

THE OUTLOOK ON MARKETING TECHNOLOGY

A RESEARCH-BASED GUIDE FOR MARKETERS



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

Ascend2[™]
RESEARCH-BASED MARKETING

TABLE OF CONTENTS

- 4. The Outlook on Marketing Technology
- 5. Gauging Strategic Success
- 6. Important Goals in the Year Ahead
- 7. Updating Technology
- 8. Budget Dedicated to Martech
- 9. Number of Tools
- 10. Current Functions of the Tech Stack
- 11. The Use of AI
- 12. The Collection of First-Party Data
- 13. Ascend2 Research Programs

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

Number of Employees

More than 500	31%
50 to 500	45%
Fewer than 50	24%

Primary role in company

Owner / Partner / C-Level	27%
Vice President / Director / Manager	54%
Non-Management Professional	19%

THE OUTLOOK ON MARKETING TECHNOLOGY

Marketers are tasked with accommodating the rapidly changing priorities of their organizations and customers through marketing technologies and solutions.

But what will this evolving landscape of marketing technology look like in the year ahead?

To help answer this question, Ascend2 and our Research Partners fielded The Outlook on Marketing Technology survey. We thank the 302 marketers who responded to this survey between November 15, 2021 and November 22, 2021.

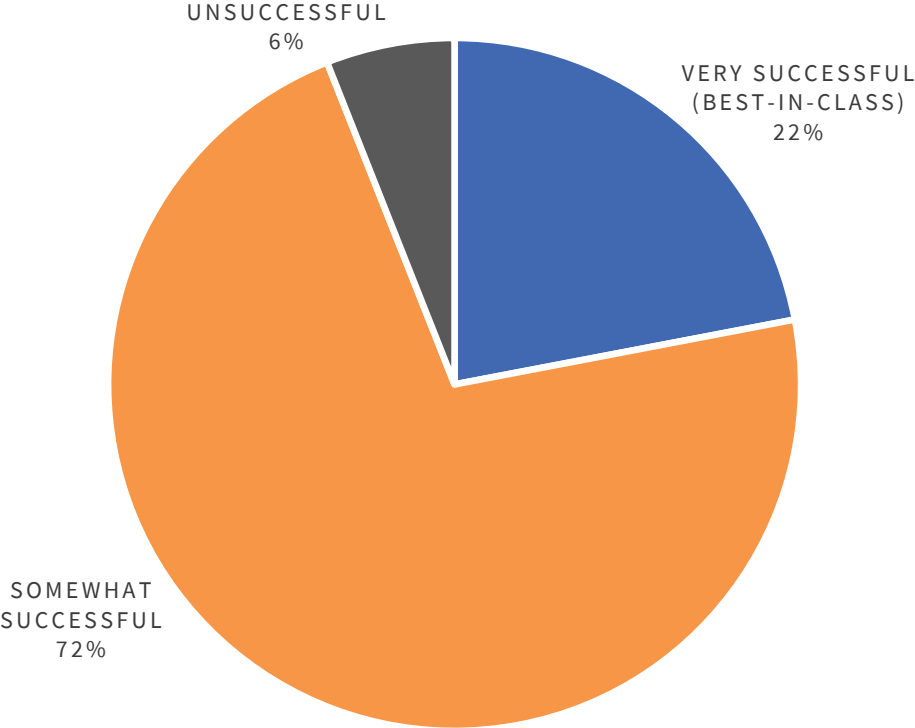
This Survey Summary Report, titled *The Outlook on Marketing Technology*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

GAUGING STRATEGIC SUCCESS

Marketing technology is helping marketers achieve their strategic goals but there is room for improvement in the majority of tech stacks. While 22% of marketers describe the success of their martech stack as "best-in-class" compared to their competitors, nearly three-quarters (72%) of those surveyed report just **some success** from their technology.

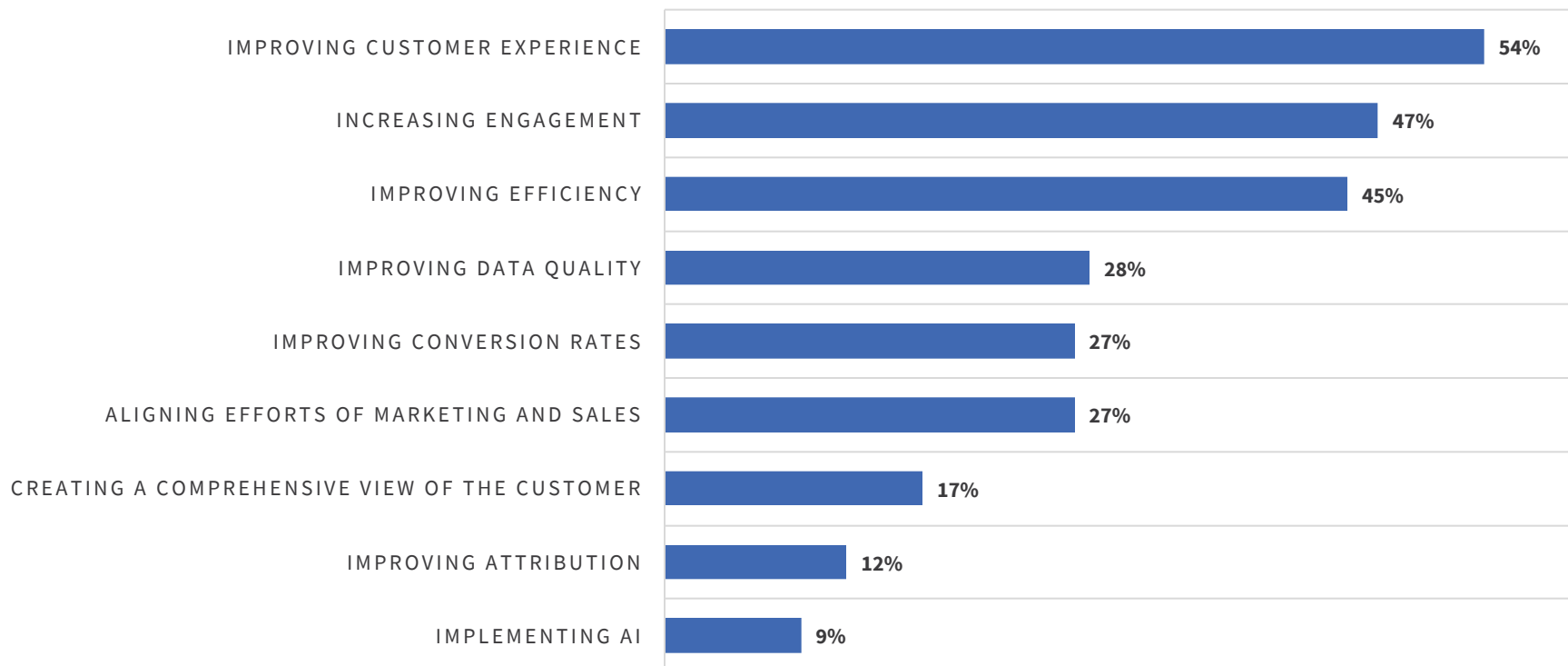
HOW SUCCESSFUL IS YOUR (OR YOUR TYPICAL CLIENT'S) MARKETING TECHNOLOGY STACK AT HELPING YOU TO ACHIEVE STRATEGIC GOALS?



IMPORTANT GOALS IN THE YEAR AHEAD

Marketers are tasked with efficiently delivering meaningful customer experiences that promote engagement and loyalty. In the coming year, marketers are seeking to drive better **customer experiences** (54%) and **increased engagement** (47%) through their marketing technology, while 45% report that **improving efficiency** will be a top priority.

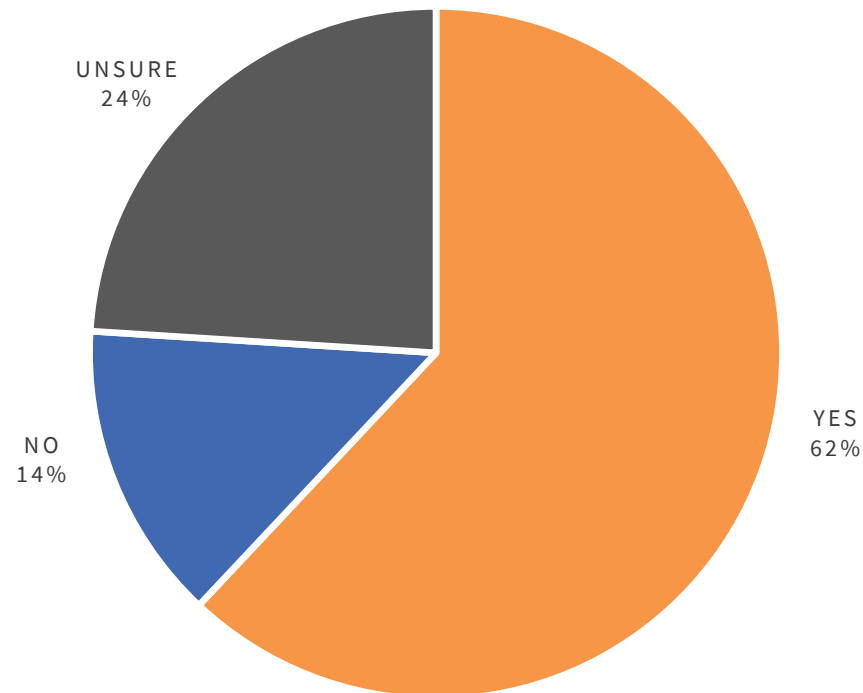
WHAT ARE THE MOST IMPORTANT GOALS WHEN IMPLEMENTING OR OPTIMIZING MARKETING TECHNOLOGY IN THE YEAR AHEAD?



UPDATING TECHNOLOGY

In order to meet or exceed their strategic goals, nearly two-thirds (62%) of marketers report that they will have to **update some or all components of their marketing technology stack in the year ahead**. The rapidly changing landscape of consumer tastes and organizational needs makes it critical for marketers to continuously evaluate and optimize existing solutions.

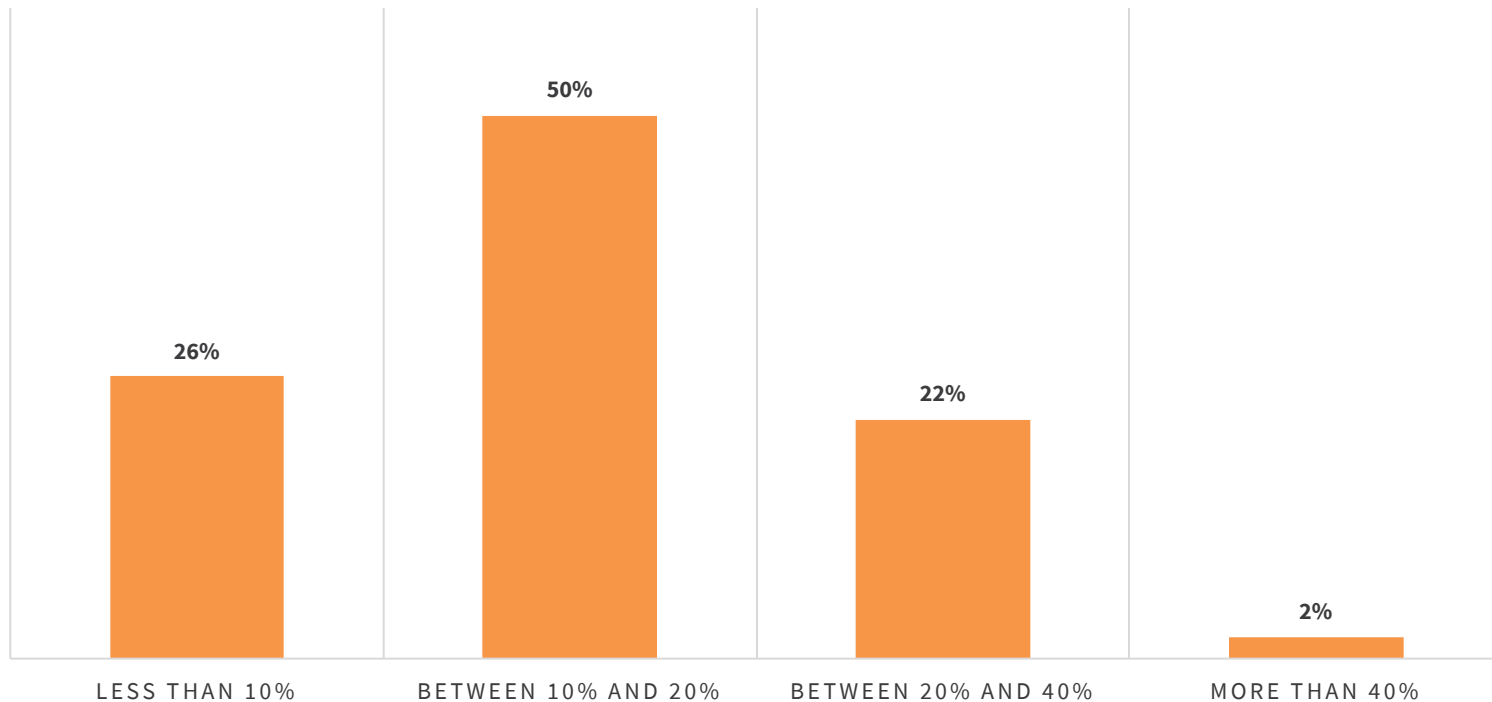
IN ORDER TO ACHIEVE YOUR STRATEGIC GOALS, DO YOU FEEL THAT YOU WILL NEED TO UPDATE ANY OR ALL COMPONENT(S) OF YOUR MARKETING TECHNOLOGY STACK IN THE YEAR AHEAD?



BUDGET DEDICATED TO MARTECH

Nearly one-quarter of marketing professionals report that **more than 20%** of their overall marketing budget will be dedicated to martech platforms, training and/or management in the year ahead. Half of those surveyed report martech budget allocations **between 10% and 20%** of their marketing budgets and for about one-quarter of marketers, **less than 10%** will go to their technology solutions.

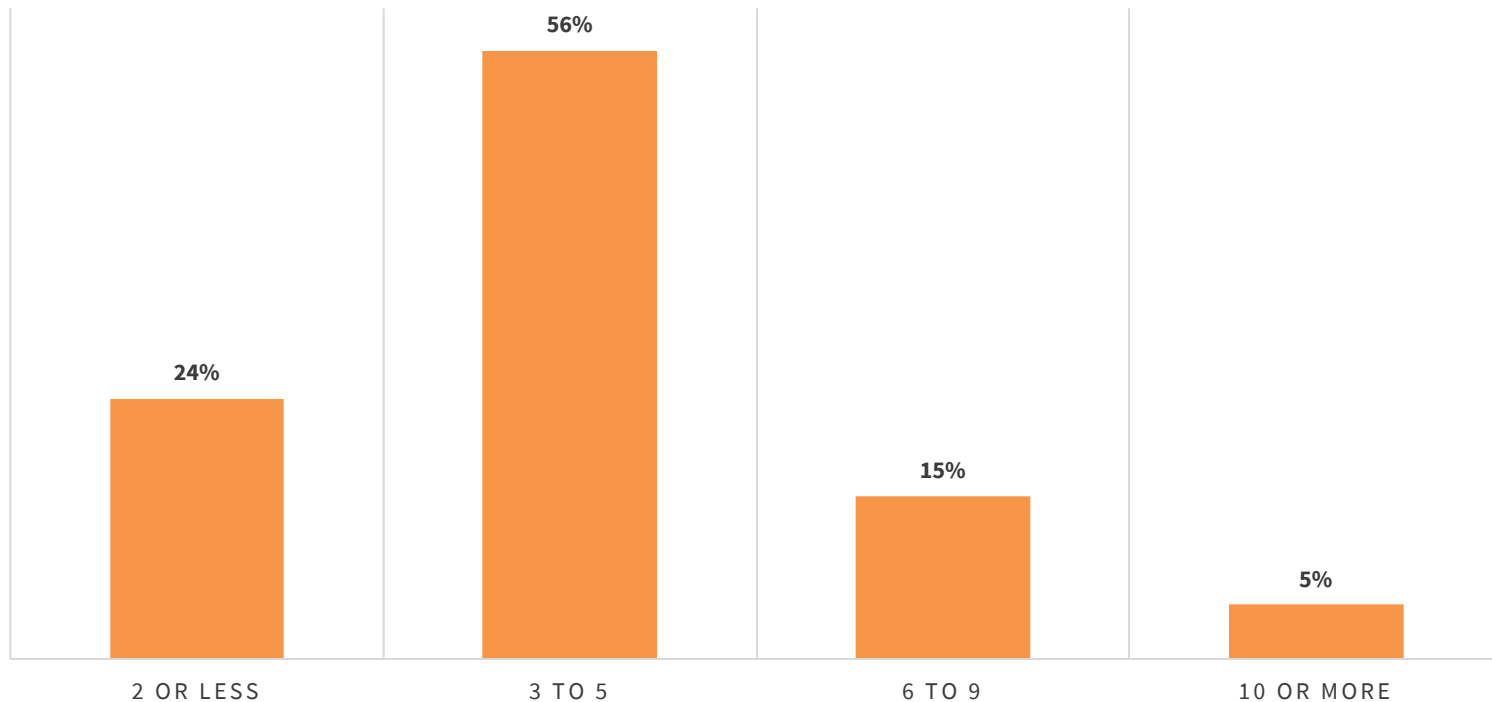
APPROXIMATELY HOW MUCH OF YOUR OVERALL MARKETING BUDGET WILL BE ALLOCATED TO MARKETING TECHNOLOGY (PLATFORM/TRAINING/MANAGEMENT) IN THE YEAR AHEAD?



NUMBER OF TOOLS

In the past years, marketing teams have worked to reduce data silos and improve efficiencies. Often this means consolidating technology solutions and running lean tech stacks. Nearly one-quarter (24%) of those surveyed report that their current martech stack consists of **two or fewer tools**. A 56% majority say that **three to five tools** make up their suite of marketing technology solutions and tools.

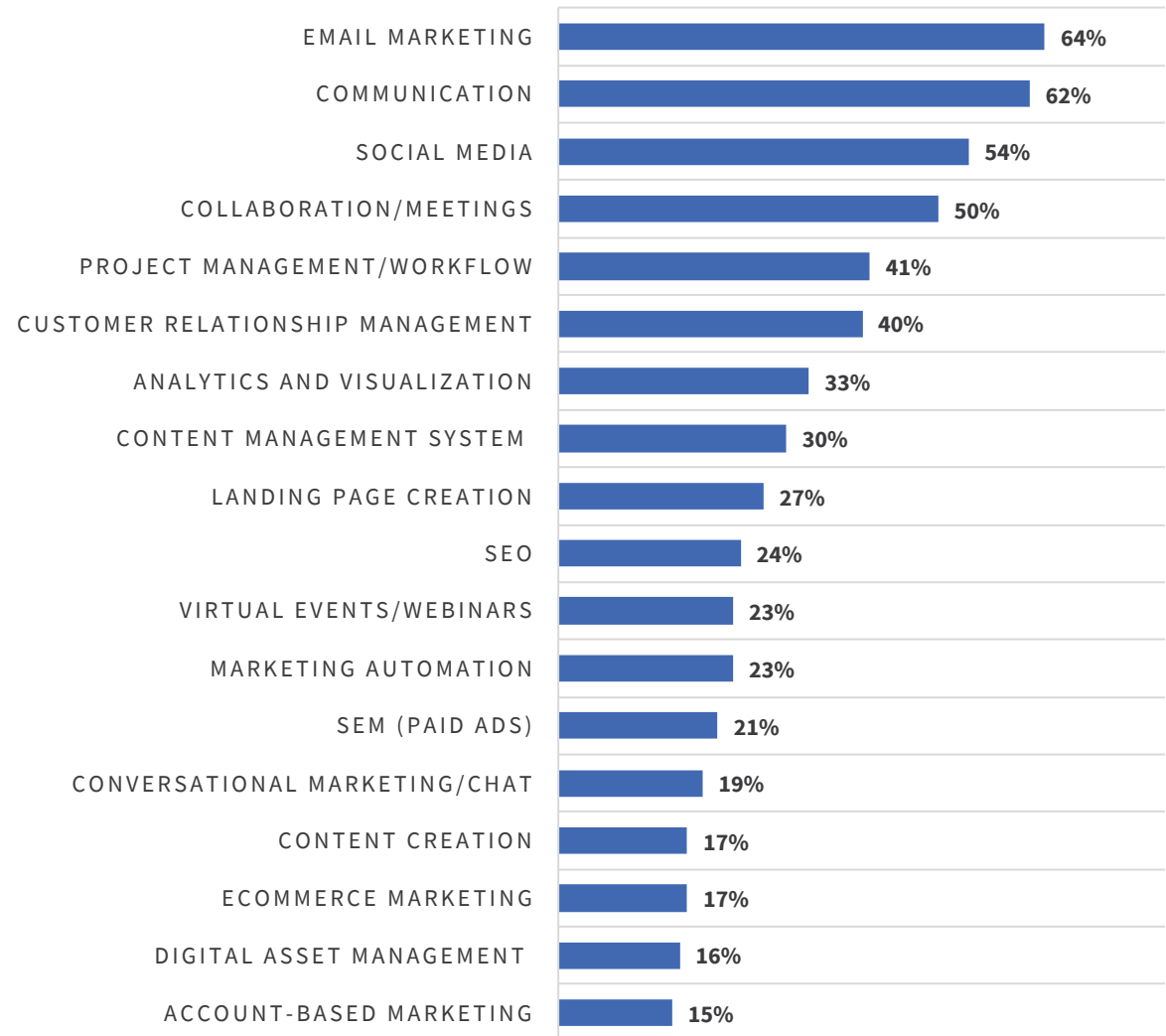
HOW MANY TOOLS DOES YOUR MARKETING TECHNOLOGY STACK CURRENTLY CONSIST OF?



CURRENT FUNCTIONS OF THE TECH STACK

What types of functionality do current marketing technology stacks include? Customer-centric solutions to execute external campaigns such as **email** and **social media** tools are present for nearly two-thirds (64%) of marketers and 54% of marketers, respectively. But many highly-represented tools focus on improving organizational efficiencies such as **communication** solutions (62%), **collaboration or meeting** technology (50%) and **project management or workflow** tools (41%).

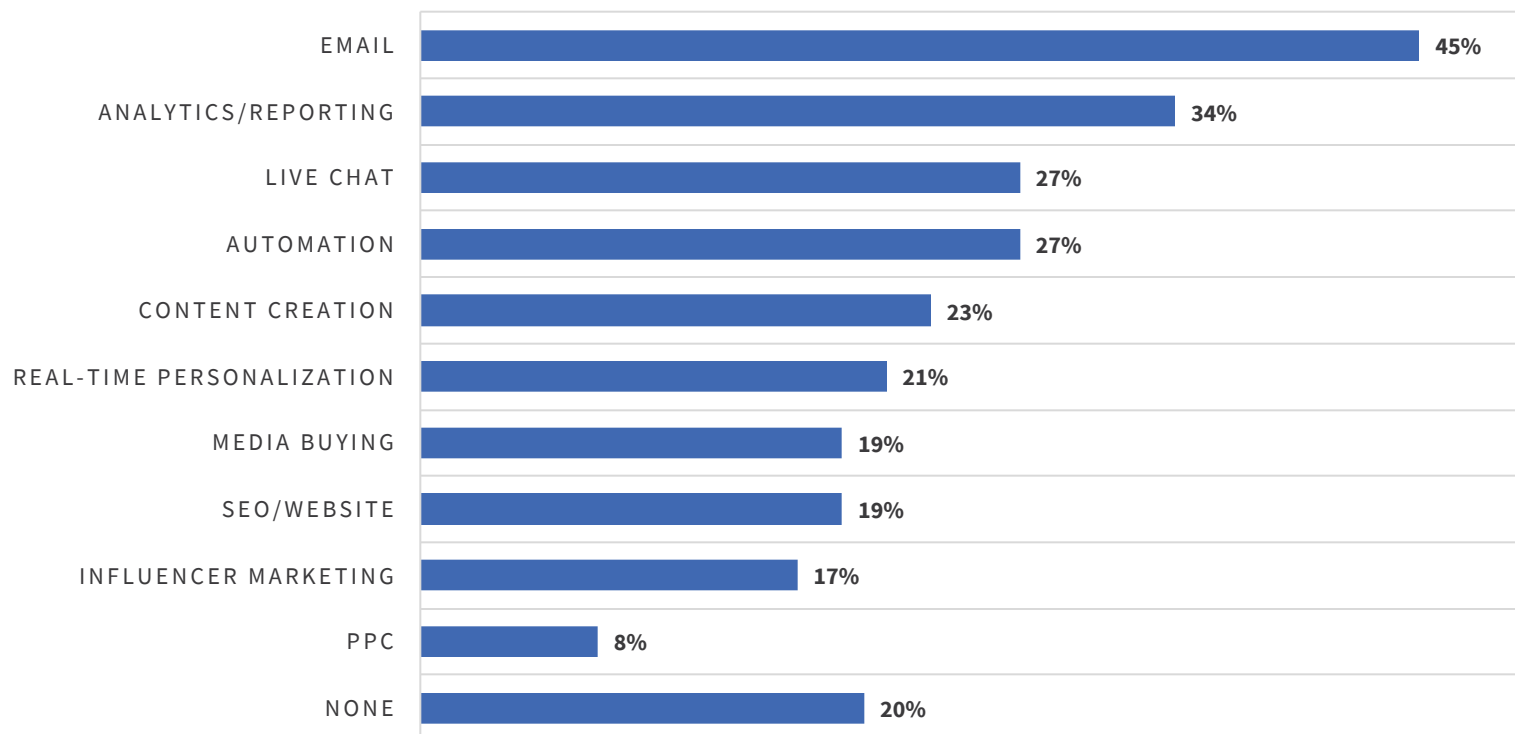
WHICH OF THE FOLLOWING FUNCTIONS DOES YOUR MARKETING TECHNOLOGY STACK CURRENTLY INCLUDE?



THE USE OF AI

Artificial Intelligence (AI) can be used to analyze and act on data collected throughout the marketing technology stack. Where are the most popular areas that AI will be used in the year ahead? 45% of marketing professionals will be using AI in their **email marketing**, and over one-third (34%) will be using it to improve their **analytics and reporting**. One in five marketers **will not be utilizing AI** in the year ahead.

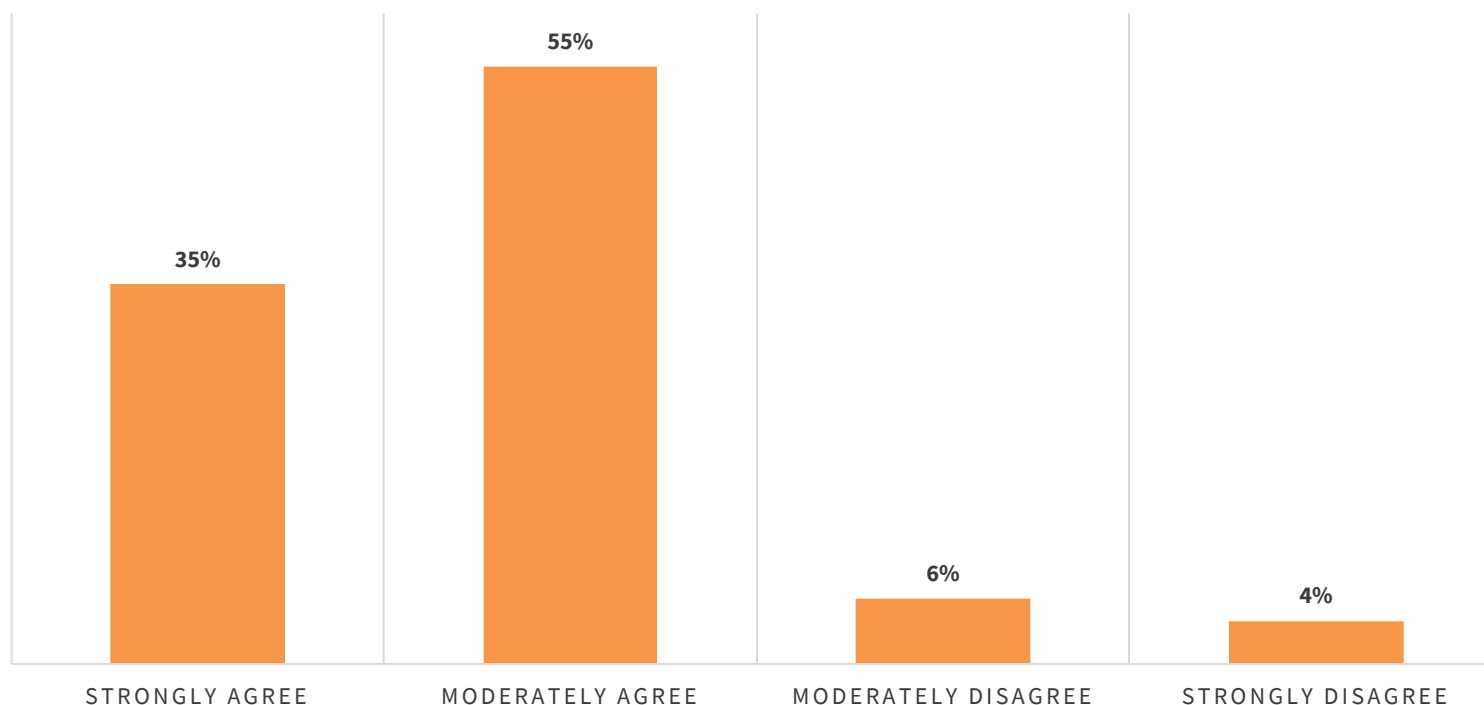
IN WHICH AREAS WILL ARTIFICIAL INTELLIGENCE (AI) BE UTILIZED IN THE YEAR AHEAD?



THE COLLECTION OF FIRST-PARTY DATA

With data privacy regulations evolving and the deprecation of third-party cookies on the horizon, marketers are faced with finding alternative avenues to discovering more about their customers. Nine out of ten (90%) marketing professionals surveyed **agree that the collection, analysis and use of first-party data will be critical to the success of their marketing strategies in the year ahead.**

THE COLLECTION, ANALYSIS AND USE OF FIRST-PARTY DATA WILL BE CRITICAL TO THE SUCCESS OF MY ORGANIZATION'S MARKETING STRATEGY IN THE YEAR AHEAD.



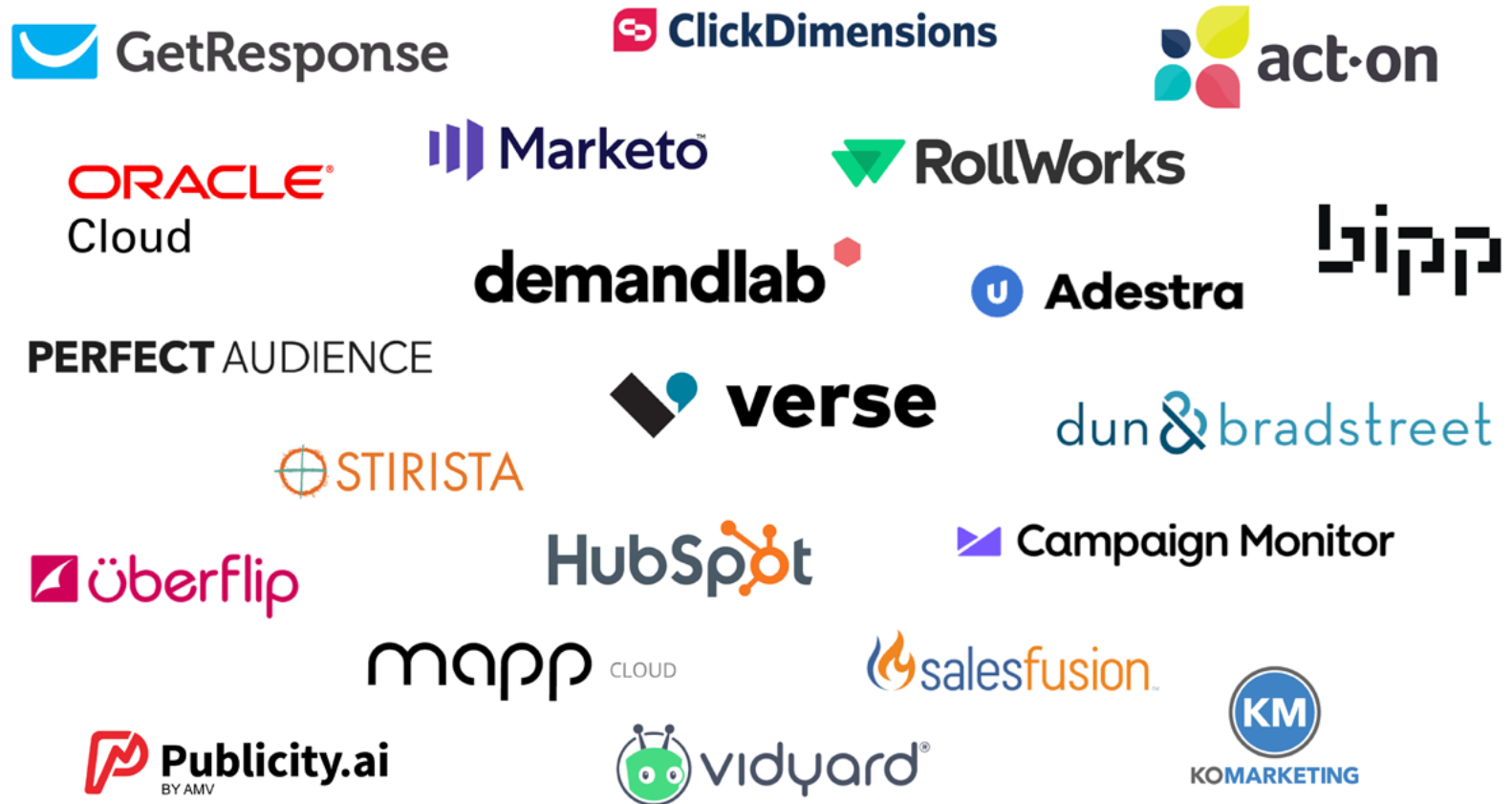


PERSONALIZED B2B RESEARCH TO GROW YOUR BUSINESS

Receive a *Research-Based Content Blueprint* that provides proven strategies on how to demonstrate thought-leadership, engage prospects, acquire new customers, and generate media coverage.

Research studies by BuzzSumo, MarketingProfs, and eMarketer finds that original research is the #1 type of content to engage prospects and convert leads to sales. Find out how you can add research to your marketing mix.





PUT THIS CONTENT TO GOOD USE!

This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

You may adapt, copy, distribute and transmit this work. However, you must attribute the work as produced by Ascend2 and its Research Partners, but not in any way that suggests that they endorse you or your use of the work.

When you share this content, please provide a link back to ascend2.com