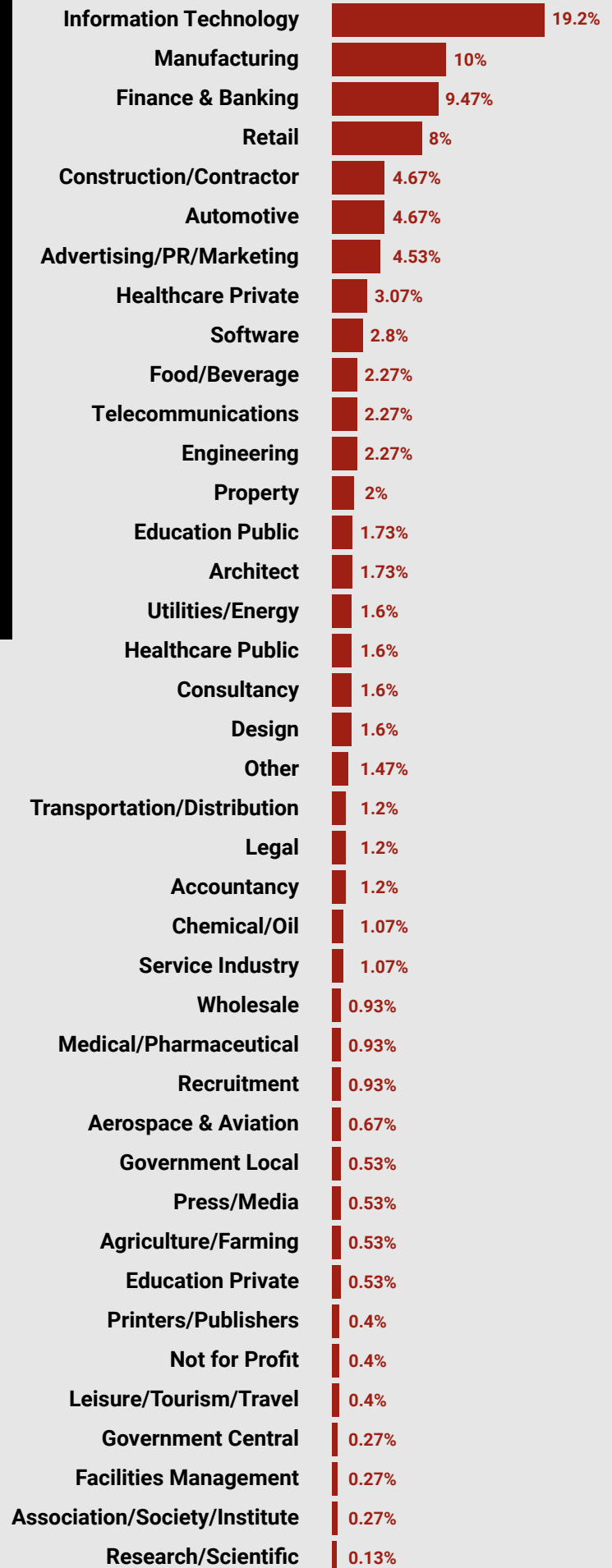
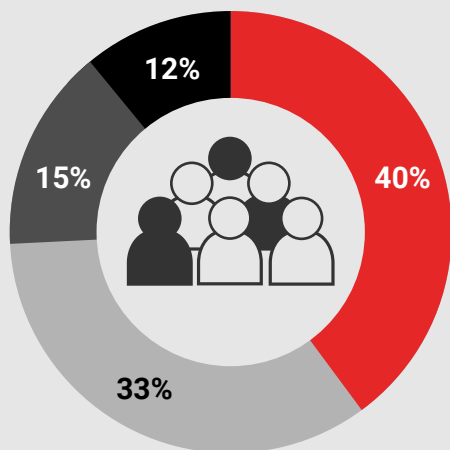


MARKETING TECH BUYERS: GREATEST CHALLENGES UNCOVERED

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



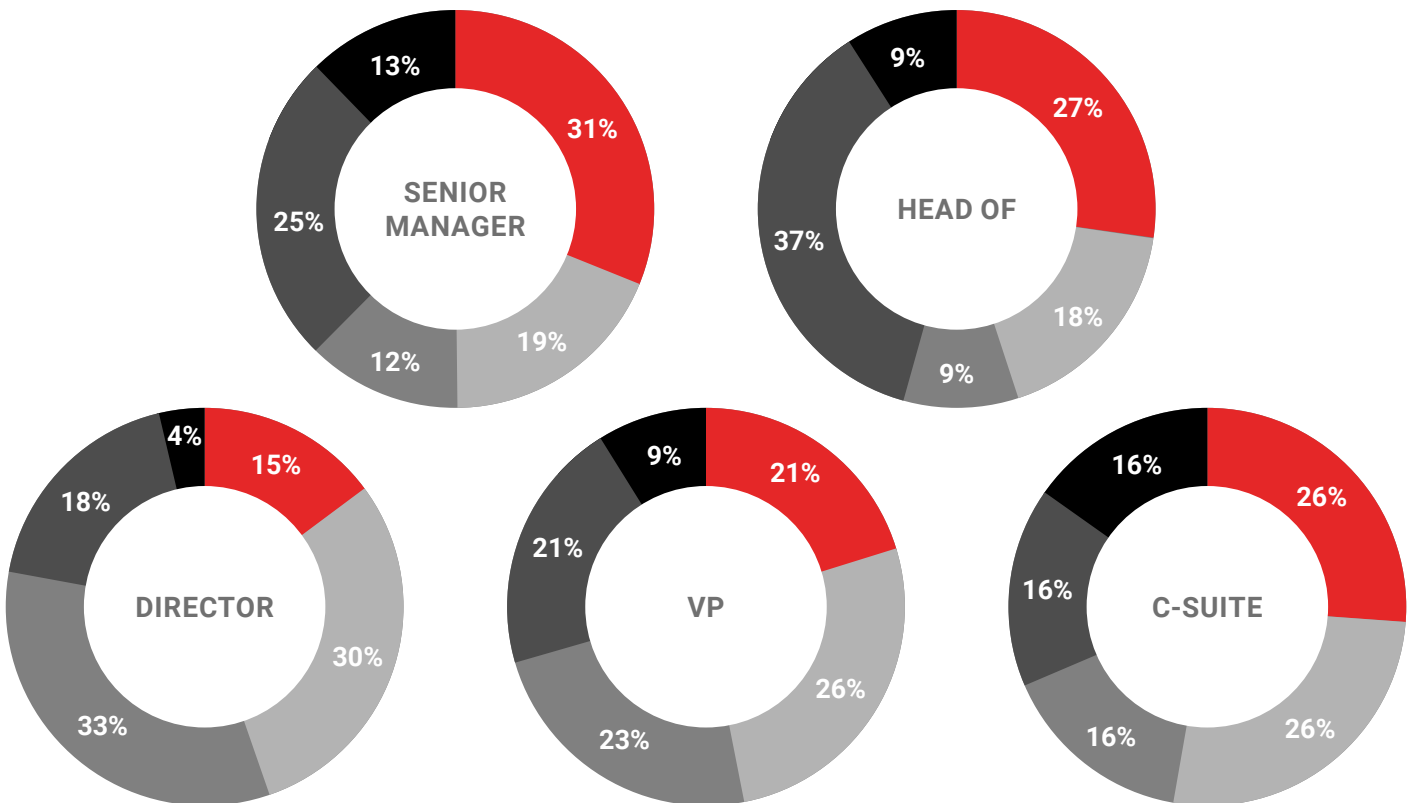
FIELD OF EXPERTISE: MARKETING AUTOMATION



OBSERVATIONS

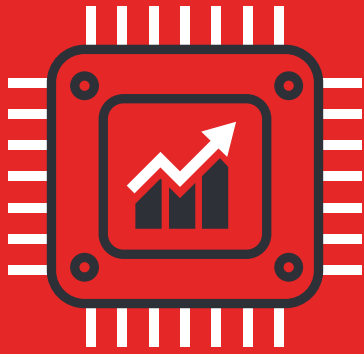
Social Media is the greatest challenge for Heads of (37%) specializing in Marketing Automation. This is in contrast to 31% of Senior Managers who cite **Email Marketing** as their largest pain point.

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

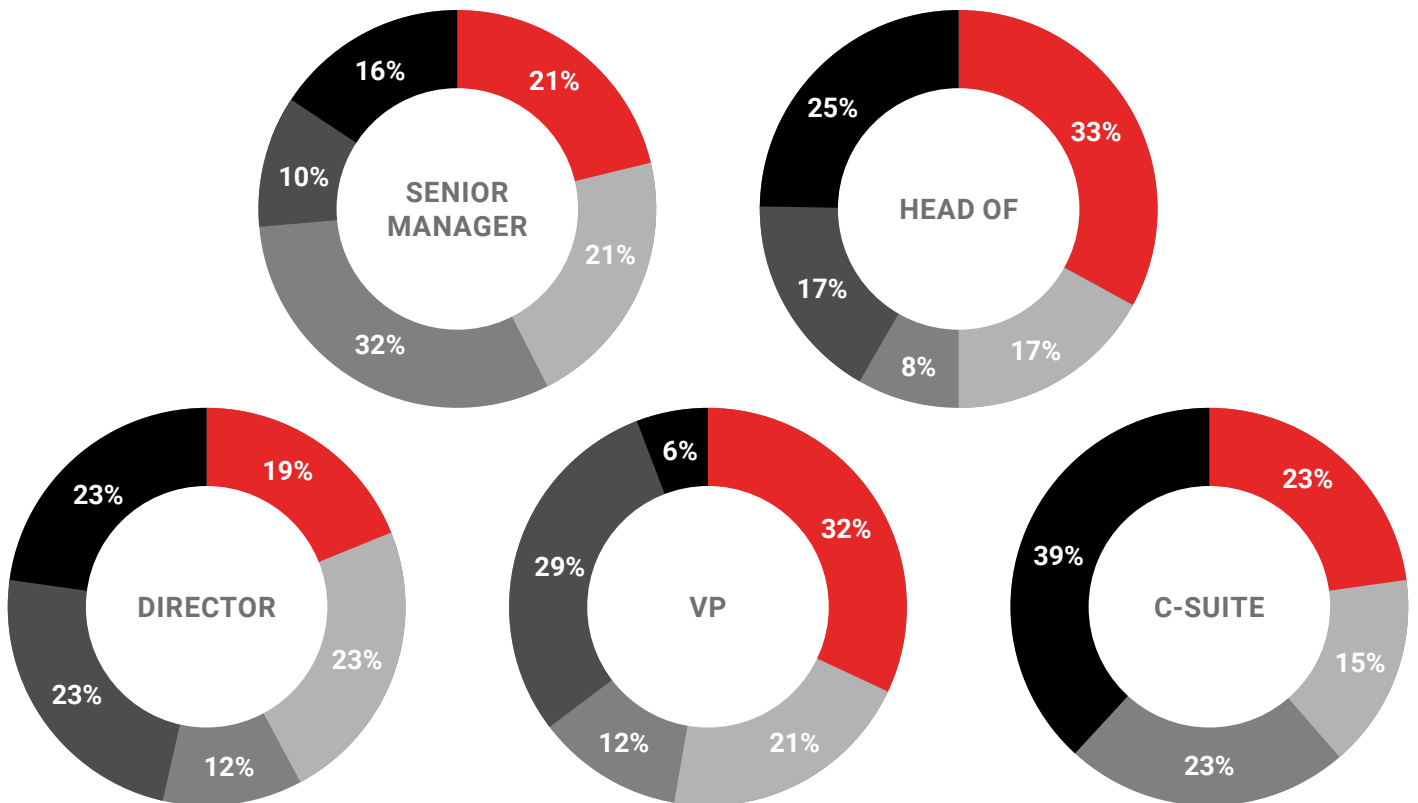


OBSERVATIONS

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.

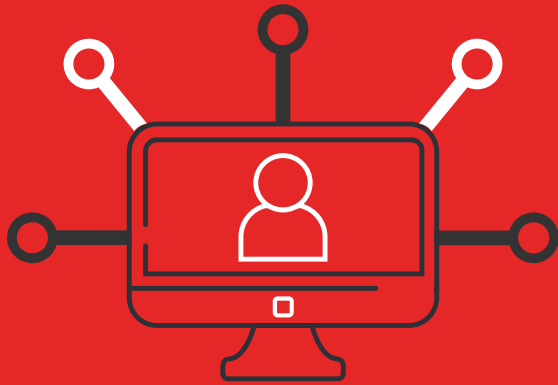
Social Media appears again as the most problematic area for Heads of closely followed by 32% of VPs.

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:

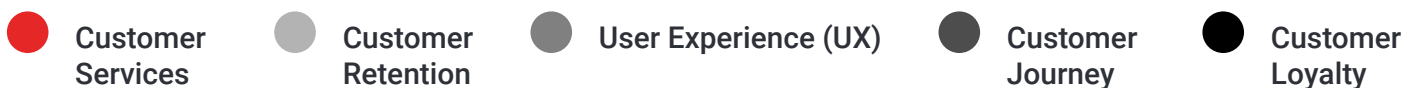
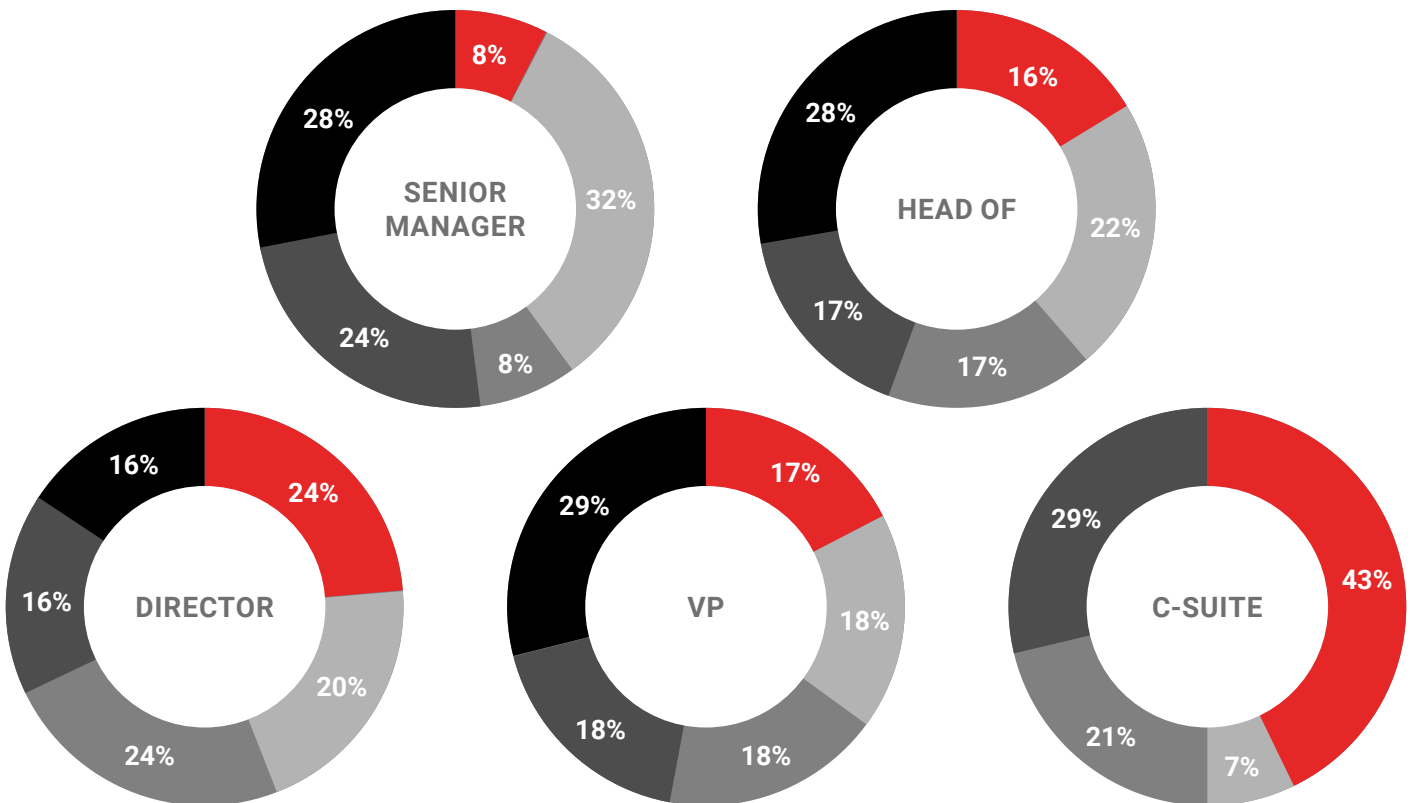
CUSTOMER EXPERIENCE



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

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