

Marketing Technology Survey Data Snapshots

Power smarter marketing decisions with utilization, AI and collaboration benchmarks.



About the Marketing Technology Survey:

11 countries



11 major industries



77% of respondents came from organizations with \$1 billion or more in annual revenue



Clients can dive deeper into geographic regions and industry-specific benchmarks, including:

- Financial services and insurance
- Healthcare and pharma
- Manufacturing
- Travel and hospitality
- High tech

And more ...



Use these data snapshots to:

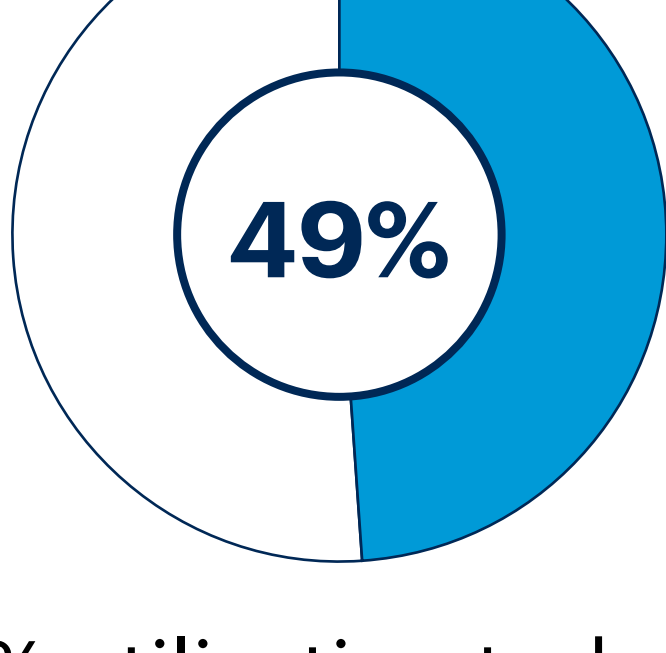
1 Benchmark martech and AI investments

2 Build scalable enablement strategies

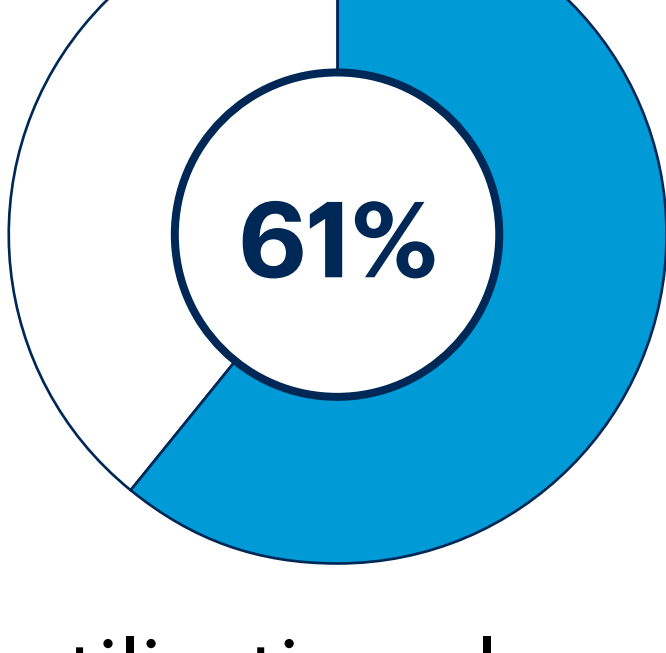
3 Clearly demonstrate martech value to the C-suite

01 Martech stack utilization

49% average utilization of martech stack capabilities in 2025 — up from 33% in 2023. Planned utilization is expected to rise to **61%** in the next 12 months.



% utilization today



% utilization planned in 12 months

Financial risk: Up to \$8.57M in wasted martech spend for a \$1B revenue company with average utilization



Gartner support: Benchmark your utilization against peers and access enablement best practices to close the gap.

Source: Gartner

02 IT-marketing collaboration

Collaboration zones expanding across:



Martech roadmap management



New martech evaluation and deployment



Customer data management

50% of martech funding comes from outside marketing, including 34% from IT.



Source: Gartner

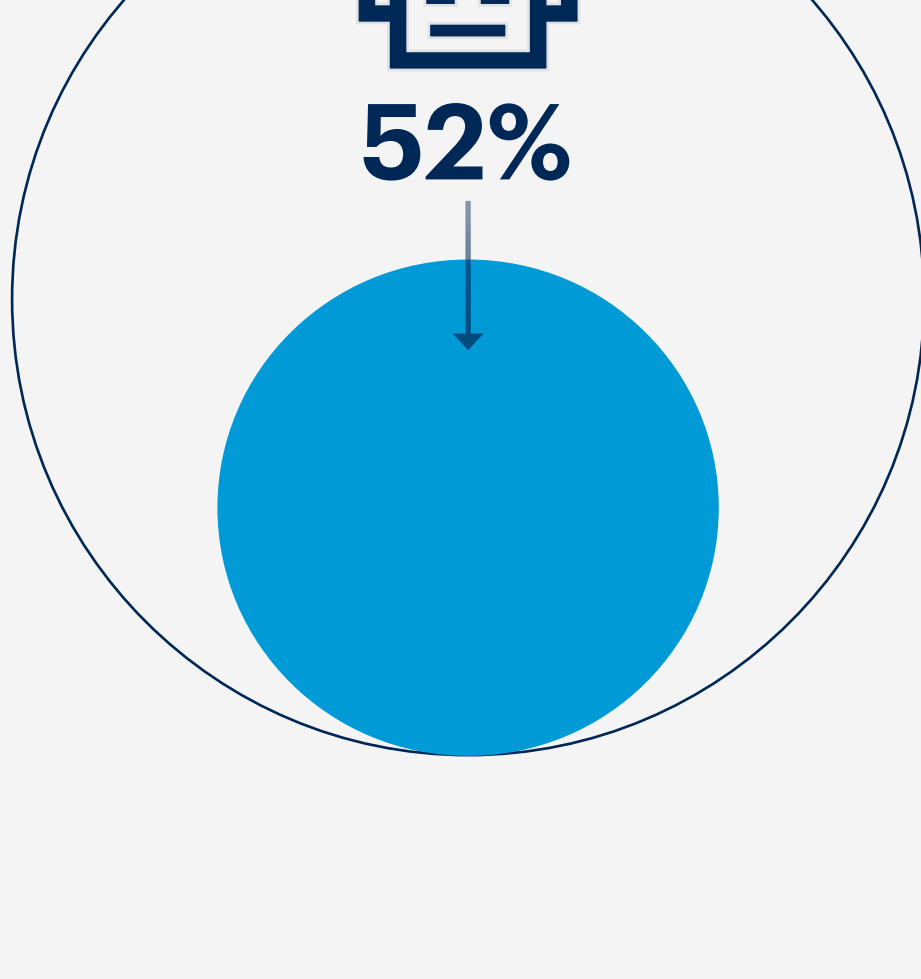
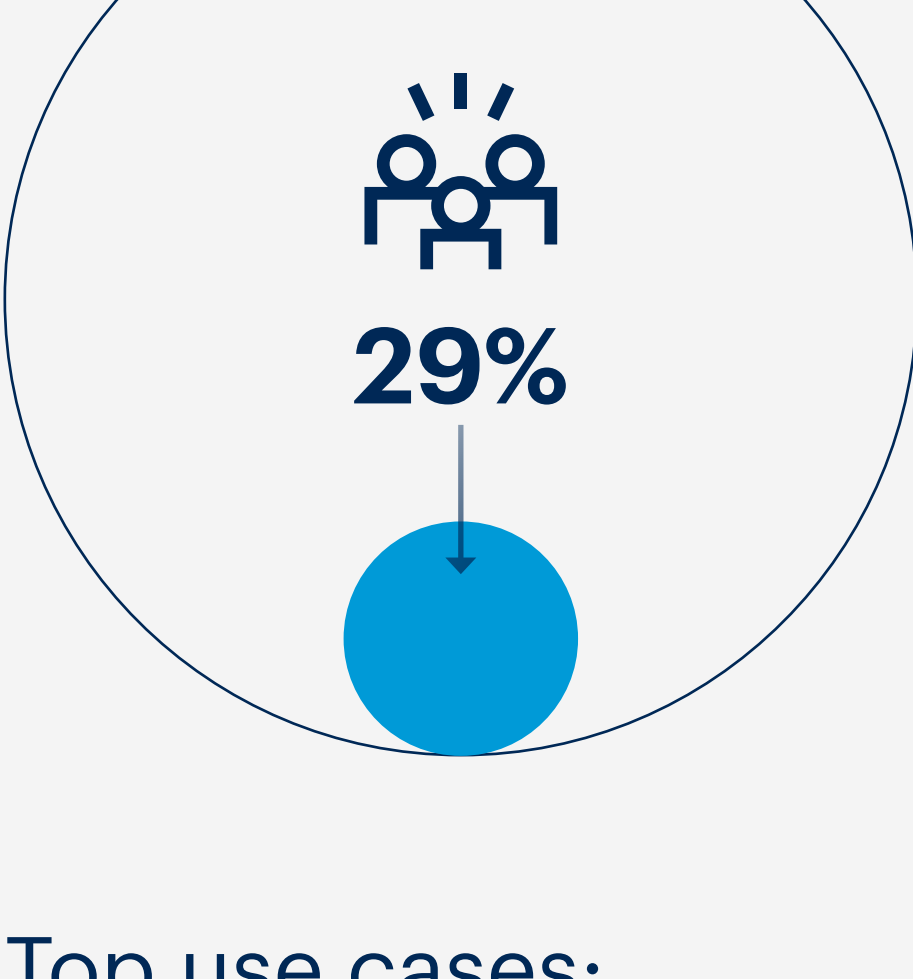


Gartner support: Co-create capability roadmaps and governance frameworks with CIOs using Gartner templates and guides.

03 AI agent adoption

29% of marketing tech leaders have AI agents in production.

52% are piloting vendor-offered or internally-developed AI agents.



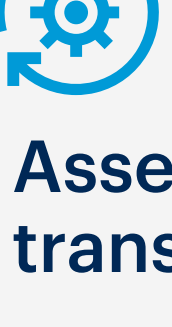
Top use cases:



Asset production and enrichment

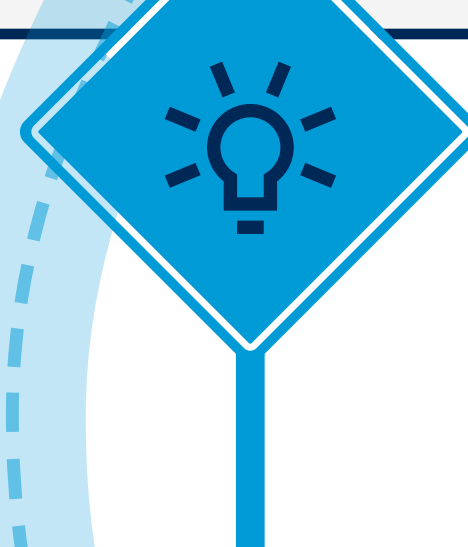
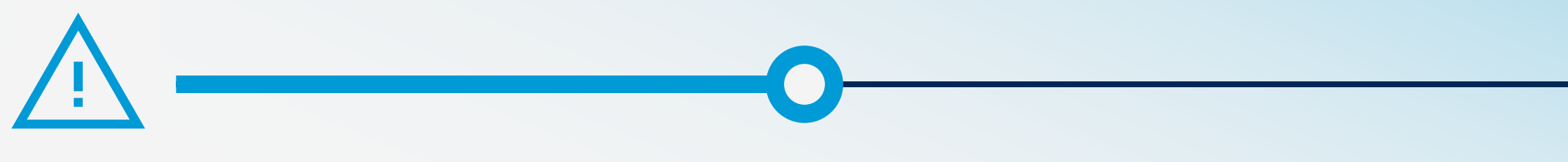


Campaign optimization



Asset transformation

Caution: 45% of those with AI agent pilots or in production report that vendor-offered agents are not meeting company expectations of business performance.



Gartner support: Identify high-value use cases, benchmark readiness and integrate AI experimentation into your martech roadmap.

Source: Gartner

04 Enablement and training

Companies using 4+ enablement practices show stronger martech performance. Allocating funding for employee training and development is associated with martech high performance.

4+

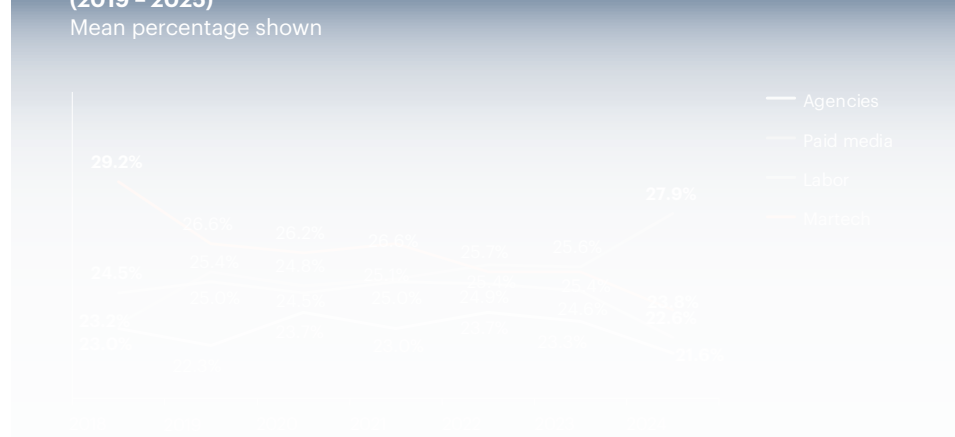
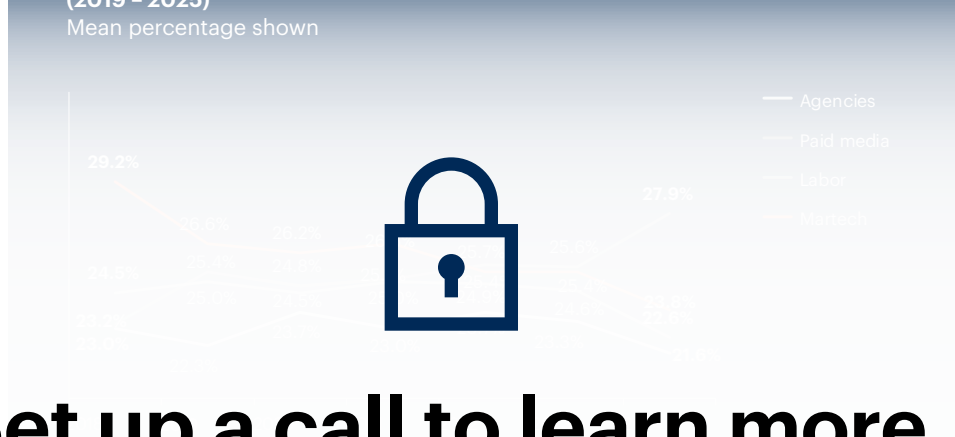
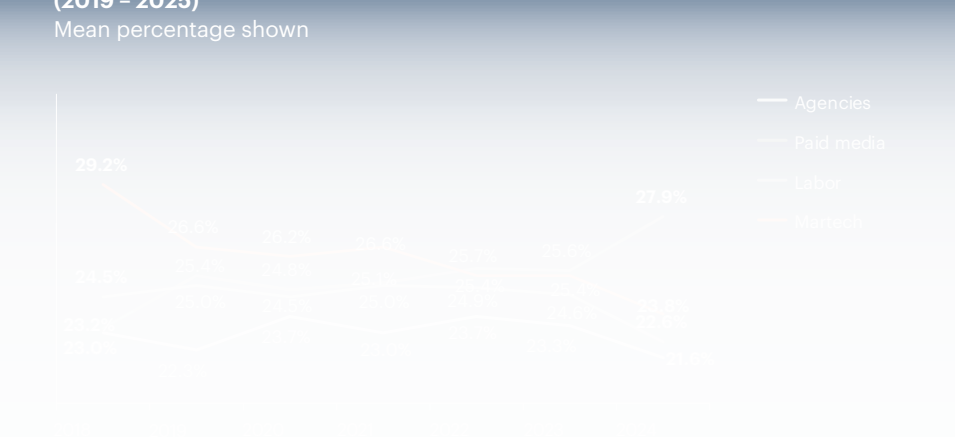


Gartner support: Access enablement playbooks, COE frameworks and training benchmarks to scale martech maturity.

Source: Gartner

Explore more data snapshots for your industry and region

Financial services	Consumer products	Healthcare
IT and business services	Insurance	Manufacturing
Media	Pharma	Retail
Travel and hospitality	High tech	Europe
North America	United Kingdom	



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