Gartner has multiple CRM Magic Quadrants because there are insufficient unifying characteristics for there to be just one market. Application leaders supporting CRM can use this research to identify CRM-related Magic Quadrants that may be of interest to their organizations.

Quick Answer

Is there a list of Gartner’s CRM-related Magic Quadrants and Market Guides?

- Yes, there is a list of Gartner's CRM-Related Magic Quadrants and Market Guides contained in this research.

- There are 14 Magic Quadrants and 30 Market Guides relating to CRM software. There are seven Magic Quadrants and four Market Guides relating to CRM service providers, and 19 Magic Quadrants and 44 Market Guides relating to supplementary technologies.

More Detail

To address the informational requirements of decision makers, Gartner has produced a comprehensive collection of our CRM-related Magic Quadrant and Market Guide research, for reference during evaluations. The following table will help you navigate the Magic Quadrants and Market Guides that support CRM business strategies.
### Marketing

- Magic Quadrant for Multichannel Marketing Hubs
- Magic Quadrant for Content Marketing Platforms
- Magic Quadrant for Mobile Marketing Platforms
- Magic Quadrant for CRM Lead Management
- Magic Quadrant for Ad Tech
- Market Guide for Email Marketing
- Market Guide for Email Optimization
- Market Guide for Social Marketing Management
- Market Guide for Social Analytics for Marketing Leaders
- Market Guide for Influencer Marketing Solutions
- Market Guide for Account-Based Marketing Platforms
- Market Guide for Strategic Marketing Measurement
- Market Guide for Media Measurement
- Market Guide for Loyalty Management
- Market Guide for Identity Resolution
- Market Guide for Location Intelligence for Marketing

Sales
- Magic Quadrant for Sales Force Automation
- Market Guide for Sales Performance Management
- Magic Quadrant for Configure, Price and Quote Application Suites
- Market Guide for Account Planning Tools
- Market Guide for Sales Enablement Platforms
- Market Guide for Partner Relationship Management Applications
- Market Guide for Data Intelligence Solutions for Sales
- Market Guide for Subscription and Recurring Billing Management

Digital Commerce
- Magic Quadrant for Digital Commerce
Customer Service and Support
- Magic Quadrant for the CRM Customer Engagement Center
- Magic Quadrant for Workforce Engagement Management
- Magic Quadrant for Contact Center as a Service
- Magic Quadrant for Field Service Management
- Market Guide for Contact Center Infrastructure

Cross-CRM
- Magic Quadrant for Voice of the Customer
- Magic Quadrant for Personalization Engines
- Market Guide for Customer Data Platforms
- Market Guide for Customer Communication Management

Service Providers
- Magic Quadrant for CRM and Customer Experience Implementation Services
- Magic Quadrant for Global Marketing Agencies
- Magic Quadrant for Data and Analytics Service Providers
- Magic Quadrant for Customer Service BPO
- Magic Quadrant for Sales Training Service Providers
- Magic Quadrant for Customer Service BPO
Market Guide for MDM External Service Providers
Market Guide for Sales Enablement Service Providers
Market Guide for Marketing Technology Integrators
Market Guide for Salesforce Service Providers
Magic Quadrant for Oracle Cloud Application Services, Worldwide

Industry-Specific CRM

Automotive
Market Guide for Dealer Management Systems

Banking
Market Guide for Digital Banking Multichannel Solutions
Market Guide for Digital Banking Platforms

Communication
Market Guide for CSP Business Support System Solutions
Market Guide for CSP Operations Support System Solutions

Consumer Goods
Market Guide for Retail Execution and Monitoring Solutions for the Consumer Goods Industry
Market Guide for Retail Unified Price, Promotion and Markdown Optimization Applications

Education
Market Guide for Higher Education Student Information Systems

Pharmaceuticals
Market Guide for CRM in Pharmaceuticals and Biotechnology
Retail
- Market Guide for Retail Distributed Order Management Systems
- Market Guide for Retail Assortment Optimization Applications in Merchandising
- Market Guide for Retail Workforce Management Applications
- Market Guide for ‘Go-Style’ Smart Check-Out POS Solutions for Retail
- Market Guide for Digital-Business-Ready POS Applications for Tier 1 Quick-Service Restaurants
- Market Guide for Retail Assortment Management Applications: Short Life Cycle Products

Utilities
- Market Guide for Mobile Workforce Management Software for Utilities
- Market Guide for Utility Customer Information Systems

Supplementary to CRM
Integration
- Magic Quadrant for Data Integration Tools
- Magic Quadrant for Enterprise Integration Platform as a Service
- Magic Quadrant for Full Life Cycle API Management

Content and Digital Experiences
- Magic Quadrant for Digital Experience Platforms
- Market Guide for Web Content Management
- Magic Quadrant for Content Services Platforms
- Magic Quadrant for Insight Engines
Processes
- Magic Quadrant for Robotic Process Automation
- Market Guide for Enterprise Business Process Analysis
- Market Guide for Process Mining
- Magic Quadrant for Contract Life Cycle Management
- Market Guide for Electronic Signature

Data
- Magic Quadrant for Master Data Management Solutions
- Magic Quadrant for Data Quality Solutions
- Market Guide for Data Masking
- Market Guide for Data Preparation Tools
- Market Guide for Structured Data Archiving and Application Retirement

Analytics
- Magic Quadrant for Analytics and Business Intelligence Platforms
- Market Guide for Web, Product and Digital Experience Analytics
- Magic Quadrant for Data Science and Machine Learning Platforms
- Market Guide for Customer Journey Analytics
- Market Guide for Text Analytics
- Market Guide for Speech-to-Text Solutions
- Market Guide for AI-Enabled Translation Services
Collaboration

- Magic Quadrant for Unified Communications as a Service, Worldwide
- Magic Quadrant for Meeting Solutions
- Market Guide for Collaborative Work Management
- Market Guide for Content Collaboration Tools
- Market Guide for Innovation Management Tools
- Market Guide for Adaptive Project Management and Reporting
- Market Guide for Product Management and Roadmapping Tools

Application Development

- Magic Quadrant for Enterprise Low-Code Application Platforms
- Magic Quadrant for Multiexperience Development Platforms
- Magic Quadrant for Software Test Automation
- Magic Quadrant for Enterprise Agile Planning Tools
- Magic Quadrant for Cloud AI Developer Services
- Magic Quadrant for Application Performance Monitoring

Recommended by the Authors

The Elusive CRM Magic Quadrant

Why Isn't There a Universal Magic Quadrant for CRM?

Which Vendors Are Included Most Frequently in CRM-Related Magic Quadrants?
Which CRM Vendors Are On Which Magic Quadrants?

Document Revision History
Is There a List of Gartner’s CRM-Related Magic Quadrants and Market Guides? - 19 March 2021

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<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td></td>
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<tr>
<td>Customer Service and Support</td>
<td></td>
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<tr>
<td>Digital Commerce</td>
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<tr>
<td>Cross-CRM</td>
<td></td>
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<tr>
<td>Service Providers</td>
<td></td>
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<tr>
<td>Industry-Specific CRM</td>
<td>Automotive</td>
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<td></td>
<td>Banking</td>
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<tr>
<td></td>
<td>Communication</td>
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<tr>
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<td>Consumer Goods</td>
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<td>Education</td>
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<td>Utilities</td>
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<td>Supplementary to CRM</td>
<td>Integration</td>
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<td>Content and Digital Experiences</td>
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<td>Collaboration</td>
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<td>Application Development</td>
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