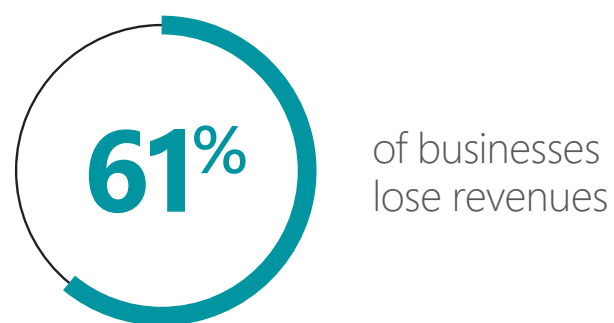


Connect your martech to connect with your customers

Top Takeaways:

New Avanade and Sitecore® research finds that 61% of businesses lose revenues and 63% miss sales opportunities due to a disconnected martech stack. They can fix that with agile martech, trusted partners and C-suite collaboration:

- Companies need martech stacks that support integration, incorporate artificial intelligence and clarify customer needs in real time.
- It takes three: The optimal strategy for sourcing expertise blends recruitment, retraining and a trusted partner.
- Better IT/marketing collaboration is needed in the C-suite – and elsewhere.



You know a great customer experience boosts your business. But do you know how to use martech to achieve it?

Customer-first is not a new idea. Today great customer experiences should be basic table stakes in the game of market competition. And the right marketing technology is key to providing those experiences.

So why aren't more companies delivering great customer experiences? What's going wrong – and how can it be fixed? To find out, Avanade and Sitecore teamed with research organization Vanson Bourne to survey more than 1,400 marketing and IT C-suite decision makers in enterprises across industries and countries worldwide. We analyzed the results in light of our years of experience creating and deploying platforms and solutions for more personalized and engaging customer experiences. Here's what we learned.

