

Customer Experience Martech

Maximize your martech investment

Research from Avanade and Sitecore highlights that CMOs and CIOs need to improve collaboration, in order to implement marketing technology that supports enhanced customer experiences.

Avanade Sitecore® Martech Research Report Summary



Connect your martech to connect your customers

With artificial intelligence, data analytics and machine learning, companies can make their marketing technology future-ready, boost ROI based on years of data, quickly identify and respond to customer needs – and deliver exceptional experiences.

The following is a summary of a new study by Avanade and Sitecore that exposes the roadblocks that prevent organizations from delivering the best customer experiences. It also showcases the right approach and strategy that CMOs, CIOs and CDOs alike, can undertake to optimize their martech stack and deliver a consistent and memorable CX experience.

Rethink your martech stack now to maximize your martech investment.



Great experiences rely on great martech

Customer satisfaction is a competitive advantage. But you can't work towards a shared customer objective without innovative martech, coupled with efficient collaboration between marketing and IT.

Most companies are finding this tough to achieve:



Admit aspects of customer experience are in critical need of improvement

Say the business is not very mature at understanding the customer experience, personalization and data analytics

Few are moving to address the issue

Less than half have adopted:



The ripple effect is far reaching.

Disconnected marketing technology impacts your customers, employees and revenues – which could have a detrimental effect on your business.

Customers are out of sight – and out of reach

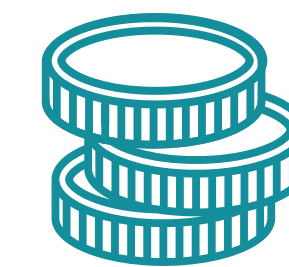
Because they can't reach customers, companies are leaving money on the table...



Through missed sales opportunities

Through lost revenues

Technology can stop this money from being lost - and provide additional revenue...



3X

ROI on customer experience using effective martech stacks¹

¹ "Customer experience and your bottom line," Avanade and Sitecore, April 2016

Marketers are losing the battle for customer satisfaction



Can't keep up with customer and market needs

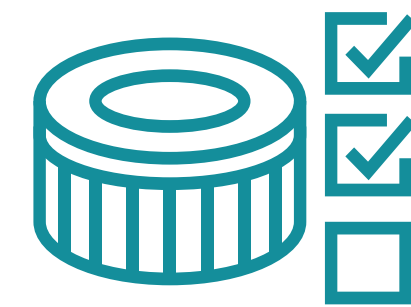
Effective marketing technology changes everything.

Although your ideal martech stack depends on your business needs and goals, some technologies are crucial for delivering great customer experiences. Yet AI and analytics are missing from most martech stacks.

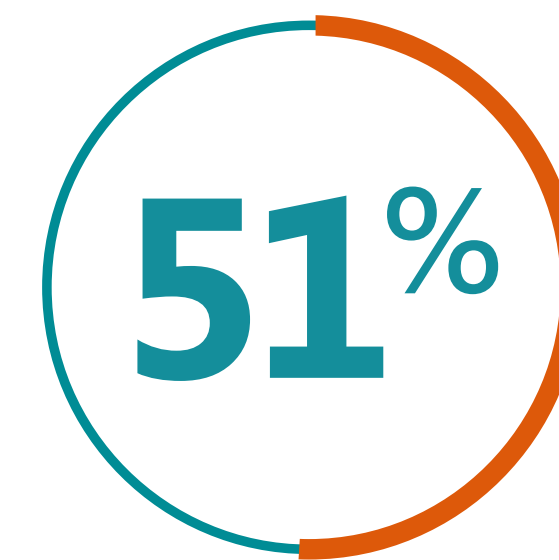
Most companies are missing critical technologies



Believe artificial intelligence and machine learning are necessary – but most have yet to adopt them



Believe their existing martech components work perfectly



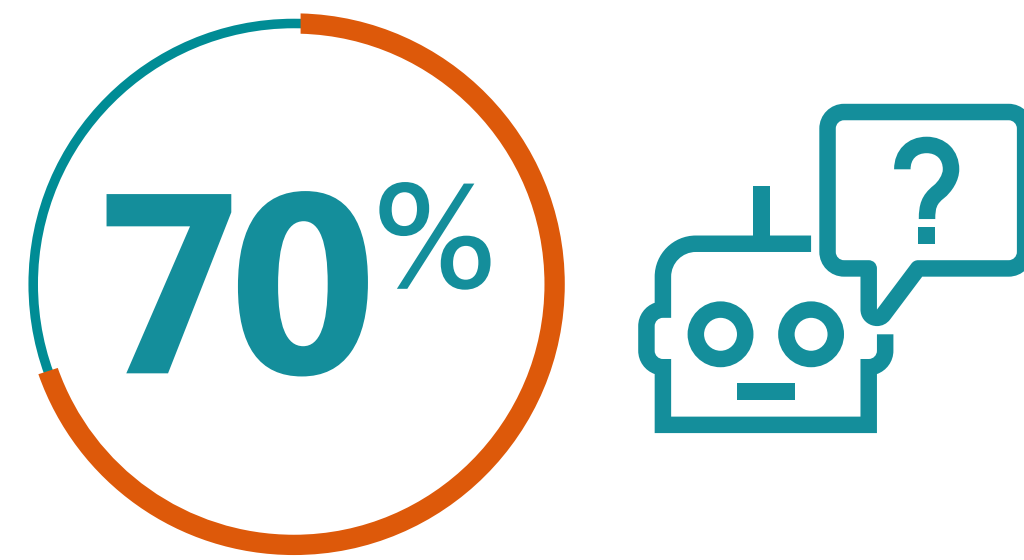
Believe their current martech stacks aren't user friendly

Stay competitive by getting the know-how you need.

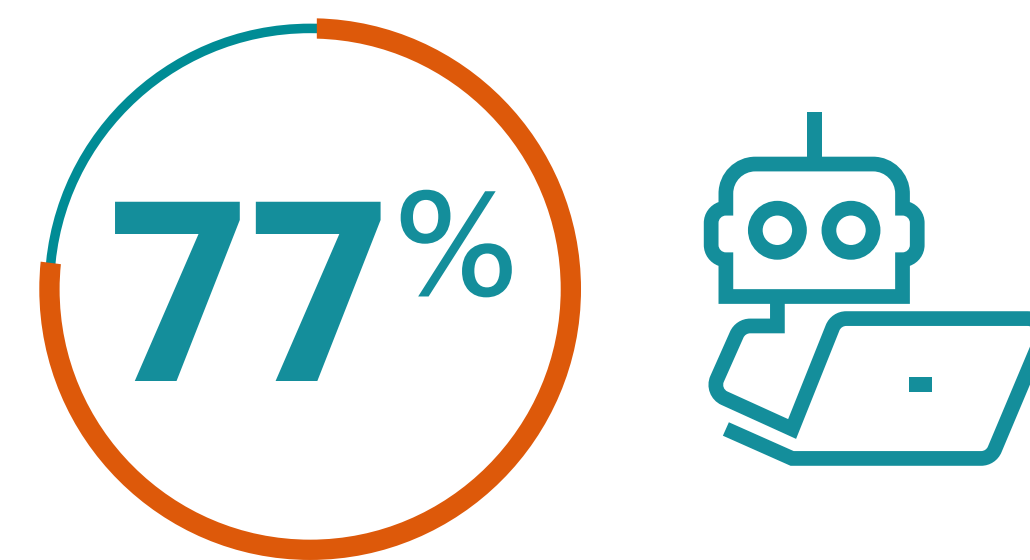
If you want to optimize your martech, make sure you have marketers, technologists and those in-between.



Of IT executives say they have insufficient martech skills in-house



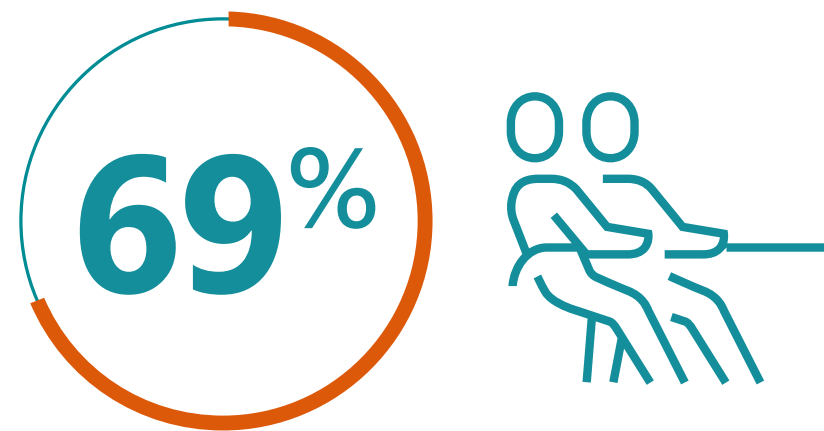
Of IT executives want to improve their marketing technology, yet don't know where to start



Of IT executives need help to implement machine learning into their martech

Lead by example to succeed with martech.

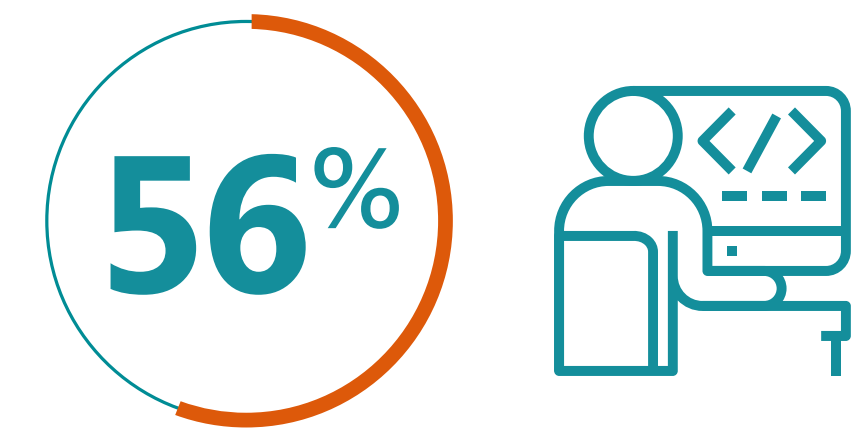
The CIO, CMO, and CDO all need to collaborate, based on shared goals and management by objective.



See a lack of effective collaboration between the CIO and CMO



IT executives have more important things to worry about than martech stacks



Marketers say IT built their martech stack without their input



Marketers interact with the CDO and digital strategy teams, rather than IT



IT executives believe the CMO hasn't given clear input about what marketing needs from martech



Marketing respondents see a lack of IT insight into digital marketing tools

Key takeaways from the report



Great experiences rely on great martech stacks.

Customer satisfaction is a competitive advantage. But you can't work towards a shared customer objective without innovative martech, coupled with efficient collaboration between marketing and IT.



The ripple effect is far reaching.

Not having well-connected marketing technology impacts your customers, employees and revenues – which could have a detrimental effect on your business.



Effective marketing technology changes everything.

The martech stack that's right for you depends on your business needs and goals. Once the gaps in your current stack have been identified, there are three key paths to success.

Download the research report [HERE](#).



Source: 2018 Global Marketing Technology Research, conducted by Vanson Bourne on behalf of Avanade and Sitecore

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