THE STATE OF MARKETING AUTOMATION 2023

TREND REPORT

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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Put this content to good use!
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 = 391 Marketing Decision-Makers

**Primary Marketing Channel**

- B2B (Business-to-Business) 22%
- B2C (Business-to-Consumer) 49%
- B2B and B2C Equally 29%

**Number of Employees**

- More than 500 32%
- 50 to 500 35%
- Fewer than 50 33%

**Primary role in company**

- Owner / Partner / C-Level 32%
- Vice President / Director / Manager 48%
- Non-Management Professional 20%
When executed correctly, marketing automation can increase efficiencies and improve marketing workflows.

But how are marketers using automation now, compared to a year ago, and what are their plans for the year ahead?

To help answer this question, Ascend2 and our Research Partners fielded the Outlook on Marketing Data Quality survey. We thank the 391 marketers who responded to this survey during the week of February 6, 2023.

Additional reports referenced:
The State of Marketing Automation 2022
The State of Marketing Automation 2021

This Survey Summary Report, titled Outlook on Marketing Data Quality, 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 STRATEGIC SUCCESS

One quarter (25%) of marketing professionals surveyed feel that their current marketing automation strategy is best-in-class in supporting their efforts to achieve marketing objectives. Two-thirds (66%) of those surveyed feel that they see some success from the automation they have in place, and 9% report little to no success from their marketing automation.
PRIMARY GOALS FOR AUTOMATION

Optimizing an overall marketing automation strategy is the top-reported goal as marketers work to improve their marketing automation in the year ahead, but how are they working to achieve this general objective? Improving data quality and identifying ideal customers and/or prospects are top goals for the year ahead according to 37% and 34% of marketers surveyed, respectively.

WHAT ARE YOUR PRIMARY GOALS FOR IMPROVING YOUR MARKETING AUTOMATION IN THE YEAR AHEAD?

- Optimize Overall Strategy: 43%
- Improve Data Quality: 37%
- Identify Ideal Customers/Prospects: 34%
- Optimize Messaging/Campaigns: 31%
- Increase Personalization: 30%
- Decrease Costs/Drive Efficient Growth: 21%
- Increase Automation Across Customer Journey: 19%
- Integrate Technologies/Data: 15%
- Increase Employee Adoption/Usage: 13%
EXTENT OF AUTOMATION

The use of automation across the customer journey has tracked similarly in the last two years, but a slightly higher portion of marketers are reporting that their customer journey is mostly or entirely automated this year compared to last year. 35% of those surveyed this year report being mostly to fully automated compared to 31% last year.

TO WHAT EXTENT IS YOUR OVERALL CUSTOMER JOURNEY AUTOMATED?

<table>
<thead>
<tr>
<th>Extent of Automation</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fully Automated</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Mostly Automated</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>Partially Automated</td>
<td>44%</td>
<td>47%</td>
</tr>
<tr>
<td>Not Automated</td>
<td>21%</td>
<td>22%</td>
</tr>
</tbody>
</table>
Email and social media management are top reported areas where marketers currently utilize marketing automation, both in 2022 and 2023. But there has been a significant increase in the use of automation for paid advertising since last year according to 40% of marketers surveyed (compared to 26% of marketers surveyed in 2022).
There have been notable increases in the use of automation since 2021 according to our trends data. Nearly two-thirds (63%) of marketers this year report using automation in their email marketing efforts compared to just 40% of those surveyed in 2021. Other notable increases in the use of automation include the areas of social media management, paid ads, content management, and landing pages.
AREAS OF PLANNED USE

Where are marketers planning to implement automation in the coming year? 29% of those surveyed say they have plans to add automation to their social media management initiatives and paid advertising. Another 28% say they will be automating email marketing efforts. 21% of marketers will be adding automations to landing pages and SMS marketing.
There is room for improvement when it comes to the ease of creating effective customer journeys using their current automation platform according to marketers. Less than one-quarter (22%) of marketers surveyed feel strongly that their marketing automation platform they use makes it easy to build effective customer journeys. Another 53% say they somewhat agree leaving one-quarter (25%) who disagree.

**MY MARKETING AUTOMATION PLATFORM MAKES IT EASY TO BUILD EFFECTIVE CUSTOMER JOURNEYS.**

- **Strongly Agree:** 22%
- **Somewhat Agree:** 53%
- **Somewhat Disagree:** 17%
- **Strongly Disagree:** 8%
BUDGET TRENDS

Nearly 60% of marketers report expectations of an increase in their budget for marketing automation in the year ahead. While only 8% of those surveyed say this will be a significant increase, 51% describe this increase as moderate. Only 11% of marketing professionals surveyed say that their budgets dedicated to marketing automation will be decreasing in the coming year.
CONFIDENCE IN METRICS

80% of marketing professionals feel confident in the metrics they currently use to gauge marketing performance. One-in-five marketers feel extremely confident in the metrics they currently track. Another one-in-five marketing professionals feel unconfident to some extent in the metrics they utilize to gauge marketing performance.
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

“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

“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

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