Marketing Technology Trends

from the Enterprise Perspective

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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 influencers and marketing research subscribers.

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Marketing Technology Trends From The Enterprise Perspective

Technologies available to marketers are constantly evolving to meet the needs of marketers using them. The way in which enterprises implement the marketing technology available to them is critical to business success.

But what trends will have the most impact on the effectiveness of marketing technology (martech) for enterprises?

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

This report, titled Marketing Technology Trends from the Enterprise Perspective, exclusively represents the opinions of marketing influencers from enterprises with more than 500 employees responding to the survey.

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.

Role in the Company
Owner / Partner / CXO   *17%*
VP / Director / Manager   *56%*
Non-Mgmt Professional   *27%*

Primary Marketing Channel
Business-to-Business   *58%*
Business-to-Consumer   *25%*
B2B and B2C Equally   *17%*

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Current Martech Situation

The vast majority (88%) of enterprise marketers say they have acted on their implementation of the marketing technology needed for their firm to some extent, with nearly one-third (31%) reporting they have completed this implementation.

Which best describes the CURRENT SITUATION as it applies to implementing the marketing technology needed?

Completed it	Working on it	Talking about it	Doing nothing
31%	57%	6%	6%

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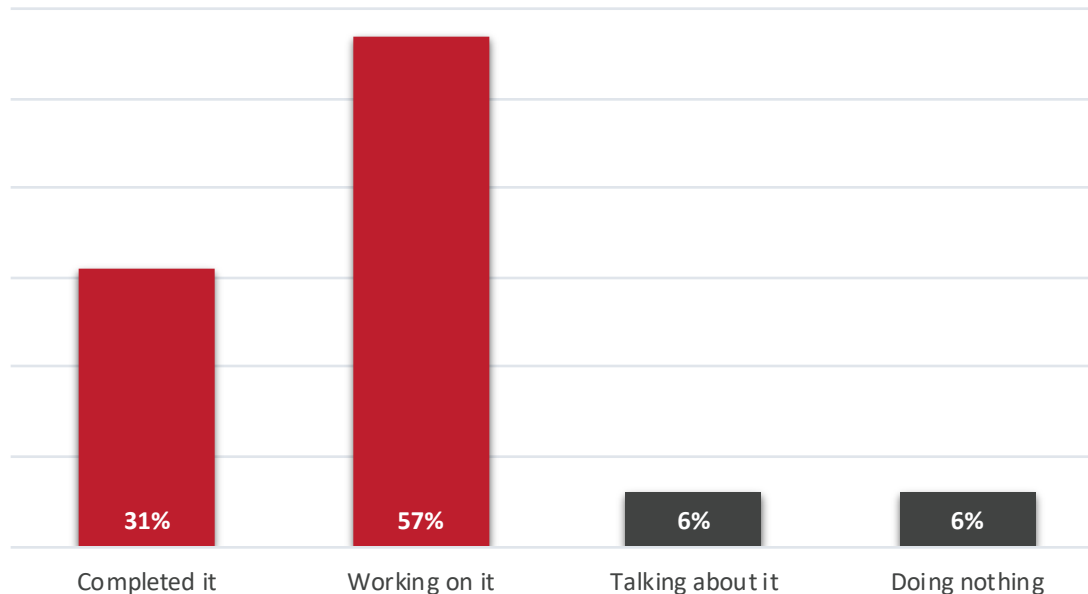
Top Strategic Priorities

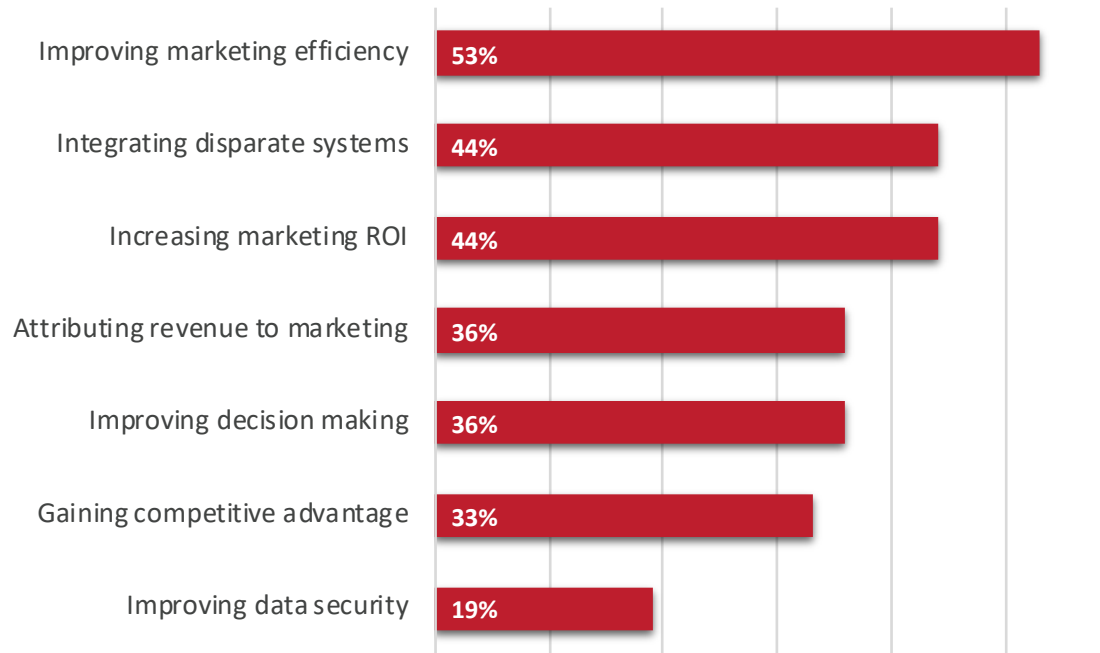Over half (53%) of enterprise level marketing influencers report that improving marketing efficiency is a top priority for marketing technology strategies to achieve. Integrating disparate systems and increasing marketing ROI are also top priorities according to 44% of enterprise marketers.

What are the TOP PRIORITIES for a marketing technology strategy to achieve?

Priority	Percentage
Improving marketing efficiency	53%
Integrating disparate systems	44%
Increasing marketing ROI	44%
Attributing revenue to marketing	36%
Improving decision making	36%
Gaining competitive advantage	33%
Improving data security	19%

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Martech Strategy Success

Only 6% of enterprise marketers consider a marketing technology strategy to be unsuccessful at achieving top priorities, leaving the overwhelming majority (94%) reporting that a martech strategy is successful at achieving priorities to some extent.

How SUCCESSFUL is a marketing technology strategy at achieving top priorities?

Not successful, 6%

Somewhat successful, 36%

Very successful (best-in-class), 58%

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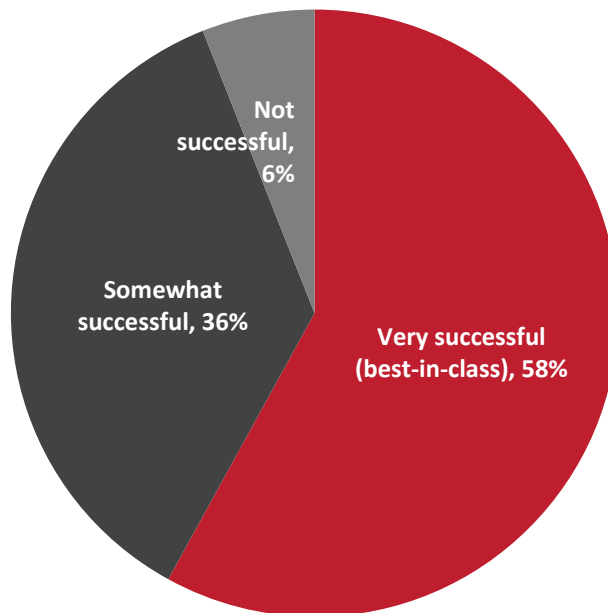
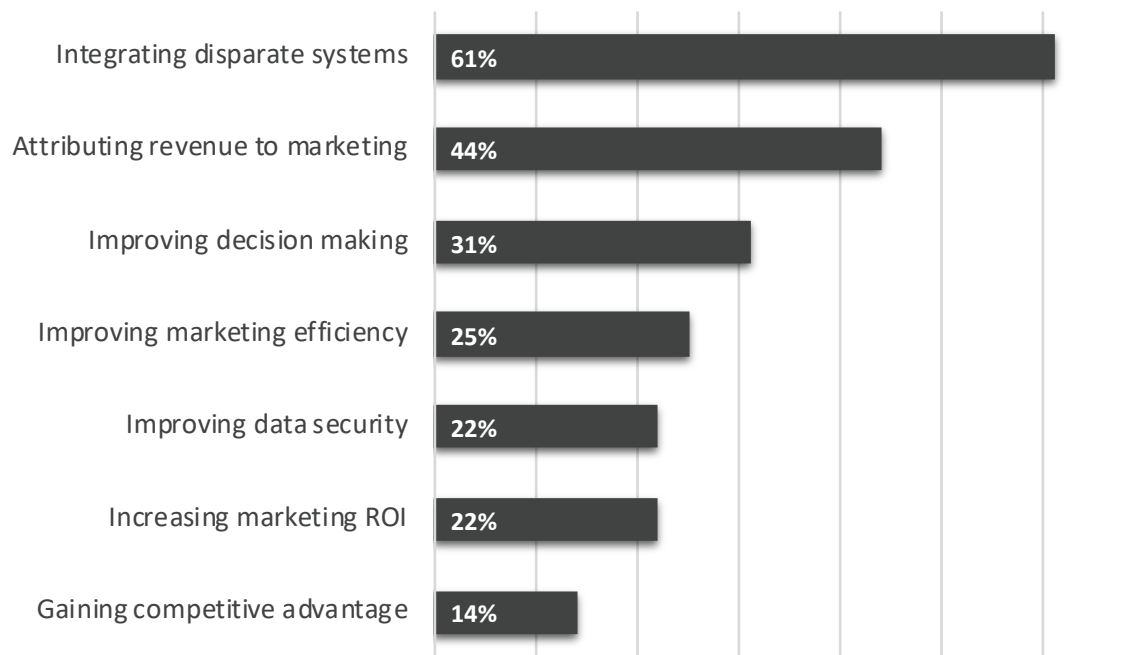# Barriers To Success

Integrating disparate systems is reportedly a major challenge in marketing technology success for 61% of enterprise level marketers. Attributing revenue to marketing is also a barrier to success according to 44% of marketers surveyed.

What are the most CHALLENGING BARRIERS to marketing technology success?

Barrier	Percentage
Integrating disparate systems	61%
Attributing revenue to marketing	44%
Improving decision making	31%
Improving marketing efficiency	25%
Improving data security	22%
Increasing marketing ROI	22%
Gaining competitive advantage	14%

Priorities Versus Barriers

Comparing the importance of top strategic priorities in comparison to the most challenging barriers to success provides a valuable perspective for developing a balanced and successful strategy for enterprise level marketing technology.

Comparing top strategic priorities to success barriers

■ STRATEGIC PRIORITIES ■ CHALLENGING BARRIERS

Category	Strategic Priorities	Challenging Barriers
Improving marketing efficiency	53%	25%
Integrating disparate systems	44%	61%
Increasing marketing ROI	44%	22%
Attributing revenue to marketing	36%	44%
Improving decision making	36%	31%
Gaining competitive advantage	33%	14%
Improving data security	19%	22%

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Most Effective Implementations

Email and content-focused marketing technologies are among the most effective to implement according to 44% and 42% of enterprise marketers, respectively. Also ranked among the most effective to implement are marketing analytics technologies.

What are the MOST EFFECTIVE marketing technologies to implement?

Category	Percentage
Email marketing	44%
Content marketing	42%
Marketing analytics	42%
Social media marketing	36%
Data management	33%
Paid search/ad tech	25%
Organic search/SEO	22%

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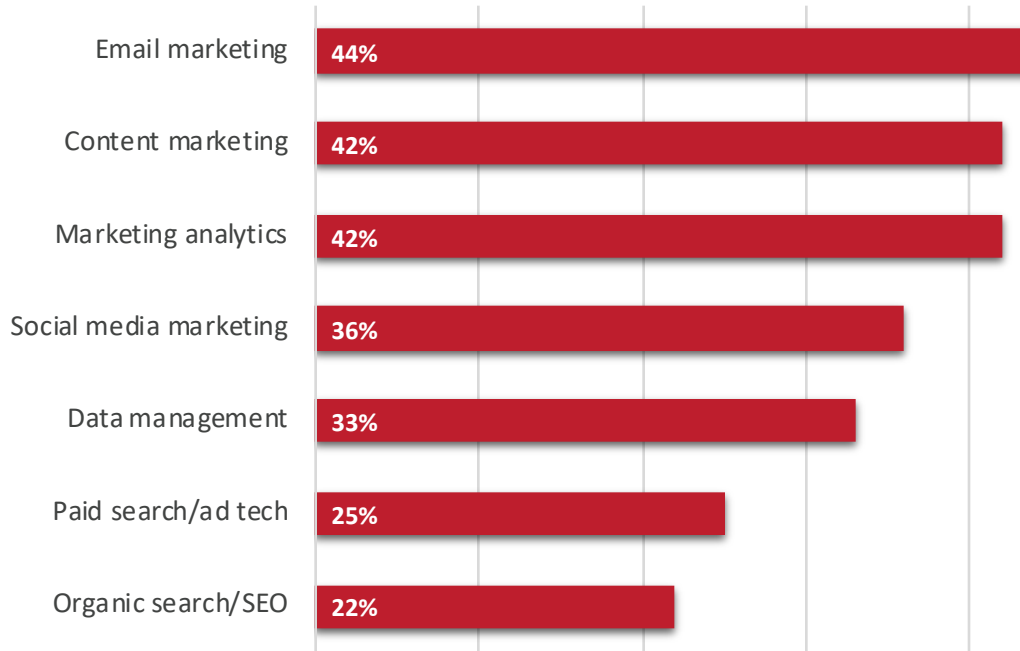
How Effectiveness Is Changing

In total, 89% of enterprise marketers consider the trend in martech effectiveness to be changing for the better, with 33% saying effectiveness is improving significantly. This strongly outweighs the total of only 11% who believe effectiveness is worsening to some extent.

Which best describes the CHANGES IN EFFECTIVENESS for the marketing technology used?

Effectiveness is improving significantly	Effectiveness is improving moderately	Effectiveness is worsening moderately	Effectiveness is worsening significantly
33%	56%	8%	3%

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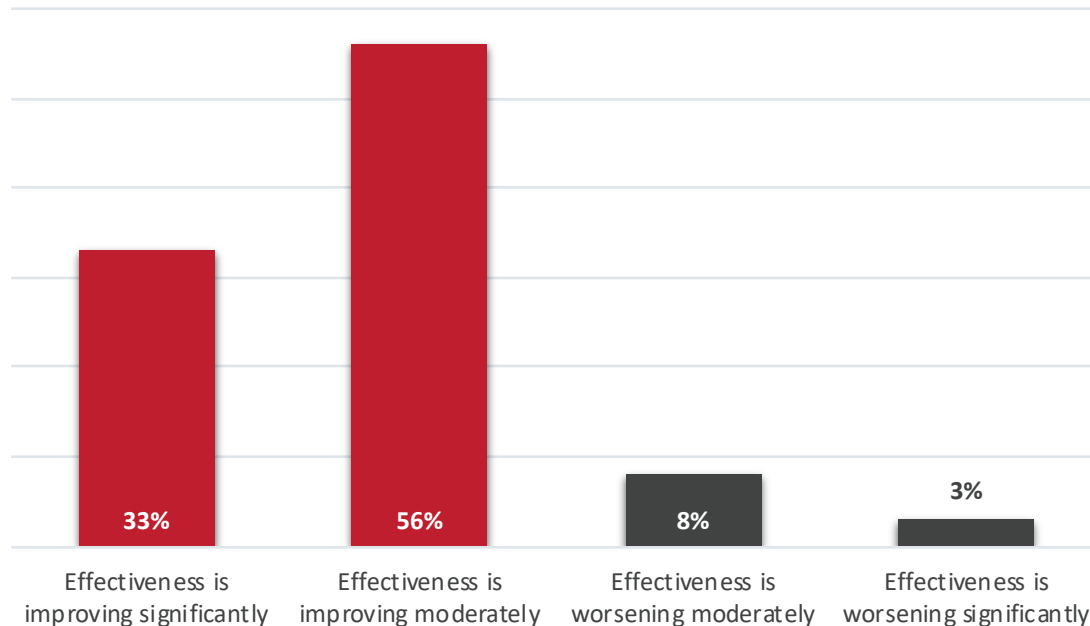
Most Difficult Implementations

Nearly half (47%) of enterprise marketing influencers surveyed reported that data management and marketing analytics are two of the most difficult marketing technologies to implement.

What are the MOST DIFFICULT marketing technologies to implement?

Category	Percentage
Data management	47%
Marketing analytics	47%
Content marketing	39%
Social media marketing	33%
Organic search/SEO	28%
Paid search/ad tech	25%
Email marketing	17%

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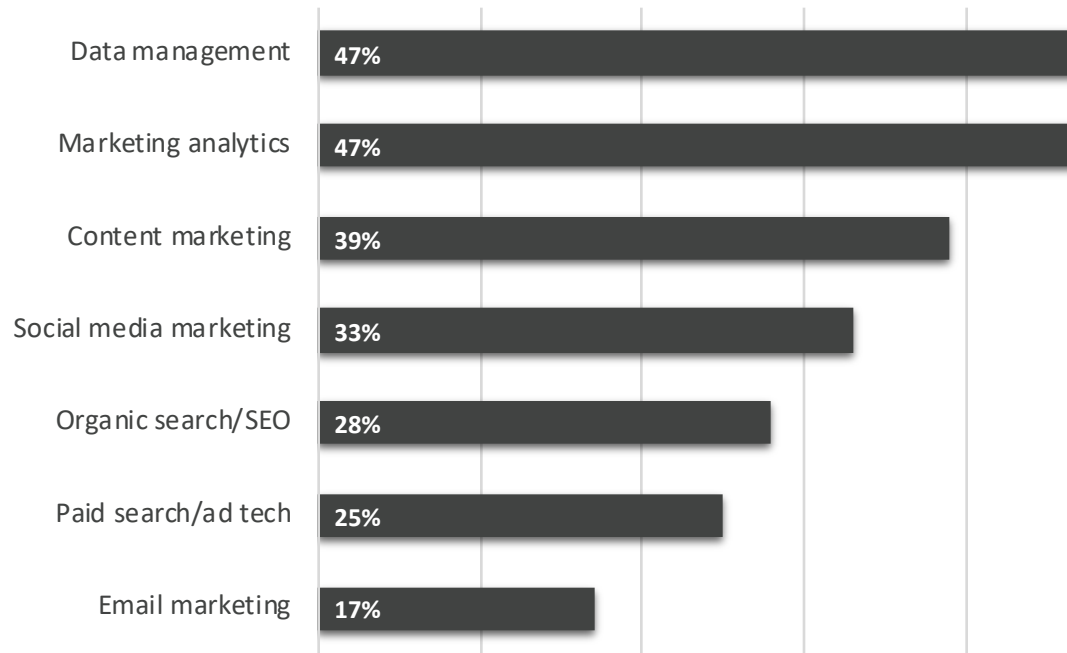
Implementation Resources Used

Resources used to implement marketing technology is often determined by the resources available in-house. Almost half (42%) of enterprise marketers report outsourcing martech implementation to a specialist exclusively.

Which best describes the RESOURCES USED to implement marketing technology?

In-house resources only, 14%

Outsourced to a specialist, 42%

Combination of outsourced and in-house resources, 44%

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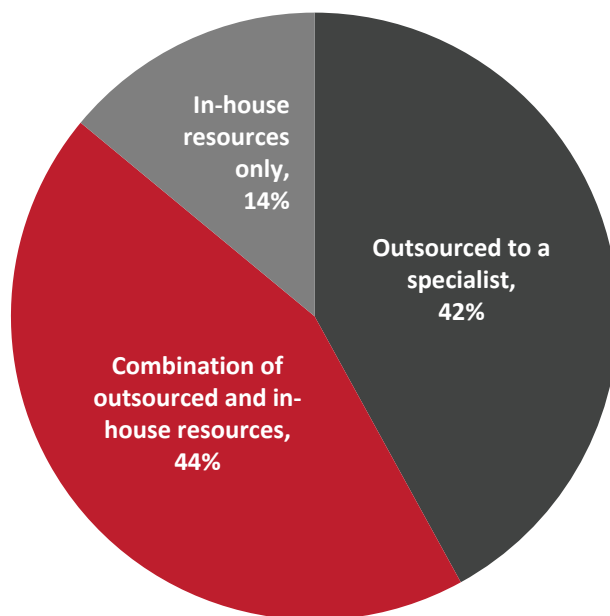
Effectiveness Versus Difficulty

Technology that is more effective to implement than difficult (email marketing, for example), is more likely to be included in a marketing technology plan-of-action than technology that is more difficult than it is effective (data management, for example).

Comparing technology effectiveness to implementation difficulty.

■ MOST EFFECTIVE   ■ MOST DIFFICULT

Technology	MOST EFFECTIVE	MOST DIFFICULT
Email marketing	44%	17%
Content marketing	42%	39%
Marketing analytics	42%	47%
Social media marketing	36%	33%
Data management	33%	47%
Paid search/ad tech	25%	25%
Organic search/SEO	22%	28%

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About The Research Partners

MessageGears

MessageGears is an enterprise email marketing provider that utilizes a hybrid technology to combine the power and security of on-premises software with the efficiency and scalability of the cloud. For data driven marketers, MessageGears' unique architecture provides unprecedented data integration, security, and economic benefits while offering true enterprise performance. The company was founded in 2010 and is based in Atlanta, GA.

Learn more at MessageGears.com

Ascend2

Marketing technology companies and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel.

Learn more at Ascend2.com