

Pepperjam Adobe Summit 2017 Survey: Marketers' Contrasting Pain Points & Priorities

We recently attended Adobe Summit 2017 and polled 400 senior marketers and decision makers about their challenges and priorities. The results reveal a notable tension between technology investments and expectations, as well as channel strategy and objectives.

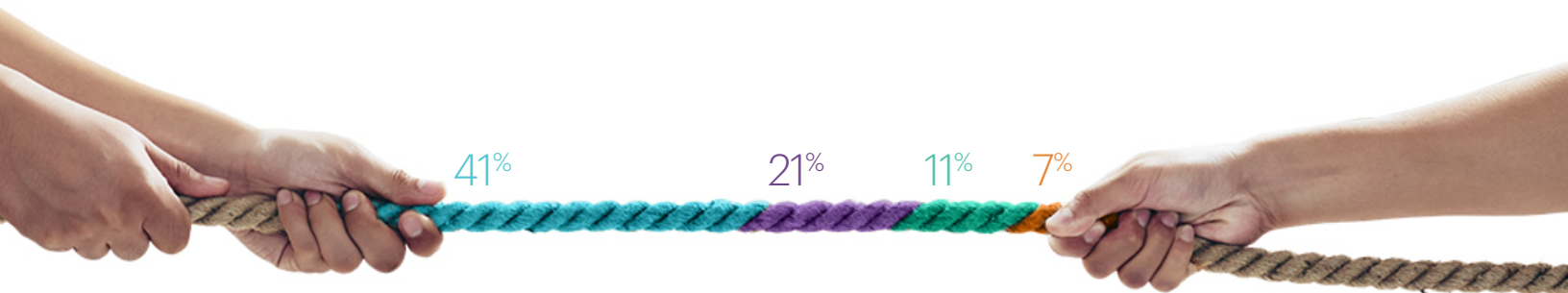
Key Insight: Innovation Divide

There's a disconnect between technology innovation investments and a culture of creativity.

Technology is one of the best vehicles to enable creativity and innovation. While most marketers agree with this statement, there is a strain around marketers' relationship with technology.

There is a clear emphasis on technology investments to drive innovation forward, yet little investment into developing a creative culture that encourages employees to put this technology into practice in truly innovative ways.

The No. 1 response from 2017 Pepperjam Adobe Summit Survey focused on the value of innovation technology; however, only 7% of senior marketers prioritize creating a creative culture.



41% of marketers efforts will be spent on innovating technology.



21% are looking to stay at the forefront of innovative marketing strategies.



11% of respondents indicated, "understanding, managing or outsourcing my technology platforms for better results" was a key marketing challenge to tackle.



However, only 7% of senior marketers prioritize creating a creative culture.

Key Insight: Misunderstood Influencers

Marketers place great emphasis on influencer marketing but lack awareness regarding its many forms.

Influencer marketing takes on many shapes and forms, and an integral part of influencer marketing is affiliate marketing, by which an online retailer compensates a publisher or blogger for traffic and sales generated from its referrals.

Affiliate marketing often serves as a stepping-stone to more robust influencer marketing programs, and **can contribute up to 15% additional online revenue for brands**. While marketers place a high emphasis on influencer marketing, they neglect affiliate marketing as part of this mix.

Nearly a third of marketers invest or prioritize influencer marketing (26%) but only 4% invest or prioritize affiliate marketing.



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This discrepancy means affiliate marketing is a grossly under-utilized channel and potentially unknown, warranting a need for greater education around the various strategies supporting influencer marketing.

Forrester predicts by 2020, US Ecommerce sales will hit \$500 billion—and **affiliate marketing will affect \$70 billion in sales**. For brands and retailers in need of a primer, Pepperjam is offering complimentary reprints of **Forrester's Affiliate Marketing 101 Report**.

Key Insight: The Data Dilemma

Data remains the crux and solution to marketers' problem.

Marketers have more technology and sophisticated solutions than ever before to help them improve messaging, targeting and consumer engagement. However, there remains the challenge of 'too much data' or rather, 'not optimizing existing data.'

More than a third of marketers (36%) want to improve data insights to better understand how and when best to connect with a consumer.

A circular infographic showing 34% of the circle filled with a light blue color.

34% of marketers want to tackle and improve using data to deliver the right message to the right person, at the right time.

A circular infographic showing 65% of the circle filled with a green color.

65% of marketers are focused on analyzing the customer journey, consumer behavior, and the movement of buying audiences.

A circular infographic showing 36% of the circle filled with a purple color.

36% of marketers want to focus on data to better understand the customer journey.



While innovative technology investments are a No. 1 priority among marketers, resulting data points remain burdensome. Regardless of the marketing technology stack within an organization, the focus is clear – to remain dedicated to better understanding and engaging with people along their customer journey.

To learn more about how we are resolving these challenges for marketers, [contact us](#).