

Are you getting the most out of your martech investments?



However, building the right martech stack is easier said than done.

Savvy marketers need to audit their current stack,

fill necessary gaps, and keep up with trends to

ensure the tech that powers their marketing efforts

is up-to-date and maximally effective.





Brands are not taking a strategic approach

to optimize their stack.

Only **nineteen percent** of marketing professionals have an

operational strategy in place for optimizing a martech stack.

- Ascend2, "Martech Stack Optimization: Strategies, Tactics & Trends"

B2C marketers report higher satisfaction with the performance of their stack.

55 percent of B2B respondents said they were somewhat or

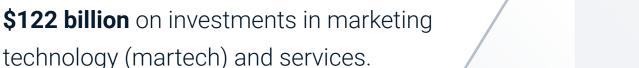
highly satisfied with the value received from their recent martech

investments, compared with **73 percent** of B2C respondents.

- Customer Data Platform (CDP) Institute's 2019 survey of CDP Institute members.

Integration is a key success factor. B2B companies have the tools, but they struggle

- The CDP Institute



Far too many brands lack the skills required to get the most out of their investments. 66 percent of companies don't believe they have the skills or

Despite the pandemic, marketers

By 2022, CMOs in the US will spend over

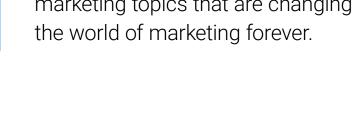
continue to invest heavily in martech.

talent to make the most of marketing technology.

- Econsultancy

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to convert their well of available data to sales.

- Forrester's "The US Marketing Technology

and Services Outlook, 2017 To 2022"