



MARKETING TECHNOLOGY TRENDS

Survey Summary Report

Ascend2[™]
RESEARCH-BASED MARKETING

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

TABLE OF CONTENTS

3. Marketing Technology Trends
4. Current MarTech Situation
5. Top Strategic Priorities
6. MarTech Strategy Success
7. Barriers to Success
8. Priorities Versus Barriers
9. Most Effective Implementations
10. How Effectiveness is Changing
11. Most Difficult Implementations
12. Implementation Resources Used
13. Effectiveness Versus Difficulty
14. About Ascend2 Research-Based Marketing
15. Ascend2 Research Partner Programs

Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a verified list of marketing research influencers and subscribers.

MARKETING TECHNOLOGY TRENDS

The technology available to marketers is changing rapidly. The technological needs of marketers is also changing, becoming critically important to business success.

But what trends will have the most impact on marketing technology (martech) effectiveness?

To help you answer this question, Ascend2 and our Research Partners fielded the Marketing Technology Trends Survey. We thank the 145 marketing influencers who responded to this survey during the week of October 22, 2018.

This Survey Summary Report, titled *Marketing Technology Trends*, represents the opinions 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.

Survey Market Segments

Number of Employees

More than 500	29%
50 to 500	34%
Fewer than 50	37%

Role in the Company

Owner / Partner / CXO	33%
VP / Director / Manager	51%
Non-Mgmt Professional	16%

Primary Marketing Channel

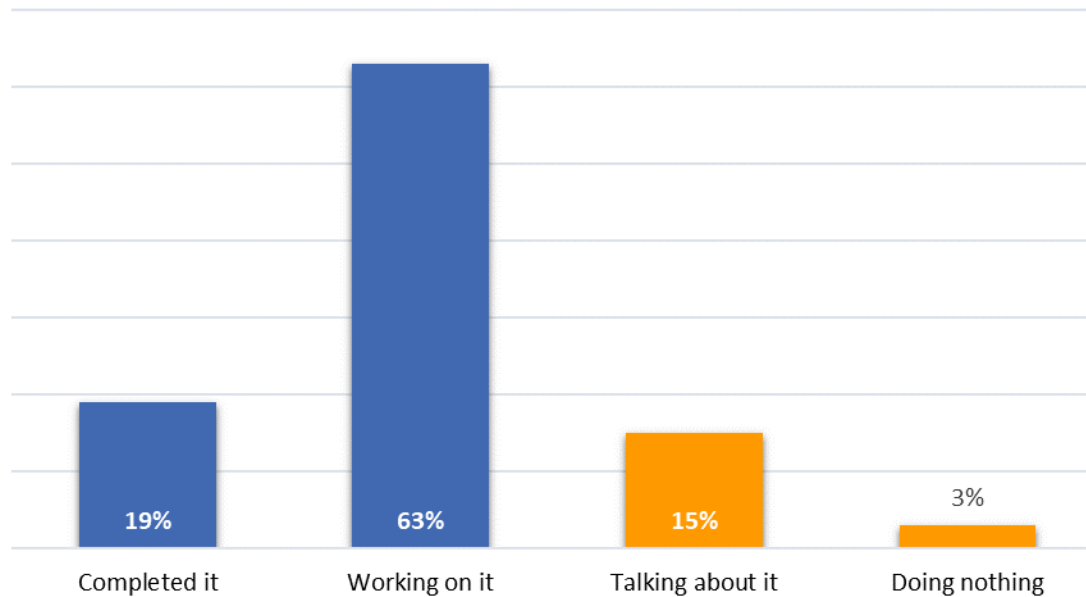
Business-to-Business	63%
Business-to-Consumer	20%
B2B and B2C Equally	17%



CURRENT MARTECH SITUATION

Nearly two-thirds (63%) of marketing influencers say they are now working on implementing the marketing technology needed. Less than one-in-five (19%) say they have completed implementing martech while another 15% are just talking about it.

Which best describes the CURRENT SITUATION as it applies to implementing the marketing technology needed?

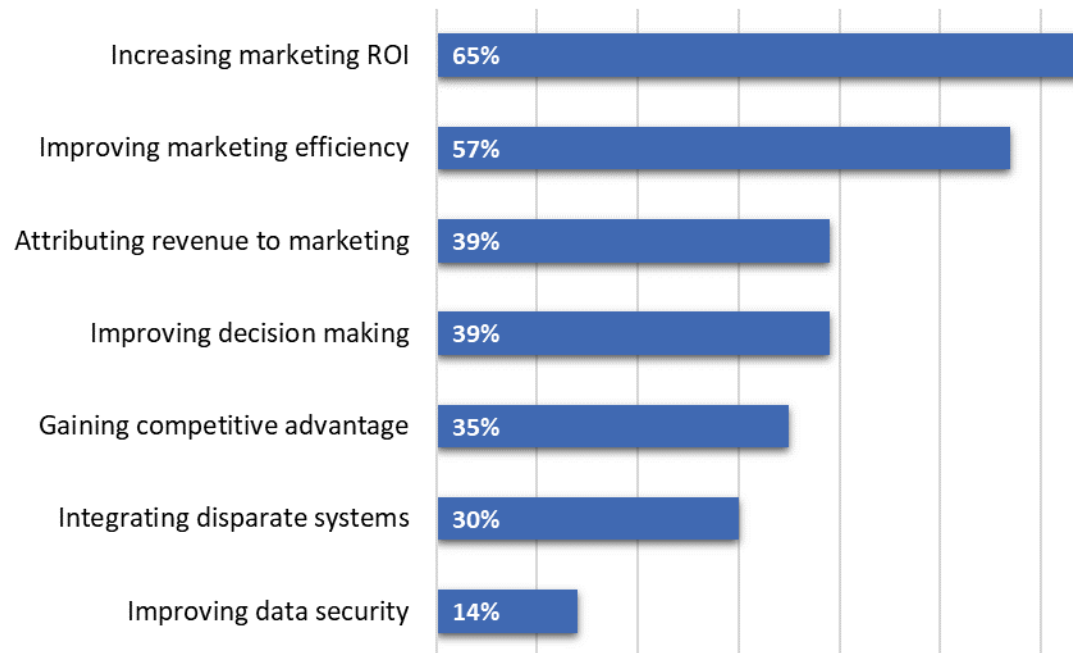




TOP STRATEGIC PRIORITIES

Increasing ROI and improving marketing efficiency are the top priorities for a marketing technology strategy to achieve, according to 65% and 57% of marketing influencers respectively. Marketing efficiency is a primary driver of marketing ROI.

What are the TOP PRIORITIES for a marketing technology strategy to achieve?

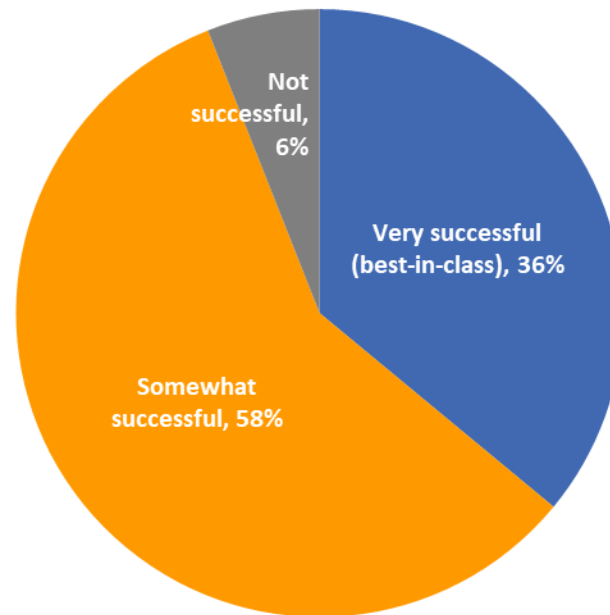




MARTECH STRATEGY SUCCESS

58% of marketing influencers consider a martech strategy to be somewhat successful at achieving top priorities. However, more than one-third (36%) consider their strategy very successful, or best-in-class when compared to the competition.

How SUCCESSFUL is a marketing technology strategy at achieving top priorities?

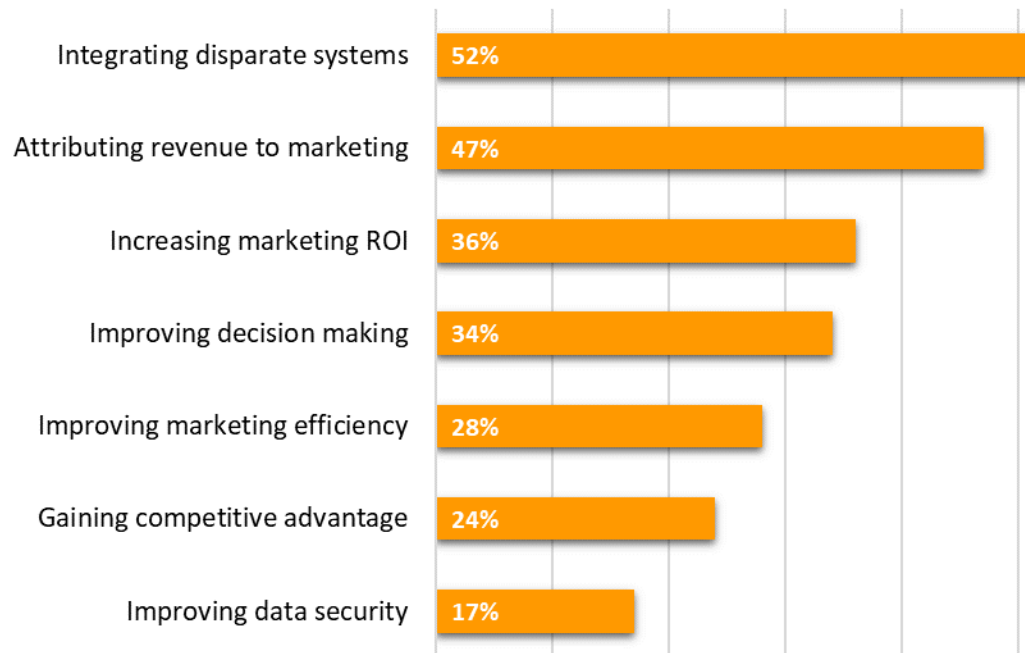




BARRIERS TO SUCCESS

The most challenging barriers to marketing technology success are integrating disparate systems and attributing revenue to marketing for 52% and 47% of marketing influencers respectively.

What are the most CHALLENGING BARRIERS to marketing technology success?





PRIORITIES VERSUS BARRIERS

Comparing the importance of top strategic priorities in comparison to the most challenging barriers to success provides a valuable perspective for developing a balanced and successful strategy for marketing technology.

Comparing top strategic priorities to success barriers.





MOST EFFECTIVE IMPLEMENTATIONS

Technology implemented for content marketing purposes is considered most effective by about half (51%) of marketing influencers. Marketing analytics and email marketing are also considered most effective martech implementations by 47% and 45% respectively.

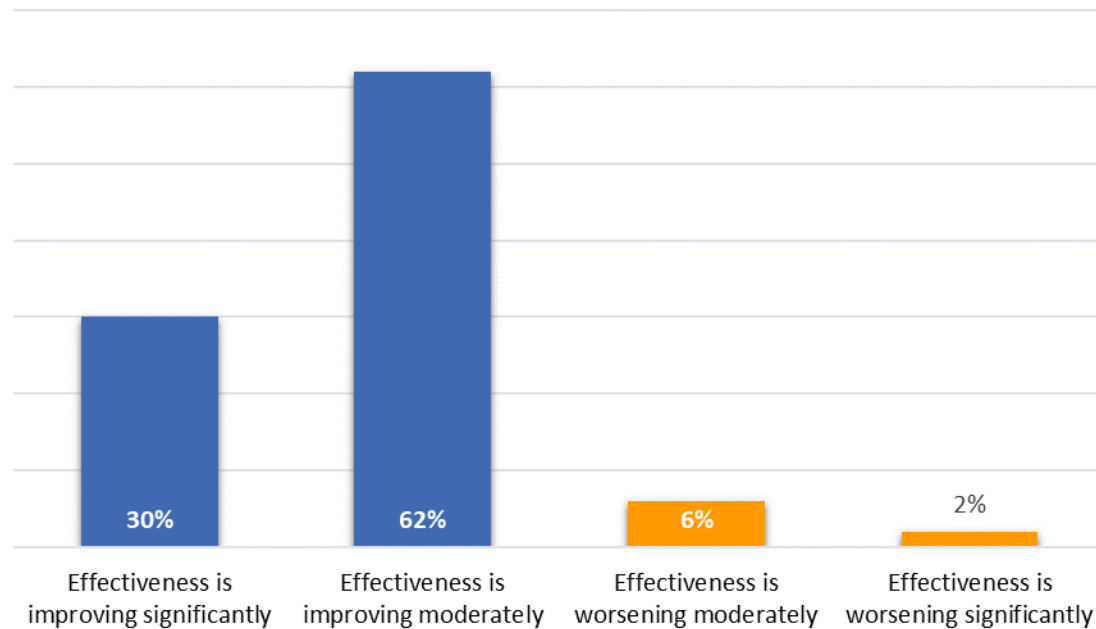




HOW EFFECTIVENESS IS CHANGING

In total, 92% of marketing influencers consider the trend in martech effectiveness to be changing for the better, with 30% saying effectiveness is improving significantly. This strongly outweighs the total of only 8% who believe effectiveness is worsening.

Which best describes the CHANGES IN EFFECTIVENESS for the marketing technology used?

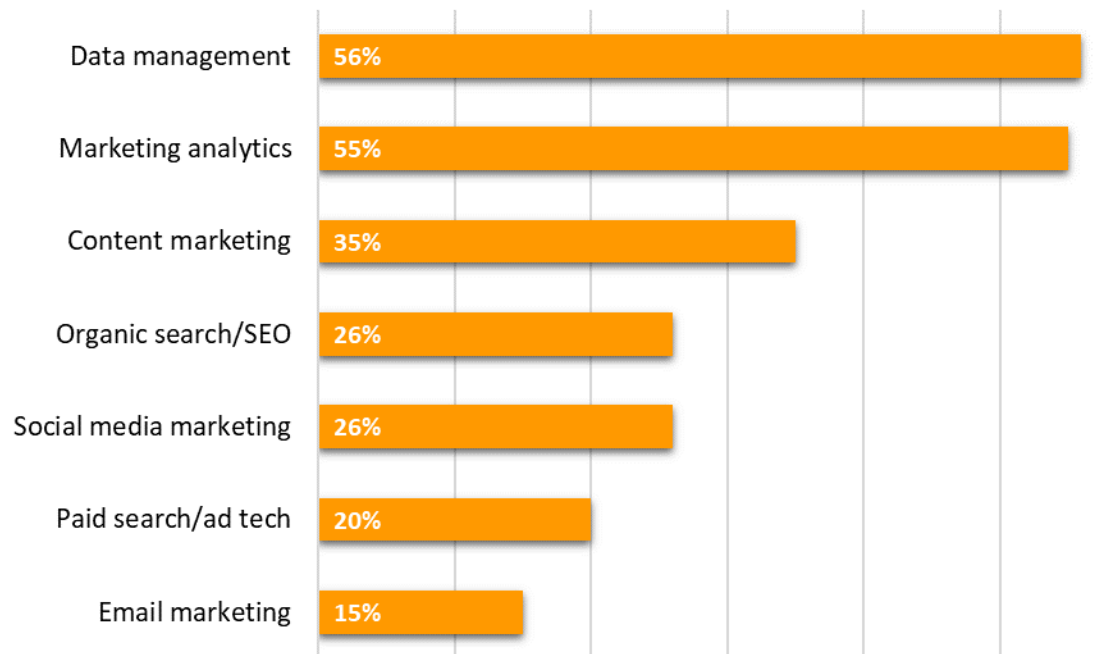




MOST DIFFICULT IMPLEMENTATIONS

Marketing technologies considered by more than half of marketing influencers to be most difficult to implement are used for the purpose of data management (56%) and marketing analytics (55%).

What are the MOST DIFFICULT marketing technologies to implement?

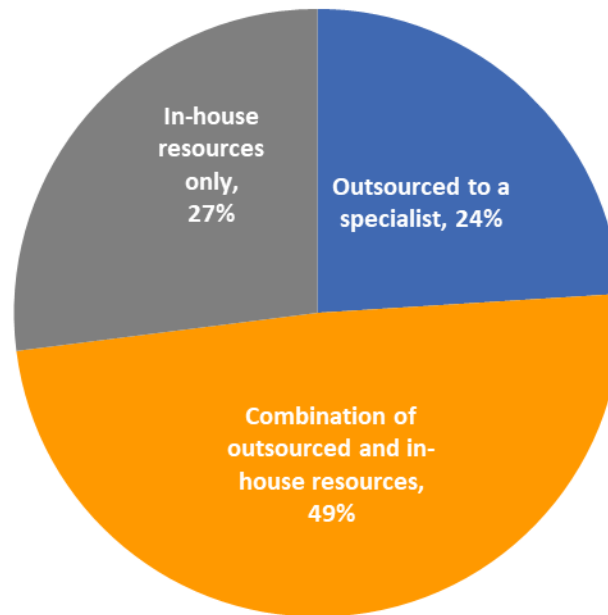




IMPLEMENTATION RESOURCES USED

Resources used to implement marketing technology is often determined by the resources available in-house. About half (49%) of marketing influencers consider a collaboration between internal and external resources most useful.

Which best describes the RESOURCES USED to implement marketing technology?

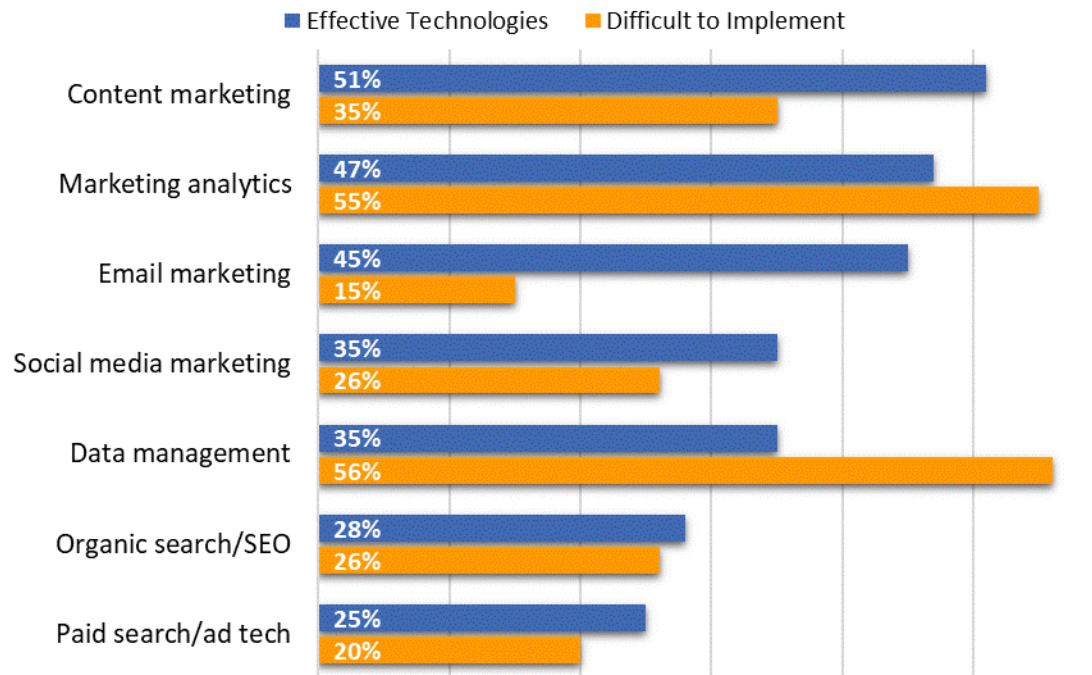




EFFECTIVENESS VERSUS DIFFICULTY

Technology that is more effective to implement than difficult (email marketing, for example), is more likely to be included in a marketing technology plan-of-action than technology that is more difficult than it is effective (data management, for example).

Comparing technology effectiveness to implementation difficulty.



Ascend2™

RESEARCH-BASED MARKETING

Marketing technology providers and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel. Learn more about the research-based marketing innovations from 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 company, marketing media or agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.

Research-Based Marketing is a process we developed to generate leads using factual content of interest to your target audience, and nurture prospects to the middle of the funnel in the name of your brand.



Research Partner Programs

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

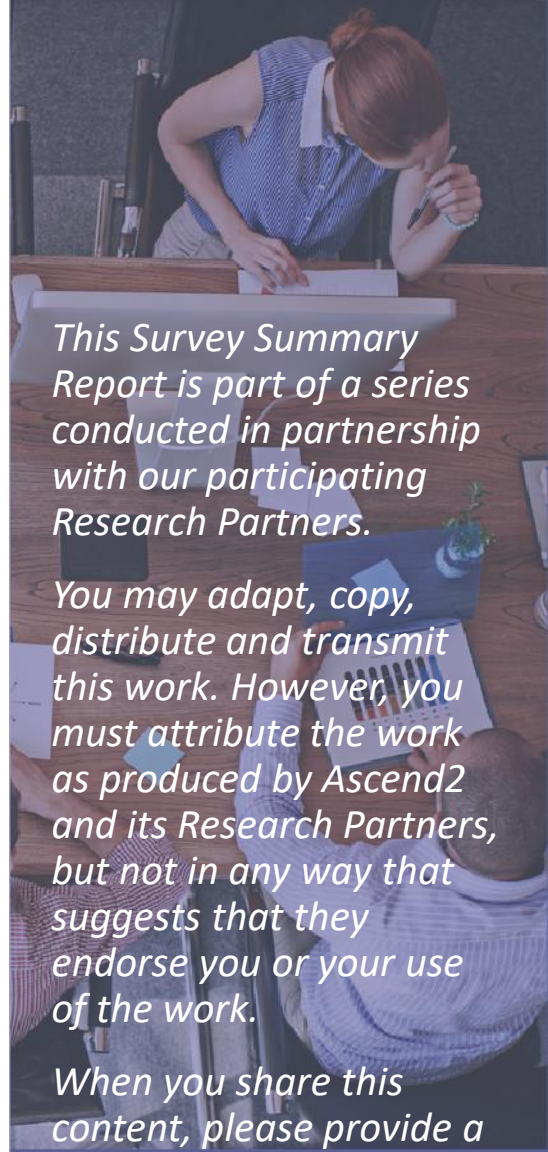
1. Choose marketing topics of interest to your audience.

- Or create a survey topic of your own

2. Choose an exclusive segment for the topics you choose.

- Success Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- And more!

Learn more about Ascend2 Research-Based Marketing by calling 800-762-1595 extension 703 or visit Ascend2.com.



This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

You may adapt, copy, distribute and transmit this work. However, you must attribute the work as produced by Ascend2 and its Research Partners, but not in any way that suggests that they endorse you or your use of the work.

When you share this content, please provide a link back to <http://ascend2.com>