THE PROCESS OF EVALUATING AND CHANGING MARTECH

Research Created for Marketers

Ascend2
RESEARCH-BASED MARKETING

IN THIS REPORT...

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 = 400 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	21%
B2C (Business-to-Consumer)	44%
B2B and B2C Equally	35%

Number of Employees

More than 500	38%
50 to 500	27%
Fewer than 50	35%

Primary role in company

Owner / Partner / C-Level	40%
Vice President / Director / Manager	42%
Non-Management Professional	18%

THE PROCESS OF EVALUATING AND CHANGING MARTECH

In an ever-evolving landscape of marketing technology available that can potentially improve efficiency and help marketers improve performance, updating or replacing components of a martech stack is something that most marketers will encounter during their career.

So, how are marketers evaluating and implementing new technology into their martech stack?

To help answer this question, Ascend2 and our Research Partners fielded the The Process of Evaluating and Changing Marketing Technology survey. We thank the 400 marketers who responded to this survey during the month of January 2024.
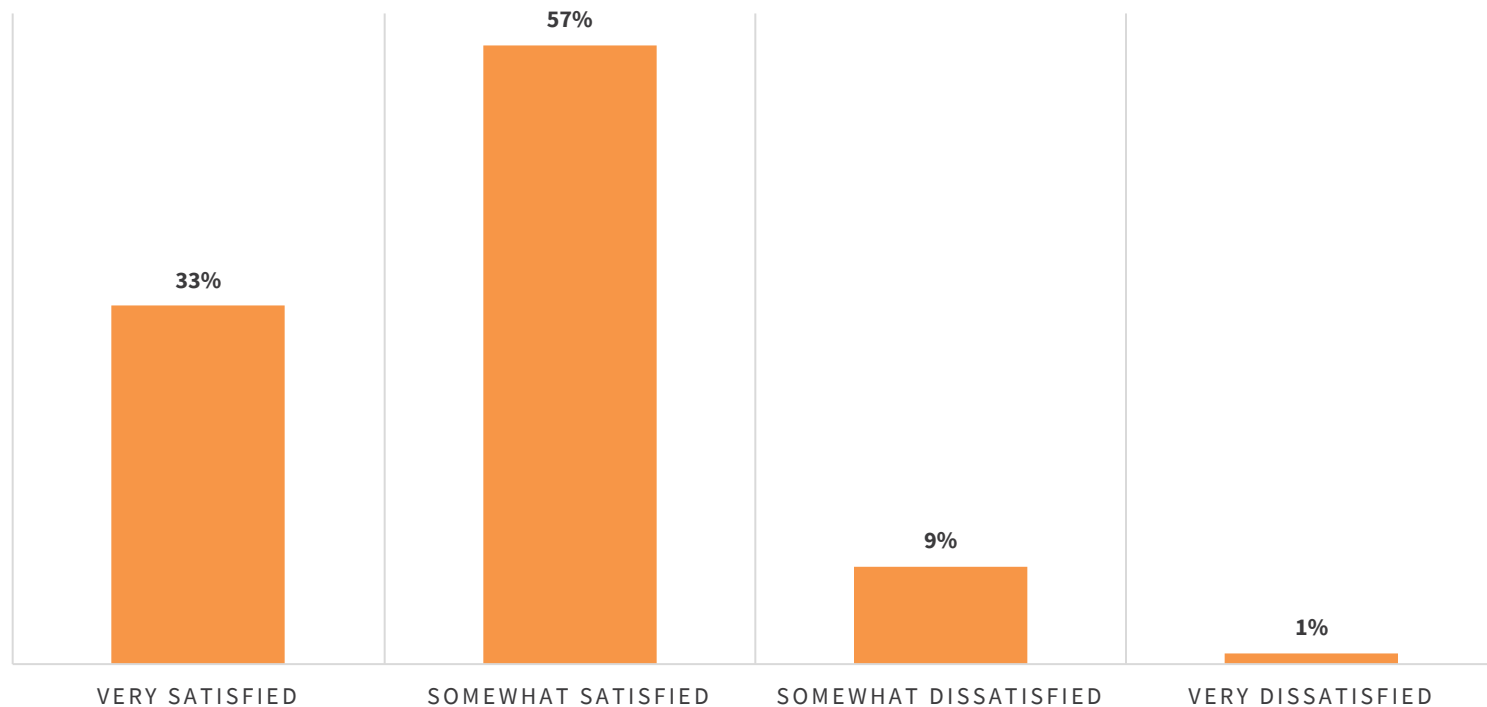
This Survey Summary Report, titled *The Process of Evaluating and Changing Marketing Technology,* represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

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SATISFACTION WITH MARTECH

While nine out of ten marketers are satisfied to some extent with the performance of their current martech stack, just 33% report being very satisfied with another 57% who say they are somewhat satisfied. This indicates that there is ample room for improvement when it comes to assembling an ideal martech stack.

HOW SATISFIED ARE YOU WITH THE PERFORMANCE OF YOUR CURRENT MARTECH STACK?

VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED
33%	57%	9%	1%

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ASSESSING THE TECH STACK

Nearly one-third of marketers surveyed report that there is no set schedule to evaluating their marketing technology for potential updates and they do this only as needed. Less than one-quarter of those surveyed are doing this consistently throughout the year on a quarterly (23%) or bi-annually (20%) basis.
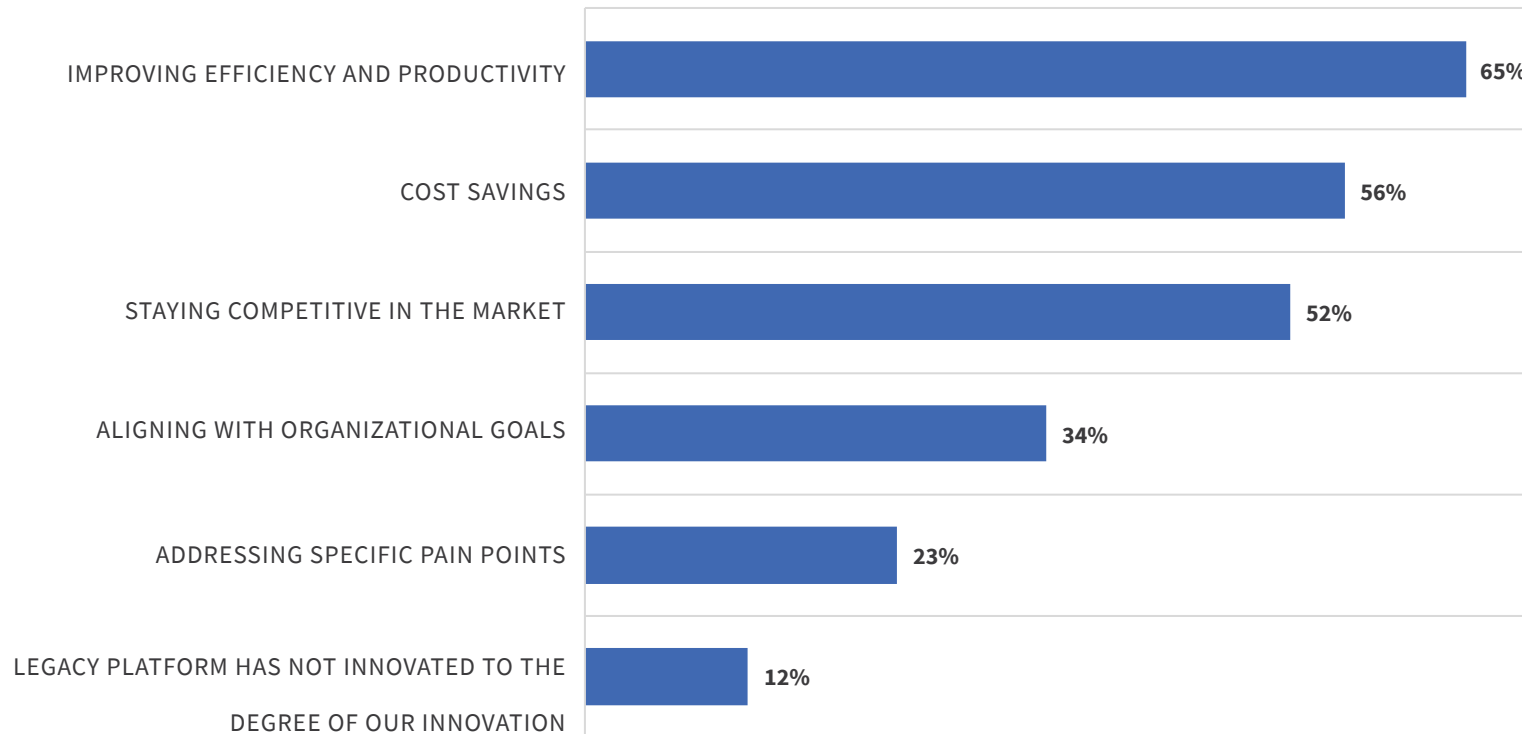
HOW FREQUENTLY DO YOU ASSESS YOUR MARKETING TECHNOLOGY FOR POTENTIAL UPDATES?

QUARTERLY	BI-ANNUALLY	ANNUALLY	AS NEEDED	NEVER
23%	20%	16%	32%	9%
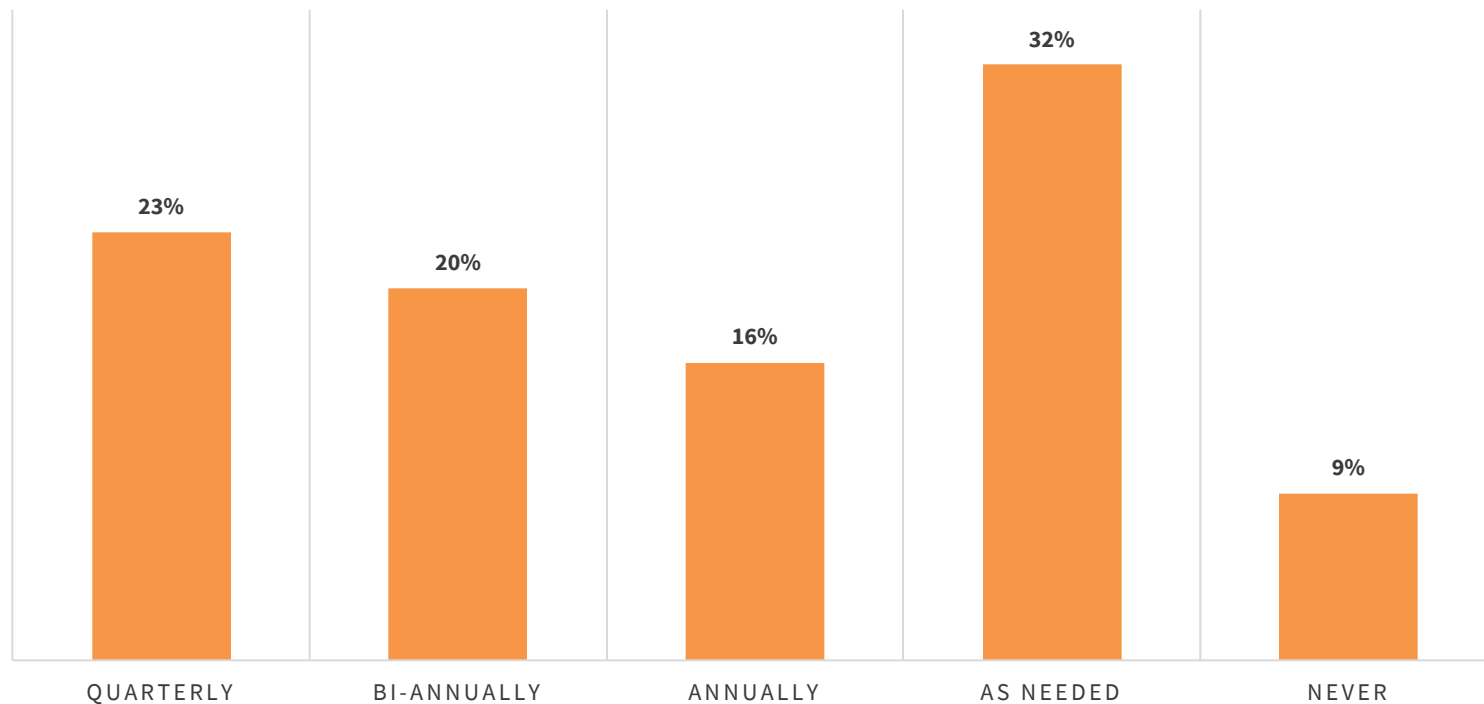
TOP REASONS FOR UPDATING MARTECH STACK

Two-thirds (65%) of marketers surveyed report that changes made to their martech stack are incited by the need to improve efficiency and productivity. Other top reasons for making changes or implementing new technology are cost savings and staying competitive in the marketing, according to 56% and 52% of marketers surveyed, respectively.

WHAT ARE THE PRIMARY REASONS FOR MAKING CHANGES/IMPLEMENTING NEW TECHNOLOGY IN YOUR MARTECH STACK?

Reason	Percentage
IMPROVING EFFICIENCY AND PRODUCTIVITY	65%
COST SAVINGS	56%
STAYING COMPETITIVE IN THE MARKET	52%
ALIGNING WITH ORGANIZATIONAL GOALS	34%
ADDRESSING SPECIFIC PAIN POINTS	23%
LEGACY PLATFORM HAS NOT INNOVATED TO THE DEGREE OF OUR INNOVATION	12%

GAUGING CONFIDENCE IN CHANGE

Just over one-third (36%) of marketers surveyed express high levels of confidence in their organization's ability to manage the replacement or update of components of their martech stack effectively. About half (49%) of marketers report some confidence leaving 15% with little to no confidence in this process.
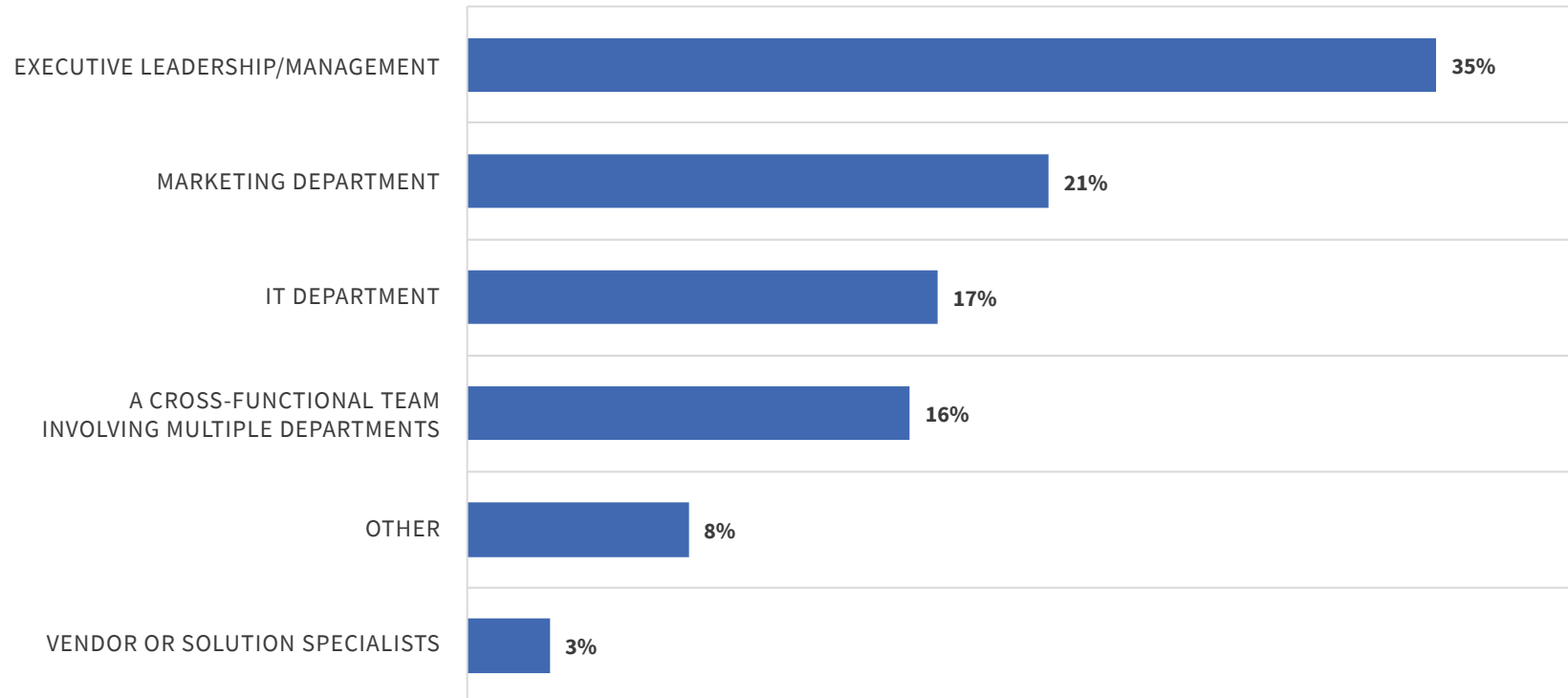
RATE YOUR CONFIDENCE IN YOUR ORGANIZATION'S ABILITY TO SUCCESSFULLY MANAGE THE REPLACEMENT/UPDATE OF COMPONENTS OF YOUR MARTECH STACK.

VERY CONFIDENT	SOMEWHAT CONFIDENT	SOMEWHAT UNCONFIDENT	VERY UNCONFIDENT
36%	49%	10%	5%
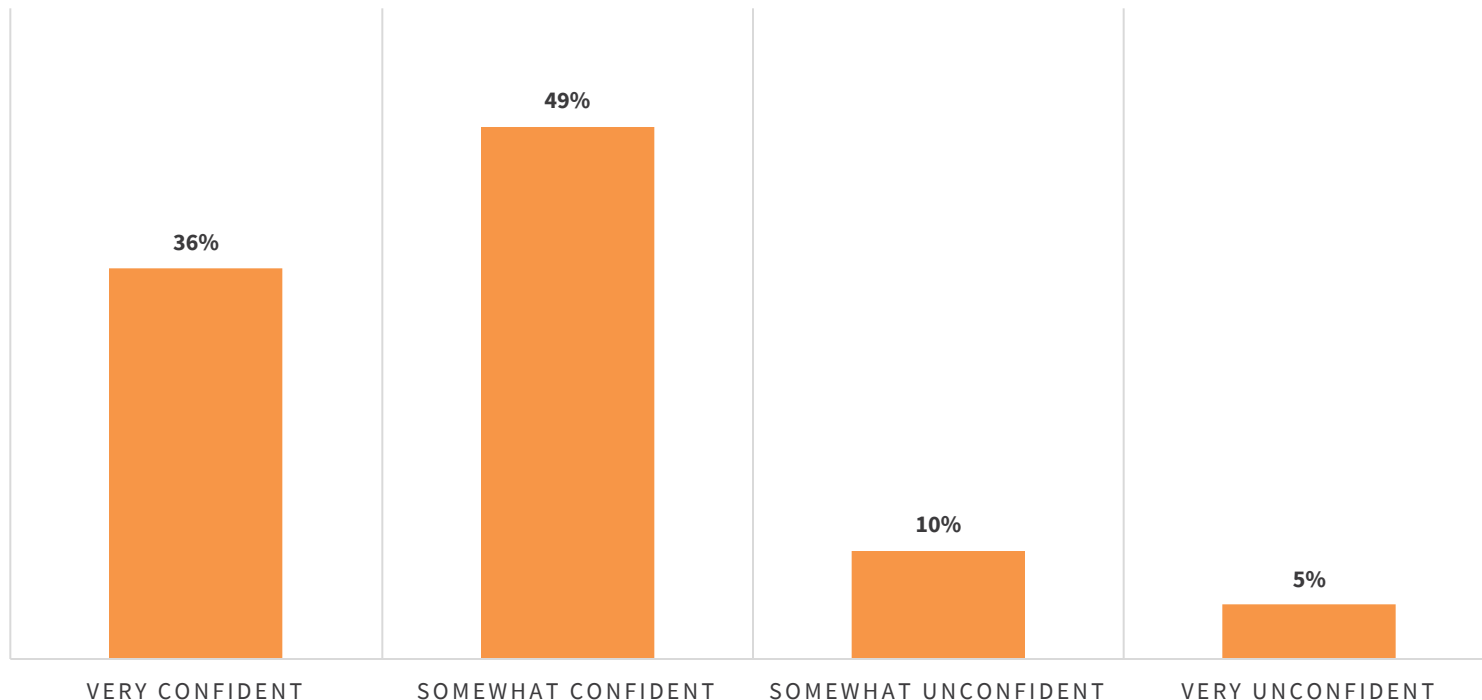
TEAM INVOLVEMENT IN UPDATING TECH

Executive leadership is largely responsible for managing the process of adding to or replacing components of the martech stack according to 35% of marketers surveyed. About one in five marketers say the responsibility for managing this process lies with the marketing department. Only 16% use a cross-functional team comprised of multiple departments to manage martech change.

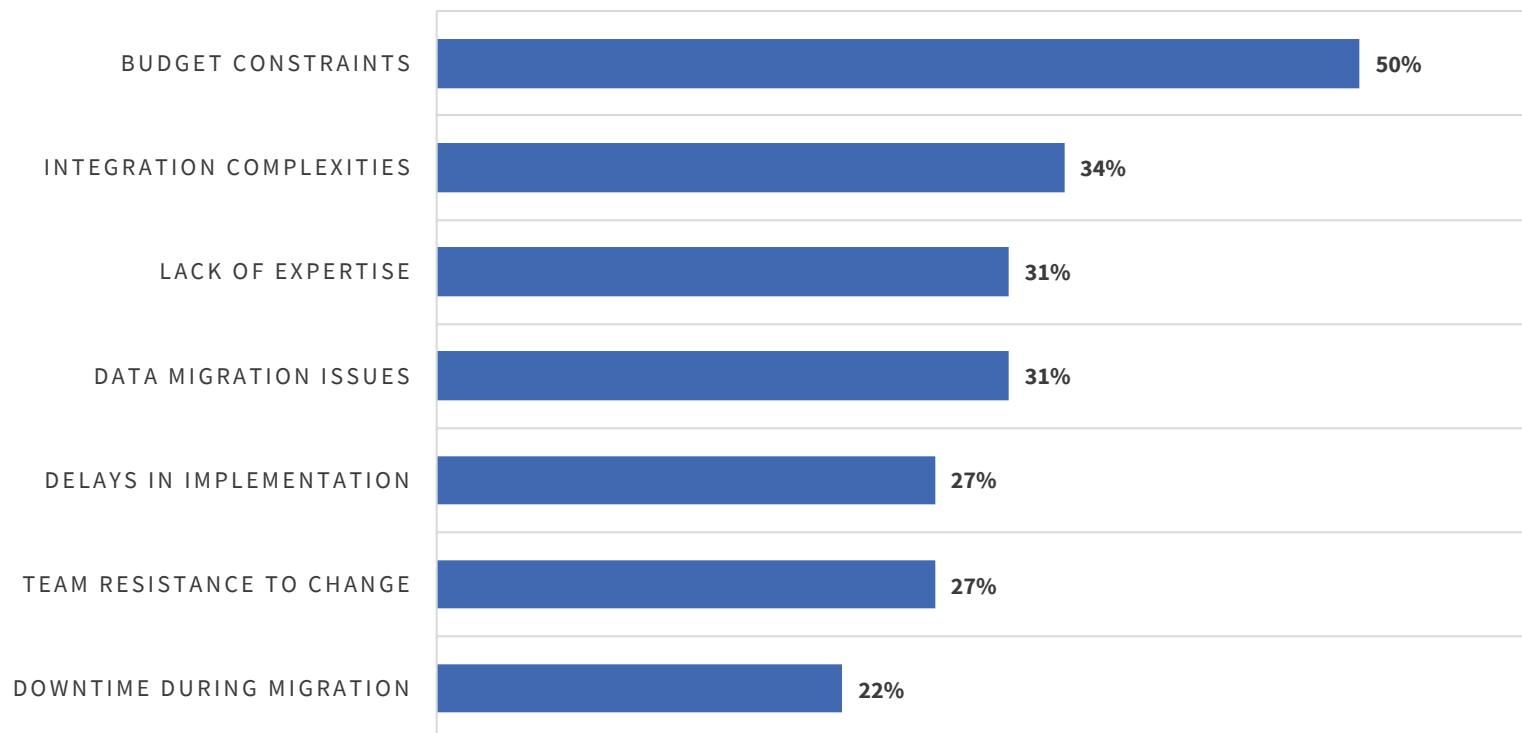**WHICH TEAM/DEPARTMENT IS PRIMARILY RESPONSIBLE FOR MANAGING THE PROCESS OF ADDING TO OR REPLACING COMPONENTS OF YOUR MARTECH STACK?**

Team/Department	Percentage
EXECUTIVE LEADERSHIP/MANAGEMENT	35%
MARKETING DEPARTMENT	21%
IT DEPARTMENT	17%
A CROSS-FUNCTIONAL TEAM INVOLVING MULTIPLE DEPARTMENTS	16%
OTHER	8%
VENDOR OR SOLUTION SPECIALISTS	3%

TOP CHALLENGES

Budget constraints plague half (50%) of marketers as they execute the process of adding to or replacing components of their martech stack. This is the most commonly reported challenge by a wide margin. Integration complexities as well as a lack of expertise on their team are also considered top challenges by 34% and 31% of those surveyed, respectively.

WHAT ARE THE TOP CHALLENGES ASSOCIATED WITH ADDING TO OR REPLACING COMPONENTS OF YOUR MARTECH STACK?

Challenge	Percentage
BUDGET CONSTRAINTS	50%
INTEGRATION COMPLEXITIES	34%
LACK OF EXPERTISE	31%
DATA MIGRATION ISSUES	31%
DELAYS IN IMPLEMENTATION	27%
TEAM RESISTANCE TO CHANGE	27%
DOWNTIME DURING MIGRATION	22%

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VENDOR SUPPORT & TRAINING

When implementing new technology into the martech stack, over three-quarters (76%) of marketers surveyed expect to recieve moderate or extensive training and support from the technology vendor. Another 18% expect basic training and support leaving only 6% of marketers who say they expect no support from a technology vendor when implementing or updating a new solution.

TO WHAT EXTENT DO YOU EXPECT A MARKETING TECHNOLOGY VENDOR TO ASSIST IN TRAINING AND SUPPORT THROUGH REPLACING/UPDATING COMPONENTS OF YOUR MARTECH STACK?

EXTENSIVE TRAINING AND SUPPORT	MODERATE TRAINING AND SUPPORT	BASIC TRAINING AND SUPPORT	NONE
28%	48%	18%	6%

EXTENT OF INVOLVEMENT

Three-quarters (75%) of marketers surveyed have been involved in the process of adding to or replacing components of a marketing technology stack at least one time. 29% of those surveyed say they have been involved in this process four or more times.

HOW MANY TIMES HAVE YOU BEEN INVOLVED IN THE PROCESS OF ADDING TO OR REPLACING COMPONENTS OF A MARTECH STACK?

NEVER	1-3 TIMES	4-6 TIMES	MORE THAN 6 TIMES
25%	46%	14%	15%

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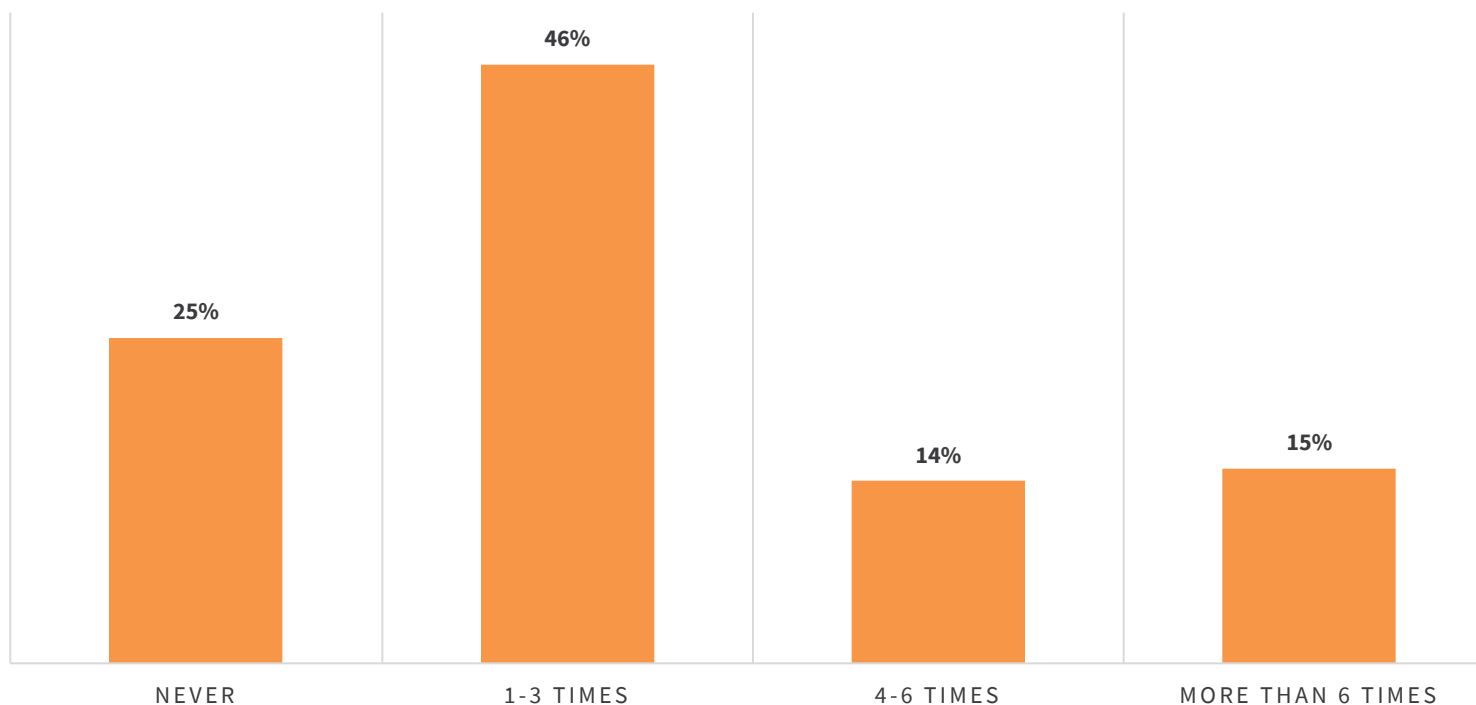
CUSTOMIZED B2B RESEARCH
delivered to you with a plan to use it.

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 say.

"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

"**The firm truly embeds itself into the research and data needs of your organization**...The team is communicative, easy to work with, and willing to partner in other ways to make sure the data story comes to life through content, comms, social and PR efforts.

-Jillian Ryan, Senior Director of Content Strategy, Brightcove

"Ascend2 research is esteemed in the marketplace, so even press contacts that you don't know will pick it up — and **Ascend2 rates allowed me to do more with my budget** (always a plus!). Adding an Ascend2 original research project is almost always part of my content strategy." Waynette Tubbs, Director, Content Marketing, Oracle

-Waynette Tubbs, Director, Content Marketing, Oracle

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