

# MARKETING TECHNOLOGY ROI

## Survey Summary Report

**Ascend2™**  
RESEARCH-BASED MARKETING

Research Series Conducted in  
Partnership with Leading Marketing  
Technology Companies and Digital  
Marketing Agencies



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## **Methodology**

*Ascend2 benchmarks the performance of marketing technology, strategies and tactics using a standardized online questionnaire and a proprietary 3-Minute Survey format.*

*This survey was fielded to a panel of marketing influencers and research subscribers during the week of October 1, 2017.*

# MARKETING TECHNOLOGY ROI

Marketing has become a technology-driven world.

**But what marketing technology strategies and tactics are producing the most significant return-on-investment?**

To find out, Ascend2 and our Research Partners fielded the Marketing Technology ROI Survey. We thank the marketing influencers responding to this survey for sharing their valuable insights with us, and you.

This Survey Summary Report, titled *Marketing Technology ROI*, represents the average 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.

Enjoy!



## Survey Respondents N=232

### Number of Employees

More than 500	41%
50 to 500	36%
Fewer than 50	23%

### Role in the Company

Owner / Partner / C-Level	44%
VP / Director / Manager	43%
Non-Mgmt Professional	13%

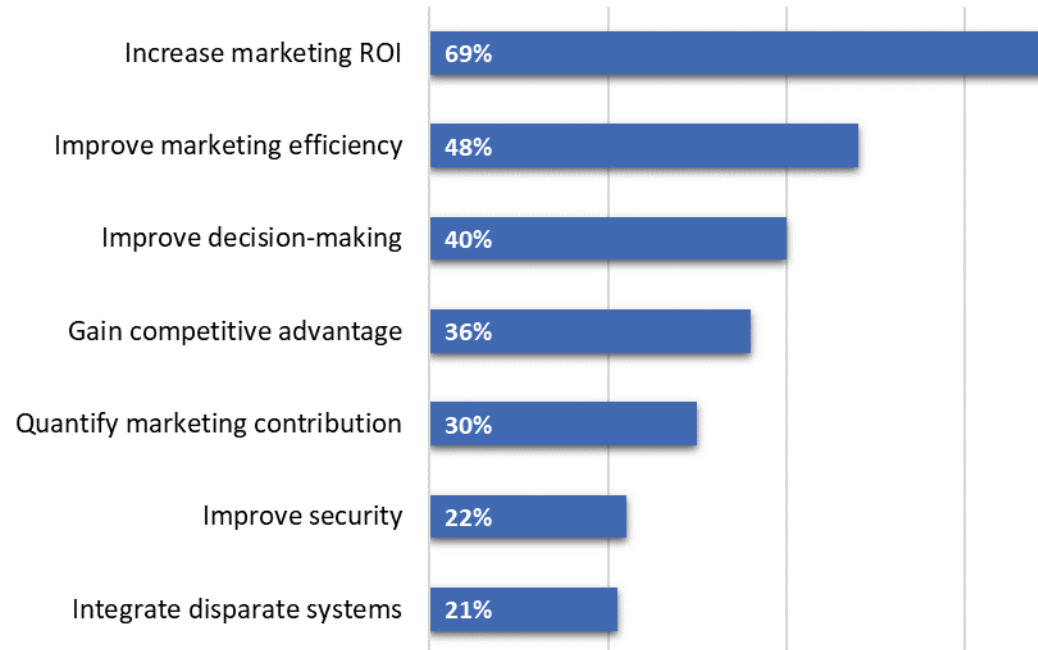
### Primary Marketing Channel

B2B Business-to-Business	52%
B2C Business-to-Consumer	27%
B2B and B2C Equally	21%

## MOST IMPORTANT OBJECTIVES

An important objective for a marketing technology strategy to achieve for more than two-thirds (69%) of marketing influencers is to increase marketing ROI. Marketing technology drives improvements in the next two objectives as well – marketing efficiency and decision-making.

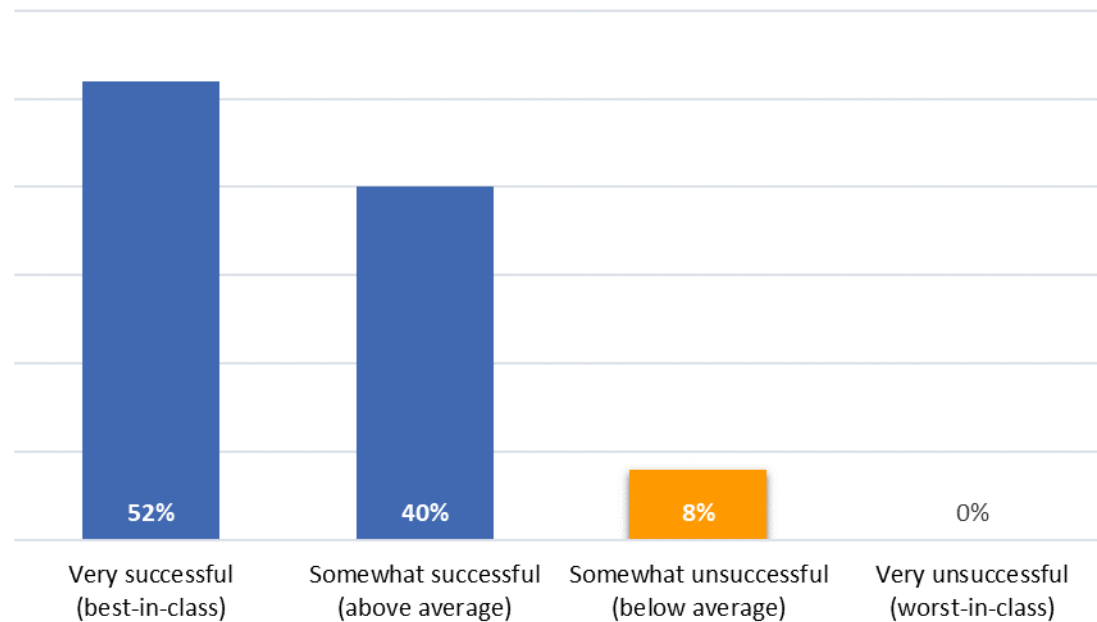
What are the most important OBJECTIVES for a marketing technology strategy to achieve?



## ACHIEVING IMPORTANT OBJECTIVES

A marketing technology strategy is successful at achieving important objectives for a total of 92% of marketing influencers, with a 52% majority describing their strategic success as best-in-class.

How SUCCESSFUL is a marketing technology strategy at achieving important objectives?

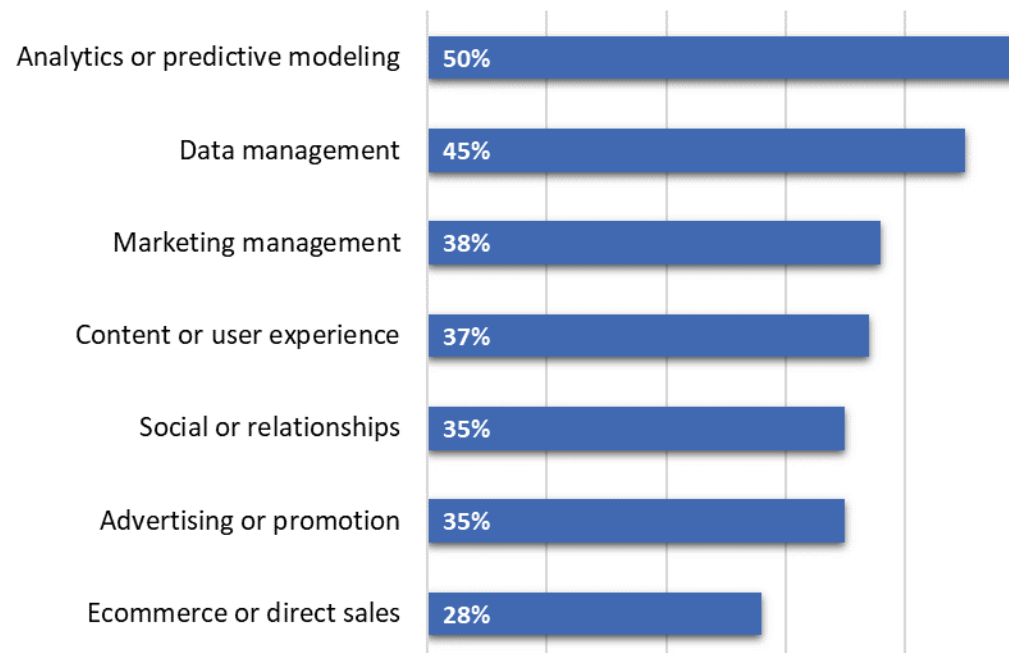




# TECHNOLOGY-DRIVEN FUNCTIONS

Analytics or predictive modeling, and data management are the technology-driven functions most likely to increase the return-on-investment from marketing technology according to 50% and 45% of marketing influencers respectively.

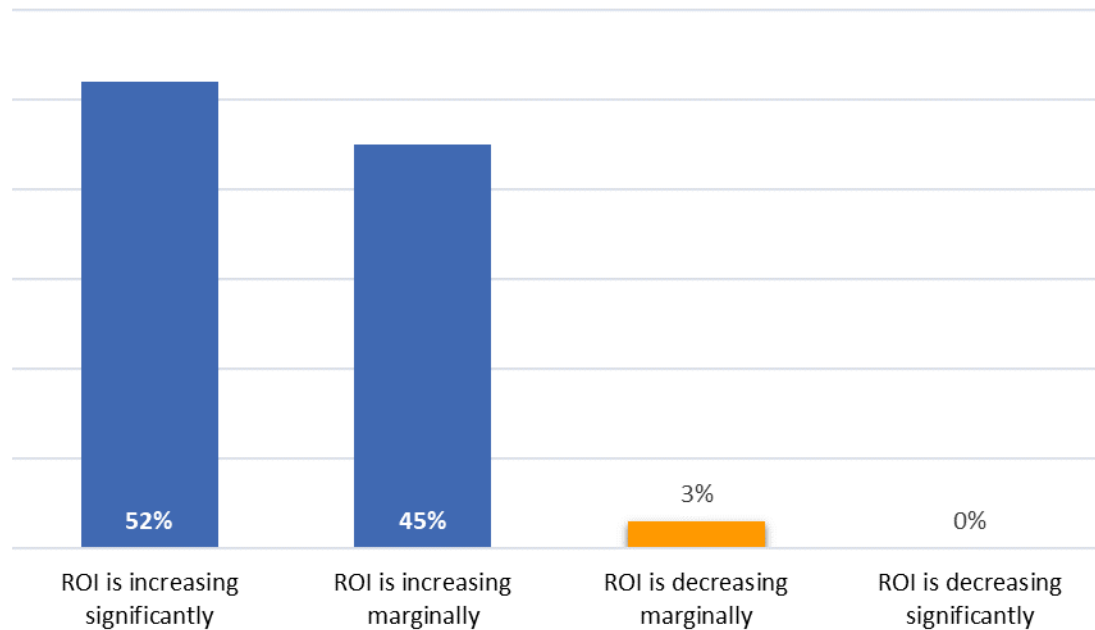
What technology-driven marketing FUNCTIONS are most likely to increase ROI?



## IMPACT ON ROI

Marketing technology is having a noteworthy impact on ROI. A total of 97% of marketing influencers say return-on-investment is increasing, with a 52% majority describing the increase as significant.

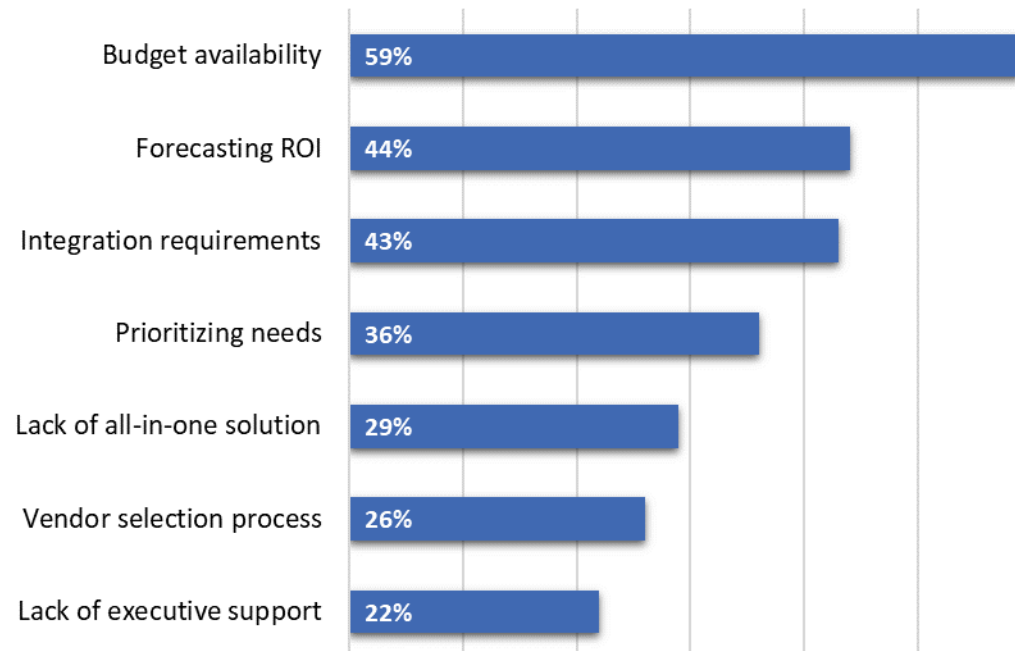
To what extent is marketing technology having an impact on ROI?



# CHALLENGES TO ACQUIRING TECHNOLOGY

With the positive impact on ROI comes challenges. The first and foremost challenge is budget availability. The people, processes and technology required of a marketing technology implementation all come with a cost, which is a challenge for 59% of marketing influencers to overcome.

What are the biggest CHALLENGES to acquiring new marketing technology?

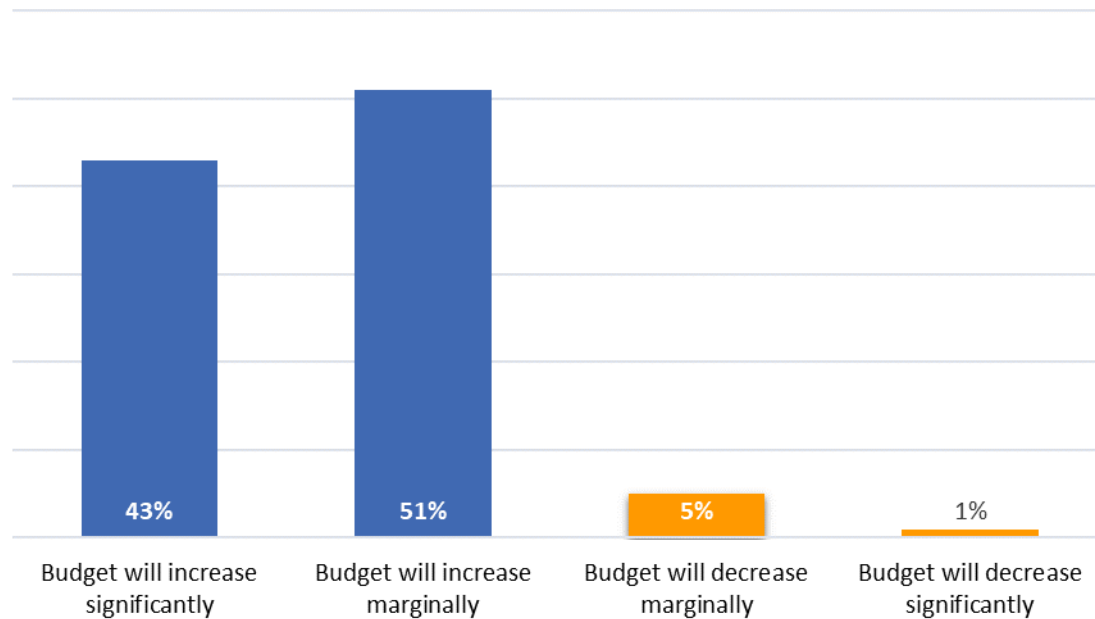




## BUDGET TREND

While budget availability is a top challenge to overcome, the good news is that 94% of marketing influencers plan to increase the budget for marketing technology in the year ahead, with 43% describing the increase as significant.

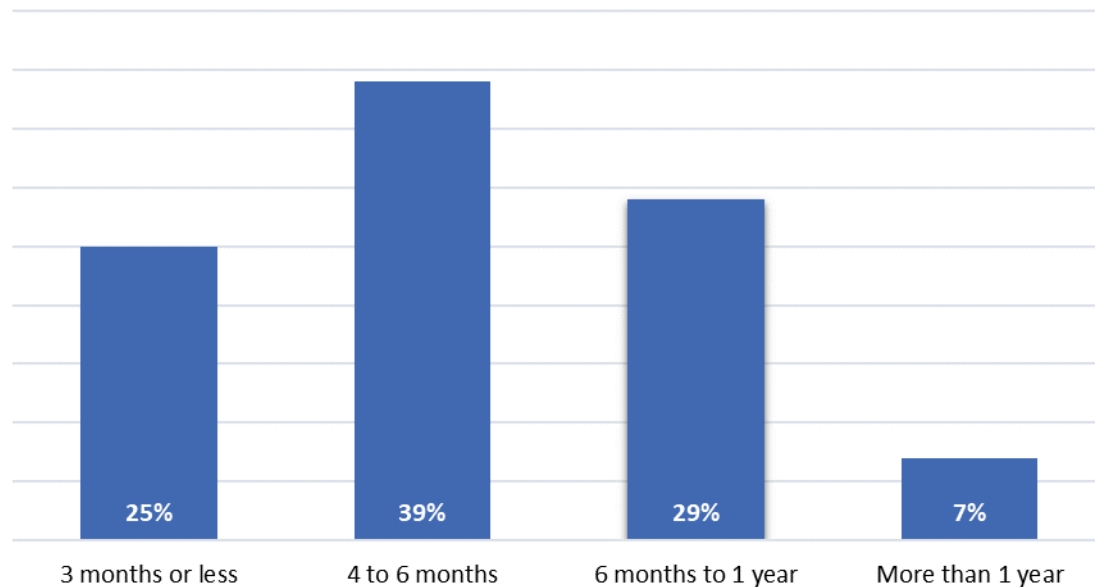
To what extent will the marketing technology BUDGET change in the year ahead?



## TIME TO ROI

Nearly four-out-of-ten (39%) of marketing influencers believe a reasonable time-frame from the implementation of a marketing technology system to achieving ROI should be 4 to 6 months. A total of 93% believe ROI should be achieved in less than a year.

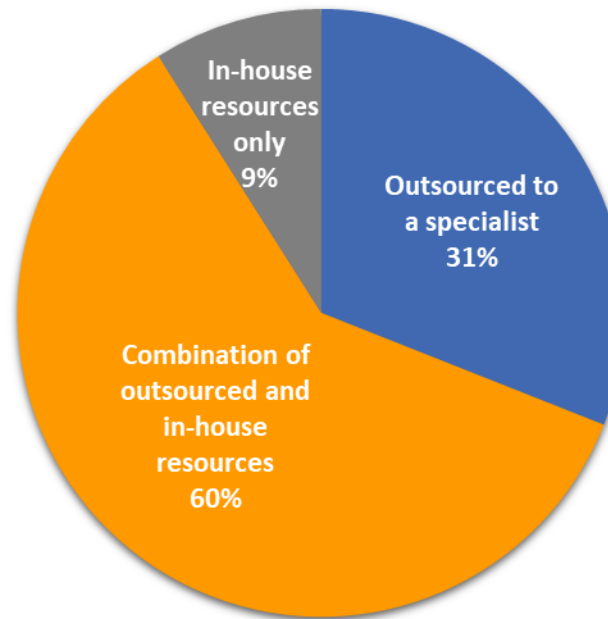
What is a reasonable TIME-FRAME from implementation to return-on-investment for marketing technology?



## IMPLEMENTATION RESOURCES

A total of 91% of marketing influencers say marketing technology implementation should be outsourced to some extent. Outsourcing provides technical capabilities not always available internally, while in-house resources provide subjective knowledge – a valuable collaboration.

Which best describes the RESOURCES used to implement marketing technology?





## Research-Based Marketing for Marketing Solution Providers

Marketing technology 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 target audience.

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

Below are just a few of the leading marketing solution providers that Partner with us on research-based marketing programs.



*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.*

*Research-Based Demand Generation is a process we developed to generate leads using factual content of interest to your target customers, and nurture those leads to marketing-qualified status in the name of your brand.*



## Research Partner Programs

Research Partner Programs rapidly deliver factual content of interest to marketers and a guaranteed number of leads to marketing solution providers, in two simple steps:

### 1. Choose marketing topics of interest to your audience.

- A new marketing topic is surveyed every month

### 2. Choose an exclusive data segment for each topic.

- Successful Strategy Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- Complex Sale Benchmarks
- And more!

Learn more about Ascend2 Research-Based Marketing by calling 800-762-1595 extension 703 or visit [Ascend2.com](http://Ascend2.com).



*This Survey Summary Report is part of a monthly research series conducted in partnership with marketing solution providers.*

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