

Discover the Marketing in the Dark series

We surveyed

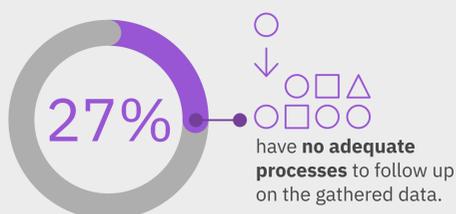
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1000+ marketers across **Europe**, to find out how **data, social** and **martech** impacts their **marketing strategy**.

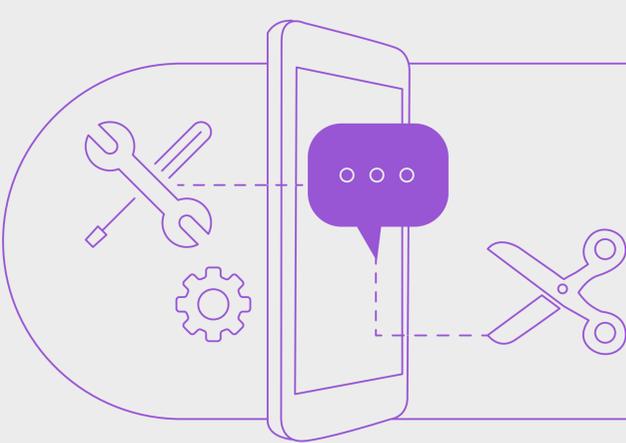
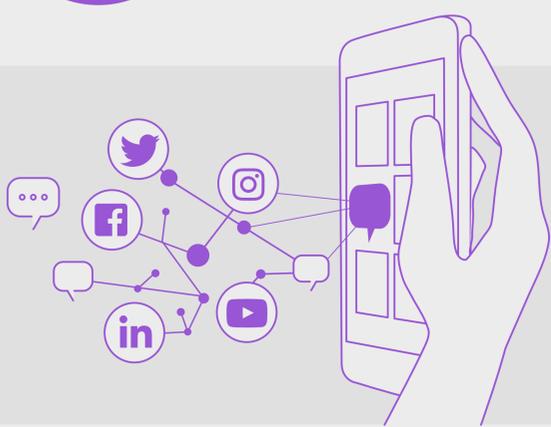
Marketing in the Dark, Dark Data

Our first report explores the extent to which companies are able to harness data for their marketing programmes.



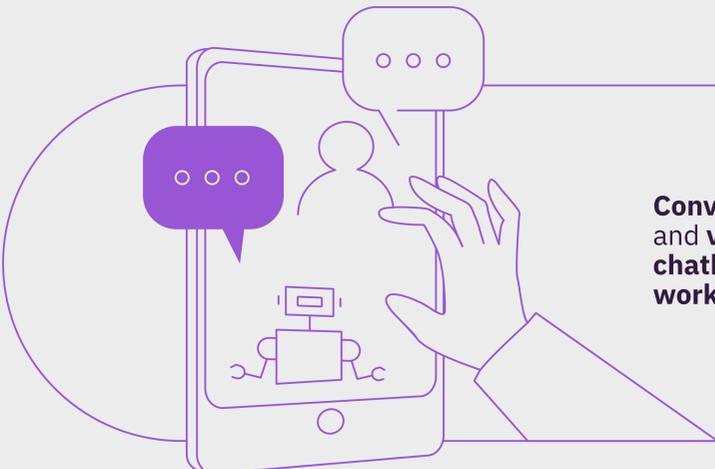
Marketing in the Dark, Dark Social

Our second report highlights challenges brought forth by customer behaviour and the growth of voice technology.



Understanding **customer behaviour** is key to a **successful customer engagement strategy**. **Tailor your message** to your customer's **individual needs**.

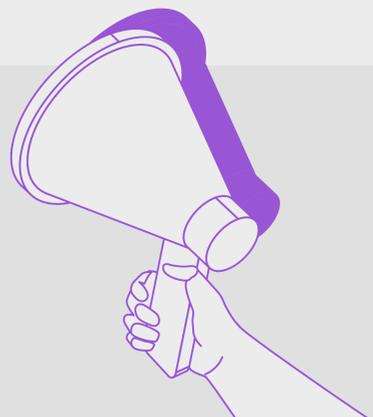
The growth of **voice technology** is **one of the most important trends** since the arrival of the internet and, also, **one of the greatest challenges** facing marketers everywhere.



Conversational commerce, and **voice and AI powered chatbots** are **successfully working** for many businesses.

Marketing in the Dark, Dark Martech

Our final report highlights the proliferation of marketing **technology available to CMOs** and **how this could impact on their overall marketing strategy**.

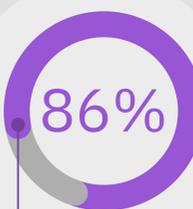


>5000 marketing solutions available to CMOs, as highlighted by the Chief Marketing Technologist publication¹.

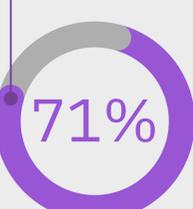
51% of companies surveyed have a **fragmented approach** to marketing technology platforms.



86% of companies who have structured their marketing around an **audience data hub** enjoy **good visibility on martech**.



71% of respondents have a **“very poor” ability to get full value out of their own marketing solution** with fragmented marketing technology stacks.



Watson marketing is already helping marketers develop **AI Powered marketing programmes**, designed to give the marketer skills to **optimise and enrich** their overall marketing activities.

[Learn more](#)



1. www.chiefmartec.com/2017/05/marketing-technology-landscape-supergraphic-2017