Strategic Planning Assumptions

- By 2026, across all industries, generative AI (GenAI) implementations will automate 20% of basic human creative tasks.
- By 2026, more than one-third of web content will be developed exclusively for AI and search engine consumption.

Market Definition/Description

Gartner defines content marketing platforms (CMPs) as software solutions that support the end-to-end content production process. These solutions facilitate creating and curating text, video, images, graphics, audio, e-books, white papers and interactive content assets that are distributed through paid and owned channels. These assets are used to tell connected stories that help brands engage with and nurture multiple audiences with content that drives awareness, demand, purchases and loyalty.

CMPs enable the fundamentals of content marketing — specifically, content strategy, editorial planning, creative workflow, distribution and performance measurement — to drive a coordinated approach and standardized production process at scale.

CMPs collect and analyze data to inform content creation and reuse, streamline operations and iterate on content to improve marketing effectiveness. These platforms can also generate branded iterations of content for different audiences using artificial intelligence and human creators. They enable internal teams, external contributors and agencies involved in content creation to coordinate efforts across projects and campaigns.

As a result, CMPs help connect content marketing efforts to business objectives across channels, ensuring organizational alignment and broad scope for managing content. CMPs also drive iterative content improvements, including capabilities to evaluate and test operating models and governance to drive collaboration across siloed teams. This supports faster time to market at scale.

Many CMP vendors complement their software with optional services, such as content strategy development, editorial services, creative marketplaces, and training to drive adoption and utilization.

Mandatory Features

- Content strategy
- Editorial planning and calendarization
- Creative workflows and approvals
- Content distribution
- Metadata or unstructured data management
- Content performance measurement
- Integrations

Common Features

- Generative AI content creation and AI-augmented workflows
- Modular, structured content creation and management
- Creative talent marketplaces and content sourcing

Magic Quadrant

Figure 1: Magic Quadrant for Content Marketing Platforms



Vendor Strengths and Cautions

Adobe

Adobe is a Leader in this Magic Quadrant. Its GenStudio multiproduct solution supports content planning, production, management and delivery with its Creative and Experience Clouds. Adobe’s operations are global and its enterprise customers are in high tech, CPG and retail, travel and hospitality, financial services, and media. Adobe released a GenAI-first application, GenStudio for Performance Marketing, in 2024, allowing marketers to create and activate on-brand, high-performing content for omnichannel campaigns. It also released

Firefly Services and Custom Models to transform the way businesses create and scale content while maintaining brand consistency and efficiency. Adobe plans to offer new integrations supporting unified review and approval and to expand composable services to unlock cross-product collaboration.

Strengths

- **Market vision:** More expansive than a traditional single-product CMP, Adobe's product reflects the vendor's broader perspective on content creation, development and distribution. Adobe embraces tech stack integration, AI and automation as critical to CMP success.
- **Global partner network:** Adobe has a foundation of well-adopted content applications into which it is embedding GenAI capabilities. A large network of partners supports customers' implementation needs while technology partners such as Amazon Web Services and Microsoft enhance AI capabilities and cloud features.
- **Corporate viability:** Adobe is a large global enterprise with revenue of \$21.5 billion in 2024 and an 11% year-over-year revenue growth.

Cautions

- **Complicated product strategy:** Adobe GenStudio comprises new and existing Adobe software, including Adobe Workfront, Adobe Creative Cloud, Adobe Express and Adobe Experience Manager. Prospective CMP customers must be prepared to connect multiple products with different pricing, packaging and licensing options, and to carefully sort out connections and implementation specifics.
- **Implementation and deployment:** While Adobe can support smaller, faster implementations for a single brand, a full global enterprise deployment may involve up to seven products and multiple types of paid consulting, which can take many months.
- **Complex pricing:** Adobe's website identifies tiered packaging but not pricing. The individual products that make up GenStudio come in packaging tiers up to three levels and also include elements of consumption pricing. Due to the complexity of the pricing of GenStudio, customers will have to heavily rely on expertise from Adobe consultants and a number of skilled sales reps to configure an estimated cost of the solution.

Contently

Contently is a Niche Player in this Magic Quadrant. Its CMP is part of a solution that leverages content creation services and a global freelance network to support enterprise organizations creating content at scale. Contently was acquired by Zax Capital in September 2024 but it will remain a stand-alone brand. It operates in North America, and its clients tend to be B2B enterprises primarily in healthcare, financial services, high tech, and travel and hospitality. It focuses on incorporating AI into its platform, working in conjunction with editors to utilize AI throughout the content production process to improve speed and efficiency and ensure content is optimized for both search and AI discovery.

Strengths

- **Customer experience:** Ongoing service is part of Contently's core offering. Services include experienced editorial and creative personnel to manage content programs with limited internal resources. Comments on Gartner Peer Insights cite strong service expertise, customer focus and consulting partnerships as well as a wide breadth of services.
- **Vertical strategy:** Contently supports vertical industries through its editorial services and freelance network by providing access to editors and creators with a depth of industry experience. This reduces the learning curve when adding external members to a team.
- **Product strategy:** Contently's product strategy prioritizes resources against enterprise marketers' most important content challenges such as the delivery of high-quality content quickly and efficiently, optimized for both search engine optimization (SEO) and AI search.

Cautions

- **Overall viability:** Acquisitions always introduce uncertainty into the vendor selection process, and Contently's is no exception. Organizations need to clarify Contently's growth plans, product roadmap and commitment to a business model built on people-provided services and a creator network when many organizations are looking to AI rather than people to meet content demands.
- **Market understanding:** Contently was built on the hypothesis that enterprise marketers must supplement their internal resources with editorial support and freelancers to produce more content. It remains to be seen how this model meets the current AI-driven market, as some vendors in this market are no longer experiencing growth.

- **Market responsiveness:** Shortly after Contently's acquisition, online communication through its website and social media channels stalled. The lack of updates has likely reduced engagement among prospects and customers and also stalled Contently's product announcements.

Contently did not respond to requests for supplemental information or to review the draft contents of this document. Gartner's analysis is therefore based on other credible sources.

CoSchedule

CoSchedule is a Niche Player in this Magic Quadrant. Its Marketing Suite provides a stand-alone, calendar-based content and social media solution. It operates in North America and Europe, and most of its clients are small and midsize B2B organizations primarily in high tech, healthcare, education, financial services, and travel and hospitality. In 2024, it launched a Target Audience Module that allows users to add demographics, geographic locations, behaviors, psychographics and other details to an audience profile for use in AI-generated content creation. With a strong focus on GenAI now and in the future, it launched an AI image generator and enhanced AI writing assistant that seems more human and can stay on-brand. It also launched the ability to publish to emerging social platforms Threads and Bluesky.

Strengths

- **Marketing execution:** CoSchedule offers a variety of free entry-level tools, such as a content calendar, AI writing tools, a headline analyzer, an idea generator and a social media optimizer, to attract users. This freemium approach is rare among vendors evaluated in this research.
- **Calendar capability:** CoSchedule's free stand-alone calendar is the core of its enterprise product marketing suite. A CMP's primary benefit is the complete visibility of all content in various stages of development, and this single publishing calendar for content, events and campaigns provides CMO-relevant insights.
- **Market responsiveness:** CoSchedule has answered the market's desire for AI tools with an AI-powered assistant that drafts copy and generates content. An AI prompt library with over 500 marketer-tested and customizable prompts, which increased to over 1,600 in January 2025, improves the efficiency of working in a chat-based interface.

Cautions

- **Business model:** CoSchedule is a stand-alone platform singularly focused on the primary content needs of small and midsize businesses. It cannot meet content demands that are more data-driven, modular and personalized, which cause enterprise marketers to seek integrated CMPs that are more deeply interconnected to their tech stacks.
- **Overall viability:** CoSchedule is on the low end of the market in its size, its integration capabilities and the average size of its clients. Customers evaluating this vendor need to weigh its current fit for their use case against the vendor's slowing growth.
- **Limited dashboard capabilities:** CoSchedule does not present its variety of analytics reports in dashboard form, which makes it more difficult for marketing leaders to review and compare the performance of marketing campaigns.

CoSchedule did not respond to requests for supplemental information. Gartner's analysis is therefore based on other credible sources.

HubSpot

HubSpot is a Leader in this Magic Quadrant. Its HubSpot for Marketers bundles its Marketing and Content Hubs to create personalized content experiences based on engagement data in its CRM. It operates in North America, Europe and Asia/Pacific, and its clients tend to be small and midsize businesses in professional services, telecommunications, high tech, manufacturing and education. In 2024, HubSpot delivered the ability to repurpose written content for multiple channels and formats and a content agent to create blog posts, podcasts, case studies and landing pages. On the roadmap are an AI campaign builder that creates campaign assets from existing content and a prompt-based AI assistant to create, edit and optimize any content type.

Strengths

- **Product:** HubSpot's offering uses GenAI to help teams create and manage content and customer journeys, generate leads and track engagement. It stands out from other vendors in this market because of its access to customer data in the integrated CRM.
- **Market responsiveness:** HubSpot has kept pace with market needs by launching Content Remix in April 2024. Marketers can now use AI to create landing pages, ads, social posts, audio and images from existing written content. In September 2024, it also added the

capability to convert videos into various formats, including shorter social media-optimized clips for platforms like Instagram and TikTok.

- **Marketing strategy:** HubSpot focuses on best-fit industries, specific use cases (e.g., selling into a few local markets and replacing many point solutions) and organizations with fewer than 1,000 employees. This solution provides the ability to manage content and track engagement through a marketing automation platform.

Cautions

- **Market understanding:** HubSpot's market understanding tends to be limited to the needs of small and midsize businesses. The solution is built around challenges that may not serve the needs of enterprise organizations, which already have a marketing automation platform and CRM that do not need replacing.
- **Customer experience:** HubSpot's implementations involve three products (Marketing Hub, Content Hub and CRM) and take longer than some vendors in this research; however, they tend to support fewer users and fewer brands.
- **Vertical strategy:** HubSpot does not have specialized vertical industry products or programs, although it does provide capabilities needed for a variety of industries. Organizations in financial services, healthcare, high tech and consumer goods that need industry expertise can rely on HubSpot's partner network.

Lytho

Lytho is a Challenger in the Magic Quadrant. Its CMP, with a focus on a personalized support model, provides a central platform for content marketing teams. It operates in North America and EMEA, and its clients are mostly midsize enterprises with up to 10,000 employees in healthcare, insurance, financial services, higher education and professional sports. Over the past year, it acquired DivvyHQ (now called Lytho Planner) to extend its content capabilities to include planning, scheduling, collaboration, content analysis and performance measurement. It implemented AI search for its digital asset management and introduced content templates and a digital asset "fingerprint" tool to track assets online. Roadmap plans include additional enhancements to the latest version of its online proofing and review capabilities and new data products offering AI-powered insights and GenAI recommendations to increase content production velocity.

Strengths

- **Customer experience:** Lytho's customer service model is a key differentiator. The ability to speak with humans, coupled with a short sales cycle and few customization requirements, tends to speed time to value for customers.
- **Market understanding:** Lytho addresses customer needs through connected products that help marketers plan campaigns that align with deadlines and priorities. With its origins in creative workflow, it solves unique creative challenges such as online asset tracing with a digital asset fingerprint tool.
- **Business model:** Lytho was bolstered by its acquisition of DivvyHQ, which allowed it to expand its offerings from a creative operations and digital asset management platform into the CMP space, significantly enhancing its content capabilities and market presence over the past year. Lytho attributes nearly half of its new deals to related marketing campaigns.

Cautions

- **Product integration:** The acquisition of DivvyHQ added several content capabilities. This integration involves aligning technologies, processes and teams to ensure seamless functionality and service delivery. Customers may experience disruptions or require adjustments to workflows, updates to existing systems or need additional training.
- **Innovation gap:** Compared to other vendors in this market, Lytho is lagging in GenAI content creation, tag management and workflow automation capabilities. However, the recent acquisition of DivvyHQ has enabled it to invest in more features and capabilities going forward, and there are plans indicated on its roadmap to add more AI.
- **Overall viability:** The growth rate for customers has been slow, and revenue has been stagnant for all but midmarket B2C customers. Customers and prospects should weigh how potential changes in staffing and operations may affect near-term product capability enhancements, staffing, pricing and contracts, and future R&D.

Optimizely

Optimizely is a Leader in this Magic Quadrant. Its CMP is fully integrated with both its digital asset management platform for greater asset visibility and with its digital experience platform, Optimizely One, for enhanced distribution capabilities. It operates primarily in North America and Western Europe, and its client base is mostly large enterprises in financial services, manufacturing and high tech. In 2024, Optimizely expanded its content operations

and performance reporting features and evolved its AI strategy — most notably by investing in its own infrastructure to allow agentic capabilities such as automatically building campaign assets and tasks — all embedded in its AI assistant Opal. Following its recent acquisition of analytics tool NetSpring, it plans to expand its content analytics features.

Strengths

- **Innovative product strategy:** Optimizely evolved its stand-alone AI-enabled features into a network of AI agents automating the entire content production and delivery process. It reduced potential AI risks by enhancing its compliance and security features with role-based access control, which is ideal for large enterprises.
- **Marketing responsiveness:** Optimizely sensed a market shift from “bring your own” AI strategies to fully integrated AI systems. It has invested in its own back-end AI infrastructure and integrated with large language models to provide scalable AI development and coordination between agents to autonomously accomplish complex tasks.
- **Full-service content strategy:** In addition to impressive AI-enabled features within Opal, Optimizely offers comprehensive content operations and content performance capabilities. These include expansive calendar views that show productivity opportunities and workflow interdependencies, as well as allow for simple work reallocation and reconfigurable performance dashboards.

Cautions

- **Large enterprise market focus:** Optimizely’s market view is shaped by its target customer base — complex global enterprises with sophisticated technology stacks. Its pace of innovation might be too fast for most organizations, especially those that don’t have the right kind of change-oriented culture in place to support the utilization of new capabilities.
- **Customer experience:** Implementation time for Optimizely’s CMP can take from four to eight weeks, and Gartner Peer Insights indicates a steep learning curve. The vendor offers onboarding training and services; however, some carry an additional fee. Organizations expecting large-scale or complex implementations should be mindful of additional costs.
- **Tiered packaging and pricing:** Optimizely’s CMP has four pricing tiers, from a free “starter package” to a comprehensive, fully integrated offering. CMOs should carefully consider the features, functionalities and number of users they will need. For example, features like

budgeting and digital asset management access are only available in the highest tier or for an additional fee.

Sitecore

Sitecore is a Visionary in this Magic Quadrant. Its Content Hub product provides a comprehensive platform to elevate content strategy, simplify workflows and streamline cross-channel delivery. Its operations are geographically diverse and its clients tend to be large enterprises in manufacturing, retail, travel and hospitality, financial services, and IT. Sitecore is continuing to invest in Sitecore Stream, its brand-trained AI capabilities that are integrated across Sitecore products. On its roadmap are other AI investments, including automated brand-compliant content creation, hyperpersonalized experiences, collaborative intelligence, workflow optimization, and scalable and brand-aware content governance.

Strengths

- **Market understanding:** Sitecore recognizes market shifts and the importance of GenAI solutions to create scalable personalization. To address rising privacy concerns and evolving regulations, it offers strong governance features that facilitate brand authenticity, compliance and integrity. Its composable platform enables marketers to adapt quickly to new trends and customer needs.
- **Composable business model:** Sitecore has revamped its pricing model from tiers to a base package with add-ons such as additional power users and viewers, increased bandwidth and storage, and AI capabilities packaged as Sitecore Stream. This composable approach offers clients more customizable product configurations.
- **Overall viability:** Sitecore's CMP shows signs of year-over-year growth, which showcases its maturity and enterprise readiness. The vendor restructured its sales and upper management, increasing its focus with minimal impact on its product and support.

Cautions

- **Customer support:** Sitecore offers tiered support. Its standard service time ranges from two hours to four days. Its premium service time is much shorter at just one hour. Many customers purchase Sitecore's professional services in conjunction with its CMP.
- **Requires technical knowledge:** Content Hub requires some technical knowledge to implement and leverage the platform to its full capabilities. Although Sitecore provides training, documentation and dedicated support, organizations with less time and fewer

resources should carefully evaluate their own team's capacity and ability to maintain such a solution.

- **Operational use:** Some reviews on Gartner Peer Insights indicate Sitecore's user interface is not intuitive and page response time can be slow, while others report a positive experience. Additionally, some users report that it can be challenging to increase adoption of the platform as teams have little time to dedicate to deep learning or the complexities of system setup.

Skyword

Skyword is a Challenger in this Magic Quadrant. Its long-standing CMP, Skyword360, is part of a solution offering that includes a freelance creator marketplace and strategy support. It operates in North America, and its client base is a mix of B2B and B2C companies across industries, particularly manufacturing, finance and insurance, high tech, healthcare, and consumer goods. In 2024, it launched the Accelerator360 CMP with expanded AI capabilities, including dynamic and customized prompt engines, automated workflows and faster talent sourcing. It plans to continue investing in an improved user experience for both products, advancing its AI offerings with additional agents, and expanding its products' ability to integrate with CRM platforms, content management systems and email solutions.

Strengths

- **Customer experience:** Gartner Peer Insights users praise Skyword's dedicated account teams and strategic consultants as well as the easy access to high-quality content freelancers. Initial implementation takes only a week and Skyword offers nearly 100% commitment to maintaining uptime and a three-hour response time to any technical issues.
- **Vertical industry strategy:** Skyword's clients across industries often have complex content marketing needs but lack the creative resources, strategic insights and tech-backed approaches needed to execute complex content strategies. Skyword's talent marketplace provides sourcing, project management and payment capabilities as well as a network of creative freelancers with industry-specific expertise.
- **Marketing execution:** In addition to deploying commonly leveraged thought leadership content, Skyword's marketing team runs a popular podcast, "Content Disrupted," featuring CMOs from world-class brands and notable subject matter experts. This public

demonstration of the proper mix of strategy and storytelling demonstrates to the market its content mastery upon which its solution is built.

Cautions

- **Product strategy:** Skyword offers two platforms: Skyword360, an enterprise content marketing solution with some AI features, and Accelerator360, which introduces a more agile, AI-first approach. Although users can buy either product and use the other, to prevent building out processes in a legacy product without the latest functionality, new buyers should purchase Accelerator360 and existing Skyword360 customers should migrate to the new product.
- **Market understanding:** Skyword's market view is shaped by the highly regulated industries of its customer base and a long-standing focus on the human component of content operations (e.g., talent marketplace and strategic services). As a result, Skyword takes a more conservative approach to AI-generated content creation. Although this feature is offered in Accelerator360, its AI implementation has focused on data-driven ideation, content atomization, workflow automation and content optimization.
- **Market responsiveness:** While Skyword's native analytics focus on competitive insights, engagement, and search, its measurement and reporting services offering provides tracking across search visibility, engagement, audience acquisition and sales conversions — leveraging clients' existing analytics tech stack. As marketing teams increasingly need to demonstrate content ROI, CMOs evaluating Skyword should ensure its measurement and reporting capabilities meet their requirements.

Sprinklr

Sprinklr is a Leader in this Magic Quadrant. Its CMP products, featuring social scheduling, listening and paid media capabilities, facilitate content management throughout the campaign life cycle. It operates in North America and EMEA, and its clients are mostly global, large B2C enterprises in financial services, healthcare, retail and high tech. Over the past year, it has enhanced its project management capabilities and deployed AI-powered creative management tools to identify creative and brand attributes that drive performance such as color, human presence, emotion and tone. On its roadmap are pre- and postcampaign asset performance analysis; AI-based budget assessment and management; and an AI assistant to support insights from reporting, creation of dashboards using natural language prompt-based campaign and content creation.

Strengths

- **Overall viability:** Sprinklr reported a total revenue of \$732 million for fiscal year 2024, up from \$618 million the previous year, which is an increase of 18% year -over -year. This is the upper end of yearly revenue growth for vendors evaluated in this research. It reports more than 120 customers generating over \$1 million in revenue across more than 60 industry verticals and subverticals. Despite organizational changes and restructuring, customer retention remains solid.
- **Market responsiveness:** Sprinklr has quickly addressed customer demand for a unified platform by adding GenAI image creation and editing for creative needs, AI Studio with prompt and tone adjustment based on brand rules, content orchestration using a visual brief and creative compliance for performance improvements.
- **Product strategy:** While it is planning to expand its support of messaging channels and email, Sprinklr has the strongest history of organic and paid social media and listening among vendors evaluated in this research. Its social listening capabilities, combined with past content performance data, facilitate content planning and ideation. Its creative analytics and productivity metrics enable more efficient content production.

Cautions

- **Product evolution:** Sprinklr's products have added multiple new AI capabilities and other features, including new brand compliance tools and creative management analytics. Its "live beta" model of testing products prior to market implementation and the rapid influx of new products and features can make it difficult for some customers to keep pace.
- **Operations transition:** Sprinklr appointed a new CEO in 2024 and laid off roughly 3% of its global workforce in May of 2024. The year prior, it cut about 4% of staff as part of a global restructuring. Customers and prospects should weigh how potential changes in leadership and operations may affect near-term product capability enhancements, staffing, pricing contracts and future R&D.
- **Customer experience:** Gartner clients and Peer Insights reviews indicate a steep learning curve for Sprinklr, though in some evaluations it is compared to other social scheduling tools. The depth and breadth of its capabilities in the CMP market could cause user confusion here. Sprinklr offers additional training and implementation support for a fee.

Storyteq

Storyteq is a Leader in this Magic Quadrant. Its strength is its dominant AI capabilities. Its CMP creates on-brand campaigns across markets and channels by combining insights from performance data with campaign objectives and activities. It operates mostly in Europe, with a growing presence in North America and Asia/Pacific. Its customers are B2C and B2B enterprises and midmarket organizations in retail, communications, financial services, healthcare and hospitality. Recent updates include a data mesh and knowledge graph to identify, tag and relate relevant data from systems and sources across the technology ecosystem. Updates also include a GenAI prompted infinite content engine that generates unlimited assets and an updated content hub supporting modular content. Its roadmap includes AI-enhanced audience and journey-based features as well as enhancements to streamline content optimization.

Strengths

- **Product strategy:** Storyteq's integrated AI-driven platform is unique in its ability to power the full content life cycle, including data inputs, content distribution insights and paid media. It also recently acquired a product information management platform. Its stand-alone data asset management (DAM) product differentiates itself through its ability to function as an enterprise tool.
- **AI innovation:** Storyteq's AI solutions lead the market, being incorporated into every touchpoint to streamline processes and enhance outcomes. Recent innovations include a data layer that connects contextual data to the content, channel and customer. The content hub ingests a broad range of data attributes to suggest campaign messaging and the optimal channel and Storyteq's GenAI-powered infinite content engine creates endless image versions.
- **Product sophistication:** Storyteq's metadata management and content performance measurement capabilities are advanced compared to others in the market. Its enhanced data mesh and marketing master metadata tool combine with AI metatagging to inform the creation and deployment of assets for specific interactions.

Cautions

- **Lagging marketing execution:** Storyteq's brand lacks market awareness even though it is a consistent market leader. Its web presence, event participation and other tactics lag those of more widely known vendors in this market. This may make the vendor more difficult to sell into leadership and receive budget approval.

- **Shifting operations:** As an advanced platform that has experienced significant growth in capabilities and acquisition, Storyteq adopts or acquires new features, capabilities or companies rapidly. Its attention to complex updates can make it difficult for some customers to keep pace.
- **SMB customer experience:** Small organizations with less complex content planning needs and few brands may lack the resources to manage the Storyteq platform or take full advantage of its capabilities. The platform scale is better suited to large, complex organizations with staff to manage robust content operations.

Upland

Upland is a Niche Player in this Magic Quadrant. The Upland Kapost platform includes Canvas, Studio, Gallery and Insights applications to centralize and streamline an organization's content life cycle operations. It operates mostly in North America and its clients tend to be B2B enterprises with complex buying journeys in high tech, manufacturing, financial services, life sciences and business services. In 2024, it delivered a mix of infrastructure updates that focus on content analytics, including Power BI integration, a utilization audit report, Microsoft Teams integration to streamline workflows and content creation. Its roadmap includes GenAI to enable personalized content and to automate content tagging and enhanced reporting to track the impact of content across the full buyer's journey to inform content operation ROI.

Strengths

- **Customer experience:** Upland Kapost provides ample user support. For normal service requests, the response time is one business day. For high-priority requests, the response time is four hours, and for urgent requests, just one hour. Upland also provides an implementation team, including a project manager, solutions consulting, cloud operations, integrations, assigned customer success manager and others as required to ensure Kapost is properly set up and can align with evolving strategic objectives.
- **Product strategy:** Upland Kapost measures the success of its product strategy through a blend of operational, financial and customer-focused metrics. Gauging product feedback based on these metrics yields insight from all angles and provides a comprehensive view of how Kapost can grow to support customer success and long-term value.
- **Market responsiveness:** Driven by data, feedback and usage insights, Upland Kapost is responsive to market trends and implements changes to address them. It distributes a

roadmap of major releases and updates to customers every quarter. The CMP has resources dedicated to enabling several enhancements to improve the user experience.

Cautions

- **Marketing execution:** Upland Kapost offers substantive content on its website, but it tends to be very product-centric. While this content may be helpful to current customers, the product-centric focus may limit prospects' ability to assess how Upland can address their business needs and answer a broader range of evaluation questions.
- **Product UX:** While Upland Kapost has a strong product strategy in place, Gartner Peer Insights users indicate that Upland's product overall lacks intuitive features. While Upland plans to build on its AI capabilities, it is behind compared to competitors that already provide content creation, optimization and performance analysis AI capabilities.
- **AI innovation:** Upland Kapost's only GenAI feature release was a widget to deliver drafts, ideas and content optimization. Other features released continue to resemble infrastructure updates focused on reports, permissions and user experience. The AI features on its roadmap will automate content tagging, optimization and SEO, as well as provide deeper insights into content effectiveness. This puts the platform behind other vendors in this research.

Vendors Added and Dropped

We review and adjust our inclusion criteria for Magic Quadrants as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant may change over time. A vendor's appearance in a Magic Quadrant one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. It may be a reflection of a change in the market and, therefore, changed evaluation criteria, or of a change of focus by that vendor.

Added

HubSpot and Lytho have been added to this Magic Quadrant.

Dropped

Acquia was dropped from this Magic Quadrant because it does not fully meet the content strategy and editorial planning and calendarization capabilities.

Inclusion and Exclusion Criteria

This Magic Quadrant research identifies and analyzes the most relevant providers and their products in a market as of 1 December 2024. The inclusion criteria represent the specific attributes that analysts believe are necessary for inclusion in this research.

To qualify for inclusion, providers need:

- A minimum of \$5 million in annual revenue or a minimum of \$2 million in annual CMP revenue and 30% year-over-year CMP growth compared to calendar year 2023 for the product submitted for consideration.
- To provide comprehensive, integrated support for six of the following seven capabilities:
 - **Content strategy:** Generate or support an insight-driven content pipeline, focused on the needs of target audiences, that extends beyond foundational content to include engaging stories that drive audience response along the journey. Tools to support the creation and management of a diverse set of content formats that are designed to maximize channel performance.
 - **Editorial planning and calendarization:** Planning tools for idea generation, calendaring and resource management, with multiple views or visual layers that enable agility in planning and communication across marketing teams. Planning should be connected to concepts like personas, themes, topics or campaigns to ensure alignment to content marketing objectives. Editorial calendars and visual constructs include calendar view, Kanban view and GANTT chart view.
 - **Creative workflows and approvals:** Management of the steps to produce content across teams and geographies, including creative briefs, drafts, revisions and approvals with documented tracking and change management. This includes alerts and collaboration tools and may include plug-ins to common office or creative suites. Must be content-type-agnostic with support for formats including, but not limited to, articles, images, video, blogs, e-books, white papers, infographics, interactive assets, etc.

- **Content distribution:** Ability to create and distribute content assets and maintain the associated metadata from within the application or through direct integration to at least three categories of distribution endpoints as outlined in “Integrations” below.
- **Metadata or unstructured data management:** Ability to assign custom attributes to content that extend beyond basic descriptors, which may include persona, journey stage and business line.
- **Content performance measurement:** Data and insights that connect content to the context of the customer journey, including performance measurement across owned and external content. This may include closed-loop analytics with detailed asset-level attribution or sales influence data that support ROI calculations, which may incorporate a strategy service.
- **Integrations:** Out-of-the-box integration, such as API-enabled or scripts, with three or more of the following categories of complementary tools: CRM, DAM, digital experience platforms (DXP), marketing analytics, marketing work management, multichannel marketing hubs (MMH), marketing automation platforms, personalization engines, sales enablement platforms, mobile marketing platforms, SEO, social marketing management, web content management, digital commerce and native advertising.

Optional Capabilities

In addition to the previously described basic capabilities, providers in this evaluation may have some or all of these capabilities:

- **Generative AI** content creation and AI-augmented workflows: AI and ML can help automate content creation, workflows, collaboration and distribution. This includes applications of GenAI that can generate new derived versions of strategies, content and metadata by learning from large repositories of original source content.
- **Modular, structured content creation and management:** Create and tag modular content components for reuse across channels by reassembling components into targeted content experiences.
- **Creative talent marketplaces and content sourcing:** Managed access to third-party content creators via a talent marketplace or other resources. These resources enable

content marketing leaders to augment in-house staff through scalable staff managed within their existing toolsets and editorial processes.

Evaluation Criteria

Ability to Execute

This analysis evaluates vendors on the quality and efficacy of the processes, systems, methods or procedures that enable marketing provider performance to be competitive, efficient and effective and positively impact revenue, retention and reputation within Gartner’s view of the market.

Ability to Execute Evaluation Criteria

<i>Evaluation Criteria</i>	<i>Weighting</i>
Product or Service	High
Overall Viability	Medium
Sales Execution/Pricing	Low
Market Responsiveness/Record	Medium
Marketing Execution	Medium
Customer Experience	High
Operations	Medium

Source: Gartner (March 2025)

Completeness of Vision

Gartner analysts evaluate providers on their ability to convincingly articulate logical statements. This includes current and future market direction, innovation, customer needs, competitive forces and how well they map to Gartner’s view of the market.

Completeness of Vision Evaluation Criteria

<i>Evaluation Criteria</i>	<i>Weighting</i>
Market Understanding	High
Marketing Strategy	Medium
Sales Strategy	Low
Offering (Product) Strategy	High
Business Model	Medium
Vertical/Industry Strategy	Medium
Innovation	High
Geographic Strategy	Low

Source: Gartner (March 2025)

Quadrant Descriptions

Leaders

Leaders possess capabilities across nearly all product requirements, most notably related to content strategy, editorial planning, workflow and performance metrics. These strengths allow clients to customize the platforms to support unique business processes using AI. Leaders have solidified their market position and possess recognized strengths, each with

one or two differentiators that make them competitively distinct. Leaders manage vibrant, growing businesses with progressive roadmaps.

Challengers

Challengers are both new entrants into the market with sophisticated capabilities and existing entrants where the pace of innovation has slowed. These vendors have the ability to meet the increasingly complex needs of content life cycle management but do not meet the vision of the Leaders.

Visionaries

Visionaries understand the market and can see around the corners to know what is coming next, as demonstrated by a solid roadmap. However, being able to build those innovations into the platform and their ability to execute on basic functions, such as performance measurement, is not up to par with the Leaders.

Niche Players

Niche Players in this market satisfy the capabilities of CMP but lack overall viability and investment in innovation. Clients report mixed reviews. The platforms offer unique features that may be deciding factors for some clients, such as ease of implementation, talent marketplaces or sales enablement integrations.

Context

With the growing demand for content across all marketing organizations, the need for a central source of content planning, creation, management and measurement is greater than ever. This supports both brand differentiation and a consistent customer experience across the omnichannel experience.

This research can help CMOs discover the platform that meets their requirements not just in functionality but in approach. Vendors and their primary use cases are markedly different. Each has taken unique paths to arrive at the latest iteration of their CMPs based on their history, primary focus and even their customers. In a market where legacy, stand-alone vendors are being outpaced by larger vendors offering integrated suites, the question to ask is not “what can they do?” but “are they the best vendor for my core use case?”

These are core elements of the decision-making process, but so is how the CMP integrates with the tech stack. It may duplicate capabilities provided by technology already in place.

As larger vendors enter this market and expand their footprint, buyers must consider more than just integration with the existing elements of the martech stack; they must also evaluate whether the CMP aligns with other integrated suites. This approach is one way to reduce the overlap in both capabilities and dominance. Utilize tools that are already in place, now with new connectors and the ability to stitch together a more cohesive workflow than ever before.

As a CMO considering a CMP, you should:

- **Study** the evaluation criteria by which we determined each vendor's Ability to Execute and Completeness of Vision.
- **Evaluate** the vendors' Strengths and Cautions along with key buying group members, including IT.
- **Assess** vendors in any of the quadrants, with a focus on those that align with your requirements and goals. A Niche Player's solution may be the best solution for your use cases.
- **Leverage** this Magic Quadrant research in conjunction with our companion **Critical Capabilities for Content Marketing Platforms** and **Create a Content Marketing Platform RFP** research, and our analyst inquiry service. Bolster the rigor of your vendor selection process by using the **Ignition Guide to Selecting a Marketing Technology Vendor**.

Make your first stop a conversation with your existing vendors, as existing or impending capabilities for managing content may already be available. This may include some of the vendors featured in this Magic Quadrant or the **Magic Quadrant for Digital Asset Management Platforms**.

Now more than ever, you must be very specific about your use cases. The risk of feature parity driving complexity and cost at this moment in the market is real, particularly as GenAI propels innovation. Understand your need for support in content marketing, which may include implementation assistance, content auditing and strategy services, among others, to help you fully leverage the technology.

Market Overview

The Year of GenAI — Again

GenAI did not write this Magic Quadrant, though it may seem like it because GenAI is mentioned so many times. However, this new technology is top of mind for CMOs. Seventy-nine percent of CMOs participating in our annual Gartner CMO Spend Survey expect a positive impact on their marketing organization from GenAI. ¹

A Gartner analysis of the most feasible and valuable marketing use cases for GenAI determined that content assistant tops the list (see [Generative AI Use-Case Comparison for Marketing](#)). This is why GenAI is an important consideration for CMPs. With the creation and distribution of content so central to all marketing activities, it is crucial to identify how technology can improve the process.

Marketers have been discussing doing more with less for the past several years. Vendors have offered limited GenAI solutions that failed to fully meet that need, but another year of innovation has made the promise real. There is not a single vendor evaluated in this research that does not have GenAI leading the innovation in its product and its roadmap. Simply having GenAI is no longer a differentiator in CMPs; it is now table stakes.

The use of GenAI in the CMP market has progressed far beyond optimizing headlines and creating blog posts. Entire campaigns can now be planned using GenAI, based on generated campaign brief templates. All assets can even be drafted as a starting point. Leading vendors have brought AI agents to the mix to more fully automate content creation and content workflows. And rather than restricting CMOs to the built-in AI models and partnerships secured by a CMP, organizations can also bring their own AI to these content tools. This approach supports large enterprises that have made significant investments in protecting their proprietary data within the walls of their custom-built large language models.

Using GenAI to produce modular content to achieve personalization at scale has gotten easier and faster. The more advanced tools now available support modular template creation, ideation, dynamic content assembly, metadata management, translation and performance measurement. Rather than a multistep process of designing templates and dynamically building assets for individuals or segments, GenAI can generate this customized, personalized content in a single step based on customer data.

The Growing Importance of Content Provenance

Now that GenAI has become commonplace, the importance of content provenance, intellectual property and content authenticity has risen. This is both an internal governance concern and an opportunity to leverage technology to advance that governance.

Internally, CMOs must consider ethical frameworks to ensure that content is sourced fairly and equitably and is not misleading or harmful. Bias is inherent in AI models created by humans, necessitating proper guardrails in training these models to reduce the risk. Teams must be transparent in their use of GenAI internally and externally, and robust quality control must be established.

CMOs are increasingly seeking partnerships with vendors that address these concerns. Many vendors and organizations are collaborating in groups such as the Content Authenticity Initiative.² This cross-industry community, comprising over 4,000 members, includes civil society, media and technology companies. It uses various resources to provide information about the origin and history of content and to share resources on copyright protection and the latest AI regulations.

Vendor Differentiation Goes Beyond Use Cases

The overall value proposition of a CMP is to manage the end-to-end content production process, and every vendor evaluated in this research meets that criterion. However, the way each of them does it — especially the Leaders — is unique within the market. This distinction is not mere positioning, marketing spin or a result of GenAI. Vendors bring their own distinct approaches to managing content marketing.

Given the inherent specificity of each platform, it is crucial for CMOs to determine their needs and use cases before selecting a CMP, as some CMPs may better fit their requirements than others, regardless of quadrant or capability score.

Look for the examples that a vendor uses to showcase its products. Content marketing encompasses many things, from ads to social posts and from long-form written content to short-form video. For example, if a vendor's core approach to content marketing is to easily and efficiently generate multiple variations of display ads for multiple channels, that CMP would be most effective for a large consumer brand with significant ad spend. It would not be the best choice for managing a B2B content program of long-form written content. It can do it, but it's the wrong tool for the purpose. The complementary Critical Capabilities

research has an interactive feature to customize the weights of each evaluated capability to create unique use cases (see [Critical Capabilities for Content Marketing Platforms](#))

As teams build a business case and RFPs, they must account for more than just product and capability criteria but also vision and cultural fit, scope of solution and experience with the business model. The increased importance of data, privacy and security has resulted in IT playing a bigger role in a CMP purchase.

But there are other considerations. CMOs should pay attention to how the vendor promotes its CMP and the customers it uses to tell its stories. Those are the places where the vendor reveals its singular approach and with which the buyer needs to align.

Dominance of Integrated Suites

CMPs have a central role in the martech stack. Connections to other existing technologies are critical for their functioning. As customer data becomes more important for providing personalized content, nurturing customers along the buying journey and leveraging GenAI to create the right content at the right time, CMPs rely on those connections even more.

Point solutions were the original CMPs. These stand-alone tools required integration with other disparate tools for full functionality. However, the market's growth includes vendors offering integrated suites to enable the management of content:

- **Single product CMP:** Among the Leaders in this market are suites that offer a CMP product as part of a group of products that provide complementary capabilities. This is the traditional notion of an integrated suite of products that do different things. Examples of this model include Optimizely, where the CMP is part of a broader suite based around a digital experience platform, and Storyteq, where the CMP is paired with a creative automation platform.
- **Multiproduct CMP solution:** In another model of integrated suite, a series of distinct products provide the CMP capabilities. An example of this type of suite in the market is Adobe GenStudio, which meets an organization's content needs with the base products: Adobe Workfront, Adobe Experience Manager, Adobe Creative Cloud and Adobe Express.

Both of these integrated suite models come from larger vendors with more resources dedicated to the development of sophisticated products and robust roadmaps. These solutions are also flexible in their capability selection because, in addition to packaging options, there are also vendors with composable solutions. Composable solutions are

collections of modular components representing well-defined business capabilities, packaged for programmatic access. Composability is not a specific component of a tool but rather a capacity to support the creation of new applications from it.

Choose the necessary functionality today and add what's needed as the maturity and the needs of the organization grow.

Technology Doesn't Run Without People

The allure of all the available content capabilities in a CMP excites CMOs, but there is only so much value in a platform. It requires the development of an extensive content strategy, not to mention a taxonomy and metadata strategy, new role definitions, new workflows and more. However, here's the part that goes unsaid: Even with all the GenAI you could wish for, organizations need people to understand both the AI and manage the platform. This means more than just having people who occasionally engage to complete a task.

The expectation for AI is that menial and repetitive tasks will be handled by technology, allowing humans to focus on the more creative or strategic work. However, one does not work without the other. Gartner predicts that by 2026 GenAI will automate 20% of basic human creative tasks.

CMOs see GenAI fluency as a core competency for marketers that will aid their organization in navigating the talent and technology challenge. Consequently, CMOs are training their existing teams to use GenAI at significantly higher rates than their fellow functional leaders. Marketing leaders plan to invest in their team's talent by allocating 9.4% of staff time to developing GenAI capabilities, which is more than any other function. ³

To prepare for the shift in talent needs after implementing GenAI-based technology, CMOs are considering ways to elevate their marketing teams' roles with strategic work that involves higher-level thinking and creativity. CMOs plan for marketing teams to vet GenAI content outputs to ensure adherence to brand guidelines and relevance to target customers rather than spending time on administrative and repetitive tasks like content tagging. ⁴

There is huge potential in the combination of people and technology but it requires CMOs to rebalance how they think about the partnership. Investment in technology requires a corresponding investment in people with diverse skill sets. In particular, CMOs must consider the ownership and full-time management of the platform. That's an especially big shift for content teams because traditionally they don't have people running marketing tech

full time. This creates the opportunity for content operations employees to expand their role and participate in the governance of the martech stack. Centralization of content technology requires oversight of first-party data and GenAI, which feed personalization and measurement.

⊕ Evidence

⊕ Evaluation Criteria Definitions

© 2025 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates. This publication may not be reproduced or distributed in any form without Gartner's prior written permission. It consists of the opinions of Gartner's research organization, which should not be construed as statements of fact. While the information contained in this publication has been obtained from sources believed to be reliable, Gartner disclaims all warranties as to the accuracy, completeness or adequacy of such information. Although Gartner research may address legal and financial issues, Gartner does not provide legal or investment advice and its research should not be construed or used as such. Your access and use of this publication are governed by [Gartner's Usage Policy](#). Gartner prides itself on its reputation for independence and objectivity. Its research is produced independently by its research organization without input or influence from any third party. For further information, see "[Guiding Principles on Independence and Objectivity](#)." Gartner research may not be used as input into or for the training or development of generative artificial intelligence, machine learning, algorithms, software, or related technologies.