



IDC Report

8 Trends shaping tech marketing & sales strategies for 2026



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Introduction

As tech marketers and sales leaders plan for 2026, one thing is clear: success depends on the ability to harness trusted data intelligence. In a landscape defined by rapid change, the right data is the foundation for smarter decisions, deeper customer insights, and agile execution. This strategic guide explores the 8 trends shaping 2026—and how data & analytics can help you align faster, adapt smarter, and drive growth with confidence.



1. AI-powered insights drive strategic advantage

Generative and agentic AI are transforming how organizations analyze customer behavior, market shifts, and campaign performance. Data and analytics platforms enable you to move from reactive reporting to predictive, actionable insights—giving you a competitive edge.

58% of organizations are implementing AI in branding/content, and **65% in campaign** and engagement automation, with **less than 1%** reporting no implementation. AI is now embedded in nearly every martech solution, fundamentally reshaping workflows and possibilities.



How IDC's Data & Analytics Solutions Empower You:

- **Tracker** provides real-time market and competitive intelligence, helping you benchmark your AI adoption and identify best practices.
- **Black Book** offers deep vendor evaluations, so you can select the right AI-powered martech solutions for your needs.

