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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

<table>
<thead>
<tr>
<th>Primary Marketing Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2B</td>
<td>31%</td>
</tr>
<tr>
<td>B2C</td>
<td>43%</td>
</tr>
<tr>
<td>B2B and B2C equally</td>
<td>26%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 500</td>
<td>44%</td>
</tr>
<tr>
<td>50 to 500</td>
<td>21%</td>
</tr>
<tr>
<td>Fewer than 50</td>
<td>35%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary role in company</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner / Partner / C-Level</td>
<td>34%</td>
</tr>
<tr>
<td>Vice President / Director / Manager</td>
<td>48%</td>
</tr>
<tr>
<td>Non-Management Professional</td>
<td>18%</td>
</tr>
</tbody>
</table>
Marketing Technology Implementation

As we continue to rely heavily on technology to improve efficiency, it is critical for marketers to understand, assess, and invest in tools and technologies that align with strategic goals.

But how are marketers implementing marketing technology to improve performance?

To help answer this question, Ascend2 and our Research Partners fielded the Marketing Technology Implementation Survey. We thank the 270 marketers who responded to this survey during the week of November 9, 2020.

This Survey Summary Report, titled Marketing Technology Implementation, 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.
Important Goals

The landscape of marketing technology (MarTech) is broadening exponentially. With so many tools available to marketers, it is critical to identify the primary objectives of implementing new technologies. Improving marketing efficiency and improving customer journey are top-of-mind for 50% and 45% of marketing professionals responding to the survey, respectively.

What are the most IMPORTANT GOALS for implementing marketing technology?

- Improving marketing efficiency: 50%
- Improving customer journey: 45%
- Improving data quality: 38%
- Increasing ROI: 31%
- Streamlining workflows: 26%
- Accommodating a new product or service: 26%
- Improving marketing attribution: 22%
- Integrating data: 20%
- Removing redundancies: 10%
Overall Success

New martech should streamline processes and make marketing operations more efficient. But how successful are marketers finding the implemented technology to be at achieving goals and improving performance? Nearly all (96%) of marketers agree that strategically implementing marketing technology does improve performance to some extent.

How SUCCESSFUL is your/your typical client’s marketing technology at improving performance?

- Very successful (best-in-class): 42%
- Somewhat successful: 54%
- Unsuccessful: 4%
Top Challenges

45% of marketing professionals are finding **budget constraints** to be a major obstacle when seeking out new technologies. Executing a strategy to discover, adopt, and optimize the utilization of these marketing applications to ensure they improve performance is reportedly a top challenge faced by 43% of marketers.

What are the TOP CHALLENGES faced when implementing marketing technology?

- **Budget constraints**: 45%
- **Executing a strategy**: 43%
- **Determining appropriate technologies**: 38%
- **Training staff**: 35%
- **Integration with existing stack**: 28%
- **Organizational buy-in**: 28%
- **Internal adoption**: 28%
- **Attribution**: 11%
Frequency of Evaluation

To best identify where improvements can be made, it is vital to assess how technologies being utilized are functioning individually and as a whole. Nearly one-third (29%) of marketing professionals surveyed report it is best practice to evaluate martech operations at least monthly. Another 43% require at least a quarterly assessment.

HOW OFTEN should marketing technology be evaluated for performance?

- **At least monthly**: 29%
- **At least quarterly**: 43%
- **At least twice annually**: 17%
- **At least once annually**: 9%
- **Other**: 2%
Evaluation Considerations

What are the most important aspects of marketing technologies that marketers take into account when evaluating new tools? Ease of use is a most important consideration according to over half (55%) of marketers surveyed. Cost, customizations, and analytical features also top the list for 37%, 36%, and 35% of marketers, respectively.

What are the TOP CONSIDERATIONS when evaluating new marketing technologies?

- Ease of use: 55%
- Associated costs: 37%
- Ability to customize: 36%
- Insights and analysis: 35%
- Ability to automate: 30%
- Ability to integrate with existing stack: 28%
- Scalability: 23%
- Data governance: 17%
- Dashboards and visualization: 12%
Technology Consolidation

Many martech tools boast the ability to combine multiple capabilities and operations into one consolidated platform. Ideally, this simplifies the integration of data, encourages adoption, and improves efficiency. But is this single-view approach appealing to marketers? An 87% majority say yes, a marketing technology that consolidates multiple tools into a single platform is appealing.

A marketing technology that consolidates multiple tools into a SINGLE PLATFORM is appealing to me.
Ease of Implementation

With marketing platforms growing in complexity, the introduction of a new application into an existing technology stack can prove to be daunting. That is why the overwhelming majority (89%) of marketing professionals surveyed agree that it is essential for a new marketing technology to be easily implemented into the existing stack.

It is essential for a new marketing technology to be EASILY IMPLEMENTED into the existing stack.
Budget Trends

According to the marketing professionals surveyed, new martech budgets are trending up. 19% of marketers report a significant increase in budgets dedicated to implementing new technology in the year ahead, while half (50%) describe this increase as moderate. One-in-five marketers say budgets will remain the same over the next 12 months.

How is the BUDGET CHANGING for implementing new marketing technology in the year ahead?

- **19%**: Budget is increasing significantly
- **50%**: Budget is increasing moderately
- **20%**: Budget is staying the same
- **9%**: Budget is decreasing moderately
- **2%**: Budget is decreasing significantly
Emerging Technology

How marketers connect and form relationships with their audience is constantly evolving. Applications that enable reactive, or **real-time marketing** will reportedly have the most impact on overall strategy according to 43% of marketing professionals surveyed. **Analytics** (36%) and **Artificial Intelligence** (36%) tools as well as **Customer Data Platforms** (34%), also top this list.

**Which EMERGING TECHNOLOGY will have the most impact on overall marketing strategy in the year ahead?**

- **Real-time marketing**: 43%
- **Analytics**: 36%
- **Artificial Intelligence (AI)**: 36%
- **Customer Data Platforms (CDP)**: 34%
- **Data consolidation**: 30%
- **Programmatic**: 22%
- **Multi-touch attribution**: 20%
- **Voice search**: 16%
- **Blockchain**: 12%
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