

Improving Marketing and Data Performance

**MarTech implementation
for mid and large businesses**



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Marketing Technology Implementation

When executed strategically, implementing the right marketing technology (MarTech) can bring in more customers, increase revenue, and improve performance. But identifying and investing in the tools that will purposefully improve efficiency and enhance the customer journey is a monumental task for marketers from mid and large companies.

In the report that follows, we seek to discover how mid-size and large organizations are implementing marketing technology to ultimately improve performance.

To help you answer this question, Ascend2 and GetResponse fielded the Marketing Technology Implementation Survey.

This report, titled ***Improving Marketing and Data Performance***, represents the opinions of the 169 marketing professionals responding to the survey from mid to large organizations with 50 or more employees.

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.

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 professionals and marketing research subscribers.

Survey respondents

PRIMARY MARKETING CHANNEL

▶ B2B	30%
▶ B2C	37%
▶ B2B and B2C equally	33%

PRIMARY ROLE IN COMPANY

▶ Owner / Partner / C-Level	24%
▶ Vice President / Director / Manager	59%
▶ Non-Management Professional	17%

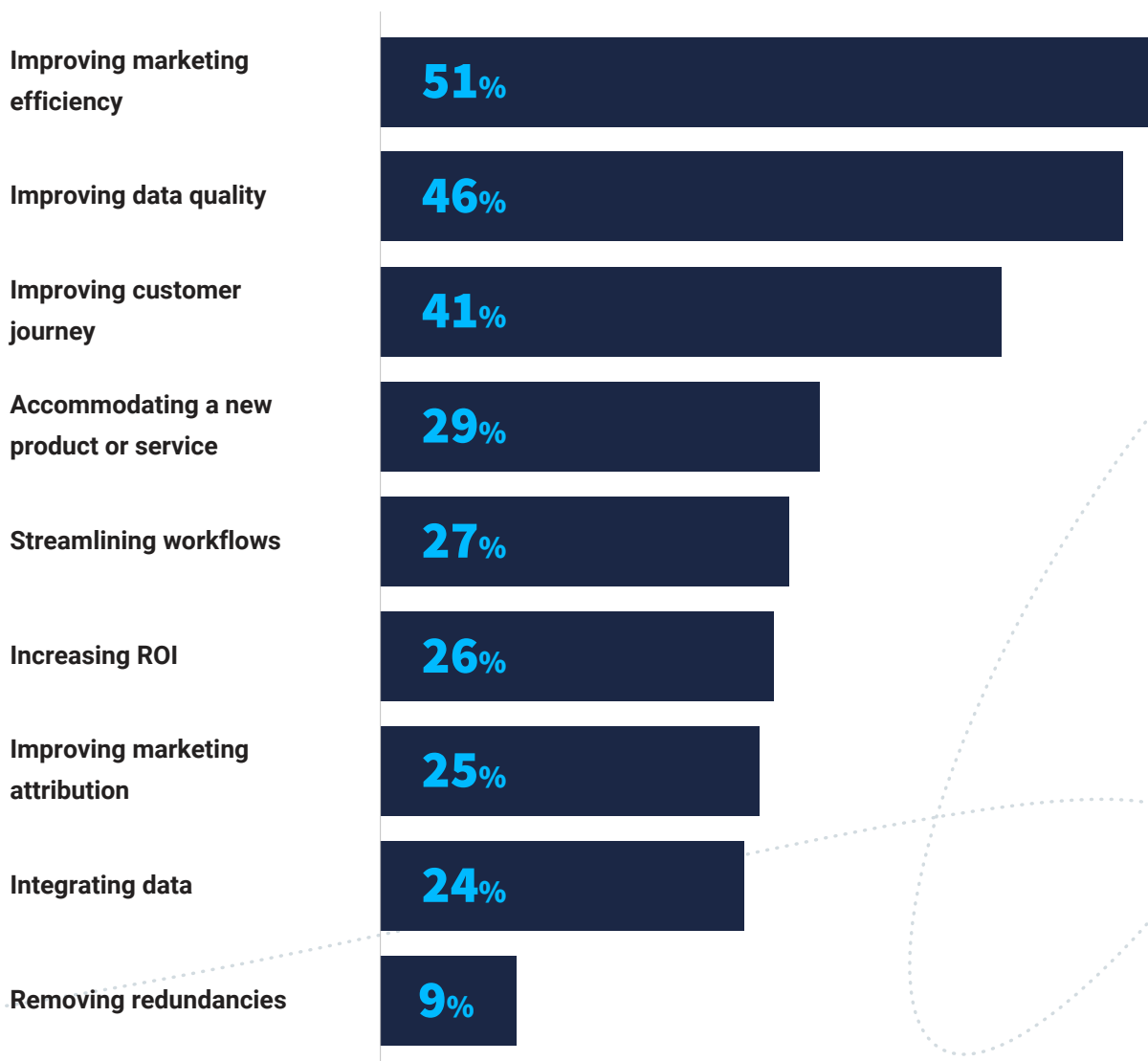
NUMBER OF EMPLOYEES

▶ More than 500	67%
▶ 50 to 500	33%

Important Goals

Employing the right marketing technology can unify a data strategy allowing marketers to make more effective decisions. Nearly half (46%) of marketers from mid and large companies are implementing martech with an ultimate goal of improving data quality. Improving marketing efficiency and improving customer journey are also top priorities for 51% and 41% of those surveyed, respectively.

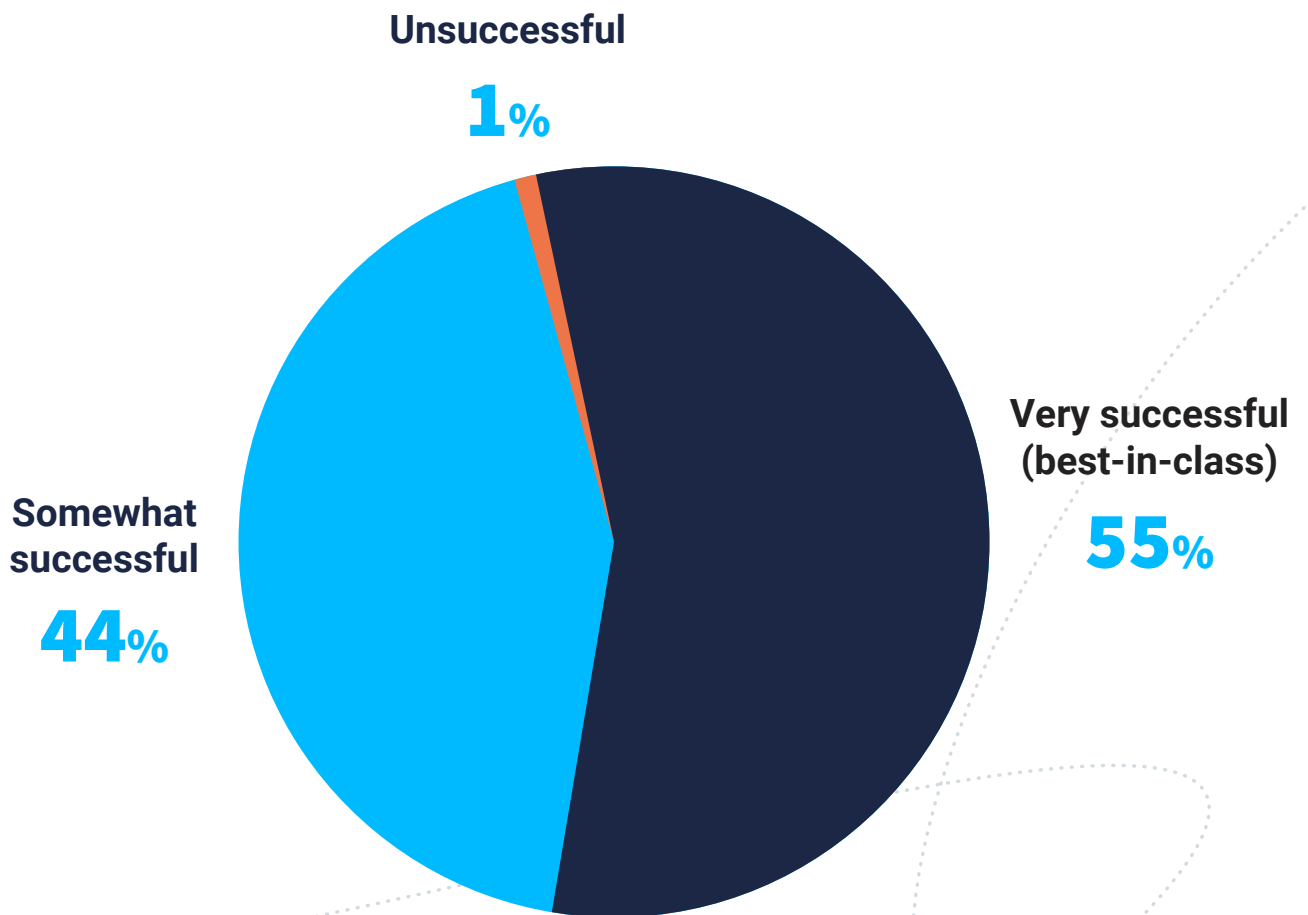
What are the **most important goals** for implementing marketing technology?



Overall Success

Are large organizations experiencing improved performance as a result of their marketing technology?
The overwhelming majority of marketers from mid and large companies say yes, with 99% of survey respondents reporting at least some success. 55% would describe the success of their marketing technology as very successful, or best-in-class, compared to competition.

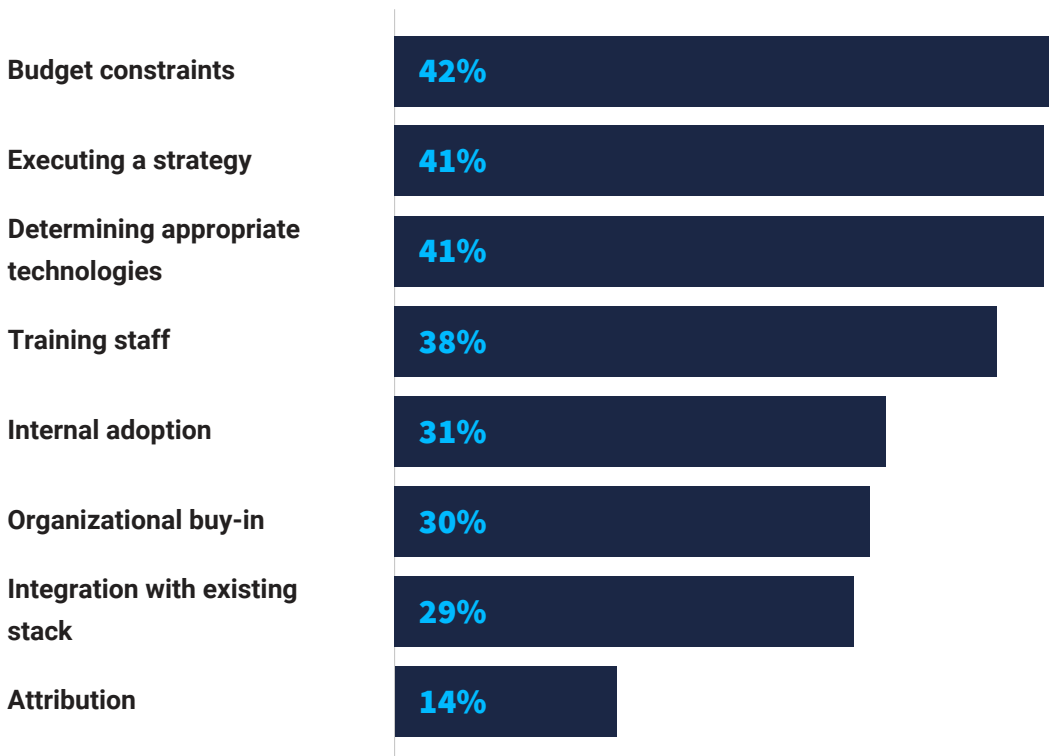
How successful is your/your typical client's marketing technology at improving performance?



Top Challenges

42% of marketers from mid and large companies find budgets to be contraining when it comes to implementing new technology. With an endless number of solutions available, it is no surprise that determining which technology will be the best choice, and then executing a strategy to implement, are also top challenges for 41% of those surveyed.

What are the **top challenges** faced when implementing marketing technology?



BUSINESS INSIGHT

"Switching the provider is usually difficult, especially if you have complex marketing programs. Lean on the vendor providing the technology to help with the implementation process.

Individual support is essential to sustained success. With individual support, you receive a dedicated Account Manager, who is your consistent point of contact. They are essentially an extension of your team, immersed in your business and goals. [Find out more.](#)"

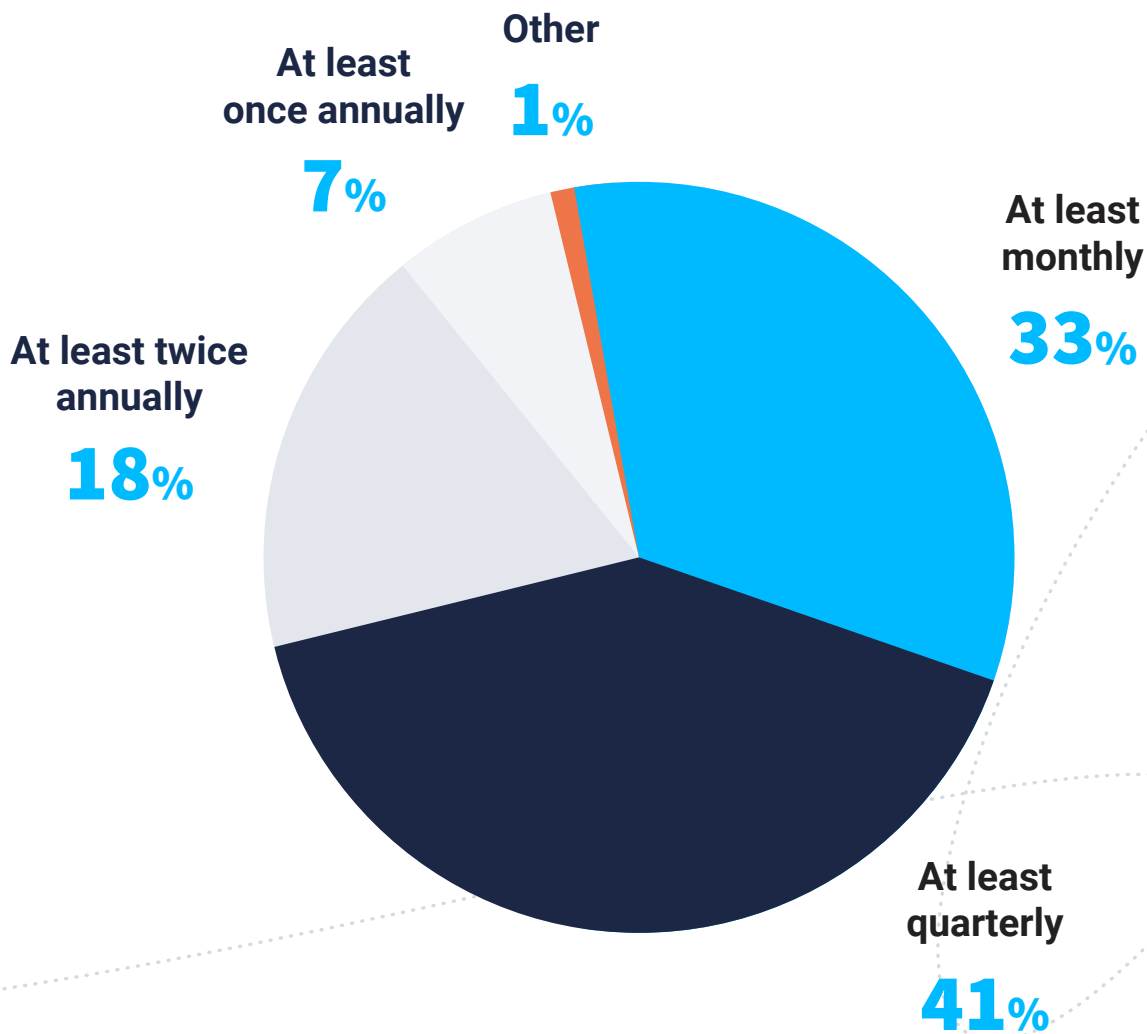


MAC OSSOWSKI
Director of GetResponse MAX

Frequency of Evaluation

Identifying goals and measuring the impact of a martech stack is critical for optimizing strategic agility. According to one-third (33%) of marketers from mid and large companies, it is best practice to evaluate marketing technologies for performance at least monthly. Another 41% report this is done at least quarterly while nearly one-quarter (25%) of marketers monitor the performance of their tech once or twice annually.

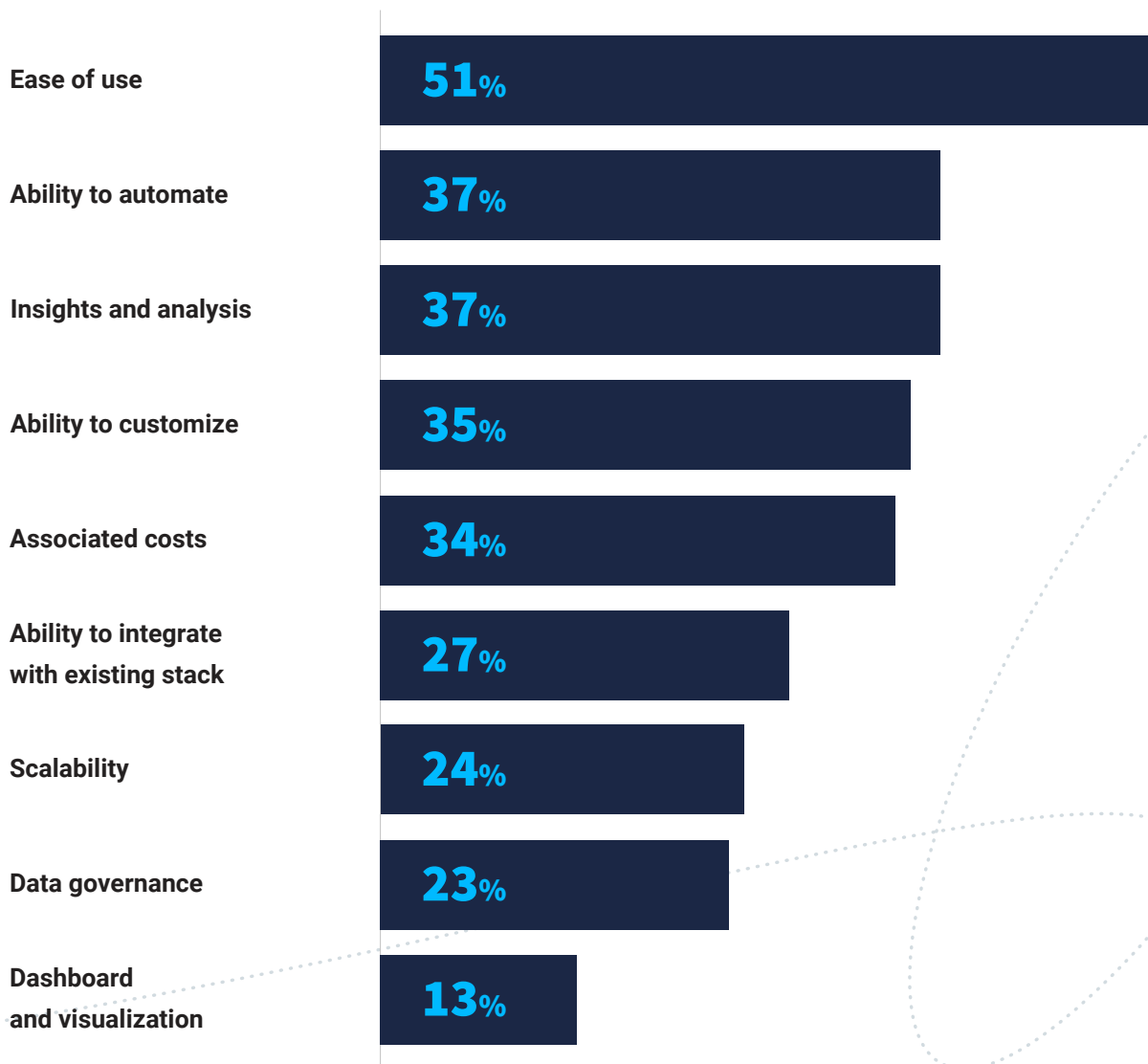
How often should marketing technology be evaluated for performance?



Evaluation Considerations

As the landscape of tools available to marketers rapidly expands, marketers have more options than ever to improve performance using new tech. But what are the most important factors that weigh in to the decision to add to an existing martech stack? 51% of mid and large companies report that ease of use is a major factor to consider while 37% report that automation and analytical features are also top considerations.

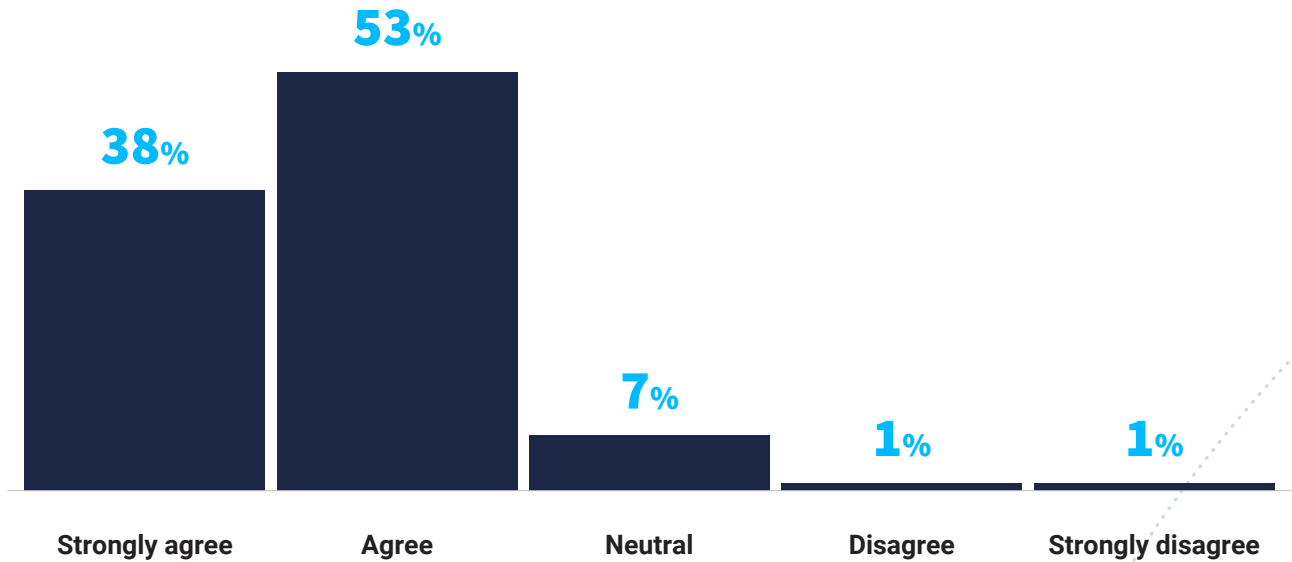
What are the **top considerations** when evaluating new marketing technologies?



Technology Consolidation

Marketing technology should streamline complicated processes and make marketing efforts more efficient. Technologies that consolidate multiple tools into a single platform is appealing to a 91% majority of marketers from mid and large companies. "All-in-one" type marketing tools centralize data and create a more simplified approach to carry out a strategy.

A marketing technology that consolidates multiple tools into a **single platform is appealing to me.**



BUSINESS INSIGHT

"Doing more with less has long been one of the greatest challenges for businesses. Having a complete toolkit gives you a complete picture of your audience and puts you in prime position to personalize your communications at scale, leading to better customer engagement, more sales, and a better ROI – of both money and time.

With GetResponse MAX you get powerful tools to run omnichannel marketing campaigns. Set up optimal customer journey using web events tracking and advanced segmentation, with automation to simplify your processes, plus create responsive, high-converting landing pages with no coding know-how necessary.

Together with powerful Webinar and Web Push notifications capabilities, you can run omnichannel campaigns and manage all your data from one place"

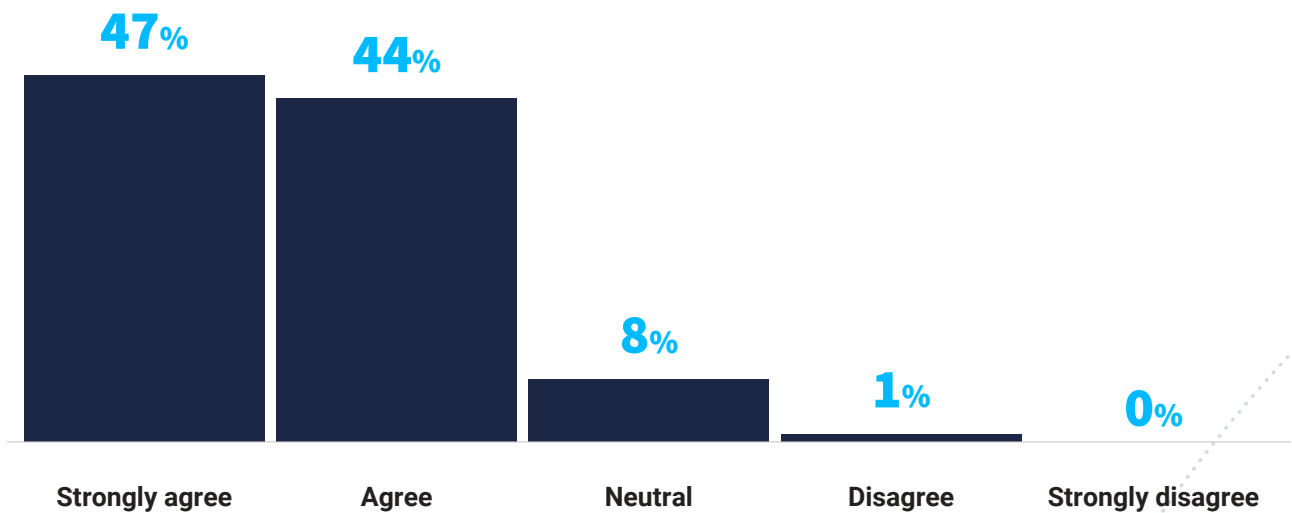


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Ease of Implementation

Mid to enterprise-level organizations consist of intricate and often complicated infrastructure. Implementing a new tool with ease and efficiency is essential for 91% of marketers from mid to large companies who know that system downtime can negatively impact the bottom line. Nearly half (46%) of those marketing professionals surveyed say they strongly agree that new martech needs to be easily implemented into an existing stack.

It is essential for a new marketing technology to be **easily implemented into the existing stack.**



BUSINESS INSIGHT

“Ease of implementation is at the core of what we offer to our new customers at GetResponse MAX. Your Account Manager, in tandem with the Onboarding Manager, will guide you through the entire onboarding process with personalized help and insights into specific tools and solutions to optimize your marketing and ROI. They will also provide configuration assistance for your account and email authentication methods, like DKIM, SPF or DMARC. They’ll assist you in setting up a new domain, and much, much more.”

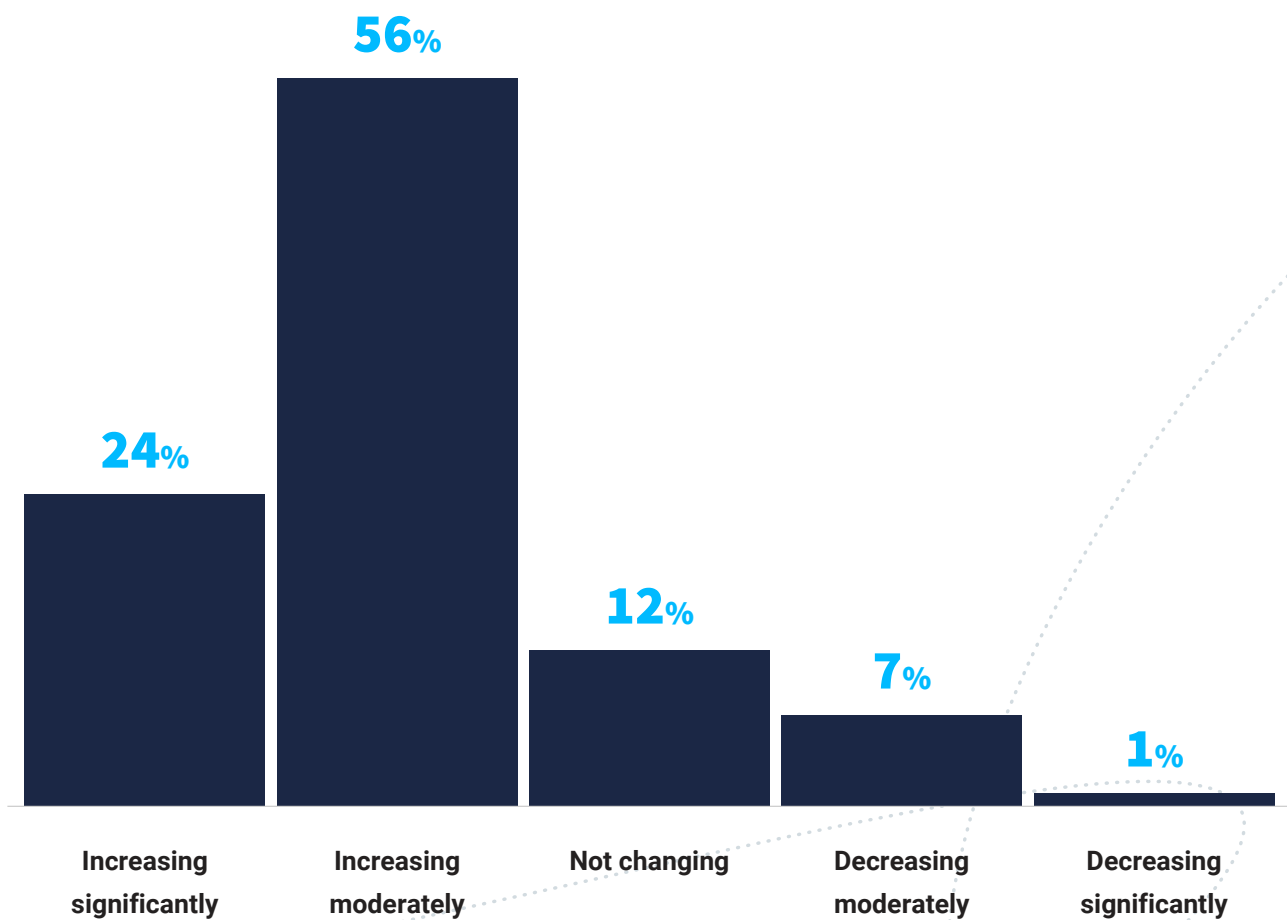


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Budget Trends

Mid and large companies continue to place a high value on new tools and technologies that will improve the efficiency of marketing efforts. According to the survey, 80% of mid and large companies will be experiencing an increase in new martech budget over the next 12 months. Nearly one-quarter (24%) describe this increase as significant. Only 8% of those surveyed report a decreasing budget for new marketing tools in the year ahead.

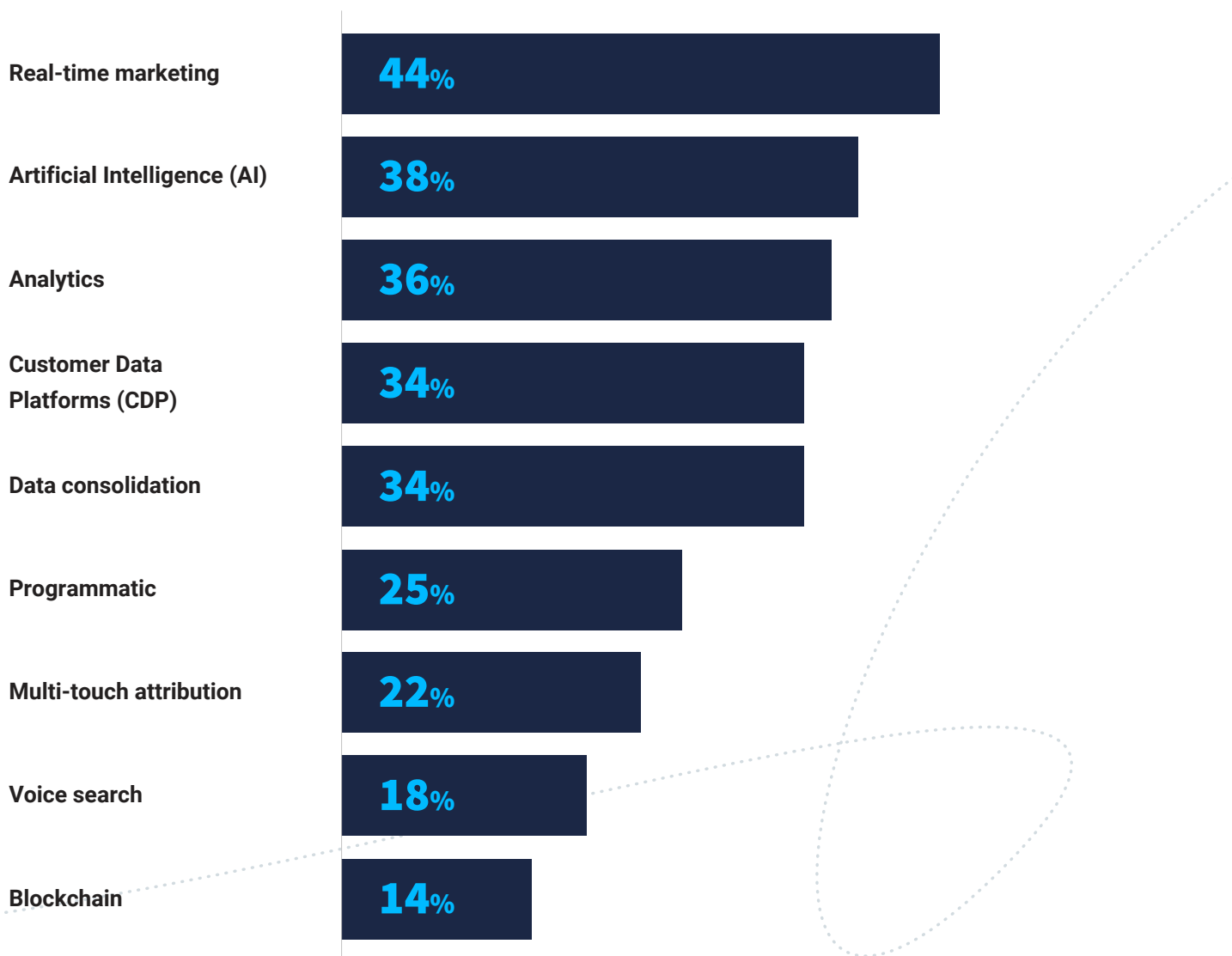
How is the **budget changing** for implementing new marketing technology in the year ahead?



Emerging Technology

Machine-powered, real-time results and insights allow marketers from mid and large companies to make “on-the-spot” decisions. The increased agility that real-time marketing and artificial intelligence provide will have the most impact on overall marketing strategy in the year ahead according to 44% and 38% of those surveyed, respectively. Emerging analytics technologies also top the list for 36% of mid and large companies.













Which emerging technology will have the most impact on overall marketing strategy in the year ahead?



About the Research Partners

GetResponse MAX is the trusted all-in-one online marketing platform, with a team of experts ready to help you make the most of it. Today, over 350,000 customers in 182 countries trust GetResponse. With over 20 years of experience, we deliver excellent digital marketing solutions.

GetResponse MAX offers a set of online tools under one roof, tailored and scaled to your business, such as:

-  E-Mail Marketing
-  Marketing automation
-  Landing Pages
-  Webinars
-  List Management
-  Lead Acquisition
-  ROI tracking
-  Team collaboration
-  Campaign testing
-  Website Push Notifications
-  130+ ready-made integrations
-  Open API

[Find out more about GetResponse MAX](#)

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.



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