



Strategies, Tactics and Trends for

# MARKETING TECHNOLOGY UTILIZATION

Survey Summary Report

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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%

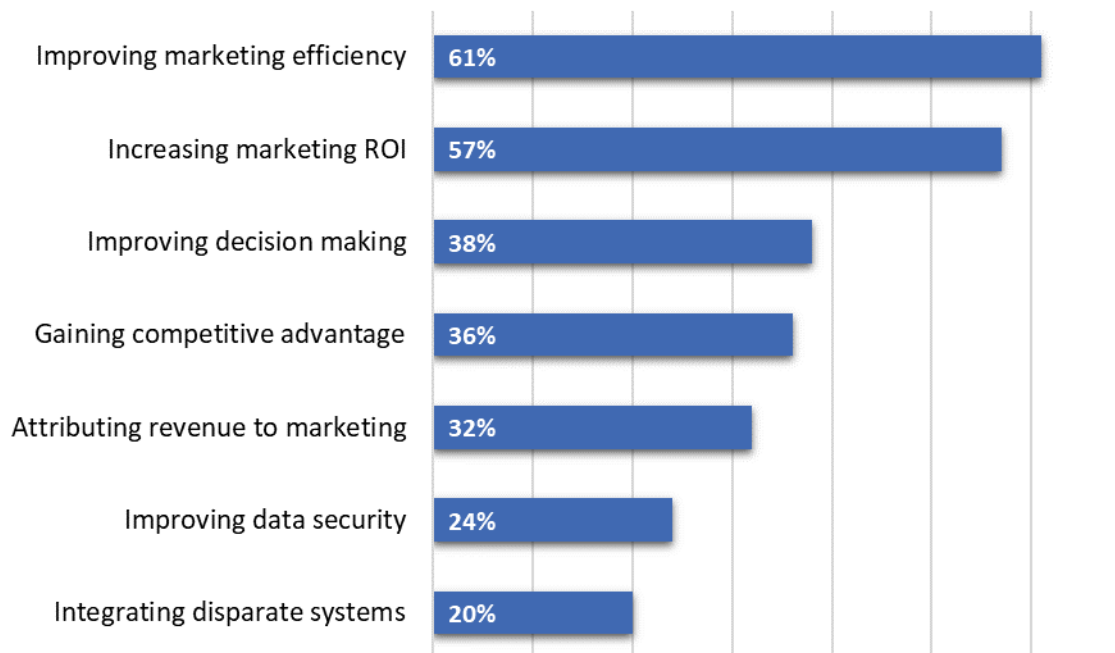
### Primary Marketing Channel

Business-to-Business	40%
Business-to-Consumer	41%
B2B and B2C Equally	19%

# 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.

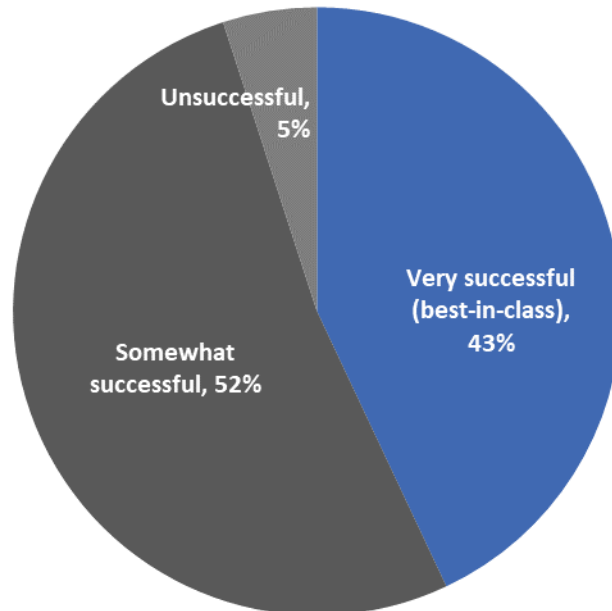
What are the PRIMARY OBJECTIVES for a MarTech utilization strategy to achieve?



# 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.

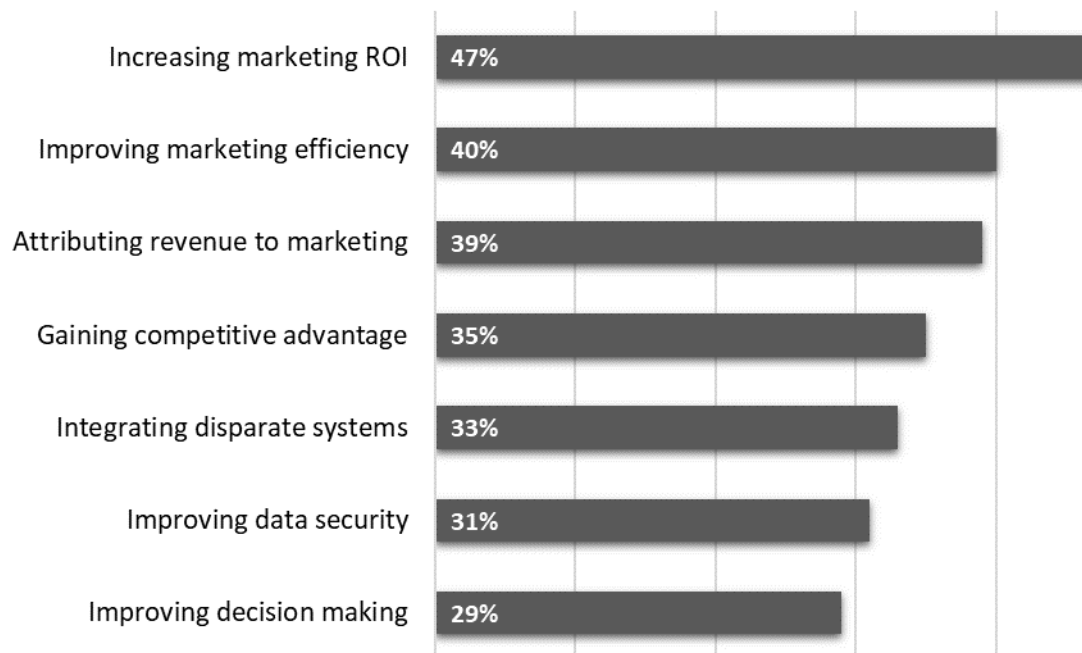
Which best describes the SUCCESS of a MarTech utilization strategy at achieving the primary objectives?



# 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.

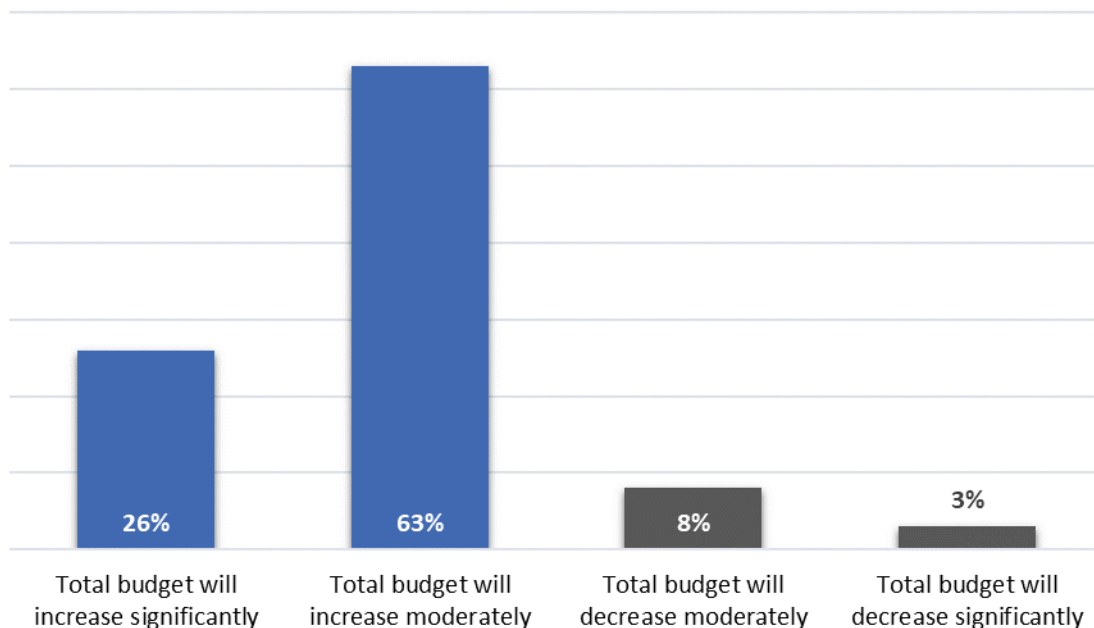
What are the most CRITICAL CHALLENGES to the success of a MarTech utilization strategy?



# 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?

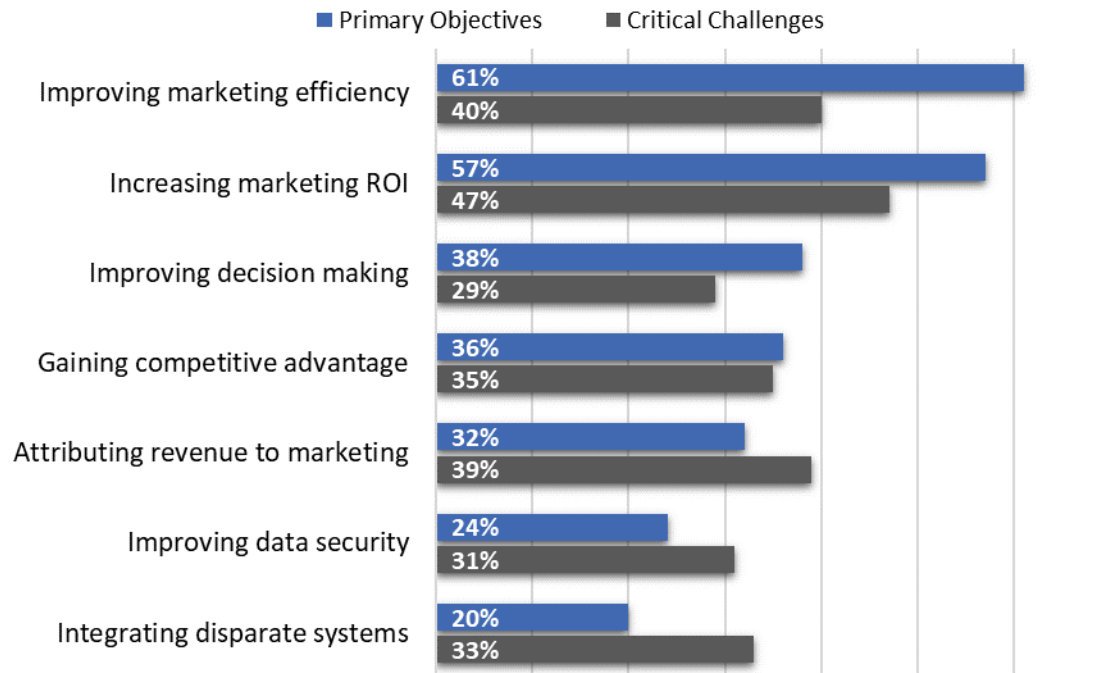




# OBJECTIVES VERSUS CHALLENGES

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.

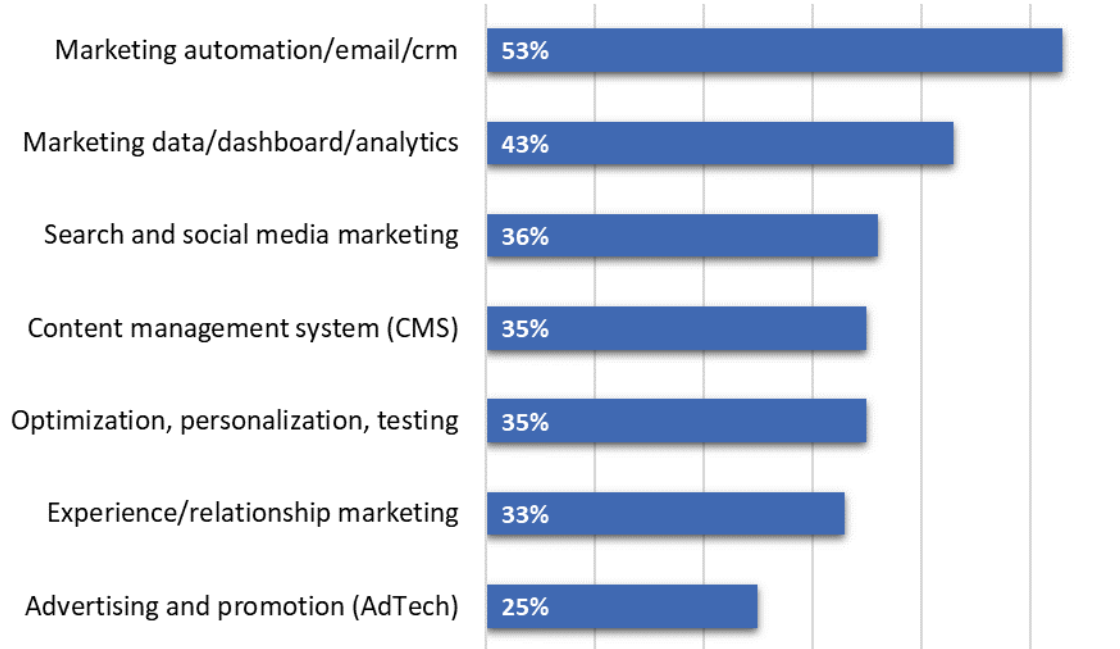




# MARTECH EFFECTIVENESS

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.

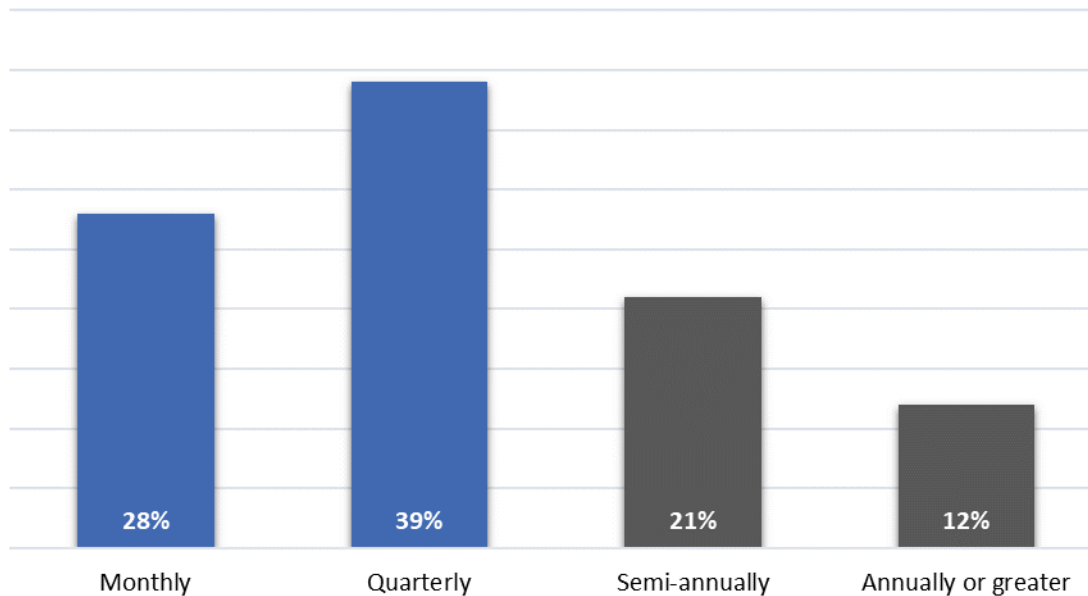
What are the most EFFECTIVE TYPES of MarTech utilized?



# 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.

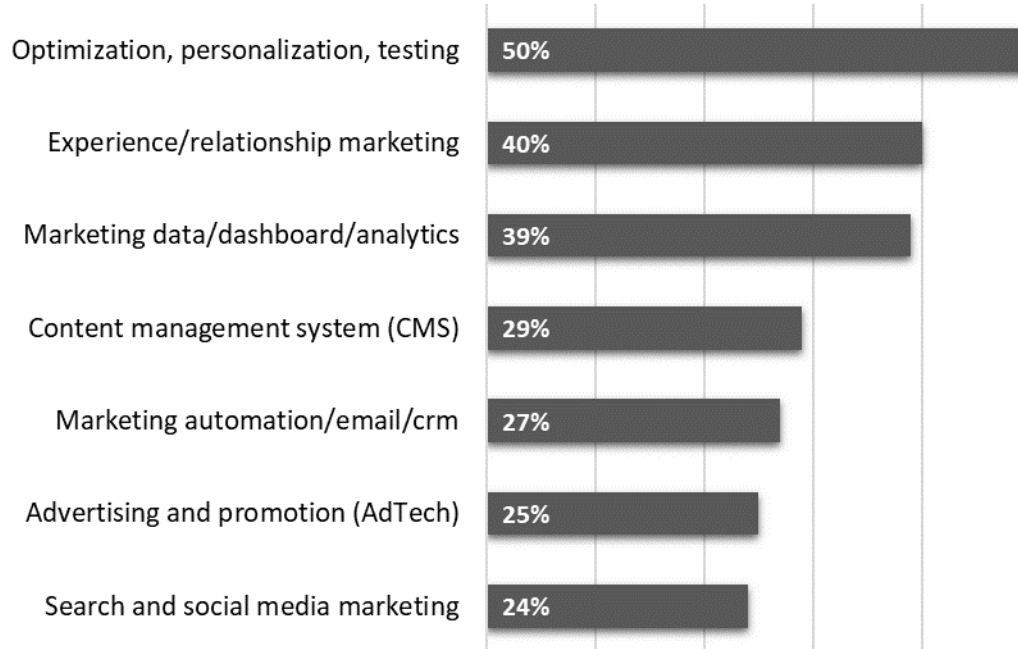
Which best describes how often new types of MarTech are added to the stack?



# 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.

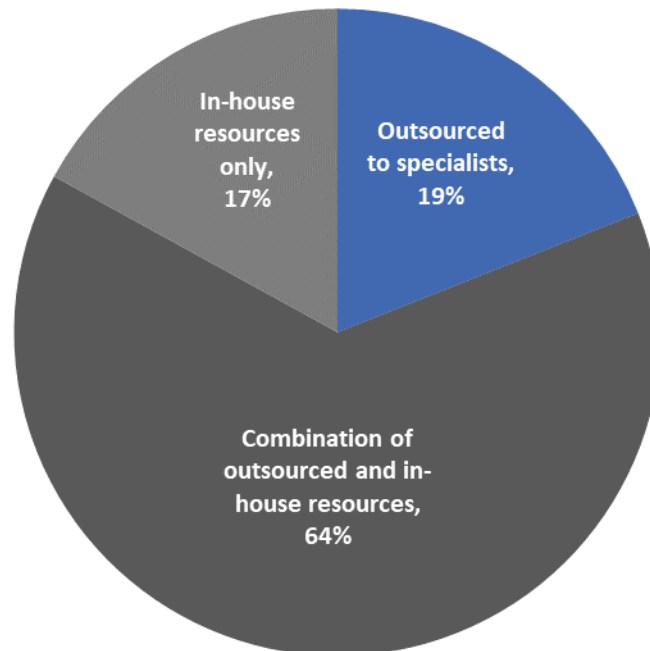
What are the most DIFFICULT types of MarTech to utilize?



# 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.

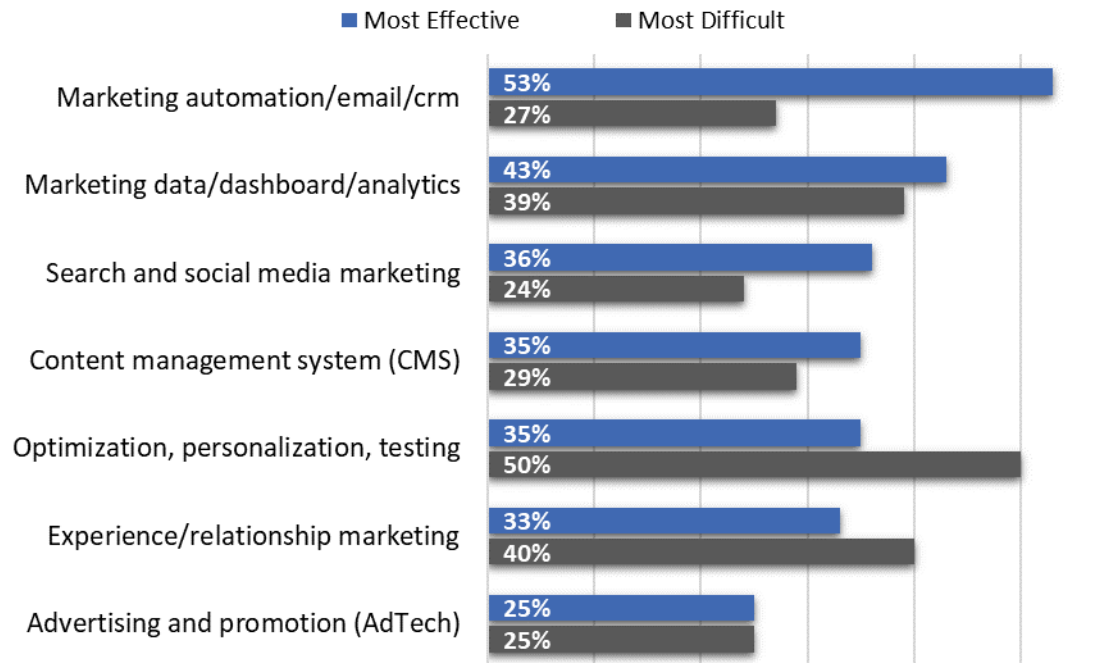
Which best describes the RESOURCES used for MarTech utilization?



# 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.





## 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](https://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.*

# Ascend2™

RESEARCH-BASED MARKETING

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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