



## Marketing Automation & Social Technology Research

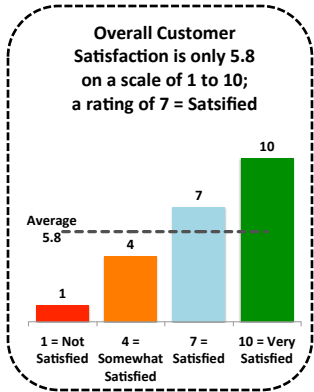
### *Real Story Group's Industry Survey Findings Summary Q1 2016*

Complimentary to Survey Participants

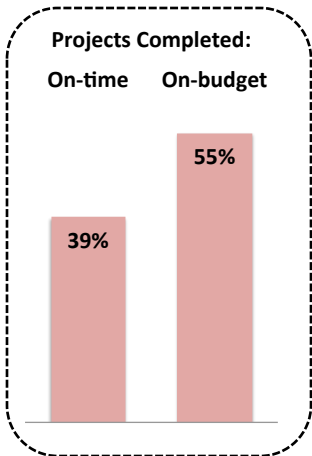
- Introduction and Key Messages
- DMT — Strategy & Implementation
- DMT — Customer Satisfaction
- DMT — Use Case Maturity
- Appendix: Survey Demographics

- RSG conducted an online survey in Q4 2015 to obtain practitioner perspectives on key digital marketing technology-related themes
- The final survey results included a cross-section of organizations that were drawn from different industries and geographies
- As part of RSG's data quality and validation process, we excluded submissions from very small organizations (less than twenty employees) from the respondent pool
- The final analysis is based on a sample size of 75 organizations (unless otherwise noted). More detailed survey demographics are available in the appendix.

- ***Digital Marketing*** is an umbrella term that refers to the targeted marketing of products and/or services using digital technologies to reach and convert prospects into customers
- ***Digital Marketing Technology*** refers to various software products such as campaign management, marketing automation, content marketing, social media marketing, mobile marketing, and more. (This is an illustrative but not an exhaustive list.)

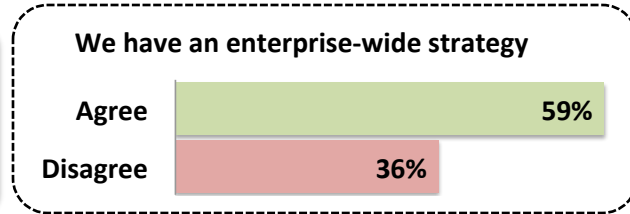


Digital Marketing Technology projects are under-performing



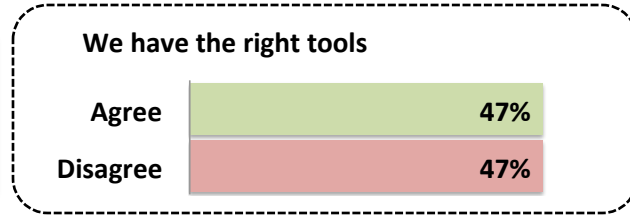
**1**  
Strategy is in place

Strategy defined at the enterprise / business-unit level

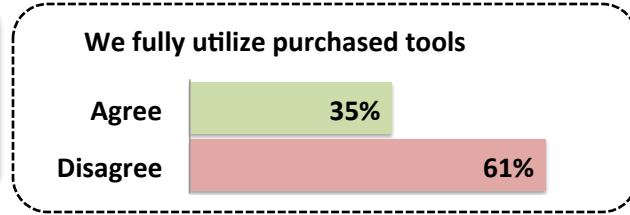


**2**  
Tools are Problematic

Right tools not in place

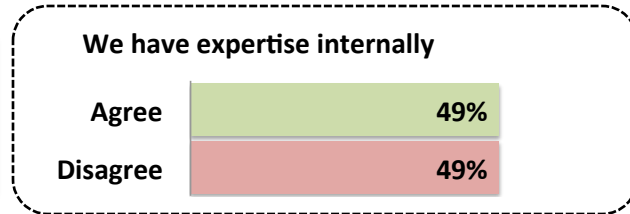


Existing tools are underutilized

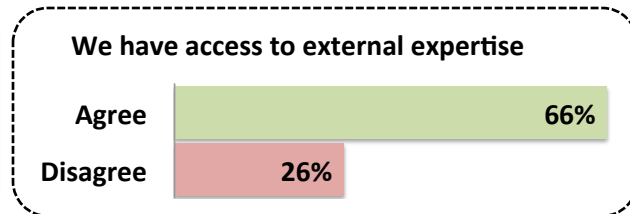


**3**  
Skills are limited

Lack of in-house skills



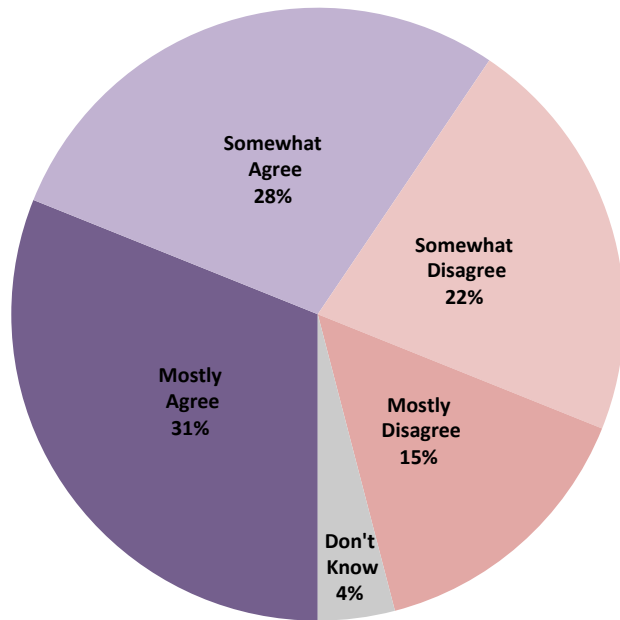
Reliance on external skills



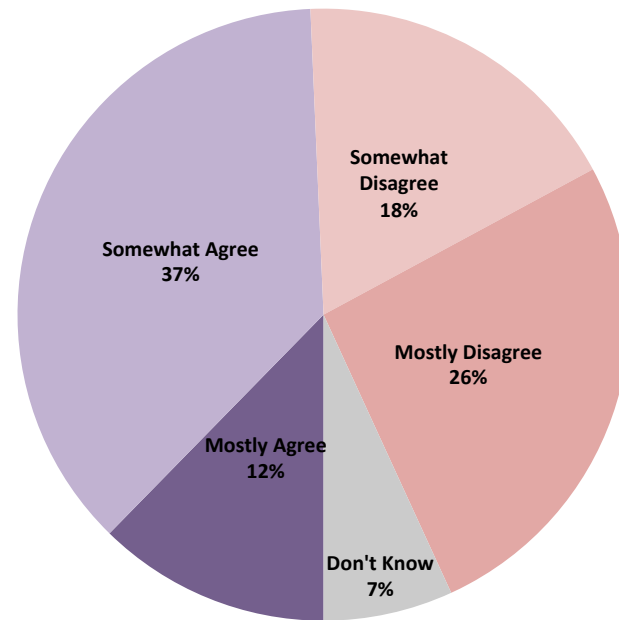
- Introduction and Key Messages
- DMT — Strategy & Implementation
- DMT — Customer Satisfaction
- DMT — Use Case Maturity
- Appendix: Survey Demographics

- A majority (59%) of organizations agree that they have adopted an enterprise-wide strategy for digital marketing technology
- Similarly, half (49%) of the organizations have a strategy in place at the business-unit level
  - This suggests that strategy definition *per se* is not a challenge for organizations

Digital Marketing Technology: We have an enterprise-wide strategy

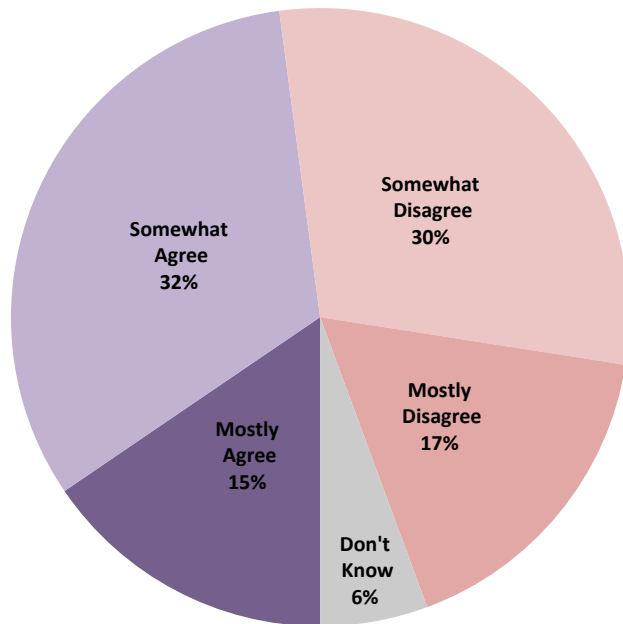


Digital Marketing Technology: We have a BU level strategy

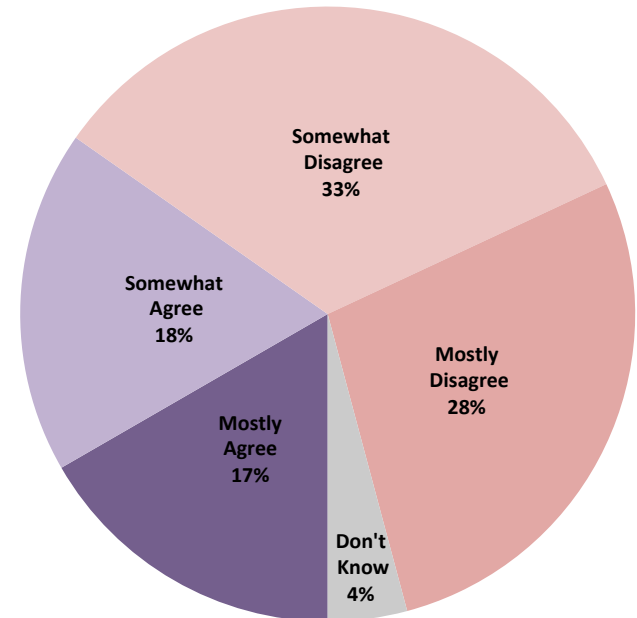


- Only 47% of the organizations have tools that are a good fit for their requirements
- Only 35% of the organizations leverage the full potential of their purchased technology
- A lack of the right tools and underutilization of existing tools are marketers' significant challenges

We have the right tools that are a good fit for our requirements



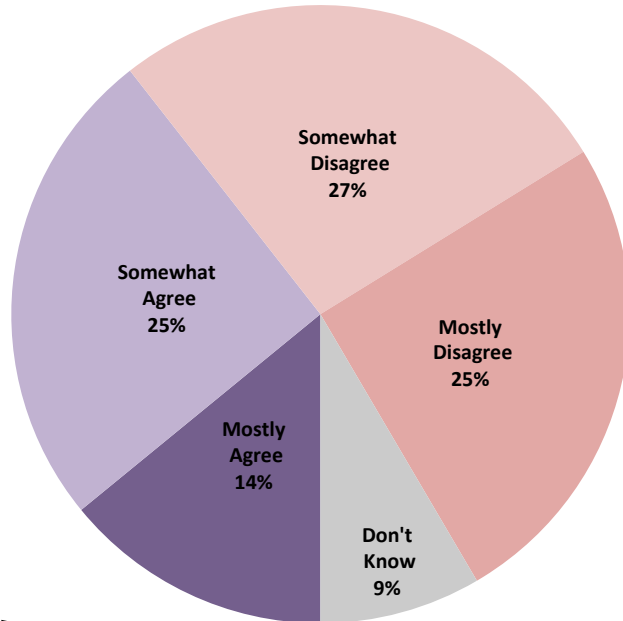
We are leveraging the full potential of purchased technology



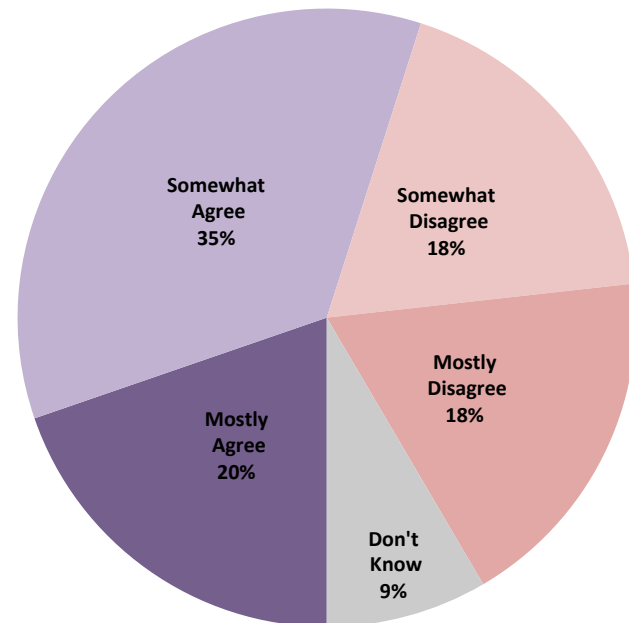


- Underperformance indicators include few on-time and on-budget marketing technology implementations
- Only 39% of organizations report on-time completion, while only 55% of them report on-budget completion
- Tool complexity and extensive customizations (arising from a poor fit with requirements) often lead to expensive delays and overruns

Our projects are completed on-time

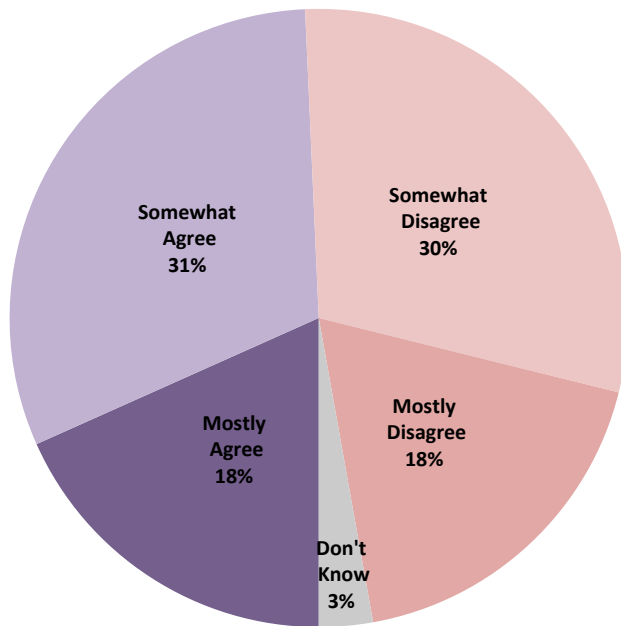


Our projects are completed on-budget

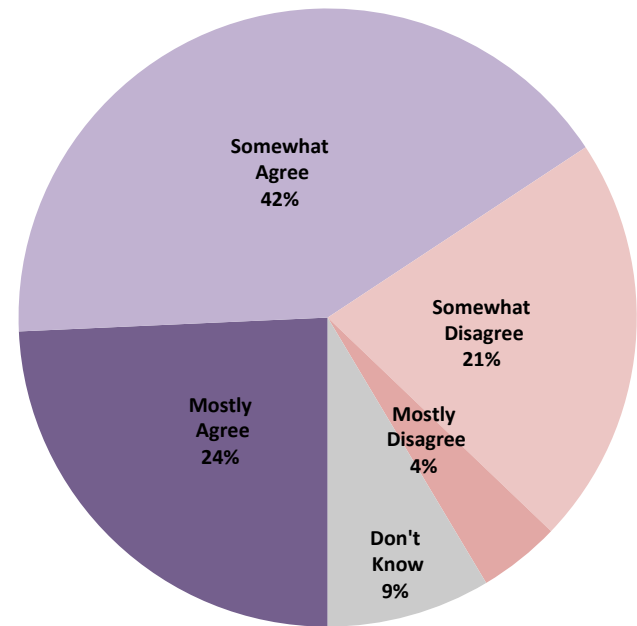


- Expert resource availability is a challenge — only half (49%) of the surveyed organizations have access to requisite internal resources
- This is mitigated to some extent by external resources, with a majority (66%) agreeing that they have access to external resources
  - However, overreliance on external expertise is neither desirable nor sustainable over the long term

We have the right level of expertise internally

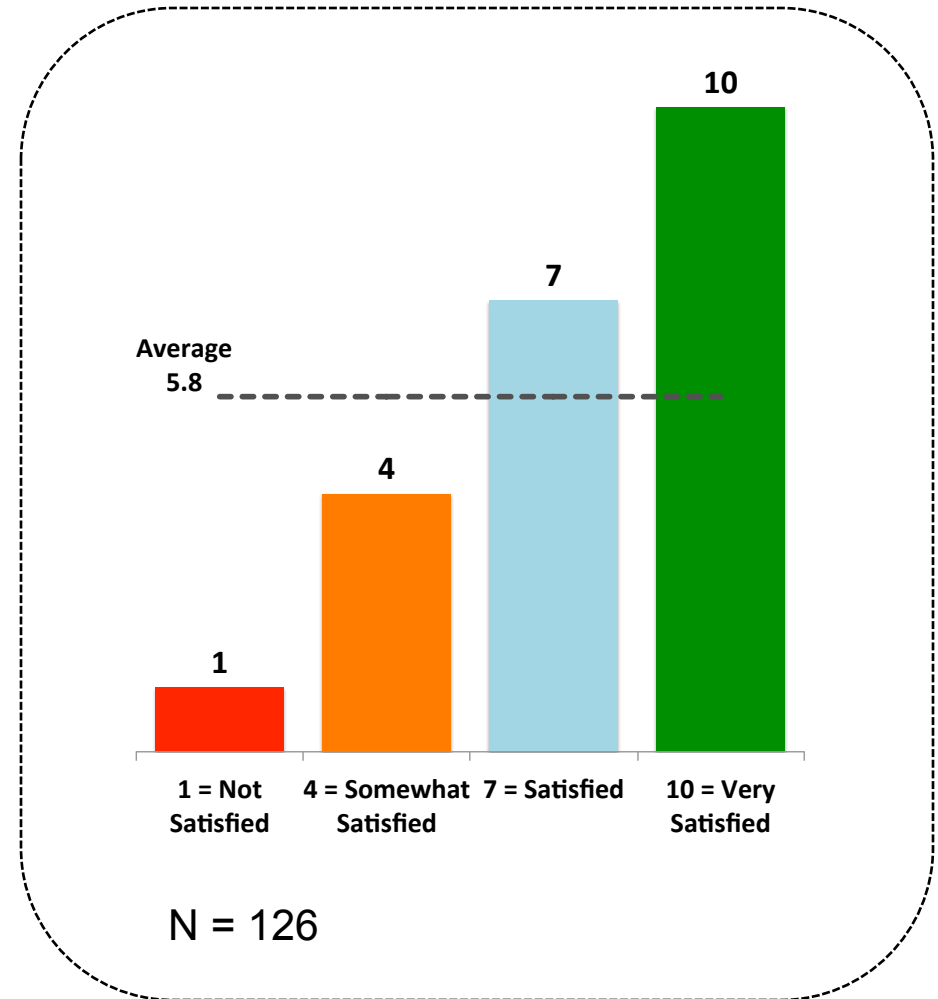


We have access to the required expertise externally

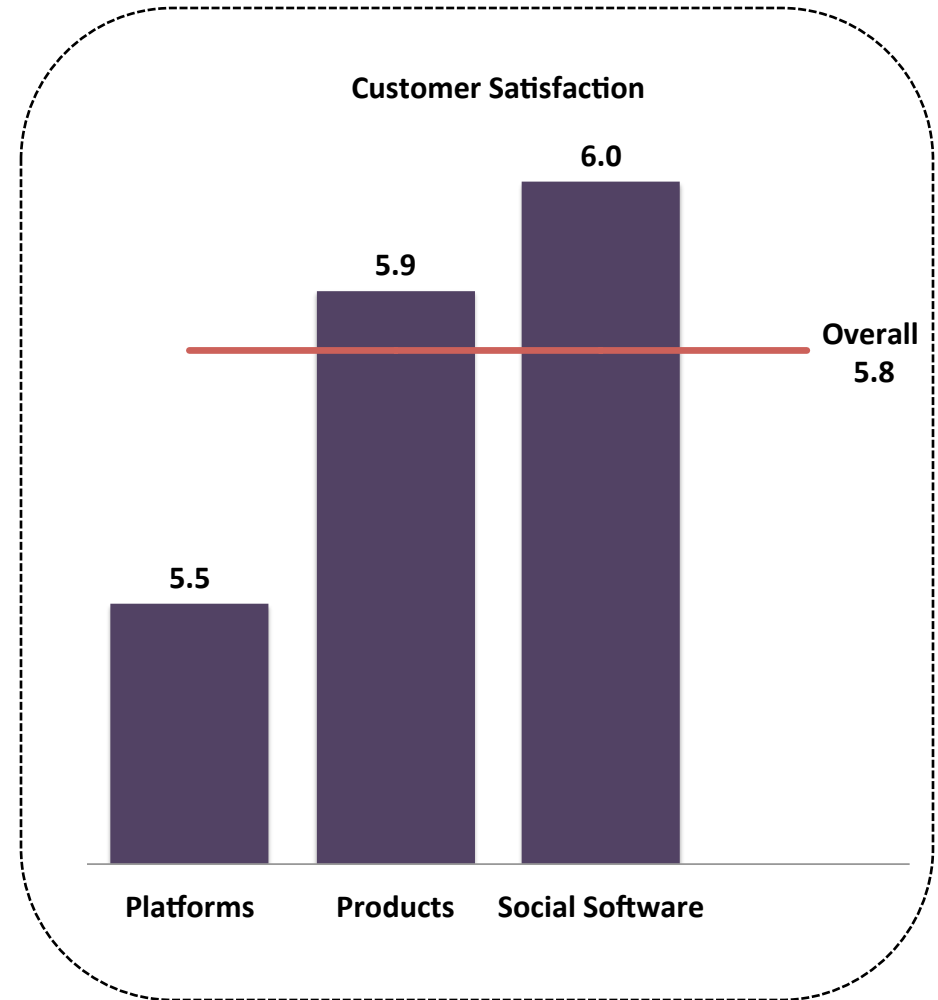


- Introduction and Key Messages
- DMT — Strategy & Implementation
- DMT — Customer Satisfaction
- DMT — Use Case Maturity
- Appendix: Survey Demographics

- Overall customer satisfaction with DMT software can only be characterized as “middling”
- Using a scale from 1 to 10, the average customer satisfaction score was 5.8. Note that the average score on this scale is 5.5 — not 5



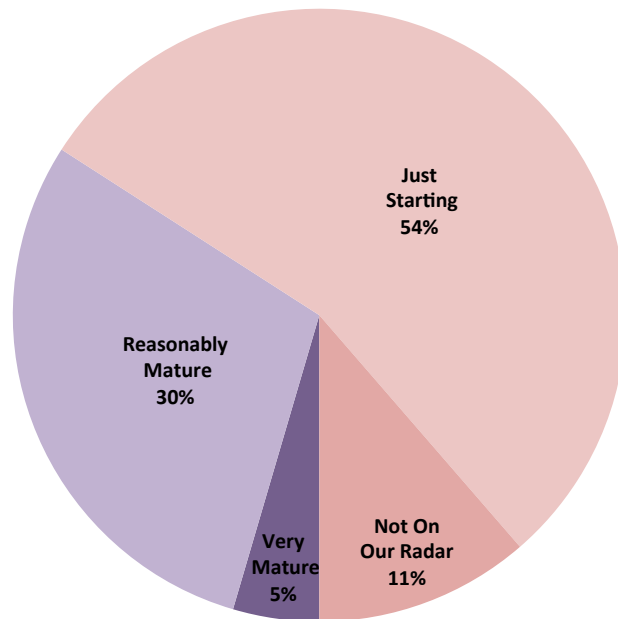
- Digital Marketing Platforms (a.k.a., marketing clouds) score lower than Digital Marketing Products — 5.5 vs. 5.9 — on the satisfaction scale (from 1 to 10)
- Social Media Monitoring and Marketing Software tools score higher with a rating of 6.0



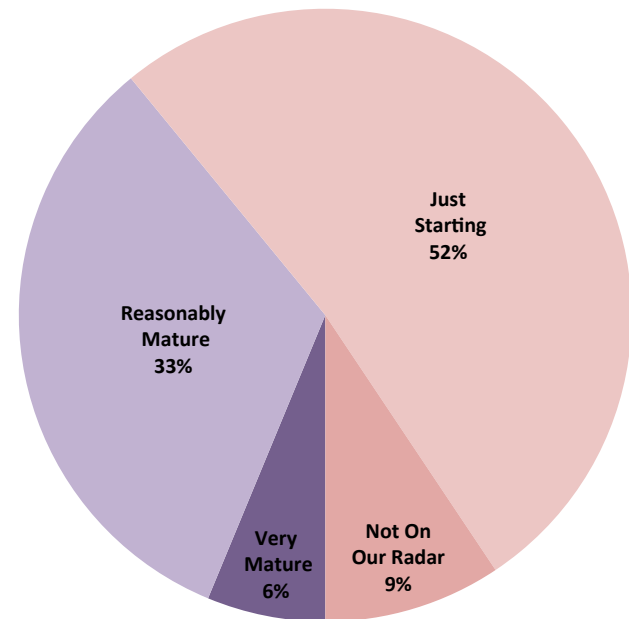
- Introduction and Key Messages
- DMT — Strategy & Implementation
- DMT — Customer Satisfaction
- DMT — Use Case Maturity
- Appendix: Survey Demographics

- B2C and B2B lead management are not mature in practice — only 35% and 39% (respectively) report reasonable or high maturity levels
- The majority of the organizations are in the “Just Starting” phase
  - This suggests that despite much hype, we are still in the early stages of marketing automation technology adoption

B2C Lead and Offer Management

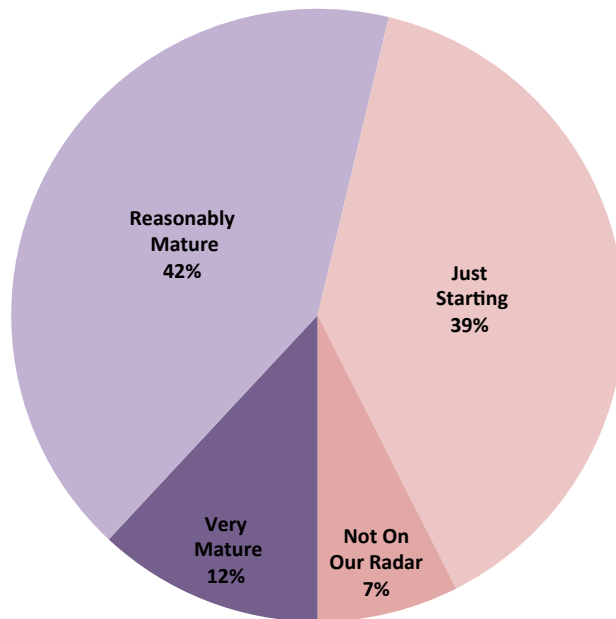


B2B Lead Management and Nurturing

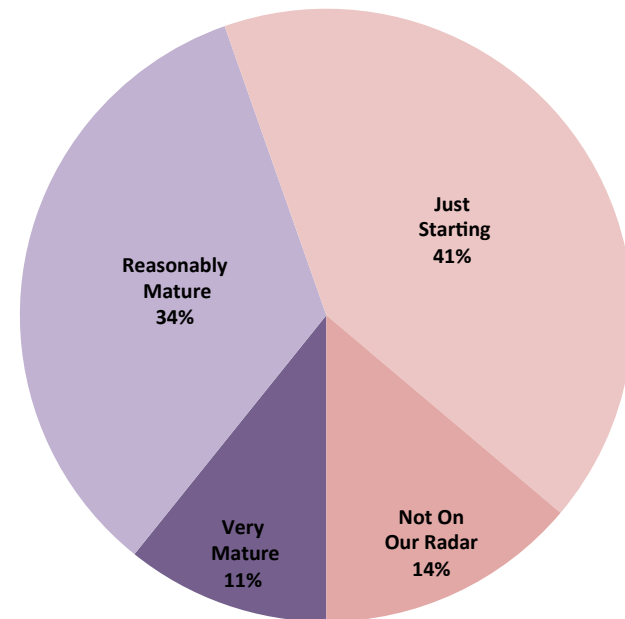


- Organizations report relatively high levels of maturity for social media monitoring (54%) and social media intelligence (45%) use cases
- A significant proportion (~40%) of organizations are “Just Starting”
- Social media monitoring & intelligence are relatively new, and early adopters (of which there are many) are mature — suggesting that these use cases are less complex (although the ROI picture may be different)

Social Media Monitoring



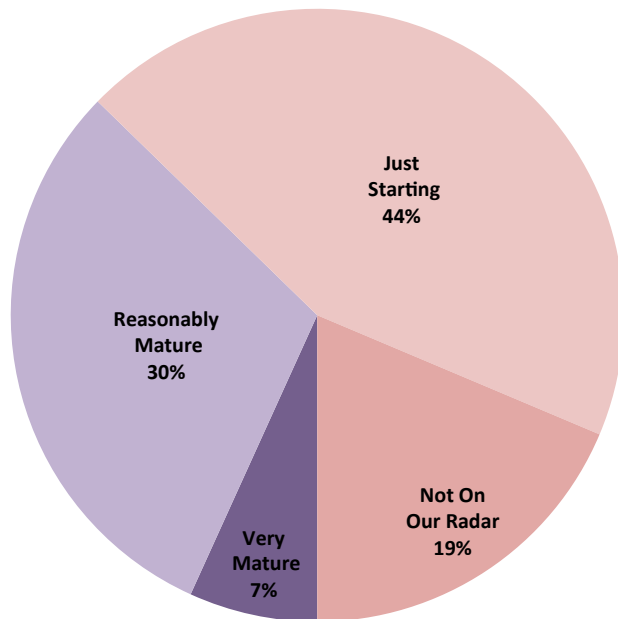
Social Media Intelligence



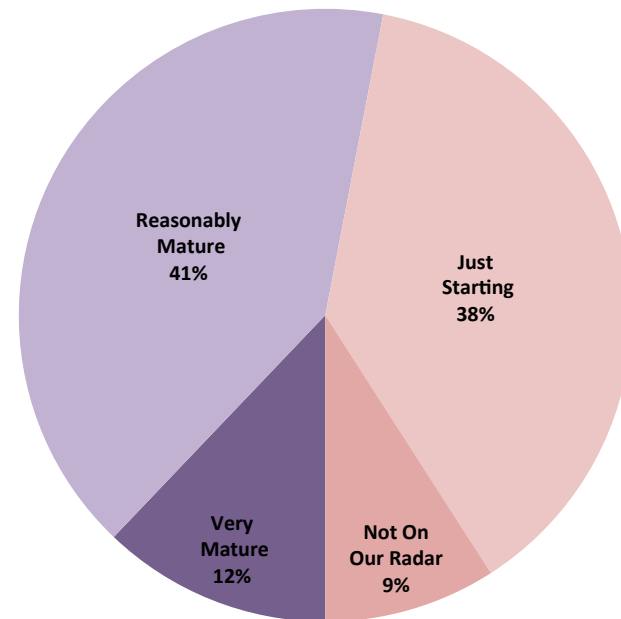


- Similar to the social monitoring use cases, the maturity of social customer support (37%) and social media marketing (53%) is higher with a comparable (~40%) in the “Just Starting” phase
- Again, relatively simple scenarios drive higher maturity, but the challenge is to keep up with the in-vogue social media channels and trends rather than tool/technology complexity

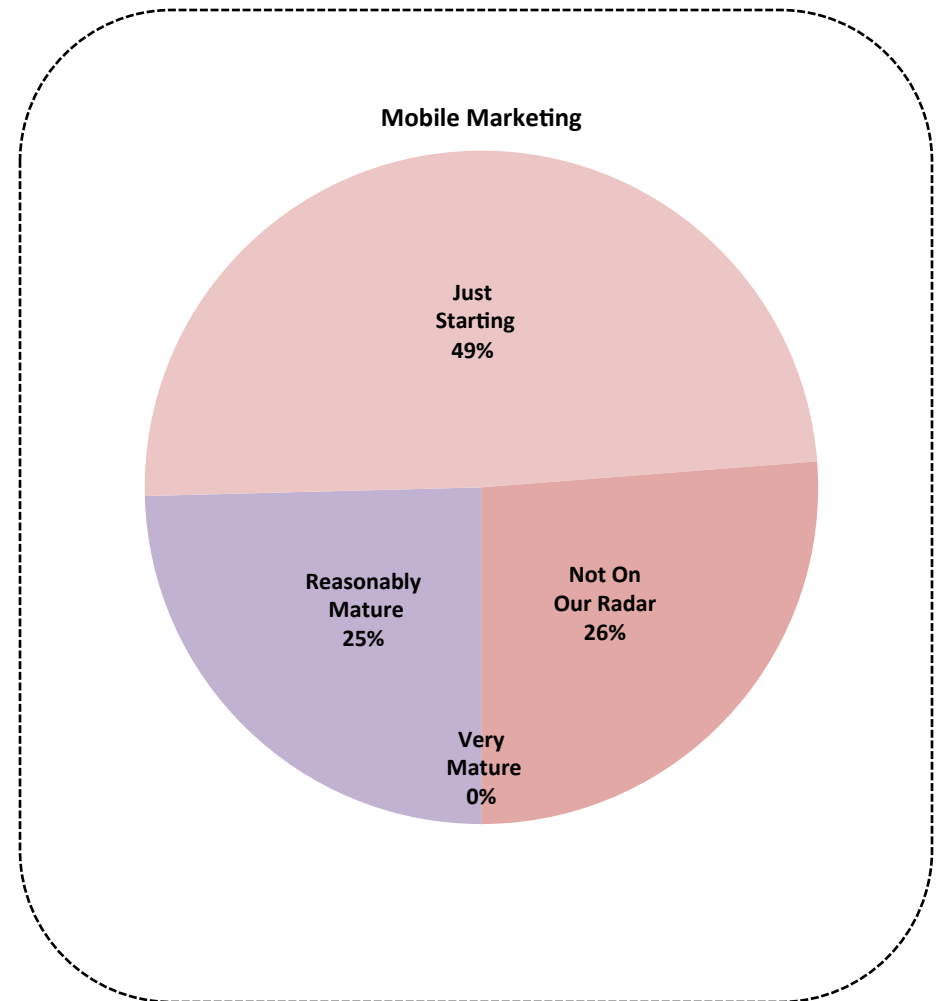
Social Customer Support



Social Media Marketing



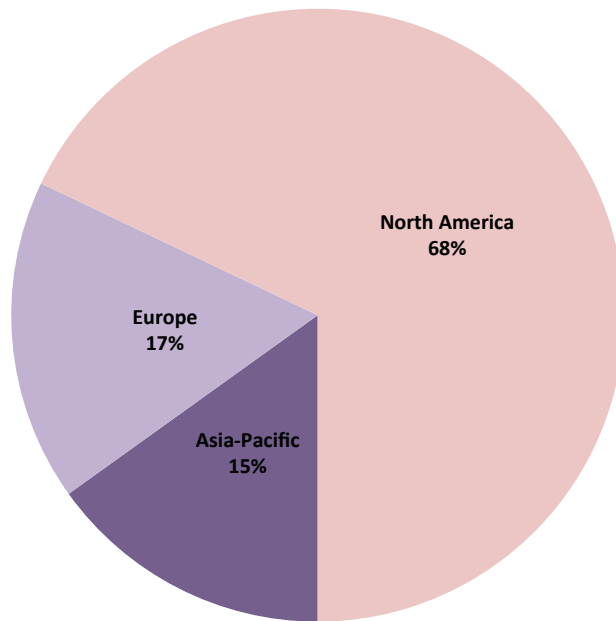
- Of all the surveyed use cases, organizations are the lowest on the mobile marketing maturity curve
- Zero organizations reported as “Very Mature,” and only 25% reported as “Reasonably Mature”
- While consumers spend a huge chunk of their “digital time” on mobile, marketers are clearly lagging and missing out here



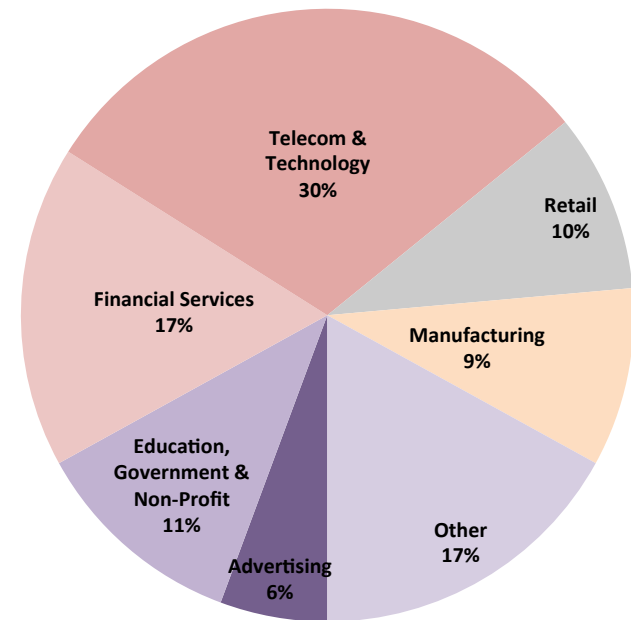
- Introduction and Key Messages
- DMT — Strategy & Implementation
- DMT — Customer Satisfaction
- DMT — Use Case Maturity
- Appendix: Survey Demographics

- The geographic mix encompasses the Americas, Europe, and Asia-Pacific but is skewed toward North America (68%)
- Telecom & Technology, Financial Services, and Retail are among the top verticals represented in the survey

Where is your organization headquartered?

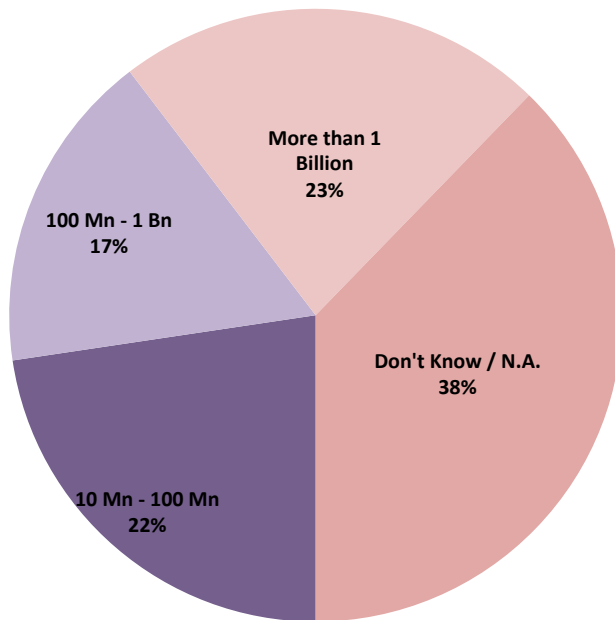


What is your organization's primary business?

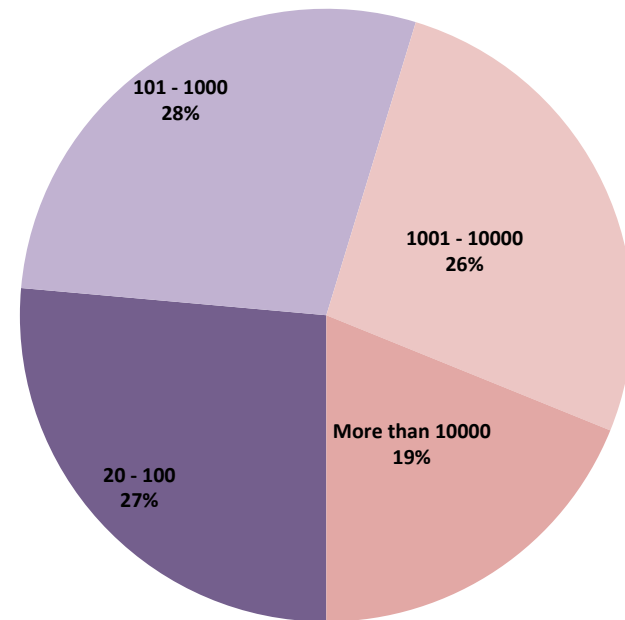


- Very large, large, and medium-sized organizations are represented in the survey (responses from very small organizations were excluded from this analysis)

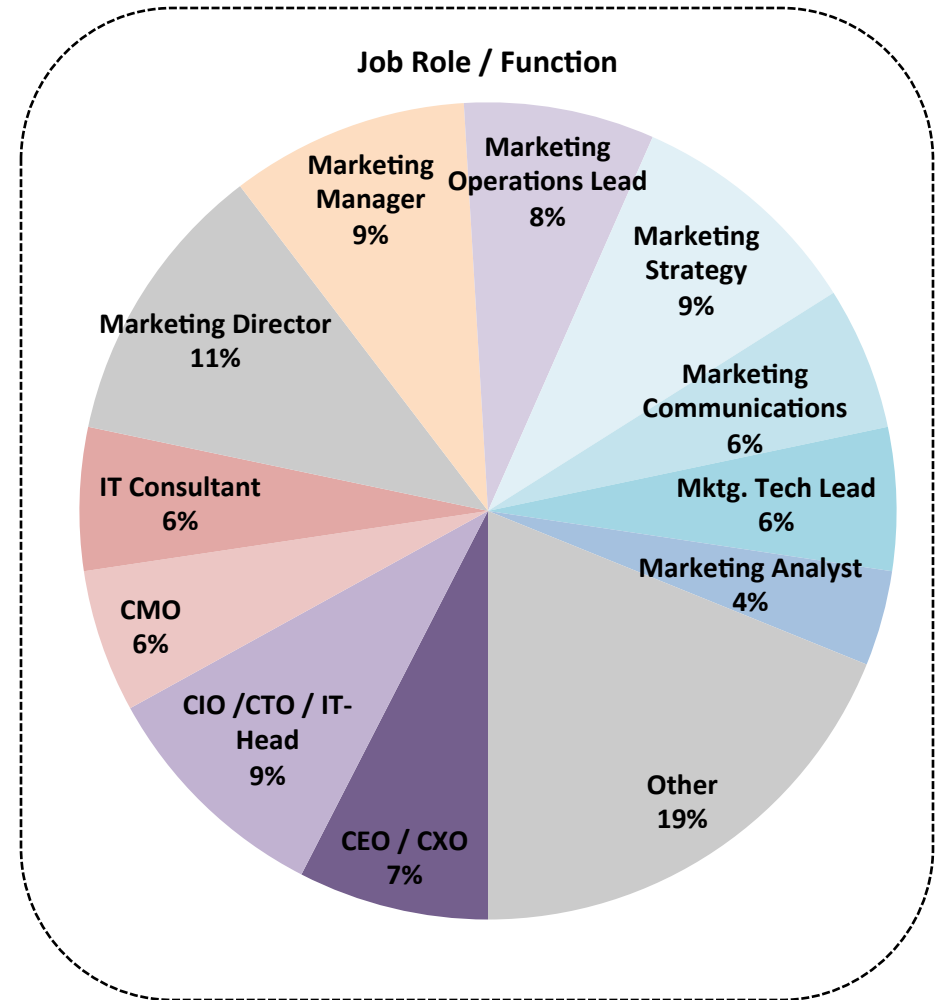
Annual Revenues

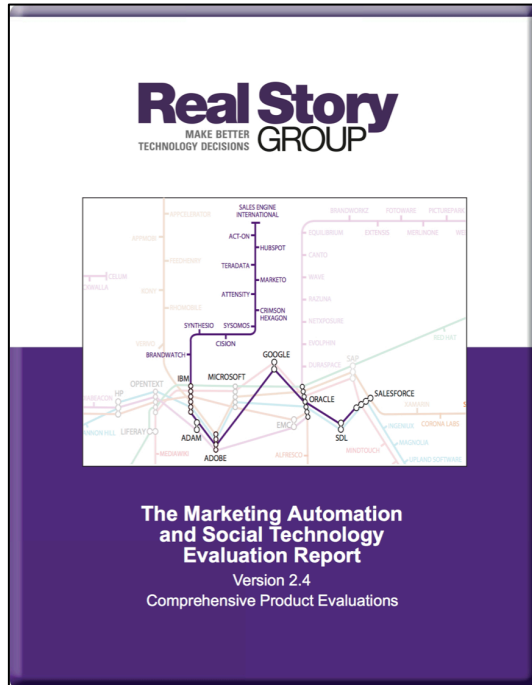


Number of Employees



- Job Roles include Marketing, Sales, Operations, Marketing Strategy, and IT
- 19% of the respondents are senior management (CXOs)





Real Story Group's **Marketing Automation & Social Technology** research critically evaluates the strengths and weaknesses of **24** Marketing Technology options.

- **Learn the *real* weaknesses of the leading tools**
- **Avoid common pitfalls & negotiate a good price**
- **Become your in-house expert on all major Digital Marketing Technology vendors**
- **Download the reviews in minutes — get the right shortlist in hours**

[www.realstorygroup.com/Research/DMT/](http://www.realstorygroup.com/Research/DMT/)

Technology Research, Vendor Evaluations, Strategic Advisory & Consulting Services

**Get a free vendor evaluation from our research:**

[www.realstorygroup.com/Sample/](http://www.realstorygroup.com/Sample/)

**Learn about our Premium Subscription options:**

[www.realstorygroup.com/Subscribe/](http://www.realstorygroup.com/Subscribe/)

**Learn about our strategic advisory & consulting services:**

[www.realstorygroup.com/Consulting/](http://www.realstorygroup.com/Consulting/)

