

MARKETER vs MARTECH

In a past life, taking the long way around obstacles like data, systems, and channel deluge was a viable approach. But today's consumer waits for no one. Now, marketers are only as effective as their technology, making understanding where martech fails and how to fill those gaps a top priority.

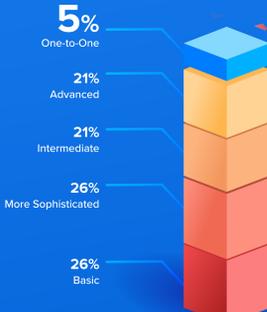
The Marketer vs. Martech study was conducted among over 500 B2C marketers to help better understand the root causes of challenges, and what those succeeding today are doing differently.

YOUR STACK IS BROKEN IF: You aren't marketing like a mind reader

In a world where customers are more difficult to acquire and retain than ever before, true cross-channel personalization -- 1:1 at every touchpoint -- becomes a necessity, but it's seemingly unattainable



Marketers report "our marketing department spends more time collecting/distilling information than executing against it"



of marketers don't personalize at the 1:1 level

86% of marketers say their organization currently faces challenges creating personalized experiences

Marketers say using customer data to improve customer experiences is their top priority



YOUR STACK IS BROKEN IF: It's full of unused data

The amount of data available today is immeasurable and the collection of it is similarly open-ended, but that seems to be where data's potential ends for many

+90% say it's more of a priority for their organization this year

87% of marketers are actively looking for training or resources to improve their management and execution against data



1 MONTH

Marketers are wasting 23 business days getting together data for campaigns

- 4 days on team alignment
- 5 days collecting all necessary data
- 5 days processing data
- 5 days analyzing data
- 4 days on segmentation



YOUR STACK IS BROKEN IF: You aren't able to bring ideas to life

When a stack is made up of multiple platforms that collect and store different types of data in different places, both timely and holistic execution against those ideas becomes impossible



Marketers feel that friction in their martech stack hinders their organization from moving from idea to execution with new marketing strategies*

*of marketers who store customer experience data on multiple platforms

Barriers to improving their one-to-one experiences:

32%

"teams are being too incentivized to improve their own channels rather than cross-channel capabilities"

29%

"difficulty gaining cohesion across various teams"



A broken stack means a broken team

Each tool in a stack operates by its own language and its own set of rules. And when they're each managed by a team or individual, workflows end up being just as incompatible as the tools themselves



60%

of marketers plan to increase their use of AI in the next 12 months

40%

Marketers admit they have poor collaboration between teams

BRIDGING THE GAP: Artificial Intelligence

AI is quickly moving from hype to reality. While no technology is a one-size-fits-all solution, marketers find implementing AI/predictive modeling tools can offer a variety of benefits, including optimizing marketing performance and driving revenue growth

Marketers who use AI/predictive modeling tools report marketing improvements

98%

Marketers who exceeded revenue goals by at least 30% are

+86%

more likely to rate the sophistication of their data and marketing technologies as advanced

Exceeded Revenue Goals by at least 30%

Did Not Meet Revenue Goals



Today's marketing winners turn data, tech, and AI into a competitive advantage

Marketers who adopt best-of-breed technologies are finding that rather than acting as expensive replacement solutions or temporary bandaids, these platforms become bridges between their existing data, tools, and processes

Benefits realized from advancing data and marketing technologies



WANT TO FIND OUT MORE ABOUT HOW BLUESHIFT CAN HELP YOU SUCCEED?

Visit us at www.blueshift.com

The Marketer vs. Martech survey was conducted by Kelton Global, an insights and strategy firm, among 514 marketers employed full-time employed at a B2C brand.

Blueshift's Customer Data Activation Platform (CDAP) helps consumer brands intelligently scale customer engagement on every channel. Powered by its patented AI technology, it enables marketers to use a full circle view of all their customers to create real-time predictive segments, deliver personalized recommendations, and orchestrate individualized customer journeys across every owned and paid channel. Leading consumer brands such as LendingTree, Udacity, IAC, and the BBC use Blueshift to transform their customer engagement. The company is backed by prominent venture capital firms including Storm Ventures and SoftBank Ventures Asia.