

The Outlook on Marketing Technology **for Middle-market** **Organizations**



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Methodology

Survey respondents

Primary Marketing Channel

B2B	22%
B2C	49%
B2B and B2C equally	29%

Primary role in company

Owner / Partner / C-Level	21%
Vice President / Director / Manager	59%
Non-Management Professional	20%

The Outlook on Marketing Technology

FOR MIDDLE MARKET ORGANIZATIONS

The technology that marketers utilize revolves around the needs and expectations of their audiences and what is required to deliver the best possible experience to them. As these needs shift, so does the martech landscape

So what does this evolving martech landscape look like now and in the year ahead for middle-market companies?

To help you answer this question, Ascend2 and GetResponse fielded The Outlook on Marketing Technology survey.

This report, titled *The Outlook on Marketing Technology for Middle-Market Organizations*, represents the opinions of the 135 marketing professionals responding to the survey from mid-size organizations with 50 to 500 employees.

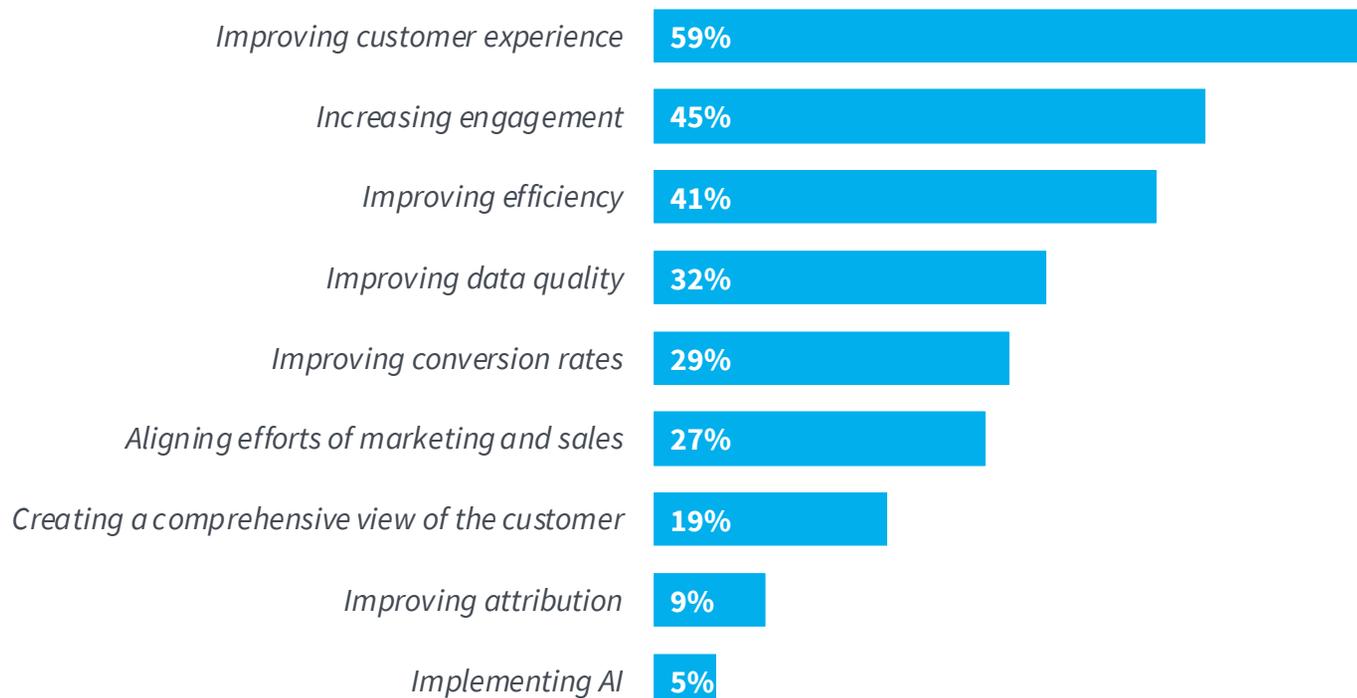
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Most Important Goals

For middle-market companies, **customer experience** is top-of-mind as marketers implement new solutions and optimize their tech stacks in the coming year. **Increasing engagement** is also an important goal for 45% of mid-market marketers surveyed. By delivering targeted customer experiences, marketers encourage engagement and loyalty from their audiences.

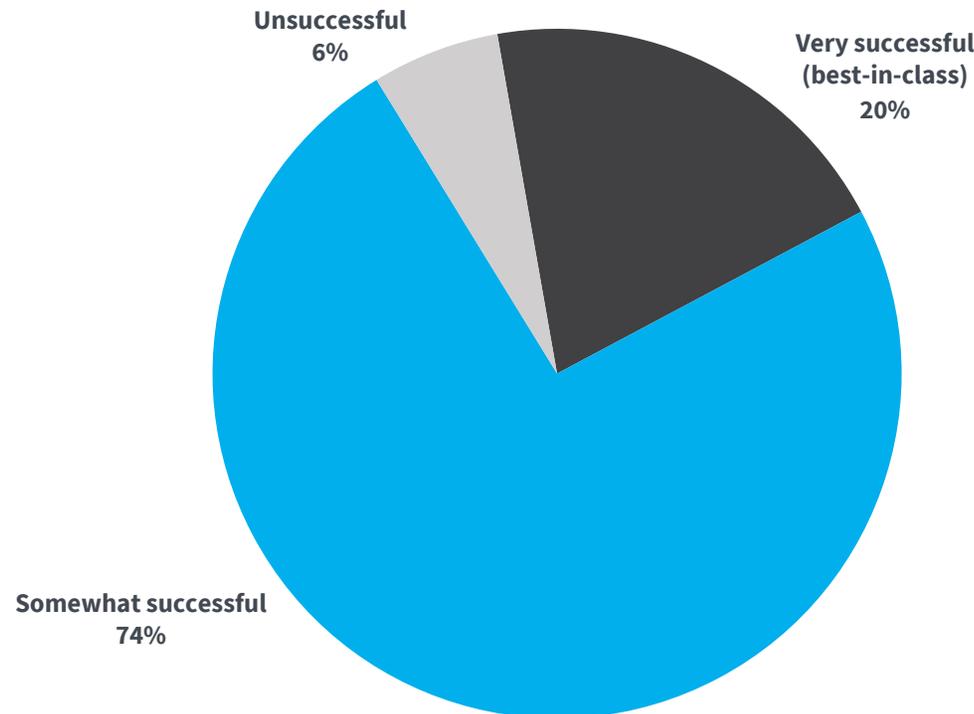
What are the MOST IMPORTANT GOALS when implementing or optimizing marketing technology in the year ahead?



Gauging Strategic Success

It is critical for growing businesses to constantly evaluate the role technology plays in overall strategic success. While one-in-five (20%) marketers for mid-size organizations report **best-in-class** success from their martech stacks, nearly three-quarters (74%) of those surveyed are just somewhat satisfied with the ability of their current technology to help achieve strategic goals.

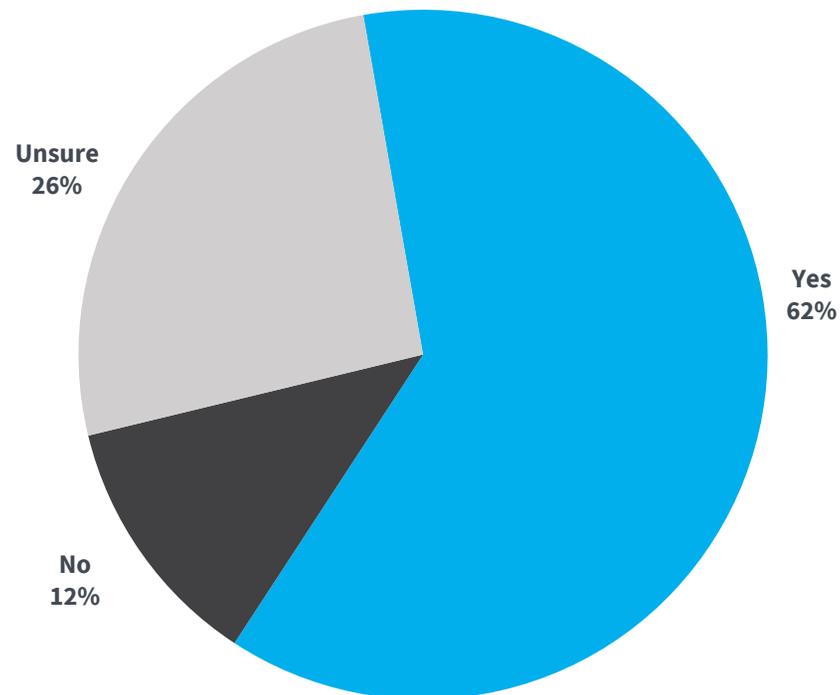
How SUCCESSFUL is your (or your typical client's) marketing technology stack at helping you to achieve strategic goals?



Updating the Tech Stack

Are mid-market companies able to improve performance through the use of their current marketing technology, or will replacing and/or updating solutions be necessary in the coming year? Nearly three-quarters (62%) of marketing professionals for mid-market companies report that they will **need to update components of their marketing technology stack** in the year ahead in order to meet goals.

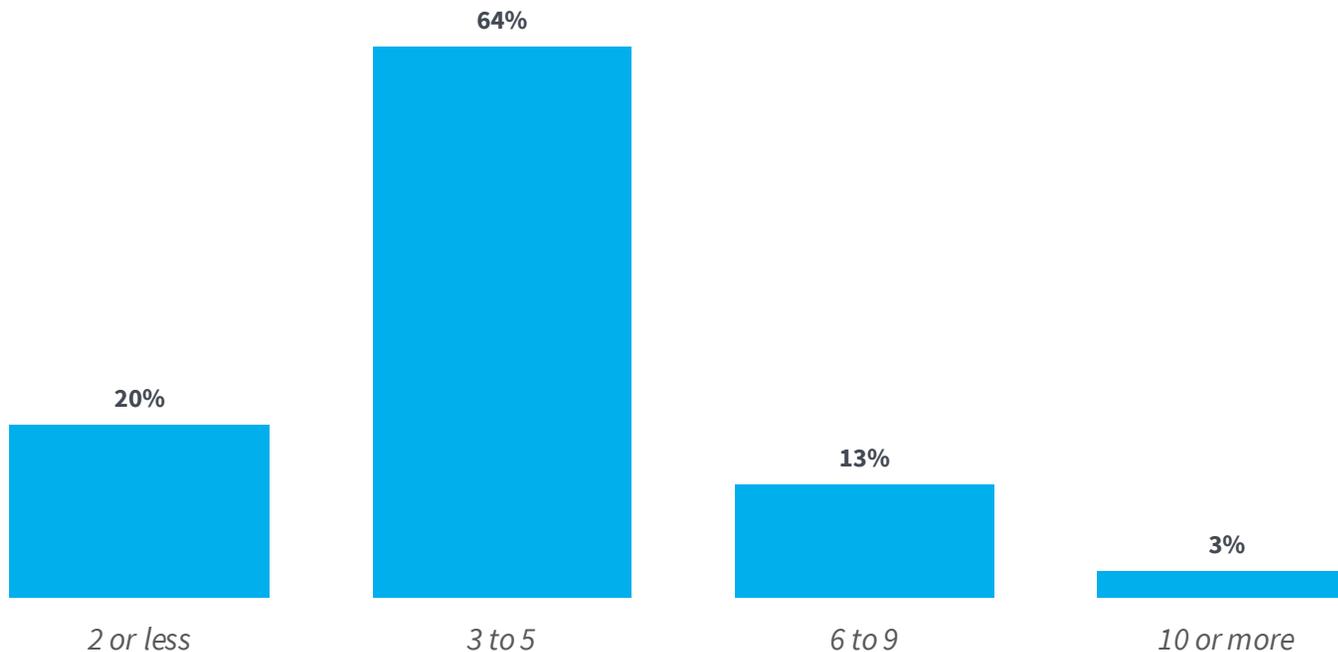
In order to achieve your strategic goals, do you feel that you will need to update any or all component(s) of your marketing technology stack in the year ahead?



Number of Tools Utilized

Nearly two-thirds (64%) of middle-market companies have martech stacks that are comprised of **three to five solutions** according to this research. Another 20% of marketers report that their mid-size company operates with **one or two tools** in their tech stack. By limiting the number of tools used, marketers are able to control the experience delivered throughout the entire customer journey.

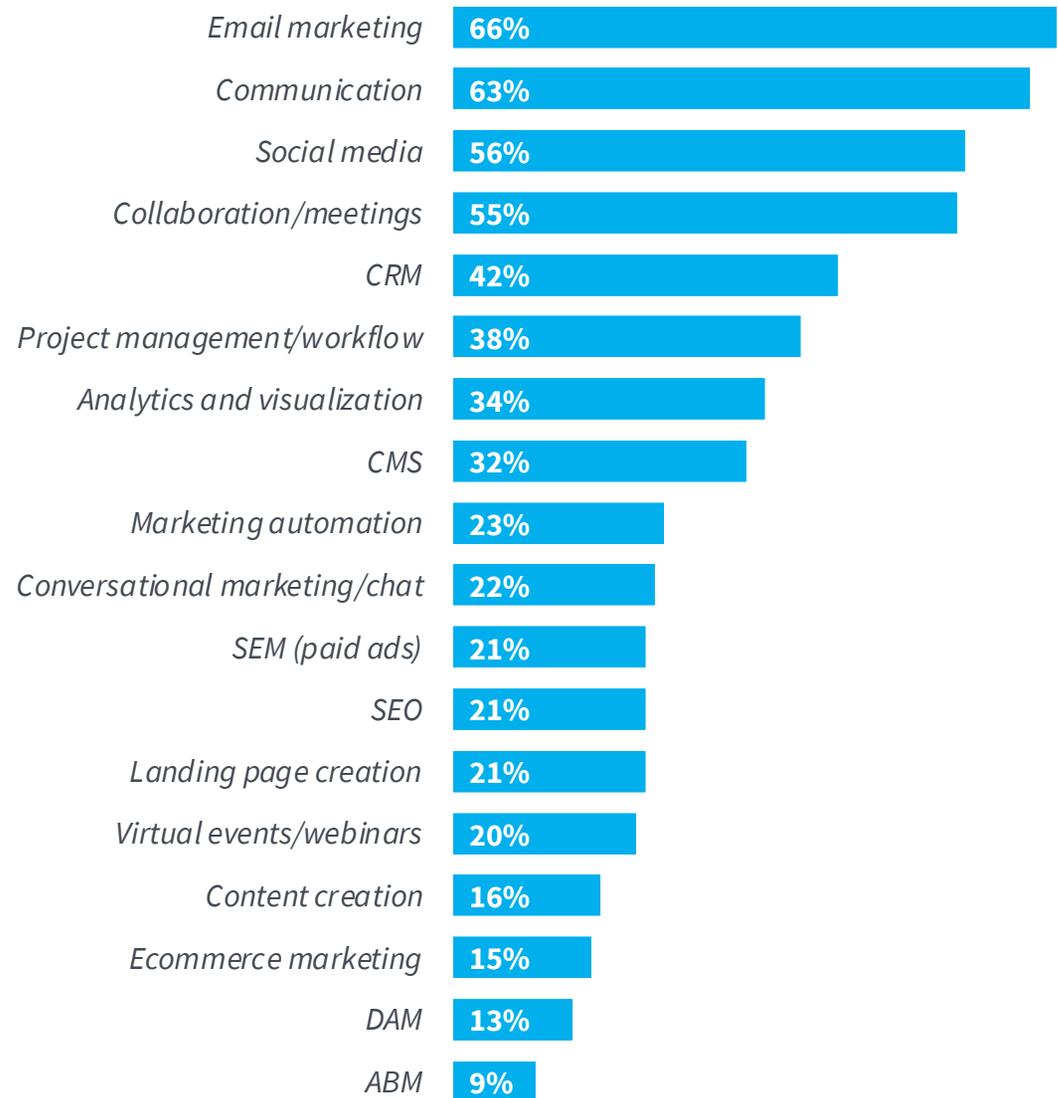
How many tools does your marketing technology stack currently consist of?



Current Functionality

What do the marketing technology stacks for mid-market companies currently look like? **Email marketing and communication** solutions are most commonly included in the martech stacks of those marketers surveyed. **Social media, collaboration** technology and **Customer Relationship Management (CRM)** tools are also included in the tech stacks of 56%, 55% and 42% of middle-market marketers surveyed, respectively.

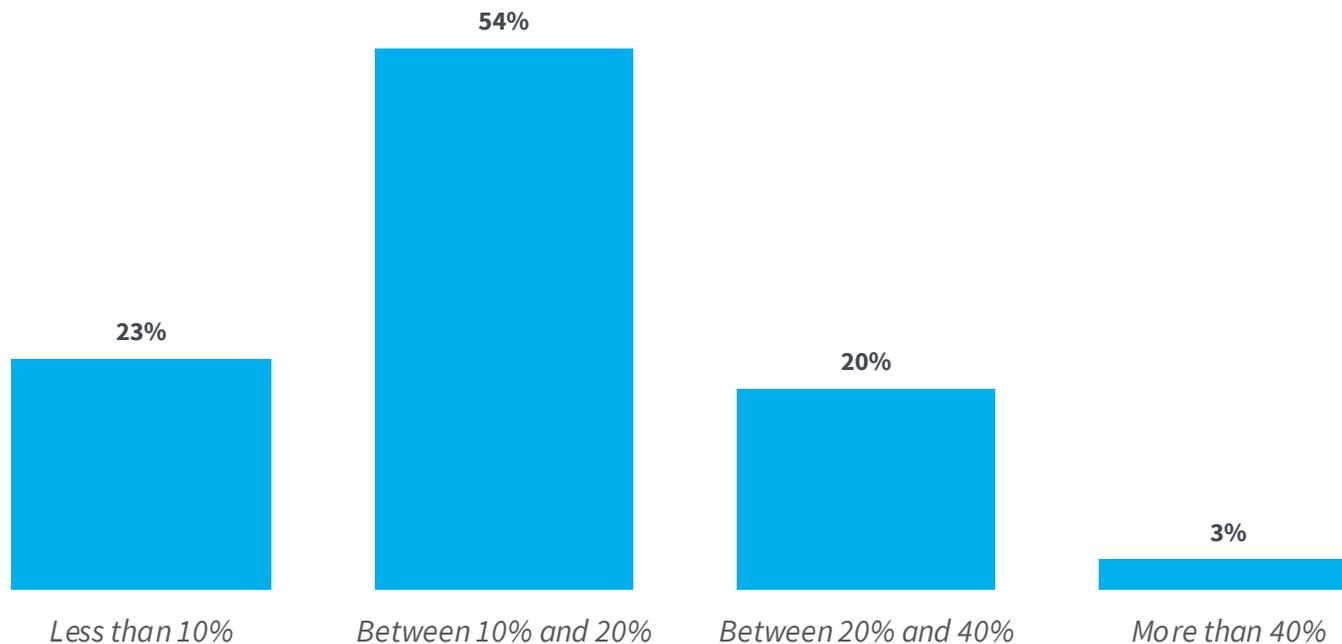
Which of the following functions does your marketing technology stack CURRENTLY INCLUDE?



Budget Allocation

The implementation and management of the marketing technology for middle-market companies will require **between 10% and 20%** of the overall marketing budget according to over half (54%) of marketers surveyed. One-in-five of those surveyed plan to dedicated **between 20% and 40%** of their marketing budgets to their martech stacks.

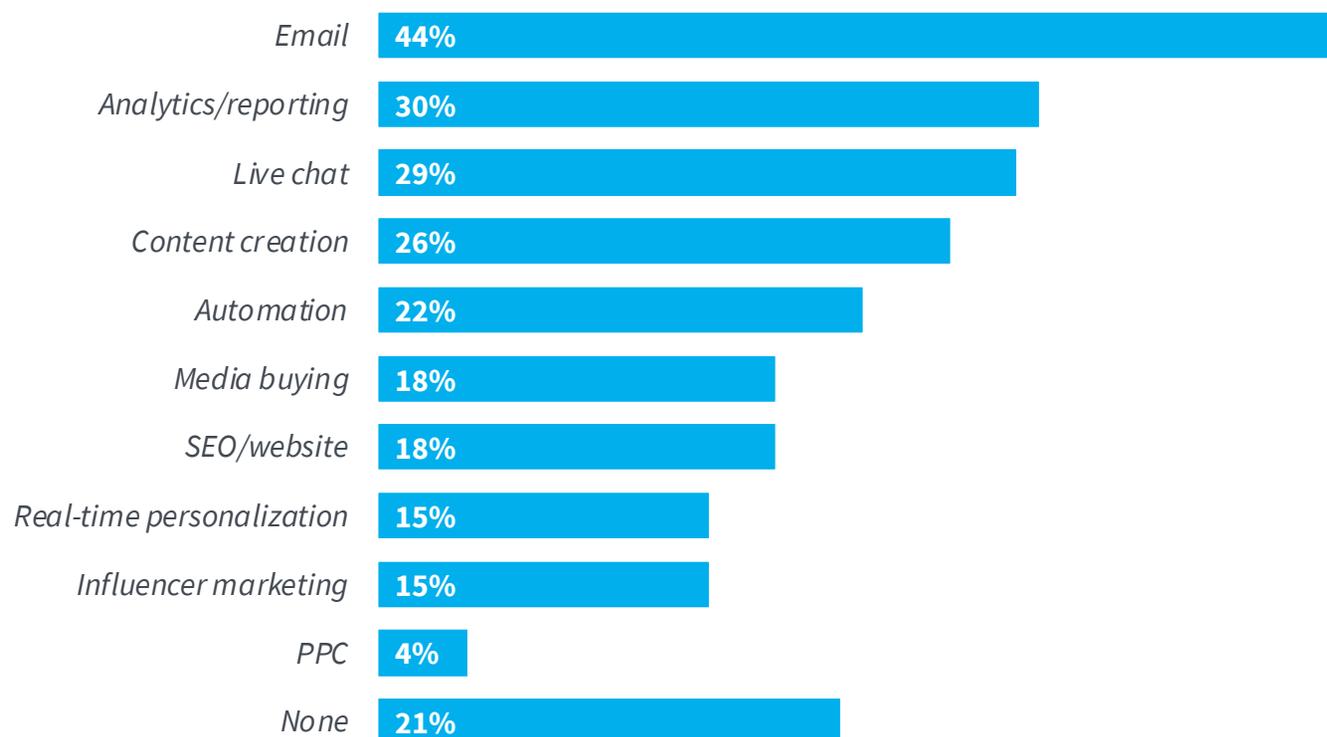
Approximately how much of your overall marketing BUDGET will be allocated to marketing technology (platform/training/management) in the year ahead?



Utilizing Artificial Intelligence

Artificial Intelligence (AI) has become more accessible to businesses of all sizes. 44% of mid-market organizations surveyed say that they plan to utilize AI in their **email marketing** strategy in the year ahead. Mid-sized companies will also be using AI to enhance their **analytics and reporting, live chat** capabilities and **content creation** according to 30%, 29% and 26% of marketers surveyed, respectively.

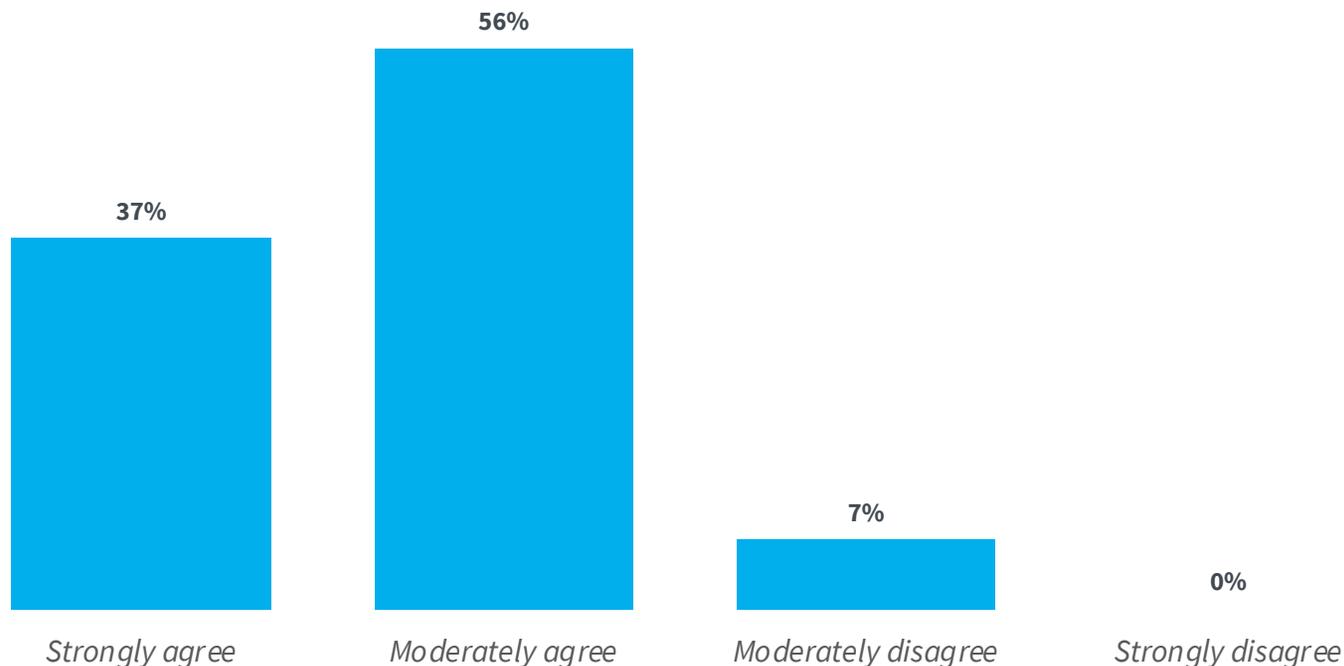
In which areas will artificial intelligence (AI) be UTILIZED in the year ahead?



The Importance of First-Party Data

As organizations make customer data privacy a higher priority and third-party cookie deprecation on the horizon, it is no surprise that mid-market companies consider the **collection, analysis and use of first-party data a critical component** to their overall strategic success in the coming year. 93% of marketers surveyed agree that first-party data will be a key component of their 2022 strategy.

The collection, analysis and use of first-party data will be critical to the success of my organization's marketing strategy in the year ahead.



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