



2023

# The State of Martech

REPORT

**clevertouch**  
love martech

 University of  
**Southampton**



# Introduction

By Adam Sharp, CEO, **Clevertouch**

The State of Martech (marketing technology) Report is now an established and robust piece of industry research. It was the first of its kind and is still the only dedicated study into the martech industry that is carried out in partnership between a commercial practitioner, Clevertouch Marketing, and an academic research body, the Southampton University Business School, for increased reliability and validity in both design and insights.

In this fourth annual report, we are able to gauge the current state of play in the martech world, and compare the insights with those from the 2022 report. The changing dynamics give some excellent insights into the attitudes of marketing leaders and the influences their choice of martech, people and budgets have today and in their future thinking too. Senior marketing leaders can see the impact and return on investment that martech, now a highly mature part of a successful marketing strategy, is having on organisations across a wide range of industries. The results also support those leaders to benchmark their own performance and manage future planning against their peers.

659 senior marketers were surveyed across three different regions – EU, USA and UK – with the research steered by academics from the Digital & Data-Driven Marketing department of the Southampton University Business School, which ranks in the top 35 institutions globally for statistics and operational research, as measured by the QS World University Rankings.

As a business, part of our mission statement is to help our clients make sense of martech and champion martech ROI. We hope the results support you and your teams to make positive, sustainable decisions as you navigate fast-moving economic times, helping you to build integrated martech approaches that demonstrate your business impact.

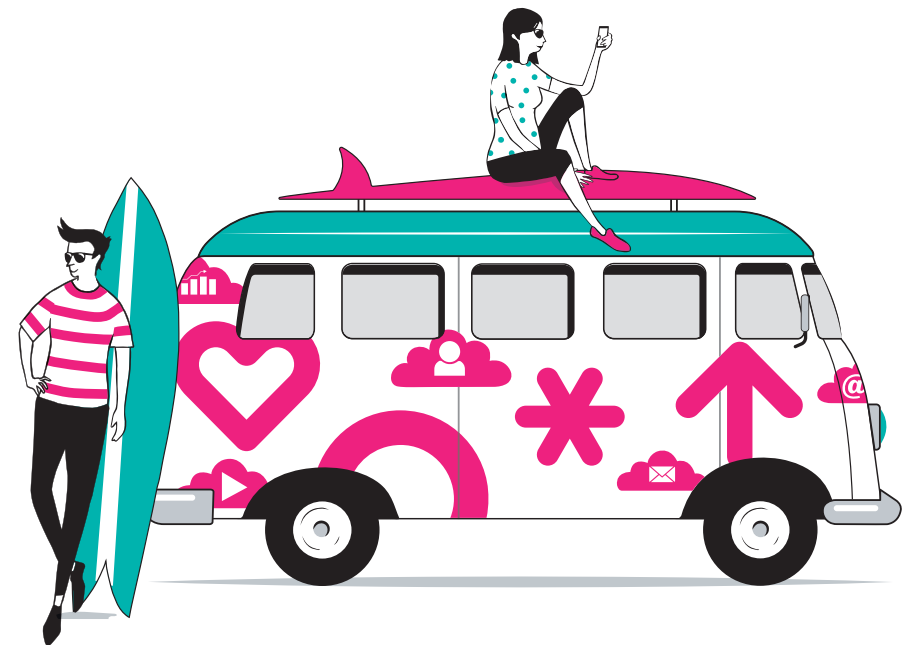
To further aid you, each section includes a 'What does this mean for you?' summary, to help you see how you can apply insights from day one.

All that remains is to wish you happy reading!

*This report is dedicated to the memory of our dear friend and colleague, the irrepressible and irreplaceable Phil Ball (1963-2023).*

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# Foreword

By **Dr. Rob Angell**, Associate Professor in Marketing Research and Deputy Director of the Southampton MBA and **Professor Paurav Shukla**, Professor of Marketing and Department Head of Research, **Southampton University Business School**

There have been continual shifts in consumer and business buying behaviours in recent years. The combination of the post-Covid era, subsequent fluctuations in economic performance, energy crises and increased focus on future-proofing our planet, to name a few, have driven these changes. This context means that businesses are facing headwinds, and the implications for board leaders and marketers are extensive for both strategic and tactical decision-making.

It has perhaps never been so important for marketers to make clear and decisive choices when it comes to desired outcomes, technology, people and budget.

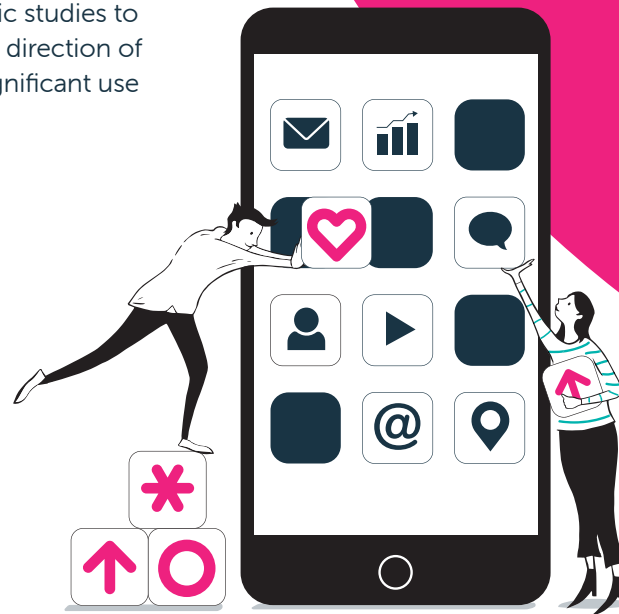
The martech landscape remains fragmented and new players are still entering the market. There are also the issues of platforms merging and other providers exiting the market, platforms failing to get traction and radically different needs depending on geographical presence.

In its fourth year, this State of Martech Report enables us to gain a clearer understanding of marketing leaders' views and their departments' practices in the UK, the USA and EU, across B2C and B2B, in all sectors, this year and into the near future.

The report illuminates current trends, including evidence of an increasing shift away from a 'Nextopia' martech mindset (implementing more and more but not fully utilising new or existing technologies) to a more sustainable platform and organisational architecture. It also demonstrates the importance of high-performing data management, the growing emphasis on people centricity in improving the skills gap, understanding and adapting of martech in a multi-cultural, multi-region landscape, and the correlation between budget and effective sales and marketing efforts in delivering growth.

We are always delighted to work with Clevertouch Marketing as a recognised strategic partner of Southampton University, across a number of initiatives, including the State of Martech Report.

The research helps both commercial practitioners and academic studies to identify future trends and help senior marketers to shape future direction of martech and marketing strategy. We sincerely hope you find significant use and value in the report.



# Executive summary

Martech is designed to help marketing teams simplify tasks, integrate operations, make better decisions and achieve measurable results. Platforms are at the heart of enabling campaigns and always-on activities – providing the coherent data, a single view of the customer, analysis and reporting that influences vision, strategy and tactics.

Great marketers create excellent customer journeys and experiences. To do this, they need to know who their customers are, how to reach them, how to make them trust the brand and how to turn them into loyal customers. Martech is critical to achieving this across physical and digital channels.

We talked to over 600 senior marketers in the UK, USA and EU to gather data for this report and these are the headline discoveries.

## Sustainable martech adoption

Sustainable martech is desirable and possible: a foundation for prioritising simplicity and integration. Marketers are increasingly turning to simplification technologies that allow their teams and other users to self-serve martech needs. Departments using these technologies are up from 26% to 74% in the last year.

## Data management is an enabler

In the past 12 months, three times as many organisations are harnessing the data they collect and hold to deliver hyper-personalised campaigns – dynamic experiences and contextual communications delivered to individuals in real-time (at 9% in 2022, up to 27% in 2023). Intelligent capture, integration and flows of data underpins this capability and enables brands to create competitive differentiation, with those still focused on static segmentation at risk of being left behind.

## Investing in people and budgets

Despite a challenging economic environment, digital marketing budgets continue to increase as spend is shifted from traditional marketing. However, investment in skills – through hiring, upskilling or outsourcing remains imperative to unlocking martech ROI from technology investments. In our view, organisational design and development continues to be under prioritised: the ‘people’ category is the lowest investment priority for the second year in a row across all regions and budgets. Bold marketers will focus on their people and skills despite the prevailing economic climate.

## The changing vision for campaigns

Discreet campaigns are still the leading mindset, with 52% of respondents using these as their primary tactic. The accelerating trend for businesses to demand that marketers build real-time, always-on experiences for their customers, constructs a new paradigm for what a campaign is and challenges marketers to take ownership of every engagement opportunity.

## State of the market

In the Marketing Automation and Marketing Cloud category, Salesforce and Adobe have continued as leading suppliers, with 80% of respondents identifying a solution from one of the two as their primary platform. Growth categories include Customer Data Platforms where solutions including Twillio Segment are providing organisation-wide capabilities to manage data pipelines and activation; Trust and Privacy through platforms like OneTrust to help manage brand reputation in a digital age; and innovative B2B data capture and intent platforms like 6sense which can identify audience intent, expanding the marketing team's ability to target their messaging. Respondents' satisfaction with their martech has increased to 84%, suggesting the ability for vendors to enable and support their customers through customer success teams, online content and partner networks is hitting the mark.

## What does this mean for you?

The prevailing trend is for connected, responsive and measurable marketing strategies that deliver enhanced customer experience and quality reporting. This approach positions marketing as a key cog in the business wheel.

### We think there are three key takeaways for senior marketers:

- 1. Building trust, experiences and insight.** These are the three marketing imperatives. Achieving this requires prioritisation of key platforms and data flows that drive your customer experiences and business reporting. An integrated Martech Spine® acts like an orchestra. With the platforms effectively moving data flows in real-time from one to another, reporting is faster, more insightful and supports better decision making. Investing in a strong spine gives you the foundation to support hyper-personalised experiences, activate more campaigns and produce better data for business and customer use.
- 2. Activate your data intelligence to drive engagement.** Data hungry organisations and marketing teams have never had as many opportunities to understand the individuals and organisations which they target. Marketers who are able to activate this data to create hyper-personalised experiences will create higher engagement and gain a competitive advantage over those still blasting their audience lists. Establishing a strong data management framework governed by a data privacy strategy is now a critical capability. This need has led to the development of Customer Data Platforms (CDPs), which are cementing themselves centrally in the Martech Spine®. Exploit them well, and you'll harness complex data sources, analysis and outputs that drive personalised customer experiences and enable a single view of the customer.
- 3. Time to be bold.** Challenging economic times bring budget pressures: doing more with less has never been more important. This can lead marketers to try to maintain the status quo. According to our report, over a third of marketers are spending most of their budget on technology, so maximising your martech ROI will drive overall marketing performance. Perhaps now is the time to explore how current budget pressures can actually be a catalyst for change. Look at your operating models and think about how shifting your insource/outsource focus, centralising skills and templating delivery, could help to make your budget go further and deliver more value.

# At a glance

This year's report has produced interesting comparative data.

We've picked out a few highlights that tell us how martech has changed in the last 12 months.

**Budgets are set to increase for more than half of businesses in 2023**

- interestingly, even in tough and competitive climates, marketers are expecting their budgets to increase in the next 12 months with no reduction in martech investment.

60%





**Demand for hyper-personalised communications has significantly increased**

- every business model showed an understanding of why this was an important approach, with a desire to provide better personalised experiences to audiences and as a result, provide greater insight back into the organisation.

2022

9%

2023

27%

**Martech utilisation has increased**

- this shows that more marketers are taking the time to choose the right platforms and use them strategically, although there is room for further implementation.

2022

30%

of marketers cannot fully utilise martech

2023

58%

say utilisation has increased and 24% say utilisation has stayed the same

**Marketing automation satisfaction has increased**

- due to the market continuing to mature, vendors listening to customer feedback and investment in people with martech skills, whether internal or external.

2022

80%

2023

84%

**Marketing automation and marketing cloud simplification software use has significantly increased**

- demonstrating that marketers understand the need to see value from advanced marketing automation. This leads to wider adoption and reduces the skills burden on marketing teams and others in the business.

2022

26%

2023

74%

# Sustainability and the case for long-term thinking

"A sustainable approach to martech is about using what you already have first, about having a simple roadmap and the desire to add value to the organisation with better insight and better customer experience. Complexity and cost are the enemies."

**Adam Sharp, CEO, Clevertouch**

"More is not always better. Better is better."

**Chris Hutchinson, Ripple: A Field Manual for Leadership that Works**

Technology sustainability is the key to efficient, profitable marketing. Sustainable martech is achieved through simplicity. According to chiefmartech.com, the average number of martech apps that organisations have is 90. In our State of Martech 2022 Report, 44% of marketers said they had marketing technology platforms which have largely gone unused.

How have we got here? Buying too much technology and too easily – what is termed 'Nextopia', coined by Dr. Rob Angell at the University of Southampton – caused by too much short-term thinking, tactical decisions and good selling by technology vendors.

The current recessionary pressures are giving marketing leaders pause to reflect and focus on:

- building customer experience and trust;
- giving more insight back into the business;
- prioritising martech adoption, utilisation and integration above acquisition.

Simplicity comes from using a straightforward Martech Spine® mindset rather than an incoherent stack. A spine increases adoption of useful technology, promotes integration and drives more useful insight. It also allows marketers to report against the organisation's key metrics, showing the wider C-suite the impact of marketing approaches and campaigns.

With this in mind, our researchers asked respondents about their approach to martech sustainability. There are green shoots to show that the 'Nextopia' mindset is changing: martech is already better used and integrated.

## SUSTAINABILITY

### Key findings

- The biggest increase in respondents with a fully connected martech stack comes from the USA and B2B2C models.
- Cultural differences mean that the USA has more confidence to use its martech resources. Other regions are more circumspect.
- B2B respondents are below average for martech stack integration. The average is 39% and B2B respondents sit at 27%, due to many of these organisations being historically less marketing-led and so, further behind the martech adoption curve.
- Over half (56%) of marketers have awareness of the concept of the Martech Spine® rather than a complicated stack. This simpler spine of technology is becoming sought after by more respondents.



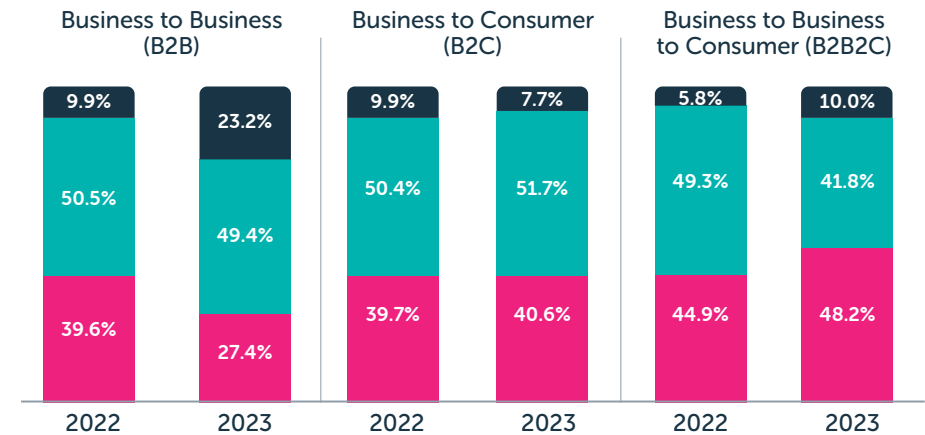
The Clevertouch Martech Spine®

### The current martech landscape

B2B2C organisations are on top of technology integration because of the demands of their more complex business model. In this group, integration rose from 45% to 48% B2B2C. In fact, the USA in general is leading the way here – US organisations were more likely (57%) to have a fully-integrated martech stack. Their UK and EU counterparts were way behind at just 32% and 33% respectively.

Conversely, B2B organisations reported a decrease from 40% to 27%. B2C integration remains largely unchanged.

### Changes to martech integration by business strategy model



- A selection of disparate platforms that aren't connected
- Some of the technologies in our martech stack are connected but not all
- The martech stack is fully integrated with data passing through platforms seamlessly

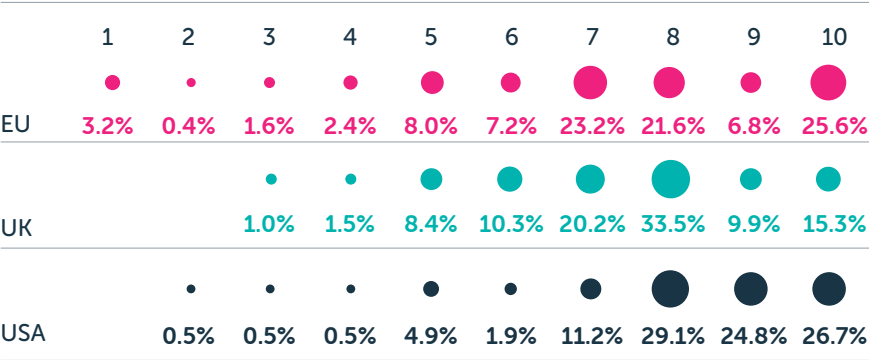
# SUSTAINABILITY

## Making the most of your tech

Having martech ‘available’ isn’t enough. You need to make the data and insights it provides central to your marketing activity.

### Martech utilisation

We asked respondents: “On a scale of 1-10 what level of utilisation do you believe you’ve achieved with your existing marketing technology?”



2023 responses show that martech utilisation has increased on average, with the biggest increase reported in the USA. Here, on a scale of 1-10, 81% of respondents rated their utilisation at 8 or above. In the UK and EU the same ratings were 59% and 54% respectively. Again, we see a relatively big gap between the way US companies are embracing – and benefitting from – martech compared with other regions.

## Simplification works

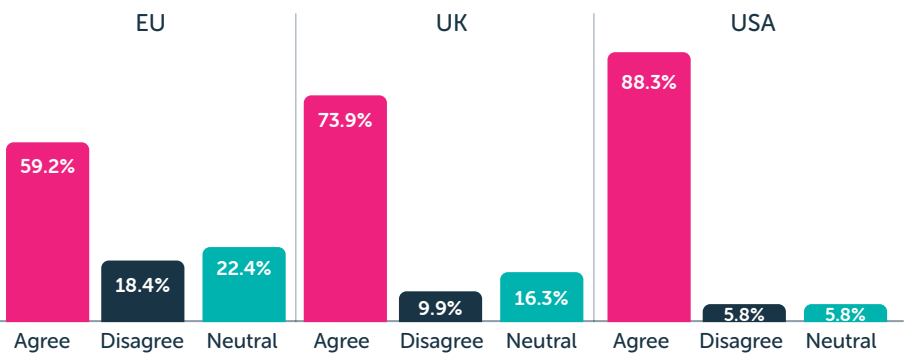
Simplification software is highly powerful: it makes complex tasks or capabilities easier and faster and at scale. Simpler software allows more non-experts to make best use of martech capabilities, increasing reach and usefulness.

We asked marketers to rate the statement: “We have implemented simplification technologies and processes that our wider marketing department can use to self-service their martech usage.”

The leaders in this area were – again – B2B2C businesses, and those in the USA. 74% of respondents have implemented simplification technologies, with 88% having done so in the USA. In the UK, that figure was still reasonably high, at 74% and EU reported 59%.

B2B2C companies are clearly leading the way in martech integration, and they are the highest users in the simplification area. In fact, 85% of respondents using this model had already implemented simplification technologies. These businesses operate in a fast-moving, consumer-led environment, so all business models should be keeping an eye on trends and adoption levels in this area. Imagine the impact that this approach could have on the competitiveness of a B2B business, hungry for growth and market leadership.

### Simplification technologies across regions



## SUSTAINABILITY

### What does this mean for you?

#### When did you last audit your existing martech?

A thorough audit helps you identify regular users, capabilities and commercials – including your martech ROI. Capture the maturity of adoption and key business value delivered by each platform so you have clear visibility about what is and isn't working right now.

#### Where is your data shared?

Mapping integrations between the platforms you use and summarising the data shared between them shows you where the gaps are.

#### What does your Martech Spine® look like?

Your spine is made up of the priority technologies and data flows that drive and support your customer experiences and business reporting. Defining what the spine looks like for your business helps you to focus on the platforms that matter and use them to inform and build campaigns that connect with your audience.

#### Can you simplify the complicated?

Larger or more complex organisations, or those with teams in multiple locations, should consider simplification software. This software increases the use and value of your martech platform, delivering added value for marketers, campaigns, templates and emails – to name just a few.



# The data treasure trove

"Good data gives you good insights.  
Great data makes all the decisions for you."

**Martin "Rainman" Leghart Jr., author**

We don't need to tell you that having access to higher quality data means you can develop a better marketing strategy and drive more value from your budget: data holds one of a handful of critical keys to a successful strategy. In 2022, respondents cited too much data to manage as one of their biggest frustrations. This year, the frustration is not having enough. This tells us that senior marketing leaders are seeing the value of the 'right' data and want to improve the way they can gather, store, use and analyse it to make a measurable impact, all the while seeking continual upgrades beyond compliance requirements.



## THE DATA TREASURE TROVE

### Key findings

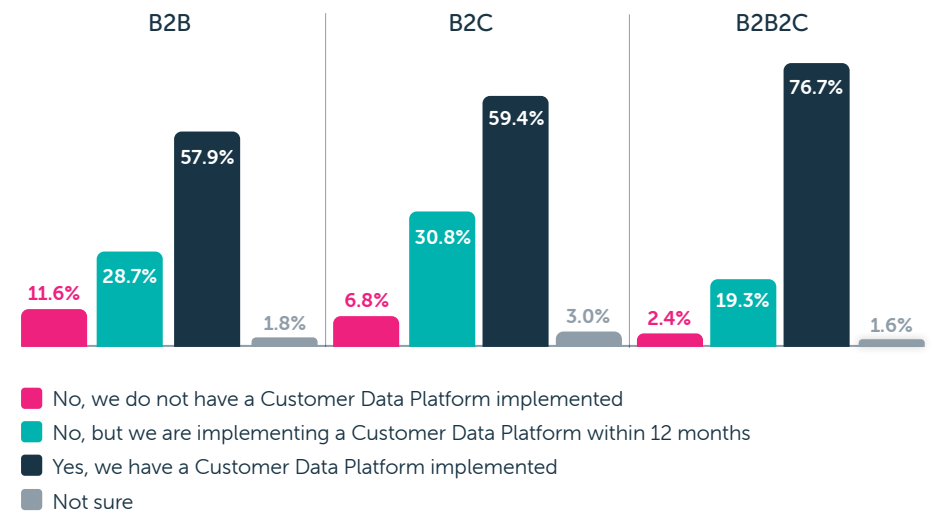
- Data is the top strategic challenge.
- Demand for hyper-personalised communications is rapidly growing.
- Both the UK and USA have seen an increase in adoption of CDPs.
- B2B2C organisations were the highest adopters of CDPs, and B2B the lowest.

### Know more, do better

Over 76% of B2B2C organisations have adopted Customer Data Platforms (CDPs), which play a part in helping digital-first marketers to drive platform and data integration, manage campaigns, measure results to manage data, data changes and flows and gather important insights. Responses also told us that marketing teams with more than 10 people were more likely to have a CDP than smaller teams. This suggests that CDP adoption is linked to having digital or data specialists in the marketing team, or that they are more likely to be useful in larger businesses that have the capacity to generate – and do something with – more data.

Indeed, we found that respondents with a larger marketing budget are more likely to already have a CDP implemented (75%).

### CDP implementation



## THE DATA TREASURE TROVE

### Data frustrations

We asked respondents to tell us what their biggest challenge or frustration is around data. This included everything from data quantity, accessibility, control, quality and more.

#### On the positive side:

- an overwhelming 84% of respondents have access and control of their data.
- but many would like more of it... 60% say they need even more data.

#### There are issues for the minority:

- 16% of respondents have no access to data.
- 20% of respondents have poor quality data – that's a fifth of our sample, so not to be taken lightly.

### Data frustrations in 2023

Data control (no control – full control)



Data accessibility (no access – full access)



Data quality (poor quality – good quality)



Data quantity (not enough – too much)



### Use it well or lose it!

What's the point of having a lot of data if you don't make use of it before it degrades? This year, the USA saw the biggest upward shift to being a data-driven culture, with 54% of respondents saying that their marketing teams make all significant decisions based on data analysis and that they operate a data-driven culture.

Taken together, the UK and EU scored relatively low on the same measure, with only 23% agreeing with the same statement – down from 28% in the previous year. There is clear evidence, though, that marketing teams see the value of quality data and are actively looking at ways to improve, which is great to see, and important to build on. It's exciting to think about how these businesses could transform their marketing by becoming more data-driven.



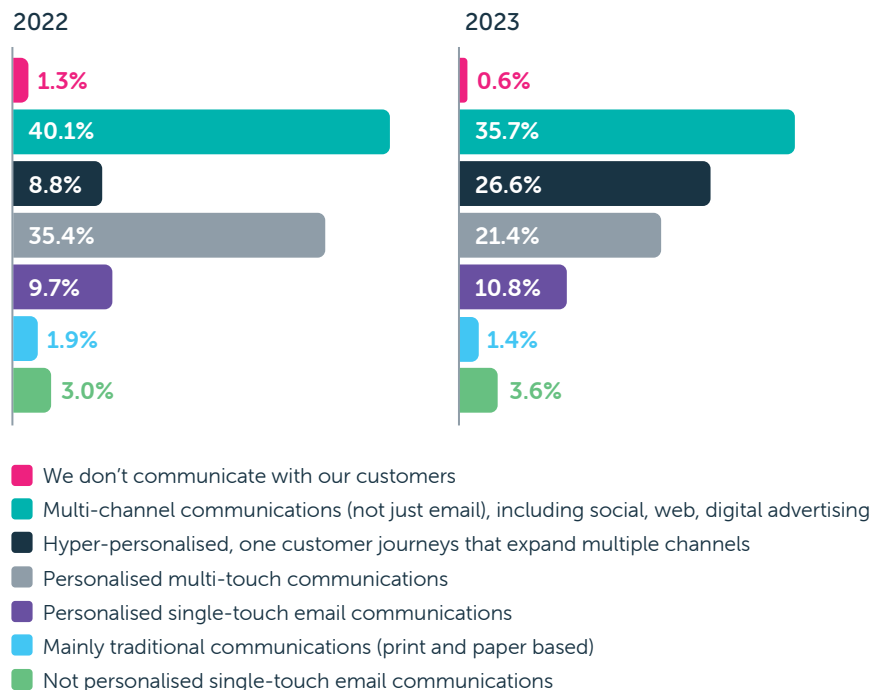
## THE DATA TREASURE TROVE

### Hyper-personalisation explodes

The best way to get in front of your customer is to get *right in front* of your customer. We've become increasingly used to highly targeted, frictionless, personalised experiences through personalised channels, so if you're still relying only on 'traditional' campaigns, you run the risk of looking clunky and out of touch.

The demand for marketers to deliver hyper-personalised campaigns has grown across all regions, in particular in EU.

#### Communication changes from 2022 to 2023



### What does this mean for you?

#### What data do you really need?

The challenge faced by 60% of marketers with 'not enough data' is likely to be driven by the lack of certain types of data rather than volume. Marketers should define a data acquisition strategy which gives them a more complete understanding of their customers. This could include customer defined data from forms, data inferred from their search or query behaviour, data sourced from elsewhere in the business, such as previous buying habits, and third-party sources.

#### Does your data have a purpose?

Your data is only useful if it has a clear purpose. Map all your data sources to the clear use cases it enables. This lets you avoid costly data acquisition where the information does little beyond languish on your database. Use cases might include driving hyper-personalised experiences or capturing new business intelligence.

#### Is your CDP working hard enough?

We're not surprised that many data-hungry organisations in certain sectors and business models have a CDP – a central part of the Martech Spine® – to drive hyper-personalised experiences. Consider if this is your goal and investigate how you might add a CDP platform to support cross-functional data flows and reporting. If one is already in place, keep reviewing the way you use it to make sure you can build levels of segmentation, hyper-personalisation and a single view of the customer that deliver exceptional customer journeys.

# Invest, invest, invest

"The technology you use impresses no one.  
The experience you create with it is everything."

Sean Gerety, US-based user experience expert

Marketing is about people. Martech helps marketing teams to create better experiences for customers by automating processes, analysing results, managing data and simplifying processes. Instead of looking at 'more' ways of doing things, it's more productive to look at 'better' ways.

In order to work at its best, martech needs to be supported both financially and operationally. This will vary from organisation to organisation, depending on industry, business model, marketing budget and cultural approach. In this section, we wanted to get a picture of marketing priorities and spend. We categorised planned spending into five areas:

1. Software
2. People
3. Services
4. Integration
5. Campaigns



## INVEST, INVEST, INVEST

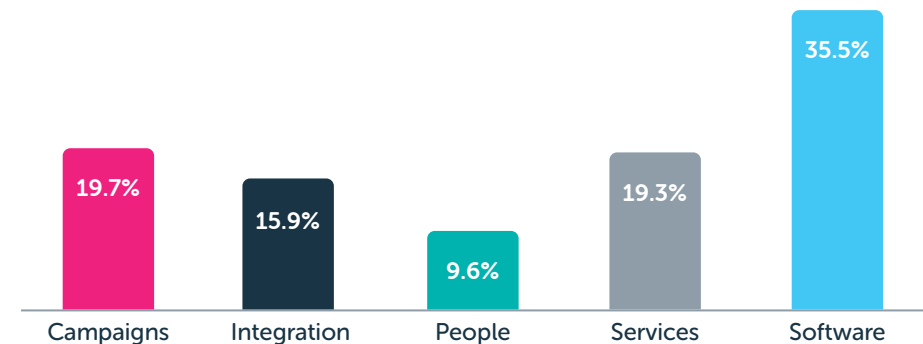
### Key findings

- Respondents with a marketing budget of less than \$500k are more likely to invest the most in software and services.
- Respondents with larger budgets of \$1m+ are likely to invest in software, services and integration.
- Some specific industries, including healthcare, financial services and media, are retaining the strongest focus on investing in people.
- Respondents from the USA have the biggest annual marketing budget, with 53% between \$1-5m. Average budgets in the UK and EU are between \$500k-\$1m.
- A higher proportion of respondents from the USA have martech specialists as the main or sole users of their martech platforms.

### Hands up, who's spending on tech?

Well, practically every organisation. Across all types of respondents, 36% are planning to spend most of their budget on software, which remains consistent with 2022's figure of 37%.

### Biggest marketing investment in 2023



Of those organisations that are retaining a people focus, the reasons are largely related to customer experience. Where marketers know they need to improve in this area, they will invest in people to deliver a better customer experience, combined with software and integration investment.

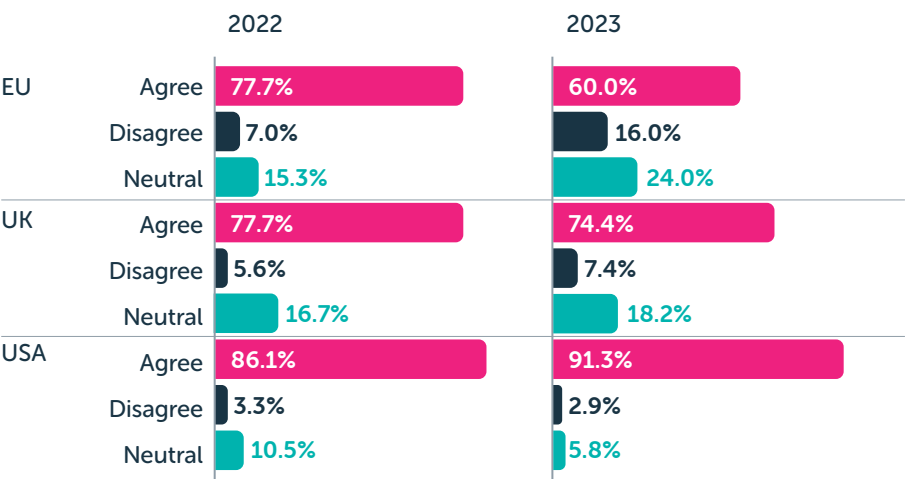
# INVEST, INVEST, INVEST

## Can do vs, will do

Generally, companies feel able to deliver their marketing strategy using their current levels of technology. In the USA, this question saw an increase in positive response, with a rise to 91% from 86% in the previous year. This connects back to the higher levels of adoption, integration and simplification in the USA in general.

Both the UK and EU saw a fall in this response – the UK just slightly, from 78% last year to 74% this year, and EU a substantial drop to 60% from a previous result of 78%. However, all these numbers still demonstrate a positive level of confidence that marketers feel they have the technology they need to carry out their strategies.

### Feeling equipped to deliver the marketing strategy with the current level of marketing technology capability in the business



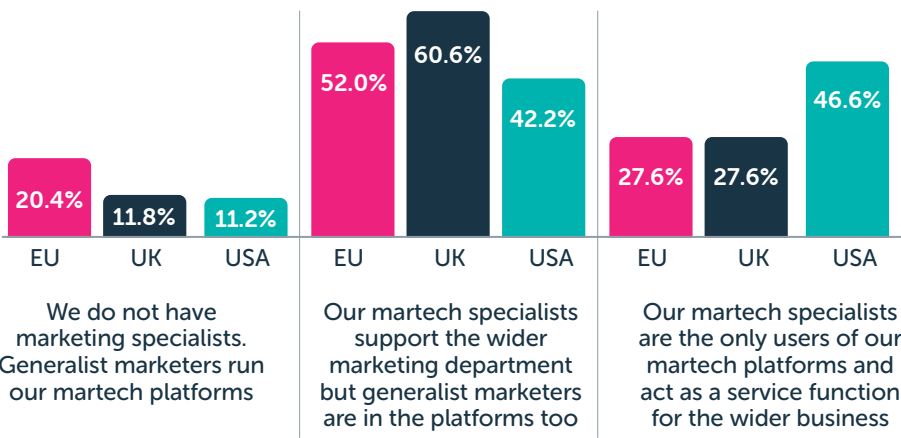
## What’s the trend for martech specialists?

Martech is a growing discipline, and employing specialists can really drive your martech ROI. In the USA, 47% of respondents said that martech specialists are the only users of their martech platforms, showing continuing investment and understanding of a field that’s increasingly resourced by experts. By contrast, both the UK and EU had lower figures, with many having no martech specialists at all.

This highlights the difference in common internal business structures and practices between the regions and is a useful insight for those designing, building and marketing martech platforms. In addition, central marketing teams in the USA have a larger and largely homogenised customer base. In EU, local market differences need local approaches and variations in language.

Perhaps unsurprisingly, for a model that has so enthusiastically adopted integrated martech, B2B2C respondents said they had a higher proportion of martech specialists who are the only users of the platform at 39% compared to the average of 30% for B2B and B2C.

### Martech specialists by region

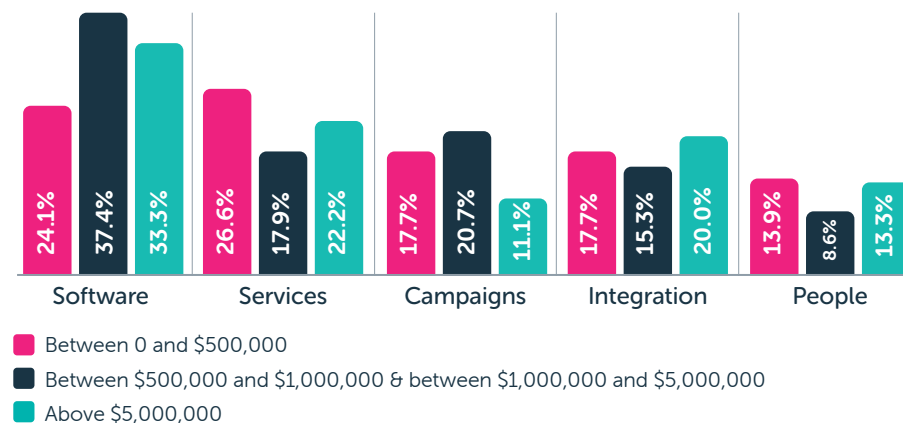


## INVEST, INVEST, INVEST

### Where is the money going?

The answer to this question is largely dictated by size of budget. Investment in services is a focus for those organisations with marketing budgets up to \$500k. Software is the second priority for this group. For those with larger marketing budgets, the biggest investment is software and the lowest is campaigns. Trends for 2023 are similar to 2022, with software the top focus and people the least important.

#### Investment by marketing budgets for 2023



In an uncertain economic climate, marketing teams need to spend their budgets wisely. Respondents with small marketing budgets are still investing in software, services and people – although people will not be the main focus. Around 38% have no plans to change the way their budget is allocated.

Those with larger budgets may increase their investments – 59% said they would do this. Just over 30% said their budget planning would remain the same, and 10% said they were likely to spend less.

### What does this mean for you?

#### Does your tech acquisition budget include a tech optimisation line?

With increasing pressure on budgets, it is important to maintain the balance of investment in technology and the people and services which allow budget to be effective. As a rule of thumb, investment in internal or external expertise to run platforms will at least equal the technology cost outlay – and attention should be given to allocating budget to martech planning and performance management to close the martech ROI loop. So, make sure your budgets, business cases and expectations are managed accordingly.

#### Willing to take a risk?

Budget pressures tend to result in marketers trying to maintain the status quo. But what if you could change the way you do things – be more efficient and more effective? By reviewing your operating models and exploring viable alternatives, you could make a clear shift in the way you do things – and get better results.

#### Does your marketing function adopt a centre of excellence mindset?

Whatever operating model you use, maintain a clear organisational development strategy with a central team at the helm. This group should drive, coach and support wider adoption and should have clear training and development pathways that align with the goals of your department and organisation. Often this will involve developing a broad base of digital skills, but you can also focus efforts on deep platform expertise within a smaller pool of marketing technology experts.

# Other highlights

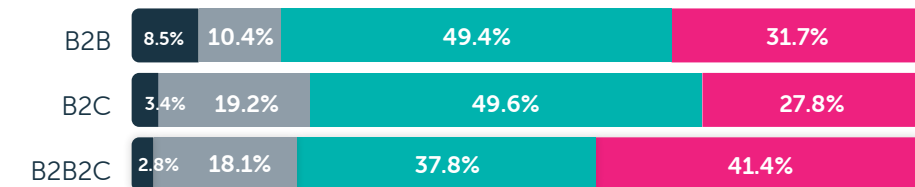
**The power of campaigns and customer centricity:**  
vision, strategy and tactics

## A seamless customer experience

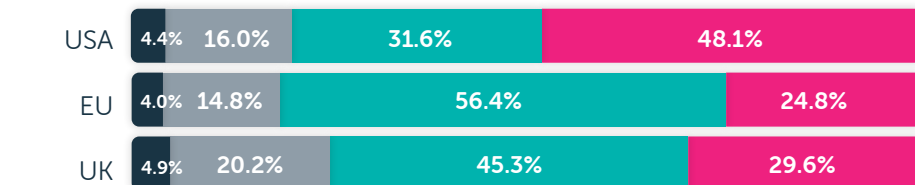
We'd all like to think that we put our customers' experience at the heart of everything we do. And that's borne out in the results here: the majority of respondents believe they are doing just that. The USA leads the response on seamless customer experience at 48% with nearly twice as many positive responses as the UK and EU.

Interestingly, B2B respondents across all regions feel they are delivering the poorest customer experience. Is this a symptom of not seeing the customer as enough of a 'person' but as an 'account'?

### Customer experience by business model



### Customer experience by region



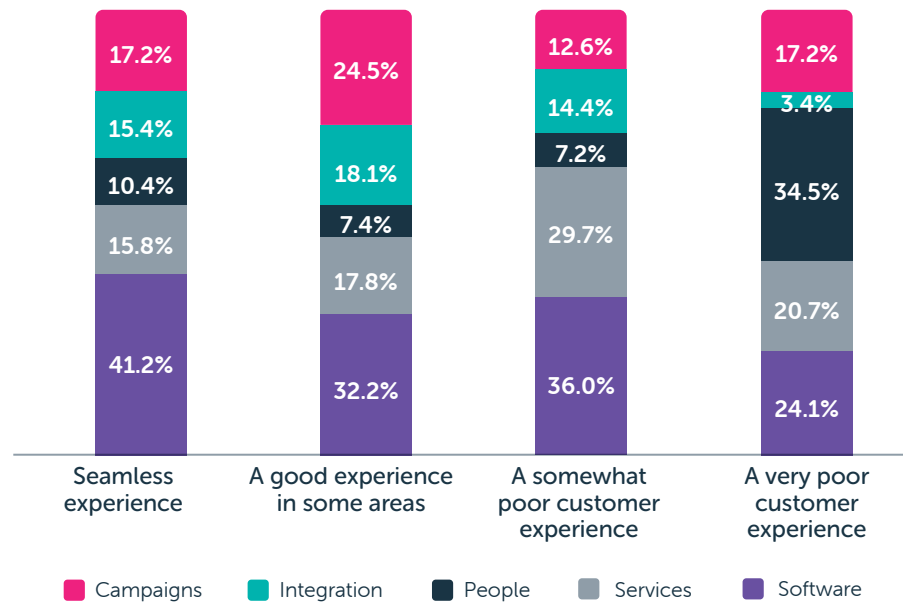
## THE POWER OF CAMPAIGNS AND CUSTOMER CENTRICITY

Respondents rated their customer experience over five categories:

1. Campaigns
2. Integration
3. People
4. Services
5. Software

41% said they delivered a seamless experience in software, although 24% also reported a poor customer experience in this area. The campaigns response was more balanced, with 17% saying they believed they delivered a seamless experience and the same number saying the experience was poor.

Customer experience by investment area for 2023

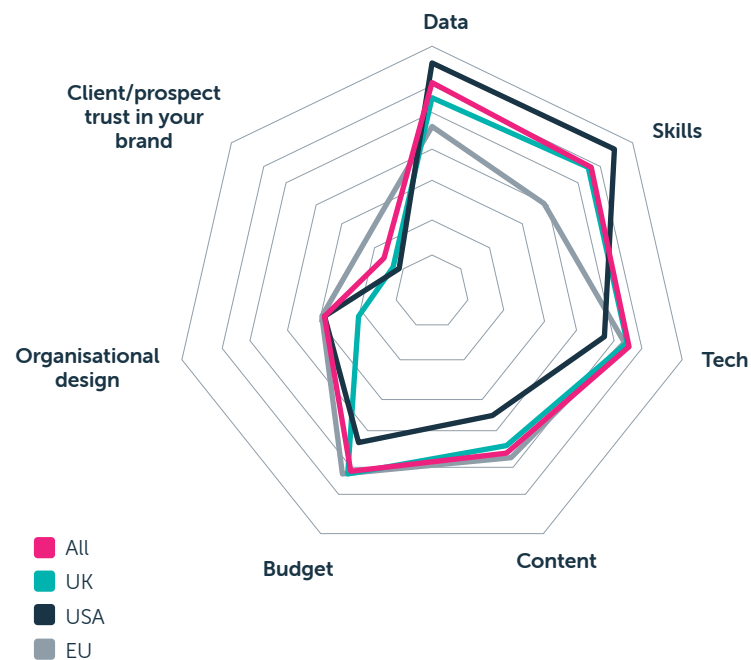


## THE POWER OF CAMPAIGNS AND CUSTOMER CENTRICITY

### All about the data strategy

We asked respondents to tell us what their biggest strategic campaign challenges are. They mentioned budget, organisational design, client and prospect trust in the brand, tech and skills. But the top challenge is still data. This suggests that many marketing teams, while understanding that good data is critical to improved performance, are still finding it a challenge to know how best to manage and exploit their data needs.

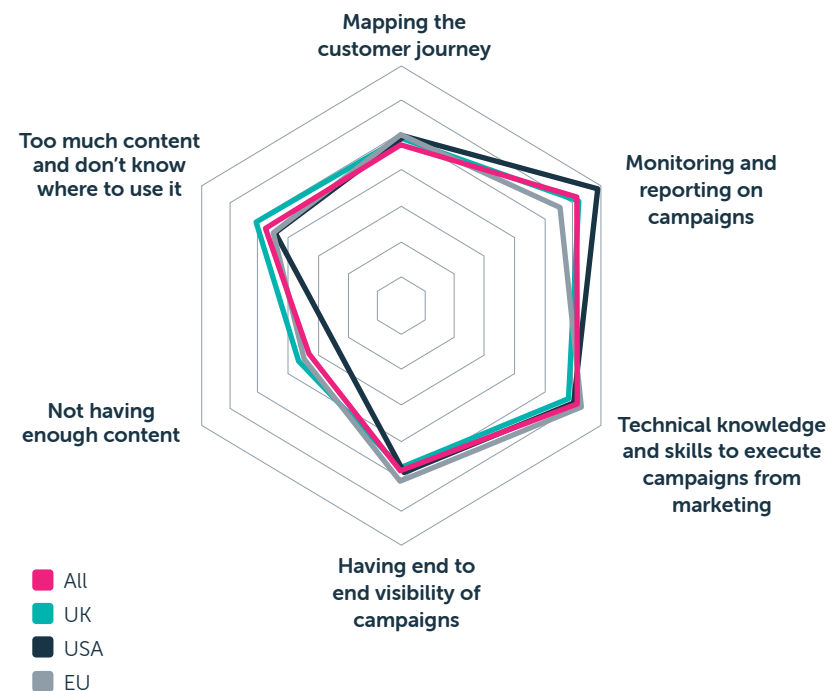
#### Top 3 strategic challenges



### Getting things done

In tactical marketing, the biggest challenge was monitoring and reporting on campaign performance. 20% of respondents mentioned this – something that was noticeable in the USA. Technology again came second – particularly the technical skills to execute campaigns using martech.

#### Top 3 tactical challenges





## THE POWER OF CAMPAIGNS AND CUSTOMER CENTRICITY

### What does this mean for you?

#### Do you have the right balance of data and skills?

In this research, we see how challenges with data and skills come together to impact customer experience. Building the skills to manage and work with your systems and data, often by developing martech specialist roles, should be a priority in order to successfully execute your business objectives.

#### Is your reporting consistent?

The challenge of campaign performance reporting is often driven by the variation in campaign structure, design and KPIs. Think about standardising your campaign structures and invest in a dashboard suite that can provide consistent and comparable visibility of your campaign performance.

#### Are you being creative enough?

Great customer experience is born out of creativity. This includes finding new ways to leverage your data and technology to evolve or revolutionise the way you manage and deliver your campaigns and customer journeys. Ensure you take enough time with your teams to define the 'Art of the Possible' and then formulate a roadmap to get there using your other initiatives as stepping stones along the way.

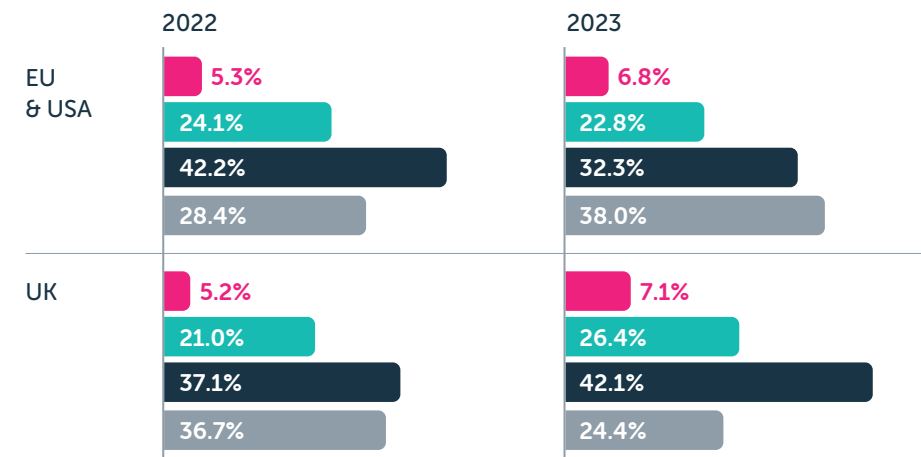


# Other highlights

## Marketing and sales: succeeding together

All marketers have experienced a disconnect between the marketing and sales functions. This is one of the areas where martech plays a positive role. The right martech and a strong data management and data privacy plan supports a measurable, automated approach that should deliver relevant and qualified insight, intelligence and leads.

### Approach to sales enablement

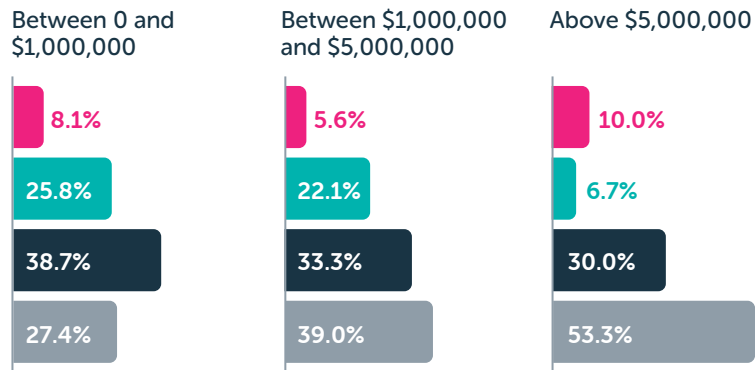


- Marketing don't have any focus on building collateral for the sales team
- Marketing provide sales with some of their sales collateral
- Marketing provide sales with most of their sales collateral
- Marketing provide sales with most of their sales collateral and use marketing technology to drive better results

Of course, the greater the budget, the better the sales alignment. Effective alignment between these two functions is often a simple budget game. As we can see from the responses in this section, the respondents with the largest budget are the ones who can best describe how their combined marketing-sales funnel works.

## MARKETING AND SALES: SUCCEEDING TOGETHER

### Sales enablement by value of marketing budget



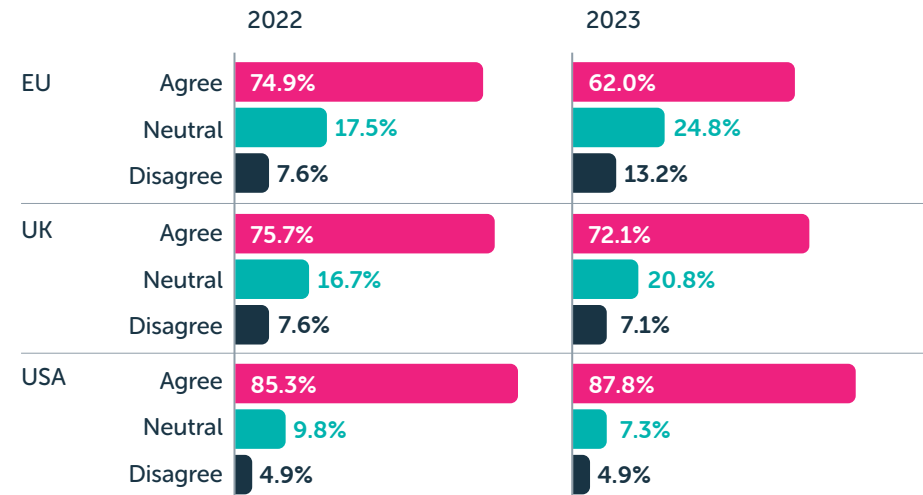
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### Impressive insights

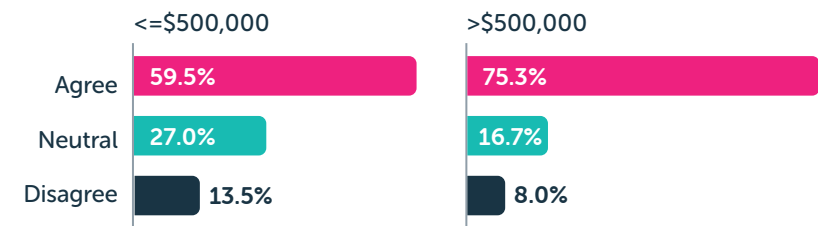
Data is not insight. So collecting data isn't enough – you have to turn your data into insights. On this issue, respondents in the USA strongly agree that they have the technology available to share insights with the sales team. The UK and EU do not feel as strongly but agreement is still high.

Where marketing budgets are less than \$500k, our respondents reported higher belief that their organisation does not have the technology necessary to deliver insights to their sales teams.

### The marketing department has the technology available to share all customer information and insight with the sales team



### The marketing department has the technology available to share all customer information and insight with the sales team by marketing budget



# Other highlights

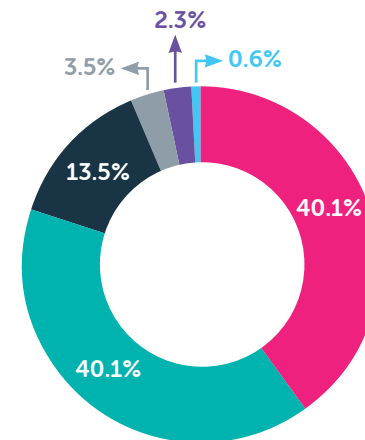
## Martech platforms: deep dive

### Platforms and technologies

The enterprise market is still owned by two main players, Adobe and Salesforce.

Adobe Journey Optimizer is a new market entrant and so is included in this survey for the first time. It has been adopted by just over one-fifth of respondents, although Salesforce Marketing Cloud remains the dominant platform in the USA and UK. In EU, Adobe Experience Cloud, Salesforce Marketing Cloud and Adobe Marketo occupy similar market positions.

### What is your main marketing automation cloud?



- Adobe (Marketo, Adobe Experience Cloud, Adobe Journey Optimizer)
- Salesforce (Pardot & Salesforce Marketing Cloud)
- HubSpot
- Eloqua
- Act-on
- Other

## MARTECH PLATFORMS: DEEP DIVE

### Platform satisfaction

Overall, satisfaction with martech platforms has increased since 2022 to 84%. A number of factors are at play: the market is now mature and the leading martech vendors have and continue to improve their products in response to customer feedback. Marketing leaders are building internal capabilities, using external support, or a combination of the two.

Respondents said that Hubspot and Adobe Marketo have the highest satisfaction rates.

#### The top three reasons for overall dissatisfaction are:

The platform is too much of a burden

**22%**

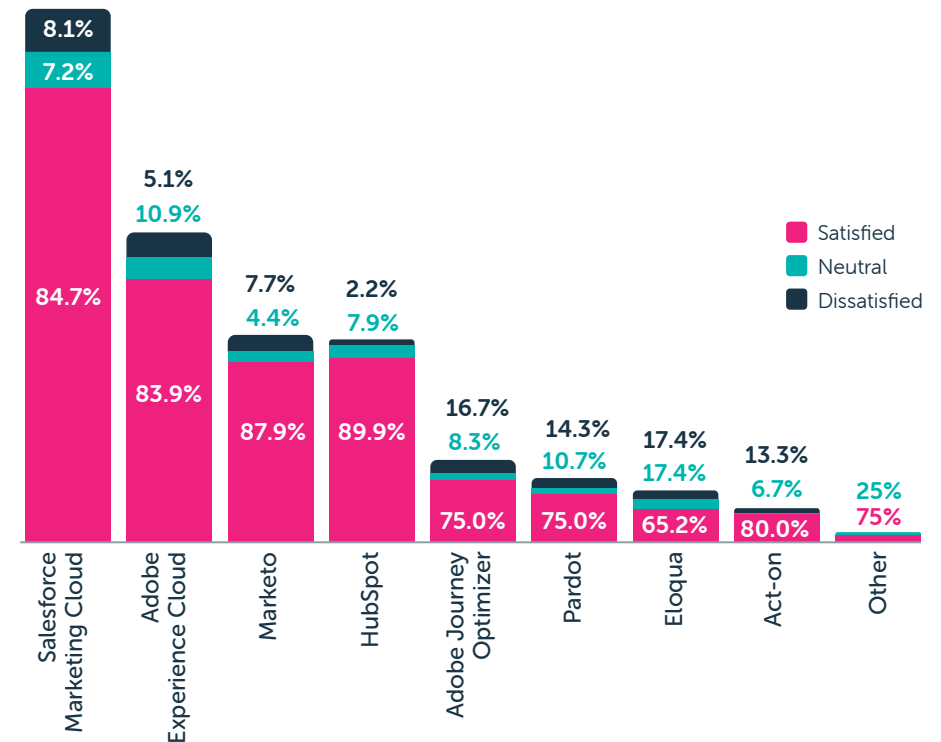
We have outgrown the existing platform

**18%**

The platform is too expensive

**16%**

#### Satisfaction of main marketing automation tool in 2023

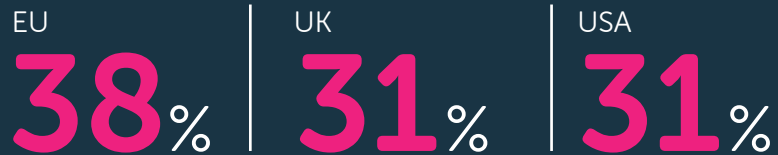


# Appendix

## Respondent profile:

As in previous State of Martech Reports, we surveyed senior marketing leaders on a global basis. 100% of those surveyed were already using some form of martech: either marketing automation or a marketing cloud platform.

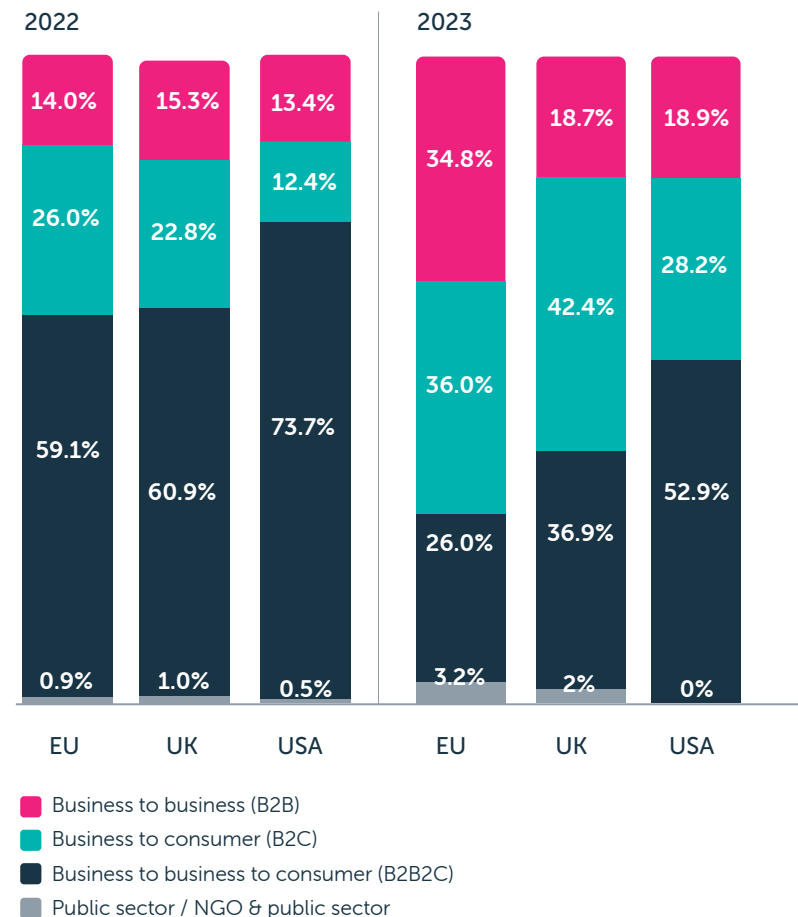
Our respondents came from three regions:



Respondents came from a variety of industries, including business, finance, retail, manufacturing and technology. In terms of business model, B2B2C was the dominant business model for 2022 (65%), with the remaining respondents being approximately evenly split between B2B and B2C.

Significant differences are observed for 2023, with the largest difference being the almost-even distribution between the three business models (B2B2C: 38%, B2C: 36%, B2B: 25%).

## Breakdown of business model by region

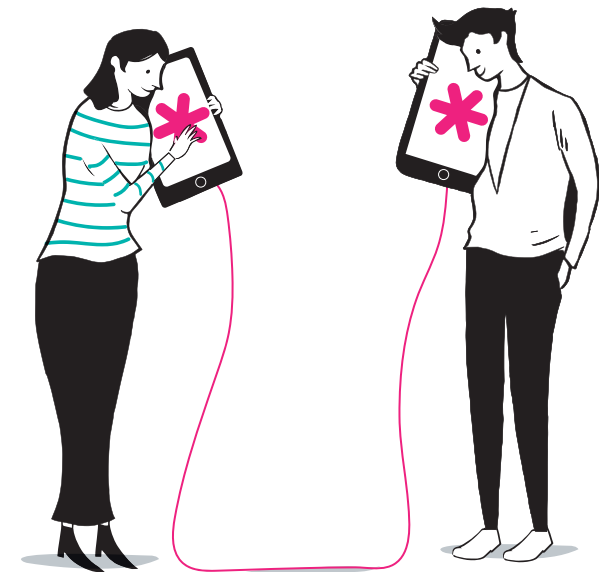


# About

Clevertouch Marketing is Europe's leading consulting, service provider and software company, the B2B Marketing magazine Consulting partner of the year, an accredited three-star Best Company for extraordinary levels of employee engagement and a Top 100 Companies to Work For company for the last three years.

Founded in 2009, Clevertouch was created exclusively with marketing technology in mind, and over 500 global clients and many awards later, our mission remains the same - to help clients make sense of martech. Based in the UK, we are a unique team of 80 experts and innovators, technical doers and strategic thinkers from across the marketing industry. Together, our team of dedicated marketing, technology and data specialists holds over 100 multi-platform martech certifications and has over 250 years marketing experience.

For more information please visit [clever-touch.com](https://clever-touch.com) and for more insights, visit [clever-touch.com/love-martech](https://clever-touch.com/love-martech).





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