Leadership Perspective on Marketing Technology Trends
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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?

- Have all the tools we need and fully utilize what we have: 31%
- Have all the tools we need but don’t fully utilize what we have: 34%
- Don’t have all the tools we need but fully utilize what we have: 20%
- Don’t have all the tools we need and don’t fully utilize what we have: 15%

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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?

- Increase sales revenue: 59%
- Increase lead generation: 58%
- Gain competitive advantage: 47%
- Act more strategically: 40%
- Improve business decisions: 30%
- Improve marketing efficiency: 23%
- Justify technology investment: 21%

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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?

- Very successful (best-in-class): 27%
- Somewhat successful (above average): 55%
- Somewhat unsuccessful (below average): 16%
- Very unsuccessful (worst-in-class): 2%

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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?

- Inadequate budget: 43%
- Inadequate technology integration: 43%
- Poor data quality/completeness: 40%
- Lack of an effective strategy: 37%
- Complexity of sales cycle: 37%
- Utilization of technology we have: 36%
- Lack of technical skills: 30%

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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?

- Marginally integrated: 57%
- Extensively integrated: 38%
- Not integrated: 5%

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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?

- In-house resources only 23%
- Outsourced to a specialist 14%
- Combination of outsourced and in-house resources 63%

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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?

- Email marketing: 50%
- Social & relationship marketing: 42%
- Advertising & remarketing: 37%
- Account-based marketing: 36%
- Content marketing: 35%
- Search engine marketing: 33%
- Data-driven marketing: 30%

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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.

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<thead>
<tr>
<th>Effectiveness is increasing significantly</th>
<th>Effectiveness is increasing marginally</th>
<th>Effectiveness is decreasing marginally</th>
<th>Effectiveness is decreasing significantly</th>
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<tbody>
<tr>
<td>27%</td>
<td>62%</td>
<td>9%</td>
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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?

- Complex sale and Direct sale equally
  - 22%
- Complex sale (long cycle, many influencers)
  - 50%
- Direct sale (short cycle, few influencers)
  - 28%

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ABOUT THE RESEARCH PARTNERS

Mapp

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

Ascend2

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