




# Martech Predictions 2023

*A compilation of 2023 predictions  
from across the industry*

with analysis courtesy of



February 2023





Overwhelmed by all the articles covering trends and predictions for MarTech in 2023? We've got you covered! We've created a summary of a wide range of articles for easy reference.



## Recurring Themes

### Consolidation – An Oldy but a Goody

- Consolidation, a paring down of tools, a focus on efficiency, and multi-use products will be popular
- A streamlining of MarTech tools, consolidation, and the emergence of “flexible martech”

Since the dawn of MarTech there has been a steady drumbeat about the need to consolidate the number of tools in the industry and in individual MarTech stacks. And though it does not appear that the industry is consolidating at a particularly fast rate with more than 15,000 products on offer, there continues to be pressure to refine individual MarTech stacks. The issue really isn't the number of tools, it is how well the tools in the MarTech stack are being utilized and are performing. It continues to astonish us how few companies know what's in their stack or how well those products are performing.

### It's all About Data

- Cloud data storage growth (with less consumer input about where their data is stored)
- First-party data collection will be used directly for personalization
- An increase personalization (taking privacy concerns into consideration)
- Demand for digital sovereignty and data privacy

Through 2023 it will continue to be a challenge to deliver personalization and at the same time comply with data privacy and compliance requirements. Eventually this will all fall into place but right now companies are working to figure out how to deliver the best customer experiences while ensuring that data privacy and compliance is not compromised.

### Responding to the Economic and General Environment

- Politics will be disassociated from brand personas
- Companies will focus on short-term strategy over long-term projects
- Retention and nurturing customer relationships will be a priority

With so much uncertainty about the global economy, most companies are taking a more conservative approach to marketing, marketing spend, and technology. This is reflected in the many predictions for 2023 and actually, you could include the consolidation-related predictions in this list as well. Budgets are going to be tight and the pressure to meet revenue objectives will be intense.

### **AI or Not AI, That is the Question!**

- AI chatbots will become a cost-effective customer service solution. Human personalization and service will deliver over AI service (in direct opposition to each other, it will be interesting to see how this plays out in 2023)
- Ethical AI best practices will emerge (copyrights, fake information etc.)
- AI inclusion will allow workforce to divert energy to other projects

It's still early days for AI in marketing but it is making its way into marketing technology. Initial applications and products were focused on crunching large amounts of data to derive new insights. In 2022 we saw the launch of AI writing assistants, a whole new MarTech category. ChatGPT has everyone fired up with its potential to reshape how we search and engage with customers. Who knows what will come next. Can't wait to see.

### **Will This Be the Year for AR and VR in Ecommerce?**

- The appearance of augmented and virtual reality shopping solutions

Will this be the year that all the hype about AR and VR in Ecommerce becomes reality as some are predicting? We'll believe it when we see it.

### **Brand Specific Media Channels**

- Brands will create their own media channels for advertising and customer interaction

Will they, or won't they? What constitutes a media channel? Assume that means more than a YouTube channel or some variant of a social media presence. Innovation or just an evolution in what already exists. Will be interested to see how this plays out.



### **You Ain't Seen Nothin' Yet**

For anyone in and around the MarTech industry, Scott Brinker's [latest article in ChiefMartec](#) is a must read! He's predicting that growth in the next seven years will dwarf anything we've seen so far. We're all in on this and firmly believe we are at the beginning of a massive wave of innovation.



**A selection of prediction/trend related articles:****Thinkers 360 (October 2022)**

[2023 Predictions for Martech](#) by Estefania V. Sembergman

*Email communication will adapt to include more video/interactive content. Data will fuel martech interactions and tech will evolve as a network. Using existing tools to measure business impact. Creating intent through marketing rather than gathering data, as buyer data already exists. AI and cloud-based marketing will become commonplace. Efficiency of tools, and tool consolidation will be prioritized. Personalization and anticipatory marketing, and the rise of the Tik-Tok-style algorithm in marketing. Focus being placed in early-stage marketing funnel content. "Composable" platforms, incorporating the best of available marketing platforms.*

**TalkCMO (October 19, 2022)**

[2023 Marketing Predictions: The Need to Overcome Digital Burnout and Manage Budget Cuts](#) by Umme Sutarwala

*"Focus on...developing a successful brand, engaging narrative, and gauging the impact of storytelling." Human personalization over automation. Increase in in-person and hybrid events, but with extra effort in proper resources and budgeting. Rising knowledge/use of sustainability in marketing campaigns.*

**Forrester (October 25, 2022)**

[Predictions 2023: Market Volatility Forces B2C CMOs To Play It Safe](#) Featured blog post by Mike Proulx and Emily Collins

*CMOs will play it safe. Marketing spend will divert to performance media and martech budgets. Focus on an impending recession. Aim for short-term wins. Martech tools will increase in cost. Brands will take politics out of business and downplay political affiliations.*

**Forbes (October 26, 2022)**

[5 Predictions For B2B CMOs To Win In 2023](#) by John Ellett

*Summary of Forrester predictions. Customer/buyer frustration with brands putting themselves ahead of the needs of the consumer. Retention, upsell and cross-sell utilized to improve customer relationships. Downsizing of martech tools. "Build, influence, sell, service, manage." Misguided attempt to reconfigure reporting lines within sales teams. Event spending will remain in flux, with some brands spending less, some significantly more; events still a key to business success and people are ready to get offline.*

**CMO (November 1, 2022)**

[Forrester 2023 predictions: Marketers expected to overcorrect to performance marketing again](#) by Nadia Cameron

*Analysis of Forrester predictions. Taking a step back from the Metaverse. Core infrastructure and immersive experience platforms will influence future Metaverse development.*

**Medium/MarTech Advisor (November 7, 2022)**

[The hottest martech trends for 2023](#) by Sascha Funk

*Hottest martech trends. Rise of AR/VR. "Big data" and analytics being used to guide decision-making and create new products. Implementation of more chatbots—cost-effective (contrary to this article, much else we've seen online so far has suggested the phasing out of chatbots and the rise of personalized non-automated assistance). Rise in cybersecurity. Connected cars, smart-homes, health devices with internet connection (IoT). SMS/MMS marketing. Personalization.*

**Spiceworks (November 23, 2022)**

[Top Martech Trends Marketers Need To Prepare for in 2023](#) by Christine Crandell

*Tech that integrates and serves more than one purpose will be prioritized, especially when used directly with consumers. AI used for "digital twinning." SaaS does not deliver the flexibility that it promises, which will lead to consumers finding new solutions in its place.*

**Emplifi (November 30, 2022)**

[Emplifi Predicts 2023 To Be The Year of Authenticity with Brands Relying on "Customer Influencers" Across Social Platforms](#) with quotes from Kyle Wong and Zarnaz Arlia

*Focus on social media trends, less martech. Influencer marketing inspires trust in brands, consumers want to see products in real-world situations. Short-form video (TikTok, Instagram Reels) will continue to rise. Social media as a customer support platform: some channels provide instantaneous service on social platforms.*



### **The Future of Commerce (November 30, 2022)**

[Top 5 Marketing trends for 2023: The future of customer obsession](#) by Joanna Milliken

*Making customer satisfaction a top priority—to the point of “customer obsession.” Keep customer focus privacy-conscious. Custom channel mix for each business based on what their customers use. Cut back on barriers between data, streamline martech and use the most efficient tools for the job.*



### **Chief Martech (December 6, 2022)**

[What to expect in martech in 2023 and how to harness it to your advantage](#) a free webinar with Scott Brinker and Frans Riemersma



### **Gartner (December 6, 2022)**

[Gartner Top 10 Strategic Predictions for 2023 and Beyond](#) by Lori Perri

*Shift to metaverse-style workspaces. Gender pay gap will be a main focus as talent acquisition/retention will be key. Push for increase in employee experience success, which will in turn lead to long-term growth. Increase in AI use begins to offset push for zero-carbon gains. Shift in identity data and consumer security. Cyber-protesting techniques will gain traction. Unconventional innovation budgeting practices. More cloud storage but with less consumer choice in where they store their data. Higher demand for digital sovereignty.*



### **Martech Series (December 7, 2022)**

[2023 Predictions: Innovations In Immersive Tech To Watch](#) by PRNewswire

*Embracing the human element of augmented reality and immersive tech. Brands need to reach beyond the technology they use to impact customer success. Metaverse used more for business purposes and less for frivolity.*



## MarTech Vibe (December 7, 2022)

### [What Will Shape CX in 2023?](#) by Staff Writer

Reporting of Axicom's top five predictions for 2023. Companies with high first-party data reserves will be incentivized to create in-house ad networks. XaaS (Anything as a Service) will rise: subscription-based versus one-off services. High-quality AI will be used as the first response in customer service—however, low-quality chatbots will be replaced, as they lead to frustration. Voice and gesture recognition, and the rise of touchless and intuitive technology as a whole. Immersive/augmented shopping with the use of virtual reality will increase, with users able to use real-world pictures to aid their shopping experience.



## Martech Asia (December 9, 2022)

### [Looking into 2023: Eight predictions on tech and businesses in ASEAN](#) by Sujith Abraham

Personalization efforts will increase. Digital solutions to both combat employee burnout and enhance customer experience. Revenue from digital products/services will rise. Automation investments will become a budget-friendly way to allow businesses to “remain agile.” Companies will reassess the technology in their stack and par down on tools; this will be done with a customer-first mentality, in an attempt to provide more with less. Management will play a larger role in emotionally supporting their teams—mental health will be prioritized. Sustainability will lead business decisions, and digital and “green” roles will rise.



## Martech Series (December 12, 2022)

### [Video Commerce Leader Firework Releases Key Predictions for 2023](#) by PRNewswire

Predictions from Firework. Focus is more on commerce, but includes some tech use. Store associates will become the new social media conduit. First-party data collection will make it easier for brands to cater directly to customers and increase customer loyalty. Livestream shopping will increase (reminiscent of HSN-style shopping). Brands cutting ties with large social channels and turning to their own, where they control the narrative. “Cross-platform integration” will rise, connecting networks for streamlined conversions. Budget for retail media networks (RMNs) will increase. Focus shift from innovation to performance. Tik-Tok-style marketing will create new relationships between brands and consumers.



**Authority (December 13, 2022)**

[Resiliency or Fragility? Ten 2023 Predictions From SAS](#) by AIT News Desk

*AI will become more accessible to the general public. Eliminating bias in AI. Push towards more trusted customer relationships and better data practices. "Double down on ESG [initiatives]." Blockchain and eSports converge and join forces. AI in the production industry. Shift in data storage. Supply chains move towards climate-friendly practices.*

**Martech Series (December 13, 2022)**

[Gartner Predictions for CMOs Show AI, Social Toxicity, and Data Privacy Forge the Future of Marketing](#) by Business Wire

*Predictions from Gartner. AI solutions will emerge to combat fake information. Ethical AI practices will be prioritized. Product placement will be preferred over stand-alone advertisements. Growth of loyalty programs with the intent to collect first-party data and target customers. AI use will allow marketing teams to become more dynamic and allocate workforce to new projects and ventures.*

**Blast Media (December 14, 2022)**

[What's Up, 2023? MarTech Predictions, with Kaz Ohta, Treasure Data](#) by BLASTmedia

*Summary of portions of SaaS Half Full podcast. Customer experience is heavily prioritized. Third-party cookies will be phased out. "Data governance will become top-of mind."*

**Ivoox: SaaS Half Full (December 14, 2022)**

[What's Up, 2023? MarTech Predictions, with Kaz Ohta, Treasure Data](#) Audio/podcast predictions with Kazuki Ohta

**Database Trends and Applications (December 14, 2022)**

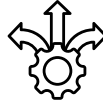
[IT Leaders Predict Increased Multi-Cloud Adoption in 2023](#) by Stephanie Simone and Sydney Blanchard

*Focus on multi-cloud adoption in 2023. Overall cloud infrastructure will expand. More businesses will shift to multi-cloud storage. Cloud storage will divide the MarTech industry. Cloud use will help to stabilize data streaming pipelines.*



**Forbes (December 19, 2022)**[2023 Predictions For Data-Driven Marketers](#) by Christian Monberg

Surges in customer data management. Justification of higher marketing budgets and tool expenses. AI will usher in accessible data. Flexible martech will reign over one-size-fits-all tools.

**Insider Intelligence (December 19, 2022)**[5 martech trends for 2023](#) by Henry Powderly

AI will continue to rise in all areas. Cloud data storage increases. "Development of app ecosystems around core technologies." Content creators will continue to create apps and tools without needing to know code. AR/VR increase, while the metaverse grows slowly.

**RTB House (December 19, 2022)**[The Top Five MarTech Trends to Watch for in 2023](#) by RTB House Editorial Team

Brands will carefully craft personas in order to uphold very particular alignments. Ad personalization will morph into personalized video. AI contributions to ad targeting. In-game and CTV ads will rise. Growth of AI-powered chatbots.

**Jordan Digital Marketing (December 20, 2022)**[Digital Marketing Predictions for 2023: Strategic Shifts](#) with contributions from the Jordan Digital Marketing team

Customer insights will drive creative marketing tactics. Deeper analytical understanding of metrics. Improved messaging and creative focus. Creative initiatives in general will increase.



**Martech Health Directory (December 21, 2022)**

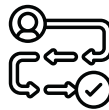
[Our 2023 Marketing Predictions](#) by Caleb Byrd

*Brands will need to “prove their reliability” to consumers. Chatbots and AI will become mainstream. Privacy versus personalization—where is the line and how do we keep both? Social media platforms: future of Twitter and TikTok.*

**MarTech Series (December 26, 2022)**

[Part One: Predictions for Why 2023 Will Be the Year of Customer Success](#) by Jamie Bertasi

*Budget tightening and focusing on existing customers. Higher customer counts versus higher team counts. Companies will prioritize customer journey. CS and CRM will exist in tandem as they are both necessary for the customer journey.*

**Martech Vibe (With projections by Nested VFX) December 30, 2022**

[Trends That Will Shape The Media And Advertising Industry In 2023](#) by Staff Writer

*Traditional advertising with factual and captivating storytelling. Copyright concerns with AI content, original content over stock content. Customization between platforms to fit correct buckets. Shift from social media advertising to platform television.*

**This Old Marketing with Joe Pulizzi (Video, 53 minutes) (December 30, 2022)**

[The Big 2023 Marketing Predictions Episode \(356\)](#) by Joe Pulizzi

**Tech Informed (December 29, 2022)**

[2023 Informed: Martech and Retail predictions](#) by Emily Curryer

*Rise of composable tech that will allow for seamless stack use. “The imminent death of cookies.”*



### **Marketing Profs (January 10, 2023)**

[Three Predictions for B2B Marketing in 2023](#) by Vin Turk

*Tight marketing budgets and selective campaigns. Data is valuable, and businesses will trend towards data-driven martech. Low-risk marketing, sticking with tried-and-true tactics. Persistence and personalization.*



### **Martech.org (January 10, 2023)**

[2023 predictions: How marketers will approach web3, virtual experiences and gaming this year](#) by Chris Wood

*Metaverse and virtual goods and services increase in popularity. Creative applications of NFTs and cryptocurrency. Twitch as an influencer platform.*

