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

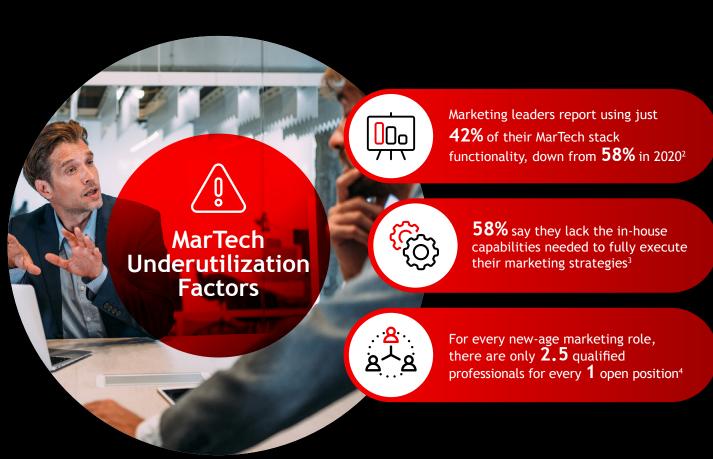


4.4.00/

14.9% increase in MarTech spend through 2024¹



Unfortunately, MarTech underutilization is also on the rise.



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



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



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.







DR#FT



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



 \$1: \$14 marketing spend to revenue ROI

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

Access 6sense Resources



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