

STATE OF MARKETING AUTOMATION 2019

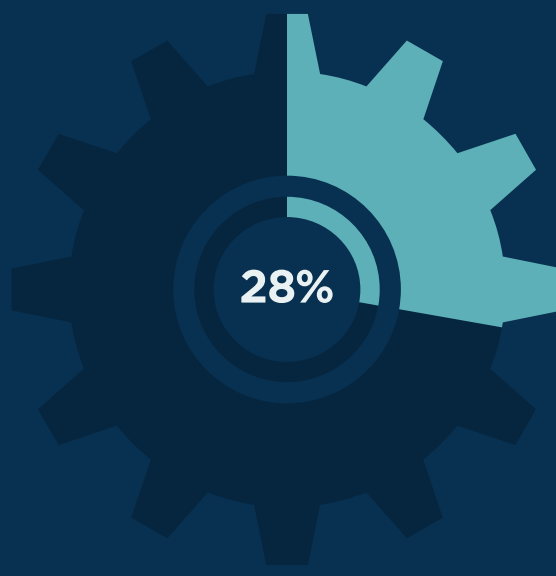
New research from London Research and Act-On shows the extent to which B2B and B2C companies are embracing marketing automation, their marketing priorities, and the challenges they are facing.*

Marketers are prioritizing customer acquisition and high-quality leads as their most important initiatives in 2019

Percentage of respondents who rated initiatives as "critical"



More than half (55%) of companies are using marketing automation software either exclusively (21%) or in addition to an email platform (34%).



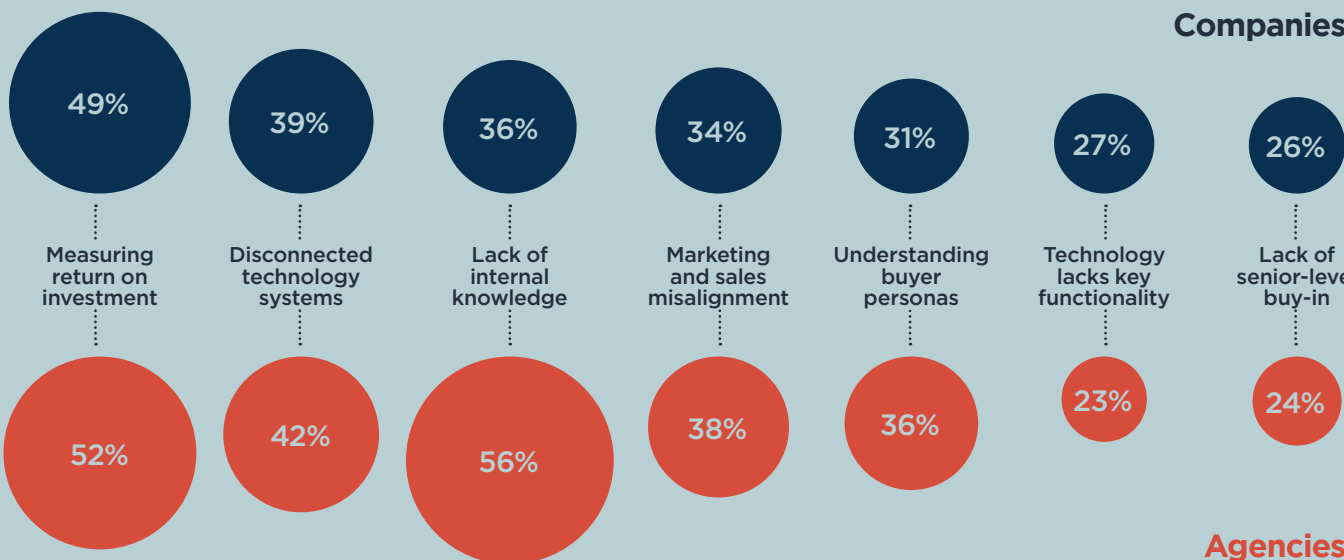
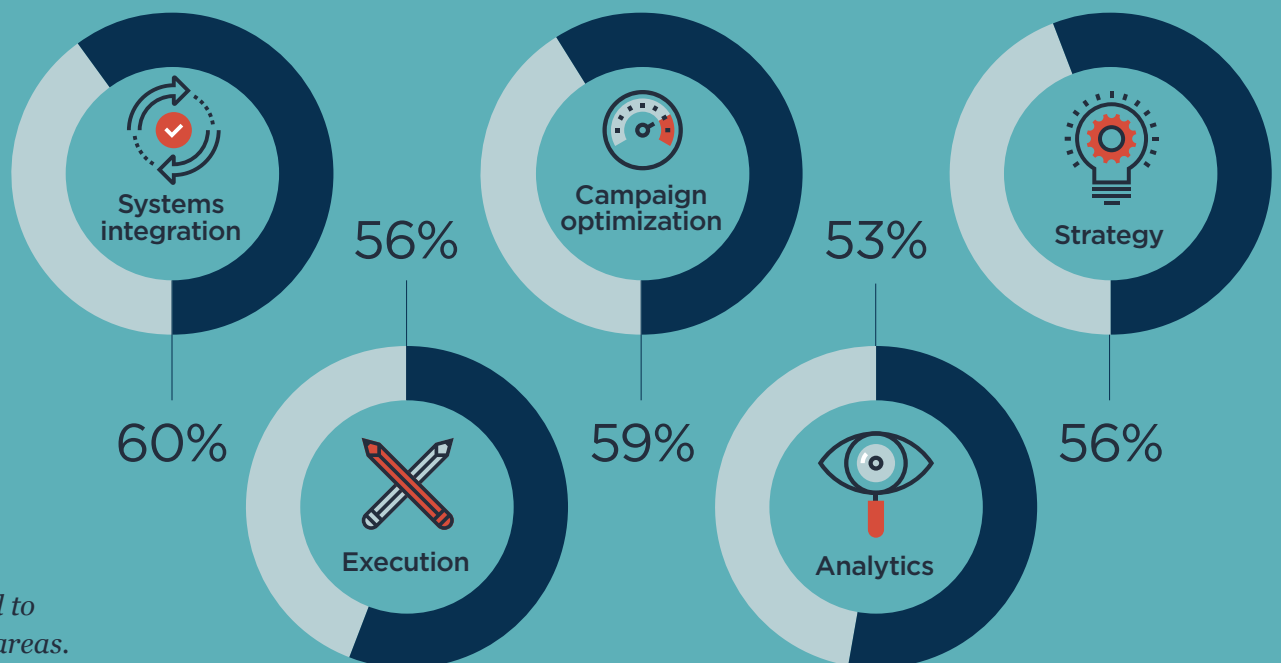
More than a quarter of companies (28%) said they were planning to invest in new marketing software (either an email service provider or marketing automation platform) in the next 12 months.

Most companies are using marketing automation software to help them achieve their commercial goals ...

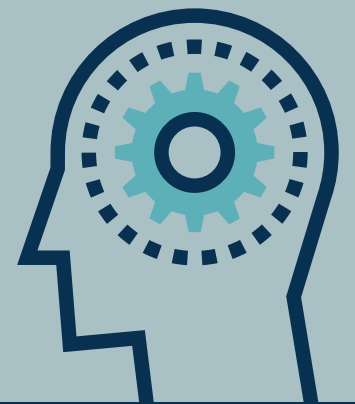
But there is a long way to go on the path toward marketing automation maturity.

Proportion of companies that say they need to improve their marketing automation aptitude in the following areas:

The majority of responding organizations say they need to improve their marketing automation capabilities in all areas.



Key marketing automation challenges



Bridging the vendor gap ...

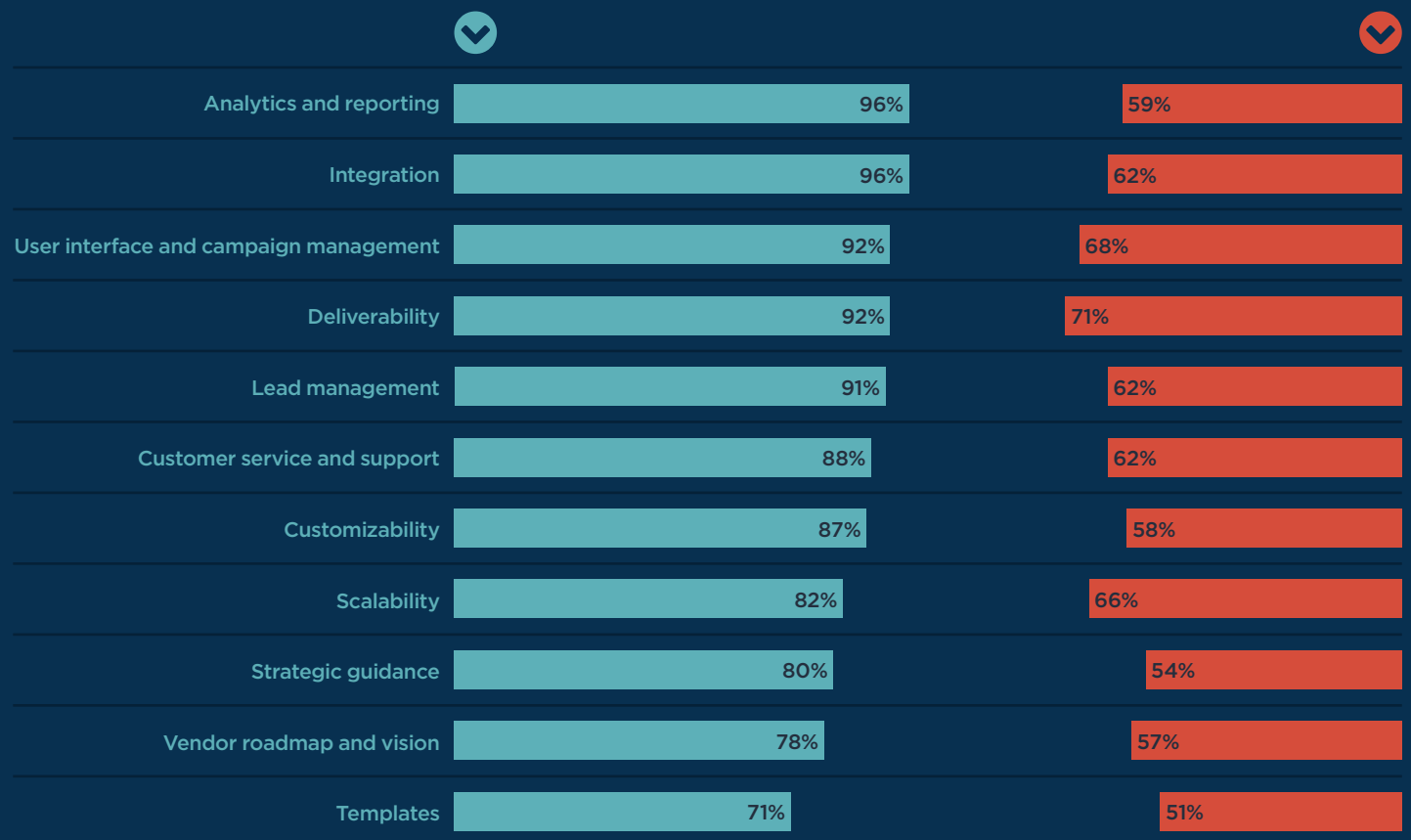
One of the most striking findings of this research is the gap between what companies want from their marketing automation software providers and what they think those providers are delivering.

The most important marketing automation capability for businesses is analytics and reporting, which 52% of respondents rated as "critical" and 44% rated as "important."

This is consistent with organizations' desire to address their main challenge in improving digital marketing efforts, which is measuring ROI.

Respondents rating their marketing automation technology capabilities as "critical" or "important" when selecting a vendor

Respondents rating their marketing automation vendor as "excellent" or "good" in relation to these capabilities



*London Research was commissioned by Act-On to carry out a global survey of 501 marketers in the first quarter of 2019. The majority of companies taking part in the survey are focused on B2B marketing, with just under a fifth operating exclusively on a B2C basis.

