

Research report: IT and marketing collaboration



86% of executives believe that AI and machine learning are necessities for the organisation however 79% have yet to adopt them

51% of marketing executives complain their martech stack is not user friendly and 72% of executives could do much more with their data to drive impact for the organisation

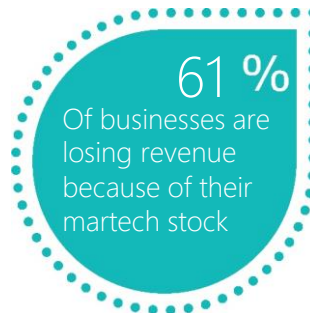


95% of organisations say their customer experience (CX) is in critical need of improvement and more than 60% of marketing respondents believe they are leaving significant revenue and sales opportunities on the table due to their organisation's marketing technology

Who did we interview?



1,440 CIOs, CMOs and CTOs in Australia, Belgium, Canada, Denmark, Germany, Italy, Japan, Netherlands, Spain, Sweden, the UK and the US



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