



2022
SAAS
MARKETERS

CONFIDENCE
REPORT

EXECUTIVE SUMMARY

In this day and age, marketers are being held accountable beyond the MQL. Growth is the name of the game, especially in SaaS companies, and organizations are looking to marketers to drive this growth. Savvy SaaS marketers must navigate relationships with numerous stakeholders - from the 'C-suite' down - managing expectations, delineating accountabilities, commanding respect for their work and owning their area of expertise. It's a rapidly changing and complex role.

In November of 2021 we asked SaaS marketers and leaders:

- How confident are they in their ability to align with key stakeholders?
- Do they feel goals and expectations are attainable?
- How does data and reporting influence decision making?
- Does their organization have a shared testing philosophy when it comes to marketing?
- How collaborative are they with other parts of the business (ie: sales, customer support, etc.)?
- Which tactics are they using and planning on using more, the same, or less in 2022?

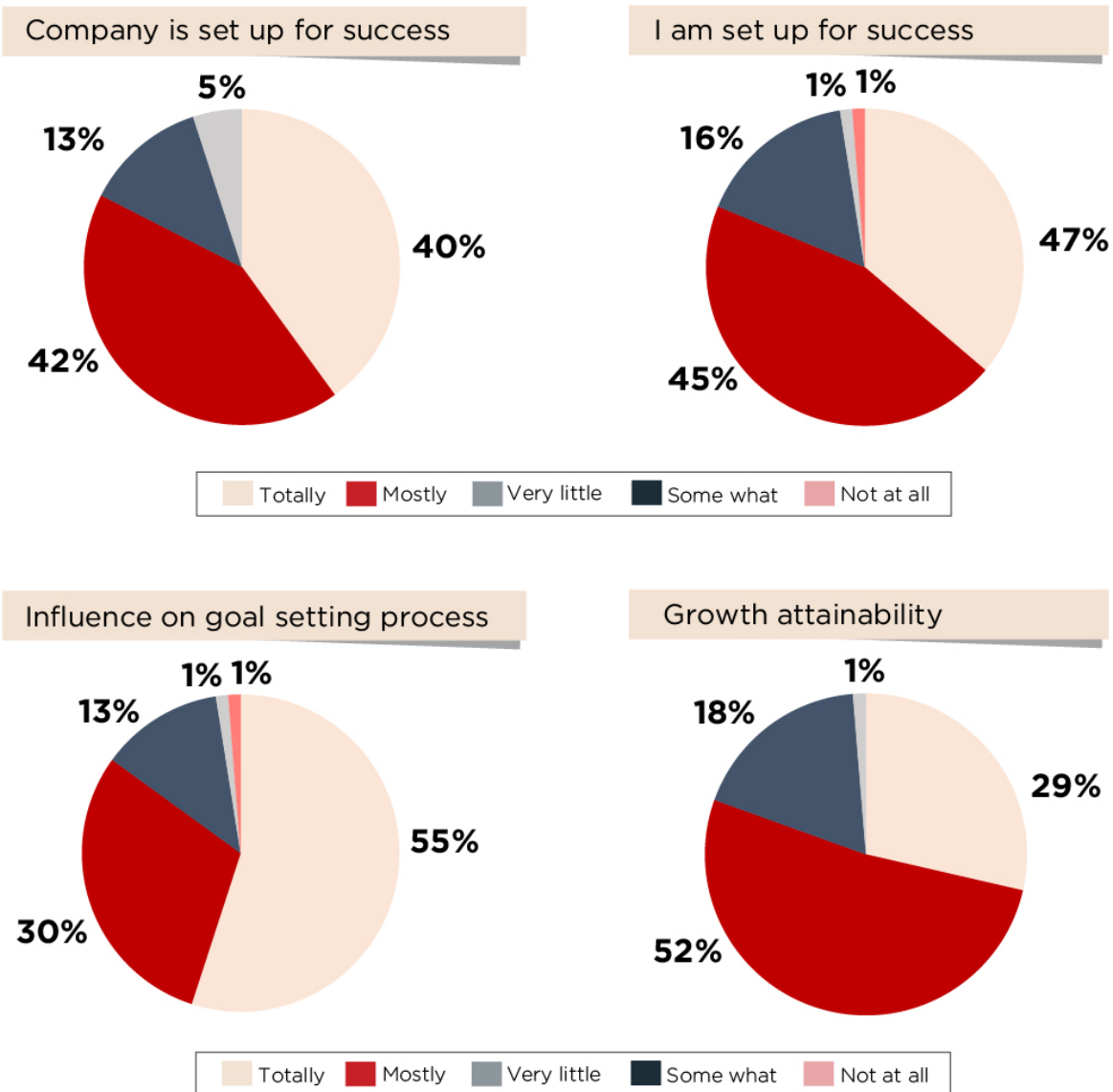
KEY FINDINGS

- While SaaS Marketers are bullish on their company's success they aren't quite as confident in their ability to succeed in their role.
- SaaS Marketers feel they can influence the goal setting process; their goals are aligned with their company's goals, but they aren't so sure these goals are attainable.
- Generally, SaaS Marketers are confident in the accuracy of the data they are collecting and in the tools they are using to collect the data. However, they see the collection of data from disparate sources and stitching that data together as a challenge.
- SaaS Marketers believe experimenting with marketing tactics and strategies is important. They don't believe they are doing enough of it and would like to do more, however they feel constrained by time and budget.
- When asked about organizational alignment, SaaS Marketers' feel aligned with leadership, but less so with sales. Alignment with Sales is critical, given that they also identified Sales as the third most important stakeholder after Leadership and Customers.
- SaaS Marketers indicate that content marketing will see the largest increase in investment in 2022, while influencer marketing and programmatic are flat or slightly down.



Section 1: Organizational Alignment

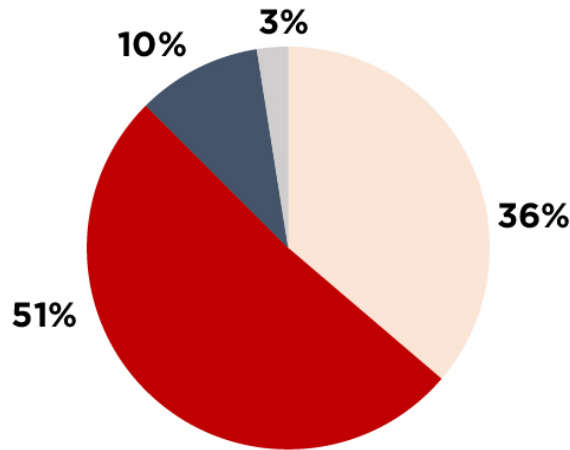
SaaS marketers' confidence is high in their companies' success. They are able to influence the goal setting process but are somewhat less confident on their ability to obtain these goals.



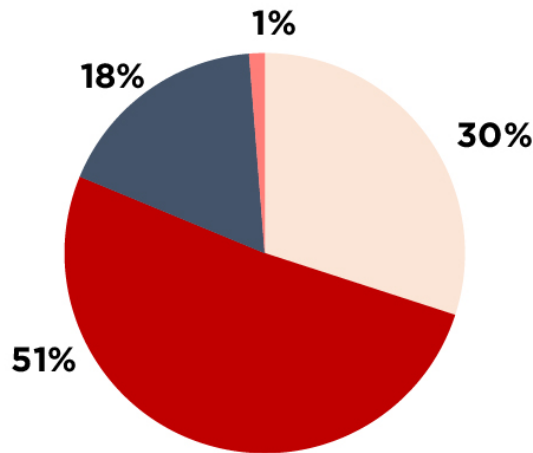
Goals vs Growth Expectations vs Attainability

- Respondents are confident on the alignment of goals with growth expectations.
- Marketers feel their goals are aligned with the expectations for growth, however they are somewhat less confident that those goals are attainable.

Goals <> Growth Expectations



Growth Expectations <> Attainable



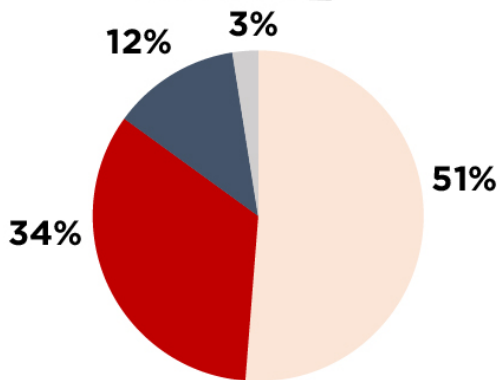
Totally Mostly Very little Some what Not at all



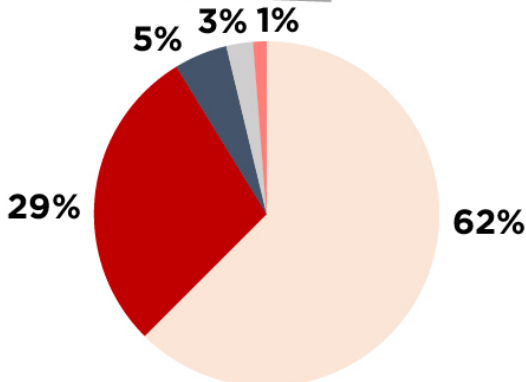
Leadership Value

- SaaS Marketers feel leadership sees ROI in marketing, they feel valued and are clear on their roles and responsibilities.

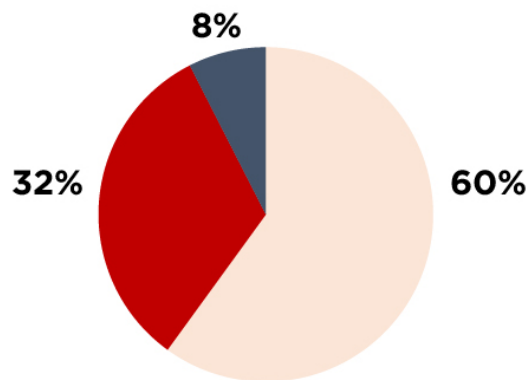
Leadership sees ROI in marketing



I feel valued by Leadership



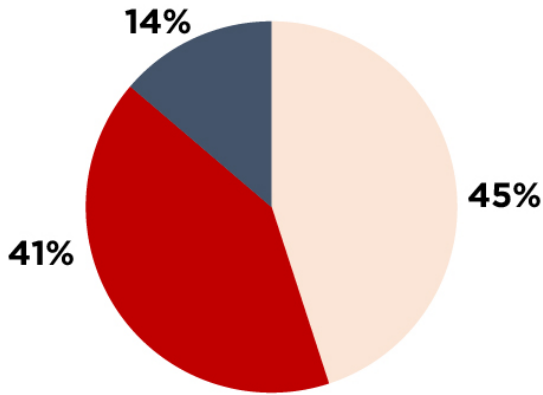
I am clear on my roles and responsibilities



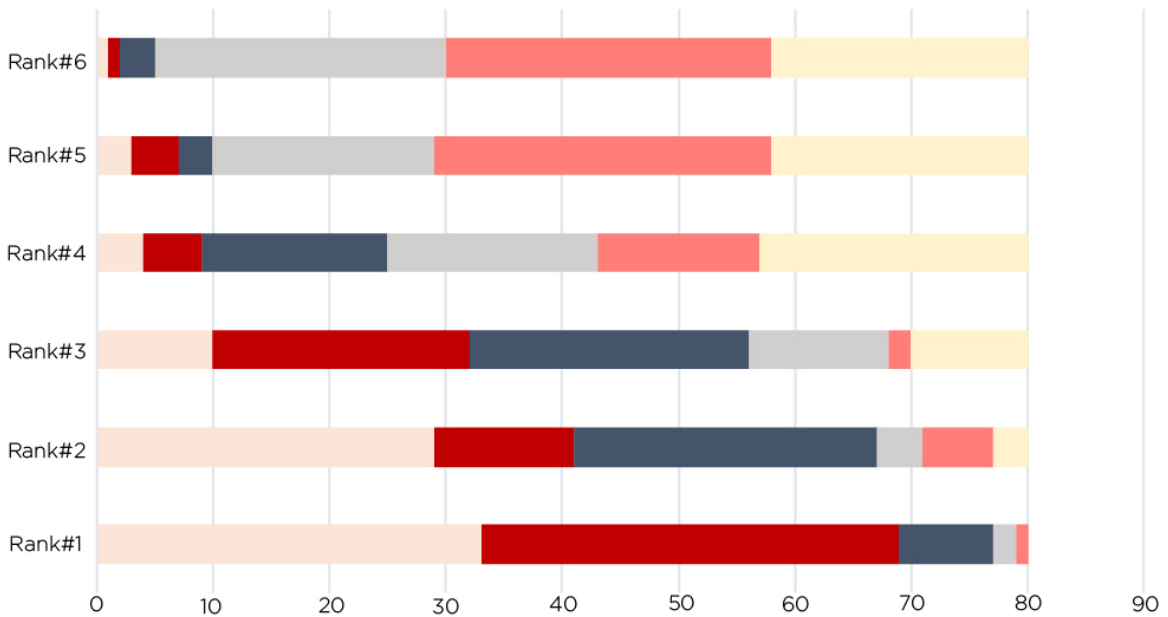
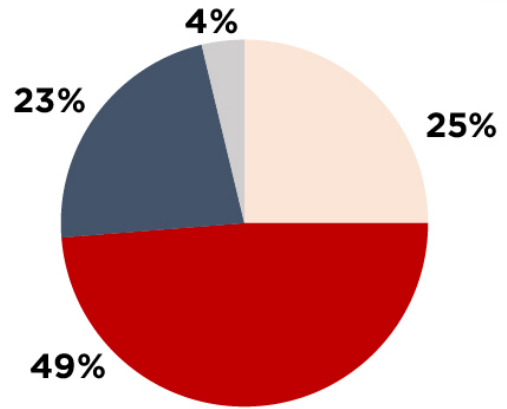
Leadership & Sales Alignment

- SaaS Marketers are well aligned with Leadership but somewhat less aligned with Sales
- SaaS Marketers rank Leadership as their most important stakeholder, followed by Customers and Sales is third.

Marketing <> Leadership



Marketing <> Sales



When it comes to goal setting, stakeholder alignment and expectations, what do you find most challenging?

- Alignment across organisation
- Resource split (time/money) between quarterly/long-term goals
- Measurement of goals
- Define ROI of experiments

"Alignment between product marketing and demand generation can get better"

"Keeping the whole company aligned on the same goals, and the same messaging is an uphill task"

"It's hard to align people on urgent versus important things and push initiatives that are long term. OKR system has a downside - people care about this quarter outcomes, not the outcomes we can produce a year from now."

"Aligning goals with the rest of the marketing org can be far better"

"Getting sales and marketing on the same page with the same drive continues to be challenge."

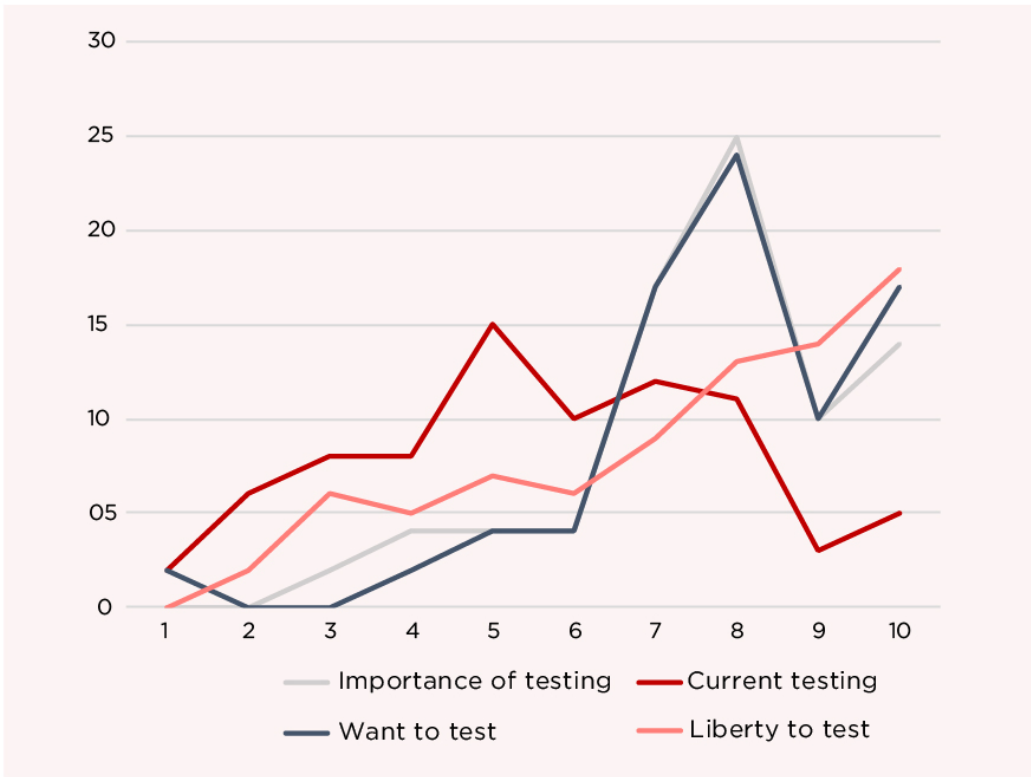
"Aligning the differing opinions on how goals should be set."

"Maintaining the balance between sales and marketing - ensuring we're not compromising our longer term success with short term sales targets"



Section 2: Testing & Experimentation

Importance of Testing and Experimentation vs Current Status



76% SaaS Marketers say that less than 30% of their budget is allocated to testing and experimentation.

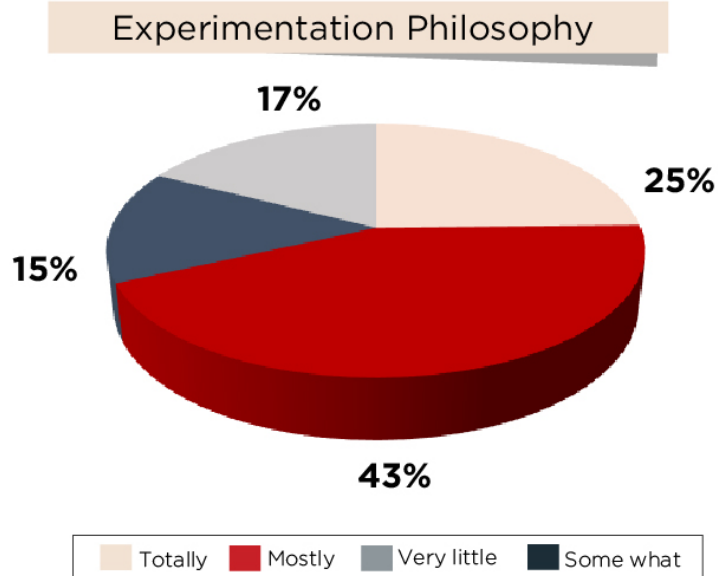
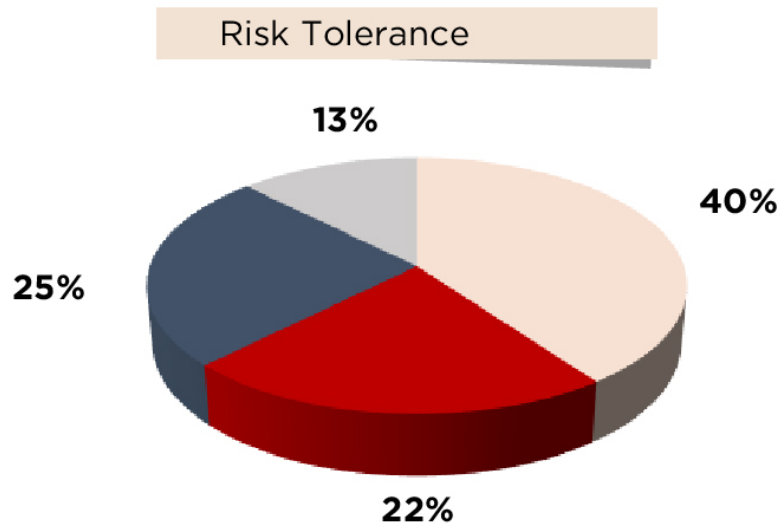
83% feel, it is important to test and experiment in marketing.

- While SaaS Marketers believe that testing is important and their want to test correlates with this belief; their current testing efforts do not align with these beliefs.



Risk Tolerance & Experimentation Mindset

- When looking at why SaaS Marketers currently aren't doing as much testing as they'd like - they indicated that there isn't as much organizational alignment when it comes to risk tolerance and a shared experimentation philosophy.



When it comes to testing and experimentation, what do you find most challenging?

Following reasons were mentioned about equal number of times, as challenges for experimentation :

- Time
- Budget
- Leadership Buy-in/ Changing Culture
- Tools & Skill set- to select experiments, collect & analyze data

“When I first joined, we had a high tolerance for experimentation. Now we are focused on the things that work and not looking to try different approaches. The culture of the company has changed and that has impacted trying different approaches.”

“It can be difficult to obtain statistically relevant data in a short time frame without spending significant quantities of money.”

“Having an experimentation framework that does not require too much product and development time on an ongoing basis.”

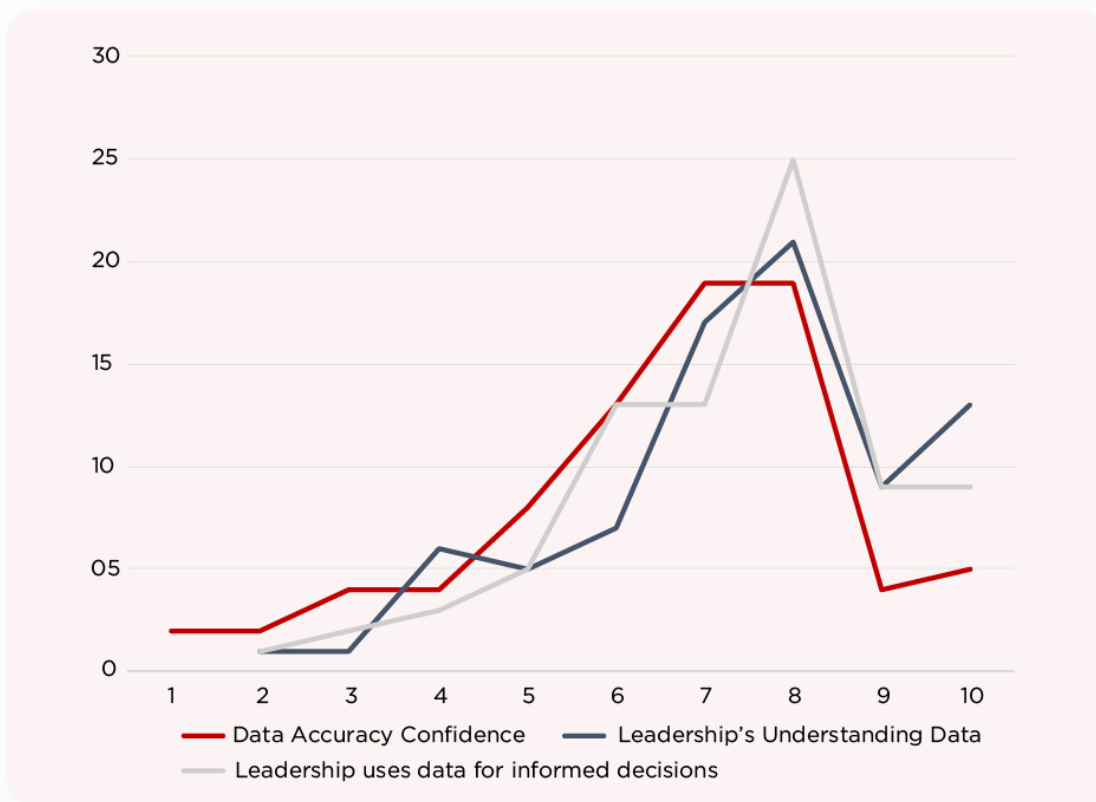
“ I can't possibly test everything and get my work done.”

“They don't like to experiment a lot because too risky.”



Section 3: Data & Analytics

On a scale of one to ten, how confident are you that you are collecting accurate performance data?



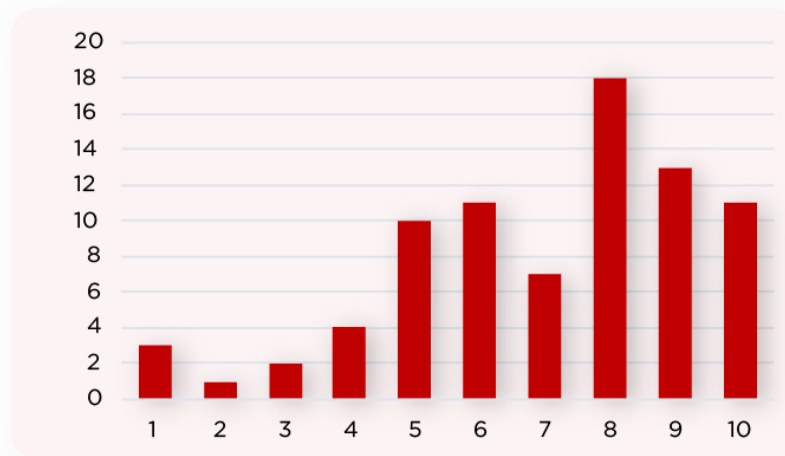
- SaaS Marketers' indicate that they are confident in the data they collect and it is understood and used properly.
- The lines of Confidence in Data Accuracy (Red) and Leadership's Understanding of Data (Dark Blue) and whether the data is used by leadership for informed decisions (Grey); are quite similar, which is a clear indicator of alignment.



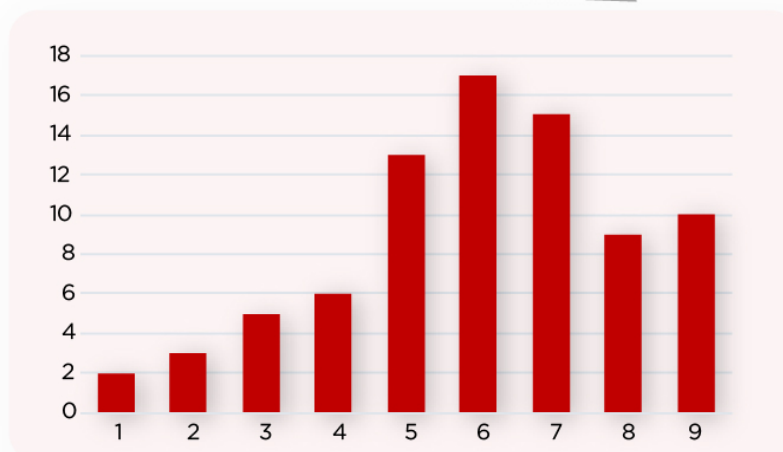
On a scale of one to ten, what is your ability to tie your marketing efforts to revenue? On a scale of one to ten, how confident are you that you have the right tech stack.

- Marketers are confident in the accuracy of their data, availability of right tech stack , and leadership's understanding and usage of data for decision making.
- However, one aspect of data collection that is still elusive is having closed the loop on attribution and the ability to tie the marketing data being collected back to revenue.

Confidence of using the right tech stack



Confidence on tying marketing data to revenue



Single most challenging part about data collection, management or reporting?

- Data Collection from disparate sources is the most challenging part about data collection, per SaaS marketers.

“Bringing all the data from various sources on one platform to get a clear picture is seriously difficult.”

“Data is often collected in siloes and it is hard to put them together”

“Putting data collections from different systems in a central place is quite challenging”

“Tying data together from disparate sources is the most challenging part”

“Data collection tools don’t talk to each other. Which makes it incredibly hard to put data together and interpret it”

“Data collected from different sources needs to be cleaned and aligned to get insights”

“Managing data coming from multiple channels is almost impossible without investing in third-party data connectors or expensive analytics platforms.”

“Correlating and viewing data across multiple sources is time and resource consuming”

“Getting a consistent data warehouse across brands is the need of hour”

“Putting all the pieces together needs time and resources, which often I do not have”

“Data collections from different systems in a central place”

“Making time to set up accurate data collection in the first place has to be managed”

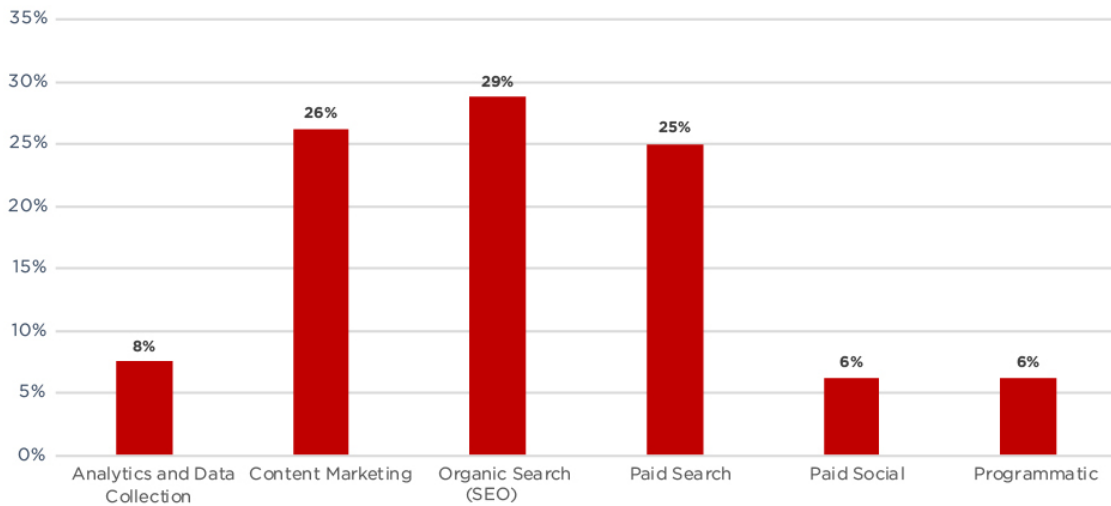


Section 4: 2022 Priorities

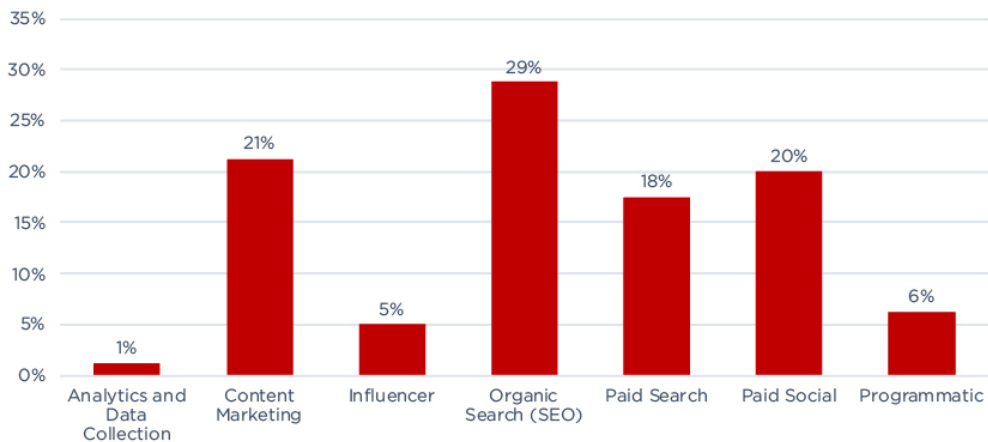
Rank in order of importance where you plan to invest your marketing budget in 2022?

- Most SaaS marketers see Content marketing, Organic Search and Paid Search as their biggest investments in 2022.
- Social Influencer and programmatic search are the lowest priority for 2022.

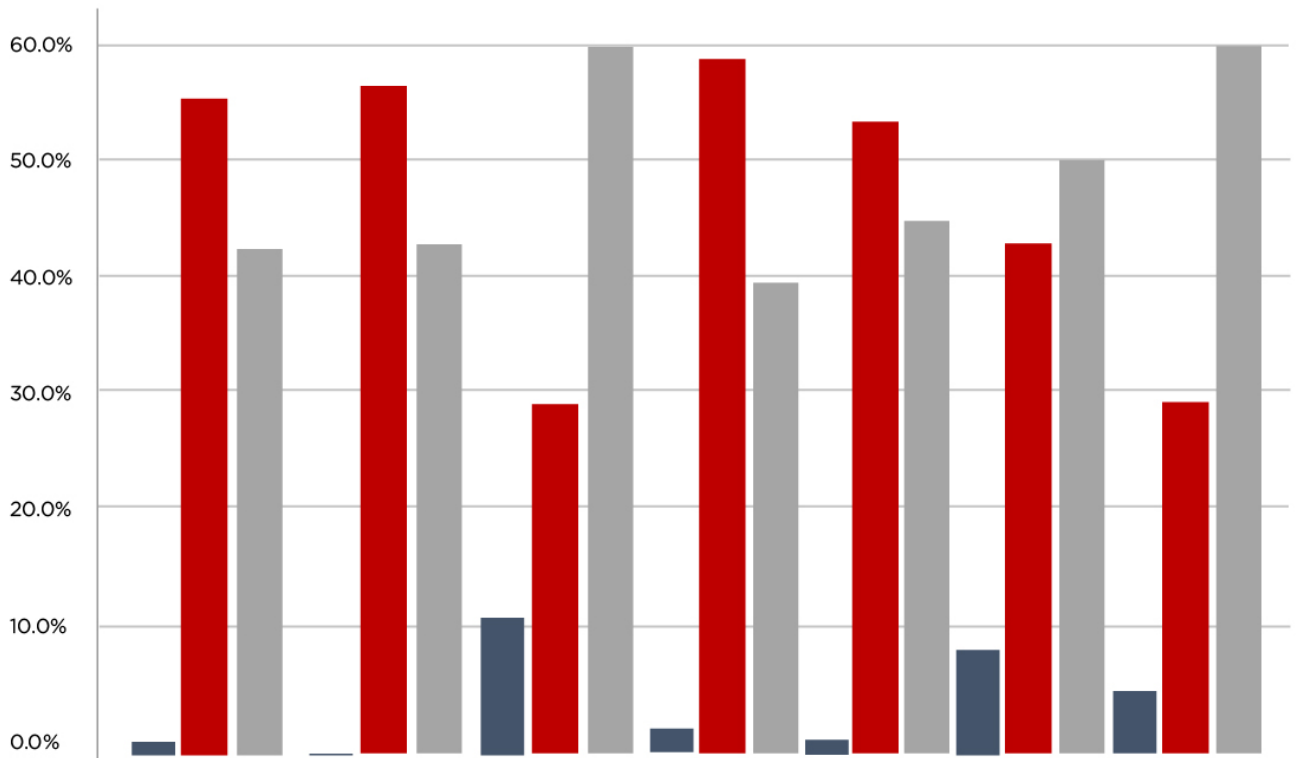
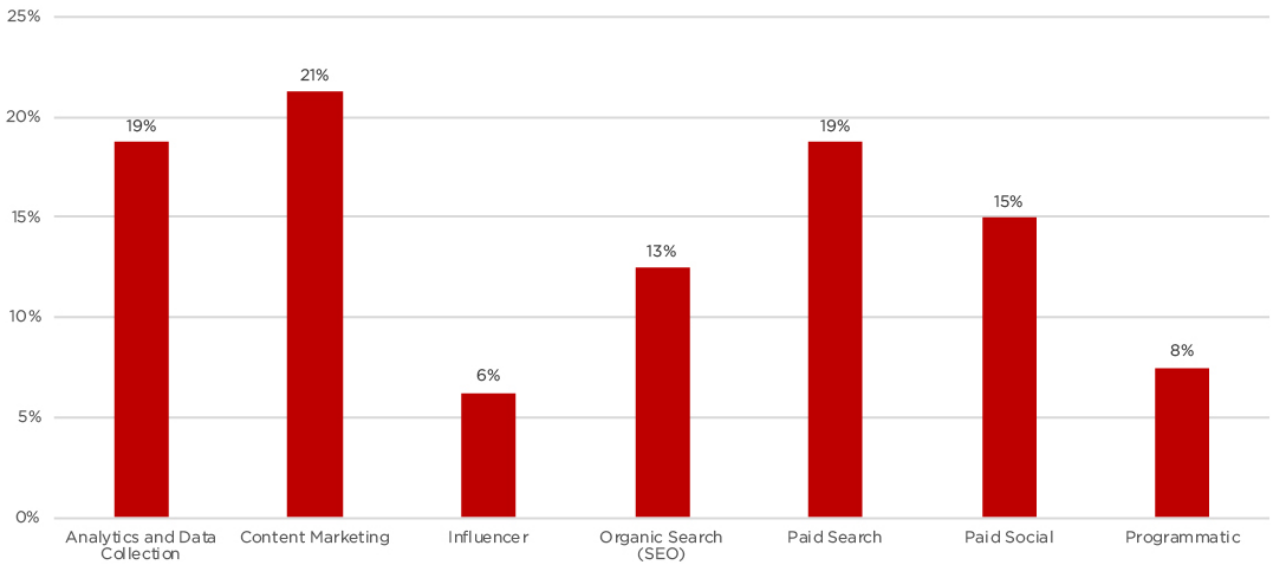
Rank 1



Rank 2



Rank 3

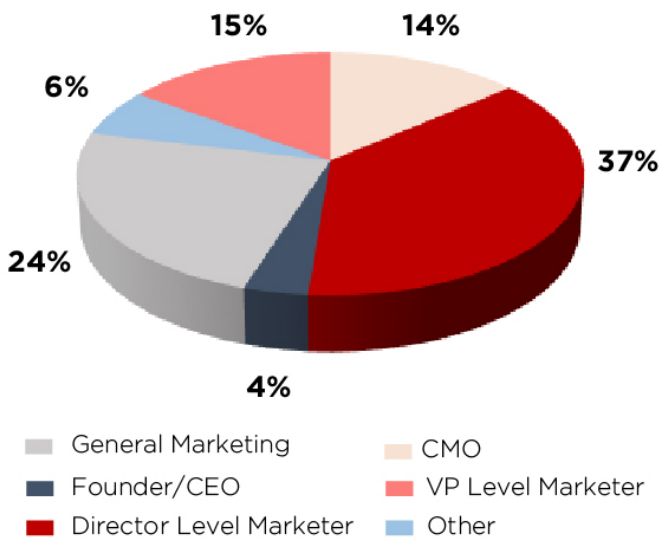


	Analytics & Data Collection	Content Marketing	Influencer	Organic Search	Paid Search	Paid Social	Programmatic
Decreased Investment	1%	0%	11%	2%	1%	7%	5%
Increased Investment	56%	57%	29%	59%	54%	43%	29%
Similar Investment	43%	43%	60%	39%	45%	50%	60%

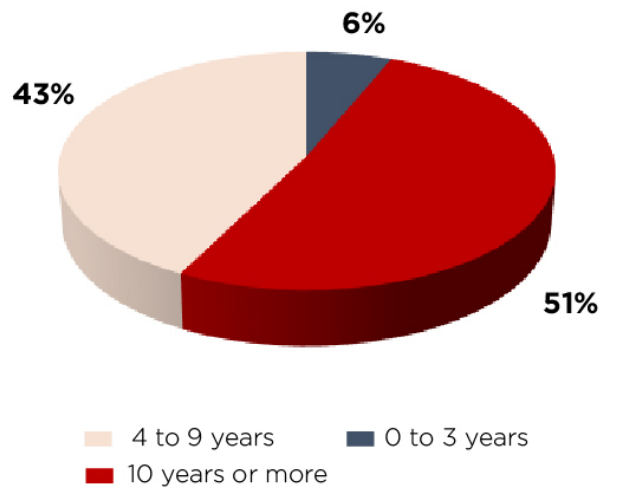


Section 5: Respondent Profile

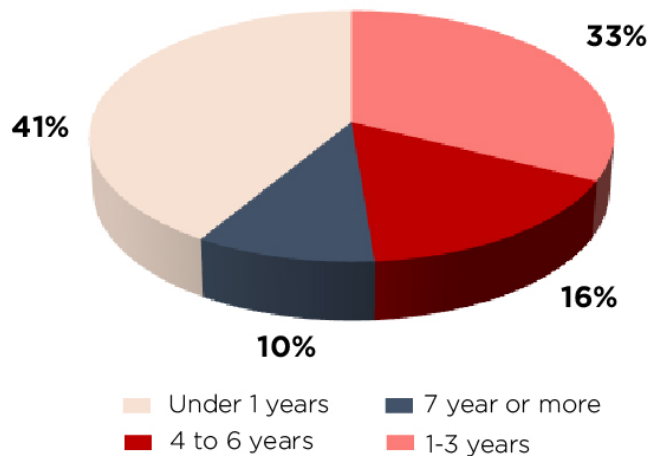
What best describes your role?



How many years have you been a marketer?

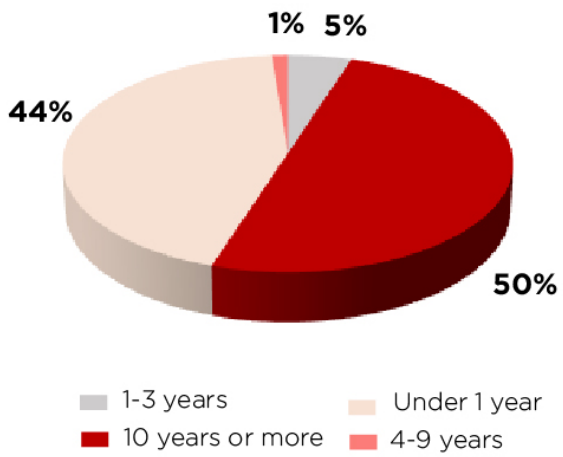


How many years have you worked at your company?

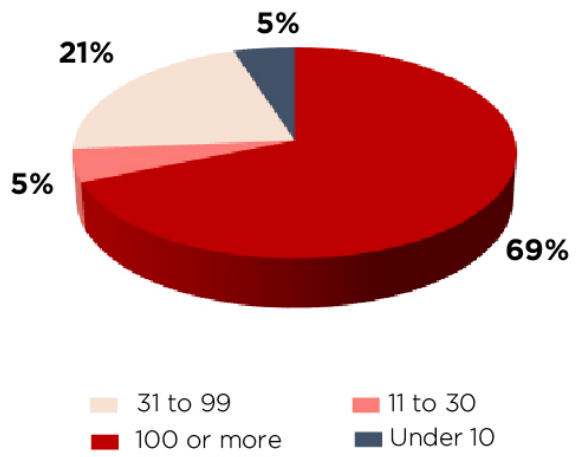


Respondents' Company Profile

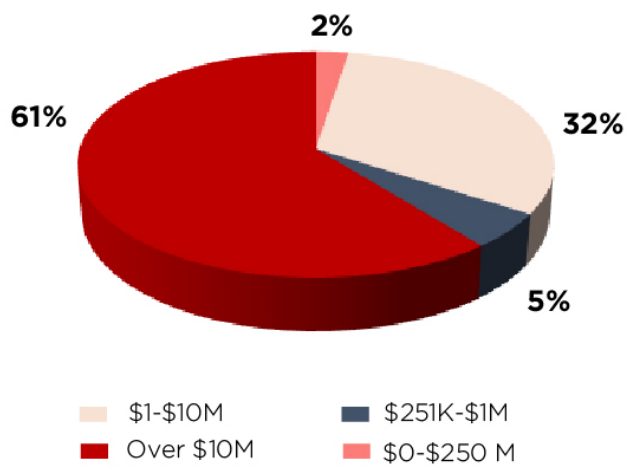
How long has your company been in business?



How many employees are in your current company?



What is the approximate annual revenue of your company or organization.



Developing the confidence to win in digital marketing.

As organizations make marketers more and more responsible for company growth; it is clear that SaaS Marketers are facing this challenge head on and are well positioned to pursue their goals in 2022.

Much of a marketer's success hinges on their ability to:

- Align on goals and expectations with key stakeholders
- Ensure that these goals are being derived from accurate data and that these goals are attainable
- Stitch together data in ways that demonstrate ROI and tie their efforts back to revenue
- Create a shared organizational philosophy for testing and risk tolerance when it comes to marketing efforts
- Communicate and collaborate with the Sales department, while delineating accountabilities
- Command respect for their work and own their area of expertise



Have confidence in your digital marketing investments.

At Augurian we develop the confidence to win in digital marketing, one person at a time.

Our clients rely on us to drive business growth and exceed their goals through Paid Media, Organic Search (SEO), Strategic Content and Analytics.

We are on a mission to inspire ten thousand digital marketers to have the confidence to win at work and in the world.

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