

AS-A-SERVICE IS THE RIGHT MARKETING INVESTMENT *RIGHT NOW*

Markets are moving fast, and talent and budgets are tight. Whether or not your company has experienced the "Great Resignation", there is a war on talent, and business leaders need to be strategic with their management of and investments in their people. Focus your marketing teams on your marketing strategy, crafting messaging, and building your brand. When it comes to optimizing individual martech like through-channel marketing, an as-a-Service model is a smart investment.

Marketing budgets are up in 2022, yet most CMOs report they are still below 2018-2020 levels

Source: Gartner

CMOs are spending 26.6% of their budgets on martech, yet 58% of the stack remains unutilized

Source: Gartner

CMOs reported "training marketing teams" as their #1 top global marketing challenge in 2022

Source: HubSpot

WHY AS-A-SERVICE



REDUCED RISK

Your marketing solution is delivered without the risk of potential disruptions to your internal team.



NO RESOURCE IMPACT

The full solution is delivered without new resource requirements of your internal team



FLEXIBILITY

Build the solution that you want and only pay for what you need. You add on only when you are ready.



TIME TO MARKET

No need to hire, learn and train. Deploy in 60 days.



COST EFFICIENT

Get the best of breed resources while only paying for what you use.



KNOWLEDGE TRANSFER

Experts are delivering your solution. Your team learns from working with them.



BETTER OUTCOMES

Always get industry best practices that deliver better quality and experiences



BE ON THE CUTTING EDGE

Experts working on your solution are always on the forefront of the industry.



ASCENDX
DIGITAL