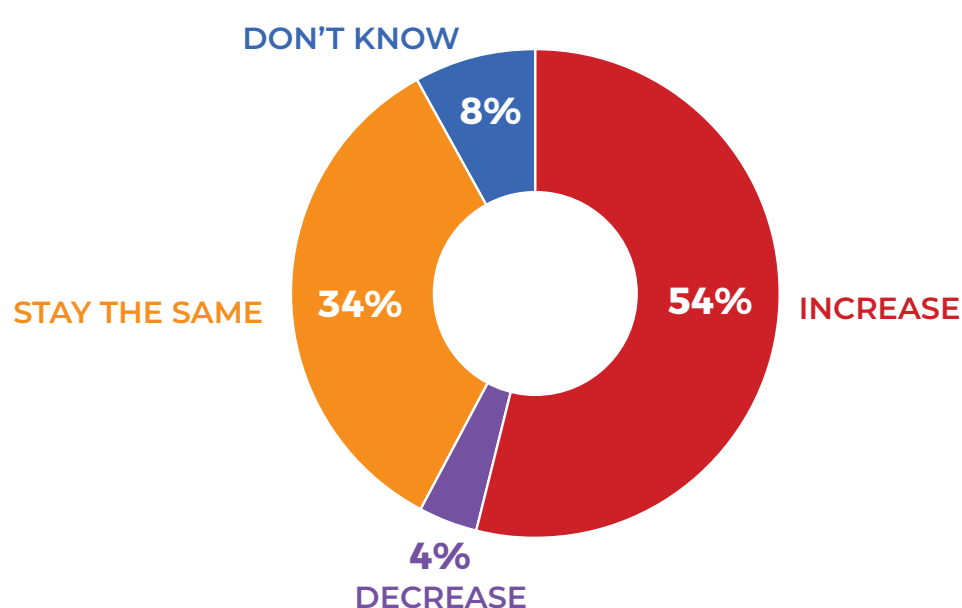


## MARTECH BY THE NUMBERS

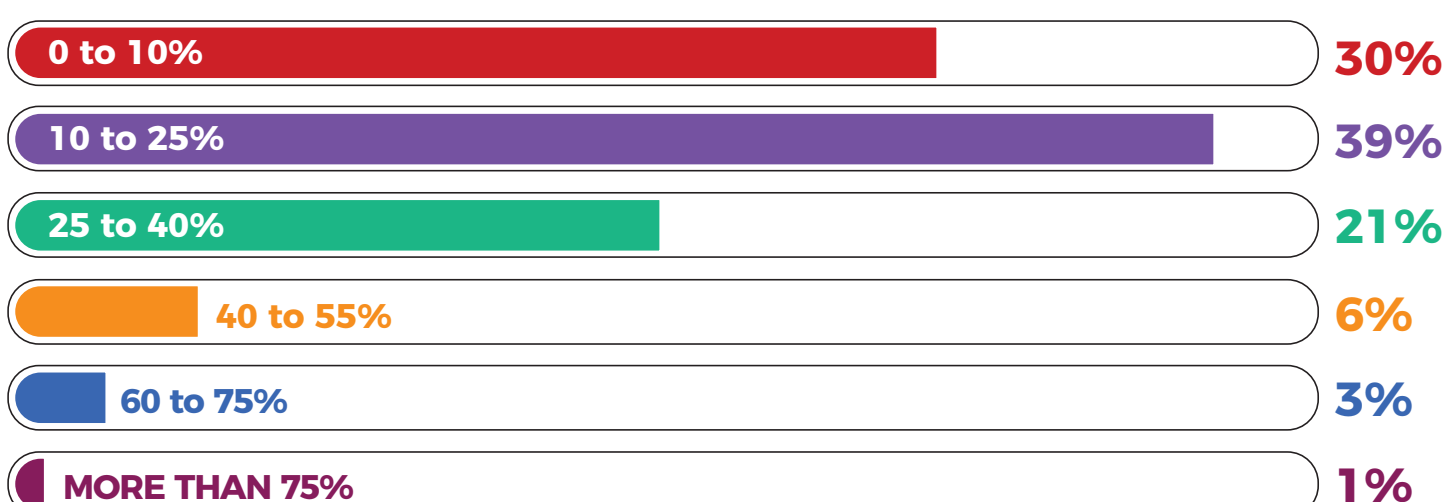
Marketers are spending a significant amount of their budget on marketing technology, but many just aren't making most of those investments. In Chief Marketer's recent 2019 Martech Outlook Survey, we asked B2B and B2C marketers where their martech dollars were going and what was holding them back.

### IN THE NEXT YEAR, MARTECH BUDGETS WILL:



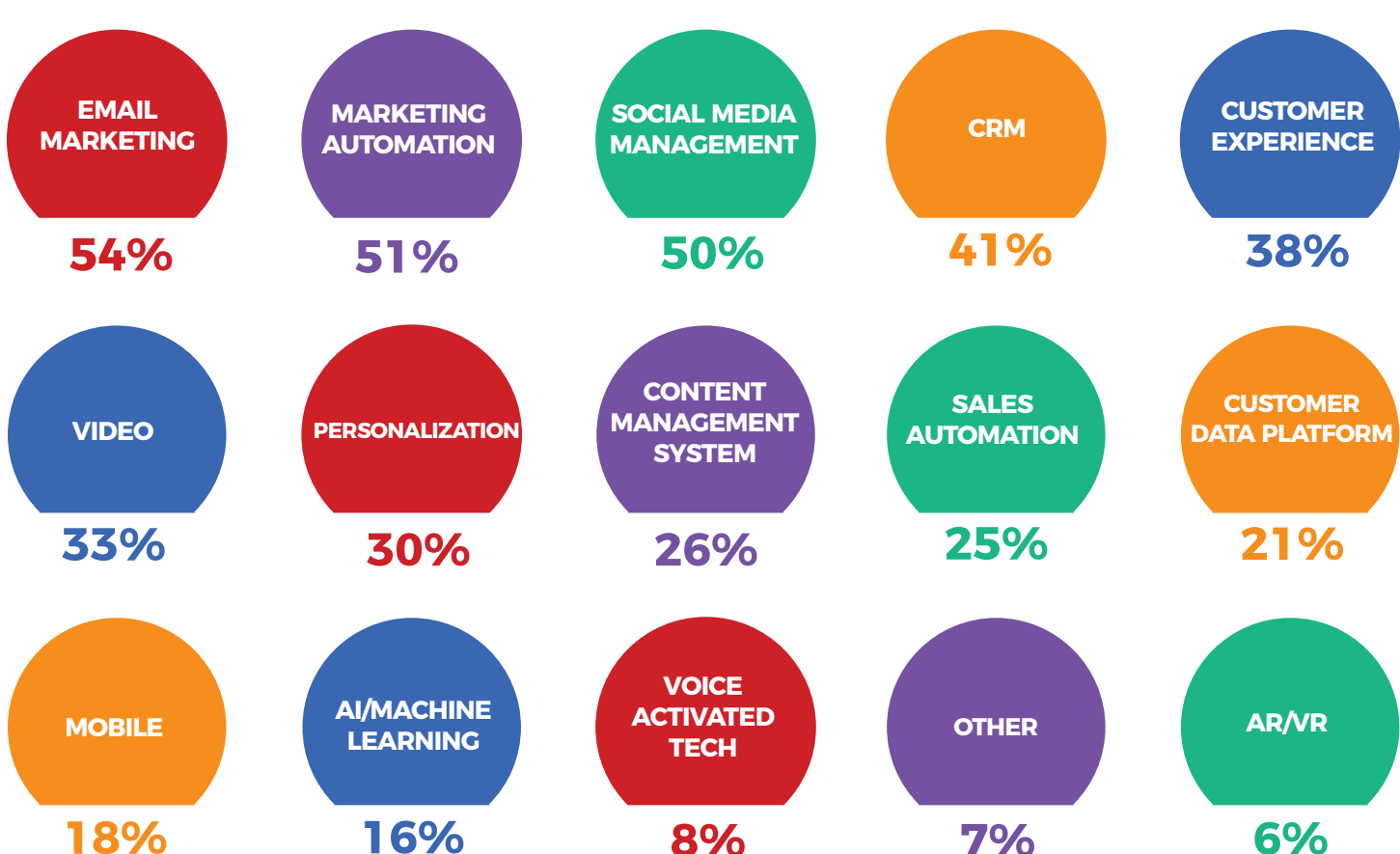
—Source: 2019 Chief Marketer Martech Outlook

### PERCENTAGE OF MARKETING BUDGET DEVOTED TO MARTECH:



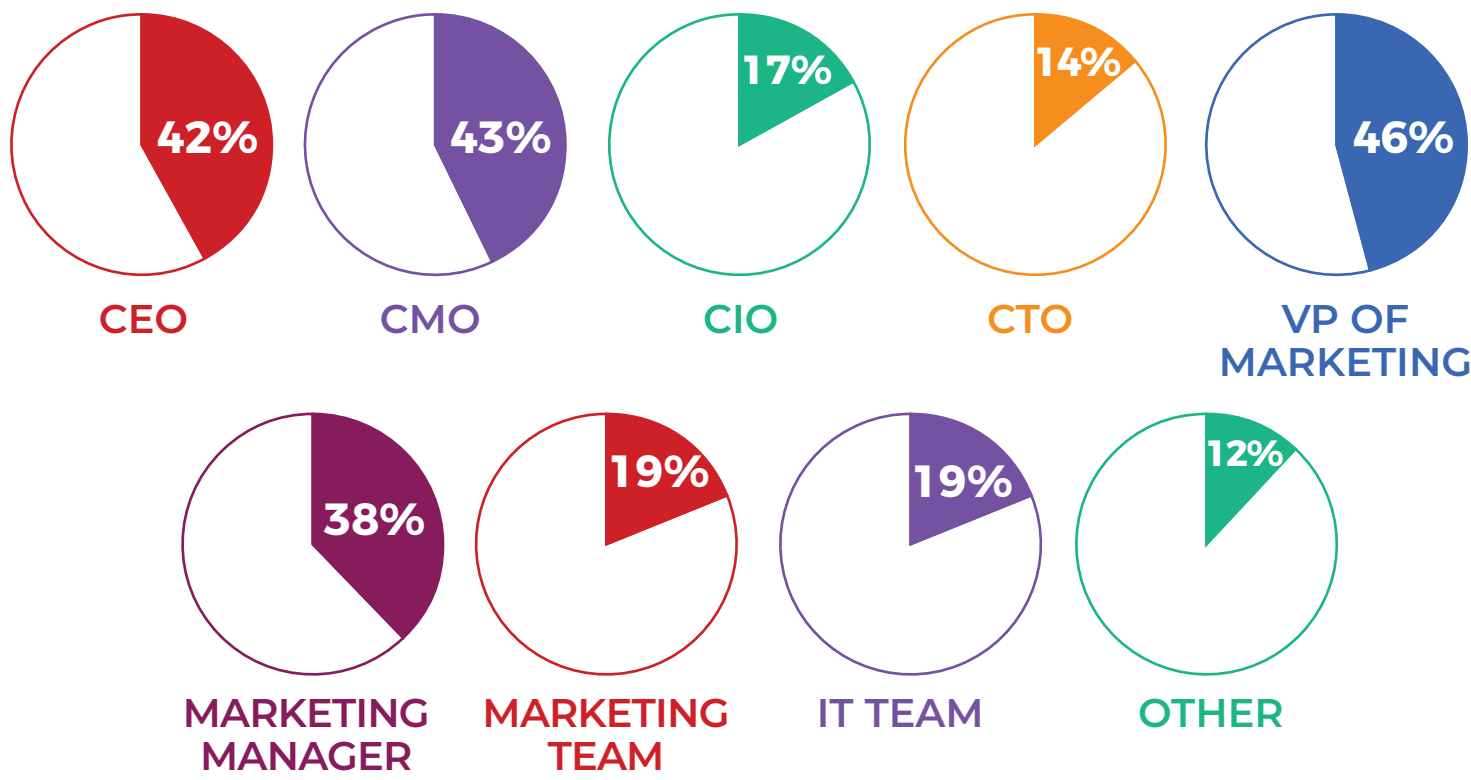
—Source: 2019 Chief Marketer Martech Outlook

### PLANNED MARTECH INVESTMENTS IN NEXT 12 MONTHS:



—Source: 2019 Chief Marketer Martech Outlook

### WHO MAKES MARTECH PURCHASING DECISIONS:



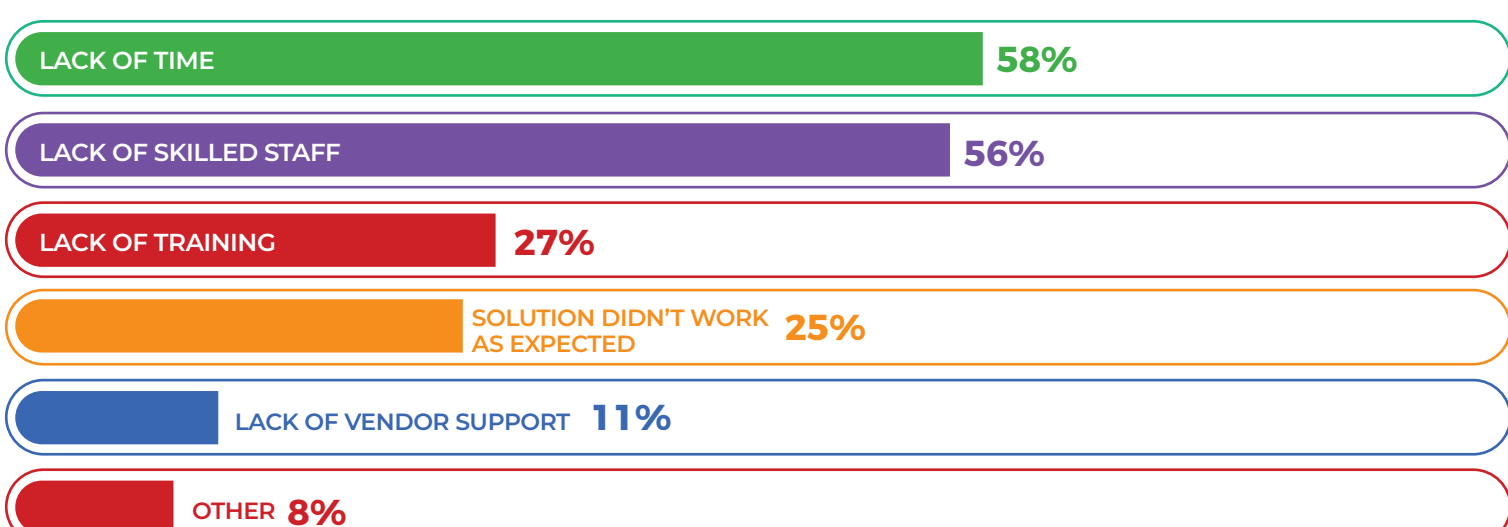
—Source: 2019 Chief Marketer Martech Outlook

### ARE YOU OPTIMIZING YOUR MARTECH INVESTMENTS?



—Source: 2019 Chief Marketer Martech Outlook

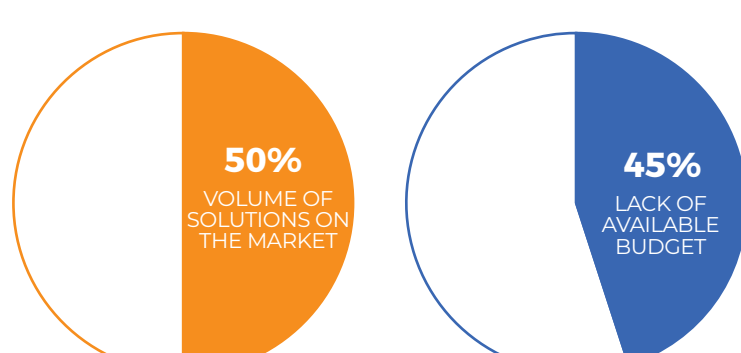
### WHAT'S PREVENTING YOU FROM MAKING THE MOST OF YOUR MARTECH INVESTMENT:



—Source: 2019 Chief Marketer Martech Outlook

### TOO MUCH—AND TOO LITTLE—OF A GOOD THING

What are marketers' top two biggest frustrations and challenges when it comes to making market purchasing decisions?



—Source: 2019 Chief Marketer Martech Outlook

### ROOM FOR IMPROVEMENT

B2C marketers are the least confident in their team's ability to keep up with marketing technology trends. Only 13% said they were absolutely doing a good job, compared to 23% of B2B marketers and 32% of respondents who market to both B2B and B2C.



—Source: 2019 Chief Marketer Martech Outlook