

Marketing Technology Trends

For Optimizing Consumer Marketing Performance

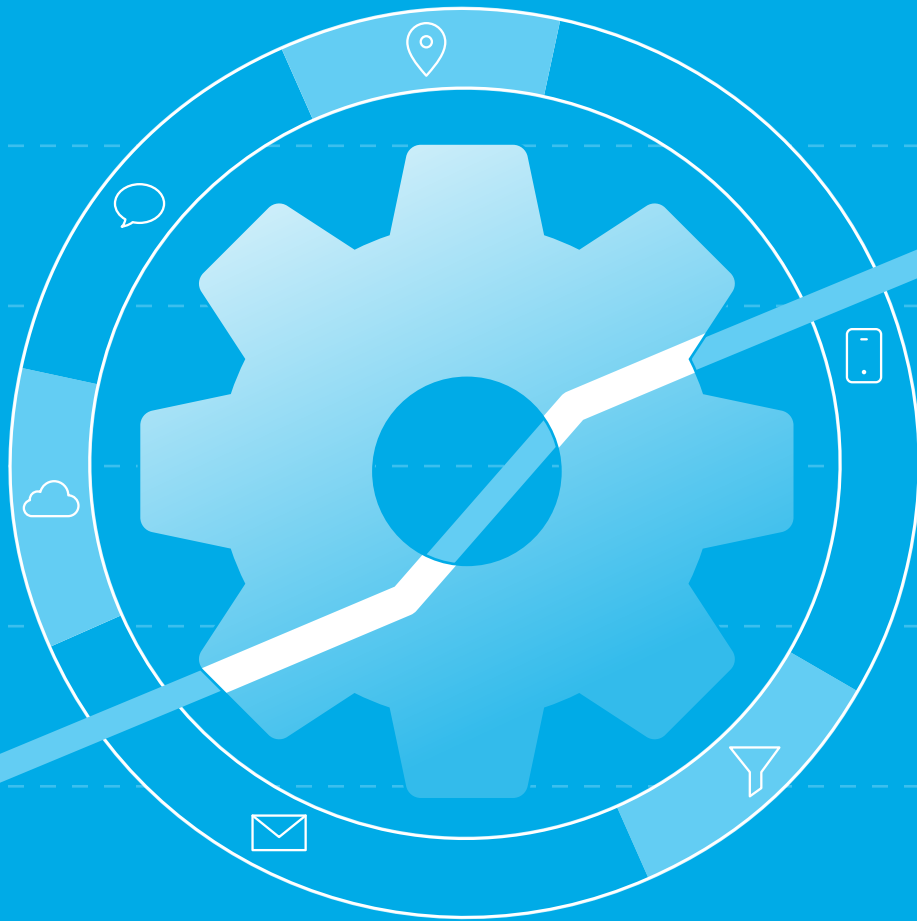


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Introduction

It seems like a new tool claiming to enhance or perfect your marketing strategy is released every month, but are they as effective as they claim? While it may seem like a waste of time, money, and resources, incorporating technology into your program can lead to extremely effective results. It all depends on whether you have the right tools and team in place to use this technology to its full potential.

To find out the effect of implementing technology in marketing programs, Return Path in partnership with Ascend2 fielded the Marketing Technology Trends Survey. We interviewed 71 marketing influencers who conduct business in the consumer marketing and sales channel.

In this report—*Marketing Technology Trends for Optimizing Consumer Marketing Performance*—we share the opinions of these influencers, including:

- How successful marketers are at utilizing technology
- How markers integrate technology into their strategy
- How effective technology integration is for different marketing channels
- And more!

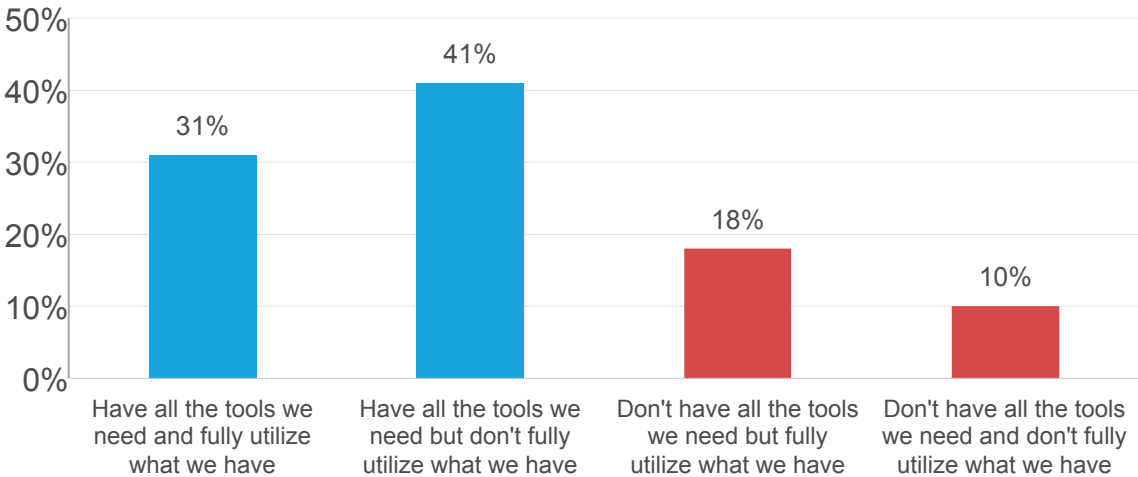
Feel free to put this research to work in your own marketing strategy. The charts may be used in your blogs or shared on social media, but please be sure to include the proper research credit.



Technology availability and utilization

While 72 percent of B2C marketers surveyed claim they have all the marketing technology tools they need, more than half of them say they don't fully utilize what they have.

Which best describes the availability and utilization of marketing technologies?



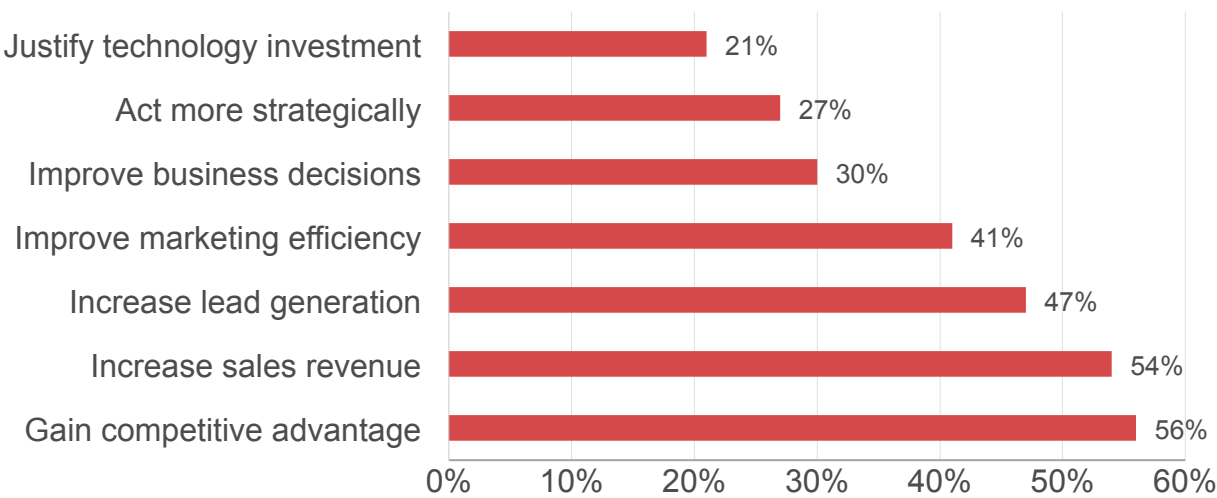
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Most important strategic goals

Gaining a competitive advantage and increasing sales revenue are the top priorities for an effective marketing technology strategy for 56 percent and 54 percent of survey respondents, respectively.

What are the most important goals for an effective marketing technology strategy?

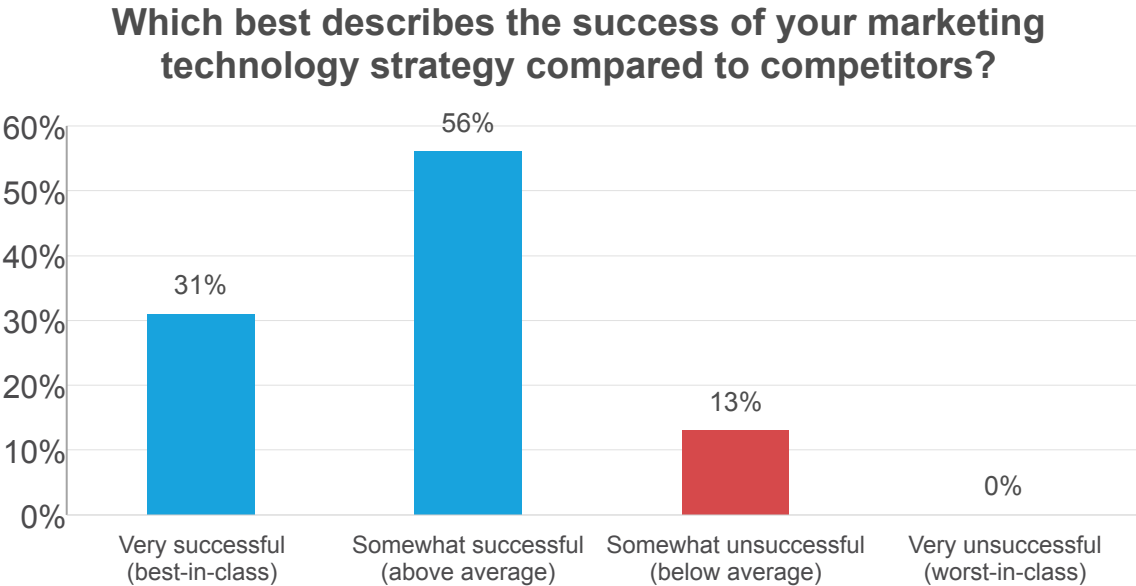


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Marketing technology strategy success

A vast majority (87 percent) of marketers surveyed describe their marketing technology strategy as successful to some extent. 31 percent consider their strategy best-in-class.



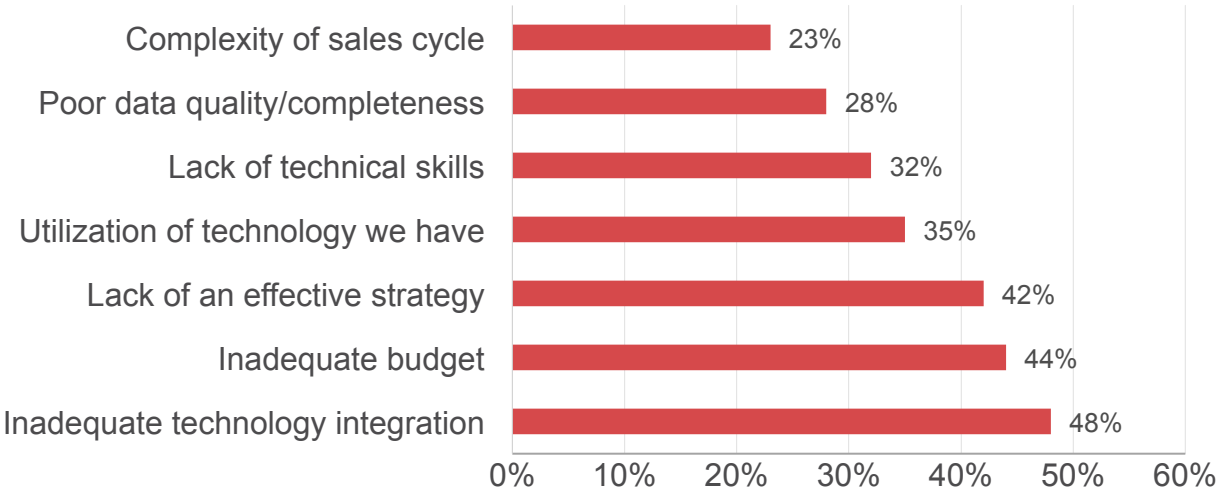
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Most significant barriers to success

Inadequate technology integration is a significant barrier to marketing technology success for nearly half (48 percent) of B2C marketing influencers in this survey. Lack of funding (44 percent) and strategic effectiveness (42 percent) are also key obstacles to achieving marketing technology goals.

What are the most significant barriers to achieving important marketing technology goals?



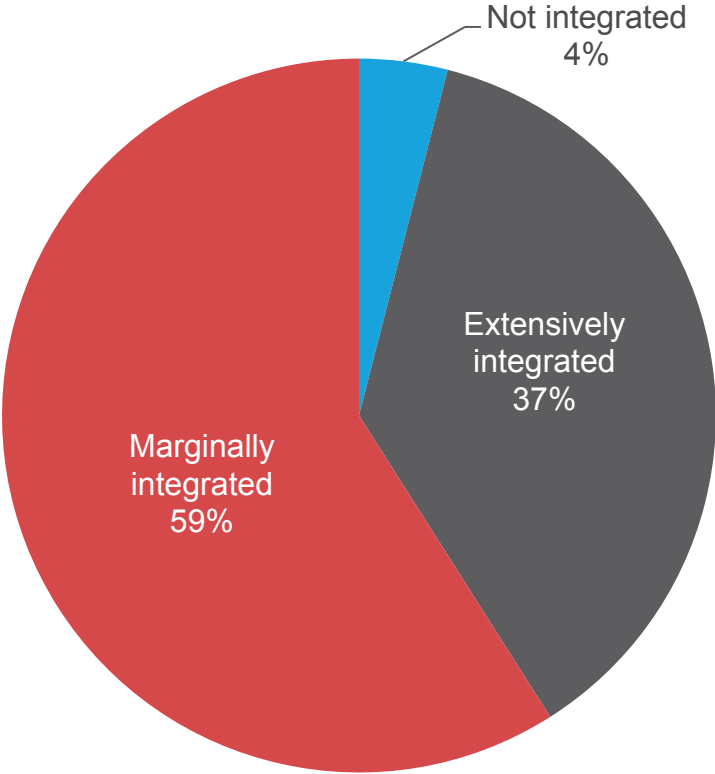
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Extent of marketing technology integration

While nearly half of marketers surveyed identify inadequate technology integration as a significant barrier to success, only 37 percent have extensively integrated their marketing systems to overcome this barrier.

To what extent are the available marketing technologies integrated?



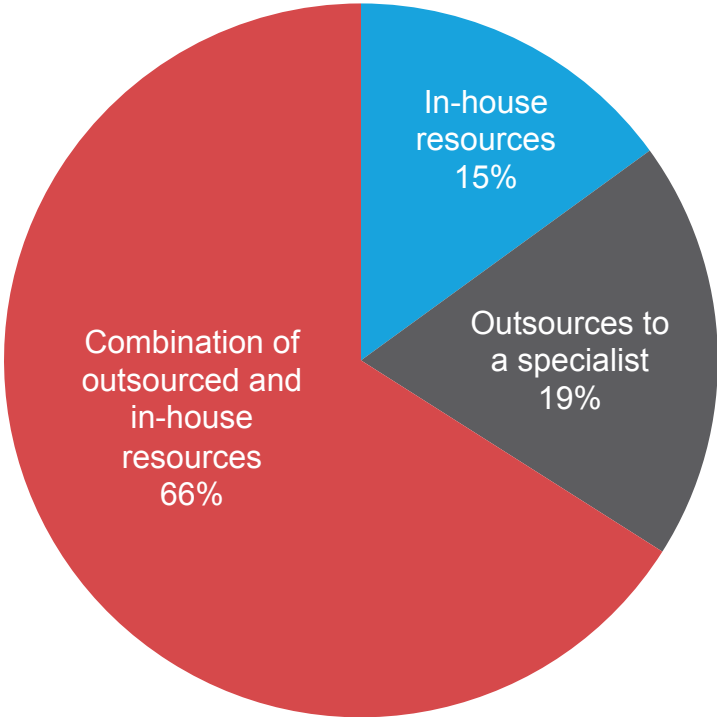
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Resources used for technology integration

Integrating marketing technologies is a complex task requiring both technical skills and marketing acumen. That's why two thirds of marketers surveyed use a combination of outsourced and in-house resources to integrate marketing technologies.

Which best describes the resources used to integrate marketing technologies?



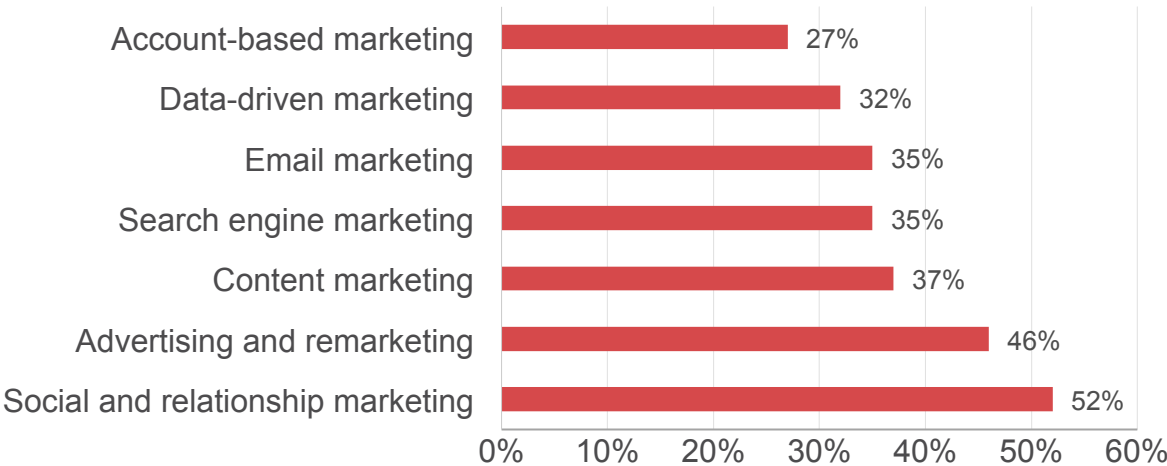
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Effectiveness of technology-driven marketing tactics

More than half of survey respondents (52 percent) effectively use marketing technology in their social and relationship marketing. Most (73 percent) struggle to use technology successfully in their account based marketing.

For what types of marketing does your company use marketing technology most effectively?



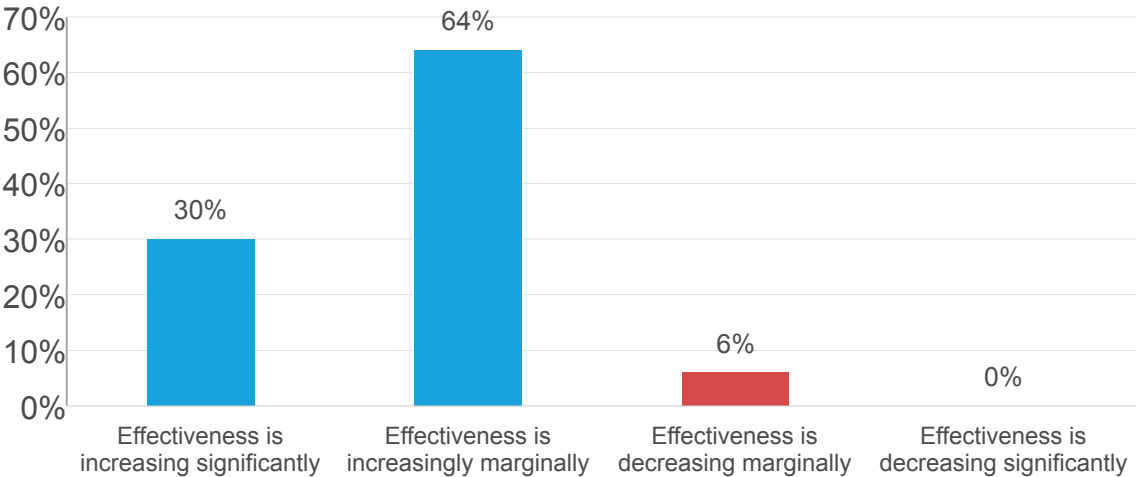
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How technology effectiveness is changing

Almost all marketers surveyed (94 percent) agree that the effectiveness of technology is increasing. However, only 30 percent believe it is increasing to a significant degree.

To what extent is the effectiveness changing for marketing technology used?



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About the research partners



Return Path analyzes the world's largest collection of email data to show businesses how to stay connected to their audiences and strengthen their customer engagement. Our data solutions help analysts understand consumer behavior and market trends. We help mailbox providers and security providers around the world deliver great user experiences and build trust in email by ensuring that wanted messages reach the inbox while spam and abuse don't. Learn more at returnpath.com



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Methodology

Ascend2 benchmarks the performance of popular digital marketing practices using a standardized questionnaire and proprietary 3-Minute Survey format.

This survey was conducted online from a panel of 71 marketing influencers. This report represents the following participants:

Role in the company

Owner/partner/CXO	20%
VP/director/manager	66%
Non-management	14%

Number of employees

More than 500	48%
50 to 500	37%
Fewer than 50	15%

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