Gartner for Marketers

Gartner



MARKETING TECHNOLOGY AND EMERGING TRENDS PRIMER FOR 2017

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SUMMARY

Gartner's coverage of marketing technology and emerging trends empowers marketing leaders to build a strong technology foundation that supports strategic business goals. Marketing leaders can use this research to inform technology investments and prepare for changes ahead.

Scope

How brands engage with people and their devices is transforming the customer journey.

Gartner's 2017 research on marketing technology and emerging trends includes:

- How marketers can lead strategic innovation and technology investments
- New technologies and legacy investments enabling marketing leaders to deliver better experiences, insights and results
- Critical marketing trends — especially behavioral, societal and macroeconomic considerations — that go beyond technology-related trends and innovations
- Important opportunities and disruptions across industries and product categories



Marketers are on the hook to show real return on technology investments.

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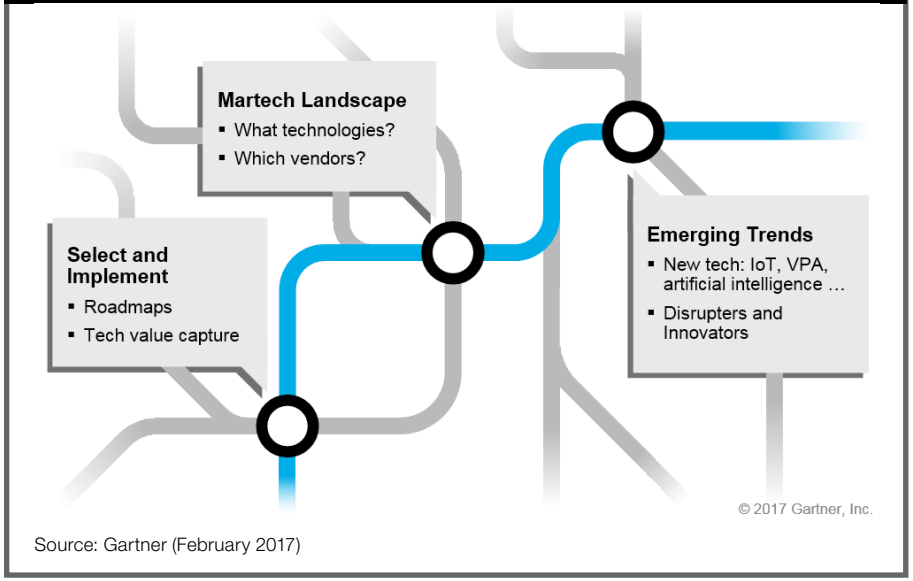
ANALYSIS

Consumer expectations are forcing a transformation of marketing engagement. Their growing preference for making purchasing decisions and sharing brand experiences digitally upends business priorities. Changing consumer behavior is also driving marketing leaders to invest in new platforms and tools that support customer interactions at every point of the buyer journey. Not only do these engagements exponentially increase the volume of customer data, they also spark C-level expectations for profitable results. Marketing increasingly owns it all — from profit and loss responsibility for the outcomes of these data-driven customer experiences to the infrastructure supporting them.

As a result, marketing leaders control a growing share of the technology budget, directly influencing the purchase of customer-facing, revenue-generating technology investments. Gartner predicts that in 2017, marketing leaders will spend more than CIOs do on technology. Close to 90% of marketing leaders report oversight of capital budgets, of which they allocate 33% toward technology infrastructure.[1] Of that, 10% drives marketing innovation, including tools to improve digital commerce.[2] Brands must align marketing technology investments to business goals to maintain their competitive position and fend off disrupters.

Strengthen your ability to lead marketing technology investments. Select, integrate and deploy tools for competitive advantage and improved marketing performance. As the stakes for marketing intelligence and execution rise, evaluate solutions that can anticipate and meet customer needs in real time. Explore opportunities for machine learning to reveal actionable behavior patterns and automate relevant experiences. Assess how a chief marketing technologist can maximize your marketing technology environment; then, adopt best practices for collaborating with internal teams to ensure alignment and coordinated spending. As digitally enhanced "smart" environments take hold, learn to integrate new methods — including those using Internet of Things, virtual reality and bots — into your marketing strategy.

Marketing Technology and Emerging Trends Overview



Source: Gartner (February 2017)

Top Challenges and How Gartner Can Help

Gartner's 2017 research agenda for marketing technology and emerging trends (MTET) will focus on three central themes: selecting, deploying and maximizing marketing technology solutions for business results; optimizing your existing marketing technology investments; and identifying and evaluating emerging marketing approaches and trends. Specifically, this agenda will help marketing leaders answer the following questions.

Which key technologies power modern marketing?

Modern marketing relies on technology to power nearly all aspects of the customer journey, requiring businesses to continuously assess the changing marketing technology environment. Marketing leaders must lead the charge, from evaluating foundational technologies such as data management platforms (DMPs) and marketing automation tools, to considering new platforms for A/B testing and social publishing. As innovative capabilities such as artificial intelligence and bots gain traction, marketers must prepare their teams accordingly.

MTET will evaluate how key marketing technologies can operate synergistically to power a multitude of business models and use cases. See how marketing leaders are structuring their technology ecosystems to support a dynamic marketing environment. Use this research, especially Gartner's Digital Marketing Transit Map and Marketing Technology Survey 2016, to understand the complex options available and confidently adopt the right solutions for your unique business situation.

Planned Research

- Marketing technology spending: Marketers now spend roughly one-quarter of their total budget on technology. This research will explore survey results from 200 enterprise marketers, showcasing which tools and technologies they prefer. Use it to empower your team and keep pace with new solutions.
- Digital marketing hubs: As data increasingly drives marketing performance, centralizing it for analysis and rapid utility becomes crucial for success. Use this research to understand the critical capabilities and relative performance of enterprise digital marketing hubs.



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How do you maximize the value from technology investments?

Marketing leaders are on the hook to maximize the value of their organization's technology investments. Yet, the value of your solutions depends largely on seamless integration across your total marketing technology portfolio, your team's willingness to adopt new tools — and the ability to drive results.

MTET's coverage will add depth to your knowledge. Understand each solution's ability to integrate with your existing technology investments and achieve stakeholder adoption. Consider how your technology choices can improve the customer experience. Clearly align the tactical deliverables and performance expectations of your marketing technology solutions with broader business objectives.

Planned Research

- Marketing technology utilization: Smart marketers know how to maximize the value of their existing technology solutions before investing in the next trend. This research will explore usage patterns and best practices to help marketing leaders responsible for technology win internal adoption and improve martech ROI.
- How to rationalize marketing technologies: As tools to streamline marketing mushroom, many leaders find themselves with an unwieldy martech portfolio. Analysis will explore which tools are waning, how marketing leaders are culling out the old, and best practices for maximizing integration and optimizing the efficiency of legacy systems.

How do you identify, evaluate and select technologies?

Nearly two-thirds of marketers report that marketing leads (outright or together with IT) the purchase of technology investments in theirorganization.[3] Marketing leaders have an unprecedented ability to demonstrate measurable impact on bottom-line results — and face new challenges navigating a relentless marketing technology learning curve.

Use guidance from MTET to define and articulate the capabilities you need to lead successful initiatives. Justify new technology acquisitions against your organization's strategy. Improve your process for vendor selection, ensuring chosen solutions break through the confines of features and budget to achieve greater business goals.

Planned Research

- Martech budgeting, planning and use: The data from this research will illuminate how marketers use technology to run, grow and transform their organizations. Discover which sectors are ripe for consolidation and which are sellers' markets. Understand trends in martech selection that may impact bargaining power.
- Martech selection Toolkits: Running an RFP or proof of concept (POC) to make a final technology selection can seem daunting. This research will provide templates and time-saving tools designed to help marketers streamline the technology purchasing process.

How do key technologies fit together to support a high-performing marketing operation?

Delivering high-impact customer engagements requires integrated systems to define audiences, build campaigns, analyze results and identify new opportunities. Doing so takes a collaborative approach led by marketing that other organizational stakeholders embrace.

This year's MTET agenda touches on the interoperability and extensibility of marketing technology tools. Optimize product and vendor integration across your organization's technology environment. Use pace layering to balance your goals of innovation and flexibility with the need for stable enterprise solutions. Define technology system governance across your marketing organization, and ensure interconnectivity between layers for maximum marketing impact.

Planned Research

- Developing a comprehensive technology roadmap: Marketing leaders responsible for technology are often tasked with rationalizing existing technologies and blending them with a future vision for execution. This body of research will showcase real-world blueprints, together with best practices for creating a cohesive roadmap that supports marketing and business goals.
- Collaborating with technology stakeholders outside marketing: While marketing leaders may drive technology decisions, they cannot implement new solutions in a vacuum. Gartner research will explore best practices for building strong working relationships across the marketing and IT functions, including internal stakeholders and external partners.

What market trends present opportunities and disruptions for marketing?

Modern marketing leaders must anticipate disruptions and develop agile response scenarios. While disruption can't be addressed by marketing alone, successful marketing leaders take a leadership role by providing a customer-centric mindset and data-driven vision to inform strategic planning. They look outside their own industry to discern demographic and societal trends, customer behavioral shifts, and other forces likely to affect their business.

Planned Research

- New technologies marketers should be tracking: MTET research will contemplate such topics as the Internet of Things (IoT), voice interface technologies and hidden opportunities with marketing impact. Find sound ways to approach new marketing challenges, along with resources that add new capabilities.
- The importance of the different technologies reshaping marketing: The rapid rate of technological change is forcing marketers (and their customers) to adapt and evolve. Marketers must confidently lead and objectively allocate marketing resources for innovation initiatives that make sense. This research will leverage models like the Hype Cycle and Cool Vendors to provide decision support for marketers leading technology planning.

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Related Priorities

Table 1. Related Priorities

Priority	Focus
Marketing Data and Analytics	Data and analytics have become the foundation of marketing, driving efficiency and effectiveness through better data collection, modeling, optimization and greater relevance to the consumer.
Customer Experience	Customer experience (CX) management is the practice of designing and reacting to customer interactions so as to meet or exceed expectations and increase customer satisfaction, loyalty and advocacy.
Content Marketing and Management	Content marketing and management focuses on creating, distributing and amplifying content assets via digital and offline channels. This content fuels audience engagement to drive business results.
Multichannel Marketing	Multichannel marketing constitutes continual, orchestrated engagement across digital and traditional customer touchpoints.
Mobile Marketing	Effective mobile marketing balances targeting audiences with gathering data on how mobile device use informs marketing strategy, which is critical to successful multichannel marketing teams.
Advertising	Advertising now encompasses the creation, delivery and orchestration of precision-targeted marketing messages across channels and in real time.

Source: Gartner (February 2017)

GARTNER RECOMMENDED READING

Suggested First Steps

"Gartner Digital Marketing Transit Map"

"Hype Cycle for Digital Marketing and Advertising, 2016"

"Predicts 2017: Marketers, Expect the Unexpected"

Essential Reading

"Algorithmic Marketing Essentials"

"Virtual Reality: What Marketers Need to Know Now"

"Convince Your CMO to Invest in the Internet of Things"

Representative Analysts

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Evidence

1 "CMO Spend Survey 2016-2017: Budgets Climb (Again!) to 12% of Revenue as Marketers Juggle More Demands"

2 "Understand Marketing Technology Priorities by Industry"

3 "Leverage IT Best Practices When Making Marketing Tech Investment Decisions"

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Digital has redefined the role of marketing, adding new players and creating bigger complexities

Gartner for Marketers helps you get up to speed on and stay smarter in the eight marketing areas that matter most: social, mobile, multichannel and data-driven marketing, digital commerce, customer experience, marketing management, and emerging marketing technology & trends. Our clients say that they use our real-time, expert advice and objective research, data and tools to:

- Target the right audiences
- Choose the right channels
- Quickly shortlist marketing and technology providers
- Stay informed on market and competitors
- Save time and avoid costly mistakes

Gartner helps companies improve their business results through the use of technology. Our independent research and advice is trusted by business and technology leaders in more than 10,000 distinct enterprises around the world.

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