

Martech 2022




The release – we'll begin at 9.00





WIRAYA



- 
- **Intro**
 - **Four key takeaways**
 - **A real case - Max Burgers**



MAX Burgers

Sofia Soläng
CRM Specialist



Stadium

Lars Rosén
Head of Marketing



ATG

Jessica Ödin
Manager Martech

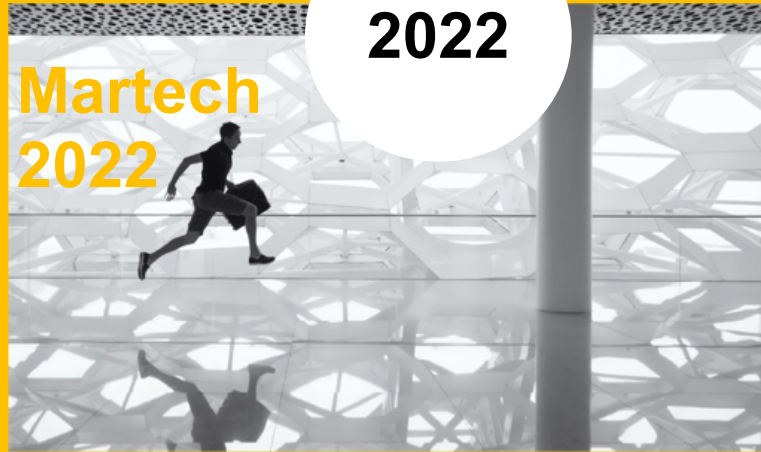


Swedbank

MariAnne Ygberg
Head of Customer Value
Communication

2022

Martech
2022



2021

Martech
2021

Ökad kunskap, nya insikter och
värdefulla verktyg om Martech
från svenska marknadsförare



ODYSSEY WIRAYA SWEDMA CMO goes TECH

2020

Martech
2020

Where marketing and
technology meet for an
improved customer experience.



ODYSSEY WIRAYA SWEDMA CMO goes TECH

2019

MARTECH 2019

Where marketing and technology meets for an improved customer experience



Marketing leaders give their insights
into the use of marketing technology

2017

Martech
Sweden 2017

Swedish marketing managers give their
view of marketing technology.



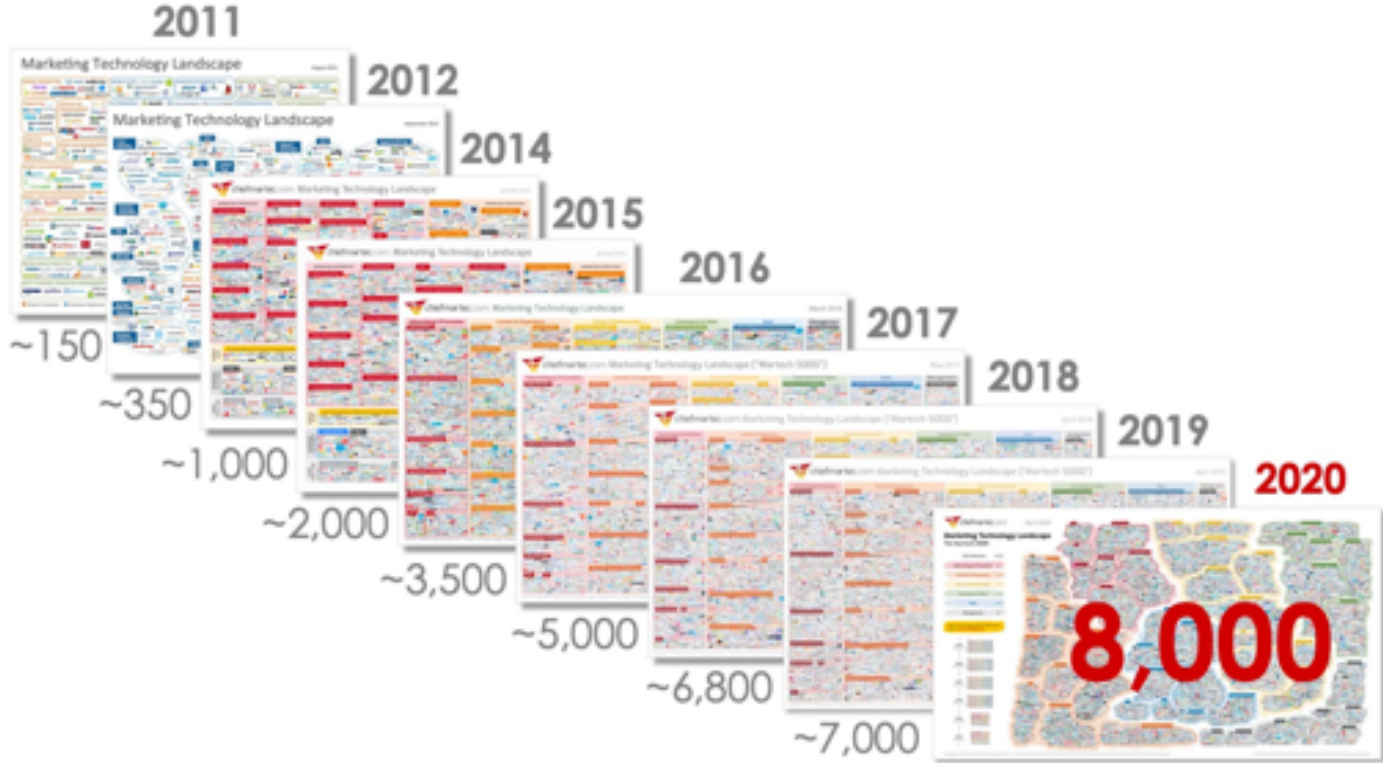
ODYSSEY WIRAYA

A hand holding a pen over a laptop keyboard, symbolizing technology and strategy.

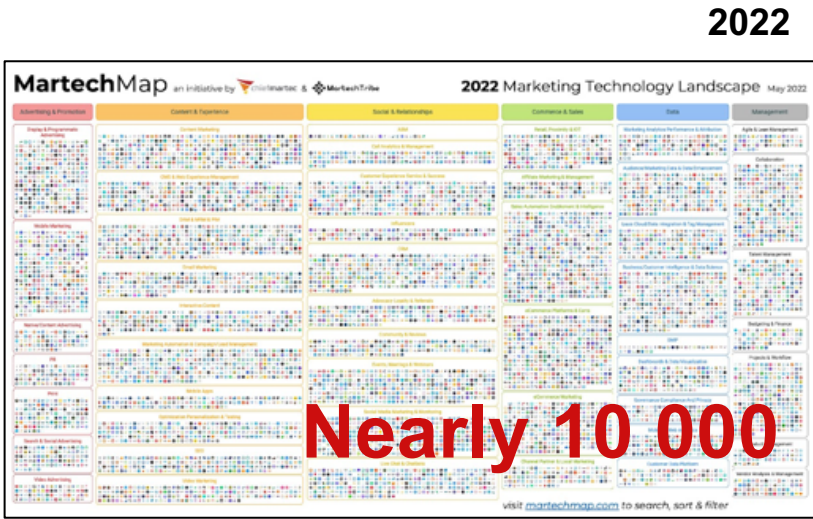
What is Martech?

Our definition of *martech*:
Business strategies combined with technology
in order be more customer-focused.

The martech evolution



Scott Brinker,
editor ChiefMartec.com



Marketing Technology Landscape Supergraphic (2022) developed by Scott Brinker Chiefmartec.

**People
Process
Technology
Data**

The four key takeaways

Martech report 2022

1

Is the Hype over?

Investments are decreasing from a steady increase for several years.

7 out of **10**

Will increase martech investment in 2021



3

out of

10

The shift is here

The four key takeaways

Martech report 2022

2

High raters have invested in all four martech dimensions

These “high raters” already have staff in place with relevant competence so their main priority is improving processes, ways of working and collaboration.

A person is standing on the edge of a dark, rocky cliff, looking out over a vast, hazy, orange-toned landscape. The scene is captured in a cinematic style, with the person's silhouette against the bright, hazy background. The overall mood is contemplative and expansive.

1/2

of global market companies have achieved high martech maturity, compared to 1/4 of single markets

60%

of companies within the Banking and Gaming industry rate themselves very high on all four dimensions

Is your different martech tools integrated?

Yes - says...

55% of the high raters

24% of the single market respondents

↓ For companies only operating in Sweden, the figure is even lower, at **14%**

Making the most out of what you have

Low turnover high raters

- Train their own staff to ensure competence
- They have a limited number of tools at hand
- Easier time to cooperate and coordinate their work

⇒ Do more with what they have at hand - both in terms of existing staff and existing tools

The four key takeaways

Martech report 2022

3

Low raters are lacking both competence and time

“Low raters” mainly represent low turnover companies without a global market presence. These companies tend to have limited resources and, generally speaking, less “muscles”.

Low raters = less muscles ⇒ less of everything

- Low raters = primarily low turnover companies without a global market presence
- Low self-rating goes across all four dimensions: people, process, technology & data
- No significant industry companies standing out (while companies that rated themselves as “mature in martech” were mainly in the Gaming and Finance industry)

Biggest challenge is lack of time & competence

#1

The top priority in the coming years is people and ensuring the right competences

52%

Of the low raters say their biggest challenge is lack of time

Is your company measuring return of investment (ROI) for martech?

59%

Of low raters say no

11%

Of high raters say no

The four key takeaways

Martech report 2022

4

**Sweden is falling behind –
time to speed up the
implementation**


Sweden is landing at
the bottom amongst the
low raters coming from
the entire European
Martech study.

Focus areas

Sweden

- Driving acquisition
- Sales
- Profit
- Marketing optimization

Global Top Raters

- Retention
 - Analysing data
- 
- New business models with proven business value

The brand effect

Sweden

- Some brand effect
- Partly measure return of investment ROI

Global Top Raters

- Considerable brand effects
- Fully measuring the ROI of their martech

Fully integrated and have all their processes in place.

Who's responsible?

Sweden

- CEO
- CMO

Global Top Raters

- The C-suite





Key challenges!

Sweden low raters

- Time
- Insights
- Competence

Sweden Top Raters

- Budgets
- Integration

Finding or gaining the skills?

Sweden Low Raters

- People & Competence
- Training existing staff

Swedish Top Raters

- Recruiting the expertise to jump ahead

Global Top Raters

Team up with partners
to improve their martech
success

Conclusion - Sweden

A long, straight asphalt road with yellow double lines receding into the distance over a body of water, leading to a pier with a red and white navigational buoy.

Bandwidth

Budget

The four key takeaways

Martech report 2022

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2

High raters have invested in all four martech dimensions

These “high raters” already have staff in place with relevant competence so their main priority is improving processes, ways of working and collaboration.

4

Sweden is falling behind – time to speed up the implementation

Sweden is landing at the bottom amongst the low raters coming from the entire European Martech study.



Sofia Soläng
CRM Specialist



Q&A



Thank you for joining us!

