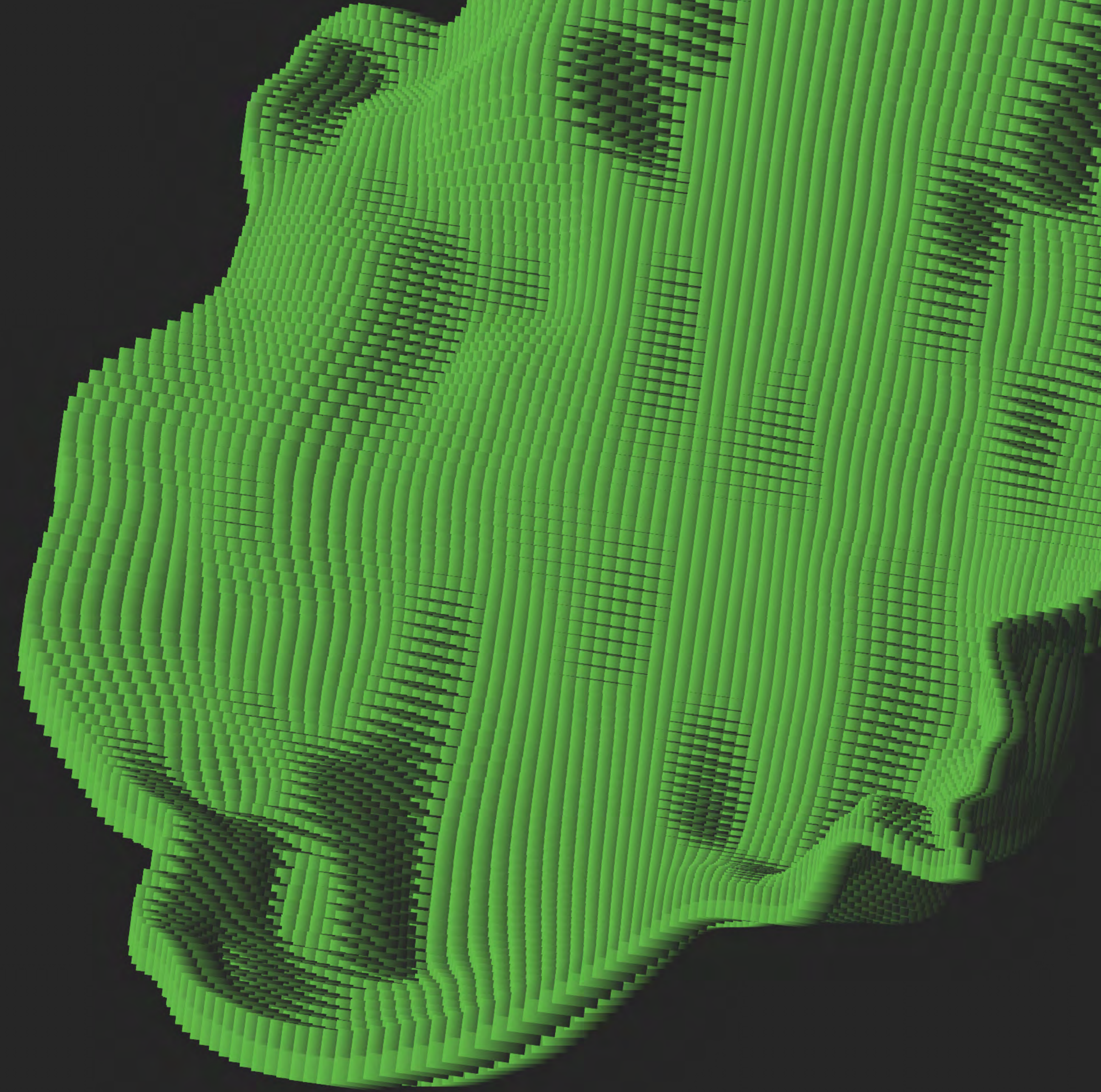




**demand
spring**

Marketing Automation Platform Insights





Introduction

Does anyone ever say no to making life a little bit easier? In most aspects of our lives, we appreciate tools or technologies that can save us time, effort, and stress. Blenders, airplanes, and flashlights are some of those innovations that have made life a bit simpler.

Another one of those tools that has helped to make life simpler for marketers is the marketing automation platform (MAP), a technology that allows organizations to easily implement their marketing strategy through a variety of different channels. In recent years, the popularity of MAPs has risen immensely, as it's become clear they can help scale marketing efforts and improve marketing results.

Here at Demand Spring, we see the value in MAPs and have been curious to see if other organizations had similar experiences. This report contains feedback and results gathered from marketing professionals across various industries, providing insights on the most desired MAP features, usage challenges, most significant metrics, and much more.

Read on to learn how marketers from across the industry are optimizing their marketing automation platforms.

Derek Boshkov

Director of Marketing Technology





The majority of marketers have implemented a MAP in their organization, and while many have been optimally using this tool, **it's evident that its usage can be improved to reach the greatest potential.**

As sophisticated as a MAP may be, it's only as advanced as the person who is operating it. And with a talent gap in automation and MarTech experts, many organizations have been missing out on all the features that MAPs have to offer.



When did your organization first start using a marketing automation platform?

The first marketing automation solution, Unica, emerged in 1992. It was in the mid-2000s when MAPs really took off, as companies like Hubspot created their version of a MAP to help marketers manage the influx of new channels, such as social media.

With MAPs being available for over 15 years, it is surprising to see almost **half of respondent organizations started using their platform for the first time within the last 4 years.**

Today, **96% of marketers have implemented a MAP**, and they expect their platform to have advanced capabilities to reflect the complex buying journeys that exist today. New MAPs must include complex features in order to scale and streamline marketing efforts.



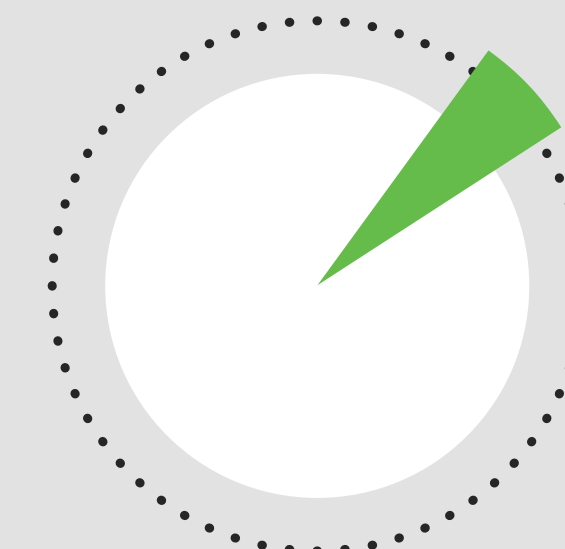
16%
 > 10 YEARS AGO



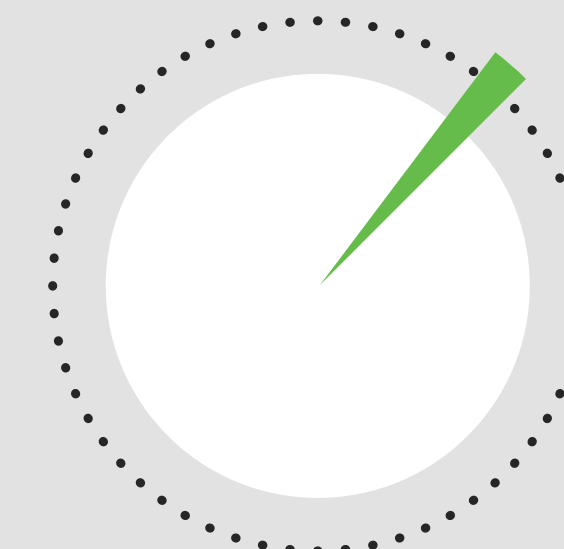
32%
 5-9 YEARS AGO



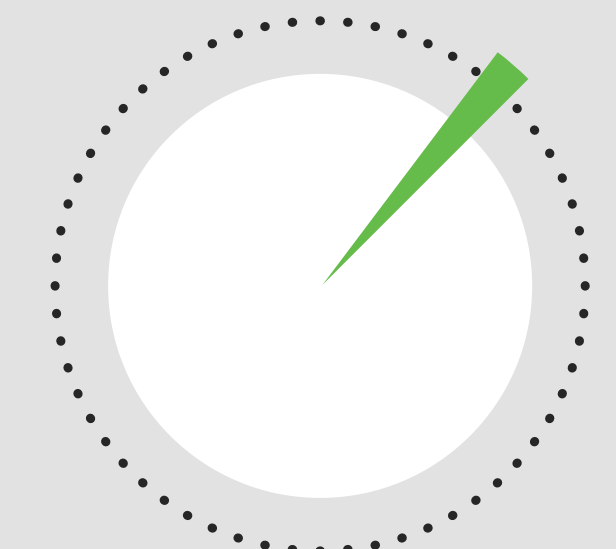
42%
 1-2 YEARS AGO



6%
 < 1 YEAR AGO



2%
 WE PLAN ON USING IT WITHIN THE NEXT YEAR

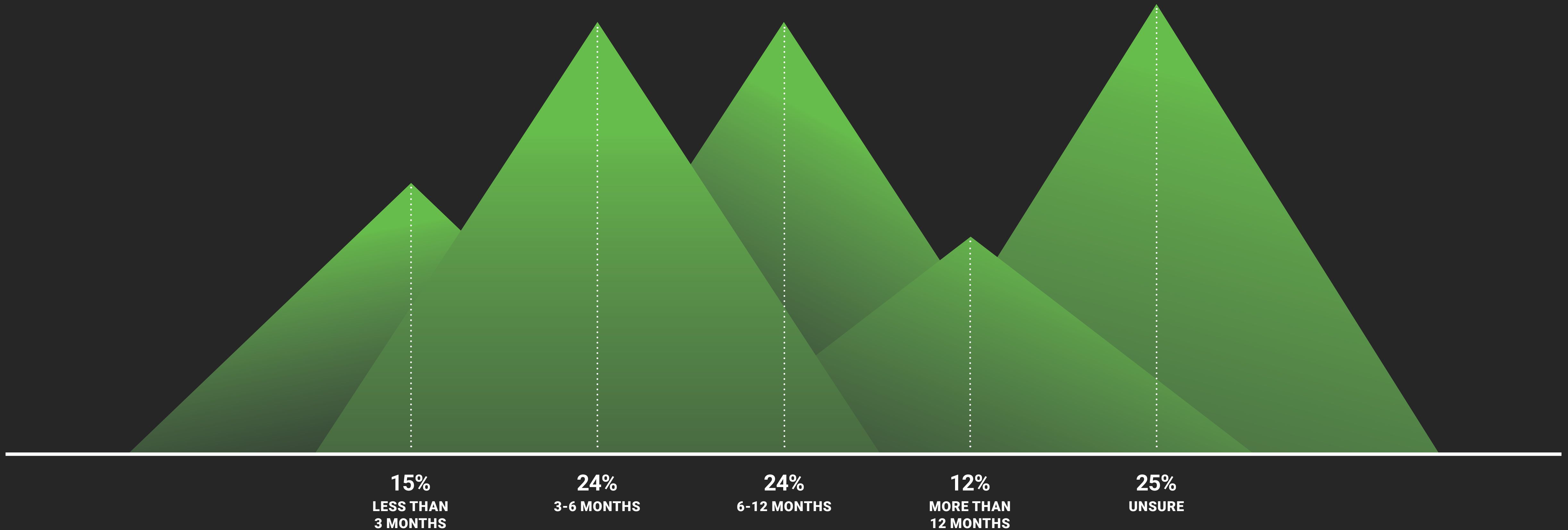


2%
 WE DO NOT CURRENTLY HAVE PLANS TO START USING IT



How long did it take to implement your current marketing automation platform?

Implementation time depends on company culture and appetite for change. Those that desire to see results fast tend to accelerate their MAP adoption, while others may have a lengthier adoption process to involve more of their team, build consensus, and deeply understand the capabilities of the tool. **36% of marketers report taking more than 6 months to implement their MAP, showing less urgency and more emphasis on diligently learning the tool.**





How important is marketing automation in your current role?

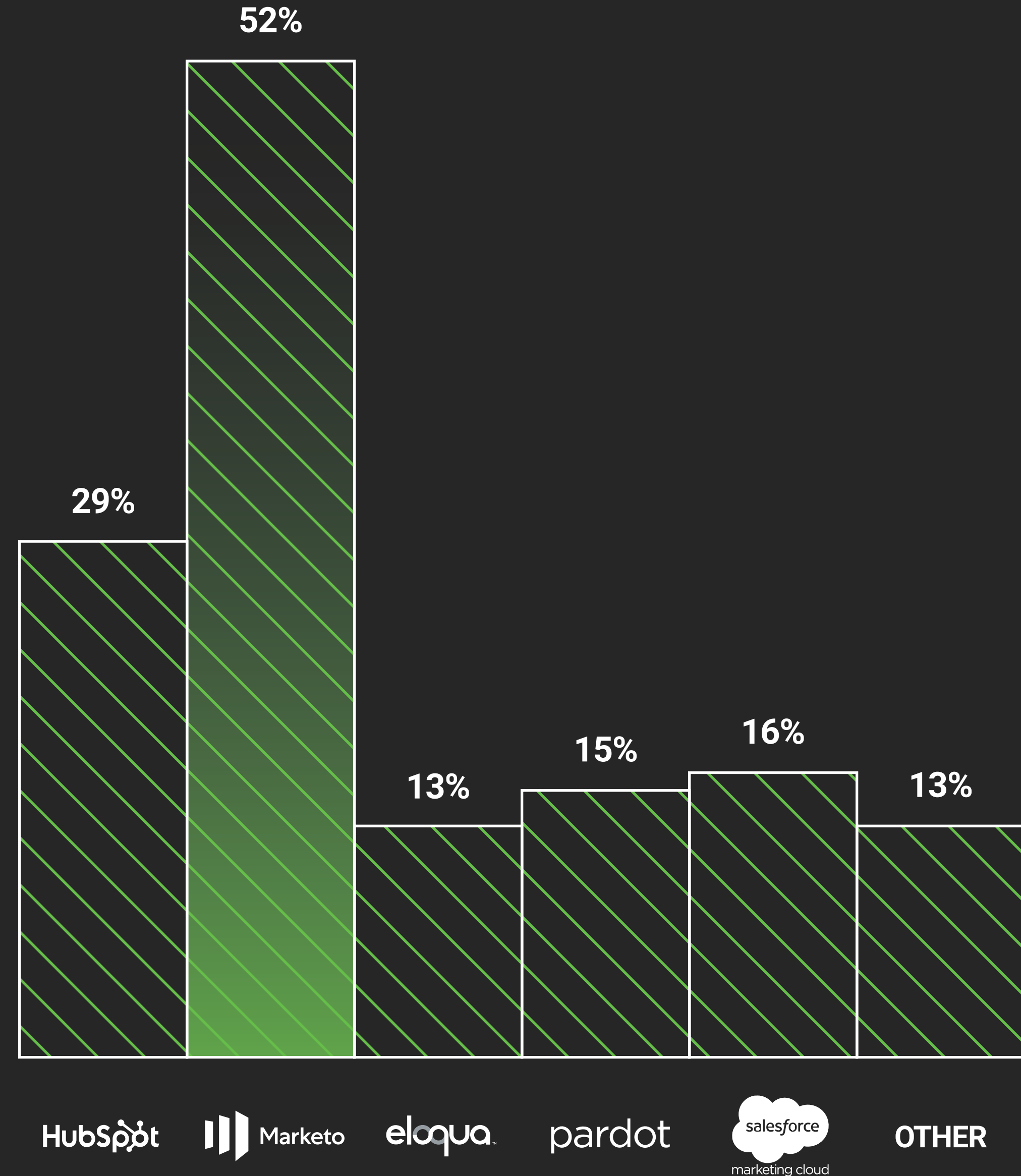
Average responses indicate that **marketing automation is very important to marketers in a variety of roles**. Given the vast capabilities MAPs offer, it's evident that the tool can **help streamline marketing efforts and make marketers' lives easier**.





Which of the following marketing automation platforms do you use in your organization?

As found in our 2021 Revenue Marketing Benchmark B2B Report, **Marketo remains the top MAP, with over half of respondents currently using it in their organization. Marketo's vast capabilities make it attractive to many of the world's top companies.** For example, it offers seamless integrations with CRM platforms like Salesforce and Microsoft, and it has the biggest ecosystem of pre-built connectors. Marketo may be complex, but its sophisticated features make the learning curve worthwhile.

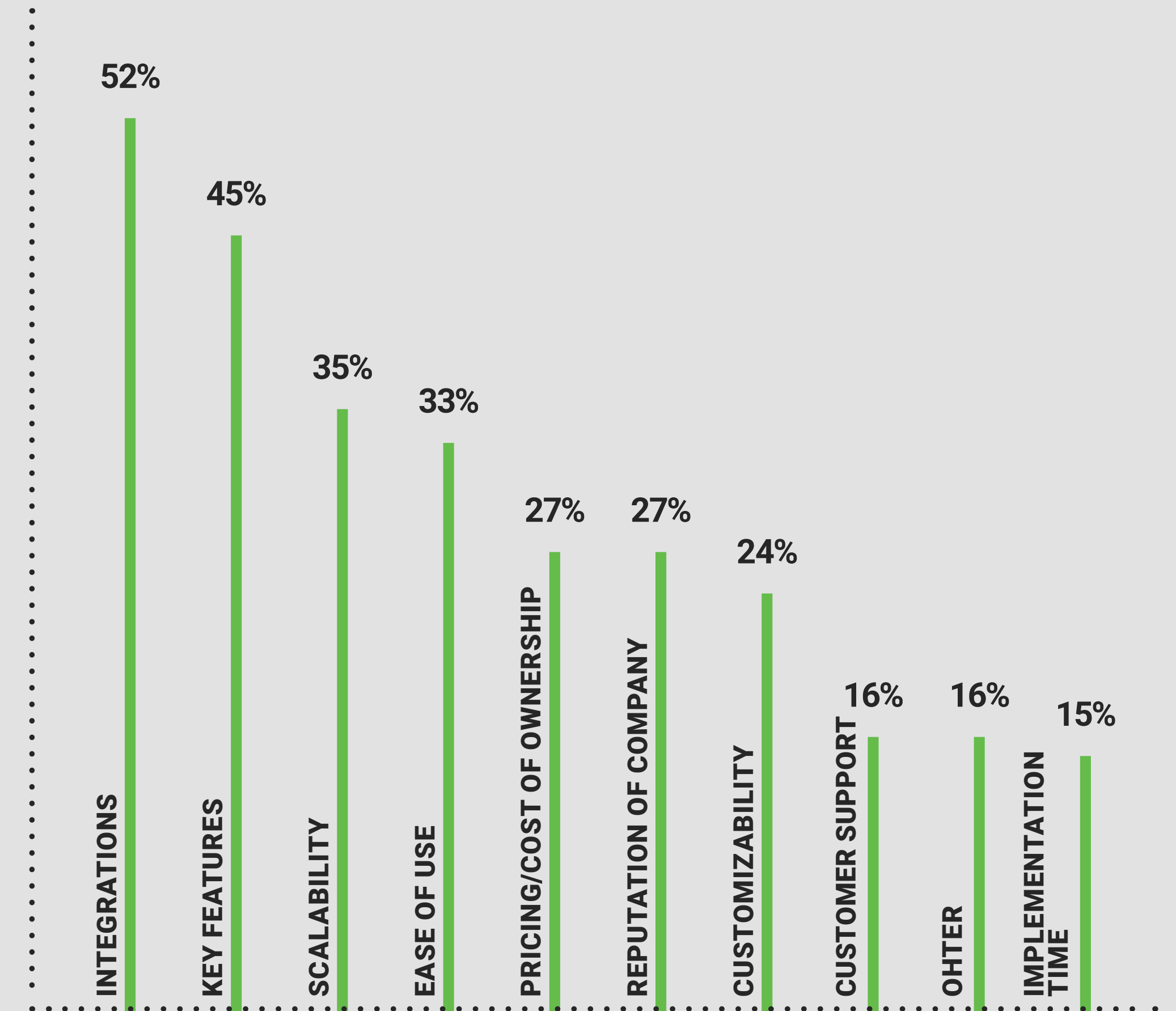




What are the key characteristics that motivated you to choose your current marketing automation platform?

52% of marketers say integrations are key when selecting a marketing automation platform. In addition to a MAP, many companies have CRMs and other software that need to be aligned to create an efficient MarTech stack.

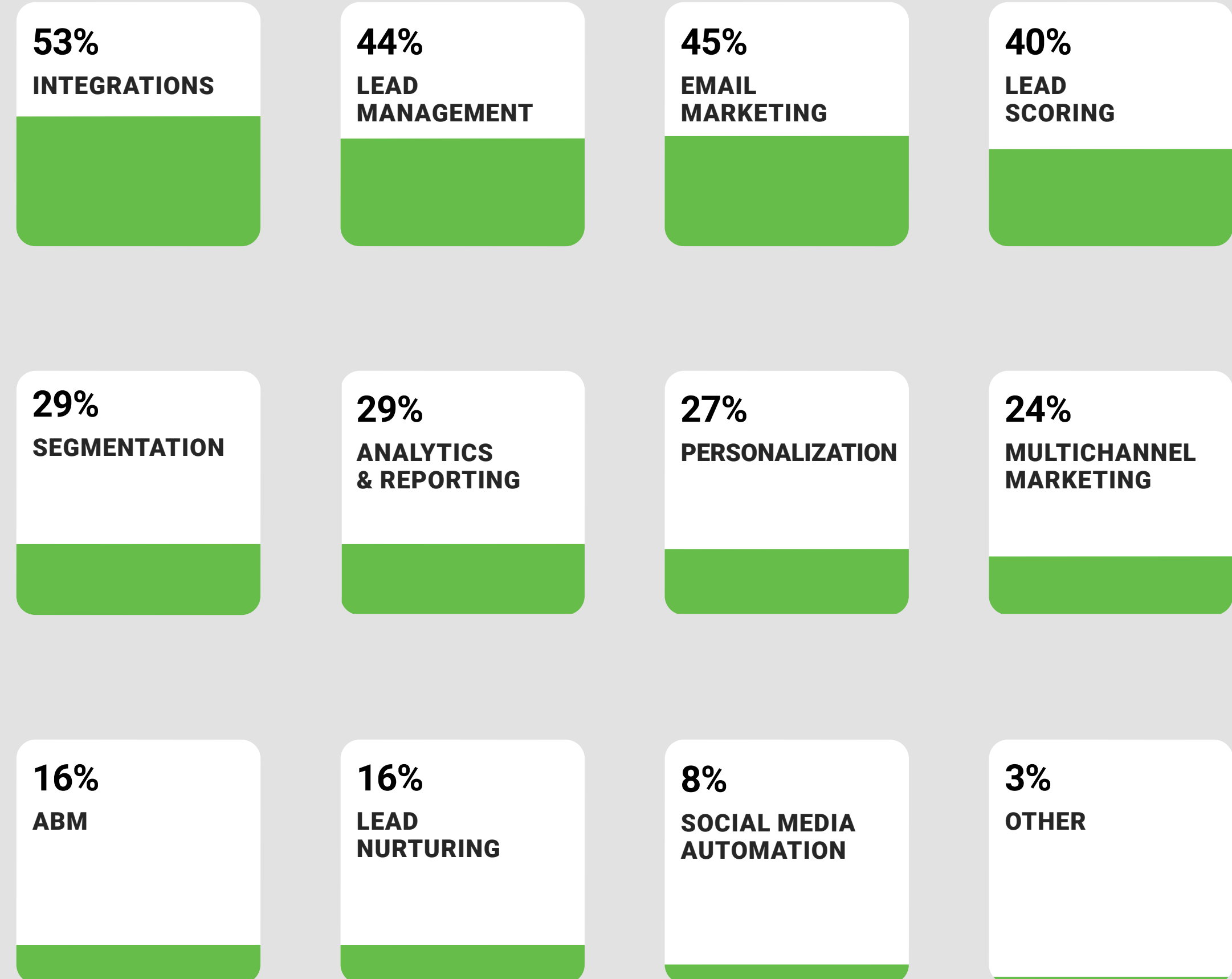
Today, MAPs are more than a technology that manages marketing processes. They now need to be a well-integrated hub in a high performance MarTech stack. **This is why integration is key for companies when selecting their MAP.** It is interesting to note that only **15% of marketers find implementation time to be a key decision-making factor.** This shows that **many marketers do not mind a longer implementation process so long as the MAP delivers.**





What are the key features you look for when purchasing a marketing automation platform?

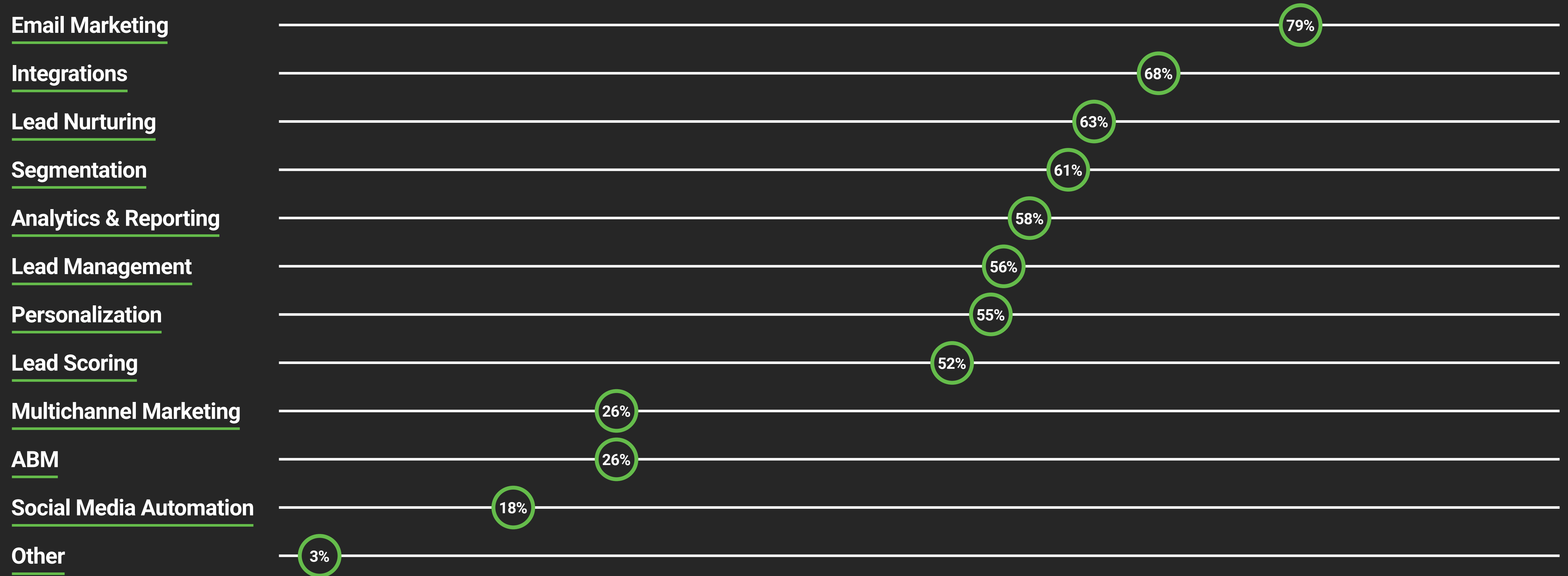
When it comes to features, integrations again prove to be top of mind amongst marketers, re-enforcing the criticality of MarTech solutions working cohesively together. Additional features marketers primarily look for in their MAP include email marketing, lead management, and lead scoring.





What features do you currently use in your marketing automation platform?

Email marketing is the most commonly used **MAP feature**, with **79% of marketers using this function.**



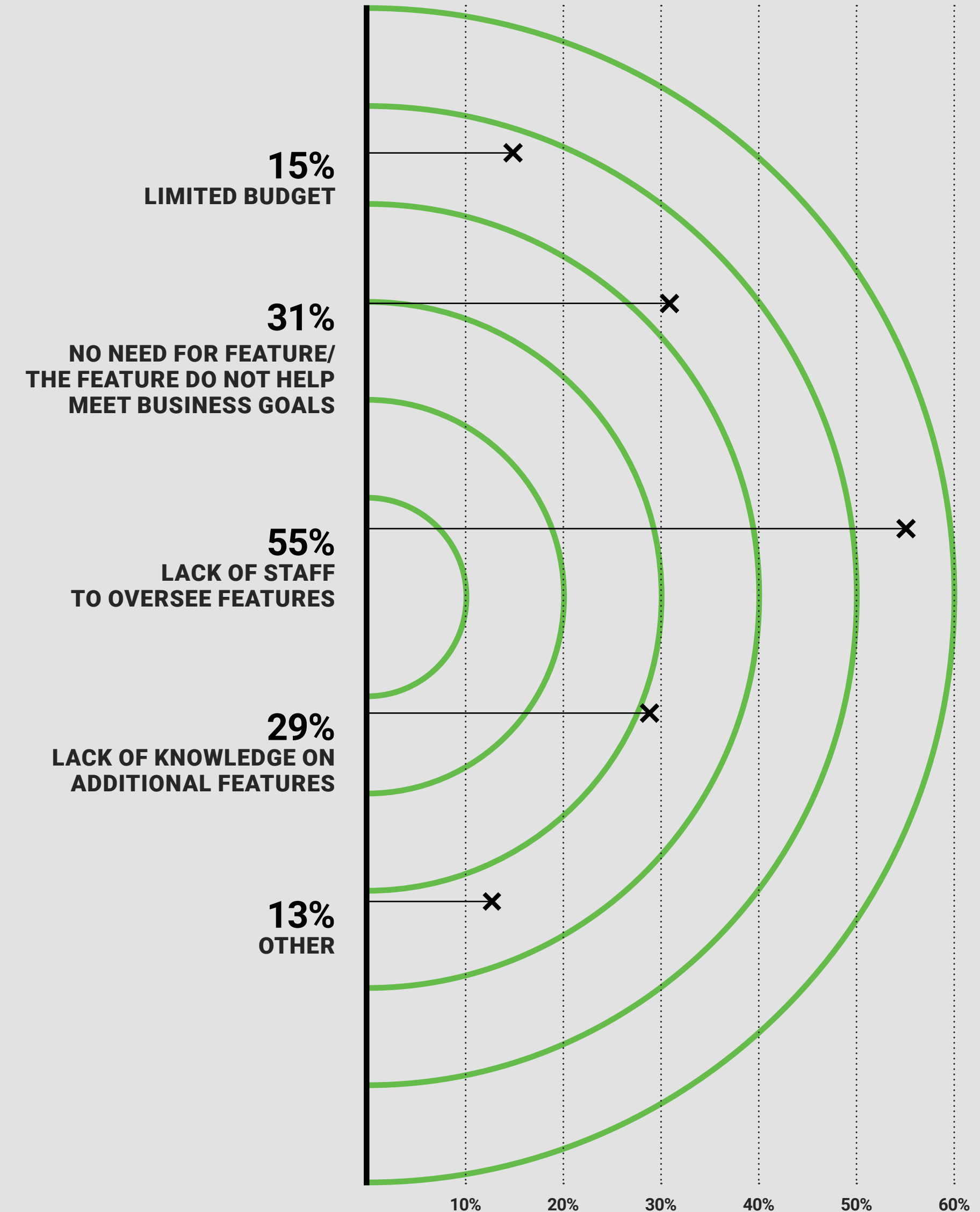


What are the key reasons for not using certain features in your marketing automation platform?

The main reason for not utilizing certain features in MAPs is a lack of staff. When it comes to marketing automation and marketing technology there is a shortage of talented experts. In response to the talent gap, many companies are beginning to outsource their marketing automation to consultancies who have expertise in using these advanced features and optimizing MAPs.

Your platform is only as advanced as the person operating it. Nothing is fully automated. AI does not run the automations, no matter what platform you choose. It takes a human being to architect, QA, manage, and build. Automation specialists are taken for granted far too often at present and are consistently mistaken as also being developers.

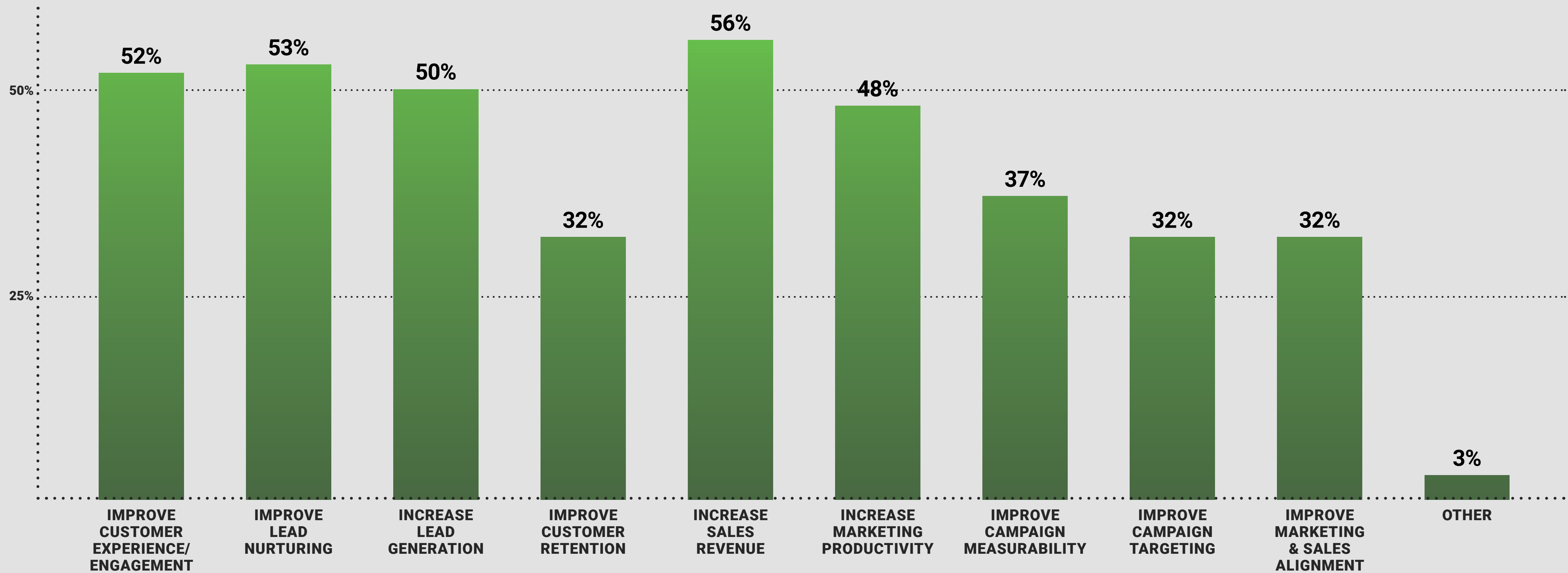
- Survey Respondent





What does your organization wish to achieve with their marketing automation platform?

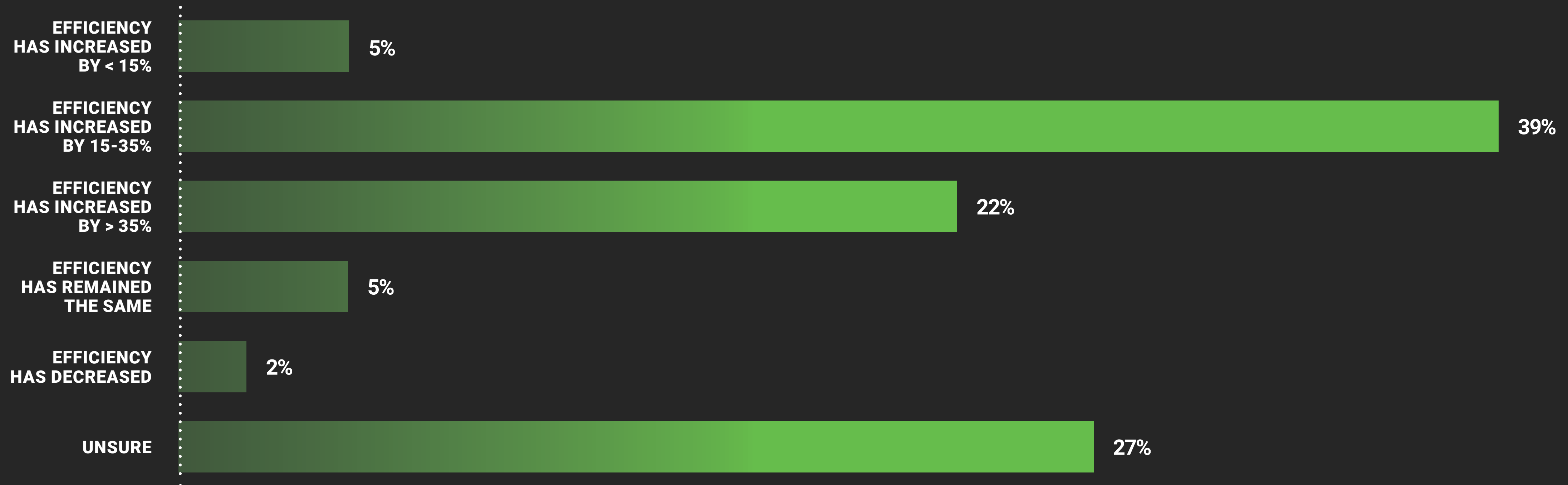
Our 2021 B2B Benchmark Report showed that revenue is the primary metric that marketers are measured on. This research supports that finding, showing that the main goal amongst marketers **using a MAP is to increase sales revenue.**





How has your marketing automation platform improved overall efficiency?

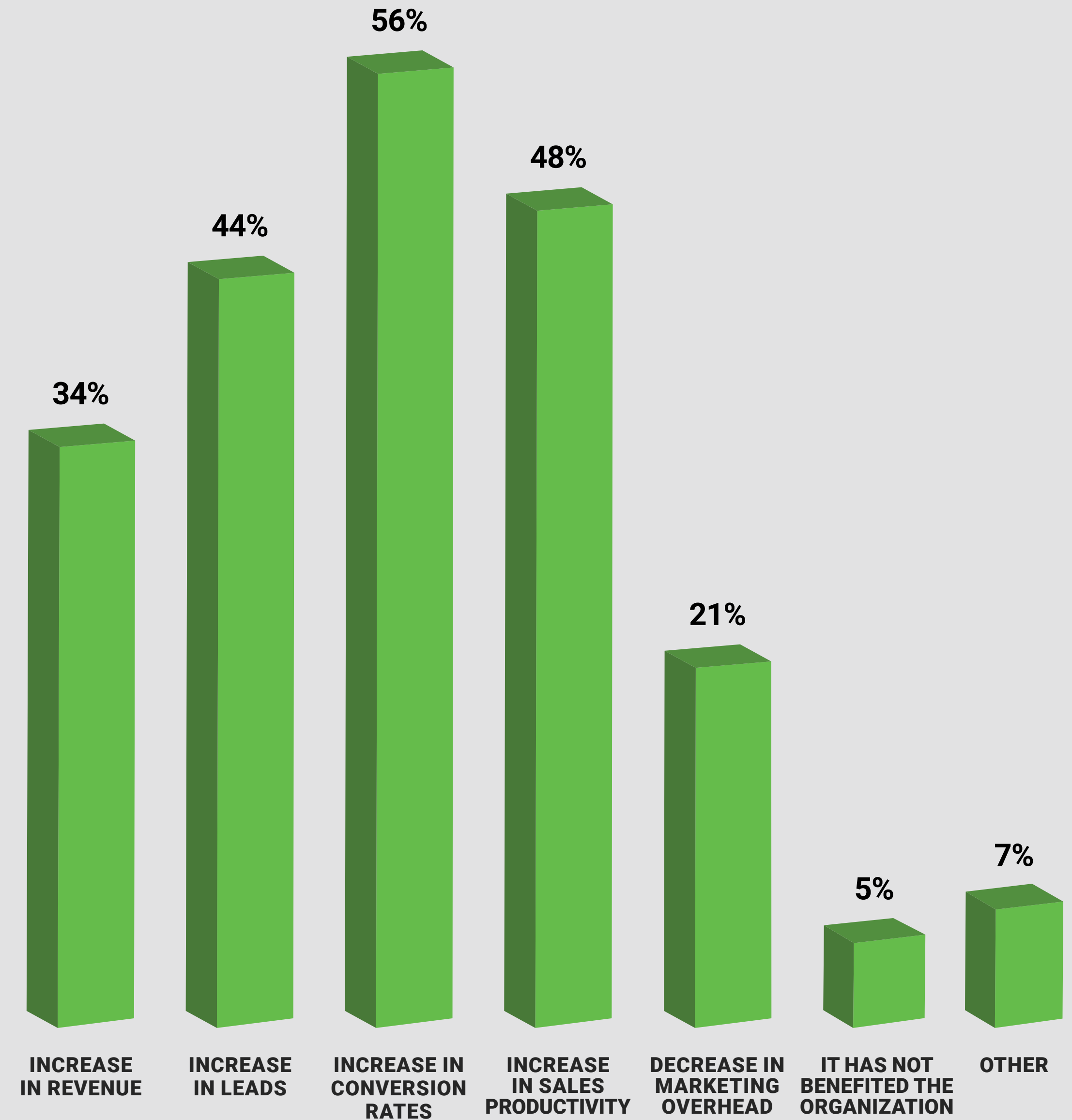
Almost two thirds of marketers reported seeing an increase in their department's efficiency since implementing a MAP. Given that MAPs help marketers scale marketing efforts, it is no surprise to see that MAPs have been improving marketing processes.





How has your marketing automation platform benefited your organization?

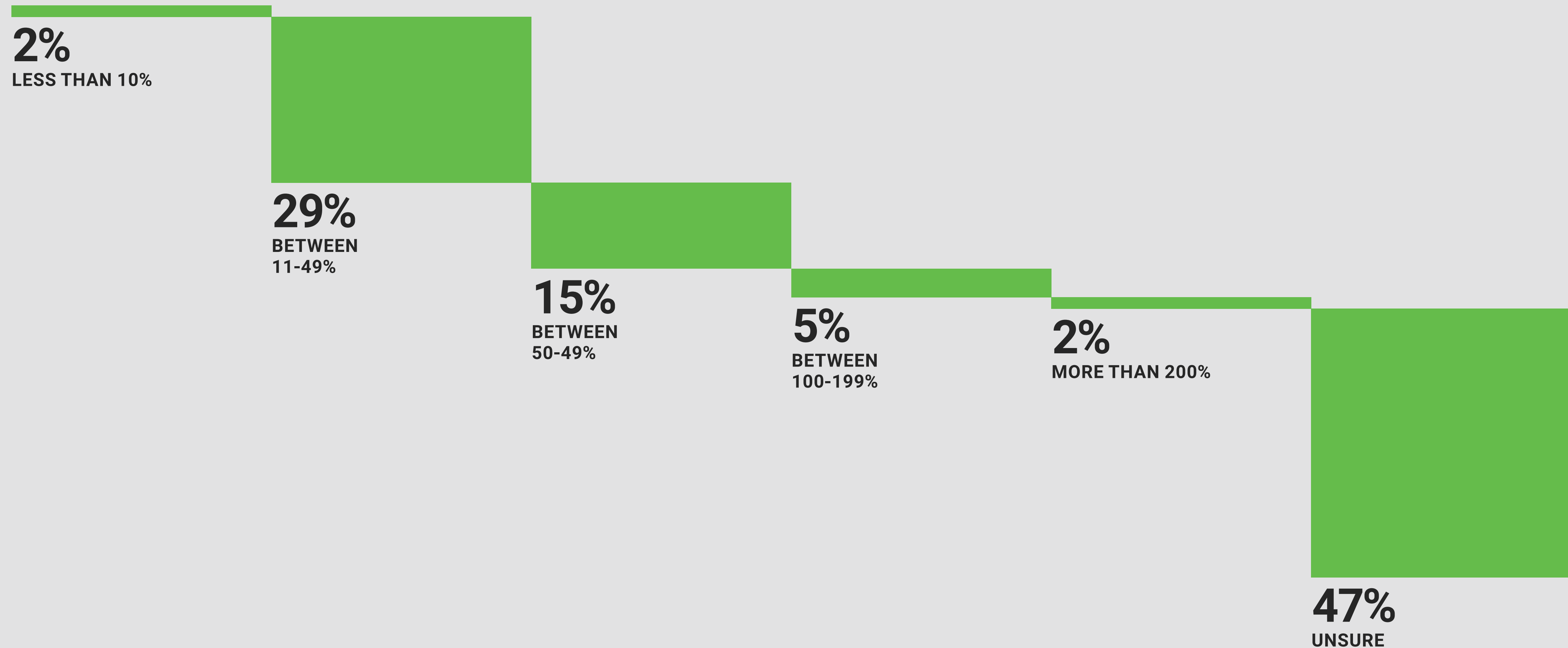
Marketers have seen proven value from using a MAP across the board. Most notably, **56% of respondents have seen an increase in conversion rates**. Multi-channel nurture strategies, which include email marketing, social media, and varied branded web content, are critical in improving conversion rates, and a dynamic MAP used effectively can gradually achieve this.





Please identify the ROI you have been able to attribute to your marketing automation platform.

A staggering 47% of marketers are unsure of the ROI attributable to their MAP. This is surprising given the reports and insights available within most MAPs. Marketers should be leveraging these reports and creating dashboards that they review every single day to inform future marketing decisions.

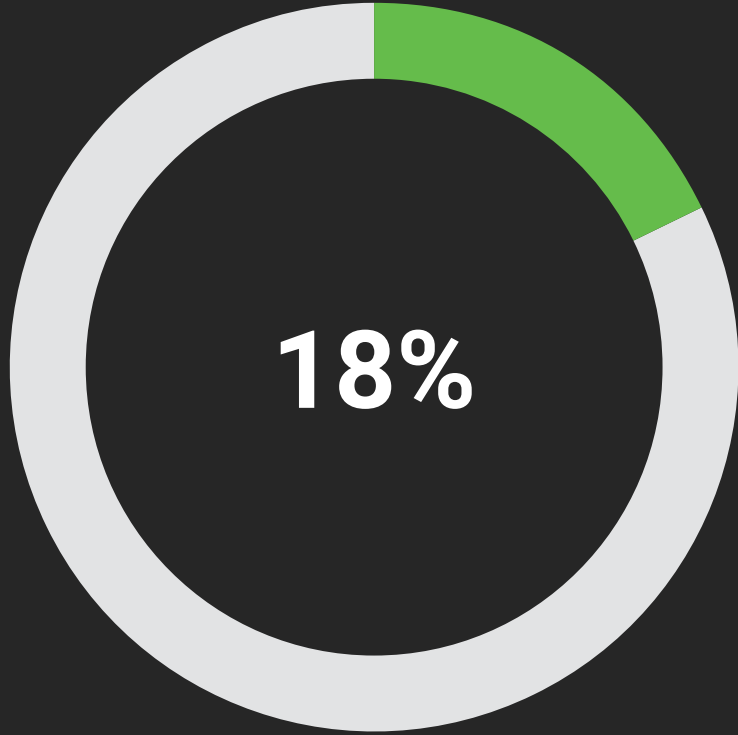


How much of your marketing team frequently uses your marketing automation platform?

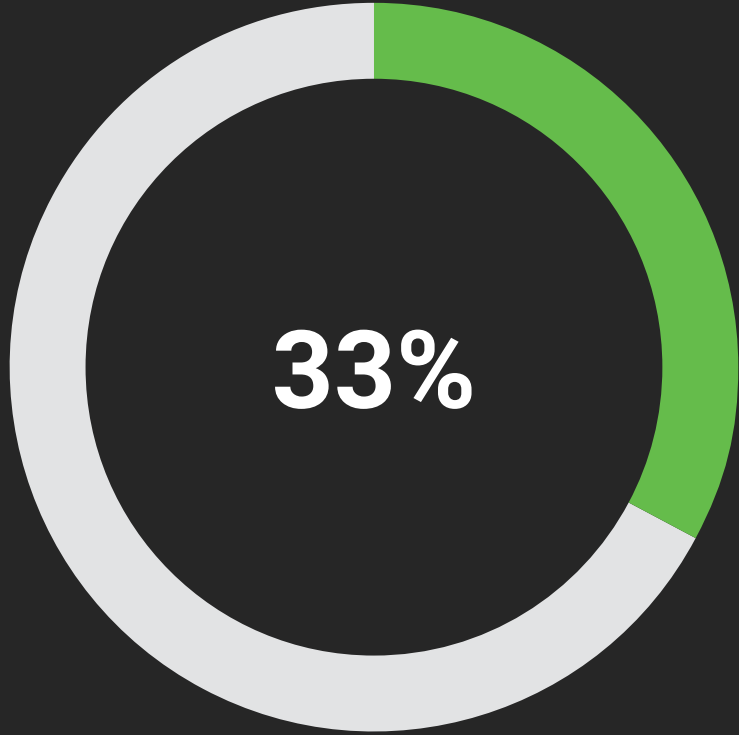
Only a **small proportion of marketing teams use their MAP. 51% of marketers said less than 9% of their team frequently uses their MAP.** Given the complexity of some MAPs and the growing talent gap, it's understandable that a small percentage of the team work with these platforms.

“We do not have a dedicated resource owning our MAP therefore we are not using it to its greatest potential. It is a heavy lift to pull senior resources to build programs and send emails.”

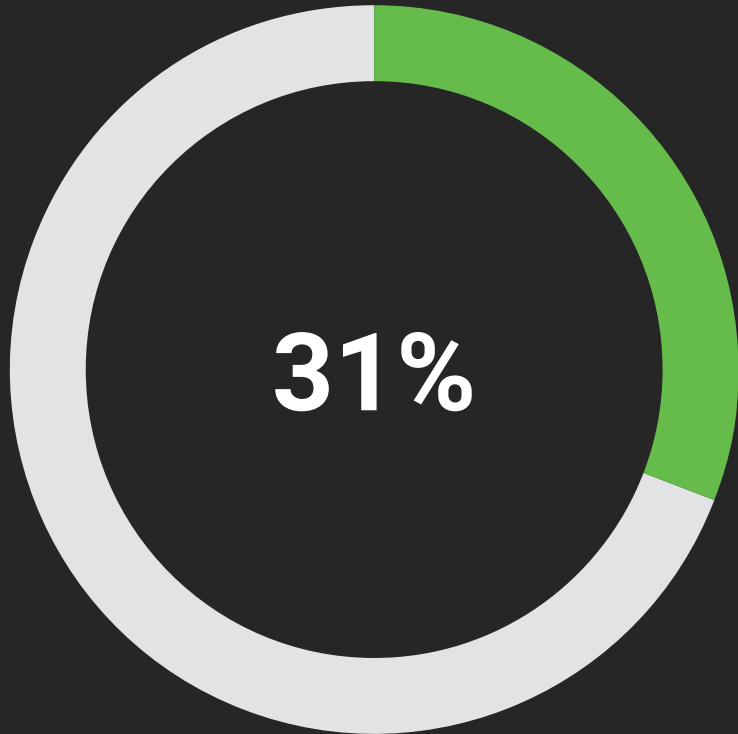
- Survey Respondent



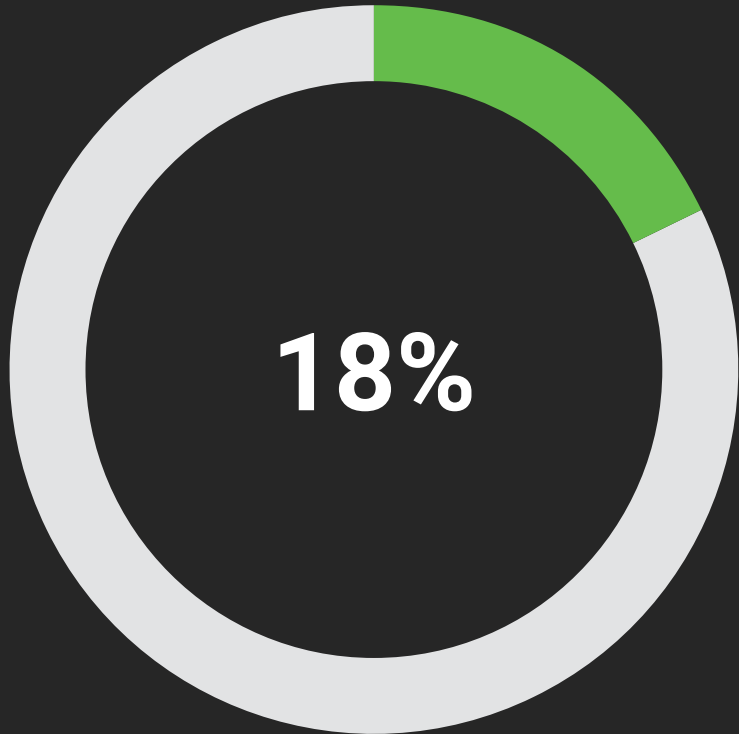
LESS THAN 5% OF THE TEAM USE THE PLATFORM



5-9% OF THE TEAM USE THE PLATFORM



10-24% OF THE TEAM USE THE PLATFORM



MORE THAN 25% OF THE TEAM USE THE PLATFORM



What other capabilities do you wish your marketing automation platform provided?

Marketers want to see stronger reporting capabilities from their MAPs and an increase in advanced features. Many MAPs already have sophisticated reporting capabilities that can indicate where leads come from, leads generated, and deals closed. Given that many respondents are unaware of the ROI attributed to the MAP, there is an opportunity for marketers to learn more about the reporting capabilities that already exist.

MORE INTEGRATION WITH OTHER TOOLS – 29%

STRONGER PERSONALIZATION FEATURES – 35%

INCREASE OF ARTIFICIAL INTELLIGENCE CAPABILITIES – 31%

INCREASE OF ADVANCED FEATURES (E.G. PREDICTIVE LEAD SCORING) – 48%

STRONGER REPORTING CAPABILITIES – 53%

IMPROVING INTERFACE (E.G. MORE USER-FRIENDLY) – 37%

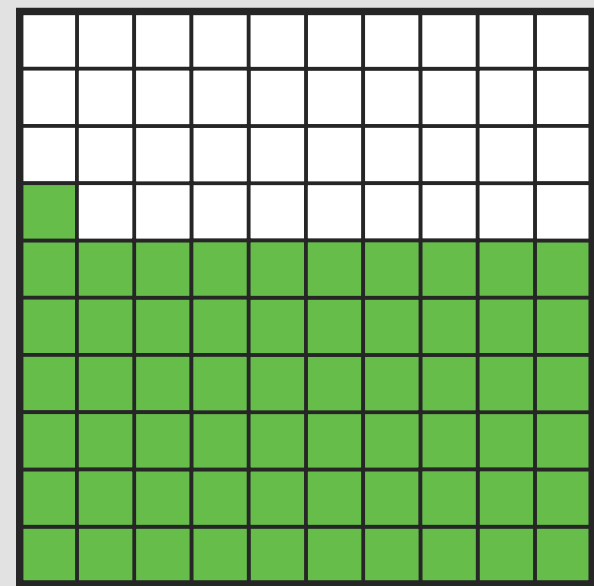
STRONGER SEGMENTATION OPTIONS – 34%

OTHER – 5%

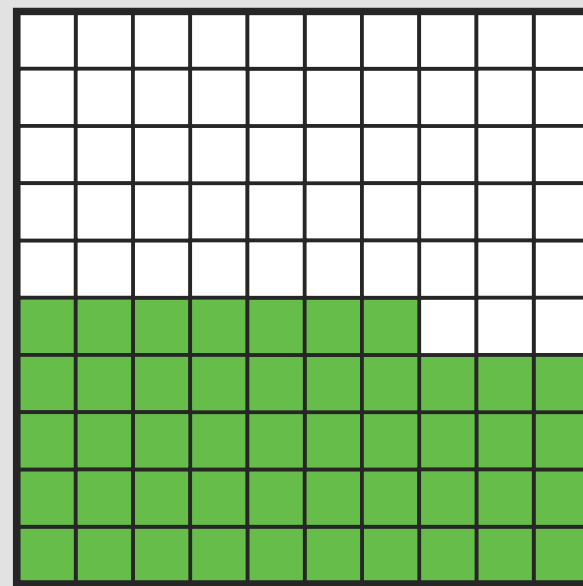


What are the most useful metrics to measure in your marketing automation platform?

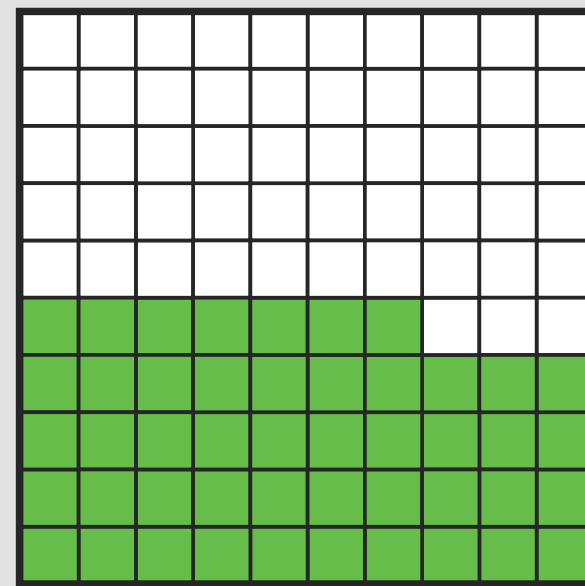
Demand Spring's 2021 Benchmarking survey showed that revenue is the most important metric marketers are measured against. When it comes to their MAP, **conversion rates are the most critical metric that marketers measure in their MAP as it has a direct link to revenue.**



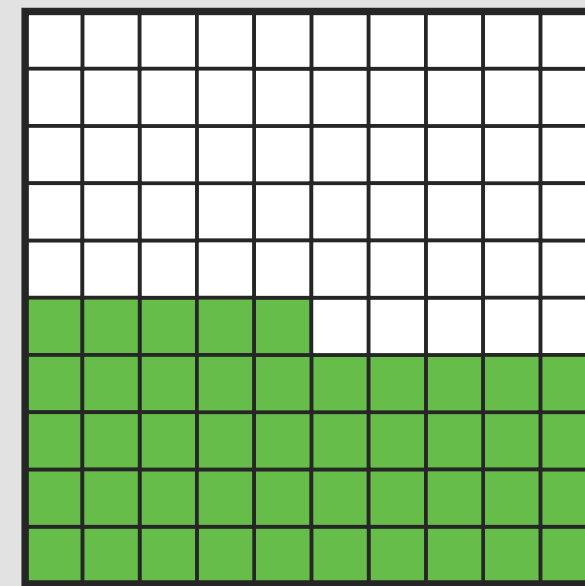
CONVERSION RATE
61%



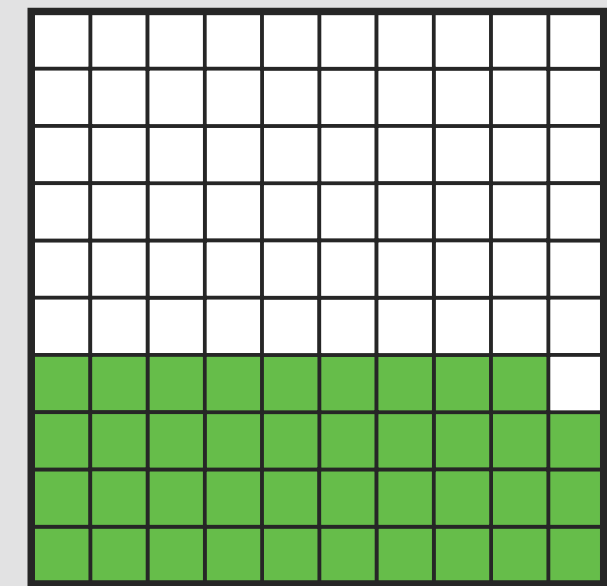
PIPELINE CREATED
47%



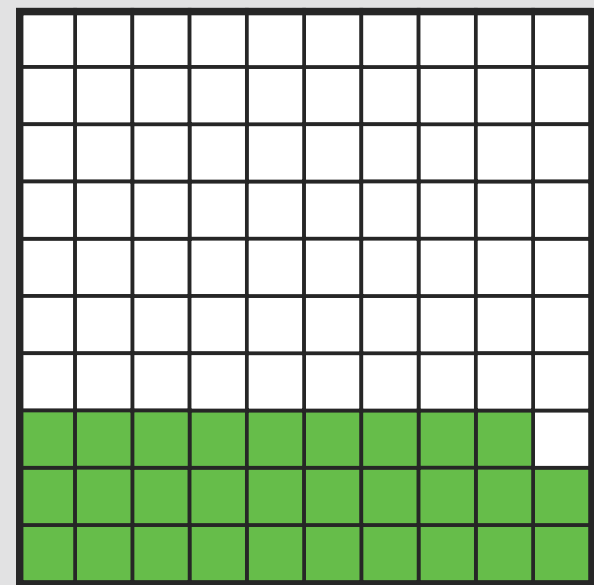
CAMPAIGN PERFORMANCE
47%



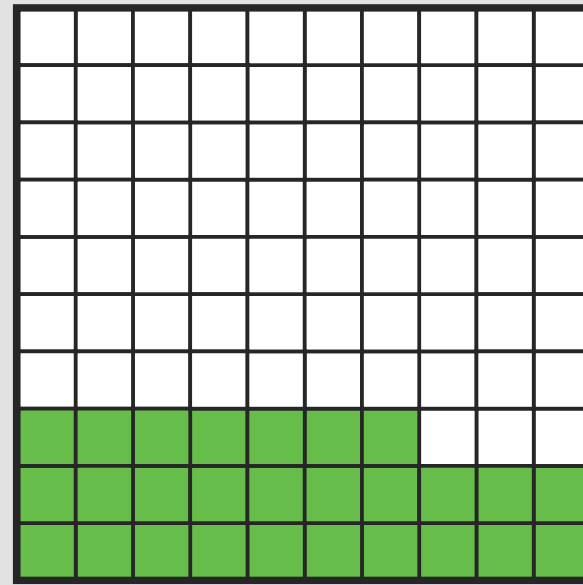
EMAIL METRICS
44%



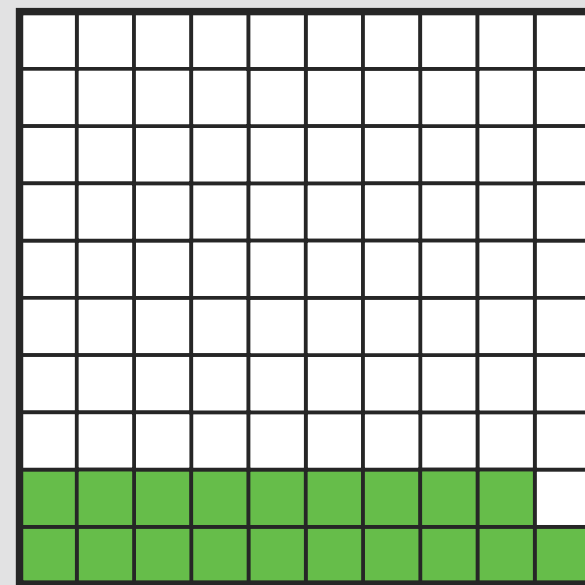
REVENUE CREATED
39%



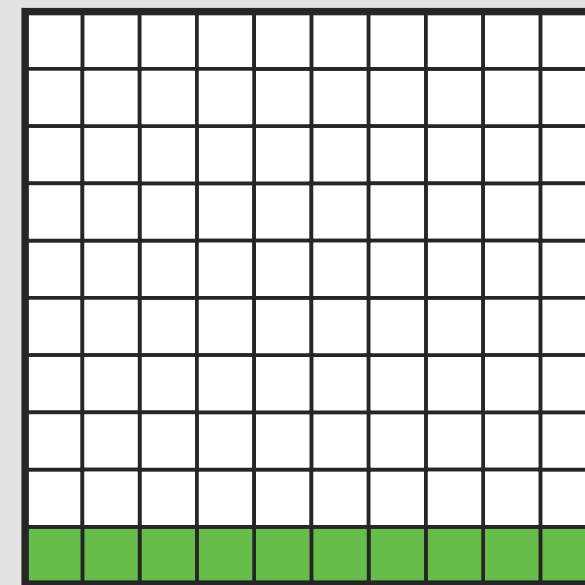
REVENUE INFLUENCED
29%



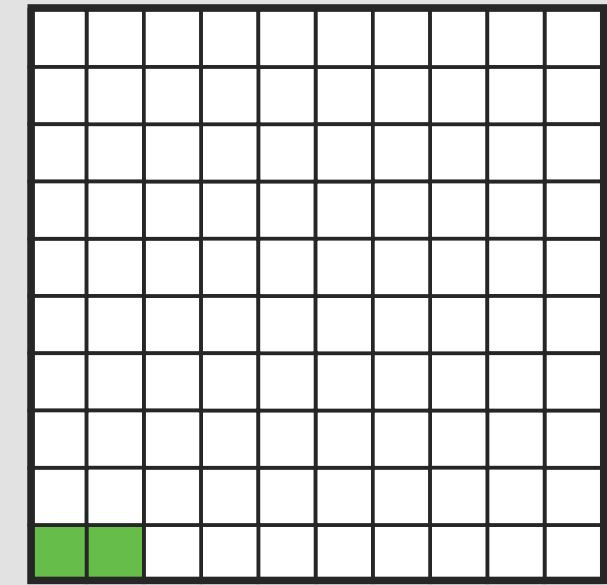
PIPELINE INFLUENCED
27%



LANDING PAGE METRICS
19%



CUSTOMER ACQUISITION COST
10%



OTHER
2%



How satisfied are you with your marketing automation vendor?

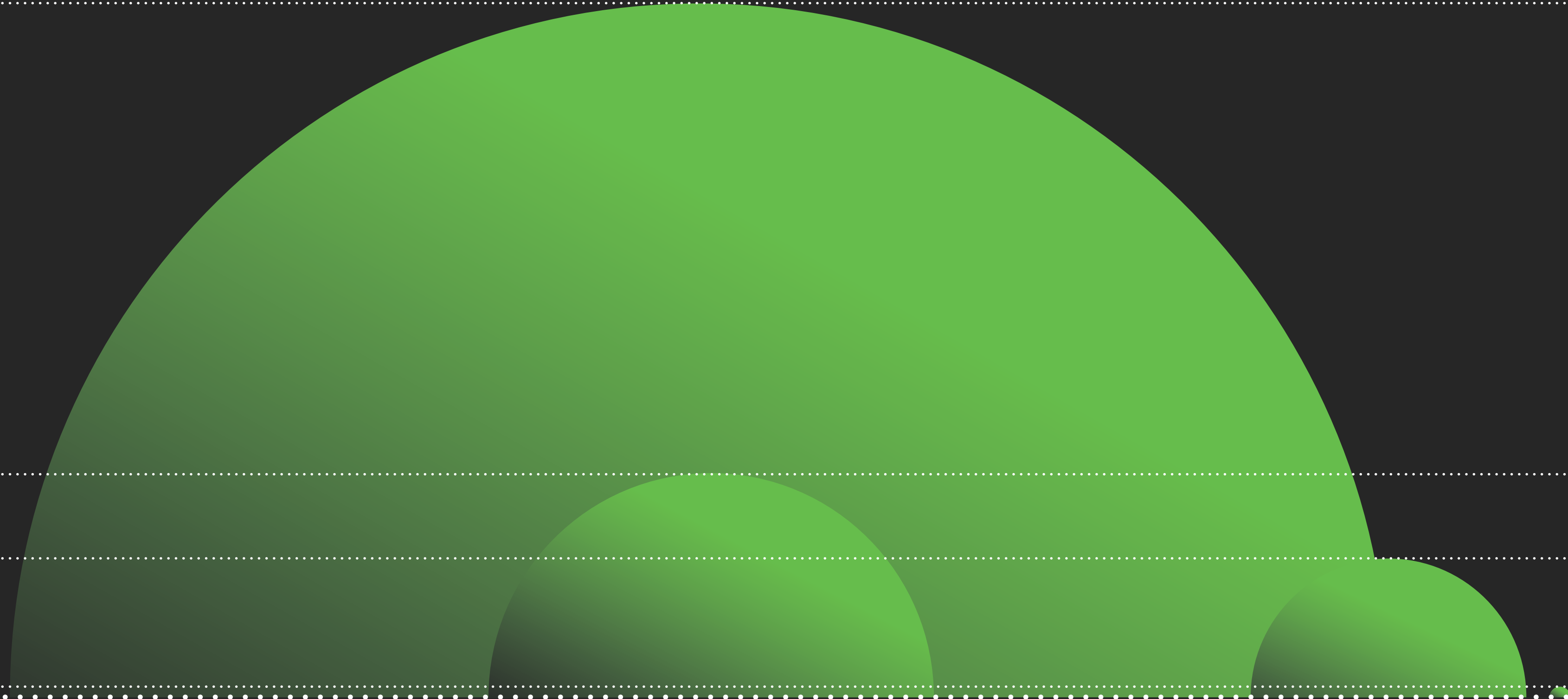
An effective, well-used MAP simplifies the lives of marketers, so it is not surprising that **86% of marketers are fairly satisfied to satisfied with their MAP vendor.**

VERY SATISFIED – 21%

FAIRLY SATISFIED – 65%

INDIFFERENT – 13%

NOT SATISFIED – 1%





Are you considering switching vendors in the next 12 months?

NO — 68%

YES — 16%, NOT SURE — 16%

Given the findings from the previous question, it comes as no surprise that the **majority of marketers are not considering switching vendors.**

If yes, why?

Of the small group considering switching vendors, a lack of key features is the main motivator, followed by a need for better integration support, and lack of ease of use.

LACKING KEY FEATURES	41%
PRICING/COST OF OWNERSHIP	30%
EASE OF USE	30%
BETTER INTEGRATION SUPPORT	30%
CUSTOMIZABILITY	18%
INADEQUATE CUSTOMER SUPPORT	15%
SCALABILITY	15%
OUR CURRENT PLATFORM IS OVERKILL FOR OUR NEEDS	7%
OTHER	4%



Final Comments on Marketing Automation Platforms

Respondents have shown a preference for Marketo as their MAP of choice. However, regardless of the solution marketers choose to use, it's clear that MAP providers need to begin making greater strides and offer more features to set them apart. Marketing is constantly changing, so marketers expect a MAP that is able to keep up with the ever-changing environment.

Keep an eye on existing MAP providers, but don't be surprised if some new entrants soon emerge with more advanced and intelligent capabilities.



We hope this report provided clarity on the current state of Revenue Marketing and has helped you prioritize your strategies moving forward.

Thank you to all those who contributed to our survey. Without your participation, this report would not be possible.

Love this paper?
Share it.

For more information about our findings, please contact us at

ABOUT DEMAND SPRING

Demand Spring is a Revenue Marketing consultancy that helps marketing organizations stand taller. Our team of Revenue Marketing Strategists, Content Marketers, and Marketing Technologists help our clients transform their marketing practices, deliver exceptional customer experiences, and drive revenue.