Marketing Technology Strategy

SURVEY SUMMARY REPORT

Ascend2

Monthly Research Series Conducted in Partnership with Leading Marketing Solution Providers

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THE IMPORTANCE OF MARKETING TECHNOLOGY

Nearly everything we do now to acquire leads and convert customers revolves around the use of marketing technology, and 87% of companies say it is improving their marketing performance.

But how is marketing technology being used to achieve important objectives?

To find out, Ascend2 and our Research Partners fielded the Marketing Technology Strategy Survey and completed interviews with 215 marketing, sales and business professionals from around the world. We thank them for sharing their valuable insights with you.

The charts in this edition of the study titled *Marketing Technology Strategy Survey Summary Report* represent the average of all market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our Research Partners.

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

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TYPES OF MARKETING TECHNOLOGY USED

Email marketing technology is used by 82% of companies surveyed. In addition to dedicated email applications, email functionality is integrated into many other technologies such as marketing automation and CRM systems. Social media technology usage has growth to 67% of companies.

What TYPES OF MARKETING TECHNOLOGY does your company use?

Technology	%
Email Marketing	82%
Social Media Marketing	67%
Marketing Analytics	60%
CRM/Sales Automation	54%
CMS/Content Management	52%
Search Marketing	50%
Marketing Automation	42%
Data Management	36%
Testing & Optimization	33%

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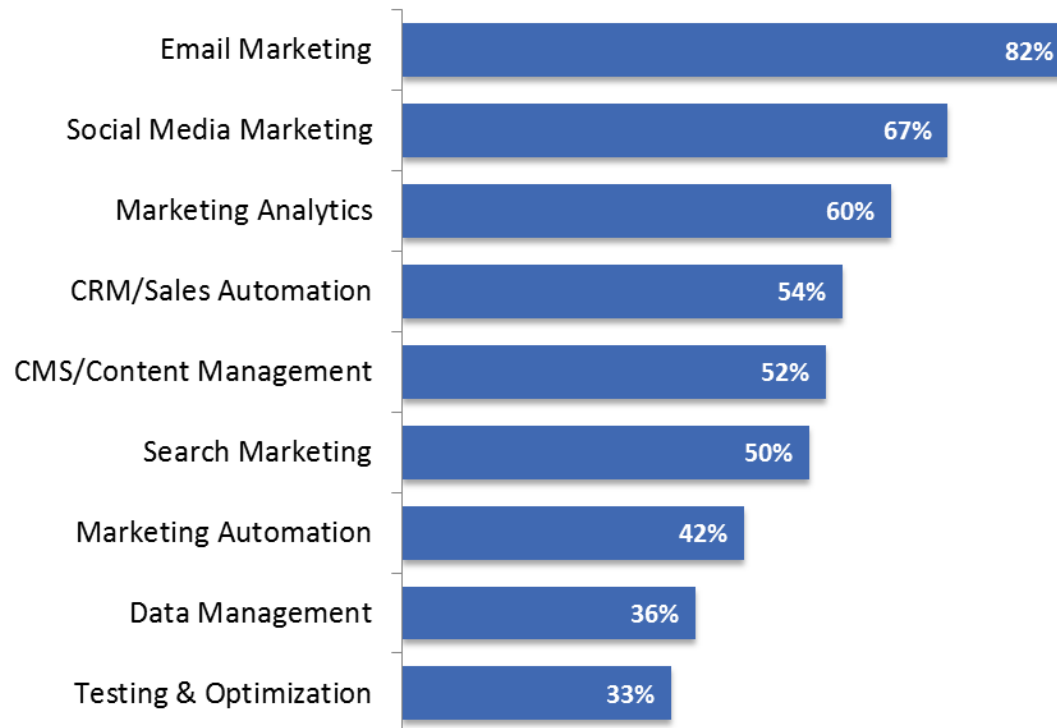
AVAILABILITY AND UTILIZATION

Those companies that DON'T HAVE all the marketing technology tools they need are much more likely to FULLY UTILIZE what they have (33%) than those that HAVE all the tools they need (9%). Whether tools are available or not, 59% of companies DON'T FULLY UTILIZE what they have.

Which best describes the AVAILABILITY AND UTILIZATION of marketing technology at your company?

9%	We have all the tools we need and fully utilize what we have
25%	We have all the tools we need but don't fully utilize what we have
33%	We don't have all the tools we need but fully utilize what we have
34%	We don't have all the tools we need and don't fully utilize what we have

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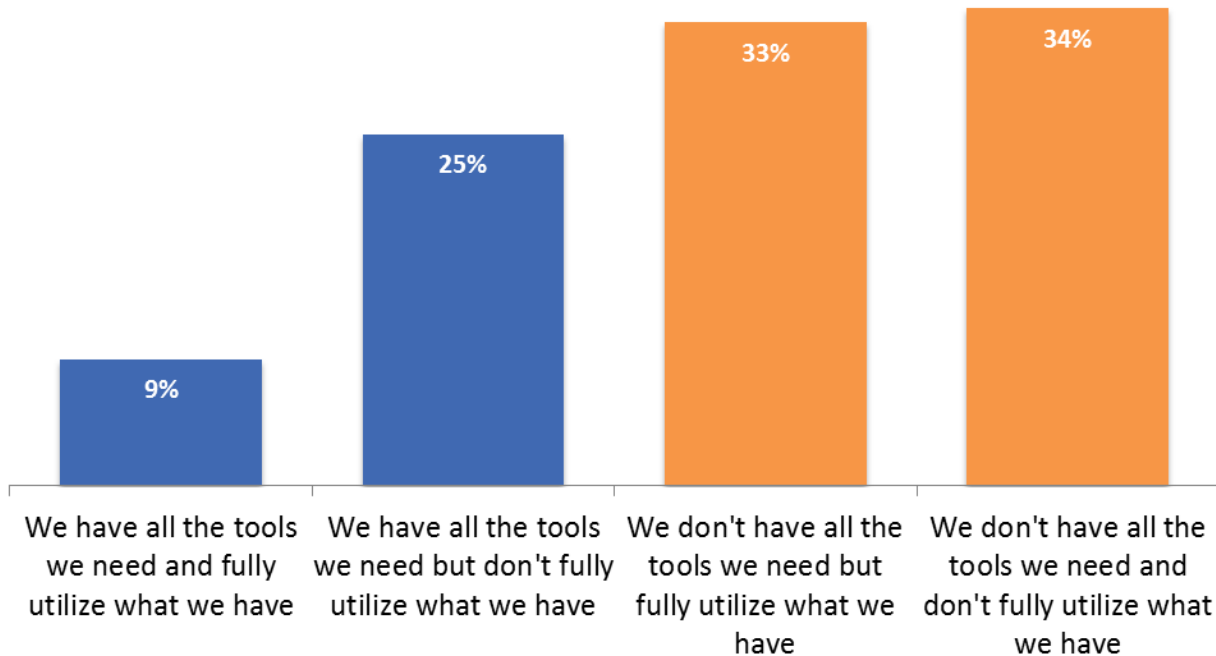
MOST IMPORTANT OBJECTIVES

With nearly every form of marketing now technology driven, a clear understanding of desired outcomes is critical. The most important objectives of an effective marketing strategy are highly measureable including increases in sales revenue, lead generation and conversion rates.

What are the MOST IMPORTANT OBJECTIVES of an effective marketing technology strategy?

Objective	Percentage
Increase sales revenue	52%
Increase lead generation	50%
Increase conversion rates	47%
Improve targeting/personalization	39%
Improve efficiency/reduce costs	34%
Improve technology integration	25%
Improve data quality/accuracy	24%
Improve behavioral predictability	13%

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SUCCESS ACHIEVING OBJECTIVES

73% of companies rate their marketing technology strategy successful to some extent at achieving their important objectives. In addition to the most important objectives highlighted on the previous page, improved personalization and cost efficiencies are also top factors in rating success.
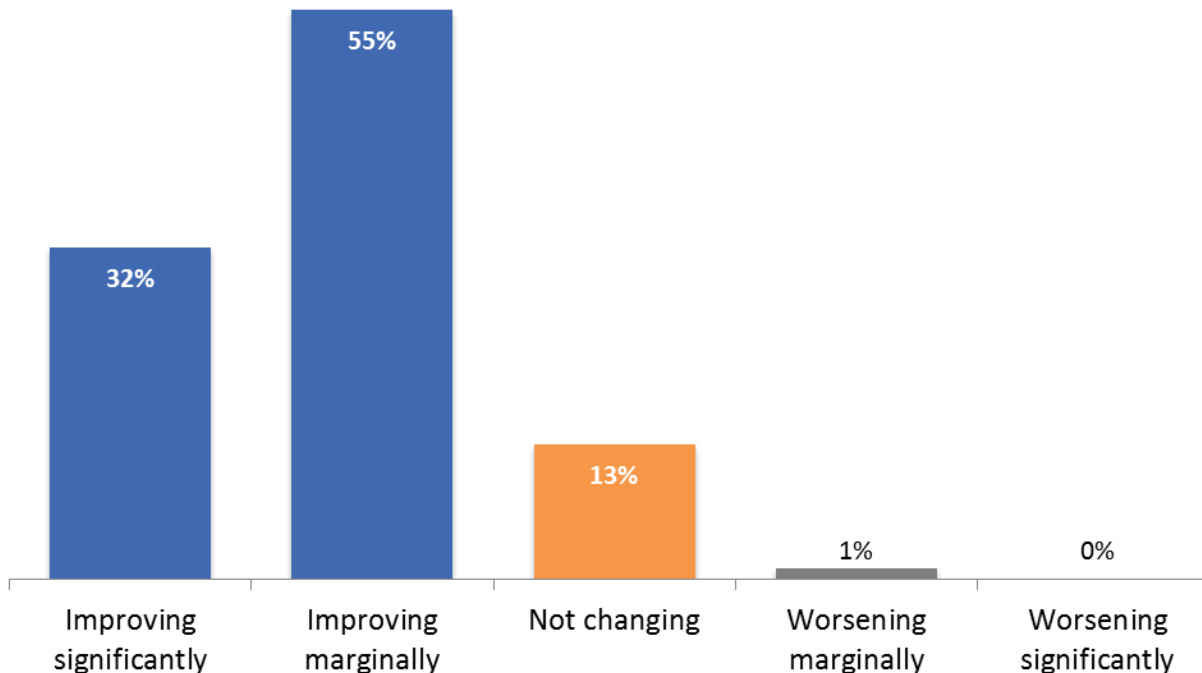
How do you RATE THE SUCCESS of your company's marketing technology strategy to achieve important objectives?

Very successful	Somewhat successful	Somewhat unsuccessful	Very unsuccessful
16%	57%	22%	5%

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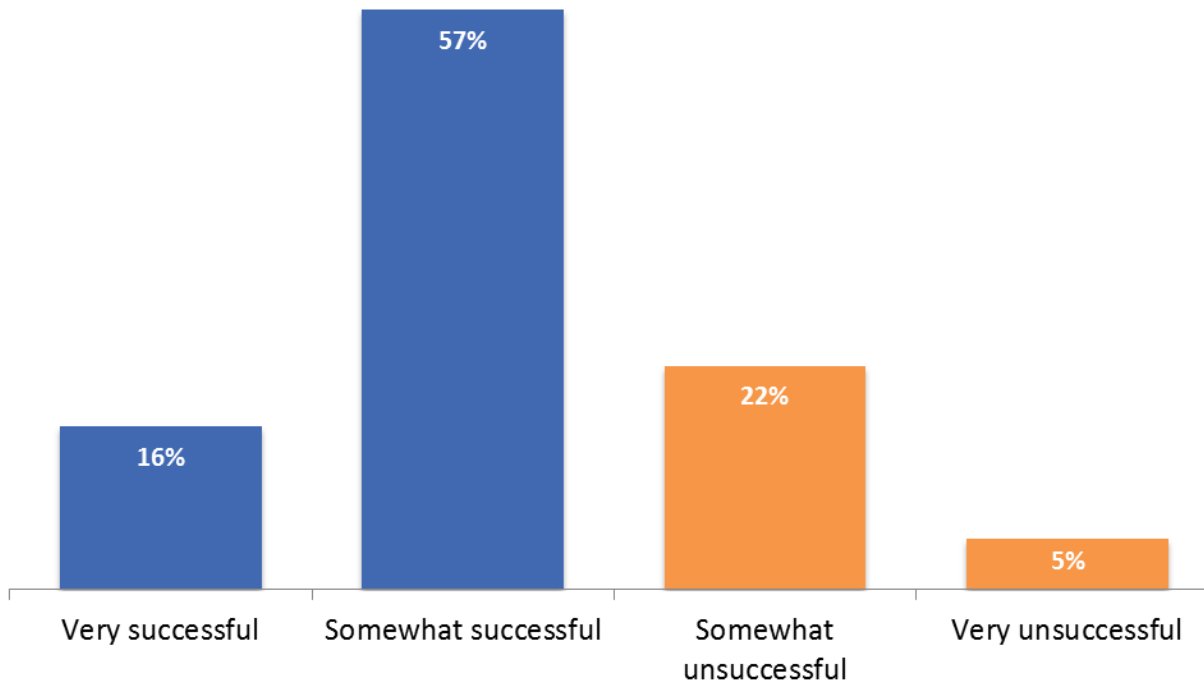
IMPACT ON PERFORMANCE

A successful strategy will influence attitudes and expectations. For example, 87% of companies say technology is changing marketing performance for the better, with nearly one third saying their improvements are significant. Only 1% say performance is worsening, and 13% not changing.

To what extent is technology CHANGING MARKETING PERFORMANCE at your company?

32%	55%	13%	1%	0%
Improving significantly	Improving marginally	Not changing	Worsening marginally	Worsening significantly

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The most challenging obstacles to marketing technology success are the complexity of integrating technologies and inadequate budget and resources, which are more specifically analyzed on the next three pages. Lack of an effective strategy and inefficient workflows are also top obstacles.
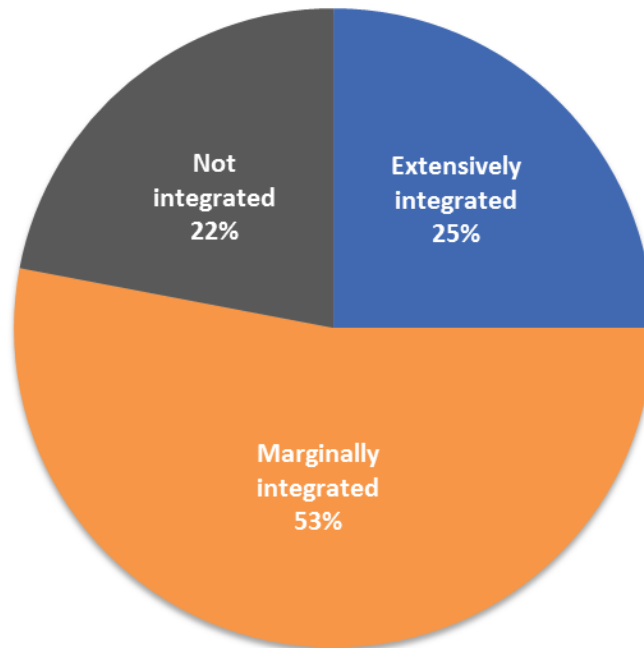
What are the MOST CHALLENGING OBSTACLES to marketing technology success?

Obstacle	Percentage
Complexity of integrating technologies	50%
Inadequate budget/resources	39%
Lack of an effective strategy	39%
Inefficient processes and workflows	38%
Inconsistent data across technologies	27%
Limited organizational buy-in	22%
Inadequate technical knowledge	19%
Poor data quality/accuracy	17%

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EXTENT OF TECHNOLOGY INTEGRATION

The effect of technology integration complexity – the most challenging obstacle to success – is that only 25% of companies have extensively integrated their disparate marketing technology systems. Nearly as many (22%) have not integrated their marketing technologies at all.
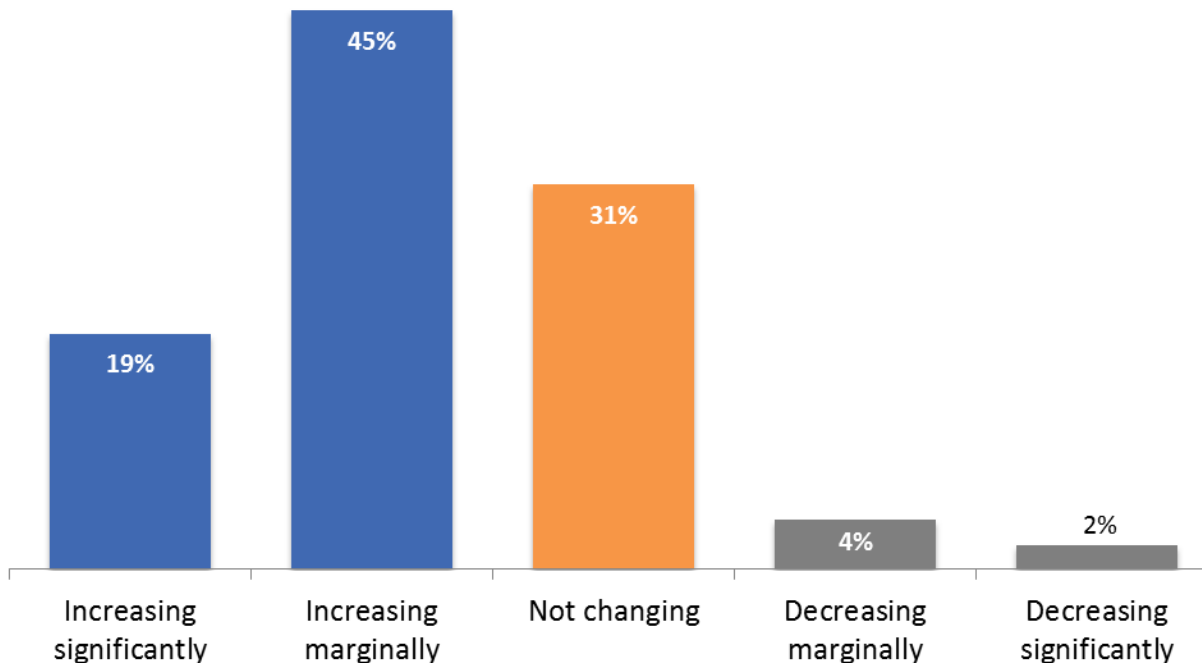

To what extent are your MARKETING TECHNOLOGIES INTEGRATED?

- Not integrated 22%
- Extensively integrated 25%
- Marginally integrated 53%

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MARKETING TECHNOLOGY BUDGET

With more than two-thirds of companies (64%) increasing their budget for marketing technology, the second most challenging obstacle is on its way to being overcome. Only 6% of companies are planning to decrease their budget and the remaining 31% are planning to leave it unchanged.
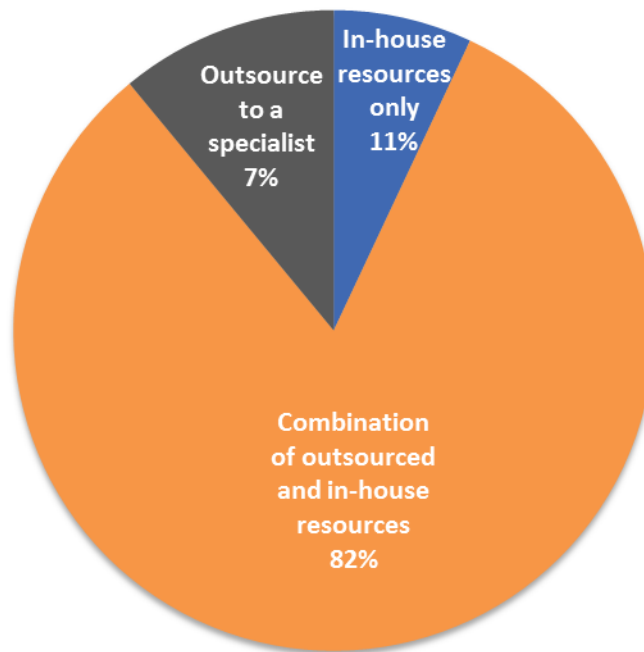
How is the BUDGET FOR MARKETING TECHNOLOGY CHANGING at your company?

Increasing significantly	Increasing marginally	Not changing	Decreasing marginally	Decreasing significantly
19%	45%	31%	4%	2%

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Planning an effective marketing technology strategy requires a unique set of technical and marketing knowledge not always available in-house. That's why the vast majority (82%) of companies use a combination of outsourced and in-house strategy planning resources.

What are the MOST EFFECTIVE RESOURCES for planning a marketing technology strategy?

In-house resources only 11%

Outsource to a specialist 7%

Combination of outsourced and in-house resources 82%

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SURVEY METHODOLOGY AND DEMOGRAPHICS

Ascend2 benchmarks the performance of popular digital marketing strategies and practices using a standardized questionnaire, research methodology and proprietary 3-Minute Survey format. Findings are examined in a quantitative context by experienced analysts and reported objectively.

This survey was conducted online from a panel of more than 50,000 US and international marketing, sales and business professionals representing a range of demographic roles, channels and company sizes as follows:

Number of Employees

More than 500	18%
50 to 500	29%
Fewer than 50	53%

Role in the Company

CEO / COO / CMO / CSO etc.	34%
Marketing VP / Director / Manager	28%
Sales VP / Director / Manager	10%
Marketing or Sales Staff	20%
Other	8%

Primary Marketing/Sales Channel

B2B (Business-to-Business)	76%
B2C (Business-to-Consumer)	24%

ABOUT ASCEND2

Research-Based Demand Generation for Marketing Solution Providers

If marketing professionals are your ideal prospects, we can help you find more of them. Marketing software and data solution companies, and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.

Learn more at www.Ascend2.com

ASCEND2 RESEARCH-BASED DEMAND GENERATION

Research Partner Programs provide white label reports and a guaranteed number of leads in two simple steps:

1. Choose the topics of interest to your target market

- Content Marketing
- Email Marketing
- Video Marketing
- Organic Search (SEO)
- Marketing Automation
- Email List Growth

- Website Optimization
- Inbound Marketing
- Paid Search (PPC)
- Lead Generation
- Social Media Strategy
- Marketing Database

2. Choose an exclusive research segment for each marketing topic

- Benchmarks for Success [Research data from the successful program segment]
- B2B Benchmarks [Research data from the business-to-business segment]
- B2C Benchmarks [Research data from the business-to-consumer segment]
- Enterprise Benchmarks [Research data from the large company segment]
- SMB Benchmarks [Research data from the small and medium business segment]
- Agency Benchmarks [Research data from the marketing agency segment]
- Leadership Benchmarks [Research data from the marketing leadership segment]
- Other Benchmarks [Research data unique to a specific topic when available]

If marketing professionals are your ideal prospects, watch this 90 second video.