



# Activity vs. Impact:

The 2019 Marketing Automation Satisfaction Benchmark Report

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# Introduction

Today's marketing success relies heavily on deep analytics – analytics that allow marketers to act smarter, faster, and with more thoughtfulness than ever before – to not only *gain* the attention of today's savvy B2B buyer, but to engage, nurture, and enable that buyer through the end of their decision-making process.

Marketers crave access to revenue-level insights so they can make better business decisions. And in order for today's marketers to be successful full-funnel strategists, marketing automation platforms (MAPs) need to provide more. Yet while marketers have continued to move further and further away from vanity and campaign-level metrics, these once-cutting-edge solutions have failed to keep pace with marketing's growing needs.

With the capabilities MAPs currently provide, marketers are falling short – unable to report on influenced revenue, new pipeline created, and sales velocity metrics. And, without these insights, the sophistication of today's campaigns is jeopardized, along with the tight coordination needed between sales and marketing.

For marketers to instill confidence in their programs, gain buy-in from leadership and additional stakeholders, and earn trust with their cross-functional counterparts, marketers need the ability to deliver strategic insights and make data-driven decisions.

In 2018, **our research** identified a high level of dissatisfaction with many of the major marketing automation platforms. And over the past year, as the bar for marketing performance reporting continues to rise, expectations and satisfaction continue to fall.

In this new and expanded benchmark study, we revisit today's marketing automation platforms and dig deeper into the quality of reporting, nature of the insights, and the impacts these platforms continue to have across the B2B community.

How are today's marketers reporting marketing's impact? How satisfied are they with the reporting tools at their disposal? What's missing and what's next?

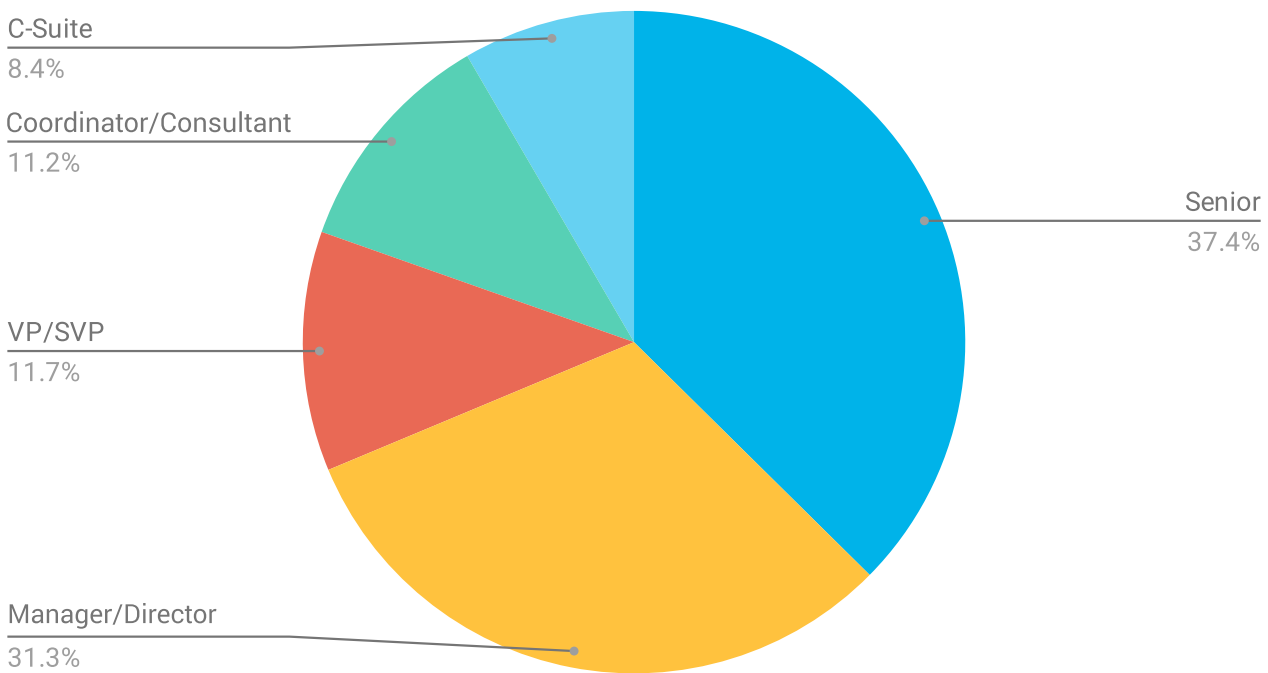
**Let's dive in.**

# Methodology

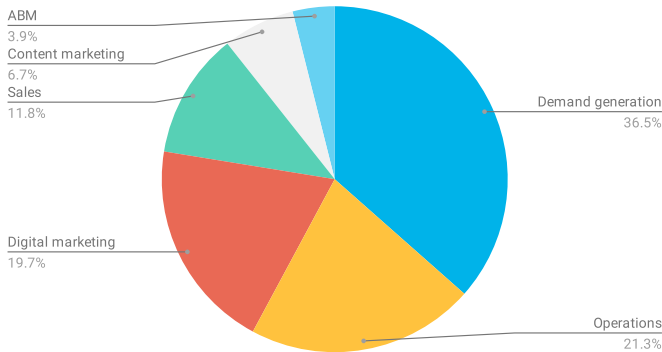
To better understand B2B marketers' satisfaction levels with their current marketing automation platforms, **Heinz Marketing** and **InsightSquared** conducted a survey in Q2 2019.

The responses came from 179 B2B marketing and sales professionals who currently use a marketing automation platform (MAP). Survey respondents represented multiple industries using a variety of different MAPs, with experience in their current MAP of less than one year to more than seven years, and ranged in size from SMB organizations to large enterprises.

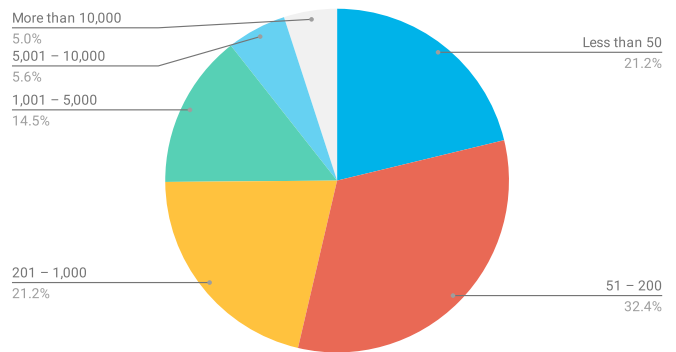
## Current Role



## Functional Role



## Company Size



## Looking Back: Key Findings from 2018

In 2018, **InsightSquared and Heinz Marketing** surveyed **B2B marketing automation users** to better understand what they felt was missing from their MAPs.

With this year’s (2019) survey, we wanted to see if perceptions have changed and, if they have, where the gaps remain for marketing automation platforms to address and advise.

The following shows our key findings from 2018’s research and whether or not things have changed in 2019.

Key Findings from 2018	In 2019
Analytics and reporting capabilities are the most important feature considered when deciding on a MAP, yet these capabilities also rank the lowest in user satisfaction.	Remains true
Modern marketers are increasingly accountable for driving revenue, but MAPs are only focused on email performance, lead acquisition, and campaign impact – not post-hand-off metrics such as pipeline created and bookings influenced.	True, and marketing accountability has only increased
Effective database management and good-quality data are required to fuel effective marketing operations.	True, but now marketers are looking for even more from their technology as the industry’s level of sophistication continues to evolve
The more experienced a marketer is, the more likely they are to be dissatisfied with their marketing automation system’s reporting and attribution capabilities.	Somewhat true – however, this year, those with 1-3 years of experience tend to be the most dissatisfied.

# Key Findings of 2019

01

**Expectations aren't being met.**

Fewer than 1 in 4 respondents report that their marketing automation platform has met most or all of their expectations.

02

**Satisfaction is waning.**

Only 1 in 5 respondents are satisfied with the quality of their data today.

03

**What's most important is also the most disappointing.**

Respondents' most important features to have at the time of purchase have also been the most disappointing.

04

**Key features are key challenges.**

Key features are also the most challenging to use.

05

**Marketing's impact isn't being measured with confidence.**

3 in 4 respondents report that measuring marketing's impact is very important to them, but less than 19% of respondents report being confident that they're able to do so accurately.

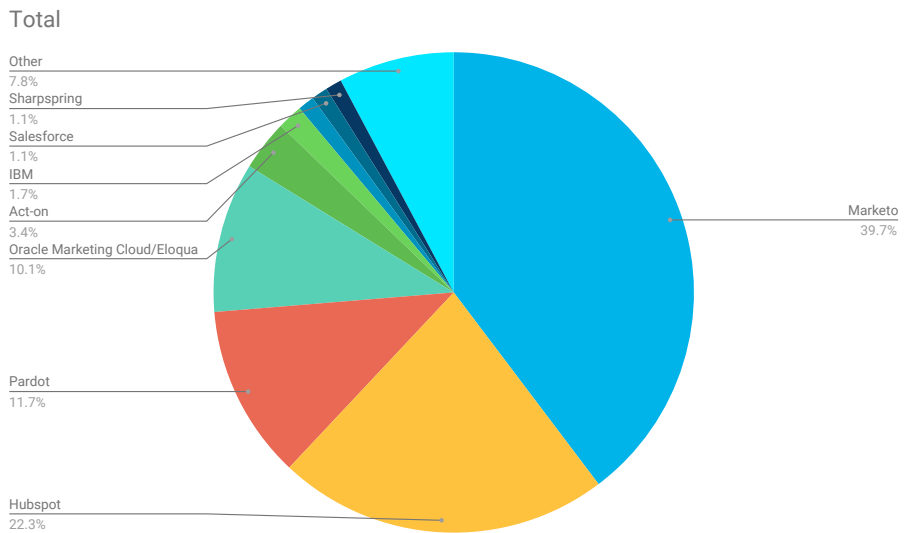
## Setting the Stage

Though marketing automation platforms (MAPs) date back to the early 90's, they didn't become a billion dollar industry until the early 2000's. Now, there are hundreds of options for marketers to choose from to help reach and exceed their business goals.

### What marketing automation platforms are marketers using today?

It's no big surprise that many of the survey respondents are Marketo, HubSpot, Pardot, or Oracle Marketing Cloud/Eloqua users. These four marketing automation platforms have helped develop the analytics and reporting landscape within the last ten years to get it to where it is today. However, within the last few years, there has been an influx of new MAP platforms for marketing and sales professionals to research, test, and implement.

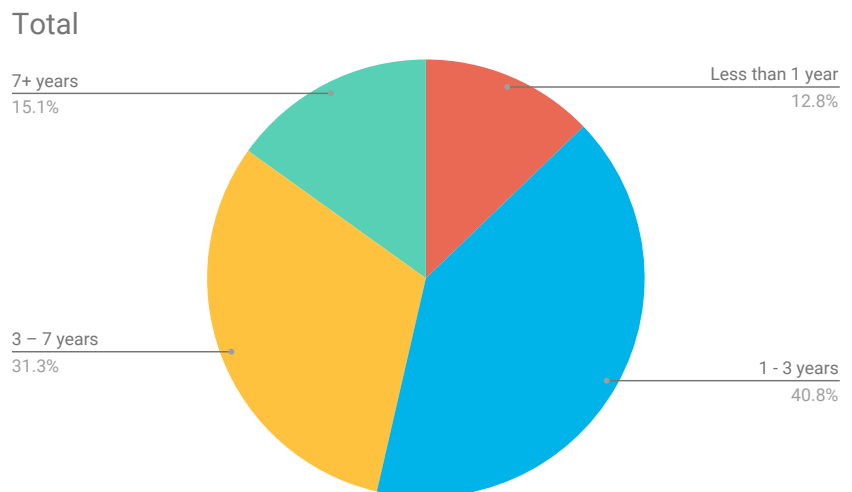
#### Question 1: What marketing automation platform do you use?



### How many years of experience do marketers have with their current MAP?

A majority, 52%, have fewer than three years of experience with their current marketing automation platform.

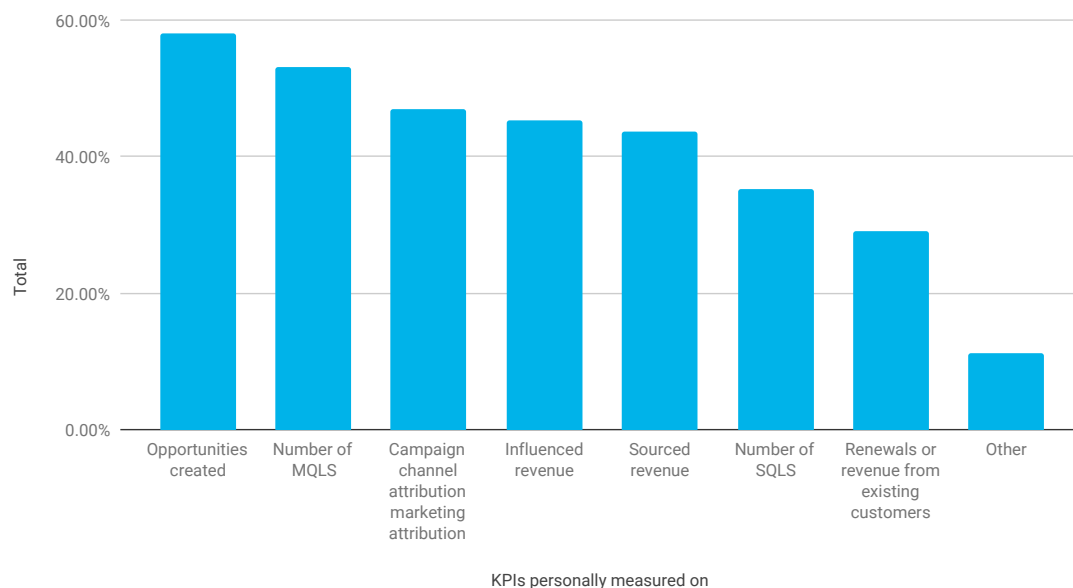
#### Question 2: How many years of experience do you personally have with your marketing automation platform?



## How are today's marketers being measured?

Today, B2B marketing professionals are being measured *throughout* the pipeline – from the number of MQLs generated (53%), to the number of opportunities created (58%), to influenced revenue (45%), to renewals (29%).

KPIs personally measured on

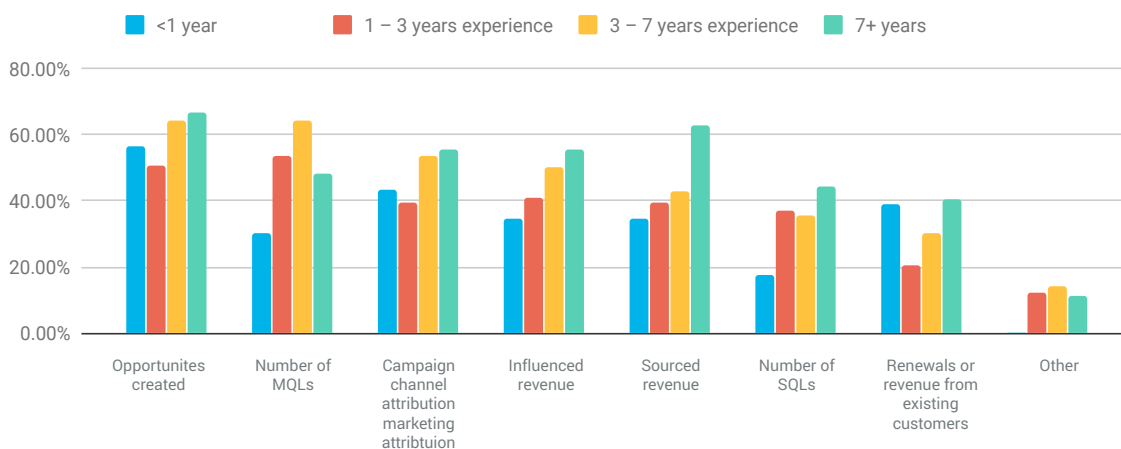


**Question 3: What are the primary KPIs you are personally measured on?**

## Years of experience influences what gets measured

However, it is clear that **the more experience a marketer has, the more they are measured on KPIs closer to revenue**, such as sourced and influenced revenue, opportunities created, and channel attribution. Whereas those with less experience are primarily focused on tracking vanity metrics and KPIs that are still early on in the sales cycle.

KPIs measured on



**Question 3: What are the primary KPIs you are personally measured on?**  
*Cross-tabulated with years of experience*



## Trends from 2018 to 2019: KPIs

The expectation that marketers track what's closest to revenue has grown from 2018 to 2019, while vanity-level metrics have decreased in use:

- Campaign channel attribution marketing attribution (15% increase)
- Influenced revenue (0.7% increase)
- Sourced revenue (3.4% increase)
- Renewals or revenue from existing customers (28.6% increase)

KPIs personally measured on	2019	2018	% Diff.
Opportunities created	58.1%	64.80%	-10.3%
Number of MQLS	53.1	56.15%	-5.4%
Campaign channel attribution marketing attribution	46.9	40.78%	15.0%
Influenced revenue	45.3	44.97%	0.7%
Sourced revenue	43.6	42.18%	3.4%
Number of SQLS	35.2	42.18%	-16.5%
Renewals or revenue from existing customers	29.1	22.63%	28.6%
Other	11.2	5.87%	90.8%

### 2018 vs. 2019

*Question 3: What are the primary KPIs you are personally measured on?*

## Great Expectations, Disappointing Results

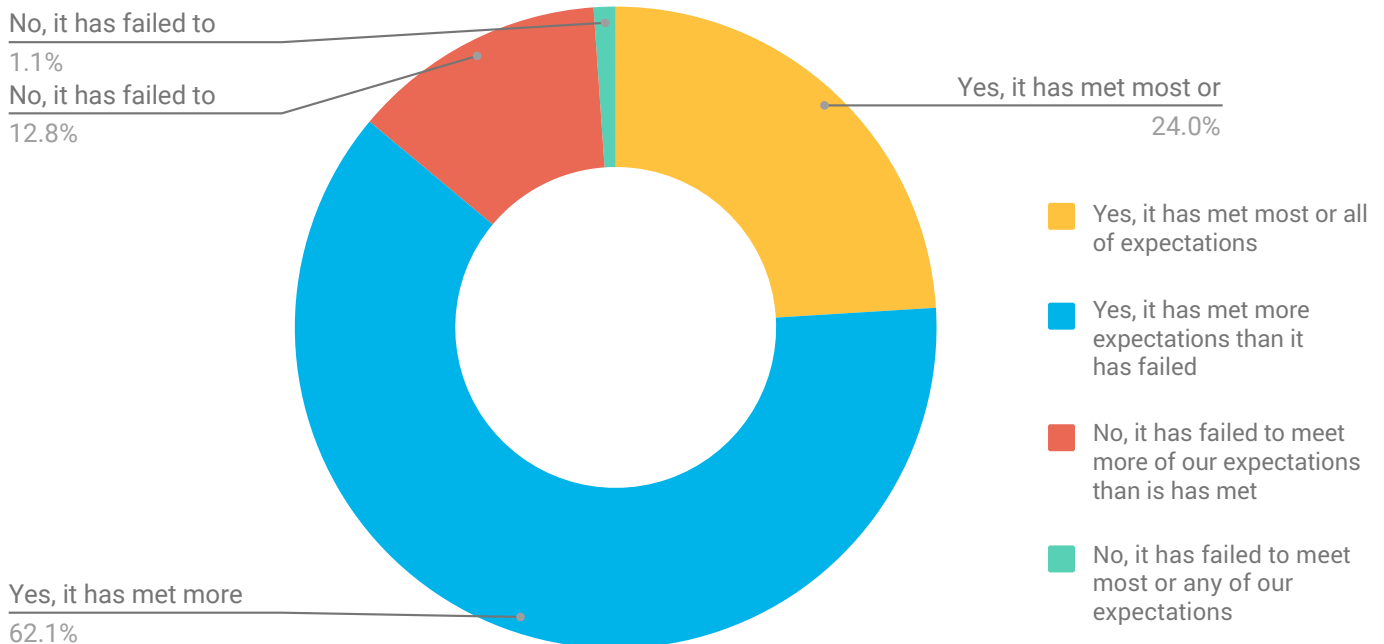
The ability to measure the right KPIs throughout the entire funnel is part of what separates the successful from the unsuccessful. But, in reality, with the many variables at play, the plethora of live campaigns at any given time, and the differences and use cases needed by each business, survey respondents feel that marketing automation platforms have yet to be able to crack the code and deliver on their promises.

### MAPs aren't meeting marketers' expectations

When it comes to meeting and exceeding expectations, we found that the results vary depending on the number of years of experience that a marketer has.

Overall, just 1 in 4 B2B marketers report that their MAP has met most or all of their expectations. With a majority, 62%, reporting that their MAP has “met more expectations than it has failed.” While that response is still generally positive, it’s not a very comforting sentiment, especially when thousands of dollars are being invested and even more dollars are at stake. Meanwhile, 1 in 10 respondents report their MAP has not met their expectations at all.

Total (179)



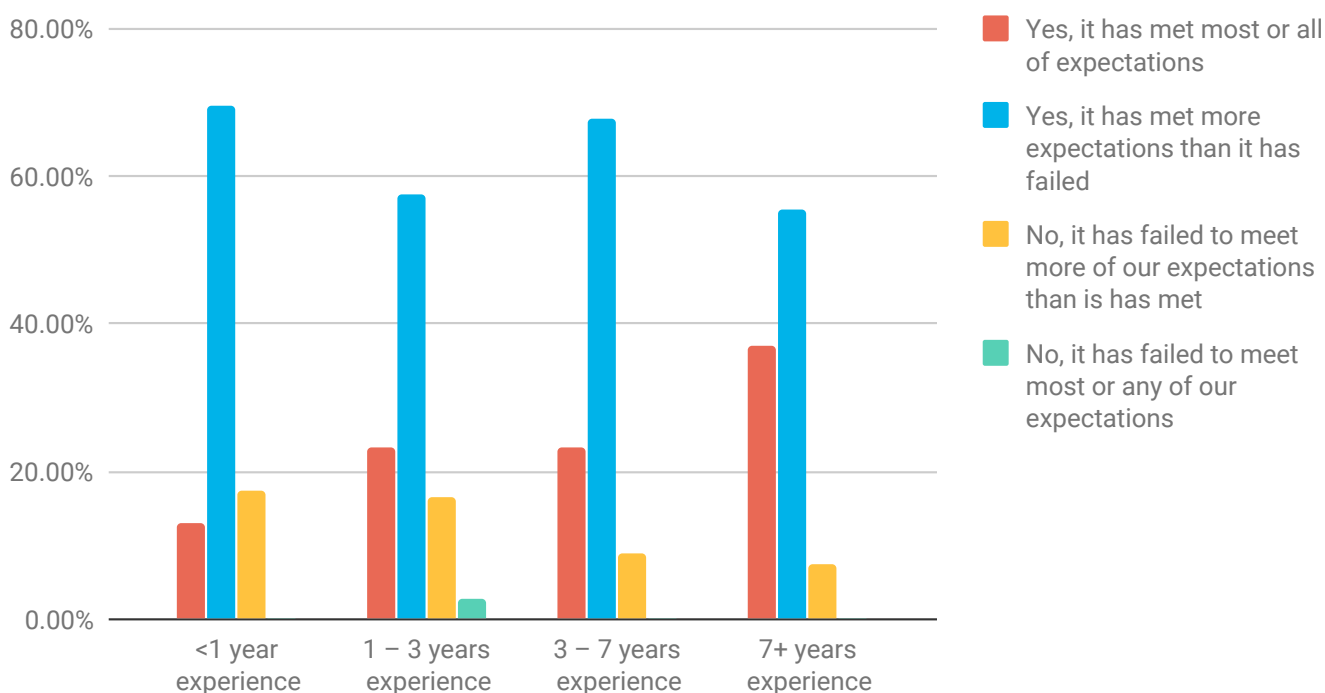
**Question 5:** Overall, has your marketing automation platform met your expectations?

## Years of experience influences expectations

However, as respondents gain more experience with their marketing automation platform, more of their expectations are met—though the percentage is still low.

37% of those with at least seven years of experience report their marketing automation platform has met most or all of their expectations, while only 13% of those with under 1 year of experience report the same success.

### Expectations



*Question 5: Overall, has your marketing automation platform met your expectations?  
Cross-tabulated with years of experience*

### Why could this be happening? There are two thoughts around this:

1. MAPs, like any technology, have a learning curve to overcome. And as a marketer first adopts the technology, it's likely that they must first undergo a period of trial and error before fully seeing the results they want.
2. It may be that marketing automation vendors are over-promising and under-delivering, especially when it comes to capabilities that tie closer to revenue. Those who are purchasing these tools may be experiencing a disconnect between what was promised and what is actually available out-of-box.

## Trends from 2018 to 2019: Expectations

While more respondents this year report their MAP has met more expectations than it has failed, fewer respondents this year report that their MAP has met most or all of their expectations with little to no changes amongst those who reported their MAPs failing to meet their expectations.

	2019	2018	% Diff.
Yes, it has met most or all of my expectations	24.0%	30.17%	-20.5%
Yes, it has met more expectations than it has failed	62.0	54.75%	13.2%
No, it has failed to meet more of our expectations than it has met	12.8	13.69%	-6.5%
No, it has failed to meet most or any of our expectations	1.1	1.40%	Little change

### 2018 vs. 2019

*Question 5: Overall, has your marketing automation platform met your expectations?*

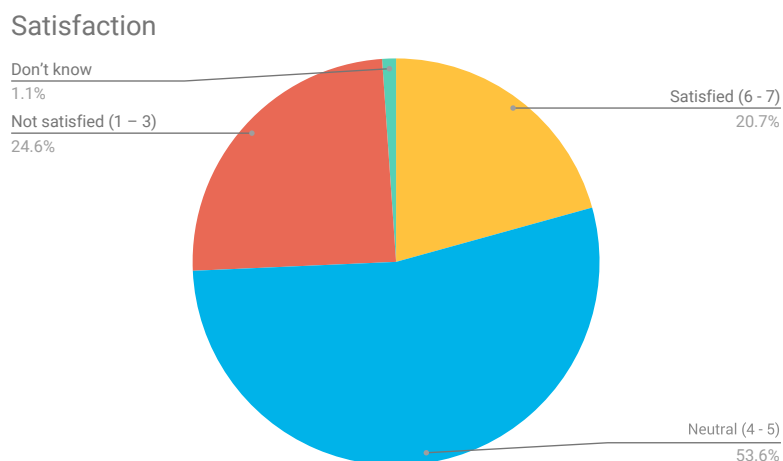
## Marketers are dissatisfied with their data quality

And if expectations aren't being met, it's unsurprising that satisfaction levels are also woefully low.

Just 1 in 5 respondents report being very satisfied with the quality of their data. And, the more experience they have, the less satisfied they are.

In our MAP Satisfaction Survey Report from 2018, we discovered that the more experienced a marketer is, the more likely they are to be dissatisfied with their MAP's reporting and attribution capabilities. From 2018 to now, it doesn't look like much has changed for the modern marketer.

*Question 4: On a scale of 1 – 7, how satisfied are you with the quality of your data, where 7 is very satisfied and 1 is not satisfied at all?*



## Most important MAP features at the time of purchase

What's causing dissatisfaction with marketing automation platforms? First, we need to look at what features respondents were most looking forward to using at the time of purchase.

Respondents identified that the features that were most important to their organization when they first chose their MAP centered around:

- Actionable analytics and reporting (50%)
- Ease of landing page and email design (49%)
- Database and list management (45%)

Most important features and capabilities	Rank
Actionable analytics and reporting	1
Ease of landing page and email design	2
Database and list management	3
Number of third-party integrations (including CRM)	4
Sophisticated, multi-channel campaign capabilities	5
Overall usability	6
Lead and account scoring	7
Vendor's sender score reputation	8

*Question 6: What features or capabilities were most important to your organization when you chose your marketing automation platform?*

**Unfortunately, these features have since proven to be major letdowns for B2B marketers.**

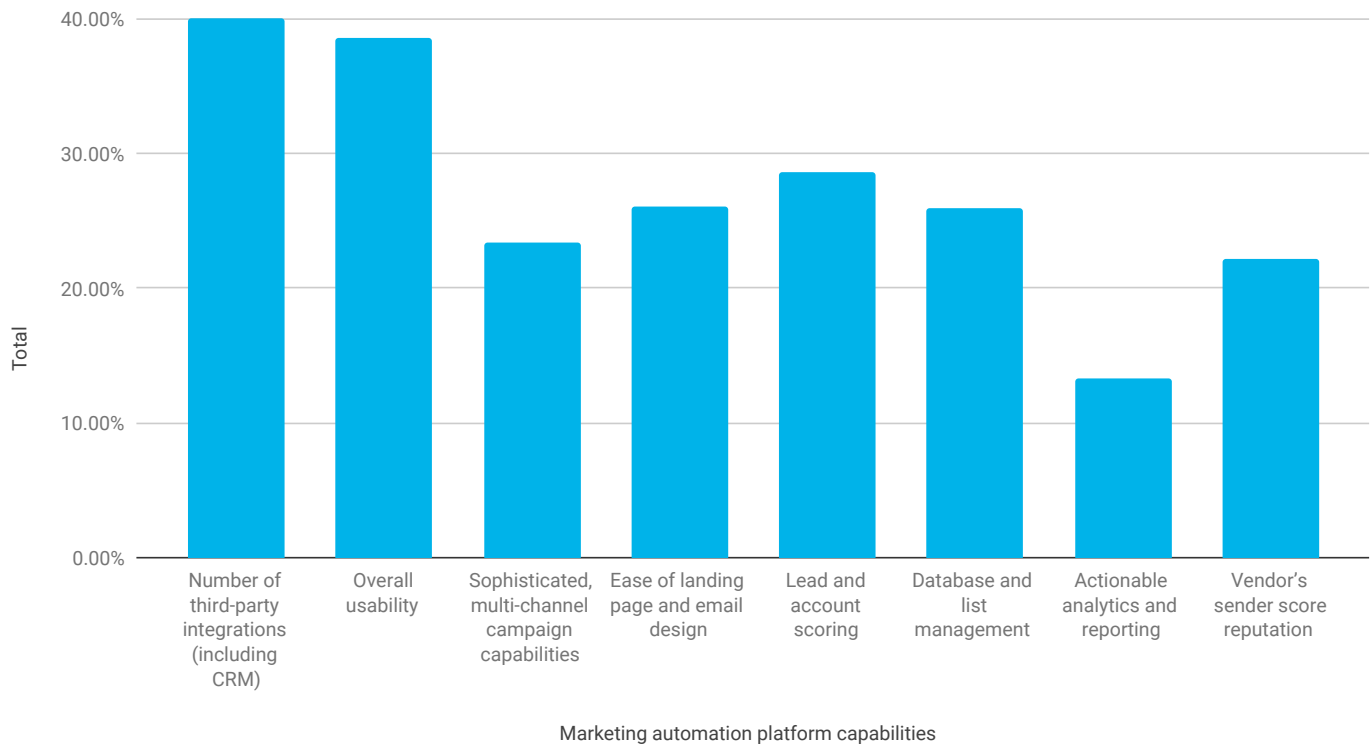
## Marketers are dissatisfied with their MAP's capabilities

The numbers are grim when it comes to the level of satisfaction on the features marketers deemed most important at the time of choosing their marketing automation platform.

The following is a look at respondents who are "very satisfied" with their platform's capabilities. Of the top three most important features:

- 1 in 10 marketers are very satisfied with their MAP's analytics and reporting capabilities
- 1 in 4 are dissatisfied with their MAP's ease of landing page and email design capabilities
- 1 in 4 are also dissatisfied with their MAP's database and list management capabilities

% of those "very satisfied" with the following capabilities



**Question 7:** *How satisfied are you currently with your marketing automation platform's capabilities on a five-point scale when 1 is very satisfied and 5 is not satisfied at all? (% reporting being very satisfied)*

## Trends from 2018 to 2019: MAP Feature Satisfaction Levels

However, there is an overall upward trend in satisfaction since 2018 amongst those who are very satisfied with these features.

Marketing automation platform capabilities	2019	2018	% Diff.
Number of third-party integrations (including CRM)	40.0%	30.00%	33.3%
Overall usability	38.6	23.04%	67.5%
Sophisticated, multi-channel campaign capabilities	23.4	19.73%	18.6%
Ease of landing page and email design	26.1	23.24%	12.3%
Lead and account scoring	28.6	19.51%	46.6%
Database and list management	25.9	26.22%	-1.2%
Actionable analytics and reporting	13.3	13.98%	-4.9%
Vendor's sender score reputation	22.2	21.15%	5.0%

### 2018 vs. 2019

*Question 7: How satisfied are you currently with your marketing automation platform's capabilities on a five-point scale when 1 is very satisfied and 5 is not satisfied at all? (% reporting being very satisfied)*

## The most important MAP features are also the least satisfying

Modern marketers are expecting a lot and receiving little from their marketing automation platforms.

50% of marketers rank actionable analytics and reporting to be one of the main reasons they chose their current MAP. Yet, only 1 in 10 is very satisfied with their platform's actual analytics and reporting capabilities.

Just under 50% of marketers rank ease of landing page and email design to be one of the main reasons to choose which MAP to work with. Yet, only 1 in 4 is very satisfied with their ease of landing page and email design capabilities.

The features marketers are promised are not being delivered on, causing more hindrance than help.

	Most important feature	% very satisfied
Actionable analytics and reporting	1	13.3
Ease of landing page and email design	2	26.1
Database and list management	3	25.9
Number of third-party integrations (including CRM)	4	40.0
Sophisticated, multi-channel campaign capabilities	5	23.4
Overall usability	6	38.6
Lead and account scoring	7	28.6
Vendor's sender score reputation	8	22.2

*Question 6: What features or capabilities were most important to your organization when you chose your marketing automation platform?*

*Question 7: How satisfied are you currently with your marketing automation platform's capabilities on a five-point scale when 1 is very satisfied and 5 is not satisfied at all? (% reporting being very satisfied)*

## The most deficient features of today's MAPs

For marketers to find true value in their marketing automation platform, and to be able to report on the metrics that matter, MAPs need to offer stronger capabilities in actionable analytics and reporting. Unfortunately, many key capabilities are also leaving a lot to be desired.

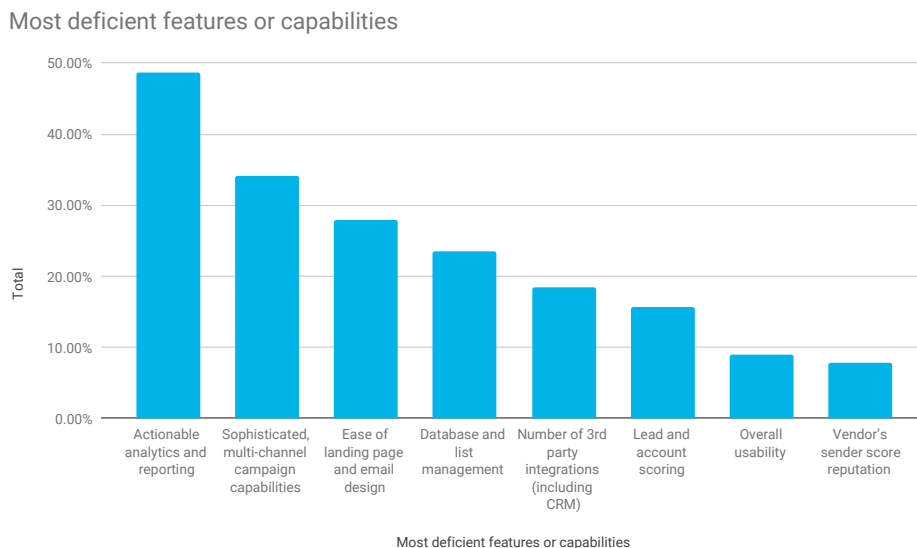
We asked respondents to identify the features that are most deficient in their current marketing automation platform.

- 49% of marketers ranked their MAP's "actionable analytics and reporting" as the most deficient or lacking capability
- 34% ranked their multi-channel campaign capabilities as the most deficient or lacking
- And 28% ranked their landing page and email design capabilities as most deficient or lacking



**Question 10:** Today, what features or capabilities are the most deficient or lacking in your current marketing automation platform (select three)?

Not surprising, but unfortunate, is that in 2018, the feature reported as most deficient in marketers' MAPs was also actionable analytics and reporting. Not much has changed.



## Trends from 2018 to 2019: Most Deficient Features

However, overall, deficiencies since 2018 are finding improvements, with the exception of:

- Sophisticated, multi-channel campaign capabilities
- Ease of landing page and email design
- Database and list management

These features, unlike the others, have actually seen worse deficiency rankings since 2018.

Most deficient features or capabilities	2019	2018	% Diff.
Actionable analytics and reporting	48.6%	57.85%	-16.0%
Sophisticated, multi-channel campaign capabilities	34.1	28.92%	17.9%
Ease of landing page and email design	27.9	20.62%	35.3%
Database and list management	23.5	21.23%	10.7%
Number of 3 <sup>rd</sup> party integrations (including CRM)	18.4	22.77%	-19.2%
Lead and account scoring	15.6	16.31%	-4.4%
Overall usability	8.9	16.62%	-46.5%
Vendor's sender score reputation	7.8	9.85%	-20.8%

### 2018 vs. 2019

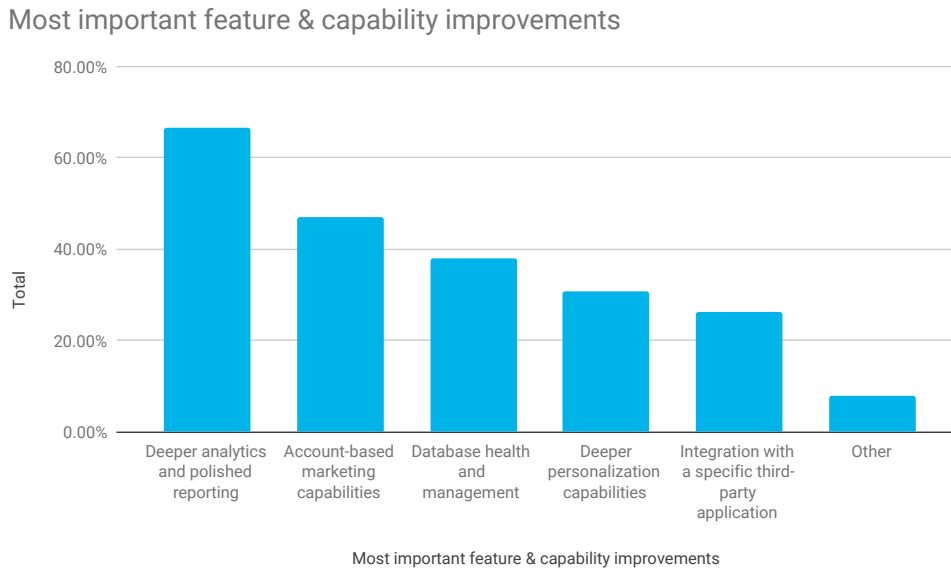
**Question 10:** Today, what features or capabilities are the most deficient or lacking in your current marketing automation platform (select three)?

## What MAP features do marketers wish they could improve?

For marketers to be able to accurately report on and prove their successes, they need data to provide relevant context and insight into current activities. With context and insight, better business decisions can be made.

The key features and capabilities that marketers feel need to be improved are:

- Deeper analytics and polished reporting (67%)
- Account-based marketing capabilities (47%)
- And database health and management capabilities (38%)



**Question 8:** Today, if you could improve any feature/capability in your marketing automation platform, what would it be? (select all that apply)

**Capability improvement rankings have stayed relatively the same since 2018**

2018 vs. 2019: Most important feature and capability improvements	2019 rank	2018 rank	Difference
Deeper analytics and polished reporting	1	1	Same
Account-based marketing capabilities	2	3	+1
Database health and management	3	2	-1
Deeper personalization capabilities	4	4	Same
Integration with a specific third-party applications	5	5	Same

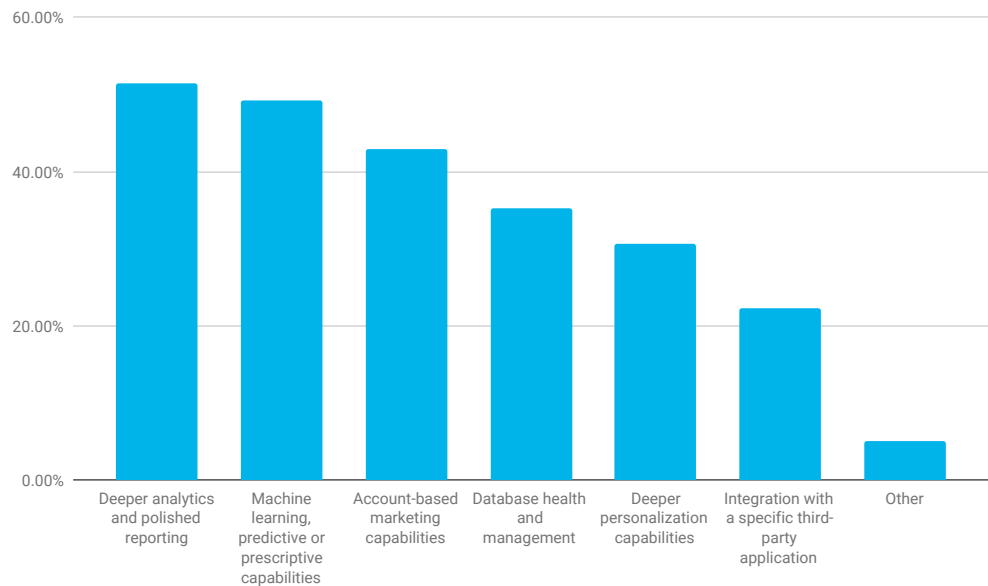
## What MAP features do marketers wish they could add?

Though there are many features that could be improved in current marketing automation platforms, what capabilities could be added to marketers' existing MAPs to improve their overall satisfaction?

The key features and capabilities that marketers want to add to their existing MAPs are:

- Deeper analytics and polished reporting (51%)
- Machine learning, predictive or prescriptive capabilities (49%)
- And Account-based marketing capabilities (43%)

**Question 9:** *If you could add any new feature/capability to your marketing automation platform today, what would it be?*



### Capability improvement rankings have stayed relatively the same since 2018

2018 vs. 2019: Most important feature and capability additions	2019 rank	2018 rank	Difference
Deeper analytics and polished reporting	1	1	Same
Machine learning, predictive or prescriptive capabilities	2	4	+2
Account-based marketing capabilities	3	3	Same
Database health and management	4	2	-2
Deeper personalization capabilities	5	5	Same
Integration with a specific third-party application	6	6	Same

## MAP deficiencies, improvements, and additions

There are many similarities in what features marketers feel are most deficient, what features could be improved, and what features could be added.

Additionally, as the marketing landscape matures with more account-based marketing (ABM) campaigns, machine learning, and predictive intelligence, MAP vendors will remain busy as they work to improve current capabilities and add new features to their ever-growing list.

And, of all the features and capabilities asked about, the through-line that holds the top rank for all three categories is that of actionable analytics and reporting capabilities. Successful modern marketers crave more data—but, unfortunately, they’re not getting it out of their marketing automation platforms.

	Most deficient	Be improved	Be added
Actionable analytics and reporting	1	1	1
Sophisticated, multi-channel campaign capabilities	2	-	-
Ease of landing page and email design	3	-	-
Database health and list management	4	3	4
Number of 3 <sup>rd</sup> party integrations (including CRM)	5	5	6
Lead and account scoring	6	-	-
Overall usability	7	-	-
Vendor’s sender score reputation	8	-	-
Deeper personalization capabilities	-	4	5
Account-based marketing capabilities	-	2	3
Machine learning, predictive or prescriptive capabilities	-	-	2

# Measuring Up: Analytics, Reporting, and Tracking Performance

Actionable analytics and reporting is the top marketing automation platform capability that marketers are looking for in order to demonstrate value and make better business decisions.

In fact, in 2018, respondents felt deep, comprehensive reporting would increase executive-level confidence in the marketing team—a resounding 2x over the next highest-rated capability. The feeling is mutual in 2019.

When there are strong analytics and reporting, marketing campaigns like Account-Based Marketing (ABM), sophisticated, multi-channel campaigns, and predictive intelligence become that much more approachable.

However, without strong analytics and reporting, business opportunities may fall short leading to poor results and lost revenue.

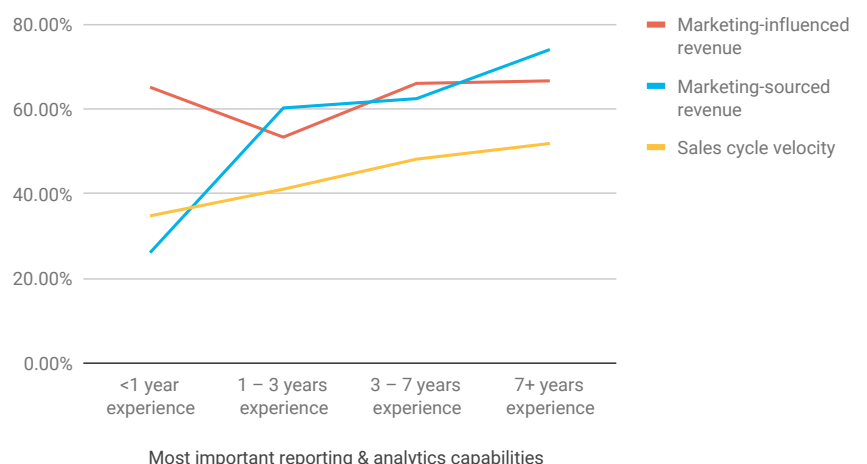
## What metrics are most important for today's organizations?

With better reporting capabilities, marketers are able to report on their campaigns and learn from their performance, leading to smarter testing, smarter decisions, and smarter results. In turn, marketing and sales can use this data to work lock-in-step and move leads through the pipeline from MQLs to opportunities to real, measurable influenced revenue.

- Multi-touch attribution
- Marketing-influenced revenue
- Marketing-sourced revenue
- Account-level ABM reporting
- Sales cycle velocity

When it comes to today's most reporting and analytics capabilities, of course, everything is important. However, there's also a clear trend, as seen in the graph below, that as you grow in job maturity and experience, the more important revenue-generating opportunities become.

Most important reporting & analytics capabilities



**Question 11: Which reporting and analytics capabilities are most important to your organization?**

## Trends from 2018 to 2019: Key Analytics Capabilities

Importance amongst key analytics capabilities has, overall, increased since 2018. And we see the greatest increases in the capabilities that are closest to revenue:

- ABM reporting (27% increase)
- Sales cycle velocity (19% increase)

Marketing influenced revenue decreased slightly from 2018, with a greater emphasis being placed on marketing-sourced revenue instead.

Most important reporting and analytics capabilities	2019	2018	% Diff.
Multi-touch attribution	62.0%	60.37%	2.7%
Marketing-influenced revenue	60.9	62.54%	-2.6%
Marketing-sourced revenue	58.7	55.42%	5.9%
Account-level ABM reporting	45.3	35.60%	27.2%
Sales cycle velocity	44.1	37.15%	18.7%

### 2018 vs. 2019

*Question 11: Which reporting and analytics capabilities are most important to your organization?*

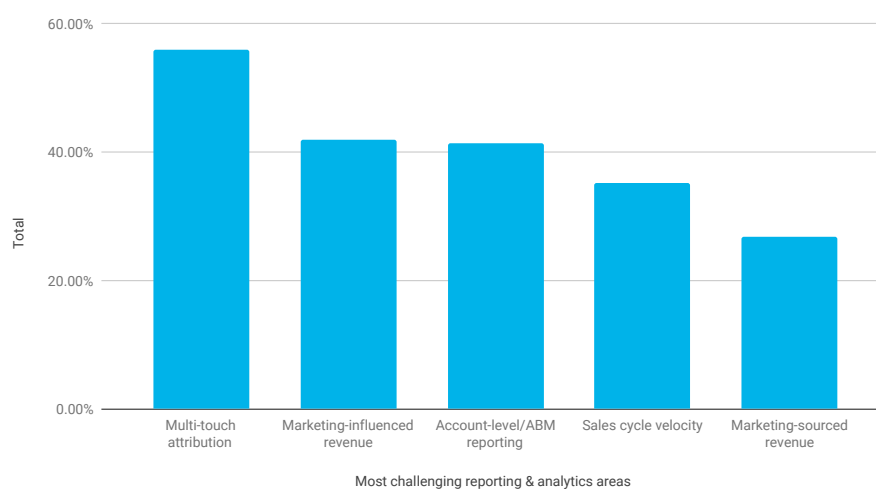
## What metrics are most difficult to track?

When it comes to the most challenging areas to report on, unsurprisingly, multi-touch attribution ranks among the most challenging to track. It is also reported as one of the deficient capabilities in a marketing automation platform by 1 in 3 survey respondents (see section: Deficiencies, improvements, and additions).

Other challenges include tracking marketing-influenced revenue and ABM reporting. And these issues don't go away with job experience.

*Question 12: Which reporting and analytics capabilities are the most challenging to track for your organization?*

Most challenging reporting & analytics areas



## The most important metrics are also the most challenging to track

When looking at what's most important alongside what's most challenging, you see a disheartening trend for marketers: what's most important to track is also typically the most challenging.

	Most important	Most challenging
Multi-touch attribution	62.0%	55.9%
Marketing-influenced revenue	60.9	41.9
Marketing-sourced revenue	58.7	26.8
Account-level ABM reporting	45.3	41.3
Sales cycle velocity	44.1	35.2

*Question 11: Which reporting and analytics capabilities are most important to your organization?*

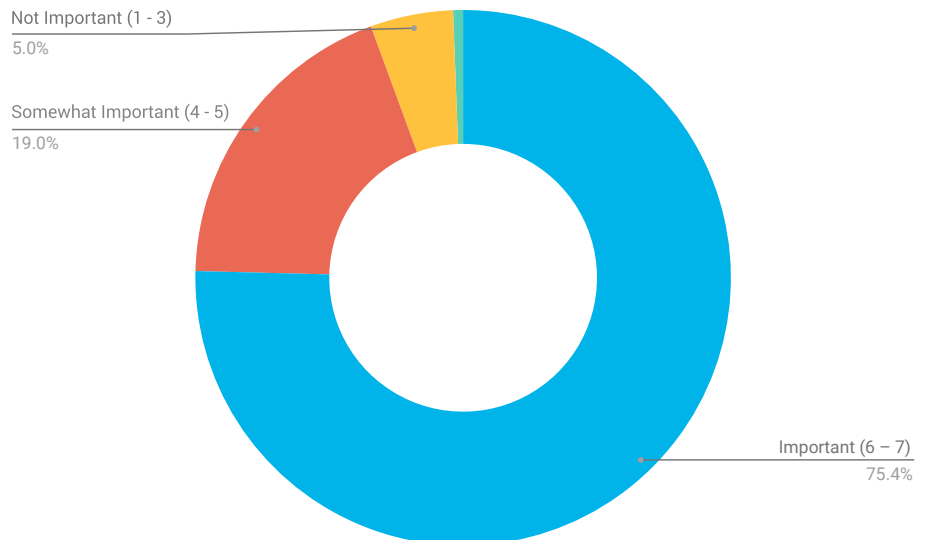
*Question 12: Which reporting and analytics capabilities are the most challenging to track for your organization?*

## Measuring marketing's impact is very important

Marketing is generally the first-touch for a new lead to a business, but tracking where leads came from, what tipped them over the edge, and what marketing campaigns actually influenced revenue is no easy task.

Over 3 in 4 of respondents report that it is very important to accurately measure marketing's impact on sales and revenue.

*Question 19: On a scale of 1 – 7, how important is it that you're accurately measuring marketing's impact on sales and revenue, where 7 is very important and 1 is not important at all?*

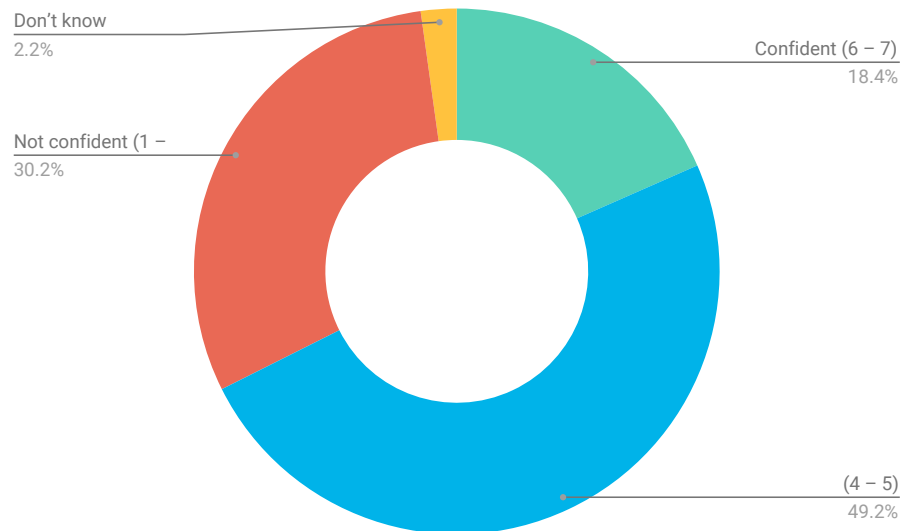


## But there's low confidence that marketing's impact is being tracked effectively

Less than 20% of respondents report they are very confident that marketing's impact on sales is being accurately measured.

And that leaves a huge discrepancy between what marketers believe and what they're actually able to accomplish.

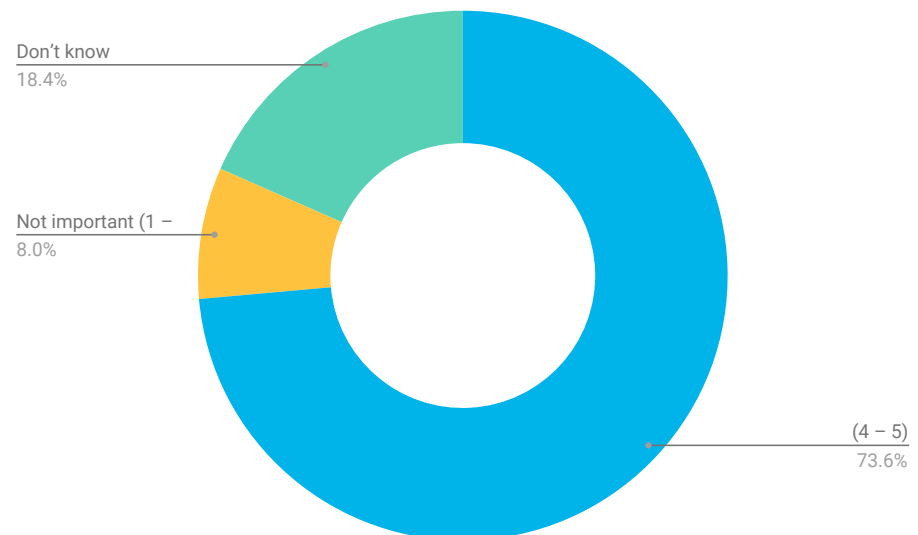
**Question 20:** On a scale of 1 – 7, how confident are you that you are accurately measuring marketing's impact on sales and revenue where 7 is very confident and 1 is not confident at all?



## Tech stack integration is also very important

As previously noted, measuring multi-touch attribution is increasingly important to today's marketers. Many times, these multi-touch campaigns require a hefty tech stack. And 80% of marketers report it is very important that the marketing automation platform is integrated throughout their own tech stack.

**Question 17:** On a scale of 1 – 7, how important is it that your marketing automation platform is integrated throughout your tech stack, where 7 means very important and 1 means not important at all?



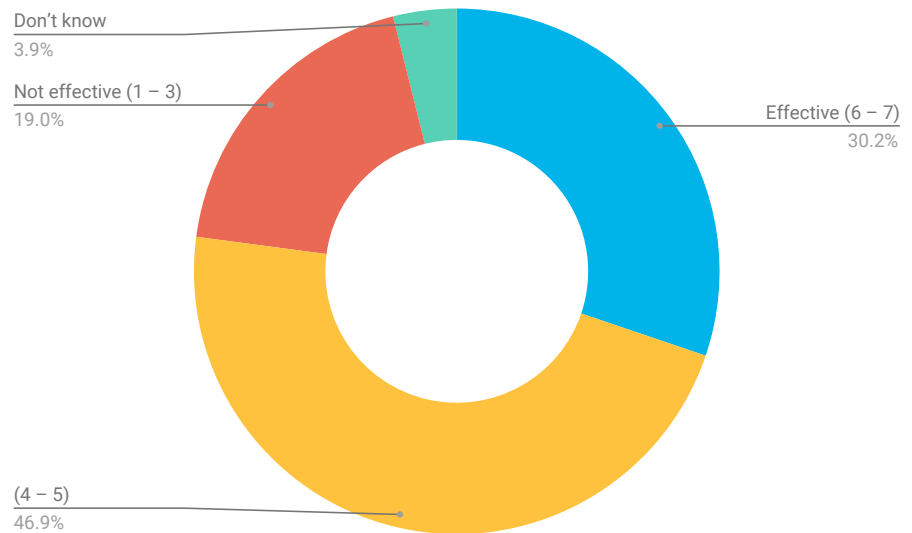


## But the integration isn't happening effectively

Just 30% of respondents report their marketing automation platform is effectively integrated with the rest of the company's tech stack.

**Question 18:** *On a scale of 1 – 7, how effectively integrated is your marketing automation platform with the rest of your tech stack, where 7 is very effectively integrated and 1 is not effective at all?*

1 in 5 marketers with under 3 years of experience don't know if their marketing automation and tech stack integration is effective.

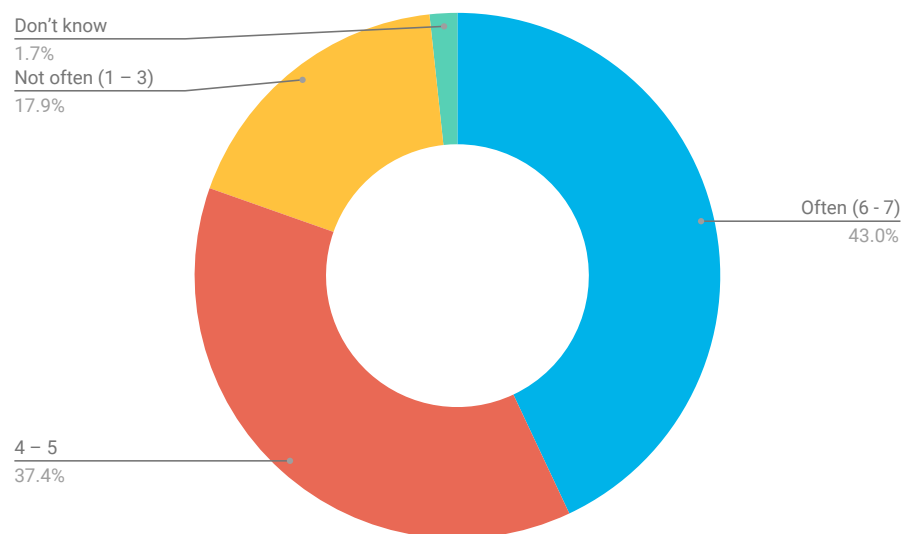


## Reporting out is important too

A common misconception in the industry is that people buy tools because they think that they will instantly solve their problems. However, it can easily take a year, if not more, for new tools to become useful across teams and functional departments. And if those tools are underutilized, the time it takes to see results could be even longer.

An example of this is when it comes to reporting on performance. Just 2 in 5 marketers regularly pull, read, and/or share reporting dashboards with their team, other departments, and/or company leadership.

**Question 14:** *On a scale of 1 – 7, how often do you pull, read, and/or share reporting dashboards with your team, other departments, and company leadership?*



- Just under 1 in 3 marketers with 1-3 years of experience with their MAP regularly pull reports to share with their team and/or superiors
- 1 in 4 marketers with the same level of experience *rarely* pull reports at all

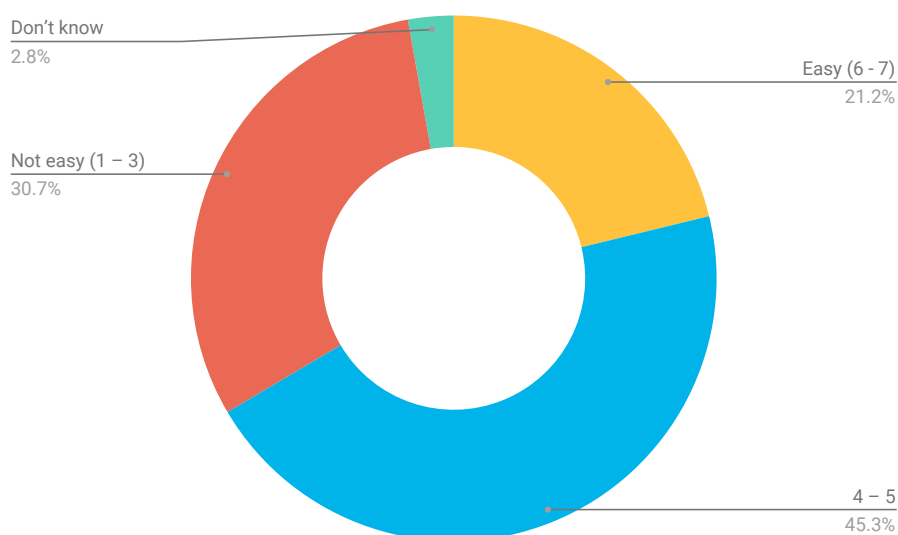
If marketers are being held responsible for tangible numbers and goals, how are they reporting on activities and showing results without reports?

### But pulling reports is also a massive challenge

There may be a lack of reports being shared because over 30% of marketers report that it is not easy to generate reporting dashboards within their marketing automation platform. With just 1 in 5 marketers report that it is easy to generate reporting dashboards.

**Question 15:** *On a scale of 1 – 7, how easy is it for you to generate reporting dashboards that show the information, KPI's and analytics you want/need where 7 is very easy and 1 is not easy at all?*

Accurate analytics and reporting is a core proficiency marketers need to be successful, but it's also the most deficient feature in current MAPs and the most challenging for marketers to utilize.



### Where does this leave us?

Marketers are increasingly held accountable for generating revenue and reporting on their results, yet reporting is by far their biggest challenge. Without an accurate source of reporting—a single source of truth—marketers are unable to track marketing's efforts effectively, impacting performance, results, and marketing and sales' ability to work together.

## Implications

No matter the years of experience one has with their marketing automation platform, reporting will always remain a challenge, at least until MAP vendors catch up with what today's marketers are being held responsible for.

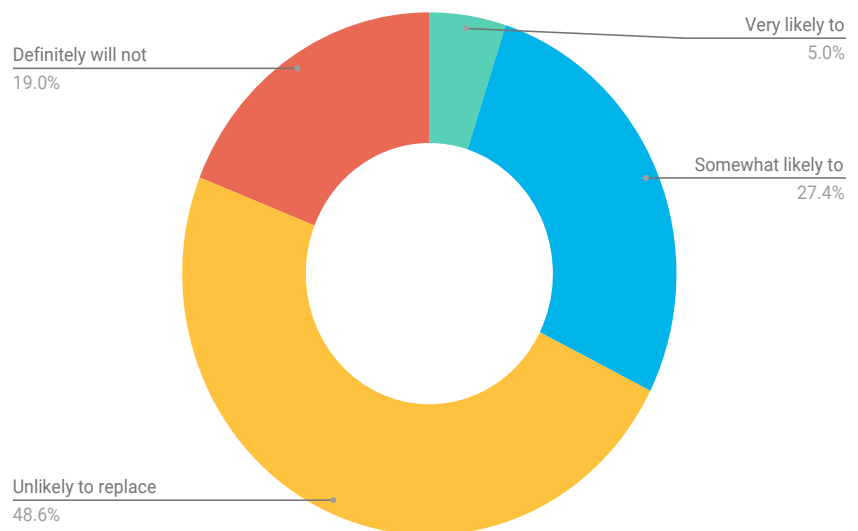
Many MAP vendors are still focused on vanity metrics or campaign-level impact instead of post-handoff metrics, such as pipeline created and bookings influenced. While the data may be available with some heavy-duty customization and configuration, out-of-box MAP solutions just don't offer the level of insight needed to be successful in today's highly data-driven world.

### Marketing isn't looking to replace their MAP vendor

But despite the unsatisfactory reporting capabilities and surface-level insights of today's MAPs, marketers aren't looking to replace their MAP vendor anytime soon.

While marketers may struggle to optimize the usability of their MAP to fit their needs, 68% of respondents report that they are either unlikely to replace or definitely will not be replacing their MAP in the next 18 months.

**Question 13:** *How likely are you to replace your marketing automation vendor in the next 18 months?*



One reason for this may be due to the incredibly disruptive nature of replacing a marketing automation platform, as many core activities, initiatives, and processes are developed and tied to fit specifically within the chosen platform.

Replacing the tool is not an endeavor to take lightly.

## Trends from 2018 to 2019: MAP Replacement

In fact, the likelihood of replacing a MAP vendor has decreased since 2018.

Likelihood of replacing marketing automation vendor	2019	2018	% Diff.
Very likely to replace	5.0%	7.76%	-35.6%
Somewhat likely to replace	27.4	21.74%	26.0%
Unlikely to replace	48.6	43.79%	11.0%
Definitely will not replace	19.0	26.71%	-28.9%

*Question 13: How likely are you to replace your marketing automation vendor in the next 18 months?*

### Instead, marketers hope that technology will either improve or be added

The strategy for today's marketer is not to switch vendors, which may put a greater emphasis on the need for marketers to find third-party solutions to their challenges if things don't improve.

	Be improved	Be added
Deeper analytics and polished reporting	66.5%	51.4%
Account-based marketing capabilities	46.9	43.0
Database health and management	38.0	35.2
Deeper personalization capabilities	30.7	30.7
Integration with a specific third-party application	26.3	22.3
Machine learning, predictive or prescriptive capabilities	-	49.2
Other	7.8	5.0

*Question 8: Today, if you could improve any feature/capability in your marketing automation platform, what would it be? (select all that apply)*

*Question 9: If you could add any new feature/capability to your marketing automation platform today, what would it be?*

## Where does this leave today's marketers?

- MAPs out-of-box aren't designed to meet the growing needs of the modern marketer.
- Marketing can't track what they want to track or report on what they need to, which means they can't justify their actions, strategies, or costs effectively.
- While features from years ago may have been touted as cutting-edge, B2B marketing has moved beyond those capabilities and now require more—unfortunately, MAPs just haven't kept up.

## What Happens Next?

Since last year in 2018, B2B marketers have improved the way they think about data, analytics, and measures of success, but in doing so, have uncovered inherent gaps in their marketing automation platforms—creating barriers between the reporting they need and the reporting they can actually get.

In 2018, many marketers were focused on the quality of their data, and effective database and list management was a key priority. However, in the last year, as revenue responsibility becomes increasingly important, marketers are shifting their focus to meet these new standards.

While the need for high-quality data hasn't gone away, today's B2B marketers crave data that not only demonstrates the effectiveness of their campaigns but to show, specifically, how those campaigns are influencing and driving revenue for the organization.

For marketers to find the most value in their marketing automation platforms, and to be able to work more effectively with what they have, there are a few key tactics that can be invaluable in driving the charge for better, data-driven results.

## Next Steps for B2B Marketers

As organizational needs continue to drive the evolution of the industry, B2B marketers simply cannot wait for their legacy tools to catch-up. Here are three next steps for B2B marketers to help them make the best use of their tools and their data.

- 1. Align marketing's goals with sales and those of the overall business.** It's become increasingly apparent that today's marketing teams have become expected to deliver reporting that aligns closer to revenue than ever before. Metrics around revenue influence, sourced revenue, and opportunity creation are also those that organizational leadership cares most about.

Therefore, for marketing organizations and their initiatives to be viewed as successful by leadership, it's essential that reporting efforts not only align with the goals and expectations of the sales team but also showcase the impact of marketing against the objectives of the overall business.

- 2. Define your sales stages, and, at each stage, identify sales' and marketing's roles and the metrics that need to be tracked.** The sales stages are an important part of any predictable pipeline infrastructure as they help to define what your organization deems a lead, MQL, SQL, and opportunity.

Therefore, it's important to not just define what these stages are but to also identify the role of sales and marketing and the metrics that need to be tracked at each stage. In this way, both sales and marketing teams know exactly what metrics they need to be working towards, tracking, and reporting on.

- 3. Ensure that leads are being sourced and scored accurately.** Accurate lead source data and a robust lead scoring methodology are critical assets for a modern, data-driven organization. These enable your marketing team to clearly and quantifiably understand the value and effectiveness of their efforts as they relate to the sales process.

By implementing a consistent process for entering and tracking lead sources, a methodology to score and weight leads, and a framework to ensure that all this is being done automatically and effectively, you can begin to more accurately measure the value of marketing efforts tied directly to revenue and ROI.

## To Conclude

Tools and technologies are developed with good intentions. They are created to solve problems, to make things easier, to allow the user to do more, faster, and with more precision—unfortunately, as the needs of B2B marketers, and organizations in general, have evolved, the capabilities of these once-cutting-edge tools have begun to grow stale. As marketing's needs grow, as organizations expand, as needs evolve, there's hope—expectations—that technologies to support these processes will follow suit. But, as B2B marketing professionals have found, this process takes time.

As marketing's revenue responsibility will only continue to grow, marketing automation platforms need to be there to meet the needs of the new modern marketer. Until then, marketers are left to find other solutions to bridge the gaps.

Ultimately, for marketers to stay competitive, they require data-driven, actionable insights and key analytics to drive revenue-generating opportunities—opportunities that enable their organizations to scale, grow and achieve success.

## About InsightSquared

InsightSquared helps revenue operations professionals make better decisions by equipping them with actionable, real-time intelligence on sales and marketing KPIs. Businesses rely on our solutions to forecast more accurately, better manage pipeline, tailor rep coaching based on individual performance, understand marketing attribution, and conduct data-backed planning and analysis. For more information, visit [www.insightsquared.com](http://www.insightsquared.com).



## About Heinz Marketing

Heinz Marketing is a B2B marketing and sales acceleration firm that delivers measurable revenue results. Every strategy, tactic, and action has a specific, measured purpose. Instead of focusing on the activities, we focus on the outcomes. What really matters is sales pipeline, closing business, and accelerating revenue. For more information, visit [www.heinzmarketing.com](http://www.heinzmarketing.com)

