

FUTURE OF THE MARTECH STACK 2024

TREND REPORT

Research Created for Marketers



Research Series Conducted in Partnership with Leading Providers
of Marketing Technology and Digital Marketing Agency Services.

Ascend2[™]
RESEARCH-BASED MARKETING

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PUT THIS CONTENT
TO GOOD USE!
↓

HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

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➤ **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

N = 387 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	25%
B2C (Business-to-Consumer)	51%
B2B and B2C Equally	24%

Number of Employees

More than 500	20%
50 to 500	28%
Fewer than 50	52%

Primary role in company

Owner / Partner / C-Level	51%
Vice President / Director / Manager	32%
Non-Management Professional	17%

THE FUTURE OF THE MARTECH STACK 2024

Establishing an effective and efficient marketing technology (martech) stack is a critical component of a successful marketing strategy.

But with rapid advancements in technology available to marketers, what does the future hold for martech stacks?

To help answer this question, Ascend2 and our Research Partners fielded the Future of the Martech Stack 2024 survey. We thank the 387 marketers who responded to this survey during the week of September 25, 2023.

This Survey Summary Report, titled *The Future of the Martech Stack 2024*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

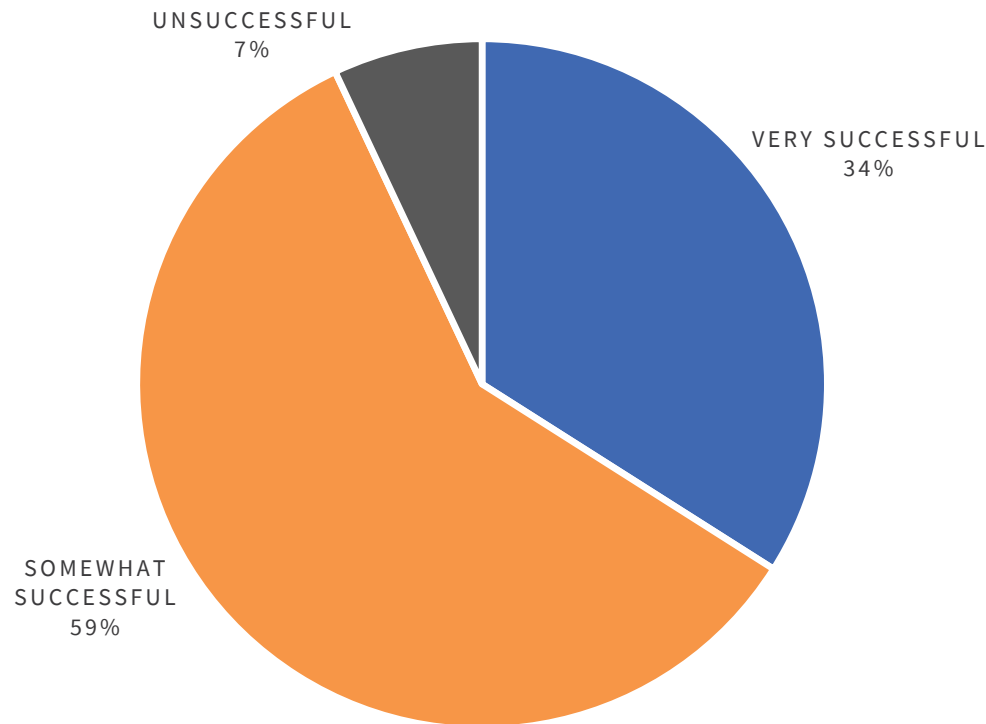
Other reports referenced: [The Future of the Martech Stack 2023](#) & [The Outlook on Marketing Technology 2022](#)

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.

SUCCESS OF THE MARTECH STACK

About one-third of marketers (34%) report that their martech stack is very successful at helping to achieve their strategic goals. With 59% of those surveyed describing their tech stack as just somewhat successful, and another 7% reporting little to no success in helping to achieve objectives, our research indicates that there is room for improvement regarding marketing technology.

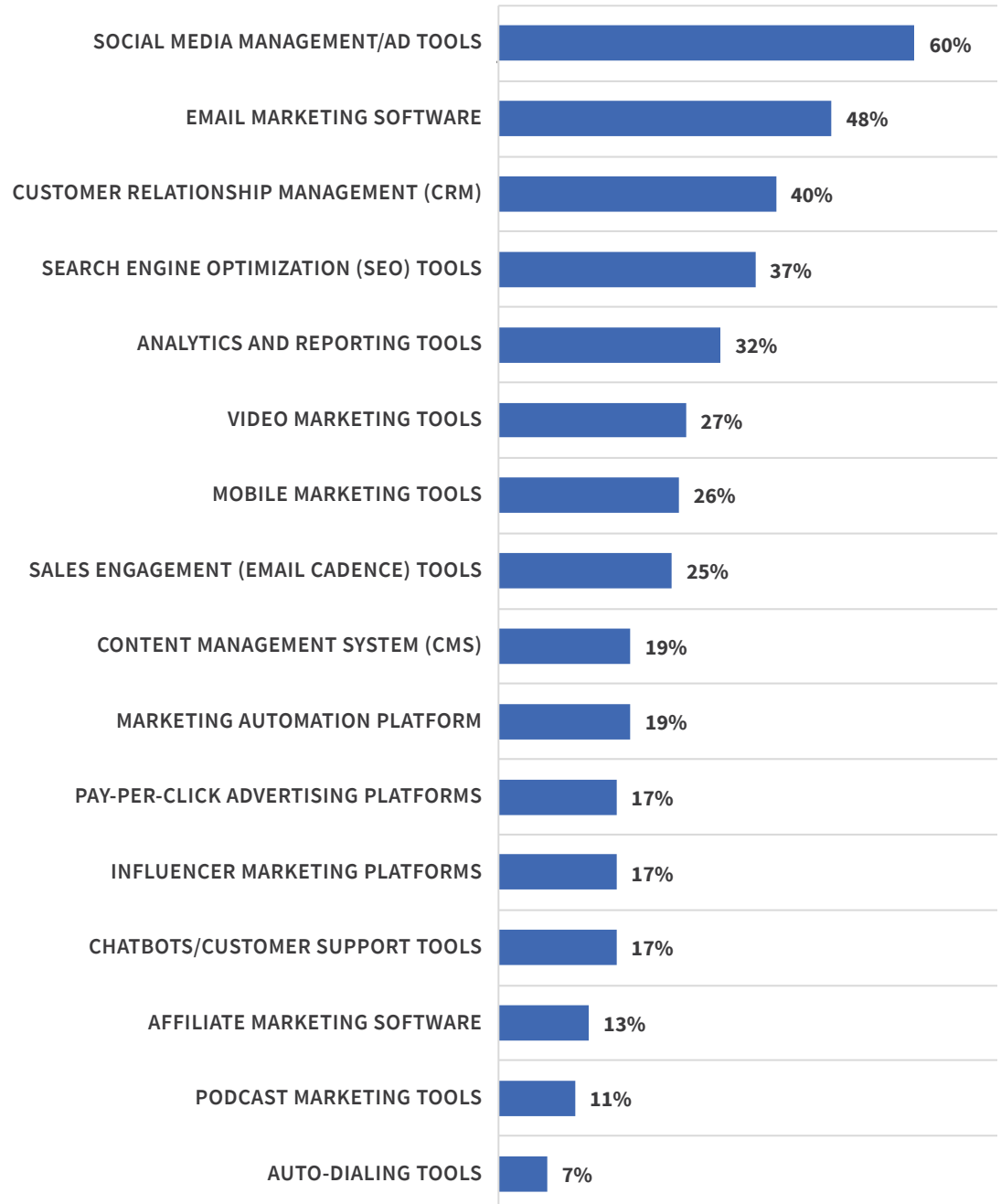
RATE THE OVERALL SUCCESS OF YOUR MARKETING TECHNOLOGY IN HELPING YOU ACHIEVE STRATEGIC GOALS.



CURRENT TOOLS USED

The most commonly reported marketing tool used currently is social media management or advertising tools, with 60% of marketers reporting use. Nearly half of those surveyed (48%) report using email marketing software and 40% say they use CRM software. These numbers look significantly different than just two years ago. In our Outlook on Martech research report, email marketing software was the most commonly reported tool (64%) and social media management tools were only in 54% of tech stacks.

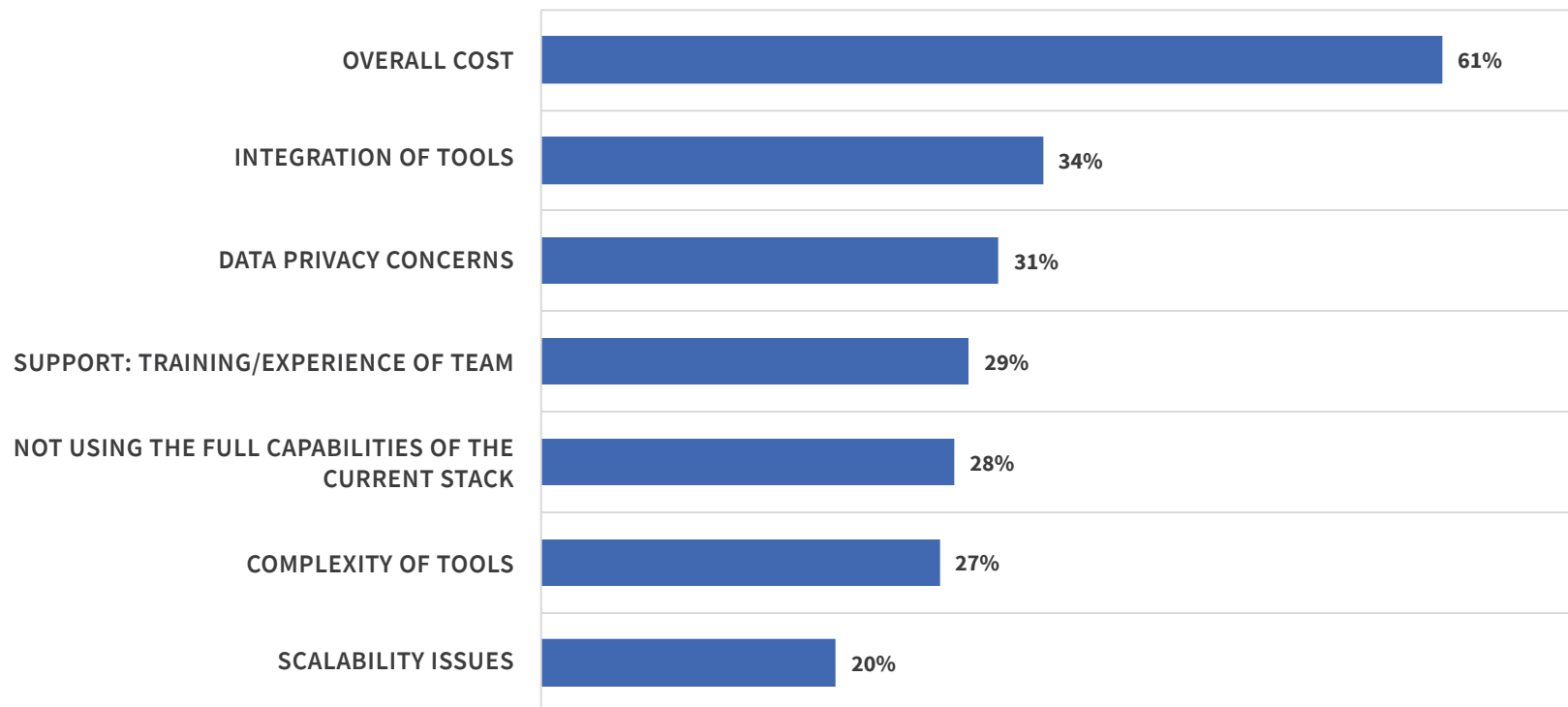
WHICH MARKETING TECHNOLOGIES DOES YOUR COMPANY CURRENTLY UTILIZE?



TOP CHALLENGES

The overall cost associated with marketing technology is by far the most commonly reported challenge in regard to the current structure of tech stacks, with 61% of marketers naming it among their top challenges. About one-third of those surveyed list integrating tools in their technology stack (34%) and data privacy concerns (31%) are also barriers to success.

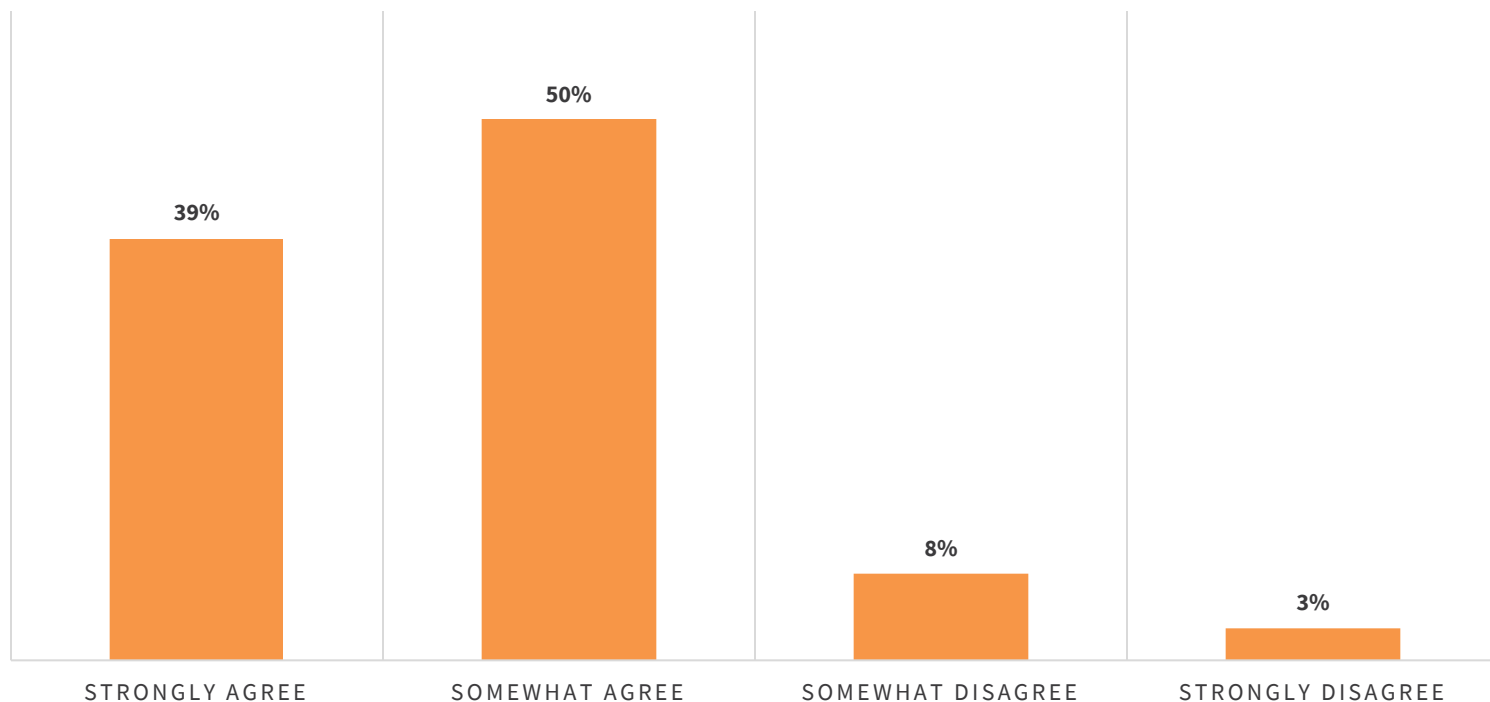
WHAT ARE THE TOP CHALLENGES WITH THE CURRENT STRUCTURE OF YOUR MARTECH STACK?



IMPACT OF INTEGRATION

Nine out of every ten marketers (89%) agree that how their various marketing technologies and solutions integrate directly impacts the success of their marketing efforts. Seamless integration of tools allows for more efficient workflows, removes data siloes, and ultimately can improve the customer experience.

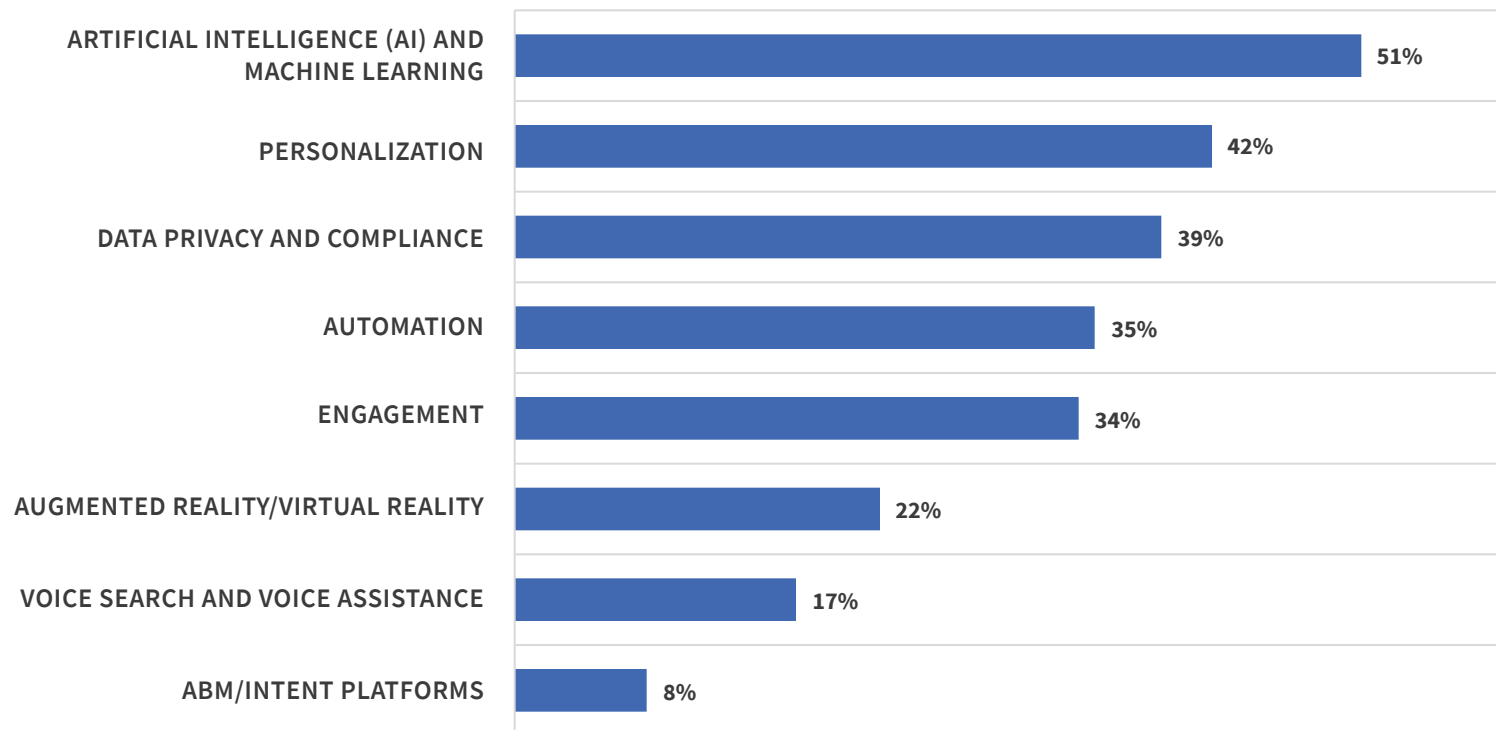
THE WAY OUR DIFFERENT TECHNOLOGIES/SOLUTIONS INTEGRATE DIRECTLY IMPACTS THE SUCCESS OF OUR MARKETING EFFORTS.



MOST SIGNIFICANT TRENDS

In the next five years, marketers feel that artificial intelligence (AI) and machine learning will have the most significant impact on digital marketing strategies. Personalization and data privacy and compliance are also among the trends expected to be the most impactful on digital marketing in coming years. Account-based marketing and intent data platforms ranked lowest on this list for only 8% of marketers.

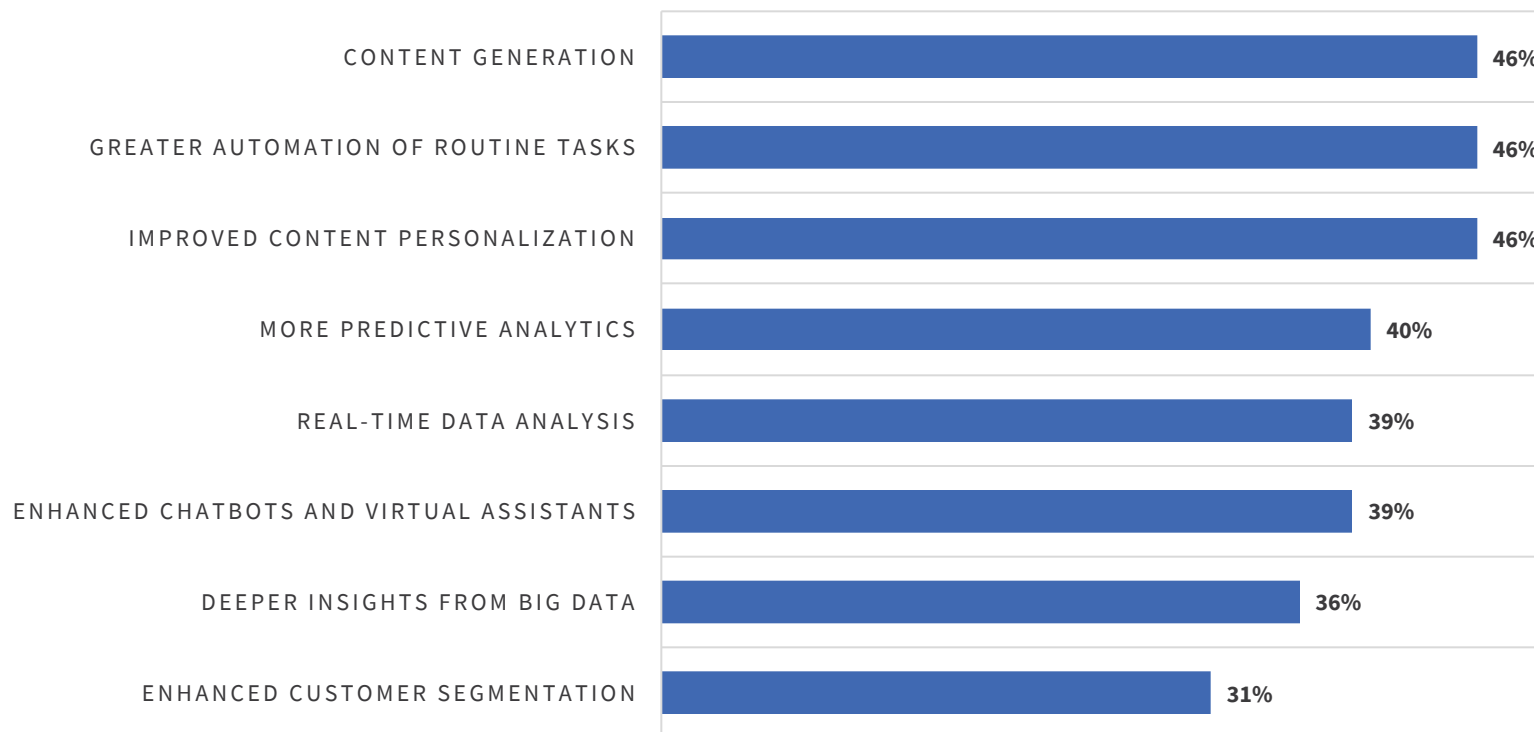
WHICH MARKETING TECHNOLOGY TRENDS WILL HAVE THE MOST SIGNIFICANT IMPACT ON DIGITAL MARKETING STRATEGIES IN THE NEXT 5 YEARS?



THE EVOLUTION OF AI

In what ways do marketers expect AI to make an impact on digital marketing strategies in the coming years? Marketers believe that AI will play an important role in evolving content generation, automation of routine tasks, and content personalization in the future, according to nearly half of those surveyed (46%).

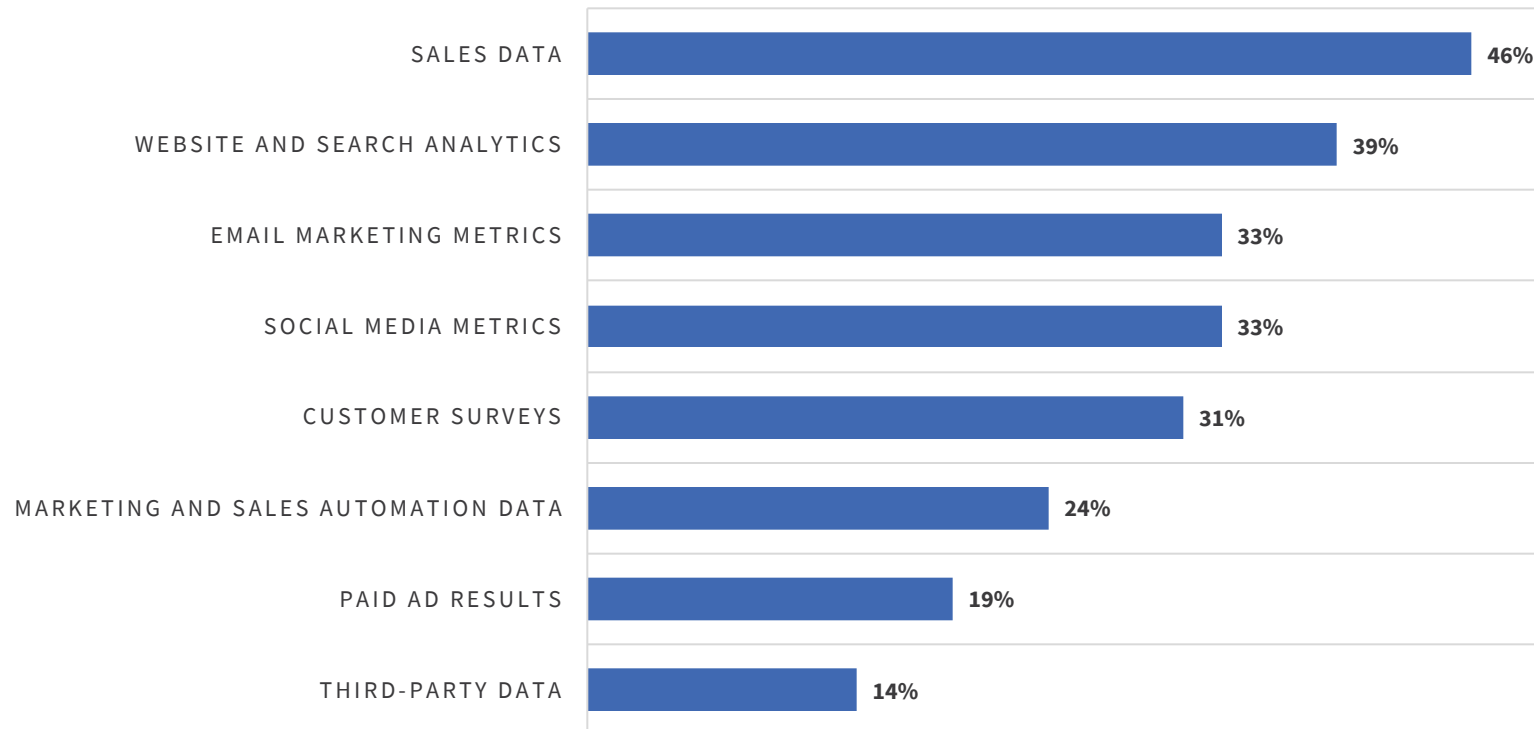
HOW DO YOU EXPECT THE ROLE OF AI IN MARKETING TECHNOLOGY TO EVOLVE IN THE FUTURE?



MOST IMPORTANT DATA SOURCES

Marketers rely heavily on sales data for making data-driven decisions according to 46% of those surveyed. Other important data sources that fuel decision-making are website and search analytics (39%), email marketing metrics (33%), and social media metrics (33%). Access to reliable, consistent, and accurate data sources allows marketers to make more impactful decisions to move the marketing needle.

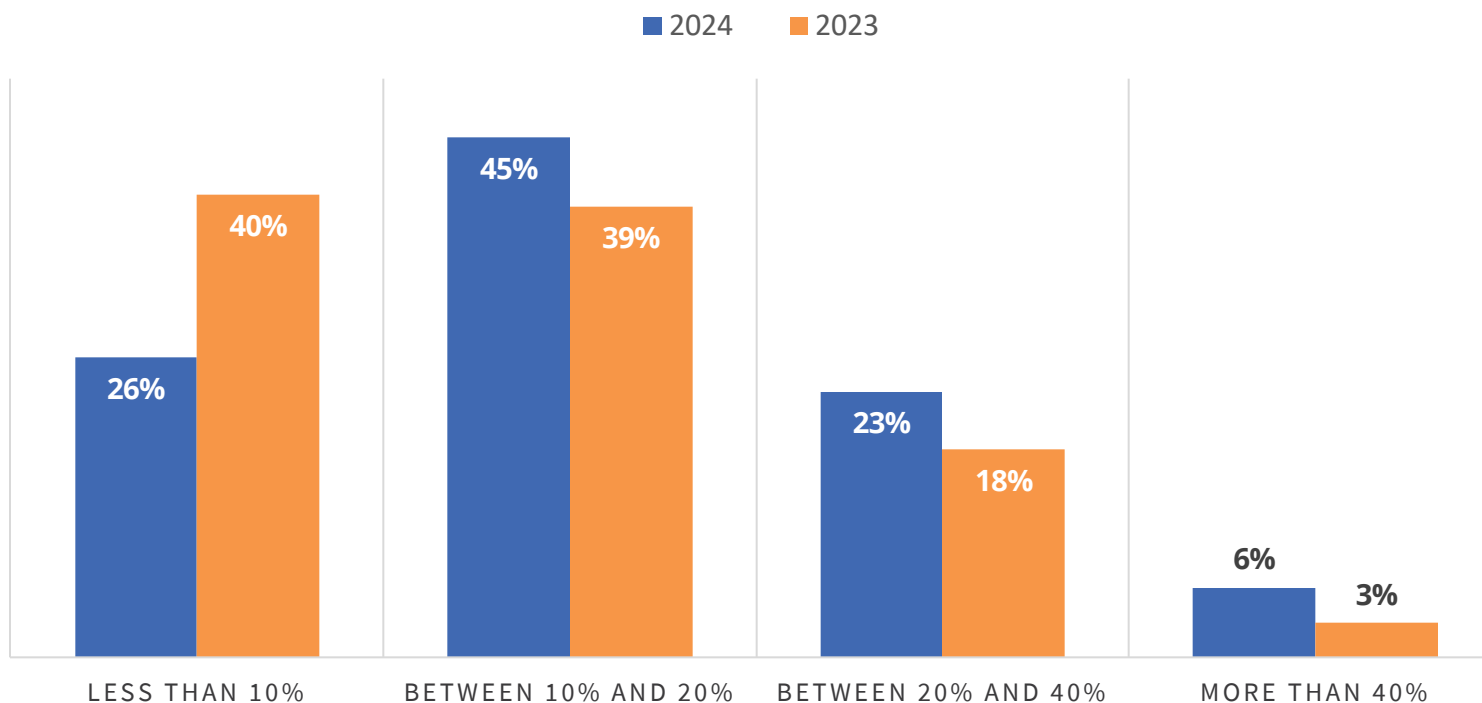
WHICH DATA SOURCES DO YOU RELY ON MOST FOR MAKING DATA-DRIVEN MARKETING DECISIONS?



BUDGET ALLOCATION

Budgets will be on the rise for marketing technology in the coming year according to marketers surveyed. Three-quarters of marketers (74%) will be dedicating more than 10% of their overall marketing budgets to the platforms, training, and management of their martech stacks. Compare this to just 60% of those surveyed last year. 29% of marketers say they will be allocating more than 20% of their budgets to martech, up from 21% last year.

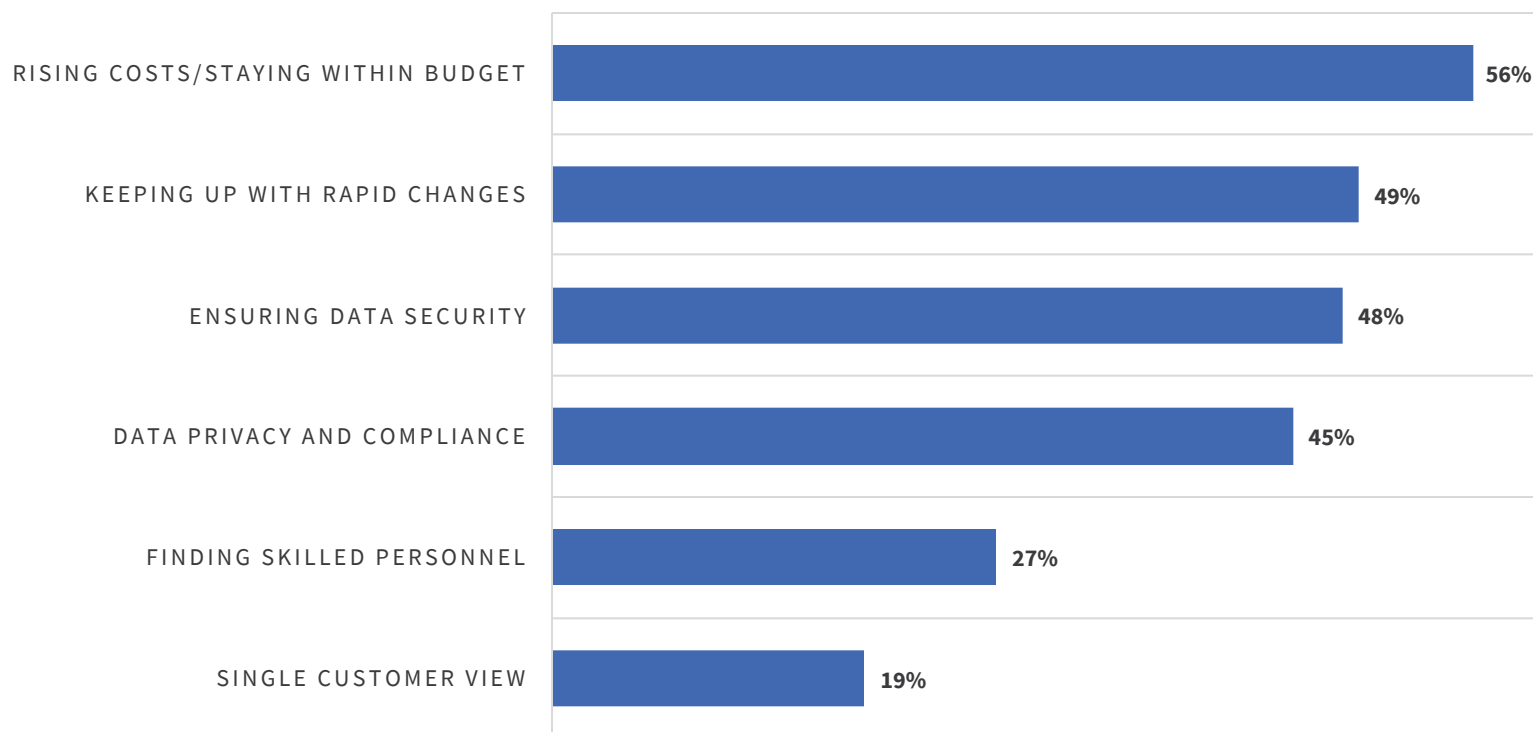
APPROXIMATELY HOW MUCH OF YOUR OVERALL MARKETING BUDGET WILL BE ALLOCATED TO MARKETING TECHNOLOGY (PLATFORM/TRAINING/MANAGEMENT) IN THE COMING YEAR?



TOP CONCERNS

Over half of marketers (56%) report that rising costs and limited budgets are among their top concerns when it comes to the future of their marketing technology stack. Nearly half say that keeping up with rapid changes in technology as well as ensuring data security will also be top-of-mind as technology evolves in the coming years.

WHAT ARE YOUR TOP CONCERNS REGARDING THE FUTURE OF THE MARKETING TECHNOLOGY STACK?



CUSTOMIZED B2B RESEARCH

delivered to you with a plan to use it.

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

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Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. **Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals.**"

-David Crane, VP Marketing, Intentsify

"Ascend2 was a pleasure to work with and helped us to **design a thoughtful survey that uncovered truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

-Nick Olsson, CEO, Olsson Communications

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). **My CEO is super pleased.**"

-Emily Wingrove, Director of Marketing, Synthio

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."

-Jonathan Greene, Director of Marketing, LeadCrunch

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