2019 State Of Marketing Technology

Savvy Tech Buyers Relying More On Integration Capabilities To Connect Disparate Data For Complete Customer View

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>
> ## — SCOTT BRINKER, CHIEFMARTECH.COM

Introduction

The marketing technology landscape is still growing at a rapid pace, leaving marketers to try and keep up with new software additions, integrations and acquisitions. The recently launched **2019 Marketing Technology Landscape "Supergraphic"** revealed 7,040 marketing technologies on the market — up from 6,829 in 2018.

Industry experts and analysts noted that past years in the B2B buying ecosystem left tech buyers burned by broken promises from vendors. This experience led to a growing focus and emphasis on how tech solutions integrate with one another, ultimately positioning marketing teams to address their pain points with more seamlessly integrated solutions.

"I do think we're in a state of integration in the industry," said Scott Brinker, Founder of **Chiefmartech.com** and VP of Platform Ecosystem at **HubSpot**, in an interview with *Demand Gen Report*. "It isn't limited to B2B, but it is becoming one of the things where the needle is now finally moving."

Integration capabilities have grown in importance over the past several years, so that they're now driving a major focus for vendors to align data across a multitude of solutions and content assets, according to industry experts. This includes higher emphasis on solutions such as customer data platforms (CDPs), ABM and campaign tools, as well as content experience solutions. Recent *Demand Gen Report* research found that ABM solutions, campaign monitoring tools and content engagement technology were top-of-mind for today's practitioners.

"The trend is heading in a direction where having solutions such as a CDP is going to be a core element of the B2B tech stack."

— DAVID CHIRAKAL, QUARRY

"I think the trend is heading in a direction where having solutions such as a CDP is going to be a core element of the B2B tech stack, because we've seen that marketing automation platforms and CRM just don't have the data management capabilities for today's B2B marketers," said David Chirakal, Senior Director of Marketing Technology and Operations at Quarry. "I think it's required in this day and age to really get a full view and understanding of your particular buyers and customers."

This special report will highlight buyers' focus when purchasing new solutions for their tech stack. The report also includes in-depth use cases from practitioners such as Extreme Networks and Taulia, which have implemented diverse tech ecosystems within their business to better understand, engage and convert potential customers.

Other topics covered in this report include:

- How tech integrations better position businesses to activate data/reporting for better assessment of business strategies;

- Top priorities for B2B marketers' martech stacks based on current business goals and objectives, including ABM and campaign monitoring tools;

- New categories in the technology ecosystem, including content experience solutions and CDPs; and

- How to prioritize best-fit tech solutions and build a plan to utilize them effectively.

MarTech By The Numbers

7,040

THERE ARE CURRENTLY 7,040 MARKETING TECHNOLOGIES ON THE MARKET — UP FROM 6,829 IN 2018.

Source: Chiefmartech's 2019 Marketing Technology Landscape Supergraphic

65%

OF B2B BUYERS EVALUATE SOLUTION INTEGRATIONS/FIT WITH EXISTING PARTNERS AND TECHNOLOGY DURING THE FIRST THREE MONTHS OF THEIR BUYING PROCESS.
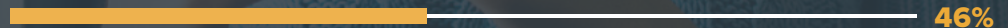
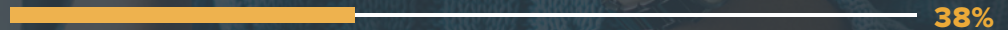*Source: Demand Gen Report's 2018 B2B Buyers Survey Report*

80%

OF U.S. MARKETERS SAID THEY WANTED TO USE INTEGRATED MARKETING AND ADVERTISING TECHNOLOGY FROM A SINGLE VENDOR.

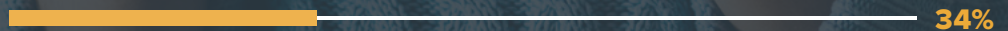*Source: Google's How Top Brands Grow With Timely Customer Connections Report*

PLAN TO TEST OR DEPLOY ABM TECHNOLOGY IN 2019 — 46%

PLAN TO TEST OR DEPLOY MULTICHANNEL LEAD NURTURING TOOLS — 38%

PLAN TO TEST OR DEPLOY CONTENT PLANNING, SYNDICATION AND MEASUREMENT TOOLS — 34%

Source: Demand Gen Report's 2019 Demand Generation Benchmark Survey Report

> ## "Technology has now grown to where we can harness the power from all those insights gained from our audience."
>
> ## — PAUL GREEN, EXTREME NETWORKS

B2B Marketers Prioritize Integration As Starting Point For New Tech Stack Additions

With more solutions available than ever before, veteran B2B buyers understand the importance of seamless integration to allow the flow of customer data between the several platforms they use daily. When enterprise businesses leverage an **average of 91 solutions**, experts noted that integration becomes a recurring hurdle and limitation to maximizing a tech stack's overall efficiency.

"Integration has been a pain in the rear for marketers for years," Brinker said. "With all these different tools and very exciting best-of-breed solutions, getting their stuff all connected really has been challenging."

Extreme Networks, the wired and wireless network infrastructure equipment manufacturer, is one example of an organization that is effectively incorporating processes into their tech purchases to ensure that all their technology is seamlessly integrated, and data is available to all relevant departments.

"I no longer consider myself a marketing technologist; I'm a systems integrator," said Paul Green, Director of Marketing Technologies at Extreme Networks. "I think we've done a really good job of harnessing a lot of the data. Technology has now grown to where we can harness the power from all those insights gained from our audience."

Extreme Networks has more than 20 solutions directly or indirectly integrated into their Marketo instance. Over the past year, Green and his team have been working on the processes and workflows behind implementing new solutions and technology into the company's tech stack.

"It's what you do with the data, and how you build the workflows around the integration, that takes time."

— PAUL GREEN, EXTREME NETWORKS

"Even when integrations are out of the box, it isn't necessarily hooking it up that's the hard part," Green said. "It's what you do with the data, and how you build the workflows around the integration, that takes time."

Green described several of his tech stack's data workflows, such as how some data is brought into the company's CDP, orchestrated there and then pushed back into Marketo. Some of it is orchestrated and pushed into Salesforce, while other data is orchestrated in the CDP and pushed out to Excel.

"One of the big parts of today's cutting-edge platform is delivery — how do you deliver back the information?" Green said. "We're looking at integrations into Marketo and other tools, integrations into Salesforce, we're able to generate out to Excel, we're able to generate out to emails, we're able to generate up dashboards. Why? Because, depending on the use case, people are going to consume the data differently."

Green noted that he is measuring the success of this workflow and the technology involved based on their ability to maximize the efficiency of the end users. For example, he highlighted that the data workflows have **saved upwards of five minutes per contact** for inside sales reps in their outreach efforts by providing all the information they need to have relevant, contextual conversations.

"We have a good size inside sales team that is engaging thousands of names per month. Each one of those names adds up, from an efficiency standpoint," Green said.

The Rise Of Activation And Experience In Content Marketing

RANDY FRISCH UBERFLIP

B2B marketing teams rely on content to fuel their campaigns and generate pipeline for their organizations. As such, every year, marketing teams spend hundreds of thousands of dollars creating exponentially more content in an effort to reach and influence their buyers. But even with this proliferation of content, marketers everywhere still struggle to leverage their content to win and retain customers.

Today, the experience around your content is as important as the content itself. In order to create great content experiences for your buyers, marketers need to focus on not only creating content, but also activating it throughout the buyer and customer journey.

Capitalizing On Attention In A Noisy Marketplace

When you consider the number of channels, brands and marketers fighting for buyers' attention, it's not hard to believe that your buyers have become overwhelmed by all of the noise. As a result, they've become skilled at weeding out the irrelevant and only focusing on what's important to them.

According to Forrester, 68% of B2B buyers prefer to conduct research online. In this digital economy, buyers are using content to self-educate and they're relying less and less on sales reps to get their information. This puts more of the responsibility on your marketing team to shape and influence the buyer journey through content.

However, the average martech budget is still allocated towards capturing the attention of buyers, not what to do with that attention when we have it. Even when organizations invest in content marketing, most of their focus is on creation.

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The Rise Of Activation In Content Marketing

This year, Forrester has split the **The Forrester Wave™: Content Marketing Platforms For B2B Marketers** into two separate Wave reports, one for B2C marketers and the other for B2B marketers.

One of the specific differences between these two reports is the criteria of activation. In the B2B CMP Wave, Forrester weighted activation the highest out of all criteria in the current offering category, followed by planning, production, governance and utilization.

Forrester explains that as business purchasing behaviors become more digital and self-directed, B2B marketers' expectations for CMPs will shift from tools that help teams create and manage content to platforms that deliver value closer to where the content gets used — by sellers and customers.

Click here to access a complimentary copy of the **"The Forrester Wave™: Content Marketing Platforms For B2B Marketers, Q2 2019."**

Content Experience Is Your Key Differentiator

Given the increased emphasis on activation, a **focus on content experience** is key to elevating the results of your demand generation strategies. Every time your buyers engage with content, they are doing so within a content experience. The only question is how effective is it?

Make no mistake, your B2B buyers are B2C consumers. According to **IBM**, 80% of B2B buyers now expect the same buying experience as B2C customers. Consumer brands such as Netflix, Spotify and Amazon have changed the way we consume content online. Things like curated playlists, intuitive search and personalized recommendations have become table stakes in the way we engage with content. That same experience is expected in the B2B world.

Content experience platforms enable marketers to activate their content in personalized experiences that are tailored to any buyer and stage in the journey. The result is better engagement, accelerated pipeline and more revenue that can be traced back to content.

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>
> ### — JUSTIN GRAY, LEADMD

Integration Fuels M&A Market, Creating Possibility For Consolidation

Experts and analysts agreed that the desire for more seamlessly integrated solutions has been a key driver for notable acquisitions by enterprise cloud providers. **Research from Google** shows that 80% of U.S. marketers said they wanted to use integrated marketing and advertising technology from a single vendor. Some examples include Oracle's **recent acquisitions of DataFox** and DataScience.com, Salesforce and its **recent acquisition of Datorama** and Adobe's **acquisition of Marketo**.

"A lot of these more mature [cloud ecosystems] are wrapping tools such as data warehousing into their solution," said Justin Gray, Founder and CEO of **LeadMD**. "Adobe, for example, now has their Experience Cloud that includes a customer data warehouse. It includes an interaction layer, asset management and marketing automation. So, you're starting to see these really comprehensive, all-in-one stacks emerge as a result of that explicit need."

David Lewis, CEO at **DemandGen International**, noted that savvier buyer habits and lesser investment in the software SaaS category will further fuel this consolidation.

"Martech has been such a hot category that it has attracted a tremendous amount of developers and companies," Lewis said. "Because of all that focus, we now have 7,000 tools available. The market doesn't need 7,000 tools, and investors are not going to continue to invest in these companies that aren't getting traction. Tech buyers are a lot savvier and smarter and are scrutinizing their own investments."

> ## "Marketers have to put more due diligence into their investments to make sure that the tools' administrative and operational costs don't surpass their needs."
>
> — DAVID LEWIS, DEMANDGEN INTERNATIONAL

However, major platform suites understand a need for open API and integrations, positioning buyers to be flexible with their tech options, while not being limited to their foundational tech systems.

"A lot of these larger platforms are recognizing the need in the marketplace for that open integration, because I think what we're seeing is that marketers want the best-of-breed technologies for the particular business needs or solutions that they require," Chirakal said. "So really finding those best-of-breed technologies and being able to integrate them into a larger ecosystem are a key need."

Ultimately, marketers must have a best-of-breed mentality with their tech stacks to meet their specific business needs and purposes.

"I believe what happened over the last several years is marketers showed up a little bit aggressive with buying new technology on their quest for the holy grail," Lewis said. "So now marketers have to put more due diligence into their investments to make sure that the tools' administrative and operational costs don't surpass their needs."

Tech Buyers Look To Seamlessly Connect Customer Data

Along with the importance of integration, specific tools and solutions that position marketing teams to acquire deeper subsets of data are becoming bigger priorities for B2B organizations.

"The ability to truly aggregate customer systems into one single source of truth is an area that's getting a lot of momentum," Gray said.

In particular, industry experts noted that CDP solutions are becoming a major talking point as marketers continue to bridge that data gap between core tech functions.

"The CDP is meant to fill that gap where we can easily pull together a bunch of disparate data sources to get a unified view of a customer, and then ultimately, to push that out into the necessary platforms," Chirakal said.

For example, Extreme Networks currently uses a CDP to help orchestrate the company's data to the variety of solutions being leveraged by its employees. Green noted that the solution aims to ingest the data, orchestrate it in the necessary manner to meet users' needs and supply it out to the necessary systems.

"At the end of the day, Marketo is an automation platform; it's not an orchestration platform," Green said. "So, one of the things we were challenged with is figuring out how to build a platform to think about things from an account-centric standpoint."

ABM solutions, content experience platforms and multichannel nurturing tools have also become more valuable in B2B tech stacks due to their robust ability to connect engagement data on the contact and account level.

Research from *Demand Gen Report's 2019 Demand Gen Benchmark Survey Report* shows that B2B businesses are looking to deploy these specific solutions in 2019:

- **46%** plan to test or deploy ABM technology;

- **38%** plan to test or deploy multichannel lead nurturing tools; and

- **34%** plan to test or deploy content planning, syndication and measurement tools.

Taulia Generates $125M In Pipeline With Real-Time Analytics From Video Content

Taulia provides cloud-based invoice, payment and dynamic discounting management solutions that revolutionize the way businesses interact and partner with each other. The company leverages a complete integration between Vidyard and Marketo to gain real-time insights into video content engagement, better positioning Taulia's marketing and sales teams to segment their audience based on buyer interest and offer a relevant customer experience.

Challenge

Taulia loves video and understands that it is the next best thing to being with your customers in person. The company created fun and inspiring video content to engage leads all the way through the sales funnel.

To turn viewers to customers, Taulia creates content that speaks directly to the needs of their target audiences in a fun and approachable way. However, they also need to measure and report the ROI of their videos and get the insights needed to not only optimize content, but also convert more leads into customers. Being able to manage their video assets more easily would be a pretty awesome help, too.

Simply, they wanted to enable both the marketing and sales teams to impact the bottom line.

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Solution

Taulia now uses the **Vidyard** video marketing platform to easily scale their video library, generate and qualify more inbound leads and track their true ROI on video content. With the Vidyard Video Hub, Taulia has created a central, branded location on their website for all their video content. The Hub has essentially replaced YouTube for the company, and they're excited to now have control over content and layout without having to rely on a developer.

Vidyard also enables Taulia to track the performance of their videos through analytics on click-through rates, qualified views and attention span, as well as to test for the most engaging splash screen.

Video Analytics And Insights In Marketo

This information is useful in other ways, as well. For example, Bhaji Illuminati, Taulia's Senior Marketing Manager, triggers automated email follow-ups from Marketo to convert leads who have watched more than 50% of certain videos, since they've shown a good level of interest.

Vidyard's Marketo integration is also vital to converting more effectively from webinars; the team now embeds the videos on landing pages, using contact forms to collect contact details. The data is included in each lead's Marketo activity log, helping Illuminati and the team more accurately score leads based on individual activity. Leads who score 80 and above receive automated follow-ups with tailored content that help convert them though the sales funnel.

Results

Taulia's video marketing efforts have influenced more than $125 million in new pipeline. To put that into perspective, that's more money than the most recent "Hunger Games" movie installment earned in its opening weekend.

Using Vidyard's video analytics, the team now edits video content to increase campaign success. Specifically, a product demo video was revised after data revealed that 70% of viewers dropped off before the last eight to 10 seconds due to the sales-pitchy final tone.

Video engagement analytics also gave the marketing team a greater understanding of their audience: 19% of all-time views for Taulia videos came from mobile devices. This surprised the team, whose target demographic was assumed to not rely on mobile at home. Because of these insights, however, the team started delivering some casual, humorous content to audiences on weekends, taking advantage of every opportunity to engage and stay top-of-mind.

Using audience engagement data in combination with Vidyard's Marketo integration, Taulia is now able to gain greater customer insights, score leads more effectively and follow up with more relevant content, which quickly led to more than 250 new qualified leads from just recorded webinars alone.

Leads and analytics don't stop at the marketing team. The information is shared through Vidyard's Salesforce integration, allowing the sales team to directly engage with leads right at the moment when they are most interested in Taulia's content and products.

Now that Taulia has the tools to optimize content, measure video and campaign performance, gain audience insights and score and convert leads better than ever, there is now a directly measurable and significant impact on the bottom line. Together, the marketing and sales teams ensure that it isn't just video views that count, it's the customers who matter.

> **"Everyone is trying to get to this place where, even if you have data in multiple products or data sources, you still have some sort of well-defined center where we connect and exchange that data."**
>
> **— SCOTT BRINKER, CHIEFMARTECH.COM**

Conclusion

Savvier B2B marketing tech buyers have learned from past experience that there is no silver bullet for success. Therefore, marketers are looking specifically for solutions that help them get their jobs done in their current infrastructure.

"You have a wiser, more experienced marketer — who understands the factors of success and failure — that is now really going back to the software provider and saying, 'I don't need a ton of disparate systems; I need a really tightly integrated, consulted tech stack that accomplishes these core functions,'" Gray said. "And until we accomplish that, they're not going to move on into the latest and greatest trend."

Tech integration is driving the major discussions in B2B organizations looking to align their data across a variety of disparate systems. This has led to solutions such as CDPs, ABM and campaign tools, as well as content experience solutions, working to tightly integrate their capabilities into their users' systems of record.

"There is this idea of the 'system of record' for the customer, and generally everyone is trying to get to this place where, even if you have data in multiple products or multiple data sources, you still have some sort of well-defined center where we connect and exchange that data," Brinker said.

Ultimately, experts say that it is no longer a question of an all-in-one solution versus point-solutions. It's a matter of tech vendors having to accommodate their buyers' expectations and business needs — as well as their current tech stack.

Interested in learning more?

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Vidyard is the new generation video platform for business. Going beyond video hosting and management, Vidyard helps businesses drive greater engagement in their video content, track the viewing activities of each individual viewer, and turn those views into action. Global leaders such as Honeywell, McKesson, Lenovo, LinkedIn, Cision, TD Ameritrade, Citibank, MongoDB and Sharp rely on Vidyard to power their video content strategies and turn viewers into customers.

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Uberflip is a platform for marketers to create, manage and optimize content experiences, so that content can be fully leveraged by all company stakeholders at every stage of the buyer journey.

888.694.2946

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Additional Resources

2019 Demand Generation Benchmark Survey Report

2018 B2B Buyers Survey Report

2019 Content Preferences Survey Report

Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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