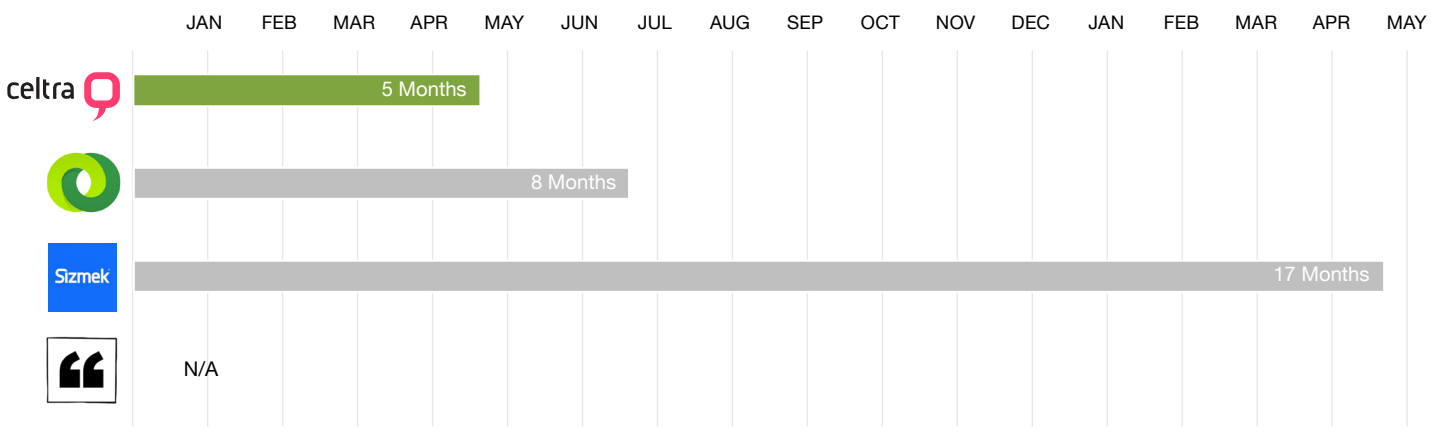
User Satisfaction Ratings

The ratings below are based on user reviews collected by G2 Crowd as of August 22, 2018.

	Celtra Creative Management Platform	Google DoubleClick Digital Marketing	Flashtalking	Sizmek
Rating	4.5 (49)	4.0 (177)	3.5 (12)	3.5 (230)
Ease of Use	86%	79%	81%	75%
Quality of Support	93%	69%	90%	82%
Meets Requirements	87%	87%	82%	80%
Ease of Admin	84%	77%	81%	75%
Ease of Setup	86%	73%	76%	74%
Ease of Doing Business With	89%	76%	94%	81%
Is the product headed in the right direction?	93%	83%	90%	73%
User, Role, and Access Management	91%	85%	90%	79%
Creative Optimization	85%	79%	94%	82%
Display Functionality	88%	87%	93%	83%
Bulk Editing	73%	80%	60%	76%
Campaign Optimization	83%	82%	78%	77%
Campaign Dashboard	83%	84%	82%	78%
Internationalization	84%	80%	81%	78%
Customization	84%	77%	86%	77%
Contextual Targeting	84%	Feature Not Available	Not enough data available	80%
Notifications	83%	78%	Not enough data available	73%
Workflow Capability	89%	80%	82%	77%
Enterprise Scalability	84%	86%	83%	81%
Performance and Reliability	90%	85%	84%	79%
Custom Reports	90%	83%	84%	81%
API / Integrations	86%	Feature Not Available	82%	76%
Retargeting	88%	85%	Not enough data available	83%
Rich Media Capabilties	92%	80%	90%	83%
Batch Uploading	76%	82%	67%	77%

What is your company's estimated ROI on this product (payback period in months)?



About G2 Crowd

G2 Crowd, the world's leading business software review platform, leverages more than 450,000 user reviews to drive better purchasing decisions. Technology buyers, investors, and analysts use G2 Crowd to compare and select the best software based on peer reviews and synthesized social data.

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 Crowd user's identity and employer. Additionally, all reviews are manually checked by our team. Only the opinion of real users and data from public sources factor into our ratings.

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