

FORRESTER® DATA

Highlights Marketing Automation Technology Forecast, 2017 To 2023 (Global)

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Survey respondents plan to spend more on MarTech

Do you plan to increase, decrease or maintain spend on Marketing Technology in 2017?



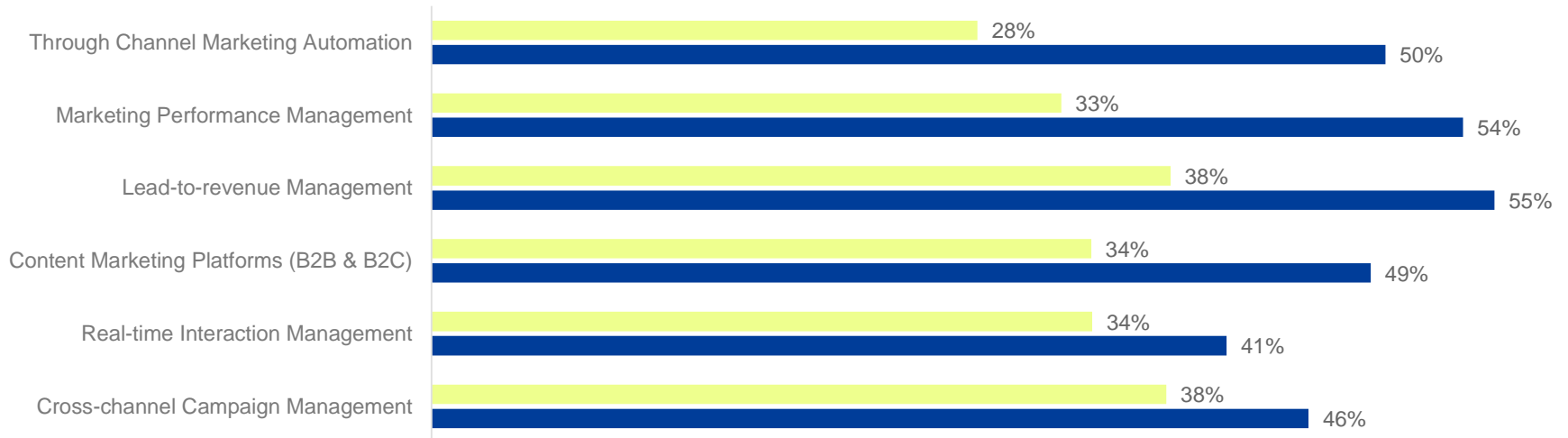
Base: 853 global marketing decision-makers whose companies have marketing budget for technology

Source: Forrester Data Global Business Technographics® Marketing Survey, 2017

Marketing technology implementation is on the rise

Please tell us what your marketing organizations' plans are to adopt the following individual software technologies or services? (% who have implemented/implementing)

■ 2016 ■ 2017



Base: 544 (2016) and 469 (2017) global marketing decision makers whose firms focus primarily on B2C; 528 (2016) and 669 (2017) global marketing decision makers whose firms focus primarily on B2B

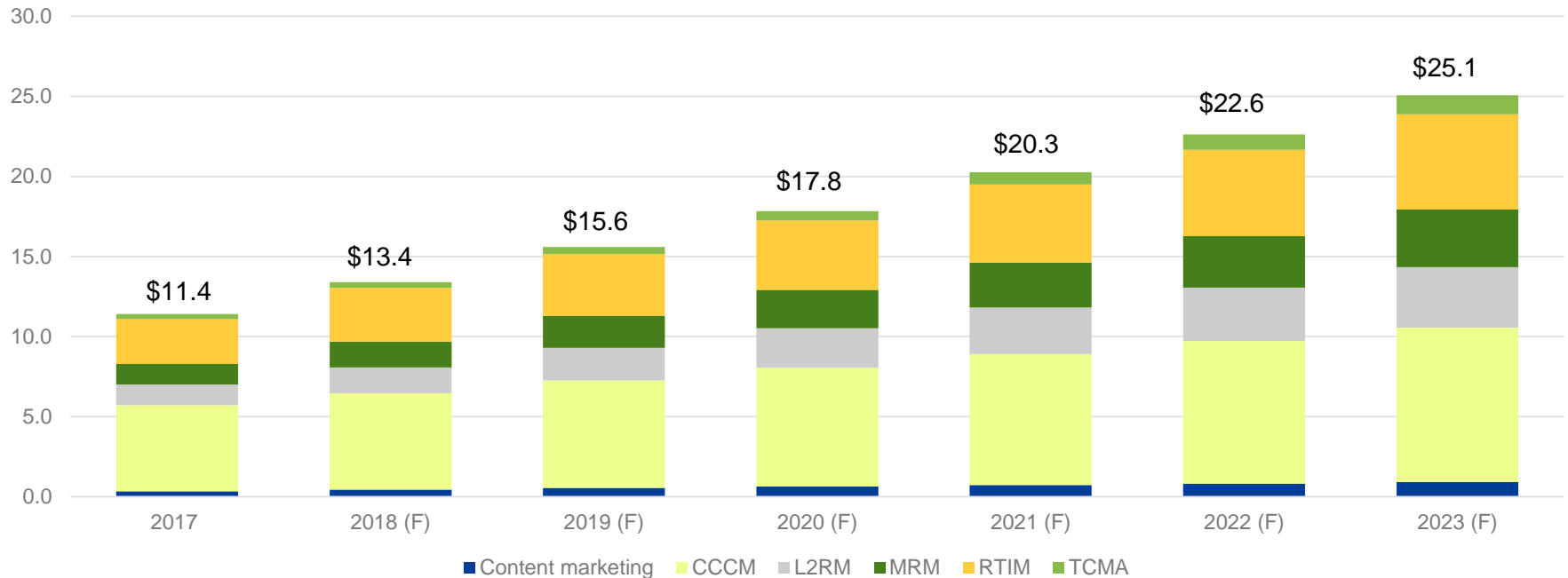
Source: Forrester Data Global Business Technographics® Marketing Survey, 2016 and 2017

Example marketing automation vendors



Marketing Automation Technology forecast

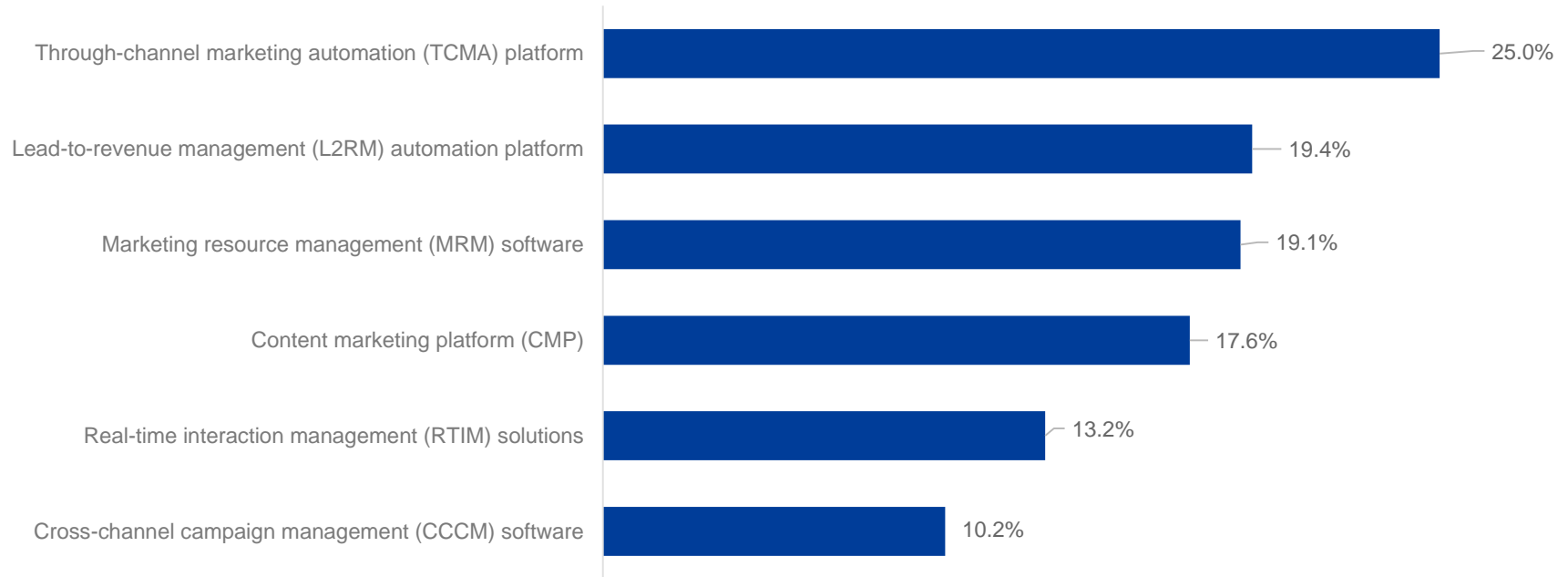
Marketing Automation Technology Forecast, 2017 To 2023 (Global)



Source: Forrester Data: Marketing Automation Technology Forecast, 2017 to 2023 (Global)

Marketing Automation Technology Projected Growth

Global 2017-23 Compound Annual Growth Rate



Source: Forrester Data: Marketing Automation Technology Forecast, 2017 to 2023 (Global)

Marketing Automation definitions

- › **Content marketing platform (CMP):** Solutions that help marketing teams collaborate on a content strategy; orchestrate the numerous, concurrent streams of activity by content creators, curators, and distributors inside and outside of the company; and optimize downstream cross-channel distribution to key audiences.
- › **Cross-channel campaign management (CCCM) software:** Enterprise marketing technology that supports customer data management, analytics, segmentation, and workflow tools for designing, executing, and measuring campaigns for digital and off-line channels. Our market sizing includes the data, analytics and reporting functions of CCCM software plus marketing automation.
- › **Lead-to-revenue management (L2RM) automation platform:** bridge the gap between lead generation and selling activities; L2RM platforms are a way to implement standardized, scalable processes for marketing planning, execution, and reporting.

Marketing Automation definitions

- › **Marketing resource management (MRM) software:** Enterprise marketing technology that helps marketers with financial planning, performance measurement, collaboration and calendaring, project management, content production, asset management, brand compliance, and marketing fulfillment.
- › **Real-time interaction management (RTIM) solutions:** enterprise marketing technology that delivers contextually relevant experiences, value and utility at the appropriate moment in the customer lifecycle via preferred customer touchpoints
- › **Through-channel marketing automation (TCMA) platform:** A distributed marketing system used by enterprise marketers to enable and scale local marketing program execution through channel partners (stores, agents, dealers, franchisees, distributors, and resellers) with governance to protect brand integrity.

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Thank you

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