

# Bridging the Digital Marketing Divide

Marketing technology has the potential to help marketers achieve great things, but as MarTech stacks grow, often so too does the divide between having marketing technology and driving results with it. We call this the digital marketing divide.

## The Marketing Technology Landscape

There are nearly  
**7,000**  
marketing technologies  
on the market today

**1/3**  
of marketing's budget  
today is spent on technology

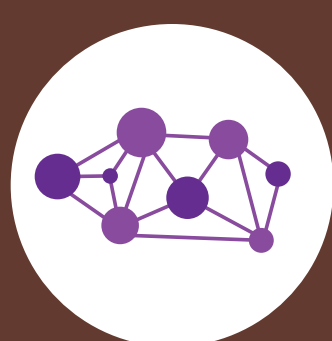
**48%**  
of marketing decision-makers  
consider marketing technology  
to be the most difficult  
marketing tactic to execute

Only **19%**  
of B2B marketers surveyed  
reported that they have  
completed implementing needed  
marketing technologies

## How the Digital Marketing Divide was Created



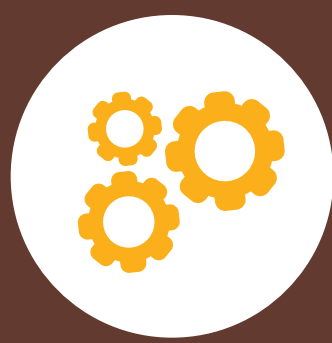
**Cost:**  
Can be too prohibitive for businesses to acquire all the features and functionality they need.



**Complexity:**  
Integration is too complex, resulting in disparate systems and processes.



**Data:**  
Data needed to make intelligent business decisions or power marketing technology is nonexistent.



**Skills and Resources:**  
The skills and resources needed to plan and execute campaigns in-house is often lacking.

## How to Bridge the Digital Marketing Divide



**Internal Alignment:**  
Collaboration between departments – not just sales and marketing, but IT and marketing too – is imperative.

*Companies with aligned sales and marketing generated 208% more revenue from marketing*



**Knowledge and Skills:**  
Through extensive training or managed execution services, marketing technology companies can help customers ensure that their solutions are utilized to the fullest.

*Only 9% of marketers surveyed felt they had strong digital skills across their marketing team*



**Actionable and Accessible Data:**  
Technologies need to be connected and well-integrated in order to give companies the data they need to make intelligent business decisions.

*75% of companies have increased consumer engagement with data-driven marketing*

Download the white paper:  
[www.clickdimensions.com/thedivide](http://www.clickdimensions.com/thedivide)

