



# The state of marketing analytics technology 2022

A Mediahawk research report



mediahawk

## Introduction

**In the modern world of marketing, analytics technology plays an essential role.**

As buying journeys become ever-more complex and non-linear, the need to track and monitor target audience behaviour can no longer be ignored.

And with further shifts in buying behaviour – driven by unprecedented global events in recent years – marketers who have yet to adopt marketing analytics will be left in the dark.

To get a sense of how they feel about analytics technology, we surveyed more than 60 marketers on their overall marketing goals for the coming years and their attitudes towards marketing technology.

Then we asked ourselves three questions:

- 1 **What do these results tell us about the state of martech adoption in 2022?**
- 2 **What are the crucial things marketers should do to support growth in their business?**
- 3 **How can marketing technology like Mediahawk help marketers meet their goals?**

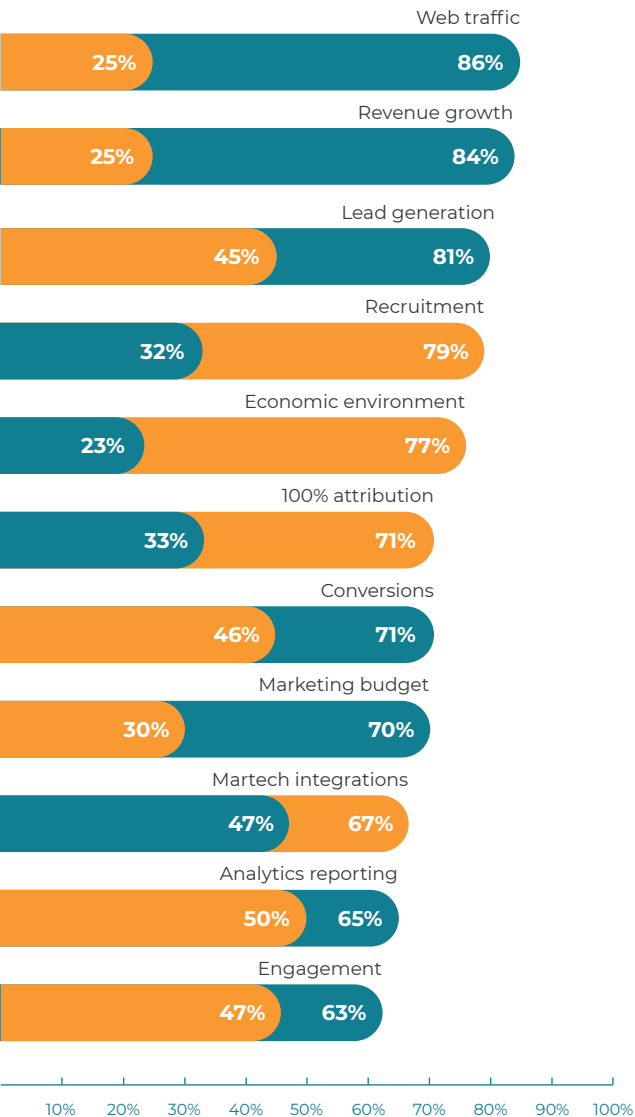


## Let's dive into our findings.

You'll be able to check your marketing analytics maturity and define your own goals when it comes to making investments in your marketing technology stack.



## What are your biggest marketing objectives and challenges in 2022?



## Bottom-line growth is a marketer's number one goal...

On their future goals, marketers are united. Driving traffic to their websites is a clear priority (86%) with revenue growth and lead generation following closely (84% and 81% respectively).

It makes good sense. Following a difficult few years for many businesses, the focus is now firmly on the bottom line. But improving reporting with better use of analytics is also a priority for a sizable chunk of marketers (65%). And a further 47% count focusing on martech integrations as a key objective, too.

*"The current economic macro challenges have increased the pressure on marketers to prove their effectiveness. It's no wonder many marketing objectives are now being trumped for a focus on pure bottom-line growth."*

Harry Bott, Director at Mediahawk

## ...but recruitment is the biggest challenge

79% of our survey respondents said that recruitment is their biggest headache right now. Turbulent times have meant job losses across many sectors. And the demand for flexible working has given rise to new difficulties in attracting talent.

Beyond recruitment and economic challenges, 50% of marketers said analytics reporting is a major issue. Coupled with that, an even greater number (71%) said achieving 100% marketing attribution is their biggest challenge.

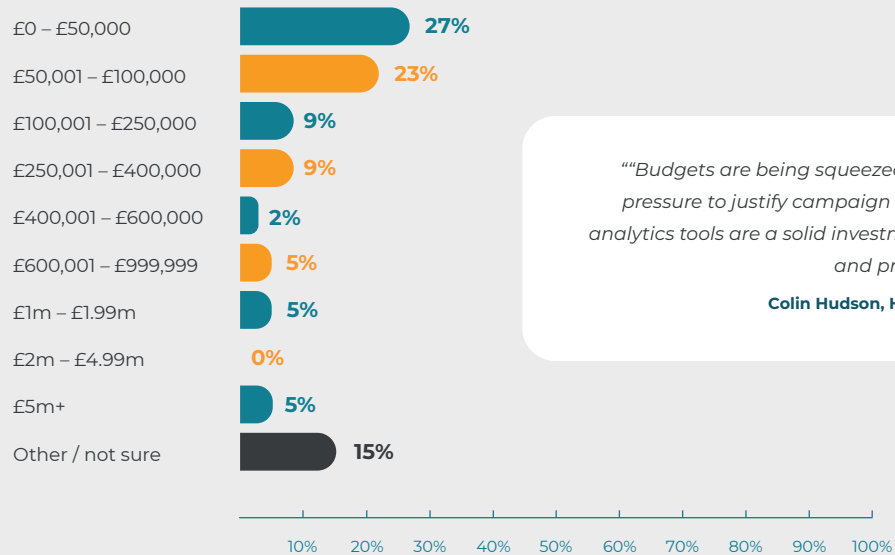
### Key takeaway

Recruitment is clearly a big issue and some martech tools can help by streamlining workloads. Despite this challenge, marketers still need to drive bottom-line growth. **Obtaining 100% attribution** is key to achieve this. With Mediahawk, for example, you can pinpoint the source of every lead at each stage of the customer journey – including offline sources, such as phone calls, which are often a hidden source of leads.

## Marketing budgets are still being squeezed...

When asked how much they spend on marketing every year, **27%** selected the lowest budget bracket in our survey – between £0 and £50,000. Clearly many marketers are still having to take a ‘do more with less’ mentality to their marketing.

### Q How much on average do you spend on marketing and advertising per annum?



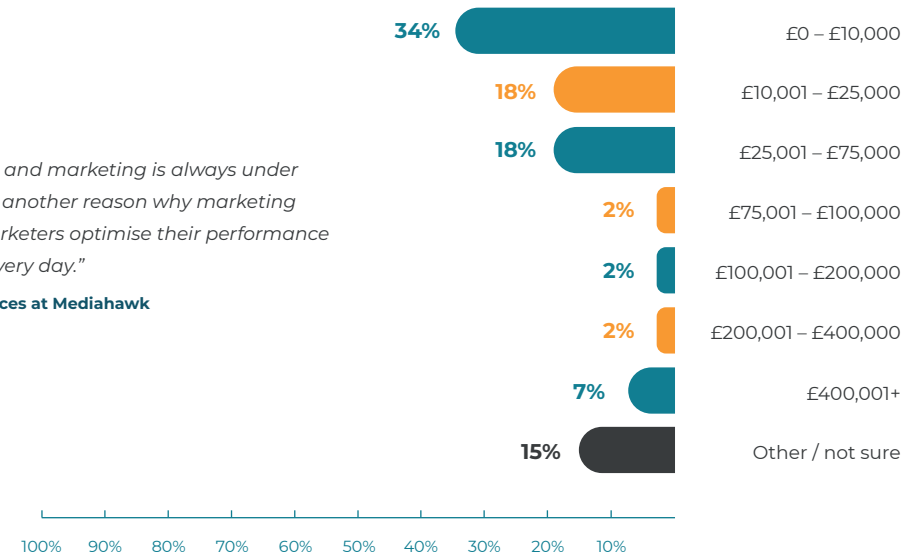
“Budgets are being squeezed more than ever and marketing is always under pressure to justify campaign spending. It’s yet another reason why marketing analytics tools are a solid investment, helping marketers optimise their performance and prove their value every day.”

Colin Hudson, Head of Client Services at Mediahawk

## ...while marketing tech investment is significant

Despite the squeeze, respondents tend to spend around **25%** of their budgets on marketing technologies. This is significant. It shows a growing commitment from businesses in building a stack of tools that enable effective performance analysis and, ultimately, growth.

### Q How much on average do you spend on marketing technology per annum?



### Key takeaway

Following an investment in martech tools comes the need to ensure maximum value is being gained for the business, especially when budgets are being squeezed. With analytics tools in particular it’s easy to focus on short-term goals – such as how to improve lead generation in the coming quarters. But there’s more marketers can do to deliver long-term value for the entire business. Mediahawk, for example, allows you to take a deep dive into customer behaviour trends – across **phone calls**, websites, **paid advertising** and more – to drive strategic decision making at every business level.



## What does your marketing tech stack look like?

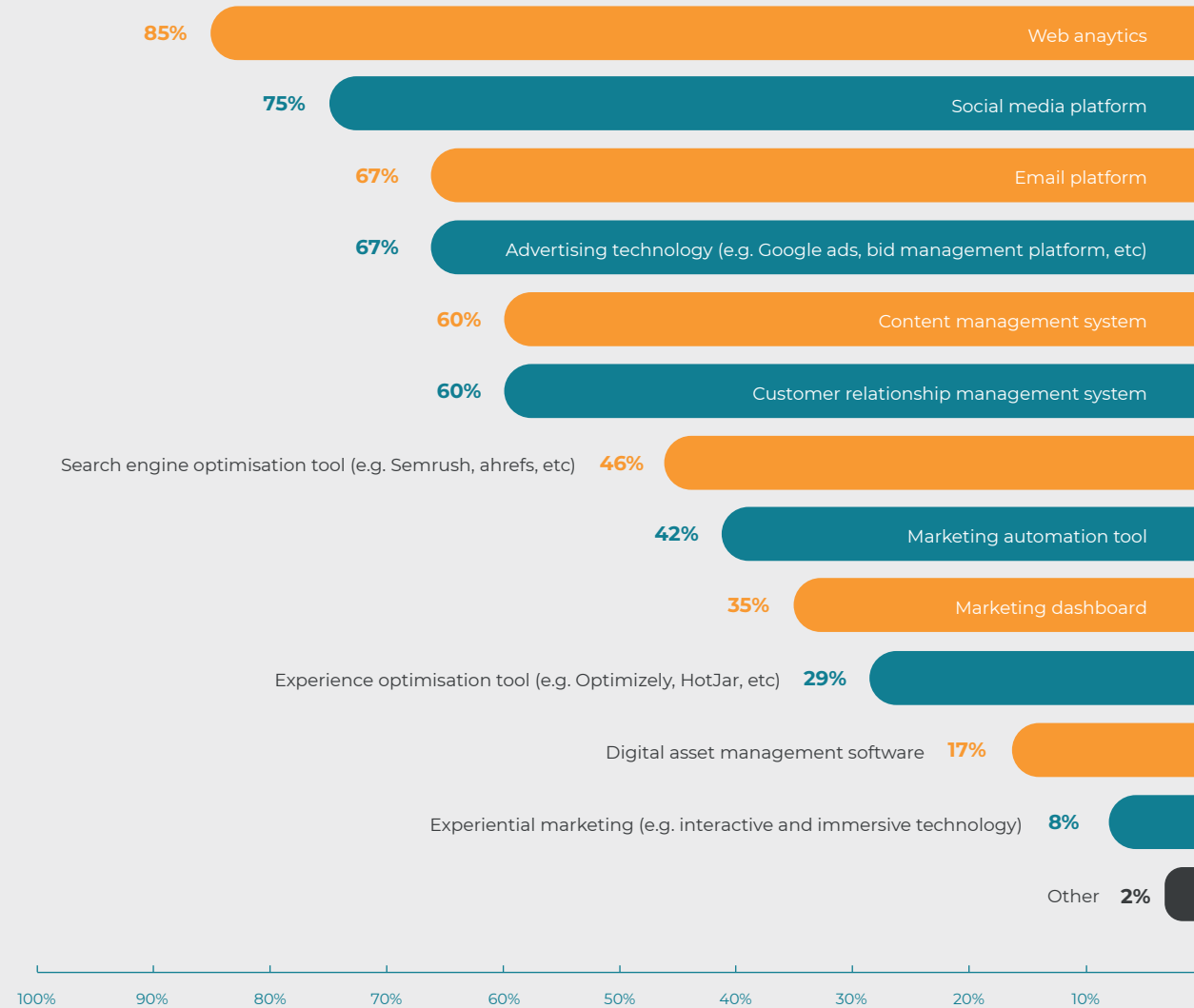
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# Marketers have six marketing tools on average...

Web analytics (85%), social media (75%), email marketing (67%) and digital advertising tools (67%) make up the top technologies in respondents' martech stacks. In fact, marketing teams are investing in six tools on average. This puts a lot of data on the table, but also highlights the ever-growing need for proper analysis and implementation of findings.

*"Our results show that social media tools are now more popular than advertising tools. It's a sign that social media has become an increasingly preferred channel for marketers to target their audiences and gain data for decision making."*

**Faye Thomassen, Head of Marketing at Mediahawk**



## Key takeaway

In increasingly tech-enabled marketing teams, seamless integration of tools and systems is crucial. Marketers must be careful not to invest in tools that only work in silos, causing huge headaches when it comes to collating data and delivering meaningful performance analysis. Siloed tools also make achieving 100% attribution much more difficult. Mediahawk provides a centralised system for analysis, reporting and strategic decision making, plus it can **integrate seamlessly with other popular martech tools.**



## What are your top three reasons to use marketing analytics software?

# Marketers take a passive approach to analytics

We asked respondents about their reasons for using marketing analytics software. The results showed an overly passive approach to analytics use, with the vast majority of marketers predominantly using their tools to monitor campaign performance (88%).

Promisingly, 54% of marketers said they use analytics tools to improve conversion rates, while 27% are developing marketing plans using insights from their martech software.

However, just 6% said they conduct user research using their analytics tools.

*"To become a more active analytics user, think about the questions you want to answer before you dive into your data. For example, you might want to know 'How can we increase newsletter sign-ups?'. With these strategic objectives in mind, you can drill into all the available data to make better informed decisions."*

**Faye Thomassen, Head of Marketing at Mediahawk**

Monitor performance **88%**

Improve conversion rates **54%**

Report to management **42%**

Create campaigns / content **38%**

Provide budget efficiency **31%**

Develop a marketing plan **27%**

Improve brand experience **8%**

User research **6%**

N/A - I don't use marketing analytics software **2%**

Other **4%**



## Key takeaway

Taking an active approach to analytics means uncovering insights that drive bottom-line business growth over the long term. One way of doing this with Mediahawk is to link impressions, clicks and phone calls to **real-world revenue**. By pinpointing which **online and offline channels drive the most value** for your business, you can make significant improvements to campaign performance and demonstrate the true value of your marketing efforts.

# Summary

## What do these results tell us about the state of marketing technology adoption in 2022?

Clearly, growth is key for many businesses in the post-covid world. For those who held strong during the pandemic, it's now time to bring in as much revenue as possible. But this is easier said than done. Many businesses need to achieve significant results with fewer team members and greatly streamlined budgets.

Another significant finding is that marketing teams are moving towards using social media more than regular digital advertising. However, analytics use tends to be passive – marketers use it mostly for monitoring and reporting. To make meaningful strategic decisions, marketers must become active users of their analytics tools.

Meanwhile, martech stacks are getting bigger. This raises the question: how can marketers harness the vast and growing amount of data that's now available to them? Attribution remains a frustration for many marketers, but the data from martech tools holds the key to solving this issue – without the need for additional team resource.

## What should marketers be doing to grow and succeed?

When it comes to impacting the business bottom line, marketers need to focus on some key areas:



### Ask questions before looking at analytics data.

Make data analysis an active rather than passive activity. Insights should drive strategic decision making as much as possible.



### Be economical with your stack.

Find tools that do multiple things, not just one thing. Software that integrates well with your existing martech tools is great, too. Aim to save time and resources, keeping your investments as cost-effective as possible.



### Get tools that support attribution.

100% attribution across every online and offline channel is the goal. And today, it's perfectly achievable with the right martech tools in your pocket.



### Bridge the gap between enquiry and sale.

Aim to link impressions, clicks, and phone calls to real-world revenue. With complete visibility of the buying journey, you can truly prove the impact of marketing on business growth.



### Play the analytics long game.

It's easy to focus analytics use on informing short-term goals, such as lead generation. But businesses that use their analytics tools to inform strategy – for example, with customer research – will help build a long-term pipeline of leads.

## Discover how Mediahawk helps you succeed

Mediahawk is designed to be a marketer's go-to call tracking, analytics and attribution tool. Here's how it helps you every day...

## How can Mediahawk help you achieve your goals?

- ✓ **Know which activities work and which don't.**  
See the entire customer journey, from the first website visit or call right through to the first sale and beyond.
- ✓ **Quick and easy attribution.**  
Know exactly which sources deliver leads, 100% of the time – whether online or offline, including phone calls.
- ✓ **Find your secret sources.**  
Pinpoint every source driving traffic to your website and know exactly what prospects do next – even for repeat visits, too.
- ✓ **Have total confidence in your decisions.**  
Not sure if you should focus on social media or digital advertising? Mediahawk gives you all the data you need to make an informed decision.
- ✓ **Do more with less.**  
Mediahawk is your one-stop marketing analytics tool, solving multiple needs for marketing teams across every industry. It integrates seamlessly with your other martech tools, too.
- ✓ **Know your customers in greater detail.**  
With Mediahawk, marketers can quickly and easily analyse real-world phone conversations to uncover keywords, customer pain points, and more – insights you won't get through traditional tools like Google Analytics.

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Learn more about call tracking  
**mediahawk.co.uk**