

Choosing a marketing automation platform

Marketing organizations of all sizes are being inundated by data from multiple digital marketing channels and an increasing number of consumer devices. Faced with challenging market dynamics and increasing ROI pressure, more B2B marketers are using marketing automation platforms to manage complex, multi-touch buyer ecosystems.

If you are a B2B marketer looking to adopt a marketing automation software platform, MarTech Today's "B2B Marketing Automation Platforms: A Marketer's Guide" will help you

through the decision-making process.

The 48-page report reviews the latest trends, opportunities and challenges facing the market for marketing automation tools. It includes profiles of leading vendors, pricing charts, capabilities comparisons and recommended steps for evaluating and purchasing.

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About The Author

Digital Marketing Depot is a resource center for digital marketing strategies and tactics. We feature hosted white papers and E-Books, original research, and webcasts on digital marketing topics – from advertising to analytics, SEO and PPC campaign management tools to social media management software, e-commerce to e-mail marketing, and much more about internet marketing. Digital Marketing Depot is a division of Third Door Media, publisher of Search Engine Land and Marketing Land, and producer of the conference series Search Marketing Expo and MarTech. Visit us at <http://digitalmarketingdepot.com>.

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