

THE STATE OF MARKETING AUTOMATION 2023

TREND REPORT

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 Strategic Success
6. Primary Goals for Automation
7. Extent of Automation
8. Areas of Current Use
9. Areas of Planned Use
10. Building Effective Customer Journeys
11. Budget Trends
12. Confidence in Metrics
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.

Please feel free to 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

➤ **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 = 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%

THE STATE OF MARKETING AUTOMATION 2023

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](#)

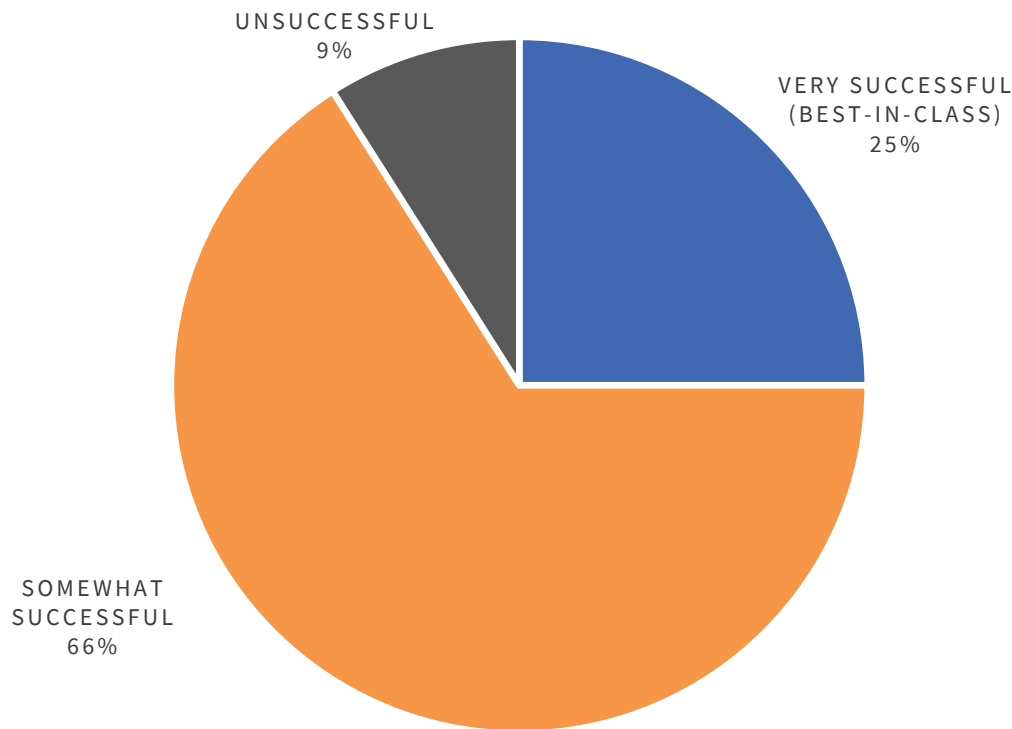
This Survey Summary Report, titled *Outlook on Marketing Data Quality*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

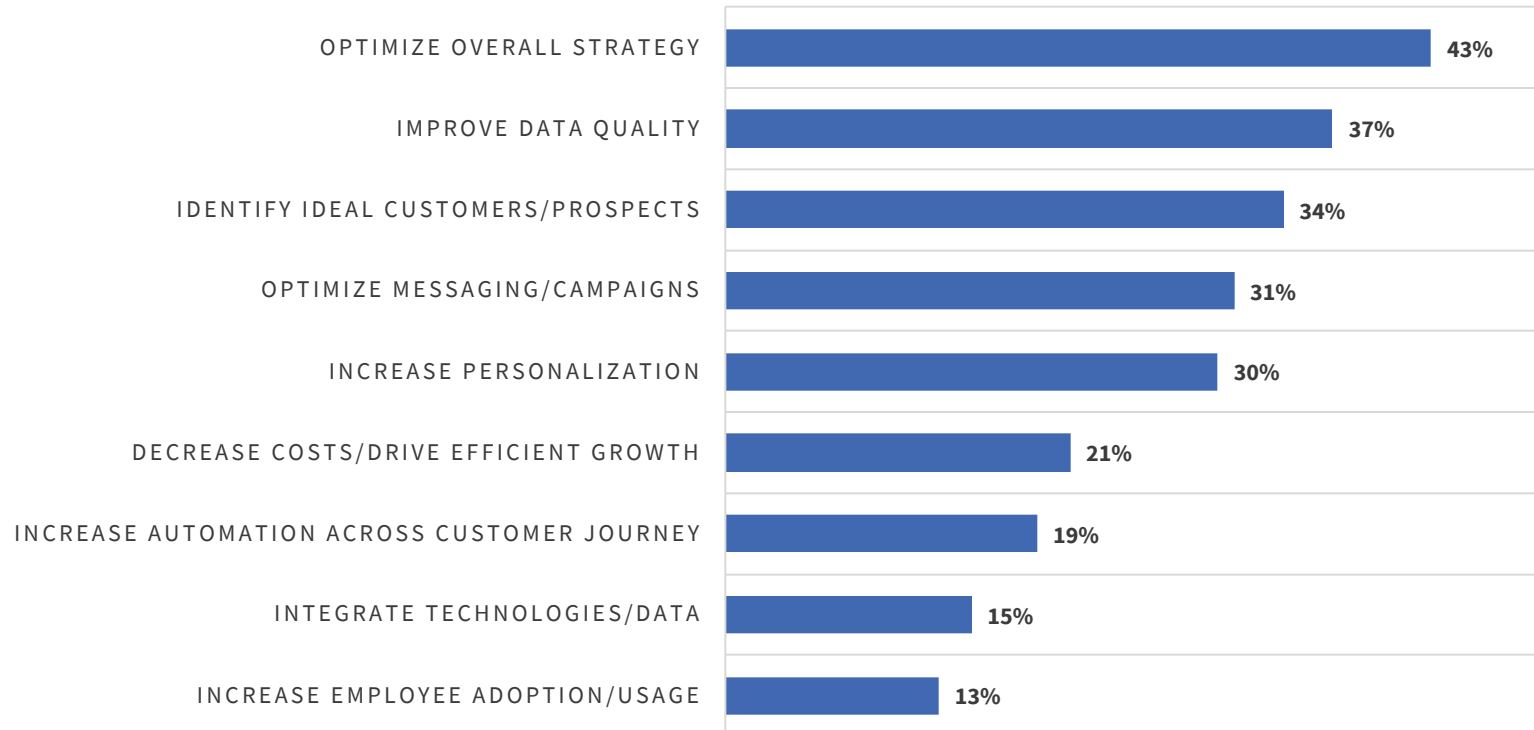
RATE THE SUCCESS OF YOUR MARKETING AUTOMATION IN HELPING YOU TO ACHIEVE MARKETING OBJECTIVES.



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.

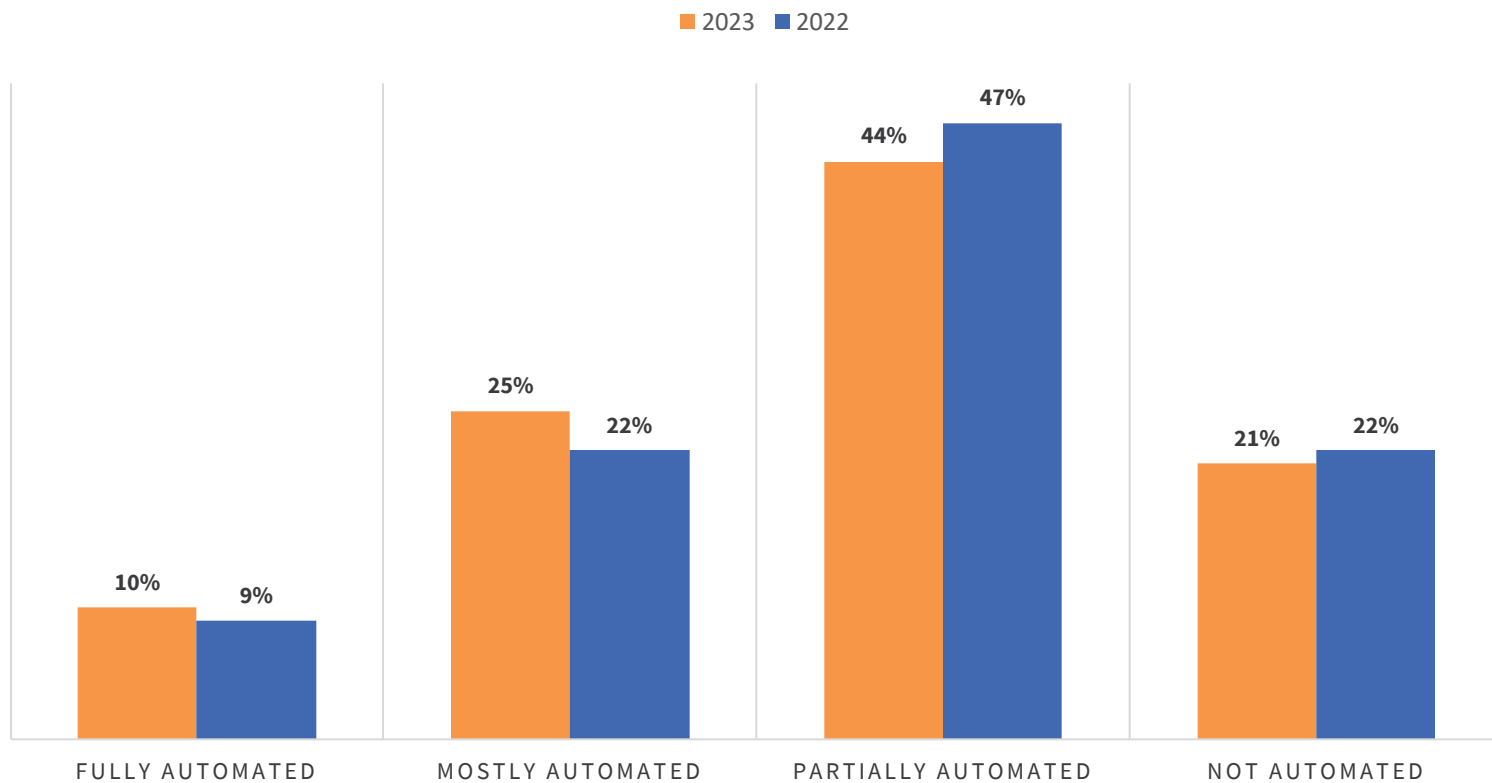
WHAT ARE YOUR PRIMARY GOALS FOR IMPROVING YOUR MARKETING AUTOMATION IN THE YEAR AHEAD?



EXTENT OF AUTOMATION **TREND**

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.

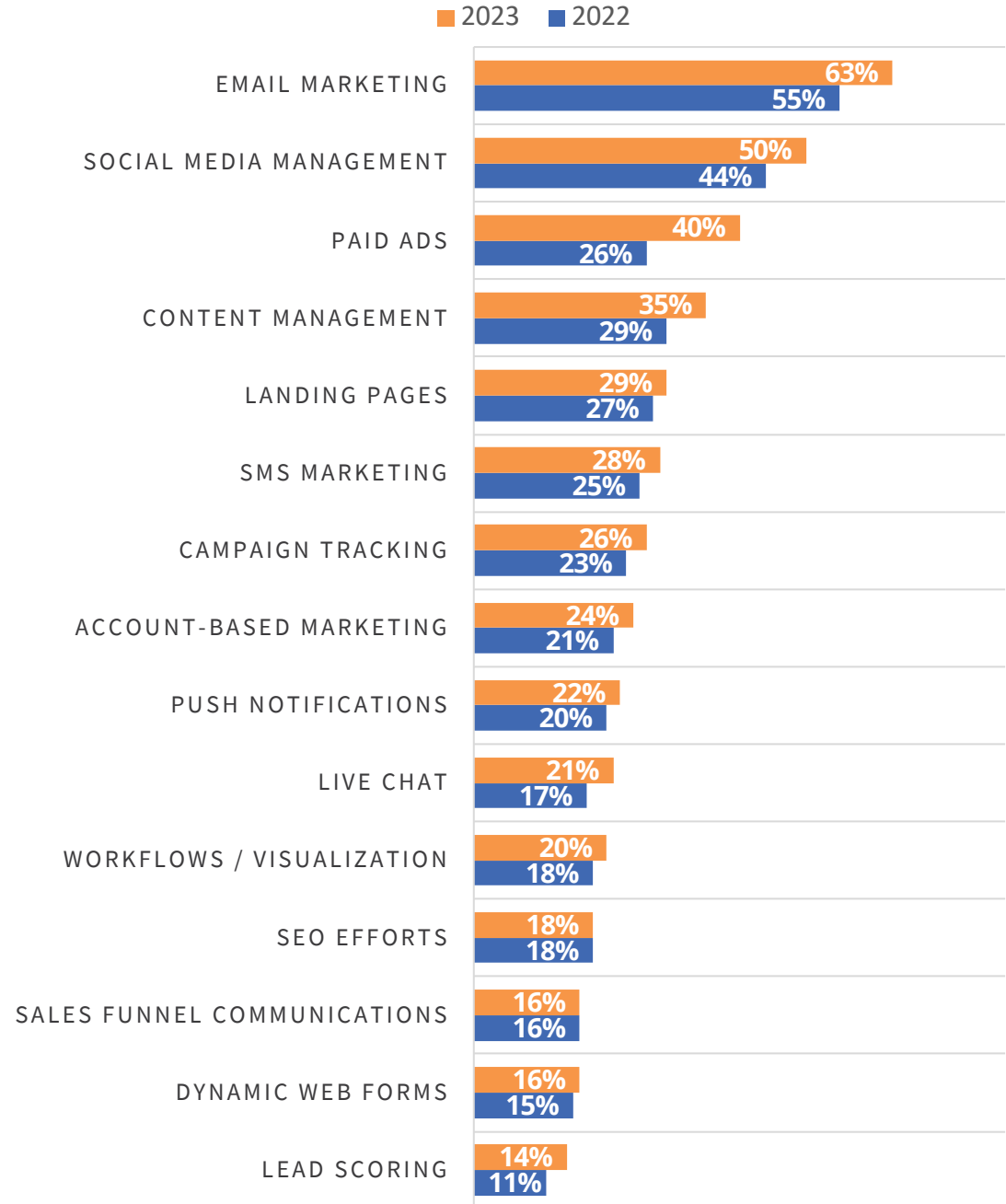
TO WHAT EXTENT IS YOUR OVERALL CUSTOMER JOURNEY AUTOMATED?



AREAS OF CURRENT USE 2022/2023 TREND

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).

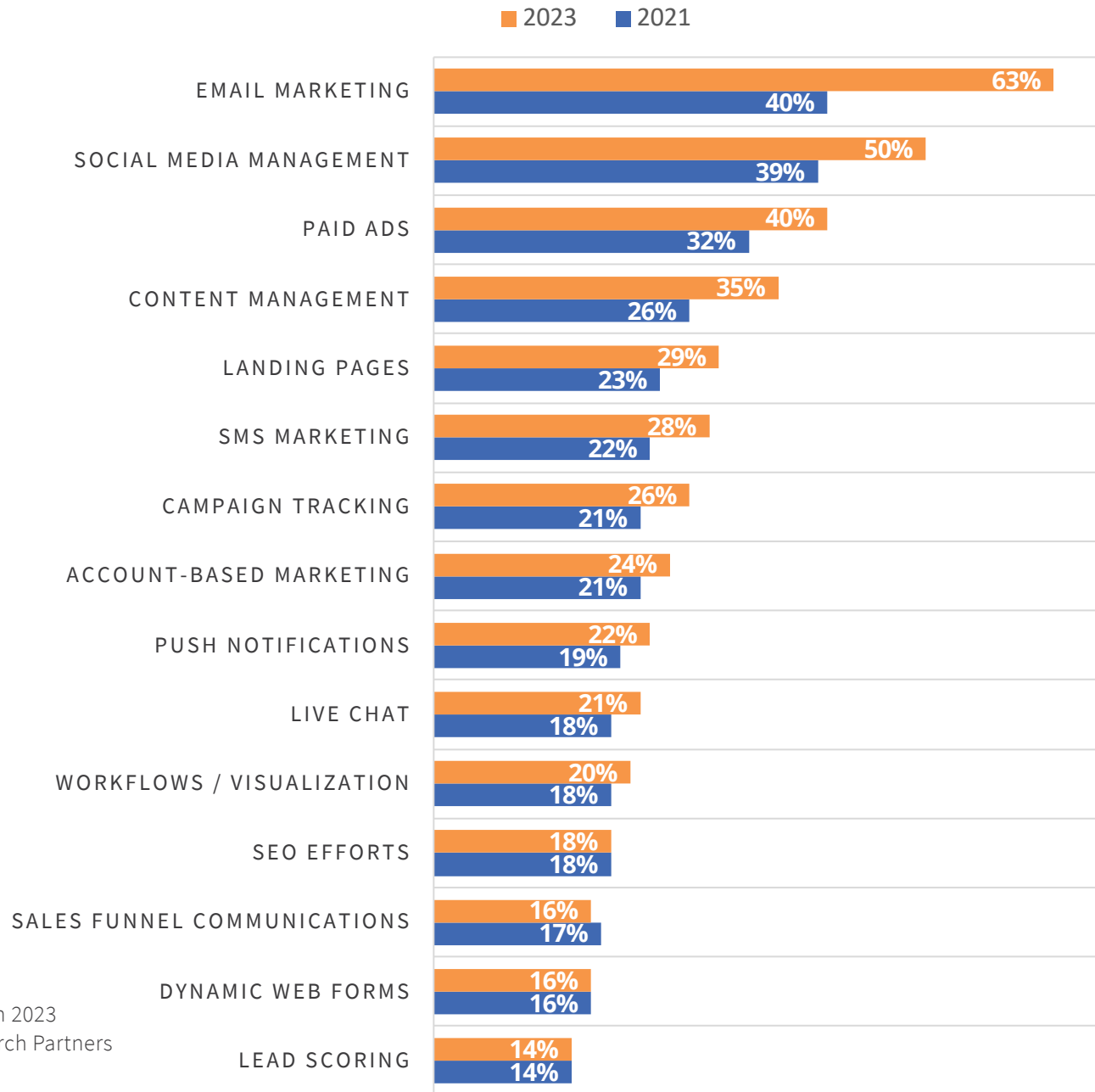
IN WHICH OF THE FOLLOWING AREAS DO YOU CURRENTLY UTILITZE MARKETING AUTOMATION?



AREAS OF CURRENT USE 2021/2023 TREND

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.

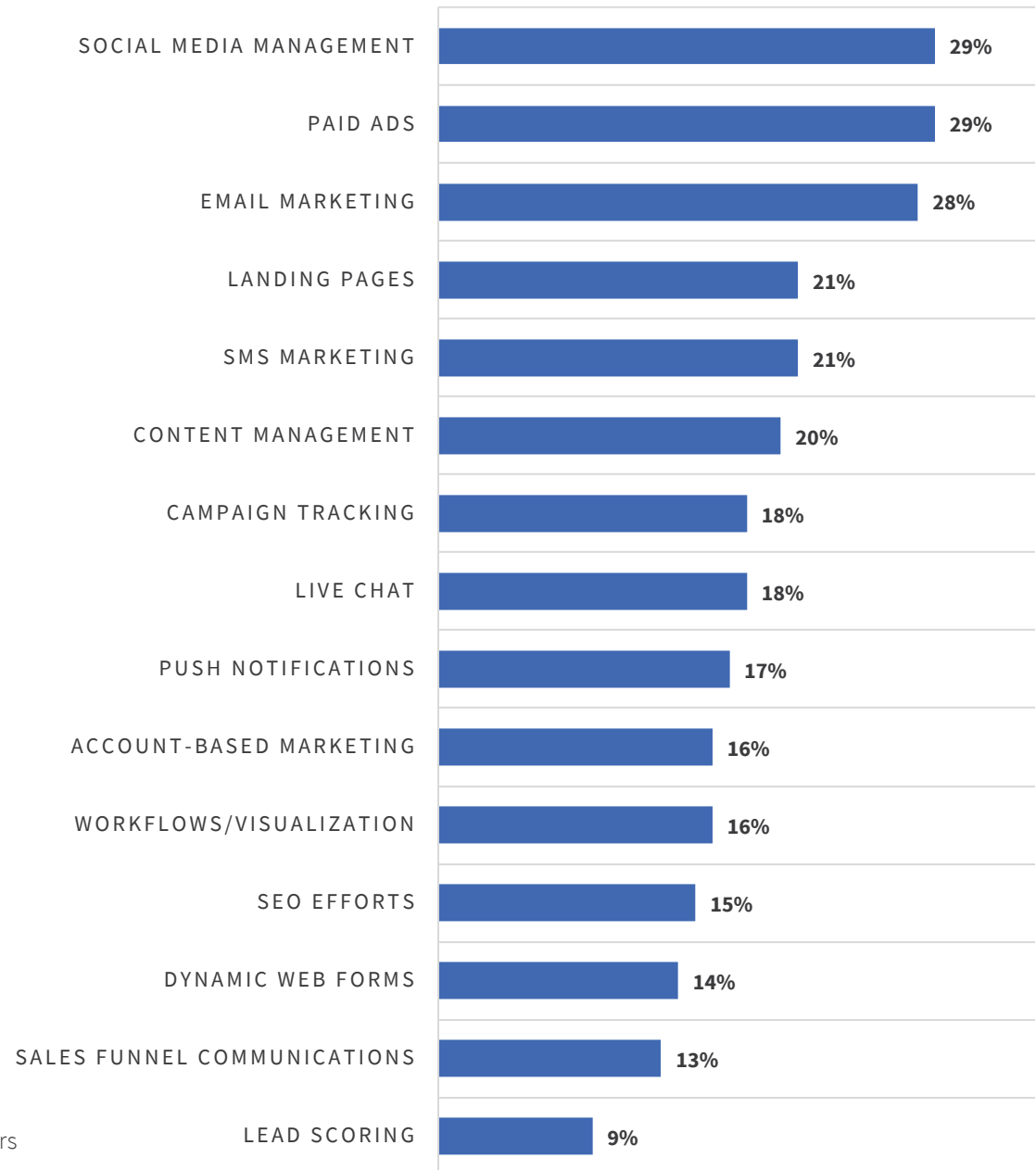
IN WHICH OF THE FOLLOWING AREAS DO YOU CURRENTLY UTILITZE MARKETING AUTOMATION?



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. 20% of marketers will be adding automations to content management. 18% of marketers will be adding automations to campaign tracking and live chat. 17% of marketers will be adding automations to push notifications. 16% of marketers will be adding automations to account-based marketing and workflows/visualization. 15% of marketers will be adding automations to SEO efforts. 14% of marketers will be adding automations to dynamic web forms. 13% of marketers will be adding automations to sales funnel communications. 9% of marketers will be adding automations to lead scoring.

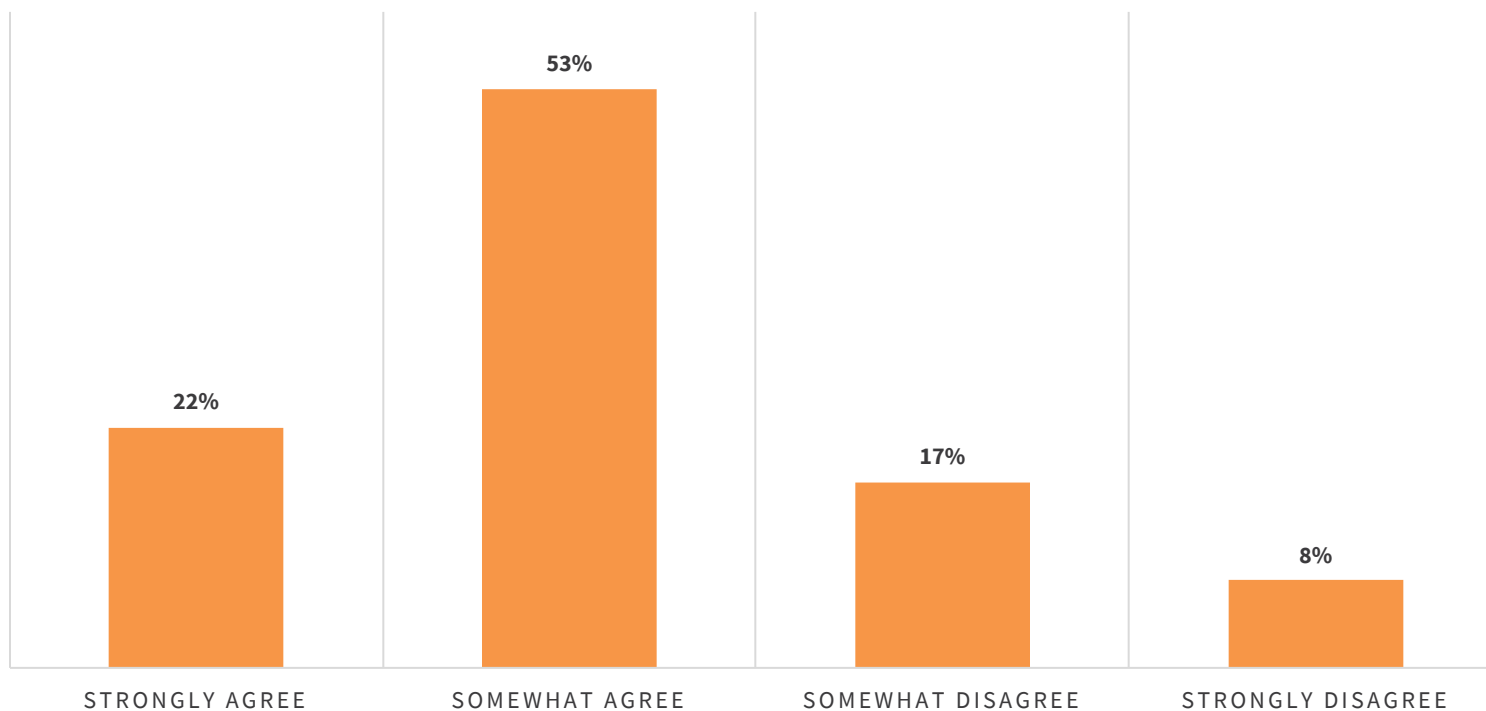
IN WHICH OF THE FOLLOWING AREAS DO YOU PLAN TO ADD MARKETING AUTOMATION IN THE COMING YEAR?



BUILDING EFFECTIVE CUSTOMER JOURNEYS

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.

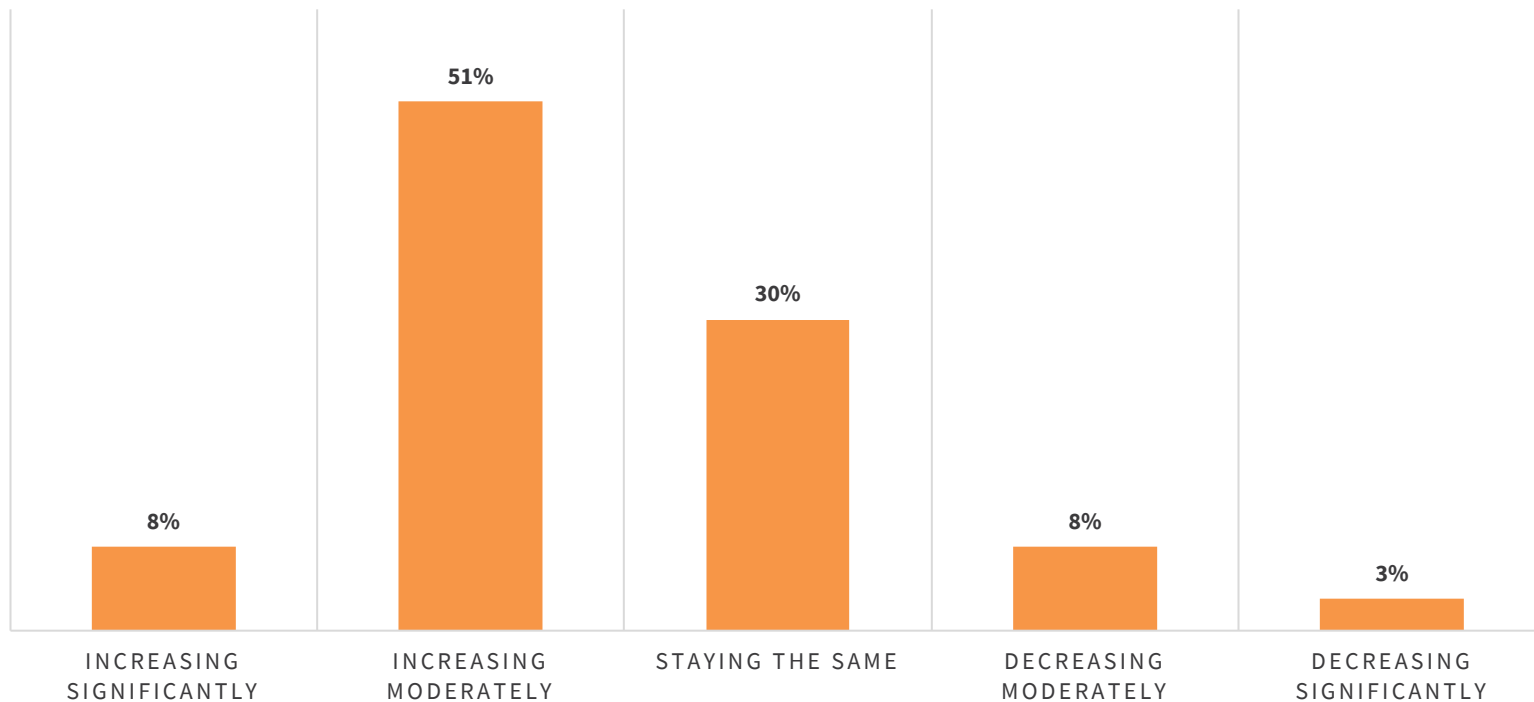
MY MARKETING AUTOMATION PLATFORM MAKES IT EASY TO BUILD EFFECTIVE CUSTOMER JOURNEYS.



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.

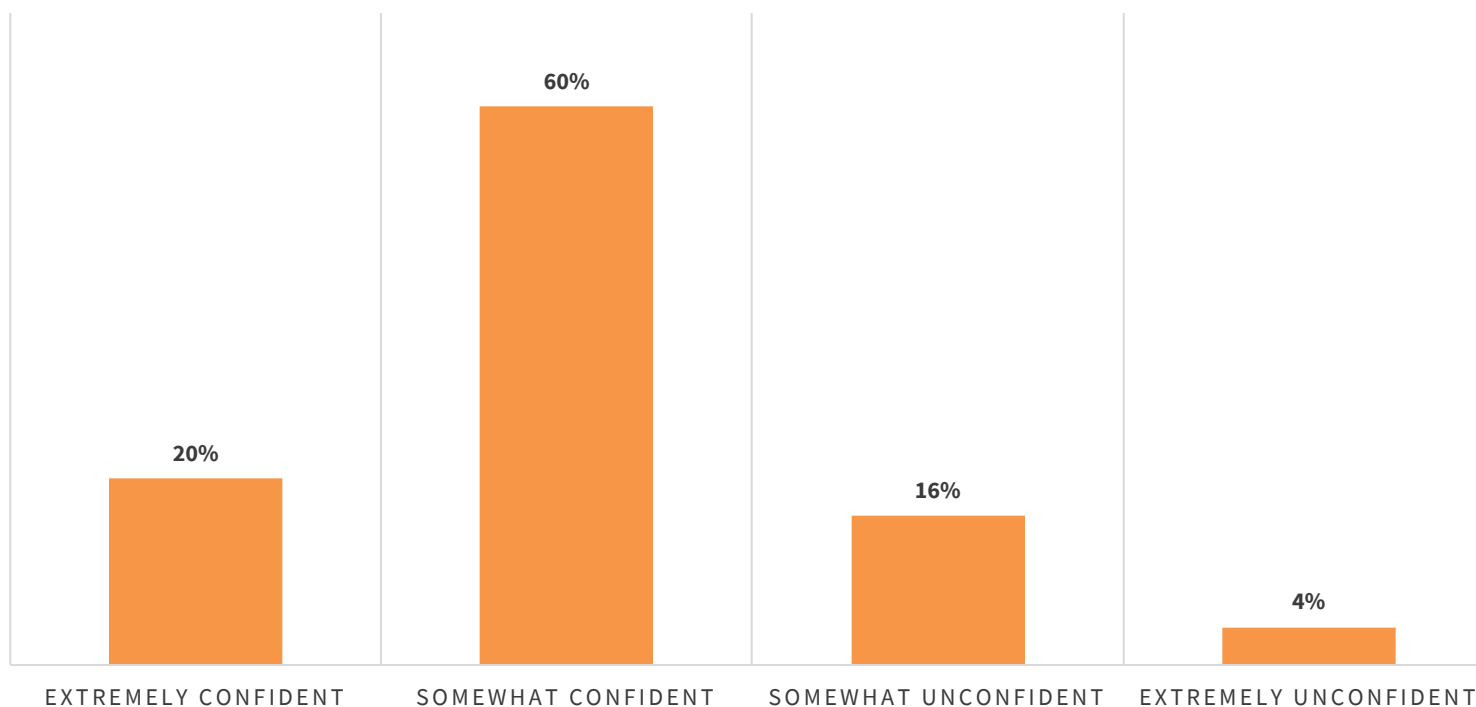
HOW IS THE BUDGET FOR MARKETING AUTOMATION CHANGING IN THE COMING YEAR?



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.

RATE YOUR CONFIDENCE IN THE CURRENT METRICS TRACKED 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.

NEED RESEARCH?
CLICK HERE!

WORK WITH US



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

*NEED RESEARCH?
CLICK HERE!*



WORK WITH US