

MORE THAN MARKETING TECHNOLOGY:

Why Modern Marketers Need Services

Technology alone can't solve the needs of marketing teams today. Highly knowledgeable and skilled resources are necessary to deliver return on investment, but as the MarTech stack grows, it becomes increasingly more difficult for organizations to maintain the necessary knowledge and skills in-house. **Enter managed execution services.**



What are Managed Execution Services?

Managed execution services are marketing services offered by marketing technology providers. This means, for example, that you are getting marketing automation services from your marketing automation technology provider – an expert in that technology.



Why Managed Execution Services?

43%

of marketers use between six and 10 MarTech solutions

80%

of B2B marketers say that learning/using new marketing technologies is their least favorite thing about their job

63%

of marketers surveyed indicated they purchased a support package from their marketing automation provider, and 100% of those respondents said they found the package worth it

When do Marketers use Managed Execution Services?

Increase Capacity



"I don't have the time to experiment with new ideas and tactics because I'm too busy with day-to-day marketing activities."

With managed execution services, marketing teams can execute on their marketing strategy more efficiently and effectively while also having the capacity to try new things.

Free Up Resources

"It is too time-consuming to learn and utilize all of our marketing technologies."



For many marketers, being creative and pursuing the next big idea is far more appealing than learning a new technology. Managed execution services allow them to focus on the parts of their jobs they love.

Supplement Existing Skillsets



"To be most successful, our team needs some additional skillsets that we don't have in-house."

Managed execution services allow marketing teams to supplement their in-house skillsets with additional expertise. This is particularly helpful with the more technical aspects of utilizing marketing technologies.

Get the Most Out of Marketing Technology

"We only use the basic features and functionality of our marketing technology."



Many marketing departments never fully implement or utilize even half of the functionality found in their marketing technology. Managed execution services help marketers realize the greatest ROI on their technology investments.

Learn More About ClickDimensions' Managed Execution Services at:

clickdimensions.com/managedexecutionservices-learnmore



Sources: Conductor, Gartner, MarTech Industry Council