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Replacement Survey 2024

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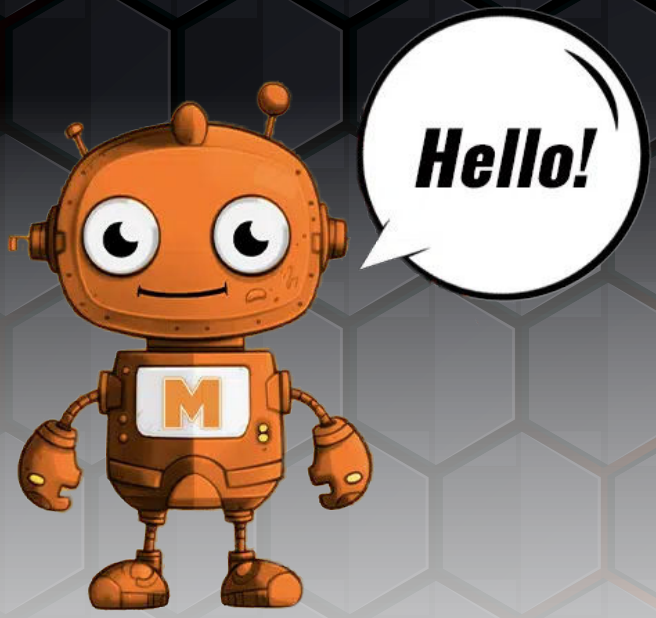

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Table of contents

Findings: Cost-conscious marketers replace their tech 3
Figure 1 - Important factors for a replacement martech solution 3
Takeaways: TL;DR 5
Marketing automation remains the most-replaced martech application 6
Figure 2 - Most replaced martech applications, 2020-2024 7
Figure 3 - Martech applications replaced in 2024 7
Security and compliance scored low among important factors for a replacement 8
Figure 4 - Important factors when choosing a replacement 8
Figure 5 - Champions of martech replacements 9
Commercial applications were the most dominant replacements for martech applications 10
Figure 6 - Replacements of commercial and homegrown martech applications 9
Features lead the way when it's time to consider replacements 11
Figure 7 - Why homegrown martech applications were replaced 11
Figure 8 - Why commercial martech applications were replaced 12
The lifespan of a martech application? About 3 to 5 years 13
Figure 9 - Length of time legacy system was in use before replacement 13
Purchase consideration is neither slowing or speeding up 14
Figure 10 - Months martech replacements were under consideration 14
The martech might have changed, but the team remains the same 15
Figure 11 - Existing marketers were trained in replacement applications 15
Martech stacks continue to grow for most marketers 16
Figure 12 - Growth or decrease in size of martech stack 16
More about the survey respondents 17
Figure 13 - Respondents' products and services 17
Figure 14 - Company annual revenue 18
Figure 15 - Respondents' job functions 18
Figure 16 - Who respondents' companies sell to 19
About Third Door Media 17

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Findings: Cost-conscious marketers replace their tech

We knew marketers would be scrutinized in 2024. Their budgets would be watched closely. The return on their spending — on tools, on campaigns, on people — would be monitored carefully.

But more than at any point in the past five years, 2024 was the year where costs were the top factor for marketers replacing an existing piece of martech. And it wasn't particularly close.

More than 60 percent of the respondents to the 2024 MarTech Replacement Survey who replaced a martech tool in the past year cited cost as an important factor when choosing a replacement.

Sure, nearly 50 percent or more of the respondents to the survey said integration, data capabilities and improved experience were important factors, but none rose to the level of cost. In the 2023 MarTech Replacement Survey, cost, experience, data capabilities and integration all ran about equal. In 2024, cost pulled away from the pack.

The reasons for this are well known. The tech sector, and SaaS vendors in particular, are showing signs of market maturity, where exponential growth rates are no longer possible for many. Higher interest rates and a shortage of venture capital are limiting the spending of many tech companies.

Figure 1 - Important factors for a replacement martech solution

Factor	2023	2024
Improved customer/digital experience	38%	50%
Cost	37%	61%
Integration capabilities/open API	36%	51%
Data centralization/data capabilities	35%	47%
Ability to actively measure ROI	33%	47%
Support	26%	32%
Security	18%	26%
Compliance	14%	26%
Other	6%	11%

Q: What factors were important when choosing the replacement? 2024 n=203

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The largest group of respondents to this year's survey identified themselves as marketing management, followed by executive management at 16%, marketing operations management at 11% and marketing operations at 9%.

More than half (58%) of the respondents said they worked in B2B, while nearly one-quarter (24%) said they sold to both businesses and consumers.

Of the 496 initial respondents to the 2024 MarTech Replacement Survey, nearly two-thirds (65%) said they replaced a martech solution in the past year. Answers to the survey questions about the replacement process were drawn from that group of respondents.

On behalf of the team here at MarTech, I hope you find this report useful and informative. We welcome any comments or suggestions you may have to improve future editions.

Mike Pastore
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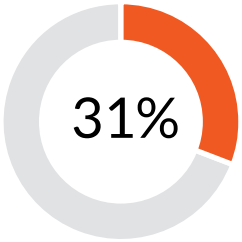
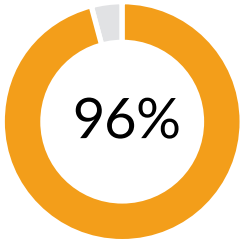
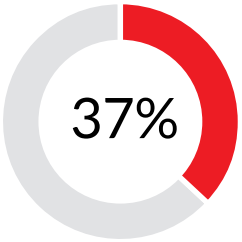
Takeaways: TL;DR



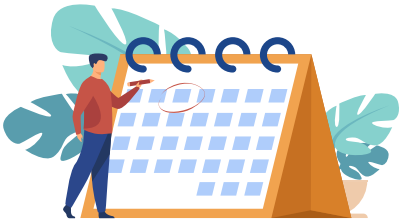
Of respondents replaced a marketing automation platform, the most-replaced martech application for the fifth year in a row.



The percentage of respondents who said their martech replacement involved adopting a commercial application.



Percentage of martech replacements championed by marketing managers, the most popular role to champion a replacement.



<6 months

Nearly two-thirds of martech replacements were under consideration for **six months or less**.

1–2 new apps

Nearly one-third (32%) of respondents said the number of applications in their martech stack increased by one to two apps over the past year.

Not hiring

71% of respondents said they re-trained existing staff to work with replacement apps instead of hiring.

---

5 years or less

Nearly two-thirds of the martech applications replaced were in use for five years or less.

Martech replacements were championed by IT in only 8% of the cases cited in the survey.

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Marketing automation remains the most-replaced martech application

"In order to be irreplaceable, one must always be different."
– Coco Chanel

For the fifth year in a row, the MarTech Replacement Survey found marketing automation platforms (MAPs) to be the most-replaced martech application.

Let's read between the lines and briefly discuss the MAP market.

- **Marketing automation platforms are a common martech solution**. Many marketing organizations in both the B2B and B2C sectors use MAPs. Marketing automation is more widely deployed than, say, identity resolution, which was replaced by only 6% of survey respondents in 2024. We can account for some of the difference by recognizing more respondents have marketing automation than have identity resolution and other martech solutions.

- **Migrating to a new marketing automation system is a challenge**. For marketing organizations running one of the major marketing automation platforms like Adobe Marketo or Salesforce Marketing Cloud Account Engagement (formerly Pardot), migrating their data to a new platform and getting up to speed on a new application is a significant undertaking.

- **MAPs platforms aimed at smaller companies are more easily replaced**. While Adobe, HubSpot and Salesforce all have established MAPs available to customers, but there are a number of platforms aimed at small and medium businesses (SMBs) that are easier to migrate with fewer costs and less complexity than enterprise platforms. These smaller applications will count for some of the replacements.

All that being said, the consistent replacement of marketing automation platforms over the past several years suggests marketers don't see enough differentiation in the field to develop loyalty to a single platform or vendor.

When users don't see or value differentiation between the available solutions, the sector becomes commoditized. Once that happens, price becomes the differentiator. As we saw earlier, cost played a significant role when it came to choosing a replacement application in 2024.

When users don't see or value differentiation between the available solutions, the sector becomes commoditized

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Figure 2 - Most replaced martech applications, 2020-2024

Martech	2020	2021	2022	2023	2024
Marketing automation	40%	24%	23%	24%	31%
CRM	34%	22%	23%	17%	22%
Data management platform/CDP	19%	15%	17%	17%	21%
Email distribution	37%	24%	21%	16%	24%
Analytics/BI	36%	17%	11%	15%	20%
CMS	41%	17%	13%	11%	16%
Multi-function marketing suite (Ex: Adobe, Salesforce, Oracle marketing clouds)	24%	10%	6%	9%	11%
Attribution/performance tools	14%	19%	11%	6%	11%

n=203 for 2024
Q: What martech solution did you replace?

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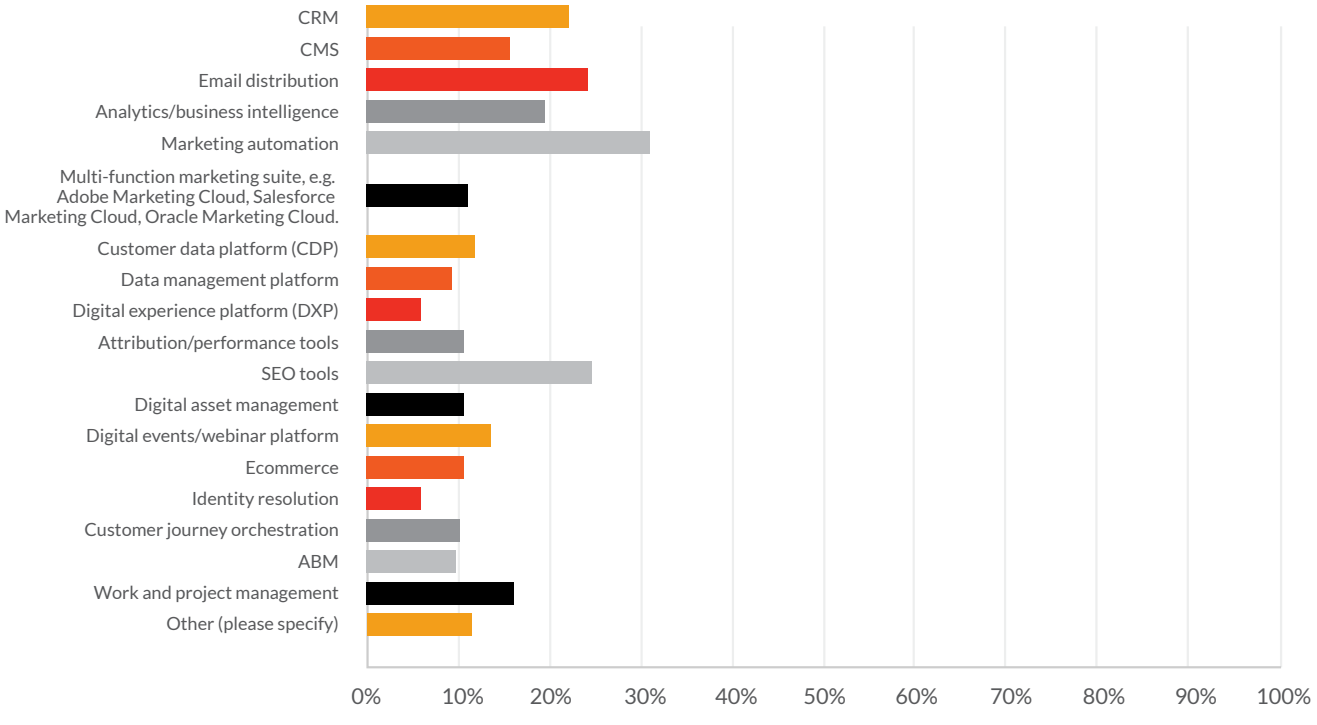
On the other end of the scale, six martech applications were replaced by 10% or less of the 2024 survey respondents. Those martech tools were ABM tools (10%), customer journey orchestration (10%), identity resolution (6%), digital experience platforms (6%) and data management platforms (10%).

Figure 3 - Martech applications replaced in 2024



Q: What application(s) did you replace? n=235

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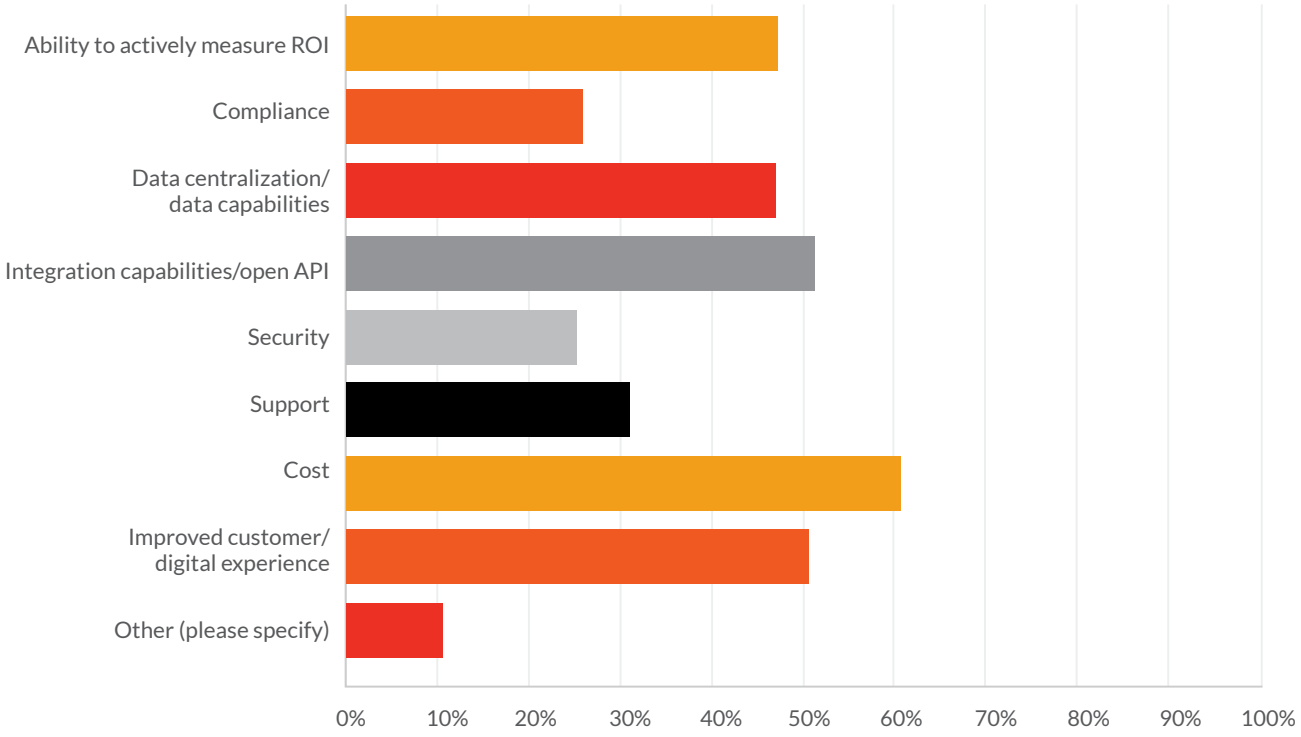
Security and compliance scored low among important factors for a replacement

As we mentioned at the top, cost pulled away from the pack when 2024 survey respondents were asked about important factors for replacement applications. Almost as equally surprising was the lack of importance assigned to security and compliance.

Only 26% of respondents cited security or compliance as important factors, compared to 60% who cited cost.

Figure 4 - Important factors when choosing a replacement



Q: What factors were important when choosing the replacement? (Select all that apply) n=203

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Only 26% of respondents cited security or compliance as important factors, compared to 60% who cited cost.

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This is a curious finding because the protection of customer data is often foremost on the minds of business leaders given the numerous regulations and costly penalties related to data breaches and the misuse of data.

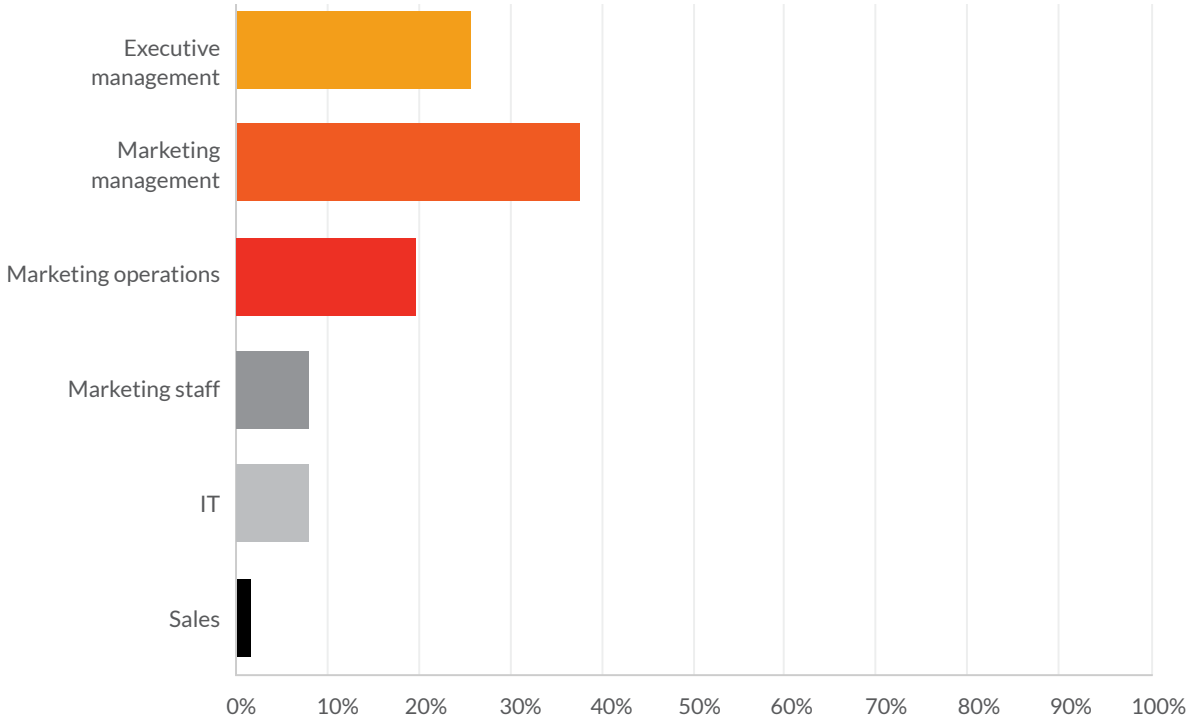
On the other hand, it could be interpreted as a sign that marketers and other business leaders increasingly trust technology vendors to have the security and compliance of their tools and platforms handled at this point.

A look at which roles championed martech replacements might also shed some light here. Marketing management (37%) and executive management (26%) were the most common champions, according to the 2024 respondents.

IT team members — arguably the most likely to consider the security and compliance of tech solutions — championed only 8% of martech replacements. Still, IT does not need to champion a replacement to be involved in discussions around security and compliance.

“IT team members — arguably the most likely to consider the security and compliance of tech solutions — championed only 8% of martech replacements.

Figure 5 - Champions of martech replacements



Q: Who in your organization championed the replacement? n = 203

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Commercial applications were the most dominant replacements for martech applications

A full 96% of the martech replacements in the survey involved a commercial application as the replacement applications.

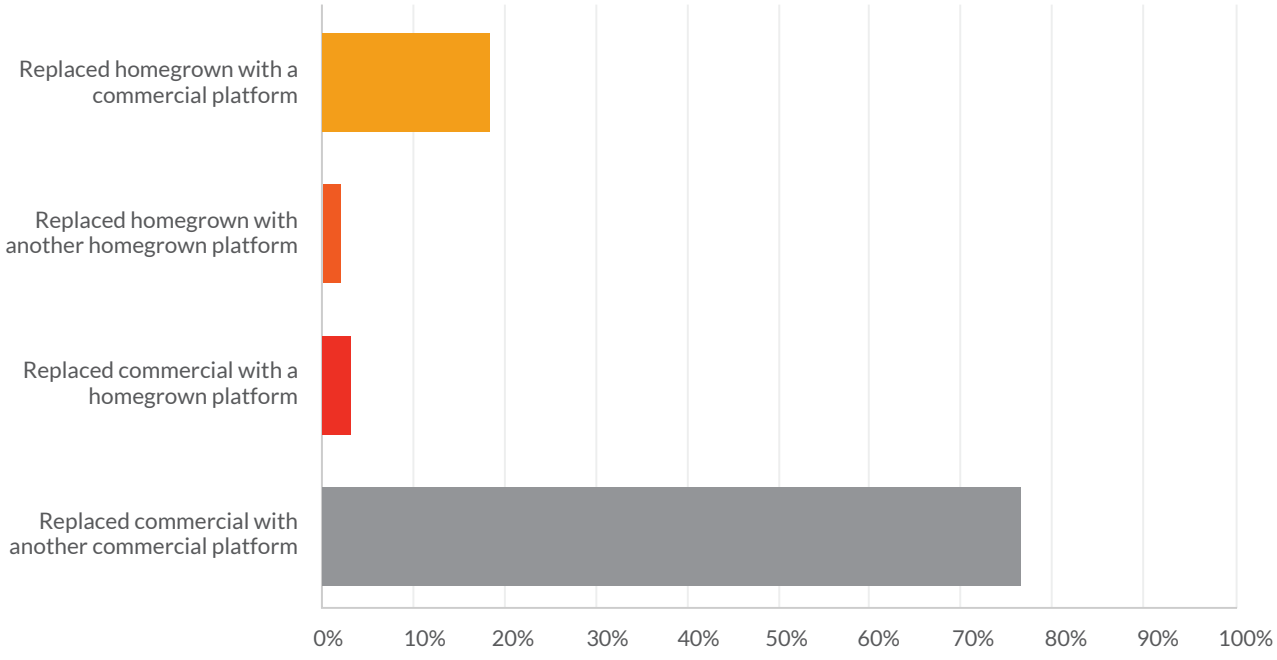
More than three-quarters (76%) of the martech replacements identified by survey respondents involved a commercial application replacing another commercial application.

For 18% of respondents, their martech replacement involved a homegrown application being replaced by a commercial application.

The most rare circumstance was a homegrown application replacing another homegrown application, which was cited by only 2% of respondents.

Given that the martech landscape now includes more than 14,000 tools, this shouldn't come as a huge surprise. Despite budget restrictions and the close examination of tech usage and ROI, easy-to-purchase and deploy SaaS apps are readily available to marketers and every other role in the business. The application development resources required to build a homegrown app aren't always as easy to come by for marketing organizations.

Figure 6 - Replacements of commercial and homegrown martech applications



Q: What scenario best describes this replacement? (If you replaced more than one application, please choose one of them and answer all questions related to that application.) n=235

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Features lead the way when it's time to consider replacements

The 2024 survey respondents cited cost as an important factor when choosing a replacement for a martech solution. But when they were asked why they replaced their application to begin with, better features rose to the top.

This is true for both the replacement of homegrown applications, where 48% of respondents cited better features from SaaS software, and for commercial applications, where 36% cited better features.

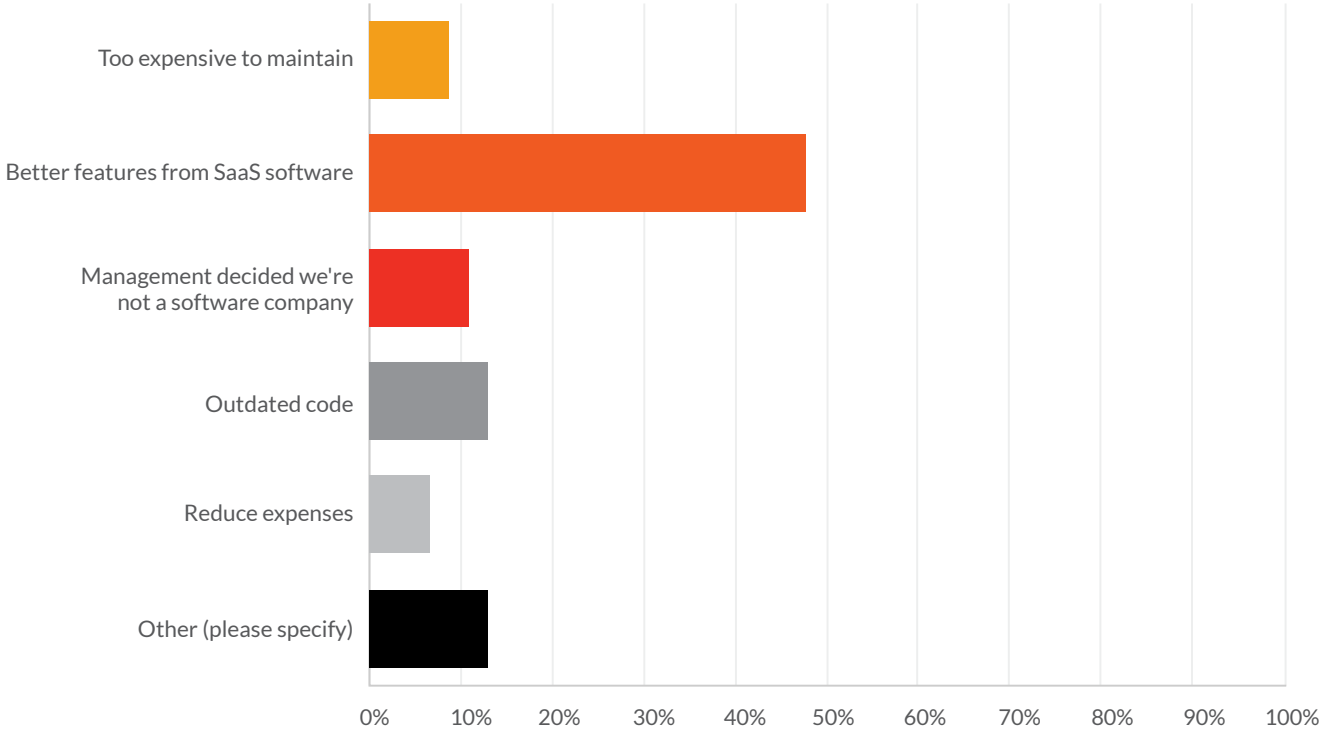
As for costs, 7% of respondents who replaced homegrown applications said they did it to reduce expenses, while 9% said the homegrown application was too expensive to maintain.

Those marketers replacing commercial martech applications were more likely to cite costs. Nearly one-quarter (23%) said they replaced their commercial application to reduce expenses.

The growing use of commercial applications is accelerating the pace of change. In 2023, 31% of the replacements were made of software that had been in place for two years or less. Only 21% of replacements made in 2020 were applications in place for two or fewer years.

These results demonstrate that marketers are willing to change marketing technology applications – even mission-critical applications – if the replacement software offers more value. Evaluating new applications is one of the principal tasks marketing technology professionals say they're responsible for, according to MarTech's annual Salary & Career Survey.

Figure 7 - Why homegrown martech applications were replaced



Q: Why did you replace this homegrown application? n=46

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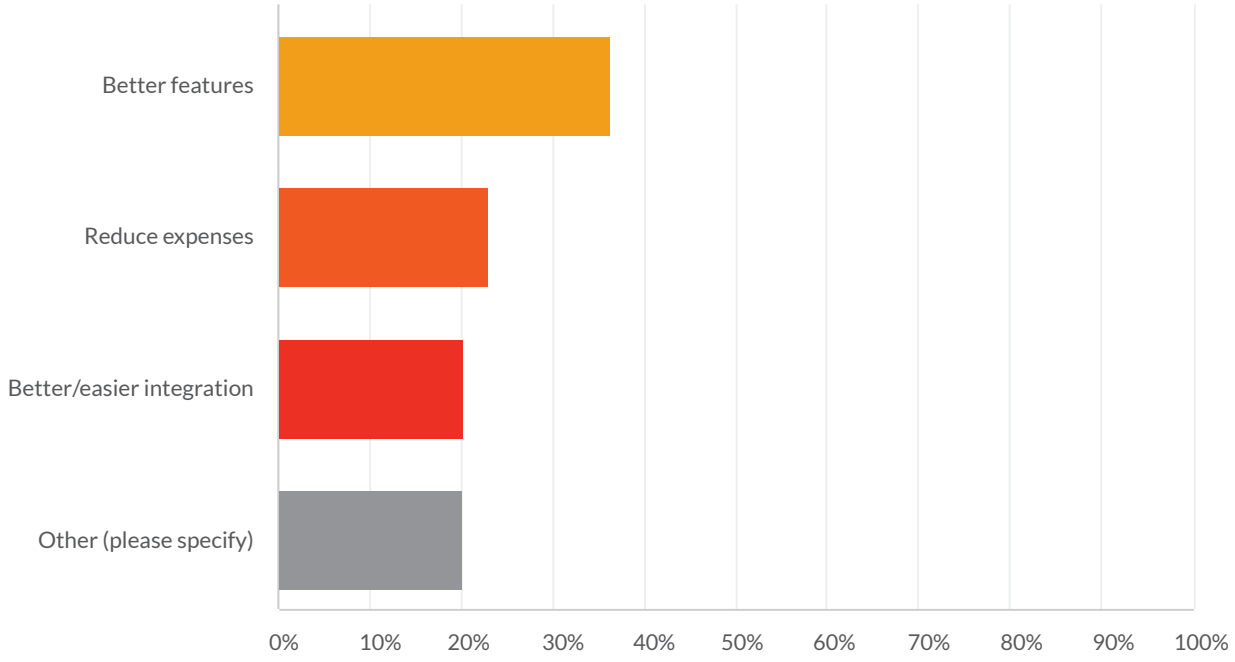
Figure 8 - Why commercial martech applications were replaced



Q: Why did you replace this commercial application? n=187

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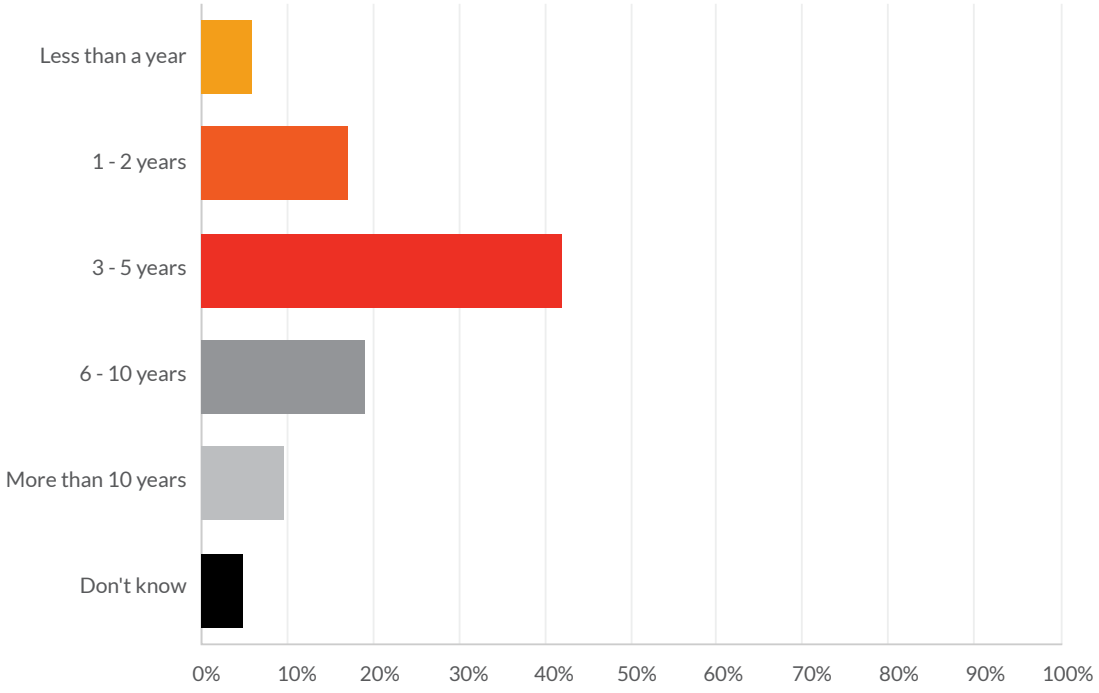
The lifespan of a martech application? About 3 to 5 years

Nearly two-thirds of the martech applications replaced by respondents to the 2024 MarTech Replacement Survey were in use for five years or less. Forty-three percent were in use for three to five years.

This data has a classic bell-shaped curve, with three to five years appearing to be the sweet spot for martech replacement. That could be related to the lengths of licensing agreements or the tenure of marketers or leadership. But it's also a sign that users will explore alternatives after a couple of years to see if there's a better deal, better features or both available in the market.

> **Users will explore alternatives after a couple of years to see if there's a better deal, better features or both available in the market.**

Figure 9 - Length of time legacy system was in use before replacement



Q: How long was the legacy system you're replacing used for? n=203

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Purchase consideration is neither slowing or speeding up

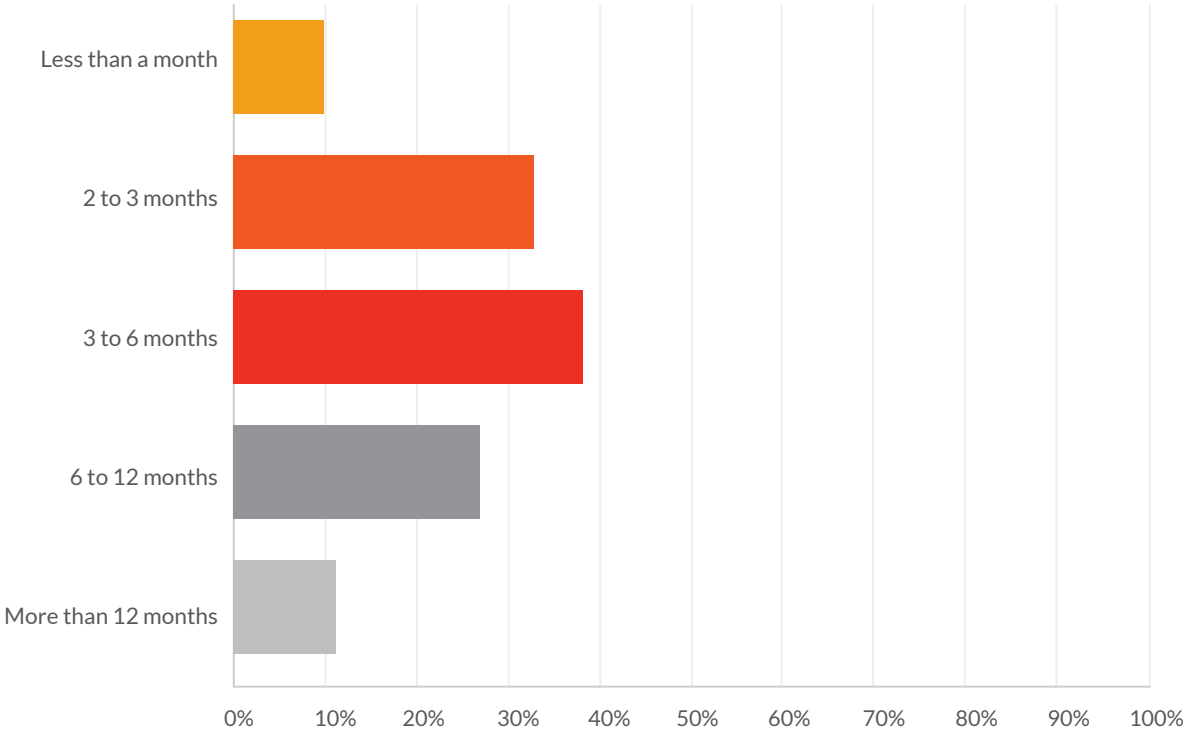
Given the budget pressure many marketers face and the need to make an air-tight business case, martech replacements are still being considered for six months or less, which is about on par with the 2023 data.

In 2024, 68% of respondents to the survey said their replacement was under consideration for six months or less. That's down slightly from 72% in the 2023 survey. This is good news for vendors, as marketers are moving fairly quickly when it comes to replacements.

For marketers, the good news is that the purchase process is not being drawn out. Having the time to select a replacement, get it deployed and train the team is critical to success with the platform.

68% of respondents to the survey said their replacement was under consideration for six months or less.

Figure 10 - Months martech replacements were under consideration



Q: How many months was the replacement under consideration before it was approved? n=203

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The martech might have changed, but the team remains the same

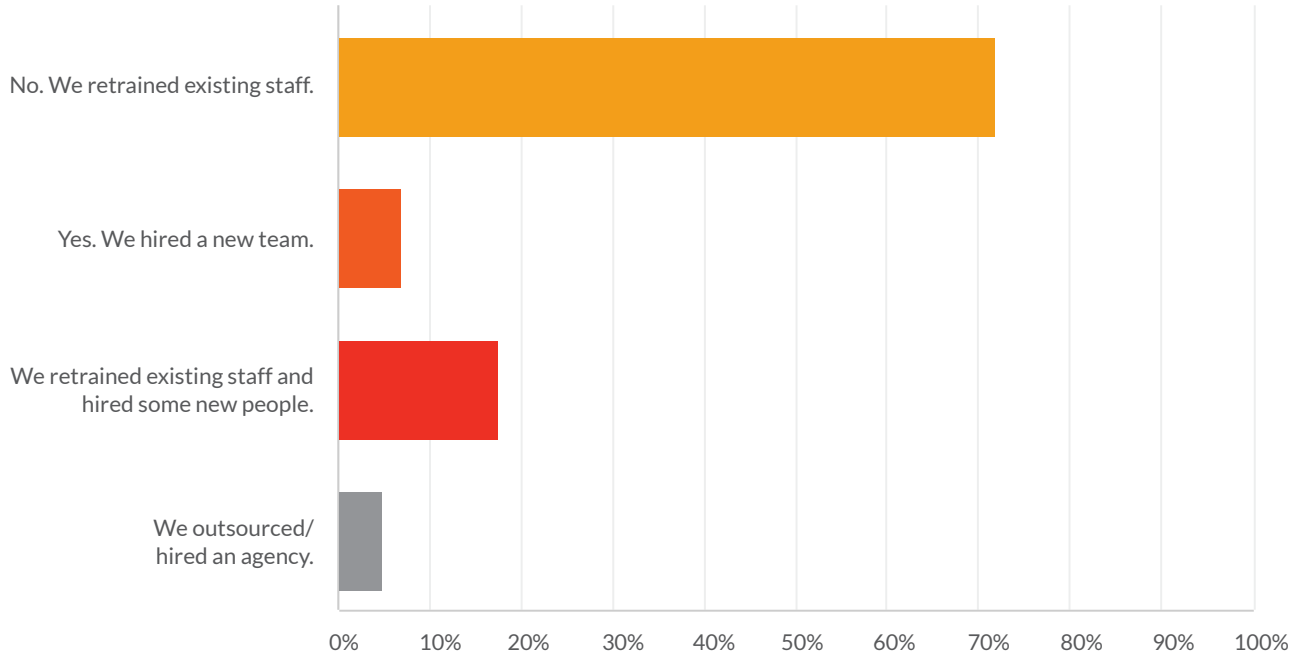
Speaking of teams, it's no secret that many marketing teams saw staff reductions over the past couple of years. That might be among the reasons marketing organizations mostly re-trained their existing staff on new tools, rather than hiring new people.

> **There's more to being a marketer than the tools you use**

A more obvious reason is that there's more to being a marketer than the tools you use. Existing team members have institutional knowledge and relationships that help them do their jobs.

Commercial SaaS applications are increasingly easy to use, and while they aren't identical by any means, the learning curve isn't as steep as it once was, especially with AI often available within the application to help.

Figure 11 - Existing marketers were trained in replacement applications



Q: Did you hire new people in conjunction with the replacement? n=203

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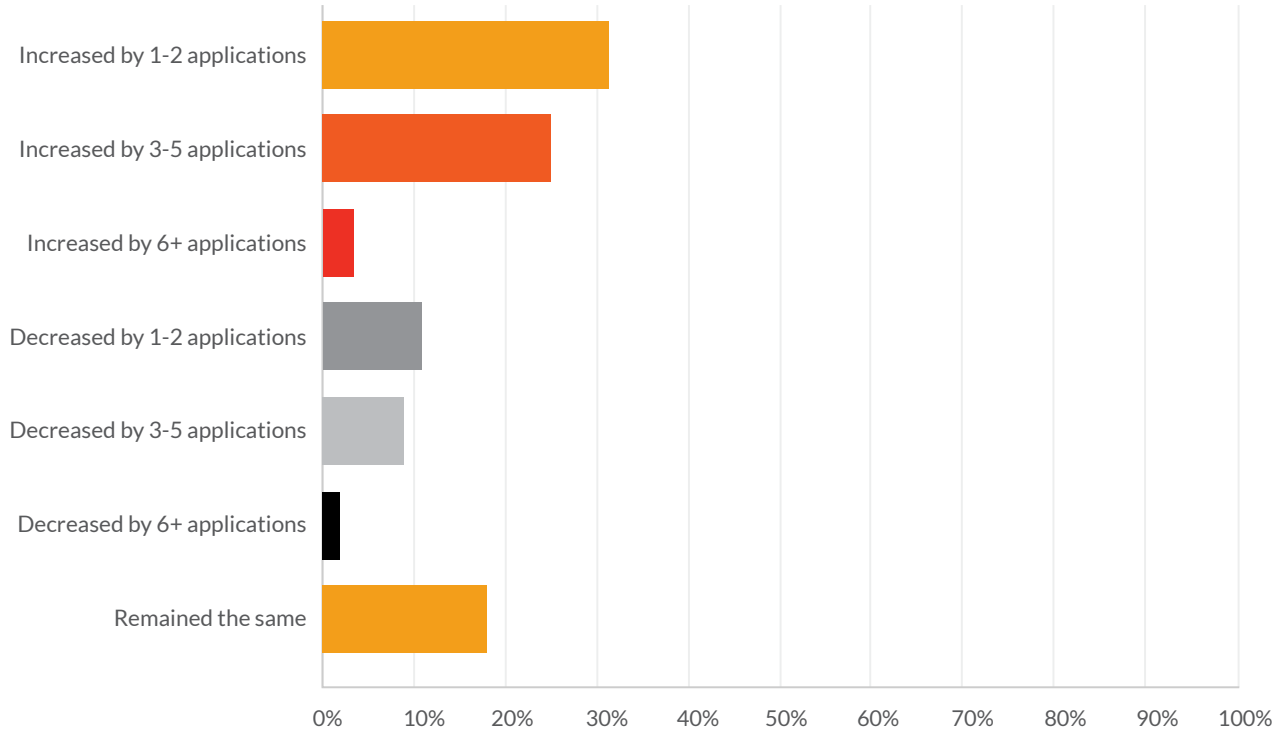
Martech stacks continue to grow for most marketers

SaaS software may be a maturing market that's moving away from crazy growth rates and interest rates might be keeping businesses from spending, but the respondents to the 2024 MarTech Replacement Survey reported their martech stacks continue to grow.

More than half of the respondents (57%) said their martech stack grew by one to five applications in the past year. Among those who cited a decrease in apps, 11% said their stack shrank by one to two apps, and another 11% said it shrank by three or more apps.

Nearly one-in-five (18%) respondents said the number of apps in their martech stack remained the same in the past year.

Figure 12 - Growth or decrease in size of martech stack



Q: Has the total number of applications in your martech stack increased or decreased in the past year? n=203

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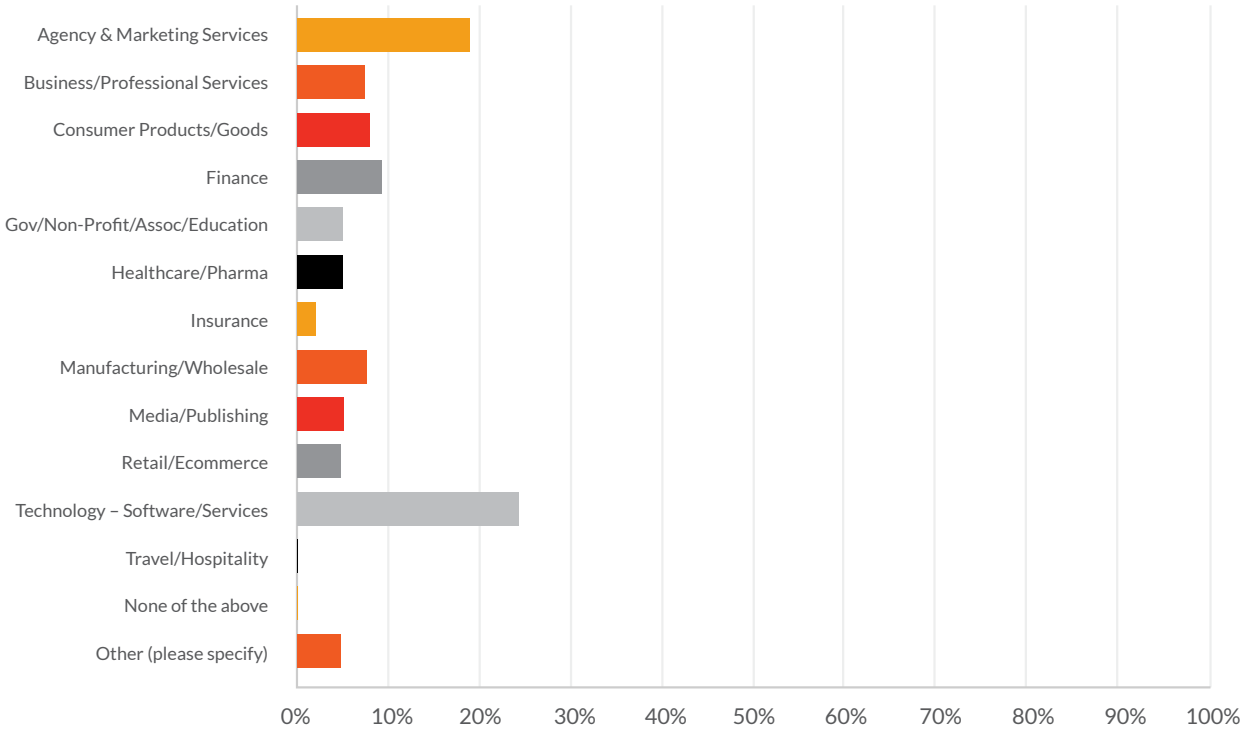
More about the survey respondents

Who took the 2024 MarTech Replacement Survey? Here's a look at the 2024 respondents with information about their organizations and responsibilities.

Nearly two-thirds (63%) of the survey respondents were in the United States, with another 5% in India, 5% in the U.K., 4% in Canada, 3% in Australia and 2% in Germany.

Figure 13 - Respondents' products and services



Q: Which of these best describes your company's products or services? n=203

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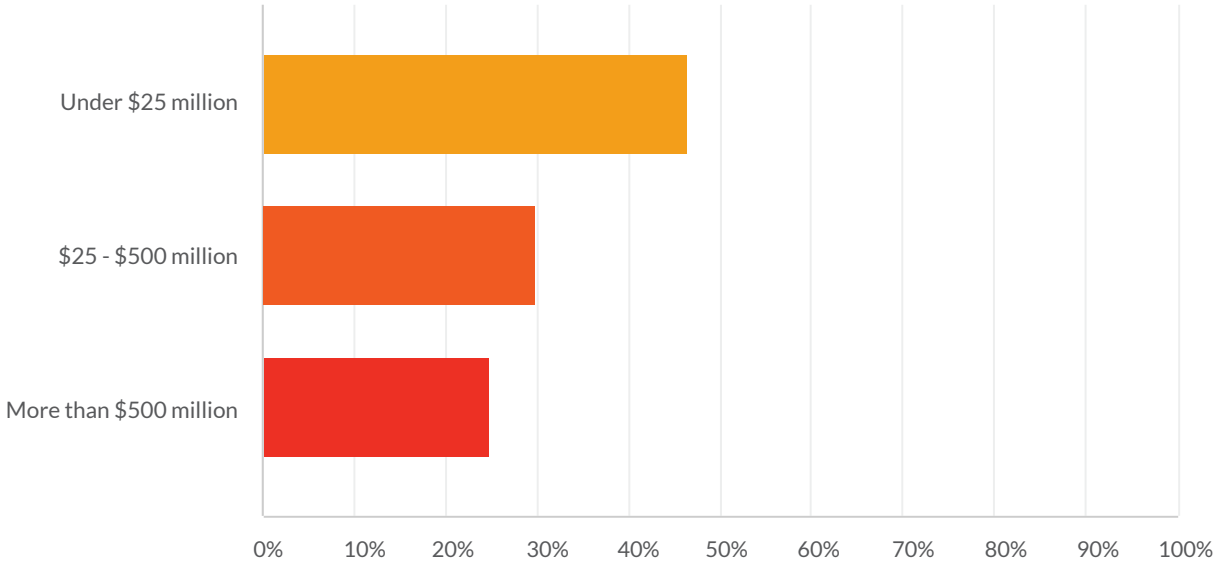
Figure 14 - Company annual revenue



Q: Which of these best describes your company's products or services? n=203

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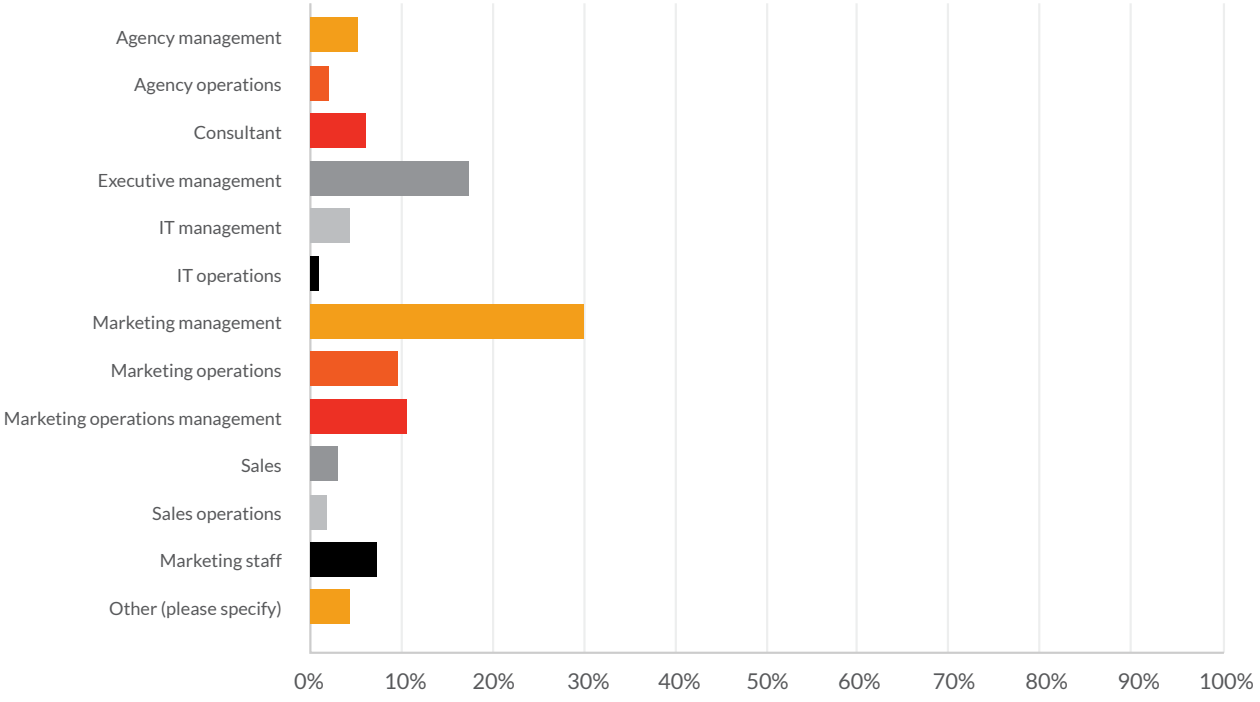
Figure 15 - Respondents' job functions



Q: Which of these best describes your company's products or services? n=203

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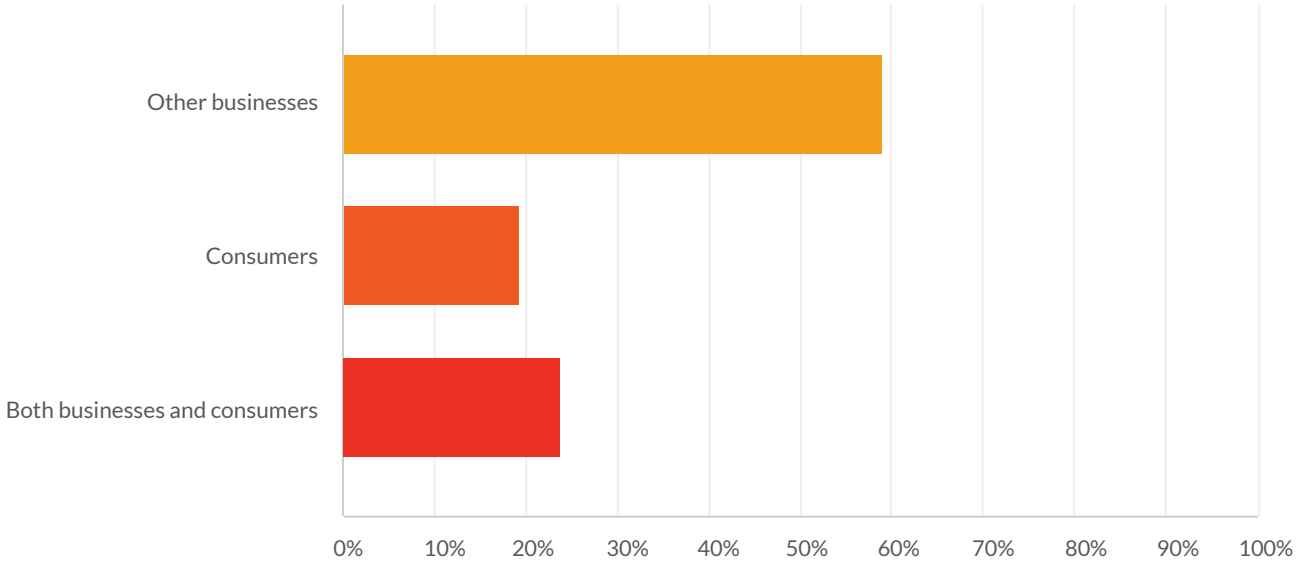
Figure 16 - Who respondents' companies sell to



Q: What does your company mostly sell to? n=347

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Third Door Media empowers digital marketing professionals by providing trusted content and educational services. The company publishes MarTech and Search Engine Land, which are leading trade publications for marketers. It also is the producer of the MarTech Conference and Search Marketing Expo – SMX conference series.

The company is also a leading provider of marketing solutions to purveyors of software and services to the marketing community. Those services include lead generation, content creation and content amplification.

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