Are you getting the most out of your martech investments?

The full suite of interconnected tools a company leverages to achieve marketing goals and objectives is known as the martech stack.

The average enterprise has 900 different applications, as many as 90% of which are integrated.

However, building the right martech stack is easier said than done. Savvy marketers need to audit their current stack, fill necessary gaps, and keep up with trends to ensure the tech that powers their marketing efforts is up-to-date and maximally effective.

Integrating the martech stack can be challenging. Integration is a key success factor. Brands are not taking a strategic approach to optimize their stack.

B2C marketers report higher satisfaction with the performance of their stack. Only nineteen percent of marketing professionals have an operational strategy in place for optimizing a martech stack.

Despite the pandemic, marketers continue to invest heavily in martech. By 2022, CMOs in the US will spend over $122 billion on investments in marketing technology (martech) and services.

Far too many brands lack the skills required to get the most out of their investments. 66 percent of companies don’t believe they have the skills or talent to make the most of marketing technology.

To learn more about how organizations can prepare for the future of marketing technology, check out the full report now.