2024

Marketo Engage User Study

MERGE Adobe

Welcome to the third annual Marketo Engage User Study, a joint effort by Adobe and MERGE. This report reveals the changing landscape of marketing operations, highlighting new challenges, trends, and strategies.

In the report, we'll explore ten key insights shaping the future for Marketo Engage users and help you understand why the results of this three-year study matter.

The results of our study underscore a significant paradigm shift in the role of marketing operations professionals. This evolution is not merely a change in responsibilities but a transformation that places Marketo Engage users at the heart of strategic decision-making.

Today, they are expected to harness data analytics, technology, and insights to drive business growth and efficiency. This shift recognizes the critical role of Marketo Engage users in not only understanding and optimizing the customer journey but also in contributing to the overall strategic direction of their organizations. In essence, marketing operations professionals are evolving from behind-the-scenes facilitators to central figures in shaping business strategy and outcomes.

1. Marketo Engage is Crucial to Business Growth

A substantial **74% of those surveyed indicated that Marketo Engage is crucial or of paramount importance for their business expansion efforts.** This sentiment is further reinforced by over half of the respondents who have articulated plans to escalate their usage of Marketo Engage in the subsequent year.



64% of respondents feel confident or extremely confident in meeting their business goals in the coming year.

Which functionalities are most influential in driving growth? The study highlights several key features:

Experience Automation: This involves dynamically nurturing customers and scoring their engagement at every stage of their journey.

Marketing Data Environment: By enriching and segmenting AI-powered audiences using integrated profiles and engagement history, businesses can tailor their marketing efforts more effectively.

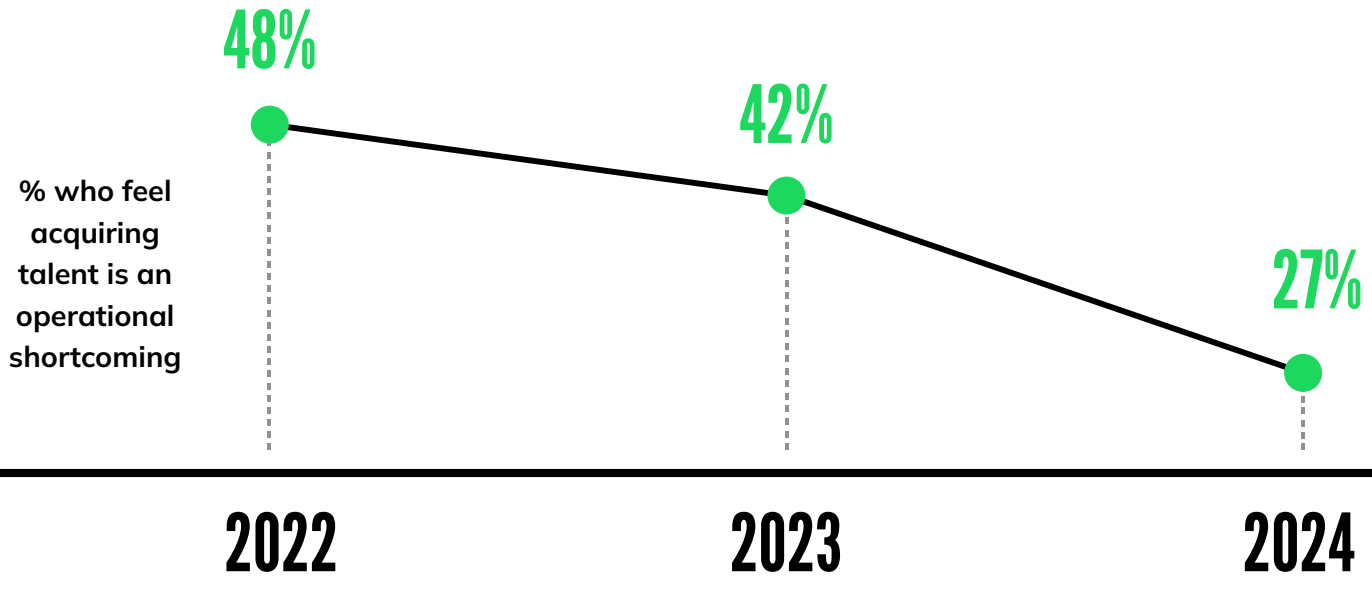
Sales Partnership: Providing sales teams with prioritized leads, accounts, and recommended content arms them with the tools necessary for success.

2. Plans to Grow Teams Have Declined

When queried about the expected trajectory of their marketing operations teams over the next 12 months, a majority of participants predict their team sizes will remain unchanged. For reference, **73% of respondents manage 0 - 3 people.**

This marks a significant shift, as there has been a consistent decrease in the growth of marketing operations teams over the last three years. For the first time, less than half of the respondents foresee an increase in team size.

While the challenge of acquiring talent was deemed a critical operational shortcoming in both 2022 and 2023, it has now receded from the forefront of concerns.



3. Under Pressure to Prove Impact

For the third consecutive year, the challenge of measuring impact reigns as the paramount operational weakness among marketing operations professionals.

Top operational weaknesses:

1. Measuring impact
2. Alignment to goals and strategies
3. Lack of communication and collaboration

Show the work and communicate upwards

Once there is alignment on KPIs, showcase the team's impact on current initiatives through high-level reporting on a regular, consistent basis (monthly).

Not only will this help senior leadership understand the impact of the marketing ops team, but it will foster trust and open the door for more conversations on what other initiatives you could be supporting.

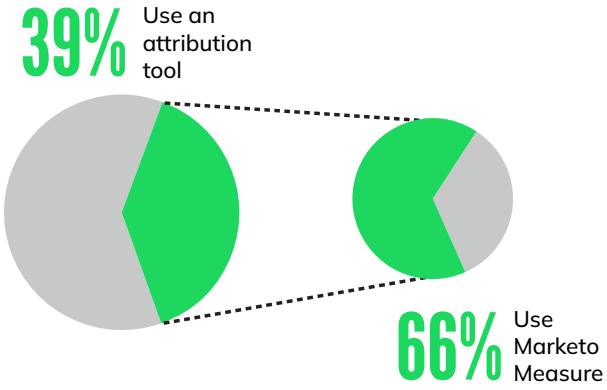
4. Bullish on Attribution Platforms

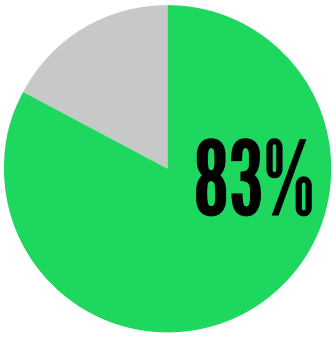
The Paradox of Impact Measurement

Marketo Engage users are concerned about measuring impact, yet few have implemented attribution tools.

80% of respondents feel proving marketing attribution is important or extremely important. However, **only 39% of the respondents are using a marketing attribution tool.** Of the 39% using an attribution tool, **66% are using Marketo Measure.**

This gap underscores the importance of not just having the right tools, but using them effectively. Technology provides solutions, but value is realized through correct utilization and integration into the overall strategy. Closing this gap requires investing in tools and developing necessary skills and processes.





of respondents believe attribution platforms help marketing teams optimize marketing budgets.

5. Consultants Widely Utilized

Roughly half of respondents are working with an agency or consultant to assist with marketing operations. This is down slightly from 2023, where **53% said they are working with an agency or consultant.**

64% of respondents said they used a consultant or agency to help them set-up their instance and **66% said their instance is set-up well or extremely well** according to best practices.

Pros and cons of leveraging outside consultants according to our respondents

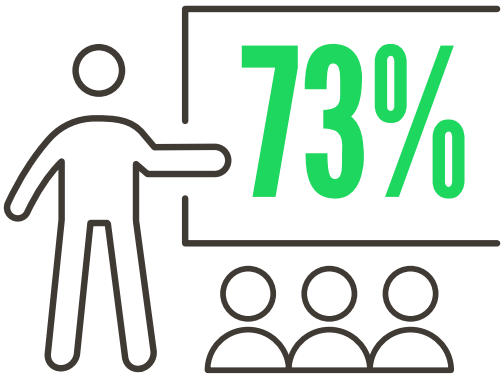
Pros:

+ Access to a deep well of technical knowledge and insights on latest trends
+ Expanded capacity and the ability to take on more projects
+ Ensure projects are done right the first time around

Cons:

– Can be costly, depending on the scope of work
– Requires ramp up period

6. Training is a Top Challenge



reported challenges with team members having the appropriate level of training to be successful in Marketo Engage.

When it comes to certifications, **45% of respondents lack an Adobe certification for Marketo Engage.** This presents an opportunity for marketing leaders to require certifications for their marketing operations teams as a forcing function that drives professional development.

How are Marketo Engage users learning?

On a daily basis:

- Colleagues
- Marketing ops communities
- Social media

On a less frequent basis (monthly):

- Webinars
- Websites
- Video platforms

Community participation remains strong:

- Marketo User Groups
- Marketingops.com
- Marketo Nation

7. Campaign Activity Stays Strong

2021 — 2022 — 2023

For the 3rd year in a row, the majority of respondents executed **30+ campaigns in the last 12 months.**

92% of respondents said they plan to execute 30+ campaigns in the coming year.

How long is it taking to build key assets for Marketo Engage programs?

74% of respondents are spending 1-2 hours to build a **basic email program** and **68% of respondents** are spending 1-2 hours to **build a basic landing page.**

Engagement nurtures, however, are taking more time with 37% of respondents taking 3-4 hours to complete.

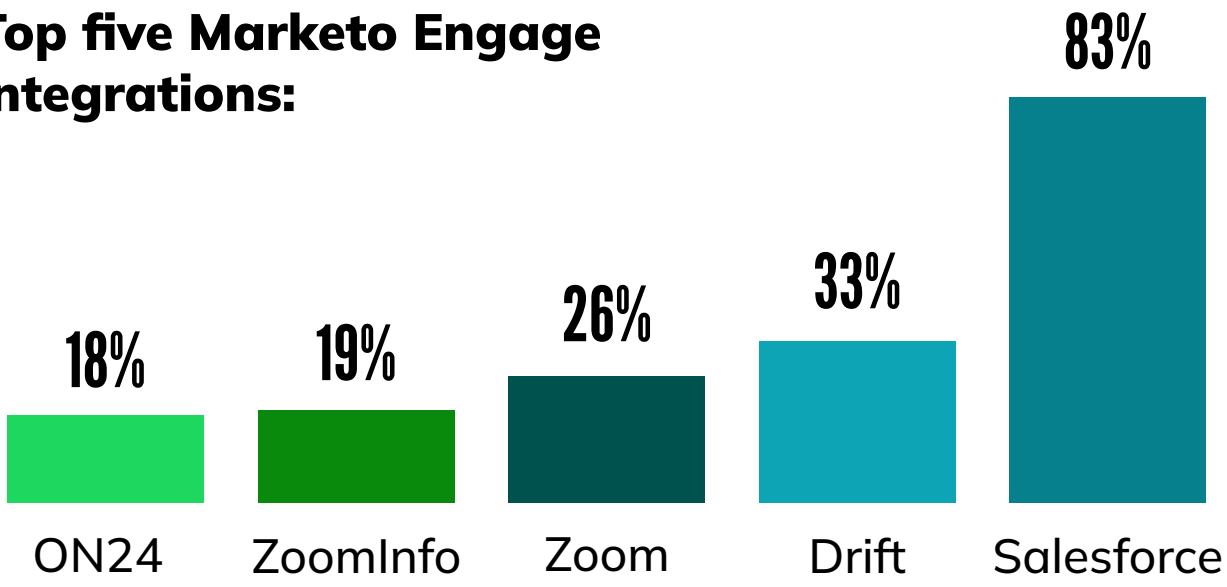
And with this, the majority are very satisfied or extremely satisfied with the amount of time it takes to execute in Marketo Engage.

8. Salesforce Reigns Supreme as a Key Integration

Not only was Salesforce the leading Marketo Engage integration amongst respondents, it was also the leading CRM, with 81% of respondents choosing Salesforce as their preferred CRM.

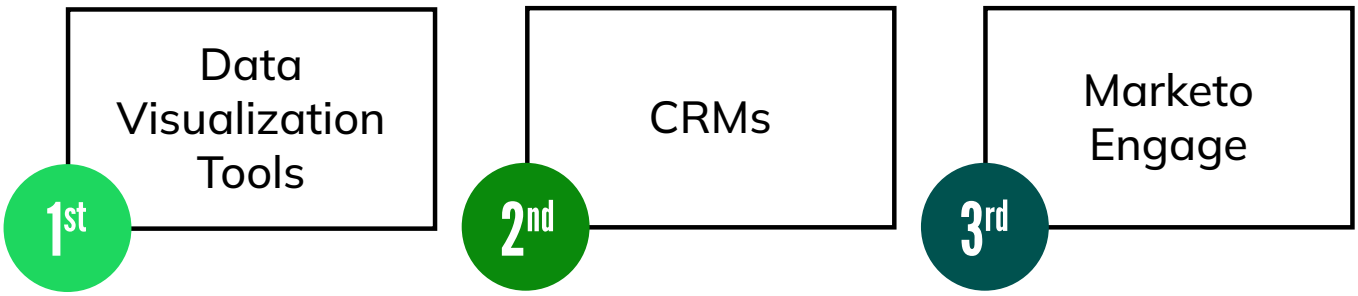
63% of respondents rated the success of their CRM integration as high or extremely high, leaving room for improvement for this mission critical integration.

Top five Marketo Engage integrations:



9. Data Visualization Tools Still Highly Valued

For the third consecutive year, respondents remain partial to leveraging data visualization tools for their reporting needs. CRMs were the second most leaned-on tool, followed by Marketo Engage.



The value of these data visualization tools cannot be understated as they offer clear, actionable insights into complex data sets.

By visualizing marketing metrics and customer behavior patterns, organizations can make more informed decisions, further driving targeted strategies and fostering growth.

Effective use of data visualization tools enhances understanding and communication across teams, ensuring that every strategy is backed by solid, visualized data insights.

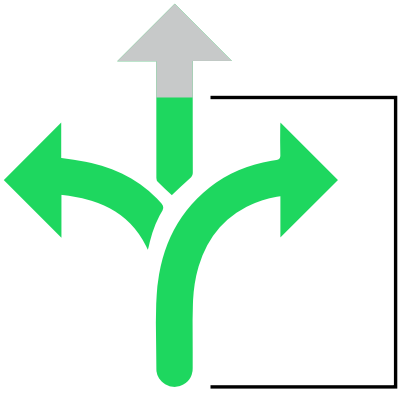
In a related finding, **Revenue Cycle Modeler** remains an opportunity area for most, as only **23% of respondents are utilizing the tool currently.**

10. Marketo Engage Remains MAP Category Leader

When asked which company do you consider to be the leader in the marketing automation platform space, respondents proclaim Marketo Engage to be the leader in the category by a longshot.

So, what do users like about Marketo Engage?

For most, it's Marketo Engage's flexibility. Respondents also gave accolades for Marketo Engage's reliability.



79%

of respondents rate Marketo Engage's flexibility as good or extremely good

Marketo Engage stands out as an essential tool for enterprise-level companies, primarily due to its unparalleled flexibility and reliability.

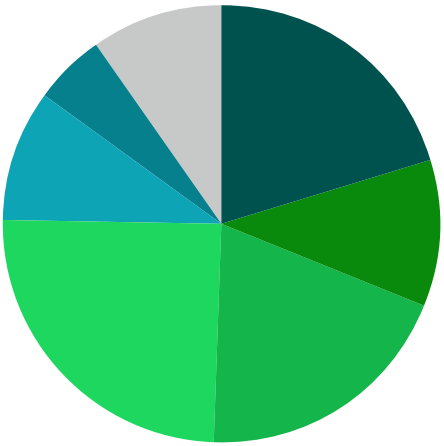
Enterprise organizations often deal with complex marketing campaigns and a vast customer base spread across various demographics and regions. The ability to seamlessly adapt marketing strategies in response to evolving market trends, customer behaviors, and business objectives is crucial.

Furthermore, reliability is non-negotiable for these enterprises, as any downtime or inefficiency can lead to significant financial losses and damage to customer trust.

About Our Respondents

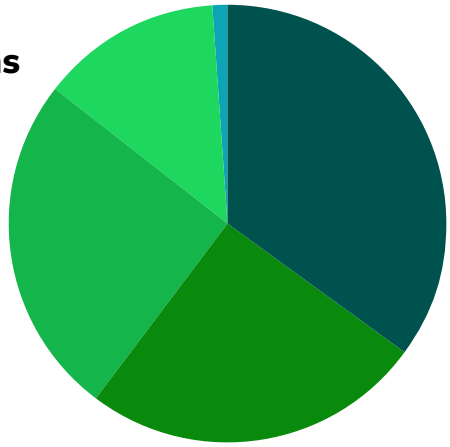
Company Size

- > 10,000: **20.4%**
- 5,001 - 10,000: **10.8%**
- 1,000 - 5,000: **19.4%**
- 501 - 1,000: **24.7%**
- 251 - 500: **9.7%**
- 101 - 250: **5.4%**
- <100: **9.7%**



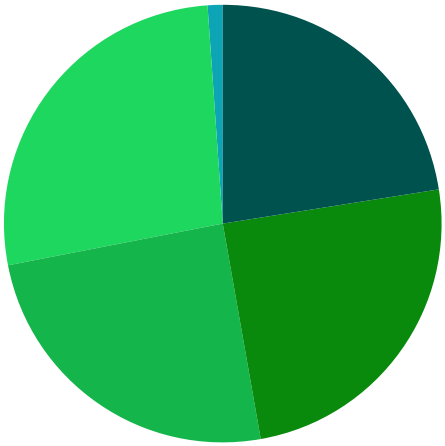
of Years in Marketing Operations

- 10+ Years: **35.2%**
- 7 - 9 Years: **25.3%**
- 4 - 6 Years: **25.3%**
- 1 - 3 Years: **13.2%**
- < 1 Year: **1.1%**



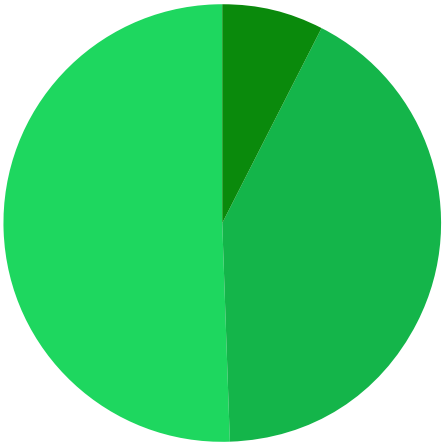
of Years using Marketo Engage

- 10+ Years: **22.6%**
- 7 - 9 Years: **24.7%**
- 4 - 6 Years: **24.7%**
- 1 - 3 Years: **26.9%**
- < 1 Year: **1.1%**



Seniority

- Executive: **7.5%**
- Senior-level: **41.9%**
- Mid-level: **50.5%**
- Entry-level: **0%**



Industry

47.8% technology

52.2% other

MERGE

Adobe



Simplify & Scale Marketing Operations

Accelerate the value of Adobe Marketo Engage. We'll help you implement best practices, expand marketing capacity, and integrate anything, so your organization can do more, faster.

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