

# Ventana Research

## Marketing Research in 2017

Setting the annual expertise and topic agenda

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VENTANA RESEARCH

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# Ventana Research

Ventana Research connects users and providers of technology through its research and advisory services, focusing on improving business performance.

Our unique approach is evaluating the people, processes, information and technology components of organizations using applications and tools across business and IT areas.



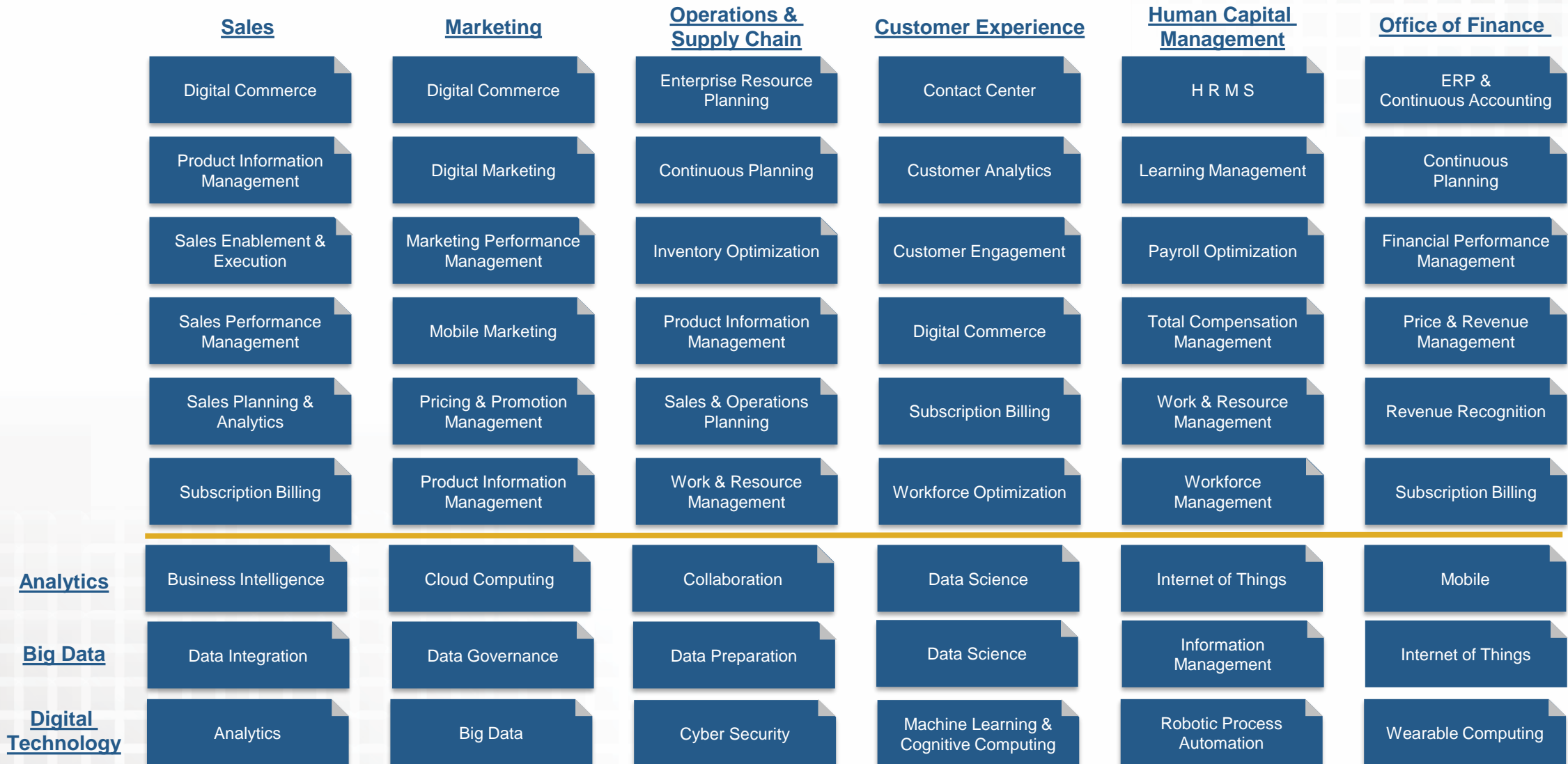
# Ventana Research Expertise Agenda

Our Research Agenda and expertise in critical business and technology topics is driven by our analysts' deep understanding of business requirements and our knowledge of technology providers.

Through our primary and secondary market research methods, we are able to provide insights and best practices to line of business and IT, and across vertical industries that will help any organization reach its maximum potential.



# Ventana Research Expertise Framework



# Expertise is Cross Functional, Not Pigeon-Holed

## Background:

Ventana Research analysts work as a team across lines of business, processes, functions and technologies to provide perspectives that analyst firms with narrow, technology defined coverage areas are not able to match.

## Examples:

- Marketing with Analytics in Marketing Performance Management.
- Marketing with Customer Experience in Digital Commerce.
- Marketing with Sales with Operations and Supply Chain in Product Information Management.



# Services for Users and Providers

## Technology Users

- Advisory and Research Services
- Benchmark Assessment
- Educational Workshops
- Market Consultation Service
- Research Reports
- Technology Assessments
- Vendor Selection Guidance

## Technology Providers

- Advisory and Research Service
- Benchmark Research Services
- Digital Content Services
- Market Consultation Service
- Research Reports
- Speaking Services
- Strategic Consulting



# Market Consultation Service

## Overview:

Ventana Research analysts provide insight and guidance on the market through their expertise using our research. The service consists of a two hour consultation, presentation and unique set of recommendations.

## Value:

- Smartest path to understanding the state of the technology market to adjust your business efforts.
- Improve technology strategies to better optimize your productivity and performance of business processes.
- Optimize business efforts by overcoming challenges with your people and processes through using technology.



# Research



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# Marketing Expertise Overview

## Expertise Overview

- Marketing is a focal point for organizations who want to accelerate their brand into the maximum revenue and market potential by dramatically changing the methods for how they use technology to engage customers.

### Focus Areas

Digital  
Marketing

Digital  
Commerce

Marketing Performance  
Management

Mobile  
Marketing

Pricing & Promotion  
Management

Product Information  
Management



# Agenda for Marketing

## Digital Marketing

- Marketing has radically changed using to technology to focus on digital effectiveness.
- Use of social media and analytics optimizes the targeting of digital marketing.
- Assess the potential impact of increase the demand generation and inbound marketing.

## Digital Commerce

- Advancement of commerce has advanced for optimizing product and billing experience.
- Use of mobile and analytics directly increase the effectiveness of digital commerce.
- Examine existing digital commerce efforts to determine its potential and eliminate gaps.

## Marketing Performance Management

- Shift to continuous planning focuses on optimizing marketing processes and performance.
- Leverage analytics and big data to assess existing marketing performance.
- Utilize continuous marketing planning and analytics to optimize progress to goals.

# Agenda for Marketing

## Mobile Marketing

- Advancing technologies are shifting commerce to focus on customer and products.
- Optimizing engagement of customers through mobile technology is essential for success.
- New efforts will require new strategy to deliver effective customer and product experience.

## Pricing and Promotion Management

- Advancements in pricing and promotion applications improve marketing potential.
- Use of analytics and big data make it possible to target promotions and optimize pricing.
- Assess and apply pricing and promotion to reach maximum marketing potential.

## Product Information Management

- Advancements introduce new product experience for use across business processes.
- Use of analytics and big data are optimizing the effectiveness of product information.
- Adopt applications that enable a digital product experience for customer engagement.

# Digital Technology for Marketing

## **Analytics**

- Use of analytics is helping marketing perform through targeting activities and prospects.
- Applying machine learning can help guide marketing to determine potential actions.
- Assess the effectiveness of analytics to help lead the decisions needed to optimize sales.

## **Big Data**

- Utilizing external data for marketing is changing the competitiveness of organizations.
- Use of cloud computing where data can be accessed and aligned helps marketing.
- Prioritized use of external data to optimize marketing effectiveness.

## **Collaboration for Business**

- Utilization of social collaboration enables marketing to work together on common purpose.
- Use of collaboration for marketing can focus on manage marketing performance.
- Assess and adopt collaboration that accelerates marketing efficiency and effectiveness.



# Digital Technology for Marketing

## Internet of Things

- Use of Internet of Things is shifting the focus on determining the targeting of marketing.
- Monitoring IoT through analytics and big data is helping understand consumer behavior.
- Determine how to use IoT for optimizing marketing efficiency and effectiveness.

## Machine Learning & Cognitive Computing

- Use of advanced computing methods like machine learning is optimizing marketing actions.
- Applying machine learning can help guide marketing to determine potential actions.
- Determine where to apply cognitive computing methods to advance marketing processes.

## Mobile Technology

- Optimizing marketing on smartphones and tablets is accelerating conversions.
- Adoptions and use of mobile technology transitions marketing prioritization.
- Ensure marketing applications and technology operate effectively on mobile technologies.

# Digital Marketing

Digital Marketing

## Overview

- The marketing of products and services digitally is transitioning organizations investments and priorities to how they are able to attract and engage customers for business.

## Agenda

- Marketing has radically changed using to technology to focus on digital effectiveness.
- Use of social media and analytics optimizes the targeting of digital marketing.
- Assess the potential impact of increase the demand generation and inbound marketing.

## Insights - Examples

- Key Insight: “Marketing organizations value analytics that assess leads and demand creation.”
- Best Practices “Adopting use of digital engagement technologies will accelerate marketing.”

## Market Research

- Dynamic Insights: Digital Marketing (Q3)
- Value Index: Digital Marketing (Q4)



# Digital Commerce

Digital Commerce

## Overview

- The focus on the digital selling process through commerce has transformed to focus on marketing and billing and the presentation of products and services than just the transaction.

## Agenda

- Advancement of commerce has advanced for optimizing product and billing experience.
- Use of mobile and analytics directly increase the effectiveness of digital commerce.
- Examine existing digital commerce efforts to determine its potential and eliminate gaps.

## Insights - Examples

- Key Insight: “Digital commerce is transforming to customer and product experience.”
- Best Practices “Managing products for maximum customer experience increases value.”

## Market Research

- Benchmark: Digital Commerce (Q1)
- Value Index: Digital Commerce (Q3)



# Marketing Performance Management

Marketing Performance  
Management

## Overview

- Marketing Performance Management enables organizations to establish rigor for guiding the marketing activities and processes to reach their best possible outcomes.

## Agenda

- Shift to continuous planning focuses on optimizing marketing processes and performance.
- Leverage analytics and big data to assess existing marketing performance.
- Utilize continuous marketing planning and analytics to optimize progress to goals.

## Insights - Examples

- Key Insight: “Marketing analytics aren’t always available, nor are metrics often timely.”
- Best Practices “Find out how satisfied your organization is with your current marketing analytics.”

## Market Research

- Dynamic Insights: Marketing Planning and Analytics (Q2)



# Mobile Marketing

## Overview

- The adoption of mobile technologies as the primary device by consumer professionals has increased the importance of targeting them through marketing efforts.

## Agenda

- Advancing technologies are shifting commerce to focus on customer and products.
- Optimizing engagement of customers through mobile technology is essential for success.
- New efforts will require new strategy to deliver effective customer and product experience.

## Insights - Examples

- Key Insight: “Use of mobile technologies are transitioning the prioritization of marketing.”
- Best Practices “Examine the use of marketing to optimize effectiveness of plans.”

## Market Research

- Dynamic Insights: Digital Marketing (Q3)
- Value Index: Digital Marketing (Q4)

# Pricing & Promotion Management

## Pricing and Promotion Management

### Overview

- The opportunity for organizations to optimize their market and revenue potential comes from applying pricing and promotion management that can increase the return on marketing investments.

### Agenda

- Advancements in pricing and promotion applications improve marketing potential.
- Use of analytics and big data make it possible to target promotions and optimize pricing.
- Assess and apply pricing and promotion to reach maximum marketing potential.

### Insights - Examples

- Key Insight: “Pricing and promotion management optimizes conversation of prospects to customers.”
- Best Practices “Use pricing and promotion management to optimize revenue strategies.”

### Market Research

- Dynamic Insights: Profitability Management (Q2)
- Value Index: B2B Pricing and Revenue Optimization (Q3)



# Product Information Management

Product Information  
Management

## Overview

- Product Information Management provides the ability to consistently manage products and related information for use across processes to business and consumers.

## Agenda

- Advancements introduce new product experience for use across business processes.
- Use of analytics and big data are optimizing the effectiveness of product information.
- Adopt applications that enable a digital product experience for customer engagement.

## Insights - Examples

- Key Insight: “Adopting PIM can help improve confidence and provide benefits.”
- Best Practices “Assess your organization’s maturity in product information management.”

## Market Research

- Benchmark: Product Information Management (Q1)
- Dynamic Insights: Product Content Management (Q2)
- Value Index: Product Information Management (Q1)

# Technology Areas of Focus for Marketing

## Digital Marketing

- Assets and knowledge management
- Demand generation
- Market intelligence
- Mobile enablement
- Product content and engagement
- Lead management Salesforce automation (SFA)

## Digital Commerce

- Billing and order management
- Integration and analytics
- Mobile enablement
- Product content and engagement
- Site development and optimization

## Marketing Performance Management

- Analytics
- Planning and optimization

## Product Information Management

- Content management
- Collaboration
- Data, integration and analytics
- Digital assets
- Master Data Management
- Product experience

# Market Research for Marketing

## Benchmark Research

- Digital Commerce (2017)
- Product Information Management (2017)

## Dynamic Insights Research

- Digital Marketing (2017)
- Marketing Planning and Analytics (2017)
- Product Content Management (2017)
- Profitability Management (2017)

## Value Index Research

- B2B Pricing and Revenue Optimization (2017)
- Digital Commerce (2017)
- Digital Marketing (2017)
- Product Information Management (2017)



# Questions?



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