

Leadership Perspective on
Marketing Technology Trends



Research Conducted in Partnership With Ascend2

TABLE OF CONTENTS

3. Marketing Technology Trends
4. Availability and Utilization
5. Most Important Strategic Goals
6. Marketing Technology Success
7. Most Significant barriers to Success
8. Extent of Technology Integration
9. Technology Integration Resources
10. Effective Use of Marketing Technology
11. How Effectiveness is Changing
12. Type of Sales Cycle Encountered
13. About the Research Partners

MARKETING TECHNOLOGY TRENDS

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

But how do marketing decision-makers know if their investment is paying off?

To find out, Mapp Digital in partnership with Ascend2 fielded the Marketing Technology Trends Survey.

This report, titled *Marketing Leadership Perspective on Marketing Technology Trends*, exclusively represents the opinions of the 132 marketing decision-makers with roles ranging from marketing manager to vice president who completed the survey. We thank these busy professionals for sharing their valuable insights with us, and you.

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.

Methodology

Ascend2 benchmarks the performance of popular digital marketing technologies and practices using a standardized questionnaire and proprietary 3-Minute Survey format. This survey was fielded to a panel of marketing influencers.

Following is a breakout of respondents to this report:

Number of Employees

More than 500	51%
50 to 500	41%
Fewer than 50	8%

Primary Marketing Channel

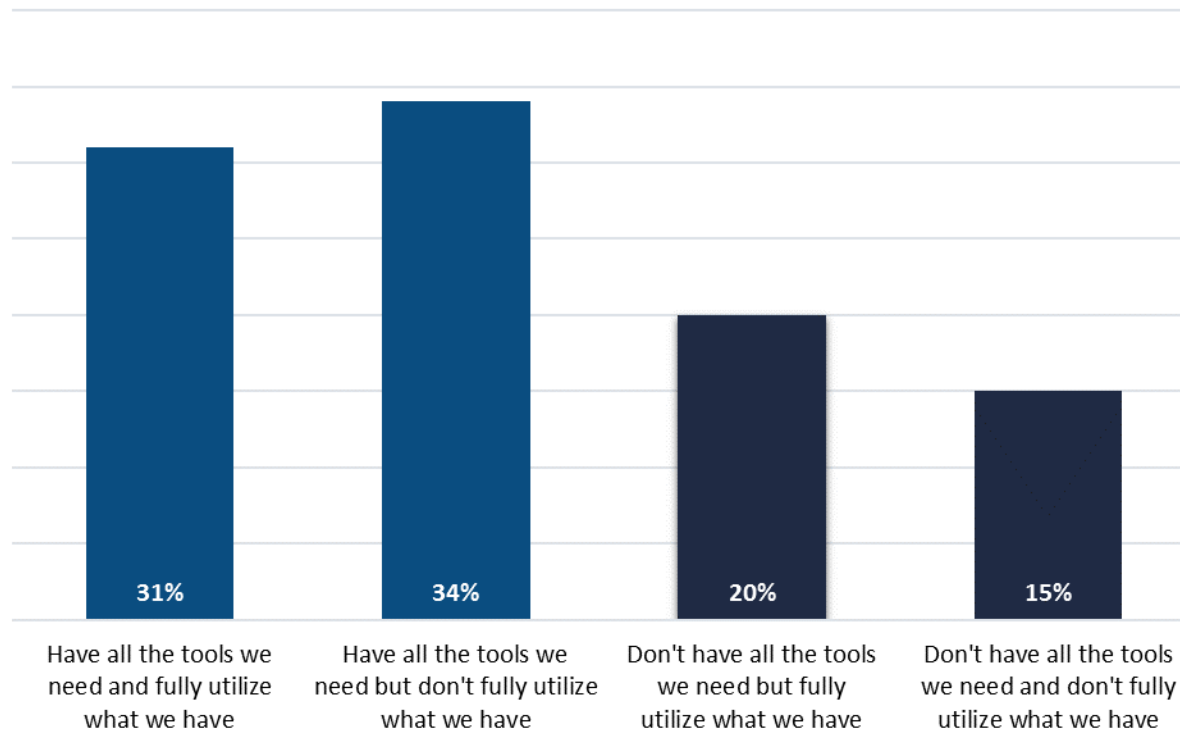
B2B	42%
B2C	36%
B2B and B2C Equally	22%



AVAILABILITY AND UTILIZATION

A total of 65% of leaders say they have all the marketing technology tools they need, but less than half of those (31%) fully utilize what they have. Of the 35% that don't have all the tools they need, more than half fully utilize what they have.

Which best describes the AVAILABILITY AND UTILIZATION of marketing technologies?



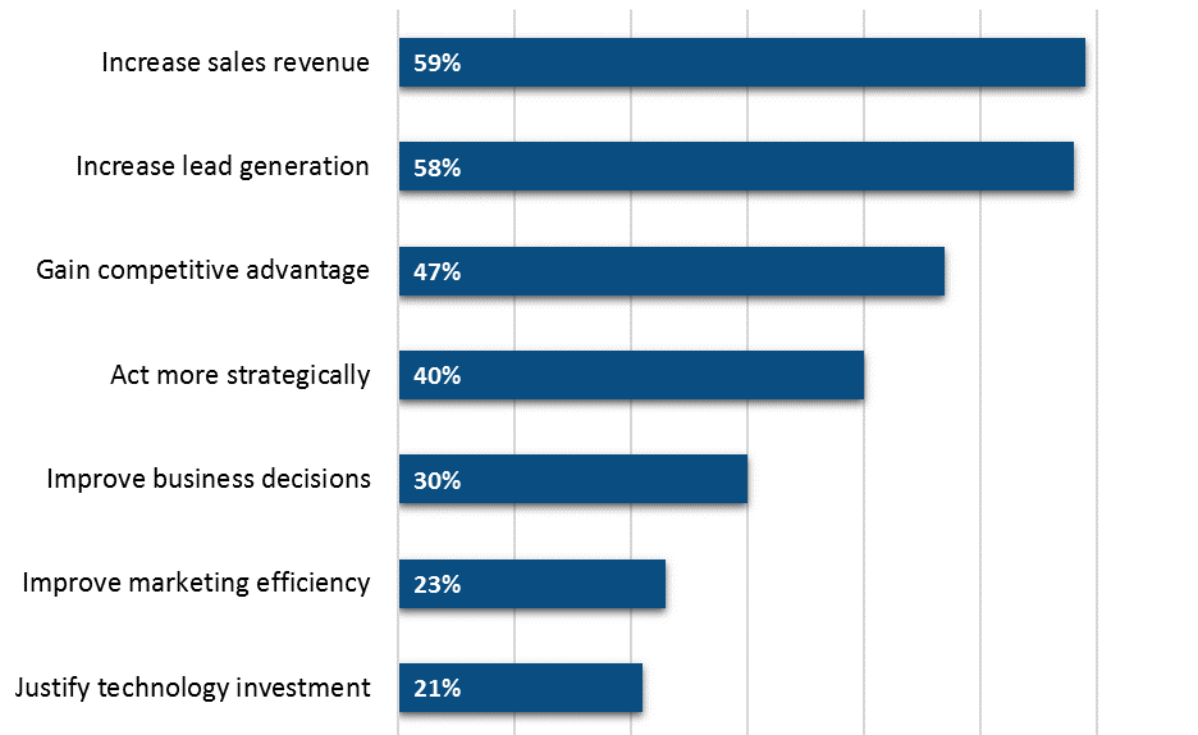
Mapp in partnership with Ascend2, Published November 2016



MOST IMPORTANT STRATEGIC GOALS

With nearly every type of marketing now technology driven, targeting desired outcomes is critical to effective planning. Increasing sales revenue and lead generation are top priorities for 59% and 58% of marketing leaders respectively.

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



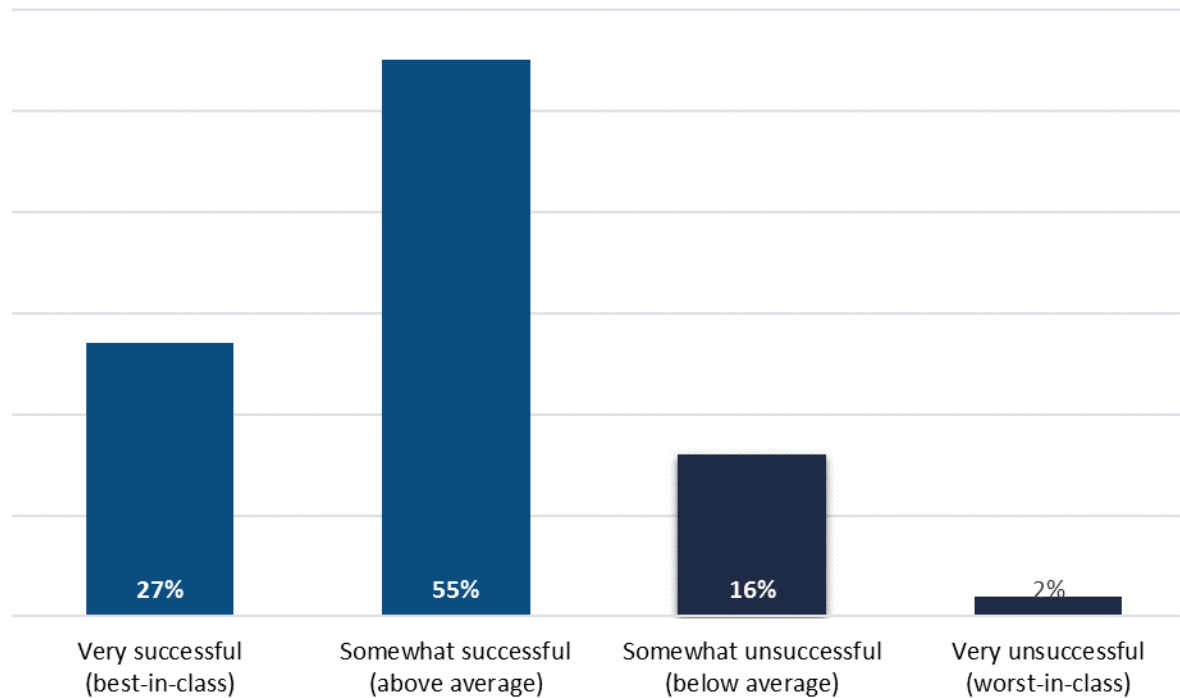
Mapp in partnership with Ascend2, Published November 2016



MARKETING TECHNOLOGY SUCCESS

A total of 82% of marketing decision-makers describe their marketing technology strategy as successful to some extent. In fact, more than a quarter (27%) describe it as “best-in-class” when compared to competitors.

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



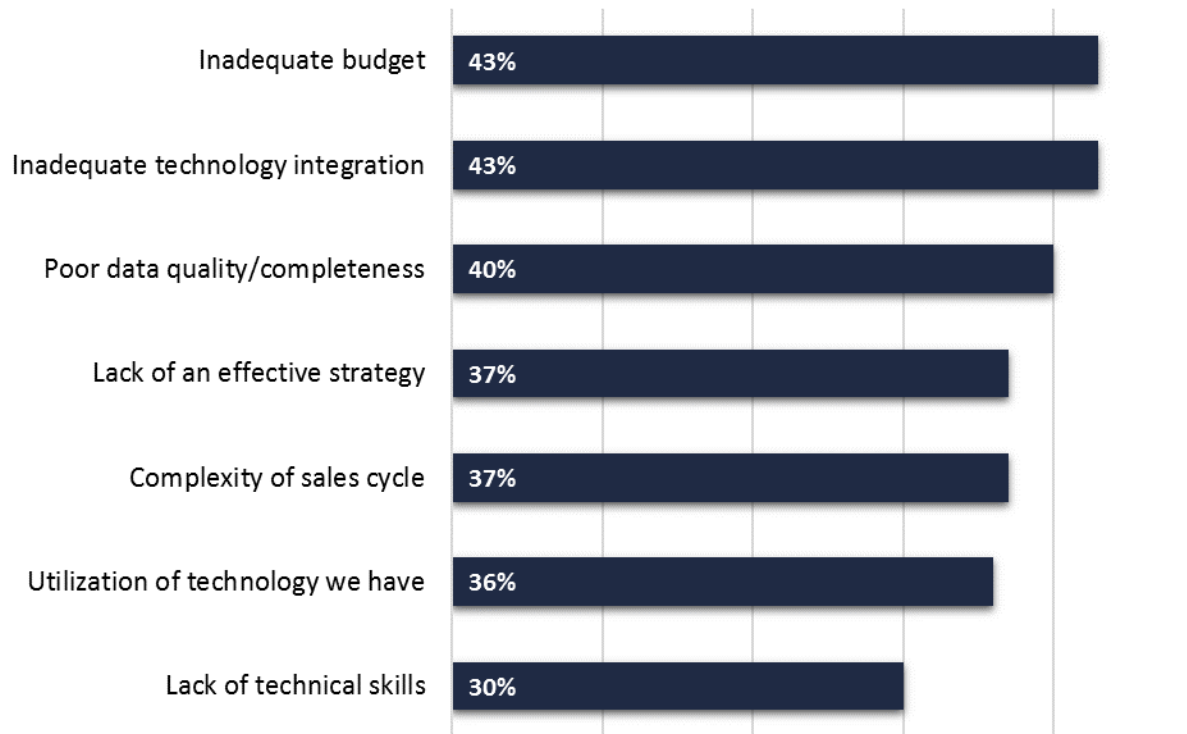
Mapp in partnership with Ascend2, Published November 2016



MOST SIGNIFICANT BARRIERS TO SUCCESS

Inadequate budget and inadequate technology integration are top barriers to achieving important marketing technology goals for 43% of marketing leaders.

What are the MOST SIGNIFICANT BARRIERS to achieving important marketing technology goals?



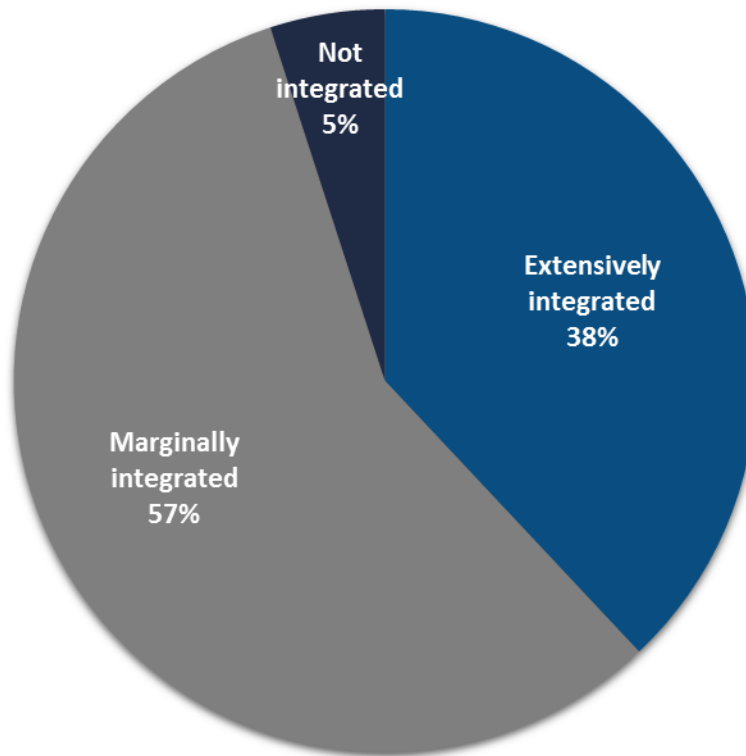
Mapp in partnership with Ascend2, Published November 2016



EXTENT OF TECHNOLOGY INTEGRATION

Inadequate technology integration is recognized as a top barrier to achieving goals for 43% of marketing decision-makers. Yet, 62% say their systems remain only marginally integrated or not integrated at all.

To what extent are the available MARKETING TECHNOLOGIES INTEGRATED?

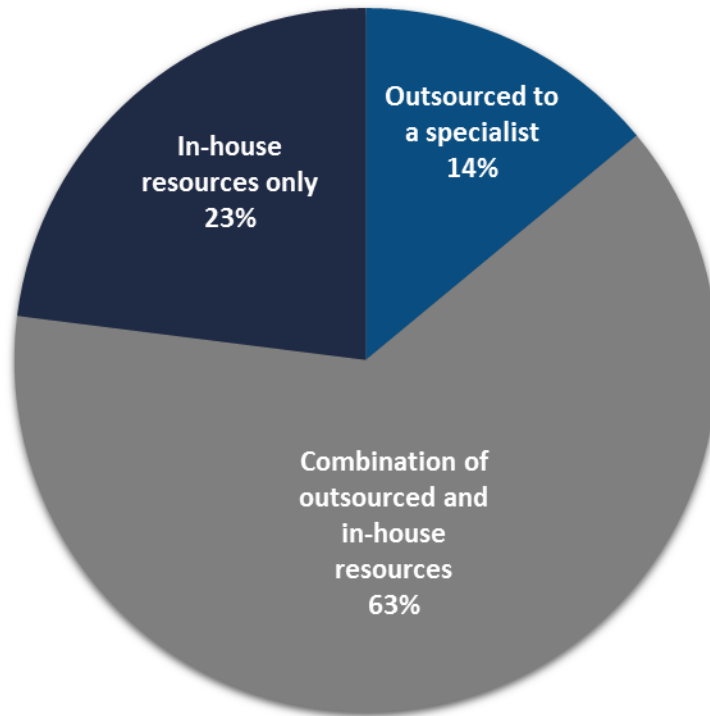


Mapp in partnership with Ascend2, Published November 2016

TECHNOLOGY INTEGRATION RESOURCES

Integrating marketing technologies is a complex task requiring both technical skills and marketing acumen. Consequently, 63% 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?

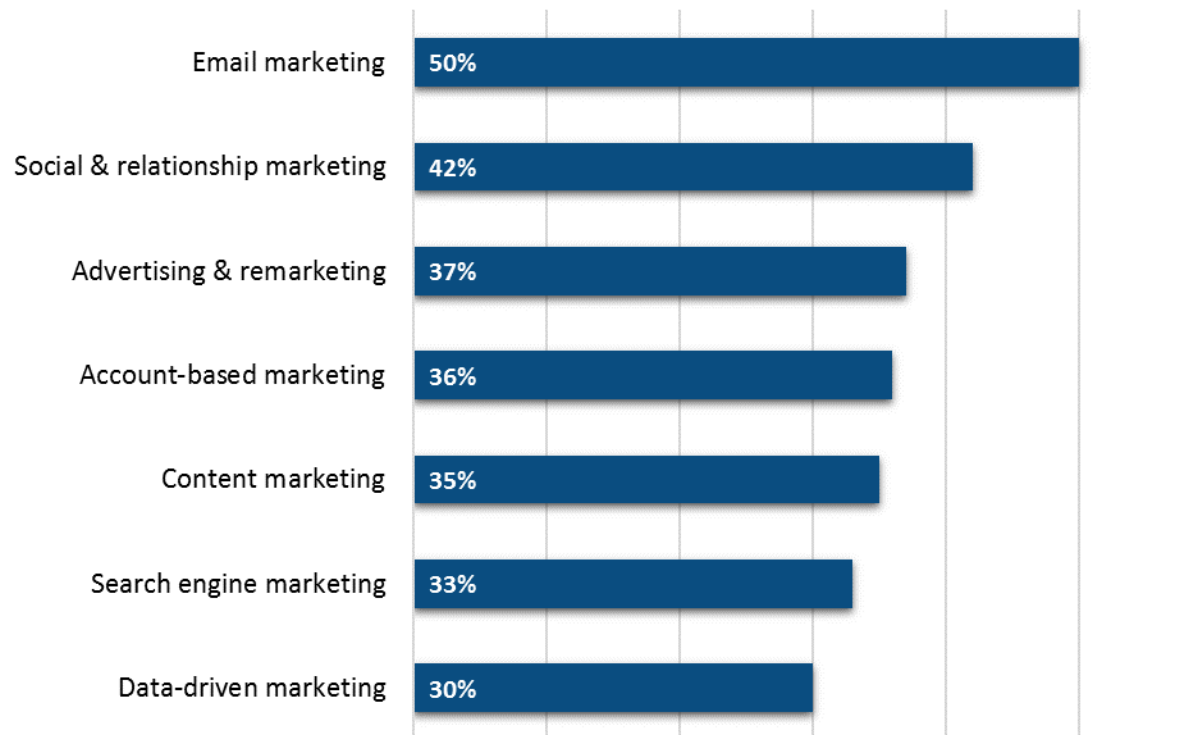


Mapp in partnership with Ascend2, Published November 2016

EFFECTIVE USE OF MARKETING TECHNOLOGY

Email continues to be a top marketing channel for half (50%) of marketing leaders. But, the effectiveness of other types of technology driven marketing – such as social & relationship marketing – are rapidly gaining on that position.

For what TYPES OF MARKETING does your company use marketing technology most effectively?



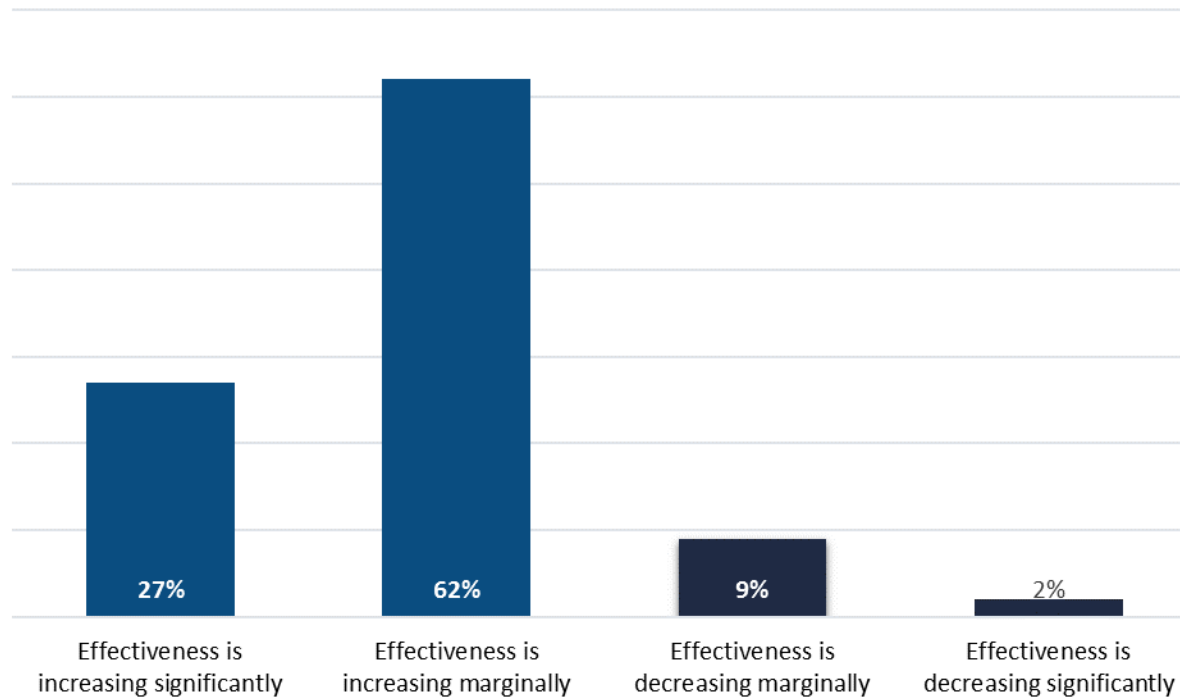
Mapp in partnership with Ascend2, Published November 2016



HOW EFFECTIVENESS IS CHANGING

Nearly nine out of ten (89%) of marketing decision-makers agree that the effectiveness of marketing technology is increasing to some extent, with 27% describing the increase as significant.

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



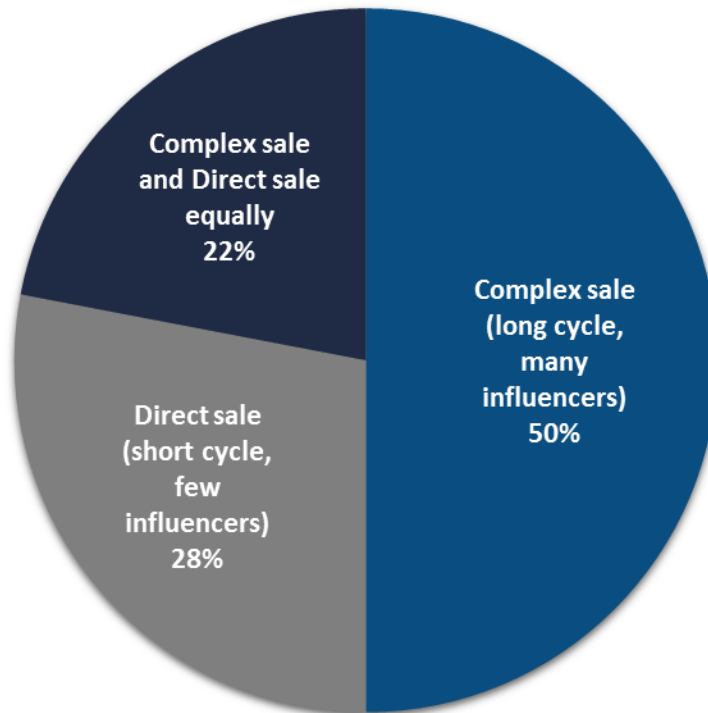
Mapp in partnership with Ascend2, Published November 2016



TYPE OF SALES CYCLE ENCOUNTERED

In general, sales cycles are becoming longer and more complex, often involving multiple influencers. Technology simplifies the implementation of marketing processes and increases effectiveness throughout a complex sales cycle.

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



Mapp in partnership with Ascend2, Published November 2016



ABOUT THE RESEARCH PARTNERS



Mapp is purposefully designed to meet your most demanding digital marketing needs; engaging with your customers on a truly personal level. We build on the experience, knowledge and expertise of seven of the most reputable marketing technology companies in the business.

Our customer engagement platform enables you to leverage all your data sources to understand your customers behavior like never before. Start establishing a lasting relationship with your customers and improve your marketing results.

Learn more at [Mapp.com](https://mapp.com)



Marketing technology and data companies, and digital marketing agencies, partner with Ascend2 to provide research-based demand generation. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.

Learn more at [Ascend2.com](https://ascend2.com)