



— 2021 —

# Market Agenda

## Marketing

Actionable insight on business and technology



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# Marketing

## *Market Assertion*

By 2024, one-quarter of marketing organizations will rationalize their technology portfolio towards a unified digital experience platform to streamline their operations.



VENTANA  
RESEARCH

**Keith Dawson**  
VP & Research Director



## Marketing: Expertise Overview

Marketing maximizes the value of the brand and demand to reach markets of opportunity through use of programs and processes using digital technologies to help an entire organization.

## Marketing: Areas of Focus

Conversational  
Marketing

Digital Experience  
Platform

Digital Marketing

Intelligent Marketing

Marketing Performance  
Management

Product Information  
Management

# Marketing Research

## Benchmark Research

- Customer Analytics
- Customer Experience
- Digital Commerce

## Dynamic Insights

- Digital Marketing
- Voice of the Customer

## Value Index

- Customer Experience Suite
- Digital Commerce
- Product Information Management





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