

Marketing Trends Report 2024



Larger goals, lower visibility: Confronting the true obstacle to marketing success

With [recent research](#) showing that 78 percent of CEOs are banking on CMOs to drive growth, marketers are feeling the heat. While marketing teams are accustomed to the “do more with less” mantra, the pressure to deliver on revenue goals has never been more pronounced.

Of the marketing leaders we asked, 88% are now responsible for meeting a revenue goal, up from 79% last year. And yet, just 25% of marketing leaders have high visibility into ROI, down from 33% last year.

Surprisingly, the proliferation of martech tools—often acquired to enhance revenue-driving efforts—only complicates the measurement of marketing impact. Marketing leaders are juggling so many tools, they’re struggling to gain visibility into what’s working. Our findings suggest that despite the prevailing narrative of resource scarcity, the real challenge for marketers in 2024 isn’t constrained budgets or lean teams. [Instead, it is the effective utilization of existing resources and the ability to measure \(and prove\) return on investments.](#)



This report explores how connection, focus, and flexibility emerge as critical factors in addressing today's challenges.

Connecting information across tools, teams, and workflows is essential to optimizing resources and accelerating ROI. [Our research shows how the most successful marketing teams go even further. They demonstrate razor-sharp focus, data-driven decision making, and an enduring flexibility when circumstances change.](#)

Effective teams make decisions according to data, and focus their efforts on high-return initiatives. They're also tech-forward: They invest in emerging technologies—such as no-code and AI—and they maintain ownership of their martech stack. These factors ensure they drive impact in the right places, and helps them respond to changing business needs with agility.

In 2024, where marketing challenges abound and expectations soar, navigating the intricacies of resource management, technological advancements, and evolving consumer demands is imperative for success. This report illuminates the insights, trends, and strategies that will empower marketing leaders to make every effort count in the year ahead.



A snapshot of the data

These findings serve as your roadmap to fueling marketing efficiency and ROI in 2024.

From aligning Marketing with an organization’s revenue targets to adopting emerging technologies like no-code and AI, it’s time to solidify your team’s impact on company revenue and growth.



About the survey

Conducted by Qualtrics, the study includes 550 respondents who are at the director level and above in their marketing department. All respondents are full-time employees at U.S. companies with 1,000 or more employees; 61% work for companies with over 5,000 employees. These leaders' primary responsibilities range from brand and content to marketing ops, campaigns, and product marketing.

[View the survey methodology and demographics](#)

Challenges facing marketing leaders



Rising pressure

88% of marketing leaders are now responsible for meeting a revenue goal—up from 79% in 2022-23.



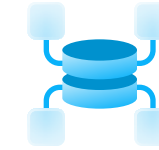
Murky ROI

Only 25% of marketing leaders have high visibility into ROI—down from 33% last in 2022-23.



No single source

73% of marketing leaders have to consult 5 to 15 sources for up-to-date information on marketing activities.



Duplicated data

Most teams (81%) have 30% or more of their marketing data duplicated across multiple sources.



Growing demands

92% of marketing leaders reported an increase in the volume of campaign and content requests in the last year.



Siloed information

On average, marketing teams use 19 separate tools for every day work—each one risks siloing critical information.



Trends in successful teams



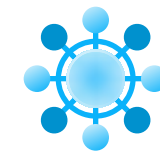
Connected, visible data

Nearly all (97%) of highly efficient teams have moderate or very high visibility into the ROI of content and campaigns.



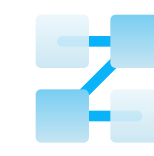
Efficient workflows

Workflow efficiency and the ability to consistently meet revenue goals and deadlines are positively correlated.



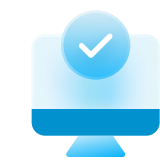
AI maturity

Marketing teams that use AI in everyday workflows are more likely to always meet revenue goals.



Integrating the supply chain

86% of marketing leaders recognize the value of integrating planning, production, distribution, and measurement into a single platform.



No-code usage

59% of the most efficient marketing teams use no-code tools daily.



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| Flipping the belt-tightening narrative

In today's macroeconomic climate, talk often revolves around tightened purse strings and leaner teams. But a different picture emerges when asking marketing leaders.

Marketing teams aren't typically hindered by resource constraints. Instead, the crux of the challenge lies in effectively using the resources already at their disposal.

Despite access to stable or even increased marketing resources over the last year, marketing leaders find themselves in a perpetual struggle to demonstrate impact. While tasked with driving revenue, their limitations aren't tied to budget or headcount. Rather, it's their ability to grasp marketing effectiveness and ROI that holds them back.



Headcount isn't the hurdle

Contrary to what the headlines might suggest, 89% of the marketing leaders we asked said their team's full-time headcount stayed the same or even increased in the last year—and that only went up with company size:

- Companies with between 1,000 and 5,000 employees witnessed a significant steadiness in headcount compared to larger organizations.
- Meanwhile, for companies with between 10,000 and 24,000 employees, headcount was significantly more likely to surge by 50% or more.

As opposed to headcount constraints, the data tells us marketing leaders struggle to make the most of existing employees' time and talent. The marketing leaders we surveyed said the biggest inhibitors of success include “lack of timely data to make strategic decisions” (41%) and “gaps in skills and expertise” (39%).

It's not a shortage of resources holding teams back—it's the lack of access to data and insights that are vital for leveraging existing talent effectively.



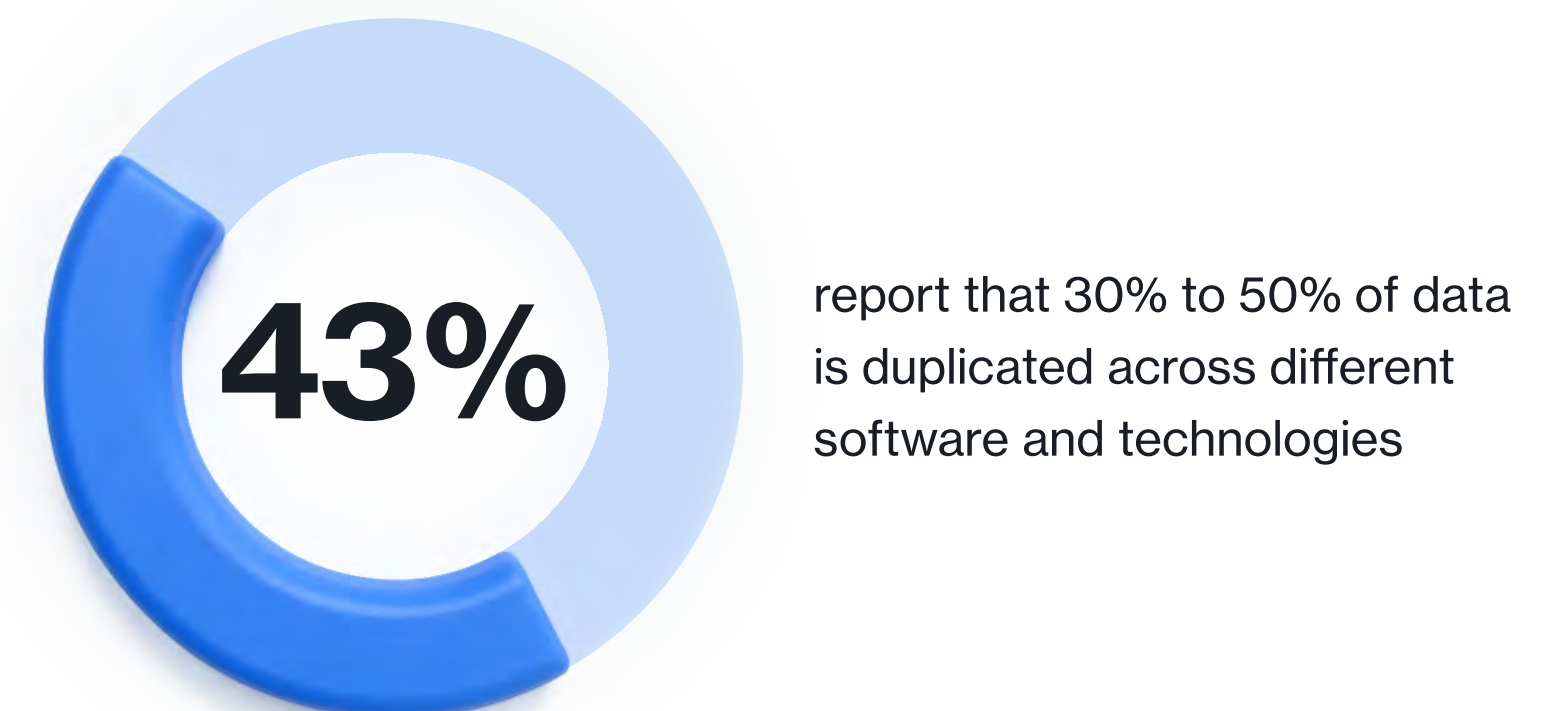
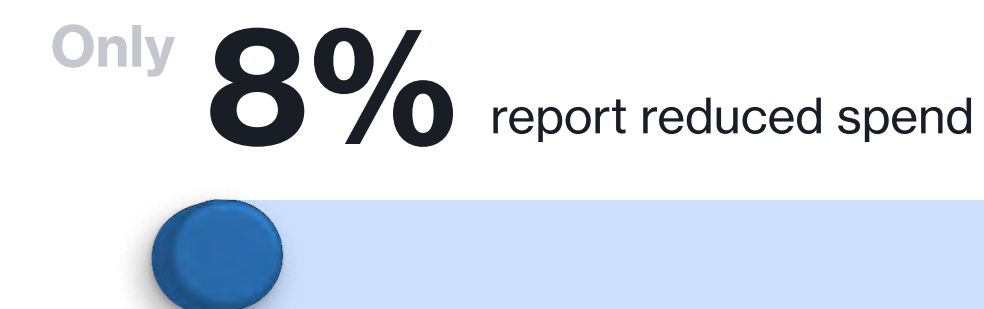
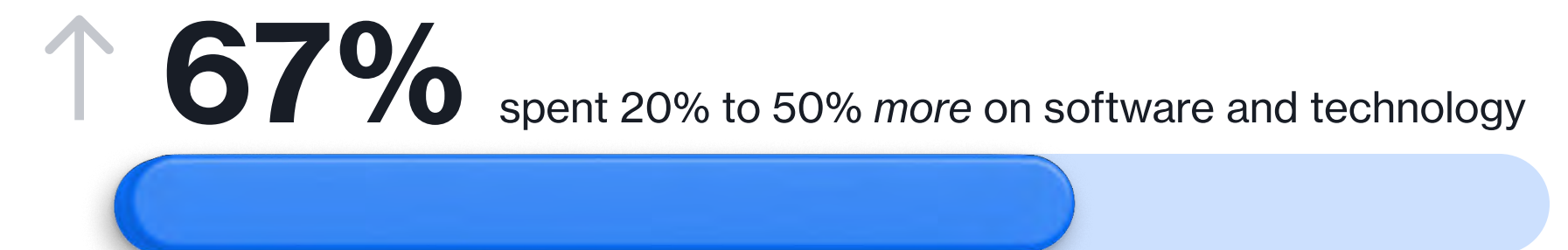
Chasing ROI: The pitfalls of martech overload

Budgetary constraints don't appear to be a significant roadblock for marketing teams either:
Investment in marketing technology is thriving.

Two-thirds (67%) of leaders indicated a 20% to 50% increase in software and technology expenditure over the last year, while only 8% reported reduced spend. Marketing leaders are doubling down on martech in hopes that it will [help solve their biggest challenge: proving the revenue impact of marketing](#).

However, despite the martech boom, a paradox unfolds: [While marketers acquire martech tools to drive revenue, these tools often silo data, reducing visibility into what works and complicating ROI measurement](#).

Moreover, almost half of respondents (43%) said that between 30% and 50% of the data their team works with is duplicated in multiple places, such as spreadsheets, docs, and apps—with teams using 19 different tools on average. Not only are martech tools often underutilized, but they're siloing information and insights, making proving ROI even more difficult.



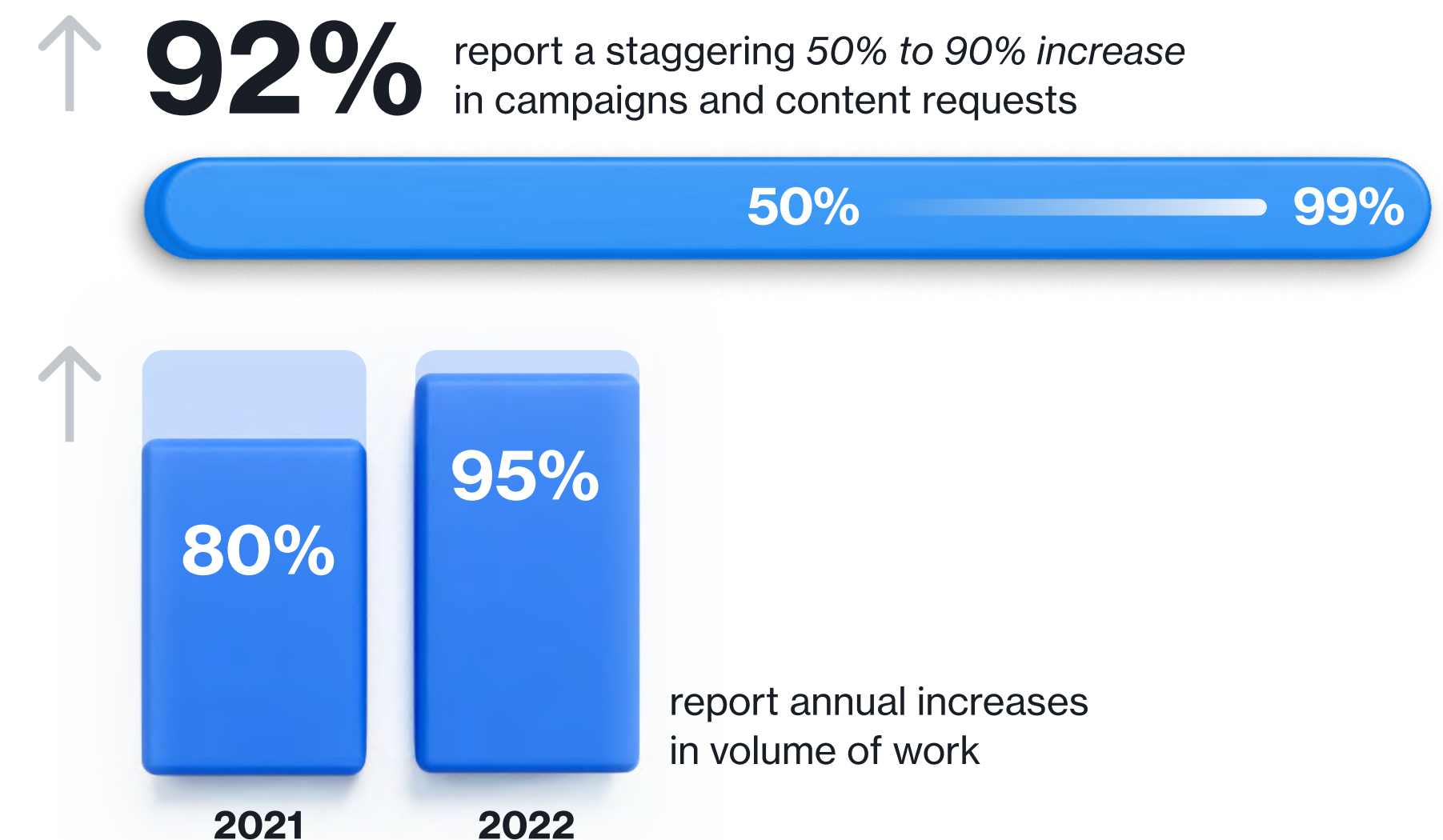
Conflating execution with impact

In addition to proving ROI, marketing leaders face mounting pressure to produce more content and campaigns. **But more volume doesn't necessarily promise more value.**

With the lion's share of marketing leaders now tasked with meeting revenue targets, and other departments leaning more heavily on marketing to stimulate demand, 92% say the volume of campaigns and content requests increased last year. And this isn't just a slight uptick: most respondents cite a staggering increase of 50% to 99%.

But while the volume of marketing work continues to climb, it's also not a new challenge for marketers: 95% of marketers reported increasing work volume in 2022, while 80% reported it in 2021. This upward trend underscores the ongoing expectation across organizations for marketing to deliver high volumes of work consistently.

Yet, the challenge remains: volume alone doesn't guarantee ROI. Without connected, transparent data to inform investments, it's impossible for marketing leaders to know whether they're prioritizing the right initiatives. Only by analyzing performance and operational data side-by-side can leaders understand the lift versus impact for every marketing effort and prioritize them accordingly.



Why connection matters

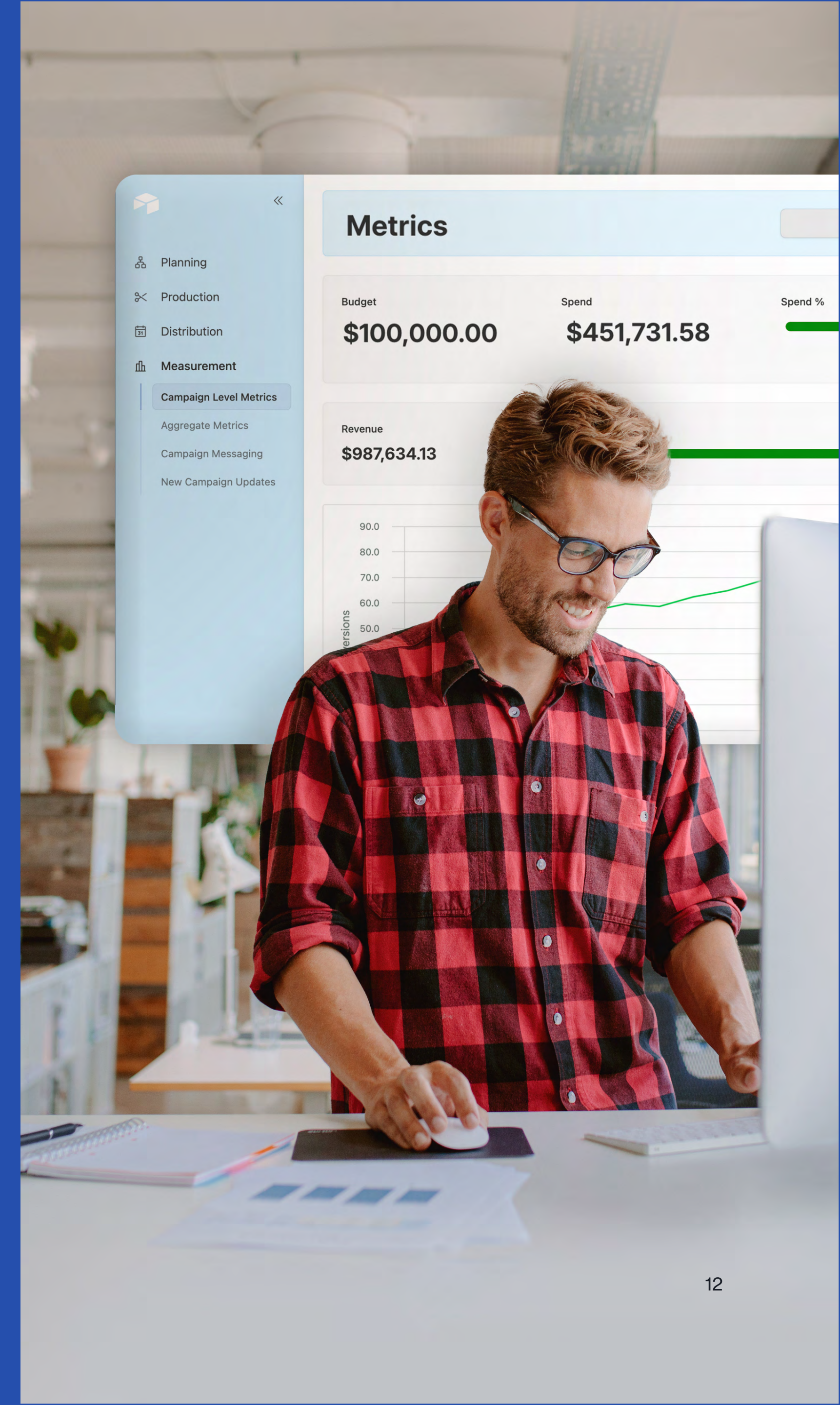
As teams and tooling expand, the significance of connection can't be overstated. Failing to connect critical information between tools, teams, and workflows fragments marketing efforts, diminishes visibility, and stifles teams' ability to push ROI to its fullest potential.

The research reveals that marketing teams who have “mostly” or “completely” automated processes for syncing data between tools are more likely to:

- Meet deadlines most or all of the time
- Meet revenue goals most of the time
- Report efficient workflows

Connecting data—such as performance data, resourcing data, and audience feedback—enables teams to glean insights that facilitate informed decision-making and targeted action. By harnessing connected data, leaders can identify where to allocate resources effectively, address gaps in expertise, and prove the ROI of marketing efforts.

[See how it works](#)



| The robots are (not) taking over, they're helping teams grow

Artificial intelligence (AI) has become a trusted ally for marketing leaders, with an overwhelming 96% now leveraging AI tools.

But ChatGPT is just one AI tool in marketing's arsenal. Our research found the potential of AI in marketing extends well beyond content generation to help teams parse large datasets, uncover hidden insights, and improve asset usage.



AI maturity is scaling, not replacing

AI isn't taking jobs from marketers—it's making tasks easier and outcomes more impactful.

The data reveals that marketing teams incorporating AI into everyday work are poised to soar to new heights. They're more likely to scale in headcount, drive additional revenue, and deliver greater business impact.

In fact, marketers who are investing in AI across day-to-day workflows said their headcount increased by between 20% and 50% in the last year—evidence that AI is more of a complement than a replacement. And marketers agree that AI is a tool, not a threat: 55% take the optimistic view that AI will greatly enhance their marketing efforts, while 88% say they must increase their use of AI and automation to meet customer expectations and stay competitive.

“Teams using AI in everyday work are more likely to be growing in headcount, not shrinking.”



More than content generation, it's revenue generation

Our findings reveal that marketing teams with the most mature AI usage—those who report they use AI in everyday workflows—are more likely to always meet revenue goals.

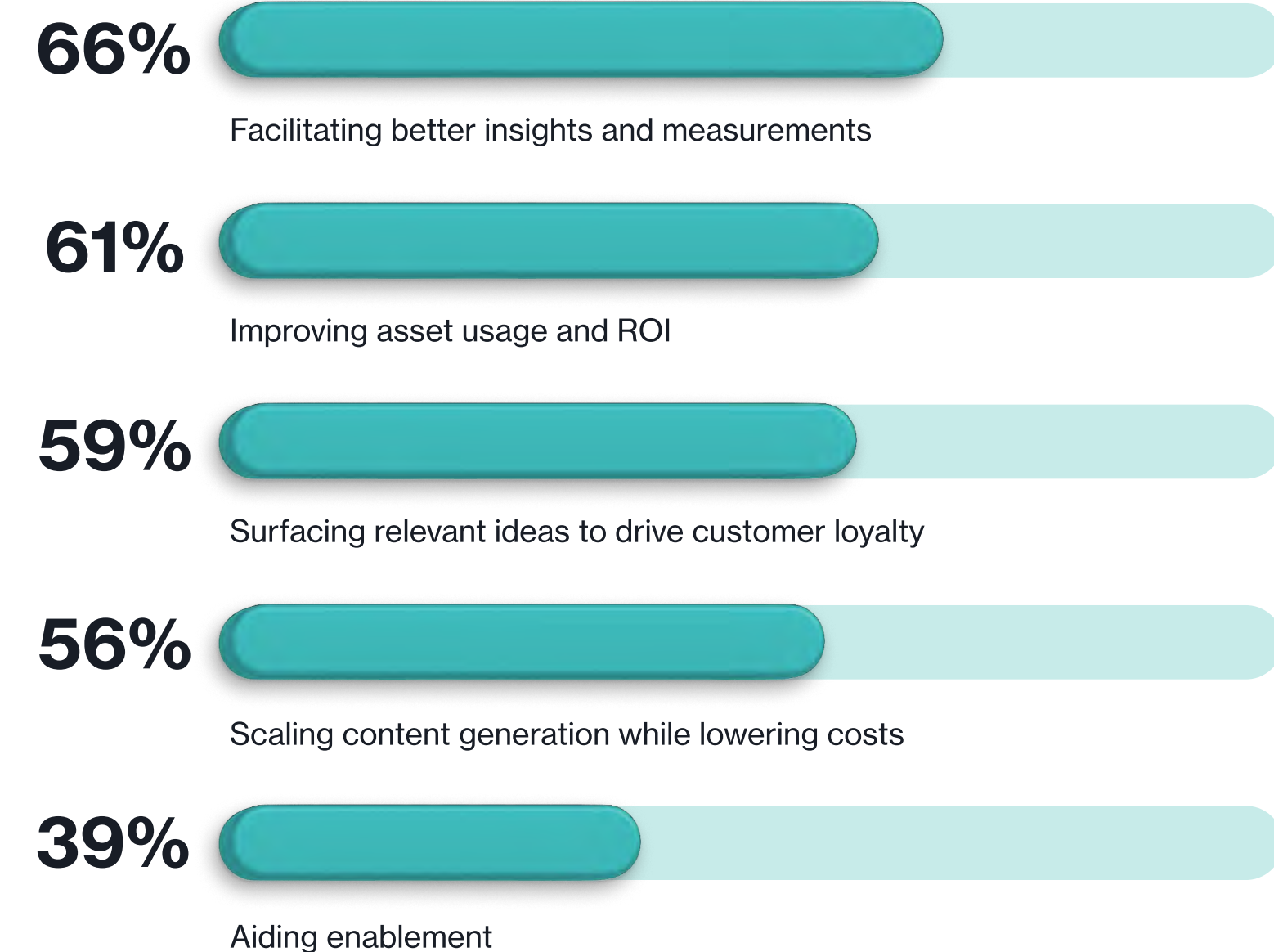
The data indicates a wide array of benefits associated with using AI, indicating that marketing leaders use AI for numerous purposes beyond content generation.

Among the top reported benefits of AI are:

- Facilitating better insights and measurements (66%)
- Improving asset usage and ROI (61%)
- Surfacing relevant ideas to drive customer loyalty (59%)
- Scaling content generation while lowering costs (56%)
- Aiding enablement (39%)

These findings are proof of AI's impact on the entire marketing supply chain—it's fundamentally reshaping how marketers plan, produce, distribute, and measure their campaigns. AI isn't just for scaling content creation—it's transforming marketers' ability to deliver impact.

Top reported benefits of AI:



Efficient workflows fuel AI expansion

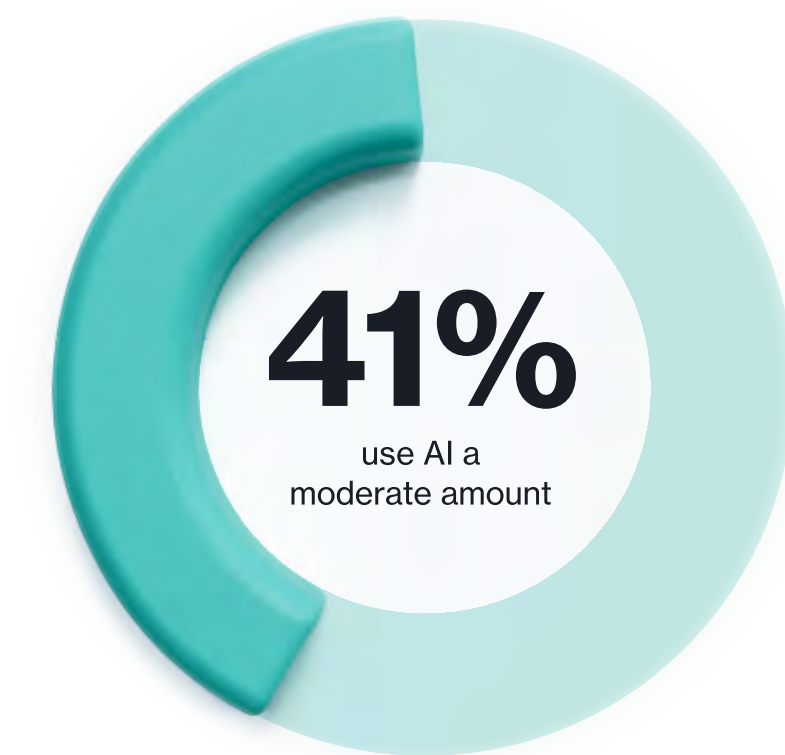
While most marketing leaders (55%) indicate their teams integrate AI into daily workflows, a closer look reveals interesting nuances.

Larger corporations, boasting 10,000 to 25,000 employees, demonstrate a higher level of maturity, with a notable inclination towards using AI within everyday workflows. Meanwhile, teams at smaller organizations (1,000 to 10,000 employees) tend to use AI more moderately, perhaps less able to dedicate the resources needed to embed AI across end-to-end workflows.

When it comes to the trajectory of AI in marketing, 68% of respondents anticipate an uptick in AI usage over the next year, while 30% expect its use to remain steady. However, the data also reveals an intriguing correlation between workflow efficiency and AI optimism.

Marketing leaders labeling their workflows "very efficient" are more eager to increase their teams' use of AI—hinting at a symbiotic relationship between efficiency and AI adoption.

Efficient workflows not only accommodate but also fuel the appetite for AI integration. As AI becomes more ingrained in already-efficient workflows, it can further optimize the marketing supply chain and amplify marketing's impact.



Overcome barriers to successful AI adoption

Avoid blockers, risks, and stagnation in implementing AI.

Blocker Inflexible tooling	Risk Deeper silos	Stagnation Singular usage
<p>What the data says Marketing teams exploring AI, rather than using it regularly, often cite inflexible marketing tools as a hindrance to success.</p> <p>What it suggests Complex or rigid tech stacks can impede AI experimentation and adoption.</p> <p>How Airtable helps Start experimenting with AI directly in Airtable. Choose which LLM models you use for different workflows, and maintain enterprise-level data security.</p>	<p>What the data says Marketing teams using AI regularly are significantly more likely to report poor collaboration with cross-functional partners.</p> <p>What it suggests Silos can deepen when teams use ad-hoc AI tools to accelerate their own work, without connection to other workflows.</p> <p>How Airtable helps Airtable enables teams to leverage AI in the same place they're already working—no copying and pasting required. Parse data, generate insights, and write first drafts—all in the same platform.</p>	<p>What the data says <u>In a recent study by McKinsey</u>, less than a third of business leaders said their organizations had adopted AI across multiple functions, indicating that AI use in business remains limited in scope.</p> <p>What it suggests To advance AI maturity, teams must expand beyond initial AI use cases and embed AI across end-to-end workflows.</p> <p>How Airtable helps Incorporate AI across multiple stages of critical workflows, and build upon the data already living in Airtable.</p>



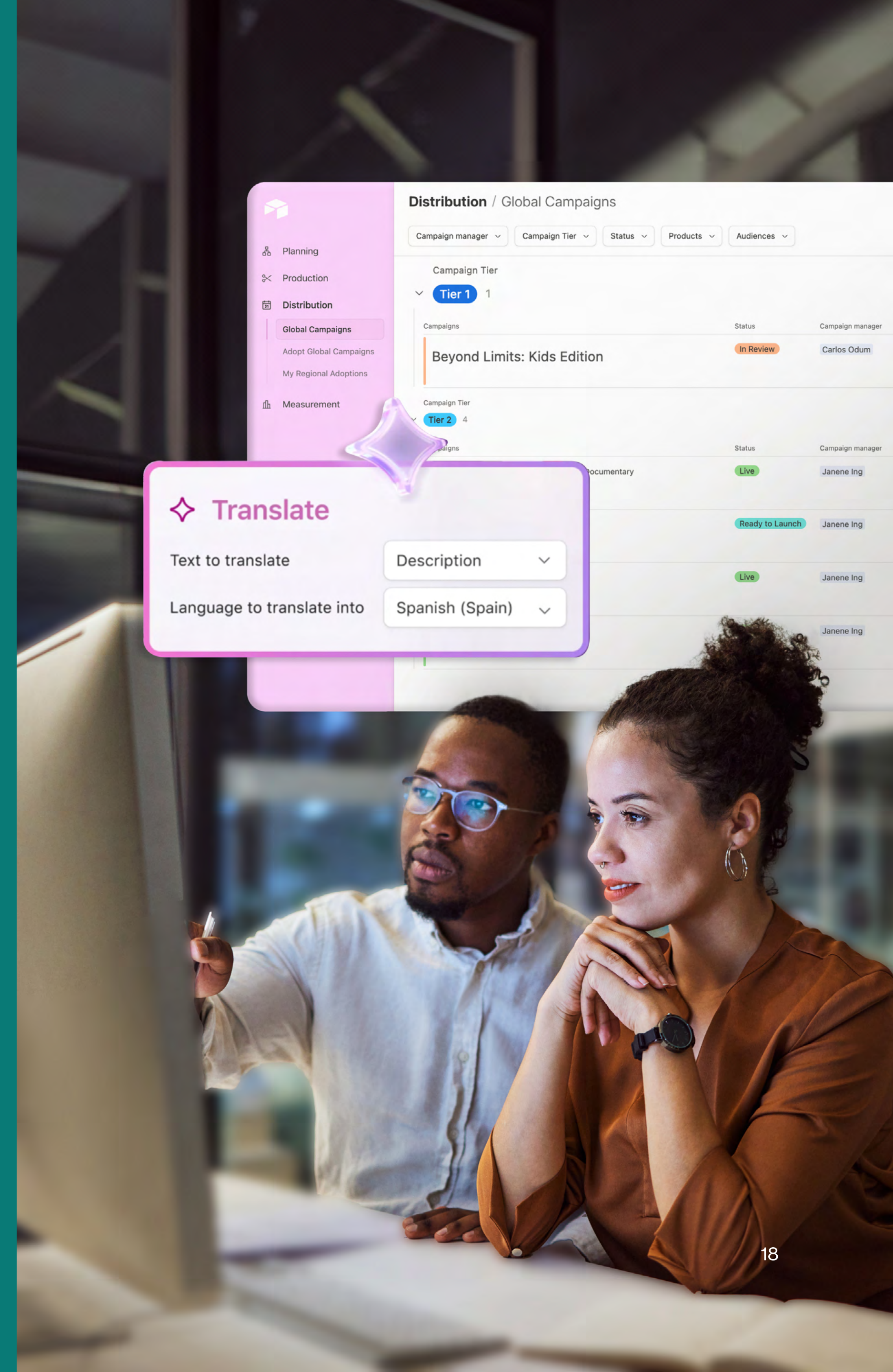
Unlock fresh potential with Airtable AI

Teams who embed AI in everyday work are able to augment their impact on company goals. By building trust in their operations, these teams attract further investment—in headcount, budget, and scope.

Here are five ways you can use AI to analyze, organize, and connect the workflows and information you already have in Airtable.

- **Summarize and extract insights:** Uncover the most pressing takeaways to align your team on the most powerful path forward.
- **Route work-in-progress:** Identify collaborators, link related projects, and match your work to initiatives across the org.
- **Generate content:** Create a first draft in seconds and spend your time polishing the right message to the right audience.
- **Translate any language:** Go borderless with every initiative, without additional resources or workback plans.

See how it works



| Lessons from the most effective marketing teams

Connecting information across tools, teams, and workflows is essential to using resources effectively. But the most impactful teams exhibit a laser-like focus on prioritizing high-impact activities. And they maintain flexibility and ownership over the way they work.

Our research indicates that the most successful teams:

- Connect marketing efforts to company revenue
- Maintain maniacal focus on high-impact work
- Have the flexibility to scale team size and project capacity
- Are free to own and adapt their martech stack



1

Connect marketing efforts to company revenue

Marketing teams with very efficient workflows are significantly more likely to be responsible for meeting a specific revenue goal than those with inefficient workflows (89% vs. 43%, respectively). While 55% of highly efficient teams are also responsible for customer acquisition, the same holds true for only 14% of inefficient teams.

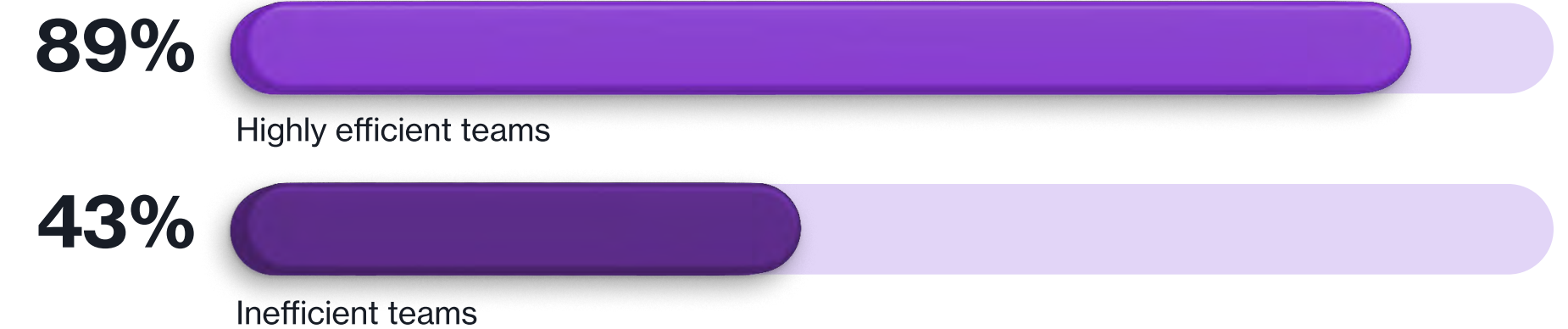
This correlation could stem from various factors. One plausible explanation is that when marketing efforts are tied to organizational goals, this calls for greater rigor in connecting, accessing and actioning cross-functional data.

Highly efficient teams *must* have access to reliable data that allows them to measure and enhance return on investment against company revenue.

The outcomes of this connection are clear: highly efficient teams wield significantly more impact. Our findings show that efficient teams meet revenue goals and deadlines far more consistently than less efficient ones.

Responsibilities of highly efficient vs inefficient teams

Revenue goals



Customer acquisition



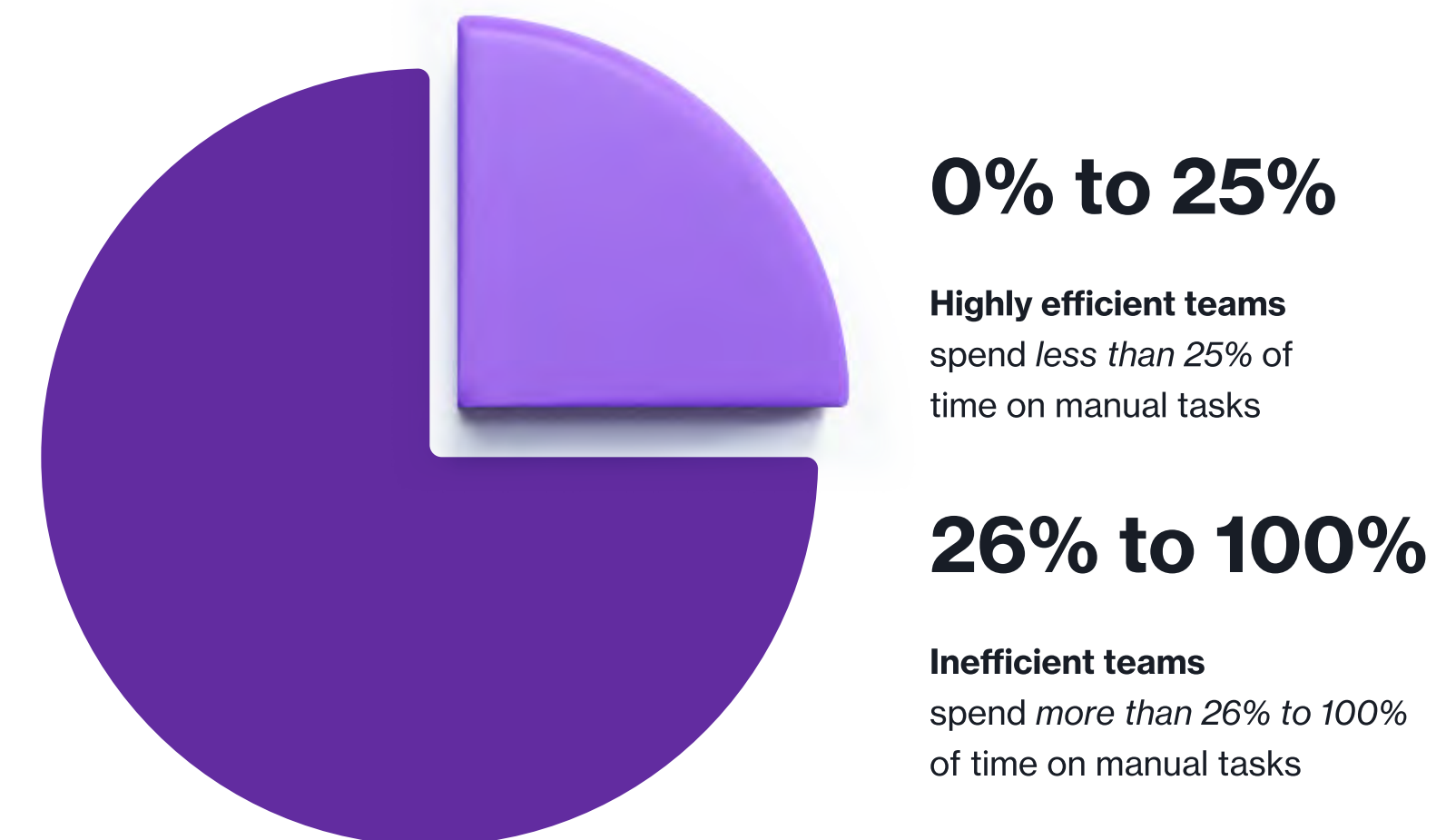
2 Maintain maniacal focus on high-impact work

One of the defining characteristics of efficient marketing teams is their minimal reliance on manual work processes. **Very efficient teams are significantly more likely to report that no more than 25% of their tasks require manual intervention.** In contrast, somewhat efficient and inefficient teams indicate a higher dependence on manual work, with **between 26% and 100% of their tasks being manual.**

Freed from the constraints of manual tasks, team members can focus their time and energy on more strategic activities. They can iterate what works, and identify new ways to accelerate business impact.

This disparity in manual work also holds significant implications for employee engagement. By minimizing the burden of repetitive and time-consuming manual tasks, efficient teams create an environment that fosters greater employee engagement and stronger performance.

Time spent on manual tasks compared:



3

Have the flexibility to scale team size and project capacity

The data reveals a link between marketing teams' efficiency and ability to scale operations effectively. **Highly efficient teams exhibit a notable resilience against downsizing, with only 10% reporting such occurrences over the past year compared to 43% among inefficient teams.**

Efficient teams also demonstrate a proactive approach to enhancing their capabilities and are significantly more inclined to boost their investment in external resources. **Specifically, 24% of very efficient teams ramped up their investment in agencies, consultants, and freelancers by 50% or more in the last year.**

This indicates a strategic recognition of the value brought by specialized expertise—and the ability of efficient teams to augment their capacity as needed. Since nearly all (97%) of highly efficient teams also report having moderate or very high visibility into the ROI of content and campaigns, these findings may also reflect their ability to justify and gain approval for external investments more easily.

This scalability extends to volume. Of the marketing leaders we surveyed, 62% of those who reported very efficient team workflows said the volume of content and campaigns increased by 50% or more in 2023, compared to just 28% of inefficient teams that said the same.

The increased output is likely due to several factors. But it is almost certainly linked to these teams' ability to scale project capacity with external resources. These teams have the planning, workflows, and tools in place that allows them to onboard and manage external stakeholders seamlessly. As a result, they can handle larger workloads and execute multiple campaigns without compromising quality.



4

Are free to own and adapt their martech stack

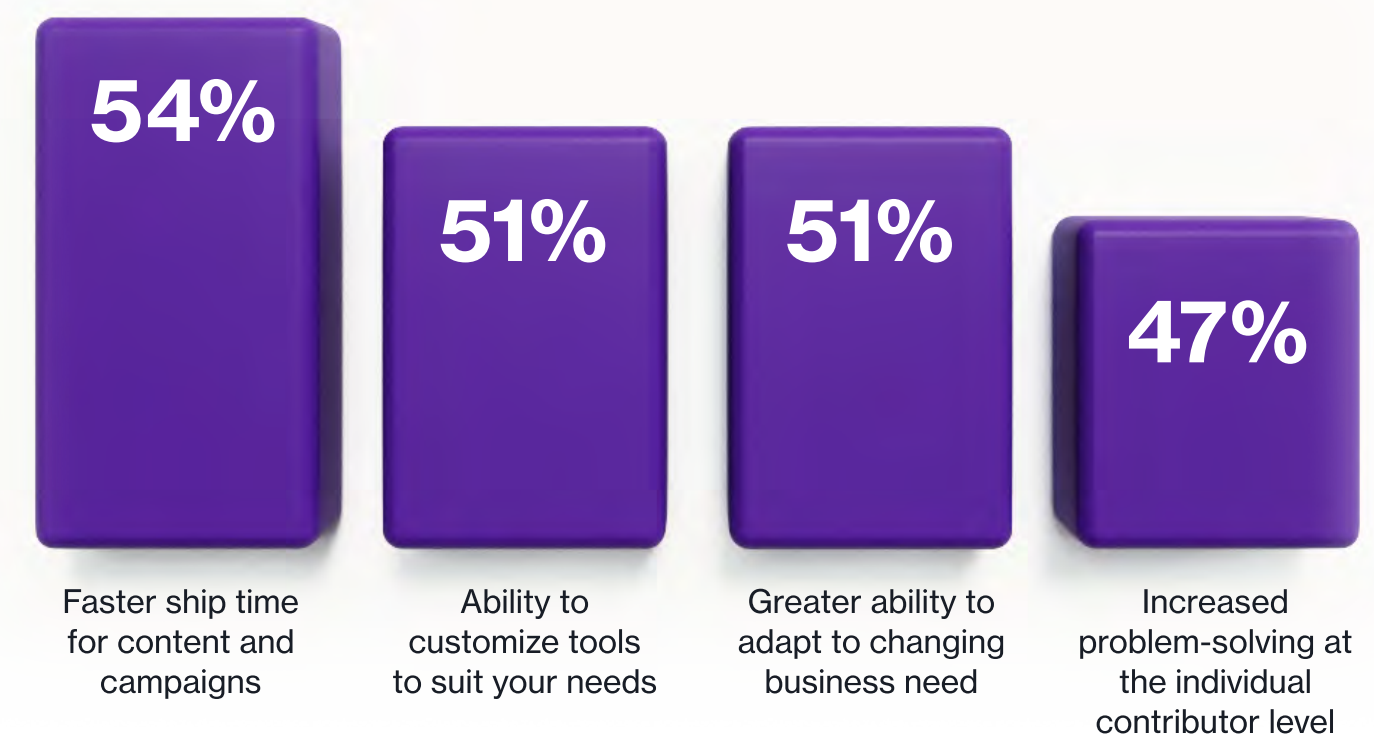
Very efficient marketing teams are significantly more likely than inefficient teams to be fully responsible for their tech stack—where all marketing technology is solely owned and governed within Marketing, as opposed to partially owned or governed by IT (60% vs. 43%, respectively).

This autonomy over technology allows efficient teams to tailor their tools to suit their specific needs, enabling them to fill any gaps in skills and expertise and make better use of the resources at their disposal.

Such autonomy also extends to the tools that efficient teams choose to use daily. Efficient teams are embracing emerging technologies such as AI and personalization tools, and express a higher expectation of increasing their use of AI over the next 12 months. They're also significantly more likely to incorporate personalization solutions like A/B testing, email outreach, data gathering, and creative analytics tools into their everyday workflows.

Unlike inefficient teams, most highly efficient teams (59%) use no-code tools in everyday workflows. No-code platforms enable employees to build apps and tackle operations without relying on IT. Reported results include faster time-to-market, heightened innovation at the individual contributor level, and an uptick in overall efficiency.

Reported benefits of no-code use:



No-code tools fuel marketing efficiency

In the past, teams had two options for marketing tools: have their IT teams develop a solution in-house or buy an off-the-shelf product that might not have been an ideal fit.

The rise of no-code technology is changing this reality.

What is no-code?

No-code and low-code tools help non-technical users with little or no development experience build or customize workflows and applications themselves. For example, marketing teams can use no-code/low-code tools to build apps, design and create content, analyze data, manage projects, build websites, create workflows, and manage a CMS.

Why no-code?

With no-code tools, you can centralize and connect all of your marketing information to keep teams aligned, eliminate silos, and prevent duplicate data. Marketers use no-code technology to:

- Connect data from multiple sources to a single source of truth
- Build logic on top of data, automating repetitive or trigger-based parts of their workflows
- Understand the data in interactive, visual, and actionable ways

Want to learn more?

[Read the eBook Rise of the no-code marketer.](#)



| Insights across the marketing supply chain

Much like renowned companies such as Apple and Nike have leveraged world-class supply chains to build enduring businesses, marketing teams can harness the power of a unified supply chain framework to make an outsized impact.

The marketing supply chain, inspired by physical supply chain principles, aims to bring efficiency and connection to planning, production, distribution, and measurement. Connection across these four critical stages is vital to fostering focus, repeatability, and operational agility.



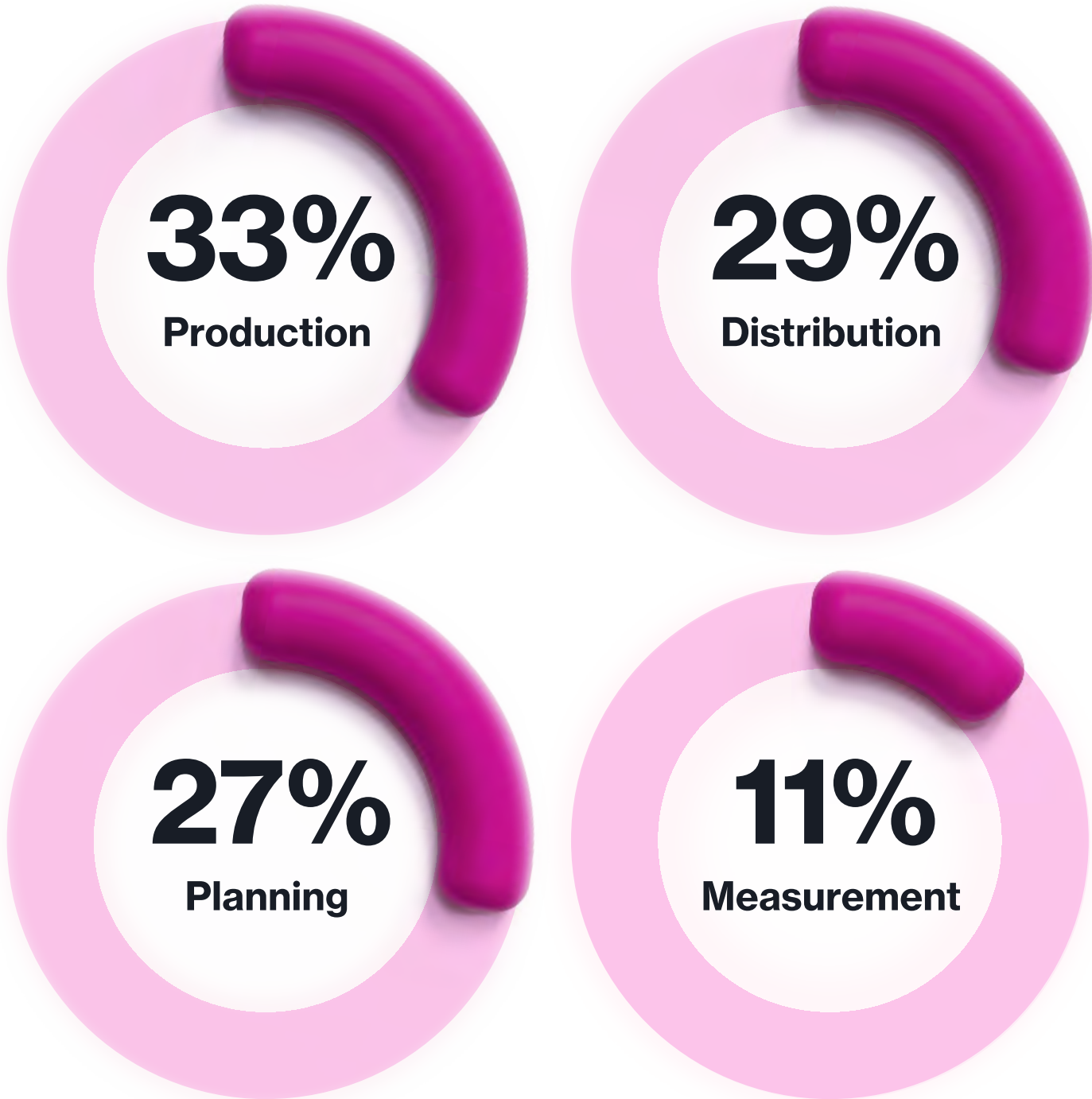
Hot spots across the marketing supply chain

Our research highlights the challenges faced by marketing leaders during planning, production, distribution, and measurement.

Notably, 86% of leaders recognize the value of integrating these critical workflows in a single platform, indicating a growing understanding of the benefits of a unified marketing supply chain.

As we delve deeper, we'll explore the challenges faced at each stage—and explore opportunities for improvement.

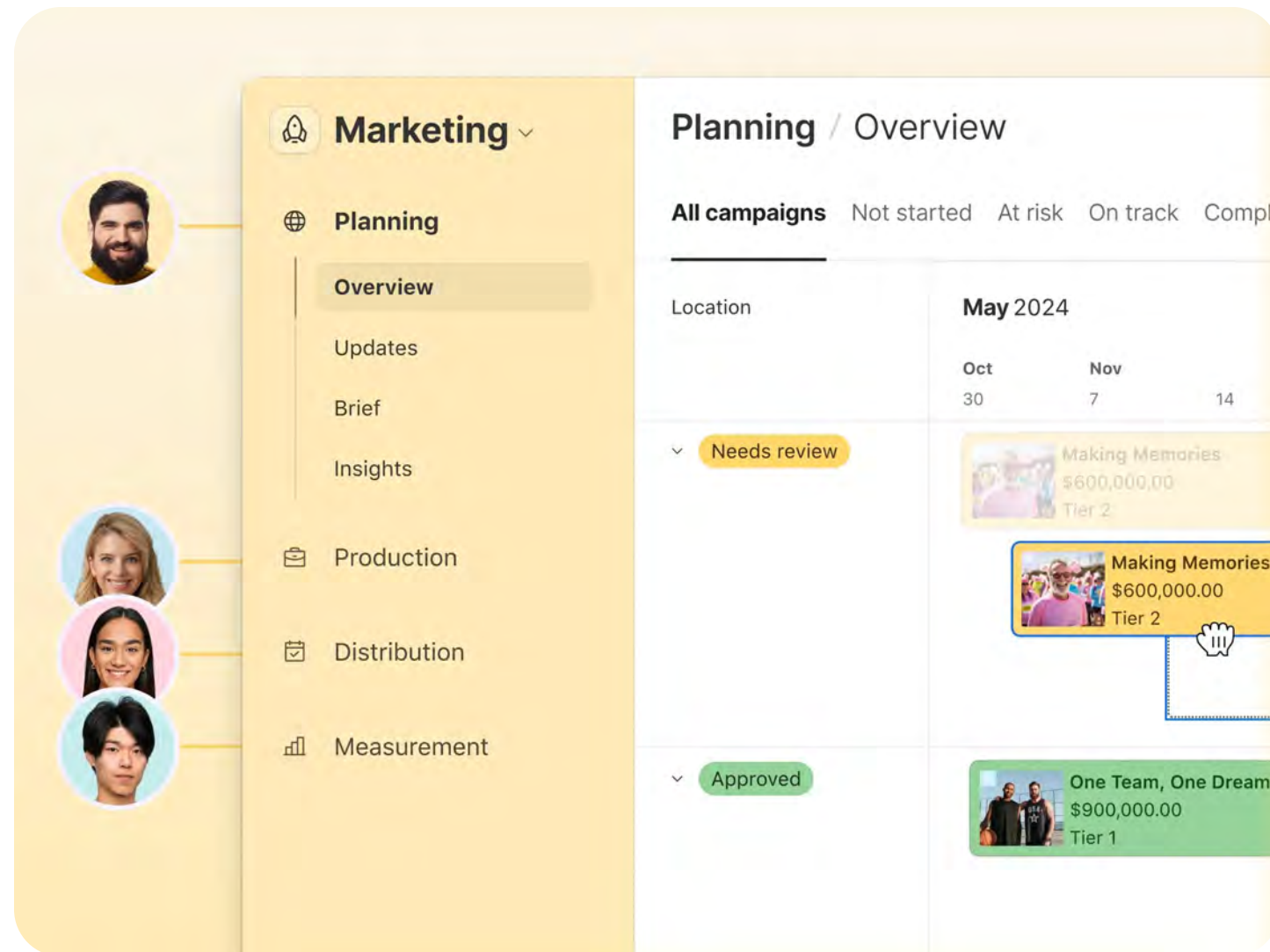
Most challenging stages ranked



Stage 1

Planning

Before launching campaigns or creating new assets, it all begins with a meticulously crafted plan. The aim? Centralize efforts, eliminate duplication, and foster collaboration across teams. At least, that's how it's supposed to go. But the reality is, for many marketing leaders, aligning on priorities and adhering to plans are an ongoing struggle.



Airtable gives you a holistic view of all marketing activities alongside goals, resourcing, and timelines.

What marketing leaders are saying:

- **Work is underutilized:** 65% of respondents said that between 60% and 100% of their marketing plan involves creating net new assets instead of repurposing or refreshing existing ones.
- **Plans don't stick:** 30% of marketing leaders pivot campaign plans most quarters—especially at large companies with over 25,000 employees.
- **There's no single source of truth:** Planning is tedious because most marketing leaders (73%) must consult between 5 and 15 sources for up-to-date information on marketing activities..

Tips to improve it:

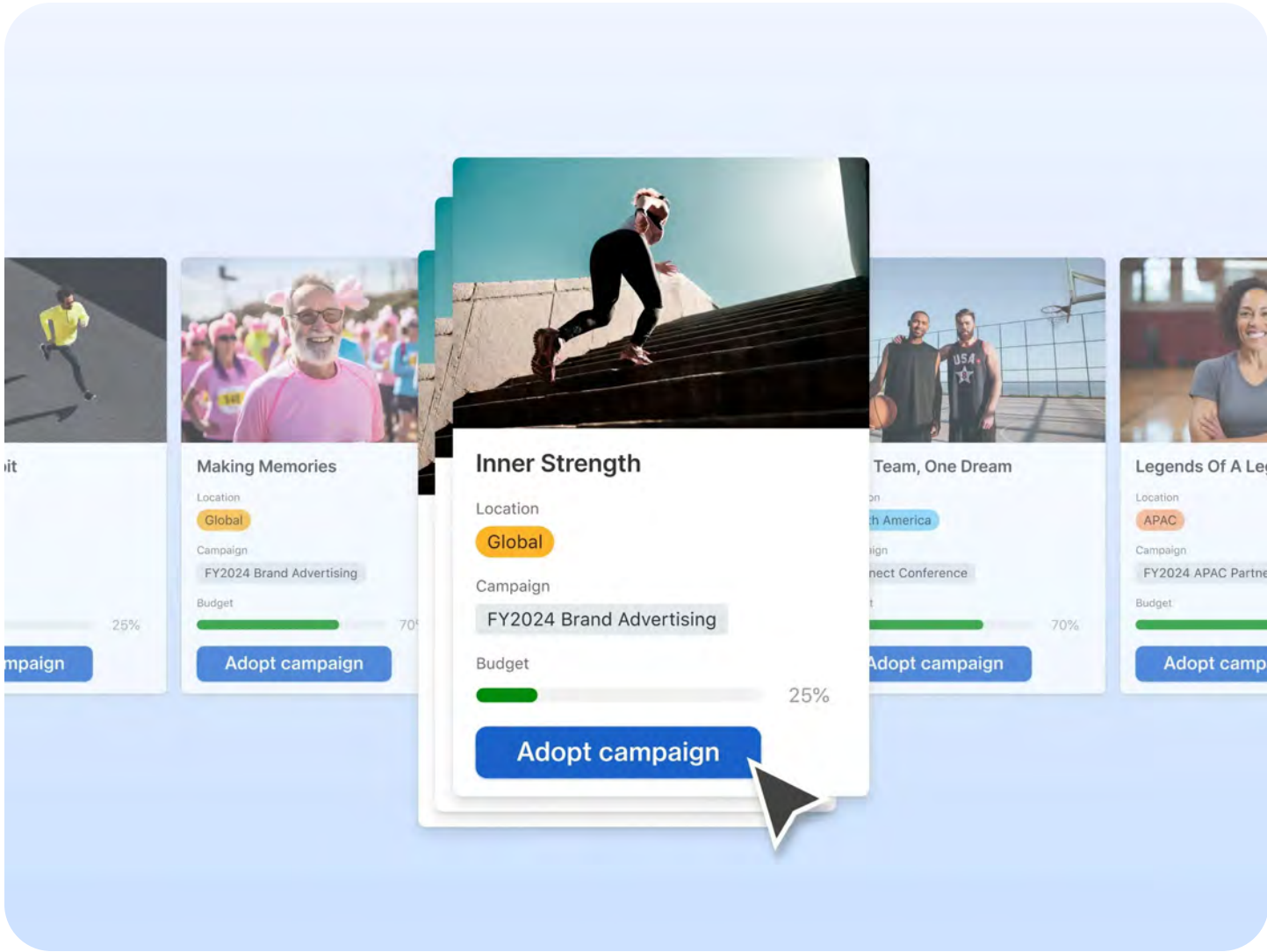
- **Unify your sources of truth:** Centralize context such as goals, products, audiences, and campaigns to enable insights-driven planning.
- **Make data accessible:** Give all teams access to the same performance data to ensure data informs plans—and teams can pivot quickly in response to changing conditions.
- **Standardize core planning processes:** Align on and document your team's brief and intake process—and define roles and responsibilities to streamline reviews.
- **Use AI to mine insights:** Leverage AI to ingest data from multiple sources, monitor relevant topics, surface trends, and provide timely suggestions to meet your specific campaign objectives.



Stage 2

Production

The goal of the production stage is to reduce the time it takes to bring new campaigns to market. But, like all things in life, it’s a balancing act: teams must deliver assets and programs quickly and efficiently—without sacrificing consistency or quality.



Airtable fuels production by making critical information accessible and reusable for everyone.

What marketing leaders are saying:

- **Clunky workflows are a source of pain:** 69% of marketing leaders report their workflows are somewhat efficient, compared to just 24% who say they’re very efficient. Meanwhile, 48% say their workflows are outdated or ad-hoc.
- **Silos are the norm:** Roughly half of all marketing leaders (47%) report that their workflows for shipping content and campaigns are siloed and disconnected.
- **AI is a great sidekick:** 56% of marketing leaders whose teams are just exploring AI say inefficient production workflows are their biggest pain point—significantly higher than leaders whose teams use AI moderately (36%) or daily (29%).

Tips to improve it:

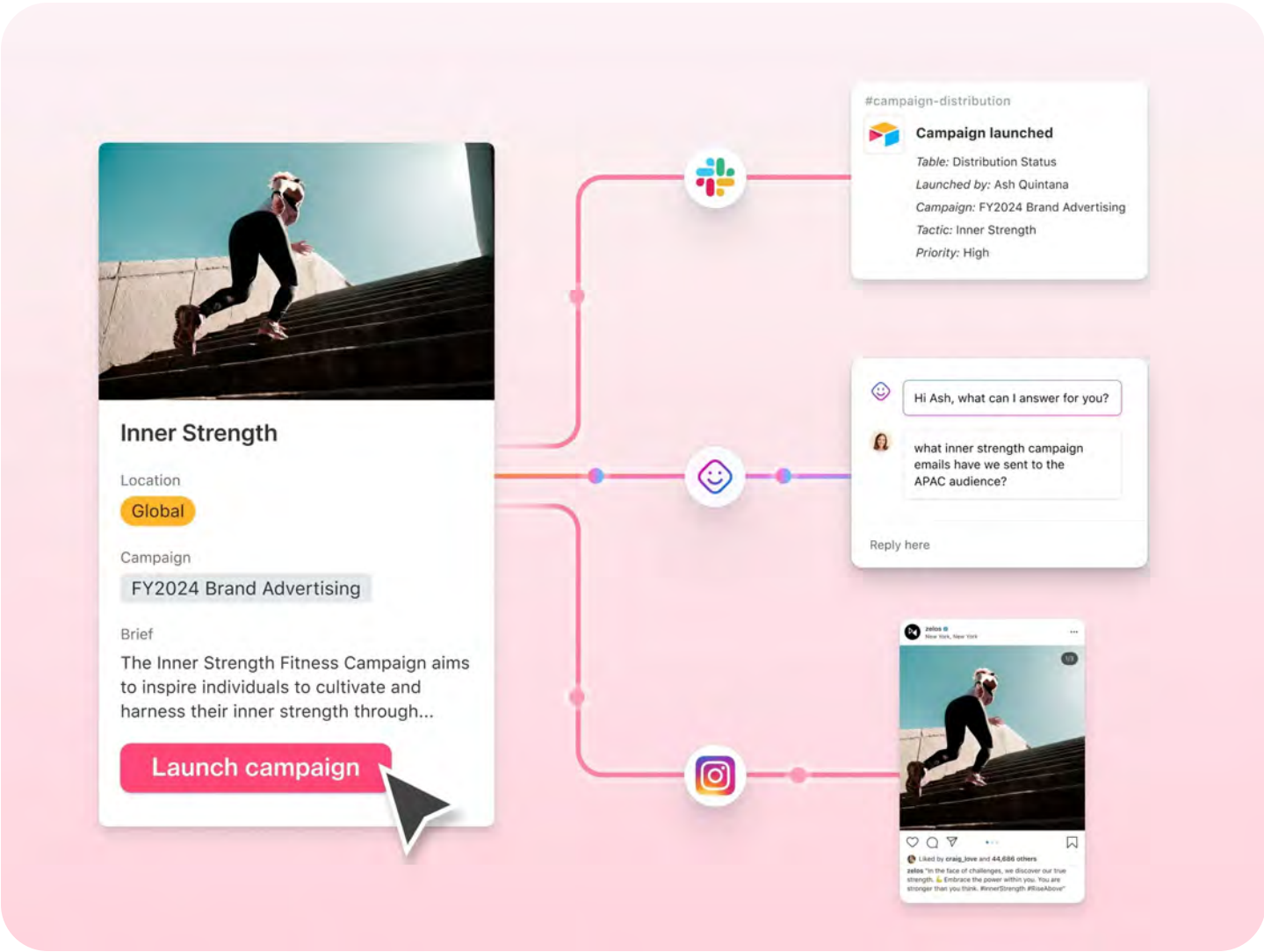
- **Automate repetitive processes:** Implement standardized processes in the planning phase—briefing, for example—to automate repeating steps and notifications.
- **Use “atomic content”:** Accelerate production by breaking your assets (or campaigns) into modular pieces that can be repurposed for different audiences and regions.
- **Integrate every piece of the workflow:** Simplify handoffs and highlight dependencies with integrated tools that sync data and workflows between cross-functional teams.



Stage 3

Distribution

“If you build it, they will come” might work in 80s baseball movies, but it’s not a winning strategy for marketing distribution. **To succeed in this stage, marketers must automate content distribution to reach audiences where they are with relevant messaging.** It’s also important to scale always-on marketing efforts to create a consistent drumbeat and accelerate revenue.



Use Airtable's automations and AI to deliver personalized experiences at scale.

What marketing leaders are saying:

- **DAM usability is lacking:** While 85% of respondents say their team uses a digital asset management (DAM) platform, only 59% moderately or strongly agree that their DAM is built on a tagging system the entire organization uses.
- **Trustworthiness is questionable:** 1 in 3 marketing leaders (33%) don't trust the accuracy of the DAM they currently have in place.
- **Assets are hard to find:** Only 7% of marketing leaders say it's very easy for cross-functional partners to locate and utilize existing marketing assets.

Tips to improve it:

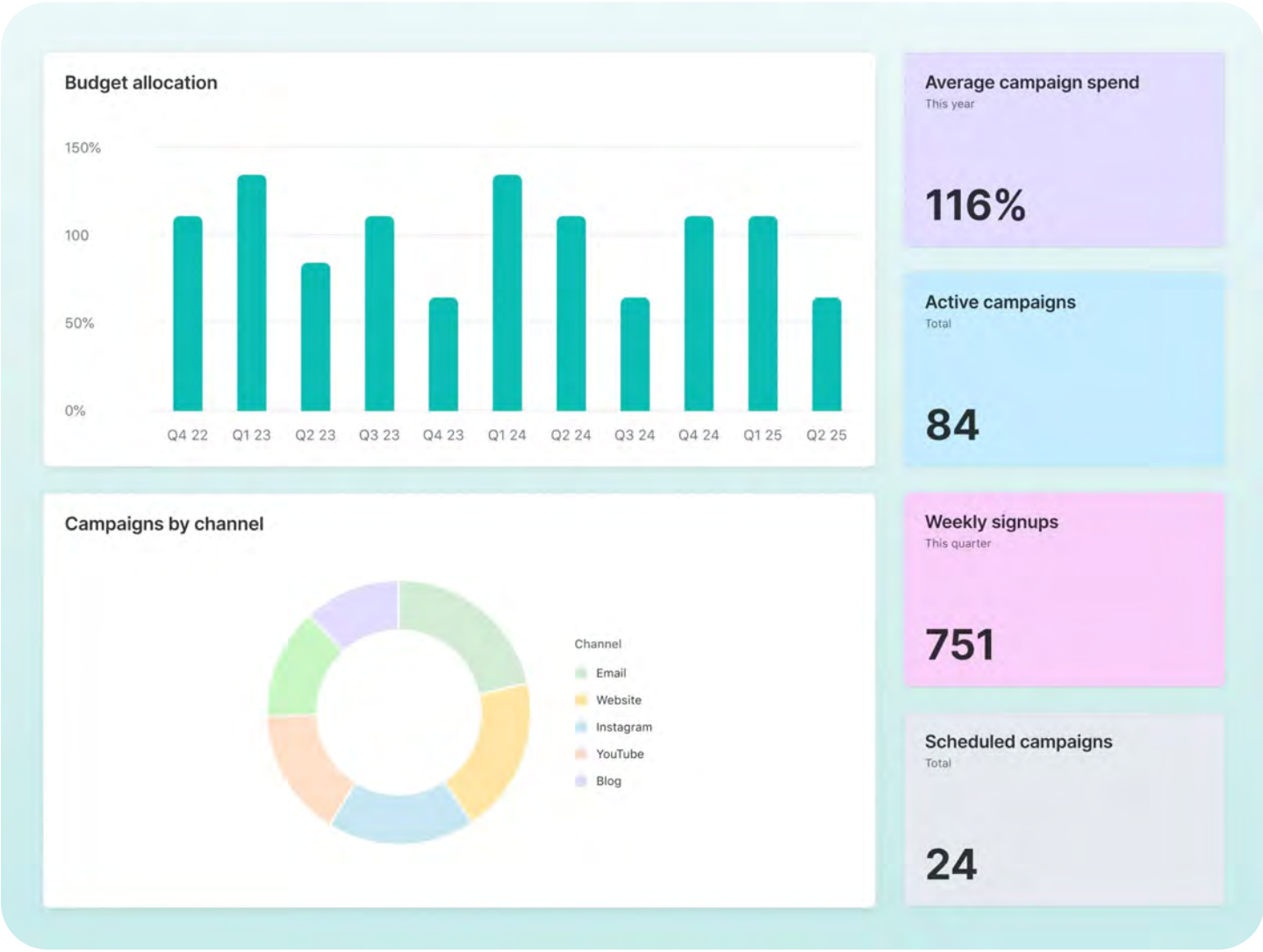
- **Upgrade your DAM:** Leverage an automated, always-on DAM to store and organize assets at scale, preventing distribution from slowing after initial promotion.
- **Tag assets at scale:** Capture assets and metadata using a shared, organization-wide taxonomy. Scaled data tagging ensures assets can be repurposed and reported on.
- **Invest in a unified production and promotion calendar:** Give teams complete visibility into what's coming to maximize the impact in-market of what's being produced.
- **Automate publishing:** Integrate your calendar and asset library with social, CMS, and email channels to help automate distribution.



Stage 4

Measurement

Once your campaign takes flight, it’s time to gauge its impact. **Data-driven insights equip executives and stakeholders to continuously improve performance and efficiency.** Accurate measurement allows you to make key campaign optimizations, tweak active campaigns in-market, and start your next planning cycle with the insights you need to hit revenue targets.



Analyze operational insights and performance data side-by-side in Airtable.

What marketing leaders are saying:

- **Accessibility is a challenge:** Only 10% of marketing leaders said it’s very easy for their executive team to access performance data in real-time. This makes it challenging to analyze how the business is operating and understand marketing’s impact.
- **Data duplication makes reporting tricky:** Almost half of marketing leaders (44%) said that between 30% and 49% of the data their team works with is duplicated in multiple places, such as spreadsheets, docs, and apps. Without connected, transparent data, teams are struggling with performance measurement and insights.

Tips to improve it:

- **Surface easy-to-understand metrics:** Implement accessible tools that enable marketers to understand performance impact immediately.
- **Build retrospectives into your campaign plans:** Retros aren’t just for reporting on numbers—they’re a place to bubble up insights that will feed your next planning cycle.
- **Prevent reliance on vanity metrics:** Aggregate performance data from multiple sources to provide real-time insights that inform strategy.
- **Tell the whole ROI story:** Unify the marketing supply chain to access historically hard-to-measure KPIs like cost per piece of content, resourcing, budgeting, content utilization, and revenue impact.



Unify the marketing supply chain with Airtable

Bring unrivaled efficiency and connection to the most critical stages of marketing work.

Use Airtable to:

- **Plan:** Identify gaps in strategy and align your team to shared priorities. Airtable gives you a holistic view of all marketing activities alongside goals, resourcing, and timelines.
- **Produce:** Empower your team to execute quickly and stay in sync. Airtable fuels production by making critical information accessible and reusable for everyone.
- **Distribute:** Inspire the right audience, with the right message. Use automations and AI to deliver personalized experiences at scale.
- **Measure:** Make sound decisions to streamline work and invest in future campaigns. Analyze operational insights and performance data side by side in Airtable.

Want to learn more?

[Read the eBook on optimizing your marketing supply chain](#)



Conclusion

If you're feeling the pressure to prove the impact and ROI of your team's work, you're certainly not alone. But in a landscape where expectations are high, cross-team visibility is often lacking, and workloads are increasing, **the key to success isn't just about doing more—it's about utilizing what you have more effectively.**

The most successful marketing teams aren't necessarily the ones with the biggest budgets or most people. Instead, they excel at leveraging their current resources, optimizing the marketing supply chain, and using AI and no-code solutions in their daily workflows.

Today, so many SaaS applications are scattered across the enterprise—all meant to optimize a specific workflow or solve a specific use case. And while marketers acquire these tools to improve efficiency, they often have the opposite effect.

While one team or workflow may benefit, fragmented productivity can silently erode ROI for marketing teams, undermining overall efficiency and impact.

By connecting individual teams' tools and workflows, marketing leaders can gain a complete view of ROI and empower their teams to move quickly together. That's why over 80% of Fortune 500 companies aggregate critical data and connect cross-functional workflows with Airtable. The result? Faster time-to-market, more strategic decision-making, and the ability to tell a more complete ROI story.



Methodology

This report is based on a 550-person survey fielded in Q1, 2024 by Airtable in partnership with third-party research firm, Qualtrics.

The study included respondents who met the following criteria:

- A full-time, U.S.-based employee at a company with more than 1,000 employees
- Director level or above in the marketing department
- Not working for an organization that is a current Airtable customer

Company size	
1,000-4,999	39%
5,000-9,999	45%
10,000-24,999	11%
25,000+	5%
Job level	
Director	59%
VP or General Manager	26%
Executive or C-Level	15%
Primary marketing responsibility	
Brand	11%
Content	9%
Marketings Ops	28%
Campaigns	4%
Product Marketing	48%

Industry			
Retail and eCommerce	34%	Agriculture	2%
Consumer Goods and Services	13%	Automotive	2%
Manufacturing	10%	Travel and Hospitality	2%
Financial Services and Insurance	9%	Healthcare and Life Sciences	1%
Professional and Technical Services	5%	Technology	1%
Media, Entertainment, and Publishing	4%	Chemical	1%
Transportation	3%	Education	1%
Construction	3%	Mining and Extraction	1%
Telecommunications	3%	Nonprofit	0%
Wholesale	3%	Government and Public Sector	0%
Utilities and Energy	3%	Other	0%



About Airtable

Airtable enables teams to build workflows that modernize their business processes.

More than 450,000 organizations use Airtable's visual, flexible tools to customize workflows that meet their exact needs, whether they're creating blockbuster movies, designing running shoes, distributing life-saving vaccines, or anything in between.

Using Airtable, marketers like you have been able to:

Eliminate 90% of manual data entry

A multinational entertainment and media leader uses Airtable to standardize their production processes. Since implementation, they've increased transparency and eliminated 90% of manual data entry.

Save \$2.6M in operational costs

A global media provider tripled the velocity of their campaign launches (3.4x) and saved nearly \$2.6 million in operational overhead. How? By pulling critical information out of siloed spreadsheets and into Airtable.

Free hundreds of hours across global campaigns

A streaming provider built an asset repository and custom social sharing app in Airtable. This app streamlines the global content planning process, saving the team 10 hours every campaign launch.



Ready to get started?

Your own success is right around the corner.

[Learn More](#)

[Contact Sales](#)

