



STRATEGIES, TACTICS AND TRENDS FOR

Marketing Automation Integration

Ascend2TM
RESEARCH-BASED MARKETING

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

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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.

Survey respondents

Primary Marketing Channel

B2B	36%
B2C	44%
B2B and B2C equally	20%

Number of Employees

More than 500	23%
50 to 500	20%
Fewer than 50	57%

Primary role in company

Owner / Partner / C-Level	38%
Vice President / Director / Manager	39%
Non-Management Professional	23%

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.

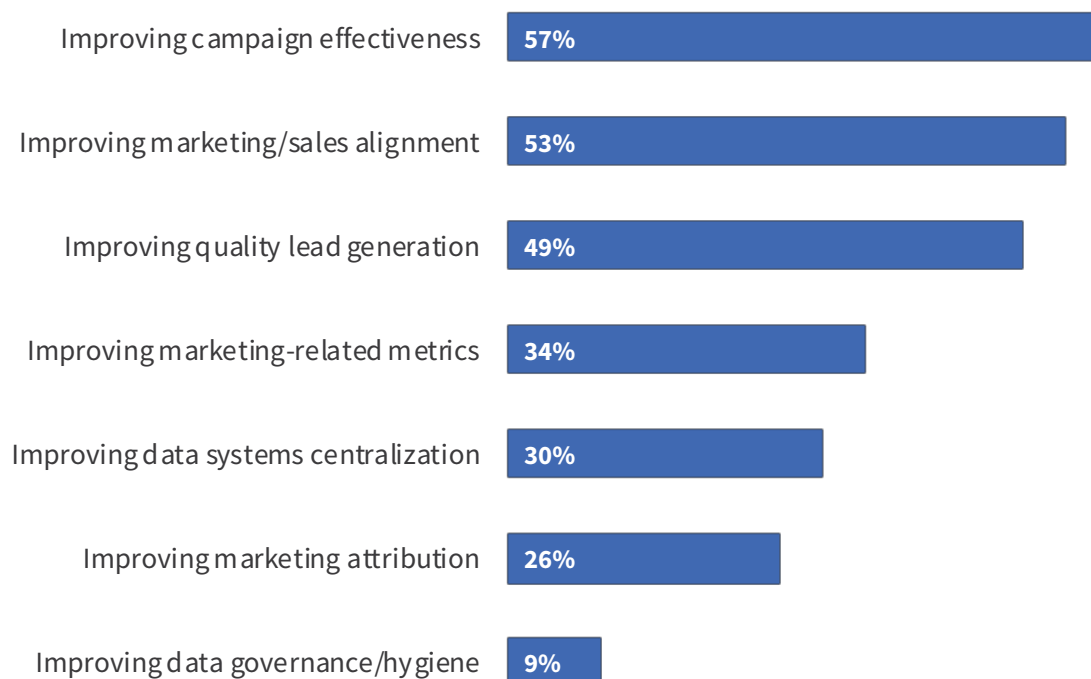
This Survey Summary Report, titled *Marketing Automation Integration*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

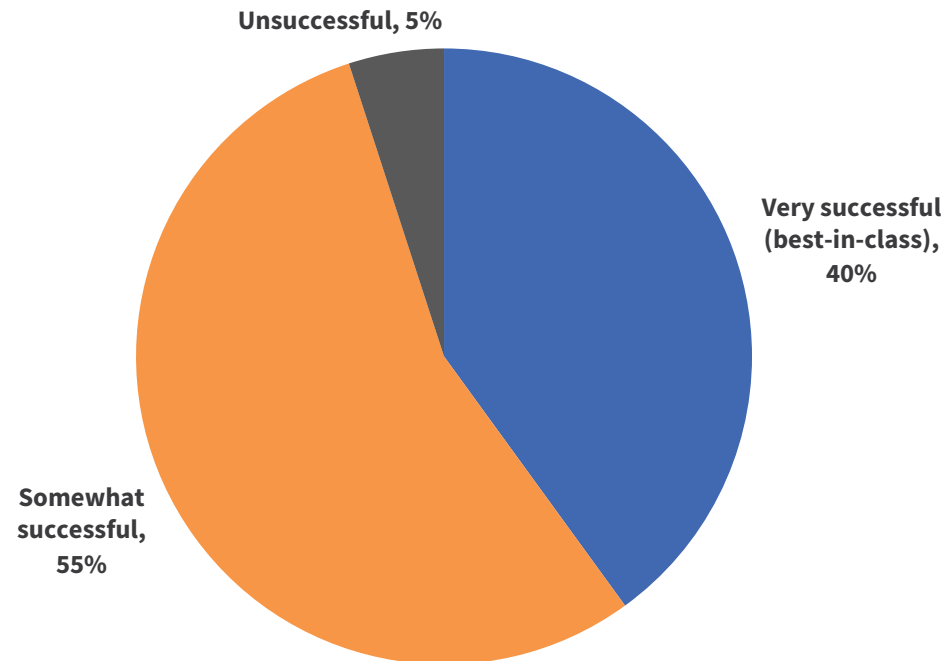
What are the PRIMARY OBJECTIVES for a marketing automation integration strategy to achieve?



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.

Which best describes the SUCCESS of a marketing automation integration strategy at achieving the primary objectives?



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.

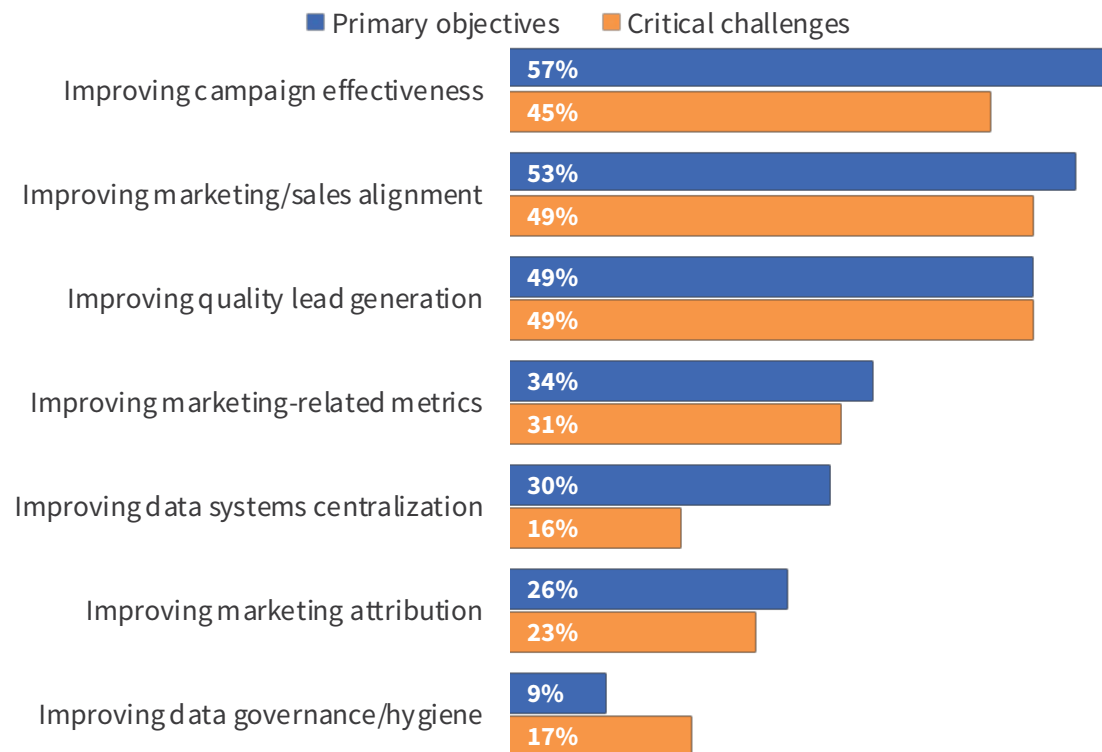
What are the most CRITICAL CHALLENGES to the success of a marketing automation integration strategy?



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.

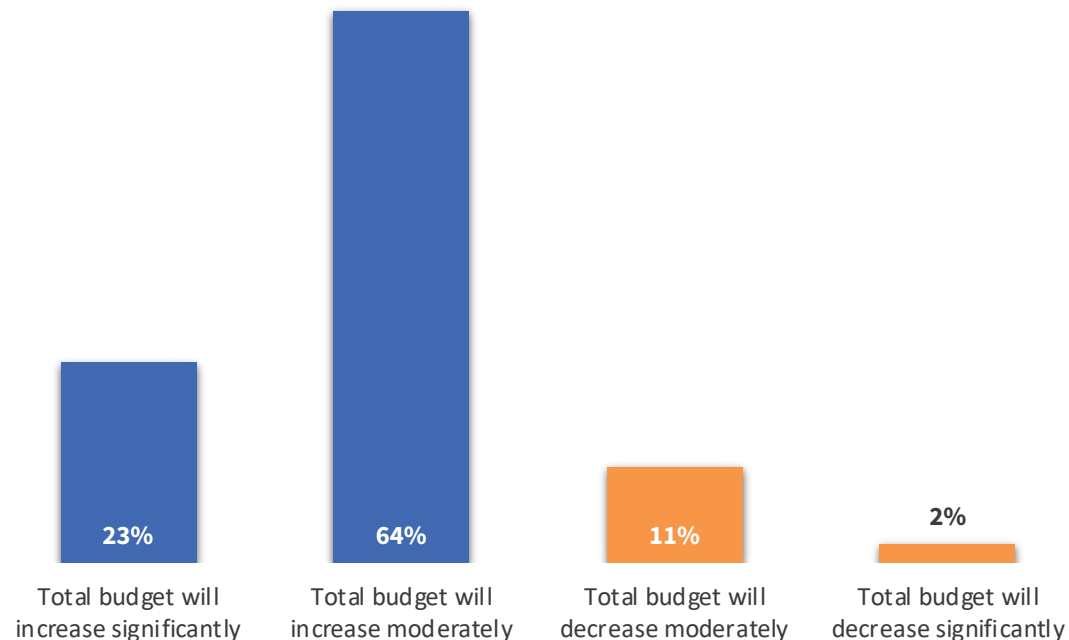
Comparing primary objectives and critical challenges.



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.

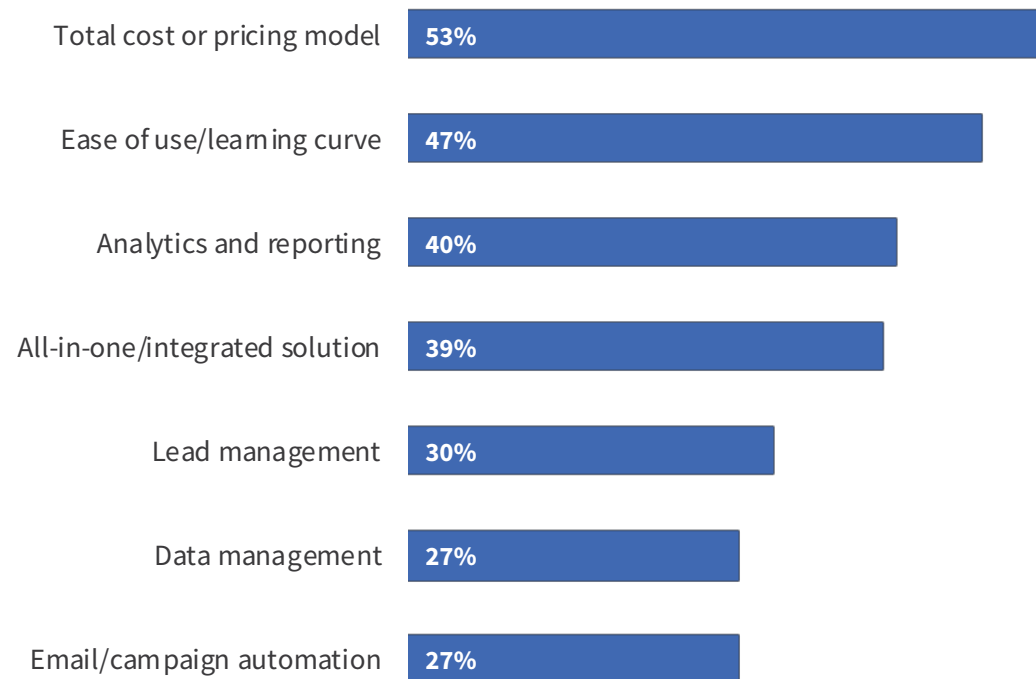
Which best describes how the TOTAL BUDGET (time, resources, expenses) is changing to integrate marketing automation into the overall strategy?



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 intergrate into an overall strategy.

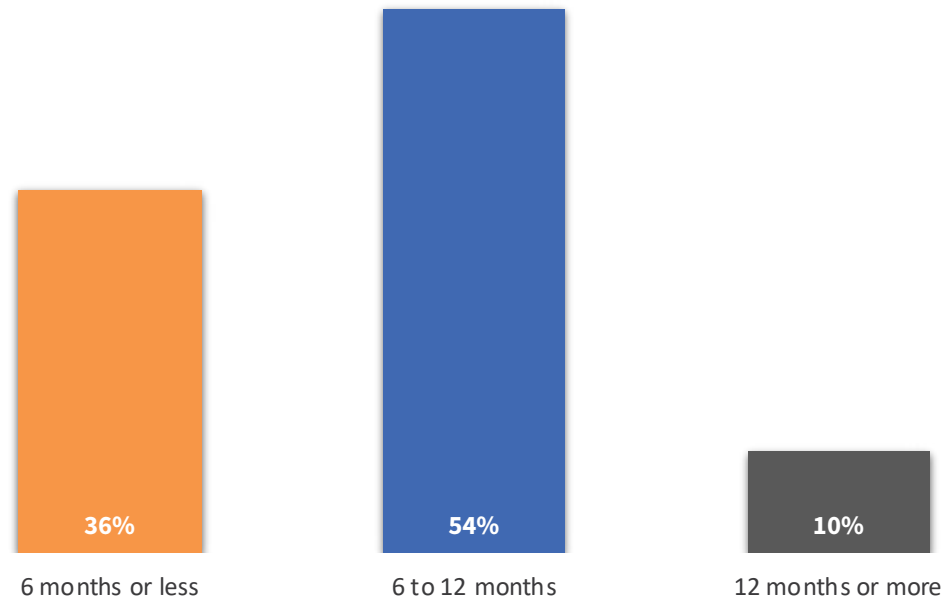
What are the most IMPORTANT FACTORS in choosing a marketing automation system to integrate?



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.

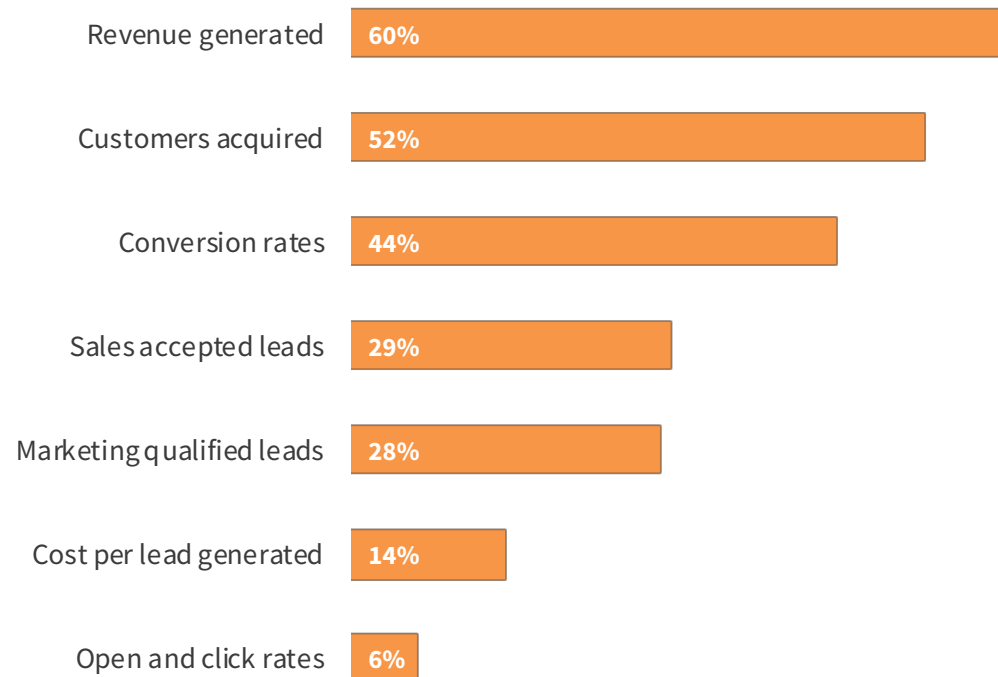
Which best describes a reasonable TIME-FRAME for realizing the benefits of marketing automation integration?



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.

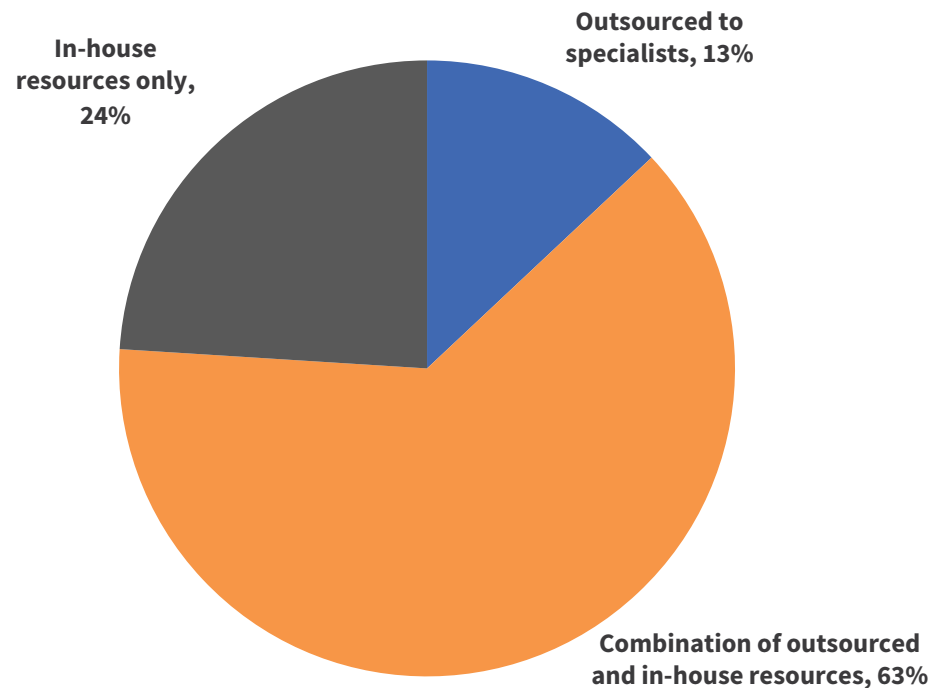
What are the most IMPORTANT METRICS for measuring the benefits of marketing automation integration?



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?



Ascend2™

RESEARCH-BASED MARKETING

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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