Addressing The Coding Gap: Making Businesses More Agile

The Research

In January 2017, Mailjet commissioned a new piece of research to understand the 'Coding Gap' between marketers and developers. The survey was taken by over 200 marketers across the UK and France. These marketers are all members of teams who collaborate with developers.

The research looked at where there is tension in the marketer and developer relationship, and how these tensions could be improved through new working processes and technologies. The research looked at the relationship between the two teams, the importance of marketers having technical skills, the future skills needed in order to be a successful CMO and how marketing is valued in comparison to their developer counterparts.

Executive Summary

[Mailjet](#) has revealed a growing problem within companies relying on their marketing and developer teams to collaborate together: **The Coding Gap**. The following research report was commissioned by Mailjet following a frequent concern expressed by prospective clients: *"my company cannot react fast enough to new opportunities due to friction that arises when the marketing and developer teams must collaborate."* The research results echo this sentiment.

Key Findings
54% believe that the gap in coding knowledge between the marketing and development team makes their company less agile. This is felt most by those who work frequently with the developer team. In today's competitive climate, it is incremental for businesses to be as agile as possible so they can react to their customer's needs.

Most marketers (85%) admit their performance would be improved if there was better integration with the developer team. Additionally, they describe a positive relationship with their developer counterparts, so it's a matter of poor integration rather than incompatibility.

Addressing The Barrier
The lack of integration is linked to a number of factors; marketers across the UK and France believe **one of the departments is valued more widely** by the senior management team than the other. There is also a common perception that developers are **strapped for time** and marketing is at the **bottom of the priority list**. In addition marketers in France also attribute the lack of communication to a **siloed structure** (22%), whereas marketers in the UK emphasise that the teams **communicate in different ways** and find it hard to understand one another (26%).

Bridging The Coding Gap
55% of marketers believe their roles will merge with the developer team as marketers improve their technology skills. Interestingly, nearly a third of marketers who speak with their developer team frequently express the greatest degree of feeling that the two roles will grow further apart over the next 5 years. Frequent interactions with the developer team are proven to have a transformative effect on coding confidence.

Mailjet and The Coding Gap
Mailjet is proud to introduce their latest integration that bridges The Coding Gap: MJML in Passport. Normally, sophisticated responsive email campaigns are created in HTML, which leaves non-technical marketers dependent on their developer team for any changes. To bridge the gap, [Mailjet has integrated](#) their responsive email markup language, [MJML](#), with Passport, their drag and drop email design interface, so that marketers and developers can truly collaborate together.

Do you need help to bridge The Coding Gap? Read on or [contact our team](#) to gain valuable insights into how your business can become more agile.

The Problem

54% believe that the **gap in coding knowledge** between the **marketing and development team** makes their company **less agile**.

Cost Of Miscommunication

Do you think your work would be improved if there was better integration with the developer team?

Overall

Yes, it would be dramatically improved ██████████ **31%**

Yes, it might improve results somewhat ████████████████ **54%**

No, it would have no impact ███ 9%

No, it would negatively impact results |

Unsure ██ 5%
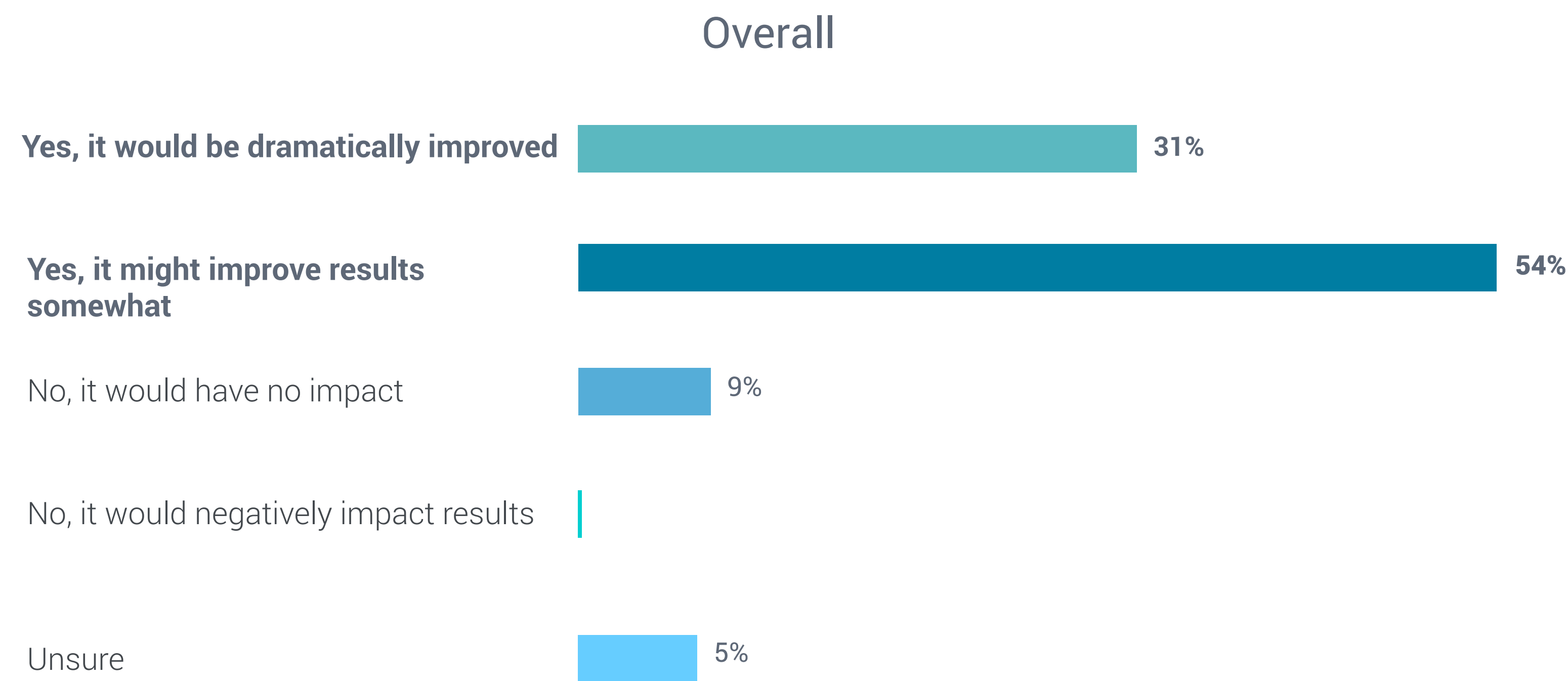
85% of marketers admit their work would be improved if there was better integration with the developer team. (89% in France)…

Cost Greater In Teams That Work Closely

Do you think your work would be improved if there was better integration with the developer team?

Legend:
- Yes, it would be dramatically improved
- Yes, it might improve results somewhat
- No, it would have no impact
- No, it would negatively impact results
- Unsure

Gender

Category	Male	Female
Unsure	4%	7%
No impact	5%	15%
Might improve	56%	52%
Dramatically improved	34%	26%

Age

Category	16-29	30-40	41-50	Over 50
Unsure	3%		14%	8%
No impact	6%	4%	16%	23%
Might improve	57%	56%	49%	50%
Dramatically improved	34%	38%	19%	19%

Country

Category	UK	France
Unsure	6%	4%
No impact	11%	7%
Might improve	55%	54%
Dramatically improved	27%	35%

Frequency Of Communication With Developer Team

Category	Frequently	Occasionally	Rarely
Unsure		5%	12%
No impact			21%
Might improve	46%	69%	46%
Dramatically improved	49%	24%	19%

...This rises to **95%** amongst marketers who work frequently with their developer team.
Negative responses are mostly limited to those who work rarely with their developer team, **33%** of whom thought there would be no impact or said they weren't sure.

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Knowledge Gap Leads To Less Agile Teams

Do you believe that the gap in coding knowledge between the marketing and development team makes your company less agile?
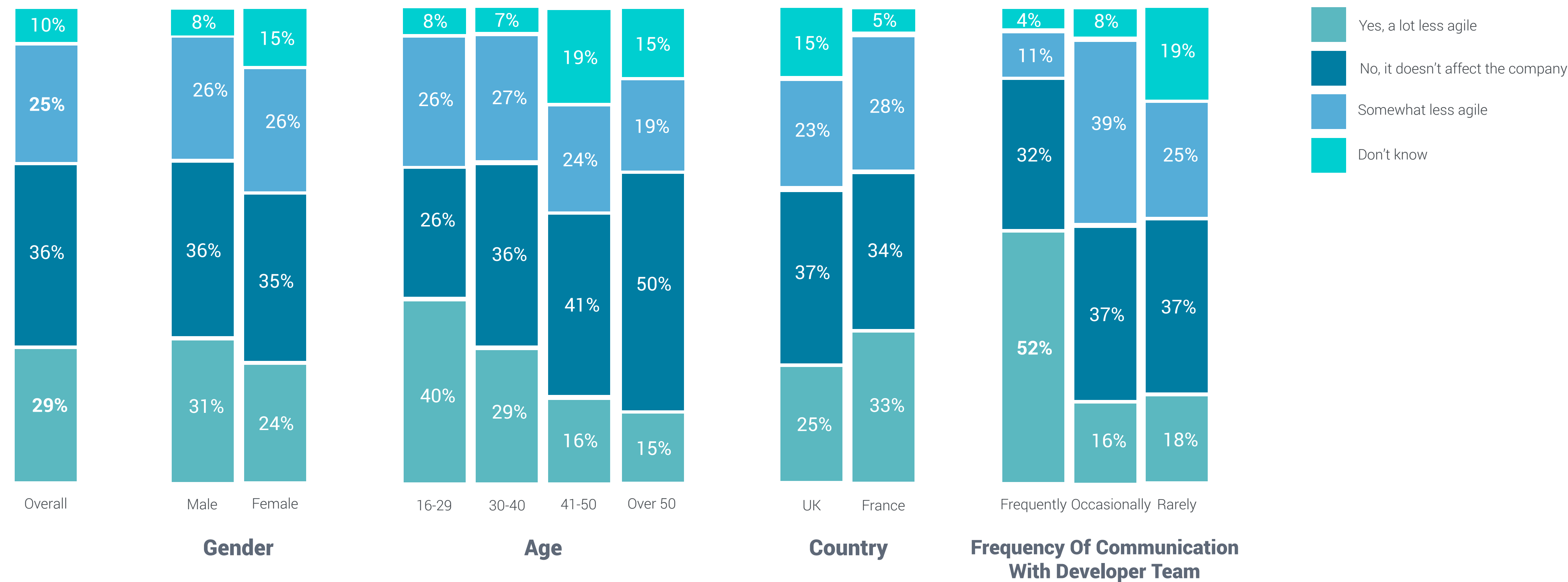
Legend:
- Yes, a lot less agile
- No, it doesn't affect the company
- Somewhat less agile
- Don't know

Overall: Don't know 10%, Somewhat less agile 25%, No it doesn't affect the company 36%, Yes a lot less agile 29%

Gender
- Male: 8%, 26%, 36%, 31%
- Female: 15%, 26%, 35%, 24%

Age
- 16-29: 8%, 26%, 26%, 40%
- 30-40: 7%, 27%, 36%, 29%
- 41-50: 19%, 24%, 41%, 16%
- Over 50: 15%, 19%, 50%, 15%

Country
- UK: 15%, 23%, 37%, 25%
- France: 5%, 28%, 34%, 33%

Frequency Of Communication With Developer Team
- Frequently: 4%, 11%, 32%, 52%
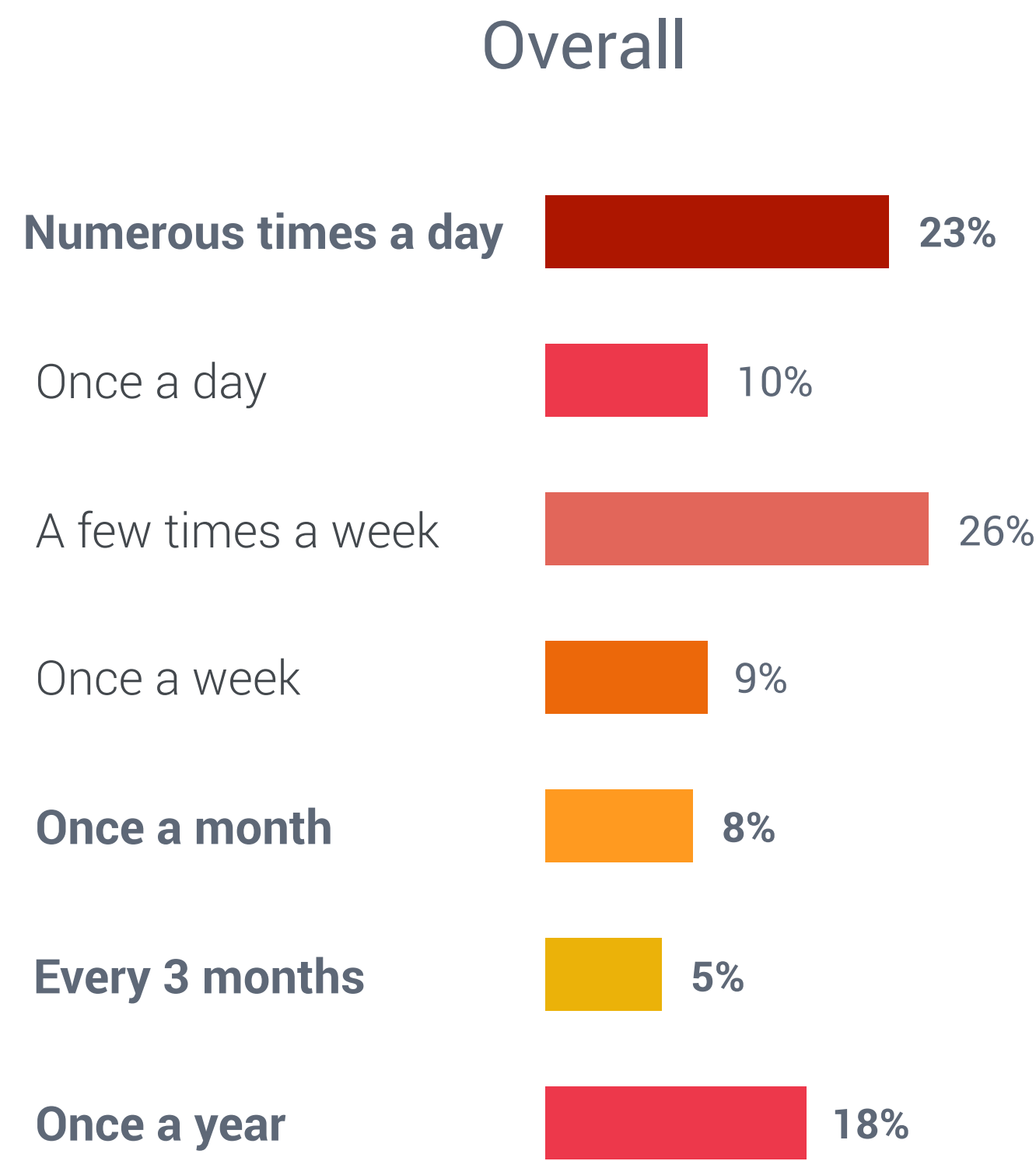- Occasionally: 8%, 39%, 37%, 16%
- Rarely: 19%, 25%, 37%, 18%

54% believe that the gap in coding knowledge between the marketing and development team makes their company less agile.
This is felt most keenly by those who work frequently with the developer team, **52%** of whom express this knowledge gap makes them 'a lot less agile'.

Regular Interactions

Communication Frequency Differs

How regularly do you work with a developer or technical team?

Overall

Numerous times a day	23%
Once a day	10%
A few times a week	26%
Once a week	9%
Once a month	8%
Every 3 months	5%
Once a year	18%

31% of marketers are not speaking with their developer team more than once a month.
However, in contrast, **23%** of marketers across UK and France are speaking with the developer team numerous times a day.

French Teams Demand More Time

How regularly do you work with a developer or technical team?
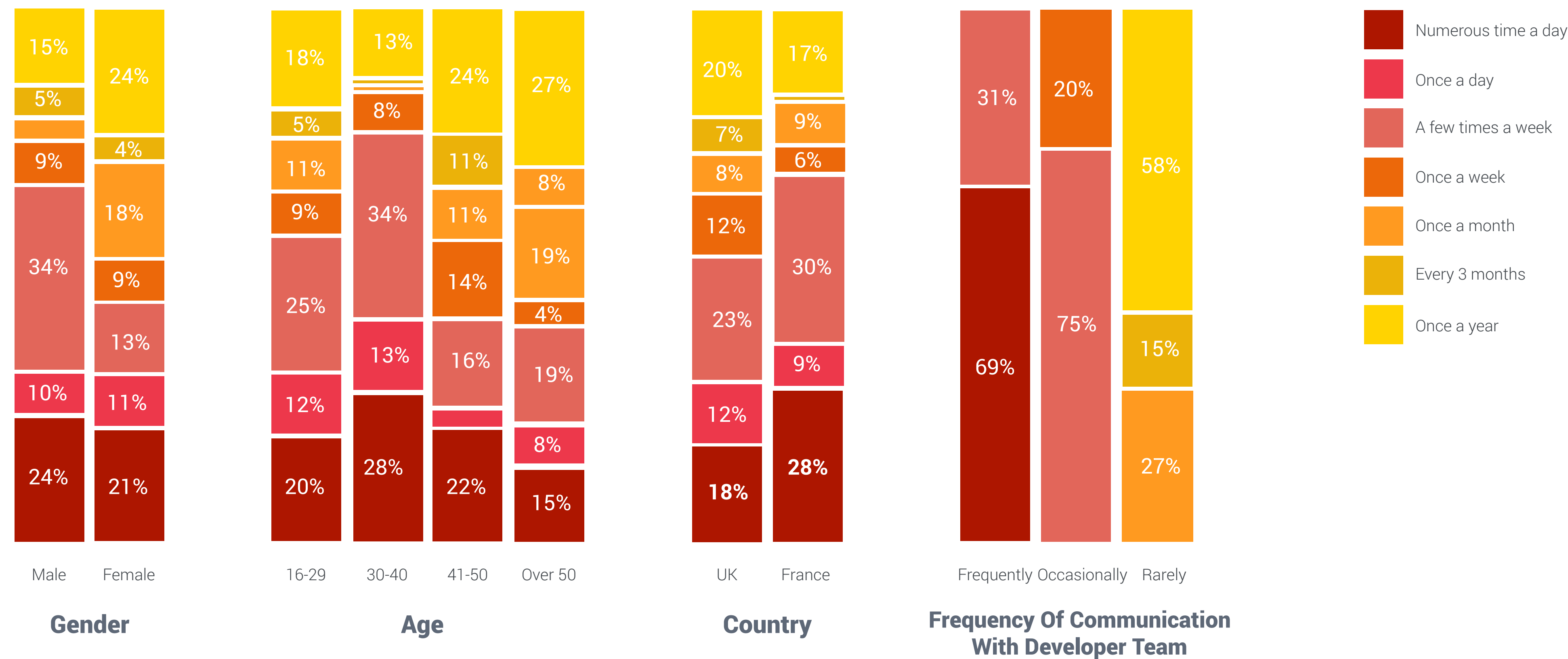
Gender

Male / Female bars:
- Male: 24%, 10%, 34%, 9%, 5%, 15%
- Female: 21%, 11%, 13%, 9%, 18%, 4%, 24%

Age

- 16-29: 20%, 12%, 25%, 9%, 11%, 5%, 18%
- 30-40: 28%, 13%, 34%, 8%, 13%
- 41-50: 22%, 16%, 14%, 11%, 11%, 24%
- Over 50: 15%, 8%, 19%, 4%, 19%, 8%, 27%

Country

- UK: 18%, 12%, 23%, 12%, 8%, 7%, 20%
- France: 28%, 9%, 30%, 6%, 9%, 17%

Frequency Of Communication With Developer Team

- Frequently: 69%, 31%
- Occasionally: 75%, 20%
- Rarely: 27%, 58%, 15%

Legend:
- Numerous time a day
- Once a day
- A few times a week
- Once a week
- Once a month
- Every 3 months
- Once a year

23% of marketers across UK and France are speaking with the developer team numerous times a day. (**10% difference across marketers - 18% in UK, 28% in France**). A good proportion of marketers are demanding lots of the developer team's time, which could be freed up through tools that allow marketers to carry out simple coding tasks themselves.

Positive Relationships Out Weigh Non-Existent Ones

How would you best describe your relationship with your developer or technical team?

Overall

Positive	69%
Neutral	20%
Negative	1%
Non-existent	10%
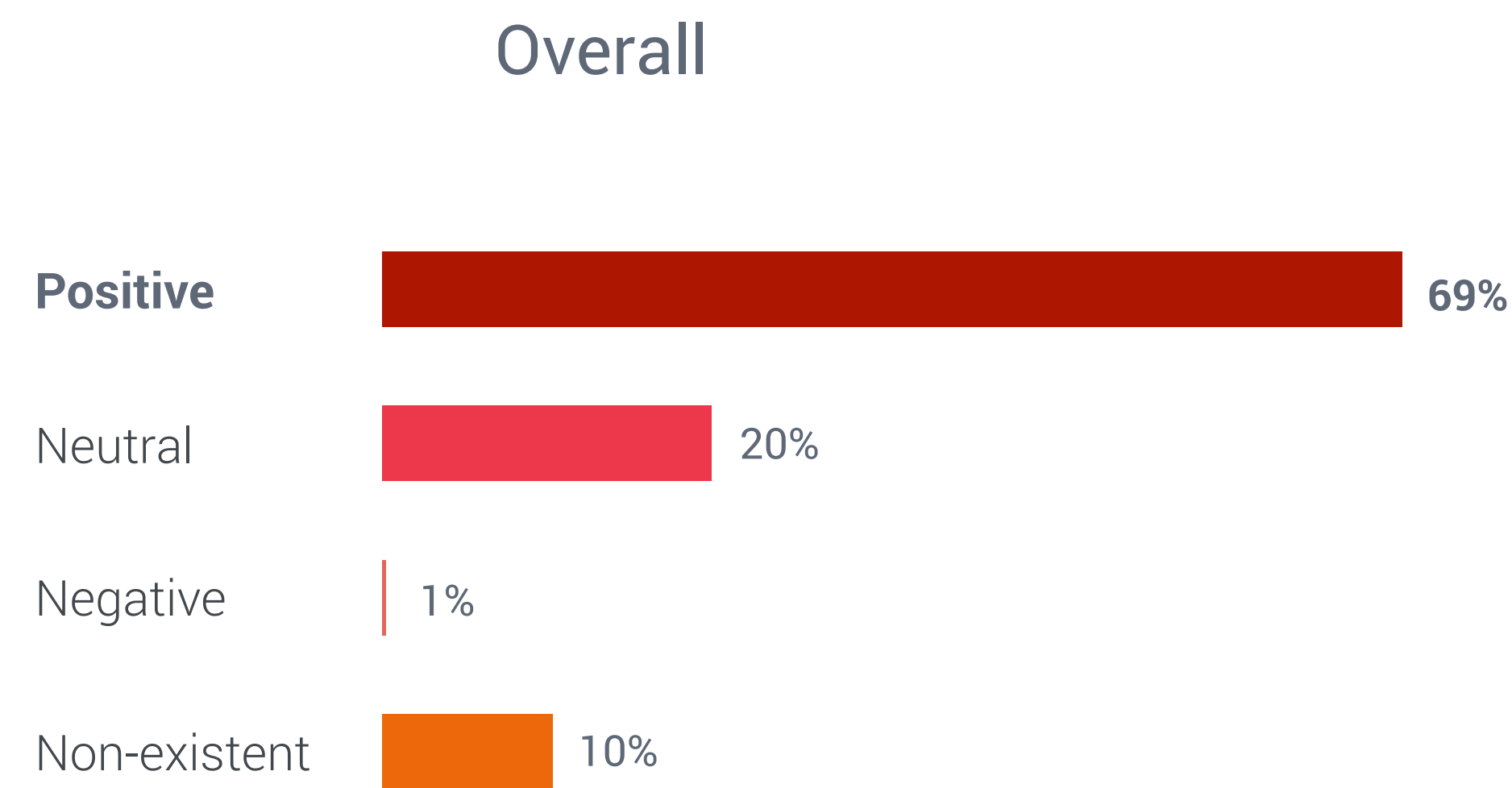
1 in 10 marketers describes their relationship with the developer team as 'non-existent', however, the majority (**69%**) describe a positive relationship. Equally, only **1%** of marketers describe a negative relationship with the developer team, so it's a matter of not working together rather than incompatibility.

Frequent Interactions Lead To Coding Confidence

How would you rate your coding ability for creating responsive email?

Gender

Age

Country

Frequency Of Communication With Developer Team

Legend:
- Very low ability
- Low ability
- Average
- Good
- Very good
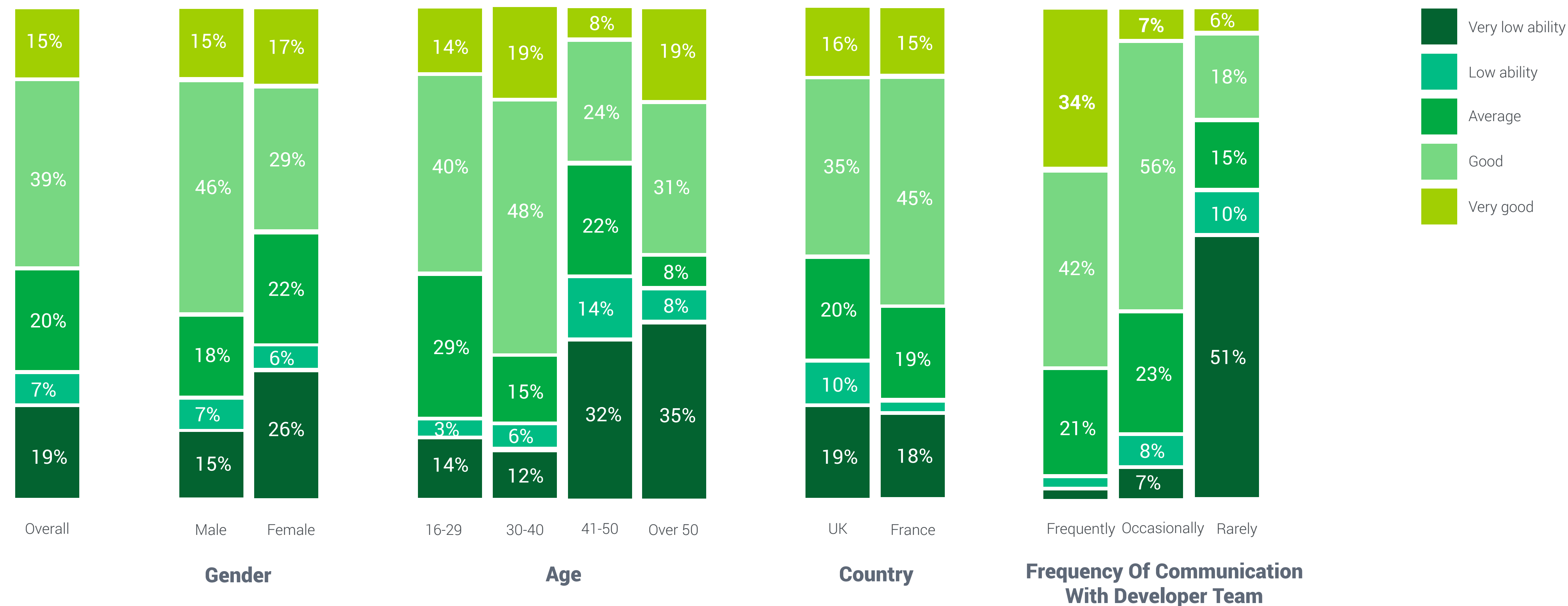
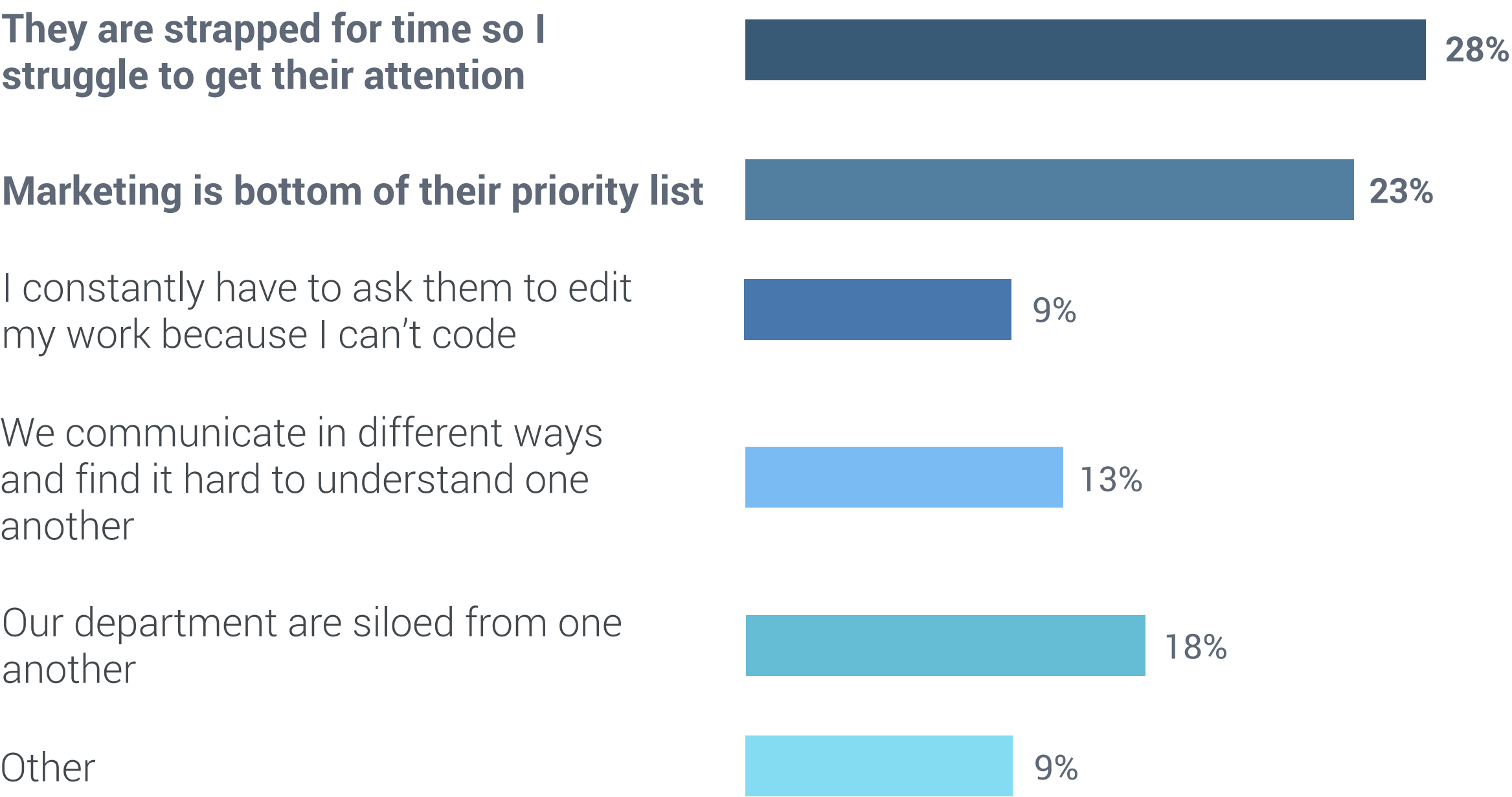Frequent interactions with the developer team have a transformative effect on coding confidence. Only **7%** of marketers who occasionally or don't speak with the developer team rate their coding ability for responsive email as very good. This is five times greater (**34%**) among marketers with frequent communication with the developer team showing the value of effective collaboration.

The Communication Barrier

Developers Are Too Busy For Marketers

Of the below, what is the biggest pain point for working with your developer or technical team?

They are strapped for time so I struggle to get their attention — 28%

Marketing is bottom of their priority list — 23%

I constantly have to ask them to edit my work because I can't code — 9%

We communicate in different ways and find it hard to understand one another — 13%

Our department are siloed from one another — 18%

Other — 9%

Common ground in France and the UK is that marketers cannot get the developer team's attention - the developer team is strapped for time (**28%**) and marketing is the bottom of their priority list (**23%**). For marketers that work with the developer teams, this is a particular pain point, with **42%** experiencing this problem in the working relationship.

Save time through better collaboration.

[Mailjet integrates MJML](#) into its intuitive drag and drop editor, Passport.
Marketers can now edit developer's work without touching a single line of code.

Pain Points Differ Across UK And France

Of the below, what is the biggest pain point for working with your developer or technical team?

Gender

Age

Country

Frequency Of Communication With Developer Team

Legend:
- They are strapped for time so I struggle to get their attention
- Marketing is bottom of their priority list
- I constantly have to ask them to edit my work because I can't code
- We communicate in different ways and find it hard to understand one another
- Our department are siloed from one another
- Other
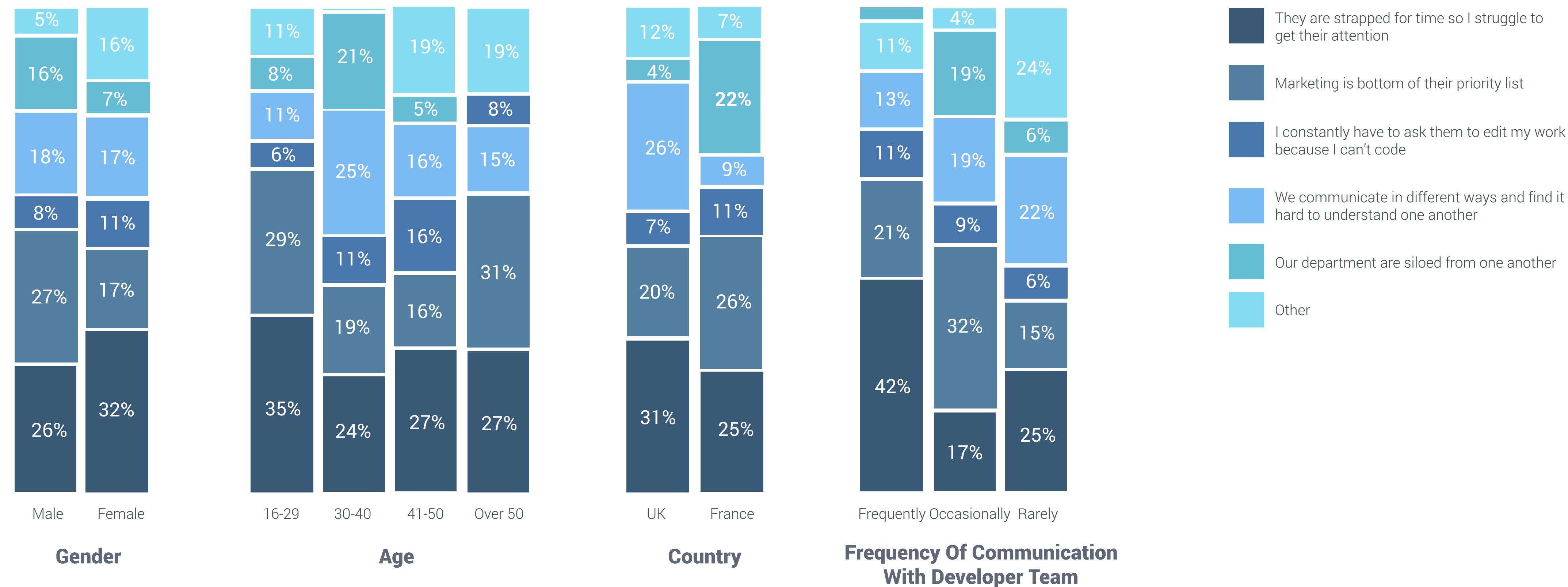
Marketers in France attribute the lack of communication to a siloed structure (**22%**) whereas marketers in the UK emphasise that the teams communicate in different ways and find it hard to understand one another (**26%**).

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Marketer Seniority Improves Communication

How regularly do you work with a developer or technical team?

Legend:
- Numerous time a day
- Once a day
- A few times a week
- Once a week
- Once a month
- Every 3 months
- Once a year

16-29: 18%, 5%, 11%, 9%, 23%, 12%, 20%
30-40: 13%, 8%, 34%, 13%, 28%
41-50: 23%, 11%, 11%, 14%, 16%, 22%
Over 50: 27%, 8%, 19%, 4%, 19%, 8%, 15%
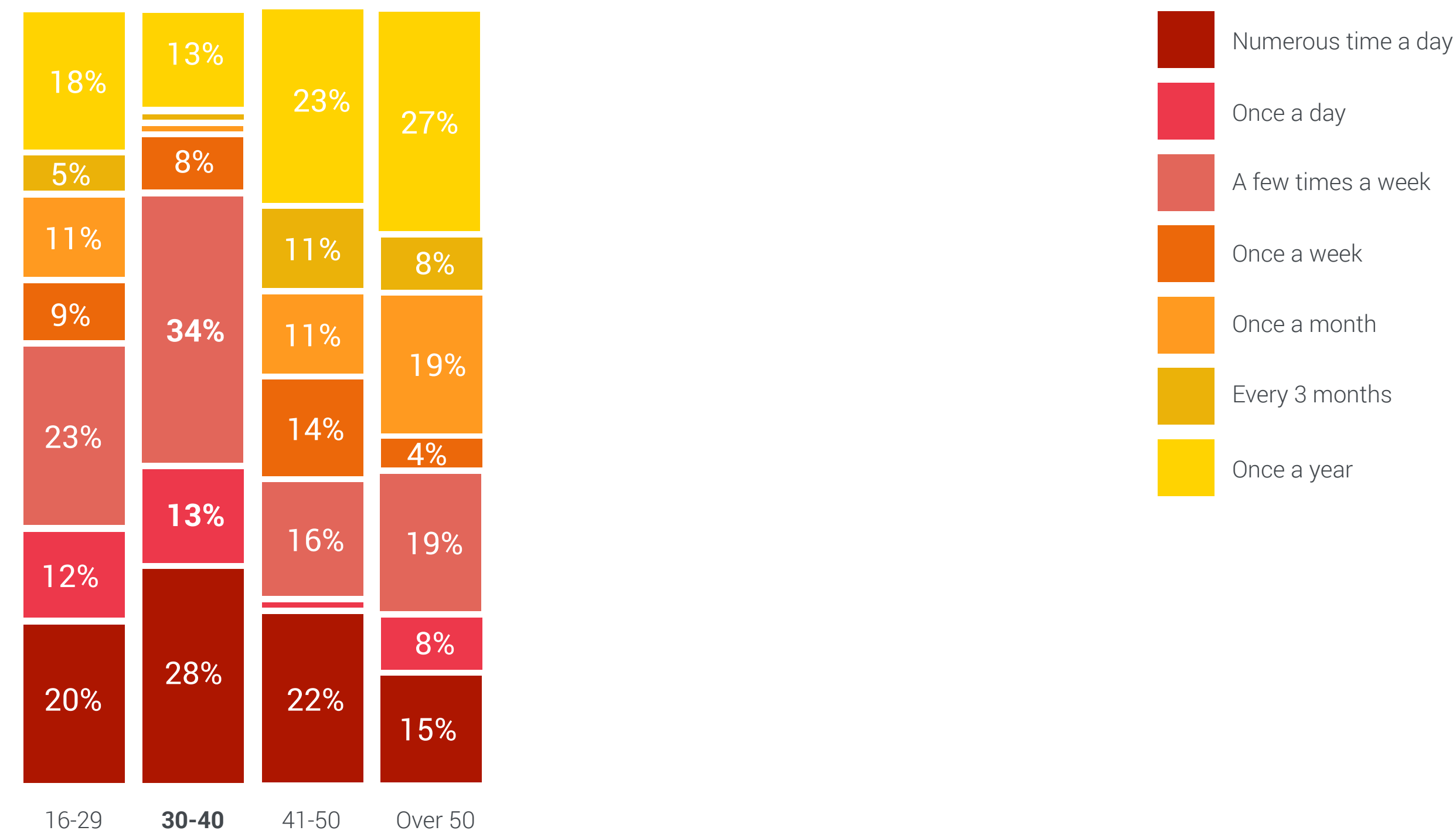
Marketer seniority plays into the relationship with the developer team. Those aged between 30 and 40 (likely more experienced/senior marketers) have the highest proportion of positive relationships with the developer team (**76%**) and **75%** speak with the developer team a few times a week or more.

Seeing Each Other As Equals

Marketers Believe Revenue Gives Them The Advantage

Do you think that marketing is valued more widely by the senior management team than the developer team?

No, developer's skills are more highly sought after ████ 20%

Yes, marketers are proving their value in driving leads and sales better than the developers ████████ 42%

They are viewed as having the same value but for different reasons ██████ 26%

Don't know ███ 12%
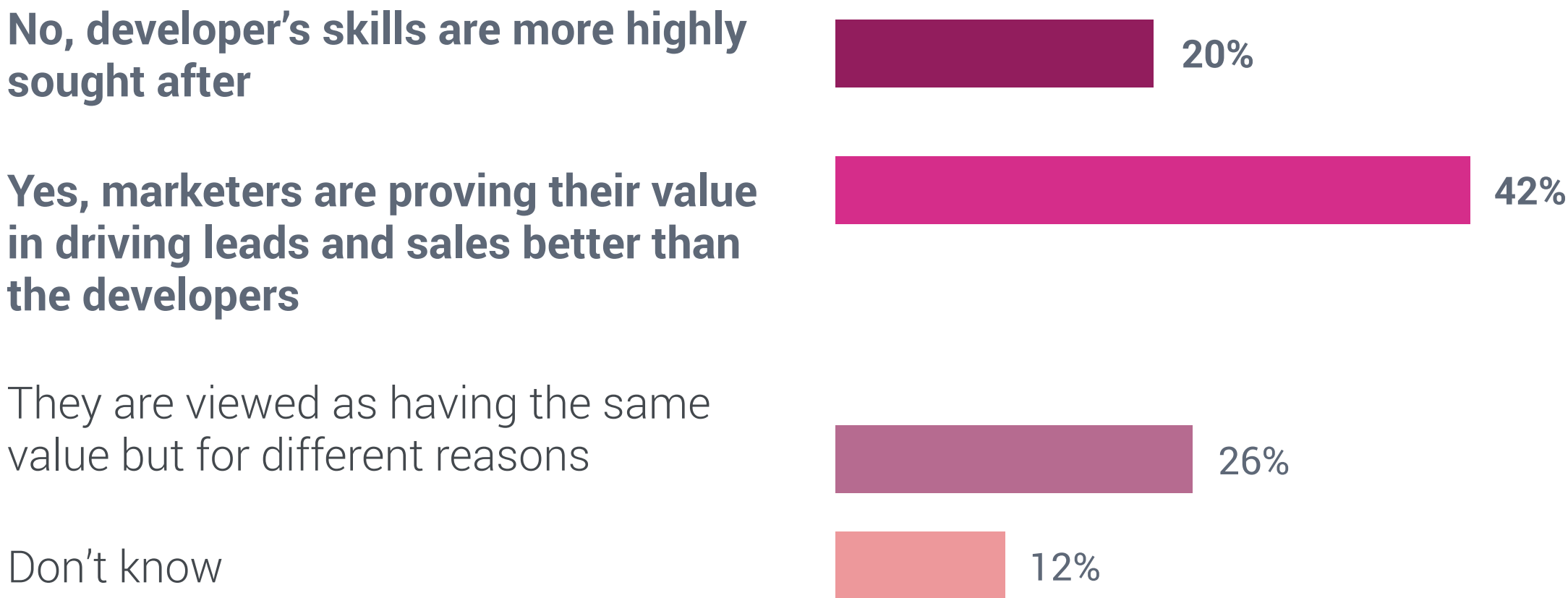
A communication barrier may well be marketing's view on internal hierarchy. **62%** of marketers believe one of the departments is valued more widely by the senior management team than the other. **42%** of marketers believe their department is valued more than the developer team.

UK Sees The Playing Field More Evenly

Do you think that marketing is valued more widely by the senior management team than the developer team?

Legend:
- No, developer's skills are more highly sought after
- Yes, marketers are proving their value in driving leads and sales better than the developers
- They are viewed as having the same value but for different reasons
- Don't know

Gender

	Male	Female
Don't know	8%	18%
Same value	25%	27%
Yes	42%	43%
No	25%	12%

Age

	16-29	30-40	41-50	Over 50
Don't know	18%	4%	25%	12%
Same value	25%	20%	32%	38%
Yes	48%	45%	30%	38%
No	12%	32%	14%	12%

Country

	UK	France
Don't know	14%	10%
Same value	29%	22%
Yes	40%	45%
No	17%	23%

Frequency Of Communication With Dev Team

	Frequently	Occasionally	Rarely
Don't know		9%	27%
Same value	20%	24%	34%
Yes	56%	39%	31%
No	23%	28%	7%

In the UK, **29%** saw them as having the same value for different reasons. This falls to **22%** in France.

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Marketers Need To Gain Developer Skills Over Next 5 Years

How important do you think it will be for marketers to gain developers' skills over the next 5 years?

Very important, technology is now driving marketing intelligence and innovation and knowledge on it is essential — 49%

Somewhat important, marketers need to be able to understand but will never be the team driving technology within the company — 38%

Not very important, marketers' are employed for their creativity, not the ability to code or not — 8%

Not important, automated tools mean that marketers don't need to understand the technology behind their campaigns

Don't know — 4%

87% of marketers think it will be important for marketers to gain developers skills over the next 5 years because technology is driving marketing intelligence and innovation. Breaking this down **49%** think it will be very important and **38%** think it will be somewhat important because although marketers need to understand, they will never be the team driving development.

Experience Favours Developer Relationships

How important do you think it will be for marketers to gain developers' skills over the next 5 years?

Gender

	Male	Female
Don't know	3%	6%
Not very important	8%	7%
Somewhat important	34%	44%
Very important	54%	41%

Age

	16-29	30-40	41-50	Over 50
Don't know	6%			8%
Not important	6%		8%	
Not very important		7%	8%	15%
Somewhat important	40%	34%	41%	42%
Very important	49%	55%	46%	35%

Country

	UK	France
Don't know	4%	5%
Not very important	5%	11%
Somewhat important	48%	27%
Very important	42%	57%

Frequency Of Communication With Dev Team

	Frequently	Occasionally	Rarely
Don't know			11%
Not very important		5%	15%
Somewhat important	31%	47%	36%
Very important	66%	44%	37%

Legend:
- Very important, technology is now driving marketing intelligence and innovation and knowledge on it is essential
- Somewhat important, marketers need to be able to understand but will never be the team driving technology within the company
- Not very important, marketers' are employed for their creativity, not the ability to code or not
- Not important, automated tools mean that marketers don't need to understand the technology behind their campaigns
- Don't know

Older marketers have a forward looking attitude to the developer relationship. **77%** of marketers over the age of 50 think it is important for marketers to gain developers' skills over the next 5 years.
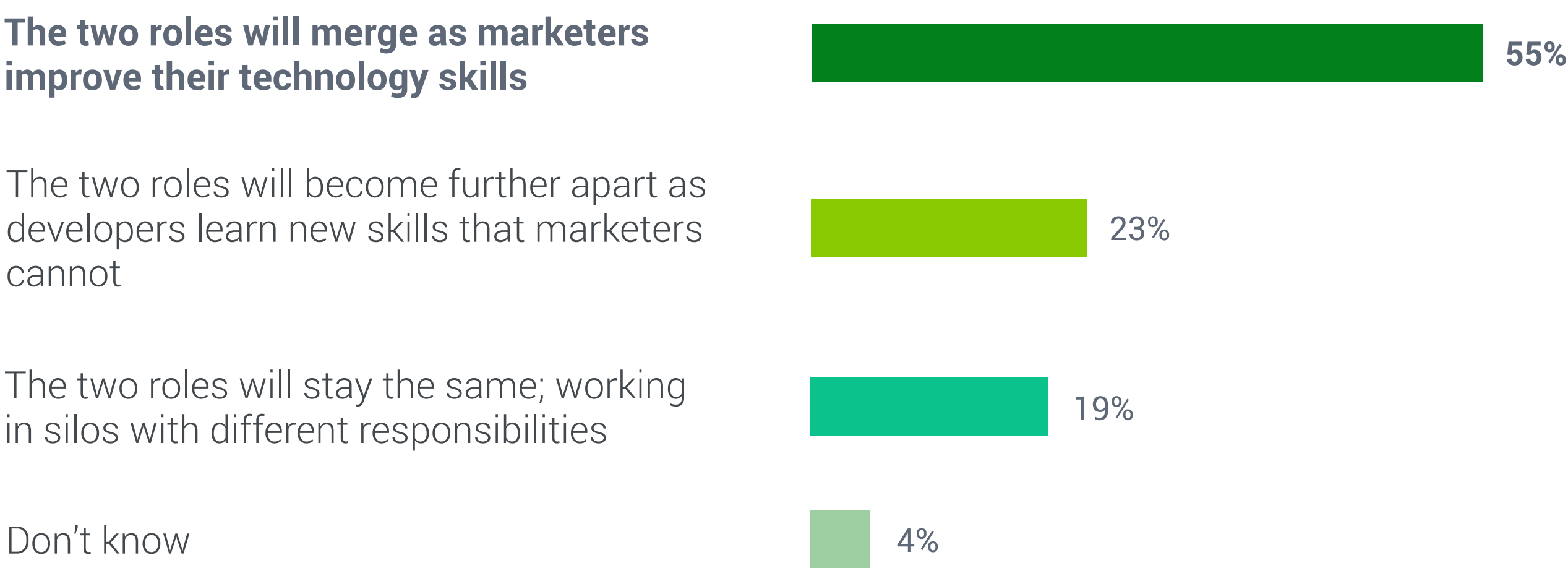
Using Tools
To Bridge
The 'Coding Gap'
For Marketers

[Mailjet launches the integration of MJML into Passport](#)
so that marketers and developers can truly collaborate together.
Switch between an easy markup language and drag and drop interface.
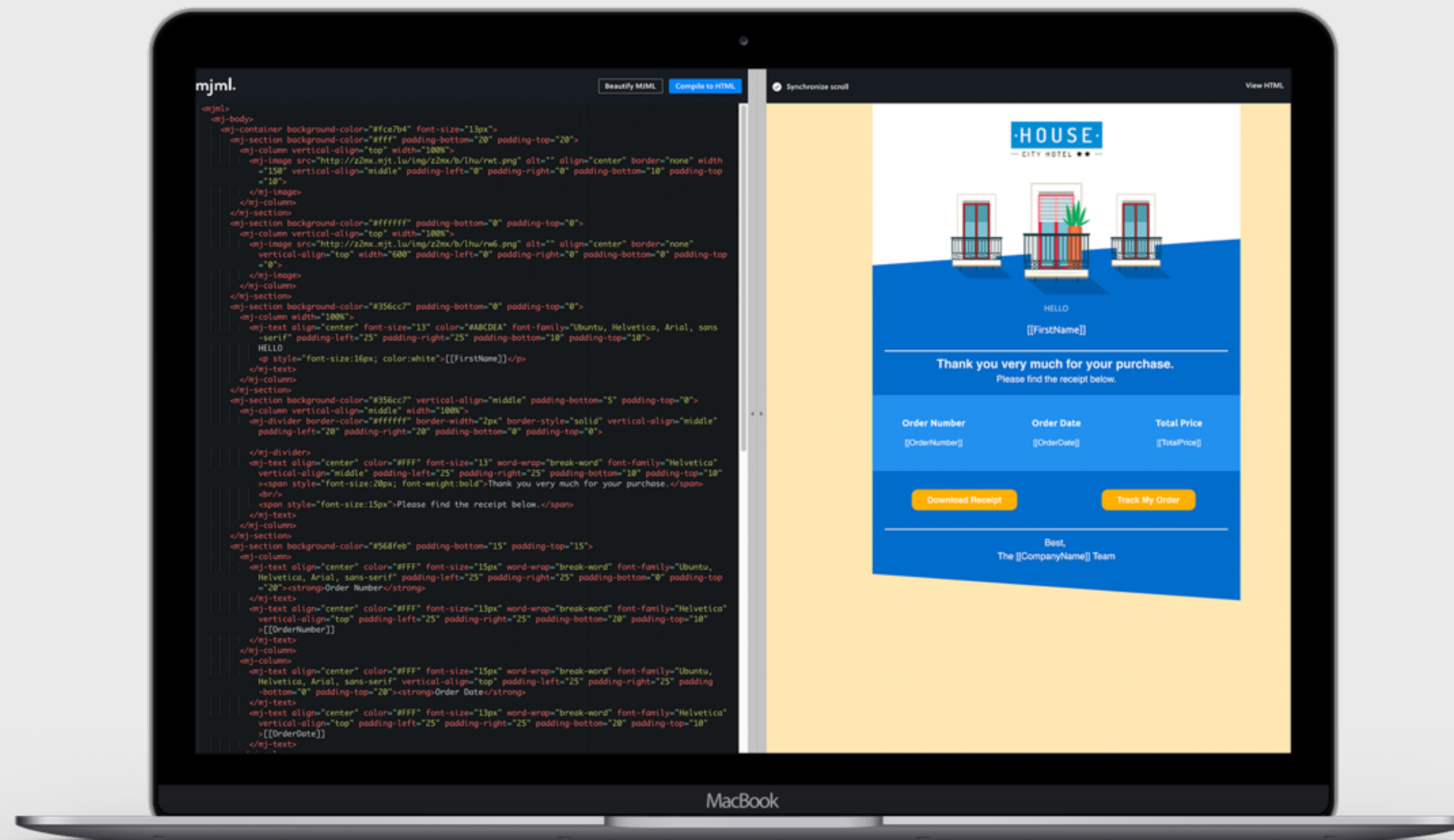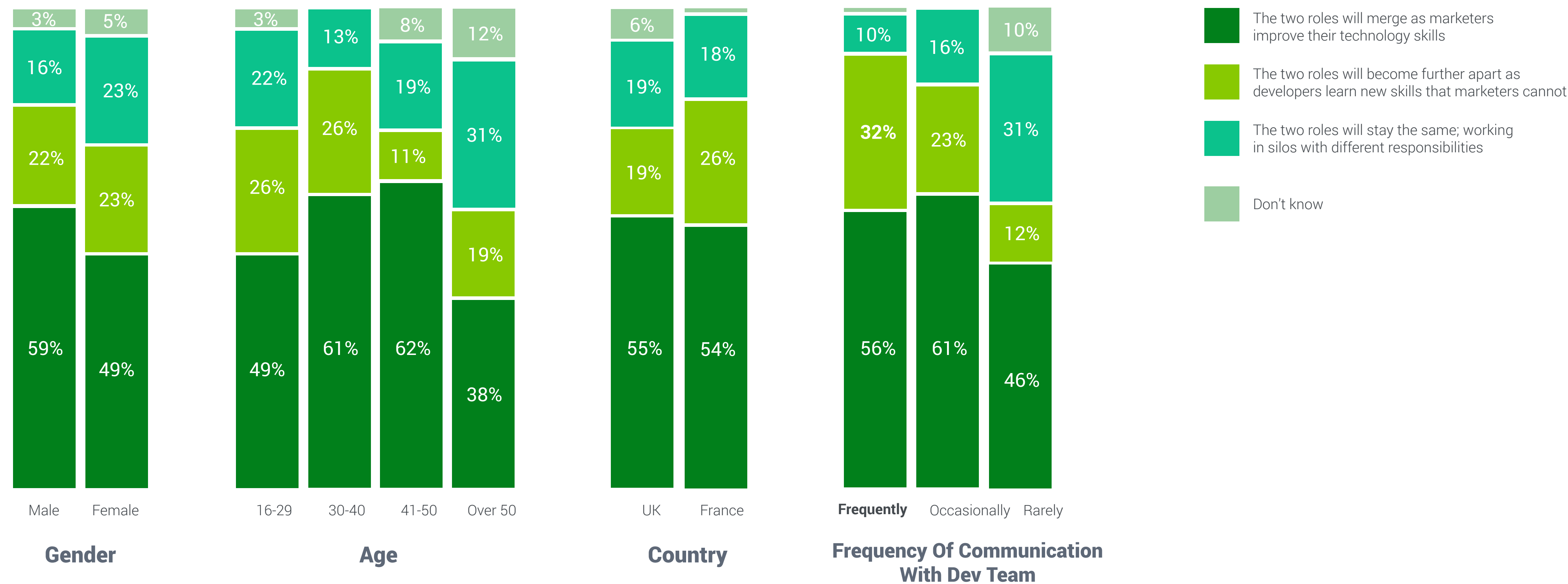
Marketers To Become More Technical

How do you expect the marketer / developer relationship to change over the next 5 years?

The two roles will merge as marketers improve their technology skills — 55%

The two roles will become further apart as developers learn new skills that marketers cannot — 23%

The two roles will stay the same; working in silos with different responsibilities — 19%

Don't know — 4%

55% of marketers believe their roles will merge with the developer team as marketers improve their technology skills.
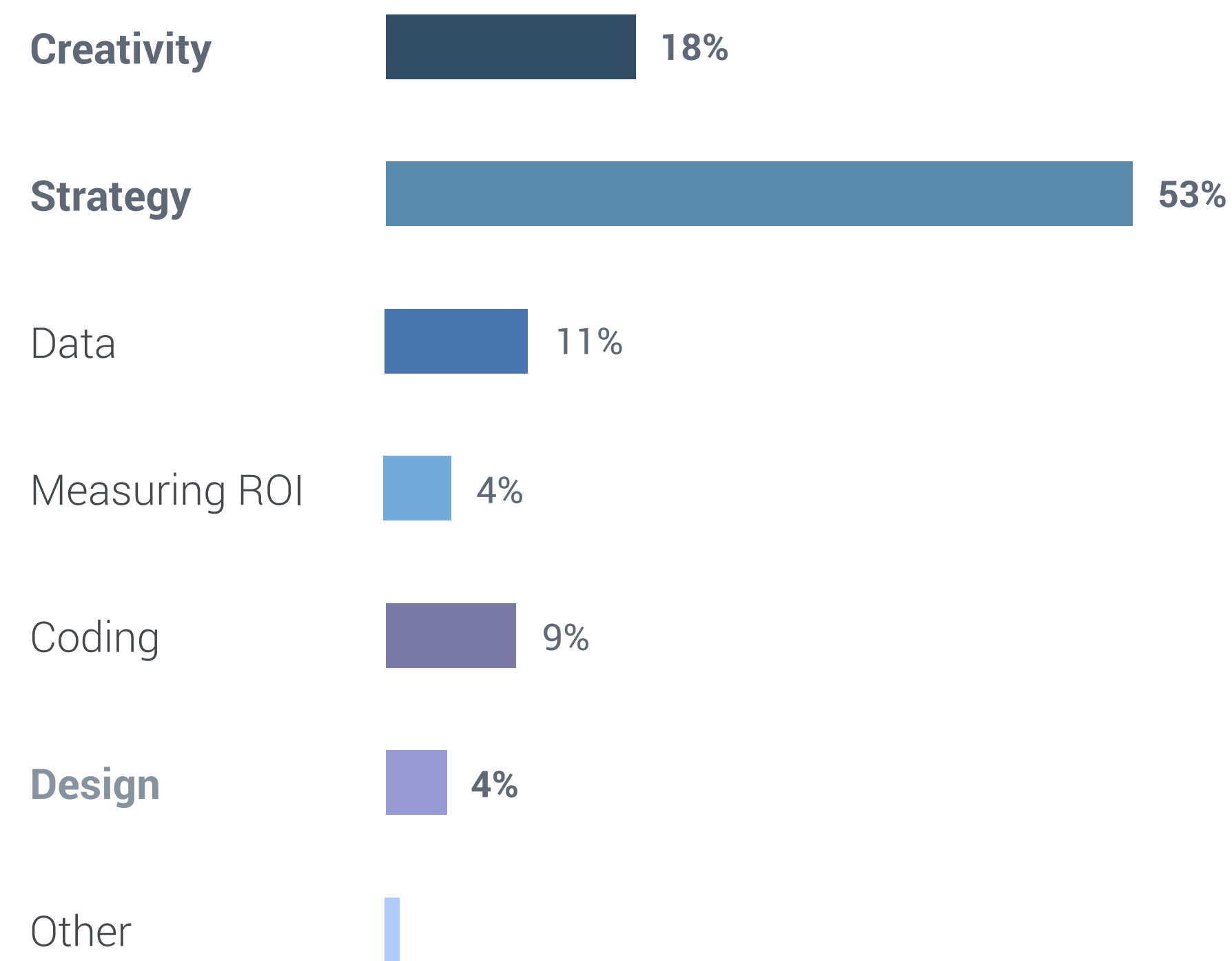
Frequent Collaboration Favours Merger

How do you expect the marketer / developer relationship to change over the next 5 years?

Legend:
- The two roles will merge as marketers improve their technology skills
- The two roles will become further apart as developers learn new skills that marketers cannot
- The two roles will stay the same; working in silos with different responsibilities
- Don't know

Gender

	Male	Female
Don't know	3%	5%
Stay the same	16%	23%
Further apart	22%	23%
Merge	59%	49%

Age

	16-29	30-40	41-50	Over 50
Don't know	3%		8%	12%
Stay the same	22%	13%	19%	31%
Further apart	26%	26%	11%	19%
Merge	49%	61%	62%	38%

Country

	UK	France
Don't know	6%	
Stay the same	19%	18%
Further apart	19%	26%
Merge	55%	54%

Frequency Of Communication With Dev Team

	Frequently	Occasionally	Rarely
Don't know			10%
Stay the same	10%	16%	31%
Further apart	32%	23%	12%
Merge	56%	61%	46%

Interestingly, though, nearly a third of marketers who speak with their developer team frequently express the greatest degree of feeling that the two roles will grow further apart over the next 5 years (**32%**).
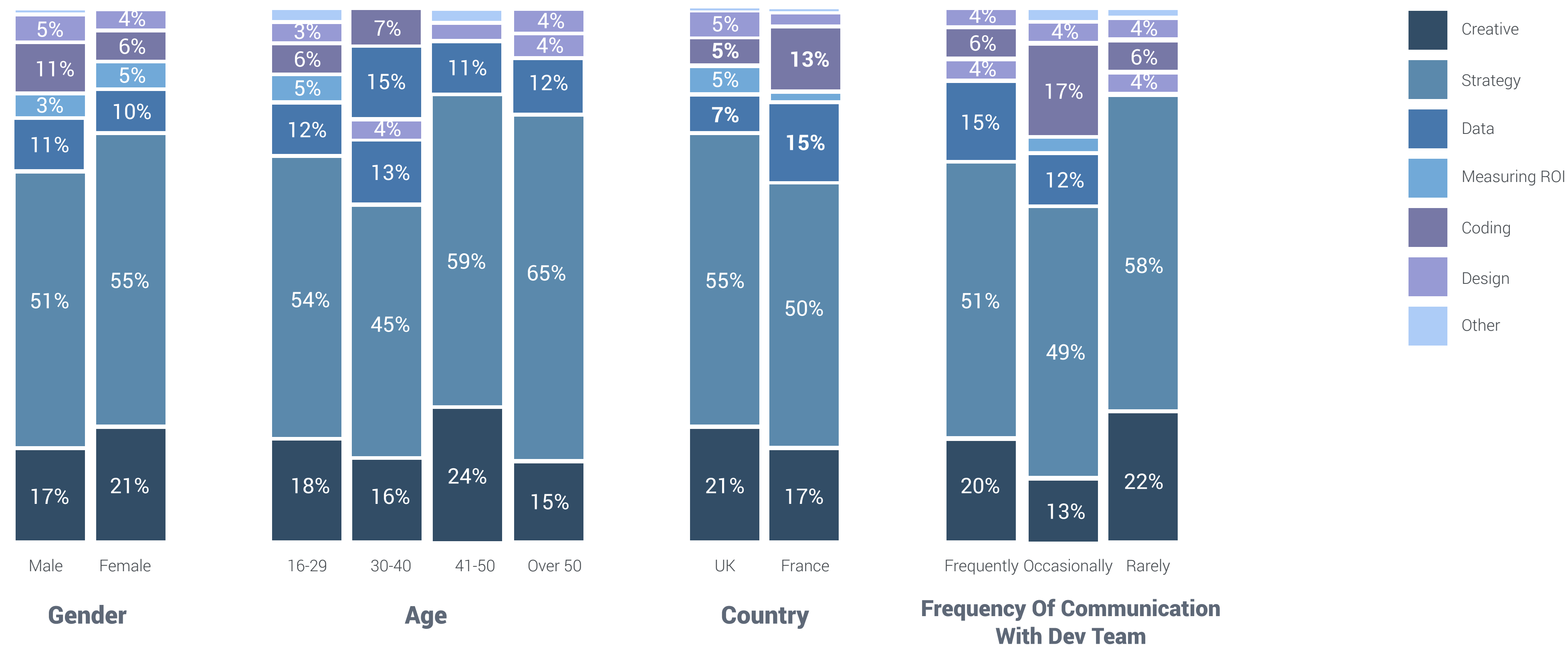
Strategic And Creative Skills Most Desirable

What do you expect a CMO to spend the most time on (in their role) in five years' time?

Category	Value
Creativity	18%
Strategy	53%
Data	11%
Measuring ROI	4%
Coding	9%
Design	4%
Other	

Marketers also see the role of senior leadership as looking after the strategy and creativity of campaigns over the next 5 years. **53%** of marketers expect a CMO to spend the most time in the role on strategy. **22%** placed creativity and design first.

UK CMO's To Be Less Technical

What do you expect a CMO to spend the most time on (in their role) in five years' time?

Gender — Male: Creative 17%, Strategy 51%, Data 11%, Measuring ROI 3%, Coding 11%, Design 5%. Female: Creative 21%, Strategy 55%, Data 10%, Measuring ROI 5%, Coding 6%, Design 4%.

Age — 16-29: Creative 18%, Strategy 54%, Data 12%, Measuring ROI 5%, Coding 6%, Design 3%. 30-40: Creative 16%, Strategy 45%, Data 13%, Measuring ROI 4%, Data 15%, Coding 7%. 41-50: Creative 24%, Strategy 59%, Data 11%. Over 50: Creative 15%, Strategy 65%, Data 12%, Measuring ROI 4%, Design 4%.

Country — UK: Creative 21%, Strategy 55%, Data 7%, Measuring ROI 5%, Coding 5%, Design 5%. France: Creative 17%, Strategy 50%, Data 15%, Coding 13%.

Frequency Of Communication With Dev Team — Frequently: Creative 20%, Strategy 51%, Data 15%, Design 4%, Coding 6%, Other 4%. Occasionally: Data 13%, Strategy 49%, Data 12%, Coding 17%, Design 4%. Rarely: Creative 22%, Strategy 58%, Coding 6%, Design 4%, Other 4%.

Legend: Creative, Strategy, Data, Measuring ROI, Coding, Design, Other

In France, the view that the technical role will be important is more acute. **28%** believe CMOs will spend their time on data or coding in the next 5 years as opposed to **12%** in the UK.

Send Email That Converts

Mailjet is a global email service provider, offering you an intelligent all-in-one solution for marketing and transactional emails.

Our sophisticated analytics tools and simple APIs give you the tools to maximise the benefits to each individual contact of every email you send. We achieve exceptionally high deliverability rates for our global customer base through a combined emphasis on achieving your strategic email goals and safeguarding your brand's reputation over time.
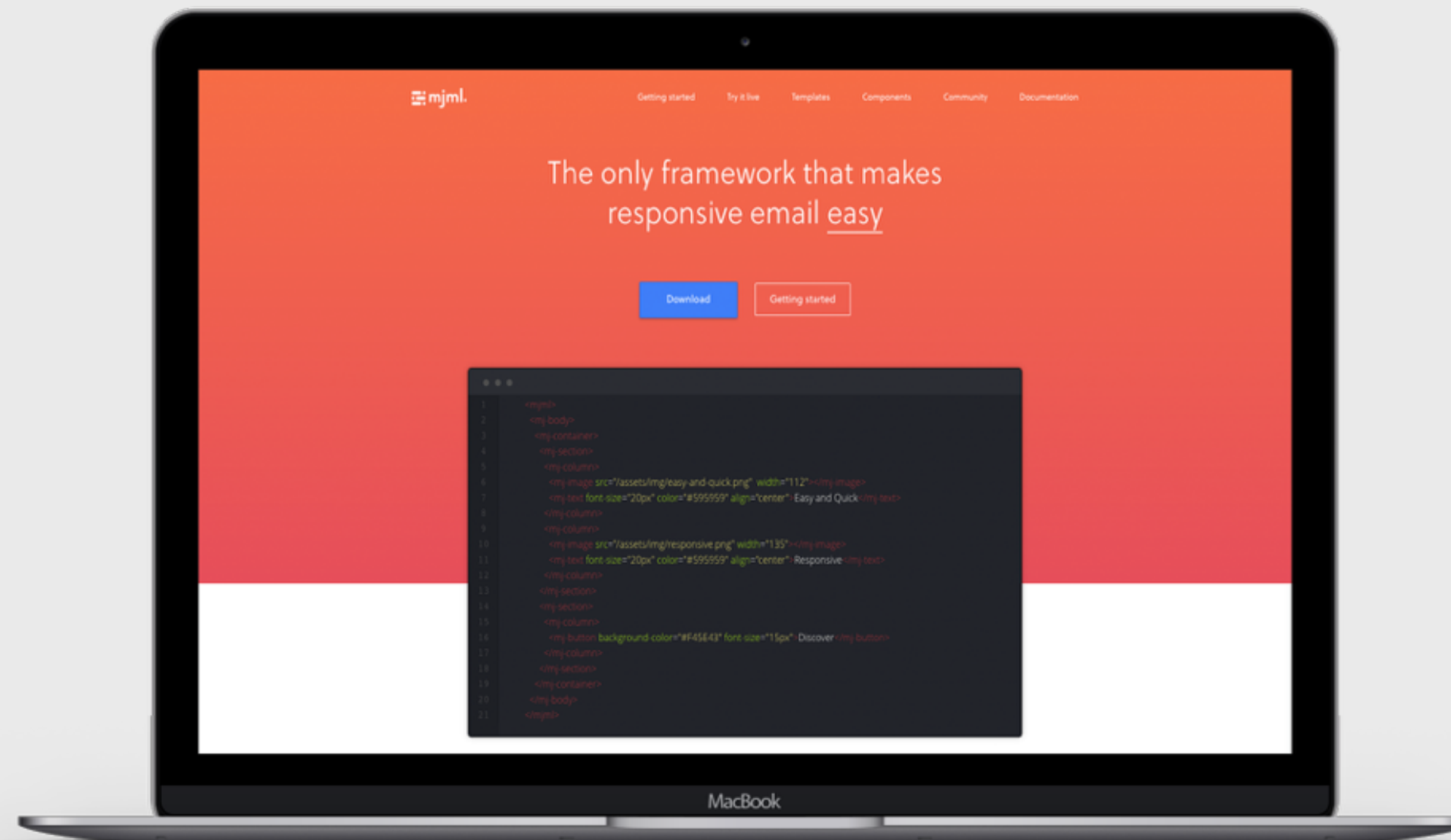
Advanced Tools To Master Email

Give your email marketing strategy the edge against your competition with our Segmentation, Email Automation, A/X Testing and Campaign Comparison tools. Our Premium Features can enable you to meet consumer expectations. Send breath-taking, personalised emails that land in the inbox at a time that's relevant to your customers.

MJML Makes Coding Responsive Emails Twice As Fast

Mailjet is introducing full MJML support in Passport. The language is semantic and straightforward, and lets you automatically generate responsive HTML in just one click. Mailjet Markup Language is similar to HTML and user-friendly for developers (and intrigued marketers).

Since its launch, MJML has been enthusiastically received in the email design community, and more broadly by developers, with nearly 4,000 stars on GitHub, over 1,200 upvotes on Product Hunt, 1,200 followers on Twitter, and 150 members on Slack.

Thank You

mailjet

uk.mailjet.com