Marketplace.city

Fit	Company Name
High	ZenCity
High	Sprinklr
High	Medallia
High	Citibeats
Medium	Sprout Social
Medium	Hootsuite
Medium	SalesForce
Medium	Microsoft Dynamic
Medium	Oracle Marketing Cloud
Medium	Converseon.AI
Medium	Synthesio
Medium	Zoho Social
Medium	Pulsar
Medium	BrandWatch
Medium	Qualtrics
Low	Sendible
Low	AgoraPulse
Low	Meltwater Social
Low	Attentio
Low	Falcon.io

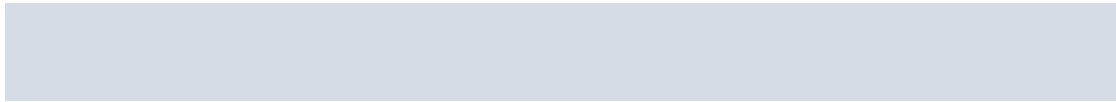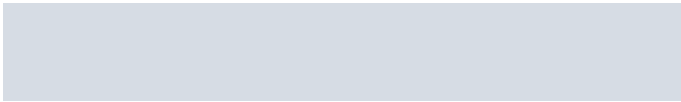| Scope	Contract Lifecycle Management System
About Vendor Claimed Implementations	Vendor claimed implementation appear where there are government references that match to the topic area listed contained in our data sources. Blanks should be me inferred as no experience but only no publically available data.
About Validations	Validations are pulled only from Marketplace.city database. Absense of validations means there are not confirmed case study through the Marketplace.city process
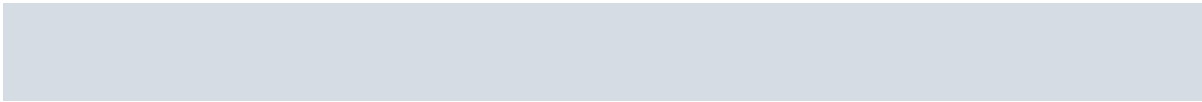
Basic Information

Product Name	Description
	ZenCity works only with the local government sector, for the
	Sprinklr for Government enables a modern digital
	To increase trust in government and empower your team,
	Citibeats is an artificial intelligence platform that searches and
	Sprout Social is one of the leading tools that provides
	One secure platform to improve citizen engagement and
Social Studio	Salesforce Marketing Cloud solution, and with its Social Studio,
Dynamics 365 Market Insights	Dynamics 365 Market Insights provides access to a variety of
	Oracle Social Marketing provides the most powerful and
	Converseon provides the world's best social and voice-of-
	Synthesio provides the most robust social listening tools and
	The software enables businesspersons to trigger real-time
	Pulsar helps you find the story in the data. Ther social listening
	witter. This social media management tool collects and
	Understand key stakeholders better than ever and design
	The Sendible platform brings all your social networks together
	AgoraPulse is an affordable and easy-to-use social media
	Meltwater can improve your business because it provides
	e Attentio Brand Dashboard tracks and analyzes conversations
	A platform for social media monitoring, engaging, publishing,
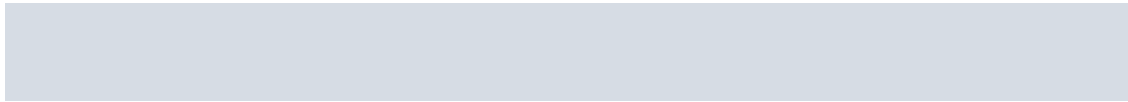
		Case Studies & Validation	
Link	**MC Page**	**State / Local Experience (Vendor Claimed)**	
ZenCity	ZenCity	Y	
Sprinklr		Y	
Medallia		Y	
Citibeats	CitiBeats	Y (International)	
Sprout Social		Y	
Hootsuite		Y	
SalesForce		Y	
Microsoft Dynamic		Y	
Oracle Marketing Cloud		Y	
Converseon.AI		Y	
Synthesio		Y	
Zoho Social			
Pulsar			
BrandWatch			
Qualtrics			
Sendible		Y	
AgoraPulse			
Meltwater Social			
Attentio			
Falcon.io			

ns | | Pricing

State / Local Experience Use Cases	Has Validations?	Standard Pricing (Vendor Website)
Dayton, OH	y	
NASA		
Department of Veteran Affairs		
Spain Navarra Government	Y	
		Pricing
Ajuntament de Barcelona		Pricing
Bay Area Rapid Transit (BART)		
		Pricing
		Pricing
Queensland Government		Pricing
		Pricing
		Pricing

		Differentiating Features		
Stand Alone Solution (vs. Integrated Platform)	**Complete Public Sector Focus (US)**	**City Hotline + public sector data Integration**	**Geolocation**	**Real Time Analysis**
X	X	X	X	X
		X	X	X
		X	X	X
X		X	X	X
X			X	X
X			X	X
		X	X	X
			X	X
			X	X
X			X	X
X			X	X
X			X	X
x			X	X
			X	X
			X	X
x			X	
x			X	
			X	
X			X	
X			X	

Automatic Categorization	Delivered and Actionable Insights
X	X
X	X
X	X
X	X
X	
X	
X	
	X
	X