

# The State of MarTech Stack Optimization

We surveyed marketing professionals to find out how marketing agencies are optimizing processes by creating a more integrated and efficient MarTech stack.

And now we're sharing the results with you!



## Current Strategic Situation

Where do agencies stand with their MarTech stack optimization?

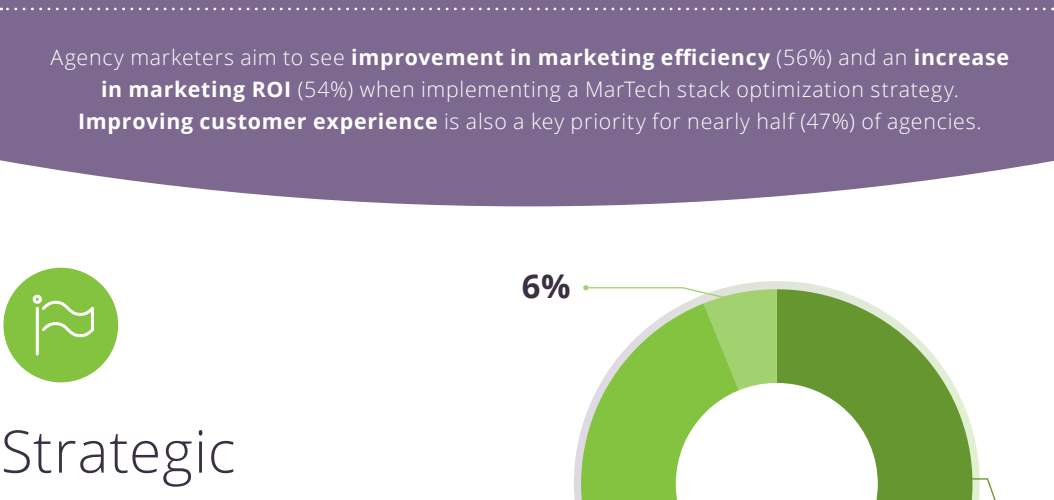


A majority of agencies realize that having a MarTech strategy in place leads to a more integrated and efficient operation. **One quarter (25%) of agencies have already implemented a strategy** to optimize their MarTech stack. Another 56% reported that their organizations are **currently implementing or developing a strategy**.



## Key Priorities

What are agencies trying to achieve with their MarTech stack?



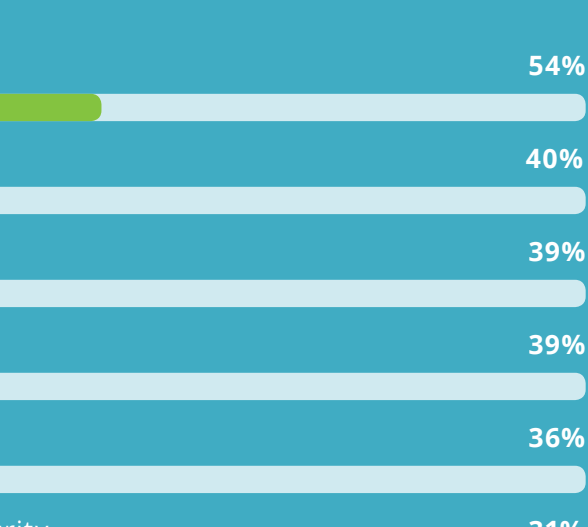
Agency marketers aim to see **improvement in marketing efficiency** (56%) and an **increase in marketing ROI** (54%) when implementing a MarTech stack optimization strategy. **Improving customer experience** is also a key priority for nearly half (47%) of agencies.



## Strategic Success

How do agencies feel about their current MarTech optimization strategy?

**94% of agency marketers feel that their MarTech optimization strategy is successful** to some extent, with 43% reporting best-in-class success. Just 6% describe their current strategy as unsuccessful.

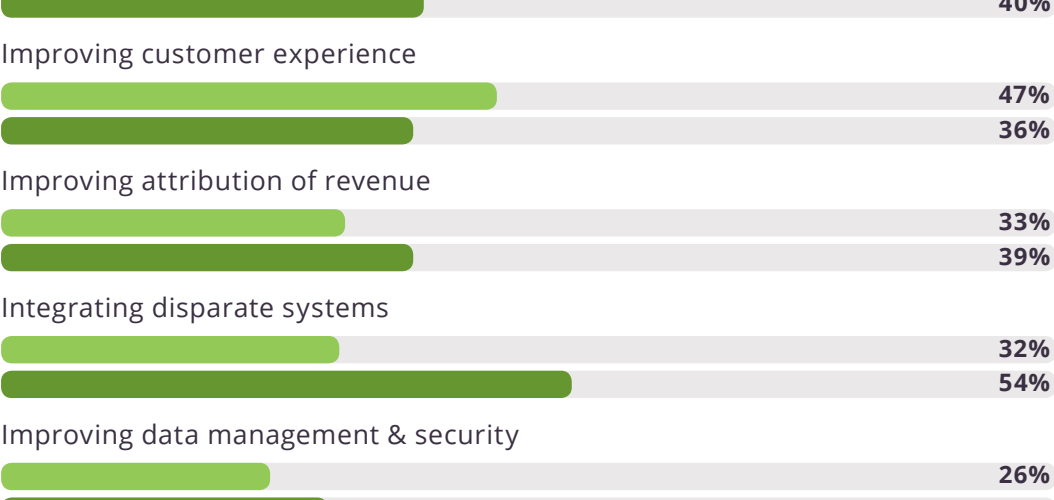


- Very successful (best-in-class)
- Somewhat successful
- Not successful



## Challenging Barriers to Success

What's holding agencies back?

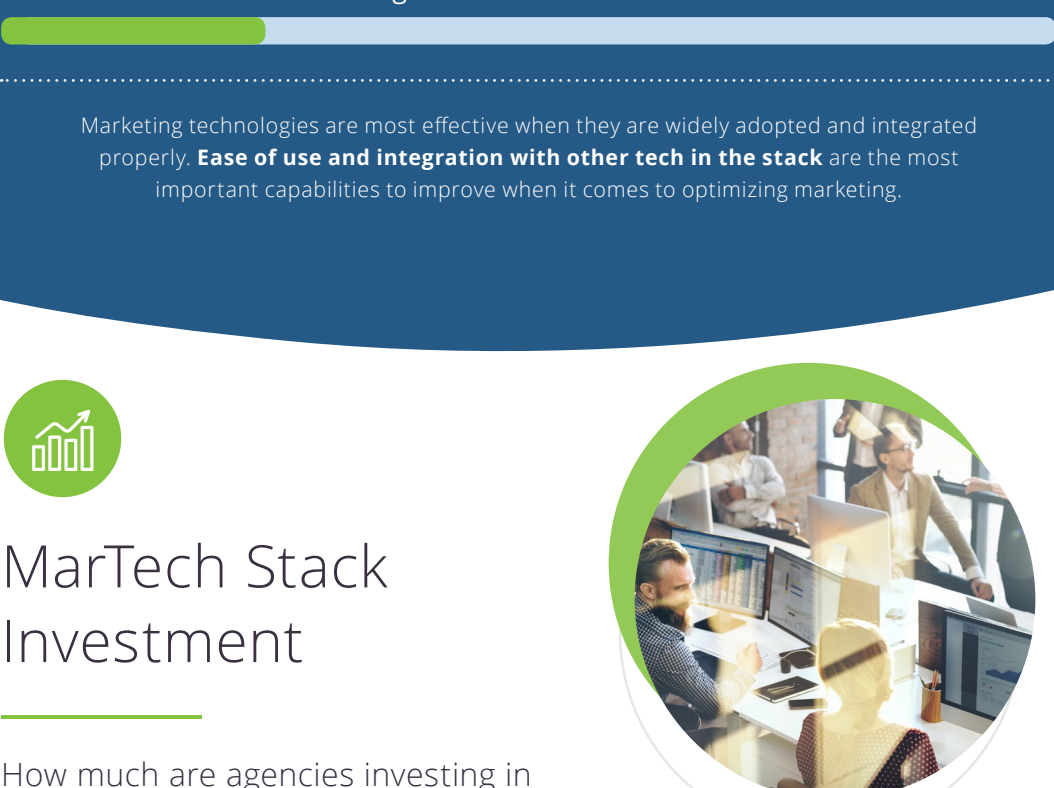


**Integrating disparate systems** is the greatest barrier to the success of a MarTech stack optimization strategy according to 54% of agency marketers. 40% of those surveyed also report that **increasing marketing ROI** is a top challenge.



## Priorities Versus Barriers

How are agencies doing when it comes to achieving priorities that are in direct conflict with the barriers they face?



Analyzing key priorities versus the greatest challenges to success **provides a valuable perspective** for developing a successful MarTech stack optimization strategy for agencies.



## MarTech Stack Investment

How much are agencies investing in optimizing their strategy?



An **86% majority** of agencies surveyed recognize the value in having an optimized MarTech stack reporting they will be **continuing to invest to some extent**. Another 9% say they are planning to start investing in the year ahead.



## Important Features

What are agencies looking for in new technologies?



Nearly 6 out of 10 agencies (58%) say that when evaluating new technologies, having **data insights and analysis is most important**. Systems integration and real-time processing are also reported as particularly important features.



## Resource Allocation

How can agencies find time to implement needed MarTech stack optimization tactics?

MarTech stacks require a wide variety of skill sets to operate effectively and efficiently. That's why **78% of agency marketers surveyed prefer to outsource** at least a portion of this work.



- Combination of outsourced and in-house resources
- Outsourced to a specialist
- In-house resources only