

MARKETING TECHNOLOGY AND EMERGING TRENDS PRIMER FOR 2018

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SUMMARY

Gartner's coverage of marketing technology and emerging trends empowers marketing technology leaders to build a strong technology foundation that supports strategic business goals. Our research in 2018 will inform your technology investments and prepare you for changes ahead.

Scope

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

Gartner's 2018 research on marketing technology and emerging trends includes:

- How marketers can lead strategic innovation and technology investments
- New technologies and legacy investments enabling marketing technology 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

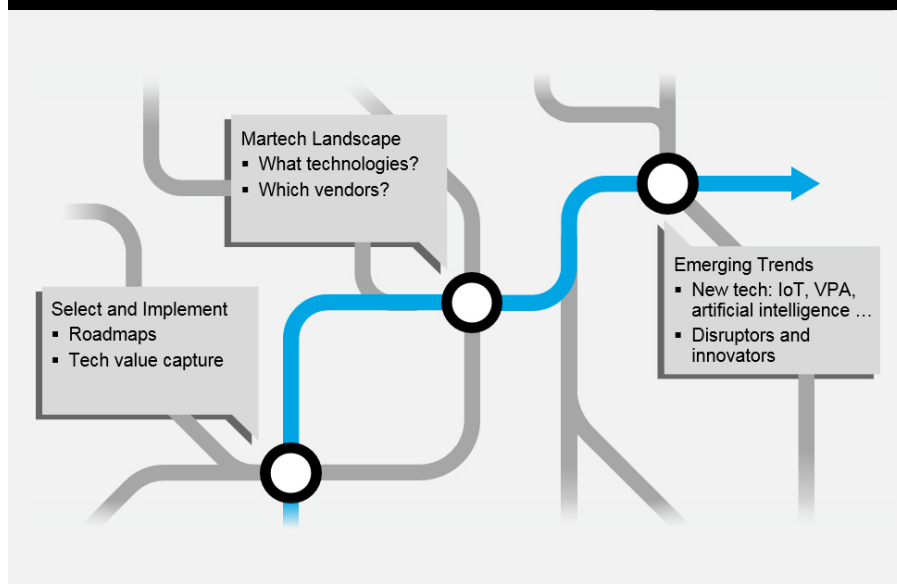


Effective martech acquisition and use remains elusive for close to one in five marketing leaders.

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ANALYSIS

Figure 1. Marketing Technology and Emerging Trends Overview



Source: Gartner (January 2018)

Customers' growing preference for making purchasing decisions and sharing experiences digitally upends business priorities and is 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 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 to the infrastructure.

Marketing technology leaders' responsibility for, or involvement with, technology evaluation and selection is rising. Martech is a core capability for marketing teams, and martech skills are in high demand. However, effective martech acquisition and use remains elusive for close to one in five marketing leaders. Gartner also finds marketing budgets previously dedicated to technology shifting toward services as companies rationalize investments and look to external partners to help their utilization of martech. Brands must align martech investments to business goals, and balance their use of internal talent and external services to remain competitive.

Evaluate, select and deploy solutions that can anticipate customer needs in real time. Leverage artificial intelligence to reveal actionable behavior patterns and automate relevant experiences. Adopt best practices for collaborating with internal teams to ensure alignment and coordinated spending. Learn to integrate new techniques — including those using Internet of Things (IoT), augmented reality and virtual reality (AR and VR), and bots — into your marketing strategy.

Top Challenges and How Gartner Can Help

Gartner's 2018 research agenda for marketing technology and emerging trends (MTET) will focus on three central themes: selecting, deploying and maximizing marketing technology solutions for business advantage; optimizing your existing marketing technology investments; and identifying and evaluating emerging marketing approaches and trends. Specifically, this agenda will help marketing technology 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 technology leaders must take charge, establishing a strong data foundation with enough latitude for experimentation with emerging technologies.

MTET research will evaluate how key marketing technologies intertwine with 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 2018, to understand the complex options available and confidently adopt the right solutions for your unique business situation.

Planned Research

- **Marketing Technology Survey 2018:** Marketing technology leaders need technology to deliver compelling experiences, provide actionable insights to the marketing team and, ultimately, drive growth. Use Gartner's Marketing Technology Survey 2018 results to compare your marketing technology deployments with other marketers and prioritize your short- and long-term martech investments.
- **Personalization engines:** Customer demand for individualized content, offers and experiences — from rule-based recommendations to real-time offers — has reached an all-time high. This research will cover solutions such as stand-alone personalization engines, tools focused solely on product recommendations, and marketing clouds and digital commerce platforms offering personalization capabilities.



Marketing leaders are structuring their technology ecosystems to support a dynamic marketing environment.

How do I maximize the value from technology investments?

Marketing technology 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:** After successive years of investment, many marketing leaders find themselves with an unwieldy martech portfolio. Tools to streamline marketing are proliferating as leaders face calls to rationalize their portfolios. This 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 I 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 their organization, according to Gartner's Organizational Design and Strategy Survey 2016. Marketing technology 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 MTET guidance 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

- **Effectively negotiate SaaS marketing technology contracts:** Marketing leaders overwhelmingly prefer buying SaaS solutions to meet their needs. But variables like number of users, number of records, geographic reach and storage can substantially affect costs. This research can help you gain leverage, increase value and minimize risk as you negotiate contracts with vendors.
- **How to pick the right approach to digital asset management (DAM) for your marketing organization:** Managing the explosion of content is now an essential part of marketing operations. Marketers increasingly turn to DAM solutions for help, but are overwhelmed by the array of options. This research will highlight the offerings and approaches marketers can take to find DAM nirvana.

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 marketing-led collaborative approach 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.



Nearly two-thirds of marketers report that marketing leads the purchase of technology investments.

Planned Research

- **Demystifying marketing technology integration:** You know you need an integrated martech stack to understand your customers and deliver personalized experiences. But “integration” has many different meanings. Do you simply need to pass data from one system to another? Does your integration actually enable new, valuable capabilities? Will it cost you more money to enable an integration? This research will answer these and several other questions to help you demystify martech integration.
- **Toolkit: Visualize your martech stack:** Our Toolkit will provide several templates with frameworks that help you get started visualizing and communicating your marketing technology stack to multiple stakeholders. The goal is effective communication across the organization. This resource will pinpoint best practices for tailoring visualizations to target audiences, centralizing and sharing the stack, and expanding on specific capabilities.

What market trends present opportunities and disruptions for marketing?

Marketing technology 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 and quickly adopted technologies marketers should be tracking:** MTET research will contemplate such topics as artificial intelligence, blockchain, conversational agents, real-time decisioning, atomic content, augmented analytics, AI and IoT, showing you hidden opportunities with marketing impact.
- **Controlling your own marketing destiny:** Marketing leaders who leverage marketing technology or advertising programs from Facebook, Google and Amazon must assert control over marketing data. We'll show you techniques for capturing customer identity using disciplined programs to protect key insights.
- **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.

Related Priorities

Priority	Focus
Multichannel Marketing and Communications	Multichannel marketing constitutes purposeful, mutually orchestrated engagements, across digital and traditional customer touchpoints.
Mobile Marketing	Successful mobile marketing uses valuable data emitted by mobile devices while balancing effective microtargeting of audiences with overwhelming prospects and customers with interruptions.
Advertising	Advertising encompasses the creation, delivery and orchestration of paid marketing messages and content across channels.
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 Strategy and Design	Customer experience management is the practice of designing and reacting to customer interactions to meet or exceed their expectations, leading to greater customer satisfaction, loyalty and advocacy.
Content Marketing and Management	Content marketing and management focuses on creating, distributing and amplifying content via digital and offline channels. This content fuels audience engagement to achieve organizational goals.

Source: Gartner

GARTNER RECOMMENDED READING

Suggested First Steps

[“Gartner Digital Marketing Transit Map”](#)

[“Hype Cycle for Digital Marketing and Advertising, 2017”](#)

[“Predicts 2018: Brand Relevance Under Fire, Automation on the Rise”](#)

Essential Reading

[“Six Steps to Get Your Marketing Technology House in Order”](#)

[“Build an Adaptable Marketing Technology Roadmap”](#)

[“Survey Analysis: Compare B2B, B2C and B2B2C Marketing Technology Strategies”](#)

[“Survey Analysis: Use This Technology Life Cycle Framework to Plan and Negotiate Your Marketing Technology Acquisitions”](#)

[“Six Technologies Will Demand Marketing’s Attention in 2018”](#)

Evidence

¹ [“Marketing Organization Capabilities Survey 2017: Customer Insight, Martech and Creativity Are Essential Ingredients for Modern Marketing Teams”](#)

² [“CMO Strategy Survey 2017: CMOs Go All In on Customer Marketing, but at What Price?”](#)

³ [“CMO Spend Survey 2017-2018: Budgets Recede Amid Demand for Results”](#)

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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 and 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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