

US B2B Martech Spending Forecast 2022

Digital-First Marketing Drives Growth in B2B Martech Spending

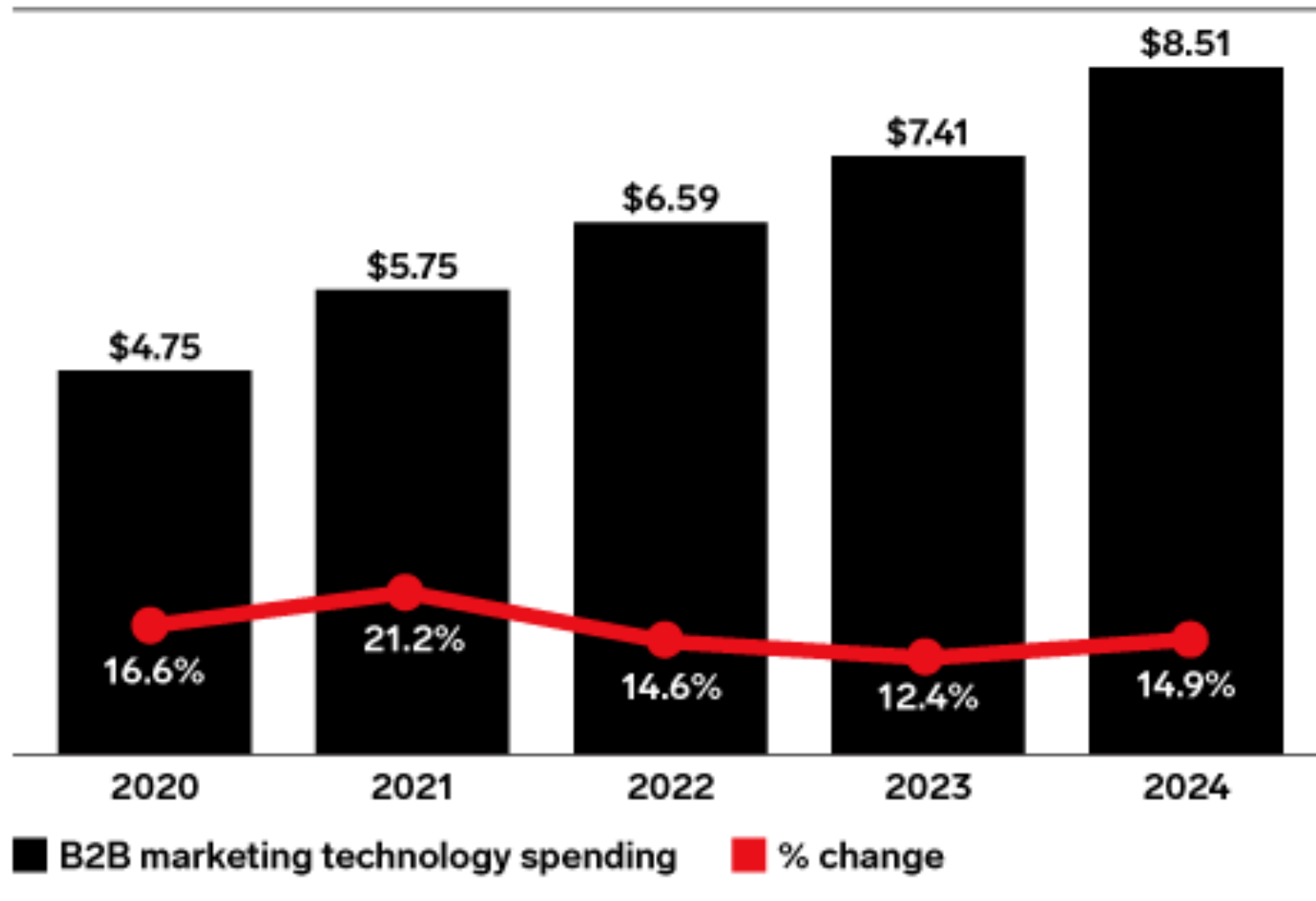
What are the growth trends in US B2B martech spending? B2B martech spending will continue to grow in 2022, but at a slower pace than at the height of the pandemic. That's due to the "pull-forward" effect wrought by the pandemic that accelerated the shift to digital marketing.

Key Stat

B2B martech spending will be \$6.59 billion in 2022 and grow by nearly 30% over the next two years.

US B2B Marketing Technology Spending, 2020-2024

billions and % change

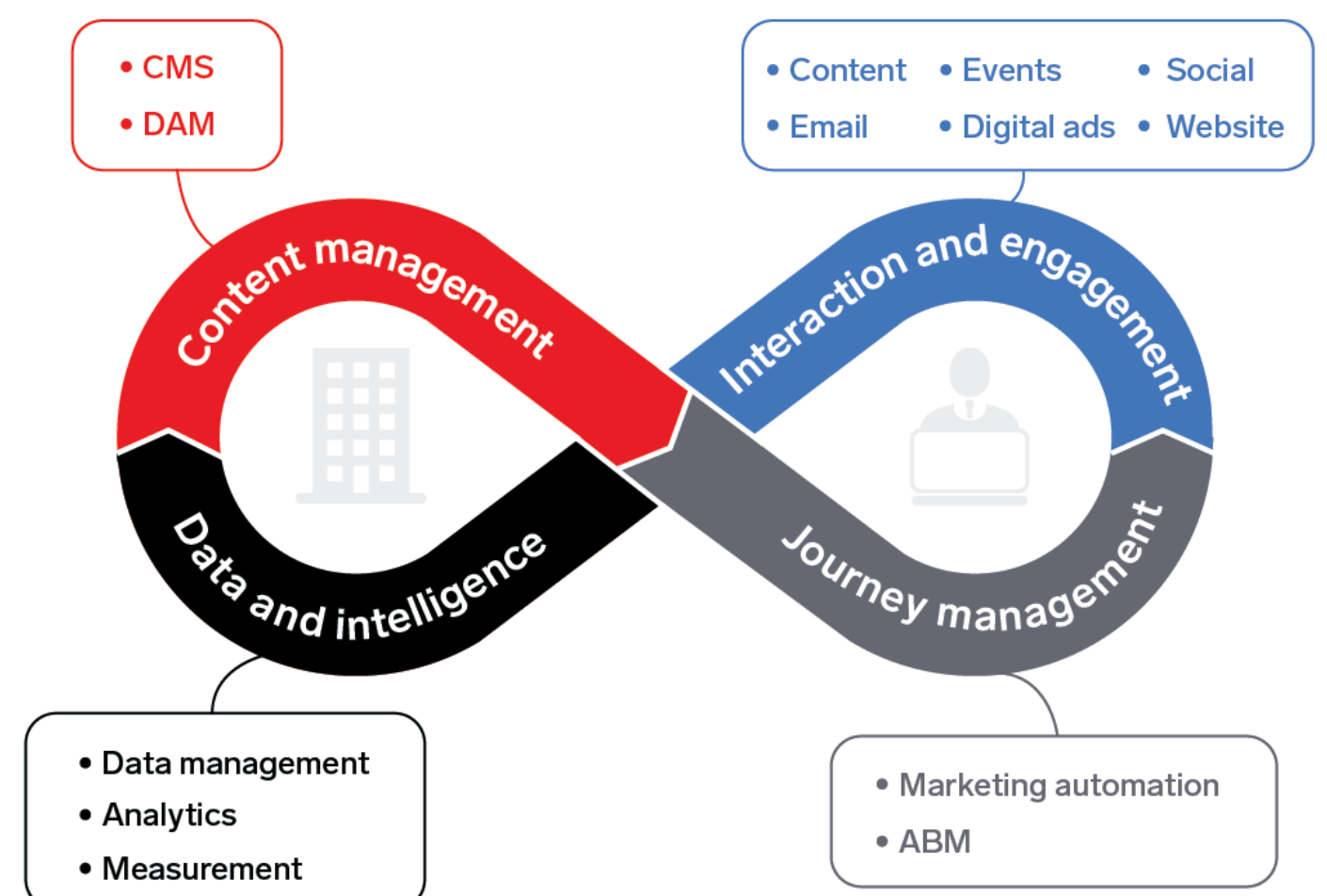


Our Findings

The pandemic-driven shift to digital marketing will spur continued investment in martech.

- **Digital-first marketing is here to stay.** With marketers now responsible for pipeline and revenues, martech's automation and scale benefits are a must-have.
- **Marketers maturing their stacks will drive spending.** Most will assess their current stacks to buy, replace, refine, or enhance technologies to hit goals.
- **Data, people, and processes also require investment.** And getting these three factors right just adds to expenditures.

B2B Martech



Your Opportunity

Investing in martech delivers better go-to-market strategies, customer retention, and business growth.

- **Focus on martech that meets your business needs.** Don't get distracted by bells and whistles that deliver little value.
- **Don't underestimate the importance of talent.** Tech can't do it all. You need the right people to bring the best methodologies, UX, and results to bear.
- **Data is the foundation.** Investments made for collecting, managing, and sharing data across tech stacks are vital.

Also in this report: **B2B martech trends** | **Customer data platforms** | **The B2C experience**