We surveyed marketing professionals to find out how marketing agencies are optimizing processes by creating a more integrated and efficient MarTech stack. And now we're sharing the results with you!

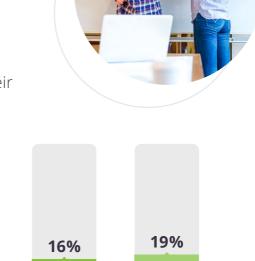


### Where do agencies stand with their MarTech stack optimization?

40%

25%

Our strategy is



We don't have a

We are developing a

A majority of agencies realize that having a MarTech strategy in place leads to a more integrated and efficient operation. One quarter (25%) of agencies have already implemented a strategy to optimize their MarTech stack. Another 56% reported that their organizations are currently implementing or developing a strategy.

We are working on

implementation



Improving marketing personalization



Key Priorities

54%

56%

24%

43%

31%

20%

CHALLENGING

56% 39%

54% 40%

47% 36%

33% 39%

32% 54%

26% 31%

24% 20%

33%

25%

Improving attribution of revenue 33% Integrating disparate systems 32% Improving data management & security 26%

Agency marketers aim to see improvement in marketing efficiency (56%) and an increase

in marketing ROI (54%) when implementing a MarTech stack optimization strategy. Improving customer experience is also a key priority for nearly half (47%) of agencies.

6%

Strategic

51%



#### 94% of agency marketers feel that their MarTech optimization strategy is successful to some extent, with 43% reporting best-in-class success. Just 6% describe their current strategy as

unsuccessful.

Challenging

Increasing marketing ROI

Improving attribution of revenue

Improving marketing efficiency

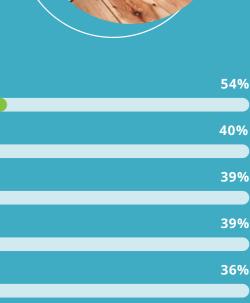
Improving customer experience

Barriers to Success Integrating disparate systems

Improving data management & security

Improving marketing personalization





Priorities

**Integrating disparate systems** is the greatest barrier to the success of a MarTech stack

report that increasing marketing ROI is a top challenge.



### Improving customer experience Improving attribution of revenue

Integrating disparate systems

Increasing marketing ROI

Versus Barriers

How are agencies doing when it comes to achieving priorities that are in direct conflict with

Improving data management & security Improving marketing personalization

Handling of data (use of data)

Use of AI and machine learning

MarTech Stack

optimizing their strategy?

How much are agencies investing in

Investment

Ability to improve the customer experience



Analyzing key priorities versus the greatest challenges to success provides a valuable perspective for developing a successful MarTech stack optimization strategy for agencies. Where to Start What capabilities do marketers feel are the most important to improve in the MarTech stack? Ease of use (greater utilization & faster adoption by team) 55% Integration with other technologies in the stack 45% Ability to automate a process 43% 37% Ability to customize technology to specific needs

Marketing technologies are most effective when they are widely adopted and integrated properly. Ease of use and integration with other tech in the stack are the most important capabilities to improve when it comes to optimizing marketing.

53% 33% 9% Planning to Continue Continue Not planning to to invest to invest start investing invest significantly moderately

An **86% majority** of agencies surveyed recognize the value in having an optimized MarTech stack reporting they will be **continuing to invest to some extent**. Another 9% say they are planning to start investing in the year ahead.

**Features** What are agencies looking for in new technologies?

## Data insights and analysis Systems integration

**Important** 

# Artificial intelligence

Multi-channel experience

Real-time processing

Scalability/flexibility

Data centralization

How can agencies find time to implement needed MarTech stack optimization tactics? MarTech stacks require a wide variety of skill

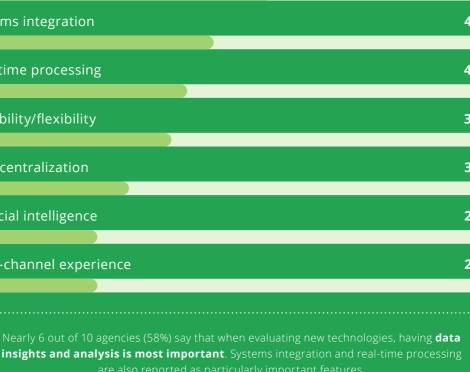
sets to operate effectively and efficiently. That's why 78% of agency marketers

surveyed prefer to outsource at least a

Resource

Allocation

portion of this work.



Outsourced to a specialist In-house resources only

Combination of outsourced and

in-house resources

SharpSpring

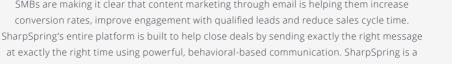
16%

22%





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39% 31% 25%

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62%

25%

58% 47% **42%**