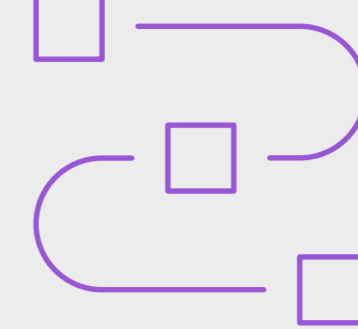
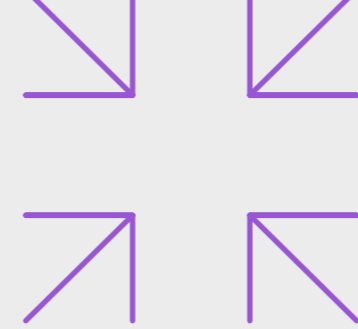


## Marketing in the dark, dark martech

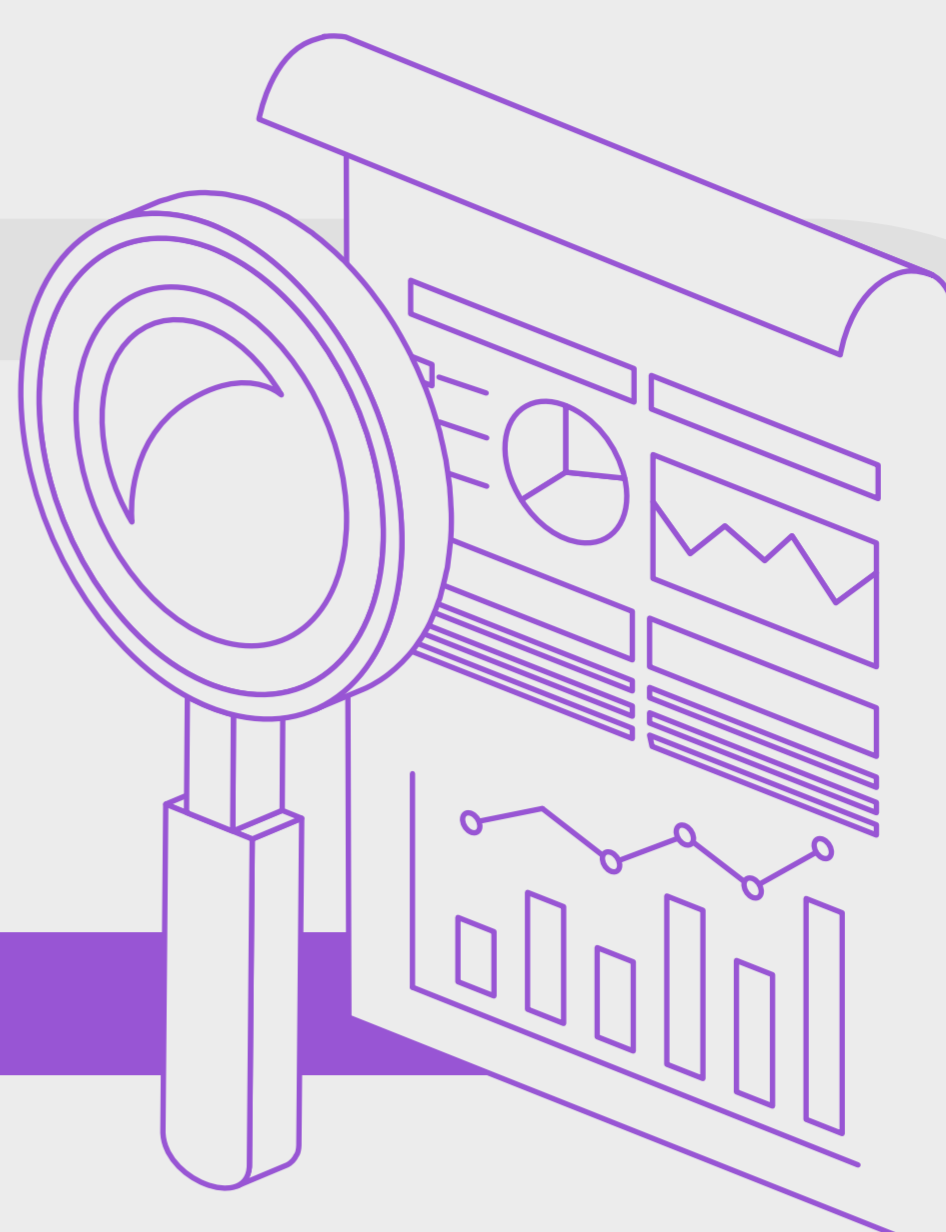
We surveyed

...



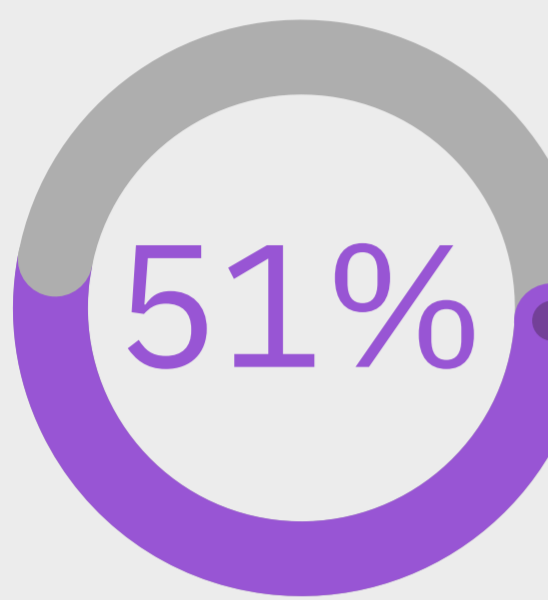
**1000+ marketers** across **Europe**, to find out how **data**, **social** and **martech** impacts their **marketing strategy**

### Dark martech—marketing technology—is a growing phenomenon

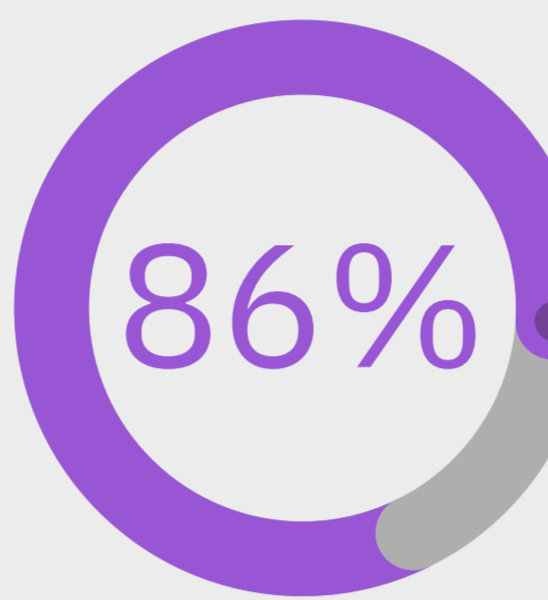


>5000

marketing solutions available to CMOs, as highlighted by the Chief Marketing Technologist publication<sup>1</sup>



companies with a fragmented approach to marketing technology platforms



companies who have structured their marketing around an audience data hub enjoy good visibility on martech



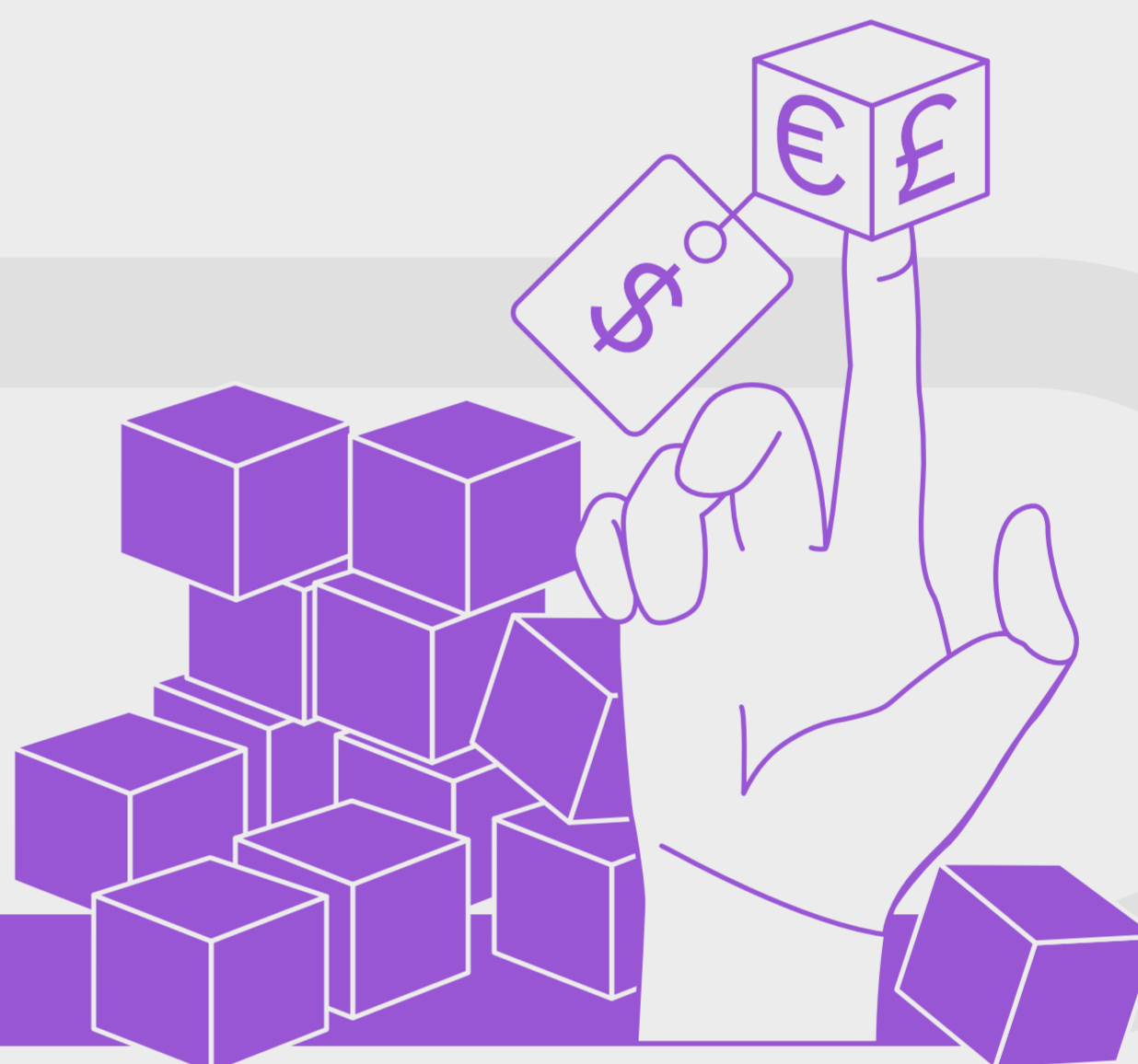
Companies with single-provider solutions are more likely to outperform



88%

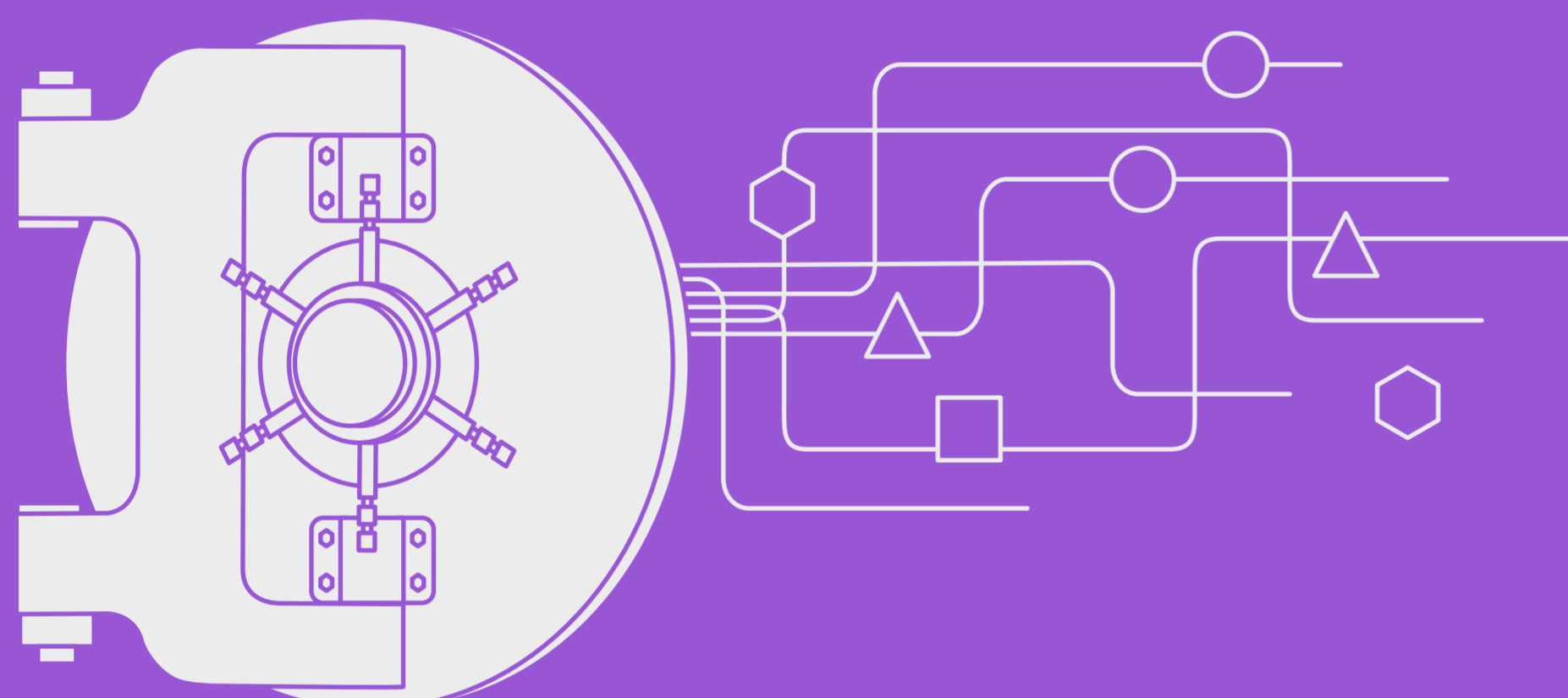
companies with single-provider approach enjoy total or strong visibility on technology.

### Organisations need to consider the total cost of ownership



71%

respondents have a **“very poor”** ability to get full value out of their own marketing solution with fragmented marketing technology stacks.



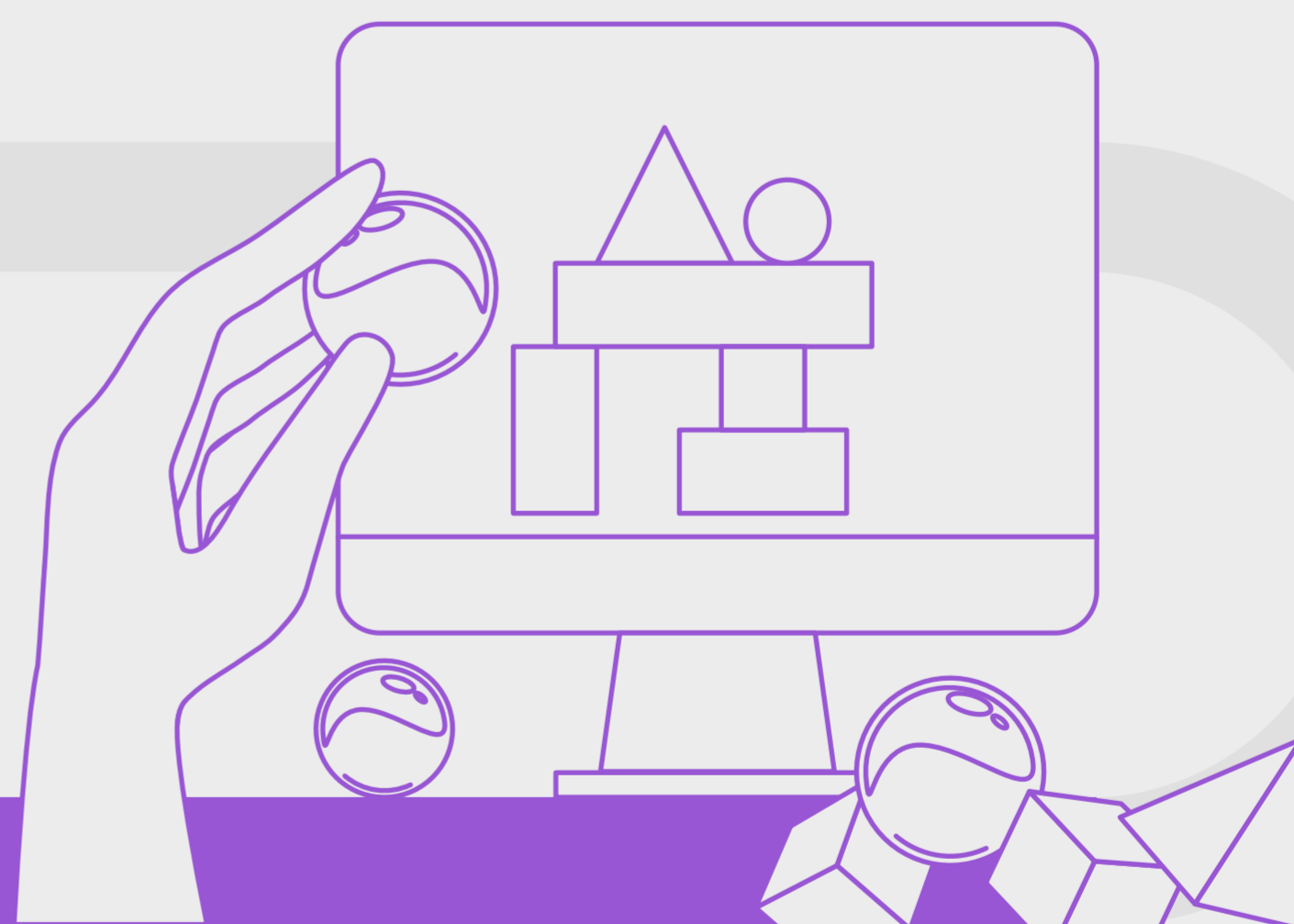
Technology as an enabler for customer data integration, not a barrier



73%

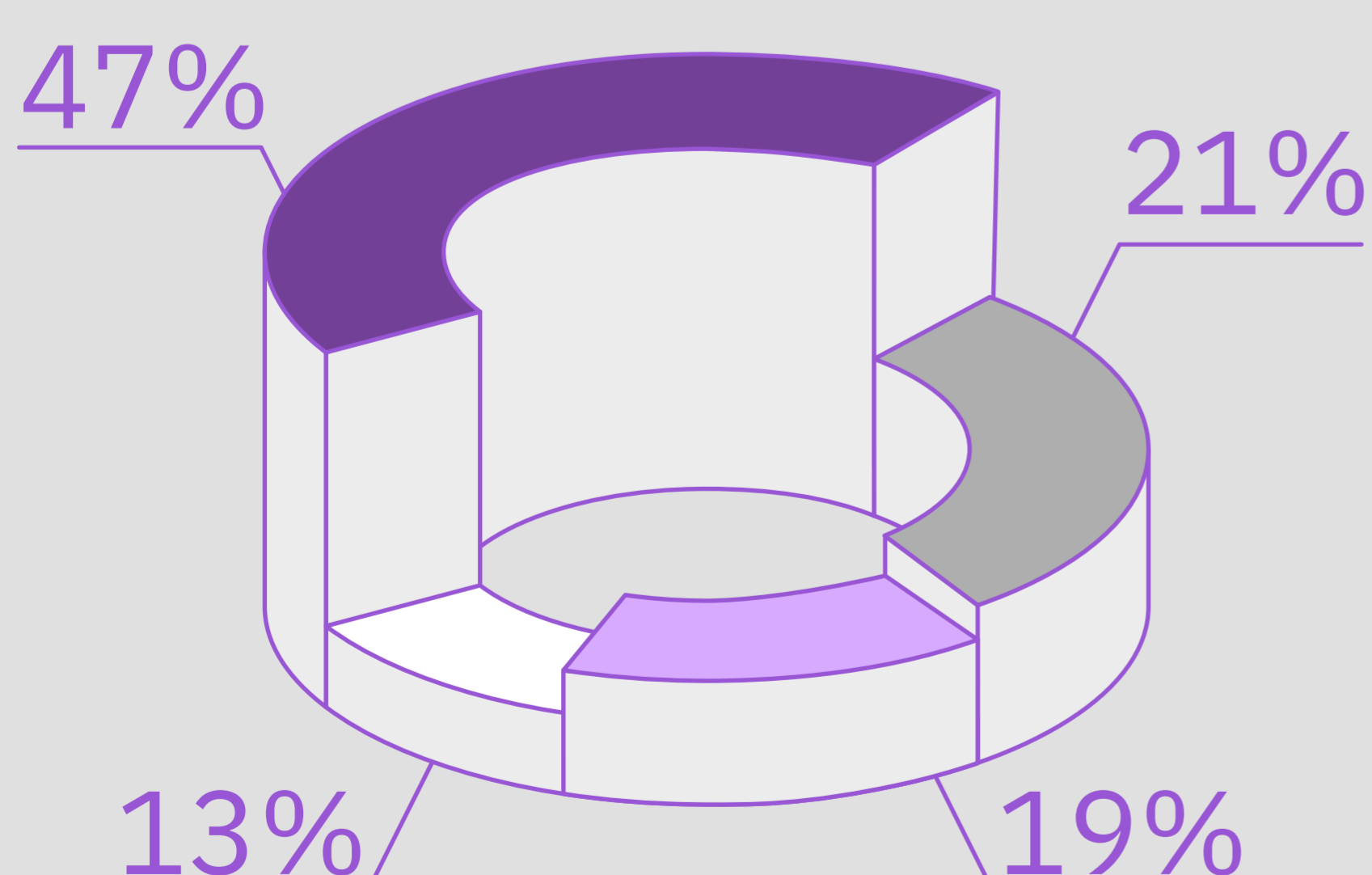
companies that agree that siloed technology is an issue they suffer from.

### Martech is about people with the right skills making marketing platforms successful



2/3

of companies believe they lack skills or talent to maximize use of marketing technology.



Invest in people, agencies and partners and your marketing technology platforms will succeed.

- Somewhat agree
- Somewhat disagree
- Strongly agree
- Strongly disagree

Learn the **5 key steps to better martech**

[Download the full report](#)

Learn more about **Dark Marketing**. Visit our website

→ [ibm.com/uk/thought-leadership/cmo/digital-marketing-solutions](http://ibm.com/uk/thought-leadership/cmo/digital-marketing-solutions)



1. [www.chiefmartec.com/2017/05/marketing-technology-landscape-supergraphic-2017](http://www.chiefmartec.com/2017/05/marketing-technology-landscape-supergraphic-2017)

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