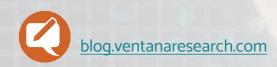
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Marketing

Market Assertion

By 2025, one-half of CMOs will realize the essential requirement to market their customer experience as part of the brand values that contribute to revenue growth potential.





Keith DawsonVP & Research Director

Opportunities Ahead For Marketing Leaders

- 1. Engage the market with compelling differentiated value proposition.
 - 2. Ensure optimal digital experiences that convert to intention.
 - 3. Unify customer data for effective personalization.
 - Embrace product experiences that engage consumers.
- 5. Manage marketing performance to maximum potential outcomes.

Business Trends in Marketing

Experiences across marketing value chain are essential to engage



Marketing performance is essential to determine budget effectiveness



Customers experiences create essential value and market differentiation



Marketing impact to consumers and customers is through the digital and products experiences it represents.

The outcomes of marketing to goals can be represented to goals and expectations of the organization.

Customers expectations are measured through experiences of engagement across any channel of interaction.

Technology Trends in Marketing

Digital experiences using ML & Al to engage with content



Using AI & ML to determine the personalization guides customers to engagement required for conversion.

Product experiences that engage customers using PIM to purchase



Need to market products for customer purchases requires PIM that is designed for experiences, not just information.

Customer experiences that are seamless and unified using CDP



Optimal customer experiences require seamless interaction using data that is consistent across channels.

Marketing: Areas of Expertise

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.

Customer Data

Platform

Digital Experience

Platform

Digital Marketing

Marketing Performance Management **Intelligent Marketing**

Product Experience Management



Marketing Research

Benchmark Research

- Customer Analytics
- **Customer Experience**
- **Digital Commerce**

Dynamic Insights

- Digital Marketing
- Voice of the Customer

Value Index

- Customer Experience Suites
- **Digital Commerce**
- **Product Information Management**



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