

# What's Keeping SMBs Away from Marketing Automation Adoption?

Many feel the software is out of reach

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Many small-business marketers feel that marketing automation is out of reach.

That's according to new data from small-business marketing platform [ActiveCampaign](#).

In fact, 41% of US small-business marketers surveyed for the December 2017 study felt that way. And that's just one of the reasons some haven't adopted the software.

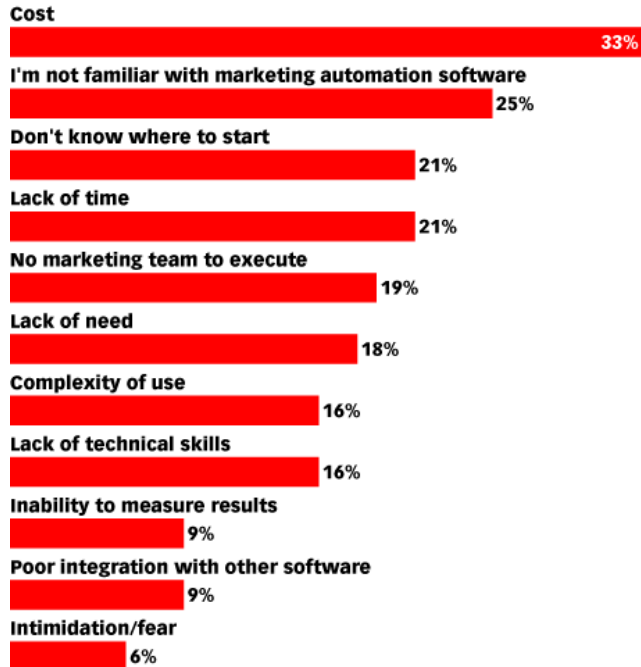
When respondents who said they weren't using marketing automation were asked why not, a quarter cited a lack of familiarity with marketing automation software, while others just didn't know where to begin.

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## Reasons that US Small-Business Marketers Do Not Use Marketing Automation, Sep 2017

% of respondents

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Note: among respondents who are not currently using marketing automation

Source: ActiveCampaign, "SMB Martech Report 2018: Beyond Email Marketing," Dec 12, 2017

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Overall, a plethora of reasons was mentioned, ranging from a lack of time to intimidation and fear of the software. However, cost was the top reason for avoiding marketing automation, named by one-third of small-business marketers polled.

That [mirrors a separate study](#) from [GetResponse](#), in which more than a third of marketers said securing a budget was their top marketing automation obstacle, followed closely by the quality of customer data.