

(the lack of) marketing automation adoption in FINANCIAL SERVICES

platform adoption continues to gain traction

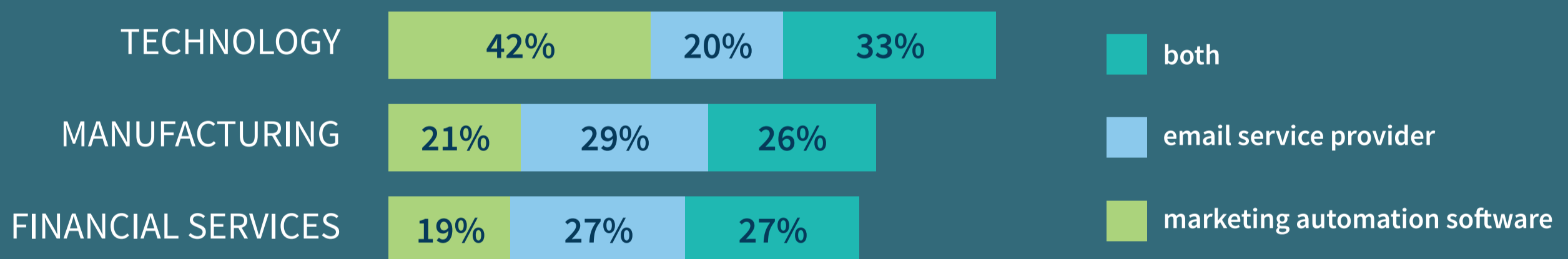


OF MARKETERS report using some form of marketing automation



OF MARKETERS plan to invest in a new platform in 2019

marketing automation adoption by industry



5%

OF MARKETERS IN TECHNOLOGY

24%

OF MARKETERS IN MANUFACTURING

27%

OF MARKETERS IN FINANCIAL SERVICES

aren't using any sort of digital marketing platform