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%**

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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?

Challenge	Percentage
Increasing marketing ROI	47%
Improving marketing efficiency	46%
Attributing revenue to marketing	45%
Integrating disparate systems	41%
Gaining competitive advantage	30%
Improving decision making	29%
Improving data security	19%

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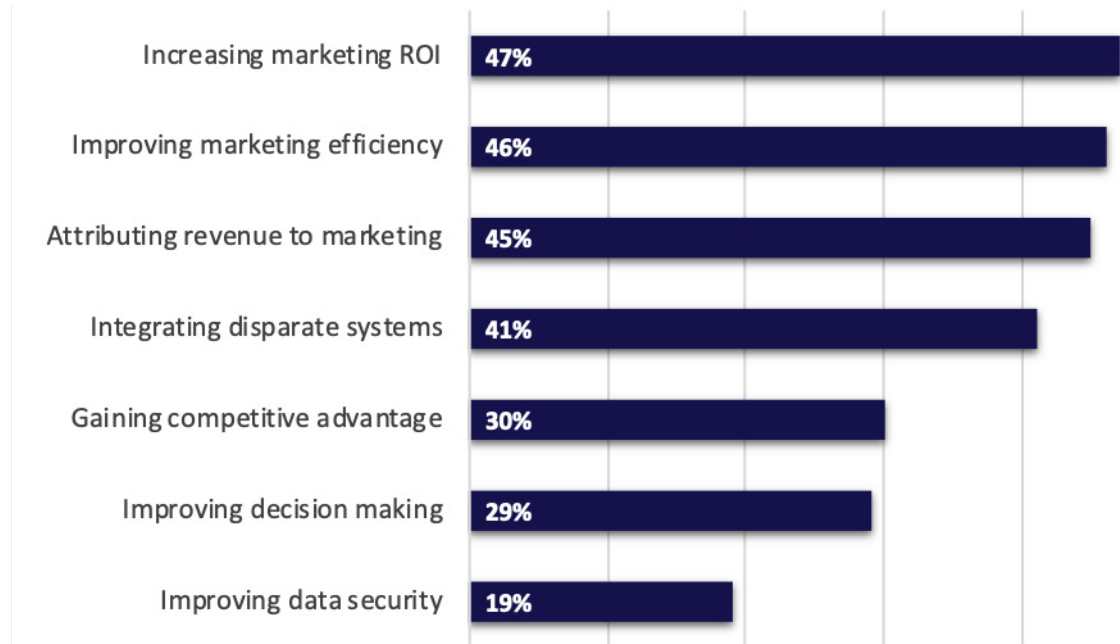
BUDGET TREND

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?

Total budget will increase significantly	Total budget will increase moderately	Total budget will decrease moderately	Total budget will decrease significantly
32%	60%	4%	4%

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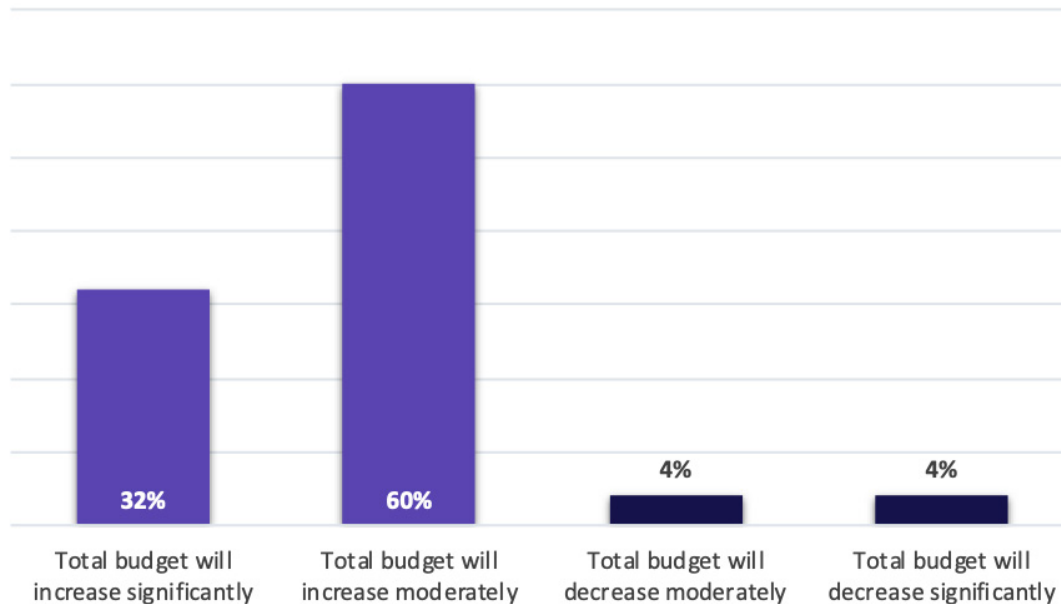
PRIMARY OBJECTIVES

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?

Objective	Percentage
Improving marketing efficiency	65%
Increasing marketing ROI	62%
Improving decision making	42%
Attributing revenue to marketing	38%
Gaining competitive advantage	35%
Integrating disparate systems	26%
Improving data security	13%

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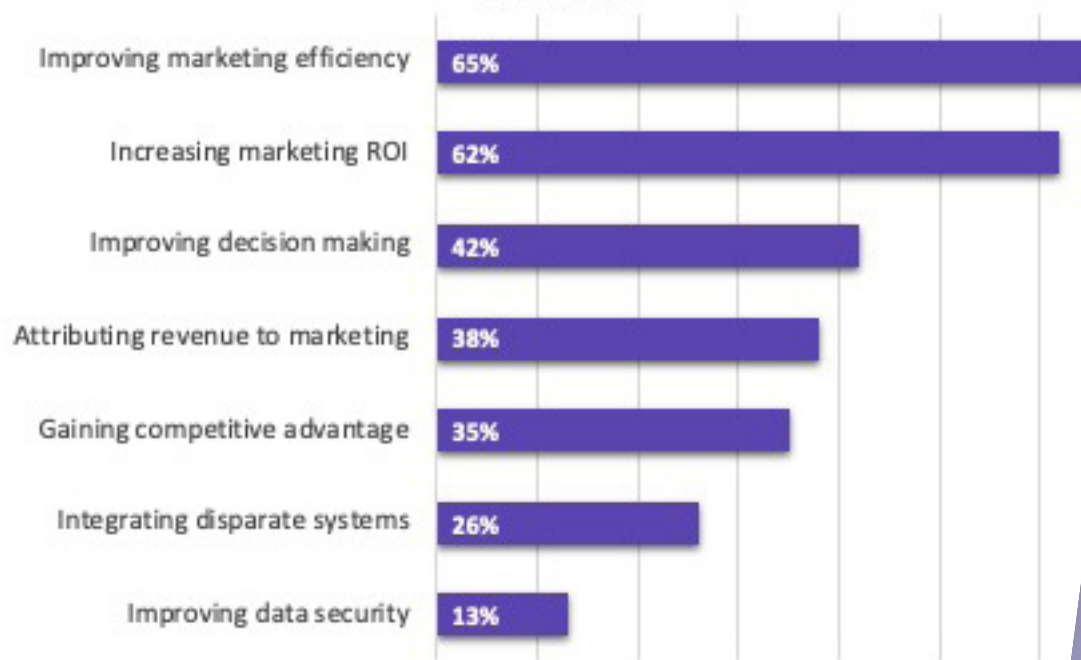
STRATEGIC OBJECTIVES

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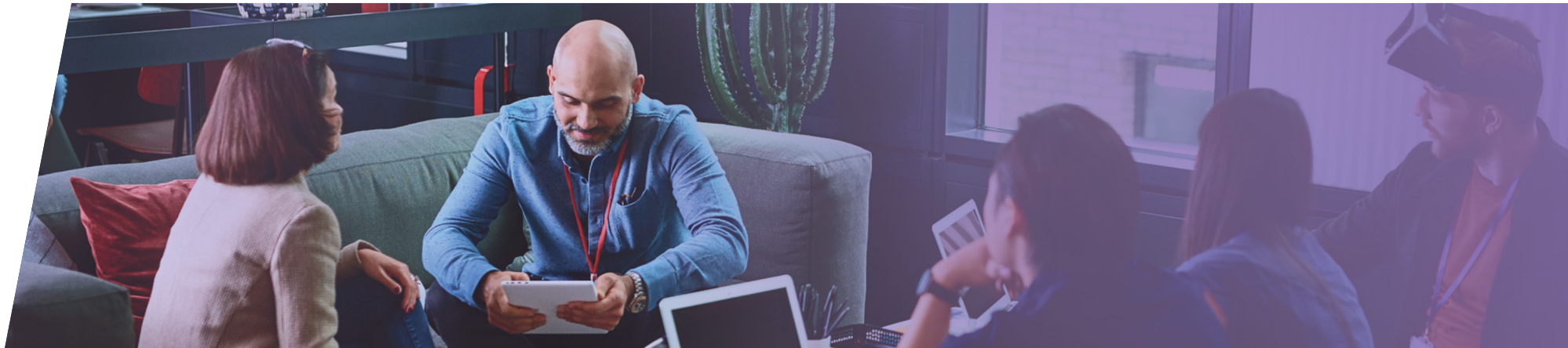
Which best describes the success of a MarTech utilization strategy at achieving the primary objectives?

Unsuccessful, 5%

Very successful, (best-in-class) 39%

Somewhat successful, 56%

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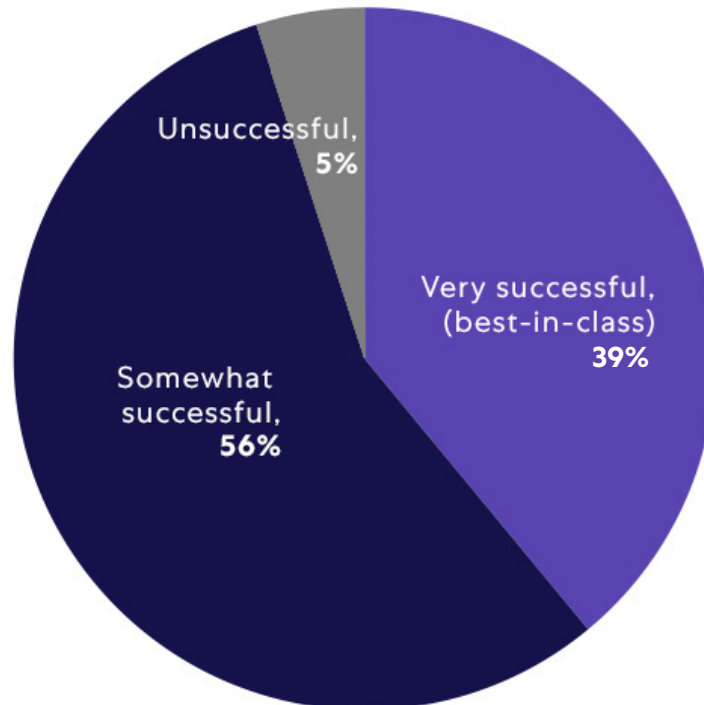
OBJECTIVES VERSUS CHALLENGES

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.
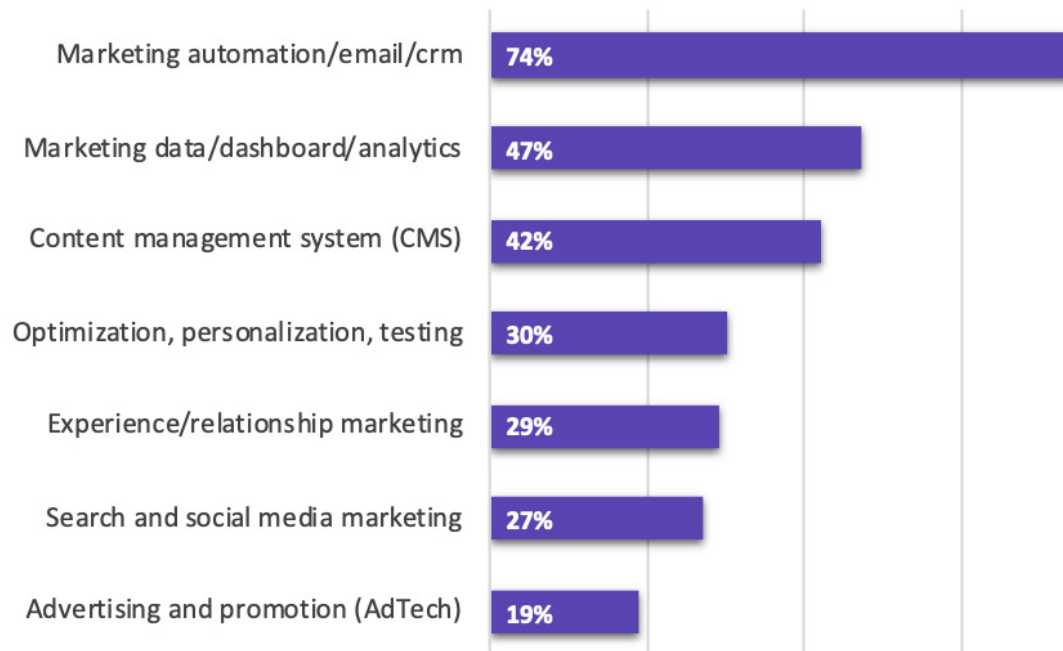
Comparing MarTech's primary objectives and critical challenges

■ Primary Objectives ■ Critical Challenges

Category	Primary Objectives	Critical Challenges
Improving marketing efficiency	65%	46%
Increasing marketing ROI	62%	47%
Improving decision making	42%	29%
Attributing revenue to marketing	38%	45%
Gaining competitive advantage	35%	30%
Integrating disparate systems	26%	41%
Improving data security	13%	19%

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?

Marketing automation/email/crm	74%
Marketing data/dashboard/analytics	47%
Content management system (CMS)	42%
Optimization, personalization, testing	30%
Experience/relationship marketing	29%
Search and social media marketing	27%
Advertising and promotion (AdTech)	19%

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?

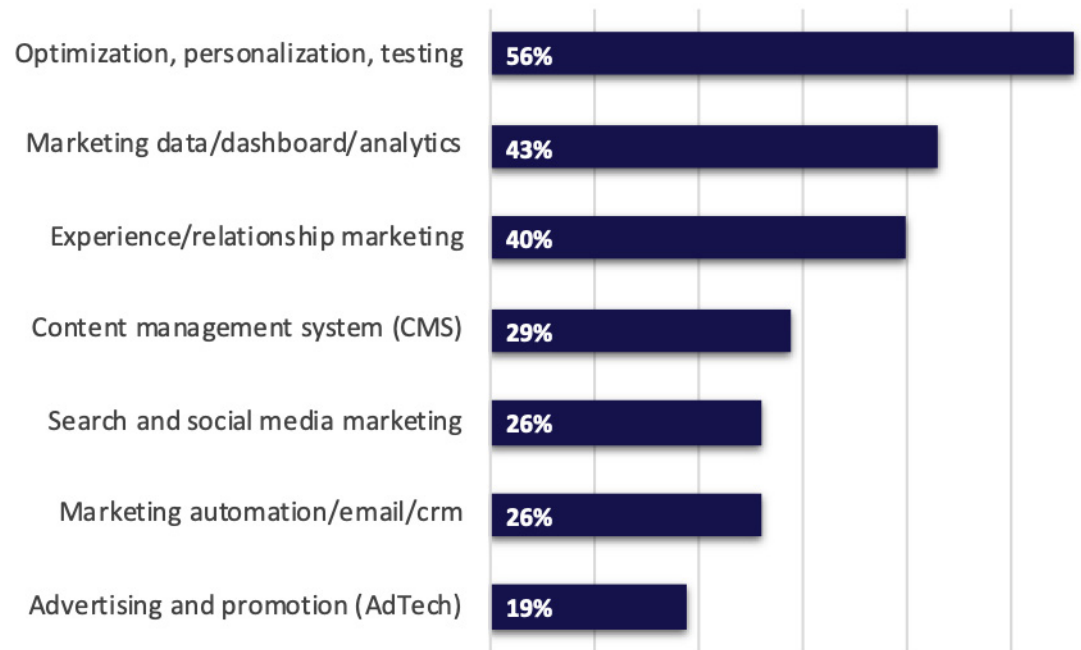| Monthly	Quarterly	Semi-annually	Annually or greater
22%	37%	26%	15%

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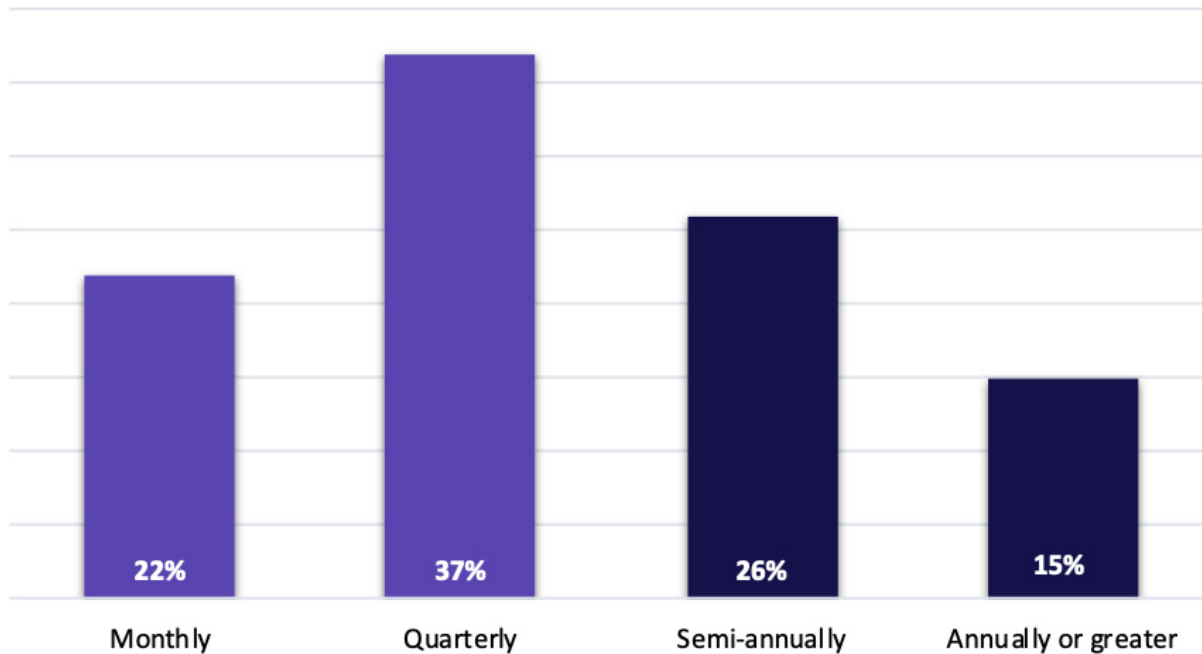
MARTECH DIFFICULTY

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.
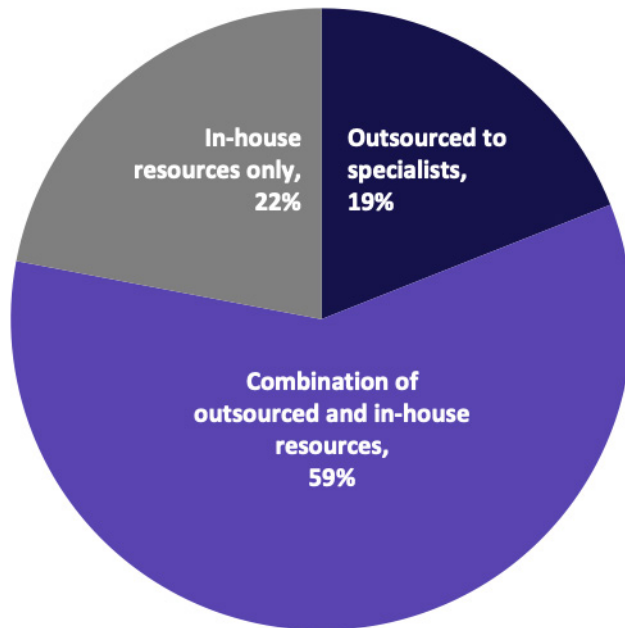
What are the most DIFFICULT types of MarTech to utilize?

Type	Percentage
Optimization, personalization, testing	56%
Marketing data/dashboard/analytics	43%
Experience/relationship marketing	40%
Content management system (CMS)	29%
Search and social media marketing	26%
Marketing automation/email/crm	26%
Advertising and promotion (AdTech)	19%

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

In-house resources only, 22%

Outsourced to specialists, 19%

Combination of outsourced and in-house resources, 59%
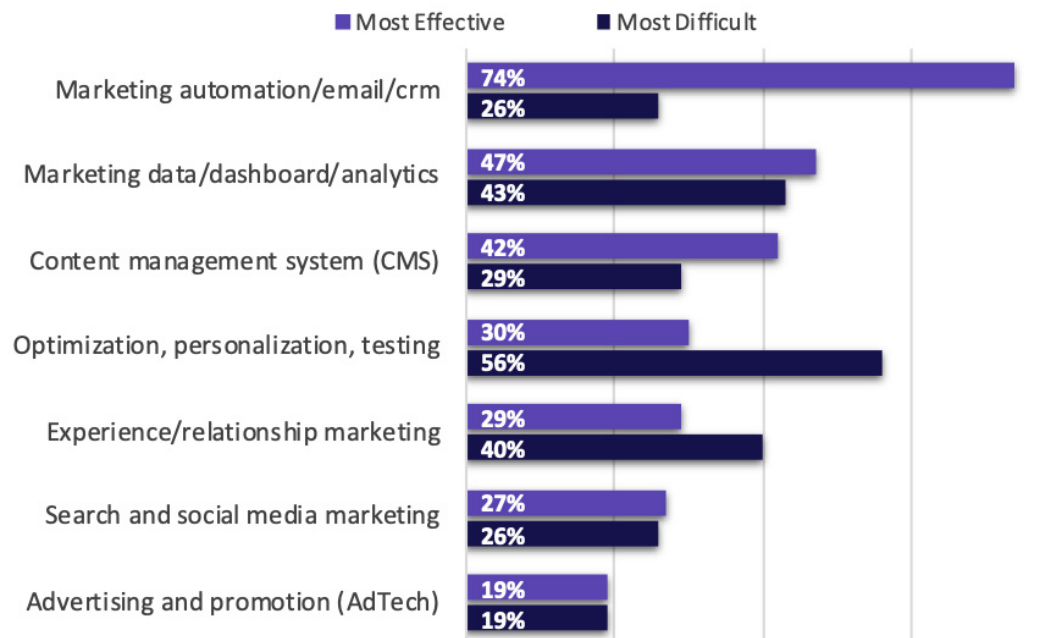

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EFFECTIVENESS WINS

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

■ Most Effective　　■ Most Difficult

Type	Most Effective	Most Difficult
Marketing automation/email/crm	74%	26%
Marketing data/dashboard/analytics	47%	43%
Content management system (CMS)	42%	29%
Optimization, personalization, testing	30%	56%
Experience/relationship marketing	29%	40%
Search and social media marketing	27%	26%
Advertising and promotion (AdTech)	19%	19%

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ABOUT THE RESEARCH PARTNERS

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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**

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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.

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Marketo, an Adobe company, offers the solution of choice for lead management and B2B marketing professionals seeking to transform customer experiences by engaging across every stage of complex buying journeys. Natively supporting both lead and account-based marketing strategies, Marketo Engage, as part of Adobe Experience Cloud, brings together marketing and sales in a comprehensive solution designed to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from consideration to conversion and beyond. To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation, and Marketo's robust partner ecosystem, **visit www.marketo.com**.