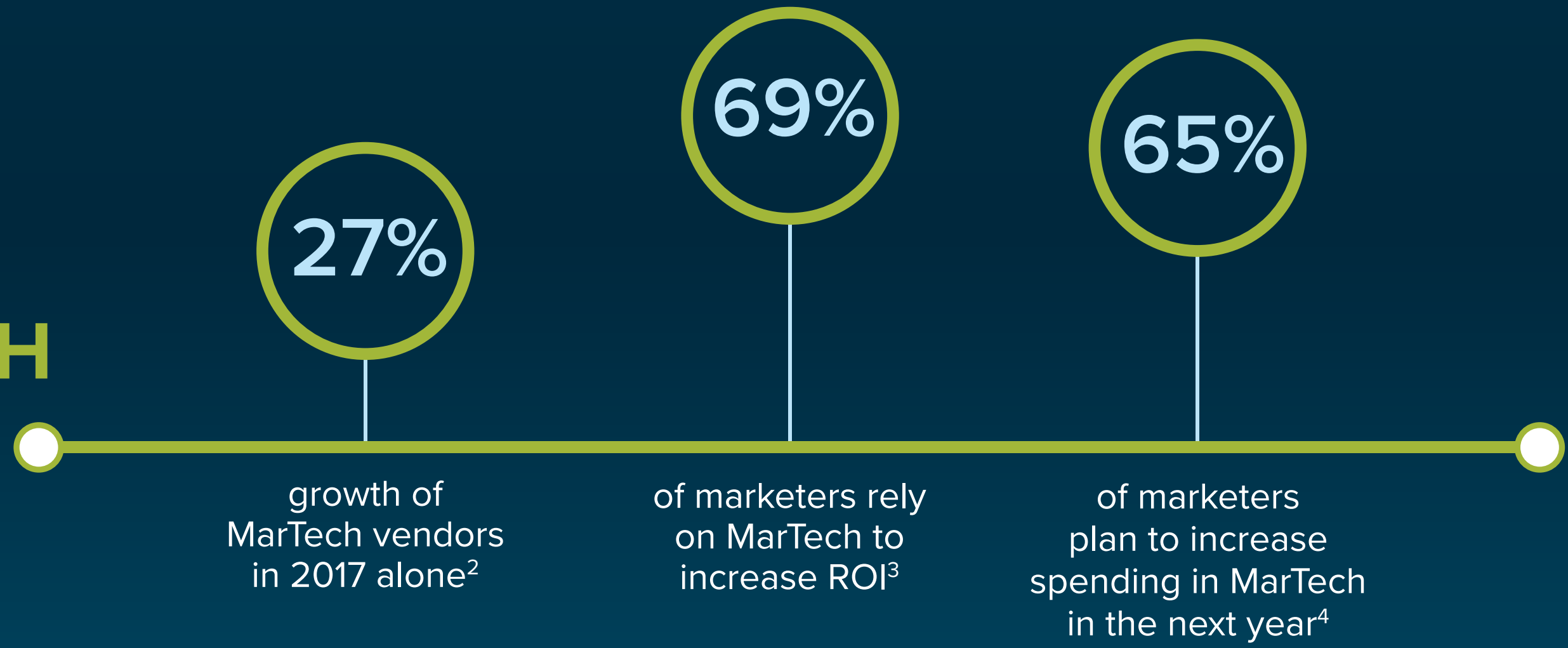


THE FUTURE OF MARTECH

MarTech is CRM concerned with creating, managing and using digital tools that make it possible for marketers to automate tasks and make data-driven decisions.

— TechTarget¹

GROWTH & ROI



VOICE-ASSISTED TECHNOLOGY

If you've ever said "Hey, Alexa," you know the power of voice-assisted technology.

50% of all internet searches will be voice searches by 2020⁵

— Major Players —



AUGMENTED & VIRTUAL REALITY

Eye tracking and facial recognition, no longer just for the movies, are being embraced by marketers.

The economic impact of VR and AR is predicted to reach **\$29.5B** by 2020⁶

— Major Players —



BIOMETRICS & HYPER-TAILORED BRAND EXPERIENCES

Marketers are increasingly looking to video to provide interactive customer experiences.

\$41.8B is the predicted market worth of biometric systems by 2023⁷

— Major Players —



DATA SOURCES

- 1 <https://searchcrm.techtarget.com/definition/MarTech-marketing-technology>
- 2 https://MarTechtoday.com/wp-content/uploads/cld-assets/marketing_technology_landscape_2018_slide_calz3w.jpg
- 3 <http://research.ascend2.com/2017-marketing-technology-roi/>
- 4 <http://ww2.conductor.com/rs/149-ZMU-763/images/Marketing-Executives-Study-Research-2018.pdf>
- 5 <https://www.campaignlive.co.uk/article/just-say-it-future-search-voice-personal-digital-assistants/1392459>
- 6 <https://bootcampdigital.com/must-know-stats-about-augmented-reality-marketing/>
- 7 <https://www.marketsandmarkets.com/PressReleases/biometric-technologies.asp>