U SharpSpring

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?



	40%		
25%		16%	19%
Our strategy is implemented	We are working on implementation	We are developing a strategy	We don't have a strategy

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?

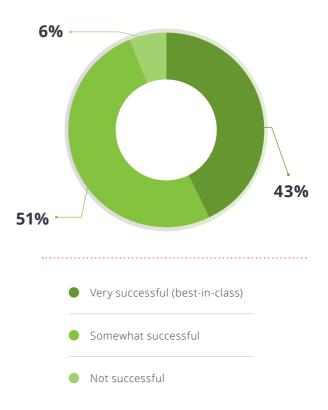
Improving marketing efficiency	56%
Increasing marketing ROI	54%
	47%
Improving customer experience	47%
Improving attribution of revenue	33%
Integrating disparate systems	32%
Improving data management & security	26%
Improving marketing personalization	24%

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.



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.





Challenging Barriers to Success

What's holding agencies back?	
Integrating disparate systems	54%
Increasing marketing ROI	40%
Improving attribution of revenue	39%
Improving marketing efficiency	39%
Improving customer experience	36%
Improving data management & security	31%
Improving marketing personalization	20%

Integrating disparate systems is the greatest barrier to the success of a MarTech stack report that increasing marketing ROI is a top challenge.



Improving customer experience

	47%
	36%
Improving attribution of revenue	
	33%
	39%
Integrating disparate systems	
	32%
	54%
Improving data management & security	
	26%
	31%
Improving marketing personalization	
	24%
	20%

Analyzing key priorities versus the greatest challenges to success **provides a valuable**

perspective for developing a successful MarTech stack optimization strategy for agencies.



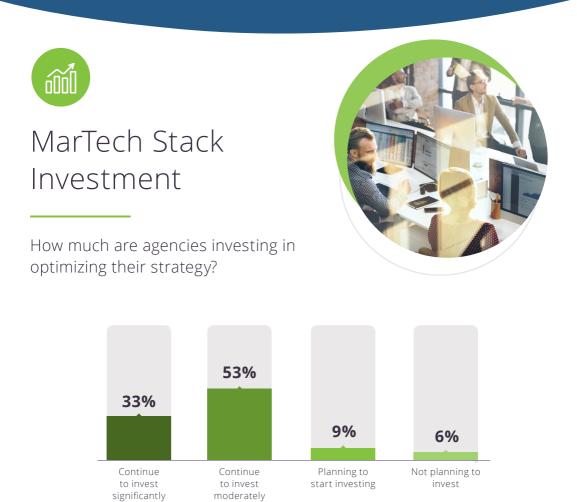
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Where to Start

What capabilities do marketers feel are the most important to improve in the MarTech stack?

Ease of use (greater utilization & faster adoption by team)	
Integration with other technologies in the stack	45%
Ability to automate a process	43%
Ability to customize technology to specific needs	37%
Handling of data (use of data)	37%
Ability to improve the customer experience	33%
Use of AI and machine learning	25%

Marketing technologies are most effective when they are widely adopted and integrated properly. Ease of use and integration with other tech in the stack are the most important capabilities to improve when it comes to optimizing marketing.



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.

Es Important Features	
What are agencies looking for in new technologies?	
Data insights and analysis	58%
Systems integration	47%
Real-time processing	42%
Scalability/flexibility	39%
Data centralization	31%
Artificial intelligence	25%
Multi-channel experience	25%

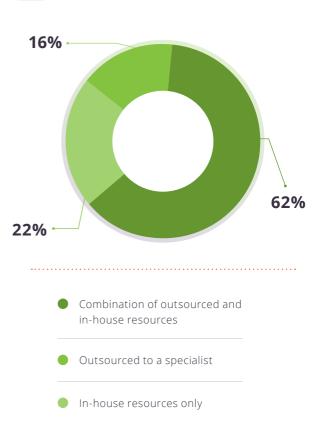
Nearly 6 out of 10 agencies (58%) say that when evaluating new technologies, having data insights and analysis is most important. Systems integration and real-time processing



Resource Allocation

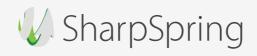
How can agencies find time to implement needed MarTech stack optimization tactics?

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.



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Looking to optimize your agency's MarTech stack, but concerned you don't have the time or in-house resources to make it happen?

Check out SharpSpring's powerful sales and marketing automation platform built with agencies just like yours in mind! Our all-in-one solution can help streamline and optimize your MarTech stack to increase conversion rates and improve qualified lead engagement -all at a fraction of the cost of other providers.

SCHEDULE YOUR DEMO TODAY