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

43% Inadequate technology integration

Yet only 37% EXTENSIVELY INTEGRATE marketing technologies

What is the MOST SIGNIFICANT BARRIER to success?

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

Ascend2 Research Conducted in Partnership with Mapp