



**MARKETING
TECHNOLOGY
IMPLEMENTATION**

STRATEGIES, TACTICS & TRENDS



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

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 professionals and marketing research subscribers.

Survey Respondents

Primary Marketing Channel

B2B	31%
B2C	43%
B2B and B2C equally	26%

Number of Employees

More than 500	44%
50 to 500	21%
Fewer than 50	35%

Primary role in company

Owner / Partner / C-Level	34%
Vice President / Director / Manager	48%
Non-Management Professional	18%

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.

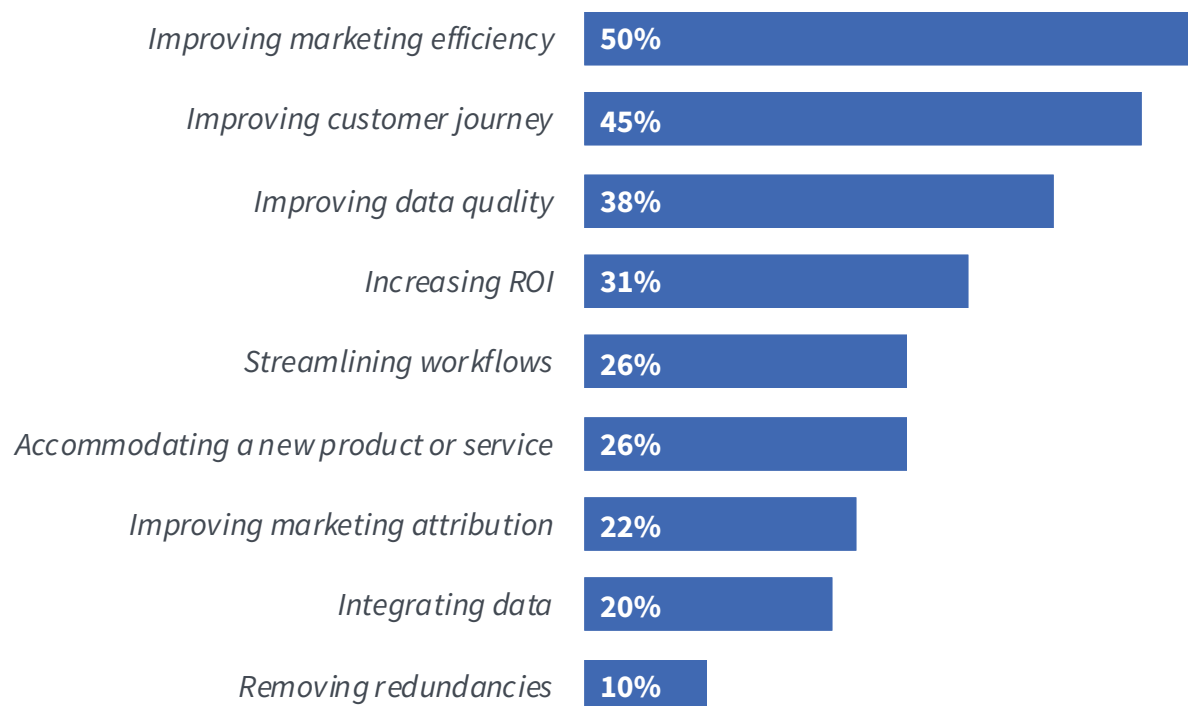
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Important Goals

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.

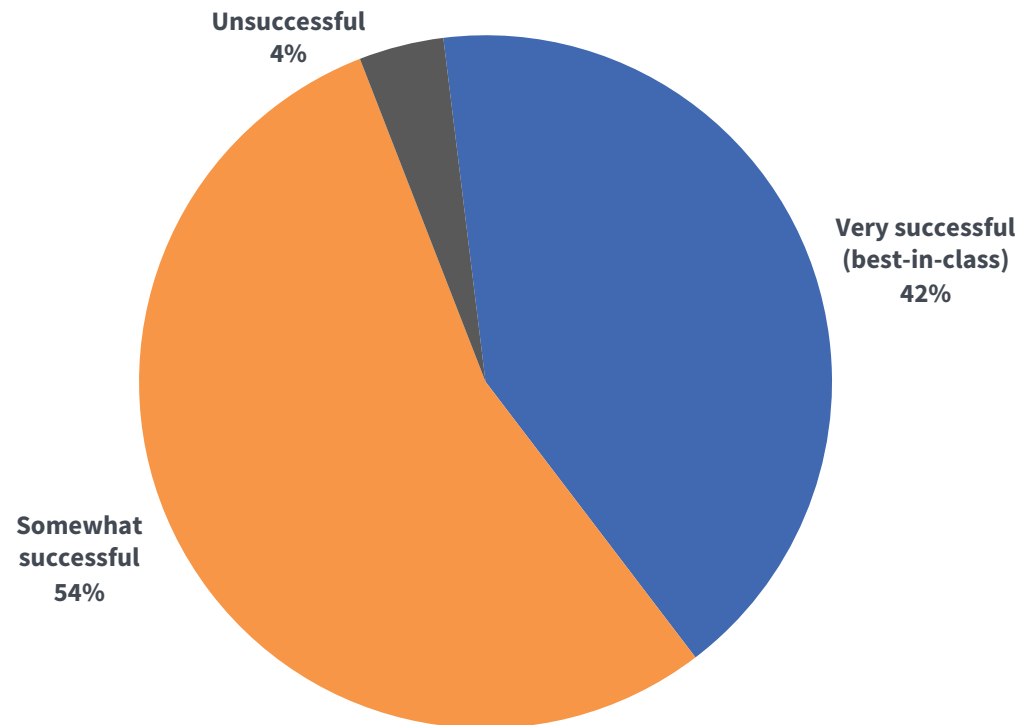
What are the most IMPORTANT GOALS for implementing marketing technology?



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.**

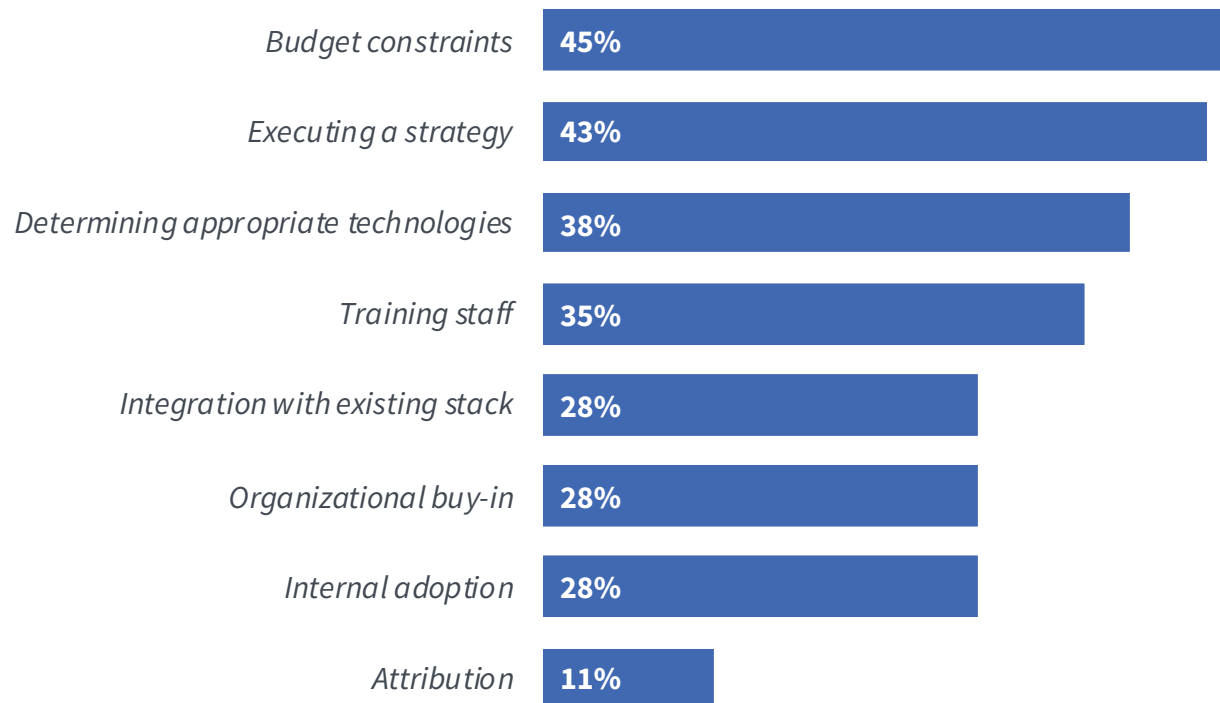
How SUCCESSFUL is your/your typical client's marketing technology at improving performance?



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.

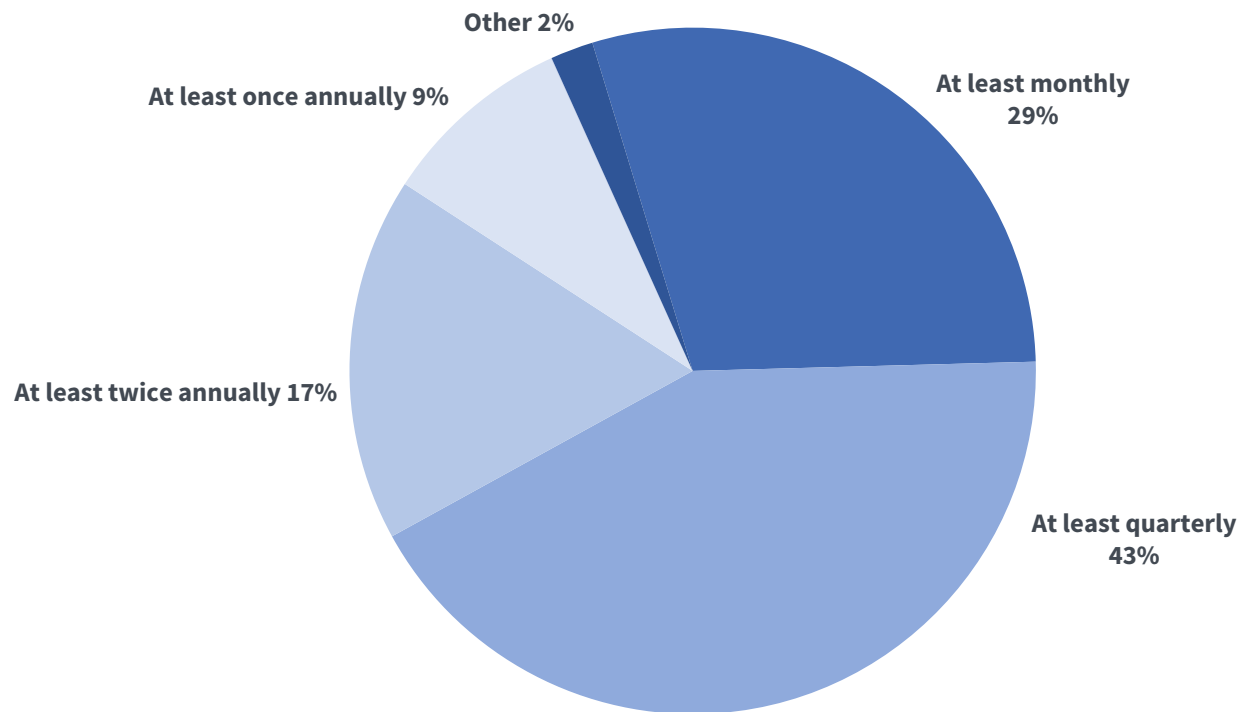
What are the TOP CHALLENGES faced when implementing marketing technology?



Frequency of Evaluation

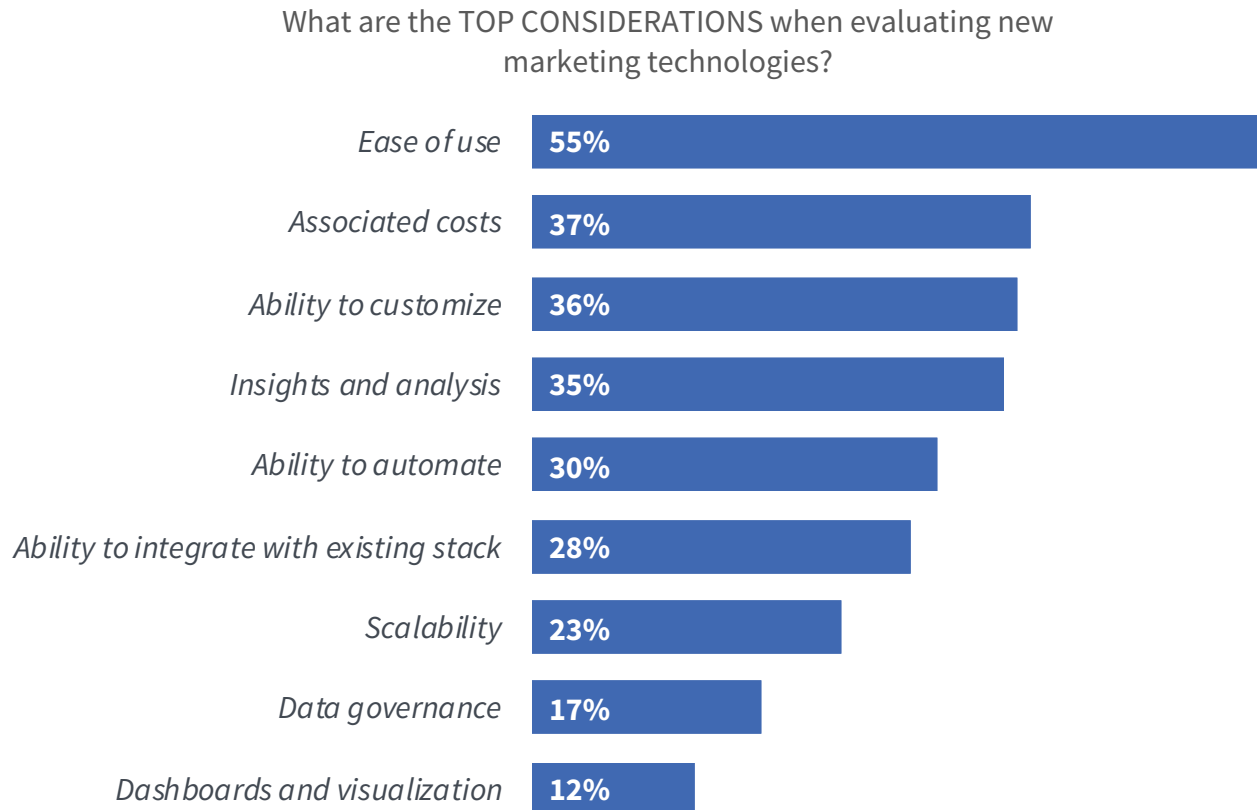
To best identify where improvements can be made, it is vital to assess how technologies being utilized are functioning individually and as a whole. Nearly one-third (29%) of marketing professionals surveyed report it is best practice to evaluate martech operations **at least monthly**. Another 43% require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

HOW OFTEN should marketing technology be evaluated for performance?



Evaluation Considerations

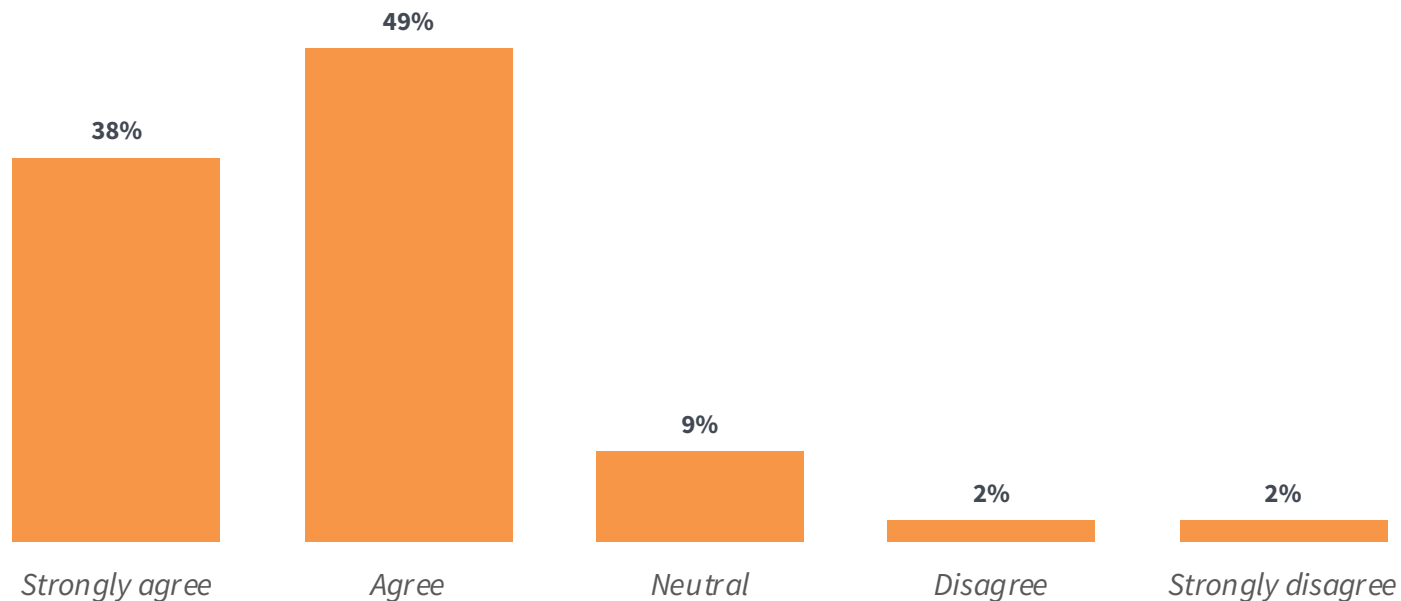
What are the most important aspects of marketing technologies that marketers take into account when evaluating new tools? **Ease of use** is a most important consideration according to over half (55%) of marketers surveyed. **Cost, customizations, and analytical features** also top the list for 37%,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



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**.

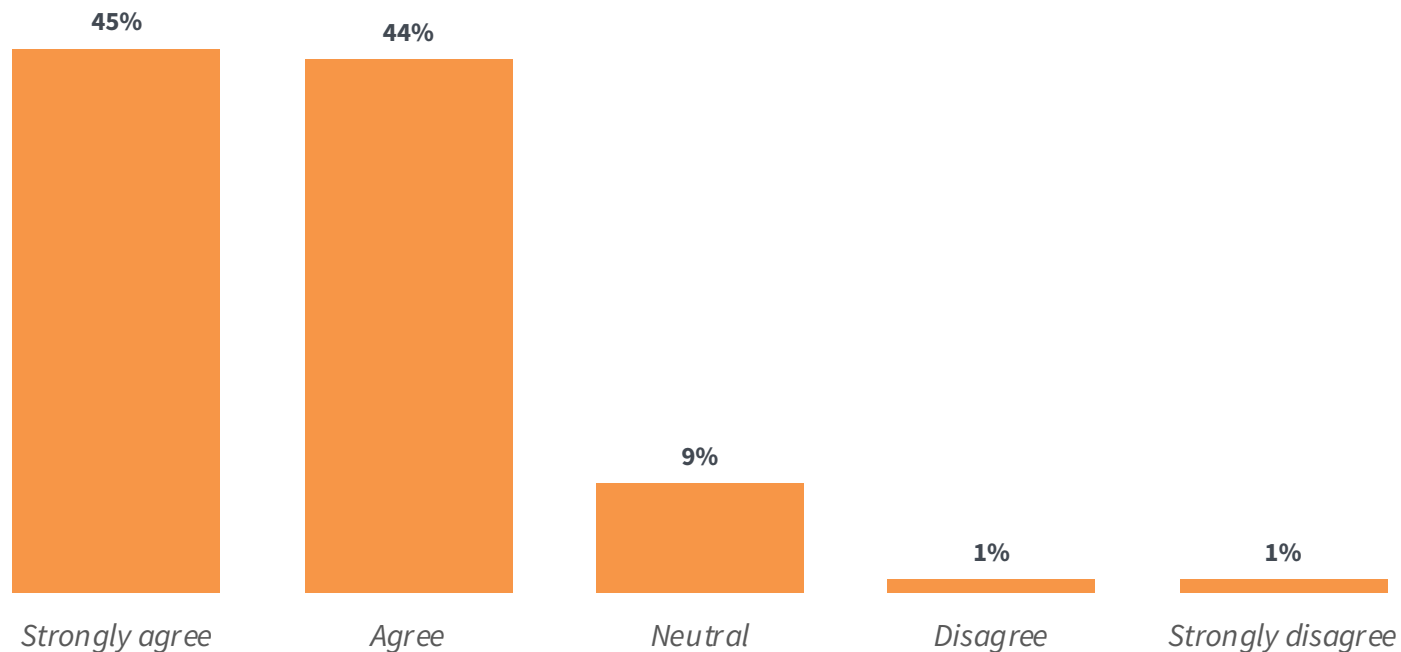
A marketing technology that consolidates multiple tools into a
SINGLE PLATFORM is appealing to me.



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.

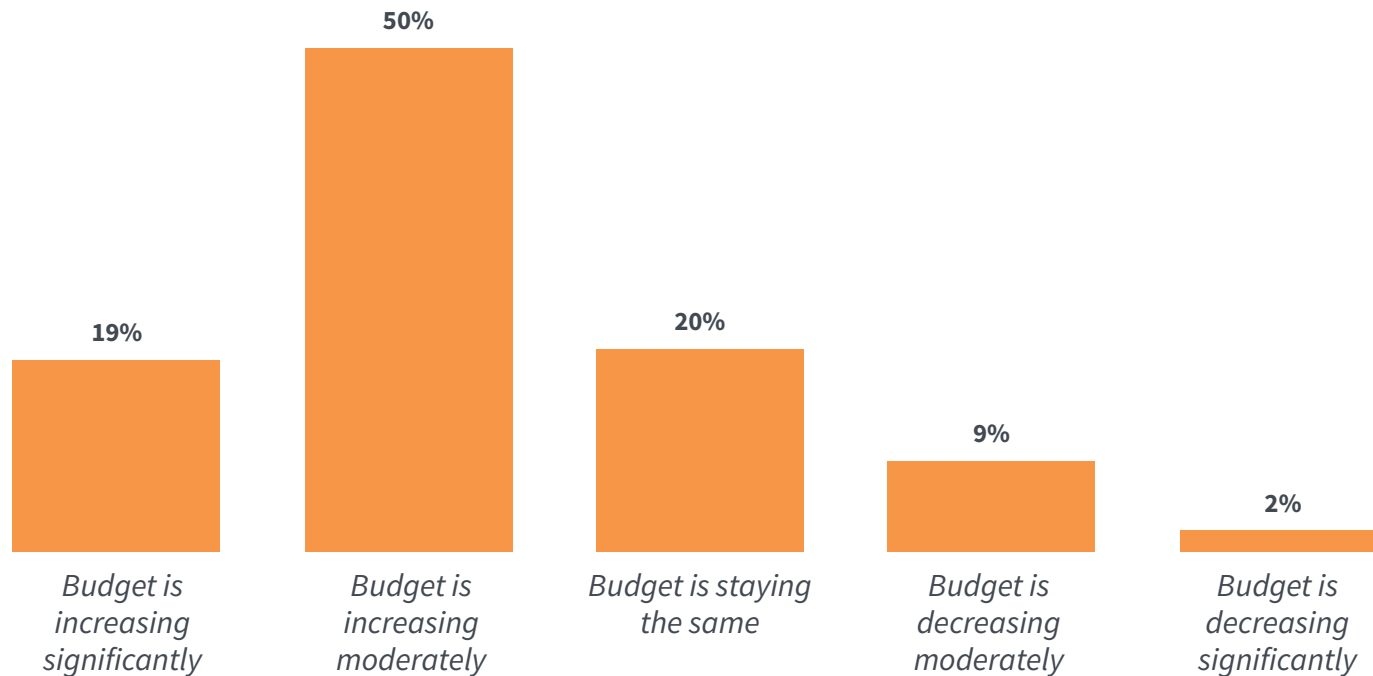
It is essential for a new marketing technology to be EASILY IMPLEMENTED into the existing stack.



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.

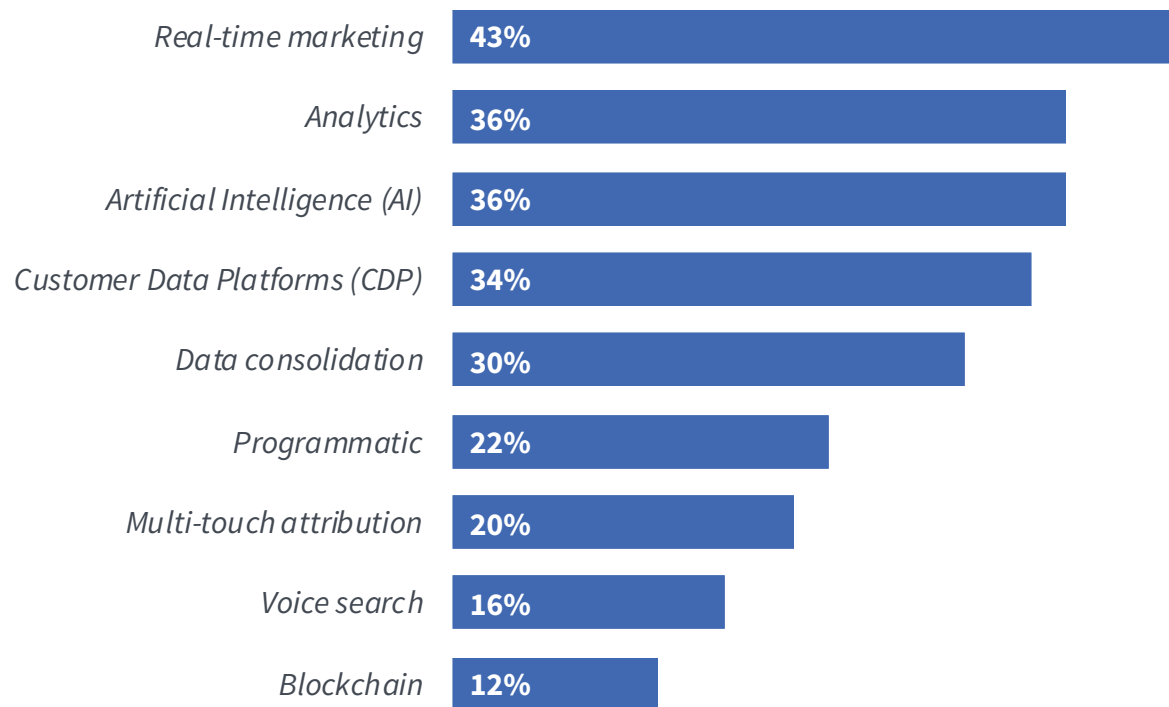
How is the BUDGET CHANGING for implementing new marketing technology in the year ahead?



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?





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