

Bridging the B2B MarTech Skills Gap

Overall B2B marketing budgets may be flat—or shrinking—but MarTech spend is still going up.

\$8.51 billion
Projected MarTech spend by 2024¹

14.9%
increase in MarTech spend through 2024¹



Unfortunately, MarTech **underutilization** is also on the rise.



MarTech Underutilization Factors

- Marketing leaders report using just **42%** of their MarTech stack functionality, down from **58%** in 2020²
- 58%** say they lack the in-house capabilities needed to fully execute their marketing strategies³
- For every new-age marketing role, there are only **2.5** qualified professionals for every **1** open position⁴

The solution?

Bring in new-age skills with a transformed operating model.

Gartner’s “**Recession Playbook for Marketing Leaders**” called out the need to “**fundamentally rethink**” the operating model, particularly around how an enterprise leverages talent and labor, whether in-house, outsourced, part-time, or full-time employees (FTEs). Organizations that are using marketing as a service (MaaS), shared services, and outsourcing as part of their operating model transformation have reported success.⁵

78% achieved standardization and efficiency of processes by investing in a shared services model

88% reduced costs while doing so

Maximize MarTech ROI with 2X Talent

With MaaS, get an access lane to a readily available, skilled, and certified workforce of marketing technologists.



50-75%
average labor cost savings



2-3x FTEs
same cost of 1 internal hire



<\$33.00
average effective hourly rate

¹ <https://martech.org/us-martech-spending-set-to-break-20-billion-this-year/>

² <https://www.gartner.com/en/newsroom/press-releases/2022-10-03-gartner-survey-finds-marketers-utilize-just-42-percent-of-their-martech-stack-capabilities>

³ <https://www.gartner.com/en/articles/what-marketing-budgets-look-like-in-2022>

⁴ <https://6sense.com/blog/the-changing-job-market-navigating-the-cross-section-between-the-great-resignation-and-the-current-economic-climate/>

⁵ <https://www2.deloitte.com/content/dam/Deloitte/ie/Documents/Consulting/global-shared-services-2021-150621.pdf>

6sense Success Stories

Working with 2X’s certified experts can help marketing leaders do more with less.

BRIGHTCOVE®

- 1.6X more engagement rate
- 55.6% campaign cost savings
- 48.6% labor cost savings

SAP

- \$1: \$112 marketing spend to pipeline ROI
- \$1: \$14 marketing spend to revenue ROI

Explore how 2X can help you get the most out of your MarTech stack.

[Access 6sense Resources](#)