STATE OF
MARKETING AUTOMATION
2024

Secrets to marketing success
and growth in 2024 and beyond.

TREND REPORT '24 – TREND REPORT '24 – TREND REPORT '24 – TREND REPORT '24

deployteq

STATE OF **MARKETING AUTOMATION 2024**

TREND REPORT '24 - TREND REPORT '24 - TREND REPORT '24

We're going to delve deep into the psyche of our fellow marketers to see what they value most. Through engagement, success metrics, personalisation, and data we'll see what marketers find important (and what they don't!) As well as interviews with the biggest experts in digital and email to get their exclusive predictions for 2024.

ABOUT DEPLOYTEQ

Deployteq is a market-leading, award-winning marketing automation provider. Its mission is to liberate marketers from overly complex technology with its powerful, but easy-to-use omnichannel marketing platform. Deployteq's unrivalled data model and data visualisation ensures that marketers can seamlessly bring together key data insights to easily execute complex campaigns that continue to win awards and deliver millions in revenue uplift. (Without the need for a tech team).

A WORD FROM
SJUUL VAN DER LEEUW

I'd like to welcome you to our first-ever State of Marketing Automation report for 2024, sitting alongside our world-famous Email Benchmark.

In 2024, there's a topic no one can ignore. The integration of Generative AI into campaigns has skyrocketed. This reflects a monumental shift towards leveraging advanced technologies to enhance marketing effectiveness. However, with great innovation comes great responsibility, as marketers grapple with the ethical implications and rapid progression of AI we see it's never been more important to equip and train our teams for the future of this technology.

Other organisations are seeing it as imperative to ensure the quality of company data and seamlessly integrate technical landscapes. But thankfully, amongst our upcoming challenges, we can still rely on old friends. Email continues to be the most-used channel for reaching audiences, reiterating it's effectiveness in an evolving digital world.

At Deployteq, we have been at the forefront of email and marketing automation for over 24 years, creating award-winning solutions to meet the evolving needs of

marketers worldwide. This year was a record-breaking year with over 4 billion messages sent through our platform, a testament to our commitment to empowering marketers with reliable tools and innovative insights.

Lastly, thank you to all those who took part in the research. To everyone reading, let this report serve as a compass, guiding you towards success in the world of marketing automation.

Sjuul van der Leeuw
CEO Deployteq

Pauline Buil
Marketing Director Deployteq

"For success over the next year, I'd like to ditch the narrative of replacing our marketing teams with robots, such as a recent statistic I saw in a Gartner report, 22% of CMOs may be thinking of replacing staff with AI. Instead, and for true success we should be focusing on enabling our teams for an AI, tech-powered 2024! Let's start breaking down tech barriers and diving headfirst into the world of AI. At Deployteq, our CEO Sjuul van der Leeuw has been championing this cause in parliament, emphasising the need to embrace change and ensure our teams are prepared to adopt new technology in the most lucrative way.

It's not about staff replacement; it's about giving your team the skills to ride the AI-wave.

As a marketing director, I've asked myself: What talent-tech mix do we need, and how do we make it work? We're all about building AI-enabled teams. So, what should a marketer do to ensure they've checked all the boxes for success? Identify where AI can optimise your processes, and then coach and train your team to make the most of it. Think of AI as your team's sidekick, not the competition. It's not about jobs going away; it's about roles evolving. Embrace the change, assess the disruption, and let's make 2024 the year of AI-powered marketing success!"

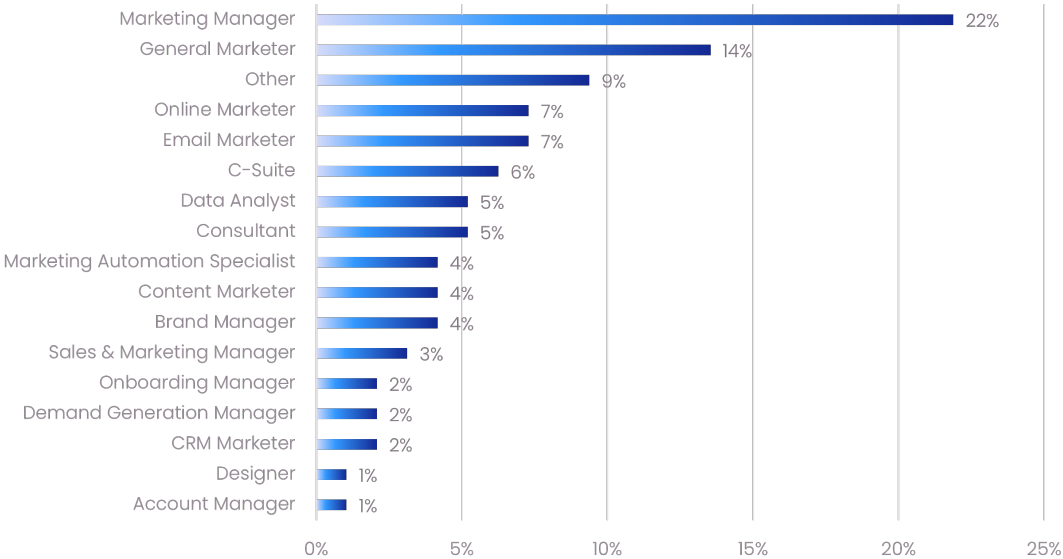*"For true success we should be focusing on enabling our teams for an AI, tech-powered 2024!"*

4

1. RESPONDENT PROFILE

This chapter provides a snapshot of the marketers powering the evolution of marketing automation. We explore their backgrounds, goals, and challenges, offering insights into the motivations fuelling the widespread adoption of automation technologies.

What is your current position?

Marketing manager (22%) is the most represented job title amongst the respondents.

Position	Percentage
Marketing Manager	22%
General Marketer	14%
Other	9%
Online Marketer	7%
Email Marketer	7%
C-Suite	6%
Data Analyst	5%
Consultant	5%
Marketing Automation Specialist	4%
Content Marketer	4%
Brand Manager	4%
Sales & Marketing Manager	3%
Onboarding Manager	2%
Demand Generation Manager	2%
CRM Marketer	2%
Designer	1%
Account Manager	1%

150 professionals took part in our research.

FIG. 2

In what sector do you work?

Majority of respondents work in the **B2C (41%)** sector.
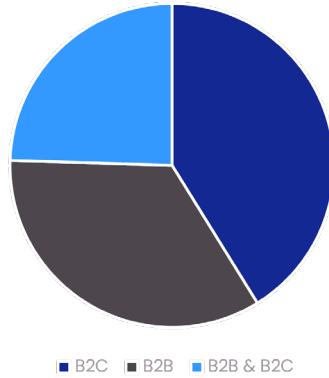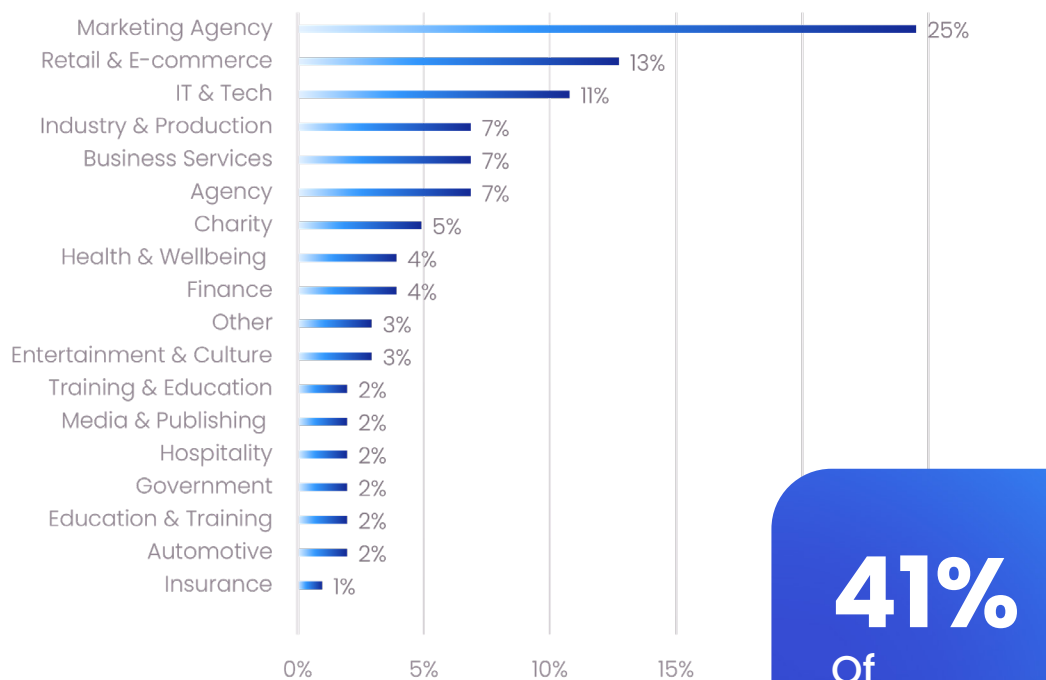

■ B2C ■ B2B ■ B2B & B2C

FIG. 3

What industry do you work in?

Marketing agency (25%), is the industry in which the marjority of our respondents work, closely followed by Retail & E-commerce (13%).

Industry	Percentage
Marketing Agency	25%
Retail & E-commerce	13%
IT & Tech	11%
Industry & Production	7%
Business Services	7%
Agency	7%
Charity	5%
Health & Wellbeing	4%
Finance	4%
Other	3%
Entertainment & Culture	3%
Training & Education	2%
Media & Publishing	2%
Hospitality	2%
Government	2%
Education & Training	2%
Automotive	2%
Insurance	1%

41%
Of respondents work in the B2C sector.

FIG. 4

How many employees work in your organisation?

Most repondents work in companies with **201 – 500 (26%)** employees in total.
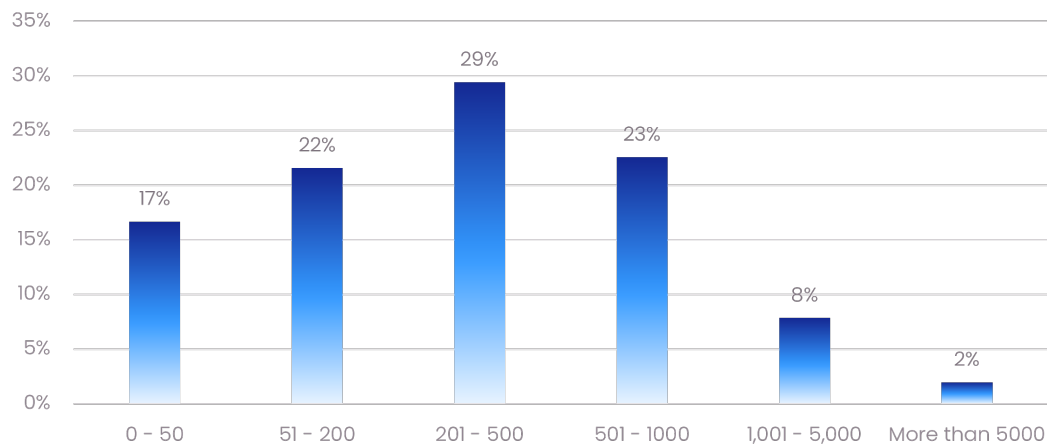
RESPONDENT PROFILE SUMMARY

We surveyed marketing professionals primarily from marketing agencies. A big chunk of our respondents work B2C sector, with the key job titles predominantly held by Marketing Managers. These professionals are primarily affiliated with companies ranging from 201 to 500 employees, representing a dynamic segment of the industry where marketing automation plays a crucial role in driving strategies and campaigns.

The Email Benchmark 2024

This report was created in collaboration with the Email Benchmark 2024 where we analysed a record breaking 4 billion messages from Deployteq. Get the whole package and get access to the Email Benchmark 2024 below.

EXPLORE

Mark Kruisman
Email Marketing Specialist

"If you ask me, these are the biggest changes to be expected in 2024 regarding email.

At first, several big names have been announcing to stop allowing third-party cookies over 2024. Email marketing is a first-party data medium and will therefore become even more important in the so-called 'cookieless era'. If you manage your email list well, the average ROI on email probably already outperforms the average ROI on search advertising. And that gap will get bigger as search advertising will drop in accuracy. And once you can only do personalization with first party data, email is set for the win!

Authentication will become even more important. For example: Gmail and Yahoo started using stricter rules for emails to be delivered since the start of February. If your authentication is not up to standards, you don't offer a one-click-unsubscribe or your spam rating is too high, you're out. Also, I

see more companies going for BIMI. Although it can be quite an investment for smaller companies, it's worth investigating for you as well.

Finally, with the rise of generative AI, I expect to see many marketing teams adopting it in 2024. Although I am sceptical about having AI do everything, there's no denying its capabilities. It can optimize your copy, generate royalty-free, perfectly matching images to add in your emails or tweak little bugs in your code, to name a few. I only hope it won't lead to content becoming dime a dozen because everyone is using AI."

"If your authentication is not up to standards, you don't offer a one-click-unsubscribe or your spam rating is too high, you're out."

2. YOUR TEAM

How many are in your marketing team?

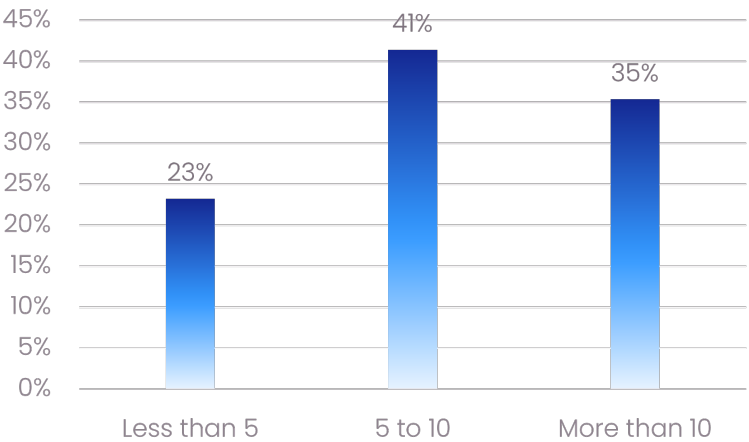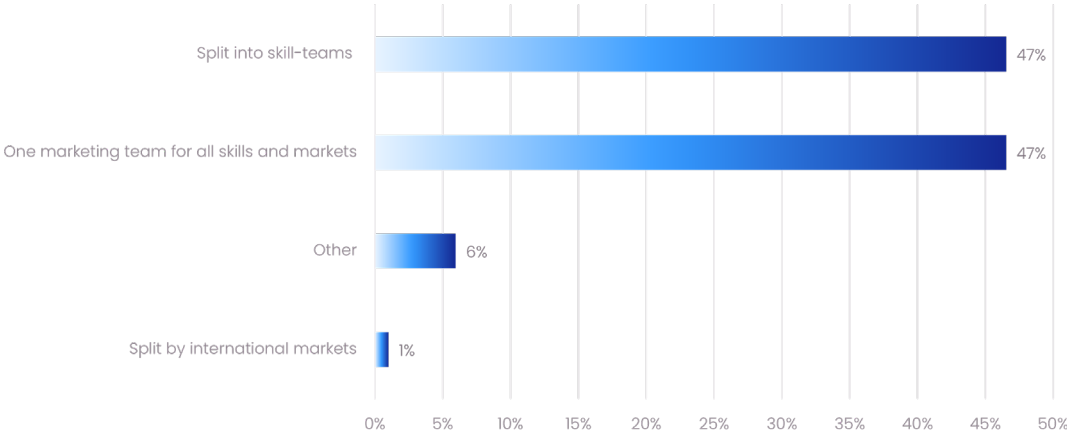Most respondents work in marketing teams made up of **5 - 10 (41%)** employees.

How is your marketing team split?

There is an even split between marketing teams made up of **1 team for all skills and markets** and **teams split by skill (47%)** (i.e. SEO, Design, Email etc.)

Adeola Sole
Consultant, Strategy CRM

Web based lifecycle campaigns

"Not to be confused with web push notifications which are a little different. Web based messages (in browser messages) appear on the website and are a step up from the humble pop-up. As much as email is a powerful channel, the inbox is a highly competitive arena, whereas on your website you have your customers' undivided attention. Marketers now have a wider choice when it comes to deploying the right message on the right channel.

- Web browser messages can be used to compliment abandoned browser behaviour. We will see more marketers use subtle ways of reminding customers to convert. The likes of Net-a-porter have implemented messages like this in their app as well their website.

- Retention initiatives are enhanced when overlaid with in-browser messages. The email acts as a nudge and the website should in effect 'take over' and drive the conversion made possible with strategic messaging.

The rise of SMS & WhatsApp marketing

SMS and WhatsApp will become channels that compliment email marketing, especially from an acquisition & retention perspective. Marketers are beginning to accommodate their global audiences by adopting more channels. For instance In the Middle East and Africa WhatsApp supersedes email and SMS. Whereas in the United States SMS reigns. 2024 will see the rise of channel centric lifecycle marketing from onboarding right through to winback.

CDP dependency

More businesses will start to adopt a centralised system in the form of a CDP (Customer Data Platform) that creates a comprehensive customer database accessible by other systems to analyse, track, and manage customer interactions. There is only so much a single ESP can do, but powered with a CDP the possibilities are endless."

"Marketers now have a wider choice when it comes to deploying the right message on the right channel."

3. BUDGETS

FIG. 7

What is your marketing budget for 2024?

Most respondents had budgets between **€50,001 – €100,000 (29%).**

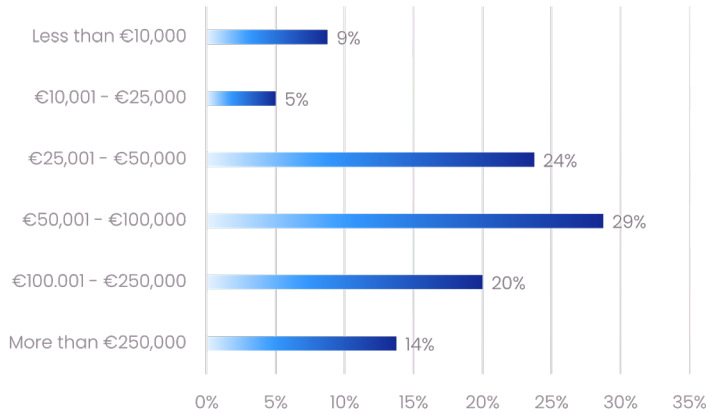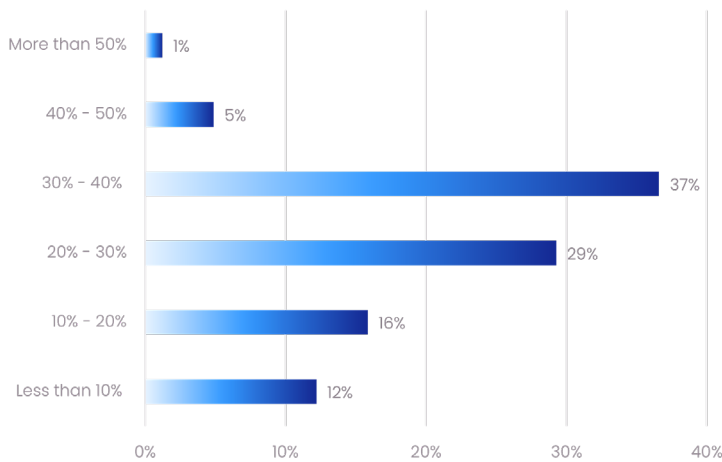| Budget	Percentage
Less than €10,000	9%
€10,001 – €25,000	5%
€25,001 – €50,000	24%
€50,001 – €100,000	29%
€100.001 – €250,000	20%
More than €250,000	14%

FIG. 8

How much of your budget is spent on technology?

The majority **(37%)** of respondents spend between **30 – 40%** of their total marketing budget on tech.

Budget spent on technology	Percentage
More than 50%	1%
40% – 50%	5%
30% – 40%	37%
20% – 30%	29%
10% – 20%	16%
Less than 10%	12%

37%
spend 30 to 40% of their marketing budget on tech.

Sarah Newman
Marketing Director Inspired Thinking Group

"As we turn the page to 2024, marketing isn't about doing more; it's about creating real and lasting changes with catalytic experiences. These types of experiences have unrivalled power, like increasing customer value or consumers raving about your brand to others. The most successful CMOs are once and for all binning off the 'more is better' mentality. Instead, they're all about championing unique, loyalty driving marketing experience.

Catalytic marketing is crafting a handful of touchpoints that shake things up for your audience — even when you're not in direct conversation with them. It's about engineering moments that spark real changes in how people see things — and it sticks, especially when the brand isn't too brash about their sales pitch. Take this for instance: a beauty brand used catalytic marketing by giving customers an AI-powered skin assessment. It wasn't just a typical product recommendation; it was an experience that made customers reflect on their skin's unique needs. This strategy sparks a moment of self-reflection, giving customers the confidence to commit to an entirely new skincare regimen. It's not just about selling a product; it's about creating a change that lasts and increases customer loyalty.

As a marketing director, I'm placing my bets on catalytic marketing for 2024. It's not just a trend; it's a smart shift toward growth that actually works. The Three C's — Clarity, Connections, and Courage — are our go-to guide for making these experiences big. For true success next year, make catalytic marketing your new direction for the journey ahead."

"I'm placing my bets on catalytic marketing for 2024."

4. TECH PROVIDERS

What software is part of your tech stack?

While many platforms are used by respondents, we see the biggest percentage naming **data management software (66%)** as part of their tech stack.
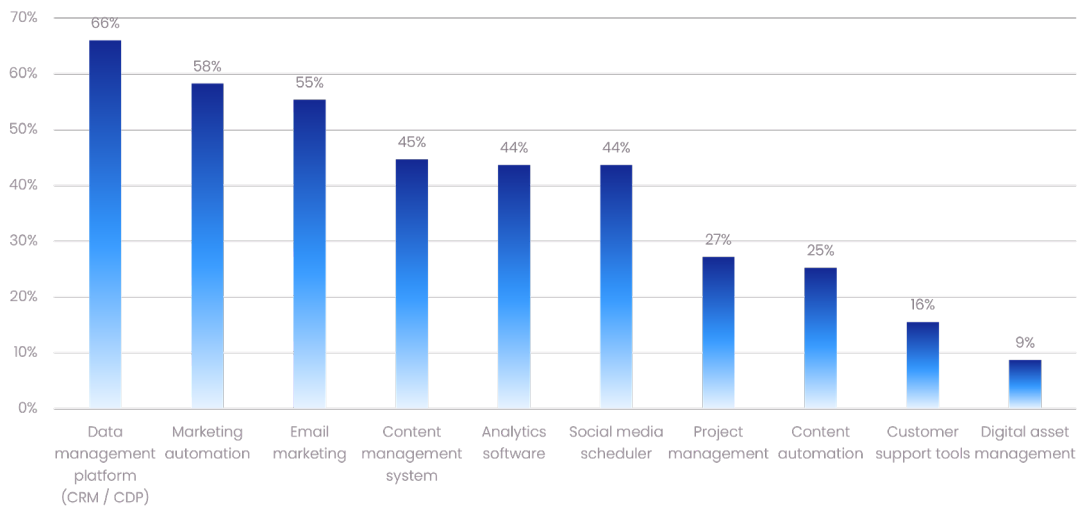
How do you shortlist tech providers?

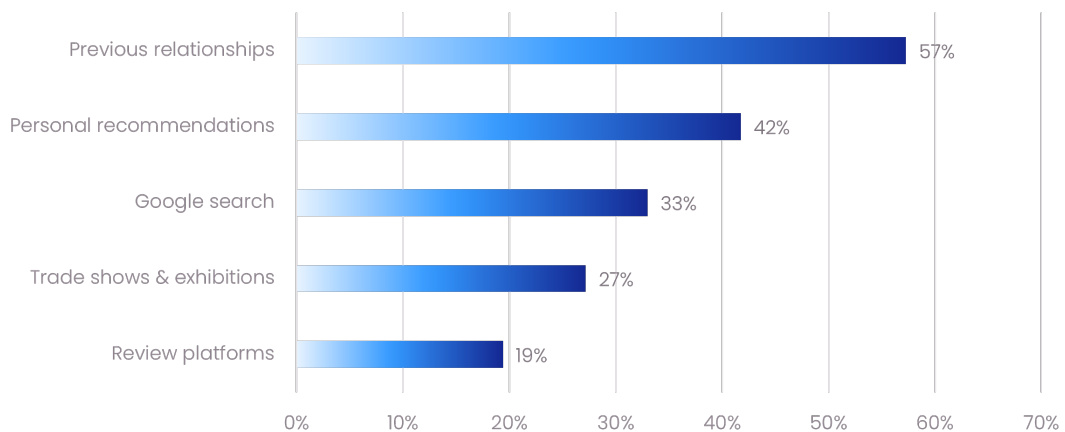Respondents most popular way to shortlist a provider is via **previous relationships (57%)**.

13

FIG. 11

What benefit is most important to you from your marketing automation tech provider?

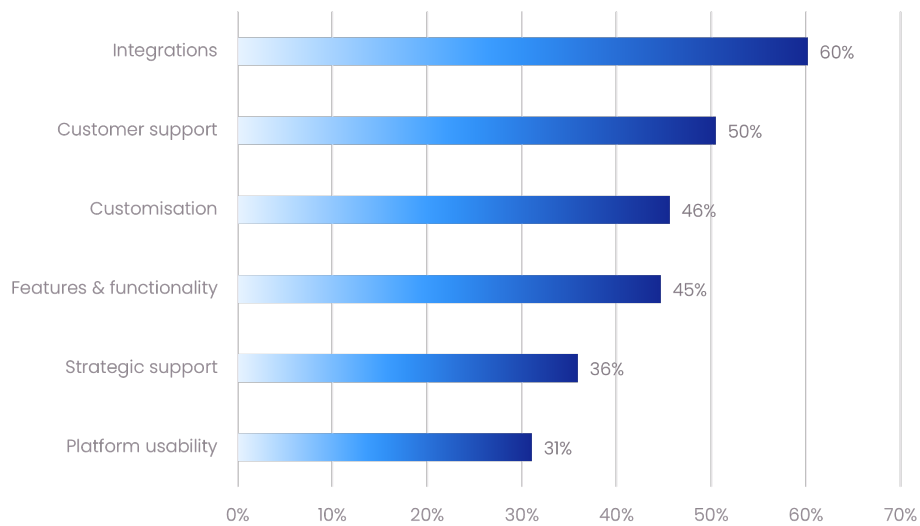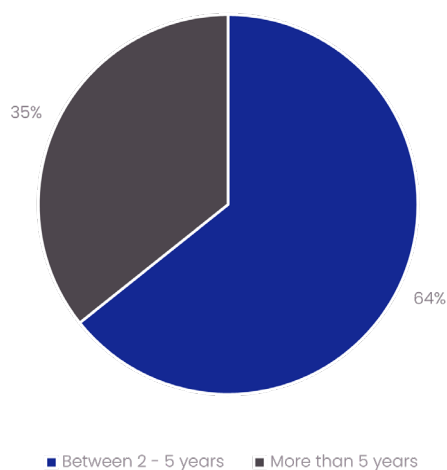**Integrations (60%)** is the most important benefit to our repsondents when looking for a provider.

FIG. 12

How often do you switch providers?

Between 2 – 5 years (64%) is the most popular frequency to change technology providers.

■ Between 2 - 5 years   ■ More than 5 years

Rob Pellow
Executive Technical Director at Armadillo

"I'm always nervous to talk about trends, but my hope is that the marketing world starts marrying personalisation and relevance and joining their communication channels with a more holistic view of their customer data. The drum has long been beaten about the importance of personalisation, but if brands want to truly build a relationship with their customers – and increase trust and mental availability – they need to show growth in how well they understand them beyond just their purchases.

There's a whole new world of technology that allows you to connect more data sources, more journeys, and more touch points. Meaning that, when Customer A calls a helpline or goes into a store your staff can access the data that will help them make Customer A happier. In addition, they can further enrich that data so the next push from the app or email can be that much more relevant.

That's not all it means though; finding opportunities to capture that data in ways that feel easy to the customer doesn't just mean you get more data, it also means that you're not always just sticking a BUY NOW button in front of them. Letting them lean into your brand with gamification or playful engagement – especially when it's not expected – is a great way for customers to give you more emotional, feelings-based data so that you can talk about why they should care about your product/offering, as well as what it is."

"My hope is that the marketing world starts marrying personalisation and relevance and joining their communication channels with a more holistic view of their customer data."

5. OMNICHANNEL MARKETING

How many contacts do you have in your database?

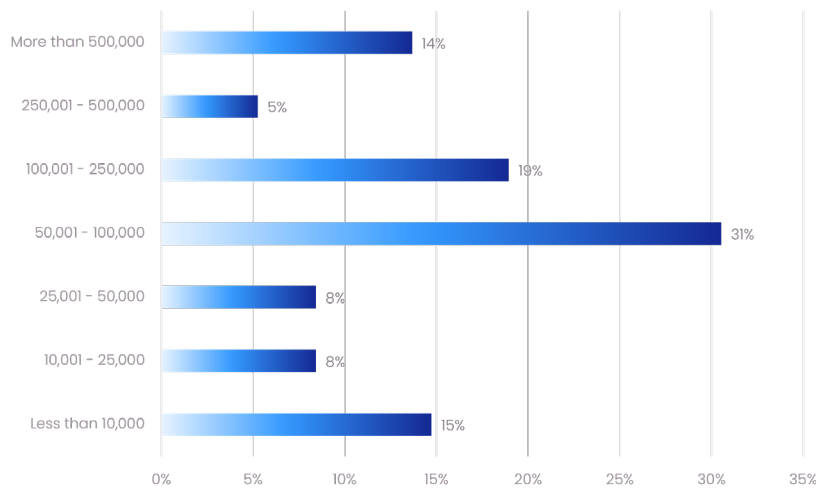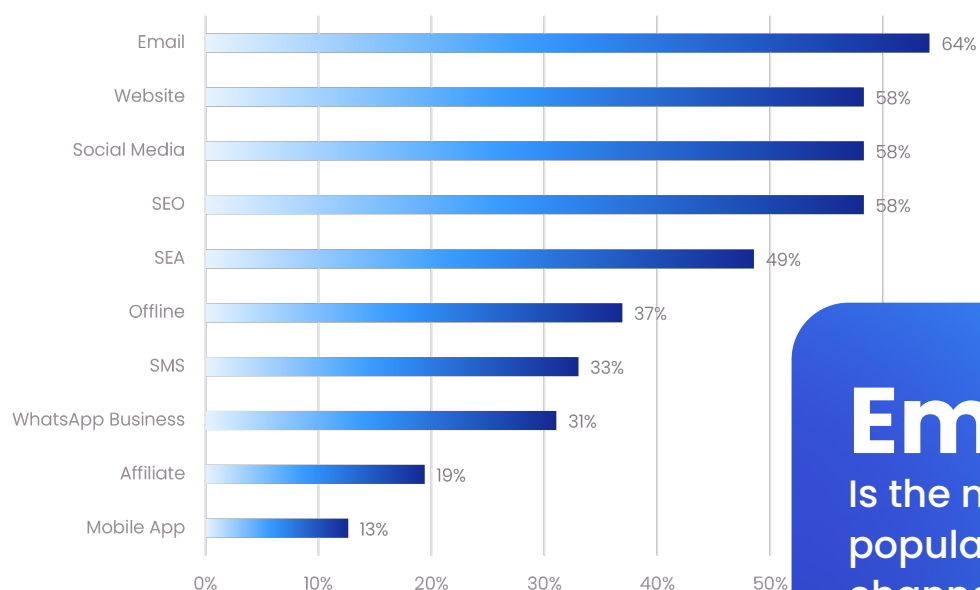Survey respondents reported having between **50,001 to 100,000 (31%)** contacts in their database.

Category	Percentage
More than 500,000	14%
250,001 – 500,000	5%
100,001 – 250,000	19%
50,001 – 100,000	31%
25,001 – 50,000	8%
10,001 – 25,000	8%
Less than 10,000	15%

What channels are you using in your strategy?

Email (64%), website (58%) and **social media (58%)** are the most popular channels to use for respondents in 2024.

Channel	Percentage
Email	64%
Website	58%
Social Media	58%
SEO	58%
SEA	49%
Offline	37%
SMS	33%
WhatsApp Business	31%
Affiliate	19%
Mobile App	13%

Email Is the most popular channel in 2024.

16

FIG. 15

What campaigns are you sending?

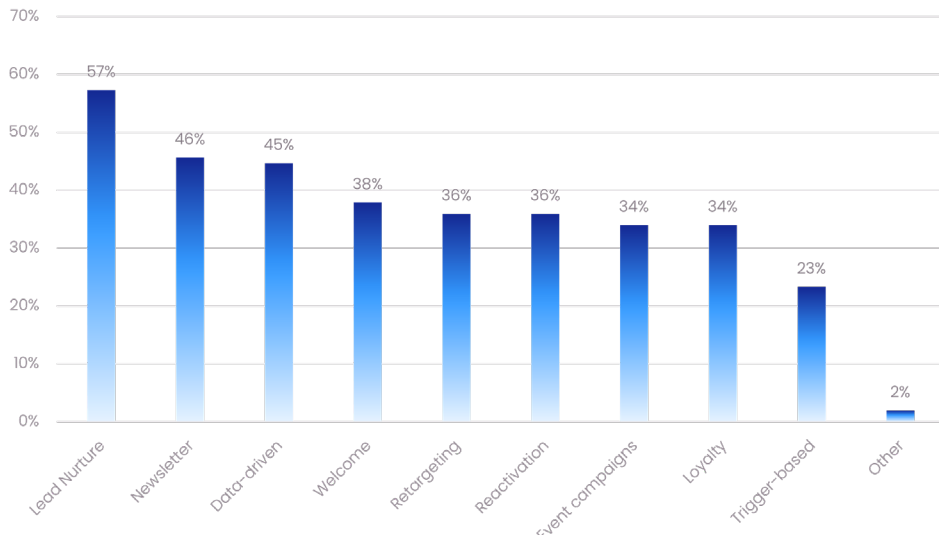**Lead nurture** campaigns are the most popular campaigns for 2024.
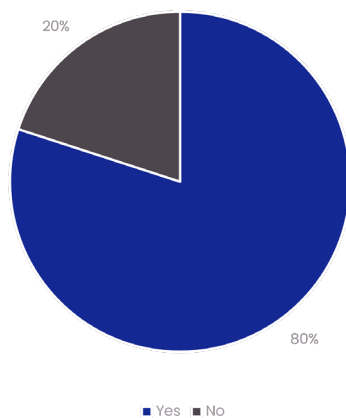

FIG. 16

Do you split transactional messaging from commercial?

80% of respondents **are splitting transactional** from commercial messages.

Kath Pay
CEO, Holistic Email Marketing

"I expect improving the customer experience will be the defining trend for 2024. With the increasing focus on improving our customers' experiences with our brands, products, services, representatives, and messages, marketing automation is deeply integral to achieving this objective.

Marketing automation messages are timely and innately personalised as the majority are based on the customer's life stages and their actions/inactions. And as such, the majority of these automated messages can be classified under "Helpful Marketing", which of course assist greatly in enhancing the customer experience.

Another trend for email marketers that is on the rise, is to work smarter. When they work smarter, companies can serve customers better – everything from better products to more efficient browsing and buying in-store or online, customer support and services, more relevant and effective messaging, and even better deliverability to inboxes.

And, implementing advanced, life stage-based marketing automations is one key way in which an email marketer can work smarter. By automating these helpful marketing based, timely, personalised messages, not only does the customer benefit – but so does the marketer. They're rewarded with increased engagements, conversions, deliverability and ultimately loyalty."

"Implementing advanced, life stage-based marketing automations is one key way in which an email marketer can work smarter."

6. PERFORMANCE & DATA

FIG. 17

How are you measuring success?

Conversions is the most popular way to measure success in 2024.

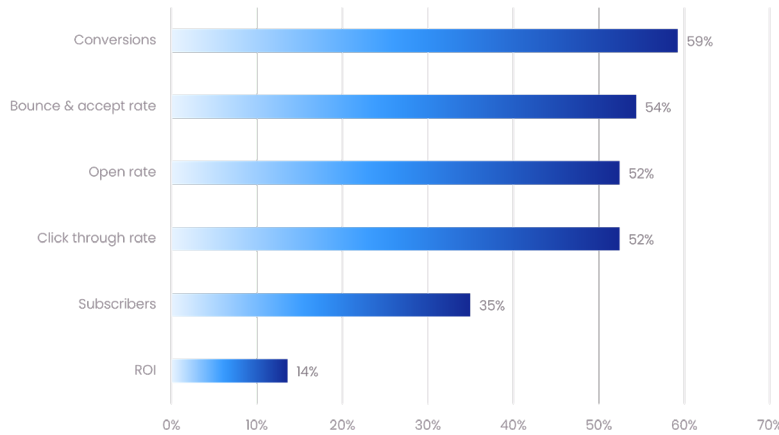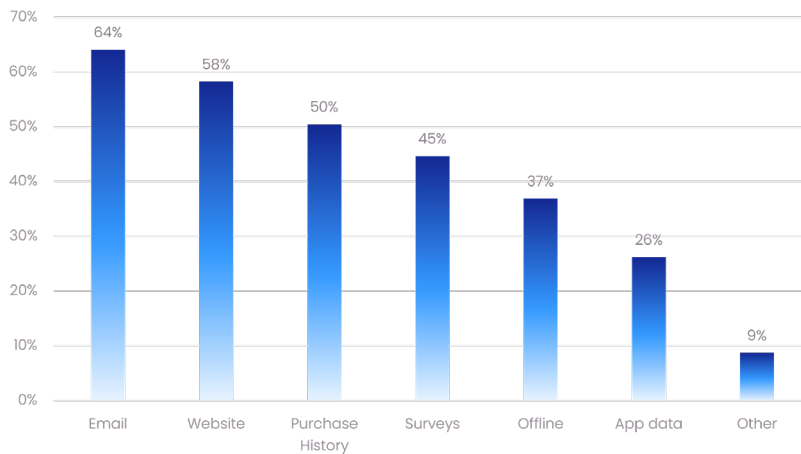| Metric	Value
Conversions	59%
Bounce & accept rate	54%
Open rate	52%
Click through rate	52%
Subscribers	35%
ROI	14%

FIG. 18

Where does your data come from?

Email (64%) and **website (58%)** are the most popular sources for data collection amongst our respondents.

| Source	Value
Email	64%
Website	58%
Purchase History	50%
Surveys	45%
Offline	37%
App data	26%
Other	9%

Conversions

Is the most popular way to measure success.

FIG. 19

What score would you give the health of your data?

Respondents gave their data a score of **9 out of 10** in terms of health. With 10 being the cleanest and 1 being the most polluted.

Score	Percentage
0	1%
1	0%
2	0%
3	1%
4	3%
5	8%
6	17%
7	17%
8	21%
9	30%
10	1%
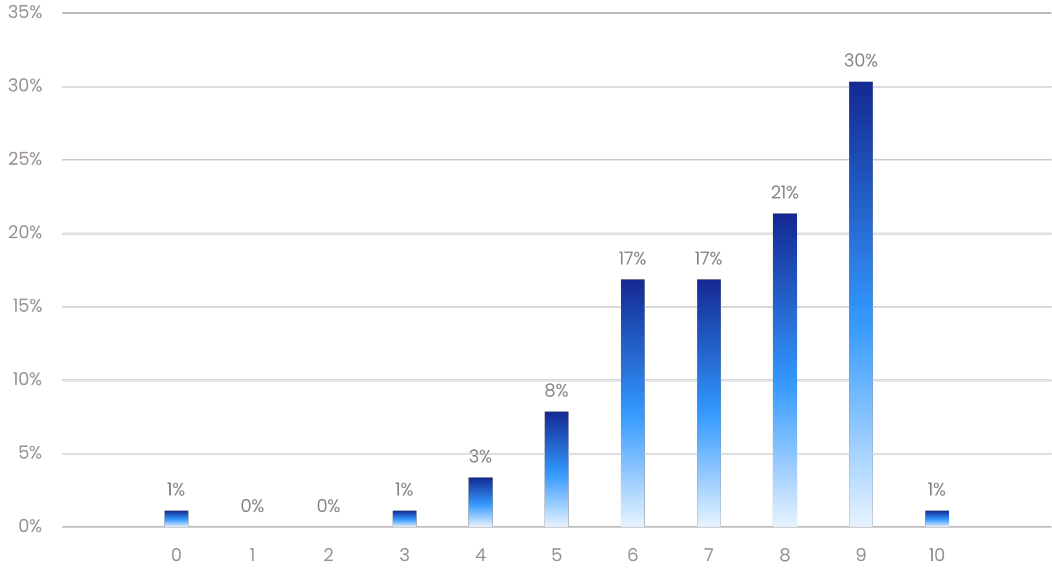
Can't get enough trends?

Unveil the future of marketing in 2024! Explore seven groundbreaking trends from catalytic marketing to to how AI empowers teams and XR blurs virtual realities. Learn about trust in blockchain and the importance of cyber resilience.

EXPLORE

7. YOUR PROCESSES

FIG. 20

Are you using data-driven personalisation in your communications?

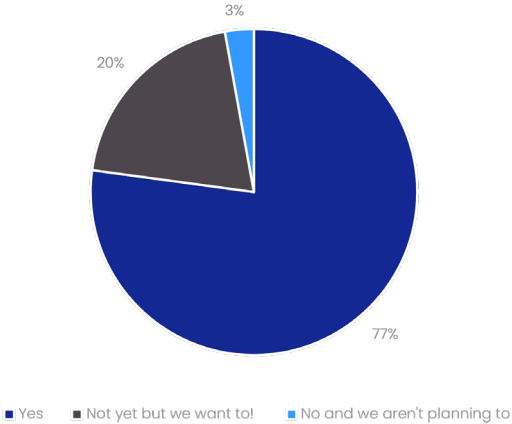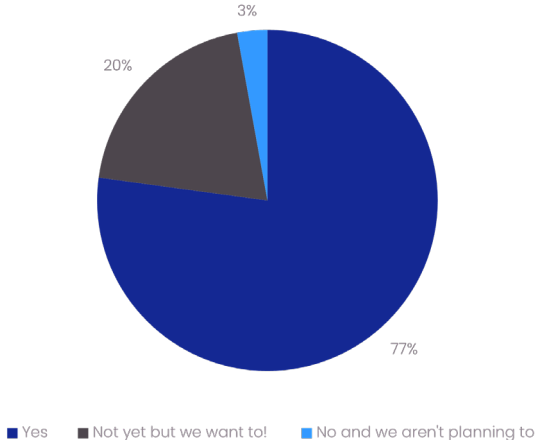**77% are using data-driven personalisation** in their communications.

- Yes
- Not yet but we want to!
- No and we aren't planning to

FIG. 21

Are you using generative AI in your strategy?

54% of respondents said **yes**, they are using generative AI in their strategy.

- Yes
- Not yet but we want to!
- No and we aren't planning to

Kate Barrett
is CEO and Founder
eFocus Marketing

"Supporting the subscriber journey through manual and automated email sends, as well as an omni-channel approach alongside other marketing channels, will allow brands to better send the right message, to the right person, at the right time, through the right (combination of) channel(s), driving increased targeting and subsequent engagement and revenue generated.

By focussing in on the acquisition and consideration stages for acquiring new customers, and purchase & experience, loyalty and reactivation for retaining customers and subscribers, brands can create unique, personalised experiences for subscribers at each stage in the form of unique content, product recommendations and more; using subscriber known data, behavioural data and previous purchase data.

1. Acquisition – find new prospects and engage them through your website and email sign ups to learn more.

2. Consideration – move the prospect

through a thought process- what do they need to know, think, feel or experience before they will be ready to convert?

3. Purchase & Experience – make the purchase process as supported and easy as possible. Utilise automated email campaigns to provide answers to FAQs (reducing customer service call times, for example), product/service onboarding support and additional information to help them make the most of their purchase, as well as any subsequent up/cross-sell opportunities.

4. Loyalty – drive customers back to buy again. Differentiate between first time customers and those with higher recency/ monetary value/frequency of spends (RFM analysis).

5. Reactivation – catch those email subscribers and customers who have disengaged/failed to purchase again within your expected timeframe and reactivate them through your messaging."

"Differentiate between first time customers and those with higher recency/monetary value/frequency of spends"

FIG. 22

Do you agree? I'm using the correct methods for measuring success in my campaigns.

Most repondents voted their method for measuring success an **8 out of 10** (10 being totally agree, 1 being not agreed).
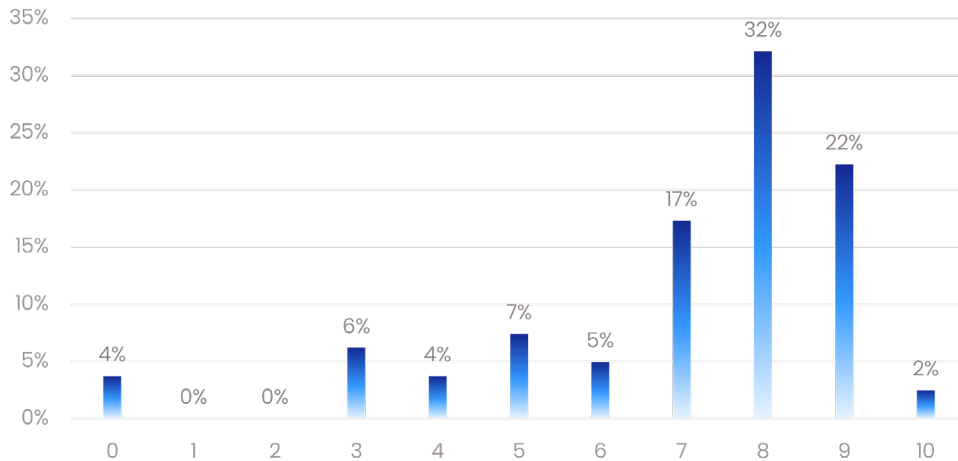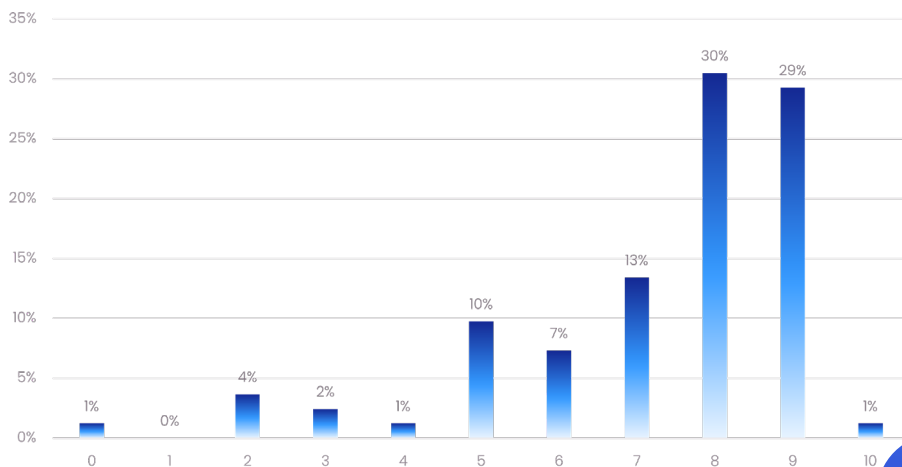

FIG. 23

Do you agree? I'm segmenting my campaigns as best as possible.

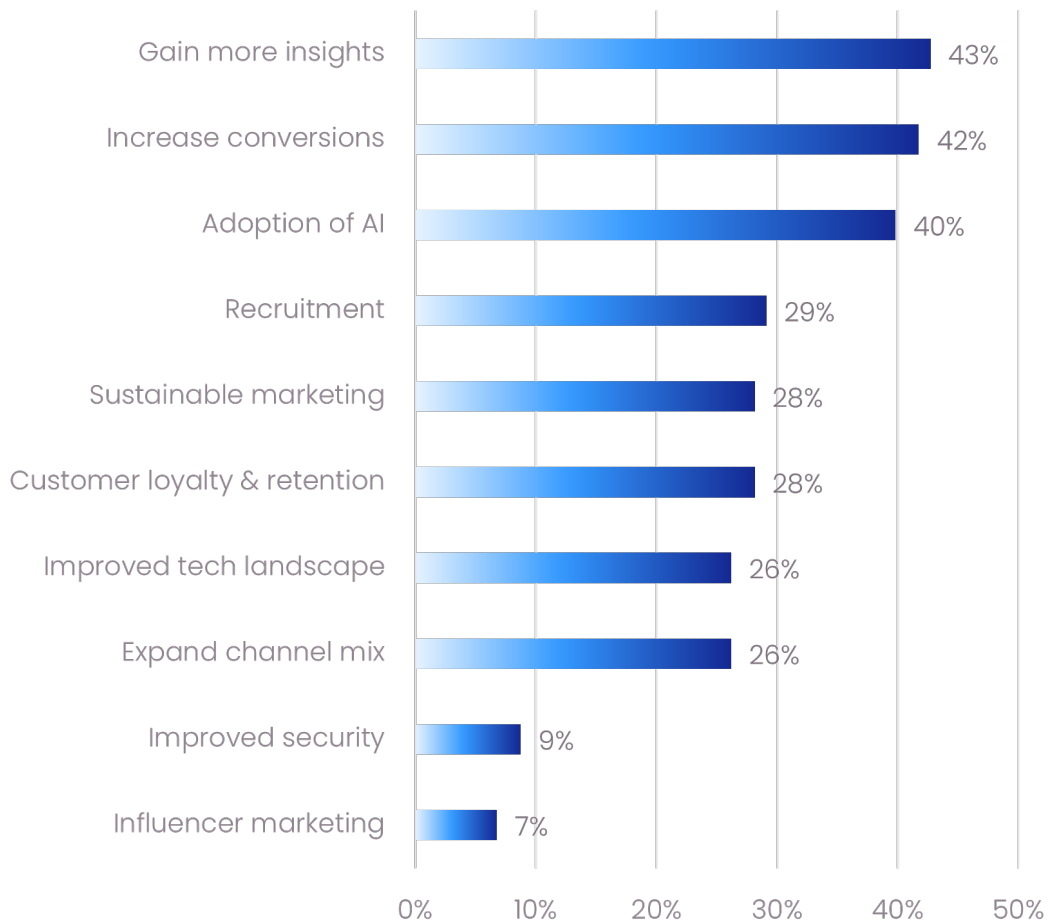Most repondents voted their segmentations an **8 out of 10** (10 being totally agree, 1 being not agreed).

30%
score their segmentation process an 8 / 10.

8. FOCUS FOR 2024

FIG. 24

What will be your main focus for 2024?

Gaining more insights will be respondents biggest focus for 2024. Closely followed by **increasing conversions** and the **adoption of AI**.

Category	Percentage
Gain more insights	43%
Increase conversions	42%
Adoption of AI	40%
Recruitment	29%
Sustainable marketing	28%
Customer loyalty & retention	28%
Improved tech landscape	26%
Expand channel mix	26%
Improved security	9%
Influencer marketing	7%

40%
of respondents will focus on the adoption of AI

Komal Helyer
Fractional CMO

Marketers embrace the power of psychology to drive customer loyalty

"How many times have you purchased products from a business and not been recognised as a loyal customer? Very rarely do brands treat their loyal customers differently to others.

Personalisation really is the game changer in customer loyalty. When customers feel understood and valued, they are much more likely to remain loyal to a brand. Marketers should embrace the impact personalisation has on consumers buying habits. It is most easily understood in the following theories:

1. Robert Cialdini wrote about the 7 principles of persuasion. These are reciprocation, commitment/consistency, social proof, liking, authority, scarcity and unity. Taking inspiration from this theory marketers could focus on tactics such as unique loyalty programmes that not only reward in money back, but free products, exclusive events and content. Building a sense of community can make consumers feel part of a tribe and remain loyal instead of shopping around due to price sensitivity.

2. Have you heard about the Cocktail Party Effect?! This describes an individuals ability to focus their attention on a specific stimulus, such as a conversation, even when at a noisy party. Personalisation can help achieve this through targeted messaging in a sea of other generic messages. This ensures that the consumer is able to filter out the clutter and white noise to pay attention to your messaging, and ensure they stay loyal.

3. Charles Duhigg in his book "The Power of Habit" discusses how habits can be powerful forces that shape our lives and change them to be transformative. Cues, routines, and reward when combined can make a habit loop that produces an outcome you are looking for. Therefore by shaping marketing strategies to a customers preferences and needs, brands can create cues that trigger positive habits. Over time these can become habitual enough to lead to long term loyalty."

"Personalisation really is the game changer in customer loyalty."

Antony Humphreys
Email Marketing Specialist
at Oliver Agency

"For 2024, marketers will need to demonstrate empathy towards their prospects/customers pain point and show that they have the solution. Talking about product/features/benefits won't cut it anymore.

They will achieve this through better use of zero-party (explicit) data (surveys/preference setting) enhanced with first-party (implied) data (other channel behaviours) coupled with market insights. They will use marketing automation to provide frictionless, timely and relevant communications taking their contacts on a coherent journey through the sales funnel.

Use orchestration to then deliver timely and relevant content based on behaviour across other channels, surveys and preference centres to build up a picture of what matters to them.

With changes to Gmail and Yahoo! In, 2024, marketers will also want to make sure they fine tune their email programs to enhance their sender reputation to avoid emails going to spam. Better use of email validation processes coupled with double opt-in, which may result in fewer sign-ups, will result in better quality data acquisition. Marketers will also need to take stock of their legacy data and clean up their act by scrubbing data of any dead email addresses – really key for any re-engagement activity!"

"Talking about product, features or benefits won't cut it anymore."

THANK YOU!

A huge thank you to all our experts who came together to help produce our Email Benchmark bonus report for 2024 and thank you to everyone who took the time to read it!

With an aim to discover the latest, most innovative ways to optimise our campaigns. To stay ahead of the curve and be ready for anything to world of marketing throws our way. Here's to all the marketers who've changed their hat more times than they can count, we hope this research has provided you with the insight and inspiration you needed to face every challenge with confidence.

The Email Benchmark 2024

This report was created in collaboration with the Email Benchmark 2024 where we analysed a record breaking 4 billion messages from Deployteq. Get the whole package and get access to the Email Benchmark 2024 below.

EXPLORE