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MARKETING TECHNOLOGY TRENDS

Investing in marketing technology is essential because, today, nearly every type of marketing is technology-driven.

But how do you know if your investment is paying off?

To find out, Ascend2 and our Research Partners fielded the Marketing Technology Trends Survey. We thank the participants of this survey for sharing their valuable insights on this important marketing topic with us, and you.

The data in this edition of the study titled the *Marketing Technology Trends Survey Summary Report* represent the average of all market segments responding to the survey. Specific 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.

Enjoy!

Methodology

Ascend2 benchmarks the performance of the most popular digital marketing strategies using a standardized questionnaire and proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers during the week of October 3, 2016. The 261 respondents are representative of the following:

**Number of Employees**
- More than 500: 45%
- 50 to 500: 35%
- Fewer than 50: 20%

**Role in the Company**
- Owner / Partner / CXO: 31%
- VP / Director / Manager: 58%
- Non-Management: 11%

**Primary Marketing Channel**
- B2B Business-to-Business: 47%
- B2C Business-to-Consumer: 31%
- B2B and B2C Equally: 22%
In total, 63% of companies say they have all the marketing technology tools they need, and about half of those (32%) say they fully utilize what they have. Those that don’t have all the tools they need are more likely to fully utilize what they have.

Which best describes the AVAILABILITY AND UTILIZATION of marketing technologies?

- Have all the tools we need and fully utilize what we have: 32%
- Have all the tools we need but don’t fully utilize what we have: 31%
- Don’t have all the tools we need but fully utilize what we have: 22%
- Don’t have all the tools we need and don’t fully utilize what we have: 15%
IMPORTANT STRATEGIC GOALS

With nearly every type of marketing now technology driven, a clear understanding of desired outcomes is critical. Increasing sales revenue and lead generation are the top priorities for 57% and 56% of marketing influencers respectively.

What are the MOST IMPORTANT GOALS for an effective marketing technology strategy?

- Increase sales revenue: 57%
- Increase lead generation: 56%
- Gain competitive advantage: 45%
- Act more strategically: 34%
- Improve business decisions: 33%
- Improve marketing efficiency: 25%
- Justify technology investment: 19%

Marketing Technology Trends Survey, Ascend2 and Research Partners, October 2016
MARKETING TECHNOLOGY SUCCESS

In total, 85% of marketing influencers describe their marketing technology strategy as successful to some extent. In fact, 30% describe it as “best-in-class” when compared to competitors.

Which best describes the SUCCESS of your marketing technology strategy compared to competitors?

- Very successful (best-in-class): 30%
- Somewhat successful (above average): 55%
- Somewhat unsuccessful (below average): 13%
- Very unsuccessful (worst-in-class): 2%
Significant Barriers to Success

Inadequate budget and lack of an effective strategy are top barriers to achieving important marketing technology goals for 42% and 39% of marketing influencers respectively, verifying that strategic effectiveness can suffer if not sufficiently funded.

What are the most significant barriers to achieving important marketing technology goals?

- Inadequate budget: 42%
- Lack of an effective strategy: 39%
- Inadequate technology integration: 38%
- Poor data quality/completeness: 36%
- Complexity of sales cycle: 35%
- Utilization of technology we have: 33%
- Lack of technical skills: 30%
EXTENT OF TECHNOLOGY INTEGRATION

38% of marketing influencers recognize that inadequate technology integration is a significant barrier to successfully achieving goals. Yet, 60% of marketing technology systems remain only marginally integrated or not integrated at all.

To what extent are the available MARKETING TECHNOLOGIES INTEGRATED?

- Extensively integrated: 40%
- Marginally integrated: 55%
- Not integrated: 5%
Integrating marketing technologies is a complex task requiring both technical skills and marketing acumen. That’s why more than half of companies (56%) use a combination of outsourced and in-house resources to overcome this barrier to success.

Which best describes the RESOURCES USED to integrate marketing technologies?

- In-house resources only: 23%
- Outsourced to a specialist: 21%
- Combination of outsourced and in-house resources: 56%
Email continues to maintain its position as a top marketing channel. However, the effectiveness of other types of technology driven marketing – such as content, social and relationship marketing – are rapidly gaining on that position.

<table>
<thead>
<tr>
<th>Marketing Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email marketing</td>
<td>52%</td>
</tr>
<tr>
<td>Social &amp; relationship marketing</td>
<td>40%</td>
</tr>
<tr>
<td>Content marketing</td>
<td>39%</td>
</tr>
<tr>
<td>Advertising &amp; remarketing</td>
<td>34%</td>
</tr>
<tr>
<td>Data-driven marketing</td>
<td>32%</td>
</tr>
<tr>
<td>Account-based marketing</td>
<td>31%</td>
</tr>
<tr>
<td>Search engine marketing</td>
<td>29%</td>
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</tbody>
</table>
An encouraging nine out of ten companies agree that the effectiveness of marketing technology used is increasing to some extent, with 31% describing the increase as significant.

To what extent is the EFFECTIVENESS CHANGING for marketing technology used?

- Effectiveness is increasing significantly: 31%
- Effectiveness is increasing marginally: 59%
- Effectiveness is decreasing marginally: 8%
- Effectiveness is decreasing significantly: 2%
In general, sales cycles are becoming longer and more complex, often involving multiple influencers. Technology simplifies the process and increases the effectiveness of marketing throughout a complex sales cycle.

Which best describes the type of SALES CYCLE your organization most often encounters?

- Complex sale and Direct sale equally (21%)
- Direct sale (short cycle, few influencers) (28%)
- Complex sale (long cycle, many influencers) (51%)
As a marketing technology or data company, or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance; and facts are what our research provides.

According to a CMO Council study, research is the most influential type of content marketers use. Research-Based Demand Generation is a process we developed to generate leads using research content of interest to your target customers, and nurture those leads to marketing qualified status in the name of your brand.

Our unique process enables us to provide the quick-win turnkey programs and longer term demand generation needed to achieve your goals.

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**RESEARCH-BASED DEMAND GENERATION**

Research Partner Programs rapidly deliver research-based content and a guaranteed number of leads to marketing technology and data companies, and digital marketing agencies in two simple steps:

1. **Choose marketing topics of interest to your target audience.**
   - New marketing topic surveyed every month

2. **Choose an exclusive data segment for each marketing topic.**
   - Successful Strategy Benchmarks
   - Leadership Benchmarks
   - B2B Benchmarks
   - B2C Benchmarks
   - Enterprise Benchmarks
   - SMB Benchmarks
   - Agency Benchmarks
   - Complex Sale Benchmarks
   - And more!
ABOUT ASCEND2

Research-Based Demand Generation for Marketing Solution Providers

Marketing software and data 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 – focusing on your brand and the interests of your audience.

Below are just a few of the leading marketing solution providers that Partner with us for research-based demand generation.

Learn more about us at Ascend2.com

Survey Summary Report

A monthly research series conducted in partnership with marketing solution providers.

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