Mailjet Research:
UK & US Results

Homemade vs Procured Infrastructure

mailjet

About the research

Mailjet is the email solution for teams to create, send, and monitor marketing emails, transactional emails, and SMS.

In September 2019, Mailjet commissioned a research study to **identify the barriers businesses face when implementing homemade versus procured marketing technologies.**

The research was carried out by Market Research Company, *Savanta*, who surveyed 600 marketing decision makers and 300 IT decision makers across the UK, France and US in September 2019.

Research Summary

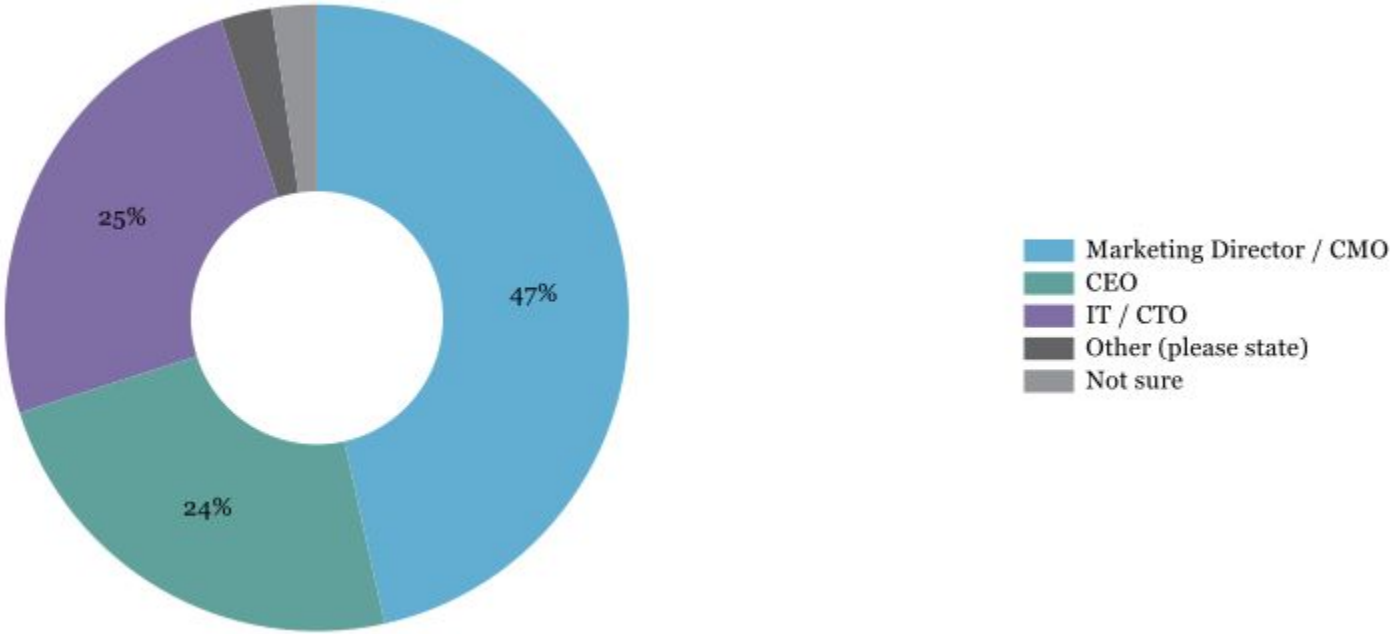
New research into the use of ‘homemade’ marketing technology – that is, marketing tools built in-house – finds that 77% of decision-maker level marketers in the UK, and 75% in the US, have developed or are currently developing homemade technology in their current role.

However, the study has also identified concerns with the cost, time spent, and expertise required to build and maintain these tools.

This study from email solution Mailjet, spoke to 600 marketing decision-makers across the UK, US and France, unveiling the key deciding factors that marketing and IT professionals consider when choosing to build in-house or procure a third-party solution.

Among the most commonly used homebuilt technologies in the UK are advertising tools (77%), team and project management tools (76%) and email marketing solutions (73%). While similar in the US, notably CRM software is the most homebuilt tool (69%), and email marketing solutions ranks lower than the UK at 5th (65%).

Q1: Internally, who does the decision over ‘homemade’ or an external marketing technology solution ultimately rest with?



UK Results

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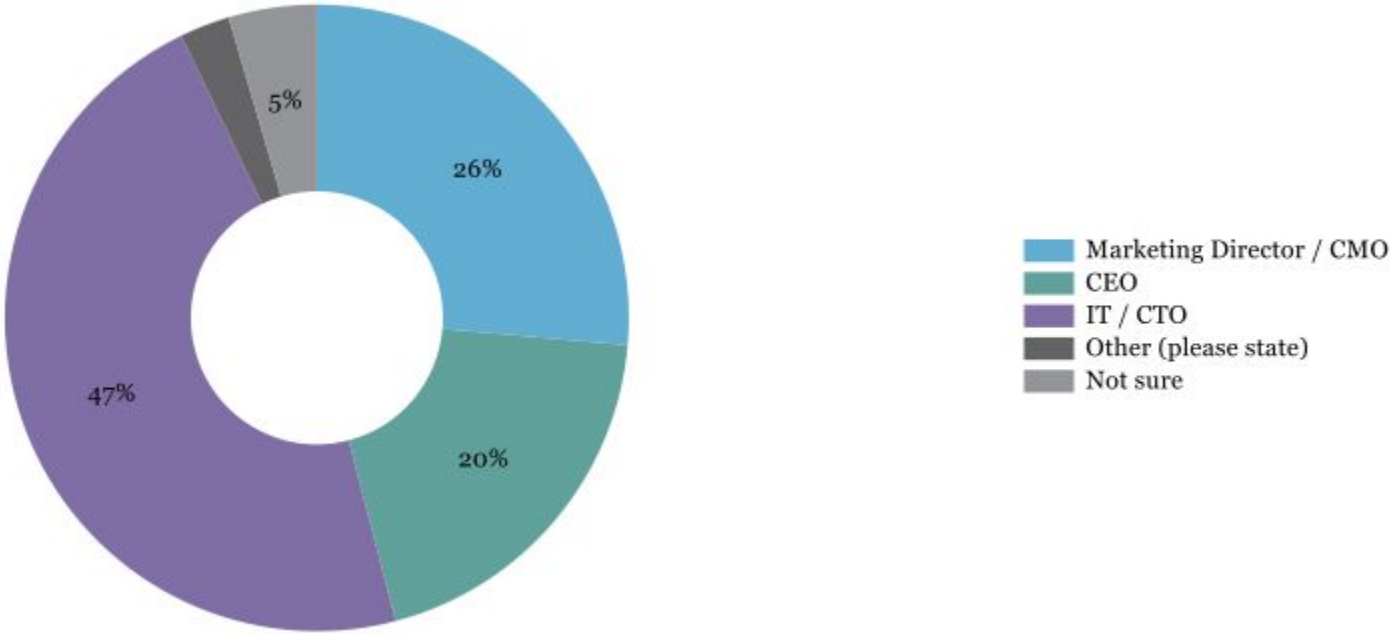
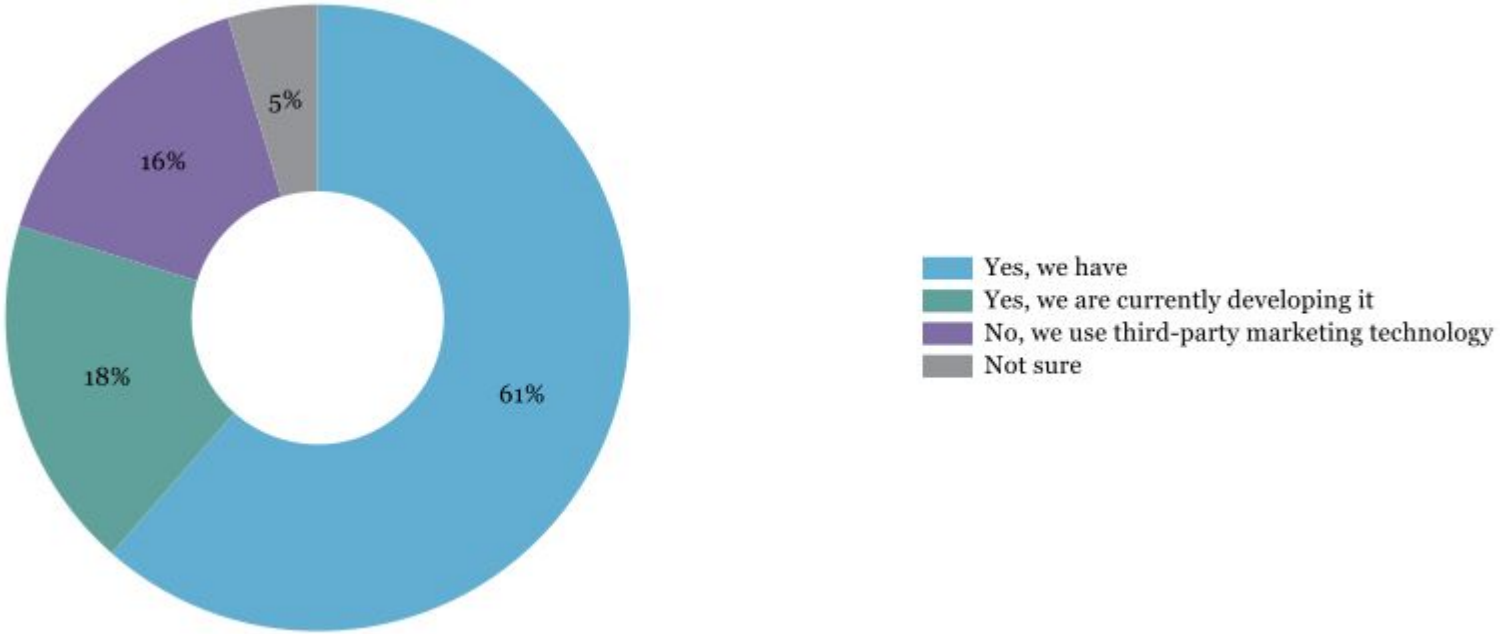


US Results

Q2: Have you developed your own marketing technology in-house?



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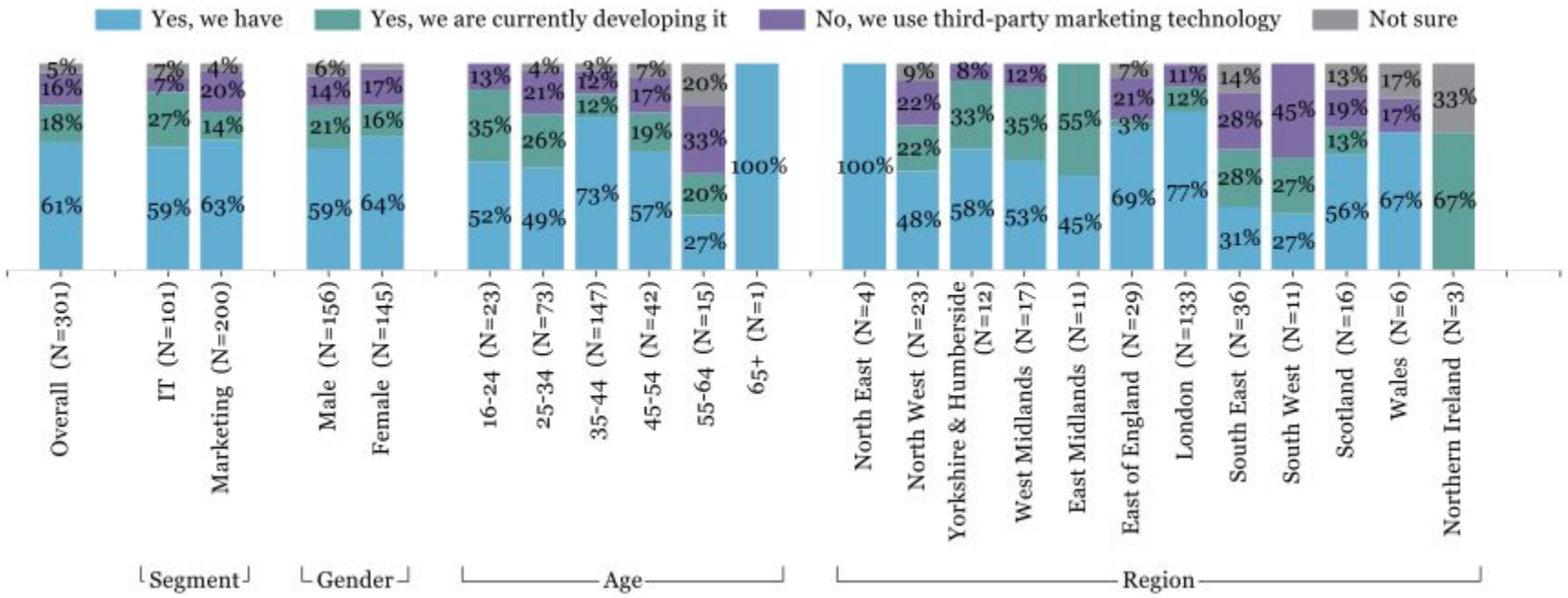

Profile - UK Results

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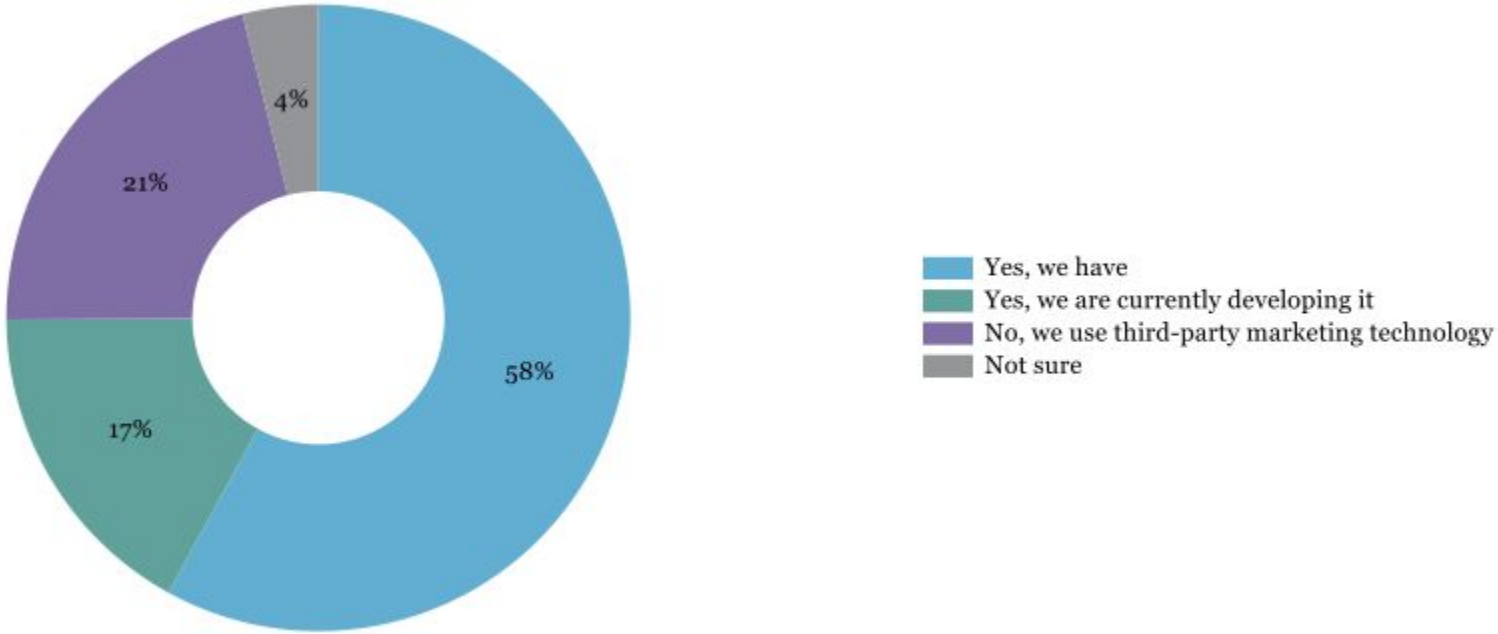

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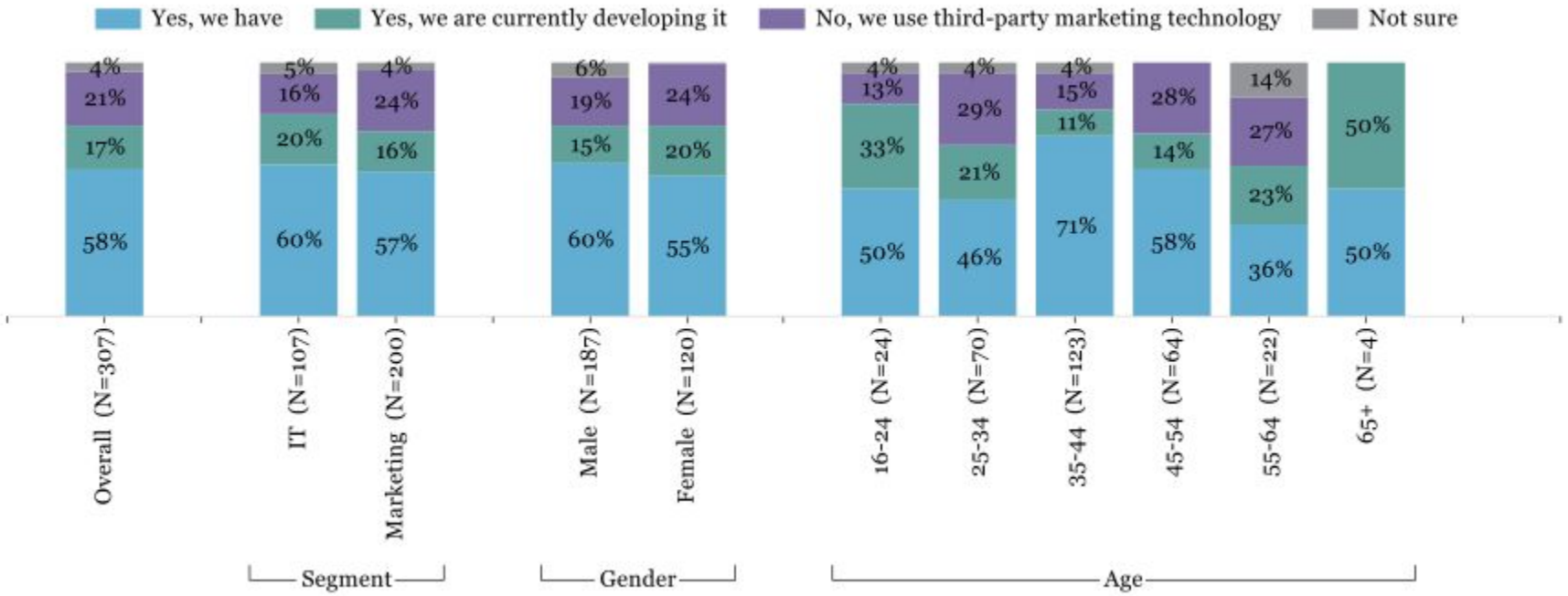

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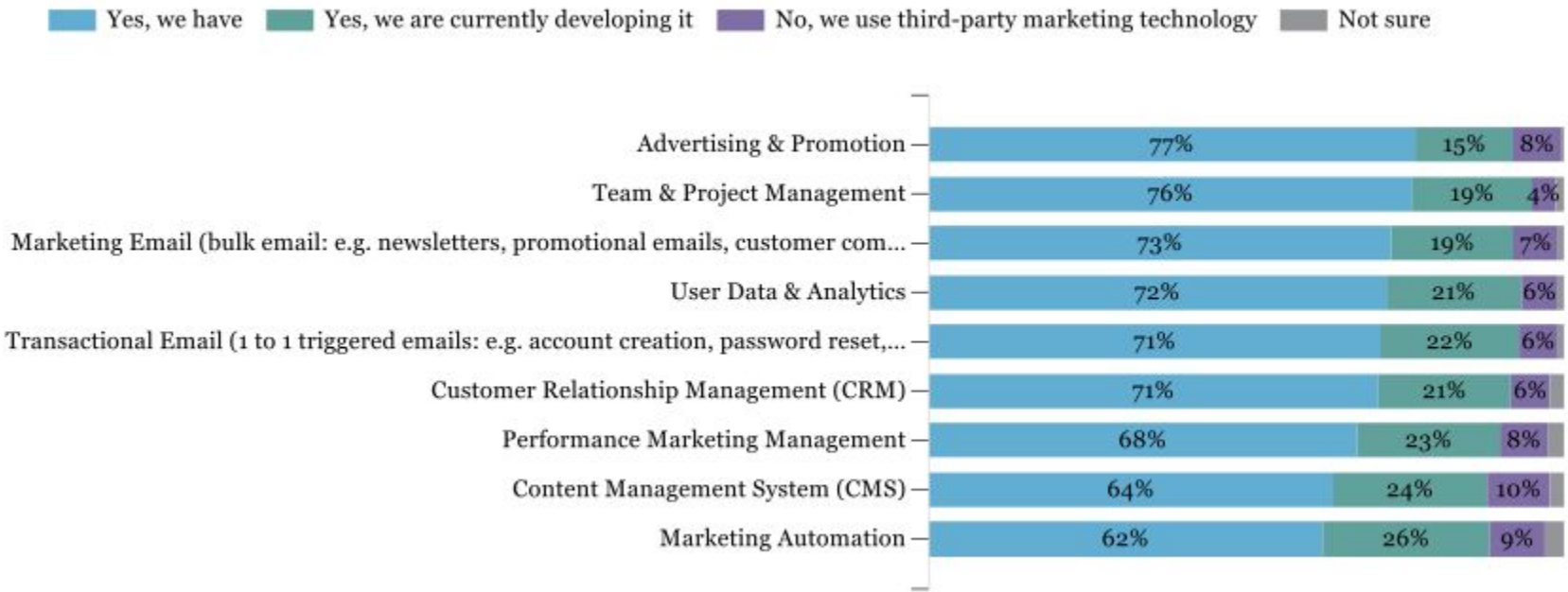

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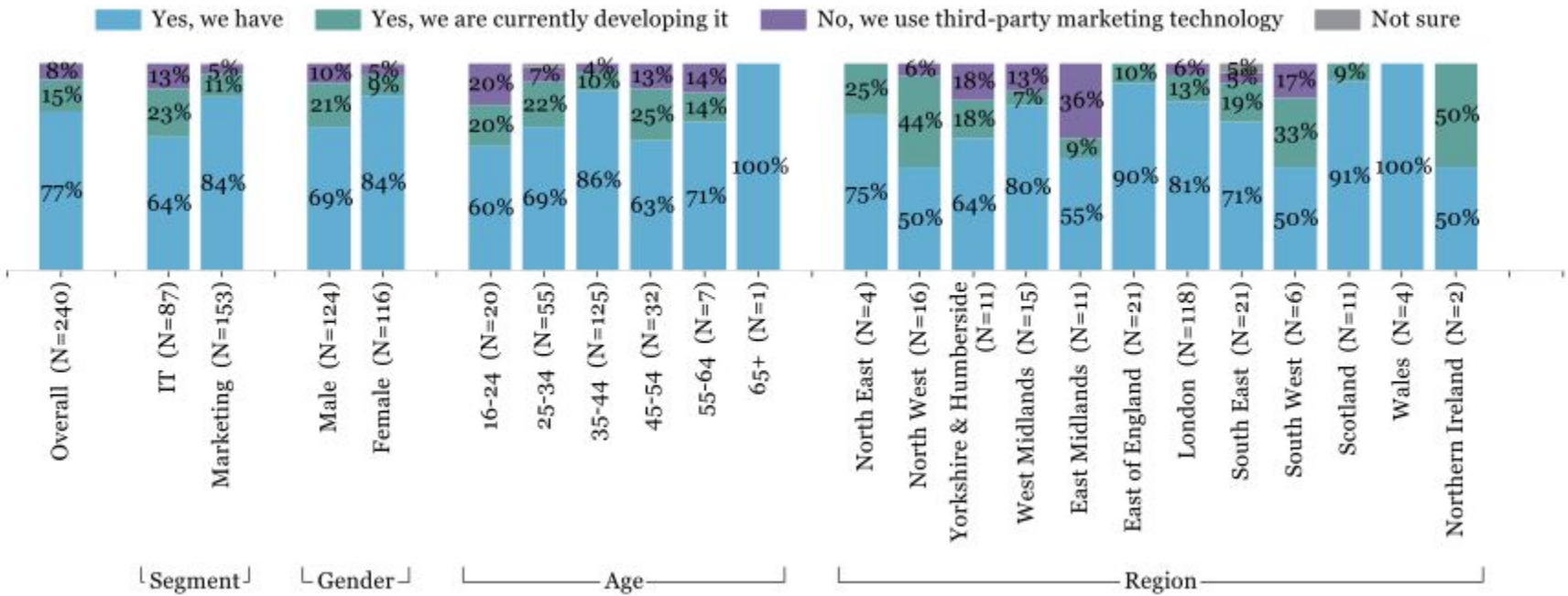

Profile: Advertising & Promotion - UK Results

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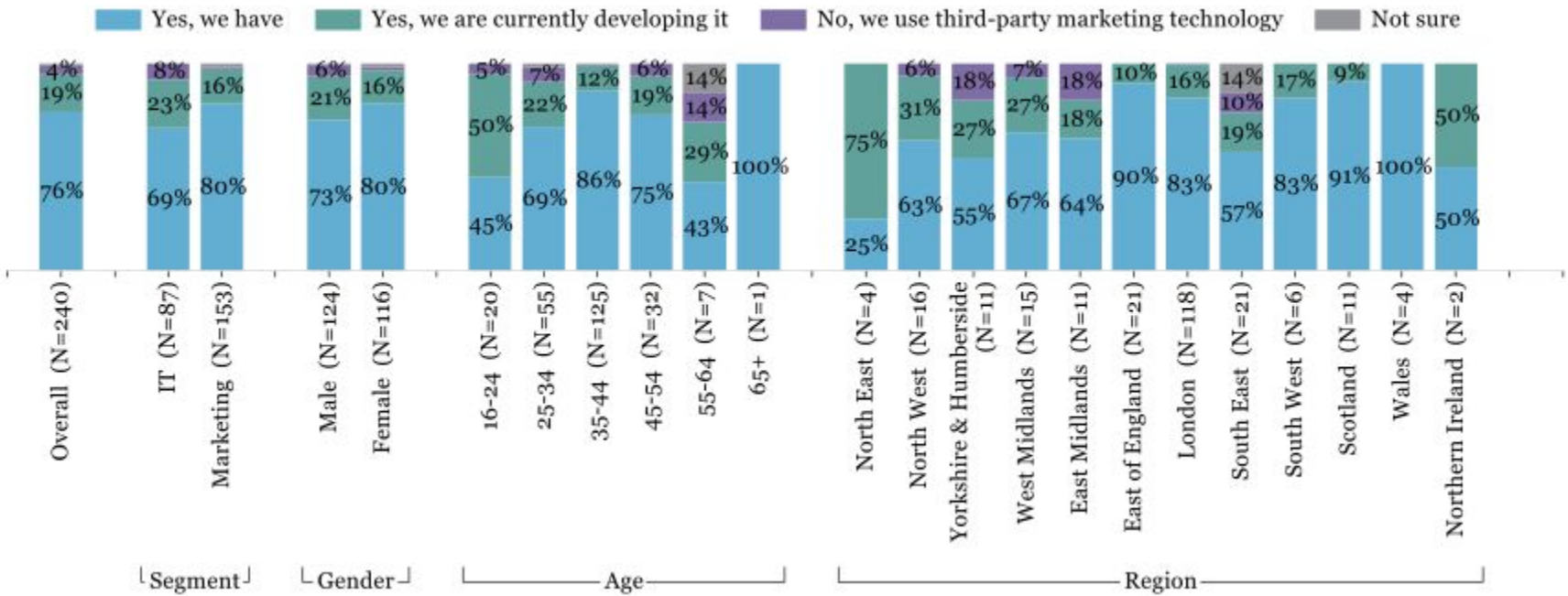

Profile: Team & Project Management - UK Results

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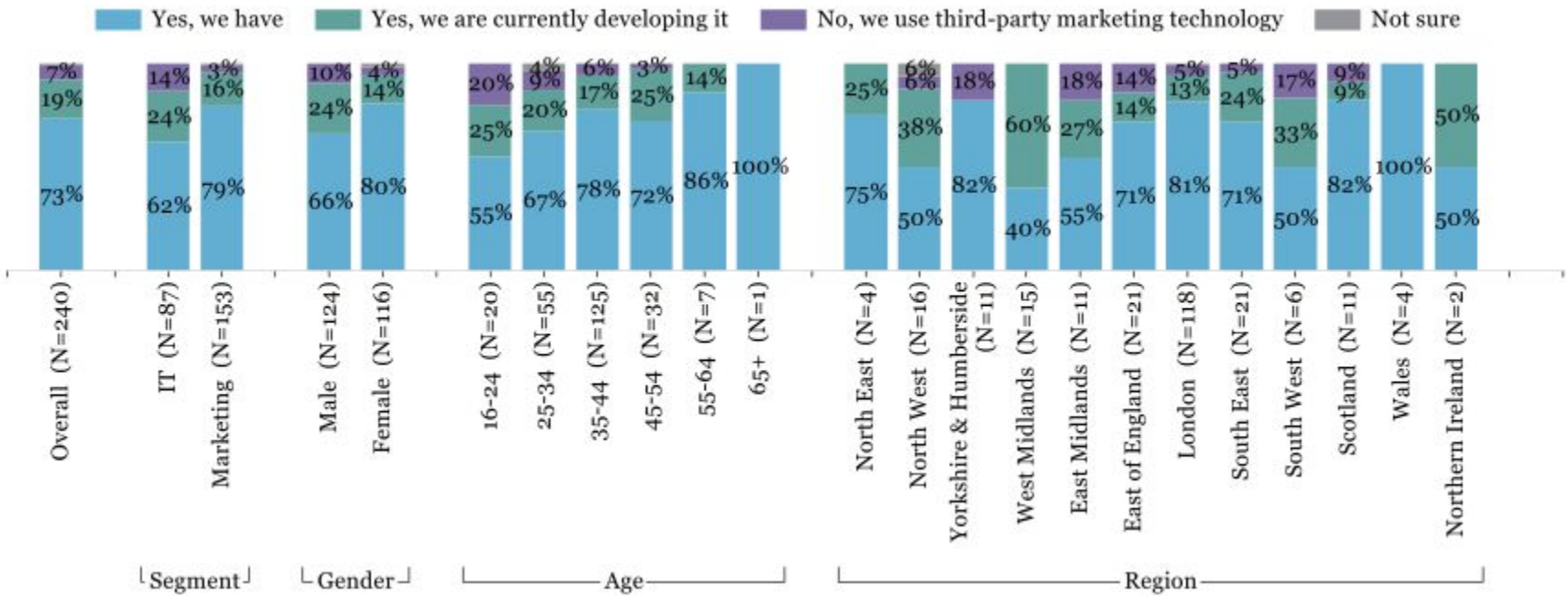

Profile: Marketing Email - UK Results

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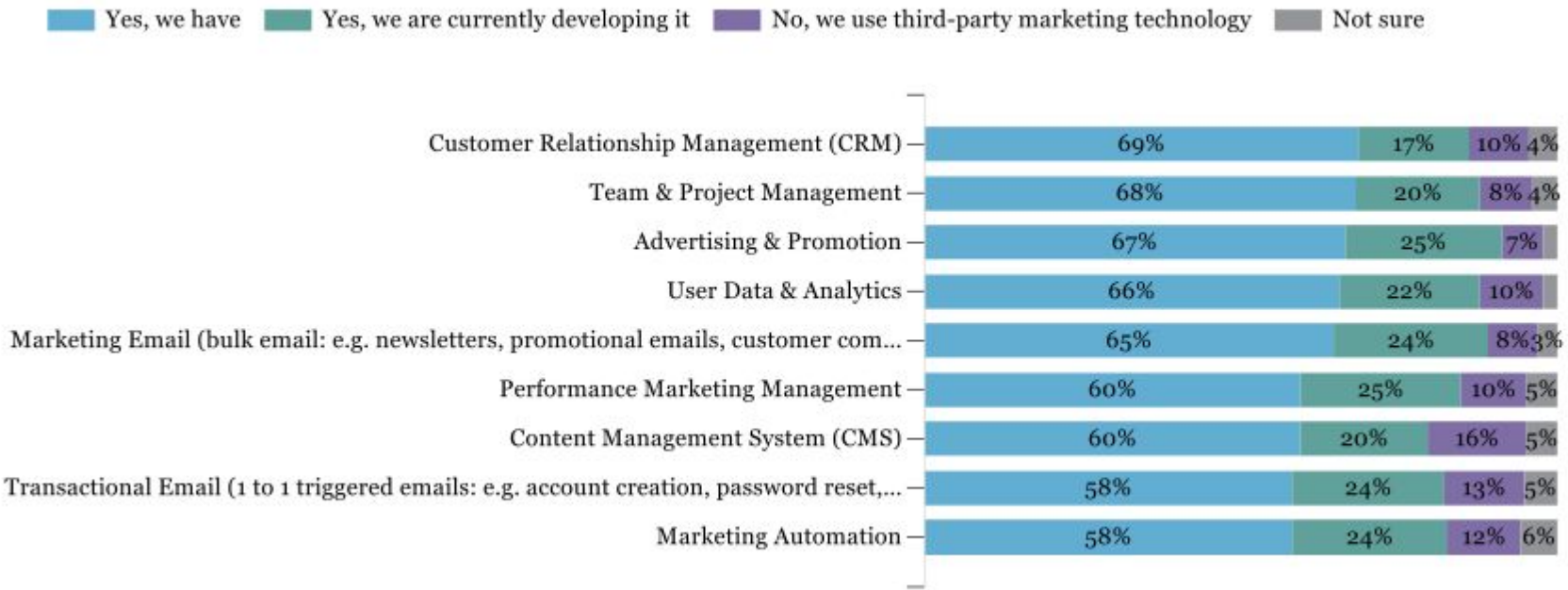

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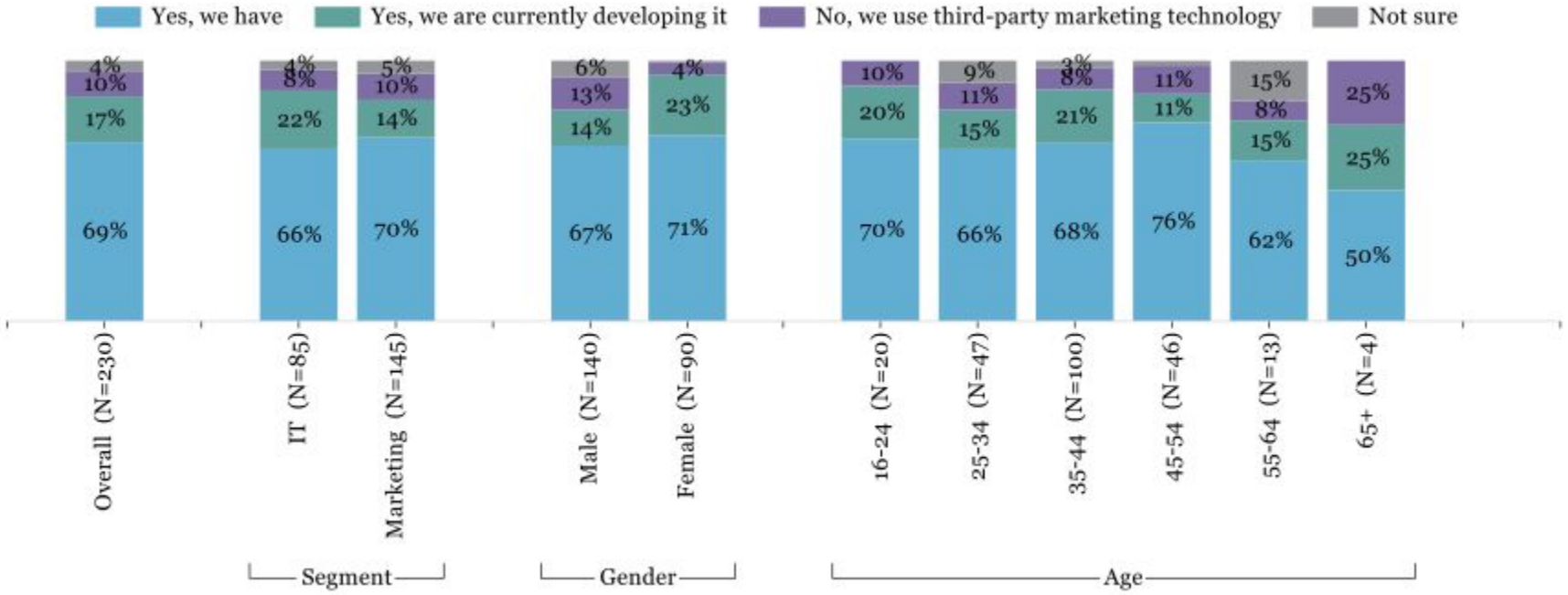

Profile: CRM - US Results

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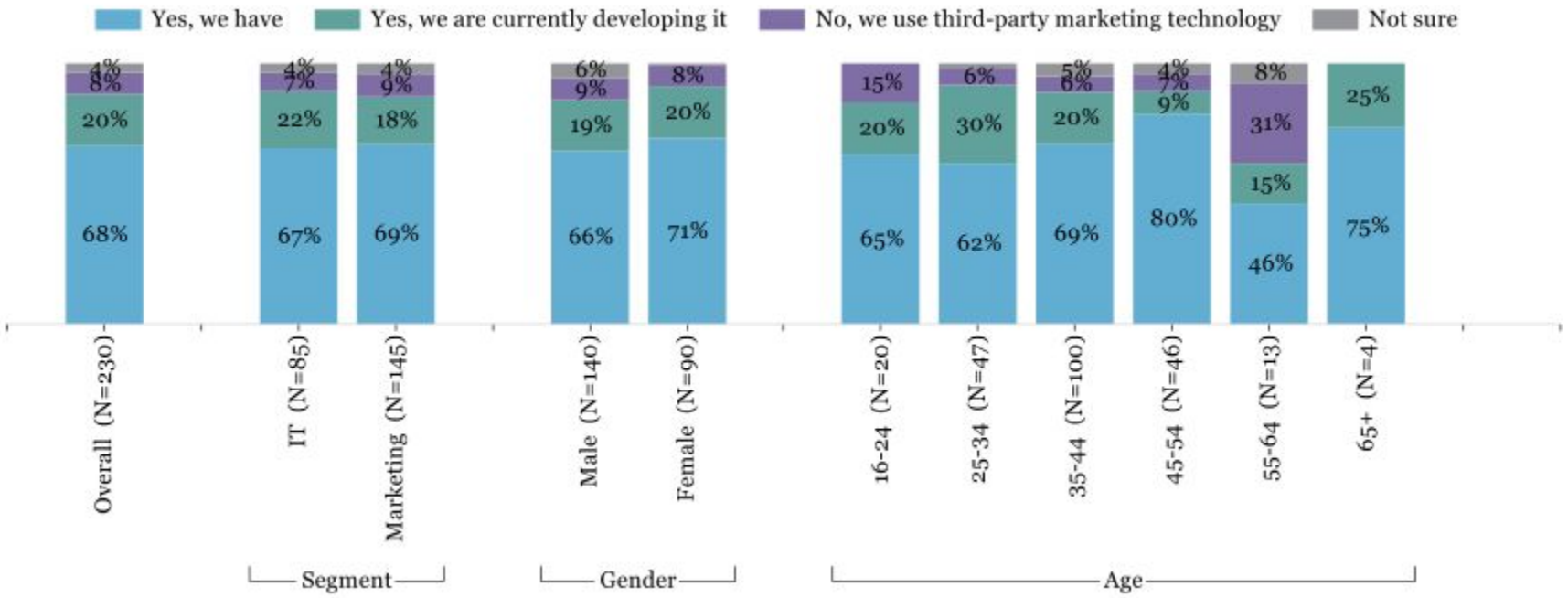

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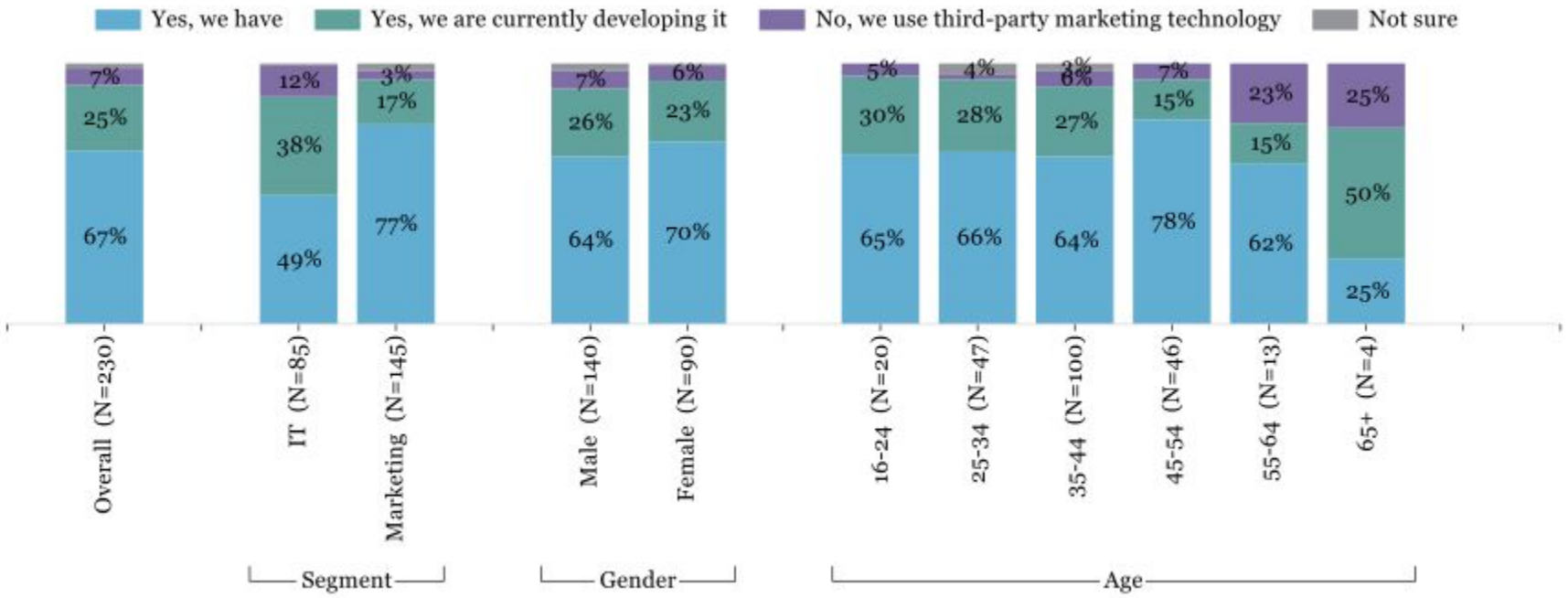
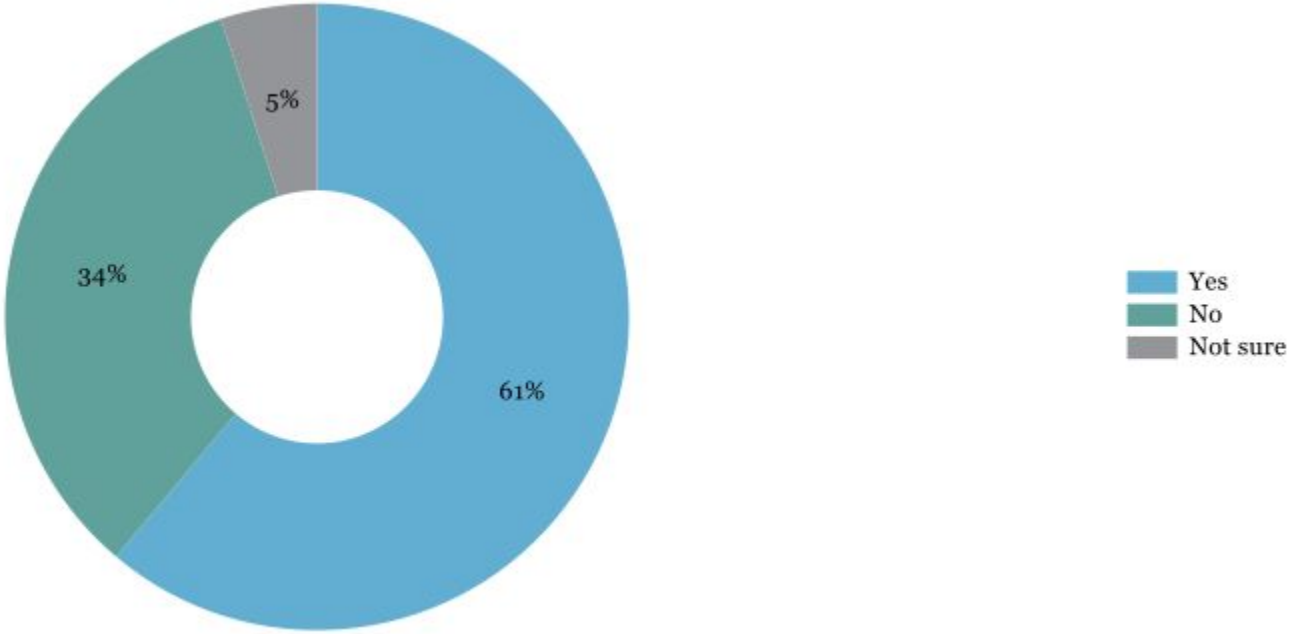


Profile: Advertising & Promotion - US Results

Q4: Have you switched from an external provider to an internal tool?



UK Results

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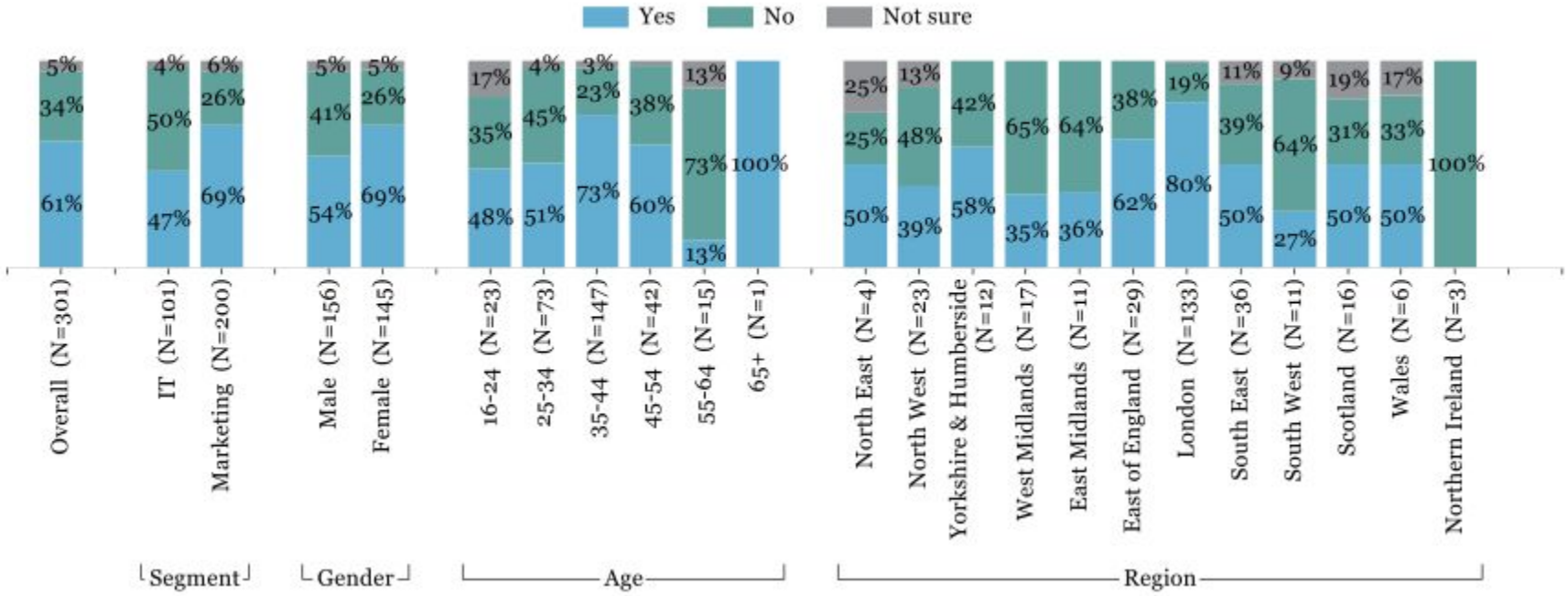

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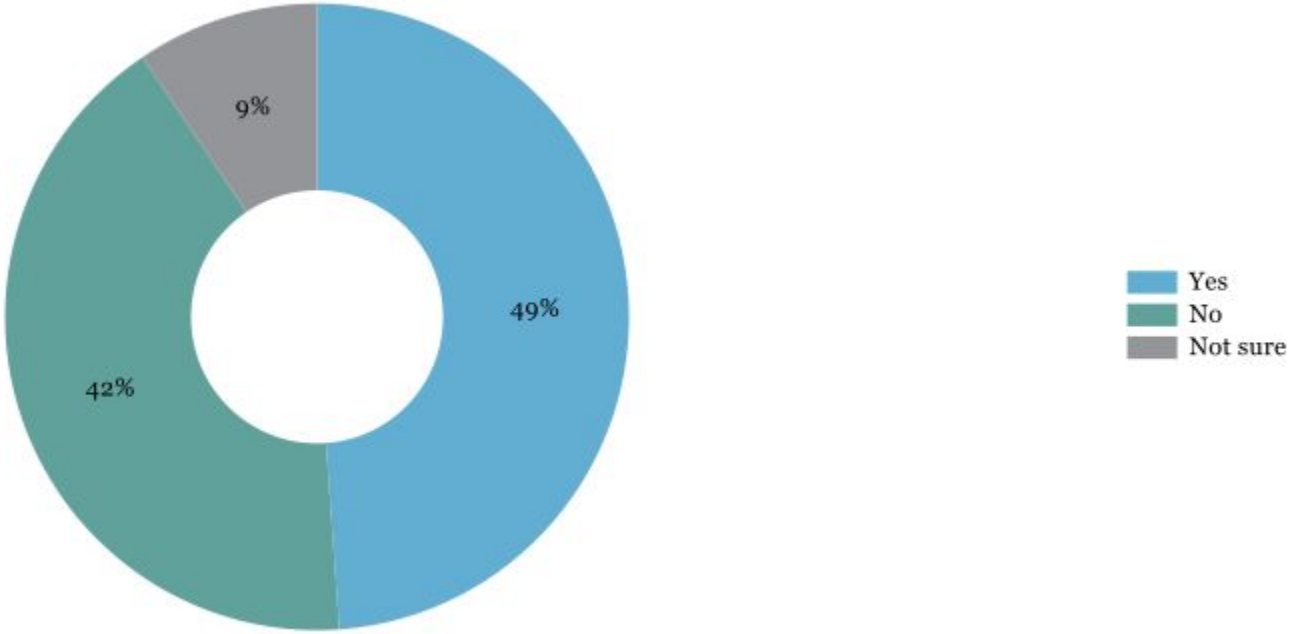

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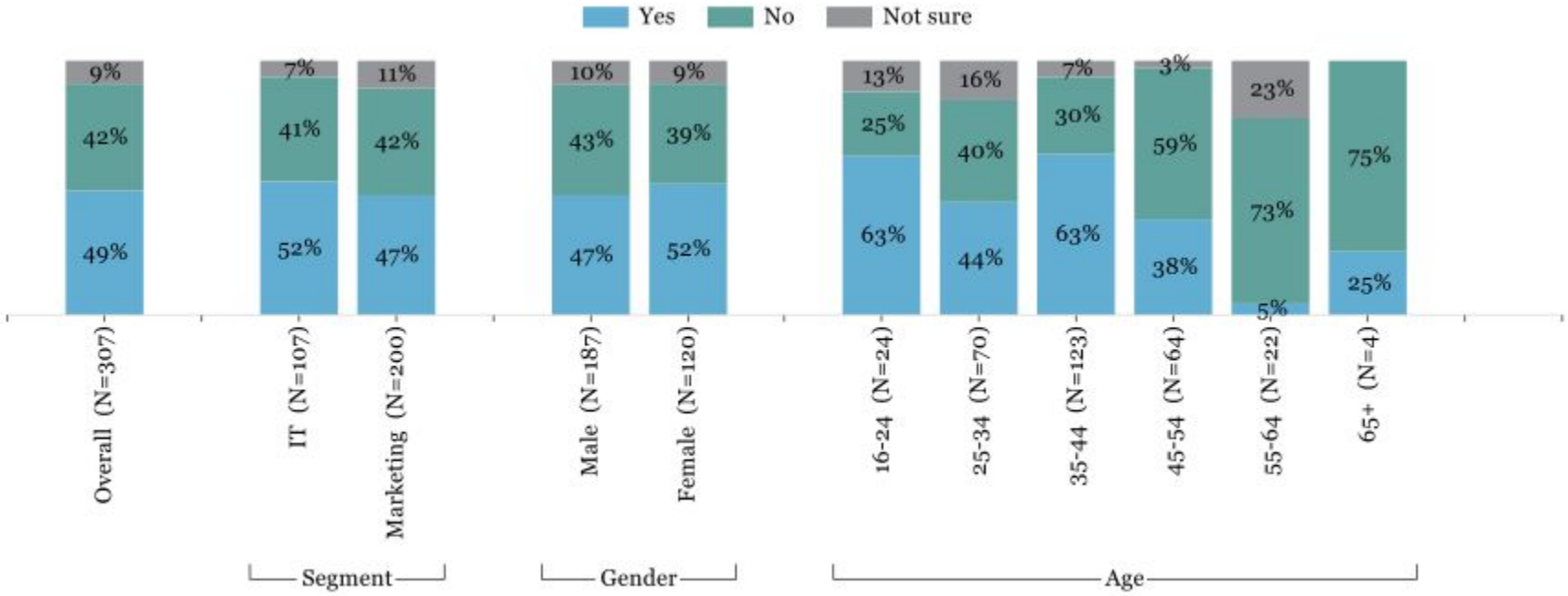

Q5: Why did you switch to an internal solution?

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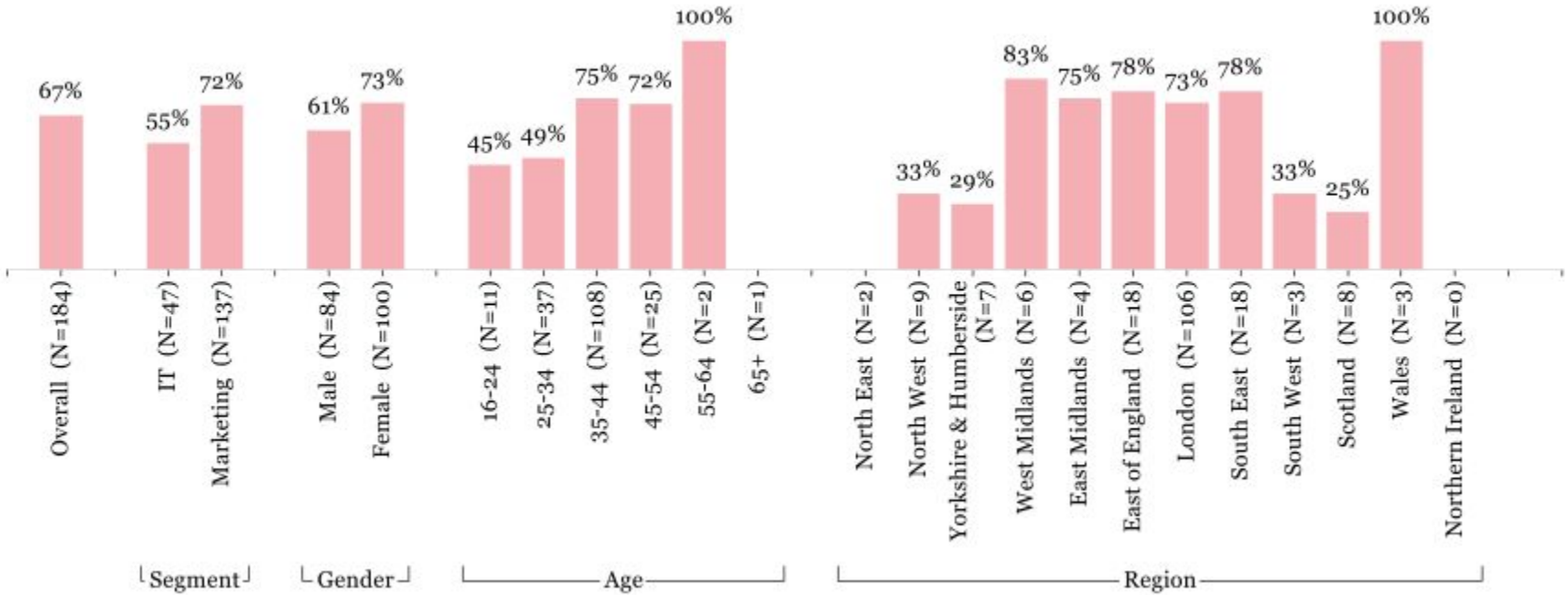

Profile: Better internal support - UK Results

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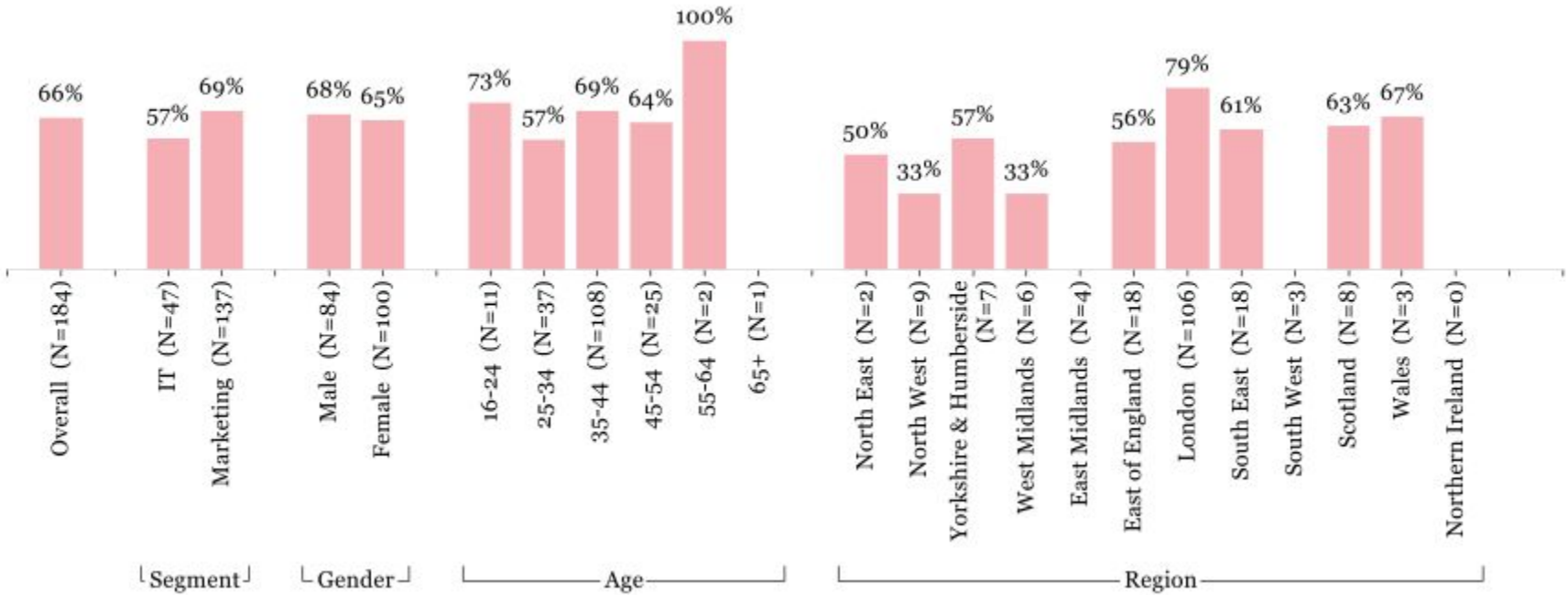

Profile: Better functionality - UK Results

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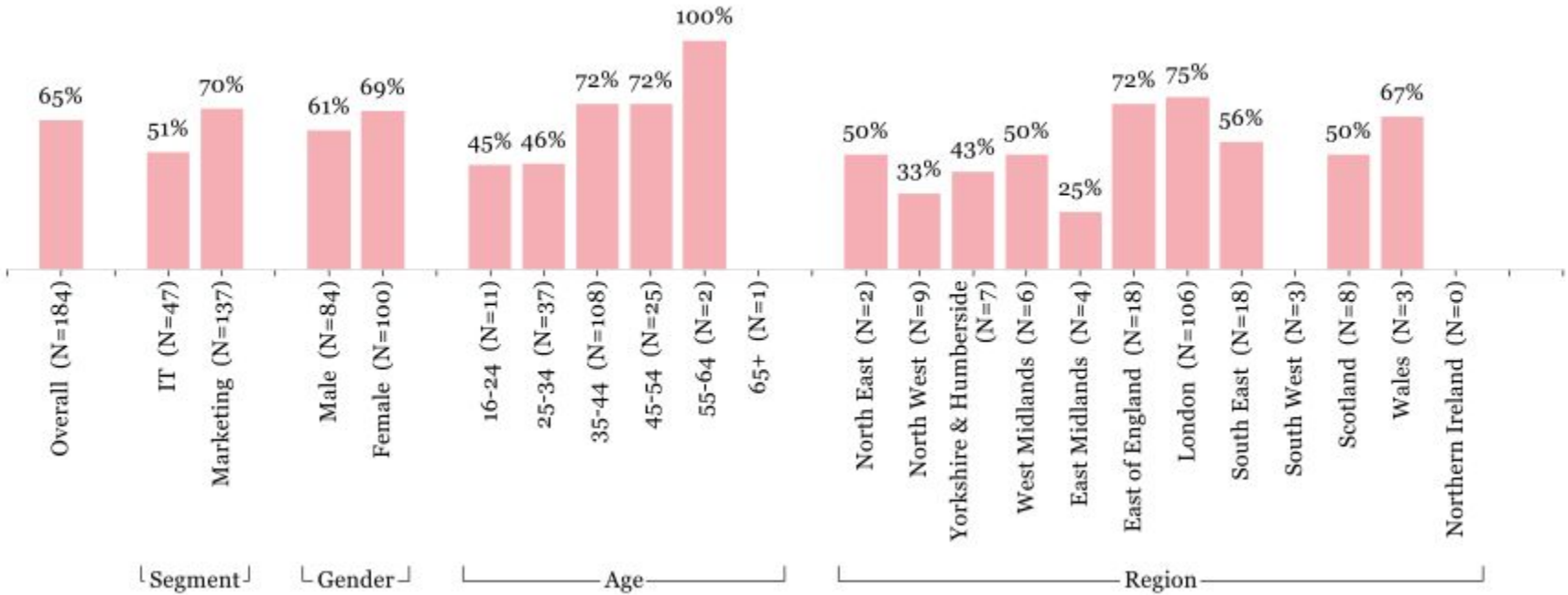

Profile: Better analytics - UK Results

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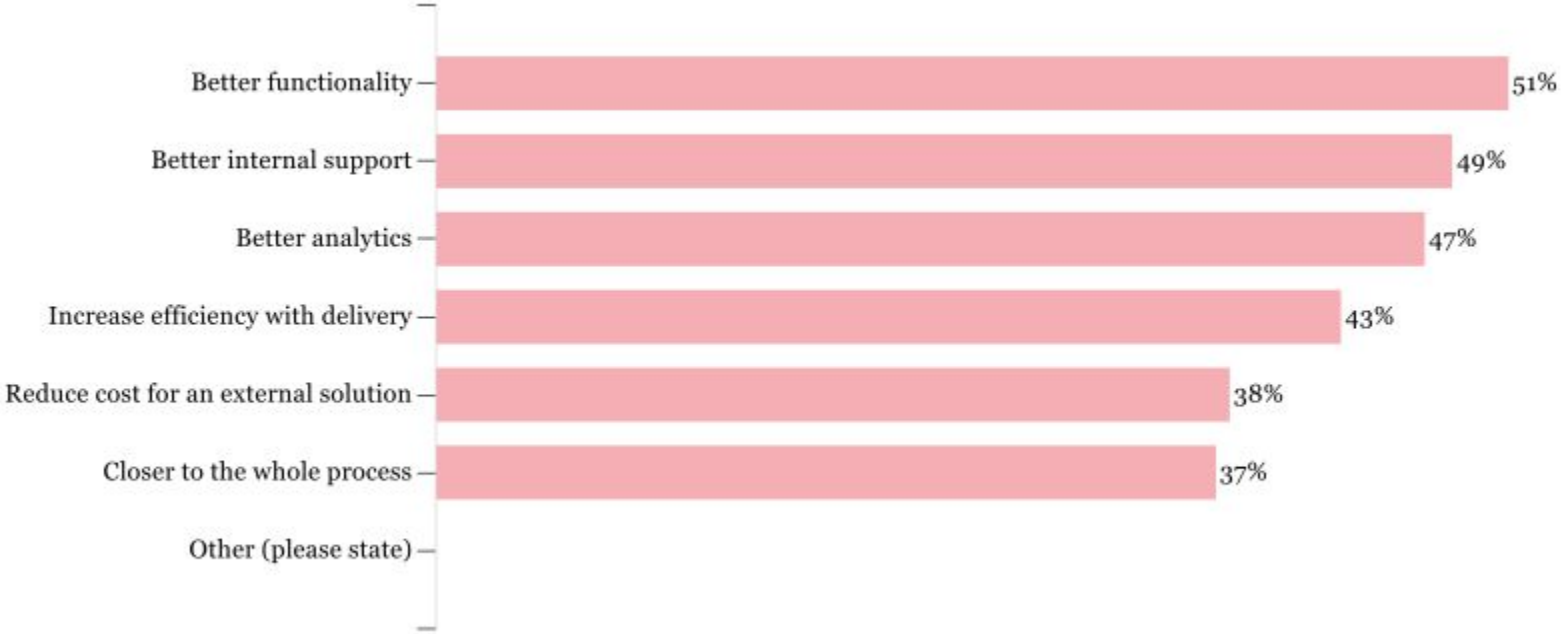

US Results

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Profile: Better internal support - US Results

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Profile: Better functionality - US Results

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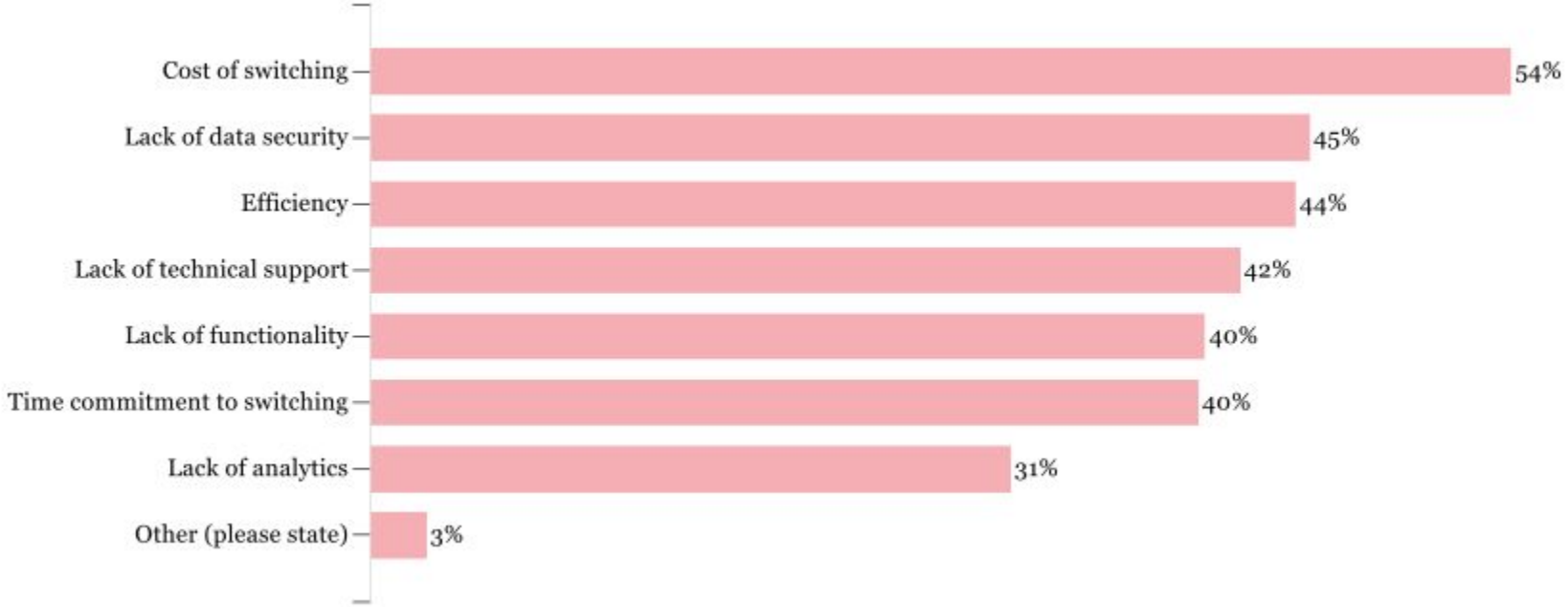
Profile: Better analytics - US Results

Q6: What are the main barriers to procuring external marketing technology?



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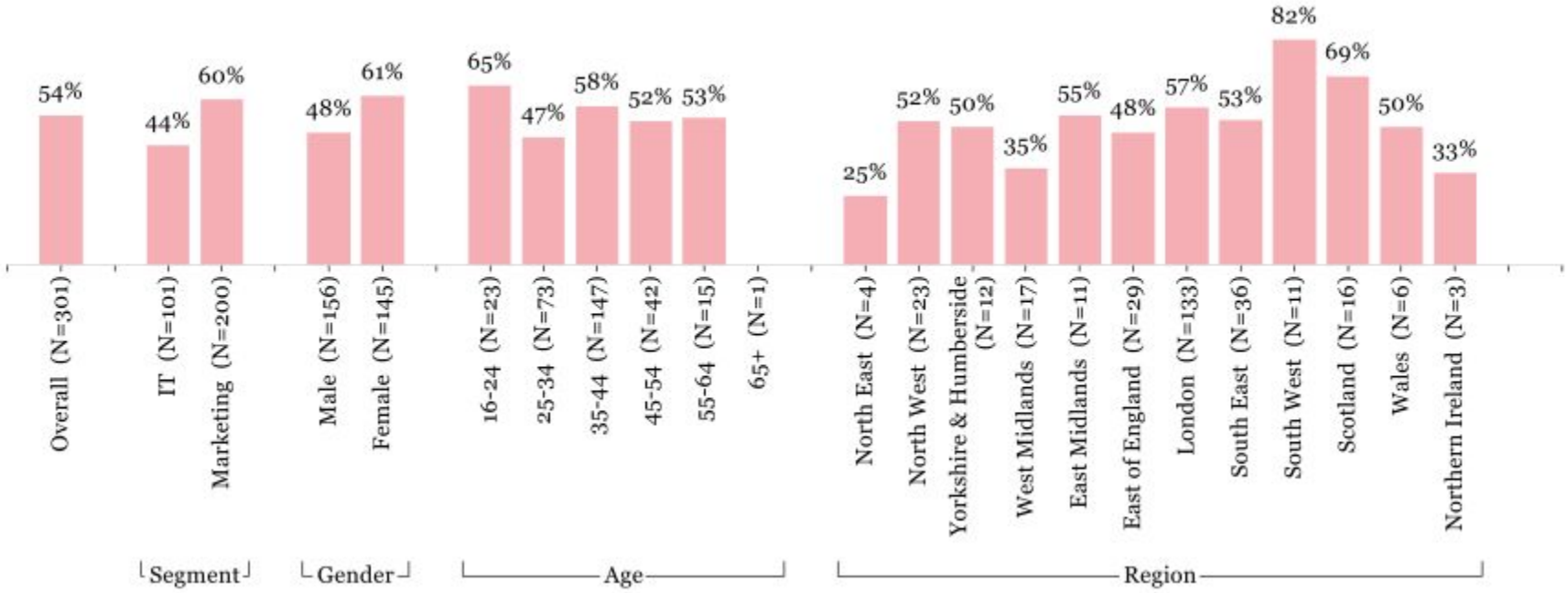

Profile: Cost of switching - UK Results

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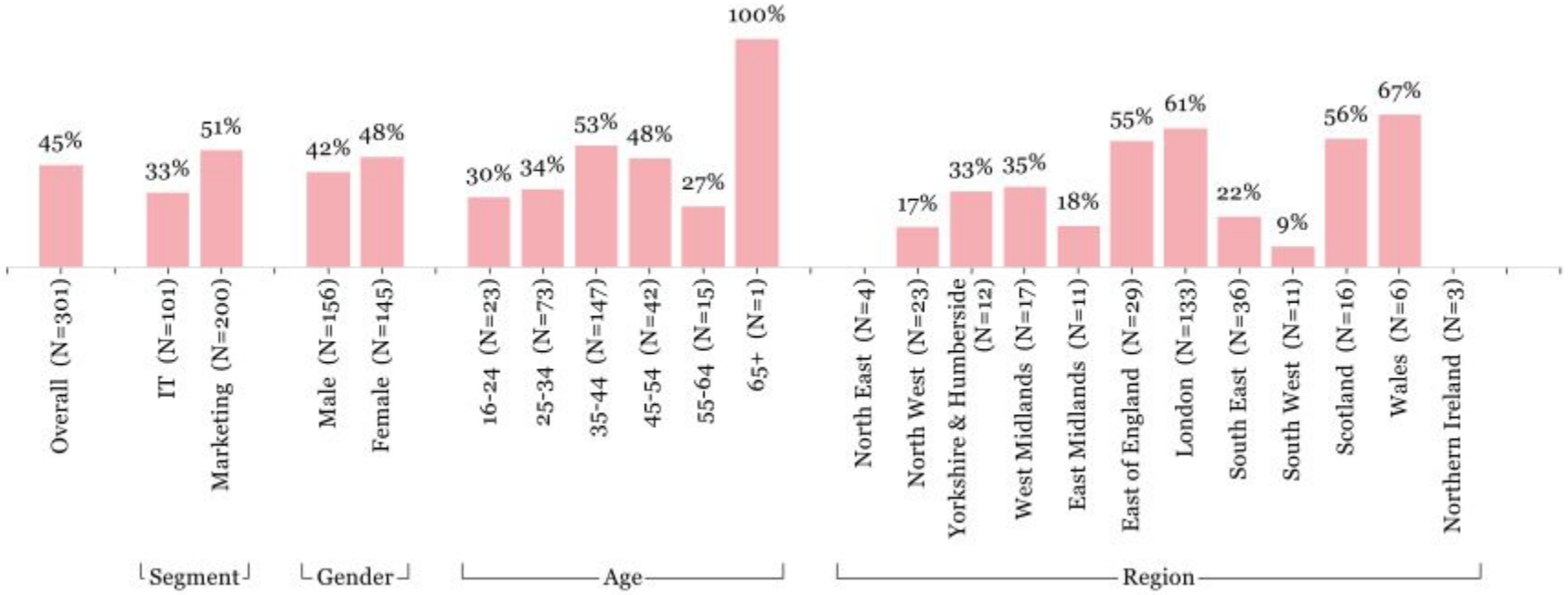

Profile: Lack of data security - UK Results

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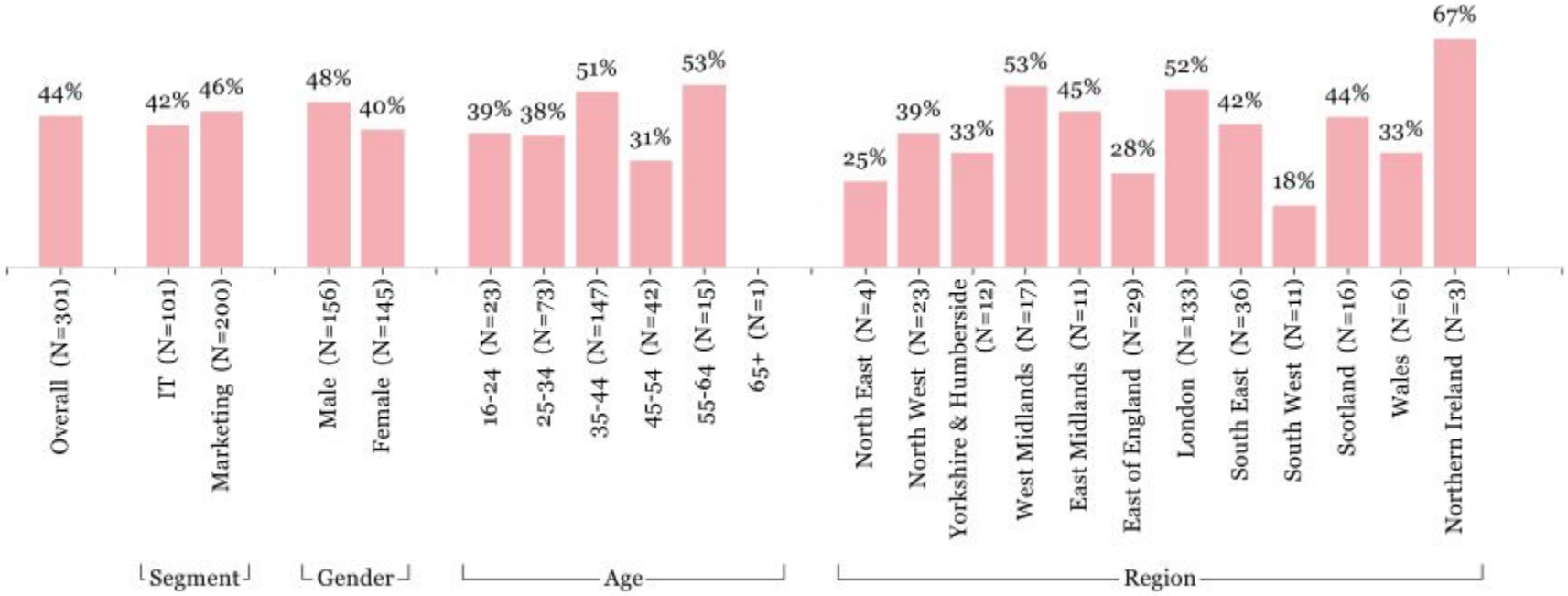

Profile: Efficiency - UK Results

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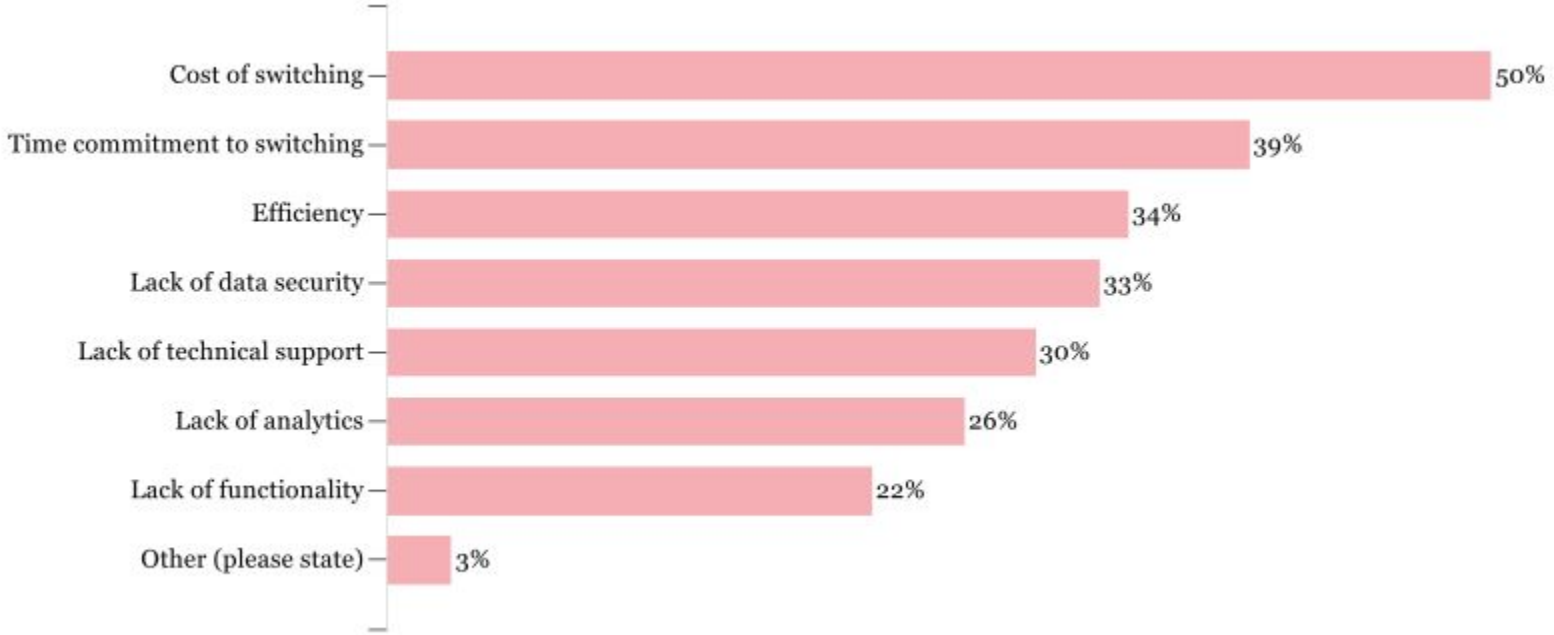

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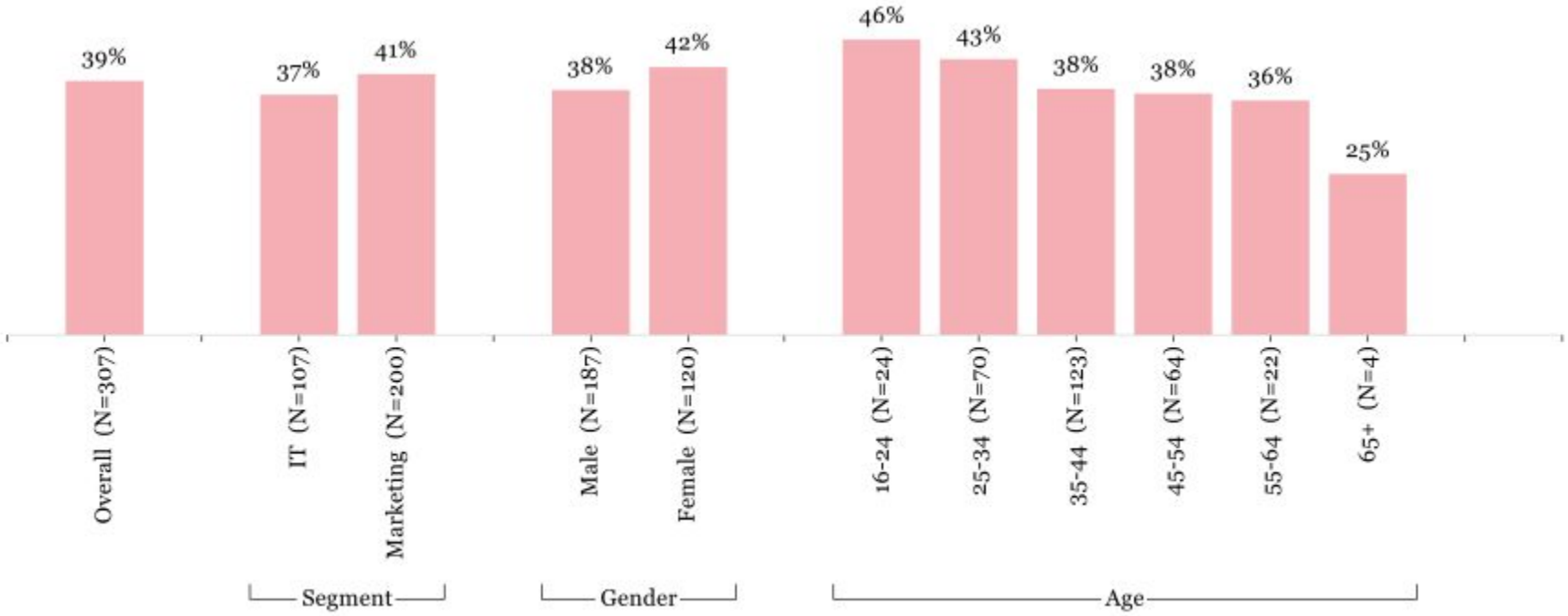
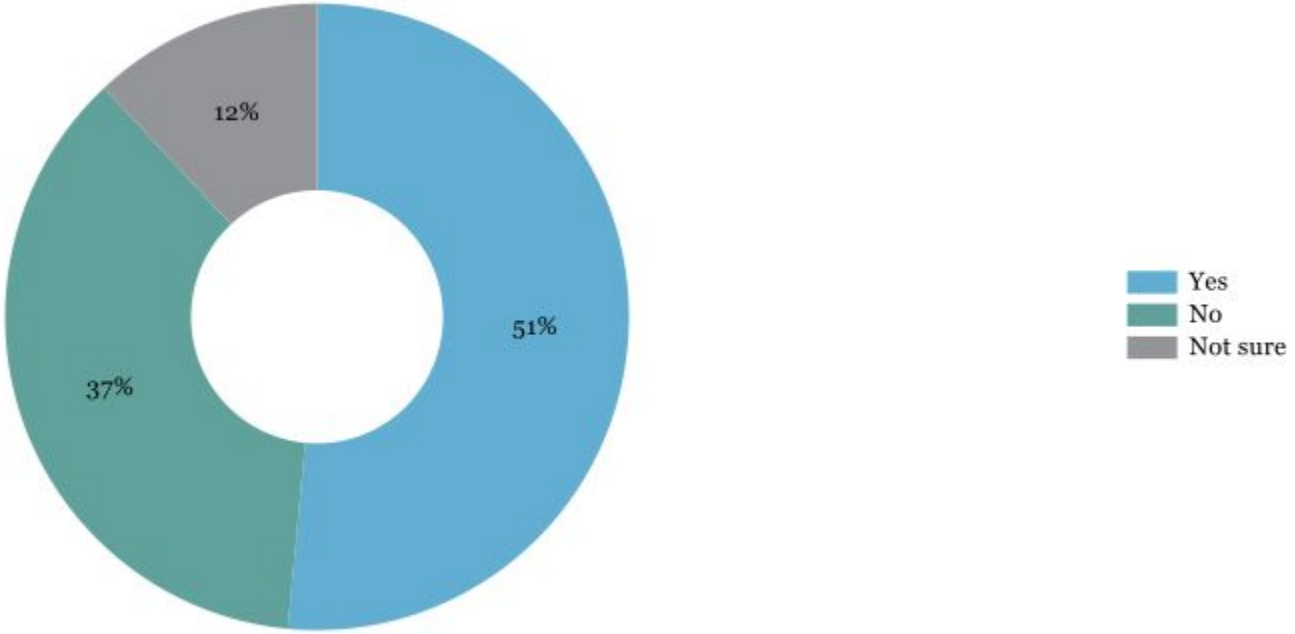


Profile: Time commitment to switching- US Results

Q6: What are the main barriers to procuring external marketing technology?

Profile: Efficiency - US Results

Q7: Do you find working with homemade marketing technology more time consuming than any other third-party technology you've used before?



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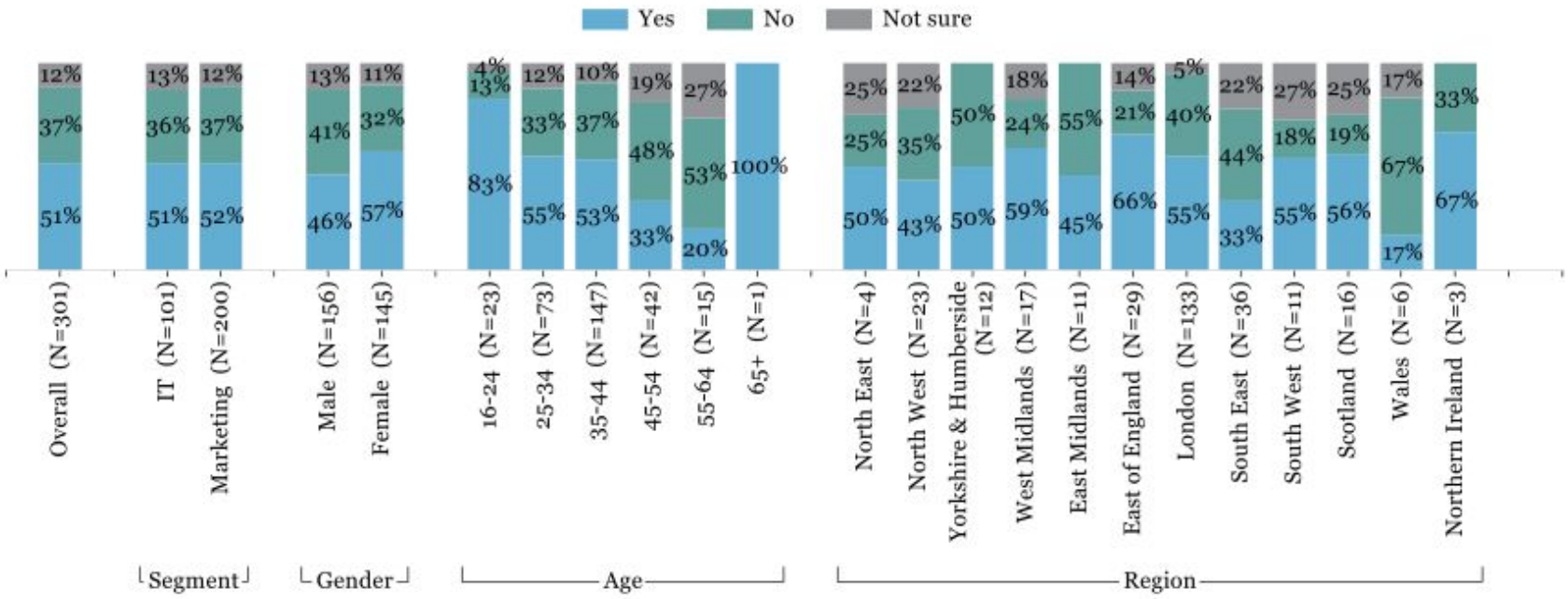

Profile - UK Results

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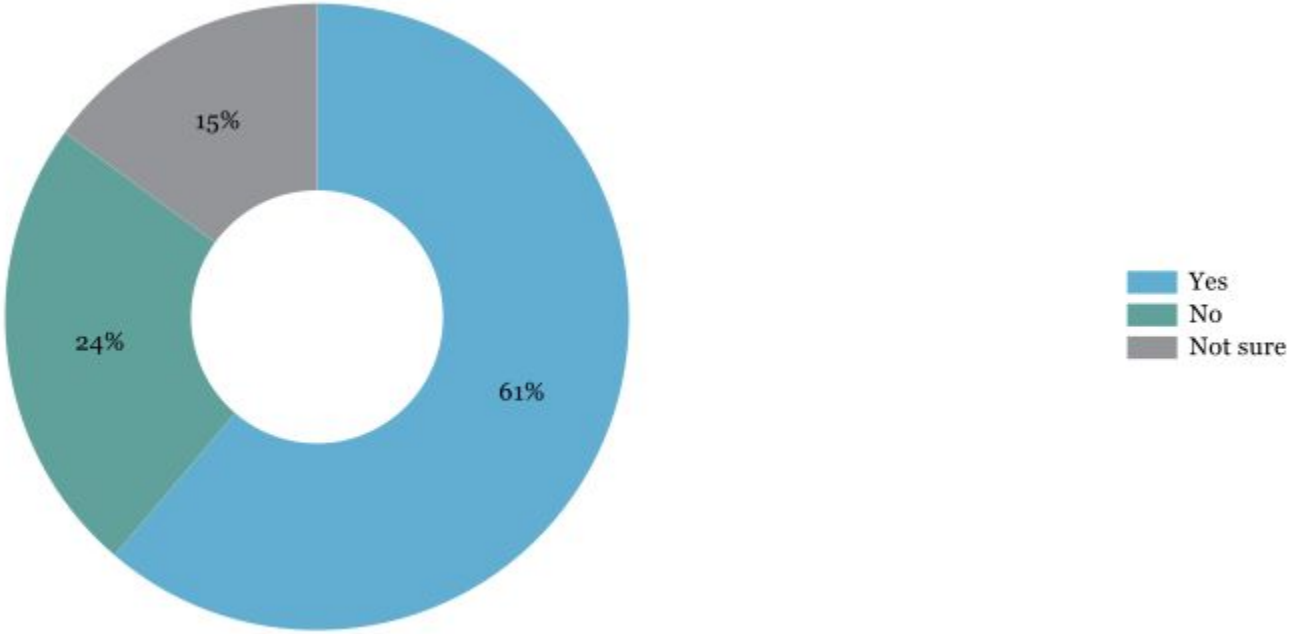

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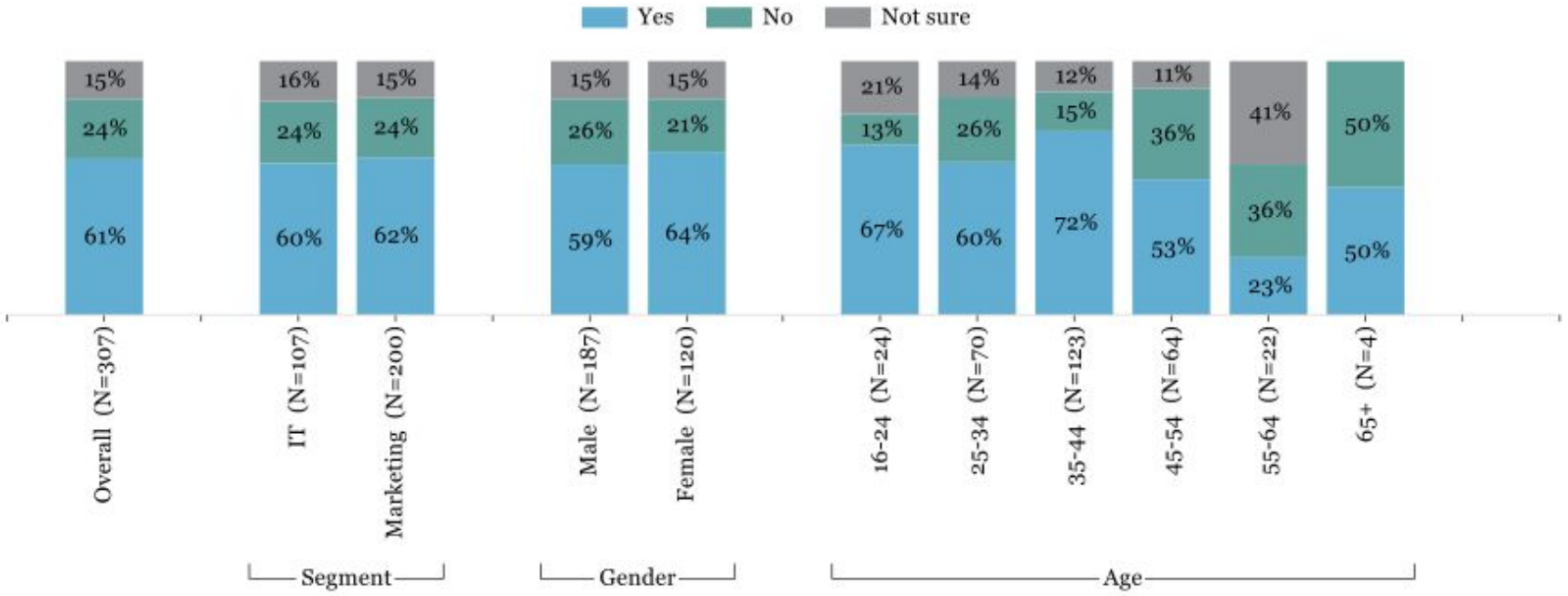
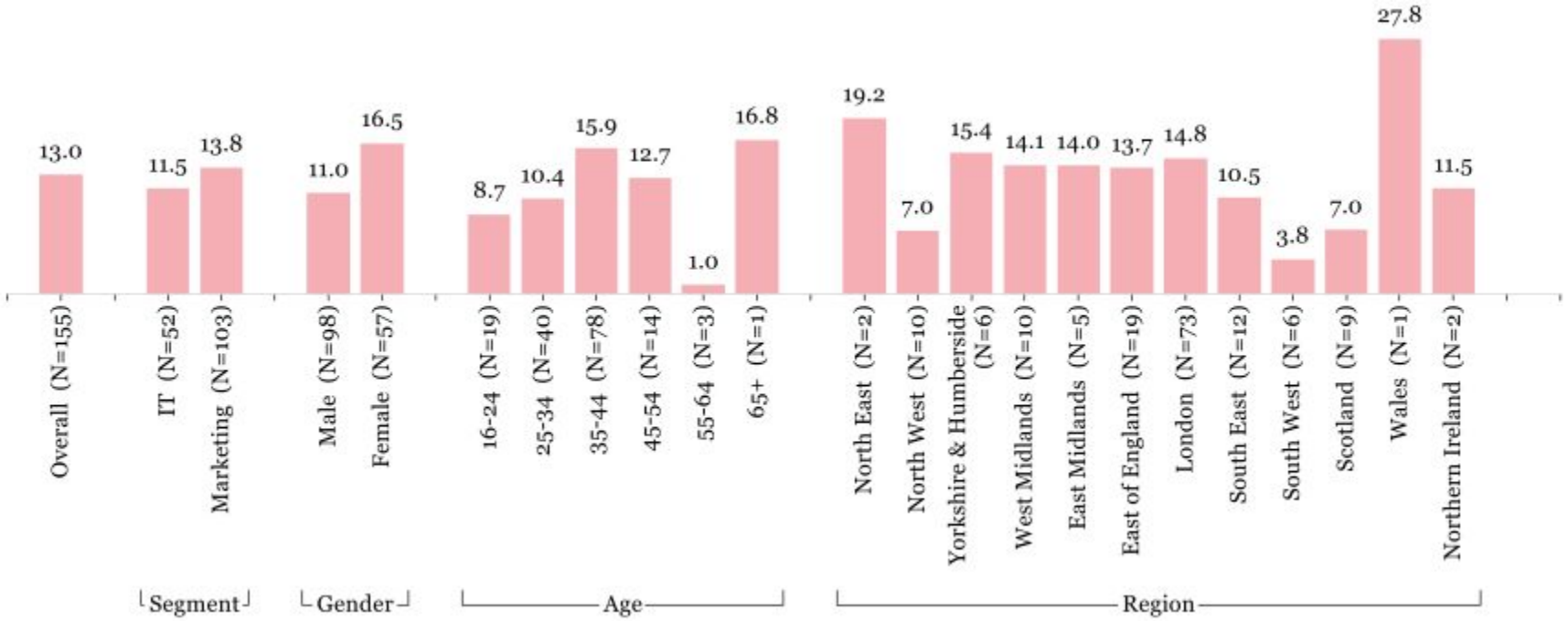


Q8: How many hours would you say you lose per week based on using homemade tech?



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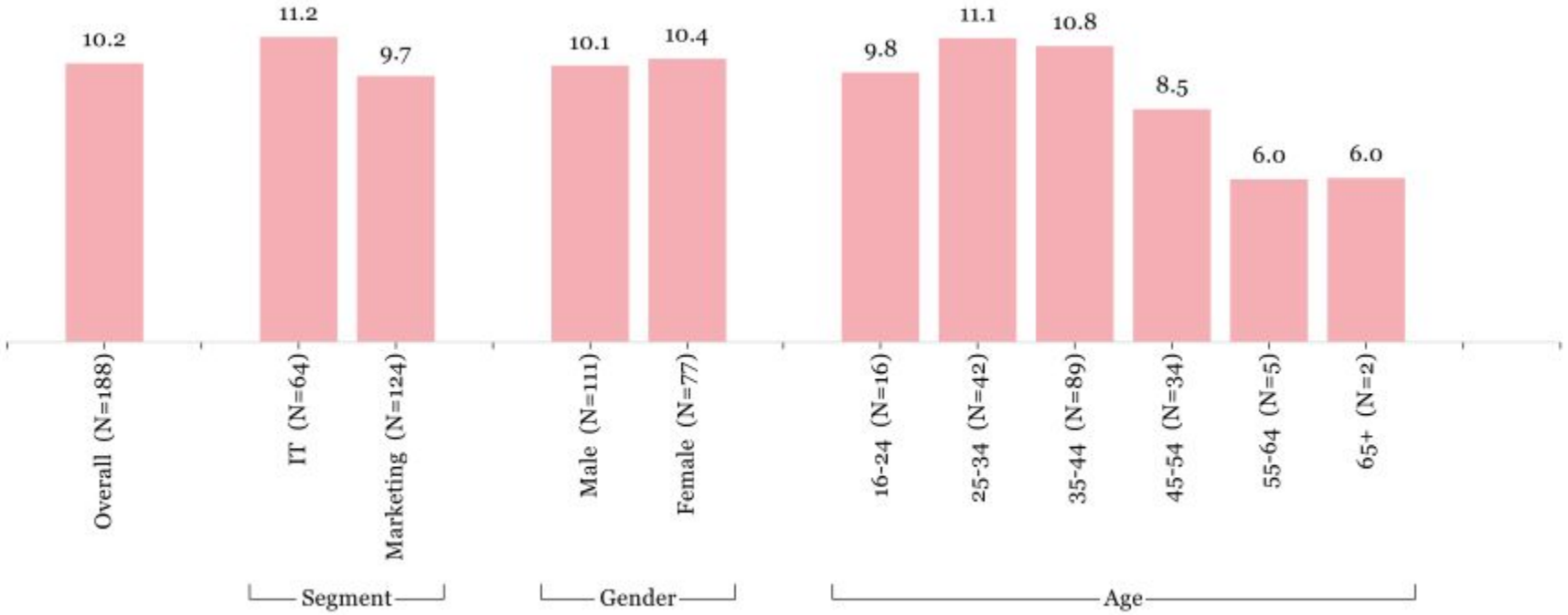

US Results

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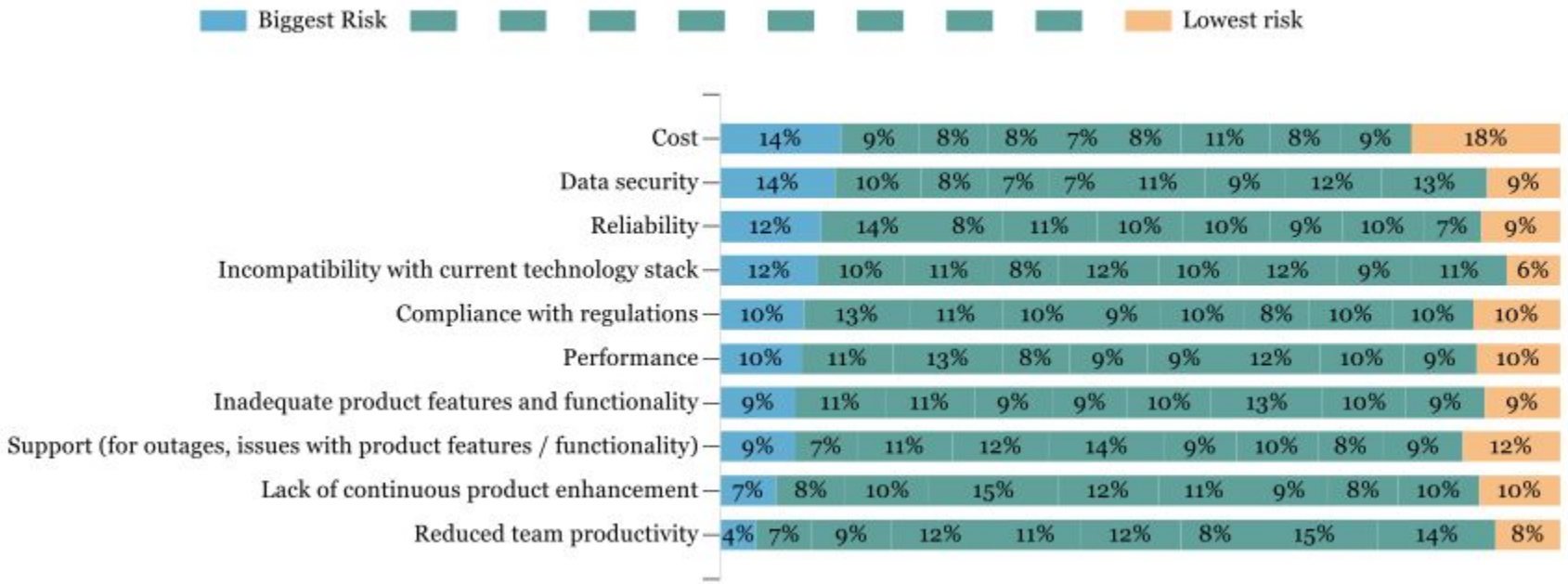

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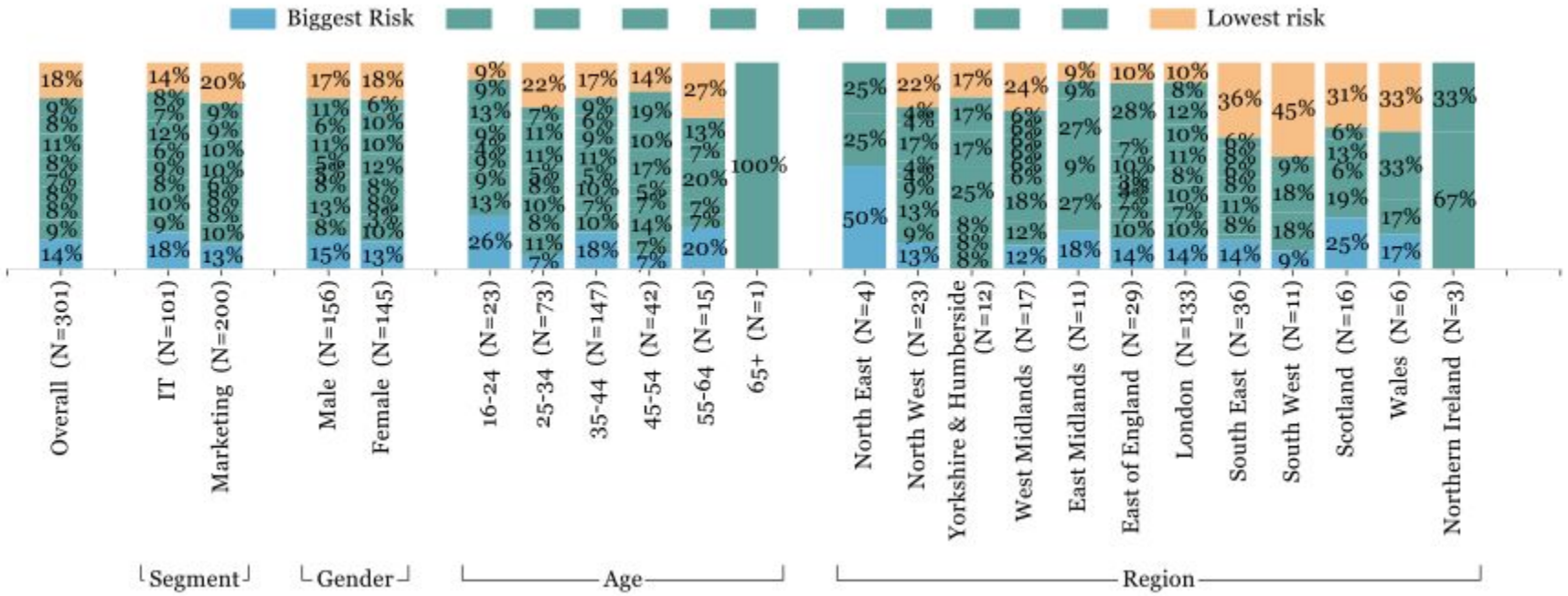

Profile: Cost - UK Results

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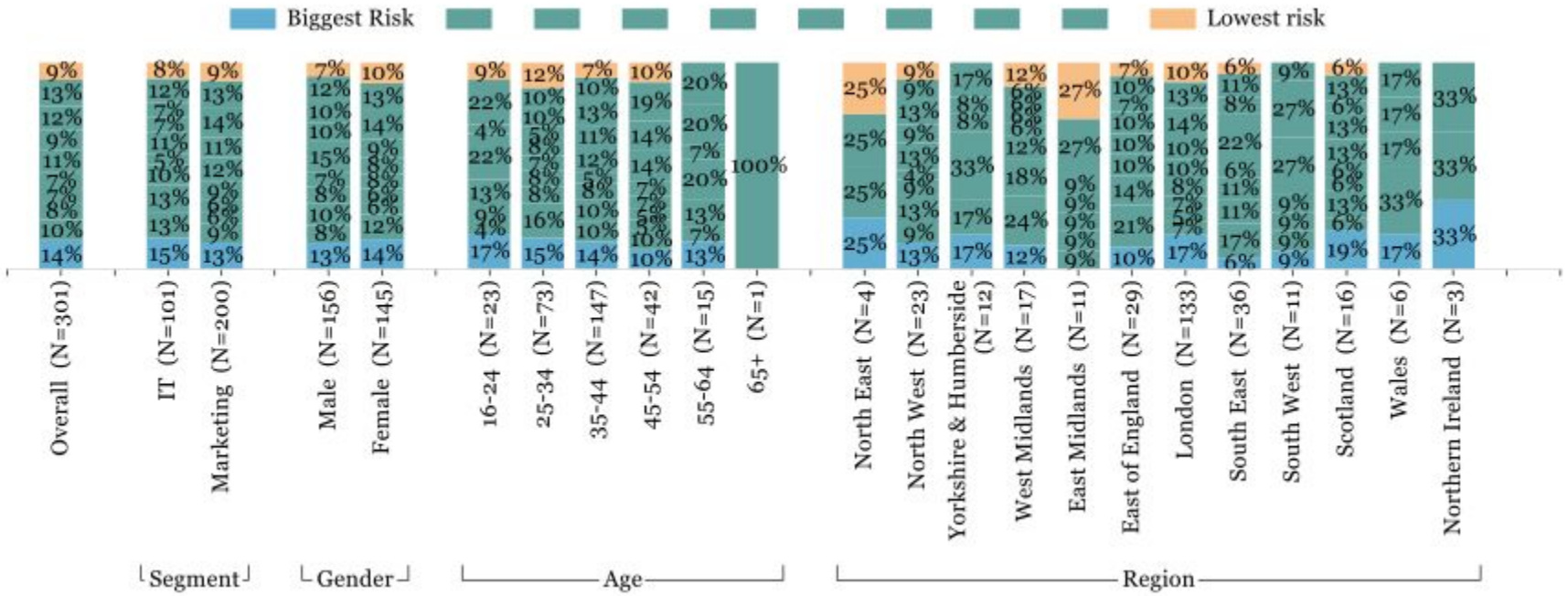

Profile: Data security - UK Results

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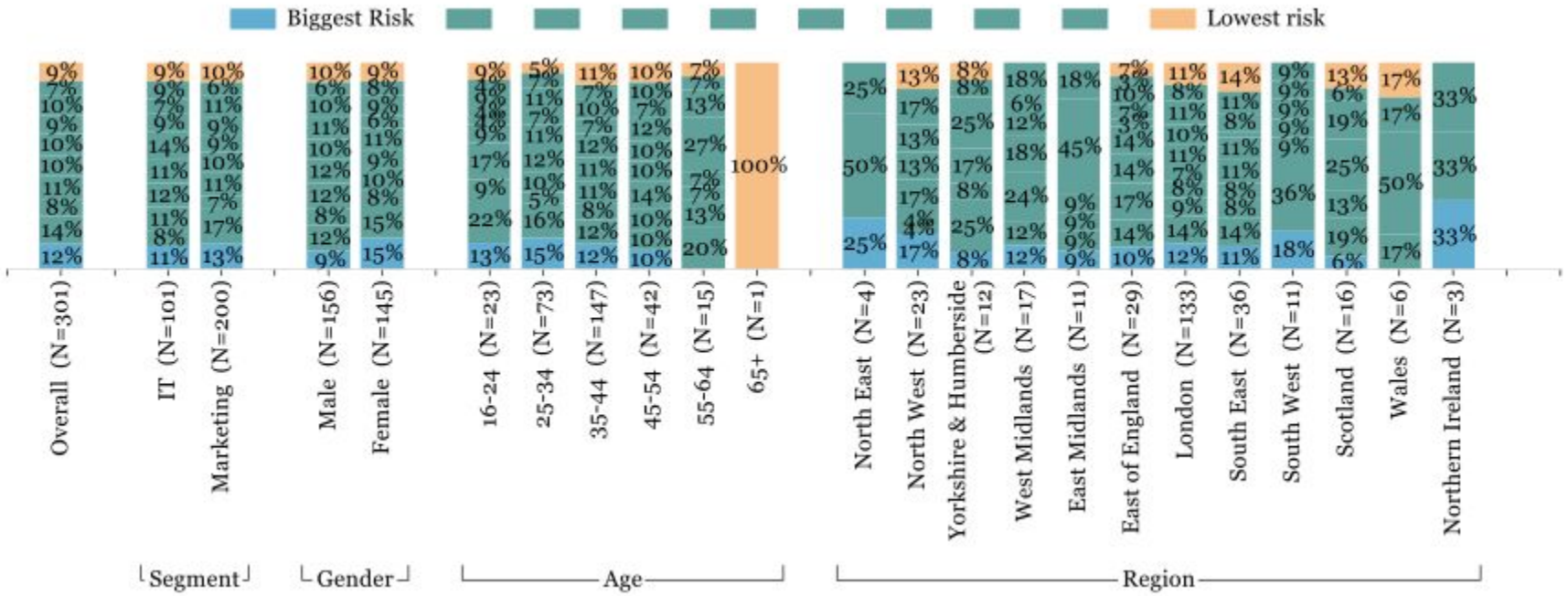

Profile: Reliability - UK Results

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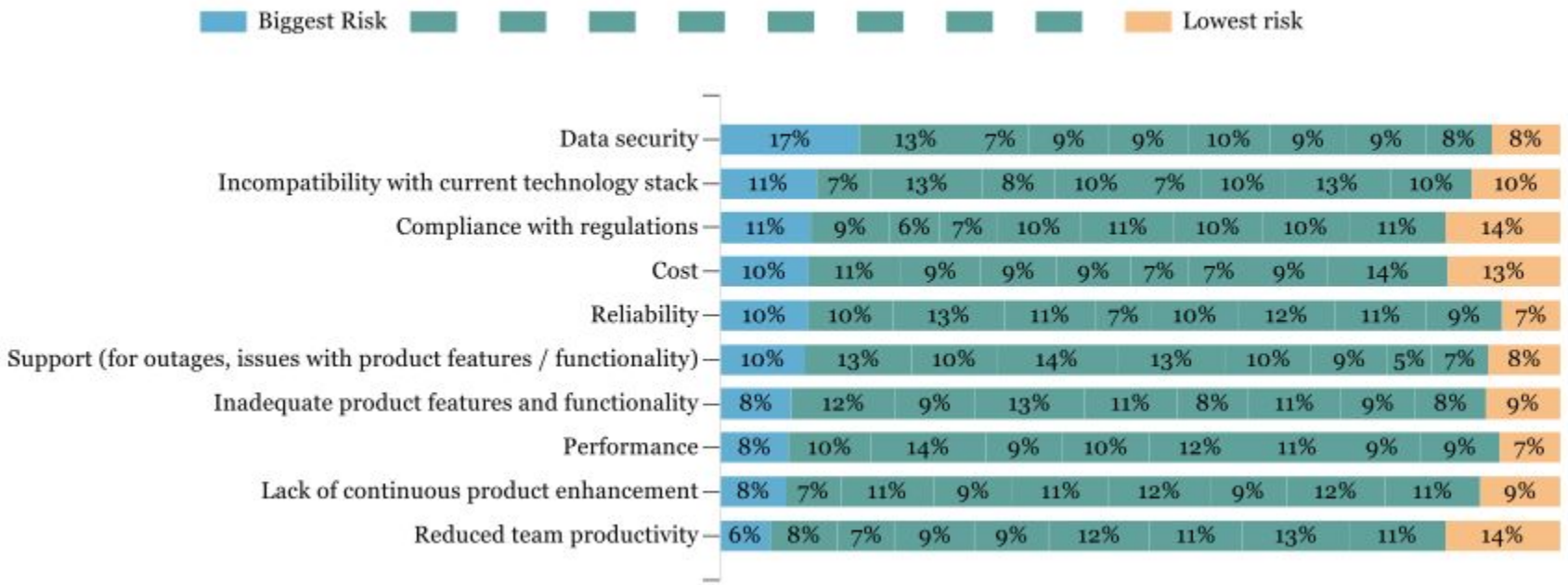

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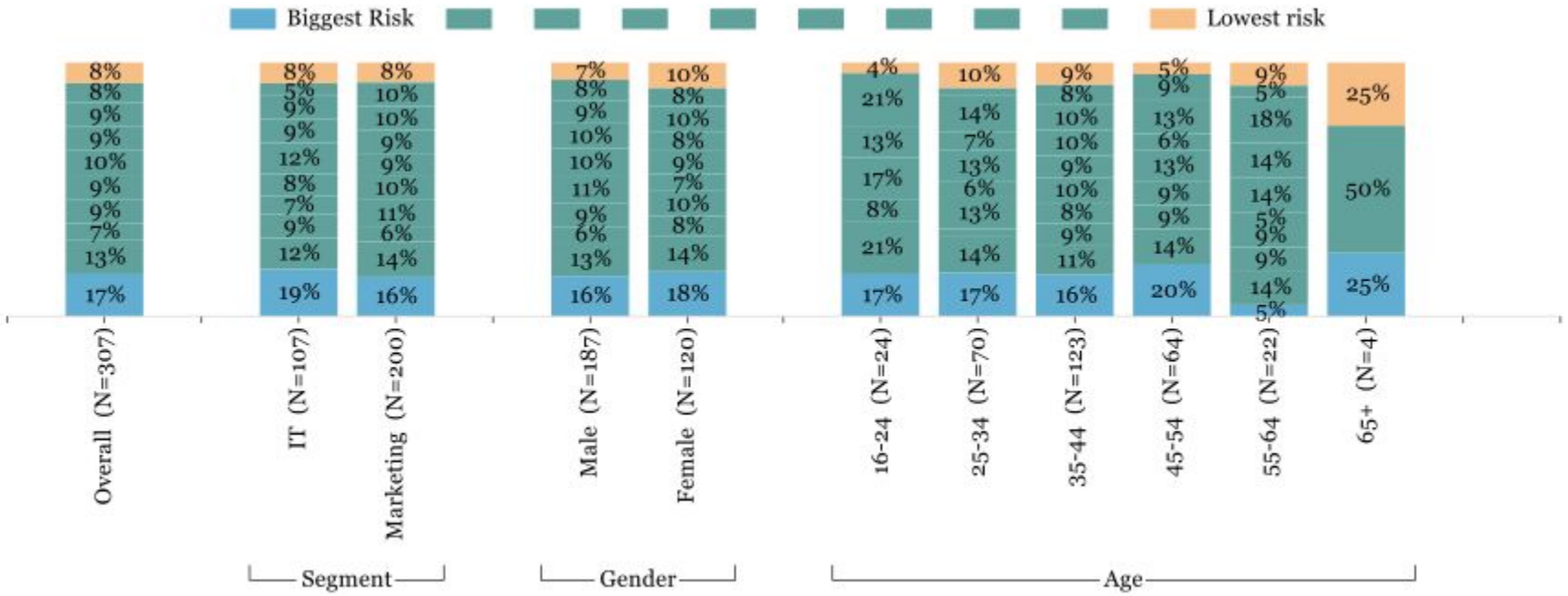

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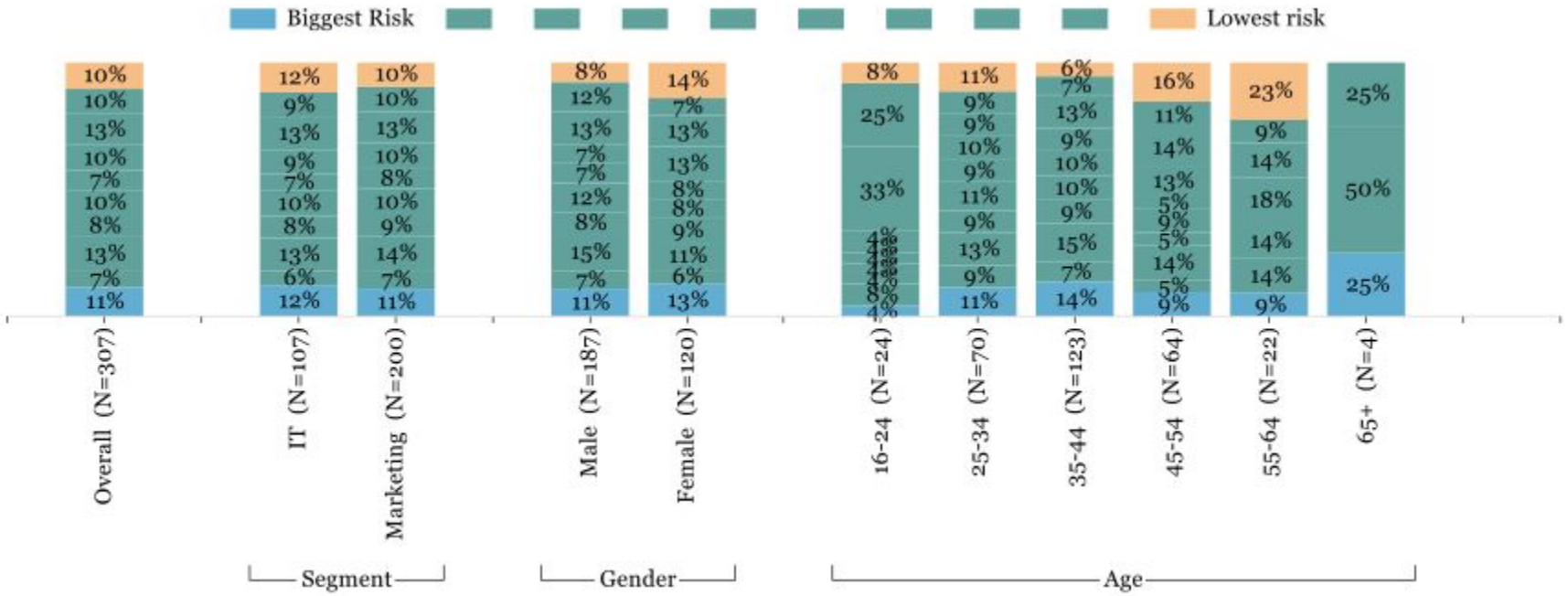

Profile: Incompatibility with currently technology stack - US Results

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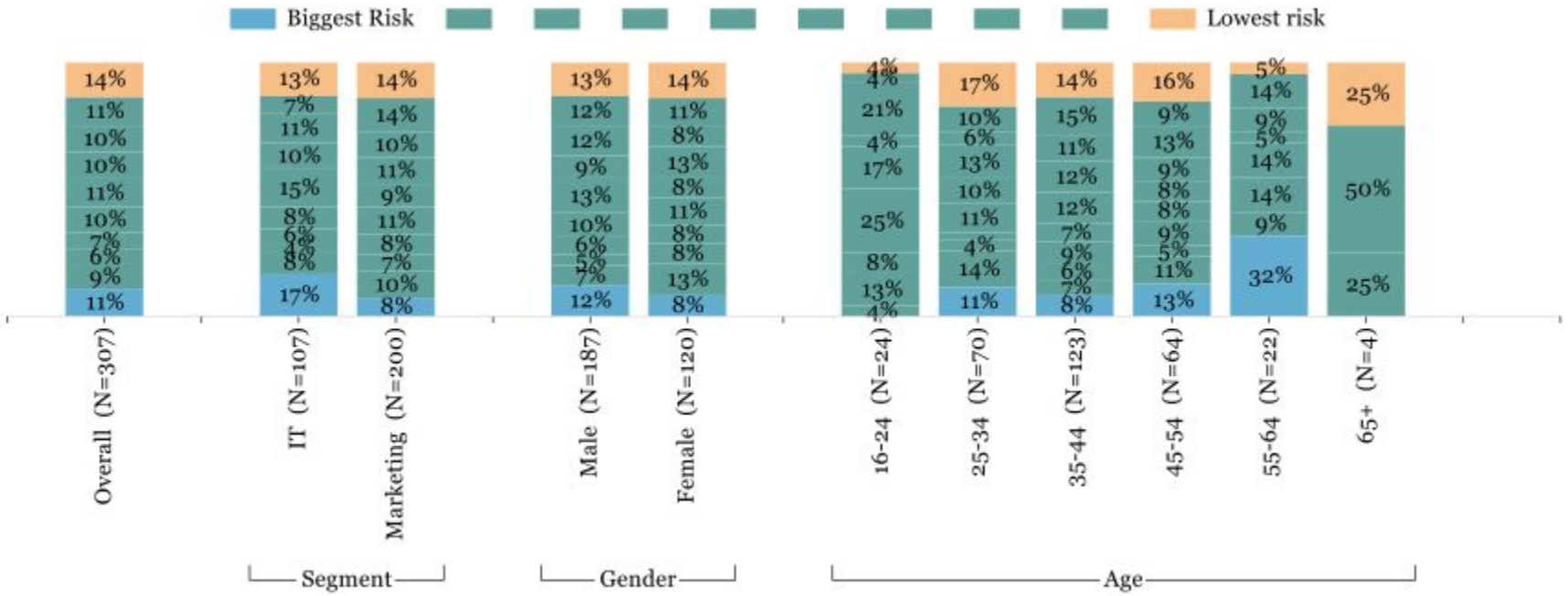

Profile: Compliance with regulations - US Results

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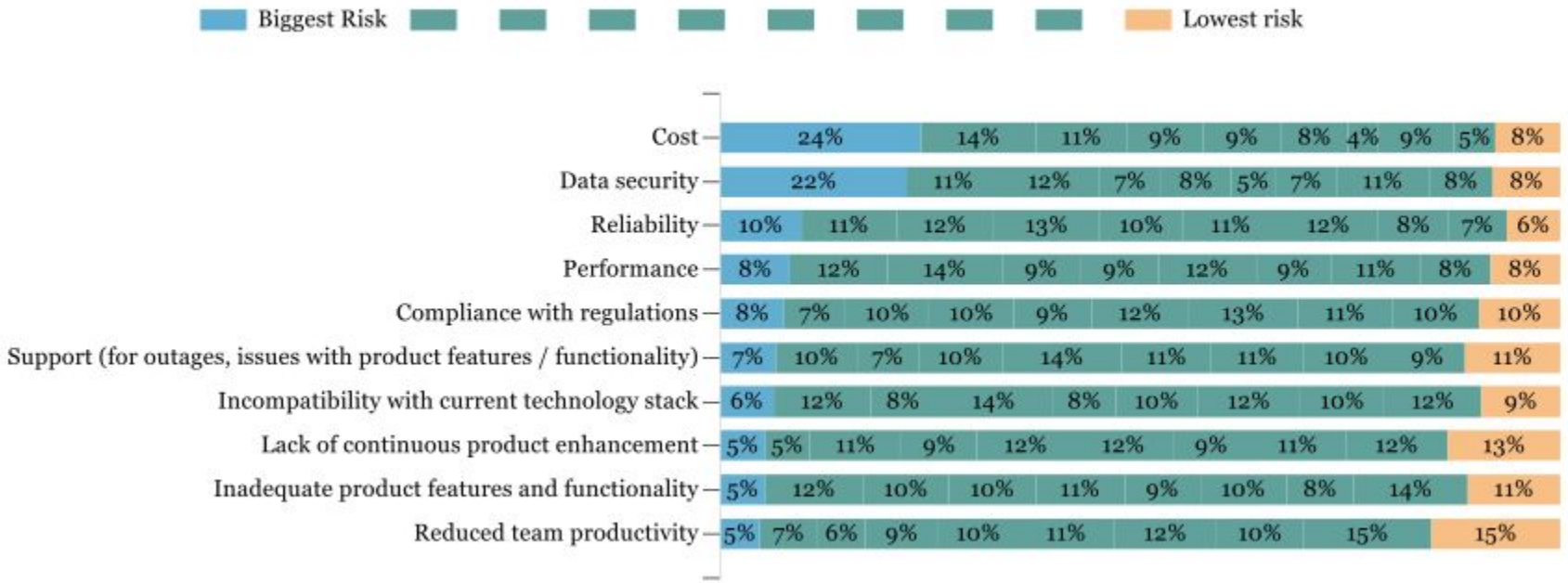

UK Results

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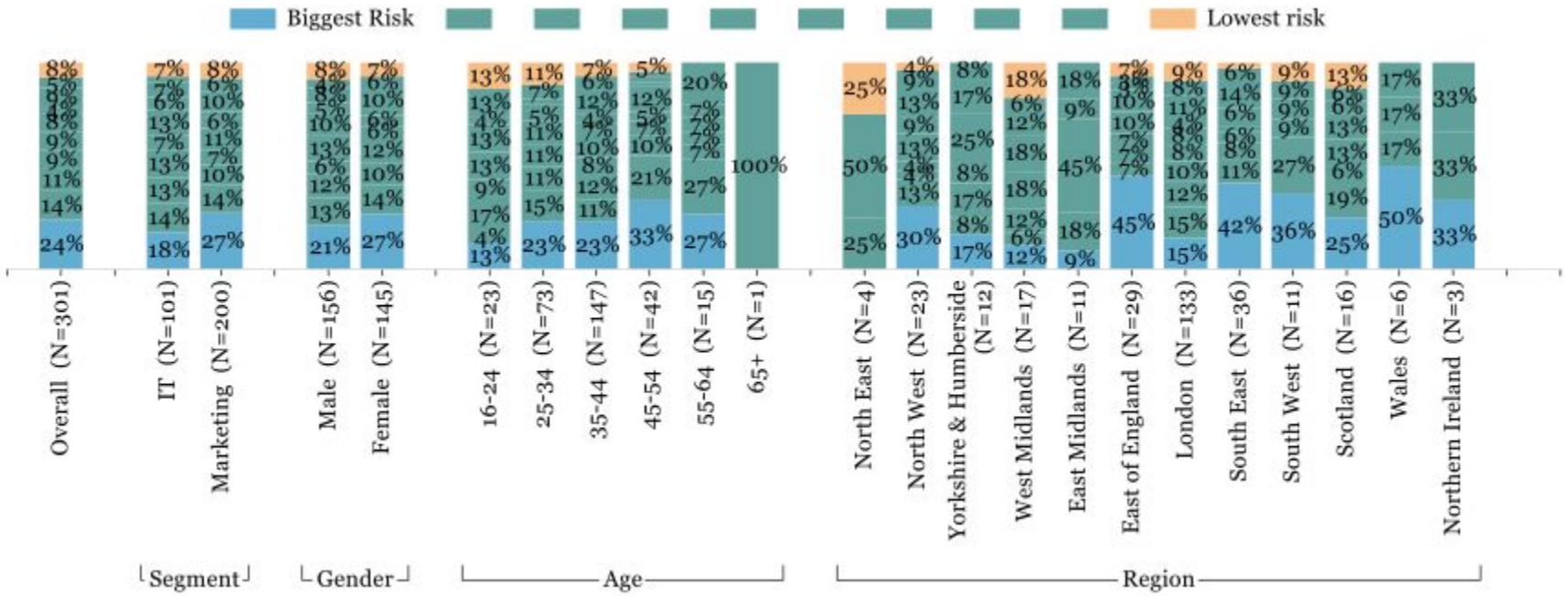

Profile: Cost - UK Results

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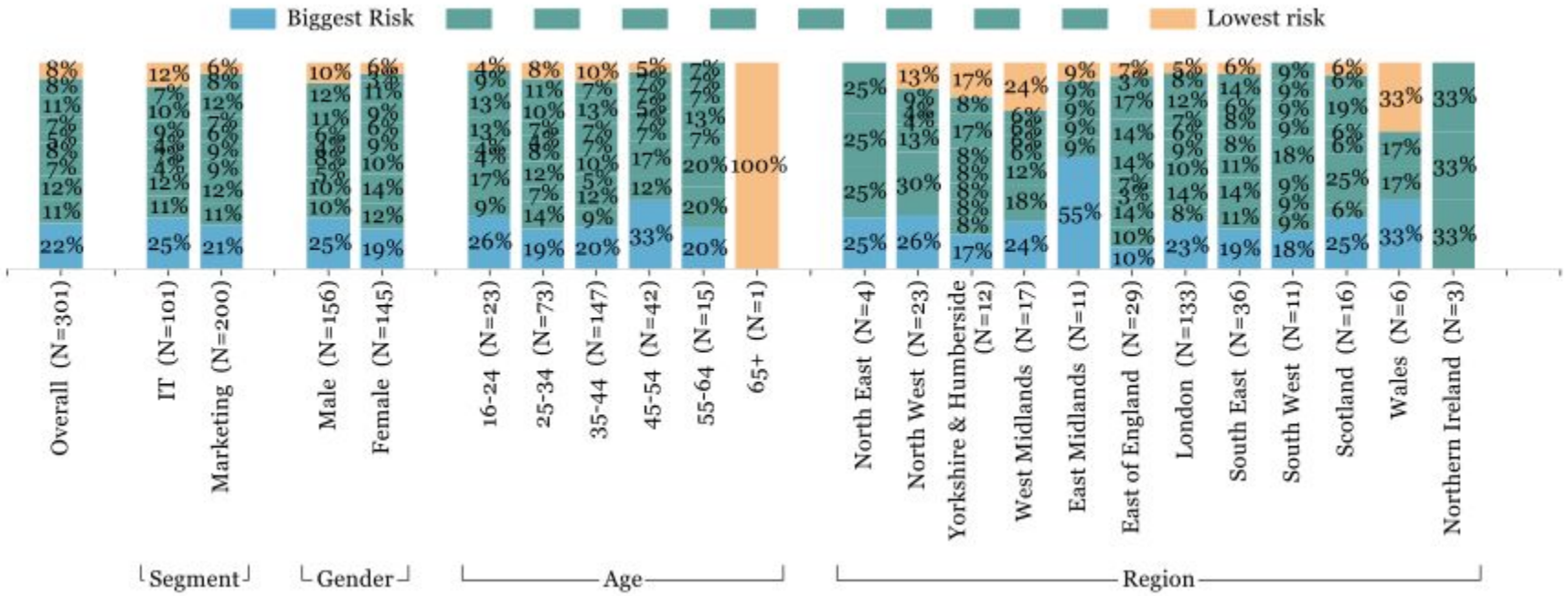

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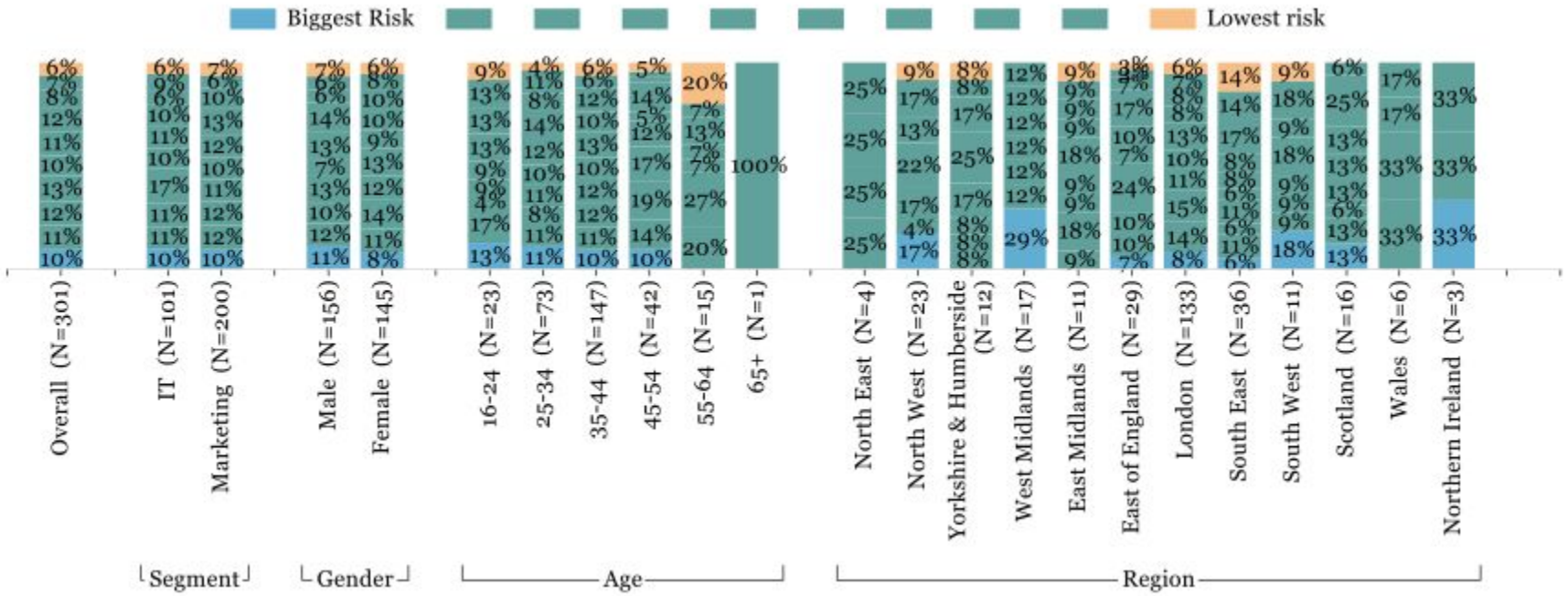
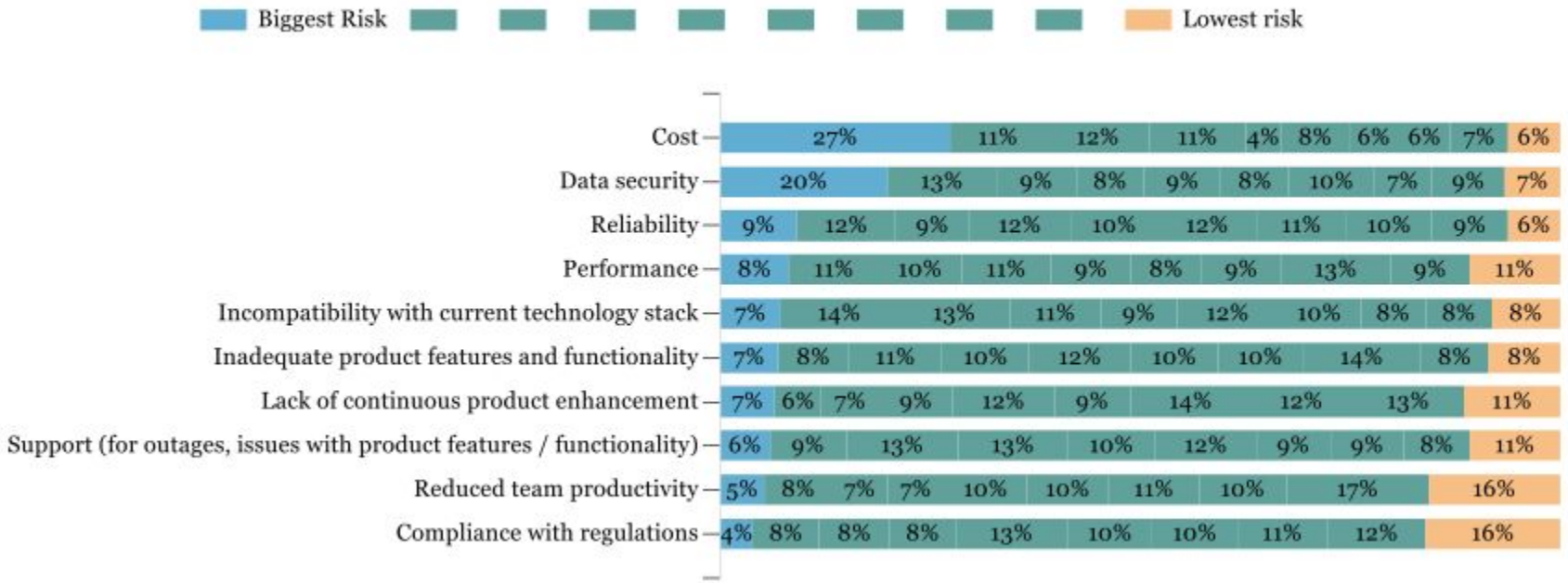


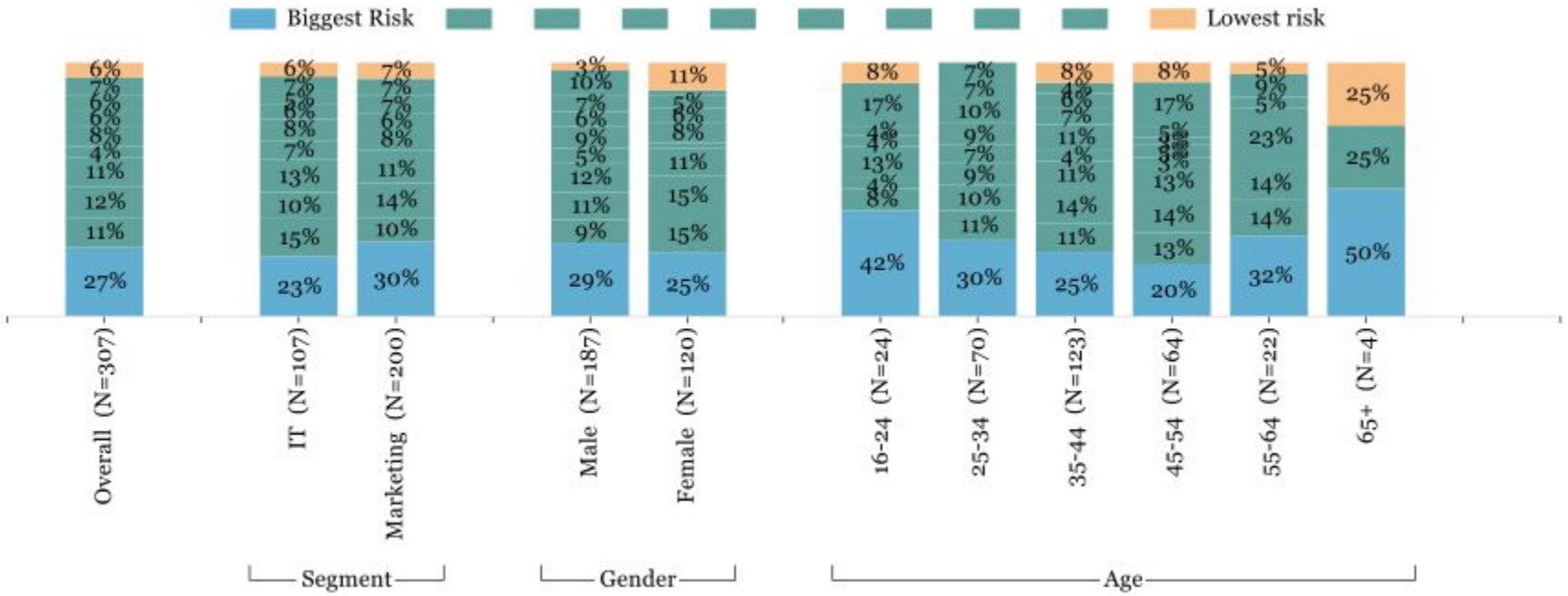
Profile: Reliability - UK Results

Q10: What are the biggest risks you see when using external providers?



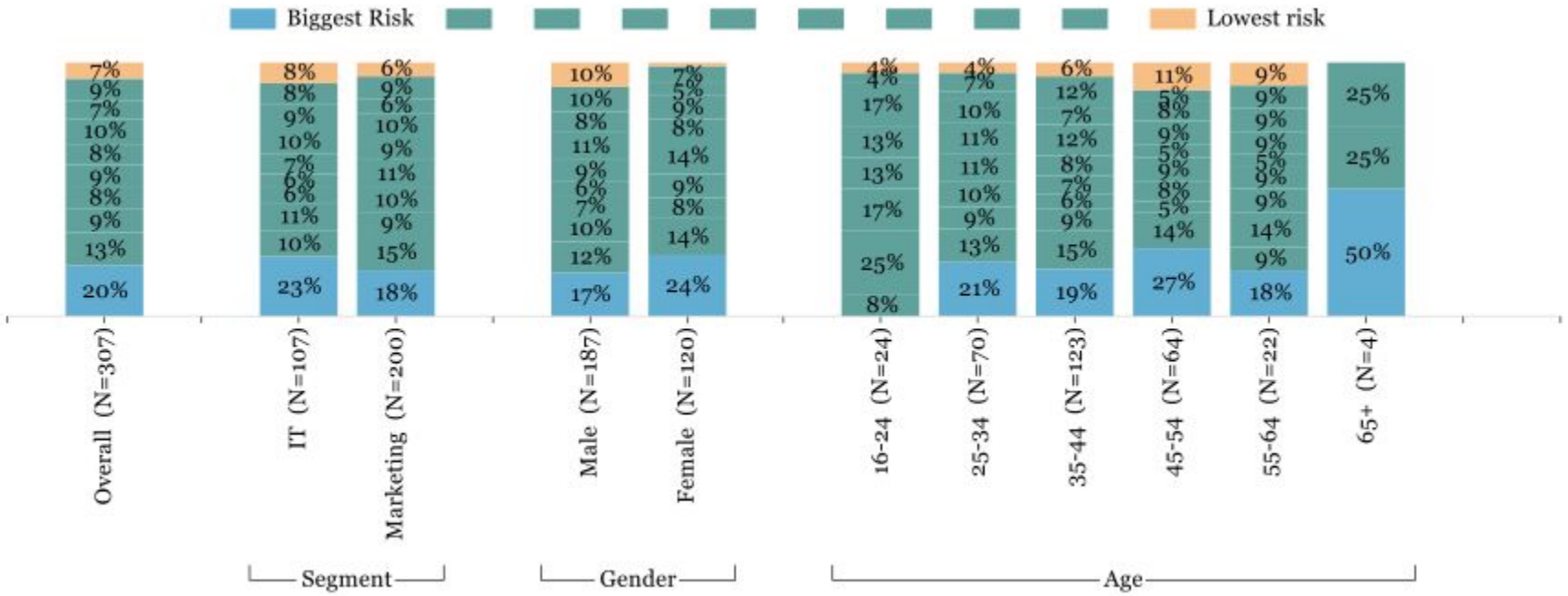
US Results

Q10: What are the biggest risks you see when using external providers?



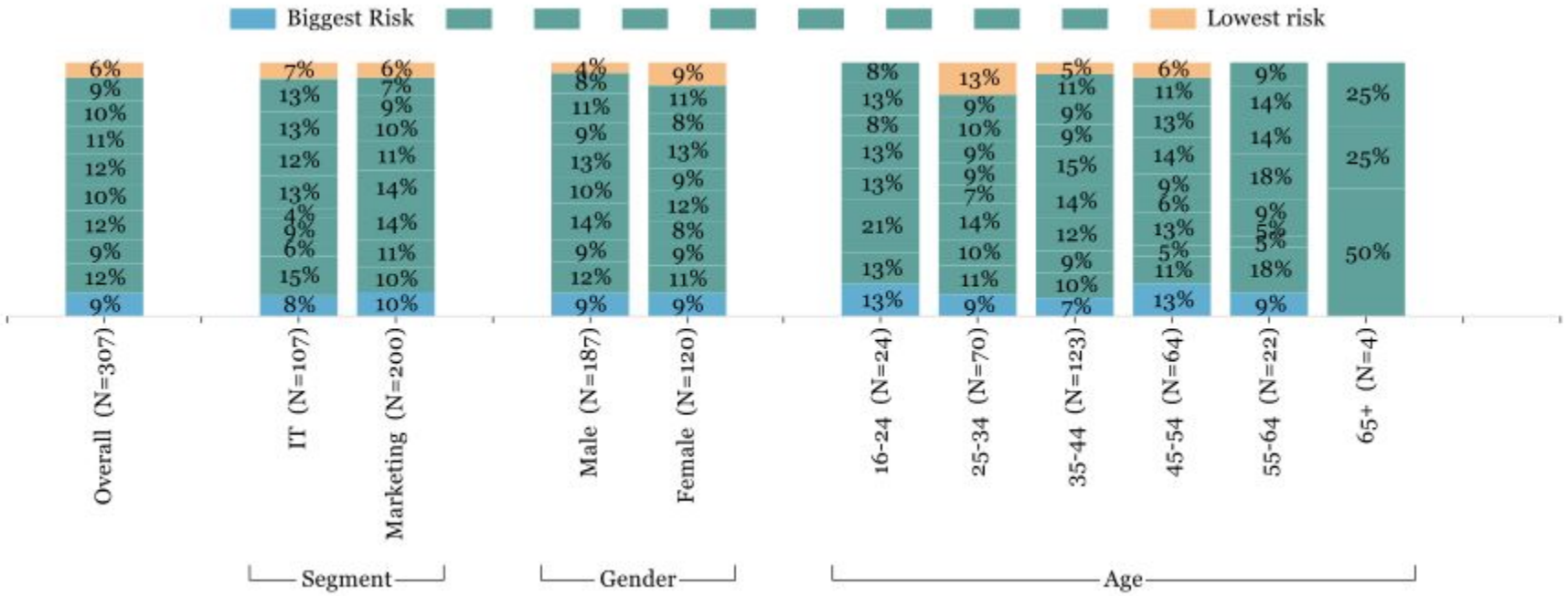
Profile: Cost - US Results

Q10: What are the biggest risks you see when using external providers?



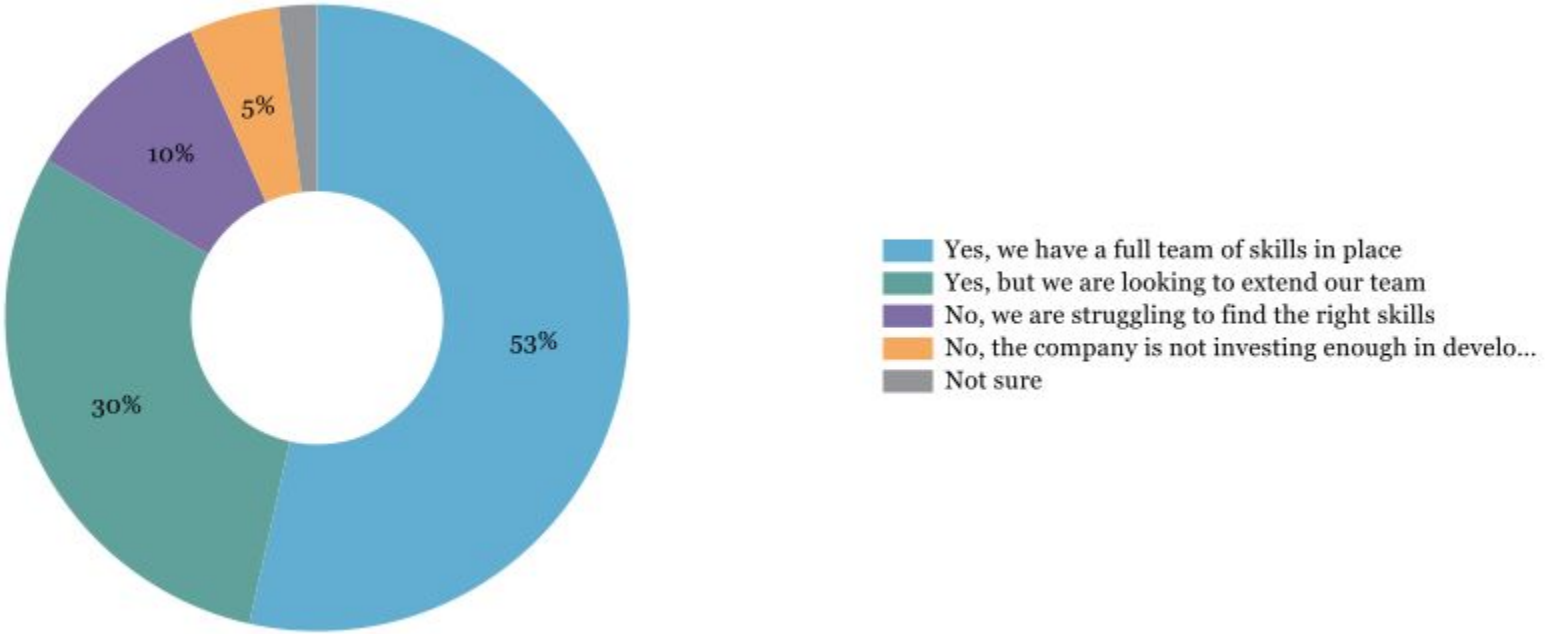
Profile: Data security - US Results

Q10: What are the biggest risks you see when using external providers?



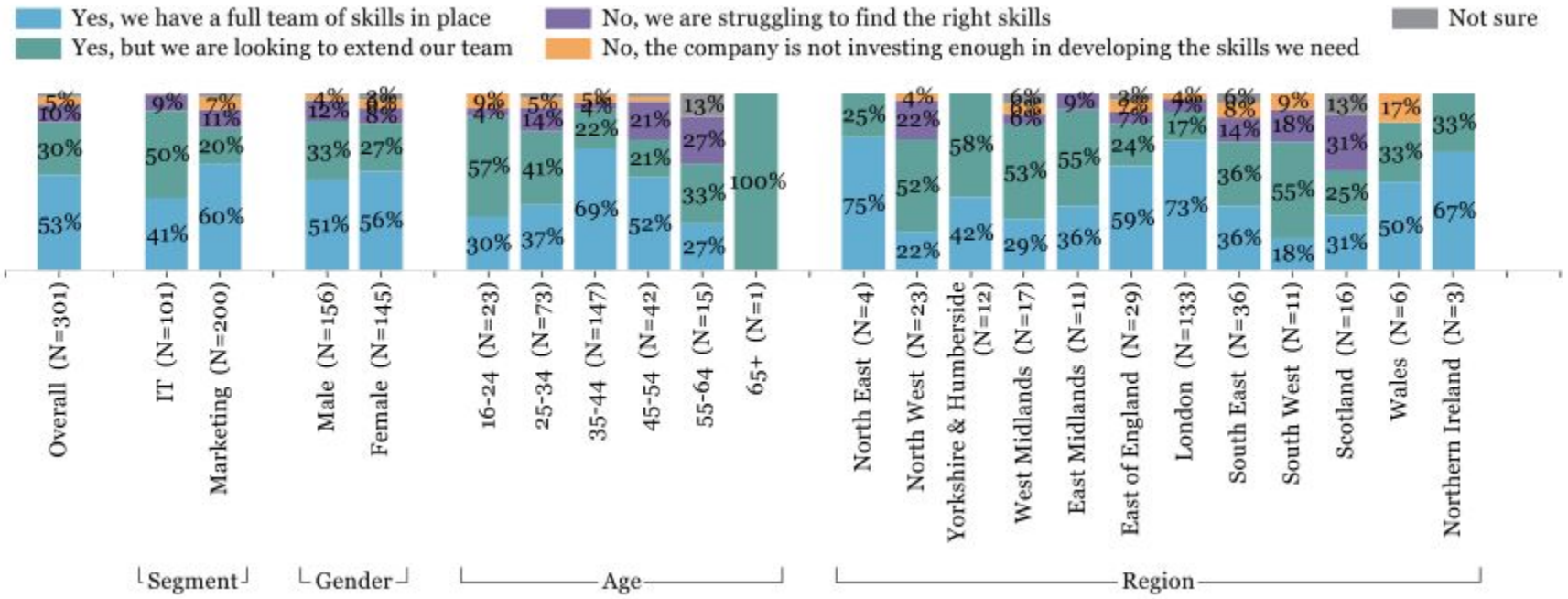
Profile: Reliability - US Results

Q11: Does your team have the right skills to effectively build and use in-house technology solutions?



UK Results

Q11: Does your team have the right skills to effectively build and use in-house technology solutions?



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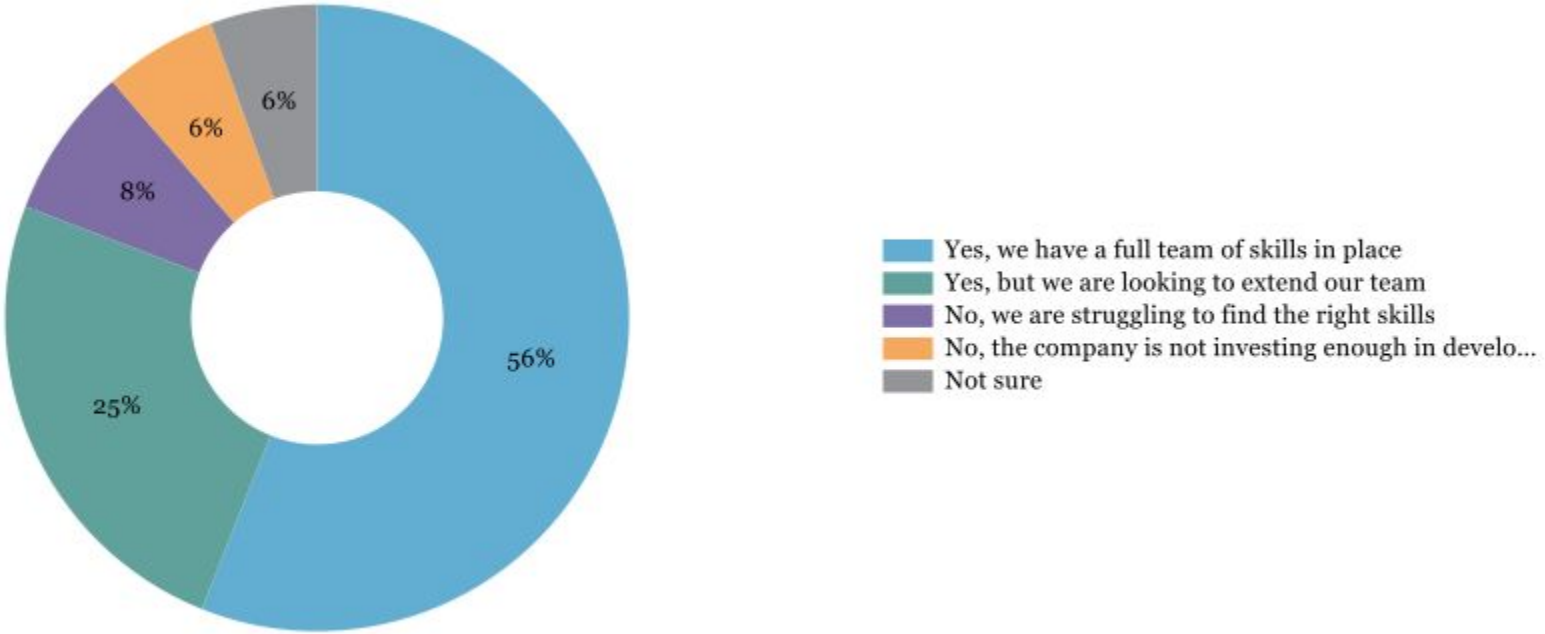
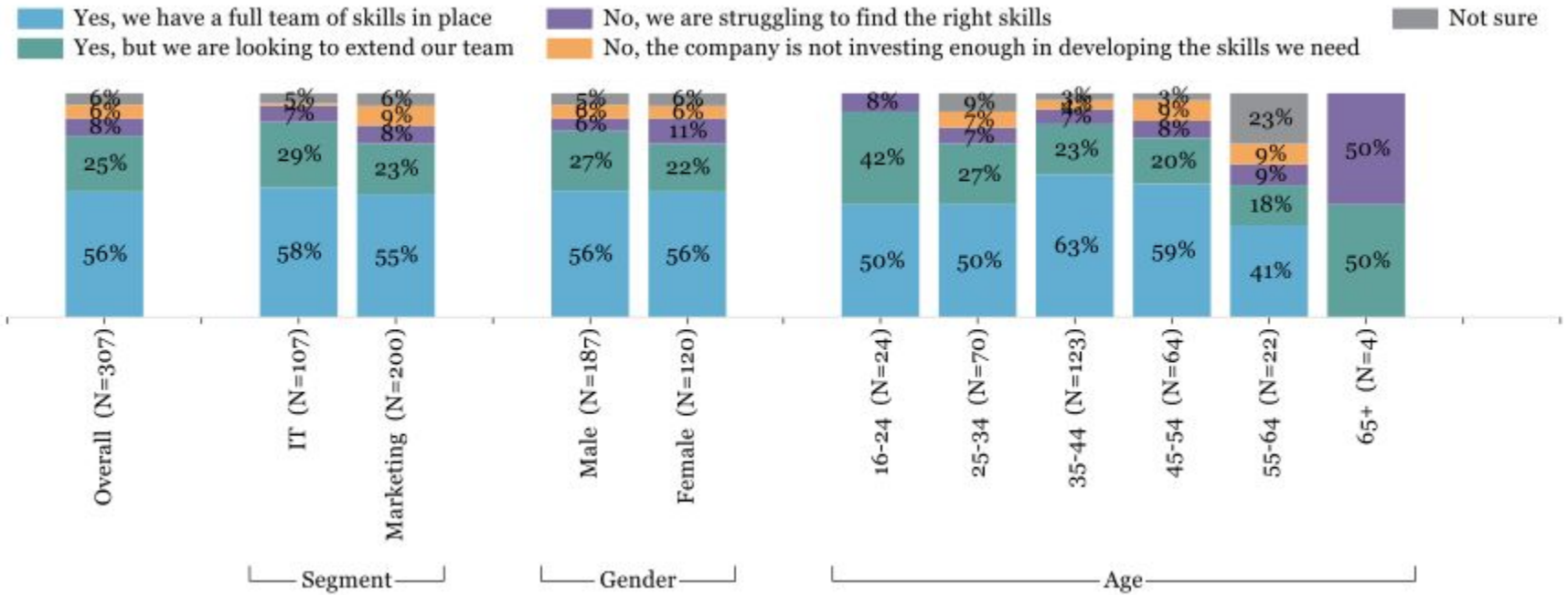


US Results

Q11: Does your team have the right skills to effectively build and use in-house technology solutions?



Deciding whether or not to trust your homebuilt solution to manage your marketing capabilities, or procure a third-party provider to reduce the workload on the team, are key considerations. Finding the right technology partner can reduce the financial and resource cost of an already stretched team.

Judy Boniface-Chang, CMO at Mailjet

Mailjet: The email solution for fast-moving teams

Accelerate Your Business With Marketing And Transactional Email

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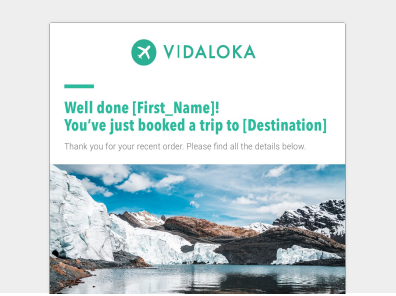
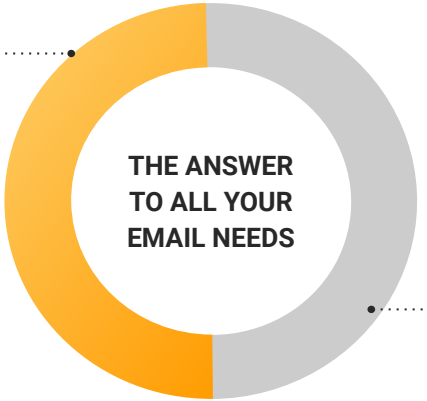
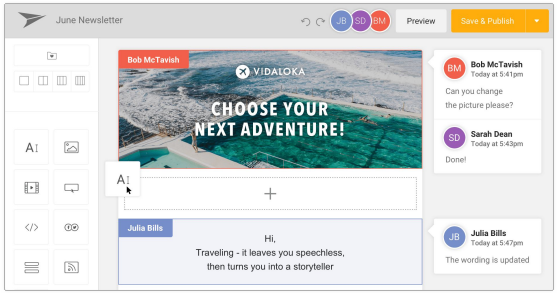
Mailjet: The email solution for fast-moving teams

Transactional email & SMS







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