



MARTECH STACK OPTIMIZATION

STRATEGIES, TACTICS & TRENDS



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

Ascend2TM
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 professionals and marketing research subscribers.

Survey Respondents

Primary Marketing Channel

B2B	41%
B2C	37%
B2B and B2C equally	22%

Number of Employees

More than 500	24%
50 to 500	22%
Fewer than 50	54%

Primary role in company

Owner / Partner / C-Level	44%
Vice President / Director / Manager	39%
Non-Management Professional	17%

MarTech Stack Optimization

Too often, multiple Marketing Technologies (or the MarTech Stack) become a junkyard of underutilized and disparate tools. The purpose of optimizing this set of tools is to make difficult marketing processes easier and more efficient.

But how will you optimize these tools in the year ahead?

To help you answer this question, Ascend2 and our Research Partners fielded the MarTech Stack Optimization Survey. We thank the 265 marketing professionals who responded to this survey during the week of January 13, 2020.

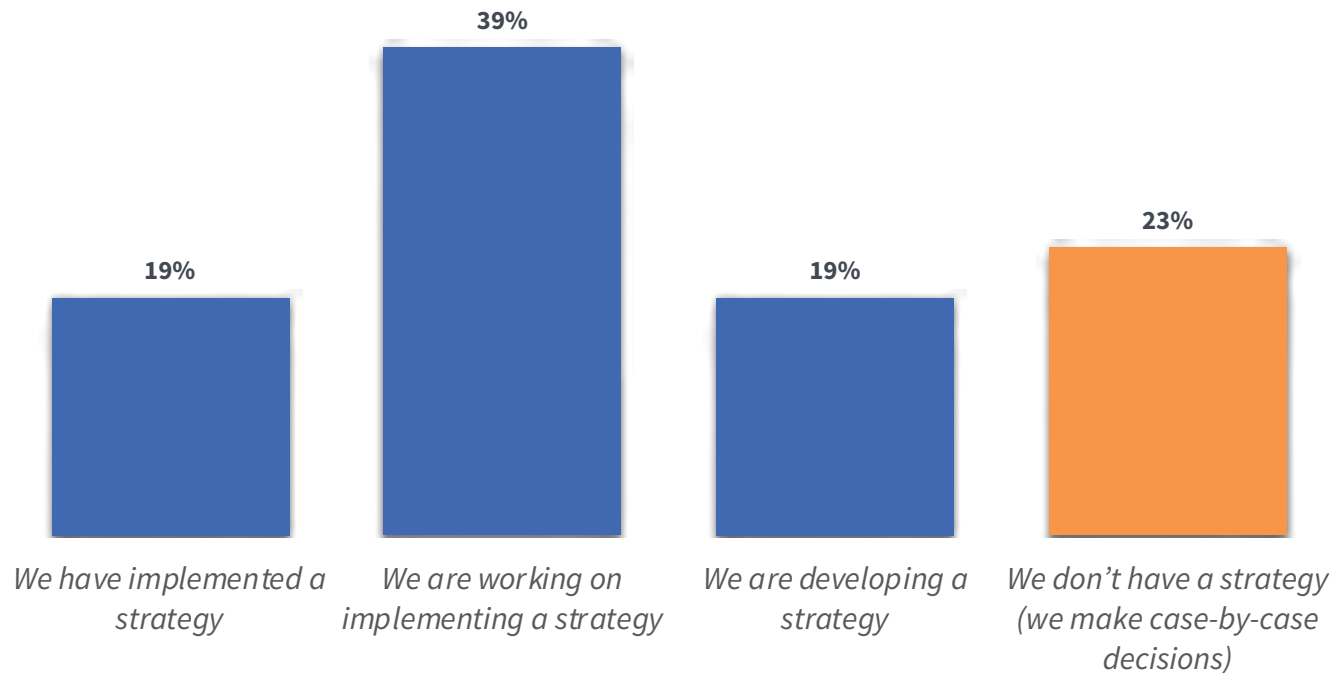
This Survey Summary Report, titled *MarTech Stack Optimization*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

Current Situation

It seems that marketers have recognized, and are slowly taking action when it comes to addressing how marketing technologies are utilized and managed. Only about one-in-five marketing professionals (19%) have an **operational strategy in place for optimizing a martech stack**. However, another 58% report being in the **development or implementation phase of optimization**.

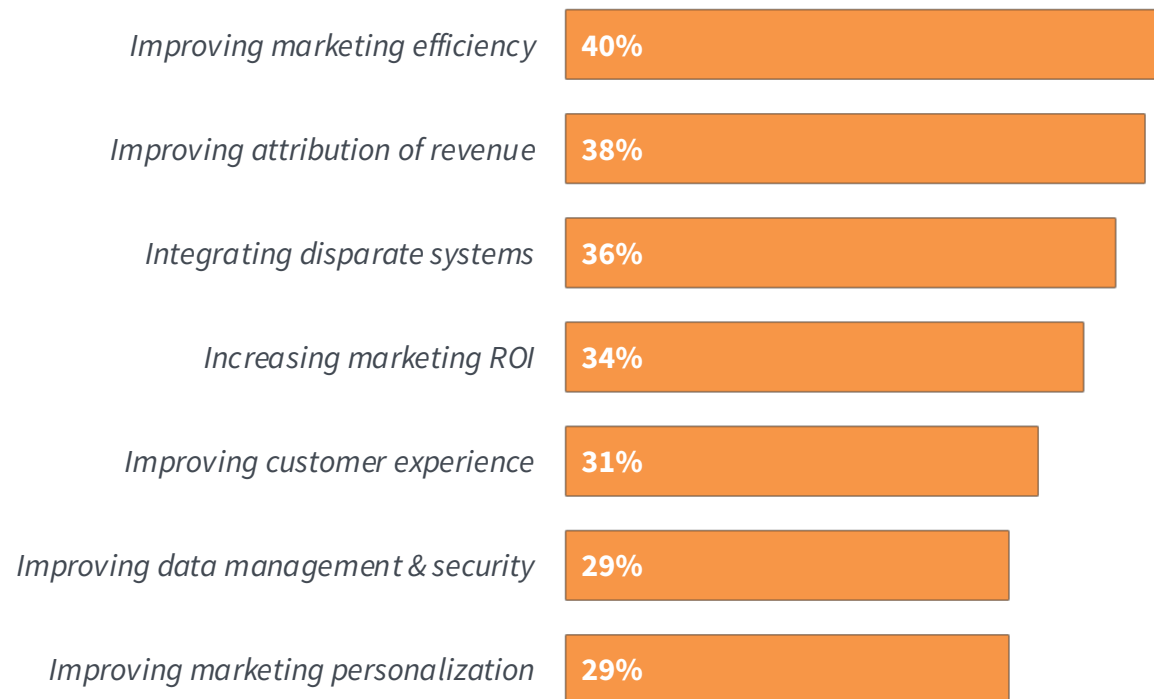
Which best describes the CURRENT SITUATION as it applies to optimizing a martech stack strategy?



Challenging Barriers

Not surprisingly, the greatest barriers to martech optimization success facing marketers surveyed include producing tangible results in the form of **improving attribution of revenue** (38%) and **increasing marketing ROI** (34%). Other top challenges cover important considerations such as **improving marketing efficiency** (40%) and **integrating disparate systems** (36%).

What are the most CHALLENGING BARRIERS to martech stack optimization success?



Key Priorities

Marketers are tasked with strategically implementing the appropriate marketing technologies in a way that produces significant results. **Making an overall marketing strategy more efficient** is a top priority for 55% of marketing professionals implementing a martech stack optimization strategy.

Improving customer experience is also a key objective for 51% of marketers surveyed.

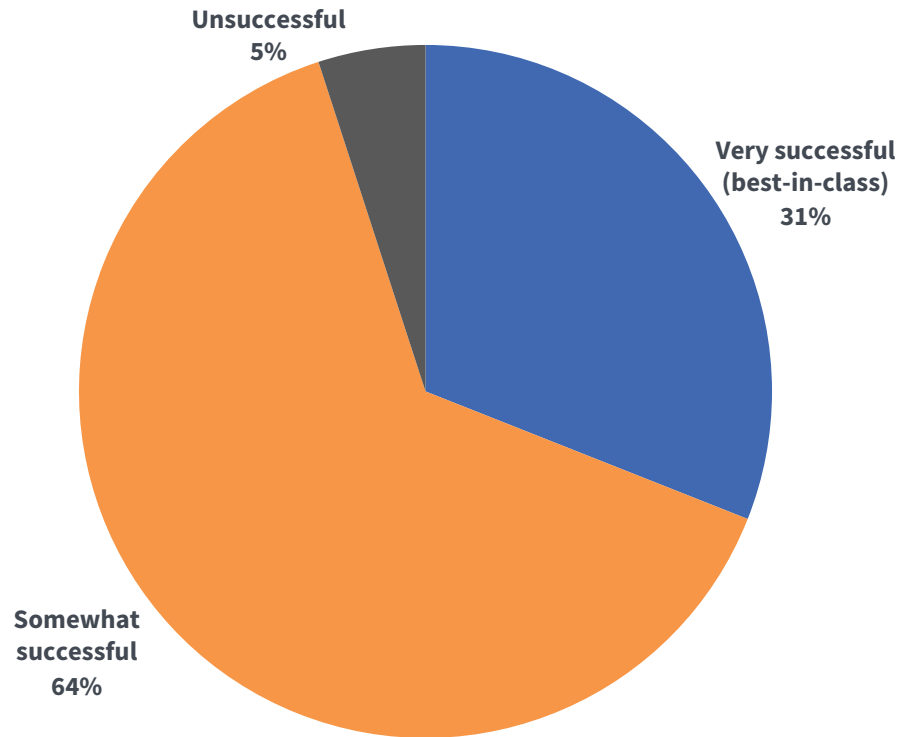
What are the KEY PRIORITIES for a martech stack optimization strategy to achieve?



Strategic Success

Are marketers seeing the desired results from a martech stack strategy? According to 95% of marketing professionals surveyed, the answer is **yes**. Nearly one-third of marketers (31%) say that a martech stack strategy is **best-in-class at achieving key priorities** while another 64% report **some success** from optimizing a martech stack strategy.

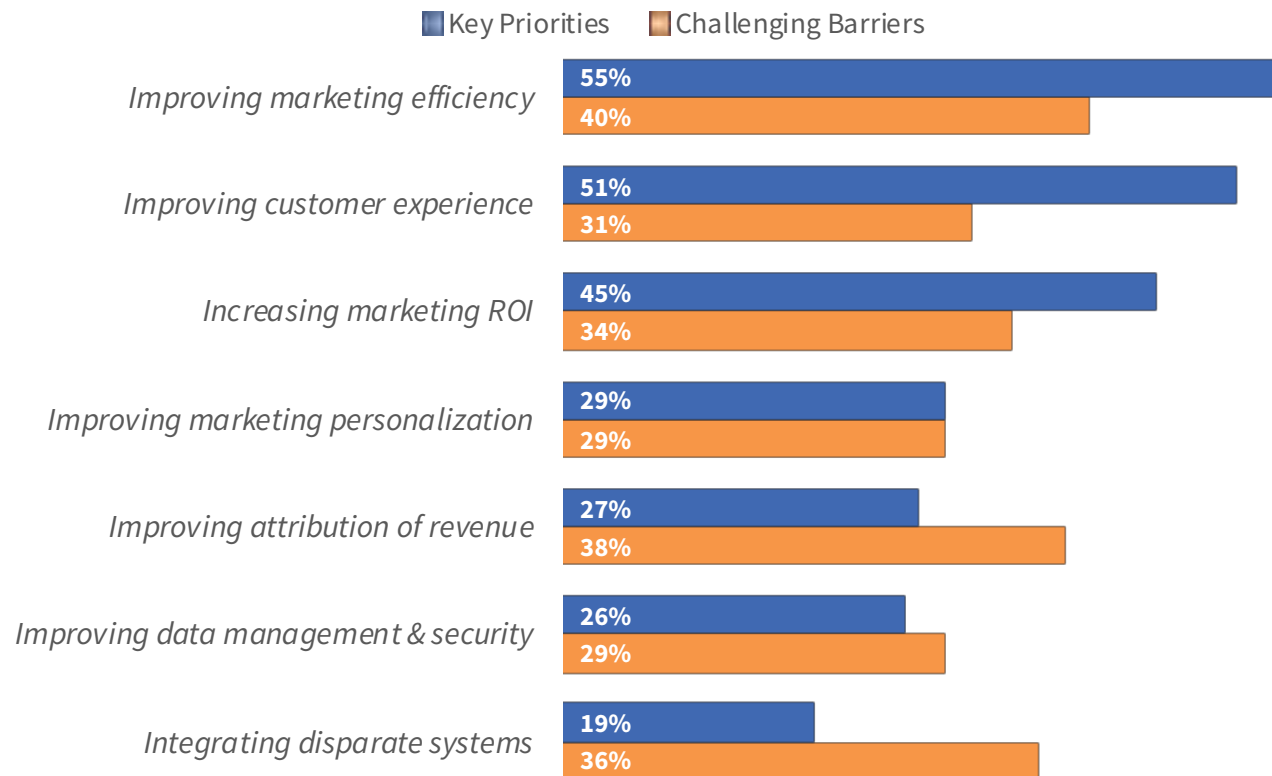
Which best describes the **SUCCESS** of a martech stack strategy at achieving key priorities?



Priorities Versus Barriers

When comparing how marketing professionals view priorities versus barriers of martech stack optimization, it is clear that high-priority items such as **improving marketing efficiency** will likely take precedence over **integrating disparate systems**, a lower priority which is also considered a more challenging concern to overcome.

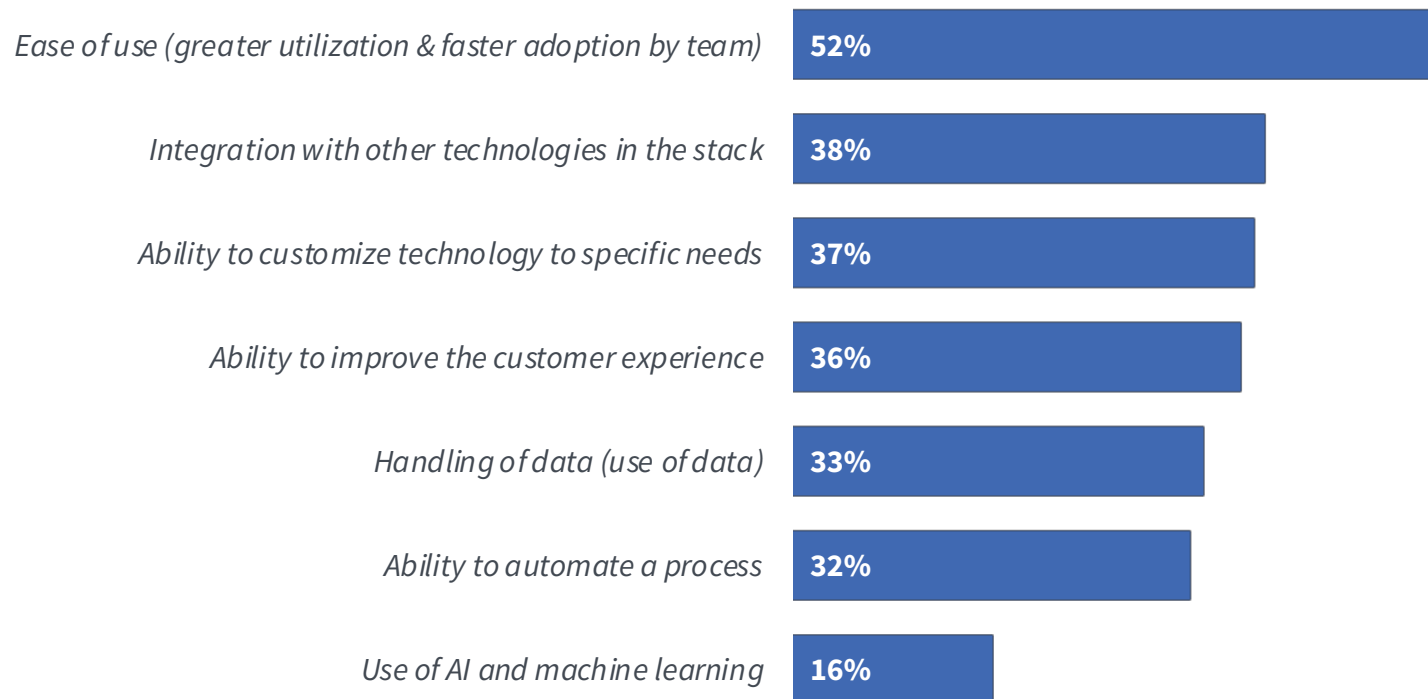
Comparing key priorities and challenging barriers of martech stack optimization.



Capabilities Improved

Many marketing technologies are only as good as what the user puts into them. In order to best optimize marketing, over half of marketing professionals (52%) report that implemented martech needs to **improve ease of use**. Increasing utilization and adoption of a technology can lead to improved performance.

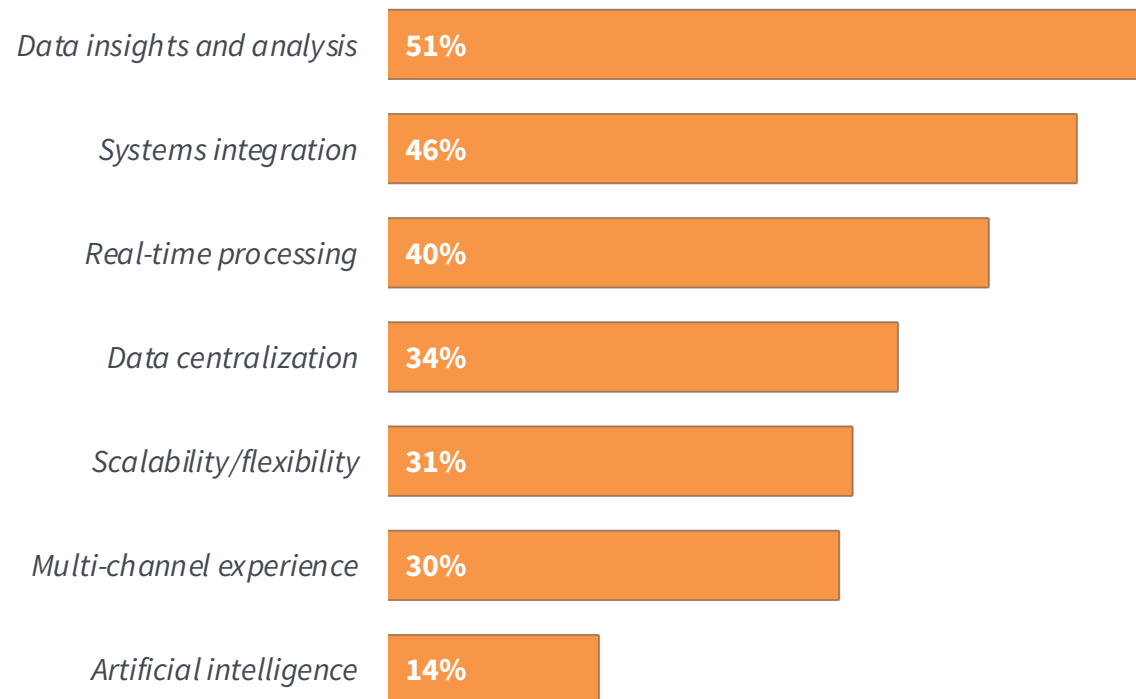
What CAPABILITIES should the technologies in the stack improve to optimize marketing?



Important Features

When implementing a martech stack, some features are more important to marketers than others. Access to **data insights and analysis** is a most important feature for 51% of marketing professionals surveyed who see the value in using data to optimize. Ensuring the seamless **integration of systems** is also of significant importance to 46% of marketers.

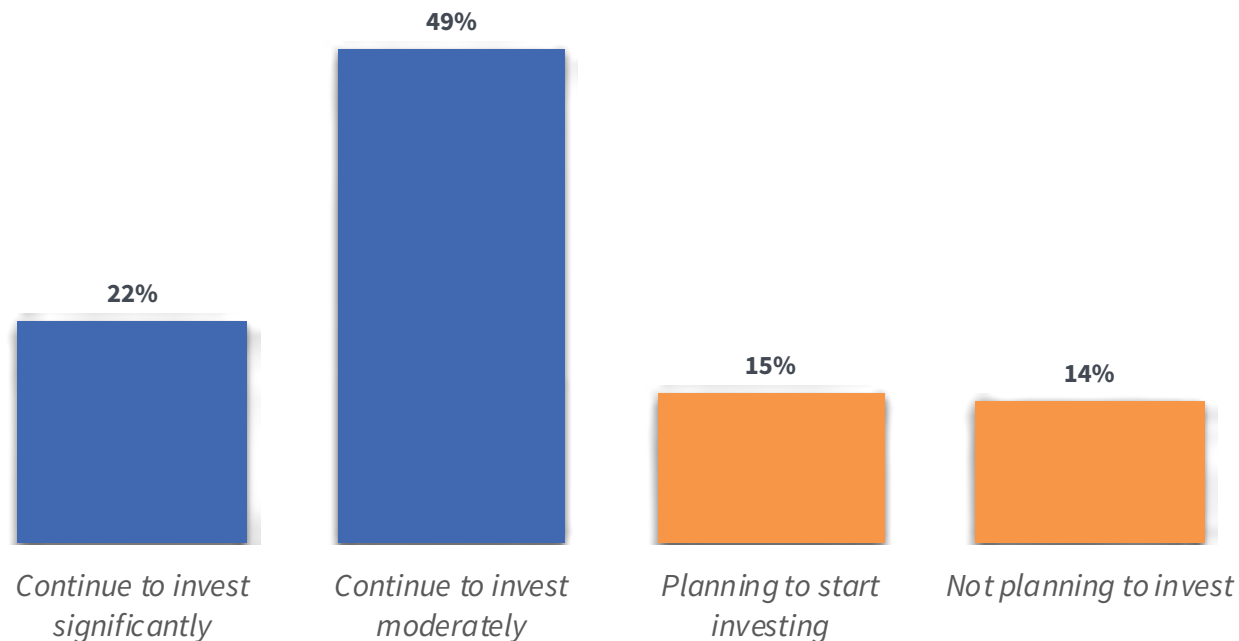
What are the most IMPORTANT FEATURES for implementing a martech stack?



MarTech Stack Investment

Marketers clearly see a benefit to dedicating resources to martech stack optimization as 86% report that they will **continue to invest or are planning to invest in the year ahead**. About half of those surveyed (49%) describe this investment as **moderate** while 22% say they will continue to invest **significantly** in optimizing a martech stack.

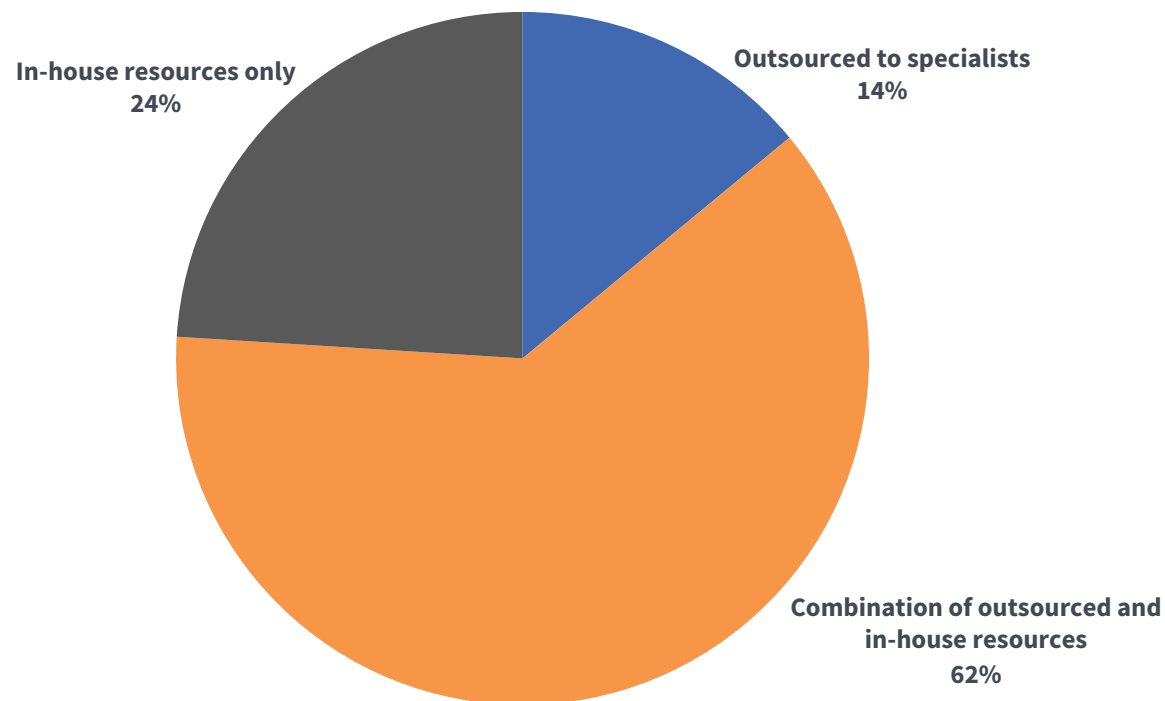
Which best describes the MARTECH STACK INVESTMENT planned for the year ahead?



Resources Used

Integrating and optimizing a martech stack is a task that requires a comprehensive view of the overall strategy while having the intricate knowledge of each system. That is why a 62% majority of marketing professionals report that the most effective way to implement martech stack optimization tactics is to use a combination of outsourced expertise and in-house professionals.

Which best describes the most effective RESOURCES USED to implement martech stack optimization tactics?





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