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The Martech Equals Customer Trust Equation

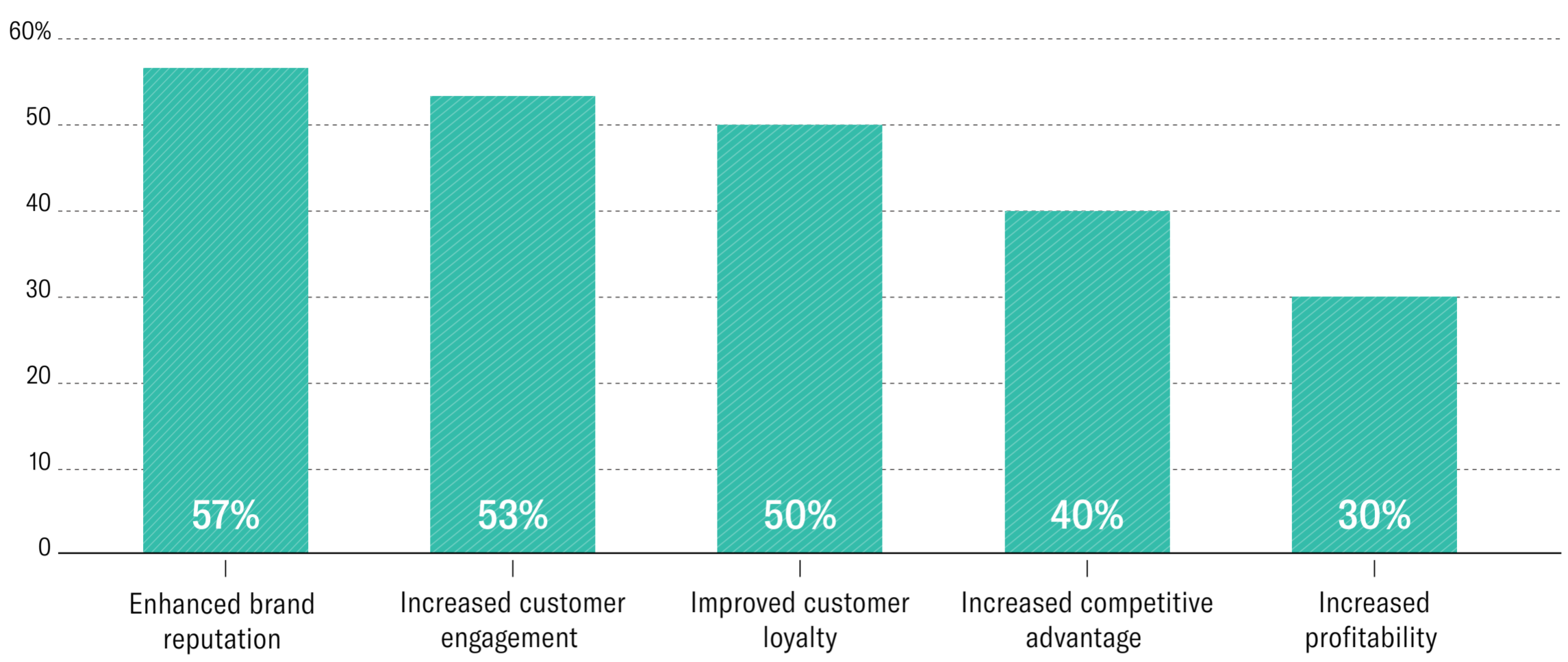
Building lasting relationships with customers can serve as a key competitive advantage. But customer trust is not self-sustaining; it must be continuously nurtured with the right set of marketing technology (martech). “Companies that are seen as highly trustworthy have a much longer and more valuable brand life,” according to Paul Magill, managing director at Cohesive LLC.



The findings presented here are from a June 2024 Harvard Business Review Analytic Services survey of 388 members of the Harvard Business Review audience who are involved in marketing decisions and familiar with the use of martech by the marketing department at their organization.

The Value of Trust

By enabling trust, respondents say their organization has realized key advantages. The top benefits respondents cite are:



The Power of Martech

But for customer trust to have lasting power, it needs to be supported by martech.



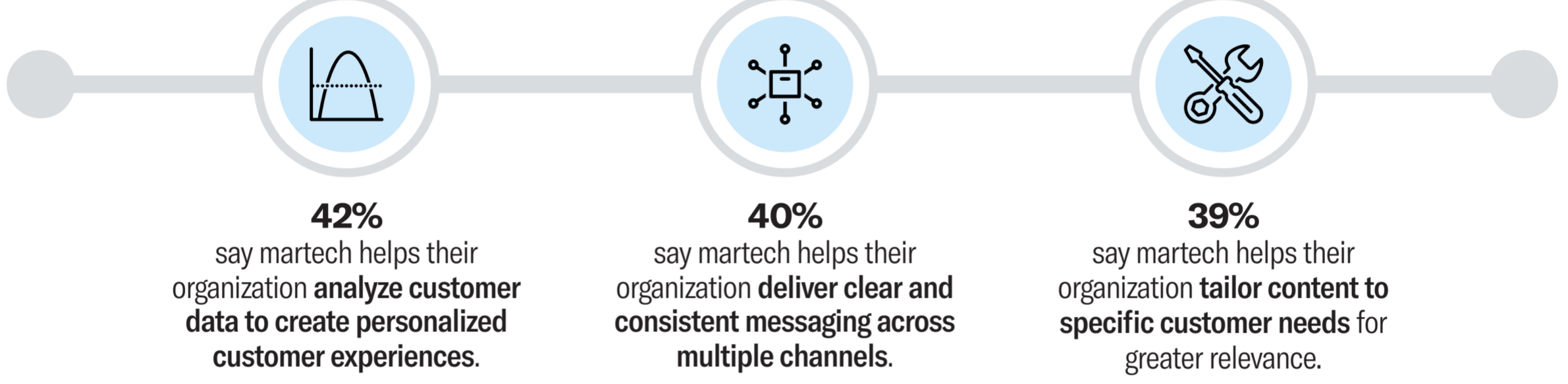
81%

of respondents say martech has a **significant or moderate impact** on their organization’s ability to foster **customer trust**.

Definition: Martech

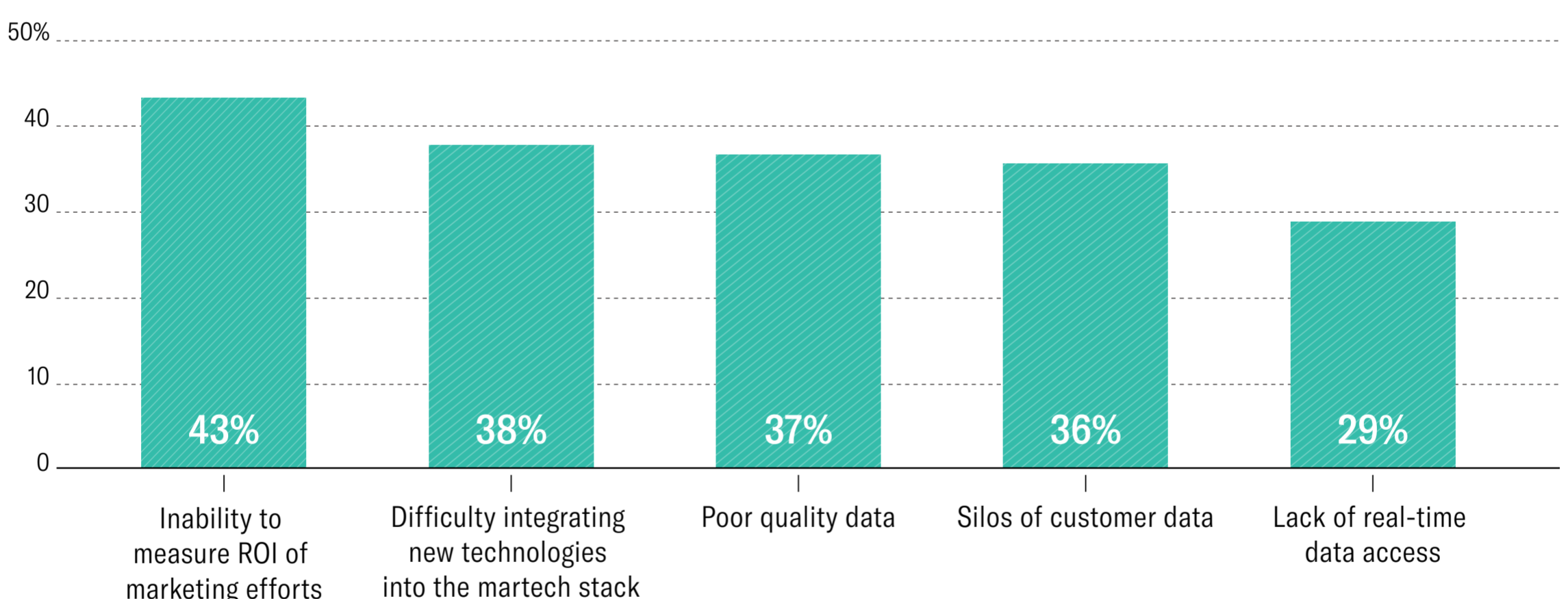
Martech is a unique set of marketing tools used to optimize marketing efforts, including customer data platforms, analytics, artificial intelligence (AI), machine learning, journey orchestration, marketing measurement, content management, digital advertising, and digital ad serving.

Why Martech Matters



Flaws in the Formula

Despite these competitive advantages, obstacles can prevent martech from having a positive impact on customer trust. Many of the top barriers to martech having a positive impact on customer trust revolve around data and martech integration. Respondents cite the following:



“Half the time marketers **don’t even know what tools they have, how they measure success, or whether or not they’re achieving the right yield** from their tech stack.”

— Jeff Pedowitz, president and CEO of The Pedowitz Group

Maximizing Martech

Here’s how top businesses are leveraging martech to foster greater customer trust:



The Personalization Play

Leveraging martech to foster greater customer trust also means tapping into generative AI’s (gen AI) ability to identify relevant audience segments, create marketing plans, and generate personalized content.



74%

of respondents agree **integrating gen AI** can enhance their organization’s martech stack.

“There is huge potential for AI tools to deliver **personalization at scale**, personalizing every aspect of the customer experience.”

— Mike Kaput, chief content officer, Marketing Artificial Intelligence Institute

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