Inbox Insight

A DATA-DRIVEN ACTIVATION GUIDE AND CATEGORY REPORT.

Marketing Operations

ACCELERATING B2B SALES FOR MARTECH VENDORS

Using intent data in account-based marketing is not new, but what if you could find out exactly what topics your target accounts are researching; the challenges they are facing; and the specific pain points your prospects are experiencing, all neatly compiled together in an easy to digest guide? If you think it could help, then read on - this is the playbook for you!

Drawing on first-party research from **Insights for Professionals (IFP) Analyst report**, we reveal the top obstacles facing MarTech vendors as well as key category trends shaping the market today. Then, by fusing this market and audience intelligence with data-driven insights into what content topics are trending in your space we're able to guide you towards identifying the exact prospects and accounts in-market for your solution.

By incorporating this approach into your GTM strategy, you'll be better placed to tailor the right message, to the right audience to fit their specific stage in their buying journey.

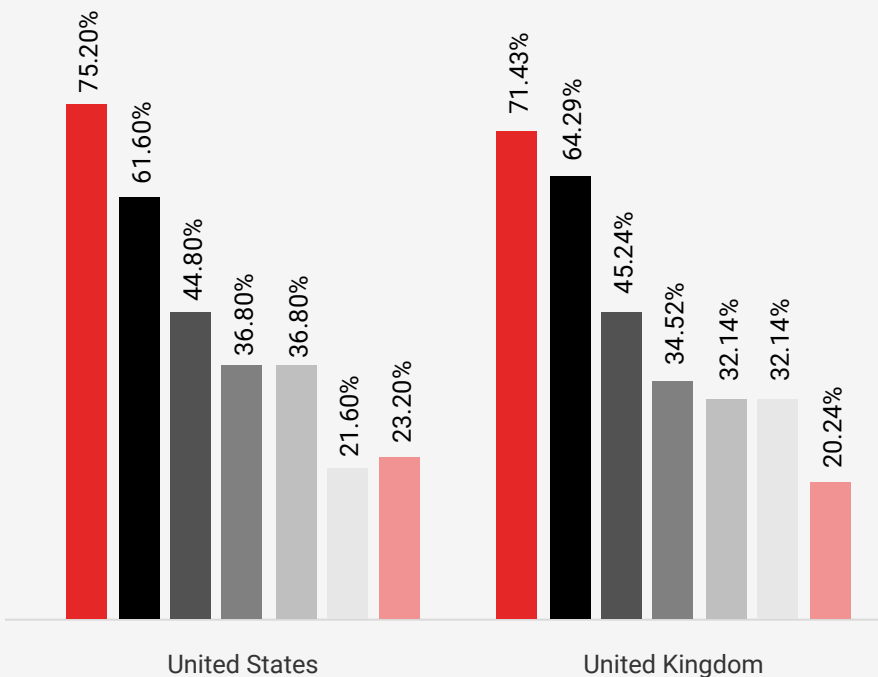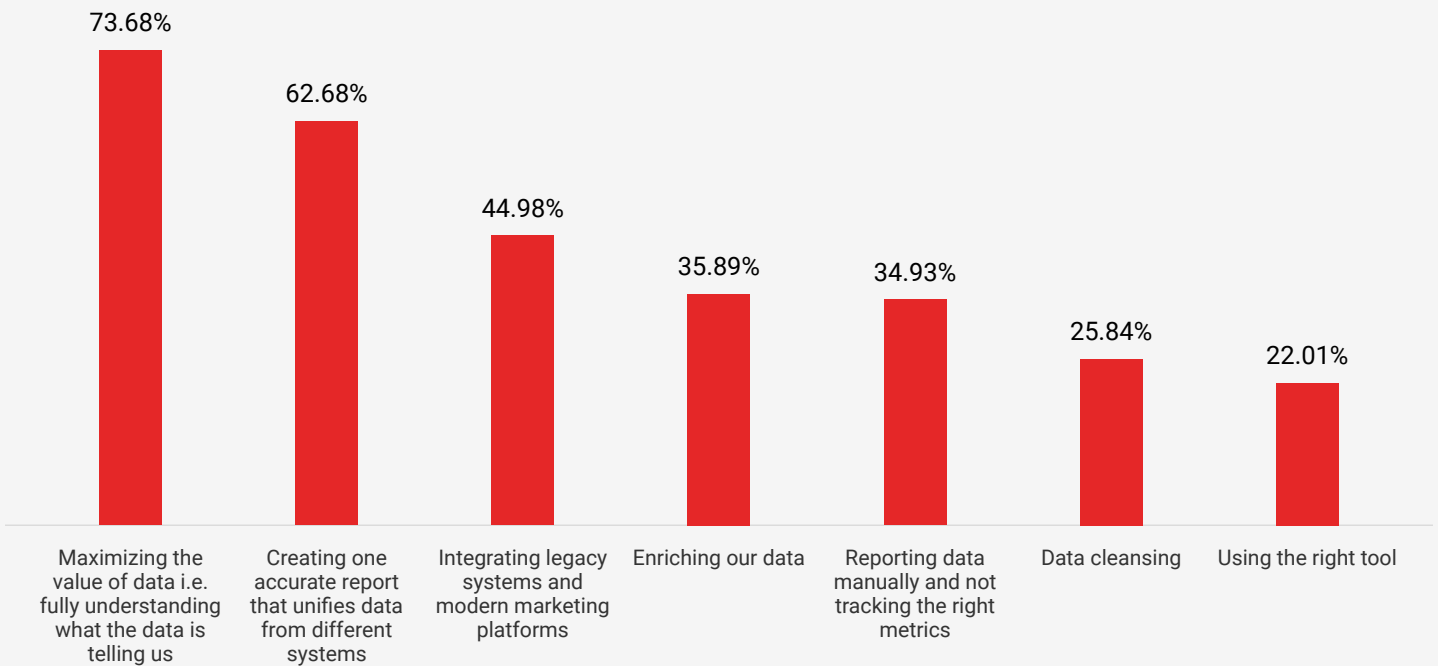## What value will this mini guide provide MarTech vendors?

Marketing Ops has risen from relative obscurity to become an integral and vital part of any Marketing organization. For the second year running, Chief Marketing Officers (CMOs) place Marketing Ops in their top 3 investment priorities (***Gartner***). What this means for MarTech vendors is that significant sales and revenue opportunity exists – providing you know who to target, when and how.

Leverage the following insights to ensure your business is working to solve the pain points identified, adapt to a changing market and capture the demand.

CONTENTS

# KEY PAIN POINTS FOR MARKETING OPS PROFESSIONALS

73.68% Maximizing the value of data i.e. fully understanding what the data is telling us

62.68% Creating one accurate report that unifies data from different systems

44.98% Integrating legacy systems and modern marketing platforms

35.89% Enriching our data

34.93% Reporting data manually and not tracking the right metrics

25.84% Data cleansing

22.01% Using the right tool

United States
- 75.20%
- 61.60%
- 44.80%
- 36.80%
- 36.80%
- 21.60%
- 23.20%

United Kingdom
- 71.43%
- 64.29%
- 45.24%
- 34.52%
- 32.14%
- 32.14%
- 20.24%

Legend
- ● Maximizing the value of data i.e. fully understanding what the data is telling us
- ● Creating one accurate report that unifies data from different systems
- ● Integrating legacy systems and modern marketing platforms
- ● Enriching our data
- ● Reporting data manually and not tracking the right metrics
- ● Data cleansing
- ● Using the right tool

And there is a correlation between the US and UK...

Analyzing data effectively and fully understanding what the information means *(just under 3/4 of marketing professionals)*

Data analysis and deriving the true value of data *(almost 90% of smaller firms)*

Accuracy of data currently being used *(74% of marketers)*

Accurately measuring and reporting campaign performance *(over 71% of marketers)*

Integrating different marketing technology tools effectively *(2/3 of marketing professionals)*

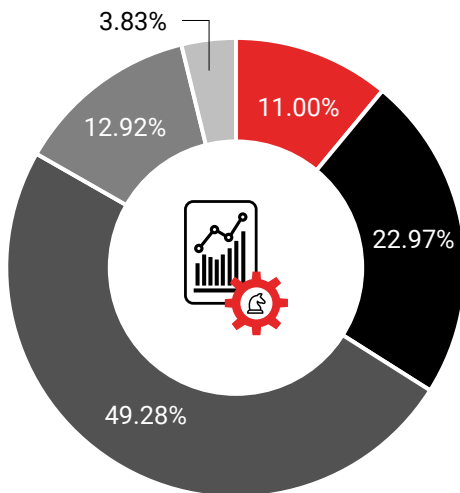Being able to streamline collaboration across multiple teams *(just under 2/3)*

RATE YOUR DATA AND ANALYTICS INFRASTRUCTURE

4.31%

27.75%

47.37%

20.57%
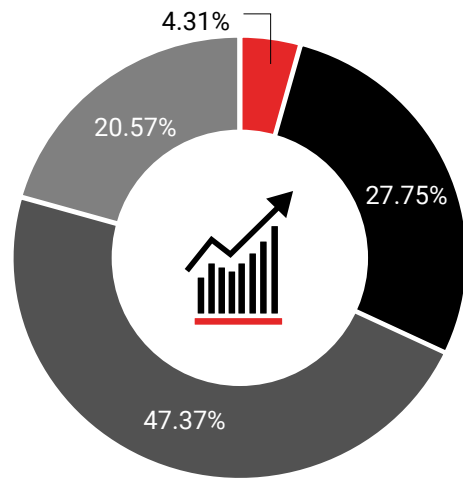
● Poor   ● Fair   ● Good   ● Excellent

MARKET TRENDS & INVESTMENT AREAS FOR MARTECH VENDORS
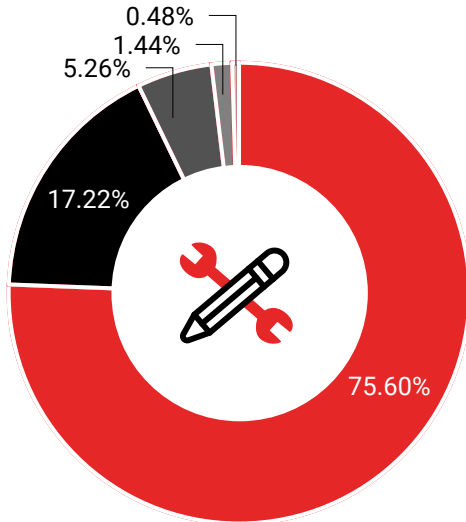
HOW EFFECTIVE IS YOUR MARKETING AUTOMATION STRATEGY?

3.83%

11.00%

22.97%

49.28%

12.92%

● Extremely effective   ● Very effective
● Moderately effective   ● Slightly effective
● Not effective

71%

OF VPS BELIEVE THEIR CURRENT MARKETING AUTOMATION STRATEGY IS ONLY SOMEWHAT EFFECTIVE

HOW MANY MARKETING TOOLS/ SOLUTIONS DOES YOUR ORGANIZATION USE?

0.48%
1.44%
5.26%
17.22%
75.60%

● 1 - 25 ● 26 - 50 ● 51 - 100 ● More than 100 ● None

3/4 DEPLOY UP TO 25 DIFFERENT TYPES OF MARTECH TO RUN THEIR MARKETING OPS

DO YOU AUTOMATICALLY CLEAN OR ENRICH YOUR DATA VIA A PARTNER?

8.61%
12.44%
39.71%
39.23%
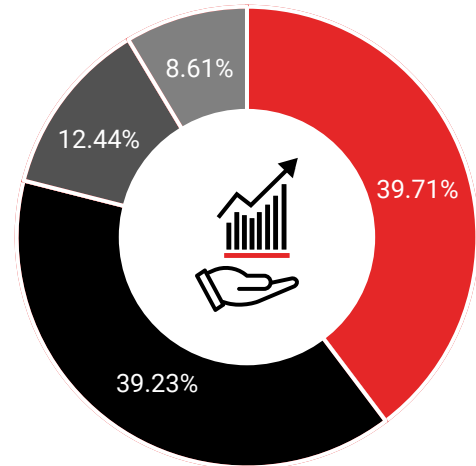
● Yes ● No ● Don't know ● We're planning to

NEARLY **40%** CLEANSE THEIR DATA AUTOMATICALLY THROUGH AN EXTERNAL PARTNER

Which tools do you plan to invest in over the next 12 months?

Data analytics	Marketing automation	CRM	Social media management	Project management	CMS	Chatbot software	DAM
38.76%	37.80%	35.89%	33.97%	25.36%	22.01%	19.62%	18.18%
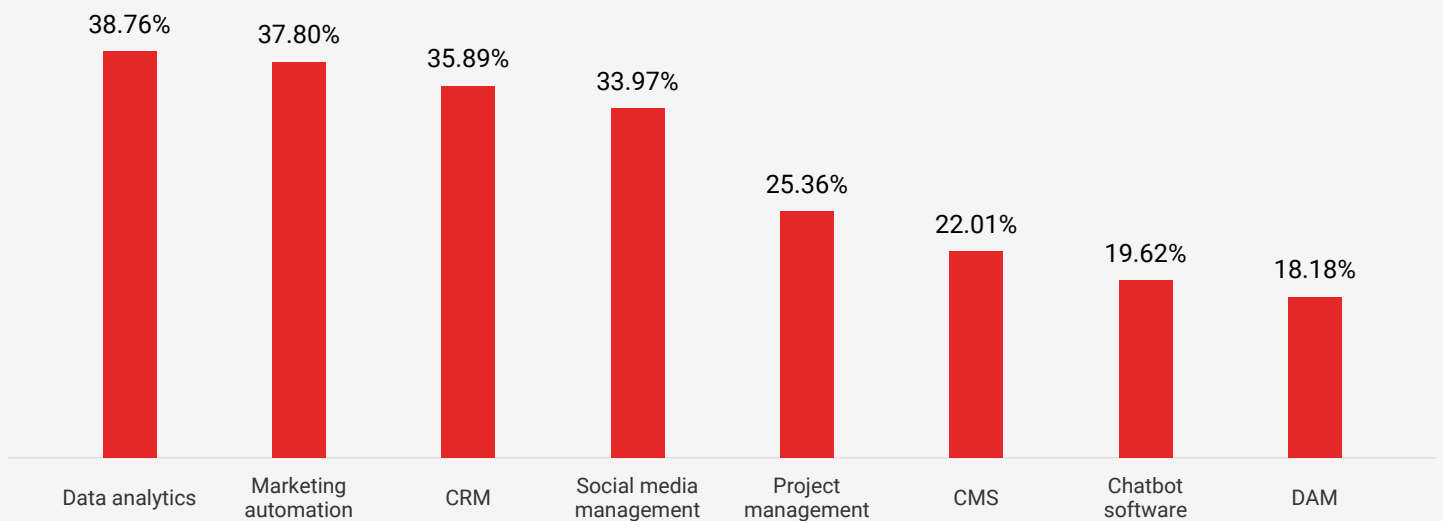
Over **38%** look to make data analytics a core focus for Marketing technology investments

Over **37%** are prioritizing marketing automation over the next 12 months

HOW MUCH OF YOUR BUDGET ARE YOU WILLING TO SPEND ON MARKETING TECHNOLOGY?

8.13%
33.97%
30.62%
21.05%
6.22%

$

● Less than 5%   ● 5 - 10%   ● 10 - 15%
● 15 - 25%   ● More than 25%
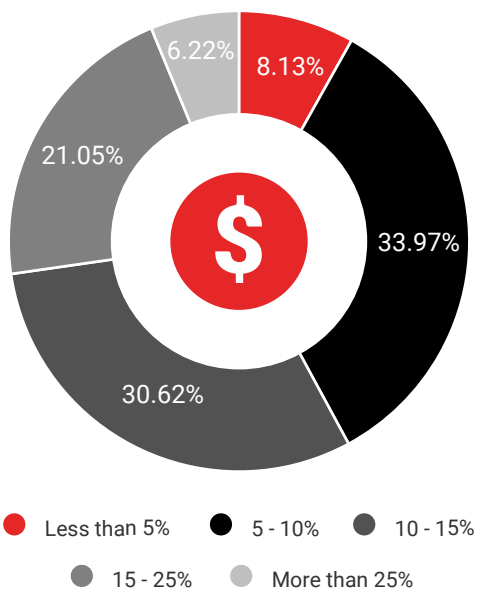
MORE THAN

60%

WILL DEDICATE **UP TO 15%** OF THEIR MARKETING BUDGET ON MARTECH

WHILE

21%

PLAN TO ALLOCATE UP TO A QUARTER ON NEW TECHNOLOGY

How much are you planning to invest on MarTech solutions in the coming 12 months?

		18.18%	21.53%	20.10%				
					13.40%	8.61%		
4.78%	6.22%						5.74%	1.44%
Nothing	Up to $10,000	$10,000 - $50,000	$50,000 - $100,000	$100,000 - $250,000	$250,000 - $500,000	$500,000 - $1,000,000	$1,000,000 - $2,500,000	More than $2,500,000

IDENTIFYING DEMAND FOR MARTECH SOLUTIONS

Right now your target audience is leaving digital footprints everywhere as they move around the web reflecting their interests, challenges and their intent to purchase a particular product. Using intent data we can identify criteria such as company size and industries. Then, drilling deeper into intent topics and specific account data, a Target Account List (TAL) can be built at a country level.

Knowing where the demand for MarTech solutions is at its highest enables a data driven targeting approach to be implemented, ensuring maximum efficiency of your marketing spend by focussing efforts where demand is ready to be captured. Combining insights from a range of third party data sources with our own first party data we can provide your Sales and Marketing teams with a clear view of your audience's buying motives, topic searches, intent velocity and other buyer intelligence.

This rich and robust source of data and insight can transform how your Sales and Marketing teams approach the market and better prioritize where to direct time and resources.

GET IN TOUCH WITH INBOX INSIGHT TO HAVE A CUSTOM TAL CREATED FOR YOU.

Contact Us

COMPANY SIZE: NAM VS EMEA

NAM
COMPANY SIZE

MICRO (1 - 9 EMPLOYEES)	401
SMALL (10 - 49 EMPLOYEES)	419
MEDIUM-SMALL (50 - 199 EMPLOYEES)	414
MEDIUM (200 - 499 EMPLOYEES)	403
MEDIUM-LARGE (500 - 999 EMPLOYEES)	385
LARGE (1,000 - 4,999 EMPLOYEES)	378
XLARGE (5,000 - 10,000 EMPLOYEES)	388
XXLARGE (10,000+ EMPLOYEES)	390

Reference line: 100

EMEA
COMPANY SIZE

MICRO (1 - 9 EMPLOYEES)	380
SMALL (10 - 49 EMPLOYEES)	401
MEDIUM-SMALL (50 - 199 EMPLOYEES)	392
MEDIUM (200 - 499 EMPLOYEES)	377
MEDIUM-LARGE (500 - 999 EMPLOYEES)	359
LARGE (1,000 - 4,999 EMPLOYEES)	353
XLARGE (5,000 - 10,000 EMPLOYEES)	354
XXLARGE (10,000+ EMPLOYEES)	356

Reference line: 100

TOP INDUSTRY INTEREST: NAM

NAM

	Business Domain	Company Name	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	osu.edu	Ohio State University	XXLarge (10,000+ Employees)	Education	29	67
2	redcross.org	The American Red Cross	XXLarge (10,000+ Employees)	Cultural	28	67
3	wustl.edu	Washington University in St Louis	XXLarge (10,000+ Employees)	Education	28	69
4	ryder.com	Ryder System, Inc.	XXLarge (10,000+ Employees)	Transportation & Travel	28	69
5	ny.gov	New York State	Large (1,000 - 4,999 Employees)	Government	28	72
6	ecolab.com	Ecolab Inc.	XXLarge (10,000+ Employees)	Manufacturing	28	68
7	zebra.com	Zebra Technologies Corporation	XLarge (5,000 - 10,000 Employees)	Manufacturing	28	68
8	drexel.edu	Drexel University	XXLarge (10,000+ Employees)	Education	28	67
9	remax.net	Carla Yager	Micro (1 - 9 Employees)	Real Estate	28	68
10	usmc.mil	U.S. Marine Corps	XXLarge (10,000+ Employees)	Government	28	69
11	epa.gov	Environmental Protection Agency	XXLarge (10,000+ Employees)	Government	28	67
12	holidaywinecellar.com	Holiday Wine Cellar	Small (10 - 49 Employees)	Hospitality & Hotels	28	68
13	usu.edu	Utah State University	Large (1,000 - 4,999 Employees)	Education	28	69
14	dc.gov	District of Columbia	Medium-Small (50 - 199 Employees)	Government	28	70
15	midwesteye.com	MIDWEST EYE INSTITUTE, P.C	Medium-Small (50 - 199 Employees)	Healthcare	28	69
16	cushwake.com	Cushman & Wakefield ACTIV	XXLarge (10,000+ Employees)	Real Estate	28	66
17	autodesk.com	Autodesk, Inc.	XLarge (5,000 - 10,000 Employees)	Software	28	65
18	mayo.edu	Mayo Graduate School	Medium-Small (50 - 199 Employees)	Education	28	68
19	allscripts.com	Allscripts Healthcare Solutions Inc	XLarge (5,000 - 10,000 Employees)	Software	28	70
20	unitasglobal.com	Unitas Global	Medium-Small (50 - 199 Employees)	Business Services	28	67
21	usf.edu	University of South Florida	XLarge (5,000 - 10,000 Employees)	Education	28	68
22	emerson.com	Emerson Electric Co.	XXLarge (10,000+ Employees)	Manufacturing	28	68
23	usda.gov	U.S. Department of Agriculture	XXLarge (10,000+ Employees)	Government	28	66
24	lowes.com	Lowe's Companies, Inc.	XXLarge (10,000+ Employees)	Retail	28	68
25	gza.com	GZA GeoEnvironmental, Inc.	Medium-Large (500 - 999 Employees)	Construction	28	67
26	utah.gov	Utah Interactive, LLC	Small (10 - 49 Employees)	Government	28	68
27	austinisd.org	Austin Independent School District	XXLarge (10,000+ Employees)	Education	28	69
28	safeway.com	Safeway	XXLarge (10,000+ Employees)	Retail	28	66
29	statefarm.com	State Farm Insurance Cos.	XXLarge (10,000+ Employees)	Insurance	28	66
30	morganstanley.com	Morgan Stanley	XXLarge (10,000+ Employees)	Finance	28	68

NAM   100

INDUSTRY

BUSINESS SERVICES	154
CONSUMER SERVICES	142
AGRICULTURE	141
SPORTS	140
MILITARY	137

TOP INDUSTRY INTEREST: EMEA

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	Business Domain	Company Name	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	csmingredients.com	CSM Ingredients	Medium-Small (50 - 199 Employees)	Manufacturing	27	70
2	eand.com	Etisalat	XXLarge (10,000+ Employees)	Telecommunications	25	66
3	9mobile.com.ng	9mobile	Large (1,000 - 4,999 Employees)	Telecommunications	25	70
4	weatherford.com	Weatherford International PLC	XXLarge (10,000+ Employees)	Manufacturing	25	66
5	lifelabs.com	LifeLabs Inc.	XLarge (5,000 - 10,000 Employees)	Healthcare	25	68
6	rid-group.com	RID Group	Medium-Large (500 - 999 Employees)	Real Estate	25	67
7	telcom.network				25	68
8	loko.nl	LOKO IT-specialisten BV	Small (10 - 49 Employees)	Software	24	68
9	aspiredenver.com	ASPIRE TECHNOOGY SOLUTIONS	Micro (1 - 9 Employees)	Finance	24	70
10	icc.net.sa	ICC Solutions & Comunications Co.	Medium (200 - 499 Employees)	Software	24	70
11	claranet.co.uk	Claranet Limited	Large (1,000 - 4,999 Employees)	Software	24	67
12	uk.net	Research Development UK	Micro (1 - 9 Employees)	Education	24	66
13	airbus.com	Airbus SE	XXLarge (10,000+ Employees)	Transportation & Travel	24	68
14	mti.com	MTI Technology Limited	Medium (200 - 499 Employees)	Software	24	67
15	atos.net	Atos SE	XXLarge (10,000+ Employees)	Software	23	67
16	woking.ac.uk	Woking College	Small (10 - 49 Employees)	Education	23	70
17	manchester.ac.uk	The University of Manchester	XXLarge (10,000+ Employees)	Education	23	70
18	sentia.com	Sentia B.V.	Medium (200 - 499 Employees)	Software	23	69
19	nestle.com	Nestle S.A	XXLarge (10,000+ Employees)	Manufacturing	23	67
20	harrogate.gov.uk	Harrogate Borough Council	Large (1,000 - 4,999 Employees)	Government	23	68
21	adsgroup.org.uk	ADS Group Ltd	Medium-Small (50 - 199 Employees)	Non-Profit	23	68
22	sag.org	SCREEN ACTORS GUILD INC	Medium-Large (500 - 999 Employees)	Non-Profit	23	68
23	dreamstream.biz				23	68
24	wework.com	WeWork Companies Inc.	XLarge (5,000 - 10,000 Employees)	Real Estate	22	63
25	emdgroup.com	EMD Performance Materials	Medium-Small (50 - 199 Employees)	Manufacturing	22	68
26	shell.com	Royal Dutch Shell PLC	XXLarge (10,000+ Employees)	Resource Extraction	22	68
27	neology.co.za	Neology (Pty) Ltd	Small (10 - 49 Employees)	Media & Internet	22	68
28	tenetflorida.com	Tenet Healthcare Corp.	XXLarge (10,000+ Employees)	Healthcare	22	69
29	wales.gov.uk	@Wales Digital Media	Small (10 - 49 Employees)	Government	22	69
30	hyperion.pl	Hyperion, SA	Medium-Small (50 - 199 Employees)	Telecommunications	22	71

EMEA — 100

INDUSTRY

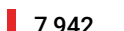|	
BUSINESS SERVICES	443
SOFTWARE	418
SPORTS	410
MEDIA & INTERNET	394
CONSUMER SERVICES	392
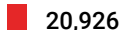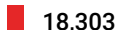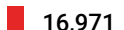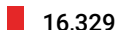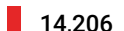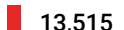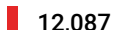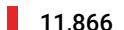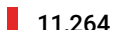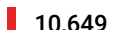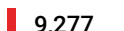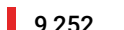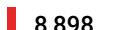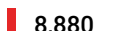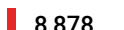
CREATING CONTENT THAT RESONATES

By studying the surging intent topics with the largest relevant audiences in Marketing Ops, it can help you prioritize your content focus. And by analyzing changes in interest over time you'll also be able to anticipate emerging 'pains' and provide content that addresses these issues.

This way, you'll be in the best possible position to place relevant content and formats in front of in-market buyers at each stage of the buyer journey from the offset – significantly increasing your competitive advantage.

NAM

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Marketing Tools	116%	466,740
2	Data Classification	150%	26,144
3	Email Marketing Software	-21%	20,926
4	Digital Marketing	47%	20,787
5	Marketing Optimization	93%	18,303
6	Email Marketing Tools	43%	16,971
7	B2B Marketing	122%	16,329
8	Marketing Campaign	45%	14,206
9	Sales and Marketing Automation	58%	13,515
10	Marketing Software	-21%	12,087
11	Marketing Analytics	14%	11,866
12	Inbound Marketing Software	40%	11,264
13	Email Marketing System	-29%	10,649
14	Marketing Automation Tools	289%	9,668
15	Marketing Management Software	92%	9,277
16	Email Marketing Automation	-24%	9,252
17	CRM Software	40%	8,898
18	Marketing Technology	65%	8,880
19	Marketing Effectiveness	-28%	8,878
20	Data Cleansing / Data Scrubbing	-13%	7,942

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN NAM ARE:

1. Marketing Tools – **466,740** actively searching businesses **+116%**

2. Data Classification – **26,144** actively searching businesses **+150%**

3. Email Marketing Software – **20,926** actively searching businesses **-21%**

EMEA

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Marketing Tools	102%	46,129
2	Data Classification	95%	5,698
3	B2B Marketing	133%	4,815
4	Sales and Marketing Automation	87%	4,743
5	Digital Marketing	11%	3,592
6	Marketing Optimization	95%	3,414
7	Marketing Effectiveness	66%	2,845
8	Marketing Campaign	51%	2,743
9	Email Marketing System	-26%	2,213
10	Data Cleansing / Data Scrubbing	-16%	1,905
11	Marketing Ecosystem	-3%	1,638
12	Marketing Analytics	7%	1,614
13	Content Marketing Analytics		1,515
14	Marketing Management Software	59%	1,508
15	Marketing Technology	48%	1,498
16	Marketing Software	-6%	1,452
17	Email Marketing Automation	-4%	1,345
18	CRM Software	48%	1,221
19	Email Marketing Tools	18%	1,205
20	Marketing Performance	13%	1,004

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN EMEA ARE:

1. Marketing Tools – **46,129** actively searching businesses   **+102%**

2. Data Classification – **5,698** actively searching businesses   **+95%**

3. B2B Marketing – **4,815** actively searching businesses   **+133%**

Diving deeper into Marketing tools as the leading intent topic we can start to see where the largest relevant audiences are currently, but also look at where significant changes in trends are occurring.

NAM

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Advertising Solutions	165%	114,770
2	Cloud Integration	86%	84,829
3	User Identification	17%	70,294
4	Data Visualization	66%	67,210
5	Content Marketing	71%	31,891
6	Social Media Marketing	31%	15,297
7	Marketing Analytics	10%	10,578
8	Data Integration	28%	10,170
9	Search Engine Optimization (SEO)	30%	9,973
10	Marketing Automation Tools	160%	9,847
11	Content Personalization	71%	7,951
12	CRM Software	18%	7,941
13	Affiliate Marketing	-40%	5,944
14	Data Management Platform (DMP)	44%	5,457
15	Marketing Attribution	-55%	2,247
16	Conversion Rate Optimization (CRO)	9%	2,065

TOP 3 SURGING MARKETING TOOL CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS: NAM

1. **ADVERTISING SOLUTIONS** — +165%

2. **MARKETING AUTOMATION TOOLS** — +160%

3. **CLOUD INTEGRATION** — +86%

EMEA

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Advertising Solutions	122%	20,183
2	User Identification	54%	18,197
3	Cloud Integration	139%	17,850
4	Data Visualization	38%	9,882
5	Content Marketing	82%	5,608
6	Data Integration	80%	5,030
7	Social Media Marketing	67%	2,705
8	Marketing Analytics	23%	1,493
9	CRM Software	54%	1,371
10	Data Management Platform (DMP)	68%	1,155
11	Search Engine Optimization (SEO)	32%	1,062
12	Marketing Automation Tools	82%	962
13	Conversion Rate Optimization (CRO)	38%	410
14	Content Personlization	-7%	383
15	Affiliate Marketing	1%	379
16	Marketing Attribution	-58%	315

TOP 3 SURGING MARKETING TOOL CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS: EMEA

1. **CLOUD INTEGRATION** +139%

2. **ADVERTISING SOLUTIONS** +122%

3. **CONTENT MARKETING & MARKETING AUTOMATION** +82%

Once you know what topics to talk about, it's important to ensure content titles are strong enough to immediately grab the attention of your prospects and encourage strong page views, open rates and click-through rates (CTRs).

Taking a deep dive into the top performing content and email subject lines in the Marketing Operations space as identified from our IFP first party data can help give an indication of what's working well at present:

TOP 5 PIECES OF CONTENT BY VIEWS:

1. The Marketers Guide to Digital Asset Management
2. Getting On Top of DAM: 6 Simple Ways to Organise your Digital Assets
3. 29 Best Marketing Tools for your Organization in 2022
4. Why Marketing Data Management remains a Huge Headache for Marketers
5. 30% of your Company Data is Outdated. Here's How to Clean Up your CRM

TOP 5 PIECES OF CONTENT BY DWELL TIME:

1. 6 Tried and Tested Methods for Automating Your Lead Generation Activities
2. How to Make DAM a Part of Your Business Strategy
3. 29 Best Marketing Tools For Your Business in 2022
4. The Marketer's Guide to Digital Asset Management
5. The AdTech Ecosystem: What Trends Will Impact Marketers in 2022 and Beyond?

TOP 5 PERFORMING EMAIL SUBJECT LINES:

1. What is a Digital Experience Platform (And Why do You Need One)?
2. Joe, are Applications for Payment Giving You a Headache?
3. How to Take Your Customer Communication to the Next Level
4. Search Bars and Digital Merchandising: How to Create the Ultimate eCommerce Experience
5. Joe, is it Time to Change Your Customer Communication Tactics?

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KEY TAKEAWAYS: HOW TO WIN

Using the above learnings, MarTech vendors can form a sound understanding of how to win in this space – here's what the data is telling us:

- **Marketing Tools** is seeing the greatest spike in intent, correlating with the 2nd biggest operational pain point for Marketing Ops professionals *'Integrating different marketing technology tools effectively'* (66.51%). This also ties in with the top 3 best performing pieces of content *'29 Best Marketing Tools for your Organization in 2022'* for both views and dwell time.

- *'Data analysis and deriving the true value of data'* is a considerable challenge for 89.5% of smaller firms and 74% of marketers as a whole. This mirrors the spike in **Data Classification** as a topic, as well as top performing content *'Why Marketing Data Management remains a Huge Headache for Marketers'* and *'30% of your Company Data is Outdated. Here's How to Clean Up your CRM'*.

- Top barrier to success *'Accurately measuring and reporting campaign performance'* (71.29%) can be due to *'not being able to pull data from different sources'* (over 60% of both US and UK marketers) – tying in with the 51% increase in **Marketing Campaign** as a spike in intent (2,743 searches and strong performing Data Management content pieces.

- **Digital Asset Management (DAM)** is a high performer when it comes to content themes for both views and dwell time, though doesn't appear in the best performing email subject lines nor spiking intent topics. It does, however, appear as top investment area in the UK (76.2%) and therefore appears to be a topic gaining momentum – worth noting and monitoring any spikes in intent for upcoming content.
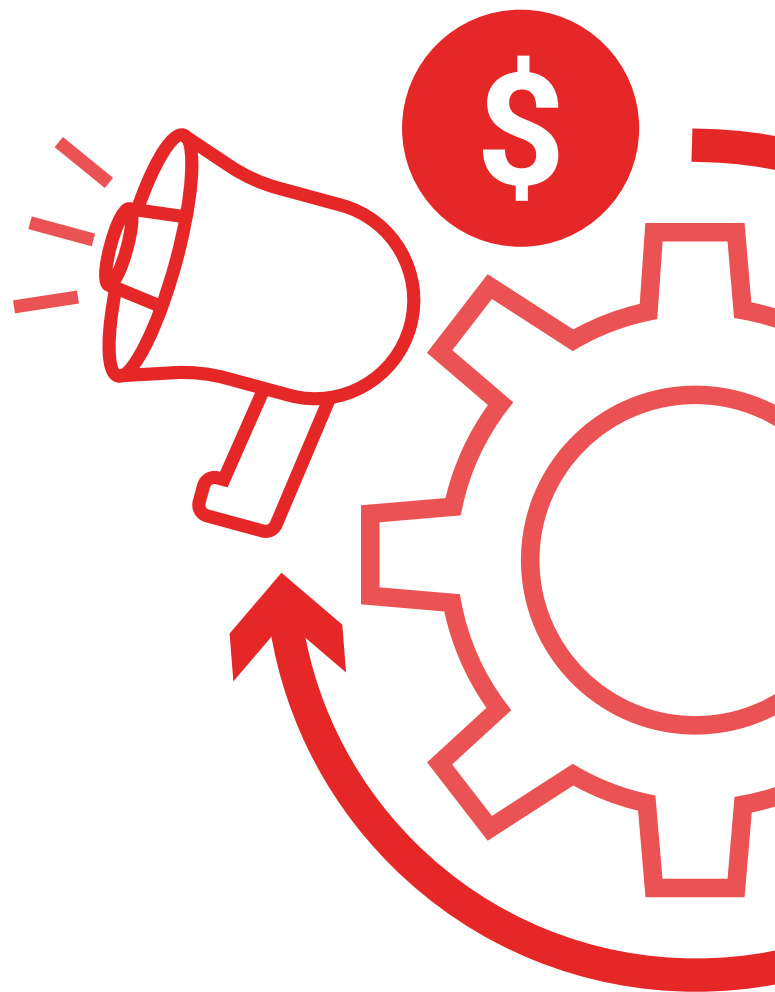
WHAT'S NEXT?

Now you know exactly what your in-market buyers are interested in and are actively searching, use these key insights backed by first party data to guide your theme and content planning.

Data driven targeting and content recommendations will help steer your marketing efforts in the right direction by understanding and addressing the greatest challenges facing marketers at present.

If you are looking for even more ways to accelerate your sales process to drive maximum conversions, download our **7-Step Guide to Sales Acceleration for B2B Marketers**.

From intent data to propensity modelling, ABM to content these 7 strategies will ensure you are making the data driven decisions necessary to increase your marketing efficiency, optimise your channels and improve your targeting strategies which together will drive pipeline velocity and accelerate the sales process.

LOOKING FOR MORE MARKETING OPS INSIGHTS?

DISCOVER THE FULL MARKETING OPERATIONS ANALYST REPORT.

Download

LOOKING FOR EVEN MORE WAYS TO ACCELERATE YOUR SALES PROCESS?

DOWNLOAD OUR 7-STEP GUIDE TO SALES ACCELERATION FOR B2B MARKETERS.

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Using their first party research facility along with powerful AI technology, Inbox Insight are able to combine a 360º perspective of your target audience with the right multi channel product suite to support your demand generation objectives.

Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

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