



DEMAND  GEN<sup>®</sup>  
REPORT

# 2022 STATE OF B2B MARKETING TECHNOLOGY

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# INTRODUCTION

While today's economic outlook remains uncertain, the marketing technology landscape is continuing its steady growth. Recent *Demand Gen Report* (DGR) research found that marketers are taking what they learned about prospect preferences and successful approaches to prioritize aggressive growth strategies.

In fact, 72% of respondents to DGR's "[2022 Demand Generation Benchmark Survey](#)" indicated their marketing budgets will see increases up to 20% throughout the year, with specific areas of spend including content marketing (58%), ABM/ABX (47%), sales enablement (46%), personalization (37%) and event marketing (30%). In addition, the same survey found that the top tools/tactics marketers are planning to test and/or deploy in 2022 include:

- Marketing automation (39%);
- Social analytics (32%);
- ABM (32%);
- Intent/signal data (31%); and
- Multichannel lead nurturing (29%).

Given the expanding options, successful marketers are focused on evaluating new tools to meet growth targets and shifting priorities.

“I think some of the biggest things are certainly not only the expansion of new tools, but expansion within existing tools to additional use cases,” said Brooke Bartos, Director of Marketing Operations & Analytics at [Invoice Cloud, Inc.](#), an online payments solution. “And that includes a combination of in-house development alongside acquisitions — we’re seeing a lot of smaller tools getting gobbled up by bigger tools. Marketers want a platform; not a combination of several niche products.”

This special report will uncover trends and priorities in marketing technology, as well as real-world insights from B2B marketers and analysts on where they see investments in technologies heading. Specifically, we’ll cover:

- What to expect from the martech landscape in 2022;
- How marketers are integrating their martech tools to boost efficiency and reach audiences in a digital-first world;
- Top priorities for martech stacks based on current business goals and objectives, including ABM, data management and marketing automation; and
- Strategies to get the most out of existing martech stacks in 2022 and beyond.

“Marketers want a platform; not a combination of several niche products.”

**BROOKE BARTOS, INVOICECLOUD**





## 3 STEPS TO MAKING THE MOST OF YOUR MARTECH STACK

By Danny McKeever, Integrate

B2B marketers today are faced with an increasingly complicated and convoluted martech landscape. According to Scott Brinker, Editor of [chiefmartec](#), the martech landscape has reached a whopping **9,932 solutions** in 2022, up 24% from 2020. With nearly 10,000 solutions out there, how can anyone feel confident that they have the right marketing technologies in place to reach their buyers?

In fact, according to Heinz Marketing and Integrate's [Marketing Maturity Report](#), 56% of marketing leaders reported that they were not confident that their org structure, strategies and marketing technology effectively support their goals. Moreover, [B2B buyers now expect seamless cross-channel journeys](#), and they will quickly tune out when brands do not deliver. Long story short: B2B marketing is harder and more complex than it's ever been, and the plethora of technologies out there doesn't make it any easier on us.

With so many technologies out there, your martech stack should be able to support your B2B marketing efforts by delivering more impactful campaigns and insightful metrics. But does it? How can you make sure you optimize your martech stack so that it is helping you instead of hindering you? Let's pare it down and consider three key steps to making the most of your martech stack in today's complex, buyer-driven and cross-channel world.



## Step 1: Get Your Data Right

Data is everything in marketing. It's the foundational core of good marketing and vital to ensuring compliance in today's increasingly stringent data privacy world. Good data means having clean, compliant leads and not having duplicates in your database. It also means having connected data that informs the stage of the account and the needs of the buying committee and the buyer.

A clean, connected database gives you the opportunity to better leverage intent, behavioral insights and firmographic information to better understand your buyers and deliver a personalized, meaningful buying experience.

**Recommendation:** Look for technologies that provide a governance engine that can ensure clean, compliant data.

## Step 2: Activate Campaigns Across Channels

Data is everything in marketing. It's the foundational core of good marketing and vital to ensuring compliance in today's increasingly stringent data privacy world. Good data means having clean, compliant leads and not having duplicates in your database. It also means having connected data that informs the stage of the account and the needs of the buying committee and the buyer.

A clean, connected database paves the way forward for activating campaigns in the channels that B2B buyers research and consume content. But it's important to recognize that B2B buyers are not just on email anymore. They're on social asking for recommendations; they're reading reviews on blogs and news sites; they're attending in-person or virtual events and networking with colleagues and peers.

You need to fit together the right campaigns and messages to the right channels so you can reach the right accounts and buyers at the right time and place. This means taking your target account lists from ABM and intent providers and activating campaigns in all the channels where your buyers exist, whether it's through content syndication, digital ads, webinars, in-person events or social media. This is a notoriously difficult, complex and manual task for B2B marketers.

One reason we struggle with the implementation of cross-channel strategies is that our marketing automation (MA), customer relationship management (CRM) and ABM solutions are not built to enable our teams to deliver the meaningful cross-channel interactions buyers seek.

**Recommendation:** Look for technologies that enable cross-channel campaign activation.



### Step 3: Measure Across Channels

Measurement is critical to understanding the impact of your marketing efforts. In today's cross-channel world, it's more important than ever to have a holistic, cross-channel view of how various channels are performing. Marketers are constantly defending their budgets and understanding what to do more of – and conversely, what to do less of – which can better inform the next best investment.

But often, cross-channel measurement involves a massive amount of manual labor, spreadsheets and custom reporting. And for channels like **content syndication, there is just no easy way to do it on your own.**

**Recommendation:** Look for technologies that can bring together data from multiple channels and provide a single cross-channel view of performance.

### The Takeaway

In today's multi-buyer, multi-touch and multichannel environment, martech needs to follow suit and address the needs of our buyer-driven, cross-channel world. B2B marketers need connected technologies that can govern, measure and activate across channels to reach buyers across channels with intention and precision, cut through the noise and influence opportunities.

Your martech stack should be able to support your B2B marketing efforts by delivering more impactful campaigns and insightful metrics.



# MORE INTEGRATED TOOLS, INTENT DATA ON TAP

Integrated tools will be a central theme going forward, according to the experts interviewed. However, it won't always be the technology companies or the IT department integrating martech tools, InvoiceCloud's Bartos said.

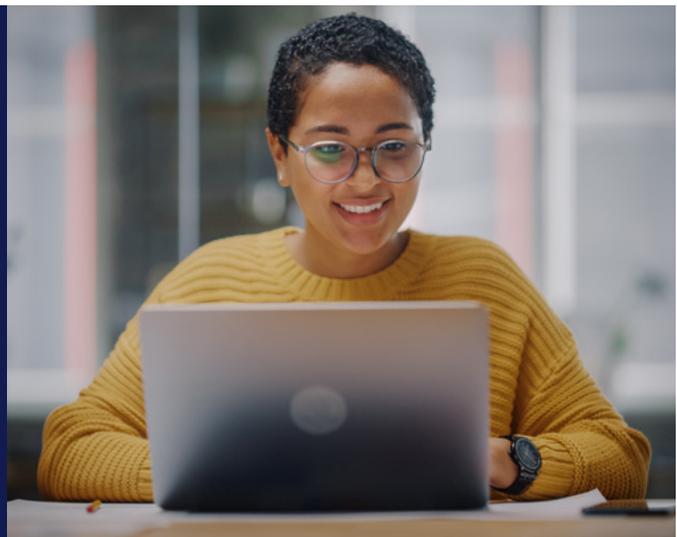
"Marketers can integrate tools that previously may not have been integrated through low-code platforms, creating a more cohesive and integrated tech stack and putting a marketer in more of a seat that might have previously been a developer type role," she explained.

According to Christine Nurnberger, CMO of [Bottomline Technologies](#), data integration is challenging for many marketers. Bottomline uses [Snowflake](#) for data analytics and [Power BI](#) for data visualization, as "these tools and tools like them can help make up for a lot of the sins of diverse data from various solutions that isn't always clean or normalized."

On the other hand, Lydia Flocchini, CMO of [SurePoint Technologies](#), expects the focus on intent data to drive greater innovation in martech. She believes B2B will arise with even more intent data companies, as she receives "at least five emails per day from different technology companies now looking at intent." To that end, she indicated that practitioners are viewing data accuracy, governance and integrity as critical when examining martech tools.

"Data integration tools can help make up for a lot of the sins of diverse data from various solutions that isn't always clean or normalized."

**CHRISTINE NURNBERGER,  
BOTTOMLINE TECHNOLOGIES**





# TRANSFORMING IN-PERSON ENGAGEMENT

By Mike Dietrich, Cvent

As in-person events continue to return to pre-pandemic levels, the effects of the hard pivot to digitization continue to ripple through the industry.

Yes, with onsite tools, mobile apps and other event technology features, digital has been elbowing its way into events for more than years. But we've now entered the era of always-on engagement. That means that the days of "one-and-done" events may be over for many organizations. With the help of technology, your events can live on months after they've concluded on-site. As a result, the role of live engagement has now moved to the top of every marketer and every organization's priority list.

## Always-On Engagement Is A Win-Win

No longer is it just about the engagement during the event. We need to let attendees consume content and interact before and after our events, too.

Those additional engagement points mean more insights into your attendees, their interests and their needs. Extending the life of your event is a positive for both planners and marketers — as well as attendees and exhibitors.

Always-on means that the framework of your events may look a little different. Let's call this new engagement design "phases." Your attendee's journey should look like this:

### Phase 1: Pre-Event

- Agenda Building: Attendees can view the event schedule and build or modify their agenda directly in the Attendee Hub;
- Appointment Scheduling: Allow attendees to schedule appointments with exhibitors before they get onsite;



- Networking: Allow attendees to network with one another using messaging or pre-event activities;
- Profile Update: Attendees can build their profile to help with networking and finding like-minded attendees to connect with;
- Event App Download: In preparation for the event, attendees can download and explore the Event App;
- Exhibitor and Sponsor Information: Attendees can learn about exhibitors and sponsors that they can meet with;
- On-Demand Content: Provide pre-event content, like welcome videos or on-demand videos from previous events;
- Featured Content: Highlight important events, keynotes and notable speakers and exhibitors on the homepage;
- Push Notifications: Remind attendees of activities and sessions they can participate in and key pre-event milestones;
- Pre-Event Surveys: Learn what your attendees are anticipating at your event, create an icebreaker, run a contest, discover attendees' activity preferences and more; and
- Gamification: Let attendees show their competitive side! Give them points for completing pre-event activities.

## Phase 2: Onsite

- Session Schedules: Attendees can add and drop sessions, explore the schedule and view their personal schedule;
- Session Engagement: Enable live Q&A, polling and session chat during sessions and provide session documents;
- Gamification: Bring out your attendees' competitive side with a game that encourages their event participation;
- Networking: Attendees can make appointments with exhibitors, send 1:1 messages, get recommendations on who they should network with and more;

- Push Notifications: Keep attendees informed with real-time alerts for sessions, surveys and other important updates;
- Inbound Leads: Exhibitors can receive inbound leads in and follow up with attendees after the event; and
- Exhibitor/Sponsor Booths: Allow attendees to visit sponsor and exhibitor booths virtually and provide them with a map of the exhibit floor, so they visit in person.

### Phase 3: Post-Event

- On-Demand Content: Enable attendees to review event content or catch up on sessions that they may have missed;
- Provide Feedback: Attendees can give their feedback about sessions, speakers and the event overall so you can improve your programming going forward;
- Networking: Attendees can continue to message one another and exchange contact information to connect post-event; and
- Session Documents: Make slides, supplemental documents and more available to attendees.

## Choose Technology That Supports Your Extended Engagement

So, how do you go about selecting the best technology? To create maximum engagement, you'll want to select technology with features that will keep your attendees hooked. But not all tools are created equal, so be sure to choose a platform that supports a "Total Event Program (TEP)."

When evaluating technology solutions, consider these questions to be sure your solution is fit for a TEP:

- Does the solution offer you a single source of truth for a multi-event, multi-format, multi-audience program?
- Does it offer a single platform for events of all types and sizes, from micro-events up to multi-day industry events?
- Does it have tools to drive engagement and real-time, personalized experiences?
- Is the solution scalable and flexible to meet your changing needs?

The answer to all these questions should be yes! If not, keep looking.



# INTEGRATION EQUALS GREATER EFFICIENCY; **BROADER REACH**

Integration is critical to understanding how intent data ties across various platforms, Flocchini said, as “integration of intent data enables me to focus on the right groups, customers and future customers as well as channels,” all of which must work within a marketer’s CRM.

Bartos added that integration supports more targeted messaging, because as data points become more integrated, they’re giving teams the opportunity to reach new audiences with a much more personalized, careful, dedicated message that features more value and less noise.

In a digital-first world, it is critical to meet the buyer where they are in real time and be hyper-relevant to the actions that they’ve already taken, Bartos continued.

“Using those predictive and AI models against what we think they’re going to do and anticipating that reminds me of my days in a restaurant — the best customer service anticipates the needs of your customer and gets in front of that need first,” she explained.

Danny McKeever, Sr. Director of Marketing Operations and Technology at **Integrate** noted, “We all have target account lists generated from ABM and intent vendors or our sales teams. But what do we do with those lists? We need to understand how to activate these lists across social, content syndication, digital ads, in-person events and webinars and reach our buyers on those account lists in the channels where they are.”



## MEASURING REVENUE IMPACT & SCALABILITY ARE TOP PRIORITIES

As marketers increase their investments in content marketing, personalization and other tactics, they're seeking tools and strategies to support those goals.

"Marketers, particularly in B2B, are being asked more and more to show the impact on revenue, whether that's closed rates, velocity, or something else," Bartos said. "With that, certainly is the ability to report on that but to report accurately and consistently."

Nurnberger said budget and planning tools are top of mind for Bottomline, as "budgeting and planning tools are the missing components – marketers need to know how campaigns are performing to quickly adjust to maximize returns."

# MAXIMIZING EXISTING TECH STACKS

Measuring the return on current martech stacks helps maximize returns, Flocchini noted. She emphasized that marketers won't get value from their technology without investing in training.

Flocchini has other suggestions to derive the most value from martech solutions, such as tracking adoption rates, staying abreast of updates and communication from the vendor, learning from peers and considering how the technology will adapt to changing business goals.

Nurnberger said you need to be familiar with your existing technology before considering other tools. "You have to do a rigorous evaluation of the ROI of your current technology. Are you using all of its functionality?"

Integrate's McKeever emphasized that clean and compliant data is essential to making the most of your martech. "This means having a clean, compliant, connected database that informs the stage of the account and the needs of the buying committee and buyer."

Finally, McKeever said to measure cross-channel to gain insight into your next best investment.

"To understand the impact of your marketing efforts, it's important to have a holistic, cross-channel view of how your various channels are performing," he explained. "What do we need to do more of? Less of? In which channels? And how do we shift our strategies to better align with our buyers?"

# HOW TERMINUS ACHIEVED 8X ORGANIC TRAFFIC

Brad Beutler, Terminus' Content Marketing Director, owns all things content, including traditional content marketing and thought leadership to branded content and SEO. His goals for content marketing included brand awareness and positioning Terminus as a thought leader amongst other things. However, his SEO goals were more quantitative, such as keywords ranked, impressions, traffic, leads and revenue sourced from organic search.

"Specifically with SEO and search, it's our goal to establish it as a reliable channel to generate revenue, demo requests and leads for our sales team," explained Beutler.

## The Problem

Earlier this year, he was tasked with a new goal: His manager asked him to position Terminus as one of the top three organic results for ABM – an extremely competitive category that included giants such as Wikipedia, HubSpot, Pardot, Salesforce, Oracle and Marketo. At the time, Terminus only ranked on page two for ABM organic results.

## The Solution

Beutler partnered with [Demandwell](#) to add its SEO growth platform to its tech stack and run Terminus' organic strategy and seamlessly pair it with the rest of Terminus' marketing content and thought leadership.

Getting to the top required some creativity, such as re-optimizing an existing page for on-page SEO. This included adjusting length of content, adding co-occurring keyword terms and making sure the site infrastructure was properly set up to direct visitors to the landing page. Terminus supplemented these efforts with internal linking, endorsements and supporting content.



However, getting to the top of the search engine results page was only part of the battle. The next phase was making sure the page had really targeted, helpful content – which is where Beutler’s combination of brand and SEO content came into play.

The page features an informational video about ABM at the top, in addition to multiple links to a full ABM resource hub with infographics and E-books about ABM for anyone who wants to learn more. Further down, there are reports and even more content on the page about what ABM is, who the main players are and how to do it well.

Terminus’s organic efforts bolster other marketing campaigns and helps determine weekly content creation for general search terms related to the way people are searching for products like theirs. But Terminus takes it a step further to support more specific marketing efforts: With every new product launch, they create organic content to rank for terms related to that new product. For every E-book, white paper or report Terminus creates, the company makes sure that that content is discoverable in search.

## The Results

In the last year, organic became Terminus’ No. 1 source of demo requests. Specifically, the company increased:

- The number of keywords they rank for by 4.5X;
- Organic search impressions by 8.5X times; and
- Organic traffic by 8X.

Additionally, Terminus has so many pages that rank in the top spots for competitive terms organically that they can leverage those pages to promote different marketing campaigns.

“Demandwell has made it very easy for us to measure success and our return on investment with SEO,” explained Beutler. “Some of the keywords that we rank high for today represent a lot of competition – it feels really good to be ranked in the top three or four with brands like HubSpot and Marketo.”





## CONCLUSION

In a space of nearly 10,000 martech vendors, it's challenging for marketers to navigate the ocean of tools available to meet their business needs. ABM, data management and marketing automation are all getting intense scrutiny as marketers closely examine the ROI of their investments.

As they search for new solutions, marketers are also scrutinizing ways to gain more value from their current investments.

"We should be having conversations about what we're doing for the next two years, for the next five years and starting to lay the foundation within our tech stack based on those targets," Bartos concluded.



Integrate is the leader in Precision Demand Marketing, an emerging category to help B2B marketers develop and deliver an omnichannel demand strategy, convert customer and prospect data records to revenue, and drive marketing ROI. Integrate works with high-growth and enterprise organizations like Salesforce, Microsoft, Akamai, and Plural sight to power their Precision Demand Marketing strategies. Over the past decade, Integrate has evolved from solving the complex challenges across each demand generation channel to powering account-based, buyer-driven omnichannel experiences. Today, Integrate's Demand Acceleration Platform helps marketers orchestrate connected buying experiences that drive qualified conversations at scale, simplify ABM management, and accelerate revenue generation.

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*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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