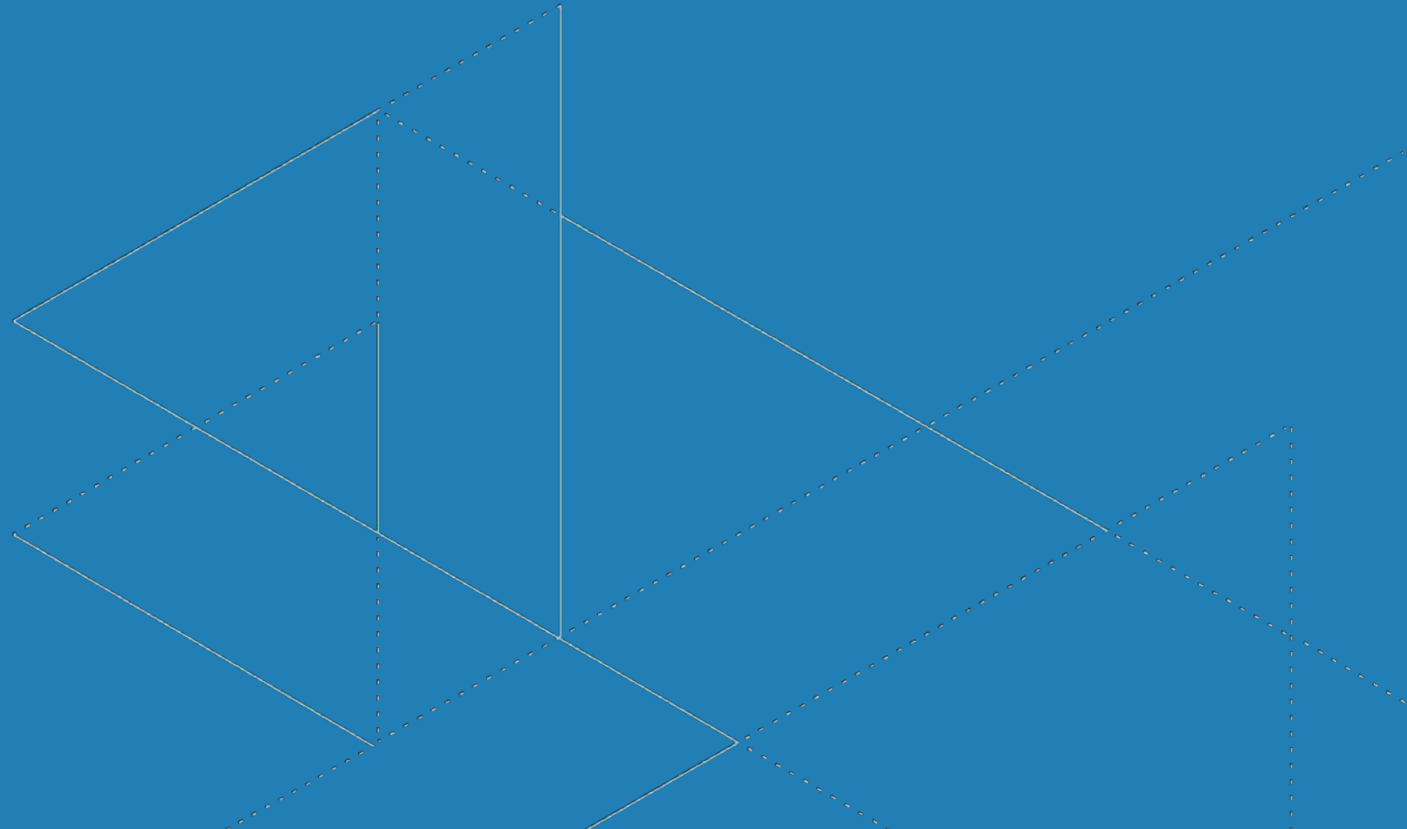


A Custom Technology Adoption Profile Commissioned By LiveIntent | May 2017

# Kick-Start Your Adtech/Martech Convergence

Leverage Customer Email To Start Tackling Marketing's Next Great Opportunity

GET STARTED ▶



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## Kick-Start Your Adtech/Martech Convergence

OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

### AdTech/MarTech Convergence is Coming, But Questions Remain

Advertising technology (adtech) and marketing technology (martech) convergence is a popular topic among marketers, vendors, and investors, but real progress toward convergence is still more talk than action today. Indeed, many marketers are still struggling to clearly differentiate adtech and martech capabilities and are still looking to master each individual component before turning to consolidation.

Most marketers are looking to the medium to long term to realize their convergence aspirations. This study suggests they can get started by focusing on mastering one particular customer identifier that is familiar, persistent, common, and people based: email addresses.

In March 2017, LiveIntent commissioned Forrester consulting to evaluate the state of adtech/martech convergence.



#### Geography

US only



#### Company size

**15%** 20,000 or more  
**30%** 5,000 to 19,999  
**55%** 1,000 to 4,999



#### Industries

All business-to-consumer (B2C) verticals including retail, financial services/insurance, travel and leisure, CPG, and automotive



#### Role

**14%** C-level executive  
**36%** Vice president  
**50%** Director

# Kick-Start Your Adtech/Martech Convergence

OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

1 2

## Convergence Is Grabbing Marketers' Attention

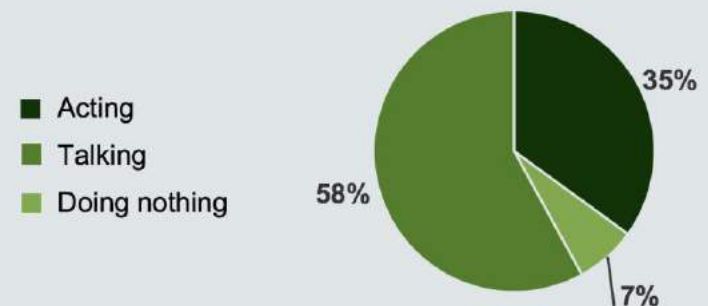
Marketing leaders today recognize that adtech and martech convergence is important, but the majority of firms haven't yet taken real action to make it happen.

- › Thirty-five percent are taking action today (implementing or finished implementation).
- › The majority of firms, however, say they are still in a "talking" stage (discussing or planning).
- › Only 7% of firms say they don't plan or haven't discussed adtech / martech convergence.

*One-third of companies are taking action on adtech/martech convergence today, setting themselves up to be tomorrow's marketing leaders.*



"Which of the following best describes your company's current situation, as it applies to integrating your marketing and advertising technologies?"



Base: 108 US B2C director+ marketing/advertising decision makers at companies that own their CRM/customer data  
Source: A commissioned study conducted by Forrester Consulting on behalf of LiveIntent, April 2017

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OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

1 2

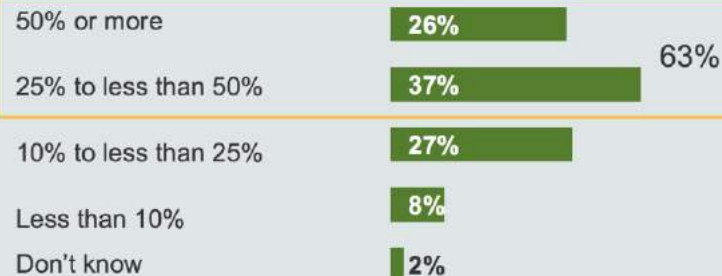
### Marketers Still Struggle To Articulate The Problem

To take effective steps toward adtech/martech convergence, marketers need to first overcome capability and perception hurdles in their path.

- › More than half of marketers believe 25% or more of their colleagues don't understand the difference between advertising and marketing technology.
- › Many marketers struggle with measurement and advanced advertising capabilities.

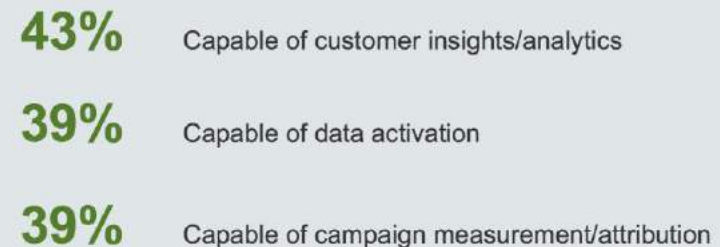
*Marketers should master the technology and data capabilities of marketing and advertising before consolidating.*

“What proportion of your marketing colleagues at your company understand the difference between advertising technology and marketing technology?”



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“Which of the following is your company capable of today?” (Select all that apply)



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## Kick-Start Your Adtech/Martech Convergence

OVERVIEW

SITUATION

APPROACH

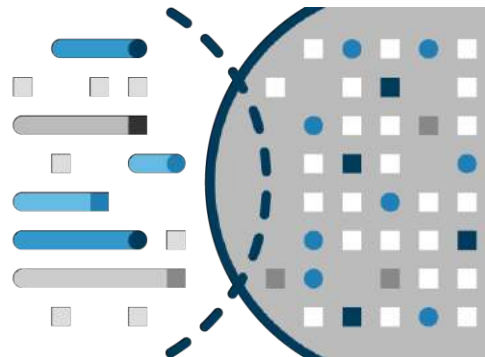
OPPORTUNITY

CONCLUSIONS

1 2

### More Than Half Will Converge Within Two Years

While the adoption curve is happening (over nine in 10 marketers said they were at least discussing adtech/martech convergence), it remains a medium- to long-term proposition for most firms. Nearly three-quarters of firms are a year or more away from integration today, and the timeline is indefinite (two years or more) for 40% of firms.



“Which of the following best represents your company’s timeline for converging its marketing and advertising technologies?”



Base: 108 US B2C director+ marketing/advertising decision makers at companies that own their CRM/customer data

Note: Percentages may not total 100 because of rounding.

Source: A commissioned study conducted by Forrester Consulting on behalf of LiveIntent, April 2017

# Kick-Start Your Adtech/Martech Convergence

OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

1 2

## Marketers Must Break Down Internal Divisions And Data Silos

The path forward for marketers achieving adtech and martech convergence centers on the consolidation of customer data to drive cohesive insights and engagement across touchpoints and devices.

Marketers in our study ranked customer data consolidation as one of their chief barriers to adtech/martech convergence. Collecting and consolidating the data is also only the first step — this data must be used and activated in order to be fully effective.

Marketers told us they also face significant challenges with coordinating across silos — both internal (between company departments) and external (with vendors and agencies) — and fear that converged adtech martech technology would cost too much.

“Which of the following are among the three most significant barriers your company is facing converging its marketing and advertising technologies?”



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# Kick-Start Your Adtech/Martech Convergence

OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

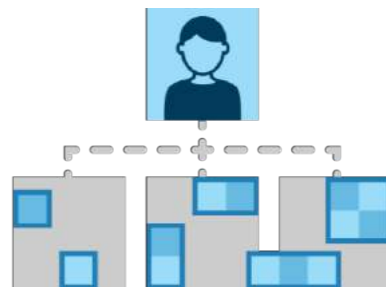
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## Use Email To Drive Data Consolidation

Email is prized by marketers. Eighty-nine percent said a customer's email address was valuable or extremely valuable to them. While email alone isn't sufficient for enabling customer data consolidation, it works as a good starting point because:

- › It's familiar: Marketers have been collecting and working with email addresses for many years.
- › It's persistent: Email is used across sites and across time.
- › It's common: Email registrations tie customer activity together across a customer's entire digital footprint.
- › It's people based: It's deterministic, or tied to an individual rather than a household or device.

The email address provides much more value than enabling marketers to send emails: it lets marketers activate their data, so they can recognize and customize experiences for consumers across publisher and mobile experiences.



“How valuable are each of the following pieces of customer identification for your marketing program?”  
(Showing combined “valuable” and “extremely valuable”)

A customer's email address	89%
A customer's phone number	76%
An authenticated session on my website	70%
An authenticated session on a third-party marketplace	64%
IP address	61%
Mobile device identifier	57%
A customer's social login	55%

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OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

1 2

### Don't Treat Your Customers As Strangers!

As they move to consolidated adtech/martech, marketers anticipate a number of benefits — from improved customer satisfaction to the ability to personalize content to better customer insights (a challenge area for many).

Interestingly, benefits center mostly on adding capabilities for marketing programs, rather than on the resulting improvements in KPIs that should follow. Generally, the market appears to be at an early stage of maturity. The majority of firms are at an earlier ramp-up stage rather than a more advanced state where attention can turn to performance.

*The current primary focus is on planning and implementation, rather than results.*



**“Which of the following benefits does your company anticipate/has your company experienced from converging its adtech/martech?” (Select all that apply)**



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OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

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Advertising and marketing convergence reflects B2C marketers' need to deploy customer experiences that drive growth for their companies. But they also face a current landscape where connecting and delivering customer interactions across touchpoints and devices is pushing marketers' current analysis, orchestration, and execution capabilities to their limits. Furthermore, they must carefully consider the people, process, and technology changes that will occur under converged marketing and advertising capabilities.

Marketers would be well-served to lay the foundation for adtech/martech convergence by starting their journey by focusing on data. Data portability establishes the path by making audience and customer data available throughout the marketing tech stack for robust decisioning, targeting, and personalization for every customer interaction.

But even customer data is considerably more prolific and complicated than it was just a couple of years ago. Overall, marketers must look for a foothold — and customer email addresses have many qualities that make them a good (though not exhaustively sufficient) first step toward the kinds of data consolidation that must drive effective technology convergence.

### ABOUT FORRESTER CONSULTING

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### METHODOLOGY

- › This Technology Adoption Profile was commissioned by LiveIntent.
- › To create this profile, Forrester Consulting created a custom survey for advertising and marketing decision makers at US companies.
- › The survey was completed in April 2017.

### Project Director

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