



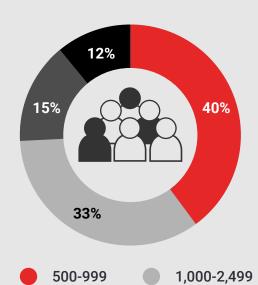
GREATEST CHALLENGES UNCOVERED

Our first party research conducted among Marketing professionals in our **Insights for Professionals (IFP)** Community reveals the most significant challenges faced by today's tech buyers.

See how these challenges differ between job seniority and specialisms in this easy-to-digest infographic.

AUDIENCE OVERVIEW

2,500-4,999



5000+

Manufacturing	10%
Finance & Banking	9.47%
Retail	8%
Construction/Contractor	4.67%
Automotive	4.67%
Advertising/PR/Marketing	4.53%
Healthcare Private	3.07%
Software	2.8%
Food/Beverage	2.27%
Telecommunications	2.27%
Engineering	2.27%
Property	2%
Education Public	1.73%
Architect	1.73%
Utilities/Energy	1.6%
Healthcare Public	1.6%
Consultancy	1.6%
Design	1.6%
Other	1.47%
Transportation/Distribution	1.2%
Legal	1.2%
Accountancy	1.2%
Chemical/Oil	1.07%
Service Industry	1.07%
Wholesale	0.93%
Medical/Pharmaceutical	0.93%
Recruitment	0.93%
Aerospace & Aviation	0.67%
Government Local	0.53%
Press/Media	0.53%
Agriculture/Farming	0.53%
Education Private	0.53%
Printers/Publishers	0.4%
Not for Profit	0.4%
Leisure/Tourism/Travel	0.4%
Government Central	0.27%
Facilities Management	0.27%
Association/Society/Institute	0.27%
Research/Scientific	0.13%

Ass

Information Technology

19.2%

FIELD OF EXPERTISE:

MARKETING AUTOMATION

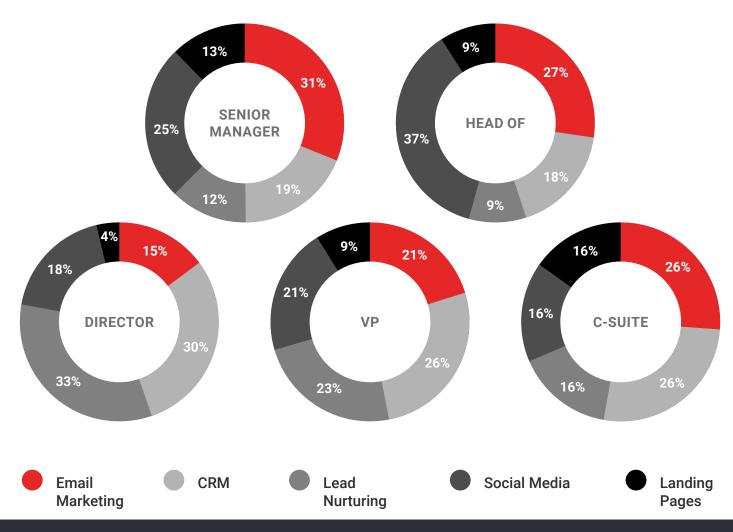




OBSERVATIONS

Social Media is the greatest challenge for Heads of (37%) specializing in Marketing Automation. This is in contrast to 31% of Senior Managers who cite **Email Marketing** as their largest pain point.

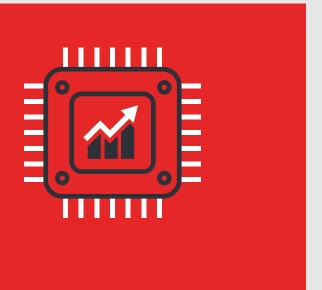
Only 4% of Directors report **Landing Pages** as a significant problem area along with 9% of VPs who instead identified **CRM** as their most significant challenge, along with 26% of C-Suite.



FIELD OF EXPERTISE:

DIGITAL ANALYTICS



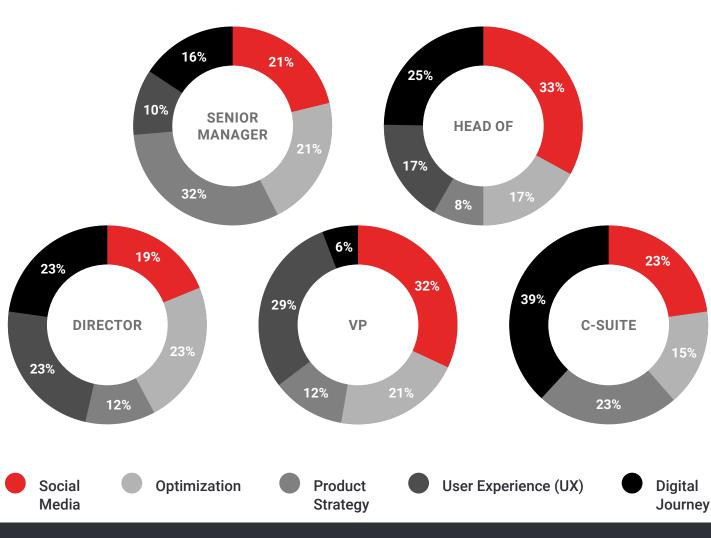


OBSERVATIONS

Product Strategy appears as the greatest challenge for Senior Managers (32%) operating in the field of Digital Analytics while it only affects 8% of Heads of.

Social Media appears again as the most problematic area for Heads of closely followed by 32% of VPs.

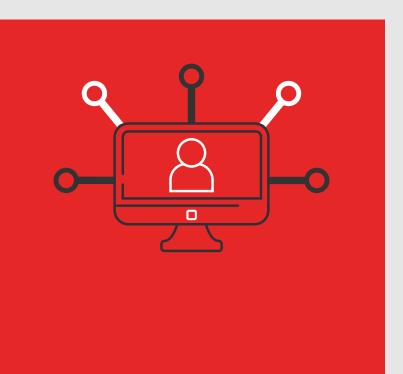
Meanwhile **User Experience** doesn't feature at all as a key challenge for C-Suite. Instead, 39% cite the **Digital Journey** as a key focus point.



FIELD OF EXPERTISE:

CUSTOMER EXPERIENCE

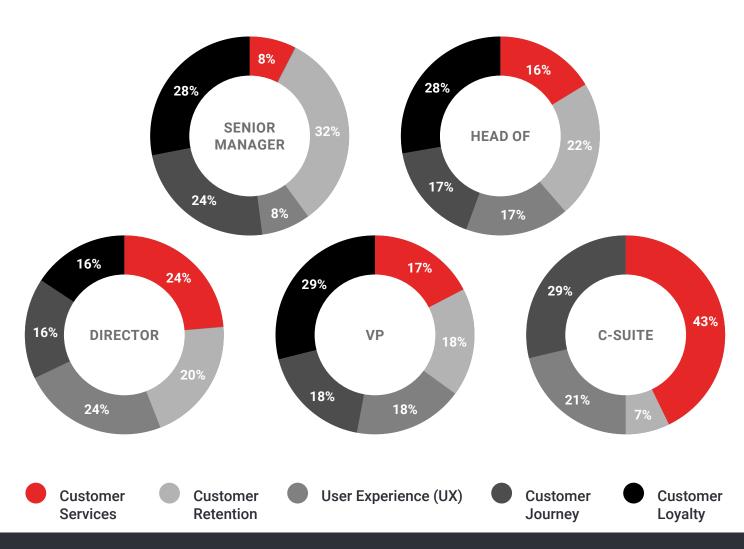




OBSERVATIONS

43% of C-Suite with a specialism in Customer Experience voted **Customer Services** to be their most significant pain point compared to only 8% of Senior Managers.

There were also no recorded votes for **Customer Loyalty** among C-Suite in contrast to 29% of VPs that cited it as a key challenge.



ABOUT INBOX INSIGHT

Inbox Insight amplify content globally to a community of 4.1M active IT, HR, Marketing and Business Professionals, for some of the world's most successful brands.

Using their first party research facility along with powerful AI technology, Inbox Insight are able to combine a 360° perspective of your target audience with the right specialist knowledge to deliver effective B2B demand generation programs. Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

REQUEST MEDIA PACK



About Insights for Professionals

VISIT THE IFP WEBSITE

IFP is a centralized knowledge platform that brings together professionals across multiple disciplines and sectors through the common goals of professional development and knowledge acceleration.

Email: info@inboxinsight.com UK: +44 (0)800 161 5511 US: +1-508-424-5330