Marketo Experts
Their Goals, Challenges, and Strategies
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Introduction

In late 2021, Perkuto + MERGE set out to conduct a study to learn more about advanced Marketo users. In partnership with Adobe, our unified goal was to empower the community we serve with insights from the study. By providing users an opportunity to share their experience using Marketo Engage, we open the possibility of influencing (or even helping to drive) Marketo’s product roadmap.

From simple questions like who are Marketo users to more complex questions like how are users integrating technology with Marketo and what are their business objectives, the Marketo User Study is the first study of this nature to reveal what users truly think about Marketo.

A comprehensive Marketo user study was long overdue.

We are beyond excited to be serving the Marketo community with our findings from this year’s 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,
VP of Demand Generation at MERGE
Our Respondents: Marketo Experts

Our respondents skew towards advanced Marketo users, which gives us some excellent insights into the priorities and approaches adopted by this well-informed and educated group.

- **56%** of respondents are senior (45%) or executive-level (11%).
- **78%** have their MCE, another **10%** have their MCSA.
- **81%** are Marketo Administrators.
Part I: What are Marketo Experts Prioritizing in 2022?
Marketo experts are more focused on being effective than being efficient.

When asked whether their organization was more focused on effectiveness or efficiency, most answered effectiveness:

- **EFFECTIVENESS**: 56%
- **EFFICIENCY**: 26%
- **NOT SURE**: 18%

78% reported that proving marketing attribution was rated either important or extremely important.
However, marketing operations team’s primary responsibilities continue to include tasks that concern effectiveness as well as efficiency.

Top team responsibilities seem to be split between work that is about effectiveness (campaign and lead management, performance measurement, benchmarking, and analytics) and work that is about efficiency (marketing technology management, workflow process governance and optimization). This suggests that despite our stated focus on effectiveness, a lot of our work is still around efficiency.

**Most commonly cited MOps teams responsibilities:**
1. Campaign and lead management
2. Marketing technology management
3. Performance measurement, benchmarking, and analytics
4. Workflow process governance and optimization

**Least commonly cited MOps team responsibilities:**
1. Maintaining talent audits and capacity needs
2. Financial planning and budget management
3. Eliciting a culture of collaboration
4. Customer/marketing/competitive intelligence research and insights

**Everything in between:** Data sourcing, consolidation and management, Driving marketing innovation, Strategic planning, alignment and execution oversight
How does marketing automation drive effectiveness? Teams are focusing on capabilities that improve the customer digital experience across channels and throughout their journey.

58% of senior or executive level respondents plan to increase their utilization of Marketo in the following year, with an additional 34% indicating their usage will remain the same.

When asked how important will Marketo be to your business growth in the coming year, 90% of respondents selected “important” or “extremely important,” with the majority of those selecting the latter.
Top capabilities respondents will **START** using are:

- **26%**
  - **Content personalization**
  - Present best-fit content for 1:1 experiences and maintain personalization at scale using AI.

- **23%**
  - **Marketing impact analytics**
  - Prove and improve impact together with Sales using multi-touch attribution across every touchpoint.

- **19%**
  - **Marketing data environment**
  - Enrich and segment AI-powered audiences using integrated profiles and engagement history.

Top capabilities respondents will **CONTINUE** using are:

- **76%**
  - **Experience automation**
  - Dynamically nurture customers and score engagement through every journey stage.

- **63%**
  - **Sales partnership**
  - Arm Sales with prioritized leads, accounts and recommended content.

- **57%**
  - **Cross-channel engagement**
  - Coordinate engagement across human and digital channels.
The following Marketo capabilities are considered to have the highest impact on business growth:

- **Experience automation**
- **Marketing data environment**
- **Marketing impact analytics**
Part II: Top Challenges of Marketo Experts in 2022
The biggest operational weakness – measuring impact – seems well covered by team priorities. But the second weakness – resourcing talent – is a less straightforward challenge.

Most commonly cited operational weaknesses:

- **MEASURING IMPACT**: 53%
- **RESOURCING TALENT**: 50%
- **ALIGNMENT TO GOALS AND STRATEGIES**: 42%
- **LACK OF COMMUNICATION AND COLLABORATION**: 36%
- **MEASURING WORK EFFICIENCY**: 32%
- **OTHER**: 17%
- **MEASURING OUTPUT**: 15%
Measuring impact is the top problem highlighted by respondents, but there seems to be a tension between having vs. measuring impact.

Despite impact measurement being an issue, only a minority of respondents have an attribution tool. Of course, that’s just part of the picture, since tools need to be leveraged properly to get the desired outcome. And looking at some of the other top challenges, “alignment to goals and strategies” and “lack of communication and collaboration,” it stands to reason that adoption of a tool alone is not the solution.

An additional aspect of the impact measurement challenge is the bandwidth required to both execute the work that gets the results as well as proving impact. Survey results show that the most common daily tasks are things like program builds, platform administration, and problem solving. Whereas it is generally on a less than quarterly basis that time is dedicated to proving and improving impact.
Something that we are seeing a lot more is the idea that **the marketer no longer drives just value, but they have to measure and report on it as well.** Marketers are increasingly expected to wear a lot of hats, and reporting is a big part of it.

Chelsea Shettler,
Partner Marketing Manager at Adobe

It’s unclear whether marketing operations experts are conscious of this bandwidth issue since most report being satisfied with the time required to build email and nurture programs. Perhaps we are all blind to the time that eats up when scaled up over the course of a year and how that eats into bandwidth needed to look at bigger picture issues like measuring impact.

Having bandwidth to measure impact is of course highly linked to the second most reported challenge: resourcing talent. We’ll cover that in the next section.
Only 35% of respondents currently use an attribution platform.

Of those, the most commonly used platform is Bizible at 66%.

Also of those who use an attribution platform, 62% say they meet their requirements well or extremely well.

Of those who did not use an attribution platform, only 32% say they are likely to add one.

Tasks completed on a less than quarterly basis:
1. Developing dynamic content; personalization at scale
2. Proving and improving impact; multi-touch attribution
3. Scoring program management

Tasks completed on a daily basis:
1. Building programs; campaign execution
2. Administration of the platform
3. Arming sales with prioritized leads/accounts; MQLs
4. Problem solving issues
5. Data Management

Needless to say campaign execution is something that requires constant attention. 73% of respondents say they execute 30+ campaigns in the past 12 months.

Most respondents were very satisfied or extremely satisfied with the time required to build:

- Basic email program: 75%
- Basic nurture program: 52%
- Landing pages: 47%
It’s no surprise that resourcing talent is a top issue. What is surprising is that most teams don’t count “maintaining talent audits and capacity needs” among their responsibilities. Here’s a look at some metrics that delineate the problem and point to the best channels for nurturing young talent:

As we cited earlier in our report, one of the least reported responsibilities is “maintaining talent audits and capacity needs.” And yet 77.2% of teams feel their team members lack the appropriate level of training. What’s more, most teams are both small and centralized which means that they are shouldering requests from the broader company.

But since most also report the intention to add team members, we’re sharing the channels that experts are picking to learn on daily, monthly, and quarterly basis to help you shape your training plans.
77% of respondents experience challenges with team members having the appropriate level of training.

Though 44% of respondents work in organizations with 1k-10k employees, 74% of respondents manage 0-3 people only.

Is your marketing operations centralized or decentralized?

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centralized</td>
<td>59%</td>
</tr>
<tr>
<td>Hybrid</td>
<td>30%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>6%</td>
</tr>
<tr>
<td>Decentralized</td>
<td>5%</td>
</tr>
</tbody>
</table>

66% of respondents anticipate their team will grow.

32% believe they will stay the same.

<2% believe they will shrink.
What channels are leveraged for learning on a **daily** basis:

- Colleagues
- Communities (ex: MO Pros)
- Social media

What channels are leveraged for learning on a **monthly** basis:

- Webinars
- Email newsletters
- Websites (ex: Martech.org)

What channels are leveraged for learning on a **quarterly or less** basis:

- In-person events
- Video platforms (ex: YouTube)
- Webinars
- Podcasts
- Online training
Appendix
Appendix

Respondent Demographics:

**Gender**
- Female: 51%
- Male: 39.5%
- Prefer Not to Say: 9.5%

**Age Range**
- 25-34: 42.3%
- 35-44: 34.5%
- 45-54: 12%
- 55-64: 12%
- 65-74: 34.5%
- Prefer Not to Say: 9.5%
A majority of our respondents are based in North America, work in the technology industry, and are between the ages of 25 to 34.
The Marketo User 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 the 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
- 207 submissions
- 24:33 completion time

For a population size of 100,000 users, this achieves an 85% confidence level with 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 January to February 2022. 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 User 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.
About Perkuto + MERGE

Perkuto, a top-rated marketing operations agency, was acquired by MERGE in October 2021.

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

Our agency helps its 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.

We use a deep, 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.