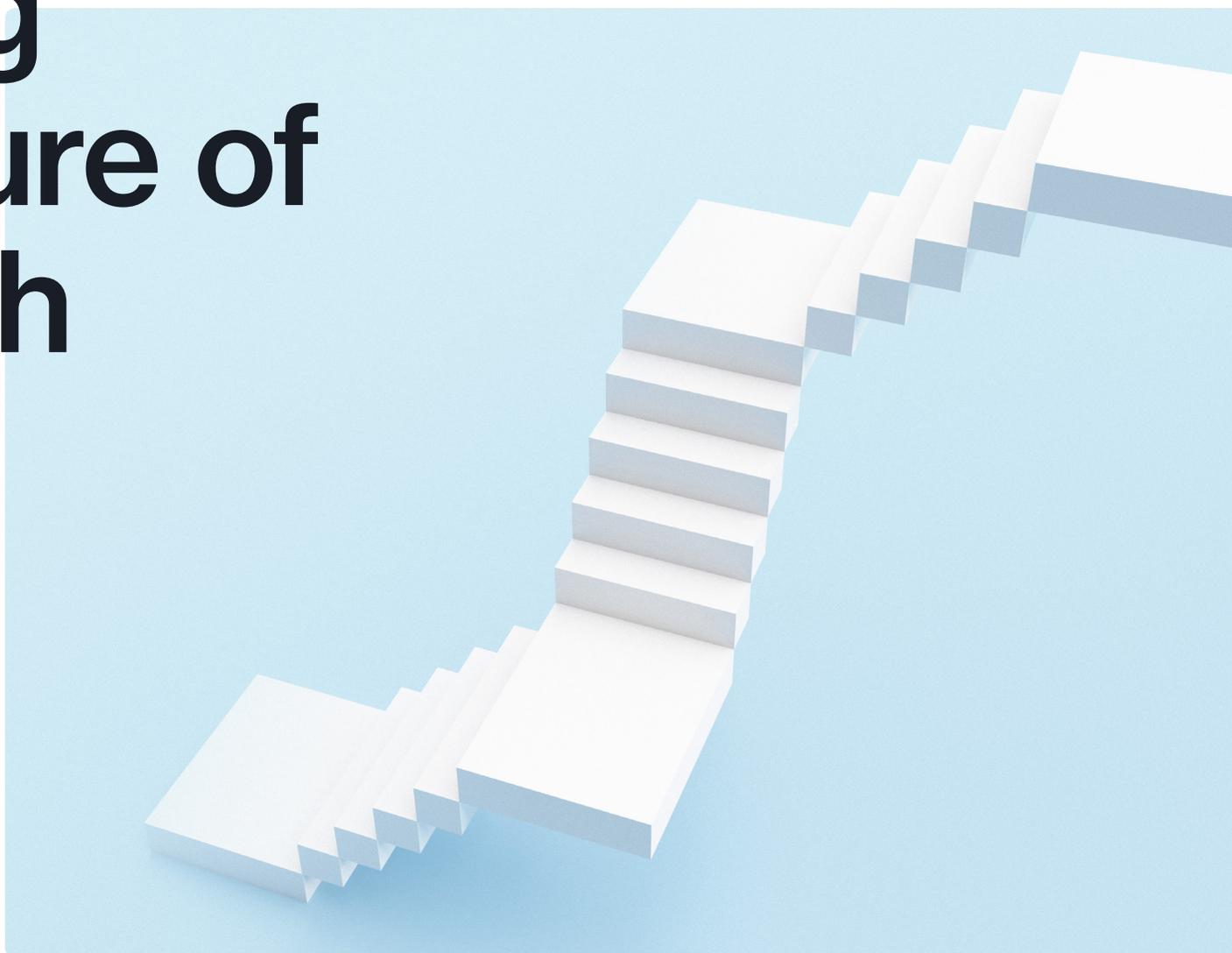


# | 5 insights shaping the future of martech



Gartner research reveals that martech investment is on the rise. Technology currently accounts for the largest portion of marketing budgets, and 68% of CMOs expect their already significant technology spend to increase. And that doesn't count the resources they're putting into implementation, adoption, and change management to put that tech to work.

But optimizing the way teams use that tech continues to be a challenge. Gartner also shows that marketers use only 58% of their existing technology capabilities—a little more than half of the functionality they're paying for.

To better understand what's shaping the future of martech—and how marketing teams can get more value from their tech stacks—we surveyed 300 marketing leaders across the U.S. about their martech challenges, priorities, and practices. In this report, we'll break down the five martech insights our research uncovered.

**27%**

of total marketing budget is allocated to martech

**68%**

of CMOs expect to further increase martech spend

**58%**

of an organization's available martech capabilities are used

Source: [Gartner](#)

Insight 1:

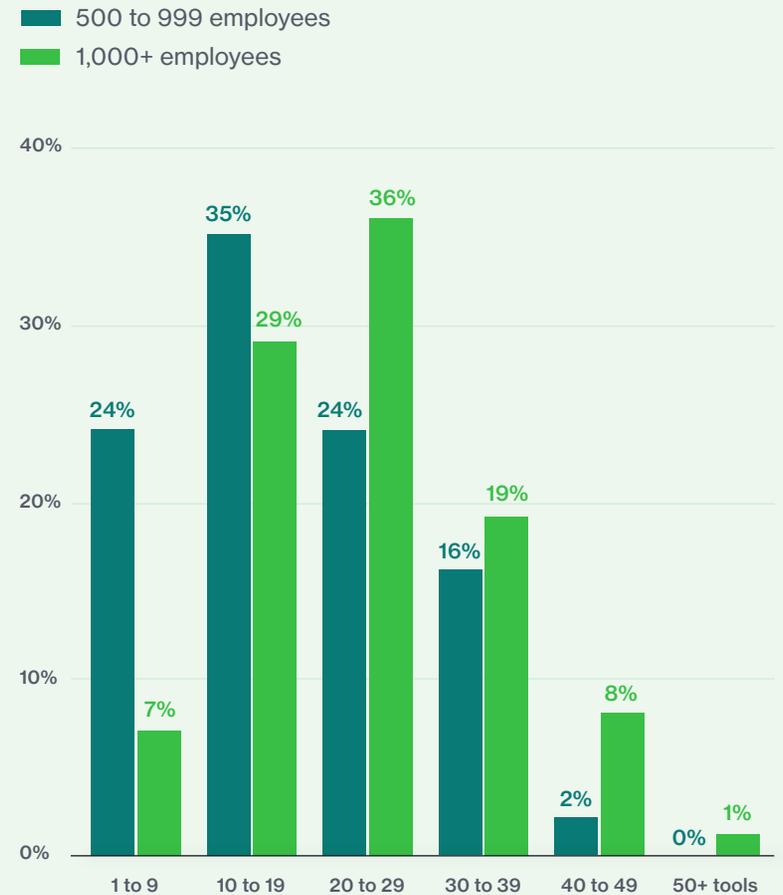
**More martech tools  
actually create more  
manual tasks**

Insight 1:  
More martech tools  
actually create more  
manual tasks

Marketing teams are juggling a lot of tools in their stack. That's thanks in part to the exploding martech landscape itself: it's grown by more than 5,000% since 2011.

**Now, 60% of marketing teams use 20 or more marketing tools on a regular basis.** And the larger the organization, the more tools are usually in play: companies with more than 1,000 employees use an average of 24 marketing tools (compared to an average of 18 tools for companies with 500-999 employees).

## Number of marketing tools used on a regular basis



**Large companies account for the largest tech stacks—  
36% say they use between 20 and 29 marketing tools day-to-day.**

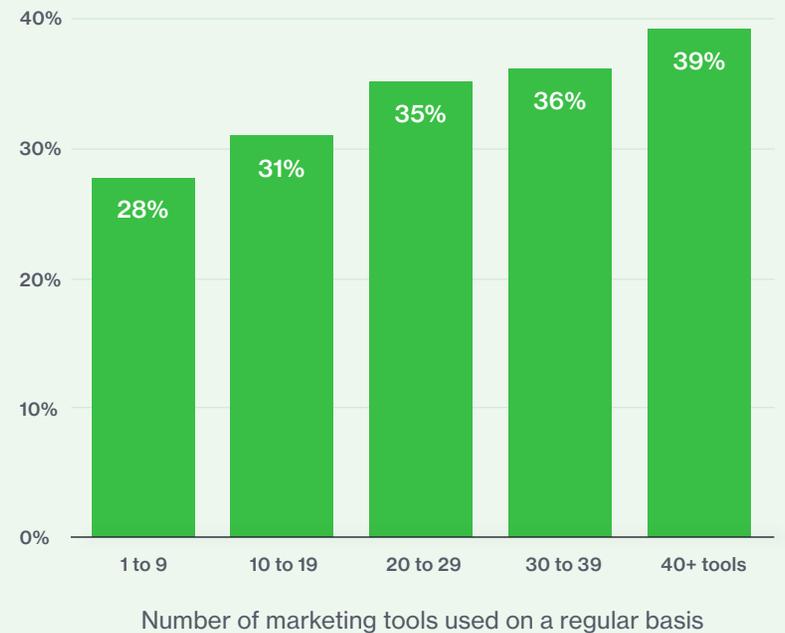
Insight 1:  
More martech tools  
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But more tools doesn't always equate to more productivity. The sheer volume of tools—when they aren't adopted well, or aren't integrated well—can actually lead to more busywork.

**The more tools a marketing team uses, the greater percentage of their time is spent on manual, operational tasks that don't contribute directly to deliverables.**

Companies with 1 to 9 tools typically spend 28% of their week on manual tasks. Meanwhile, companies with 40 or more tools spend 39% of their week on manual tasks.

### Average percentage of work week spent on manual, operational tasks



Insight 2:

**Duplicate data is a  
serious problem with  
a simple solution**

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Duplicate data is a serious problem with a simple solution

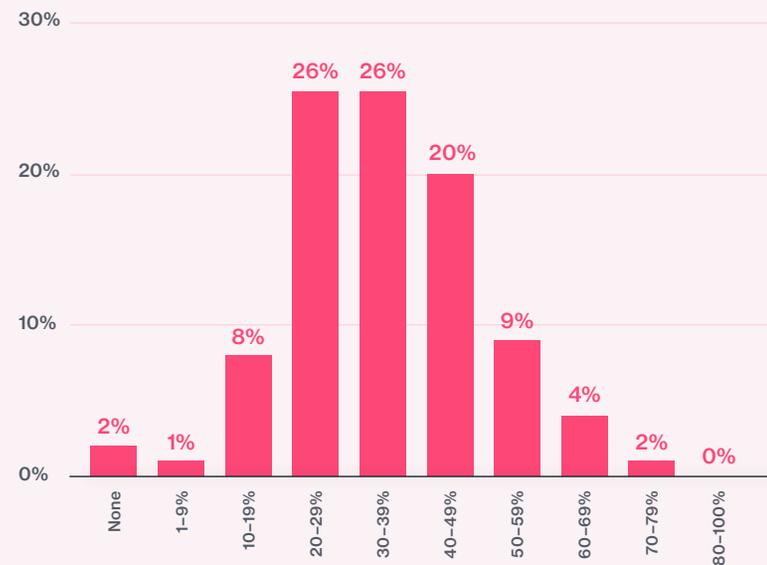
Adding more tools not only creates more manual work, it also leads to duplicate data. Fortunately, there's a way around it: tool integration.

Well-integrated martech stacks—those that lean on automated data syncing—take the manual, copying-and-pasting work out of information sharing. Less manual work means more time for revenue-driving work, and improved data accuracy means better business insights.

So, how do you know if you need a new martech integration strategy? It boils down to two primary indicators.

The first indicator to watch for: the amount of duplicate data your team manages. Another indicator: your team's methods for sharing information across tools.

## Percentage of data duplicated across multiple sources (e.g. spreadsheets, docs, and apps)



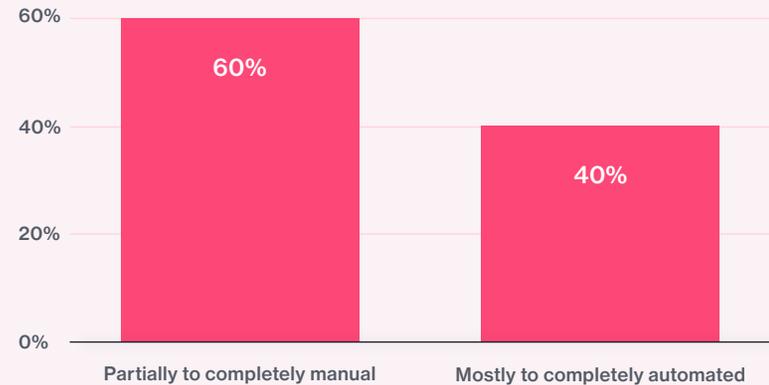
The average marketing leader says 35% of their team's data is duplicated across multiple sources

Insight 2:  
Duplicate data is a serious problem with a simple solution

A reliance on manual sharing means that information isn't flowing smoothly across your stack—which ultimately signals low connectivity (or, poor integration) between tools.

And as it turns out, duplicate data is a struggle for most teams: 73% of marketing leaders surveyed said that 20 to 49% of the data they work with is duplicated in multiple places—like spreadsheets, docs, and apps. And there's room for improvement in how teams share information, too: 60% of marketing leaders surveyed say the process for synchronizing data across their marketing tools is at least somewhat manual today. **That means more than half of marketers are doing at least some manual work to move data across tools.**

## Methods for syncing data across marketing tools: automated vs. manual



## How much duplicate data are you working with?

If your team is managing the same information in multiple tools, it could be a sign to revisit your integration strategy. See how [Airtable integrates with popular tools in the blog post below](#).

[Learn more](#)

Insight 3:

**No-code/low-code  
tools are gaining  
momentum**

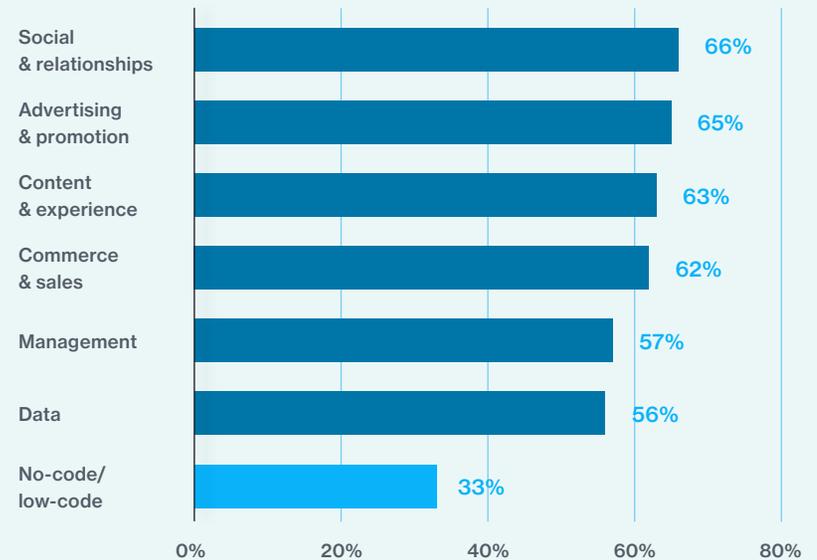
Insight 3:  
No-code/low-code  
tools are gaining  
momentum

Gartner estimates that, by 2024, 80% of tech products and services will be built by people who aren't tech professionals.

That's due in part to the growth of low and no-code platforms, and the subsequent rise of "the citizen developer": a growing class of employees who create internal apps, but aren't developers, or a part of the IT organization.

That trend—though still gaining steam—is taking root in marketing. In our survey, 33% of marketing leaders report that their teams are currently using no-code or low-code tools on a regular basis. So Gartner's prediction, it seems, is taking flight.

## Tools categories marketing teams use on a regular basis



33% of marketing leaders say their team uses no-code/low-code tools on a regular basis.

Insight 3:  
No-code/low-code  
tools are gaining  
momentum

But marketing and no-code/low-code were always a natural match. No-code/low-code tools break down the divide between tool makers and tool users—they can all be implemented without development support. That lets marketers build faster, more customized apps and workflows. And when 83% of global CEOs rely on marketing to drive growth, access to the right tools—and the ability to get them quickly—has big potential to impact performance.

So far, the adoption of no-code/low-code tools has been driven largely by citizen developers: employees that want even more tool customization and flexibility than their development support allows. 79% of marketing teams that use no-code/low-code tools say they have access to development support to customize their stack.

## New to no-code?

Learn more about no-code/low-code tools—and how they can change the way your team operates—in the blog post below.

[Learn more](#)

Insight 4:

**The value of a single source of truth is largely unrealized**

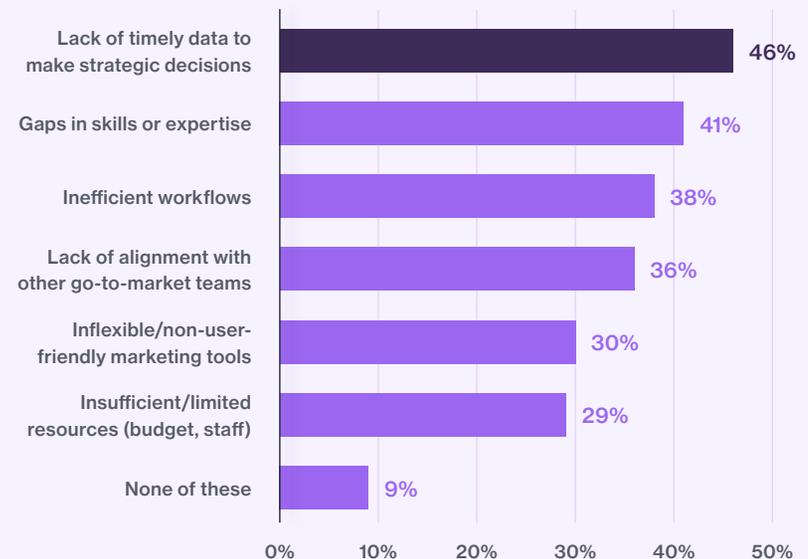
Insight 4:  
The value of single  
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largely unrealized

A single source of truth is vital—it enables everyone in an organization to base business decisions on the same data. But for many marketing teams, it remains elusive.

In our survey, marketing leaders reported that the **lack of timely data to make strategic decisions is the top inhibitor to their team's success.**

Marketing teams are struggling to get actionable insights out of their data—but these are issues a single source of truth could eliminate. When a single source of truth is in place, marketing leaders always have access to accurate, real-time data, improving decision-making and reporting.

## Marketing teams' top inhibitors to success, according to leadership



Nearly half of marketing leaders say they don't have access to the timely data they need to make strategic decisions.

Insight 4:  
The value of single  
source of truth is  
largely unrealized

How do you know if your marketing team has a single source of truth? Signals of a true single source of truth include things like:

- Strong tool integrations, with automated data syncing (which means less manual work to share information)
- Minimal data duplication across sources (which means the team is aligned around which information lives where)
- Easily accessible data (which enables better decision-making)
- Amount of time spent on manual and operational work (which means employees are spending less time giving and getting context)

While creating and maintaining a single source of truth can be challenging, for marketing teams that are able to achieve it, the benefits are self-evident. With a single source of truth for managing projects, workflows, and content creation, marketing teams can make it easier to get context—which can help speed up the pace of work.

Insight 5:

**We haven't  
tapped martech's  
full collaboration  
potential**

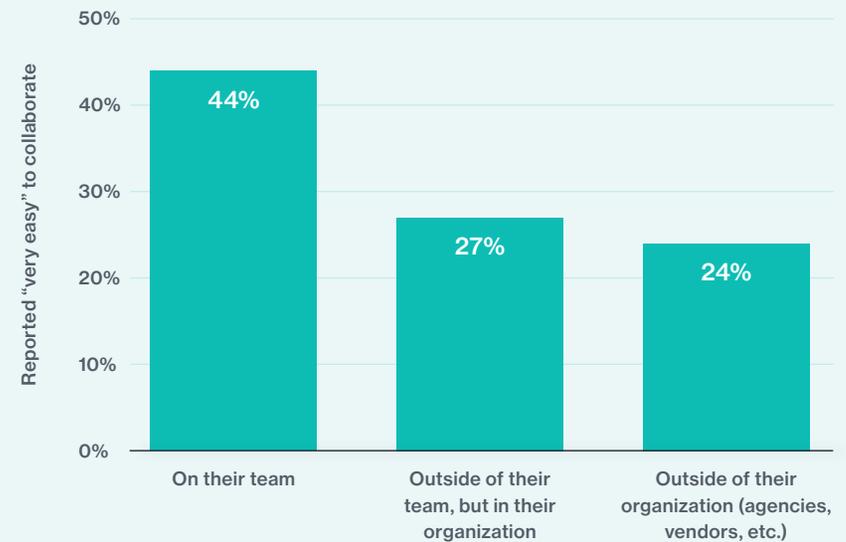
Insight 5:  
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Overwhelmingly, marketing leaders feel like they have the right mix of tools: 95% of marketing leaders say their team has the tools needed to be successful.

But those tools aren't optimized for cross-functional collaboration, or working with external partners.

**Less than 30% of respondents say it's very easy to collaborate outside of their team, or with external stakeholders** using the tools available to them. Marketing leaders also report that they spend 31% of their work week just procuring feedback and approvals from stakeholders.

### Ease of collaboration with different stakeholder groups (using current martech stack)



Current tools make it easiest for marketers to collaborate within their team—but struggle to simplify cross-functional and external collaboration.

Insight 5:  
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potential

It could be part of why some marketing leaders feel misaligned with cross-functional partners: as we saw earlier, 36% of marketing leaders say their alignment with other go-to-market teams (or lack thereof) is holding them back.

Current tools make it easiest for marketers to collaborate within their team—but struggle to simplify cross-functional, and external collaboration.

While most teams are outfitted with robust tech stacks, these tools aren't necessarily helping them collaborate better with key stakeholders—inside and outside the organization—to accelerate results and deliver more value to the organization.

Collaboration is the backbone of any successful team, yet the powerful collaboration capabilities of today's modern martech stacks remain largely untapped. And that's a huge opportunity for marketing teams to get more out of their tech investments.

## How do your tools enable collaboration across your team, org, and partners?

Hear how A+E Networks used Airtable to connect workflows across a dozen different teams, including marketing, programming, legal, and more.

[Learn more](#)

# Key takeaways:

There's no shortage of tools, apps, and technologies today that help marketing teams work faster, better, and smarter. With 8,000+ martech tools currently on the market— and more being released every day—the challenges that organizations face with their martech stacks don't stem from a lack of tech capabilities.

Rather, they stem from a lack of optimization. Marketers have tons of tools available to them. But murky sources of truth, overwhelming time spent on manual tasks, and duplicate data issues show that we're not using them as effectively as we could be.

# 1

## More tools doesn't always mean more productivity.

Martech tools are designed to help us do better work, faster. But for most teams, more tools means more manual tasks. If your team is overwhelmed with tools, you can cut back on manual tasks by downsizing your martech stack—or you can deepen your integrations between tools instead.

# 2

## To maximize the potential of your martech stack, you need strong tech and strong strategy.

Without a strategic plan for implementing and integrating your martech tools, you risk building a patchwork of martech tools that increase manual work, and stunt collaboration—instead of a martech stack. Getting your tools adopted, deeply integrated, and built into your workflow is just as important as finding the right tools in the first place.

# 3

## New tool types could change the way we work.

Almost one third of marketing leaders say that “inflexible and non-user-friendly tools” are holding their teams back. That could be why some teams are picking up no-code and low-code tools to build their own custom applications. And that has the potential to shift the way we work—and the way we think about our tech.

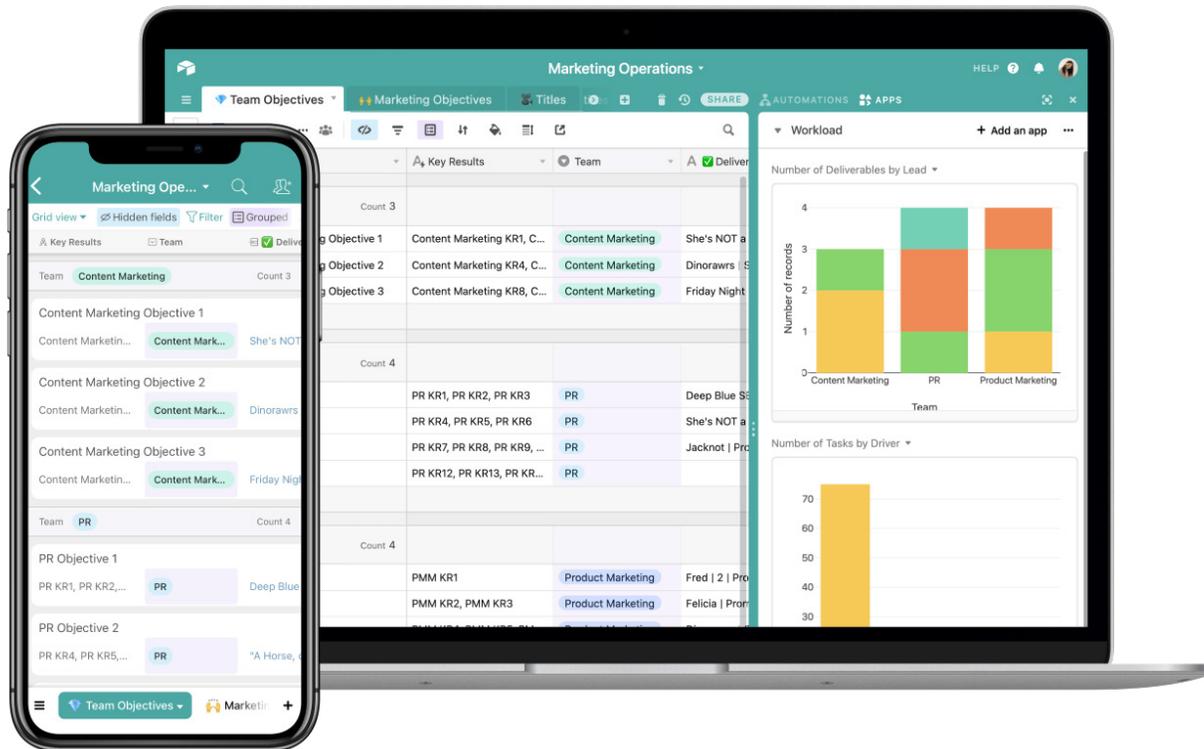
# About Airtable

No matter your team's size or needs, Airtable's unique combination of power and approachability gives modern marketing teams the agility, flexibility, and scale they need to manage their unique processes and workflows. The fully customizable, low-code platform gives your people the freedom to work the way they know best while also driving innovation, efficiency, and performance. Marketing teams can create a single

source of truth for all their work, while still enabling each individual team member to customize how they view the data most important to their role. With Airtable, marketing teams can move quickly and continue to raise the bar on how they produce marketing programs, content, and campaigns.

[Learn more](#)

[Contact sales](#)



# Appendix

## Methodology

This report is based on a 300 person survey fielded March 10-16, 2021 by Airtable in partnership with Lawless Research. The study included respondents from Quest Mindshare's B2B panel who met the following criteria:

**Full-time employee of a US company with 500 or more employees**

**Senior manager and above in the marketing department**

**Responsibility or oversight for communications, content creation, editorial, or publishing**

## Respondent breakdown

Company size:	Marketing department size:	Primary market:
17% 500 to 999	2% 1 to 9	31% <b>Businesses</b> (including government agencies and nonprofits)
56% 1,000 to 4,999	12% 10 to 19	33% <b>Consumers</b> (including constituents, patients, students)
21% 5,000 to 9,999	25% 20 to 49	36% <b>About half businesses and half consumers</b>
4% 10,000 to 24,999	25% 50 to 99	
2% 25,000+	22% 100 to 99	
	14% 200 or more	

The 10-minute survey was designed by Lawless Research and programmed in Qualtrics.

Data was analyzed using Q Research.