

B2B Marketing Predictions FOR 2016

Technology

Acquisitions and all-in-one solutions will reduce the number of vendors within the marketing technology landscape.



Ad-Blocking

Native advertising will help marketers mitigate the damage done by the growing number of ad-blockers.



Video

Video marketing done the right way – in short, pithy, info-rich segments – will enhance marketers' impact on their audience.



Data

Predictive data – “intent data” – will be the differentiator between “nice-to-have” data and data that drives business.



Programmatic

Programmatic will open up a world of data, inventory, and creative messaging, with enhanced KPIs beyond the traditional CTR.



There are **1,876** vendors in the martech landscape spread across **43** categories and the average number of tools is now **17**.

Credit: Scott Brinker's marketing tech supergraphic



Ad blocking software has grown **400%** in the last year. This means as much as **50%** of your digital ad buy goes completely wasted.

- Michael Brenner | Head of Strategy, NewsCred

84% of top performing businesses are using or will use marketing automation in 2016. Marketing automation needs leads, and while content is the most potent fuel for lead generation, managing and leveraging that growing library of content will be vital in order to full utilize marketing automation.

- Yoav Schwartz | CEO, Co-Founder, Uberflip

An analysis of buyer engagement... shows that when marketers provide multiple pieces of content in a single viewing session, **33%** of prospects will consume more than one content asset.

- Elle Woulfe | VP of Marketing, LookBookHQ

51% of marketing executives say their marketing technologies and data are only loosely integrated, or not at all. Modern marketers will be required to build cohesive marketing technology stacks to ensure future success.

- Alp Mimaroglu | Marketing Luminary, Symantec

