THE STATE OF MARKETING AUTOMATION 2022

Research Created for Marketers

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

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IN THIS REPORT...

PUT THIS CONTENT TO GOOD USE!

HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

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

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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	22%
B2C	52%
B2B and B2C equally	26%

Number of Employees

More than 500	23%
50 to 500	20%
Fewer than 50	57%

Primary role in company

Owner / Partner / C-Level	54%
Vice President / Director / Manager	31%
Non-Management Professional	15%

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THE STATE OF MARKETING AUTOMATION 2022

The processes and people behind the utilization of automation in conjunction with other marketing efforts are just as important as the automation technology itself.

So how are marketers finding the right balance to improve performance?

To help answer this question, Ascend2 and our Research Partners fielded The State of Marketing Automation 2022 survey. We thank the 393 marketers who responded to this survey between February 15, 2022 and February 23, 2022.
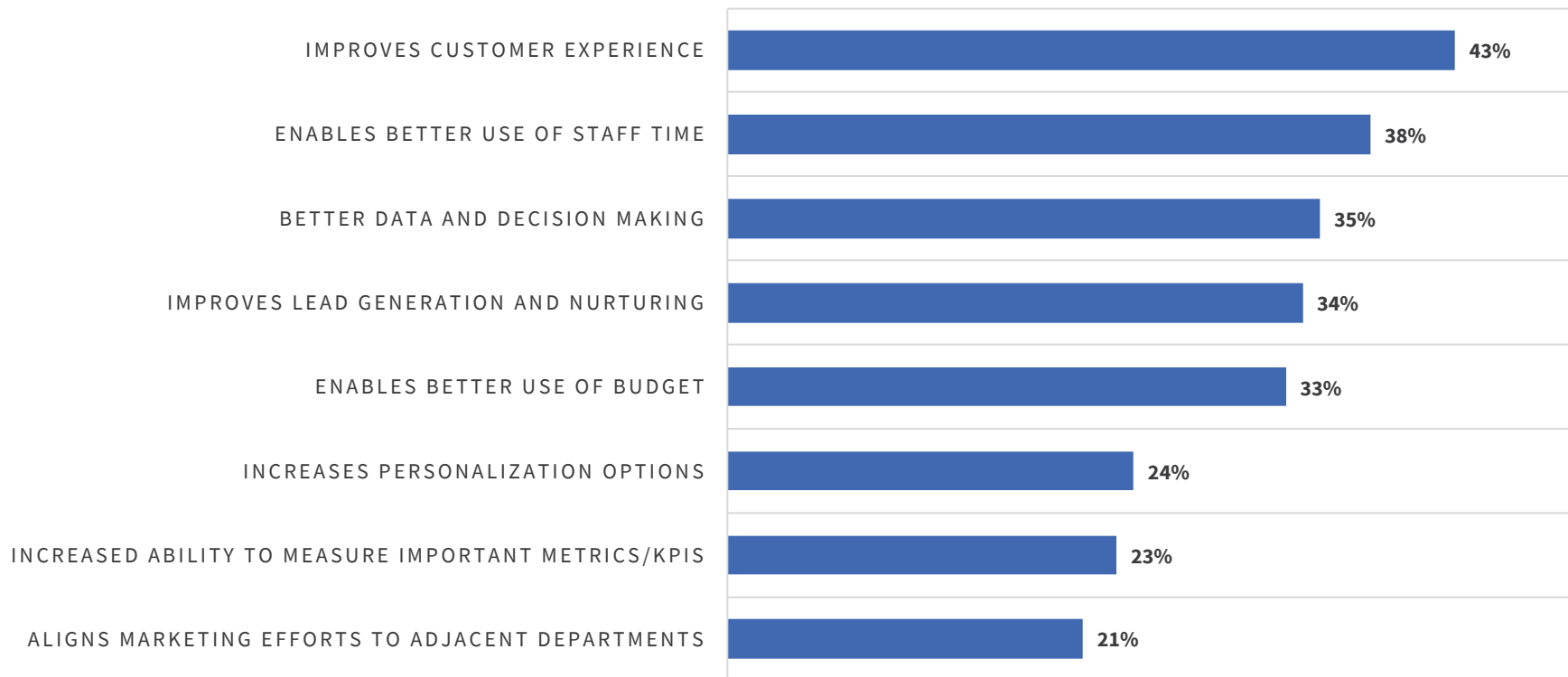
This Survey Summary Report, titled *The State of Marketing Automation 2022,* represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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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ADVANTAGES OF AUTOMATION

The capabilities of marketing automation solutions cover every stage of the marketing funnel, but what do marketers feel are the benefits of using automation? 43% of marketers say that improving the customer experience is a most important advantage gained from utilizing automation. Enabling staff to make better use of their time and improving data and decision-making also rank high on this list according to 38% and 35% of those surveyed, respectively.

WHAT ARE THE MOST IMPORTANT ADVANTAGES OF USING MARKETING AUTOMATION?

Advantage	Percentage
IMPROVES CUSTOMER EXPERIENCE	43%
ENABLES BETTER USE OF STAFF TIME	38%
BETTER DATA AND DECISION MAKING	35%
IMPROVES LEAD GENERATION AND NURTURING	34%
ENABLES BETTER USE OF BUDGET	33%
INCREASES PERSONALIZATION OPTIONS	24%
INCREASED ABILITY TO MEASURE IMPORTANT METRICS/KPIS	23%
ALIGNS MARKETING EFFORTS TO ADJACENT DEPARTMENTS	21%

REPORTING STRATEGIC SUCCESS

Marketing automation is only as effective as the resources dedicated to utilizing and optimizing it to the fullest potential, and this isn't easy work. Nearly two-thirds (64%) of marketing professionals report that their marketing automation is somewhat successful at helping them to achieve their most important goals. Another 22% report best-in-class success, compared to the competition.
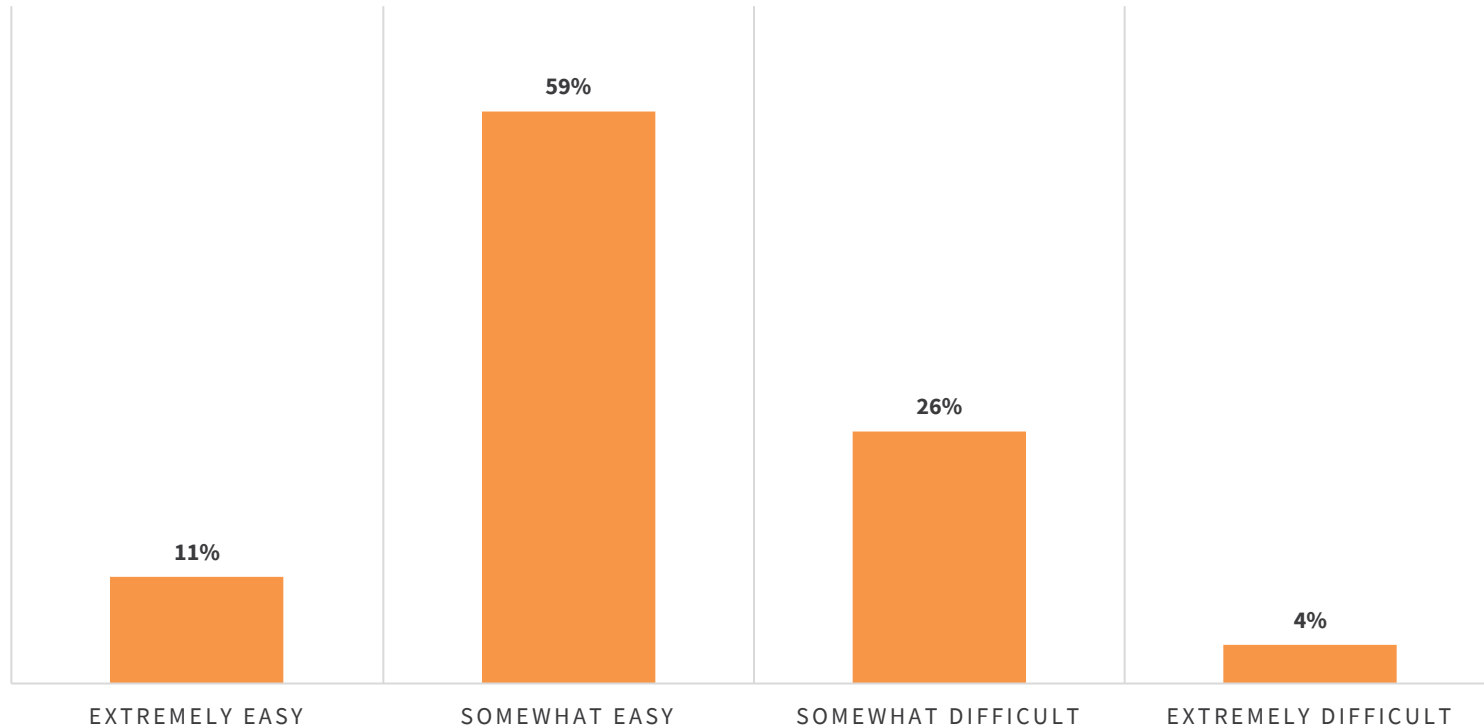
HOW WOULD YOU RATE THE SUCCESS OF YOUR MARKETING AUTOMATION AT ACHIEVING IMPORTANT MARKETING OBJECTIVES?

UNSUCCESSFUL
14%

VERY SUCCESSFUL
(BEST-IN-CLASS)
22%

SOMEWHAT
SUCCESSFUL
64%

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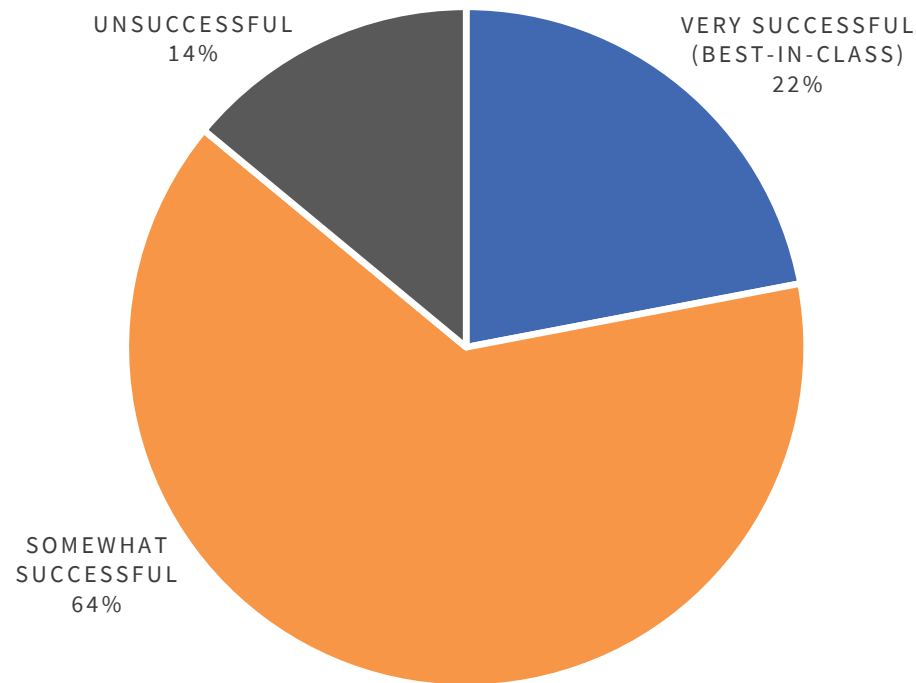
MEASURING SUCCESS

The good news is that a 70% majority of marketers feel that measuring the success of marketing automation at achieving important objectives is easy to some extent. Most of this group describe measuring performance as "somewhat easy." Another 30% of those surveyed consider automation to be difficult to measure the success of.

HOW EASY OR DIFFICULT IS IT TO MEASURE THE SUCCESS OF MARKETING AUTOMATION AT ACHIEVING IMPORTANT OBJECTIVES?

59%

26%

11%

4%

EXTREMELY EASY   SOMEWHAT EASY   SOMEWHAT DIFFICULT   EXTREMELY DIFFICULT

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AUTOMATION OF CUSTOMER JOURNEY

Most organizations orchestrate customer journeys that combine real human interactions with automated interactions to create a personalized experience. A 69% majority of marketers consider their overall customer journey to be partially or mostly automated. Only 9% are operating with fully automated journeys and 22% of those surveyed say that their journey includes little to no automation.

TO WHAT EXTENT IS YOUR OVERALL CUSTOMER JOURNEY AUTOMATED?

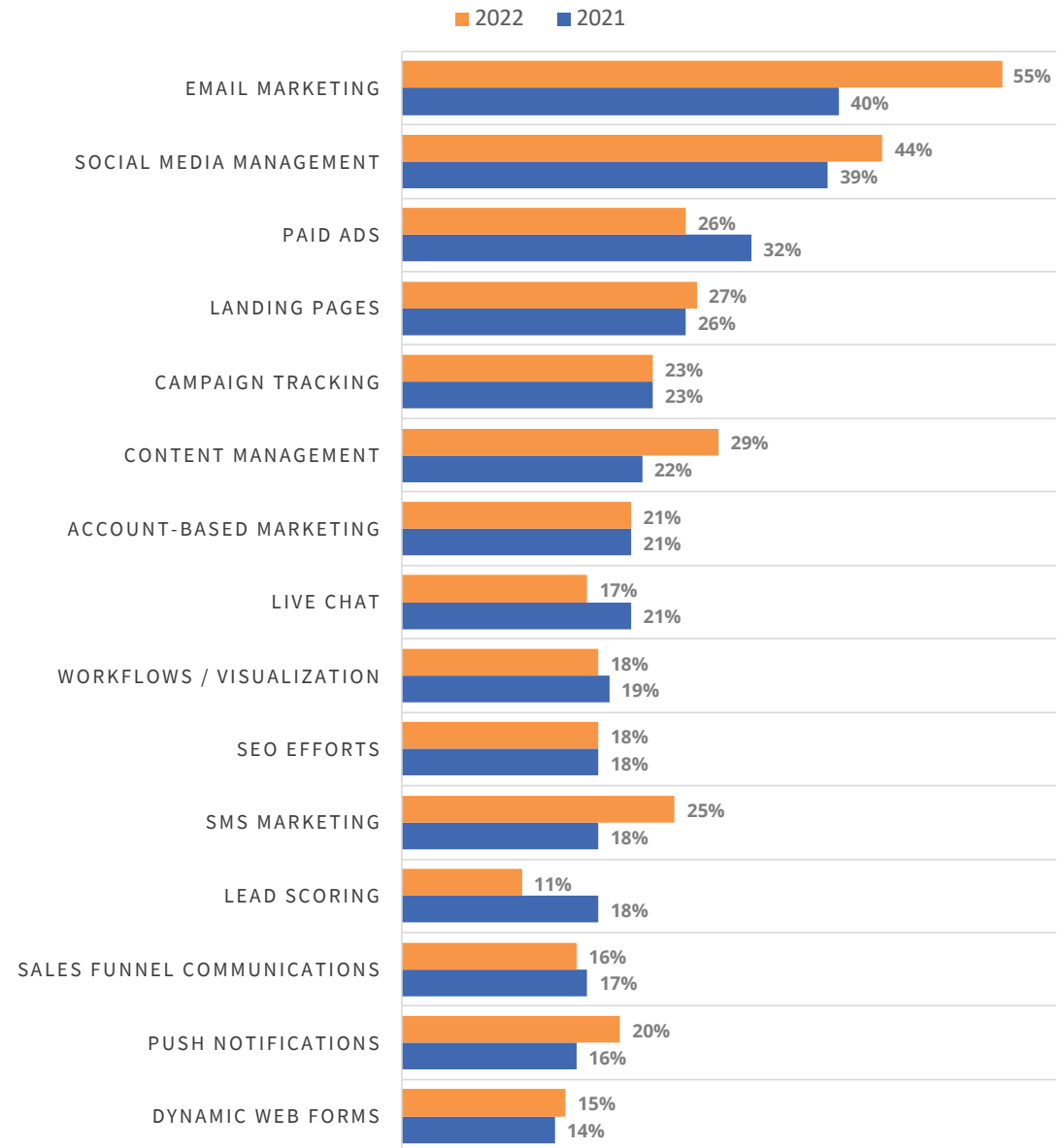| FULLY AUTOMATED	MOSTLY AUTOMATED	PARTIALLY AUTOMATED	NOT AUTOMATED
9%	22%	47%	22%
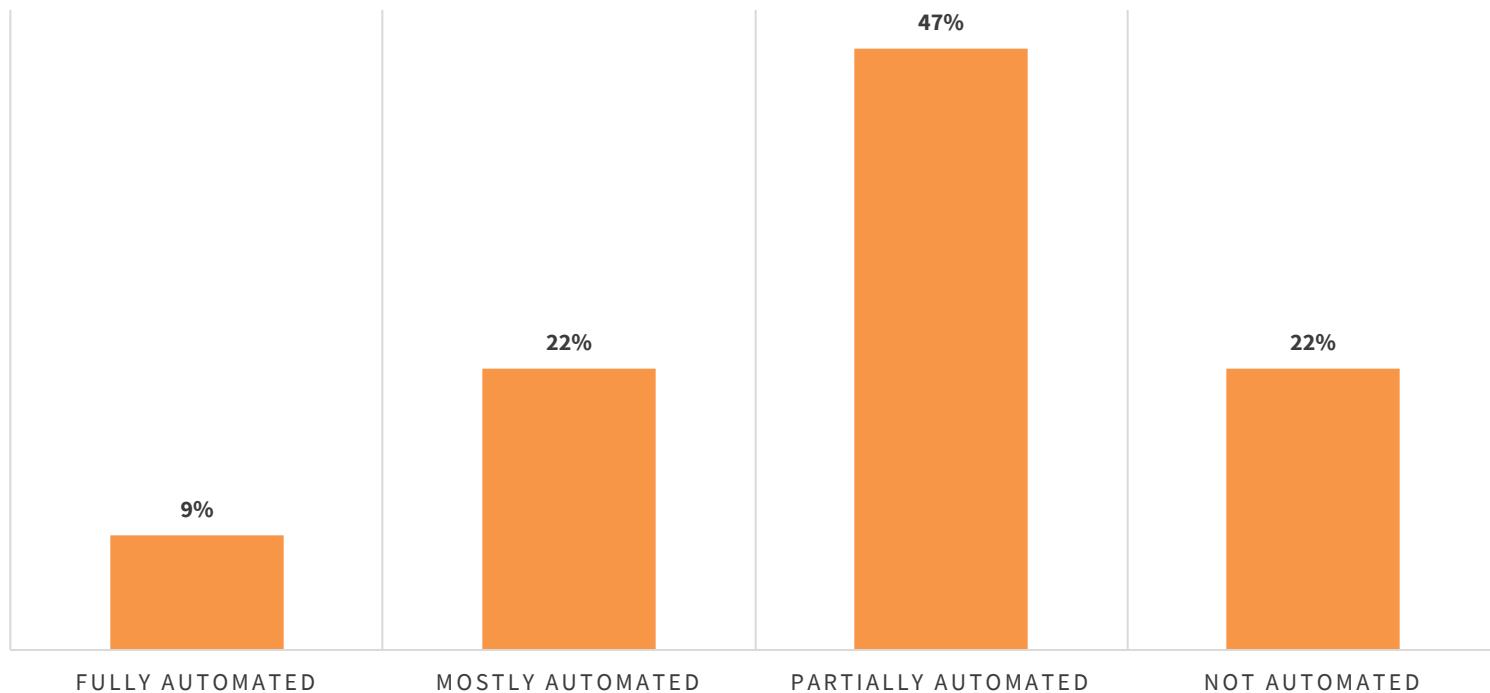
TRENDS IN USE OF AUTOMATION

Last year, we asked marketers in which areas they utilize automation. Comparing those answers from 2021 to the answers collected from marketers in 2022 gives insight into trends in automation use. While many areas remained consistent, here was a significant jump in the use of automation in email marketing from 2021 to 2022, as well as in SMS marketing. We also see a slight decline in the use of automation in paid advertising as well as lead scoring from last year to this year.

IN WHICH OF THE FOLLOWING AREAS DO YOU CURRENTLY UTILIZE MARKETING AUTOMATION?

■ 2022 ■ 2021

Area	2022	2021
EMAIL MARKETING	55%	40%
SOCIAL MEDIA MANAGEMENT	44%	39%
PAID ADS	26%	32%
LANDING PAGES	27%	26%
CAMPAIGN TRACKING	23%	23%
CONTENT MANAGEMENT	29%	22%
ACCOUNT-BASED MARKETING	21%	21%
LIVE CHAT	17%	21%
WORKFLOWS / VISUALIZATION	18%	19%
SEO EFFORTS	18%	18%
SMS MARKETING	25%	18%
LEAD SCORING	11%	18%
SALES FUNNEL COMMUNICATIONS	16%	17%
PUSH NOTIFICATIONS	20%	16%
DYNAMIC WEB FORMS	15%	14%

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PURCHASE FORECAST

As use-cases for automation continues to grow, will organizations be evaluating new solutions in the next 12 months? Nearly one-third (31%) of marketing professionals responding to this survey report that they will be shopping for a marketing automation solution in the year ahead. Over one-quarter (26%) of those surveyed say they will not be looking for a new marketing automation tool this year.
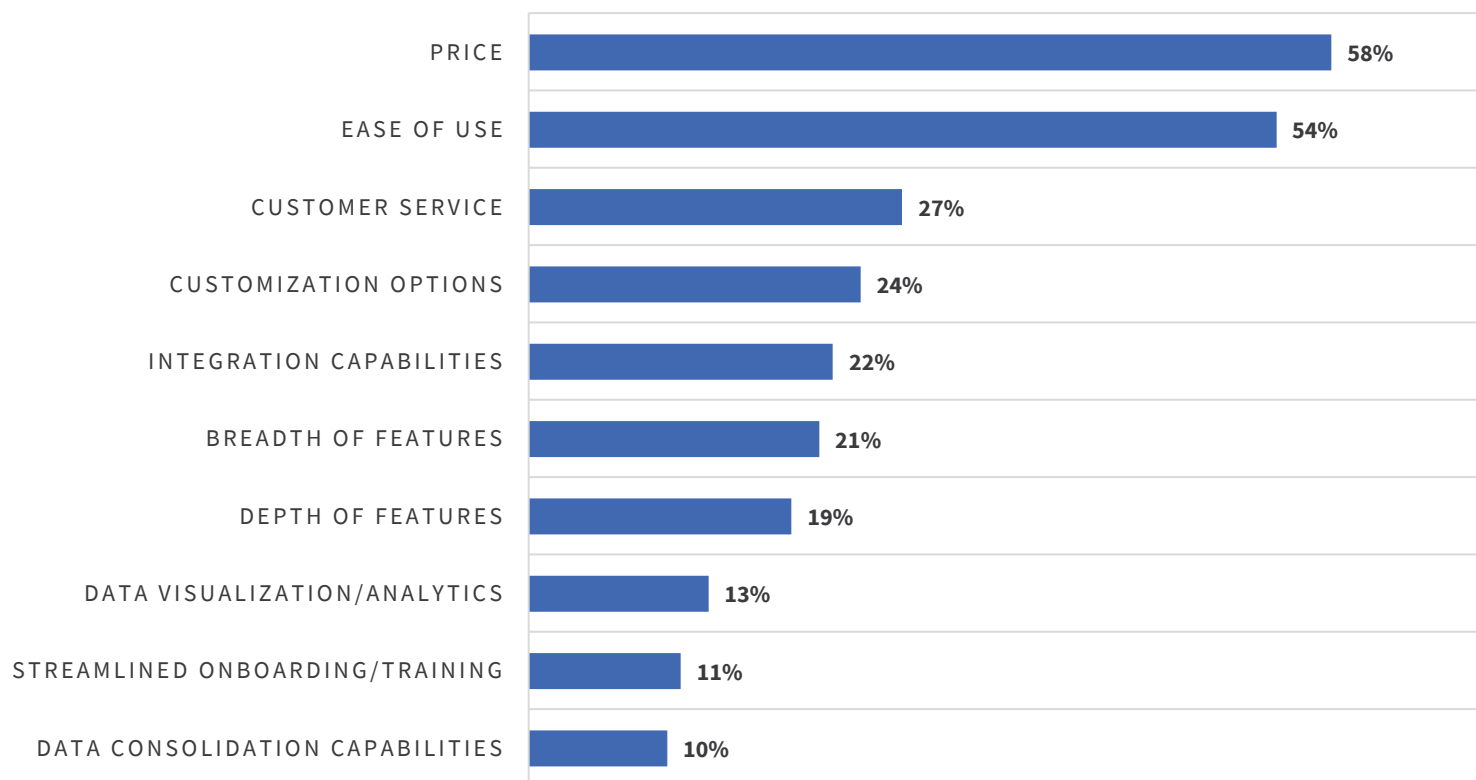
WILL YOU BE SHOPPING FOR A MARKETING AUTOMATION SOLUTION IN THE NEXT 12 MONTHS?

YES
31%

UNSURE
43%

NO
26%
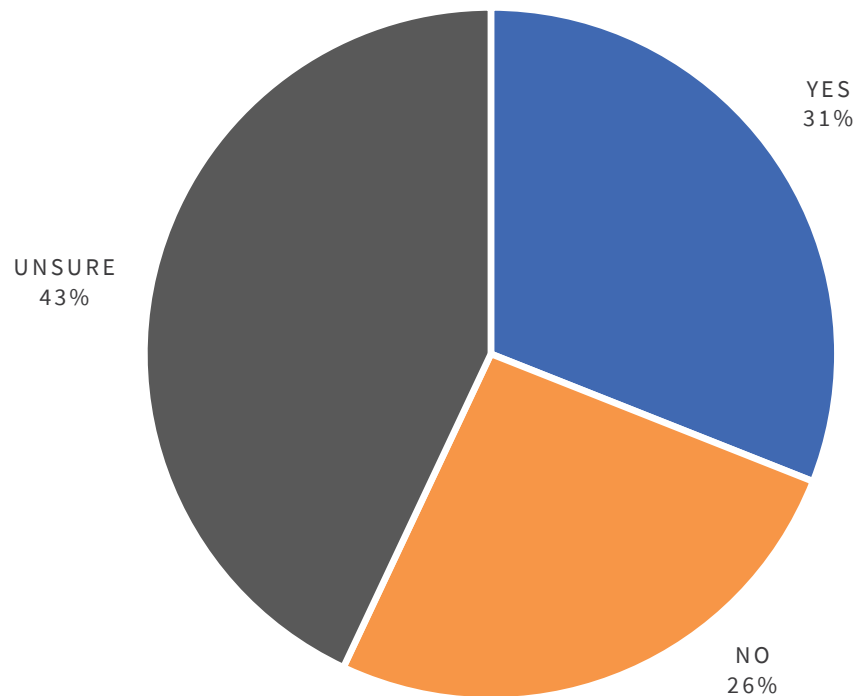
FACTORS DRIVING AUTOMATION PURCHASE

With about one-third of marketers reporting that their organizations will be shopping for a marketing automation solution in the coming year, it is important to identify which factors are most important when evaluating these tools. Price and ease of use top the list of drivers behind this purchase decision according to 58% and 54% of marketers surveyed, respectively.
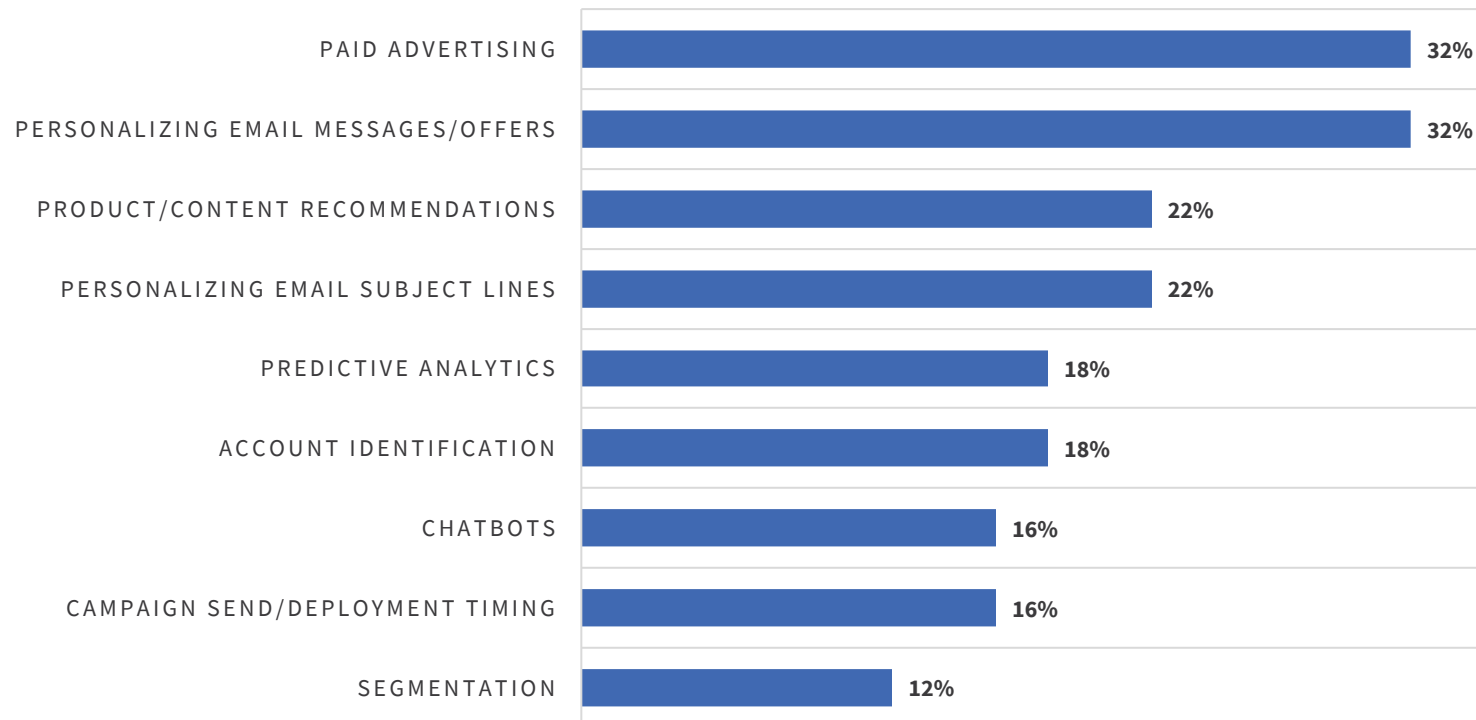
WHAT ARE THE PRIMARY FACTORS DRIVING THE PURCHASE DECISION OF A MARKETING AUTOMATION TOOL?

Factor	Percentage
PRICE	58%
EASE OF USE	54%
CUSTOMER SERVICE	27%
CUSTOMIZATION OPTIONS	24%
INTEGRATION CAPABILITIES	22%
BREADTH OF FEATURES	21%
DEPTH OF FEATURES	19%
DATA VISUALIZATION/ANALYTICS	13%
STREAMLINED ONBOARDING/TRAINING	11%
DATA CONSOLIDATION CAPABILITIES	10%

AUTOMATION AND AI

While marketing automation streamlines and lessens the burden of manual work, adding artificial intelligence (AI) to automation can help to further improve the customer experience. Nearly one-third (32%) of those surveyed report that they are currently using AI in combination with marketing automation for paid advertising and personalizing email messages and offers.

IN WHICH AREAS ARE YOU CURRENTLY TESTING OR UTILIZING THE USE OF ARTIFICIAL INTELLIGENCE (AI) IN CONJUNCTION WITH YOUR MARKETING AUTOMATION?

Area	Percentage
PAID ADVERTISING	32%
PERSONALIZING EMAIL MESSAGES/OFFERS	32%
PRODUCT/CONTENT RECOMMENDATIONS	22%
PERSONALIZING EMAIL SUBJECT LINES	22%
PREDICTIVE ANALYTICS	18%
ACCOUNT IDENTIFICATION	18%
CHATBOTS	16%
CAMPAIGN SEND/DEPLOYMENT TIMING	16%
SEGMENTATION	12%

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CUSTOMIZED B2B RESEARCH
delivered to you with a plan to use it.

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

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Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. **Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals.**"

-David Crane, VP Marketing, Intentsify

"Ascend2 was a pleasure to work with and helped us to **design a thoughtful survey that uncovered truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

-Nick Olsson, CEO, Olsson Communications

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). **My CEO is super pleased.**"

-Emily Wingrove, Director of Marketing, Synthio

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."

-Jonathan Greene, Director of Marketing, LeadCrunch

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