

LEADERSHIP PERSPECTIVE ON Marketing Technology Trends

AVAILABILITY & UTILIZATION of Marketing Technology

65% of marketing leaders have all the technology they need

BUT MORE THAN HALF OF THOSE don't fully utilize what they have

TECHNOLOGY Simplifies marketing processes & increases effectiveness



HOW MARKETING TECHNOLOGY EFFECTIVENESS is changing

89% Effectiveness is increasing to some extent

27% The increase is described as significant

59% Increase sales revenue

58% Increase lead generation

MOST IMPORTANT STRATEGIC GOALS for Marketing Technology to achieve



27% of marketing technology strategies are **very successful** at achieving goals

What is the **MOST SIGNIFICANT BARRIER** to success?

43% Inadequate technology integration

Yet only **37%** **EXTENSIVELY INTEGRATE** marketing technologies

Integration requires both **technical skills and marketing acumen** not always available in-house



Technology **INTEGRATION RESOURCES** used

63% Combination of outsourced and in-house

14% Outsourced entirely to a specialist