PERKUTO + MERGE

Predictions Report
Marketo Users in 2022

Adobe

Introduction

The 2022 Marketo Engage User Study was conducted by **Perkuto + MERGE,** in partnership with **Adobe**, to help shape the future of Marketo.

Our shared goal is to **empower the community we serve** with insights from the study.

The results of the study may be used for **benchmarking yourself against other Marketo users**.

In the first report of the series, we're focusing on trends and making predictions for 2022. You may be surprised by a few of the predictions while others confirm your experiences and observations; including pain points around resourcing Marketo talent.

We hope you will find our predictions for 2022 Marketo Users valuable and stay tuned for additional reports deriving from the study.

- Team Perkuto

#1

Marketo utilization will increase

In the coming year, **66.7% of respondents say they will increase utilization** for Marketo features and capabilities.

Content personalization (presenting best-fit content for 1:1 experiences and maintaining personalization at scale using AI) and Marketing Data Environment (enriching and segmenting AI-powered audiences using integrated profiles and engagement history) lead the pack.

And when asked, **what is the most important function Marketo serves for you?**

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#2

New sources will emerge for elevating Marketo expertise

77% of respondents said they are facing challenges with team members having the appropriate level of training to be successful using Marketo.

The primary way of daily-learning is from colleagues. We predict online training / websites, social media, and video platforms will become more widely used sources for learning on a more frequent basis while community participation remains strong.

	Daily	Weekly	Monthly	Quarterly	Less than Quarterly
Communities	23%	34%	20%	9%	14%
Email Newsletters	7%	27%	29%	13%	24%
In-person Events	0%	2%	6%	12%	80%
Learning from colleagues	37%	24%	14%	12%	14%
Online Training	0%	15%	18%	27%	41%
Podcasts	1%	9%	11%	11%	69%
Social Media	22%	22%	9%	11%	36%
Video platforms	4%	16%	20%	20%	40%
Webinars	2%	11%	34%	41%	12%
Websites	15%	36%	22%	14%	12%

How often do you engage in the following channels to elevate your Marketo knowledge?

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#3

Marketo's influence on business growth is on the rise

79% of respondents said Marketo has been important or extremely important to their business growth in the last 12 months and for the coming year, **this percentage increases to 89.8%**. Experience automation and sales partnership capabilities are seen as the strongest drivers for business growth.

How important has Marketo been to your business growth in the last 12 months?

How important will Marketo be to your business growth in the coming year?

1 — Not At All

5 — Extremely Important

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#4

Marketo users are confident about meeting their business goals in the coming year

79% of respondents are feeling confident about meeting business goals in the coming year.

When asked, “Have you seen a lift in revenue as a result of using Marketo as your marketing automation platform?,” 72.7% of respondents answered, yes.

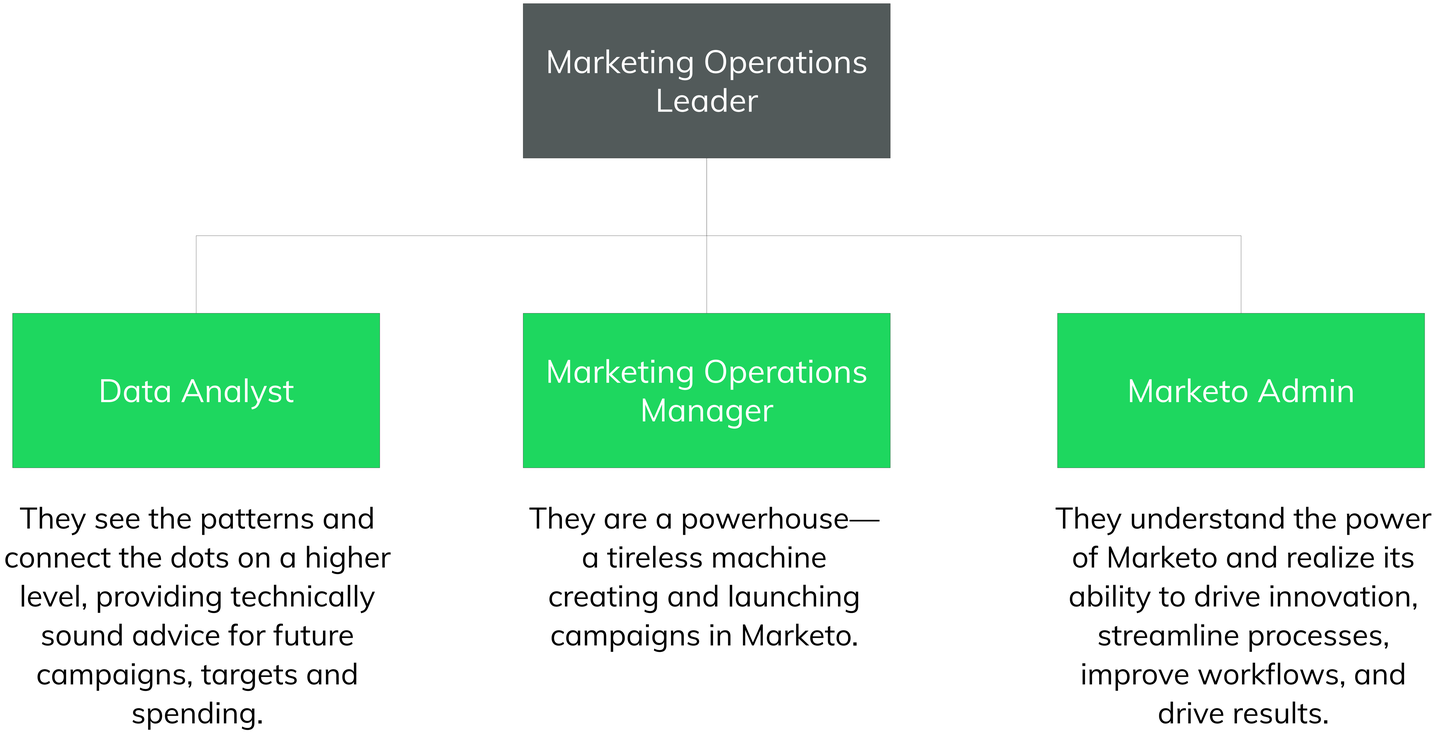
A confident group of Marketo users combined with increased utilization and growing headcount will drive business impact and continue to solidify the importance of the marketing operations function; **earning marketing operations leaders a seat the table.**

#5

Marketing operations teams are growing headcount

66.4% of respondents are planning to grow their team in the coming year. Of those, 61.5% plan to grow the team by 1-2 people and 21.9% by 3-4 people.

For context, 41.8% of respondents say they are currently managing 1-3 people; while 32% currently have no direct reports.



#6

Sales teams will feel empowered– while MOps teams focus on higher quality MQLs

63.8% of respondents say their sales team feels more empowered with Marketo. On the flip side, the study shows lukewarm response from Marketo users when asked how their sales team would rate the quality of MQLs.

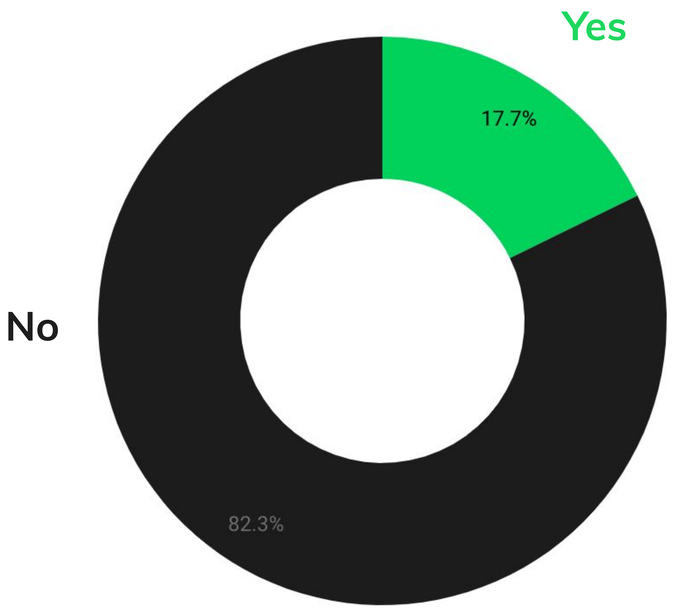
For this reason, we predict continued focus on providing higher-quality MQLs; **focusing more on hand-raisers versus leads meeting scoring thresholds.**

#7

iPaaS adoption will surge

iPaaS is believed to be the next generation integration technology and with **only 17.7% of Marketo users integrating iPaaS with their Marketo instance**, we predict increased adoption in the coming year.

Marketing operations teams can lead the charge for enterprise automation; but marketing operations will need to accelerate adoption to do so.



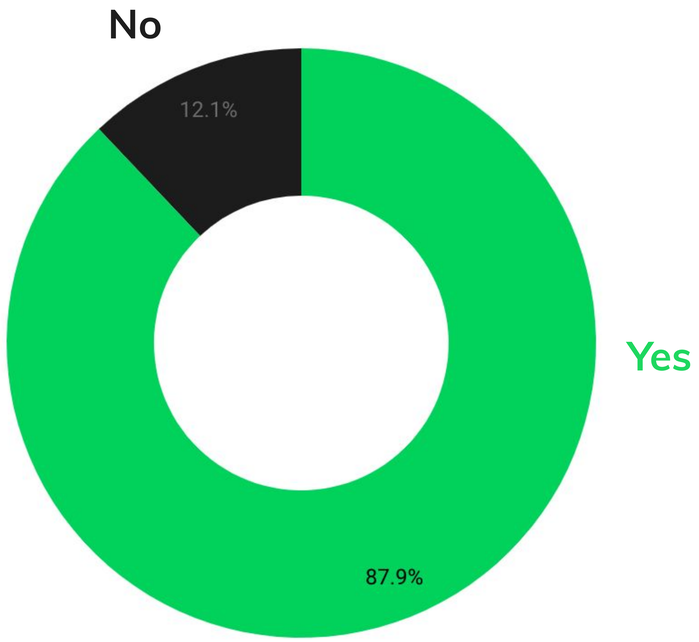
Are you integrating iPaaS with your Marketo instance?

#8

Attribution technology is here to stay, and adoption will increase

41.4% of respondents said attribution tech integration is extremely important and a resounding **87.9% feel attribution platforms help marketing teams optimize marketing budgets.**

From open ended feedback collected, we believe users will look to Marketo to help them tackle attribution issues. Plus, attribution technology platforms will look to fill attribution gaps (i.e. word of mouth).



Do you feel attribution platforms help marketing teams optimize marketing budgets?

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#9

Resourcing talent will become the number one operational weakness

Speaking of attribution gaps, Marketo users will chip away at their current leading operational weakness, measuring impact, and **resourcing talent will become the number one weakness**.

50% of respondents said resourcing talent is their biggest operational weakness versus 54% for measuring impact.

What are your biggest operational weaknesses?

Measuring impact	54%
Resourcing talent	50%
Alignment to goals and strategies	44%
Lack of communication and collaboration	37%
Measuring work efficiency	33%
Measuring output	15%

#10

Campaigns, campaigns, campaigns

73.2% of respondents executed more than 30 campaigns in the last 12 months. **In the coming year, we see 86.5% of respondents planning to execute 30+ campaigns.**

This uptick in campaign execution, combined with an increase in Marketo utilization and confidence in meeting business goals, points to a great year ahead for Marketo users.

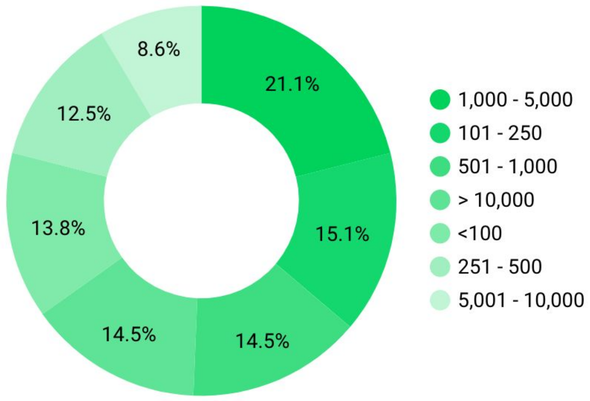
About the Study

A comprehensive Marketo user study was long overdue. We are beyond excited to be serving the Marketo community by conducting this user study. As we continue producing the study year after year, we look forward to sharing even-more powerful data; trending results over time.

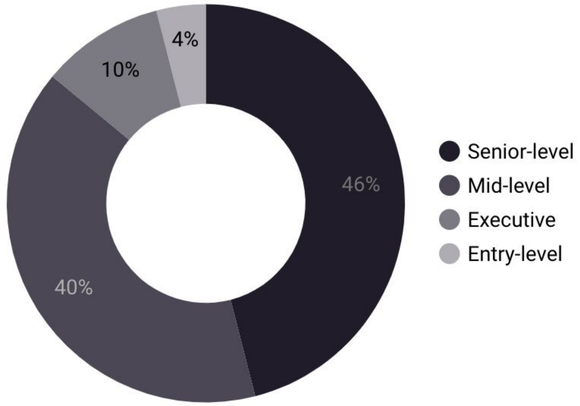
John Francis
Demand Generation Director
PERKUTO + MERGE

Firmographics

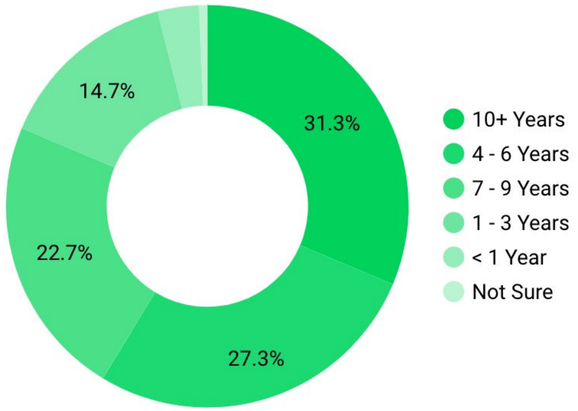
Company Size



Seniority



Years in Marketing Operations



Industry

53.6%
Technology

Years Using Marketo

Respondents w/ Adobe Certification for Marketo

65.6%

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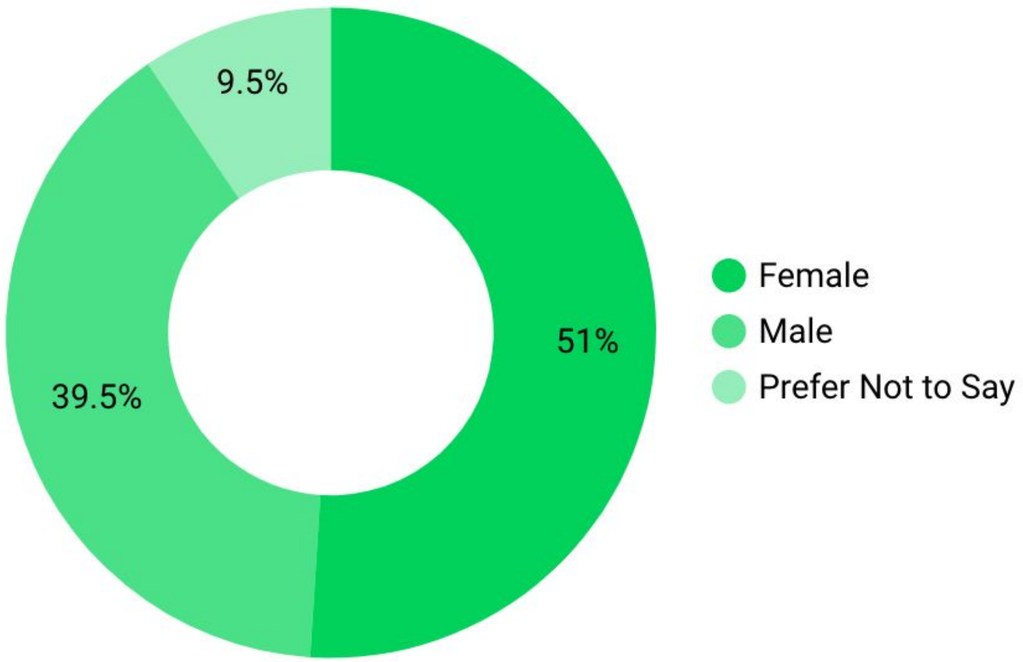
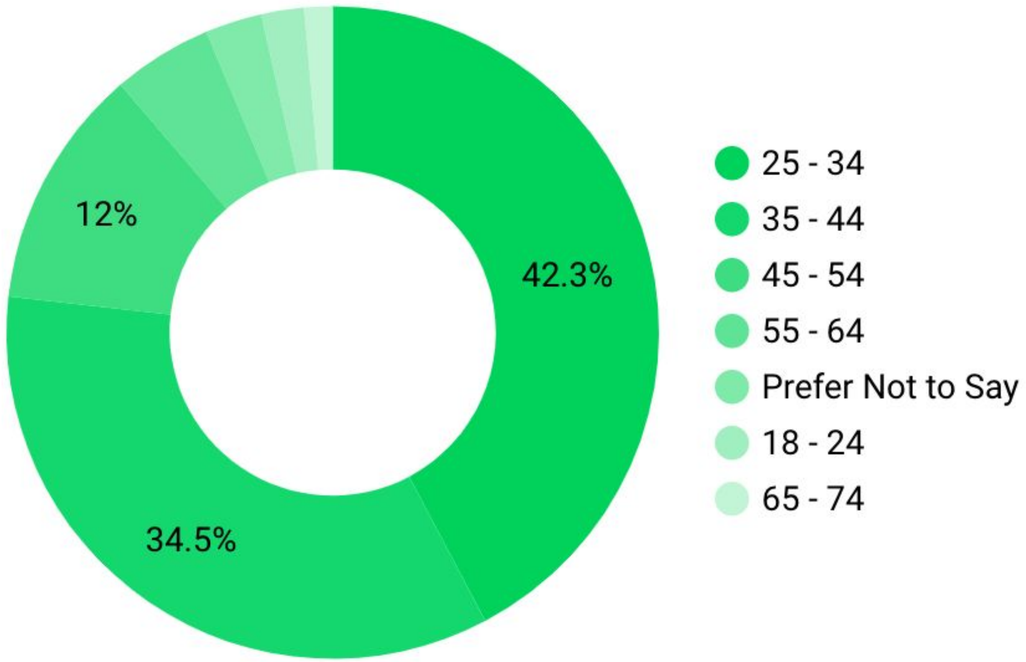
Demographics

Gender



Age Range



About Perkuto + MERGE

Perkuto, a top-rated marketing operations agency, was acquired by MERGE in Oct ‘21.

MERGE is a leading marketing agency driving profound results for enterprise and high-growth organizations through the combination of storytelling and technology.

MERGE helps their clients implement and maximize their investments on platforms such as Adobe Experience Manager, Target, and Marketo by optimizing performance, creating compelling stories, and accelerating the value of marketing operations.

MERGE uses deep expertise, a methodical process, and a genuine love for what they do to ensure projects are done right, on time, and on budget. MERGE is an Adobe Platinum Partner with Marketo Engage Specialization.

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Methodology

The study was conducted to help shape the future of Marketo and to empower the Marketo community with information. The results of the study may be used for benchmarking against other Marketo users. Adobe's role in the study was to help reach current Marketo users through their own community channels. Adobe had an opportunity to review the set of questions and provide feedback. Perkuto has not collected any money for sponsorship of this study. The target audience for the study (and requirement for participation) was current Marketo Engage users; with no geographic restrictions. The study received 1,933 views, 521 starts, and 207 submissions and took 24:33 minutes to complete, on average. For a population size of 100,000 users, this achieves an 85% confidence level w/ a margin of error of 5.2%, according to Survey Monkey's Sample Size Calculator. The study was conducted anonymously for a period of one month, spanning Jan - Feb '22. Channels of distribution were determined by Perkuto and Adobe; with the goal of reaching as many Marketo users as possible. The study was distributed by Adobe to users groups, community members, and Champions. The study was also widely shared on LinkedIn to known Marketo users (based on ZoomInfo data), through Perkuto's own social media platforms, and by MO Pros via email, Slack and social media channels. Perkuto developed the 2022 Marketo Engage User Study using a platform called, Typeform. For any questions related to methodology, please email mops@perkuto.com.