



NEW RESEARCH

How Top Executives Choose the Right Marketing Platform

 **Constant Contact**

Research created in partnership with Ascend2

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Introduction

What matters most to executives when it comes to buying new tech?

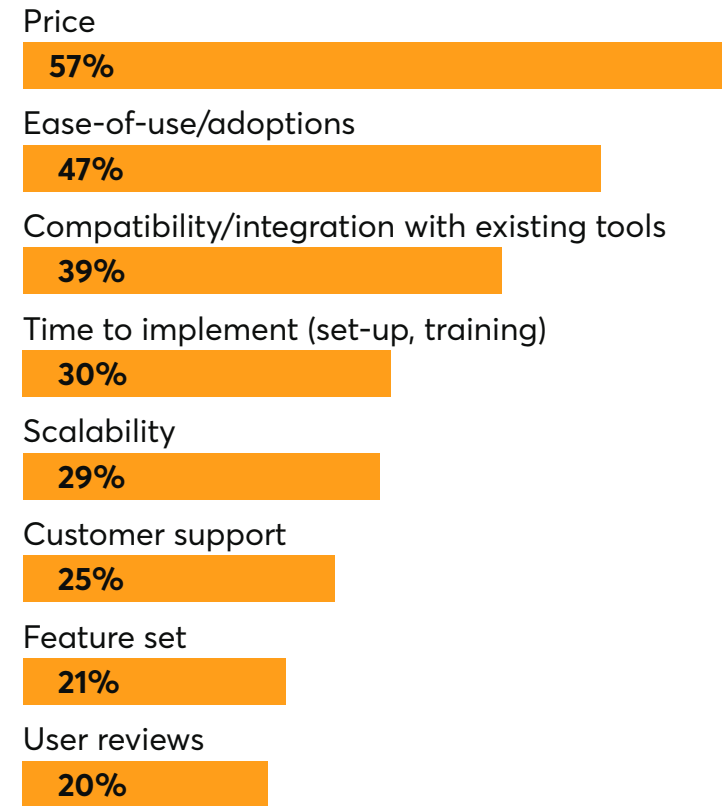
We surveyed top marketers to find out.

In the report that follows, we narrow our focus to the Marketing Executive respondents to gain insights into how they are evaluating and using their solutions, what their greatest concerns and challenges are when it comes to their martech, what they find is working, and what they find isn't.

This report and the insights obtained can help your organization to better understand your martech challenges and needs, and to find a solution that puts you on the path to marketing success.

Only 29% of companies under 250 employees strongly agree that their current martech stack is worth the overall cost.

What are the primary considerations when evaluating the purchase of new marketing technology? (Executives)



1.0 Re-Evaluating Technology

A successful martech stack improves the customer experience.

According to executives, a successful martech stack enables a consistent customer experience above all else. What else matters to leadership? Alignment of teams, ability to prove ROI, and a tech stack that utilizes resources efficiently.

...This explains why optimizing customer experience is a top driving factor behind re-evaluating tech stack.

Delivering a consistent customer experience matters.

Marketers who report seeing significant increases in revenue at their organization in the last year are significantly more likely to have the ability to deliver consistent customer experiences. (64% strongly agree that their martech stack allows them to deliver the right message, to the right people, at the right time compared to just 28% of all others).

What factors demonstrate a successful marketing technology stack? (Executives)

- 44% Consistent customer experience
- 43% Marketing and sales alignment
- 42% Ability to prove ROI
- 42% Efficient use of resources (money and people)
- 35% Ability to scale
- 30% Ability to build pipeline for sales
- 27% Seamless marketing to sales handoff

What are the top factors driving the re-evaluation of existing marketing technology? (Executives)

- 55% Optimizing customer experience
- 40% Optimizing workflows/processes
- 35% Optimizing budget allocation
- 34% Improving alignment between teams
- 29% Integrating data/removing silos
- 28% Consolidating technology
- 23% Accommodating for organizational changes

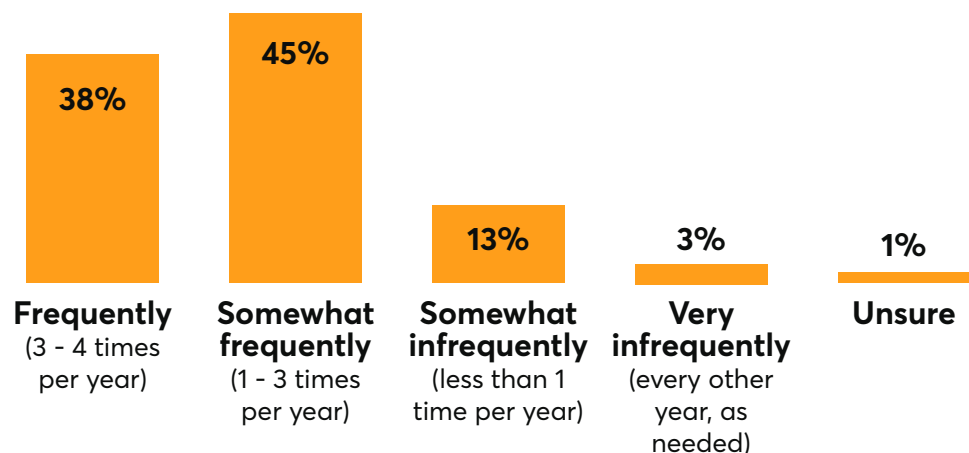


1.1 Re-Evaluating Technology

Executives are evaluating the performance of their tech stack often.

The technology that powers marketing and sales efforts is critical to success, and executives recognize the importance of ensuring their existing tech stack functions optimally. In fact, 38% of executives are evaluating the performance of their martech stack frequently (or 3-4 times per year), and another 45% say they are evaluating between 1 and 3 times a year.

How often do you evaluate the performance/ effectiveness of your marketing technology? (Executives)



Evaluating Your Technology Made Simple

Evaluating your technology doesn't need to be time-consuming. Here are some ideas to get started:

- Review your marketing objectives and identify the key metrics that you are using to measure success.
- Make a list of your marketing technologies.
- Evaluate the effectiveness of each marketing technology by assessing how well it is meeting your marketing objectives. Ask your stakeholders to provide input using a rating/scale (for example 5 point scale with 1 poor and 5 excellent).
- Identify any areas where your marketing technologies are falling short and where improvement can be made.
- Evaluate the return on investment (ROI) of each marketing technology to determine whether it is providing value to your business.
- Prioritize the areas for improvement based on the potential impact on your marketing objectives and the ROI of each technology.

2.0 What to Look for in a Marketing Platform

Going beyond the price tag — What else factors into overall cost?

Nearly half (48%) of executives feel that the inability to justify the total cost/expense of a new martech solution is currently preventing them from making a change, and 40% say lack of budget is a major barrier. So what are key considerations when evaluating the overall cost of a new solution?

What is most likely to prevent your company from making changes to your current marketing technology stack? (Executives)

48% Inability to justify the total cost/expense

42% Lack of time/resources to execute

40% Lack of budget

19% Lack of buy-in from leadership

19% Not sure what we need

Cost Evaluation Considerations

#1

Outsourcing training and implementation

#2

Time it takes to implement



2.1 What to Look for in a Marketing Platform

Outsourcing training and implementation.

42% of executives surveyed say that lack of time and resources to execute a change to their martech stack is preventing them from implementing a new solution. Outsourcing some onboarding efforts can be extremely helpful in improving the successful use of a new technology.

80% of all marketers surveyed say they outsourced implementation and training of their new technology to some extent. This group is about 2X more likely than those who kept all of their training and implementation in-house to wish they had made this change to their tech stack sooner. (40% of those who outsourced implementation to some extent strongly agree that they wish they made the change sooner vs 19% all others).



80% of all marketers surveyed say they outsourced implementation and training of their new technology to some extent.

Getting help doesn't have to be painful. Constant Contact provides 100% in-house onboarding, as well as a comprehensive combination of live training, how-to guides, and community resources. We also offer professional services at an additional cost to streamline your journey and optimize your campaigns.

Talk to our sales team today to determine what professional services are right for your organization.

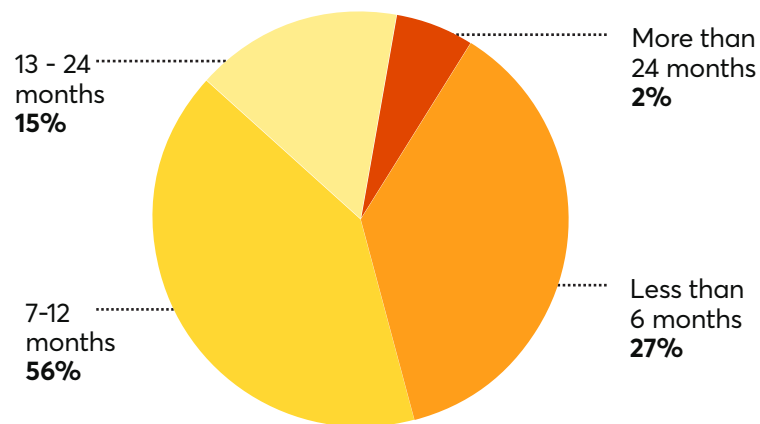
2.2 What to Look for in a Marketing Platform

Time it takes to implement.

30% of executives consider the time to implement, including set-up and training, as a top factor weighing in on a decision to purchase new marketing technology. New marketing technologies that require a lengthy runway of time to become operational can cost organizations in a big way.

Most marketers surveyed report that their last martech implementation took 6 months or less. (37% said less than 3 months and 41% said less than 6 months).

How long should it take to see Return-on-Investment (ROI) from a marketing technology change?



How long should it take to see ROI from a marketing technology change?
83% of those surveyed say less than one year.

2.3 What to Look for in a Marketing Platform

Most valuable features.

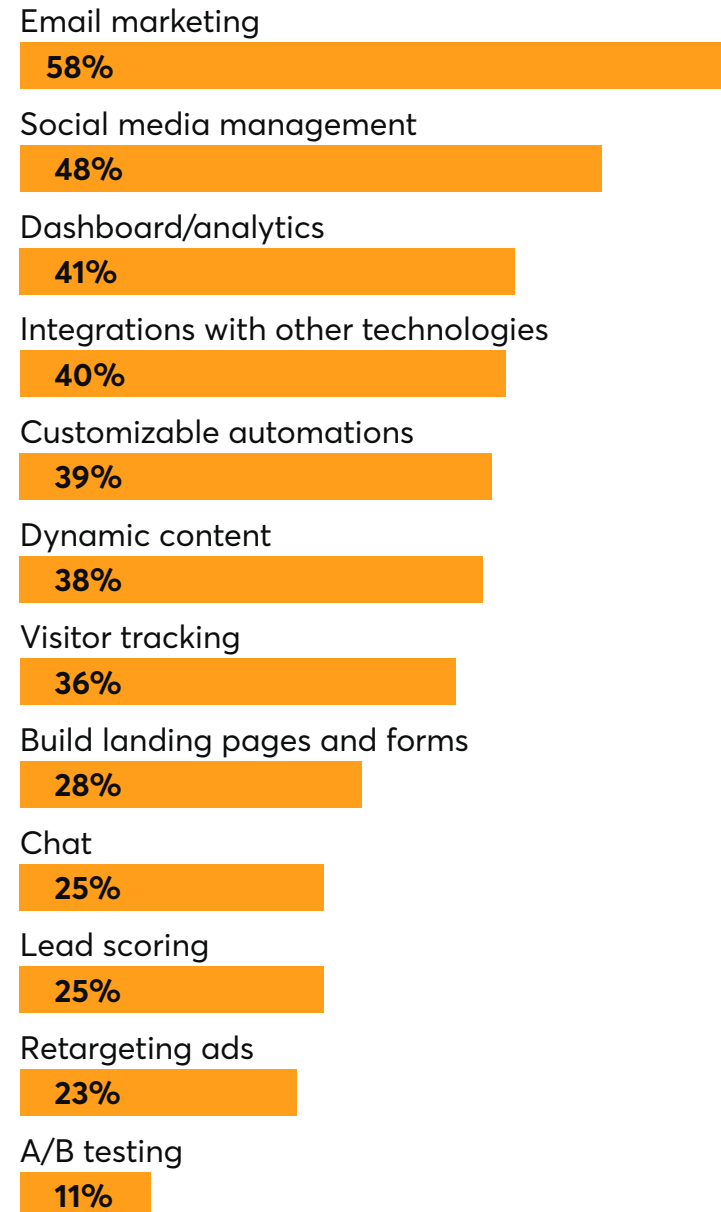
Across the board, regardless of job role, email marketing is considered to be the most valuable feature of a Marketing Automation Platform according to those surveyed. Social media management and posting features are also considered high value according to marketers as well as dashboards and analytics, and integrations with other technologies.

Efficient workflows depend on integrations.

Integrations are more important to highly efficient marketing operations than those who view their operations as less efficient. Companies who rated their marketing workflows as **extremely efficient** value the ability to integrate with other business technologies more highly to

Constant Contact has over 300 integrations for you to choose from including Shopify, Salesforce, Vimeo, Canva, and Stripe.

What are the most valuable features of your Marketing Platform?



2.4 What to Look for in a Marketing Platform

Marketing Automation Enables Success.

Marketing automation is an important component of the martech stack and can serve as the tie that binds an otherwise disjointed set of solutions to scale your campaigns, improve the customer experience, and impact your bottom line significantly.

In fact, **86% of executives say that automation in their marketing technology stack is important to delivering optimal customer experiences** — like providing timely content personalized to their purchase history, past marketing activities, and stated interests.

In addition, 39% of executives say customizable automations are among the most valuable features of a marketing platform.

By allowing marketers to more effectively manage and optimize their marketing efforts, marketing automation integrated into an organization's full martech stack can lead to better engagement and ultimately, increased revenue.

Organizations utilize a Marketing Automation Platform (MAP):



...saw more significant revenue increases last year. Those with a MAP are more than 2X more likely than those who do not have a MAP to have seen a significant revenue increase in the last year. (20% vs 9%)



...have more efficient workflows. Those with a MAP are more than 2X more likely than those who do not have a MAP to have extremely efficient workflows. (35% vs 15%)



3.0 All-in-One Solutions

Marketers with an all-in-one solution are nearly 2x more successful across the board.

There are significant variations in levels of satisfaction, efficiency, and ability to deliver exceptional customer experiences when comparing marketers who work with their MAP and CRM in the same platform and those who have the two technologies separate. Here's a closer look at the numbers behind these findings.

	All-in-One Solution	Separate Solutions
Have a martech stack that allows them to deliver the <i>right message, to the right people, at the right time.</i>	66%	29%
Have <i>extremely efficient</i> workflows	49%	27%
Have <i>full access</i> to data needed to improve CX	66%	29%
Experienced <i>significant</i> increase in revenue last year	27%	14%
<i>Extremely</i> satisfied with their MAP	56%	33%
<i>Extremely</i> satisfied with their CRM	51%	36%



Participants & Methodology

Participants

N = 349 Marketing Professionals

Job Role

Owner / Partner / C-Level	41%
Vice President / Director	26%
Manager	33%

Number of Employees

Fewer than 50 employees	22%
51-100 employees	17%
101-250 employees	23%
251-500 employees	11%
501-1000 employees	13%
More than 1000 employees	14%

Industry

Business Services	15%
Software & Internet	7%
Financial Services	9%
Manufacturing	11%
Healthcare, Pharmaceuticals, Wellness	4%
Real Estate & Construction	13%
Retail	12%
Media & Entertainment	2%
Computers & Electronics	3%
Education	3%
Transportation & Storage	2%
Non-profit	3%
Energy & Utilities	1%
Other	15%

Methodology

Ascend2 benchmarks the performance of business strategies and the tactics and technology that drives them. With a custom online questionnaire, we surveyed 349 marketing professionals located in the United States who represent Business-to-Business (B2B) organizations operating in a variety of industries. The survey was fielded during the month of March 2023.



About the Research Partners



Constant Contact Premium delivers everything small businesses and nonprofits need to build, grow and succeed. With powerful online marketing tools, CRM and sales features, and innovative AI capabilities, Constant Contact makes it easy to attract the right people, engage more customers, close more deals and grow.

Learn more about Constant Contact Premium, our most advanced suite of digital marketing tools, at ConstantContact.com/Premium.



Companies partner with Ascend2 to create original research, from survey conceptualization through report and content creation to media outreach. Ascend2 helps companies fuel marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel.

Learn more about [Ascend2](#).

