



6 ways

MARKETERS ARE

BEATING

DISRUPTIONS

with

TECHNOLOGY



New Research

For the third year in a row, the ANA conducted research to find out which disruptions are affecting marketers the most and if they've found success in dealing with them. Here are six ways some brands are using technology to meet increasing consumer demands and connect with their customers.



1 Consumer Behavior Drives Marketing Technology Investments

Consumer expectations for real-time interaction and service jumped from sixth in 2015 to first in 2016.

1



EXPECTATION FOR REAL-TIME INTERACTION

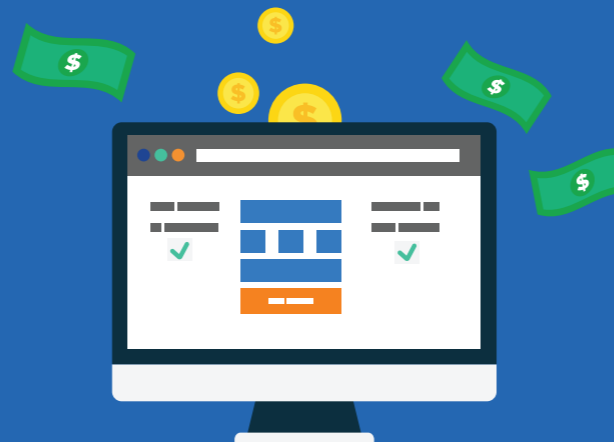
6th
in 2015

1st
in 2016

2 Marketing Invests in Technology and People

Top-performing companies are more aggressively investing in marketing technology than their peers.

2



PERCENTAGE OF BRANDS THAT INVEST IN MARKETING TECHNOLOGY

73%

Higher Revenue

67%

2016 Total Sample

3 Marketing's Ownership of the Marketing Technology Strategy Is Critical to Success

Over half of the marketers in this study actively promoted the new technology they implemented.

3



55%

are active in promoting new marketing technology, systems, and tools.



4 Technology-Produced Insights Are Producing Higher ROI

Marketing technology can yield customer insights that lead to increased ROI, but it is still up to marketing leadership to do something to create value from those insights.

4



Over 50%

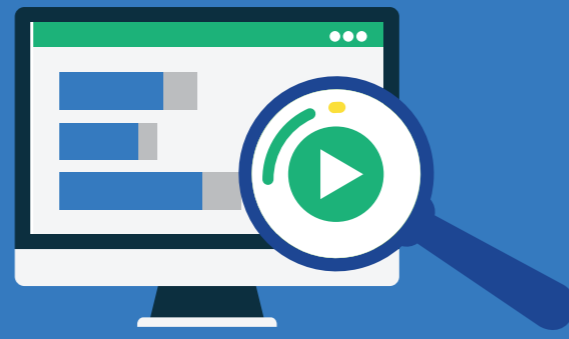
leverage data and insights from marketing technology to shape marketing strategies.



5 Full Marketing Technology Integration Drives Effectiveness, But Barriers Exist

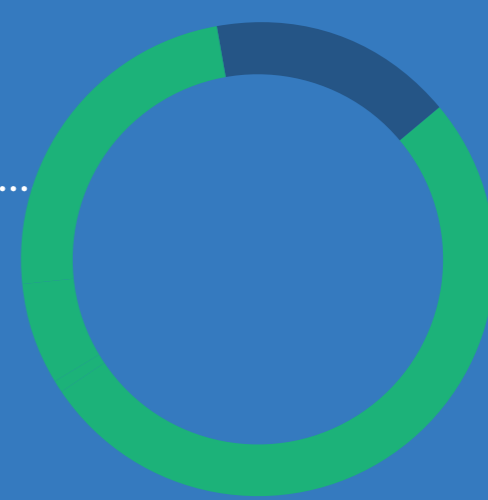
Over 80 percent of study participants report marketing technology performance is in line with or above their expectations.

5



80%

of study participants indicate that technology performance exceeded their expectations for it.



6 The Future of Marketing Technology: Boosting Creativity and Turning Disruptions into Opportunities

Marketing technology is expected to facilitate the creative process but not threaten marketing jobs.

6



51%

of study participants believe marketing technology will create a larger palette of information on customers for designers to work with.



Looking to Address Marketing Disruption in Your Organization?



To learn more about the disruptions facing today's marketers, visit the ANA's Marketing Disruption page. *The ANA Marketer's Edge program* uses research to deliver practical tools, benchmarks, and best practices to ANA members. Learn more about the research, connect with the Ask the Expert service, and discover curated resources and solutions on each research topic.