THE STATE OF MARKETING AUTOMATION 2022
Research Created for Marketers
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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%
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.
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?**

<table>
<thead>
<tr>
<th>Advantage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improves customer experience</td>
<td>43%</td>
</tr>
<tr>
<td>Enables better use of staff time</td>
<td>38%</td>
</tr>
<tr>
<td>Better data and decision making</td>
<td>35%</td>
</tr>
<tr>
<td>Improves lead generation and nurturing</td>
<td>34%</td>
</tr>
<tr>
<td>Enables better use of budget</td>
<td>33%</td>
</tr>
<tr>
<td>Increases personalization options</td>
<td>24%</td>
</tr>
<tr>
<td>Increased ability to measure important metrics/KPIs</td>
<td>23%</td>
</tr>
<tr>
<td>Aligns marketing efforts to adjacent departments</td>
<td>21%</td>
</tr>
</tbody>
</table>
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.
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?
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?
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.
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%
- **NO** 26%
- **UNSURE** 43%
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?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>58%</td>
</tr>
<tr>
<td>Ease of Use</td>
<td>54%</td>
</tr>
<tr>
<td>Customer Service</td>
<td>27%</td>
</tr>
<tr>
<td>Customization Options</td>
<td>24%</td>
</tr>
<tr>
<td>Integration Capabilities</td>
<td>22%</td>
</tr>
<tr>
<td>Breadth of Features</td>
<td>21%</td>
</tr>
<tr>
<td>Depth of Features</td>
<td>19%</td>
</tr>
<tr>
<td>Data Visualization/Analytics</td>
<td>13%</td>
</tr>
<tr>
<td>Streamlined Onboarding/Training</td>
<td>11%</td>
</tr>
<tr>
<td>Data Consolidation Capabilities</td>
<td>10%</td>
</tr>
</tbody>
</table>
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?

- Paid Advertising: 32%
- Personalizing Email Messages/Offer: 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%
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.
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