

B2B PERSPECTIVE ON

# MARKETING TECHNOLOGY UTILIZATION

Research Conducted in Partnership with Ascend2

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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 2019 survey was fielded to a panel of B2B marketing leaders and marketing research subscribers.

# B2B PERSPECTIVE ON MARKETING TECHNOLOGY UTILIZATION

Marketing Technology (MarTech) is the term used for the software and technology-based tools marketers utilize to plan, execute, and measure marketing campaigns. In an experience-driven economy, marketers are expected to provide seamless, end-to-end experiences to their prospects and customers—at every single touchpoint. Their MarTech strategy is instrumental in achieving hyper-personalized engagement and delivering compelling experiences.

**But how are marketers who operate in the business-to-business (B2B) channel utilizing MarTech to achieve strategic objectives and engage audiences throughout their entire customer journey?**

To help you answer this question, Marketo, in partnership with Ascend2, fielded the Marketing Technology Utilization Survey.

This report, titled B2B Perspective on Marketing Technology Utilization, exclusively represents the opinions of marketers responding to the survey who are focused on the B2B channel.

This research was designed to help you, so feel free to incorporate our findings into your day to day marketing strategy. Clip the charts and write about them in your blog, or share and post them on social media.

## Respondent Segments

### Role in the Company

Owner / Partner / CXO	39%
VP / Director / Manager	47%
Non-Mgmt Professional	14%

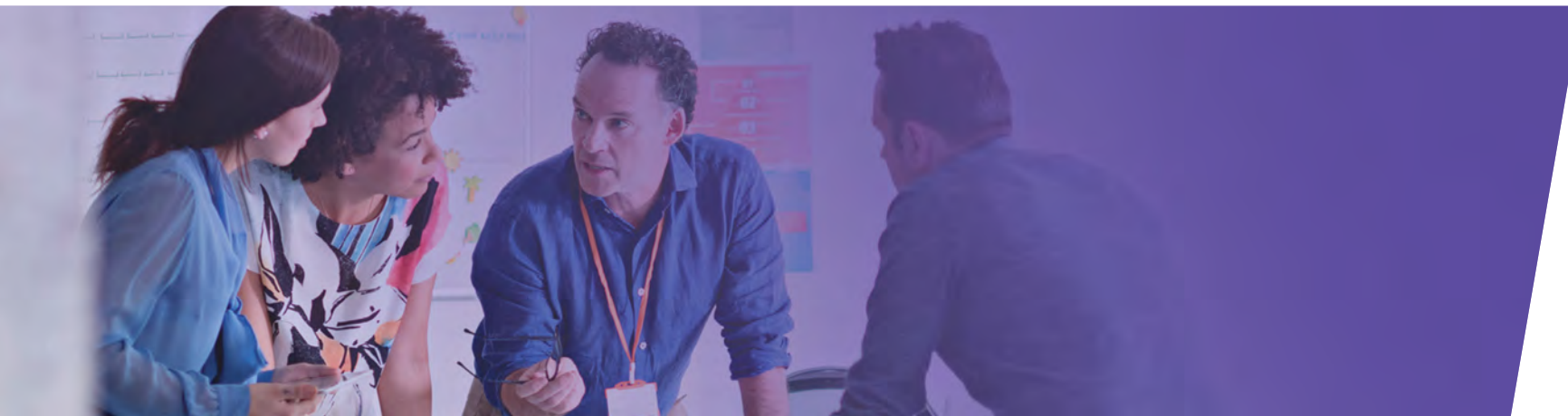
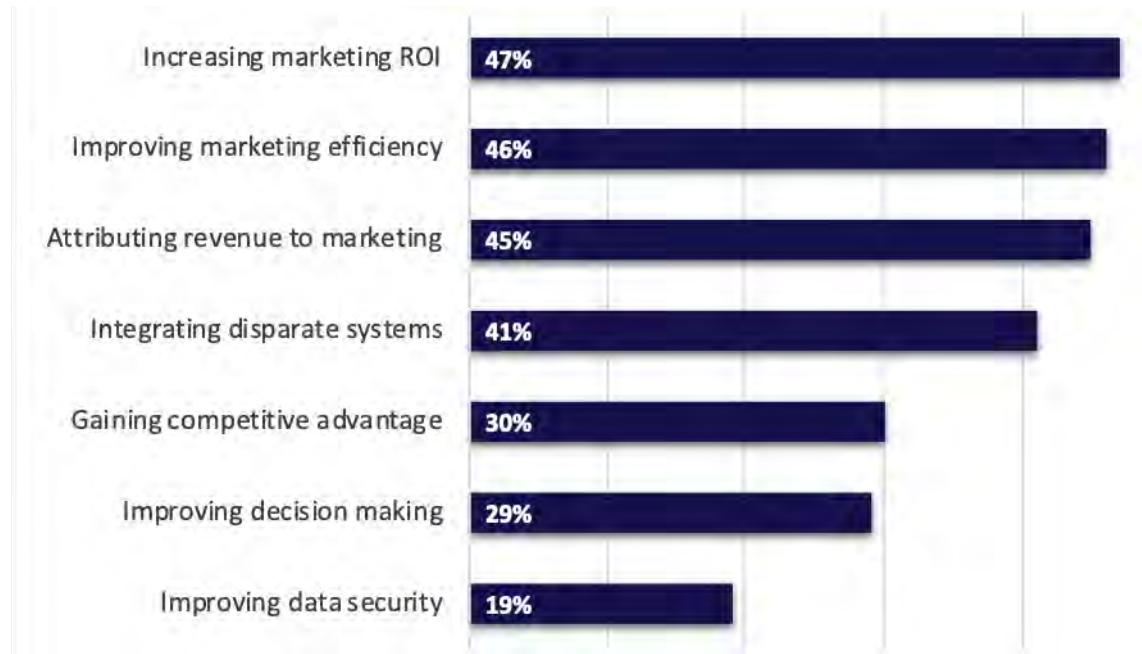
### Number of Employees

More than 500	25%
50 to 500	35%
Fewer than 50	40%

# CRITICAL CHALLENGES

B2B marketers are reporting that the most critical challenges to the success of a MarTech utilization strategy are ROI-related. Increasing marketing ROI, improving marketing efficiency, and attributing revenue to marketing are among the greatest challenges, according to 47%, 46% and 45% of marketing influencers, respectively.

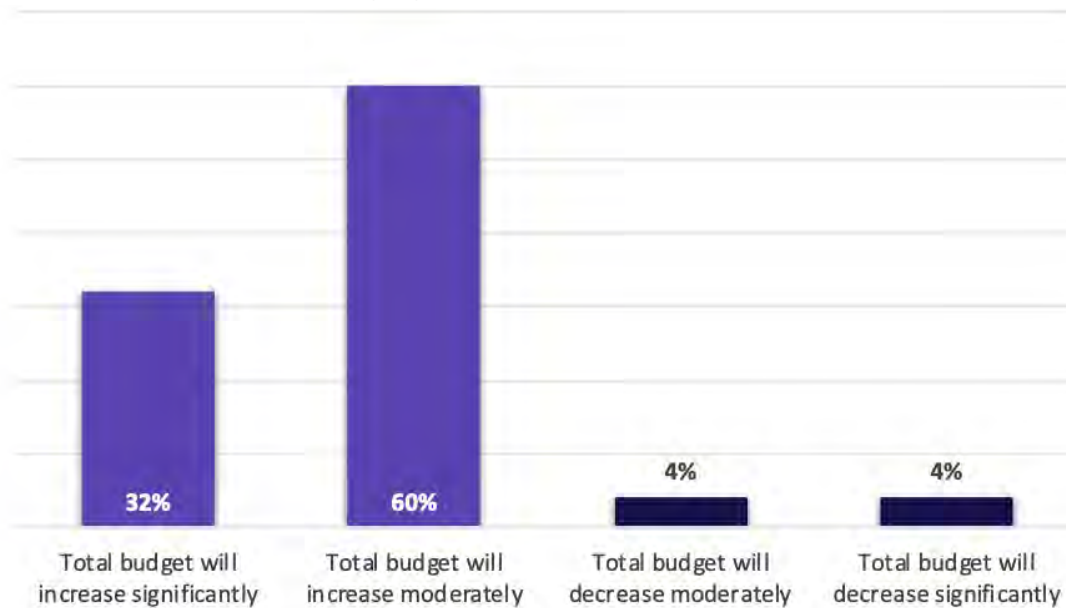
What are the most critical challenges to the success of a MarTech utilization strategy?



# BUDGET TREND

Nearly one-third (32%) of B2B marketing leaders say the total MarTech utilization budget will increase significantly, and 60% say the budget will increase moderately. Only 8% say the time, resources, and expenses spent on MarTech will decrease to some extent. This is why it's becoming increasingly important to have a cohesive MarTech utilization strategy in place and prove measurable impact on the business.

Which best describes how the total budget (time, resources, expenses) is changing for MarTech utilization?



# PRIMARY OBJECTIVES

In a world of constant change and transformation, customers expect personalized experiences. At the same time, marketers are expected to clearly tie their marketing efforts to business impact. Improving marketing efficiency and increasing marketing ROI are primary objectives for a MarTech utilization strategy to achieve, according to nearly two-thirds (65% and 62%, respectively) of B2B marketers surveyed.

What are the primary objectives for a MarTech utilization strategy to achieve?



# STRATEGIC OBJECTIVES

The vast majority (95%) of B2B marketing influencers consider a MarTech utilization strategy to be successful to some extent. 39% say strategic planning is very successful (or best-in-class when compared to competitors) at achieving the primary objectives.

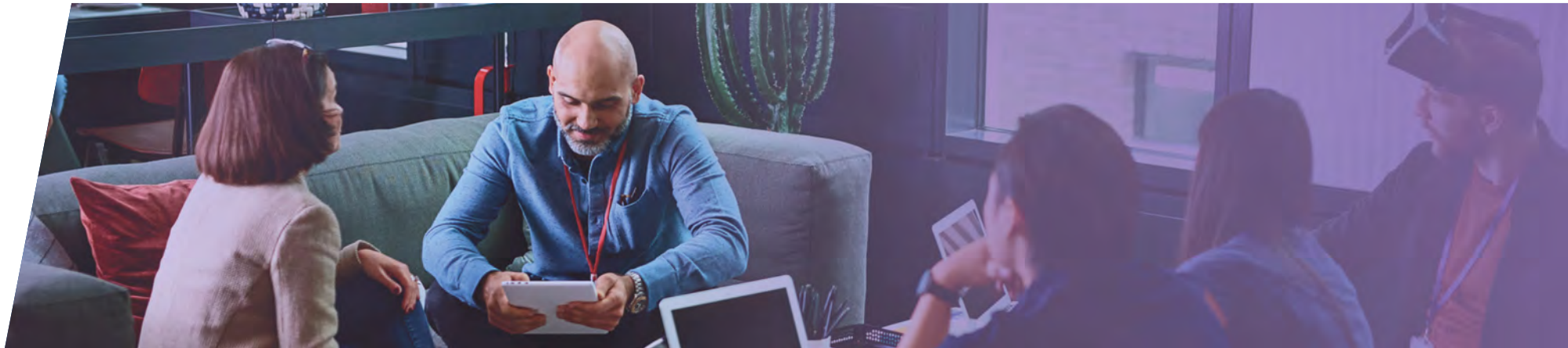
Which best describes the success of a MarTech utilization strategy at achieving the primary objectives?



# OBJECTIVES VERSUS CHALLENGES

A side by side comparison demonstrates how the greatest critical challenges B2B marketing leaders face also happen to be their top primary objectives. Developing a balanced and successful strategy for marketing technology can help streamline critical obstacles and turn challenges into achievements.

Comparing MarTech's primary objectives and critical challenges





# MARTECH EFFECTIVENESS

According to three-quarters (74%) of B2B marketers, marketing automation/email/CRM is the most effective type of technology utilized for marketing purposes. This highlights the importance of a cohesive MarTech strategy and execution, which will significantly increase your success as a marketer. Marketing data/dashboards/analytics and content management systems (CMS) are also effective for 47% and 42% of those surveyed, respectively.

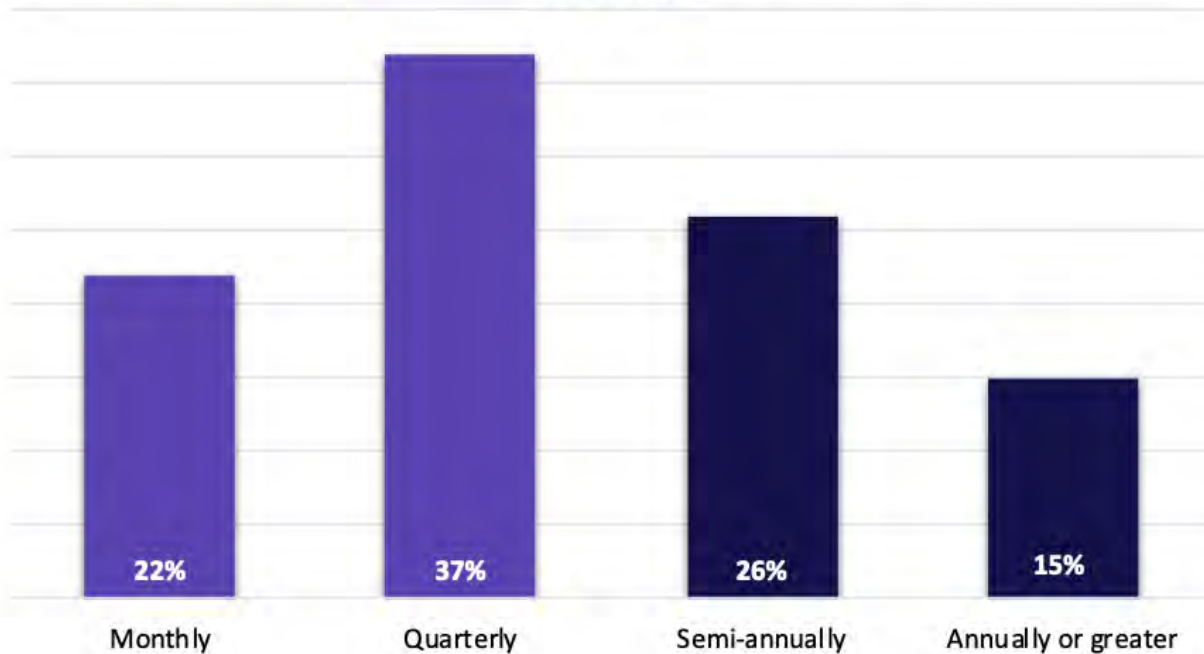
What are the most EFFECTIVE TYPES of MarTech utilized?



# ADDING TO THE MARTECH STACK

B2B marketing influencers say new types of technology are being added to the MarTech stack at a very rapid pace. Over one-third (37%) say they are adding new technology every quarter, while 22% say they are adding to the stack monthly.

Which best describes how often new types of MarTech are added to the stack?

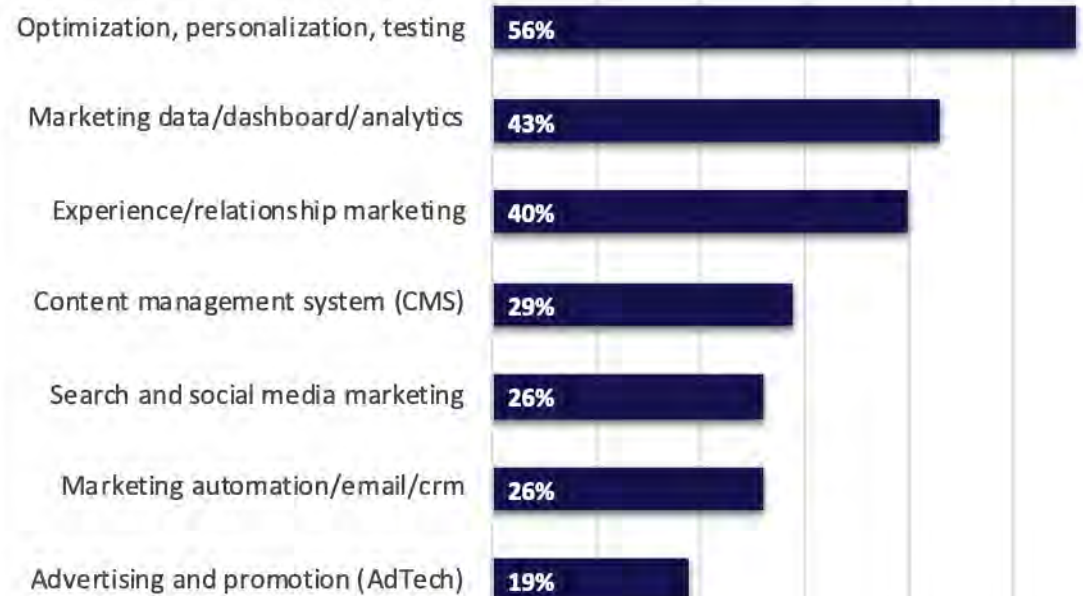


# MARTECH DIFFICULTY

56% of B2B marketing influencers say that applications used for optimization, personalization, and testing are the most difficult types of MarTech to utilize. Marketing data/dashboards/analytics and experience/relationship marketing are also considered difficult to utilize for 43% and 40% of marketers, respectively.

This ties back to the point made earlier regarding the personalized experiences customers expect. If you consistently deliver those and put your customer front-and-center of your strategy, you create loyalty and advocacy.

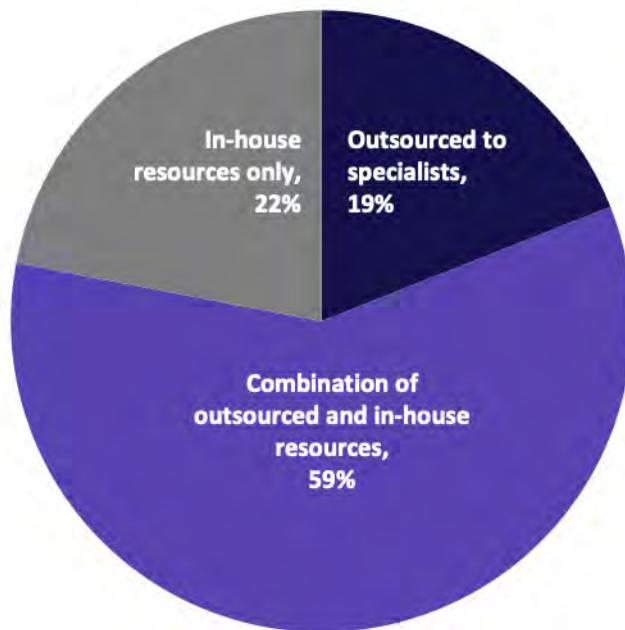
What are the most DIFFICULT types of MarTech to utilize?



# UTILIZATION OF RESOURCES

Many types of marketing technologies can be complicated to use and maintain, this is one reason that over three-quarters (78%) of B2B marketing influencers say they prefer to outsource some or all of their MarTech utilization resources.

Which best describes the resources used for MarTech utilization

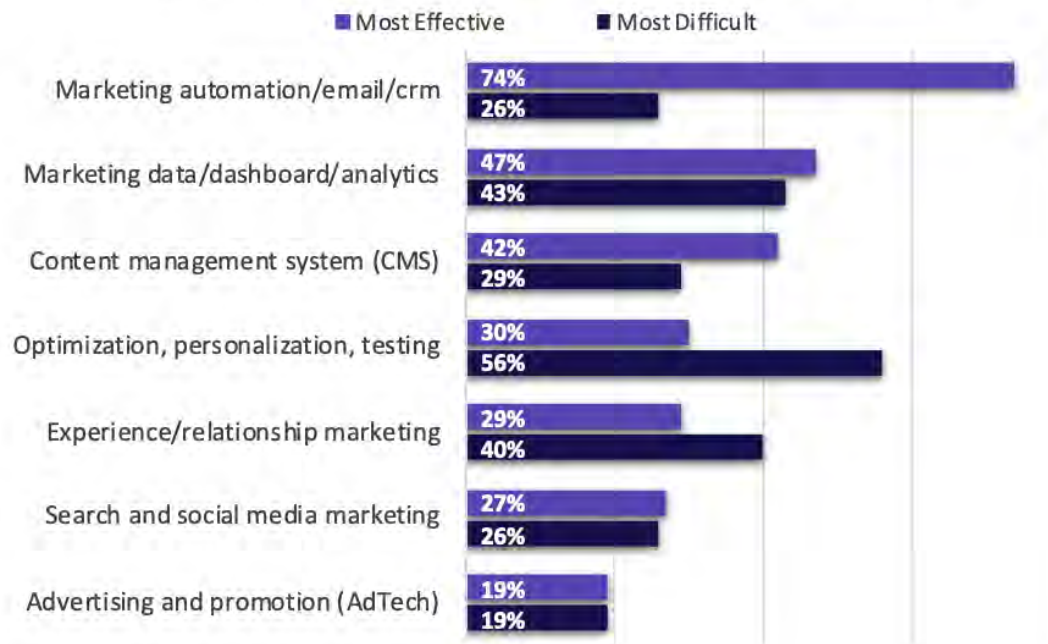


# EFFECTIVENESS WINS

Customers are more likely to invest in types of MarTech that are more effective and easier to use (e.g., marketing automation) than types that are more difficult to use and less effective.

Ensure your strategy wins by selecting types of MarTech that can be easily implemented and managed in order to maximize effectiveness and increase impact.

Comparing the most effective and most difficult types of MarTech



# ABOUT THE RESEARCH PARTNERS



Marketo Engage has grown into a leader in marketing automation, but at our core we are a company for marketers, by marketers. We wake up every morning thinking about how we can make life better for our fellow marketers. This passion has evolved into a vibrant community we call the Marketing Nation®—the marketers who are invested in our solution, and are the customers and partners who inspire us every single day.

Learn more at [Marketo.com](https://www.marketo.com)



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