



A Harbor industry survey

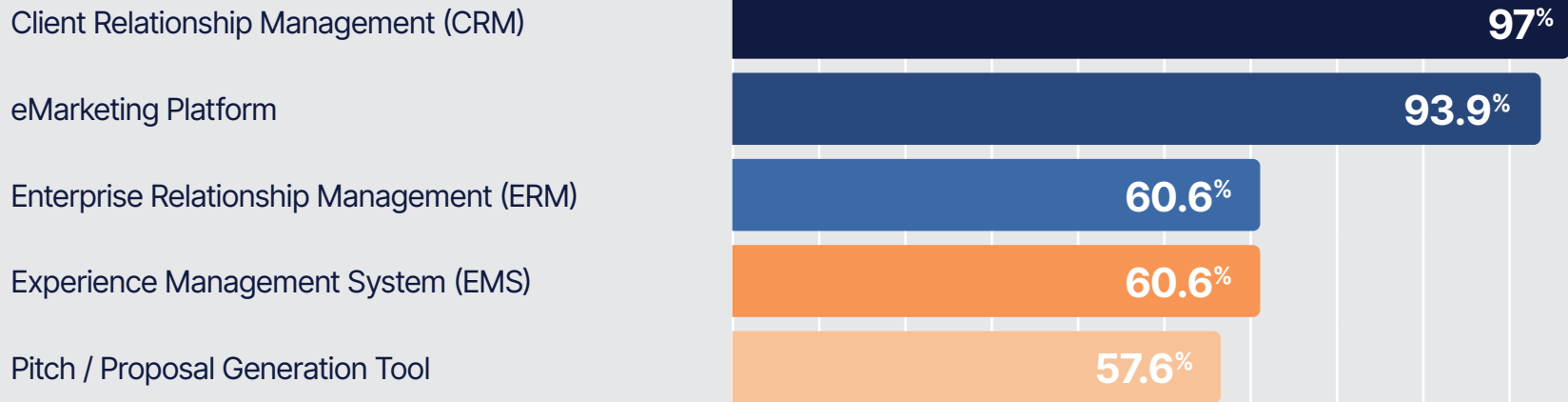
# Snapshot: 2025 Marketing Technology Survey

The inaugural Harbor Marketing Technology Survey provides comprehensive benchmarking of how law firms are investing in marketing technology and what drives successful implementations.

# Typical MarTech stack

In 2025, the **average law firm** marketing department has **4-5 core technologies** to support business development and client engagement.

## Which of the following marketing technology systems does your firm currently use?



# Legal marketers are struggling with lawyer adoption

Despite widespread system adoption, lawyer engagement with CRM **remains limited**, with firms reporting an average **18.2% engagement rate**.

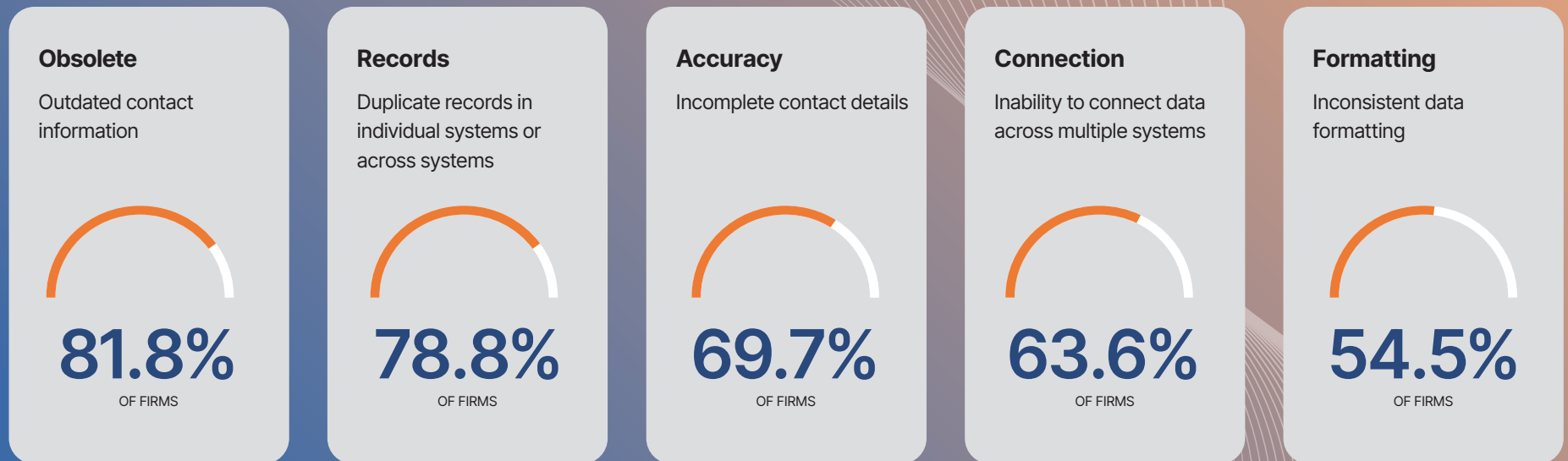
What percentage of your lawyers regularly engage with your CRM system?

18.2%

# Most common data quality challenges

**Data quality** remains a persistent **barrier for firms**, compromising the reliability and completeness of marketing data, creating **systemic obstacles** to leveraging **technology for strategic growth**.

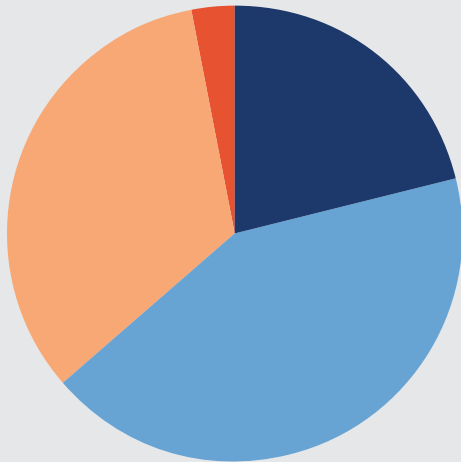
## What data quality issues does your firm most commonly encounter?



# Marketing technology systems are fragmented

Only **1 in 5 firms** report that a majority of their **systems are integrated**, with most firms relying on partial or manual data transfers.

## How would you describe your firm's current marketing technology integration level?



**21.2%** Most systems are integrated

**42.4%** Some key systems are integrated, but others require manual data transfers

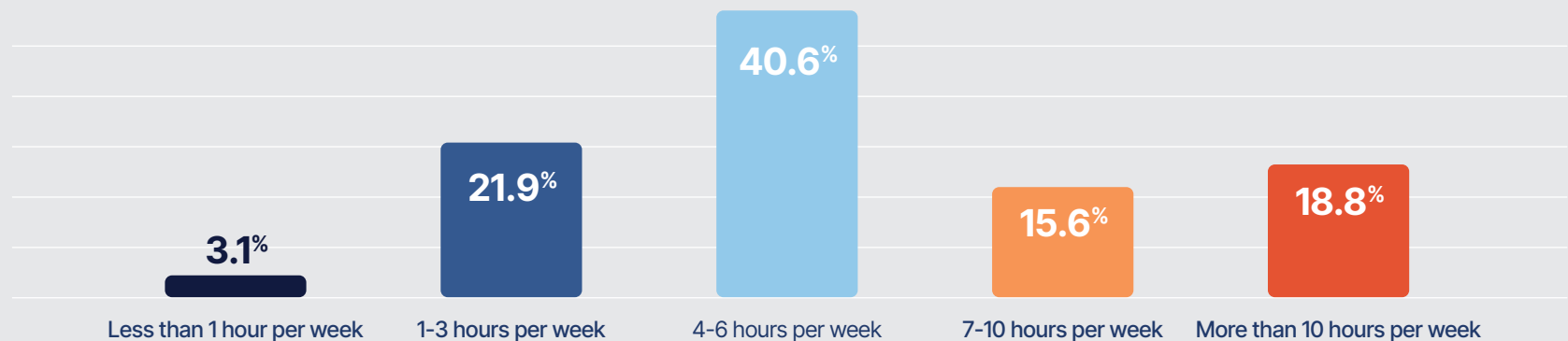
**33.3%** Few systems are connected, most require manual data transfers

**3%** Systems operate independently with no connections, moving data between systems is manual

# Manual search consumes time

Nearly **75% of firms** spend more than **four hours per week** searching for contact or experience data that **should be readily accessible**.

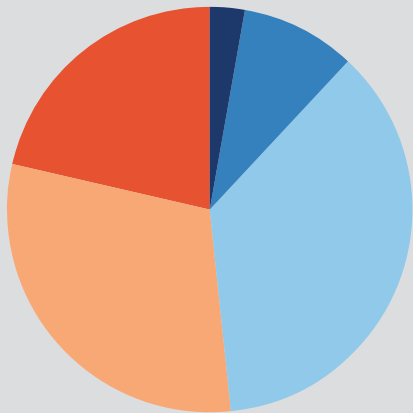
How much time per week does your team spend searching for contact data or experience information that should be easily accessible?



# Stewardship models vary widely

Firms take **diverse approaches** to data stewardship, with most relying on **shared responsibility** or **dedicated internal roles** to maintain data quality.

## Who is responsible for maintaining data quality across your marketing technology systems?



3%

No one / we do not have anyone devoted to data cleaning and/or maintenance

9.1%

Part time role for someone on the Marketing / BD team

36.4%

Shared responsibility

30.3%

Dedicated internal data steward(s)

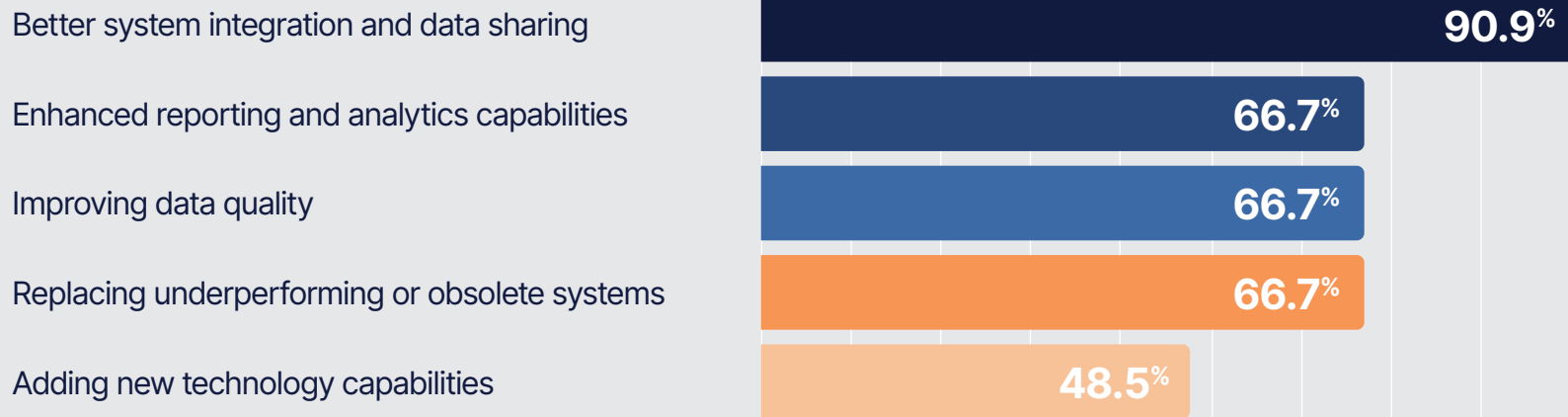
21.2%

Outsourced data stewarding / resources

# Integration tops investment priorities

When **evaluating new technology**, firms are **prioritizing system connectivity** and data reliability - the first step toward building **connected infrastructure** that supports **scalable strategic advice**.

**If you are considering new marketing technology systems, what is your biggest priority?**





### Connect with a Harbor expert

Ready to **transform your marketing** and business development teams into **drivers of growth**? Let's discuss how a **connected** growth framework can be the **foundation of your strategy** - giving you the **tools, data, and processes** you need to move beyond reactive, tactical support and **deliver strategic advice** at scale.

### Contact

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Marketing Technology Team

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## About the Harbor Marketing Technology Survey

The 2025 Harbor Marketing Technology Survey marks the inaugural year of a new benchmarking initiative, exploring how firms are building their technology stacks, integrating systems, managing data quality, and measuring impact. The survey is designed to provide law firm leaders with actionable data and peer benchmarks to turn their marketing and business development teams into growth drivers by providing an understanding of the challenges marketers face to provide strategic advice firm wide.

## About Harbor

Harbor is a globally integrated team of strategists, technologists and specialists focused on helping law firms, corporations, and their law departments achieve breakthrough outcomes. We are also helping to steer a legal industry in the midst of turbulent change. We navigate alongside our clients and partners, providing salient insights, scalable resources, and seasoned advice.