Research Series Conducted in Partnership with Leading Providers of Marketing Technology and Digital Marketing Agency Services.

STRATEGIES, TACTICS AND TRENDS FOR

Marketing Automation Integration

Ascend2
RESEARCH-BASED MARKETING

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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 panel of marketing influencers and marketing research subscribers.

<table>
<thead>
<tr>
<th>Survey respondents</th>
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<tbody>
<tr>
<td><strong>Primary Marketing Channel</strong></td>
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<tr>
<td>B2B</td>
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<tr>
<td>B2C</td>
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<tr>
<td>B2B and B2C equally</td>
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<tr>
<td><strong>Number of Employees</strong></td>
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<tr>
<td>More than 500</td>
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<td>50 to 500</td>
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<td>Fewer than 50</td>
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<tr>
<td><strong>Primary role in company</strong></td>
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<tr>
<td>Owner / Partner / C-Level</td>
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<tr>
<td>Vice President / Director / Manager</td>
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<td>Non-Management Professional</td>
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Marketing Automation Integration

Marketing Automation is a powerful tool used to make marketing tasks, processes and campaigns faster and more efficient than ever before.

**But how are marketers integrating this technology into their overall strategy?**

To help you answer this question, Ascend2 and our Research Partners fielded the *Marketing Automation Integration* Survey. We thank the 277 marketing influencers who responded to this survey during the week of June 17, 2019.

This Survey Summary Report, titled *Marketing Automation Integration*, 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.
Primary Objectives

Improving campaign effectiveness and improving marketing and sales alignment are top primary objectives for a marketing automation integration strategy to achieve according to 57% and 53% of marketing influencers surveyed, respectively. Nearly half (49%) of those surveyed report that improving quality lead generation is also a top priority.

What are the PRIMARY OBJECTIVES for a marketing automation integration strategy to achieve?

- Improving campaign effectiveness: 57%
- Improving marketing/sales alignment: 53%
- Improving quality lead generation: 49%
- Improving marketing-related metrics: 34%
- Improving data systems centralization: 30%
- Improving marketing attribution: 26%
- Improving data governance/hygiene: 9%
Strategic Success

Nearly all (95%) of marketers surveyed describe their marketing automation integration strategy as successful to some extent at achieving primary objectives. Of those surveyed, 40% report that their strategy is very successful, or best-in-class, compared to competitors.
Critical Challenges to Success

Almost half (49%) of marketing influencers surveyed consider improving marketing and sales alignment and improving quality lead generation to be most critical challenges when considering the success of a marketing automation integration strategy. Improving campaign effectiveness is also an obstacle for 45% of those surveyed.

What are the most CRITICAL CHALLENGES to the success of a marketing automation integration strategy?

- Improving marketing/sales alignment: 49%
- Improving quality lead generation: 49%
- Improving campaign effectiveness: 45%
- Improving marketing-related metrics: 31%
- Improving marketing attribution: 23%
- Improving data governance/hygiene: 17%
- Improving data systems centralization: 16%
Objectives Versus Challenges

Implementing successful and efficient marketing automation requires an optimized approach to integrating new systems into your overall strategy. When putting a new strategy in place, it is crucial to consider primary objectives for a strategy in comparison to how challenging they may be to achieve.

Comparing primary objectives and critical challenges.

- Improving campaign effectiveness: 57% primary objectives, 45% critical challenges
- Improving marketing/sales alignment: 53% primary objectives, 49% critical challenges
- Improving quality lead generation: 49% primary objectives, 49% critical challenges
- Improving marketing-related metrics: 34% primary objectives, 31% critical challenges
- Improving data systems centralization: 30% primary objectives, 16% critical challenges
- Improving marketing attribution: 26% primary objectives, 23% critical challenges
- Improving data governance/hygiene: 9% primary objectives, 17% critical challenges
How Total Budget is Changing

Almost one-quarter (23%) of marketing influencers surveyed report that the time, resources and expenses dedicated to integrating marketing automation into their overall strategy will increase significantly. Only 13% say that their total marketing automation integration budget will decrease to some extent.

Which best describes how the TOTAL BUDGET (time, resources, expenses) is changing to integrate marketing automation into the overall strategy?

- Total budget will increase significantly: 23%
- Total budget will increase moderately: 64%
- Total budget will decrease moderately: 11%
- Total budget will decrease significantly: 2%
Important Factors for Integration

According to 53% of marketers surveyed, total cost or pricing model is a most important factor in choosing a marketing automation system to integrate. For 47% of marketing influencers, the ease of use and learning curve is also important to consider when deciding which systems to integrate into an overall strategy.

What are the most IMPORTANT FACTORS in choosing a marketing automation system to integrate?

- Total cost or pricing model: 53%
- Ease of use/learning curve: 47%
- Analytics and reporting: 40%
- All-in-one/integrated solution: 39%
- Lead management: 30%
- Data management: 27%
- Email/campaign automation: 27%
Time Frame for Realization of Benefits

Getting a marketing automation system integrated and running efficiently can take time. Over half (54%) of marketers believe that 6 to 12 months is a reasonable time frame for realizing the benefits of a newly integrated marketing automation system. Over one-third believe that results should be seen in 6 months or less.

Which best describes a reasonable TIME-FRAME for realizing the benefits of marketing automation integration?

- 6 months or less: 36%
- 6 to 12 months: 54%
- 12 months or more: 10%
Important Metrics for Measuring Benefits

In order to optimize a marketing automation strategy, it is essential to track and measure the results of integrating a new system. Revenue generated and customers acquired are the most important metrics for measuring the benefits of marketing automation integration according to 60% and 52% of marketers, respectively.

What are the most IMPORTANT METRICS for measuring the benefits of marketing automation integration?

- Revenue generated: 60%
- Customers acquired: 52%
- Conversion rates: 44%
- Sales accepted leads: 29%
- Marketing qualified leads: 28%
- Cost per lead generated: 14%
- Open and click rates: 6%
Resources Used for Integration

Introducing and optimizing marketing automation into an overall strategy can be a time-consuming endeavor. That is why a 63% majority of marketing influencers say that it is most effective to use a combination of both outsourced specialists and in-house resources to integrate a marketing automation system.

Which best describes the most effective RESOURCES USED to integrate marketing automation?

- Combination of outsourced and in-house resources, 63%
- Outsourced to specialists, 13%
- In-house resources only, 24%
Following are just a few of the leading marketing solution providers that have partnered with us on research-based marketing programs.

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