

# How marketing teams were affected by the challenges of 2020

Learn how outsourcing, marketing team size, and investment in martech (marketing technology) have changed in the year of the pandemic

Take a closer look at results featured in, **"Data Trends Report 2021: How data teams, outsourcing and martech investment changed in the year of the pandemic"**.

These figures may offer you a sense of how COVID-19 has impacted new technology, marketing approaches and the adoption of AI.

## The impact of the global pandemic on teams

**73%**

indicated that their marketing teams have had to operate with either as many or fewer team members than previously

**30%**

reported that their team size had shrunk

**15%**

did say their team size had grown, potentially owing to increased online demand

## The impact of the global pandemic on outsourcing

**25%**

About a quarter of respondents said that levels of outsourcing of marketing activities changed.

**16%**

of respondents indicated that a lower level of marketing activity had been outsourced

**11%**

said that marketing activity had been outsourced more than in the past

## The impact of the global pandemic on martech investment and adoption

**54%**

More than half of all respondents either maintained or increased investment in martech.

**34%**

have kept investment the same

**20%**

are investing more in martech since the pandemic

In response to changes in customer buying behaviour, organisations seem to be prioritising investments in marketing technology.

## The impact of the global pandemic on marketing approaches

**50%**

Around half of respondents said they have moved more activity online.

**39%**

have changed the style of communications

**36%**

have changed the frequency of communications

As in-person activity was put on hold, online quickly emerged as a natural and sensible avenue to divert investment.

## The impact of the global pandemic on AI and machine learning

**26%**

Over a quarter of respondents continue to prioritise AI adoption as planned.

**4%**

reported that AI and machine learning are now a priority

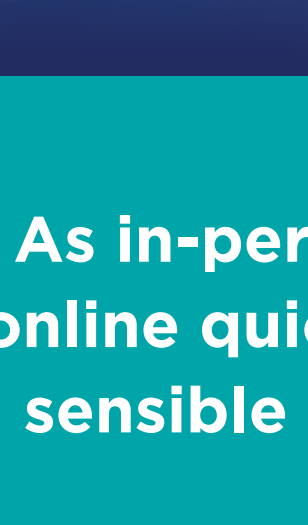
**21%**

indicated they have had to put their AI plans on hold

Due to the pandemic, plans for **AI and machine learning** now vary among different teams.

## Lessons learned from the unexpected pandemic year

The arrival of COVID-19 in 2020 brought many challenges for marketing and campaign teams, however:



Some team sizes and outsourcing fell slightly in response to pandemic pressures



Martech investment was maintained and in some cases increased



New technology adoption, in general, continued largely unaffected

As in-person activity was put on hold, online quickly emerged as a natural and sensible avenue to divert investment.



Want a closer look at how marketing teams were affected by the challenges of 2020? Download your copy of,

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