

About The Report

Nurturing relationships in the ever-expanding ecosystem of channel partners has become more crucial than ever. Brands now need an exclusive loyalty program to incentivize their partners for transactions and non-transactional interactions, minutely observing their behavior and expanding the breadth and depth of the partnerships. In this category of loyalty, Capillary has been recognized as a Strong Performer in the Forrester WaveTM: Channel Incentive Management, Q1 2022 report, ranking in the top 4 among 11 vendors.

Authored by Forrester analyst Jay McBain, the report evaluates the most significant providers in the marketplace Channel Incentive Management (CIM) solutions, and notes that Capillary's platform "has several layers of innovation around product flexibility, a very strong technology backbone, business intelligence features, and security."

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Capillary's Best-in-class CIM Capabilities



Non-Monetary and Micro Incentives

Advanced customization cxceling in B2B and B2B2C points systems and non-monetary programs, micro-incentives



Analysis Tools and BI

Supports decision making with advanced dashboards, notifications and suggesting next best actions



Data Management, Alerting and Reporting

Data management capabilities with robust alerting and reporting features, proof of performance, and audit technology



Security and Privacy

Global certifications, advanced privacy based on established and emerging standards, encryption and user authentication flexibility



Innovation Roadmap

Reference-validated commitment to world-class innovation strategies and future plans with significant investments in R&D



Supporting Products and Services

Consulting, services, and thought leadership in CIM and enabling a better outcome for customers through other non-CIM products

