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.

### Percentage of Marketing Budget Devoted to Martech

- **0% to 10%**: 53%
- **10% to 25%**: 27%
- **25% to 40%**: 10%
- **40% to 55%**: 6%
- **60% to 75%**: 2%
- **More than 75%**: 1%

- **Increase**: 4%
- **Decrease**: 34%
- **Stay the Same**: 51%
- **Don’t Know**: 1%

*Source: 2019 Chief Marketer Martech Outlook*

### Planned Martech Investments in Next 12 Months:

- **Content Management**: 51%
- **Marketing Automation**: 41%
- **Social Media Management**: 38%
- **Customer Data Platform**: 33%
- **CRM**: 28%
- **Sales Automation**: 26%
- **Mobile**: 18%
- **Voice Activated Tech**: 16%
- **Marketing Automation**: 15%
- **AI/Machine Learning**: 11%
- **Marketing Team**: 9%
- **IT Team**: 7%
- **CEO**: 5%
- **Other**: 6%

*Source: 2019 Chief Marketer Martech Outlook*

### Who Makes Martech Purchasing Decisions:

- **CEO**: 42%
- **CHO**: 38%
- **CTO**: 19%
- **VP of Marketing**: 15%
- **Other**: 12%

*Source: 2019 Chief Marketer Martech Outlook*

### Are You Optimizing Your Martech Investments?

- **Absolutely**: 13%
- **Somehow**: 39%
- **We Could Do Better**: 39%
- **Not at All**: 9%

*Source: 2019 Chief Marketer Martech Outlook*

### What’s Preventing You from Making the Most of Your Martech Investment:

- **Volume of Solutions on the Market**: 78%
- **Lack of Available Budget**: 43%
- **Lack of Time**: 25%
- **Lack of Skilled Staff**: 11%
- **Lack of Vendor Support**: 8%
- **Other**: 1%

*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*

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**MARTECH BY THE NUMBERS**

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**WHAT ARE MARKETERS’ TOP TWO BIGGEST Frustrations and challenges when it comes to making market purchasing decisions?**

- **Lack of Time**: 58%
- **Lack of Skilled Staff**: 37%
- **Lack of Training**: 27%
- **Lack of Vendor Support**: 11%
- **Other**: 8%

*Source: 2019 Chief Marketer Martech Outlook*

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**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?

- **58%**: Too much of a good thing
- **42%**: Too little of a good thing

*Source: 2019 Chief Marketer Martech Outlook*