

MARKETING FLAB TO FAB CHALLENGE





Table of Contents

1

Introduction

2

Big Data

5

Personalization

8

Omnichannel

11

Real-time Marketing

14

Artificial Intelligence

17

Key Findings

23

Methodology

26

About Resulticks



Introduction

Marketers have been flexing their technology muscles over the past few years as they build software stacks meant to finally deliver on the promises of overhyped industry buzzwords like big data, personalization, omnichannel and real-time marketing. Most recently, artificial intelligence has been thrown into the mix, causing marketers to press even harder after a vision of data-driven, multichannel campaigns that engage with customers at the exact moment their specific needs arise.

After all that heavy lifting, often without seeing results, fatigue has started setting in.

It turns out that most marketing technology solutions have overpromised and under-delivered, leaving marketers ready to throw in the towel. Resulticks research shows that three-quarters of marketers say they can't meet their goals with their current martech software; even brands that have invested in marketing suites have struggled to get in shape, despite these all-in-one solutions promising the world.

No wonder marketers are tired of all the hype.

The problem is that marketers don't need miracle diet cures or magic pills. They need a full-blown marketing fitness regimen that will help them cut the fat, train to go the distance and achieve their next level of marketing performance. They need to join the

Resulticks Marketing Flab to Fab Challenge.

Based on research into the health of more than 300 modern marketers, Resulticks has developed a series of 21-day "fixes" for some of the most common industry buzzwords. These "workout" plans are meant to provide marketers with a routine they can follow to see results that turn the hype into reality.

Join the [#MarketingFlabtoFab Challenge](#) today. You'll never go back to your old gym again.



BIG DATA 



Big Data

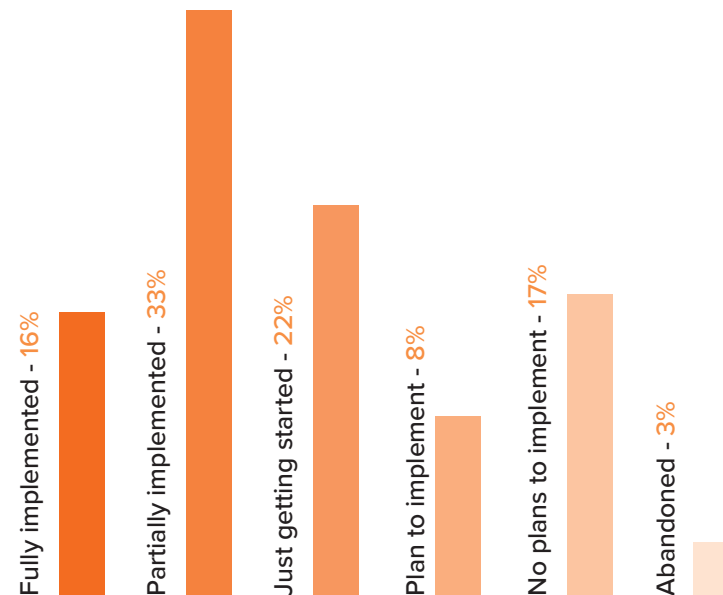
THE HYPE

Marketers Will Gain Muscle Mass with Big Data

When big data hit the peak of the Gartner Hype Cycle for Emerging Technologies in 2013,¹ marketers were eager to start lifting as much customer data as possible. With technology advancements giving brands the ability to collect more data faster from a growing number of sources, marketers pressed toward the promises of deeper customer insights, more granular targeting and better campaign optimization. According to a survey of marketers at the DMA Annual Conference that same year, 50 percent of marketers were enthusiastic about the role of big data in marketing, and only 1 percent held a negative view of the term.² Those positive attitudes led to a drastic increase in big data spending, with 99 percent of marketers expecting to see ROI within five years. Marketers were confident they could carry the load.

BIG DATA IMPLEMENTATION

How far along is your company in implementing big data?



¹"Gartner's 2013 Hype Cycle for Emerging Technologies Maps Out Evolving Relationship Between Humans and Machines," Gartner, August 2013

²"Survey: Big Data Marketing Budgets Rise Again in 2014, But Hiring Slows," Infogroup Targeting Solutions, January 2014

THE REALITY

Marketers Straining Under the Weight of Big Data

Big data ended up being more of a bench press than a dumbbell curl, and marketers have been straining under the weight — more than a third (34 percent) now say they are exhausted by the term, according to Resulticks research. Only 16 percent of marketers have fully implemented big data solutions, and a whopping 20 percent have given up on the concept completely. Unfortunately, marketing technology vendors haven't properly equipped marketers with the tools they need to finish their reps; only 21 percent of marketers say their software delivers on all its big data promises. It's no wonder that 31 percent of marketers think the buzzword is over-hyped — and many seem ready to quit in the middle of their sets, with only 27 percent ranking big data as a priority for their company.

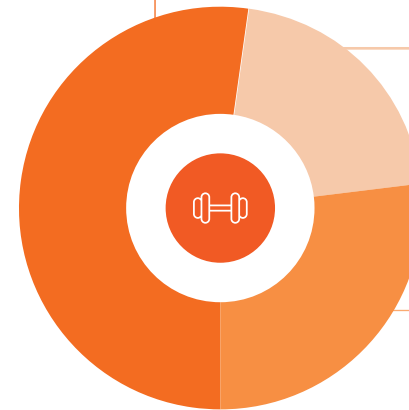
VENDOR DELIVERY ON BIG DATA

How well do you think most marketing technology vendors deliver on their product claims/hype for big data?

They deliver some of what they promise - **52%**

They overpromise & under-deliver - **21%**

They deliver exactly what they promise - **27%**



Almost half of marketers (42 percent) say **incomplete customer data across channels** is the biggest hurdle they face in multi-channel marketing.



PERSONALIZATION



Personalization

THE HYPE

Marketers Will Break through the Personalization Plateau with Data Cross-Training

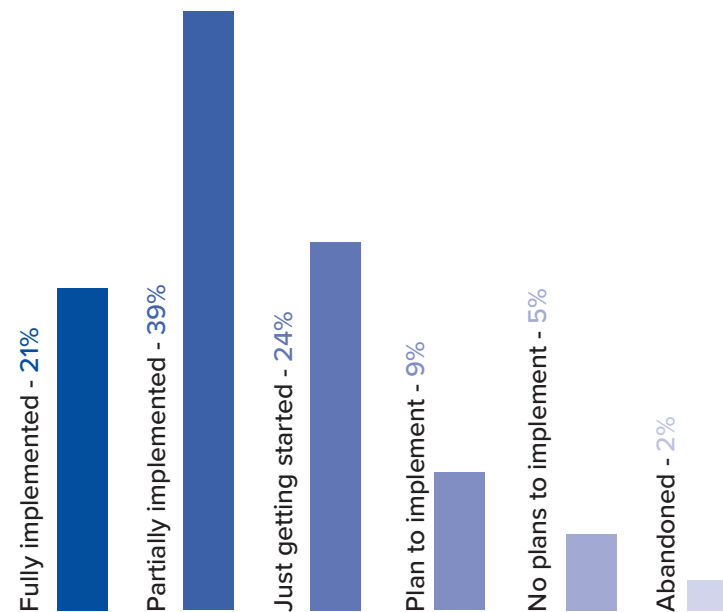
The marketing industry has touted the merits of personalization for years as a way to improve campaign response rates and ROI, which has forced marketers to do some data cross-training. In 2011, *eMarketer*³ reported that almost half of marketers registered positive results from personalized campaigns, but many were limited by a lack of relevant data and implementation tools. To move beyond targeting customers only by basic attributes like name, marketers were promised that learning new data disciplines would help them break through the plateau. By incorporating deeper attributes like purchase history, online visitor behavior and cross-device identities, marketers could capitalize on the fact that 85 percent of online retail shoppers expect an individualized experience.⁴ By combining multiple data disciplines, personalization promised a new level of marketing performance.

³"Personalized Marketing Brings Rewards and Challenges," *eMarketer*, June 2011

⁴"MarTech Today Research: A Marketer's Guide to Personalization Tools," *MarTech Today*, January 2017

PERSONALIZATION IMPLEMENTATION

How far along is your company in implementing personalization?



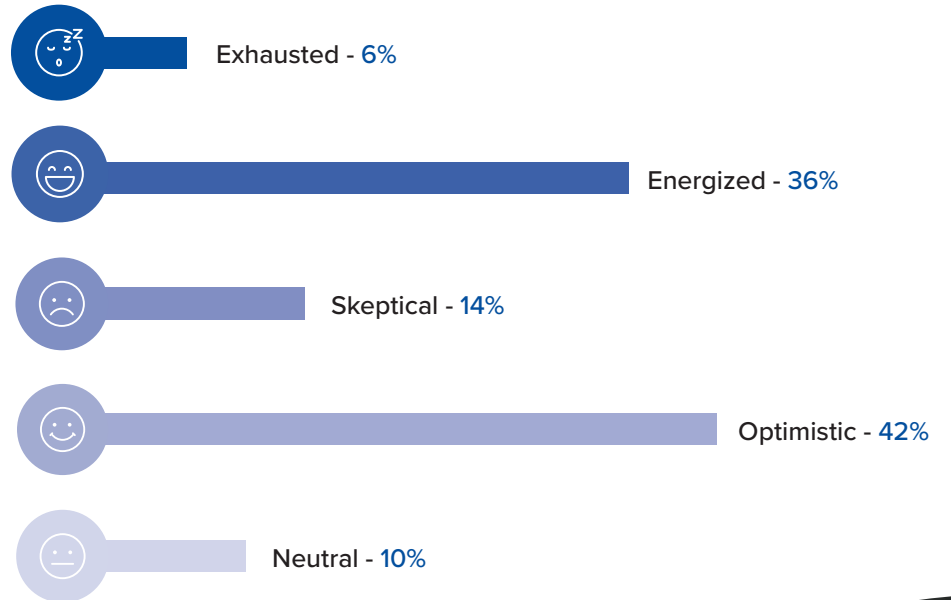
THE REALITY

Marketers Still Learning the Ropes of Personalization

Training to use data in new ways hasn't been easy for marketers, but they're starting to see the benefits of combining traditional segmentation with highly targeted attributes. More than 60 percent of marketers say this multidimensional approach to customer data is a top priority for their companies, and an almost equal number have already fully or partially implemented personalization. But marketers haven't mastered every facet of personalization; a quarter are just getting started on implementation and need help warming up. Their equipment might also be falling short, as only 20 percent of marketers with a technology stack in place rate their software's ability to deliver on personalization as "excellent." Still, 42 percent of marketers are optimistic about personalization, and 36 percent feel energized by the term, which demonstrates a strong desire to break out of their old data routines and flex their data muscles in new ways.

FEELINGS ABOUT PERSONALIZATION

How do you feel when you see/hear the marketing term "personalization?"



42 percent of marketers are optimistic about personalization, and 36 percent feel energized by the term.



OMNICHANNEL 



Omnichannel



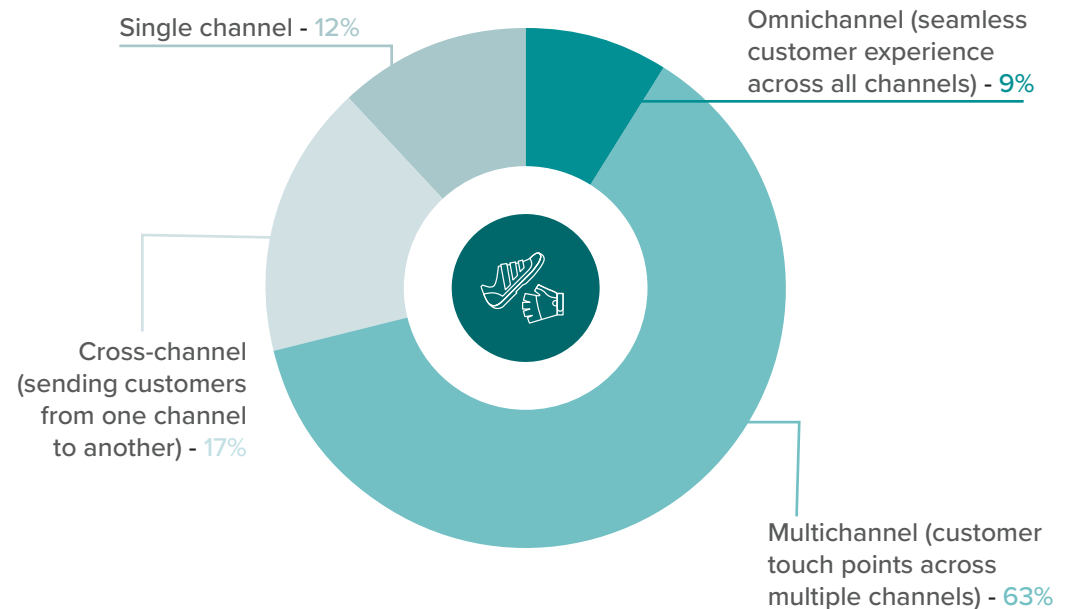
THE HYPE

Marketers Will Keep Up with Customers on Winding Omnichannel Journey

For marketers accustomed to the traditional sales funnel and a linear path to purchase, the move to an omnichannel mindset was a bit like going from a stationary bike to cycling on curvy roads. As the customer journey started winding across channels, marketers raced to keep up and provide a seamless experience across all touch points. The concept of omnichannel was first introduced around 2010, but it reached buzzword status a few years later as smartphones became more prevalent.⁵ In March 2014, a major study found that 94 percent of retailers were facing an uphill battle to become omnichannel businesses, but almost half had a dedicated omnichannel team in place.⁶ Despite the challenges, the premise of reaching customers at every touch point proved to be too enticing to pass up, so marketers pedaled hard after the omnichannel dream.

CHANNEL STRATEGY

How would you describe your channel marketing strategy?



⁵ "A Brief History of Omnichannel," NectarOM.com, January 2015

⁶ "Retailers Struggle to Meet Omnichannel Expectations," *Information Age*, May 2014

THE REALITY

Marketers Ride With Stiff Omnichannel Wind in Their Faces

As the National Retail Federation declared in early 2017, it's still a "long road to omnichannel success."⁷ Marketers have been knocked off balance. In fact, Resulticks research shows that it's a slog for most organizations; only 9 percent of marketers describe their strategy as "omnichannel" today, compared to 63 percent who say they take a "multichannel" approach. Omnichannel remains a priority for only one-fifth of marketers, and many are ambivalent about the concept. Perhaps that's because omnichannel lags far behind other initiatives on implementation progress, with 35 percent of marketers reporting full or partial implementation and an almost equal number (30 percent) saying they have no plans to implement omnichannel, or that they have abandoned the idea entirely. The wind in marketers' faces may be coming from software platforms; 58 percent rank vendors' execution poor or fair on omnichannel, and only 17 percent think martech solutions deliver exactly what they promise.

OMNICHANNEL SOFTWARE ABILITY

How would you rate your current marketing software's ability to enable you to execute on omnichannel? (n=250)



Only 9 percent of marketers describe their strategy as "omnichannel" today, compared to 63 percent who say they take a "multichannel" approach.



REAL-TIME MARKETING



Real-time Marketing



THE HYPE

Marketers Will Set New Speed Records with Real-time Marketing

It feels like marketers have been sprinting after real-time marketing forever, running hard toward the finish line of a data-driven strategy that responds to customer needs and actions in the moment. The term “real-time marketing” dates back to the 1990s, when the rise of customer relationship management (CRM) platforms opened up new possibilities for reaching “the right person with the right message at the right time.” When the *Harvard Business Review* wrote in-depth about the concept in 1995, the business magazine noted, “To build customer loyalty — to build brand — companies need to keep their customers engaged in a continuous dialogue.”⁸ The advice took on an additional sense of urgency with the introduction of social media analytics tools,⁹ as the growing volume and speed of data continued to add new miles to the race.

REAL-TIME MARKETING ABILITY

How would you rate your company's ability to act on customer data across channels in real time?



⁸ “Real-time Marketing,” *Harvard Business Review*, July-August 1995

⁹ “Real-time Marketing Grows in Importance as Social Analytics Improve,” *eMarketer*, February 2013

THE REALITY

Marketers Energized by Real-time Marketing, but 'Race Times' Must Improve Dramatically

Even though real-time marketing has turned into a marathon rather than a sprint, marketers have shown great endurance in their pursuit of the concept. Resulticks research finds that marketers are mostly energized (34 percent) and optimistic (36 percent) about real-time marketing, and almost half consider it a priority for their organizations (47 percent). Half of marketers have fully implemented (19 percent) or partially implemented (31 percent) real-time marketing solutions, and 58 percent rate their software's ability to execute as "excellent" or "good." But marketers do have an Achilles' heel when it comes to real-time marketing: Only 28 percent define "real time" as one second or less, and almost half (47 percent) define it as an hour or more. If marketers want to win this race, they should train with the 12 percent of their colleagues who think real-time marketing happens within milliseconds; unless they improve their times, marketers will get lapped by the competition.

REAL-TIME MARKETING DEFINITION

How do you define "real-time" marketing?

Within milliseconds - 12%



Within 1 second - 16%



Within 1 minute - 25%



Within 1 hour - 27%



Within 1 day - 15%



More than a day - 5%



Only 28 percent define "real time" as one second or less, and almost half (47 percent) define it as an hour or more.



ARTIFICIAL INTELLIGENCE





Artificial Intelligence

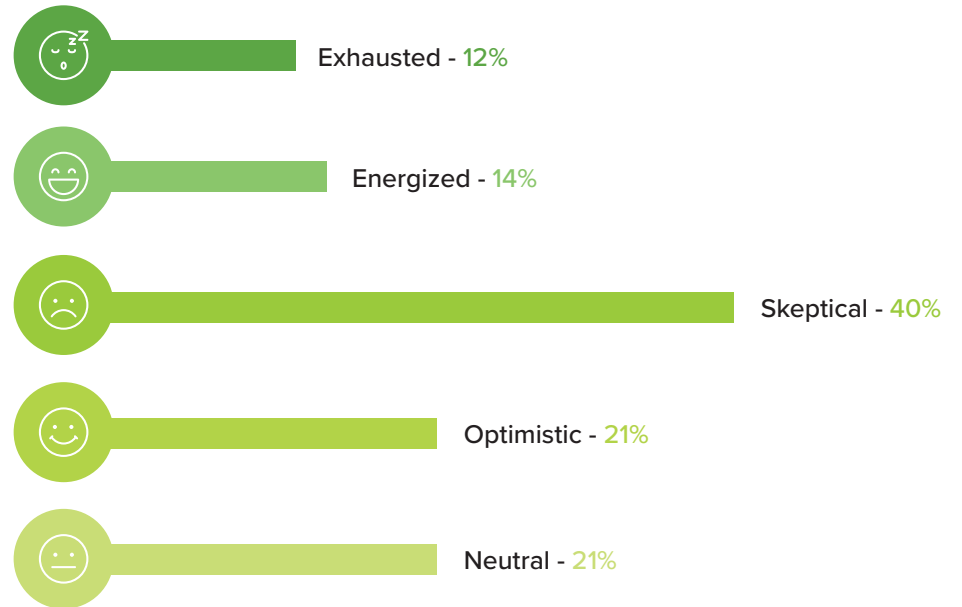
THE HYPE

Marketers' Search for Enlightenment Will End with Artificial Intelligence

Although the term “artificial intelligence” was first coined in 1956 in an academic setting,¹⁰ it has really just started blowing marketers’ minds over the past five years as companies like Google, Facebook and Amazon have placed high-stakes bets on AI. While many of AI’s business applications are still in their infancy, the idea of machines thinking and acting like humans has sent marketers on a search for enlightenment in the same way an athlete might practice yoga to sharpen the mind and improve performance. In fact, marketers predict that their use of artificial intelligence will grow faster than their adoption of all other technology in the near future; more than 50 percent plan to adopt AI in the next two years.¹¹ It feels like AI could be the great awakening that will change the way companies interact with customers forever.

FEELINGS ABOUT AI

How do you feel when you see/hear the marketing term “artificial intelligence?”



¹⁰ “The Great A.I. Awakening,” *The New York Times Magazine*, December 2016

¹¹ “53% of Marketers Plan To Adopt Artificial Intelligence In Two Years,” *Forbes*, June 2017

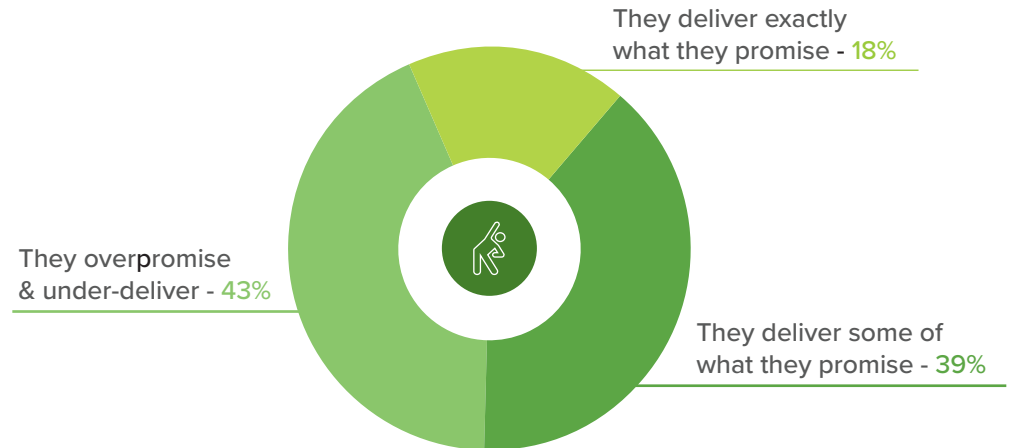
THE REALITY

Marketers Already Feeling Overheated by AI Hype

Like newcomers joining a hot yoga class for the first time, marketers are overheated when it comes to artificial intelligence. Almost half (47 percent) of marketers already consider AI to be overhyped, far more than other industry buzzwords, and 40 percent feel skeptical when they see or hear the term. While marketers have been expanding their minds to understand how they can apply concepts like machine learning and natural language processing to their businesses and campaigns, they have come up mostly empty — 43 percent believe martech software overpromises and under-delivers on artificial intelligence, and 69 percent rate their vendors' ability to help them execute on AI as "poor" or "fair." Almost half of marketers have no plans to implement AI (42 percent) or have abandoned their attempts (6 percent), leaving them stuck in an awkward pose.

VENDOR DELIVERY ON AI

How well do you think most marketing technology vendors deliver on their product claims/hype for artificial intelligence?



Almost half (47 percent) of marketers already consider AI to be overhyped, far more than other industry buzzwords.



KEY FINDINGS

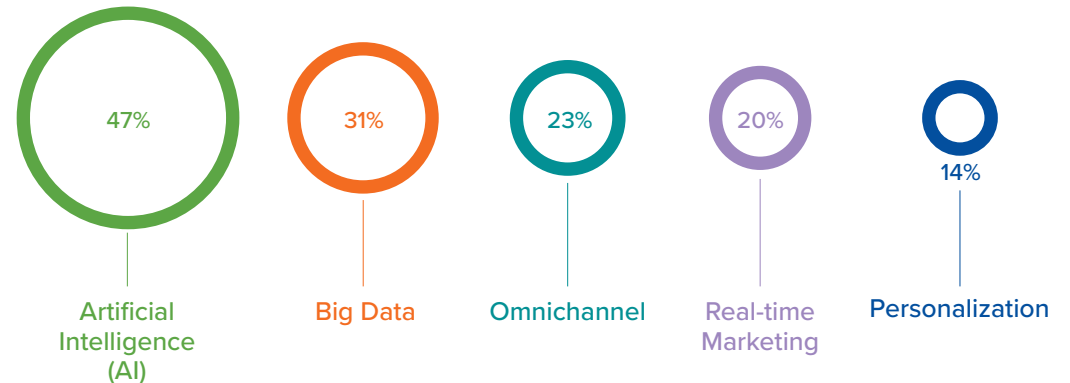
Key Findings

Almost half of marketers consider AI to be **overhyped (47 percent)**, followed by big data at **31 percent**. Only 14 percent of marketers believe personalization is more fantasy than reality.

More than a third of marketers are “**exhausted**” by big data (**34 percent**), but a nearly equal number are “**energized**” by personalization (36 percent) and real-time marketing (34 percent). Meanwhile, marketers are mostly skeptical about AI (40 percent) and fairly ambivalent about the concept of omnichannel.

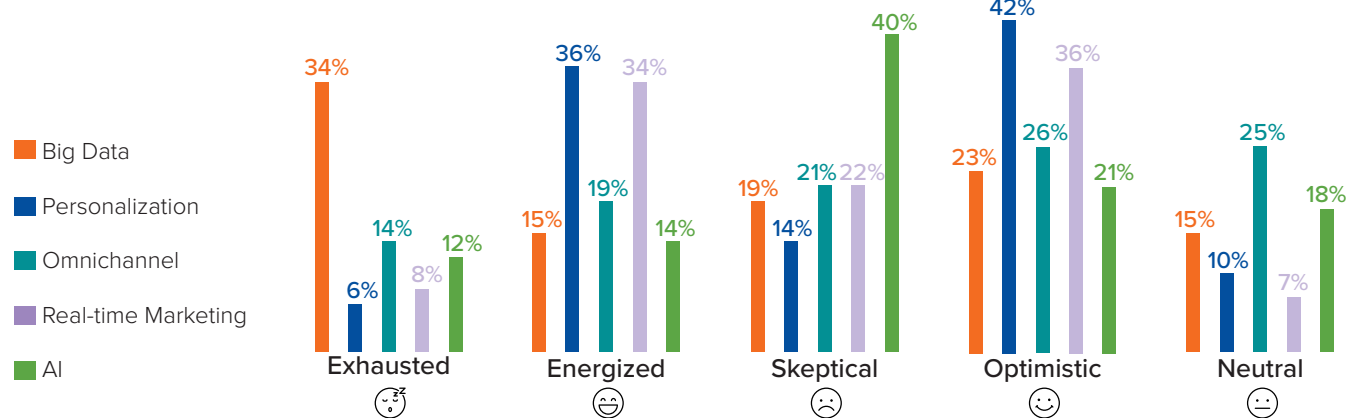
OVERHYPED MARKETING BUZZWORDS

Which of these marketing concepts do you consider to be overhyped, meaning the concept is more fantasy than reality?



BUZZWORD EMOTIONS

How do you feel when you see/hear the following marketing terms?



More than half of all marketers blame technology vendors when concepts get overhyped (55 percent), even though nearly three-quarters admit they use buzzwords themselves frequently or often (73 percent). That's probably because martech companies are even more guilty of using buzzwords; 84 percent of marketers say martech vendors use overhyped words frequently or often, causing half of marketers to doubt vendors' product claims or industry expertise.

BUZZWORD BLAME GAME

Who do you blame when a marketing concept becomes overhyped and overused to the point of creating market confusion?

Martech vendors - 55%

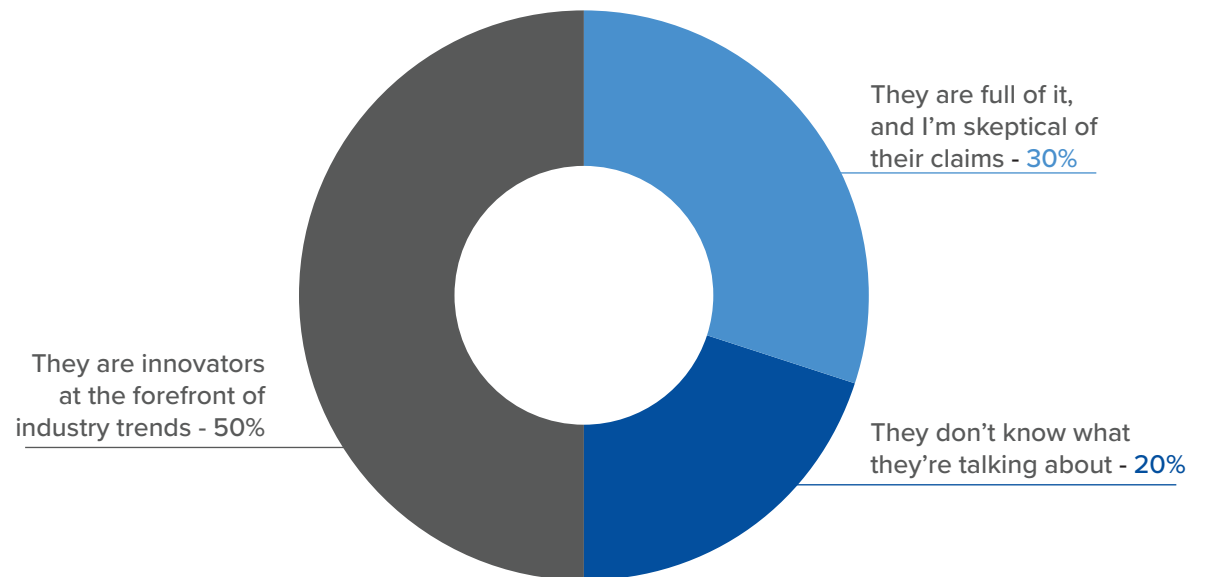
Journalists/bloggers - 38%

Industry analysts - 37%

All marketers - 35%

PERCEPTION OF MARTECH VENDORS

What do you think of marketing technology vendors that use industry buzzwords?



More often than not, marketing technology vendors aren't delivering on all the promises of their product claims when it comes to common industry buzzwords. That's especially true for AI, with only 18 percent of marketers saying solutions deliver exactly what they promise, and 43 percent saying they overpromise and under-deliver. Vendors also fall short on their omnichannel promises 83 percent of the time.

VENDORS' DELIVERY ON PROMISES

How well do you think most marketing technology vendors deliver on their product claims/hype for each of the following marketing concepts?

Big Data



Personalization



Omnichannel



Real-time Marketing



AI



- They deliver exactly what they promise
- They overpromise and under-deliver
- They deliver some of what they promise

SOFTWARE'S ABILITY TO EXECUTE

How would you rate your current marketing software's ability to enable you to execute on the following marketing concepts? (n=250)

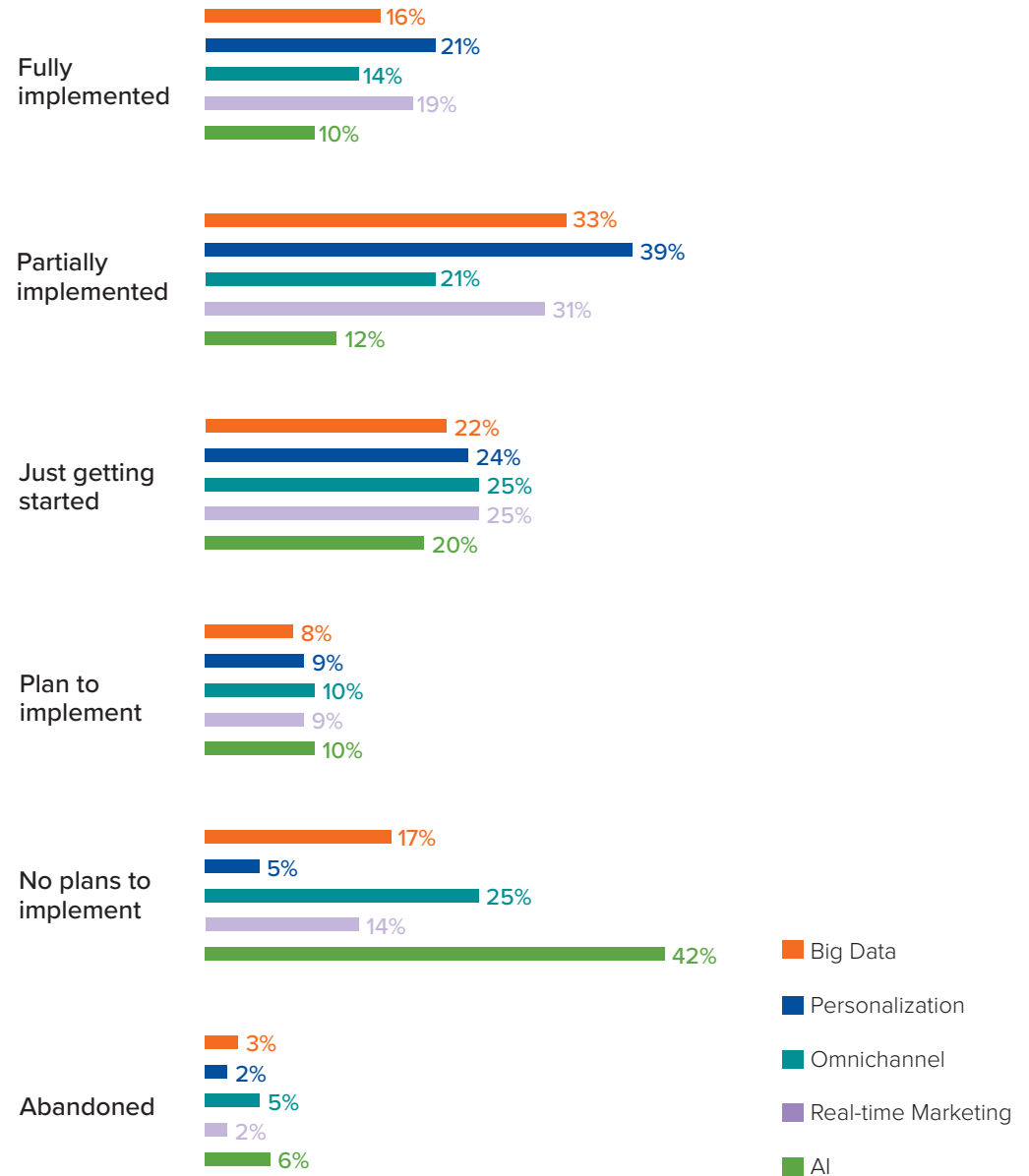


Among marketers with a marketing technology stack in place, only 23 percent say their current stack helps them meet all their goals. More than half of those marketers rate vendors' ability to help them execute on AI (69 percent) and omnichannel (58 percent) as "poor" or "fair," but they are much happier with their software's performance when it comes to personalization (64 percent "excellent" or "good") and real-time marketing (58 percent).

At least half of marketers have fully or partially implemented personalization (60 percent) and real-time marketing (50 percent), while almost half have no plans to implement artificial intelligence or have abandoned AI altogether (48 percent). This lines up with the findings on software's ability to execute in each area, with marketers executing the best in areas where vendors deliver the most. Similarly, more than 60 percent of marketers say personalization is a priority, followed by real-time marketing (47 percent). Big data (27 percent), omnichannel (20 percent) and AI (12 percent) fall much further down the priority list.

IMPLEMENTATION PROGRESS

How far along is your company in implementing each of these marketing concepts?



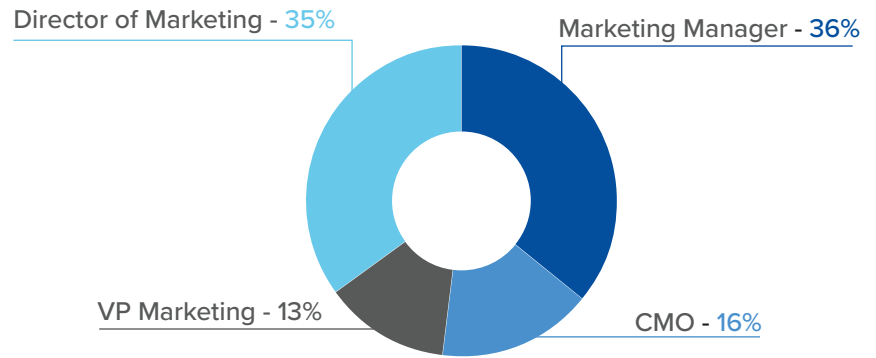


METHODOLOGY

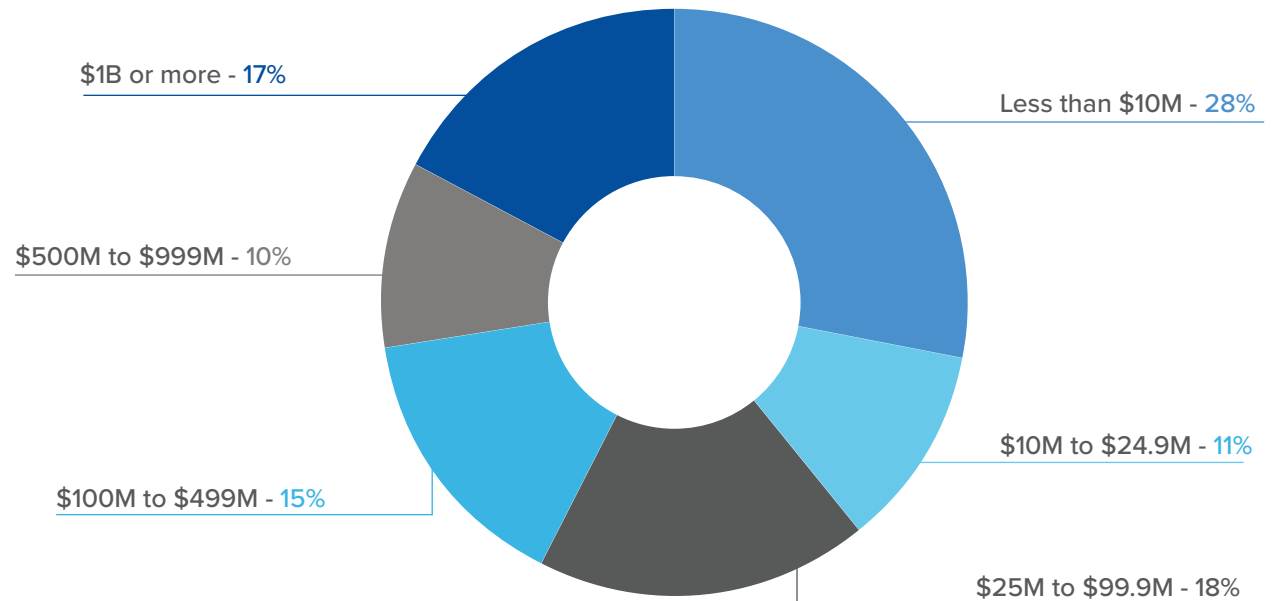
Methodology

The **Resulticks “Marketing Flab to Fab”** study is based on a survey of 318 US marketers with the title of manager and above. The survey was conducted online between September 1-10, 2017, and respondents were limited to professionals who currently work in the marketing department of a company or organization with the title of manager, director, vice president or CMO. The survey has a 95 percent margin of error at a 5.5 percent confidence level. All charts are based on the total number of respondents (n=318) unless otherwise noted.

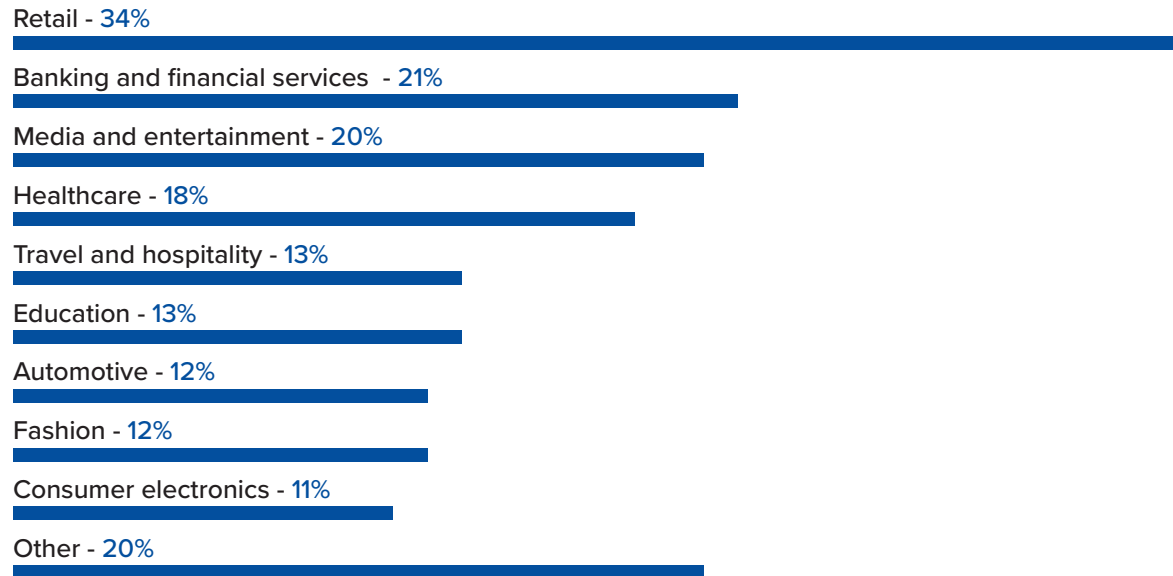
MARKETING ROLE



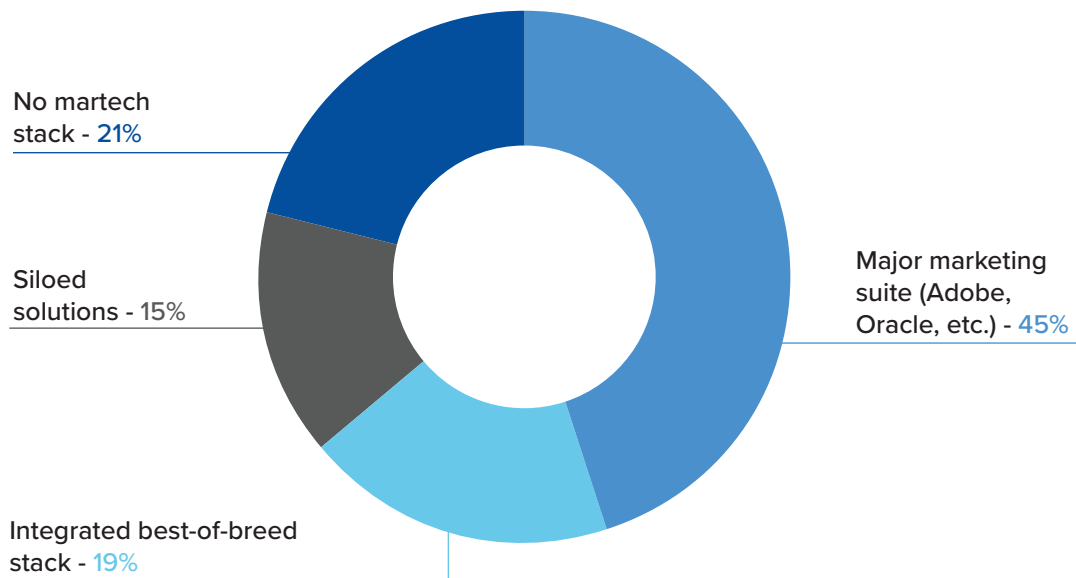
ANNUAL COMPANY REVENUE



INDUSTRIES SERVED



MARTECH STACK TYPE





About Resulticks

Built by and for visionary marketing practitioners, Resulticks provides advanced marketing automation solutions and strategies to some of the most respected brands and marketing organizations worldwide. With its big data-driven approach to omnichannel communications—email, mobile, QR, social, ORM, web, beacons, IoT, and virtual assistants—Resulticks has changed the marketing solutions landscape for customer acquisition, customer experiences, and brand loyalty worldwide. Resulticks has offices in the United States, India, and Singapore.

For more information, visit resulticks.com.

