

The Benefits of Aligning IT and Marketing

Once upon a time, IT and marketing could not have lived in more different worlds. Now, thanks to technological advances and sweeping changes in consumer behavior, IT and marketing must converge like never before. Below, we explore the benefits of aligning these two essential business functions.

ONLY
8%

of marketers feel that their marketing technology has been implemented well

1/3

of marketing's budget today is spent on technology

Marketing decision-makers consider **marketing technology** to be the most difficult marketing tactic to execute

50-65%

of marketing executives anticipate spending more on marketing technology in the next year



78%

of IT professionals think they work collaboratively with marketing, but only 58% of marketers agree that's the case



Improved Customer Experience:

By collaborating with marketing, IT teams get more insight into customer needs, which can help them evaluate, implement and maintain effective customer-facing solutions.



Shift from a Singular to an Integrated Mindset:

As the marketing technology stack grows, IT moves from looking at singular systems to an integrated mindset that examines how technologies work together – increasing organizational agility and helping achieve business goals.



Better Data Management:

IT can partner with marketing to drive better data management practices while marketing can provide insights into which data points are most important to collect.



Changing Organizational Culture:

IT and marketing coming together helps break down organizational silos and is a force for cultural change that can better enable communication and collaboration.



Selecting and Implementing the Best Technology:

Bringing together the technology evaluation criteria of both IT and marketing ensures organizations select and implement the very best technology – functionally and technically.

Download the eBook Today!

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Sources: Oracle, Gartner, eConsultancy, ClickDimensions and Ascend2