Marketing Technology and Emerging Trends Primer for 2020

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Gartner’s coverage of marketing technology and emerging trends empowers marketing leaders to select, integrate, manage and evolve their martech ecosystem for business advantage. Our 2020 research will inform your martech strategy and prepare you for changes ahead.

**Scope**

Continually shifting customer behaviors, preferences and expectations shape how marketers use technology to engage with people across multiple touchpoints and contexts.

The topics we cover include:

- **Marketing technology leadership**: Lead development of a martech roadmap and capabilities.
- **Vendor selection and landscape**: Choose tools and vendors to execute marketing strategy.

*Note: Content may not be available without a Gartner subscription.*
Analysis

Customer journeys are fragmented across channels and touchpoints, from early consideration to purchase and advocacy, upending business priorities of marketing leaders. This is driving marketing leaders to invest in new digital platforms and tools that support interactions at every point in the customer journey. Not only do these engagements increase the volume of customer data, but they also spark C-level expectations for profitable results. Marketing increasingly owns it all — from profit and loss responsibility to the infrastructure.

Marketing technology is a mission-critical component of the modern marketing organization. CMOs tell Gartner that marketing technology strategy, adoption and use are among the top three most vital capabilities that will help them deliver on their marketing strategy over the next 18 months. Furthermore, the share of CMOs’ budgets dedicated to marketing technology now outweighs spending on labor.

Increasing decentralization in the marketing budget raises the stakes for marketing leaders to effectively leverage their stack. This decentralization is also leading organizations to join forces with, rather than compete with, their IT organizations. Teams with better collaboration with their IT compatriots on the planning, integration and operation of marketing technologies are also able to achieve greater effectiveness.
Marketing’s responsibility is to lead the strategy and secure funding for marketing technology, and to set the direction of implementation and integration efforts — even when IT leads those efforts. Business outcomes such as top-line revenue growth and profit growth are the primary success metrics for martech, reflecting demands from CMOs and other key executives looking toward digital marketing to drive future business expansion.

What can marketing leaders do to navigate a path through these challenges?

- Adopt best practices for collaborating with internal teams and external partners to ensure alignment and coordinated spending.
- Evaluate, select and deploy solutions that can anticipate customer needs in real time.
- Leverage artificial intelligence (AI) to reveal actionable behavior patterns and deliver relevant, contextual experiences.
- Learn to integrate new technologies, including, predictive analytics, generative content creation and consent management, along with complex but established tools like digital asset management, into the marketing strategy.
Topics

Gartner’s 2020 research agenda for marketing technology and emerging trends (MTET) will focus on:

• Helping organizations more effectively manage martech at global scale
• Achieving alignment between technology and customer experience expectations
• Optimizing the use of external services partners for maximum impact
• Planning for more martech decentralization and democratization

Our research centers on the following topics:

• Marketing Technology Leadership
• Vendor Selection and Landscape
Marketing Technology Leadership

The fragmented and increasingly digital behavior of customers and prospects, from consideration to purchase and advocacy, upends business priorities of marketing leaders. This is driving marketing leaders to invest in new digital platforms and ecosystems that support interaction at every point in the customer journey. MTET research will evaluate how key marketing technologies connect to a multitude of business models and use cases. See how marketing leaders structure and measure their technology ecosystems and organizations to support a dynamic marketing environment.

Questions Your Peers Are Asking

• What are the key technologies that power modern marketing?
• What are the most impactful new technologies reshaping marketing?
• How do I build and manage the martech stack over time?

Recommended Content

• “Marketing Technology Survey 2019: Marketing and IT Collaborate to Bring Discipline to Planning and Increase Martech Utilization and Efficacy”
• “Get Your Next Martech Hire Right”
• “The Components of an Effective Martech Stack”

Planned Research

• Analysis of the 2020 Gartner Marketing Technology Survey
• Building and managing the personalization technology stack
• “Marketing Technology Drivers of Genius Brand Performance”
• From hype to reality: Practical steps and real-world examples to use in evaluating whether customer data platforms are for you
• Build an adoption roadmap for key complex marketing technologies
Vendor Selection and Landscape

According to Gartner research, close to three-quarters of marketing teams have primary responsibility for managing marketing technology, and 60% either fully control or lead the martech evaluation and selection process. Because marketing technology leaders must demonstrate measurable impact on bottom-line results to justify their growing budgets, it’s critical to understand each solution’s ability to integrate with existing technology investments and achieve stakeholder adoption, and to build rigor around selecting the right solutions.

Questions Your Peers Are Asking

• How do I identify, evaluate and select technologies?
• How do key technologies fit together to support a high-performing marketing operation?
• How do I maximize the value from technology investments?

Recommended Content

• “Formalize Marketing Technology Sourcing, Procurement and Vendor Management to Ensure Business Value”
• “Market Guide for Marketing Technology Integrators”
• “Magic Quadrant for Multichannel Marketing Hubs”

Planned Research

• Build a business case for marketing technology
• Developing a shortlist of marketing technology integrators based on critical needs
• “Attribution Capabilities of Multichannel Marketing Hub Vendors”
• Beyond RFPs: How to select the right vendor and the best martech solution
• “Evaluating the AI Already in Your Martech Stack”
• Building a tech-savvy team in four phases
Suggested First Steps

• “The Gartner Marketing Technology Vendor Guide” — This guide will help you understand the martech vendor ecosystem and identify martech solutions capable of enhancing your customer insights and improving marketing operations, performance and outcomes.

• “Upgrade Your Marketing Technology Ecosystem” — To extract the greatest value from their martech stacks, marketing technology leaders should regularly audit their organization’s current tools; establish a unified sourcing, procurement and vendor management strategy; and focus on maintaining executive sponsorship to secure additional funding.

• “Demystifying Marketing Technology Integration” — Marketing technology leaders strive for an integrated stack. However, no standard approach or mechanism exists to achieve integration excellence.
Essential Reading

• “Build an Adaptable Marketing Technology Roadmap” — Use this research to create a roadmap to catalyze a marketing technology strategy that evolves with changing customer expectations and market dynamics.

• “Survey Analysis: Consent and Preference Management Platform Adoption Remains Low Despite Mounting Privacy Concerns” — Consent and preference management platforms help firms comply with data privacy regulations and provide transparency to customers about a company’s use of personal data. Gartner’s 2019 Marketing Technology Survey finds martech leaders’ use of CPMPs lagging, despite their many benefits.

• “Align Your Customer Data Strategy With Your Marketing Technology Strategy” — Many technologies claim to solve a persistent challenge facing marketing technology leaders: how to collect and unify customer data. Instead of expecting a customer data panacea, strive for customer data plurality based on use cases that drive business outcomes.

• “3 Steps to Driving More Value From Your Most Strategic Marketing Vendor Relationships” — Strategic martech vendors are critical to your marketing and business success. As a marketing technology leader, you should regularly evaluate how these relationships are aligned with your business objectives.
Tools and Toolkits

- “Toolkit: Visualize and Communicate Your Marketing Technology Stack” — Making sense of the various existing marketing technology services and tools available in an organization is a critical, long-term management effort. Marketing leaders can use the resources in this Toolkit to visualize and communicate their martech stack ecosystem to relevant stakeholders.

- “Toolkit: How to Audit Your Marketing Technology Ecosystem” — Marketers use a vast array of technologies to deliver business results, scale operations and address the needs of the modern customer journey. Knowing what technology exists in-house is a critical first step for marketing leaders responsible for building a martech vision and roadmap.
Evidence

1. “Marketing Organizational Survey 2019: Marketers Aspire for Agility and Control but Fight Operational Challenges”

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