
A Look at Marketing Automation Platforms

Can They Really Help You
Achieve Marketing Precision?



Is a Marketing Automation Platform Enough for Marketing Precision?

Many B2B marketers have come to rely on marketing automation platforms (MAPs) to reach customers at scale with targeted offers. And after more than 20 years, MAPs continue to provide many benefits that drive ROI, including:

- Improved efficiency.
- Enhanced targeting.
- Better tracking and analysis.

Overall, MAPs provide a range of benefits that can help marketing and sales teams reach their revenue goals more efficiently and effectively. However, there are still a number of B2B marketing gaps that MAPs don't solve for on their own.

With constrained resources and reduced or flat budgets, you can't afford to not get the most out of your current tech stack.

This eBook explores how B2B marketers are using MAPs, the typical attributes of MAPs, and how to overcome MAP limitations — and get the most out of your investment in them — through integration with a demand acceleration platform (DAP).



91%

of marketers say that marketing automation is essential for their business.

Oracle 2022 marketing automation stats roundup

MAPs Have Significant Value and Benefits

Recent research proves MAPs' promise of delivering ROI while reducing costs. Adobe's Definitive Guide to Marketing Automation notes that 76% of companies that use marketing automation see a return on investment in their first year of use. Twelve percent of those companies earned returns in less than a month. This ROI can take various forms, including driving leads and increasing conversions.

MAPs achieve significant ROI because of a number of common key attributes many available platforms have, including:

- Analytics and reporting.
- Data security.
- Email marketing.
- Lead scoring.
- Nurture program creation.



84%

of marketers describe their marketing automation use as successful to some extent.

The State of Marketing Automation
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But MAPs Have Downsides Too

Marketing has changed dramatically since MAPs took center stage. A key change is that B2B purchases are made by buying groups, not individuals. And MAP capabilities largely haven't kept up with these changes. This provides a challenge for marketers that are looking to rapidly adopt account-based marketing (ABM) tactics to ensure an engaged omnichannel customer experience.

And although MAPs have tried over the years to position themselves as an all-in-one marketing technology powerhouse, their users disagree. In Oracle's Marketing Trends 2022 research, B2B buyers were asked, "Which marketing solution can you absolutely not live without?" Only 28% responded with their marketing automation platform. The three tools that outranked MAPs were:

- CDPs (36%).
- Email marketing platforms (36%).
- Content management systems (32%).



64%

of marketers report that their marketing automation tools are only somewhat integrated or not at all integrated with the rest of their technology stack.

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MAPs' Limitations are Costing B2B Marketers

In response to MAPs not keeping pace with account-based marketing tactics, some marketers are turning to ABM marketing platforms. Forrester's Q3 2020 Global B2B Marketing Tech Tide Survey revealed that nearly half of all ABM platform users are open to consolidating their tech to focus on their ABM solution — and ditching their MAP — within three years. The inability to successfully integrate ABM's group buying worldview with the MAP individual lead-focused workflows is a significant factor in this sentiment.

Unfortunately, most ABM platforms will need to evolve dramatically to come anywhere close to providing the full-scale automation MAPs offer. And in the rush to do so, they risk the same superficial feature bloat that has plagued MAP platforms over the past five years.

Even B2B marketers who aren't using an ABM platform still have challenges with getting the most out of their MAP. The constant launch of new features and functionality has become overwhelming for small- to mid-market customers. An enterprise MAP user may be able to allocate budget to bring in a consultant or hire a full-time expert to customize the platform. But many small marketing teams cannot allocate the budget or time to keep up with the platform changes. This leaves a significant amount of the MAP functionality — and ROI — on the table.



54%

of marketers don't feel they're utilizing their MAP tools to their fullest potential.

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Close the MAP Gaps

For marketing automation platforms to flourish in the coming years, they need to address three big gaps:

- **Complexity:** Marketing automation platforms can be complex and require a significant amount of time and resources to set up and maintain.
- **Data quality:** The effectiveness of marketing automation platforms depends on the quality of the data they are working with. If the data is incomplete or inaccurate, it can negatively affect the effectiveness of the platform's marketing efforts.
- **Limited flexibility:** While marketing automation platforms offer a range of capabilities, they may not be able to accommodate every aspect of a B2B marketing strategy.

Clearly, adding individual technology platforms to the martech stack to address every MAP limitation isn't an option for the time-strapped and resource-limited marketer.

The challenge is for marketing automation platforms to help marketers deliver ABM programs at the speed and efficiency of demand generation. The Integrate Demand Acceleration Platform (DAP) works in conjunction with a MAP can be an effective solution.



70%

of marketers report their biggest marketing automation challenge today is data quality.

The Future of Marketing Automation: Bold Predictions for a Bold Year 2021 Demand Gen Report

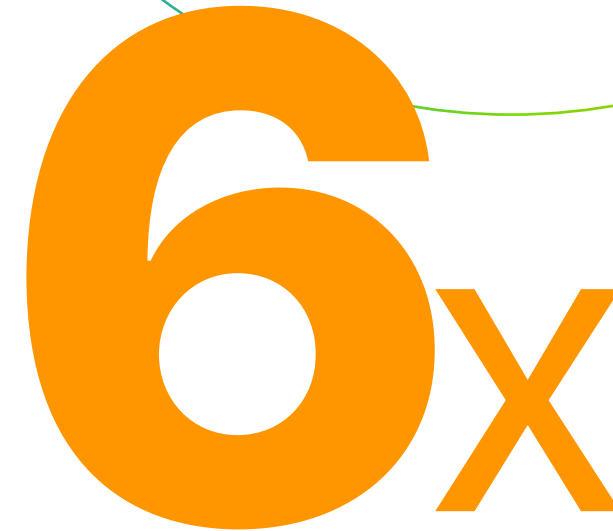
Get More Out of Your MAP with a DAP

Success for today's B2B marketers comes down to answering yes to three questions:

- Are you reaching the right people?
- Are you reaching them on the accounts that you care about?
- Are those accounts currently in-market?

You could use your MAP to generate a lead from an account that's not in-market. However, it's unlikely that lead is going to turn into a sale. Also, a MAP is only able to report back on digital actions an individual takes. It isn't able to take an entire buying group's action into account or provide insights into what those actions mean.

You need to have an always-on database-building strategy, where you're reaching the right people on the right accounts. Then, when they are in-market, they are aware of your product, and you are on their shortlist. That's where a demand acceleration platform (DAP) comes in.



6x

increase in lead-to-pipeline conversion when B2B marketing teams leverage account intelligence to prioritize buyers and buying groups.

Bombora

Key Benefits of a Demand Acceleration Platform

The Integrate DAP is able to uncover intent signals, and provide you with insights into how to best adjust your marketing efforts. These insights go beyond digital engagement signals to reflect every interaction a person — and an account — has with your company. This holistic viewpoint, combined with its automated insights, helps you adjust your marketing strategy for individual accounts and audience segments alike in response to their near real-time actions.

With DAP, you gain a view across all your marketing channels to see which channels are doing best and which channels could be performing better. This allows you to put your limited marketing dollars against those programs and campaigns that are meeting the buyers where they want to be met.

The Integrate demand acceleration platform:

- Provides a 360-degree view of the buying journey by connecting and aggregating individual, buying group, and account-level data from target account lists and other marketing channels and systems.
- Supports the scalable execution of cross-channel demand and ABM programs from a single platform.
- Establishes a seamless flow of standardized and validated data directly into MAP and CRM systems.
- Identifies the campaigns, sources, and content that deliver the best results.
- Shows an holistic view of account engagement across all channels and programs.





Solutions like Integrate's allow us to reach key personas and accounts around the world in a highly scalable way without having to sacrifice precision.



Leslie Alore
Global VP of Growth Marketing, Ivanti

The Integrate DAP Helps You Defend Your Spend in This Turbulent Market

Integrate empowers you to adjust your marketing activities to address market changes. Real-time data allows you to immediately respond to intent signals. No more missed opportunities or overlooked emails. The Integrate DAP is the demand generation tool that delivers the precision you need.

Find out how The Integrate Demand Acceleration Platform can revolutionize your marketing performance. Watch this demo to see the platform in action or request a personal demo today.

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