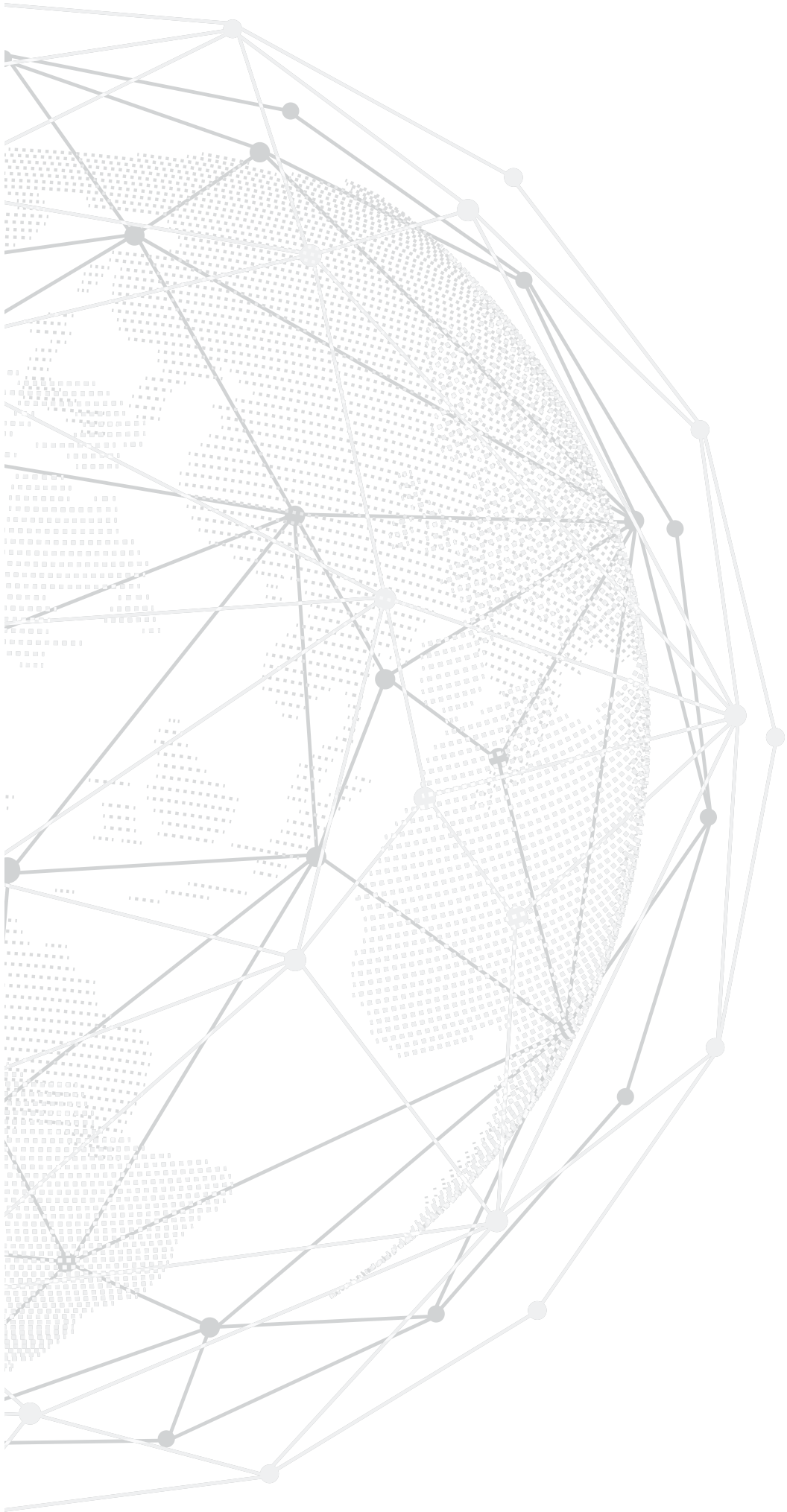*mirum* | India**MarTech**
Survey2020

CEO's Note

Hareesh Tibrewala
Joint CEO, Mirum India

I am delighted to present to you Mirum India MarTech Report 2020.

Digital marketing continues to be in a state of constant change. From the early days of Yahoo! directory listing of websites, to modern day use of DMP to accurately track browser behavior and dish out relevant content...it has indeed been an exciting journey. As digital evolves, technology will play an even more important role in consumer engagement.

This report attempts to understand the current Indian landscape and how brands are adopting MarTech, and what are the some of the challenges and opportunities in this adoption journey. One of the most interesting takeaway for me has been that successful digital marketing will require creativity and technology working hand in hand, a convergence of the left brain and the right brain. A great creative idea, riding on top of great technology, eventually creates a fabulous consumer experience... resulting in brand engagement. We all need to up our game on the tech front, if we need to remain relevant for the consumer of the 2020's.

Happy reading and look forward to your feedback!!

Sanjay Mehta
Joint CEO, Mirum India

As per a recent Gartner CMO survey, one third of a CMO's budget is now going into marketing technology. Recognizing the growing importance of martech, it was imperative to generate some data points that help us all to understand how this space is evolving in India. Thus the Mirum India Martech Report 2020.

Mirum's own journey in the digital space mirrors the evolution of digital in India. We were born as Social Wavelength in 2009, as a social media agency. Around 2015 we got rebranded as Mirum, and as lines between social and digital blurred, we become a 360 degree digital agency. And now with the addition of martech in the basket of services offered, we are an end-to-end digital solutions company.

This report is our attempt to bring the Indian Martech fraternity and other stakeholders on to a common platform, to discuss and share ideas that would be beneficial to all of us. Do write to us at martech@mirumindia.com

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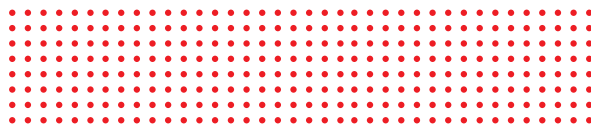
Executive
Summary

The inaugural Mirum MarTech Report is at once both encouraging and sobering.

The former observation has been backed up by increased spending commitments on MarTech, and bullishness on the impact of various technologies. Indeed, those who are invested in the MarTech space will find the next few pages quite encouraging! And those who are still on the fence will hopefully start thinking about taking a dive in this space soon.

There are several trends that could be spotted, and for MarTech to truly take off, the industry should take cognizance of them. Digital marketing is maturing, placing more emphasis on ROI than flag-planting. The next few years are likely to see firms skill themselves internally, to be able to take advantage of the increasingly sophisticated MarTech tools. The industry is still priming up to new-age technologies like blockchain, IoT, AR/VR, AI, etc. and their impact is yet to be ascertained. MarTech firms have to partner with companies to ride this wave together. Indeed, these are not challenges, but opportunities.

The subsequent few pages will take you through the ten top insights that we derived from our respondents' survey data.

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Key Insights

MarTech spends are poised to increase
80% marketers expect their organizations to invest more in tools
and technologies over the next few years.

Business results are driving marketers' decisions
ROI & efficiency are the key drivers for adopting MarTech,
reflected in the use of "old guard" tech like CRM & personalization.

MarTech's benefits follow a maturity curve
87% of those who invested in MarTech find a definite positive
impact, over a 3 year period.

The era of cautious experimentation is upon us
Technologies like wearables and voice search need to
show solid use cases before being considered.

**Both B2C and B2B offer big opportunities for MarTech and
solutions providers**
While consumer-facing firms are more bullish on new tech
opportunities, B2B businesses are not far behind.

**MarTech companies need to help clients with internal skilling
and integration**
64% marketers see the lack of internal skills while 59% marketers
see cross-organization adoption as hurdles.

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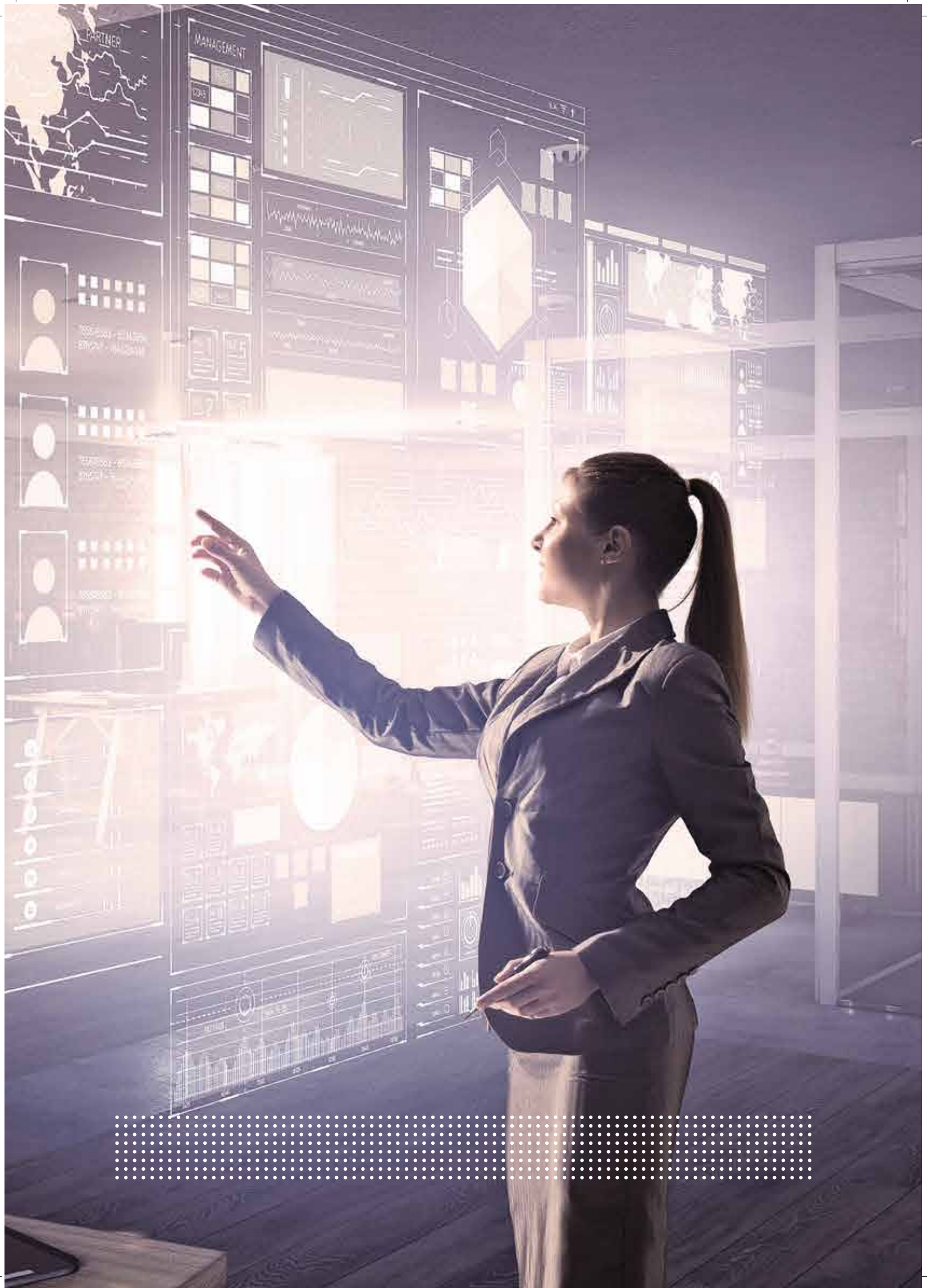
Our findings from the survey

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Across company sizes and sectors, MarTech spends are poised to increase

It should not come as a surprise that marketers across India are bullish on MarTech. As many as 80% of those surveyed expect their organization's spends on these technologies to increase over the next 5 years. It is also encouraging that marketers have a good grasp of what MarTech tools can deliver - as well as high expectations. This is something that will become clearer from subsequent trends.
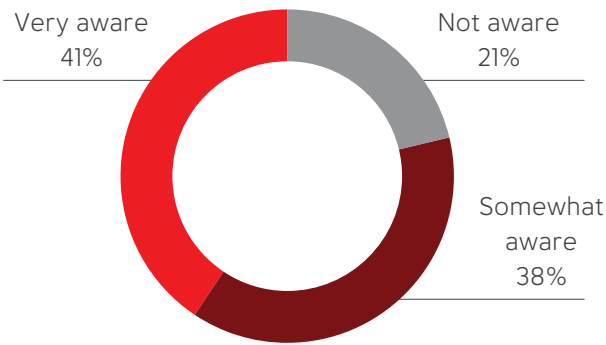
How marketers expect spends on MarTech in their organization to evolve over the next 5 years

Stay the same
17%

Decrease
2%

Increase
81%

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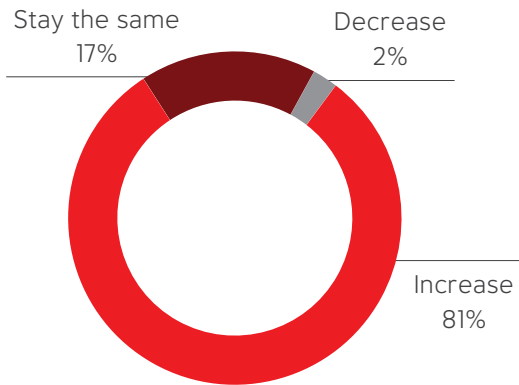
This is congruent with MarTech awareness and adoption as well: 79% of respondents said they are either very or somewhat aware of such tools, and 75% of them have at least partially implemented them.

Awareness of MarTech tools

Very aware
41%

Not aware
21%

Somewhat
aware
38%

Adoption of MarTech / automation tools

Partially
implemented
but not
completed
32%

Completed as
per our goals
25%

Not thinking
about it yet
15%

Discussions have
started and we will
get started soon
28%

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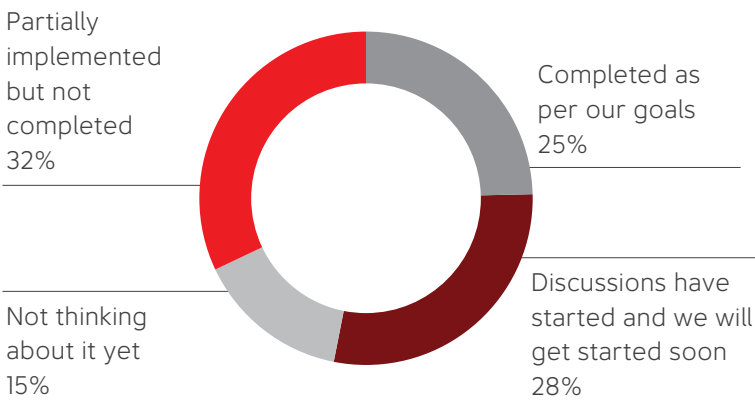
MarTech's benefits follow a maturity curve

One of the most telling findings from our study was that the maximum benefit of MarTech accrues to marketers who have stuck with it for a longer time. 87% of our respond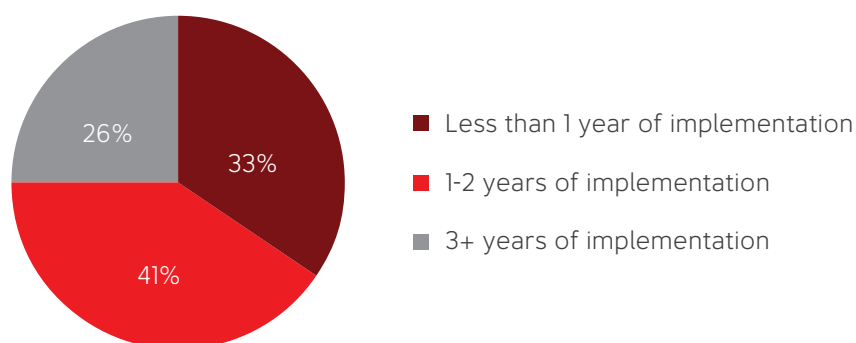ents who have been using MarTech for over 3 years say that it has definitely had a positive impact on their marketing activities. This starkly contrasts with those who have adopted it for less than a year - where all those who adopted were unsure of the impact it had.

Duration of implementation of MarTech tools by respondents' organizations

26%

33%

41%

■ Less than 1 year of implementation

■ 1-2 years of implementation

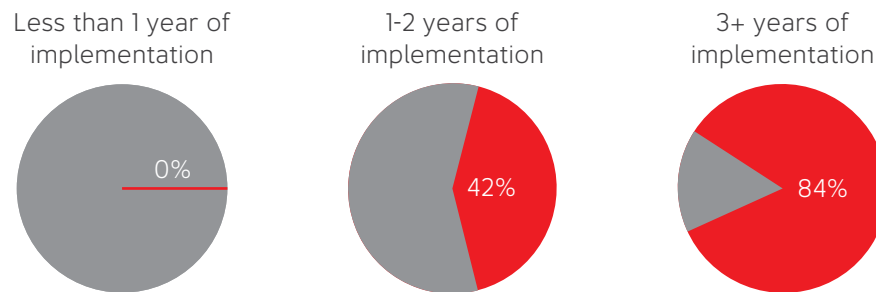■ 3+ years of implementation

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What this shows is that it takes time to see the benefits of using MarTech tools. While there might be some immediately visible benefits, our respondents have also told us that they increasingly value ROI and efficiency - both of which are more likely to reflect in the long run. This should also act as a motivator for organizations to give MarTech tools a fair chance - 64% of our respondents cite internal lack of skills and 59% see lack of cross-organization adoption as challenges to fully realise tools' potential.

This maturity curve has a flip-side as well - those who don't see benefits immediately are likely to have a more pessimistic view of the technology. However, the outlook looks positive - as currently, only 25% respondents have used MarTech for 3+ years, so the overall percentage of marketers who find it useful is likely to increase over the next few years.

Percentage of marketers who felt MarTech has definitely benefited their organization, according to the number of years they had used it.

Less than 1 year of implementation	1-2 years of implementation	3+ years of implementation
0%	42%	84%

> Biggest challenge is that the most companies have several decision makers involved in the process of implementing MarTech solutions. Adding to this is the pressure caused by marketers evaluating solutions only after they identify a specific business need, which leaves them with little time to plan before arriving at a decision. Another challenge is marketing budgets. For several companies, one of the key issues in implementing MarTech solutions lies in the technical challenges posed by the same. The marketers found budget limitations as one of the biggest challenges that kept their companies from implementing new MarTech solutions. This was followed by the technical challenges posed by the new solutions when it came to linking them with other existing technology as well as resistance in adopting a change by internal stakeholders.

Vivek Zakarde
Head - Business Intelligence Visualization &
Data Warehouse, Reliance General Insurance
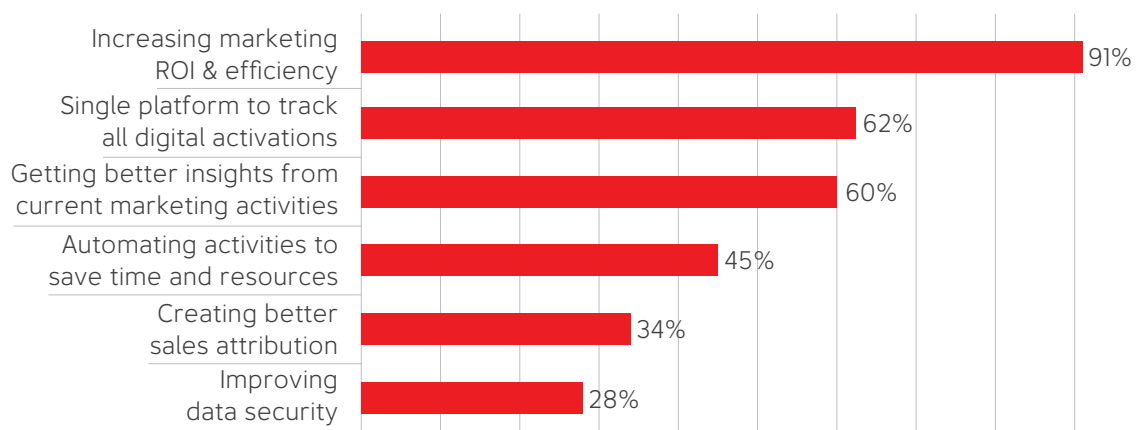
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ROI continues to be a priority for marketers

Over the last few years in various industry fora we have seen a perceptible shift towards marketers demanding more business results from their spends. The same is reflected here as well - as many as 90% of the respondents said improved marketing ROI and efficiency was the key motivator in adopting marketing technology or automation - by far the top answer.

The strategic deployment of various digital marketing channels is also reflected in the second strongest motivation for adopting MarTech - 62% of respondents looked for a single platform to track all their digital activations. This means marketers are increasingly looking at mediums holistically, as well as are more confident of running omni-channel campaigns. Given the emphasis on ROI, MarTech tools should focus on the bigger picture, and not just platform goals.

It is also worth noting that marketers look for MarTech tools to give them consumer & marketing insights, not just delivery, with this being a priority for 60% of the respondents. This is not surprising as automation will free up time for more experiments and A/B testing across mediums, and testing hypotheses become easier.

Marketers' motivations to adopt MarTech / automation

Motivation	Percentage
Increasing marketing ROI & efficiency	91%
Single platform to track all digital activations	62%
Getting better insights from current marketing activities	60%
Automating activities to save time and resources	45%
Creating better sales attribution	34%
Improving data security	28%

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> I think over the last few years, expectations from digital marketing have matured. If a few years ago, it was the new toy everyone wanted to experiment with, now it's expected to deliver results. There are enough examples, models and past experience to drive this. At the end of the day, digital is also a part of the 'marketing' discipline, so it was inevitable that the emphasis on ROI would catch up with it. It's a good thing the industry has moved on from finding pride in just vanity numbers. The role MarTech has to play here is an important one.
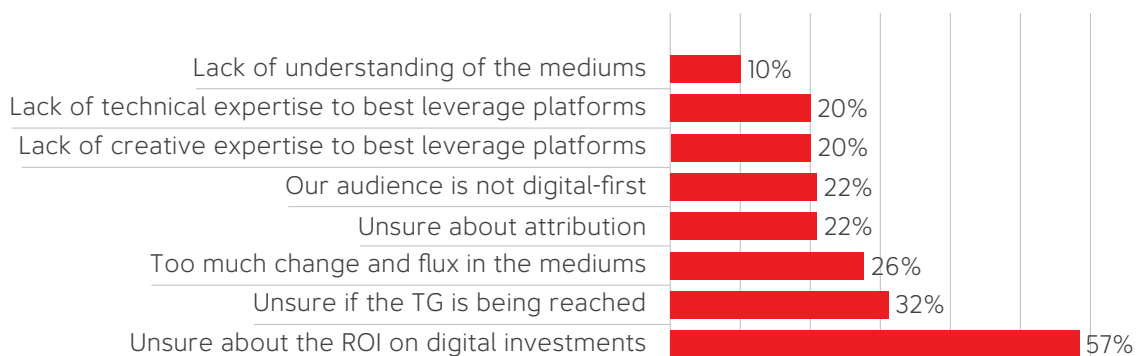
Juzer Tambawalla
Director – Marketing,
Franklin Templeton Investments

The focus on ROI is further reflected in what marketers look for in the digital medium as a whole, where ROI and reaching the right TG were top concerns. We see both of these addressed with MarTech solutions such as granular audience definitions and targeting.

Challenges marketers face using digital medium for marketing

Challenge	Percentage
Lack of understanding of the mediums	10%
Lack of technical expertise to best leverage platforms	20%
Lack of creative expertise to best leverage platforms	20%
Our audience is not digital-first	22%
Unsure about attribution	22%
Too much change and flux in the mediums	26%
Unsure if the TG is being reached	32%
Unsure about the ROI on digital investments	57%

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Brand building and sales are the leading objectives for deploying MarTech

Despite all the 'shiny new toys' that the digital medium offers and are in vogue among technology writers today, marketers expect MarTech tools to contribute to traditional business goals such as brand building and sales over the next five years.

Business objectives marketers see MarTech playing a role for, in their organizations over the next 5 years

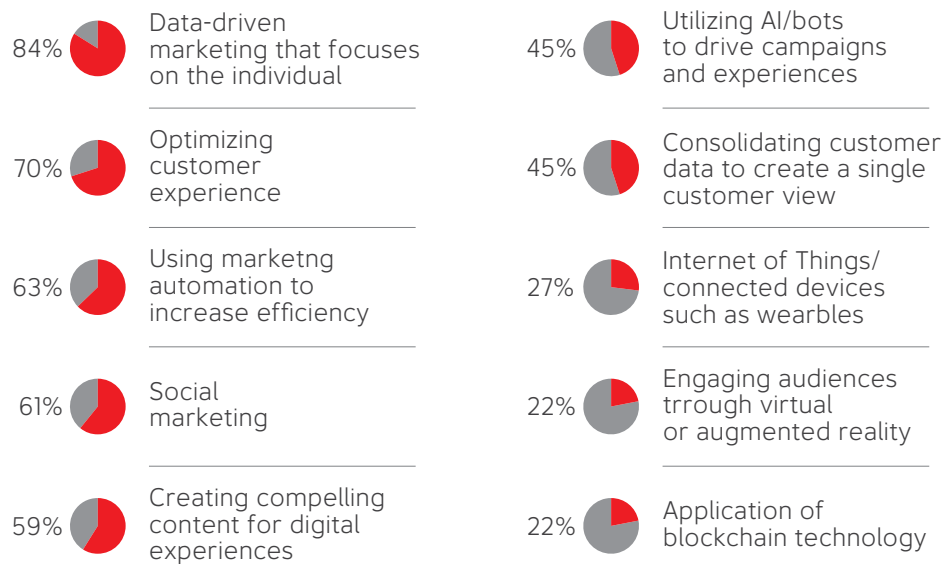| Brand building	Sales	Lead generation	Audience engagement	CRM	PR & reputation
73%	66%	64%	61%	54%	28%
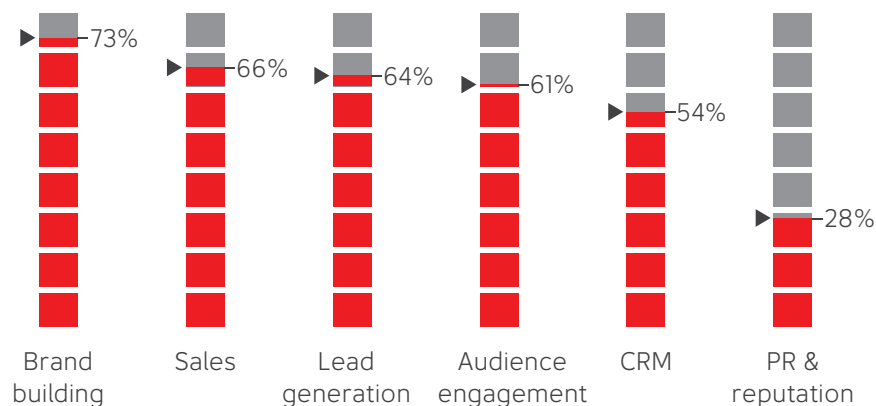
These responses point towards the maturity of the digital marketing industry, and a realisation that no matter how newer the tech, it still needs to deliver business results at the end of the day. 84% of our respondents felt data-driven, individual-focused marketing presented the most interesting opportunities for their organization in the coming couple of years, while 70% were keen on optimizing customer experience. In contrast to this, less than 30% were keen on adopting new technologies.

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This is a signal for exponents of such technologies to pitch their solutions accordingly - marketers are unlikely to adopt such tools unless they see a specific use case or benefit. For example - if Blockchain technologists can demonstrate how adopting their tools can lead to say, better data security for customers, or IOT-makers pitch a better customer experience, they are more likely to get facetime with decision makers.
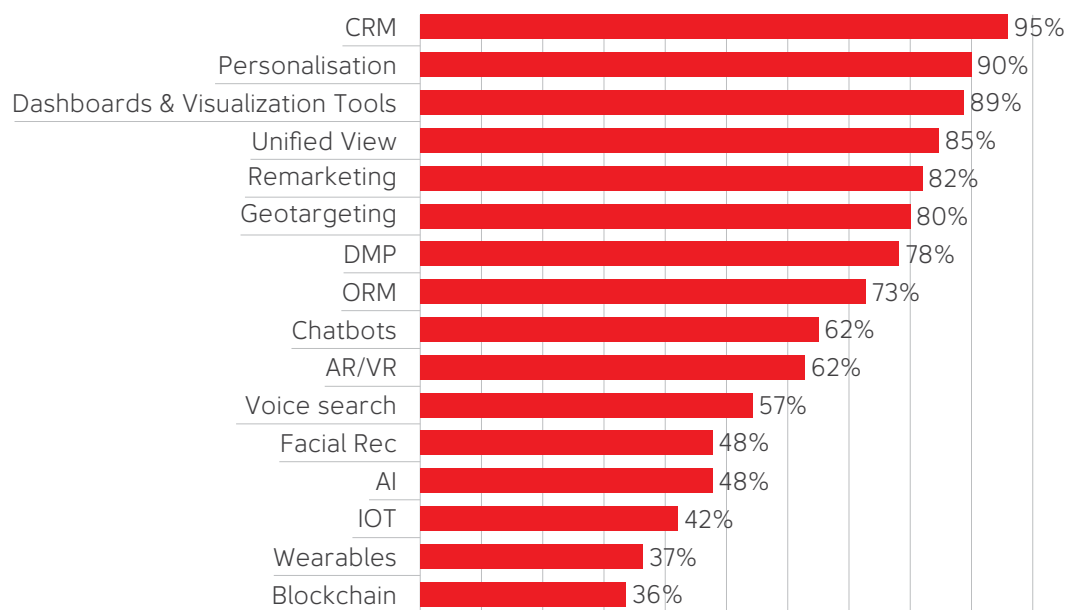
Technologies / tools that present the most interesting opportunities for marketers over the next 2 year

84%	Data-driven marketing that focuses on the individual	45%	Utilizing AI/bots to drive campaigns and experiences
70%	Optimizing customer experience	45%	Consolidating customer data to create a single customer view
63%	Using marketng automation to increase efficiency	27%	Internet of Things/ connected devices such as wearbles
61%	Social marketing	22%	Engaging audiences trrough virtual or augmented reality
59%	Creating compelling content for digital experiences	22%	Application of blockchain technology

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Marketers choose CRM and Personalization as the most effective technologies

The emphasis on ROI we've seen earlier is reflected in choice of technologies as well: The old guard of CRM, Personalisation, Dashboards & Remarketing were what marketers felt made the most difference in terms of effectiveness, with at least 80% of marketers vouching for each technology's effectiveness. On the other hand, new age-technologies like IOT, Blockchain and wearables scored quite low, ostensibly due to lack of any specific use-case.
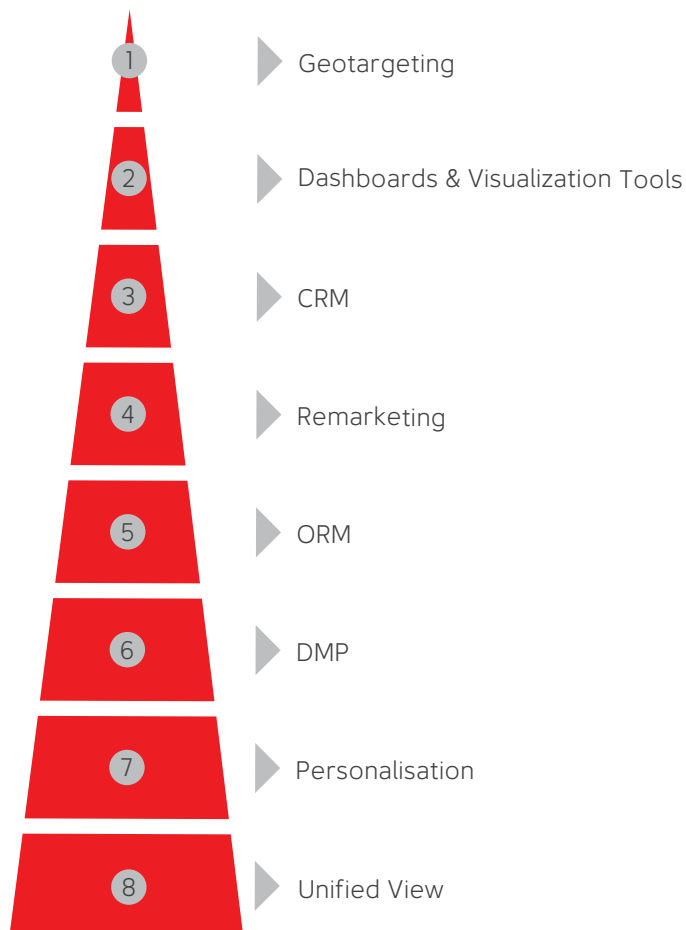
Technologies that marketers feel can make a lot of difference from a digital marketing effectiveness point of view

Technology	Percentage
CRM	95%
Personalisation	90%
Dashboards & Visualization Tools	89%
Unified View	85%
Remarketing	82%
Geotargeting	80%
DMP	78%
ORM	73%
Chatbots	62%
AR/VR	62%
Voice search	57%
Facial Rec	48%
AI	48%
IOT	42%
Wearables	37%
Blockchain	36%

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This is a departure from the more tech-happy days at the beginning of the last decade where case studies often found sufficiency in adopting a new technology or achieving a milestone more than its impact on the business. For MarTech companies, this is important as marketers will increasingly rely on them to deliver solutions. 85% of them, after all, are interested in data-driven marketing, while 77% feel analytics will be key for understanding their CX requirements.

It's also interesting to see how marketers put their money where their mouths are. Out of a list of 16 technologies, marketers chose the following 8 as the most effective and most implemented technologies:

Ranked most implemented

1. Geotargeting
2. Dashboards & Visualization Tools
3. CRM
4. Remarketing
5. ORM
6. DMP
7. Personalisation
8. Unified View

> I don't think you're going to see too many marketers rushing to adapt the latest from CES without having a solid use case. I think around the world, that era of "being the first brand to use ABC tech" as a selling point is over. Now, it's more about doing the things you're doing well, and ensuring it adds to either revenues or the overall brand.
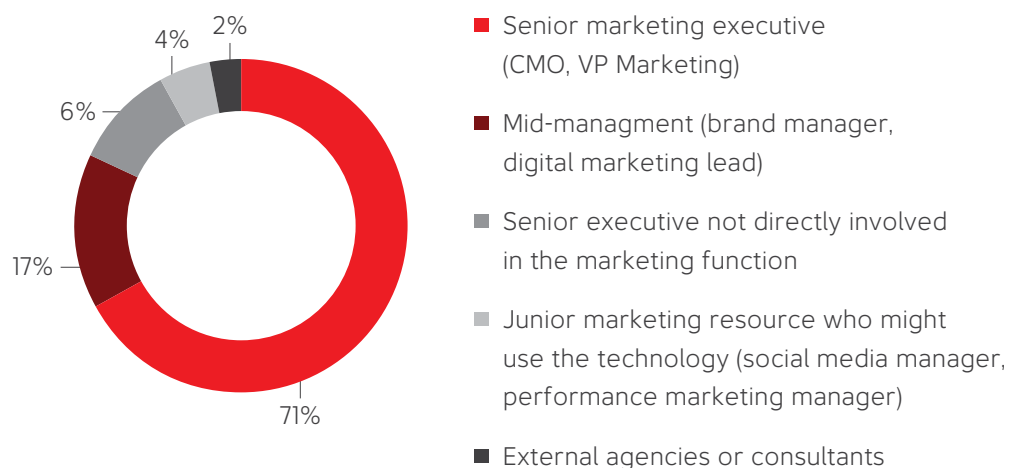
Ashwini Nithyanandam
Head of Marketing, Prestige Group

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6 ●●●●

Senior management remains the adoption influencer, and that's a healthy sign

It is also a sign of growing importance of digital that senior management has become the key influencer in the MarTech tool adoption process. While it was never in doubt that they would be the ones to sign the cheques, what is interesting now is that they are taking an active interest in the tools themselves - a whopping 71% of our respondents said senior marketing executive starts the conversation about MarTech, which a few years ago would have been the preserve of more digitally-oriented mid-management or external agencies.

Conversation-starter about marketing technology in respondents' organizations

- Senior marketing executive (CMO, VP Marketing)
- Mid-managment (brand manager, digital marketing lead)
- Senior executive not directly involved in the marketing function
- Junior marketing resource who might use the technology (social media manager, performance marketing manager)
- External agencies or consultants

The takeaways from this are quite clear: MarTech firms need to pitch to senior management, and given the emphasis on ROI, need to tailor their offerings from that perspective.
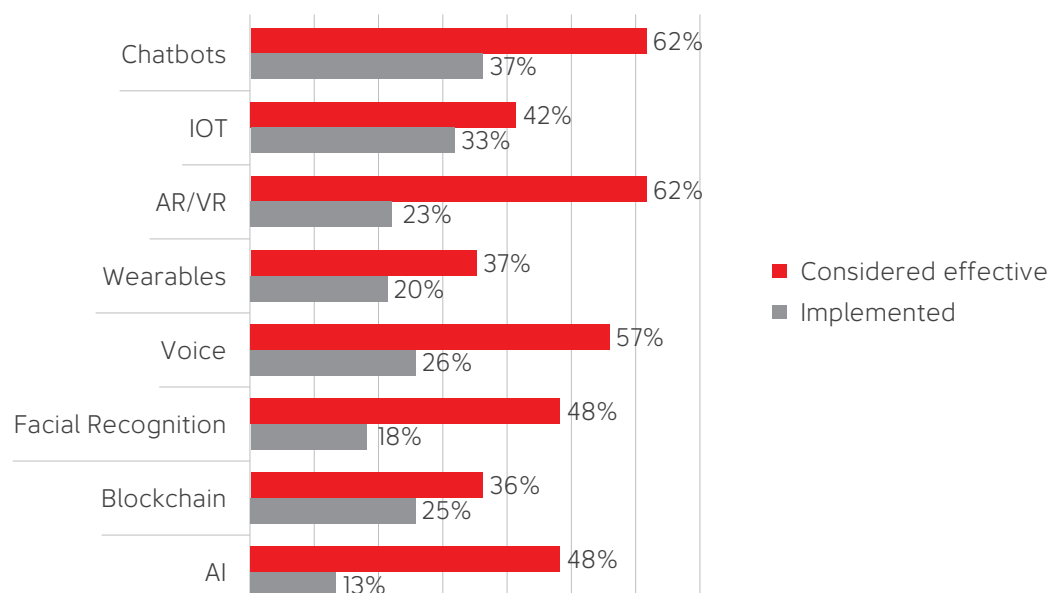
It can also be inferred that while much of this senior management might not be involved in the day-to-day operations of the tool (or indeed, digital marketing itself), they still see it as important enough to warrant starting a conversation. That itself points to the health and positive future of MarTech in the Indian scenario.

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The era of cautious experimenting with new-age technologies begins

Gone are the days when marketers would jump to be the first to adopt a technology for the novelty or headline value. Instead, marketers today are likely to be more critical or evaluative when it comes to new-age tools like the Internet of Things (IOT), Blockchain & Wearables.

This could be because it is still early days for these technologies, and there is a lack of global or local examples of brands using them – something that proponents of such technologies should take into account when pitching.

Percentage of marketers who consider new age-technologies effective, and their adoption.

Technology	Considered effective	Implemented
Chatbots	62%	37%
IOT	42%	33%
AR/VR	62%	23%
Wearables	37%	20%
Voice	57%	26%
Facial Recognition	48%	18%
Blockchain	36%	25%
AI	48%	13%

■ Considered effective
■ Implemented

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The gap between perceived effectiveness and implementation also signals the cost of some of these technologies: Adopting AR/VR, robotics or facial recognition is more resource-intensive than, say, building an app on Facebook or experimenting with QR Codes, two tools marketers thronged to at the beginning of the last decade.

There are two exceptions to this. Chatbots have been implemented by 37% of respondents (which is remarkable, given that the 'effectiveness topper', personalisation, scores only 39%). This is likely to be used for automating tasks for service-led companies. The other exception is geo-targeting which is actually the most implemented technology, at 64%. The simple reason for this could be Facebook and Google location-based targeting which have become standard practice is the last few years for even the most digitally conservative firms.

> As digital marketing becomes increasingly sophisticated, every brand and business, big or small, will need a MarTech platform to create and manage personalised, contextual communication, across multiple channels scale. This creates value both for the consumer and the brand. Also a MarTech investment is a long term investment. One needs to be the sure that the platform is robust and will scale as digital communication continues to evolve over the next few years.
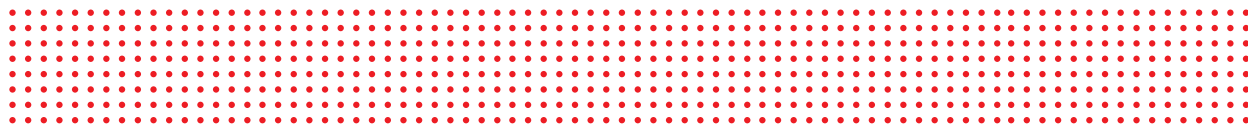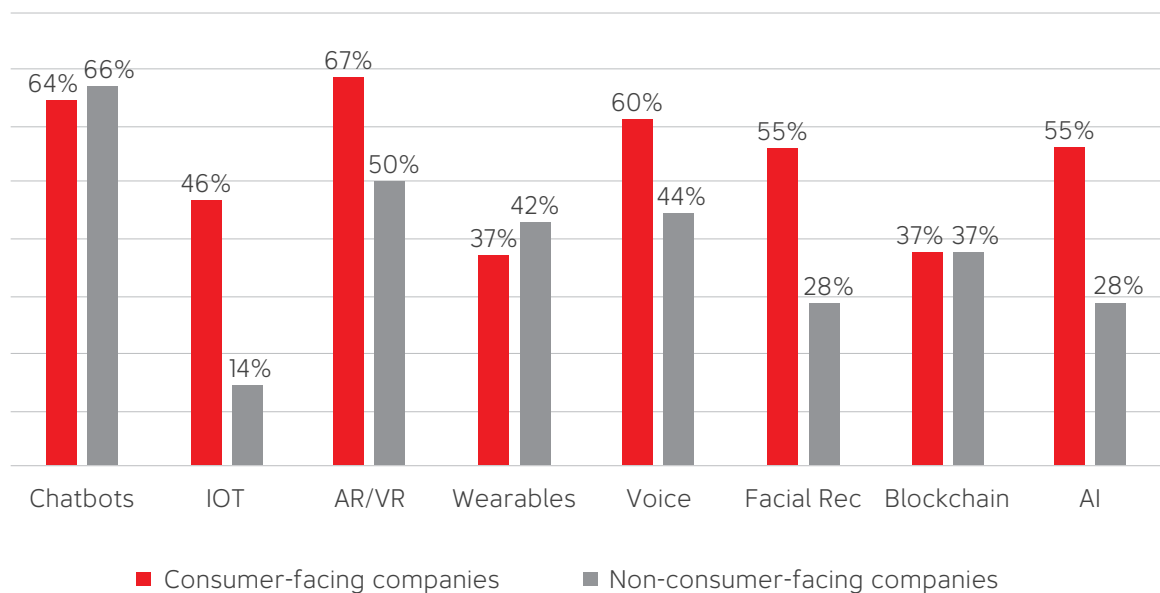
Mihir Karkare
EVP, Mirum India

Both B2C and B2B offer big opportunities for MarTech and for solutions providers

Historically, it has been consumer-facing companies that are quicker to adopt or consider newer technology. So it should be unsurprising that even in our survey, it was the B2C sectors such as retail, consumer goods, entertainment, real estate and banking that had a more positive outlook on AR/VR, Wearables, Voice, etc. than their B2B counterparts like logistics, pharma, R&D and manufacturing – though, not by much. It could also be argued that consumer-facing firms would find a more practical use for some of these technologies - case studies of consumer goods and entertainment adopting wearables and VR exist.

Perceived effectiveness of various digital marketing technologies

	Chatbots	IOT	AR/VR	Wearables	Voice	Facial Rec	Blockchain	AI
Consumer-facing companies	64%	46%	67%	37%	60%	55%	37%	55%
Non-consumer-facing companies	66%	14%	50%	42%	44%	28%	37%	28%

■ Consumer-facing companies   ■ Non-consumer-facing companies
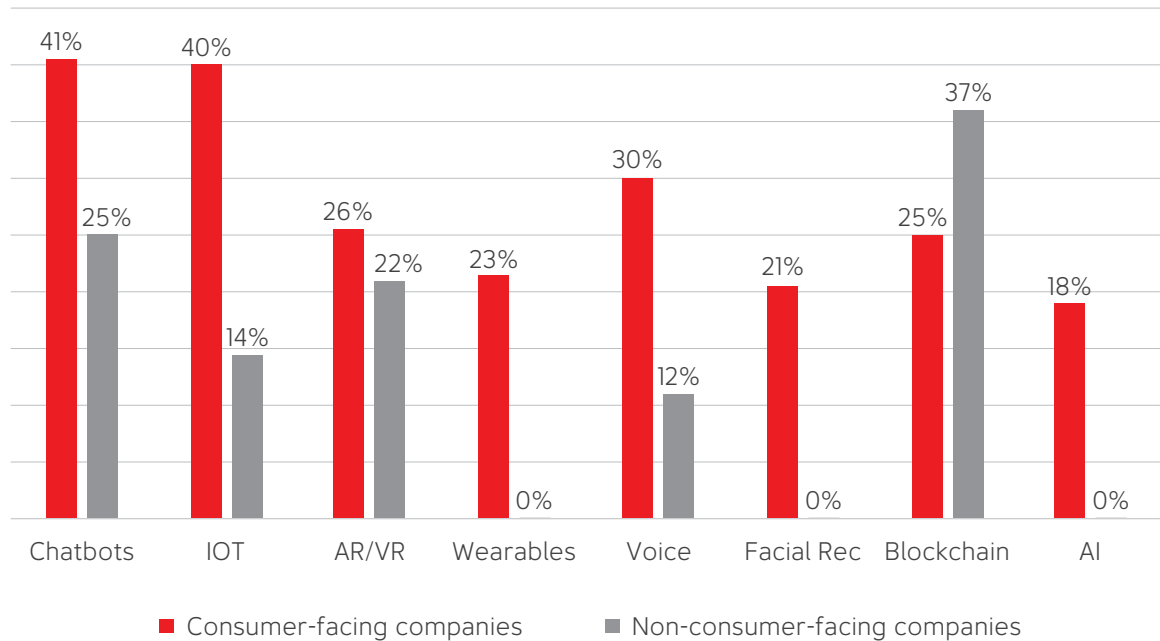
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A deeper dive into our data also shows that AR/VR and Voicet are the most likely technologies to be adopted by firms, and that is something solutions providers and MarTech firms should note. Once again, with the caveat that it should be tied back to show ROI.

We are pleasantly surprised that the gap between B2B and B2C firms in terms of perception of these technologies is not very high. This augurs well for industrial applications of some of these tools, which we are already seeing in the West. Tools such as AR, Blockchain and Robotics arguably have more effective and practical B2B uses. We would recommend solutions providers to consider this an untapped opportunity and pitch with an approach of how these tools can lead to significant savings or process improvements.

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Implementation of various digital marketing technologies

Chatbots: 41% / 25%
IOT: 40% / 14%
AR/VR: 26% / 22%
Wearables: 23% / 0%
Voice: 30% / 12%
Facial Rec: 21% / 0%
Blockchain: 25% / 37%
AI: 18% / 0%

■ Consumer-facing companies   ■ Non-consumer-facing companies

"

B2C has been way ahead when it comes to MarTech adoption. I think the space of B2B offers some interesting challenges that can be solved by digital technology. While B2B firms have traditionally been behind when it comes to adapting new technology, I think everyone working on the marketing side of things can see the benefits and how it can help processes as well as marketing output. I expect a lot more interest and applications from this space in the future for emerging tech.

"

Shelly Arora
Global Head- Brand & Social media
marketing & Digital customer acquisition,
Lycamobile

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9 ●●●●

Wanted: Both sides of the brain in equal measure

Of all functions in an organization, one could argue that marketing is the one that is most people-driven given its focus on the consumer and insights, and some of these skills are not easily replicable by a machine.

From our research, we find both data / analytical skills and creativity are equally valued, most tellingly reflected in what current marketers are looking for in the next generation: 76% look for the former, while 69% seek the latter. Also scoring high are specific competencies such as digital marketing (71%) and MarTech skills (62%). This trend is true across company sizes. Interestingly, two traditional mainstays of marketing - customer experience (50%) and brand strategy (45%) - aren't as highly ranked.
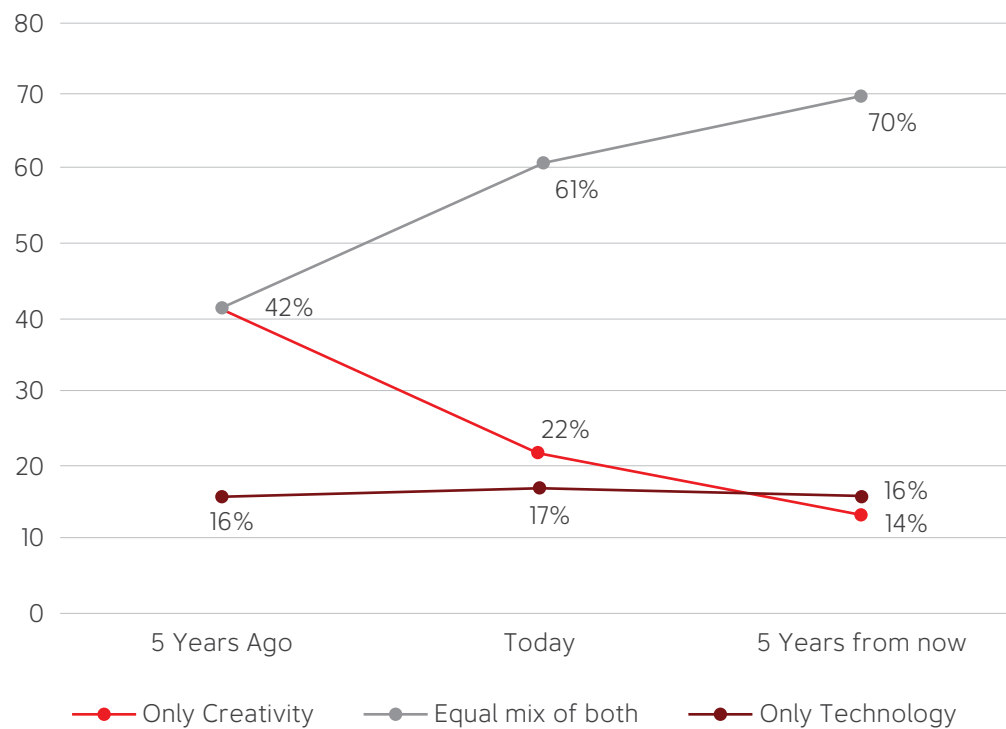
Percentage of respondents who look for specific skills when hiring into the marketing function of their companies

Data and analytics	Digital Marketing	Creativity	MarTech Experience	Customer Experience	Brand Strategy
76%	71%	69%	61%	50%	45%
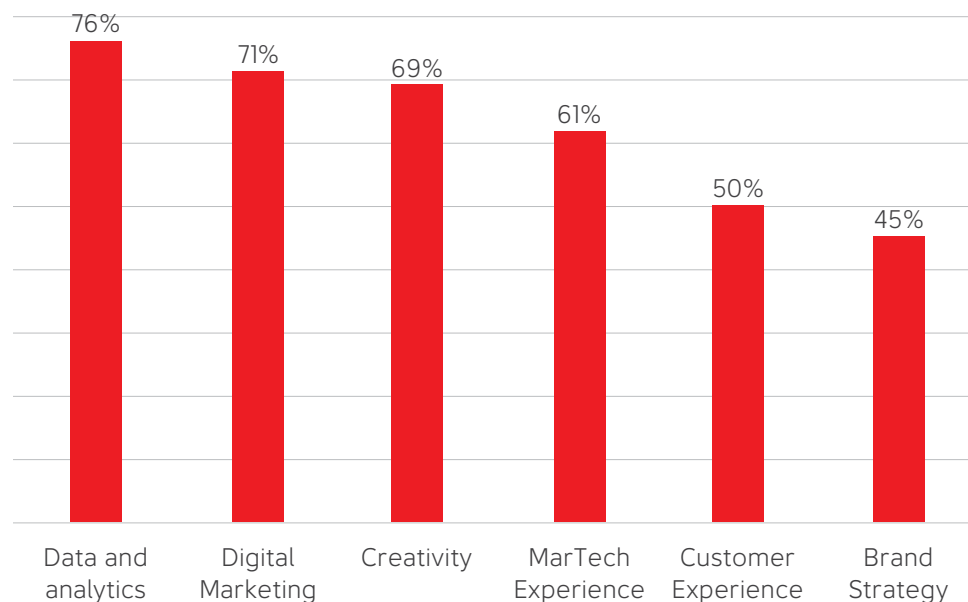
More importantly, marketers overwhelmingly & increasingly want a combination of the two skills over the next few years, as much as 67% up over a 10-year period.

This is an important point for potential marketing aspirants as well as for institutes to take note. For the former, it is important to get a thorough understanding of digital technologies and its impact on business. Institutes too need to update marketing curricula according to changing technologies and needs.

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Change in perception of respondents around key driver of their marketing strategy over time

Only Creativity ⬤ Equal mix of both ⬤ Only Technology

> While MarTech is a key enabler in the new digital paradigm, content still is the heart and soul of marketing. Without creative and compelling content no amount of technology can help you achieve your marketing goals
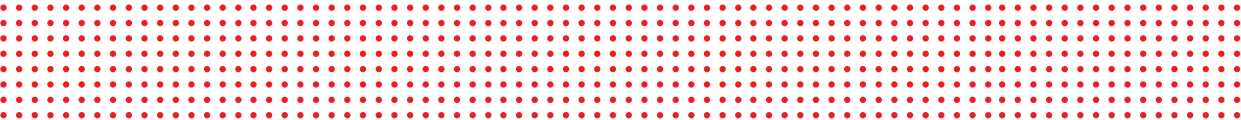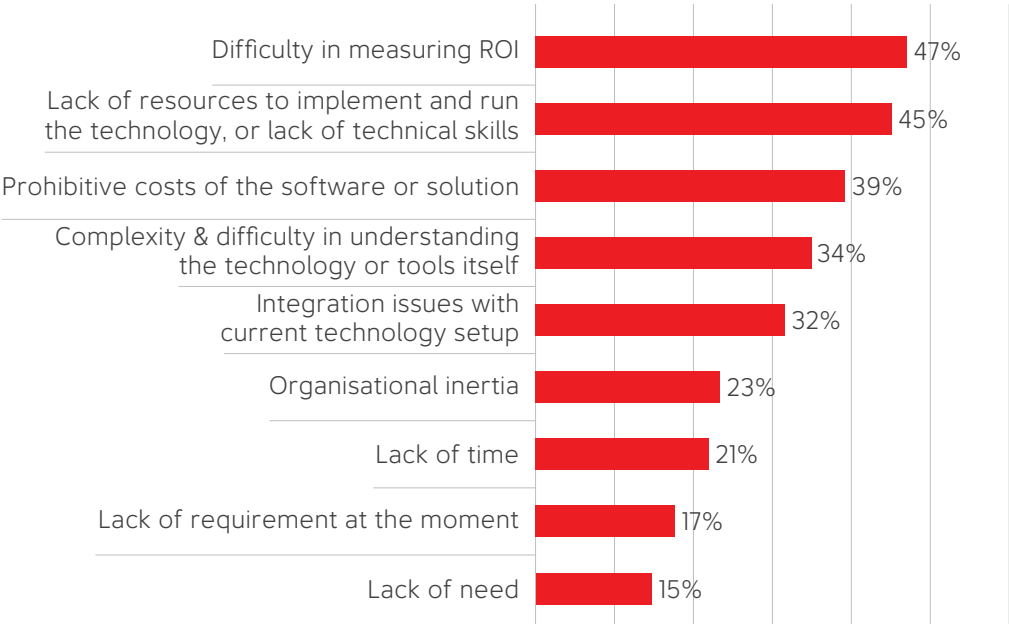
Amit Vaish
Head of Solution and Industry Marketing,
India CoE, Unisys

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MarTech companies need to help clients with internal skilling and integration

MarTech is in an interesting inflexion point. While there is a fair amount of awareness and adoption, there are some roadblocks, as with any new paradigm.

Lack of internal skills (46%), complexity (35%) and integration issues (33%) are concerns for marketers. Even if they had access to the best tech, marketers see lack of internal skills (64%) and cross-organization adoption (59%) as hurdles. The good thing is, these are solvable issues, but MarTech firms need to take the onus of bridging some of these gaps.

Hurdles for marketers' firms to adopt MarTech / automation

Hurdle	%
Difficulty in measuring ROI	47%
Lack of resources to implement and run the technology, or lack of technical skills	45%
Prohibitive costs of the software or solution	39%
Complexity & difficulty in understanding the technology or tools itself	34%
Integration issues with current technology setup	32%
Organisational inertia	23%
Lack of time	21%
Lack of requirement at the moment	17%
Lack of need	15%

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Challenges even if marketers had access to best-in-class MarTech tools

Challenge	Percentage
Building up analytical skills to do justice to the reports/analytics given by the technology	64%
Ensuring that everyone in the organization uses the solutions	60%
Training of resources to use it	54%
Implementation across other divisions	25%
Develop the business use cases/stories	2%
Enable analytics and technology driven marketing campaigns	2%

This is important: The future adoption of MarTech lies in positive word-of-mouth and renewals. MarTech firms have a responsibility to solve these problems and grow the ecosystem. They need to work closely with organizations across the sales and adoption lifecycle: Pre-sales (understanding industry requirements, pitching the right solutions, mapping ROI and evaluation of internal skills), Post-sales (providing training to build internal skills, assisting with systems integration) as well as Follow-ups (upgrades, further training, evaluating if tool is being utilized optimally).

While it might be tempting to skip some of these steps - some, such as training will even incur extra costs - we feel this is particularly important, as marketers review their stack quite often - 64% do it atleast once a year. The investment will be worth it in the long run as not only will renewals happen, but marketers' faith in the ROI of these tools will also increase.

> MarTech software cannot be sell-it-and-forgot-it. It needs to be more engaged and the onus is on the vendor to ensure optimal adoption, as much as it is for the buyer. I think once people internally are convinced about the benefits, rather than it being "yet another tool to deal with", then natural interest will happen. This is a gap that we will have to bridge.

Yashdeep Vaishnav
Director – Marketing Cloud, Salesforce India

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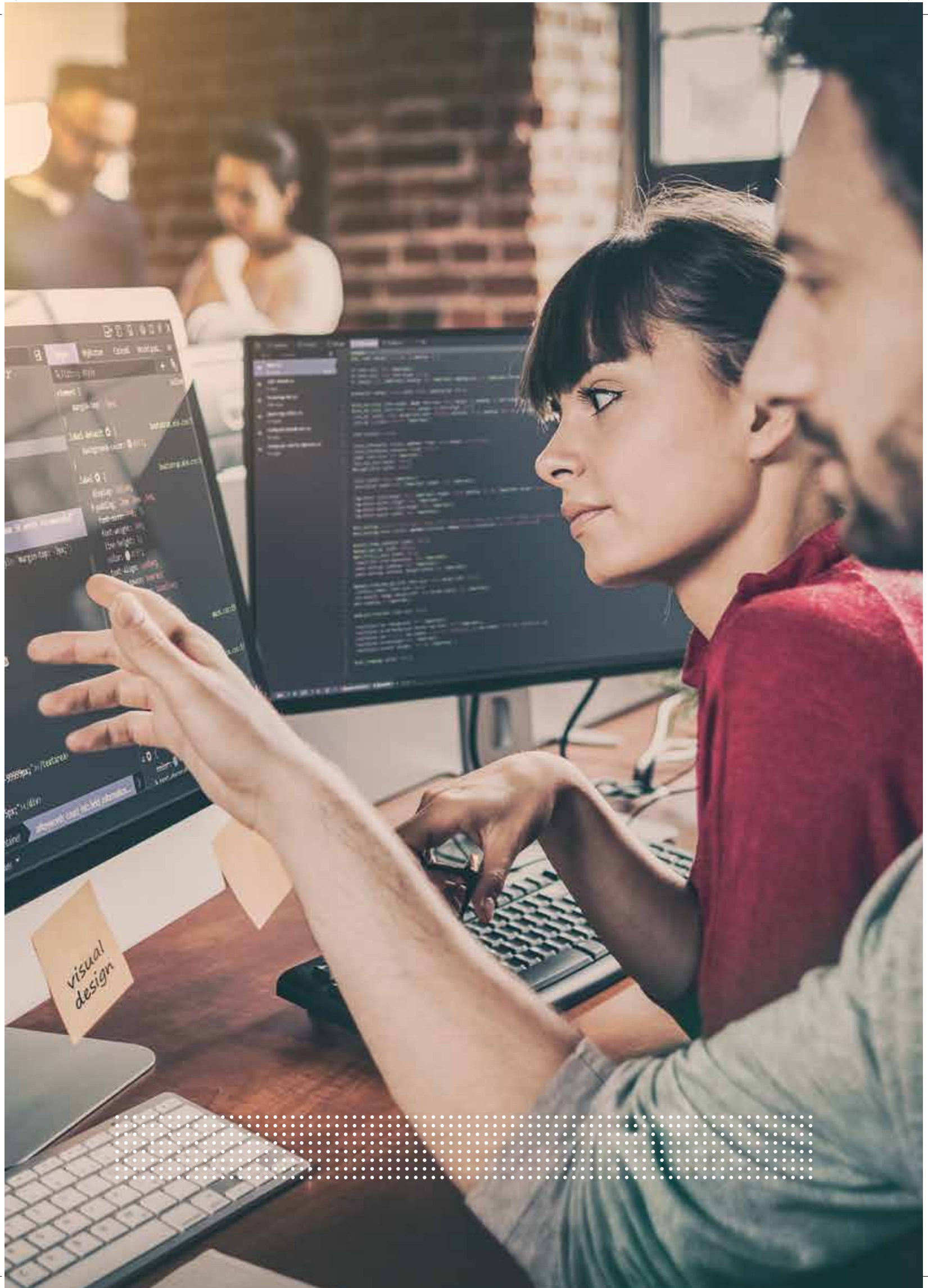
The questions
we asked

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The questions we asked ••••

1. **How do you expect spends on MarTech in your organization to evolve over the next 5 years?**
a. Decrease
b. Increase
c. Stay The Same

2. **How aware is your company about MarTech tools?**
a. Not aware
b. Somewhat aware
c. Very aware

3. **Which of the following best describes your organization's adoption of marketing technology/automation?**
a. Completed as per our goals
b. Discussions have started and we will get started soon
c. Not thinking about it yet
d. Partially implemented but not completed

4. **If you have adopted marketing technology, which of these best sums up your experience with it?**
a. My organization has definitely benefited from marketing technology
b. We have not adopted marketing technology
c. We use marketing technology, but I am not sure of the impact it has had

5. **How long have you implemented marketing technology tools?**
a. Less than a year
b. 1-2 years
c. 3-5 years

6. **What are your motivations to adopt/use marketing technology/automation? Select all that apply.**
a. Increasing marketing ROI & efficiency
b. Single platform to track all digital activations
c. Getting better insights from current marketing activities
d. Automating activities to save time and resources
e. Creating better sales attribution
f. Improving data security

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The questions we asked ••••

7. What are the biggest challenges you face using the digital medium for marketing? Select all that apply.

a. Unsure about the ROI on digital investments
b. Unsure if the TG is being reached
c. Too much change and flux in the mediums
d. Unsure about attribution
e. Our audience is not digital-first
f. Lack of creative expertise to best leverage platforms
g. Lack of technical expertise to best leverage platforms
h. Lack of understanding of the mediums

8. Which of the following business objectives do you see MarTech playing a role for, in your organization over the next 5 years? Select all that apply.

a. Brand building
b. Sales
c. Lead generation
d. CRM
e. Audience engagement
f. PR & reputation

9. Looking forward, which of the following do you think will present the most interesting opportunities for you / your clients in 2 years' time? Select all that apply.

a. Data-driven marketing that focuses on the individual
b. Optimizing customer experience
c. Using marketing automation to increase efficiency
d. Social marketing
e. Creating compelling content for digital experiences
f. Utilizing AI / bots to drive campaigns and experiences
g. Consolidating customer data to create a single customer view
h. Internet of Things / connected devices such as wearables
i. Engaging audiences through virtual or augmented reality
j. Application of Blockchain technology

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The questions we asked ••••

**10. Which of the following technologies do you feel make a lot of difference from a digital marketing point of view?**

a. CRM
b. Personalisation
c. Blockchain
d. Unified View
e. Remarketing
f. Geotargeting
g. DMP
h. ORM
i. Chatbots
j. AR/VR
k. Voice
l. Facial Recognition
m. AI
n. IOT
o. Wearables
p. Dashboards and Visualization tools

11. Which of the following technologies have you implemented / are thinking of implementing in your organization?

a. CRM
b. Personalisation
c. Blockchain
d. Unified View
e. Remarketing
f. Geotargeting
g. DMP
h. ORM
i. Chatbots
j. AR/VR
k. Voice
l. Facial Recognition
m. AI
n. IOT
o. Wearables
p. Dashboards and Visualization tools

12. Question F: Who starts the conversation about marketing technology in your organization?

a. Senior marketing personnel (CMO, VP Marketing, etc)
b. Mid-management (brand manager, digital marketing lead)
c. Senior personnel not directly involved in the marketing function
d. Junior marketing resource who might use the technology
    (social media manager, performance marketing manager etc)
e. External agencies or consultants
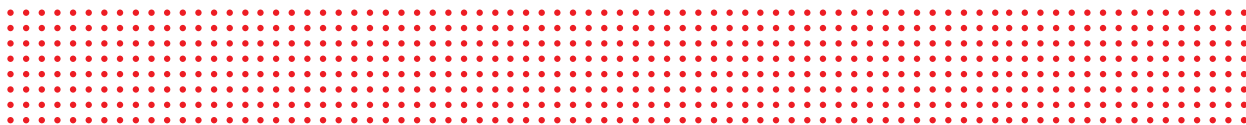
The questions we asked ••••

13. Select the top skills you look for when hiring into the marketing team at your company.

a. Data and analytics

b. Digital Marketing

c. Creativity

d. MarTech Experience

e. Customer experience

f. Brand strategy

14. Has your marketing strategy been driven more by creativity or technology?

a. Creativity

b. Equal mix of both

c. Technology

**15. What is / was the hurdle for your firm to adopt marketing technology/automation? Select all that apply.**

a. Difficulty in measuring ROI

b. Lack of resources to implement and run the technology, or lack of technical skills

c. Prohibitive costs of the software or solution

d. Complexity & difficulty in understanding the technology or tools itself

e. Integration issues with current technology setup

f. Organisational inertia

g. Lack of time

h. Lack of requirement at the moment

i. Lack of need

16. Assume your firm has implemented best-in-class marketing technology software across the board. What are going to be the biggest challenges now? Select all that apply.

a. Building up analytical skills to do justice to the reports / analytics given by the technology

b. Ensuring that everyone in the organization uses the solutions

c. Training of resources to use it

d. Implementation across other divisions

e. Develop the business use cases/stories

f. Enable analytics and technology driven marketing campaigns

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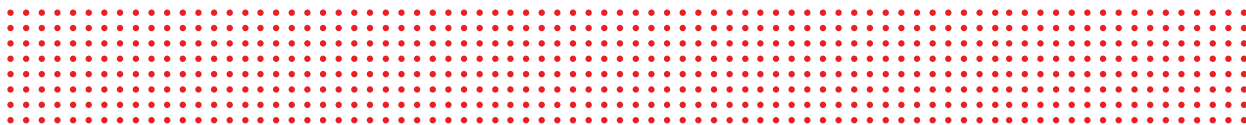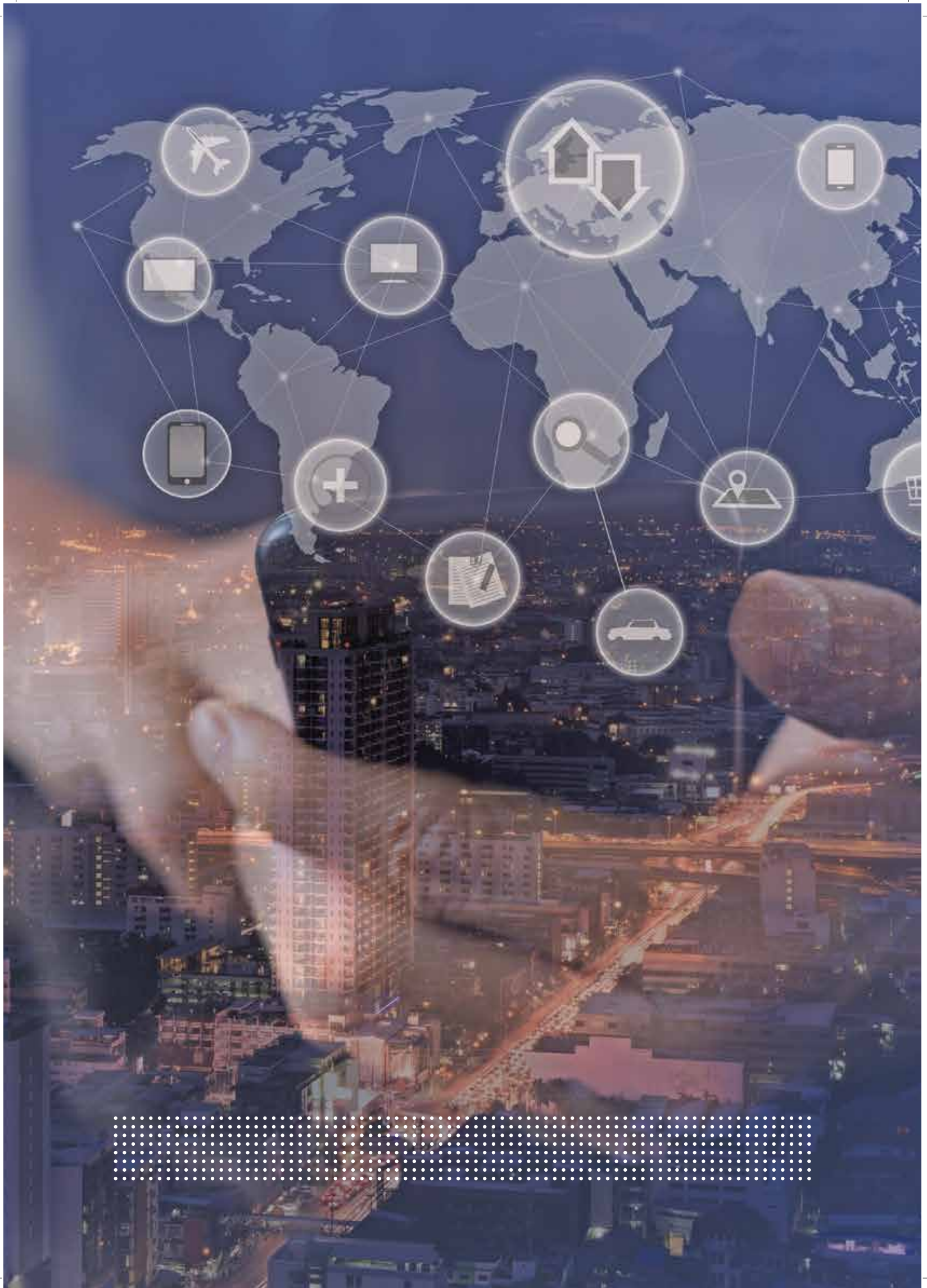
About
the study

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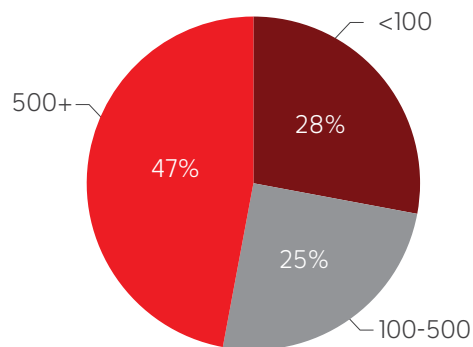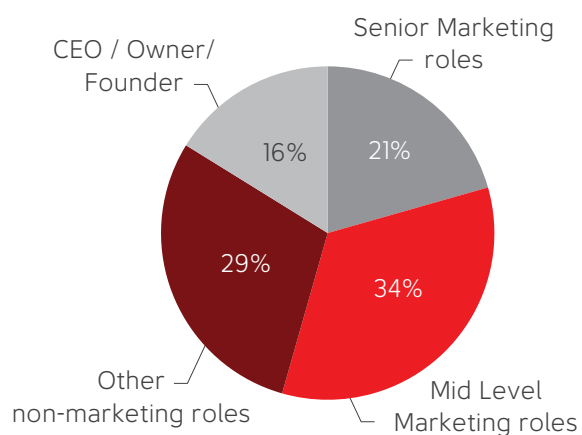**Survey** 2020

About the study ••••

The debut edition of the Mirum MarTech survey report was conducted as a quantitative questionnaire with which we reached out to 500 Indian marketers. The respondents represented organizations that spanned various company sizes, sectors and geographies, making it a diverse yet representative sample of the Indian marketing ecosystem. As the MarTech space in India is poised to flourish, we hope this survey - the first of its kind in India - acts as an annual barometer and provides insights for marketers and MarTech players alike.
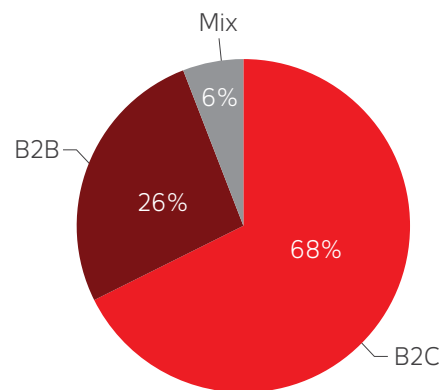
Business Type	%
B2C	68
B2B	26
Mix	6

Organizational Strength	%
<100	28
100-500	25
500+	47

Designations	%
Senior Marketing roles	21
Mid Level Marketing roles	34
Other non-marketing roles	29
CEO / Owner / Founder	16

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About
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About Mirum ••••

Mirum India, part of WPP network, is a leading digital agency with a pan-India footprint. We are a team of 250+ professionals and our bouquet of services includes digital media strategy and creative; tech builds; as well as end-to-end marketing automation solutions.

Mirum is a Salesforce Gold Consulting Partner, with over 8 years of association with Salesforce and 80+ Marketing Automation installations across the entire stack of Social Studio, Exact Target, Pardot and now Datorama & DMP. Our marketing automation clientele include the likes of KFC, IDFC, Capital First, Franklin Templeton, Aakash and others. Mirum recently won the "IMC Digital Technology Award 2019" instituted by the prestigious Indian Merchants Chamber, for its pioneering work in the field of Marketing Automation.
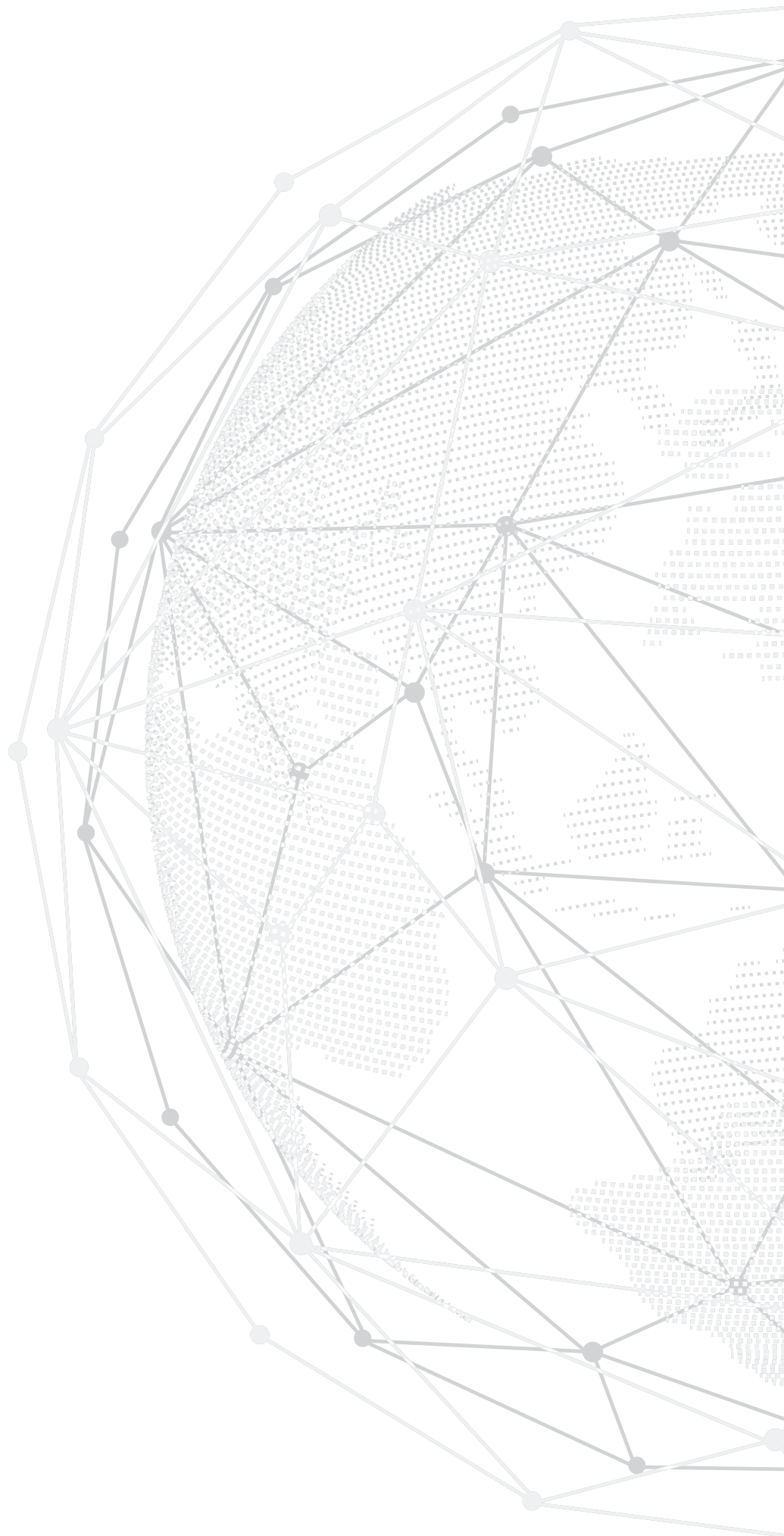
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