Strategies, Tactics and Trends for

MARKETING TECHNOLOGY UTILIZATION

Survey Summary Report

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RESEARCH-BASED MARKETING

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Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers and marketing research subscribers.

MARKETING TECHNOLOGY UTILIZATION

Marketing Technology (MarTech) is the term used for the software and technology-based tools marketers utilize to plan, execute, and measure marketing campaigns.

But how are marketers utilizing MarTech to achieve objectives?

To help you answer this question, Ascend2 and our Research Partners fielded the Marketing Technology Utilization Survey. We thank the 245 marketing influencers who responded to this survey during the week of March 18, 2019.

This Survey Summary Report, titled *Marketing Technology Utilization*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Survey Market Segments

Number of Employees
More than 500	*24%*
50 to 500	*34%*
Fewer than 50	*42%*

Role in the Company
Owner / Partner / CXO	*36%*
VP / Director / Manager	*46%*
Non-Mgmt Professional	*18%*

Primary Marketing Channel
Business-to-Business	*40%*
Business-to-Consumer	*41%*
B2B and B2C Equally	*19%*

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PRIMARY OBJECTIVES

Most marketing influencers, 61% and 57% respectively, say improving marketing efficiency and increasing marketing ROI are primary objectives for a MarTech utilization strategy to achieve.

What are the PRIMARY OBJECTIVES for a MarTech utilization strategy to achieve?

Objective	Percentage
Improving marketing efficiency	61%
Increasing marketing ROI	57%
Improving decision making	38%
Gaining competitive advantage	36%
Attributing revenue to marketing	32%
Improving data security	24%
Integrating disparate systems	20%

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Published April 2019
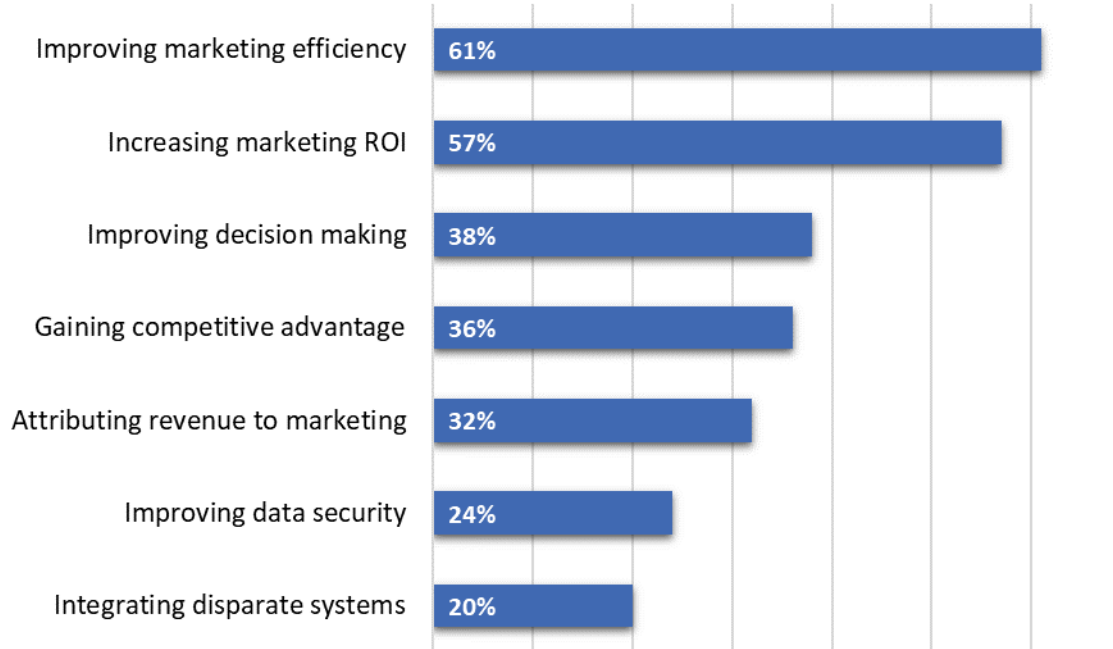
STRATEGIC SUCCESS

43% of marketing influencers consider a MarTech utilization strategy very successful (or best-in-class when compared to competitors) at achieving the primary objectives. Only 5% consider strategic planning to be unsuccessful at achieving objectives.
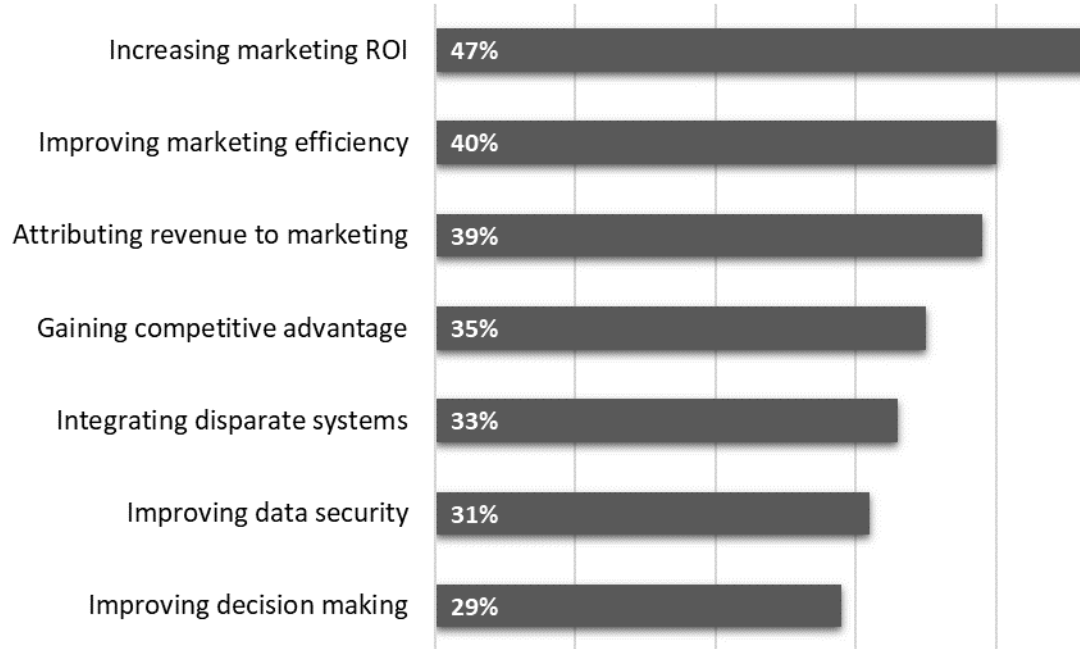
Which best describes the SUCCESS of a MarTech utilization strategy at achieving the primary objectives?

Pie chart:
- Very successful (best-in-class), 43%
- Somewhat successful, 52%
- Unsuccessful, 5%

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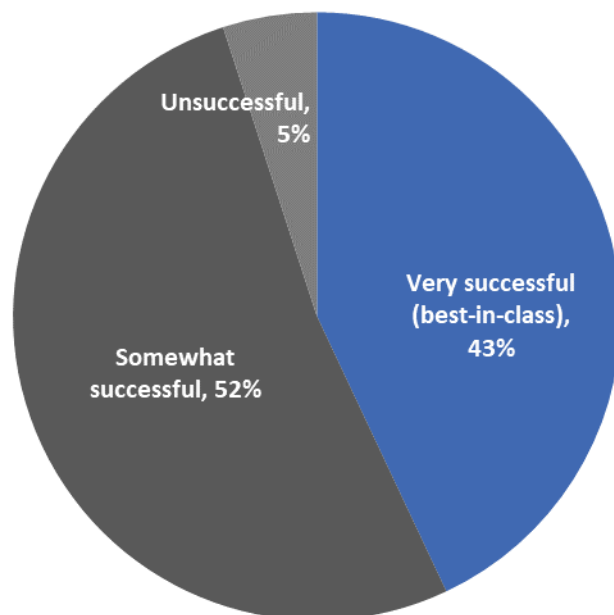
CRITICAL CHALLENGES

The most critical challenge to the success of a MarTech utilization strategy is increasing marketing ROI according to 47% of marketing influencers. The next two critical challenges are improving marketing efficiency (40%) and attributing revenue to marketing (39%) – both related to ROI.

What are the most CRITICAL CHALLENGES to the success of a MarTech utilization strategy?

Challenge	Percentage
Increasing marketing ROI	47%
Improving marketing efficiency	40%
Attributing revenue to marketing	39%
Gaining competitive advantage	35%
Integrating disparate systems	33%
Improving data security	31%
Improving decision making	29%

BUDGET TREND

While only 11% of marketing influencers say the MarTech utilization budget will decrease to some extent, nearly two-thirds (63%) say the budget will increase moderately and about one-quarter (26%) say the MarTech utilization budget will increase significantly.

Which best describes how the TOTAL BUDGET (time, resources, expenses) is changing for MarTech utilization?

26%	Total budget will increase significantly
63%	Total budget will increase moderately
8%	Total budget will decrease moderately
3%	Total budget will decrease significantly

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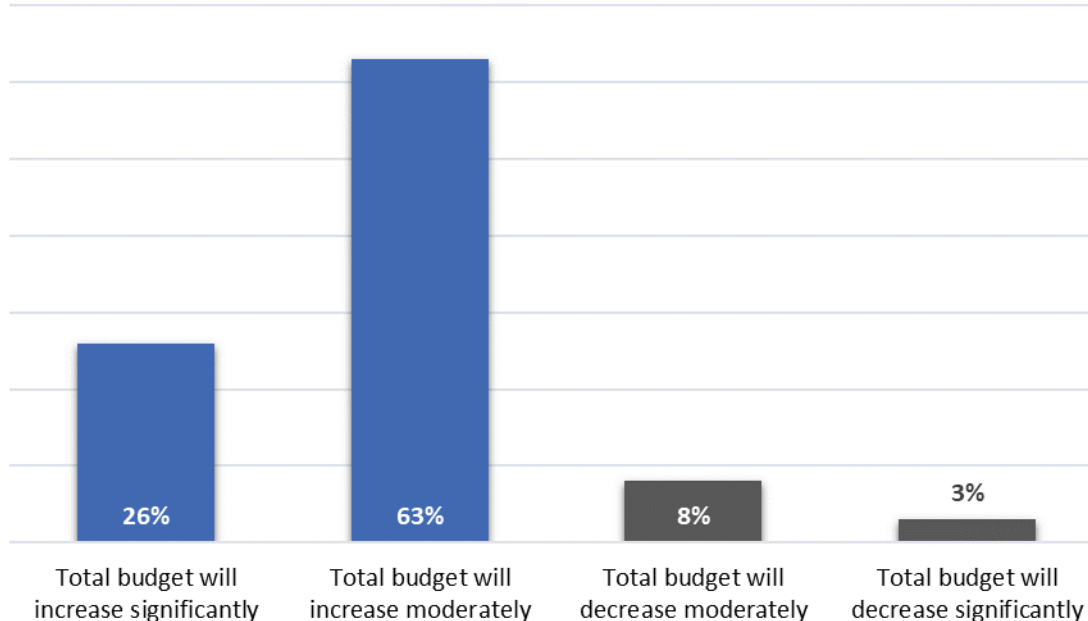
OBJECTIVES VERSUS CHALLENGES

Comparing the importance of primary objectives and critical challenges to success provides a valuable perspective for developing a balanced and successful strategy for marketing technology.

Comparing MarTech's primary objectives and critical challenges.

- ■ Primary Objectives
- ■ Critical Challenges

	Primary Objectives	Critical Challenges
Improving marketing efficiency	61%	40%
Increasing marketing ROI	57%	47%
Improving decision making	38%	29%
Gaining competitive advantage	36%	35%
Attributing revenue to marketing	32%	39%
Improving data security	24%	31%
Integrating disparate systems	20%	33%
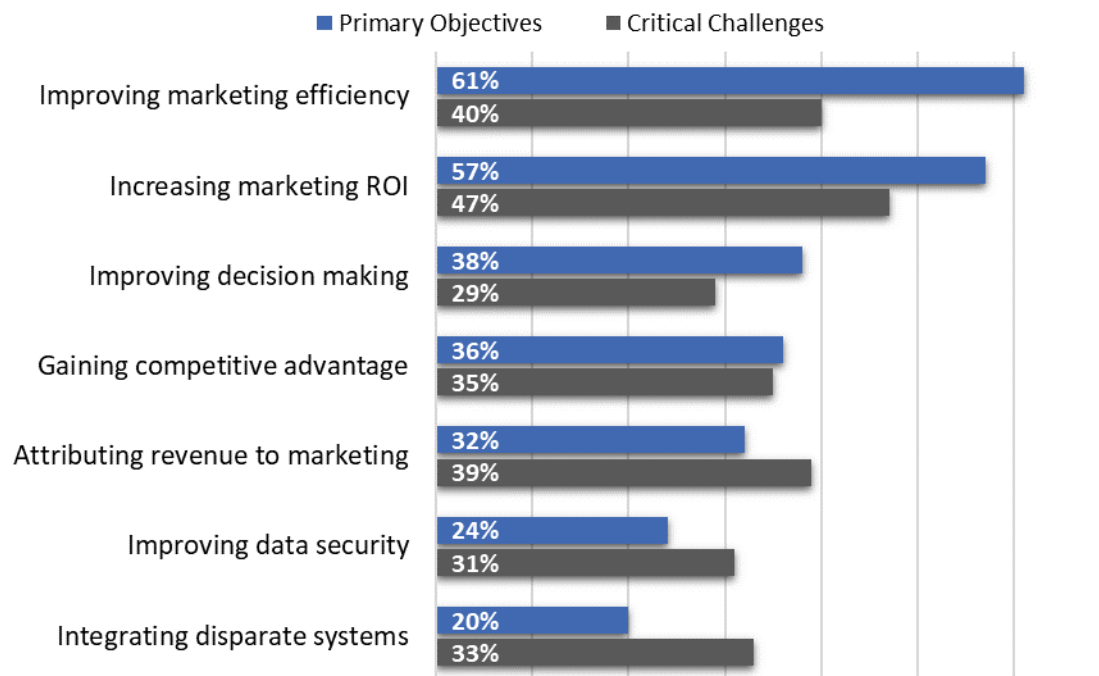
MARTECH EFFECTIVENESS

Marketing automation/email/crm and marketing data/dashboards/analytics are considered the most effective types of technology utilized for marketing purposes, according to 53% and 43% of influencers respectively.

What are the most EFFECTIVE TYPES of MarTech utilized?

Type	Percentage
Marketing automation/email/crm	53%
Marketing data/dashboard/analytics	43%
Search and social media marketing	36%
Content management system (CMS)	35%
Optimization, personalization, testing	35%
Experience/relationship marketing	33%
Advertising and promotion (AdTech)	25%

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ADDING TO THE MARTECH STACK

Marketing influencers say new types of technology are being added to the MarTech stack at a very rapid pace. 39% say they are adding to the stack quarterly, while 28% say monthly. A total of one-third (33%) are adding to the MarTech stack semi-annually or longer term.
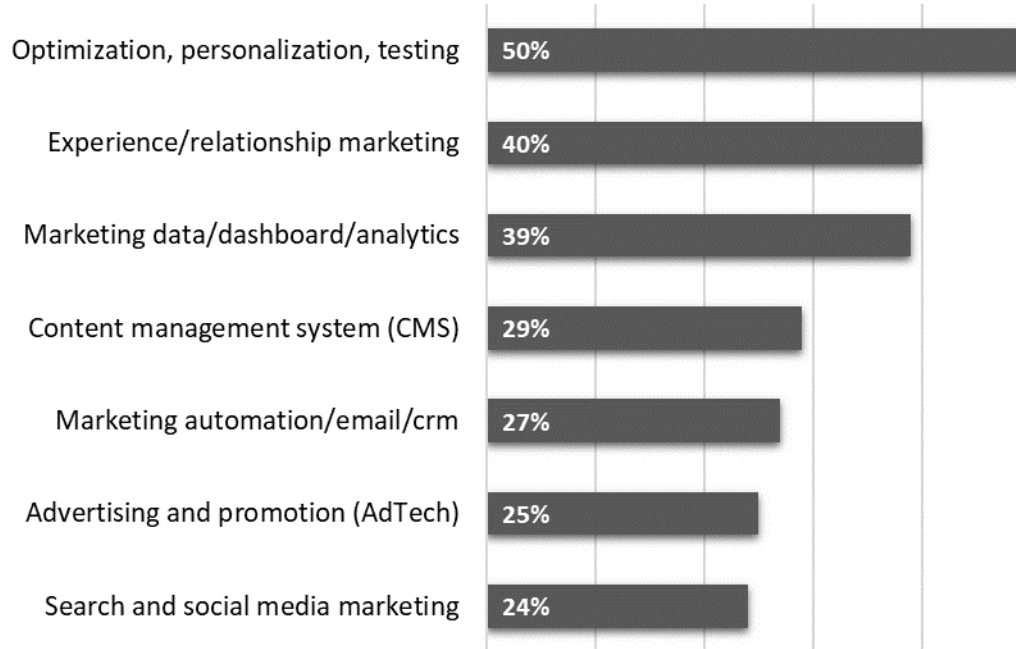
Which best describes how often new types of MarTech are added to the stack?

Monthly	Quarterly	Semi-annually	Annually or greater
28%	39%	21%	12%
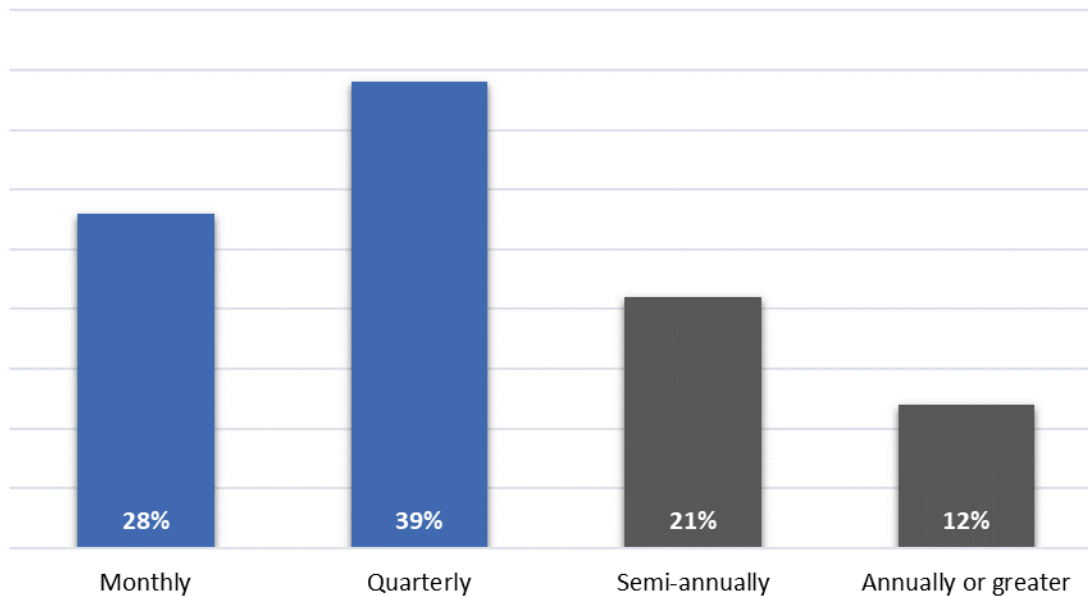
MARTECH DIFFICULTY

Half (50%) of marketing influencers say that applications used for optimization, personalization and testing are the most difficult types of MarTech. Experience/relationship marketing and marketing data/dashboards/analytics are next with 40% and 39% respectively.

What are the most DIFFICULT types of MarTech to utilize?

Optimization, personalization, testing	50%
Experience/relationship marketing	40%
Marketing data/dashboard/analytics	39%
Content management system (CMS)	29%
Marketing automation/email/crm	27%
Advertising and promotion (AdTech)	25%
Search and social media marketing	24%

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UTILIZATION RESOURCES

The difficulty of many types of MarTech is one reason that nearly two-thirds (64%) of marketing influencers say they prefer to use a combination of outsourced and in-house resources to utilize MarTech.
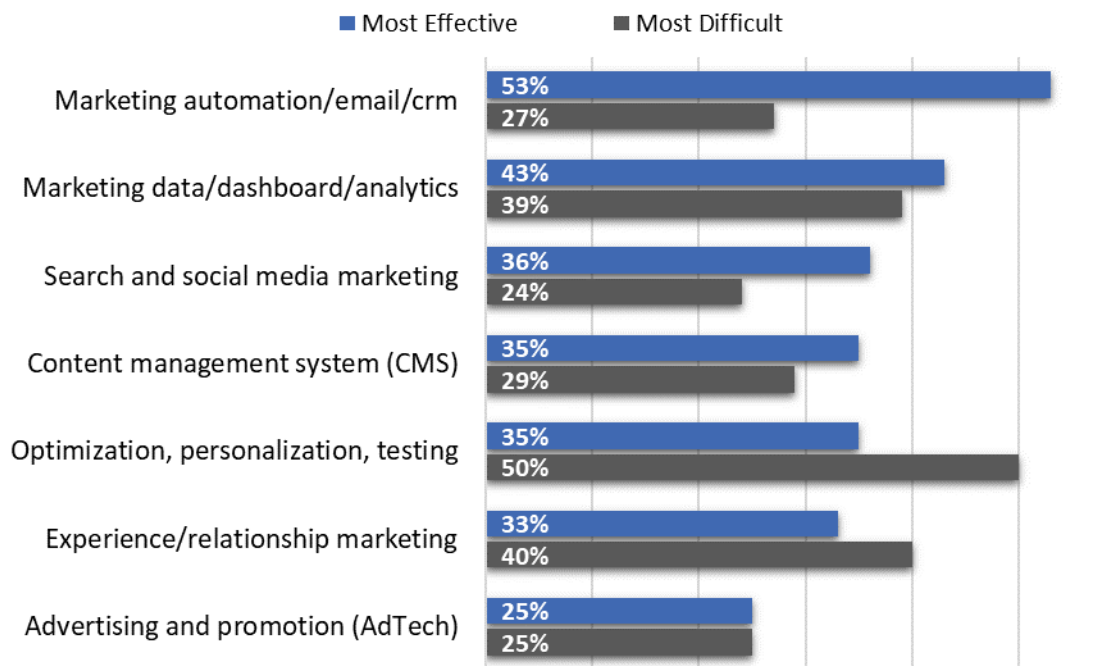
Which best describes the RESOURCES used for MarTech utilization?

In-house resources only, 17%

Outsourced to specialists, 19%

Combination of outsourced and in-house resources, 64%
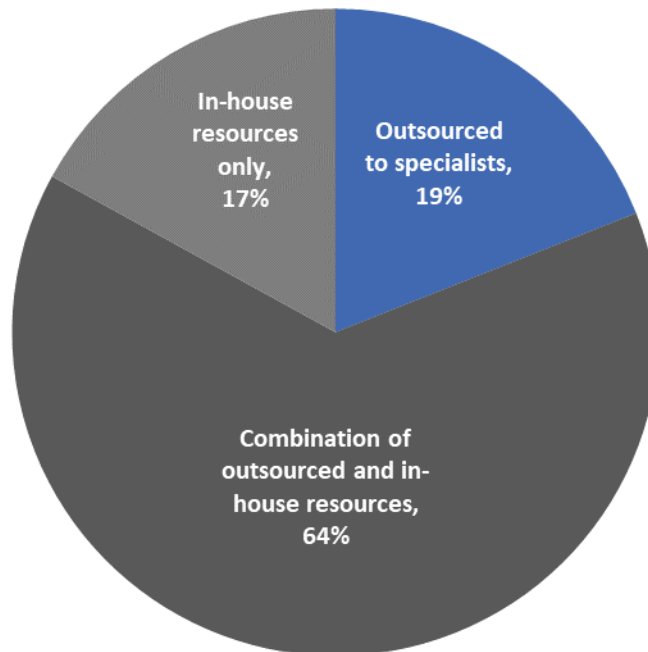
EFFECTIVENESS VERSUS DIFFICULTY

Types of MarTech that are far more effective to utilize than difficult (marketing automation/email/crm, for example), are more likely to be acquired than types that are more difficult to utilize than they are effective (optimization, personalization and testing, for example).

Comparing the most effective and most difficult types of MarTech.

■ Most Effective   ■ Most Difficult

Type	Most Effective	Most Difficult
Marketing automation/email/crm	53%	27%
Marketing data/dashboard/analytics	43%	39%
Search and social media marketing	36%	24%
Content management system (CMS)	35%	29%
Optimization, personalization, testing	35%	50%
Experience/relationship marketing	33%	40%
Advertising and promotion (AdTech)	25%	25%

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RESEARCH PARTNER PROGRAMS

Our Research Partner Programs rapidly deliver content of interest to your marketing influencers, and a guaranteed number of leads, in just two simple steps:

1. Choose marketing topics of interest to your audience.

- Or create a survey topic of your own (limited availability)

2. Choose an exclusive segment for each of the topics.

- Success Benchmarks

- Leadership Benchmarks

- B2B Benchmarks

- B2C Benchmarks

- Enterprise Benchmarks

- SMB Benchmarks

- Agency Benchmarks

- And more!

Learn more about Research-Based Marketing at Ascend2.com.

As a provider of marketing technology or agency services, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.

Research-Based Marketing is a process we developed to generate demand using factual content of interest to your target audience, and to nurture prospects to the middle of the funnel in the name of your brand.

Following are just a few of the leading marketing solution providers that have partnered with us on research-based marketing programs.

This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

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