

THE FUTURE OF THE MARTECH STACK

Research Created for Marketers



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

Ascend2[™]
RESEARCH-BASED MARKETING

IN THIS REPORT...

3. Methodology and Participants
4. Introduction
5. Rating Martech Success
6. Budget Trends
7. Top Goals for Martech Stack
8. Use of Current Stack
9. Replacing Technology
10. Top Challenges
11. Improving Customer Experience
12. Top Areas to Improve
13. About Ascend2 Research

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

N = 405 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	22%
B2C (Business-to-Consumer)	56%
B2B and B2C Equally	22%

Number of Employees

More than 500	17%
50 to 500	22%
Fewer than 50	61%

Primary role in company

Owner / Partner / C-Level	53%
Vice President / Director / Manager	32%
Non-Management Professional	15%

THE FUTURE OF THE MARTECH STACK

With marketing becoming more complex and an ever-expanding landscape of marketing technology (martech) solutions, marketers are faced with finding, selecting, implementing, and utilizing the right technology to support their goals.

But what does the coming year look like for marketers as they continue to improve their use of technology?

To help answer this question, Ascend2 and our Research Partners fielded the Future of the Martech Stack survey. We thank the 405 marketers who responded to this survey during the week of November 14, 2022.

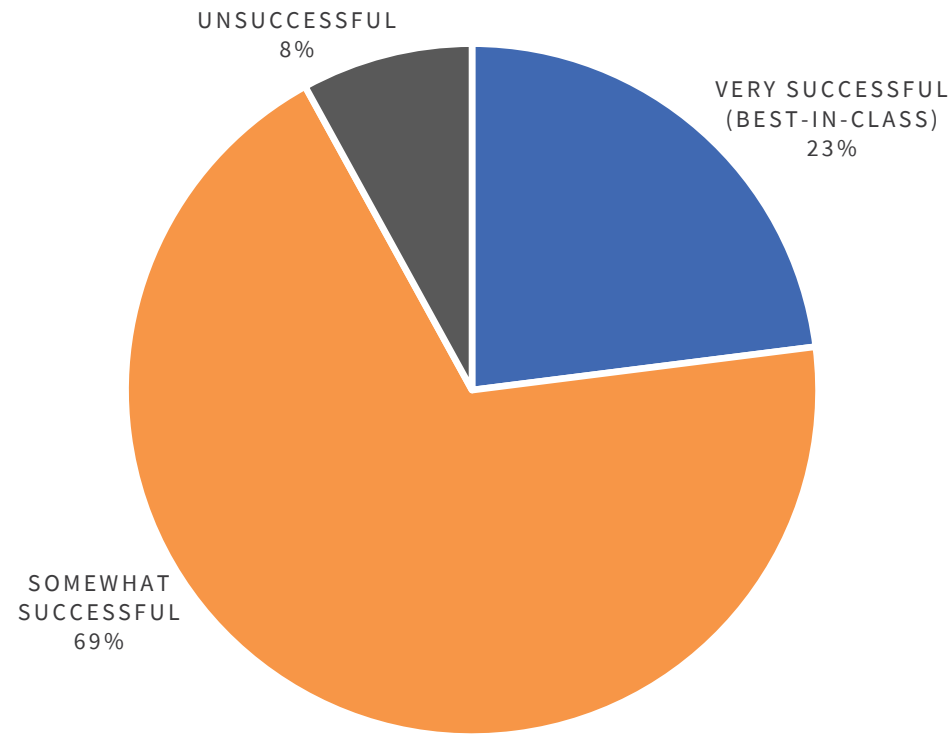
This Survey Summary Report, titled *The Future of the Martech Stack*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

RATING MARTECH SUCCESS

Less than one-quarter (23%) of marketers feel that their organization’s marketing technology (martech) is very successful at helping to achieve strategic goals. A 69% majority of those surveyed have experienced some success from their martech stack but believe there is room for improvement, while 8% describe their current martech stack as unsuccessful at supporting their marketing strategy.

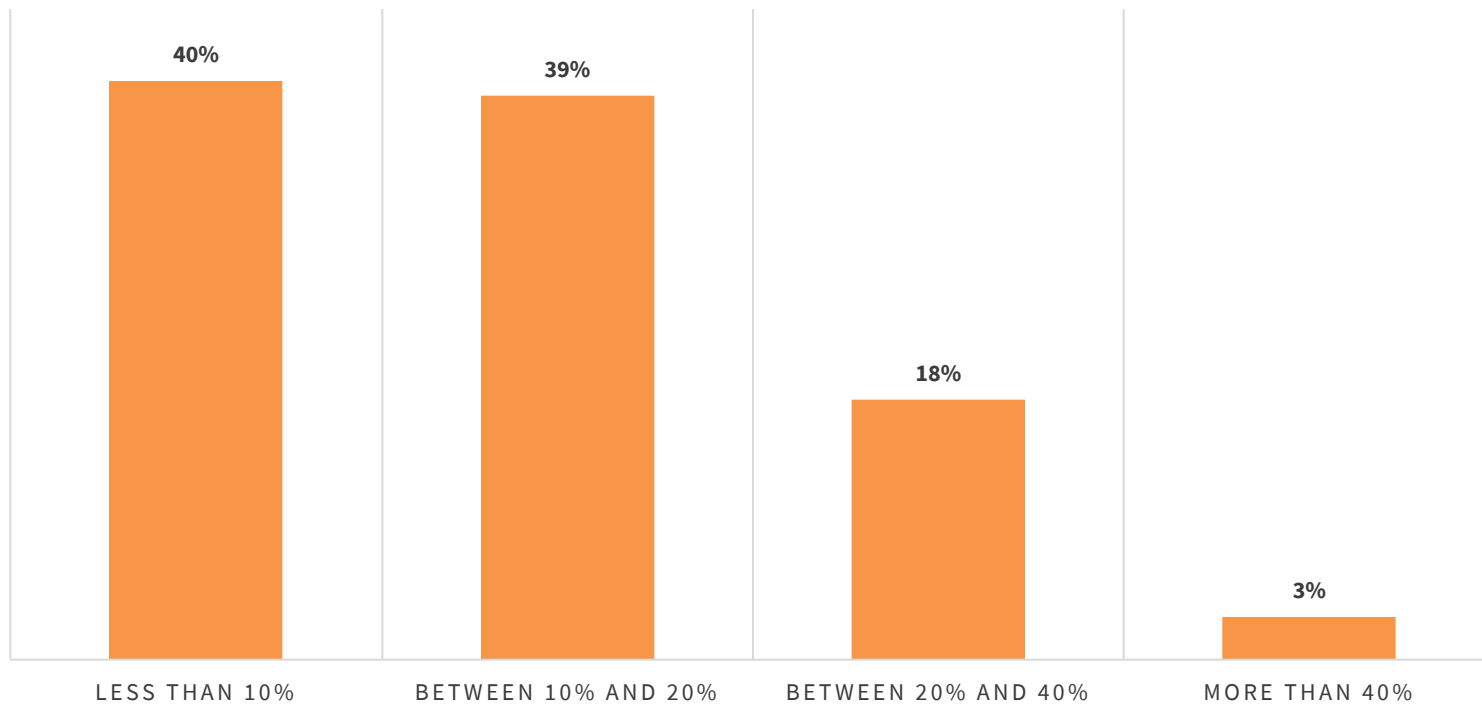
RATE THE OVERALL SUCCESS OF YOUR MARKETING TECHNOLOGY AT HELPING YOU TO ACHIEVE STRATEGIC GOALS.



BUDGET TRENDS

Four out of five marketing professionals report that less than 20% of their marketing budget will be dedicated to supporting the implementation or management of their tech stack in the coming year. About half of this group say that less than 10% of their overall budget will go to martech. Only a mere 3% of organizations will allocate more than 40% of their budget to supporting marketing technology.

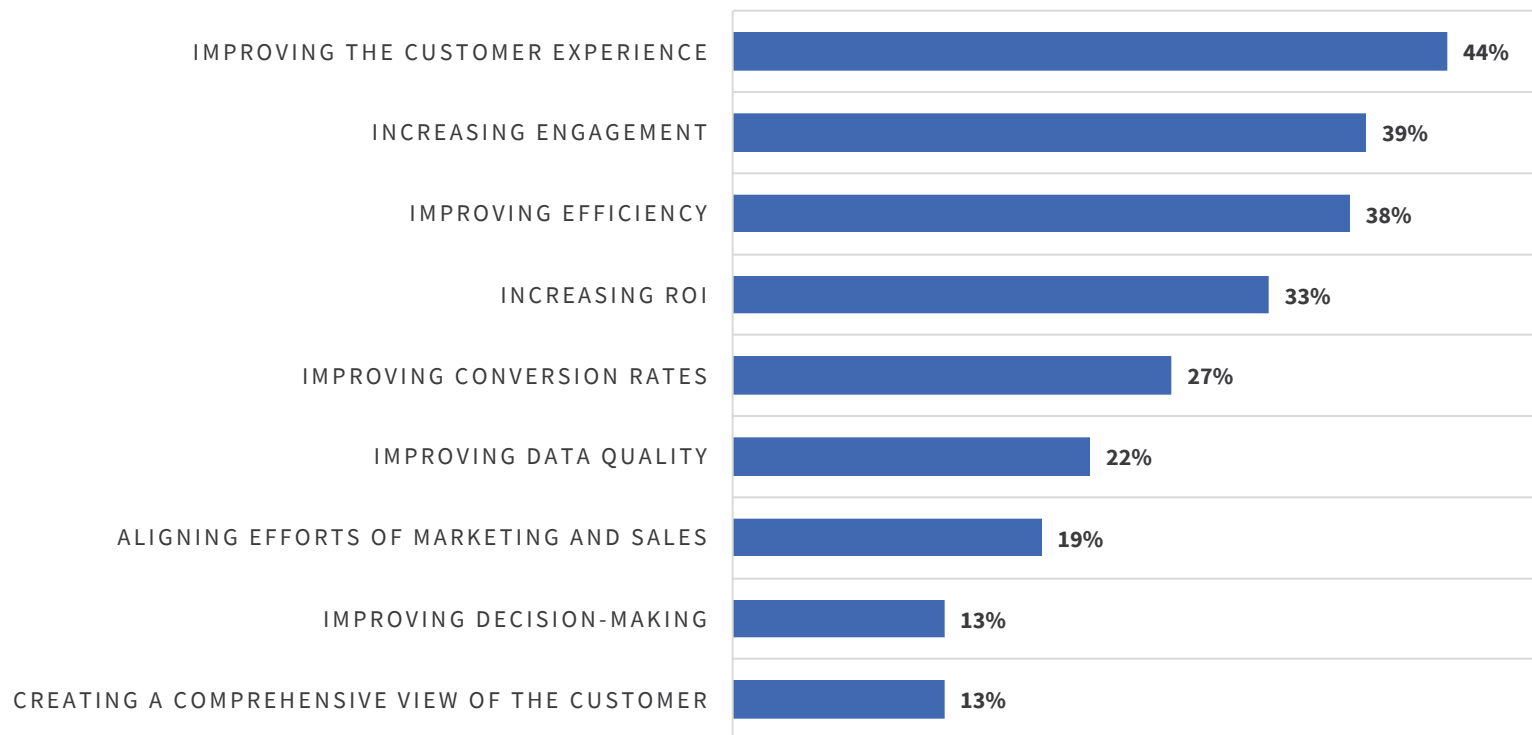
APPROXIMATELY HOW MUCH OF YOUR OVERALL MARKETING BUDGET WILL BE ALLOCATED TO MARKETING TECHNOLOGY (PLATFORM/TRAINING/MANAGEMENT) IN THE COMING YEAR?



TOP GOALS FOR MARTECH STACK

Improving the customer experience is a top priority for marketers as they consider what their marketing technology can do for them in the year ahead. Increasing engagement and improving efficiency are also top considerations for marketing professionals as they seek to optimize their technology stacks, according to 39% and 38% of those surveyed, respectively.

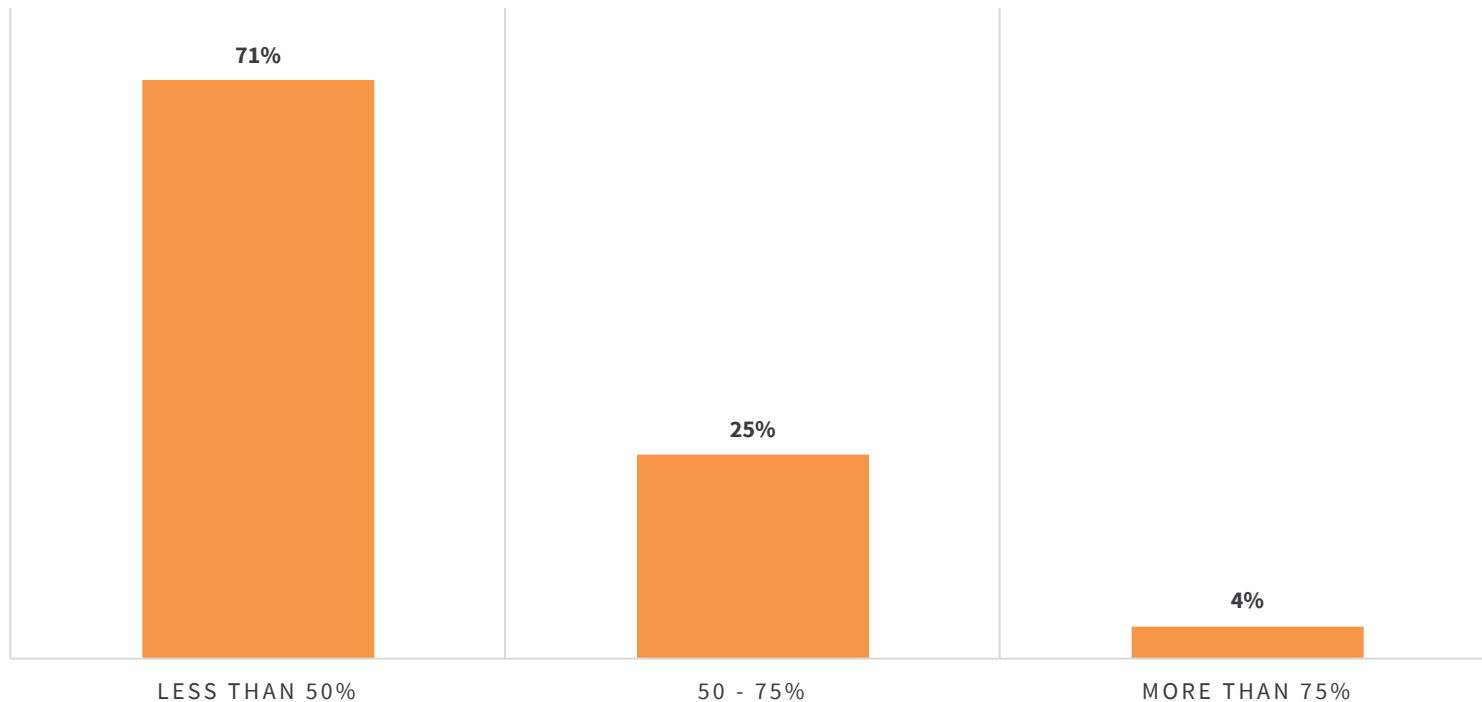
WHAT ARE THE MOST IMPORTANT GOALS WHEN IMPLEMENTING OR OPTIMIZING MARKETING TECHNOLOGY IN THE YEAR AHEAD?



USE OF CURRENT STACK

Our research indicates that martech stacks are significantly underutilized. Nearly three-quarters (71%) of marketers report that they are utilizing less than half of the capabilities that their marketing technology offers, while another one-quarter say they are using between 50% and 75% of their martech stack capabilities. Only 4% of marketers report using the majority of the capabilities and features their martech stack has to offer.

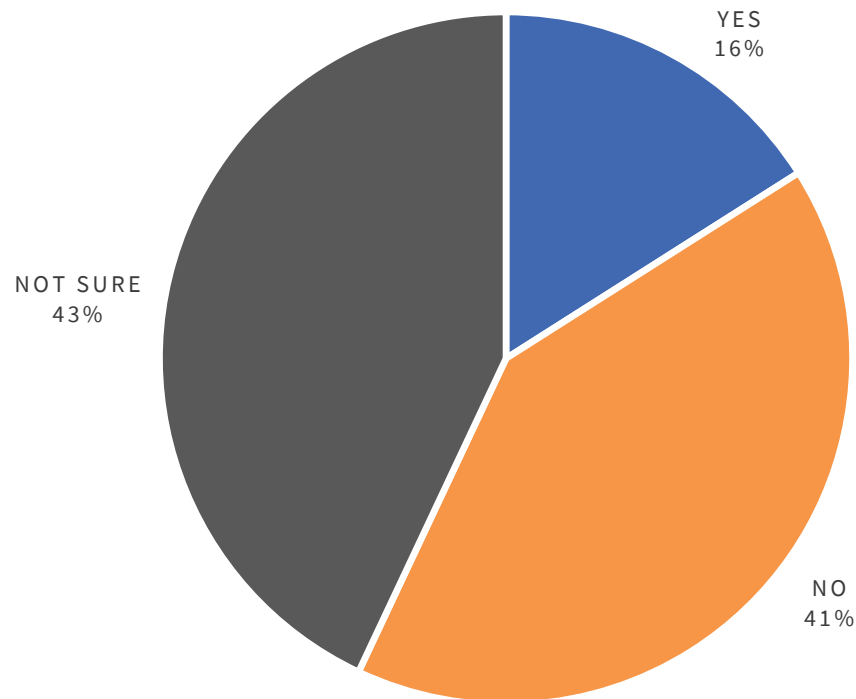
HOW MUCH OF YOUR CURRENT MARTECH STACK CAPABILITIES ARE YOU USING?



REPLACING TECHNOLOGY

43% of those surveyed are not sure if they will need to replace part of their marketing technology in the year ahead, signaling their organization plans to do this on an as-needed basis. 16% of marketing professionals surveyed report having plans in place to update their current marketing technology in the year ahead while 41% say they have no plans for replacing technology.

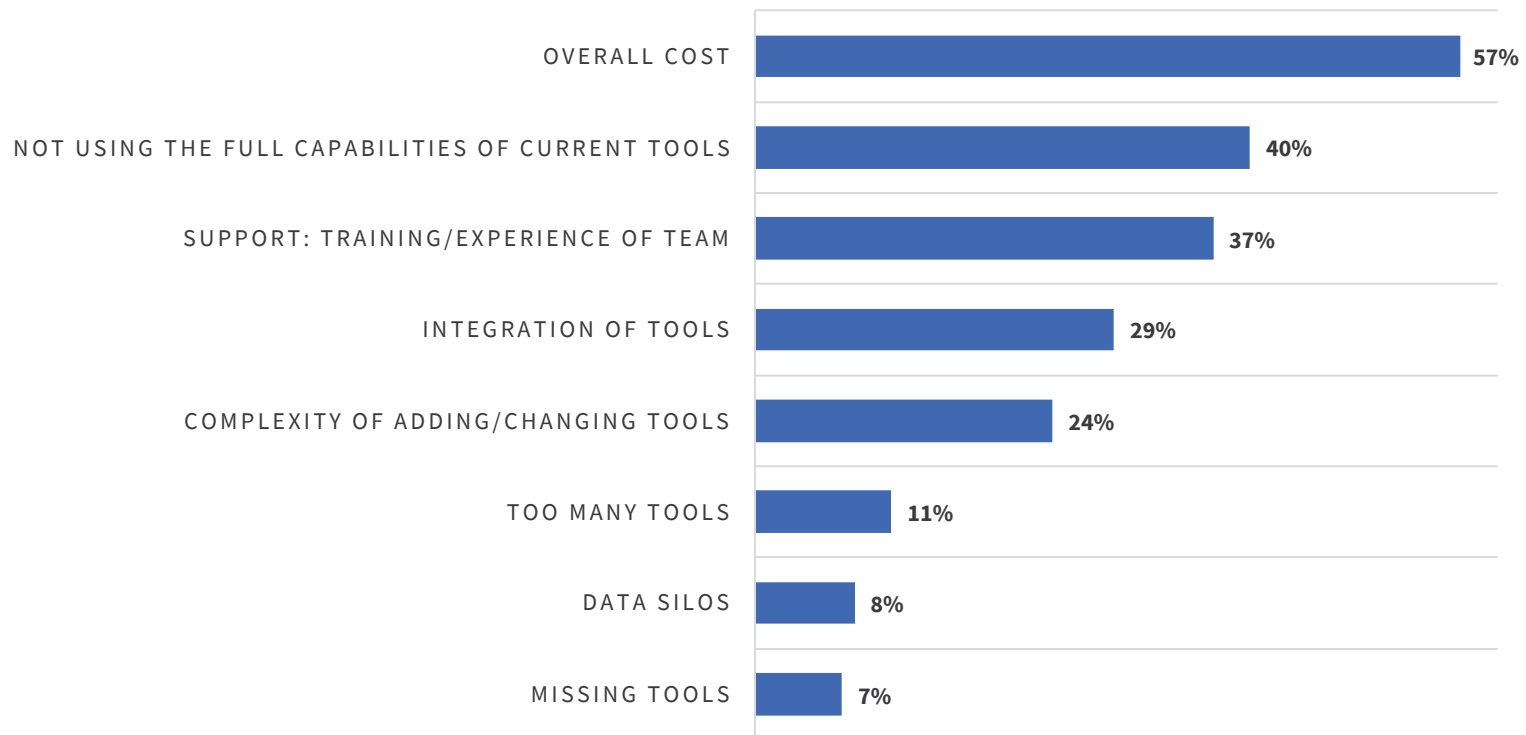
IN THE COMING YEAR, ARE YOU PLANNING TO REPLACE ANY PART OF YOUR MARTECH STACK?



TOP CHALLENGES

The overall cost of implementing and managing current marketing technology plagues 57% of marketing professionals surveyed. Another 40% report that one of their top challenges the current structure of their martech stack is not using the full capabilities of the tools. Supporting their technology with training and team experience is also a top challenge for 37% of marketing professionals.

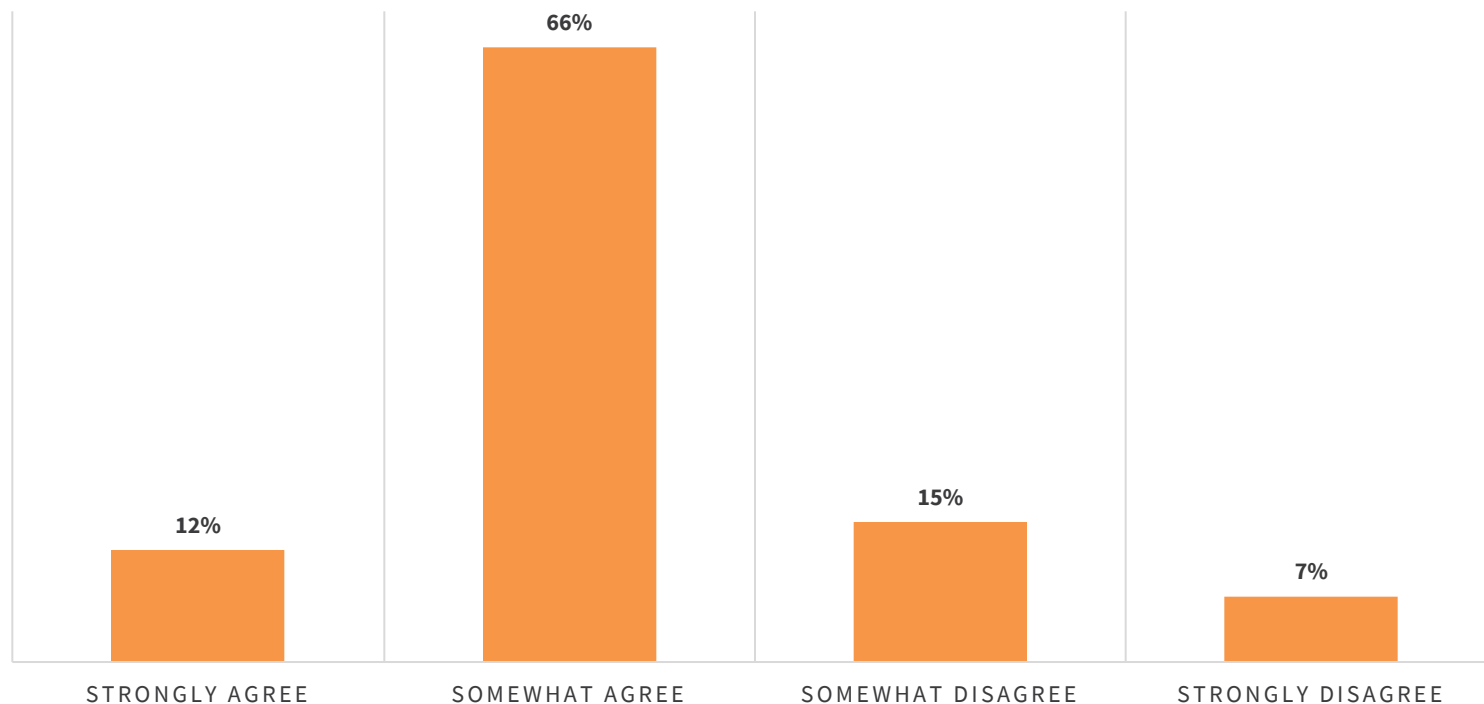
WHAT ARE THE TOP CHALLENGES WITH THE CURRENT STRUCTURE OF YOUR MARTECH STACK?



IMPROVING CUSTOMER EXPERIENCE

While two-thirds (66%) of marketers somewhat agree, only 12% of marketers strongly agree that their marketing technology facilitates their ability to improve the customer experience. With improving the customer experience being a top priority for marketers in the year ahead, this research indicates that there is much to improve in terms of enable an exceptional customer experience through the use of technology.

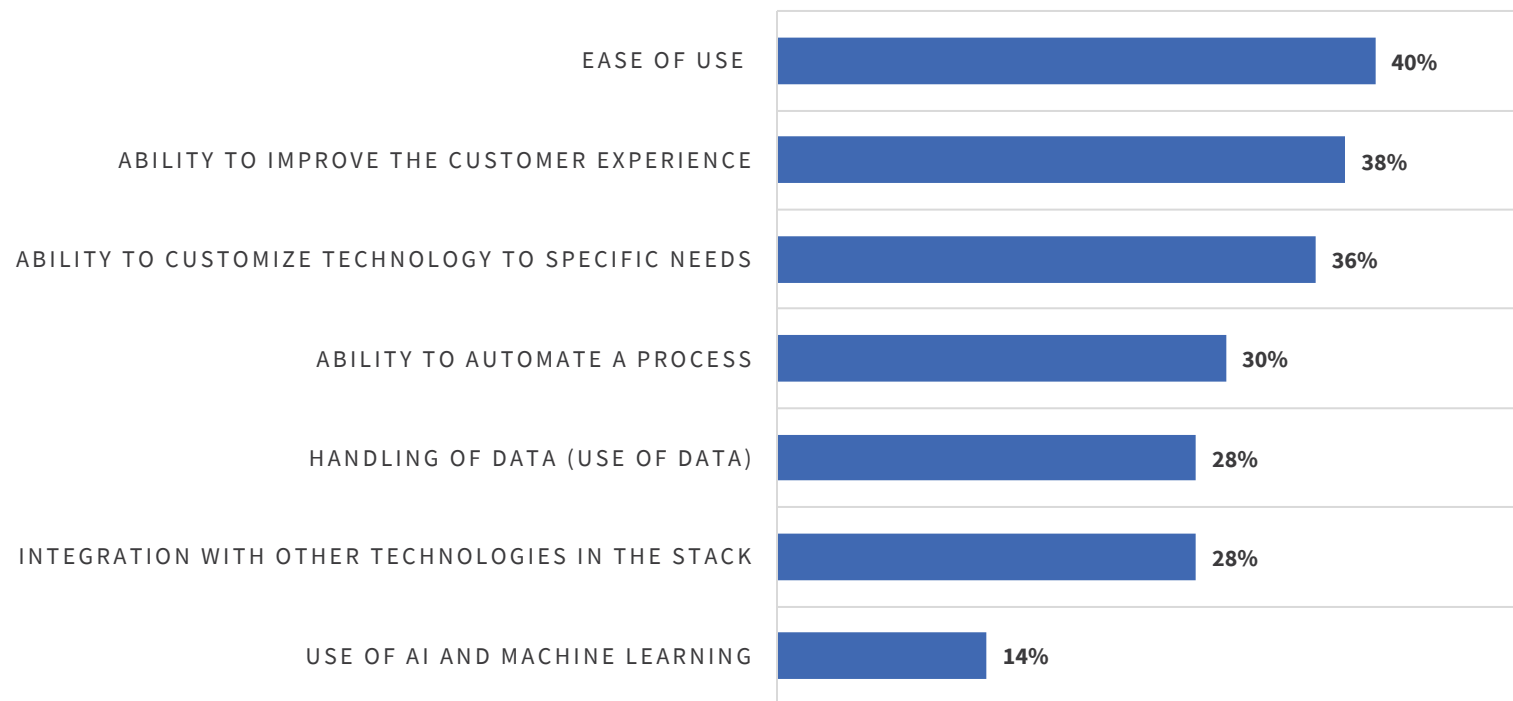
MY CURRENT MARTECH STACK FACILITATES MY ABILITY TO IMPROVE THE CUSTOMER EXPERIENCE.



TOP AREAS TO IMPROVE

The area of their martech stack that marketers identify as needing the most improvement is ease of use. User-friendly solutions allow for greater use and faster adoption throughout an organization. 38% of those surveyed how to improve their ability to deliver better customer experiences with their martech stacks while 36% say their tech stacks need to be more customizable for their specific needs in order to optimize marketing efforts in the year ahead.

WHICH OF THE FOLLOWING CAPABILITIES OF YOUR MARTECH STACK NEEDS THE MOST IMPROVEMENT IN ORDER TO OPTIMIZE MARKETING EFFORTS IN THE COMING YEAR?



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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