



# ASSET MANAGEMENT MARTECH STACK INSIGHTS & TRENDS

2021 RESEARCH FINDINGS



# ABOUT OUR RESEARCH

OBJECTIVES & METHODOLOGY

# ABOUT OUR RESEARCH

## Our Goal was to Understand:

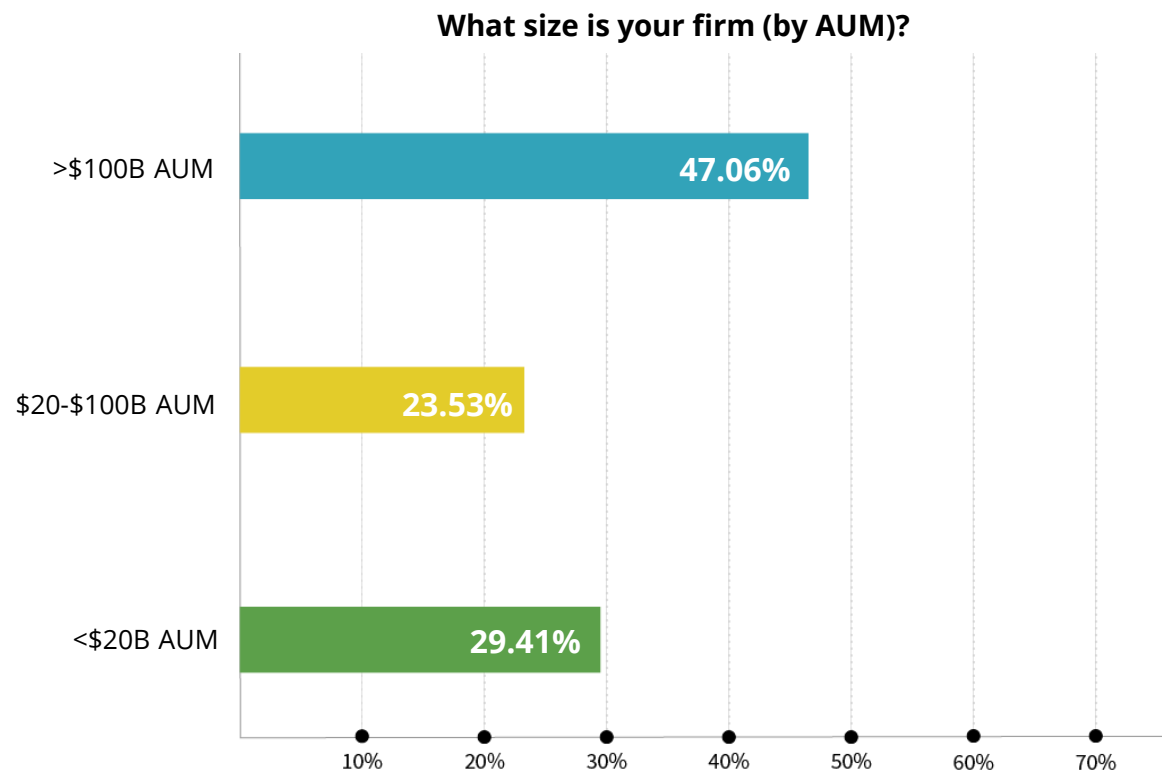
- Which marketing technologies do asset managers have in their stack?
- How mature is the stack?
- How well-integrated is the stack?
- Who drives the decisions for buying marketing technology?
- How is the Martech stack changing over the next two years?

## Our Research Process:

- Online questionnaire sent to large, mid-size and boutique investment management firms
- Conversations with marketers at investment management firms
- Research conducted between June – Oct 2021
- Research conducted by Synthesis Technology in collaboration with Sondhelm Partners & The Growth Strategy Group

# PARTICIPATING FIRMS

**Our research group is represented by a mixture of large, mid-size, and boutique firms by AUM.** Nearly half of the respondents are from firms managing over \$100B AUM. The remaining are split between mid-size firms and boutiques.



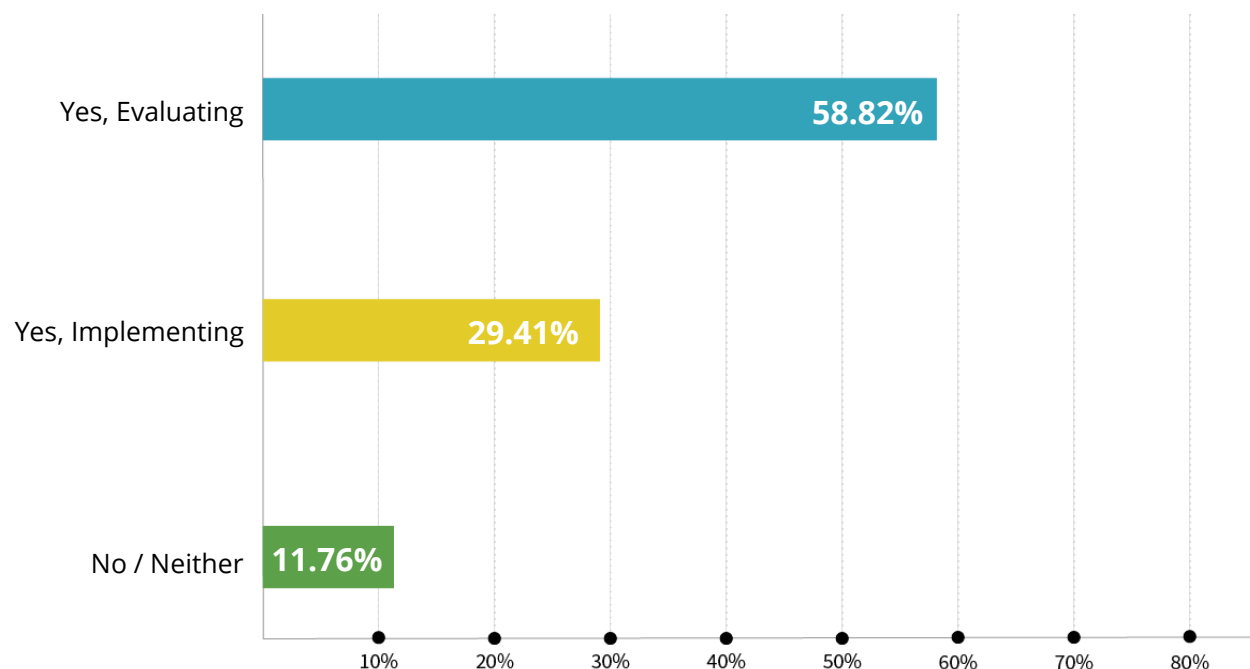
## Examples of respondents' titles:

- Head of Marketing
- Communications Director
- Head of Marketing Technology
- Marketing Director
- Digital Director
- Chief Marketing Officer
- VP, Head of Digital Strategy
- Marketing Operations Manager
- Head of Business Management
- Head of Relationship Management

# PARTICIPATING FIRMS

**88% of the respondents are marketers who are responsible for evaluating and/or implementing marketing technology.**

Are you responsible for evaluating and/or implementing marketing technology?



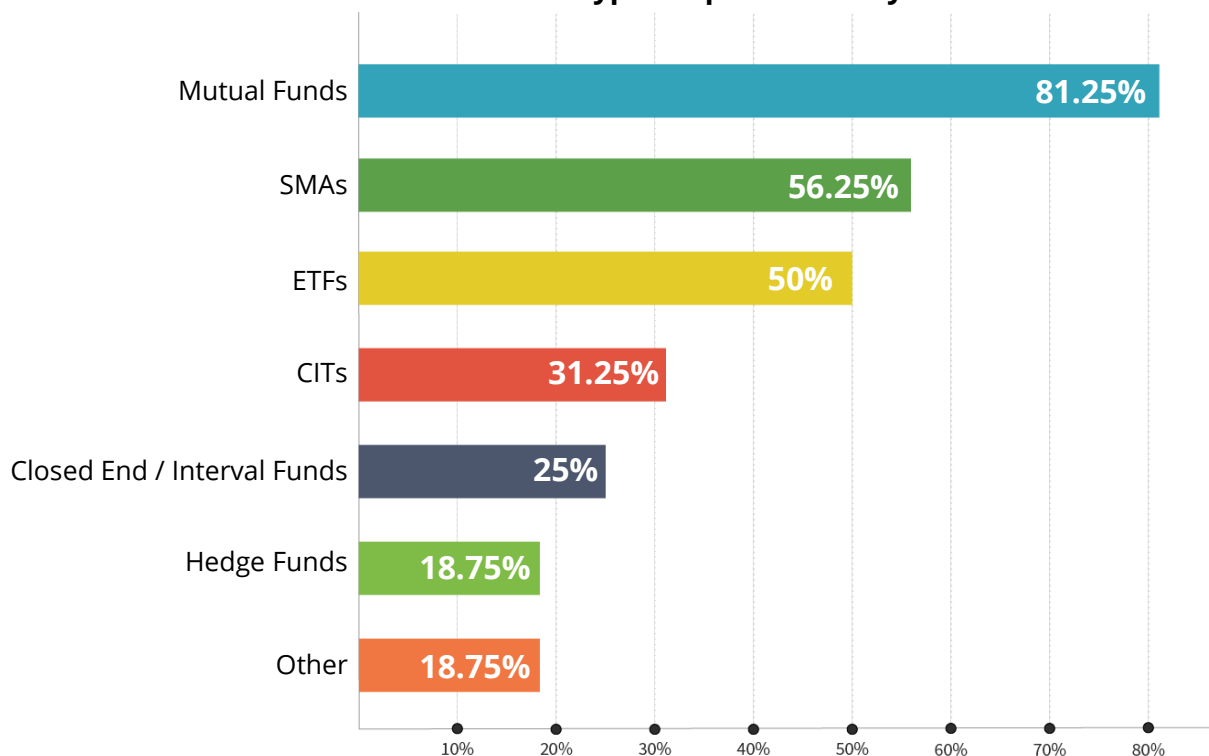
## By firm size:

- In boutiques, 80% of the respondents reported implementing marketing technology
- In midsize firms, 50% reported implementing
- In the larger institutions, only 13% reported implementing
- In the largest institutions, most of our respondents are evaluating their stack, but not responsible for implementing

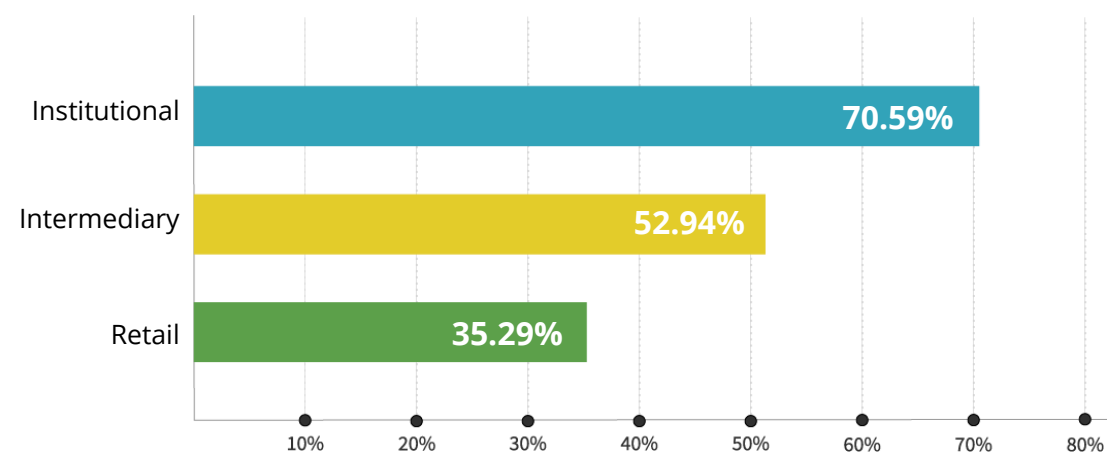
# PARTICIPATING FIRMS

Our research group serves institutional, intermediary, and retail audiences and offers a variety of investment vehicles. The top 3 vehicles offered by these firms are Mutual Funds, SMAs, & ETFs.

What types of products do you offer?



What types of clients do you primarily serve?





# KEY FINDINGS

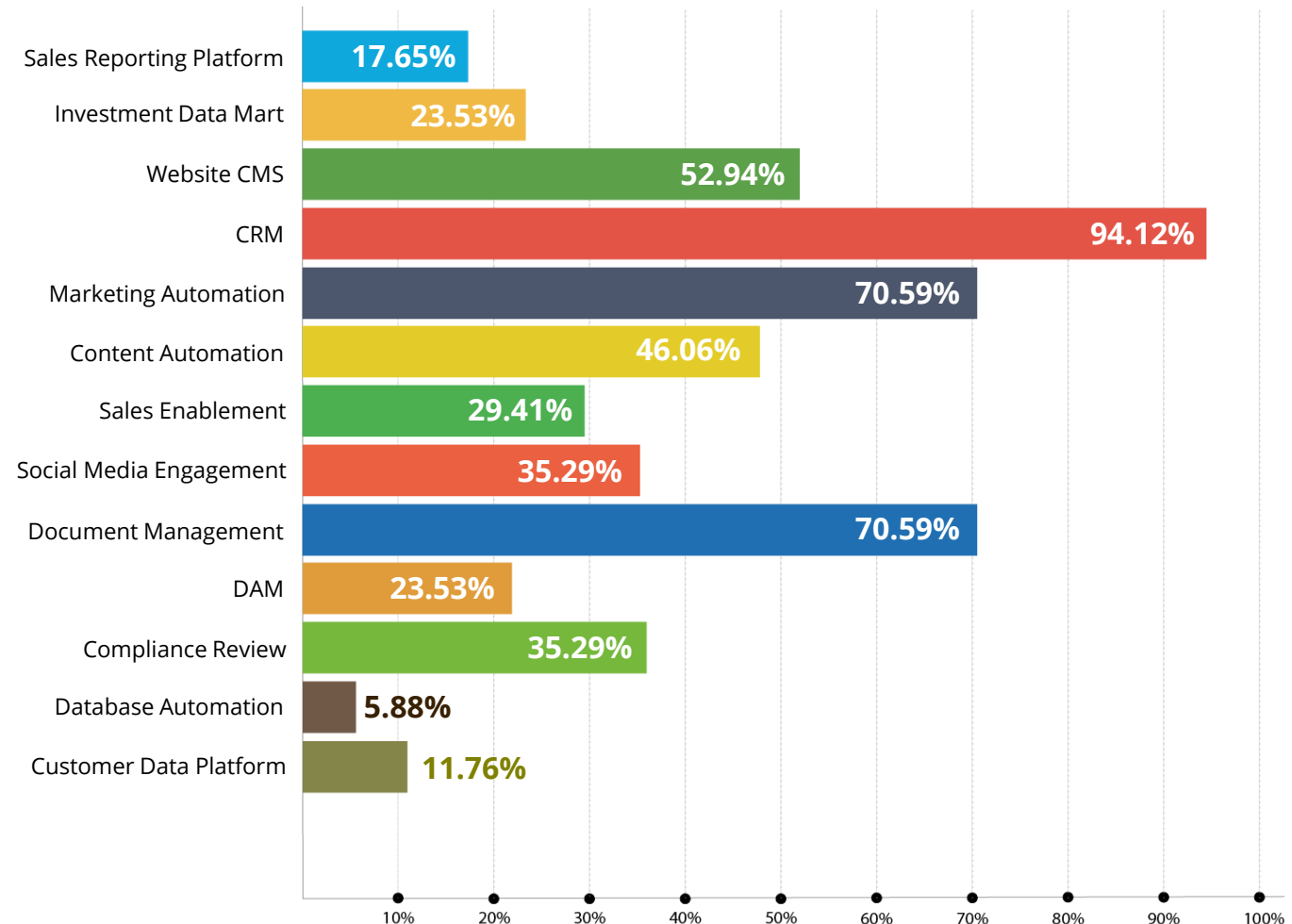
INSIGHTS & OBSERVATIONS

# TOP 3 MARTECH TOOLS

**Key Finding #1:** The top 3 tools used by firms are CRM, Marketing Automation, and Document Management Systems.

CRMs are the most widely adopted tool with 94% of firms using one. However, tool adoption in other areas of the stack vary by AUM, and boutique firms clearly lag behind in tools like sales enablement, digital asset management, and social media engagement platforms.

Asset Managers, what marketing technology are you using at your firm?

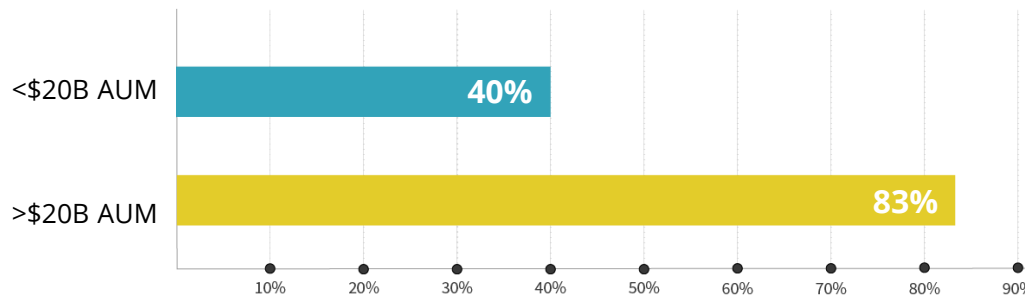




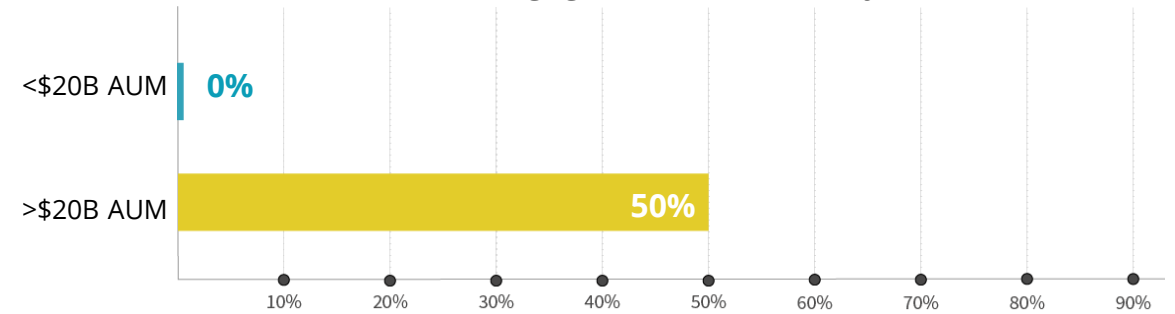
# STACK MATURITY IS LARGELY DETERMINED BY FIRM SIZE

**Key Finding #2: The top 3 tools used by firms are CRM, Marketing Automation, and Document Management Tools.** However, tool adoption in other areas of the stack varies by AUM, and boutique firms clearly lag in tools like sales enablement, content automation, and social media engagement platforms.

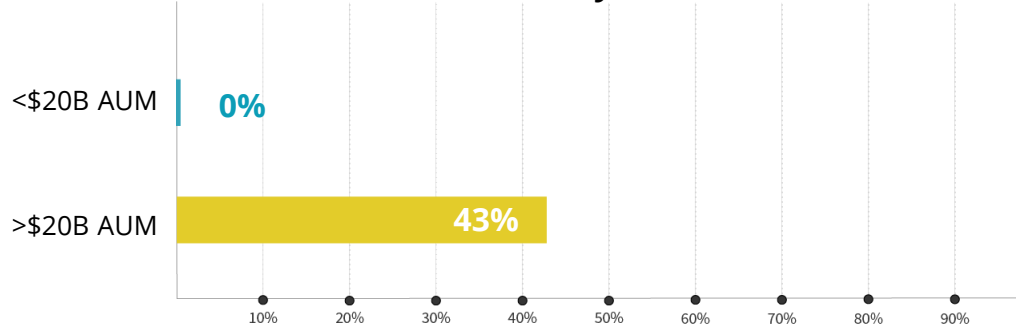
Use of Marketing Automation by Firm Size



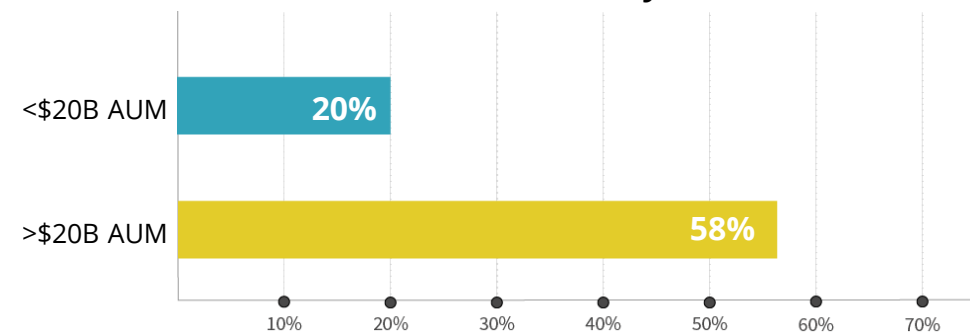
Use of Social Media Engagement Platform by Firm Size



Use of Sales Enablement by Firm Size



Use of Content Automation by Firm Size

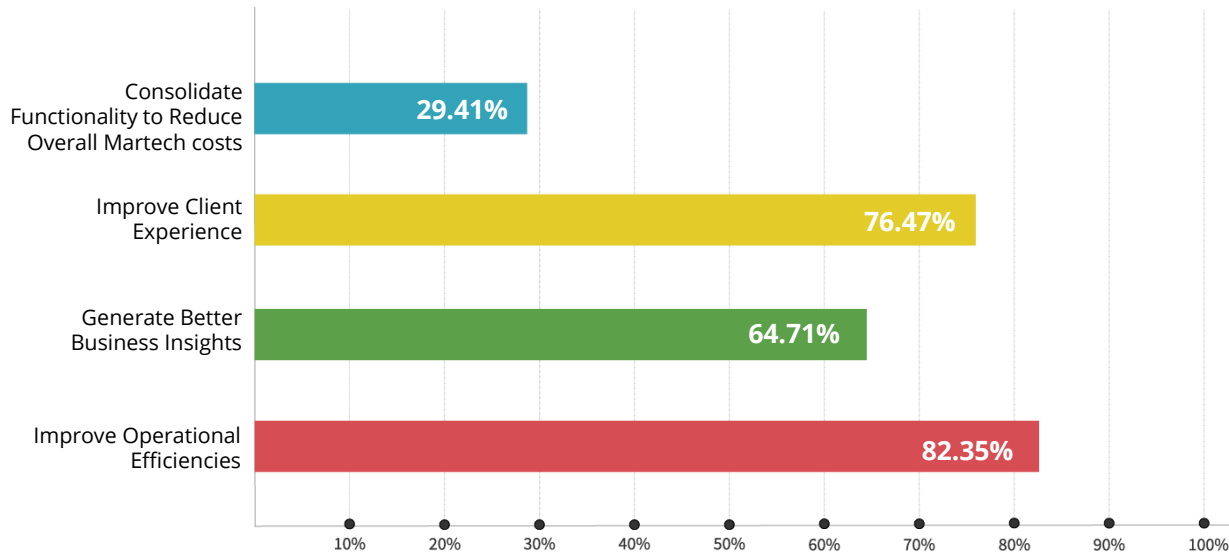


# CONSOLIDATION ISN'T THE GOAL

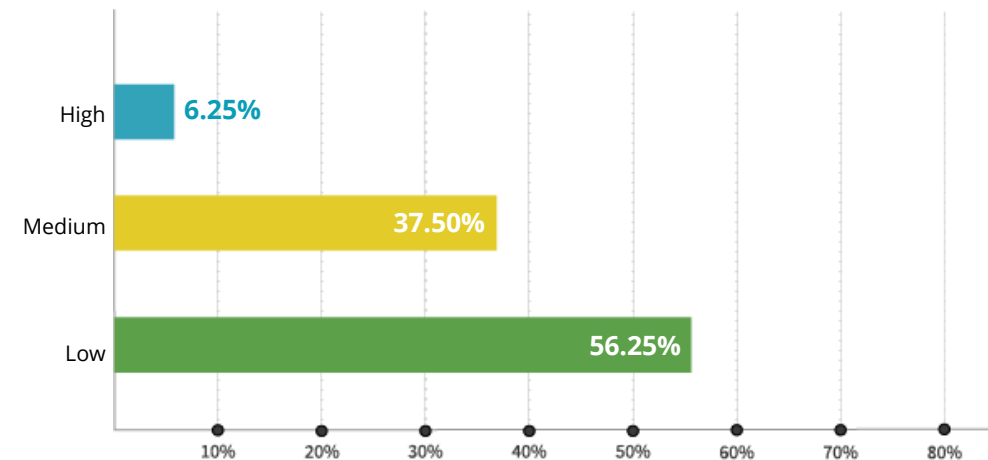
**Key Finding #3:** Marketing organizations are not trying to consolidate technology so much as they are trying to better utilize what they have in order to improve operational efficiency and marketing effectiveness.

Over half of the respondents reported a low level of redundancy in the stack and only 29% reported consolidation as a driving factor of change over the next 2 years. Instead, the biggest drivers of change were operational efficiency improvements, client experience improvements, and better business insights/analytics - in that order.

How would you prioritize what's driving changes in your stack over the next 2 years?



The level of redundancy in my Martech stack is:



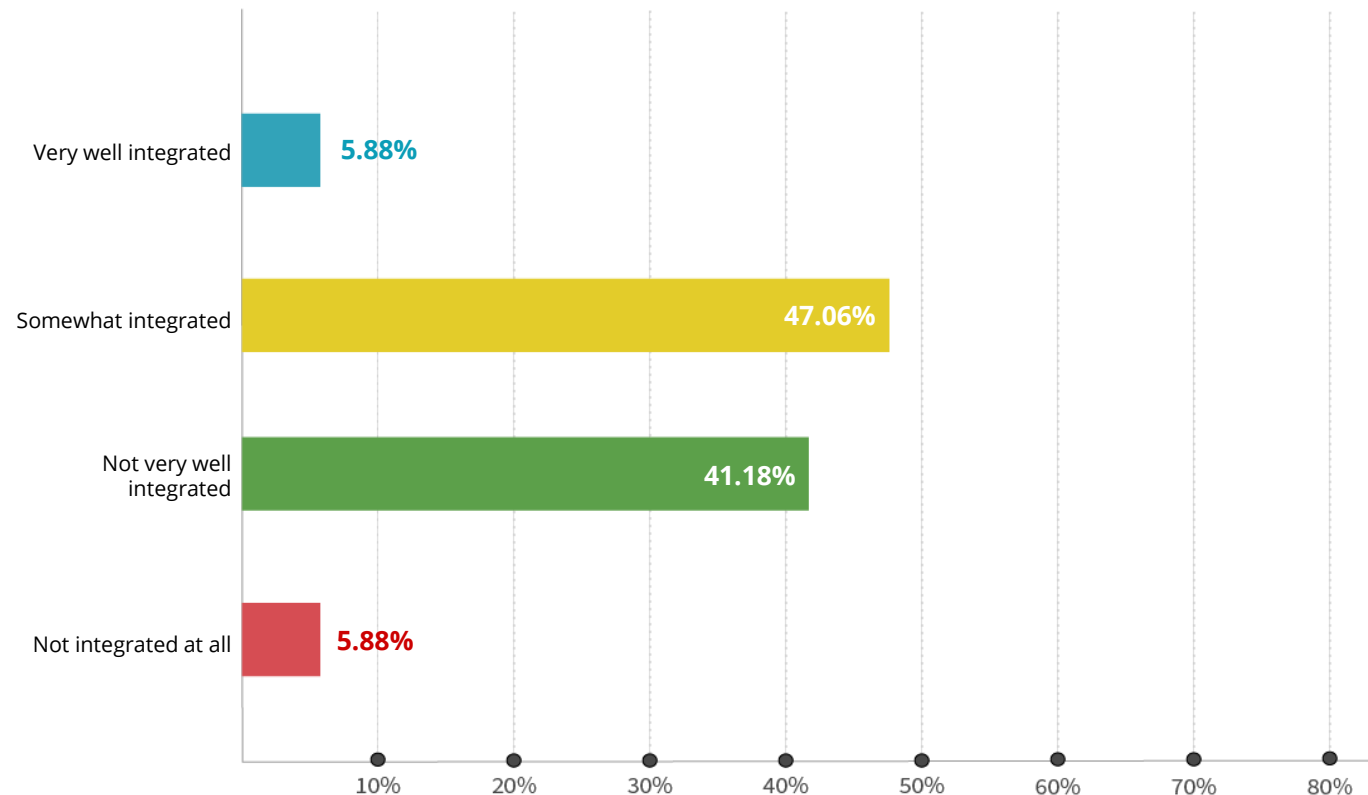
# BETTER INTEGRATION NEEDED

**Key Finding #4:** 41% of respondents reported that their systems were "not very well integrated". In order to achieve their goals of improving operational efficiency, client experience, and business insights over the next 2 years, firms must work toward creating a well-integrated stack.

Only 6% of respondents reported having a very well-integrated Martech stack.

Most respondents reported that their stacks are "somewhat integrated" or are "not very well integrated".

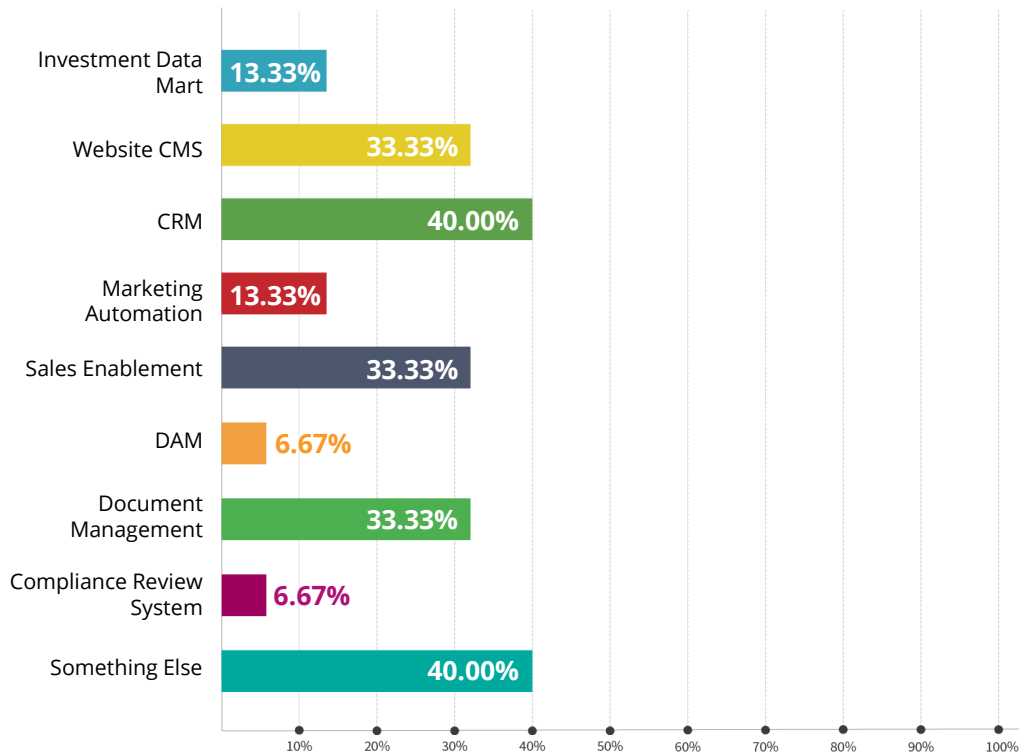
How well would you say your stack is integrated? (Meaning, workflows between systems are seamless)



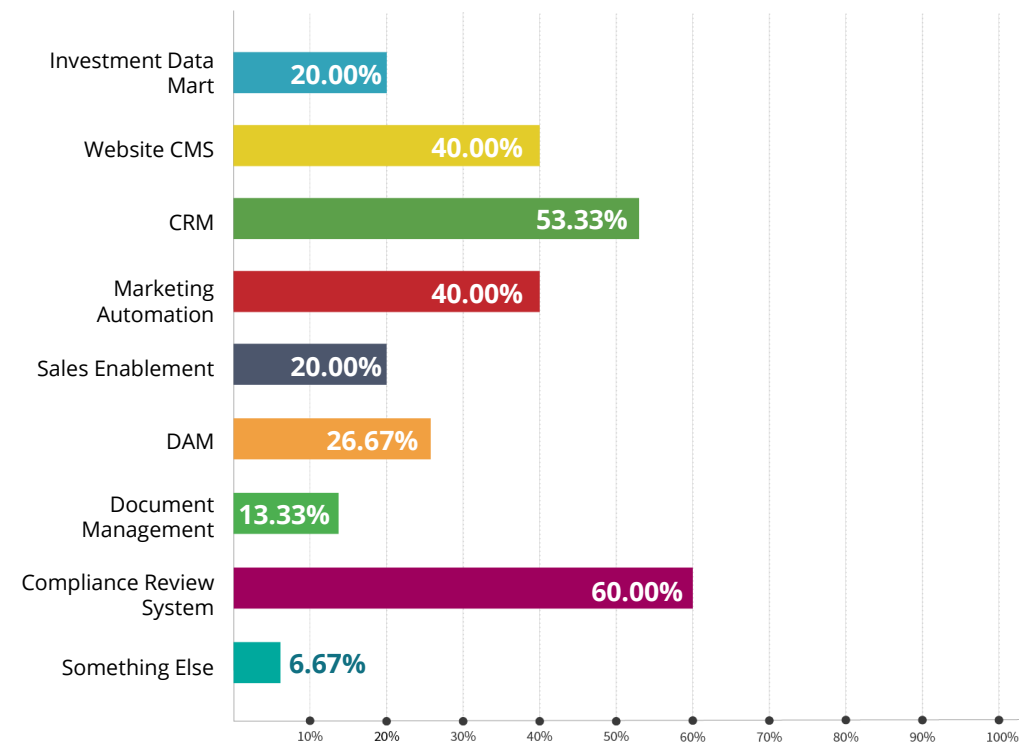
# GROWING NEED FOR COMPLIANCE INTEGRATION

**Key Finding #5: Only 7% reported having their compliance review system integrated with content automation, yet 60% said it should be.** In our conversations with Marketers, we learned that compliance review systems are often not well integrated with content automation, which slows down time-to-market for factsheets, pitchbooks, and other materials. Other key integrations include the CRM, Website CMS, and Marketing Automation systems.

Which platforms are integrated with your content automation solution?



Which ones aren't integrated but should be?

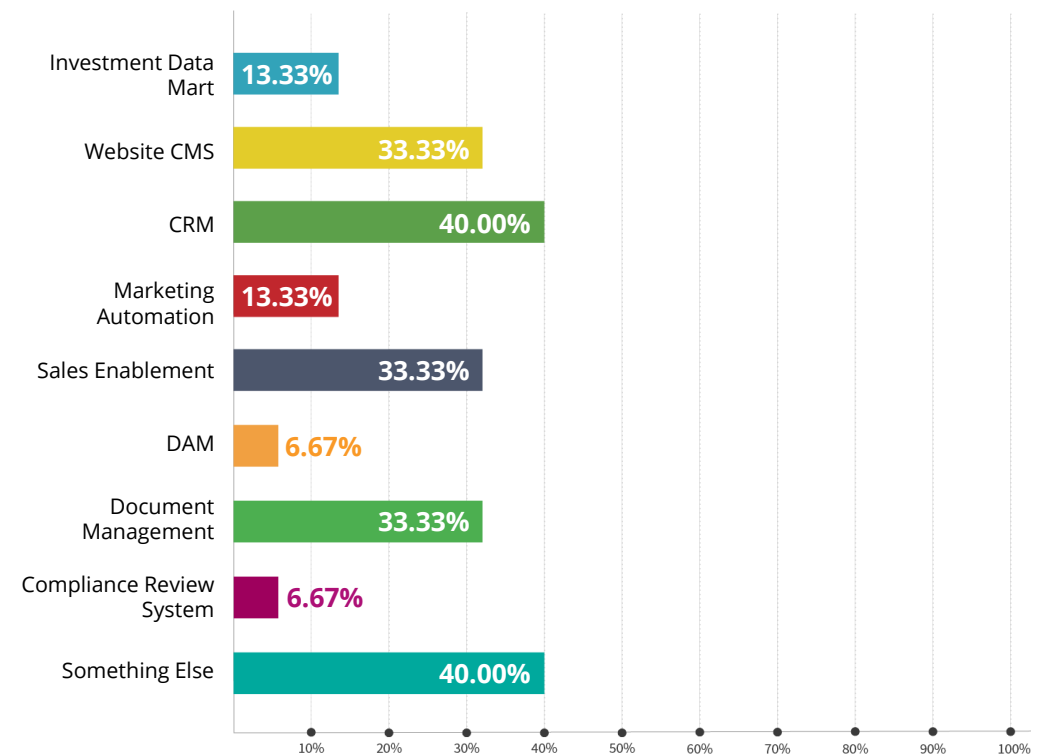


# LACK OF DATA INTEGRATION IS STILL A PROBLEM

**Key Finding #6:** Surprisingly, only 24% reported having a data management solution for product data, and even fewer - only 13% - reported having an integrated product data management + content automation system.

In our conversations with Marketers at these firms, we learned that manual data intake continues to be a problem for marketers, yet integration of the data mart isn't a high priority or it's an internal initiative that has been dragging on for years. This is contributing to slower time-to-market for key materials like factsheets, pitchbooks, and commentaries as well as higher operational costs associated with content production.

Which platforms are integrated with your content automation solution?



# MARKETING DRIVES DECISIONS

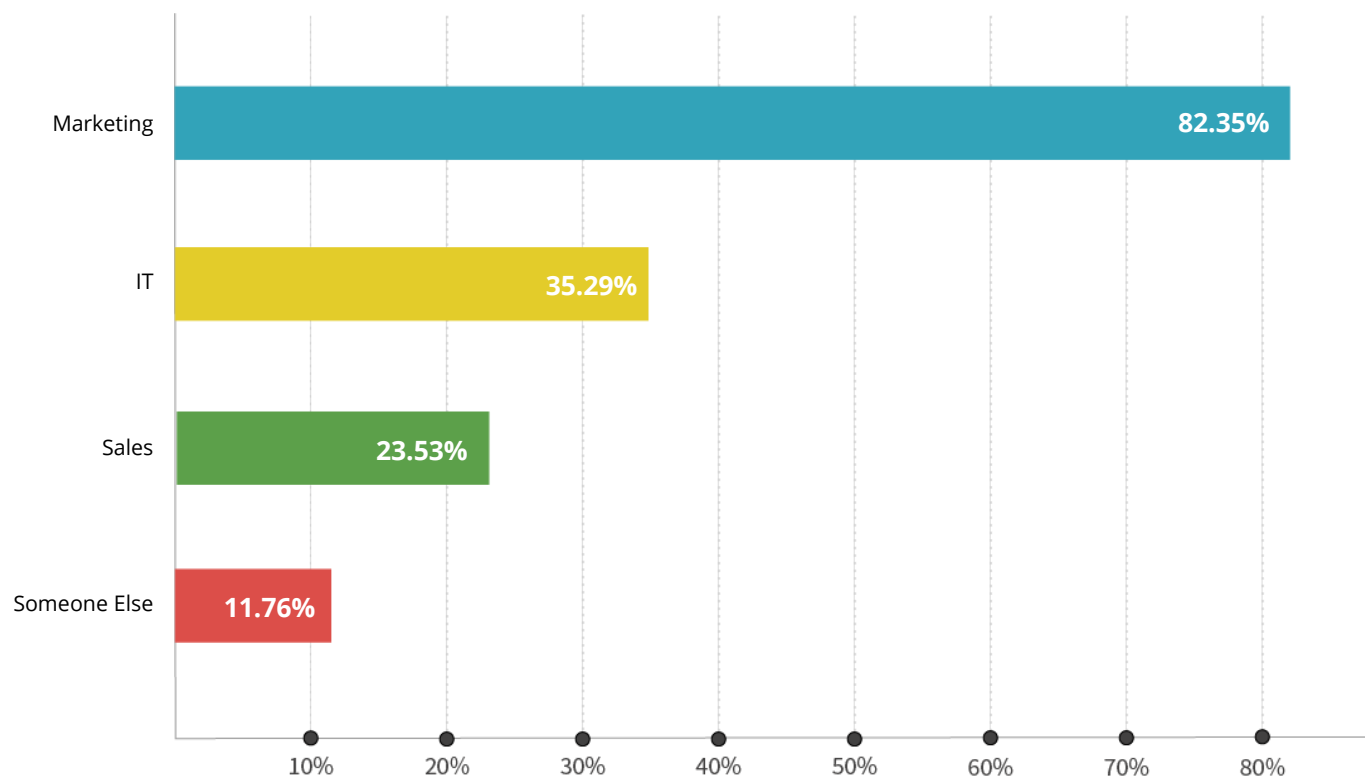
**Key Finding #7: Not surprisingly, Marketing has the most influence over Martech decisions, followed by IT and then Sales.**

82% of respondents said Marketing has the most influence over Martech stack buying decisions.

When looking at influence by AUM tier, it's clear that Sales has much more influence at smaller firms than larger firms. 60% of firms with <\$20B AUM reported that Sales has influence in the decision, whereas only 8% of firms >\$20B reported Sales having influence.

This could be explained by the fact that, in most smaller firms, marketing reports up to Sales.

Who has the most influence over decisions about your Martech stack?



# THANK YOU

***This research was conducted by Synthesis Technology in collaboration with Sondhelm Partners & The Growth Strategy Group.***



Synthesis Technology helps investment companies go-to-market at scale through a data-first approach to automation.

For 25 years, Synthesis has been exclusively serving the investment management industry to help asset and wealth managers, TAMPS, and private banks automate the production of fact sheets, commentaries, pitchbooks, websites, and other data-heavy marketing content.

Our industry-focused automation platform addresses investment firms' underlying data challenges to offer a truly automated and efficient sales and marketing solution that reduces operational costs and drives AUM.

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Sondhelm Partners helps institutional asset managers, mutual funds and ETF firms attract investors and build brands through marketing, public relations, and sales strategies.

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Our exceptional implementation skills will engage your organization and facilitate real change, resulting in increased efficiency with cost reduction and improved effectiveness.

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