

Are you getting the most out of your martech investments?

The full suite of interconnected tools a company leverages to achieve marketing goals and objectives is known as the **martech stack**.

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.

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

Integrating the martech stack can be challenging.

The average enterprise has 900 different applications, an average of only 28% of which are integrated.

- "Mulesoft Connectivity Benchmark Report," Salesforce Research, February 2020

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 to convert their well of available data to sales.

- The CDP Institute

Despite the pandemic, marketers continue to invest heavily in martech.

By 2022, CMOs in the US will spend over **\$122 billion** on investments in marketing technology (martech) and services.

- Forrester's "The US Marketing Technology and Services Outlook, 2017 To 2022"

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 talent to make the most of marketing technology.

- Econsultancy



To learn more about how organizations can prepare for the future of marketing technology, check out the **full report** now.

You can also visit **ANA's Marketing Futures Hub** for other cutting-edge marketing topics that are changing the world of marketing forever.