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.

There are nearly 7,000 marketing technologies on the market today. 1/3 of marketing’s budget today is spent on technology. 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.
- **Knowledge and Skills:** Through full executive training or managed execution services, marketing technology companies can help customers ensure that their solutions are utilized to the fullest.
- **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.

Only 9% of marketers surveyed felt they had strong digital skills across their marketing team. 75% of companies have increased consumer engagement with data-driven marketing.

Download the white paper: www.clickdimensions.com/thedivide

Sources: Chief Marketing Technologist, Gartner, Ascend2, ClickDimensions, Smart Insights, MarketingProfs, Forbes