KEY INITIATIVE
Marketing Technology and Emerging Trends
Overview: MarTech and Emerging Trends

Top Challenges and How Gartner Can Help
To help Marketing leaders navigate the continuously evolving MarTech landscape, our research will address the following common client questions:

- Which key technologies and best practices will power modern marketing?
- How do I identify, evaluate and select technologies?
- How can I maximize the value from technology investments?
- How do key technologies fit together to support a high-performing marketing operation?
- What market trends present opportunities and disruptions for marketing?

The topics we cover include:

- Critical Capabilities and Best Practices: Understand foundational technologies, capabilities and practices to manage and adapt the marketing technology stack at global scale.
- Vendor Landscape and Selection: Advance the MarTech evaluation and selection process by aligning new investments with customer experience initiatives and developing business cases with demonstrable return on investment.
- Emerging Trends: Identify disruptive trends, like data privacy regulations, and innovations, like blockchain and artificial intelligence, to bolster marketing agility and deliver growth.
Challenges with MarTech and Emerging Trends

1 Discerning which key trends and technologies will power modern marketing

- 64% of marketing leaders report using or deploying personalization technology to be more relevant; however, only 12% of consumers report receiving customized assistance from brands.

- The number of companies leveraging multidimensional segmentation will nearly double by 2020, but only 20% will have a customer data platform to power deployment.

- Marketing technology leaders must adopt a customer-centric mindset to prioritize investment in emerging tech like Blockchain, IoT, consent management, AI, virtual intelligence and augmented analytics.

2 Evaluating, selecting and negotiating complex technology purchases

- 8% of MarTech solutions are completely abandoned and most marketers use duplicative tools in key categories like data solutions.

- 60% of marketing teams fully control or lead the MarTech evaluation and selection process; however, only 17% of marketing leaders rated themselves as very effective at MarTech acquisition and use.

- SaaS is now the dominant delivery model for many MarTech applications but most marketing leaders fail to recognize the impact of timing, hidden costs and renewal escalators.

3 Ensuring integrated systems that maximize ROI from MarTech investments

- In 2018, Marketing leaders reported using only, on average, 61% of their Martech stack capabilities.

- MarTech stacks managed by dedicated individuals and formal teams outperform committee-based approaches, but only 26% of organizations have such an approach in place.

- Integration efforts require complicated choices among at least 6 different mechanisms (e.g. APIs), 3 enterprise platforms (e.g. iPaaS) and four marketing-specific platforms (e.g. CDPs).
# Questions Your Peers Are Asking

<table>
<thead>
<tr>
<th>Topics</th>
<th>Key Client Issues</th>
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</table>
| Critical Capabilities and Best Practices | - How do I maximize the value from technology investments?  
                                           - What are the key technologies that power modern marketing? |
| Vendor Landscape and Selection         | - How do I identify, evaluate and select technologies?  
                                           - How do key technologies fit together to support a high-performing marketing operation? |
| Emerging Trends                        | - What are the most impactful new technologies reshaping marketing?  
                                           - What market trends present opportunities and disruptions for marketing? |
Capabilities Support Each Stage of Your Initiatives

**Diagnose Current State**

**Understand** the differences and overlaps between marketing technologies using the Digital Marketing Transit Map.

**Assess** how your want to organize your MarTech stack using a best-practice approach from BloomReach: Visualizing the MarTech Stack (case study).

**Compare** how your organization deploys and uses MarTech through the lens of our MarTech Survey 2018: MarTech Adoption Surges as Brands Pursue Personalization, Measurement and Advertising Accountability.

**Close** communication gaps between IT and Marketing using the guidance in our white paper Building an Effective IT-Marketing Partnership.

**Develop Your Plan**

**Plan** the high-level approach you will take to vendor evaluation based on the results from our Survey: Maximize Marketing’s Impact by Taking a Best-of-Breed or Integrated Suite Approach to MarTech Investments.

**Evaluate** how well your stack supports critical capabilities using the leading approach provided by Intuit’s Capability-First MarTech Development (case study).

**Develop** a strategy to integrate new technologies into your stack using Demystifying Marketing Technology Integration.

**Create** a roadmap to catalyze a MarTech strategy built for change using our resource - Build an Adaptable MarTech Roadmap.

**Execute and Drive Change**

**Present** your MarTech stack to internal stakeholders using our Toolkit: Visualize and Communicate your MarTech Stack.

**Identify** the MarTech solutions and vendors most capable of filling gaps in your marketing strategy using the Marketing Technology Vendor Guide, 2018.

**Hire** a Chief Marketing Technologist or other marketing leaders that can envision and execute your team’s strategic roadmap using our Toolkit: How to Hire a MarTech Leader.

**Establish** a uniform vendor selection process including selection criteria using the tools and templates provided in our Ignition Guide to Selection a MarTech Vendor.
# Gartner Support Organized Against Your Timeline

## Activity Roadmap

<table>
<thead>
<tr>
<th>Initiative</th>
<th>0-90 Days</th>
<th>91-180 Days</th>
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<tbody>
<tr>
<td>MarTech and Emerging Trends</td>
<td></td>
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<tr>
<td><strong>Actionable Guidance</strong>: Receive short list of key resources, including the Digital Marketing Transit Map and either B2C or B2B Illustrative MarTech Stacks.</td>
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<tr>
<td><strong>Consultation</strong>: Discuss the most common barriers organizations face to achieving their desirable MarTech stack and explore solutions such as Building an Effective IT-Marketing Partnership and Demystifying Marketing Technology Integration.</td>
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<tr>
<td><strong>Toolkit</strong>: Receive a short list of key resources to help visualize your MarTech stack including our Toolkit: Visualize and Communicate your MarTech Stack.</td>
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<tr>
<td><strong>Consultation</strong>: Connect with an Analyst to evaluate technologies and/or vendors that can address and support your most needed capabilities.</td>
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<tr>
<td><strong>Step-by-step Guidance</strong>: Gain an overview of common selection criteria for evaluating vendors through the resource Ignition Guide to Selection a MarTech Vendor.</td>
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<tr>
<td><strong>Consultation</strong>: Discuss with an Advisor what to consider when building your MarTech team or hiring a Chief Marketing Technologist.</td>
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<tr>
<td><strong>Step-by-step Guidance</strong>: Use our guide to creating technology roadmaps Build an Adaptable MarTech Roadmap to execute against a prioritized list of capabilities.</td>
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<tr>
<td><strong>Consultation</strong>: Discuss the vendor landscape for specific technologies of interest such as Six Technologies Will Demand Marketing’s Attention in 2018 with an Analyst.</td>
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## Comprehensive Support Across Marketing

### Advertising
- Advertising Channels and Formats
- Advertising Strategy
- Programmatic Advertising

### Consumers and Culture
- Consumer Communication Channels and Buying Platforms
- Cultural and Societal Shifts
- Your Future Consumer

### Customer Experience Design and Execution
- Customer Needs, Expectations and Perceptions
- CX Processes and Methodologies
- CX Project Planning, Prioritization, and Execution

### Marketing Organization and Operations
- Marketing Budget and Resource Management
- Marketing Structure, Talent and Training
- Marketing Operations
- Agency and Service Provider Management

### CMO Strategy and Innovation
- Marketing Strategy and Development
- Creating and Managing Disruption
- Marketing and Business Innovation Acceleration
- Marketing Leadership and Organizational Effectiveness
- Marketing and Business Innovation Acceleration

### B2B Buyer Insights
- Enterprise Customer Insights and Trends
- Small Business Insights and Trends

### Customer Experience Leadership and Management
- Customer-Centric Culture
- CX Measurement and Business Benefit
- CX Strategy, Organization and Governance

### Marketing Data and Analytics
- Customer Insight and Analytics
- Marketing Measurement
- Data Management and Analytics Technology

### Mobile Marketing
- Mobile Marketing Strategy
- Mobile’s Role in Multichannel Marketing
- Mobile Marketing Technology, Agency and Vendor Management

### Market Insight and Analytics Management
- Insight and Analytics Talent and Processes
- Internal Influence
- Insight and Analytics Measurement and Business Impact

### Branding and Value Proposition
- Brand Architecture
- Brand Investment, Measurement and Governance
- Brand Positioning, Values and Messaging

### Demand Generation and Sales Enablement
- Account-Based Marketing
- Lead Management
- Sales Partnership and Sales Support

### Marketing Technology and Emerging Trends
- Critical Capabilities and Best Practices
- Emerging Trends
- Vendor Landscape and Selection

### Search Strategy and Execution
- Search Performance Benchmarks
- Search Strategy
- Search Management, Measurement and Optimization
- Search Vendor Selection

### Content Marketing
- Content Marketing Best Practices
- Content Marketing Strategy
- Content Marketing Operations

### Digital Commerce
- Digital Commerce Performance Optimization
- Benchmark Your Amazon Performance
- Digital Commerce Strategy

### Multichannel Marketing
- Multichannel Marketing Best Practices
- Multichannel Marketing Strategies
- Multichannel Marketing Critical Capabilities

### Social Marketing
- Social Marketing Strategy
- Social Marketing Management, Measurement and Optimization
- Social Marketing Technology, Agencies and Vendors

### Digital Performance Benchmarks
- 28 industry sectors