WHAT KEEPS THEM UP AT NIGHT?

This year's Pragmatic Marketing survey explored what types of problems product teams were facing around the globe.

Percentages are respondents who stated that they experienced these problems "always" or "frequently."

31% Marketing team does not deliver an adequate supply of qualified leads

28% Delivered features aren't being used by customers

35% Miss launch dates

47% Have requests from salespeople to customize sales tools on an account-by-account basis

27% Must commit to adding features to a product in order to close a deal

24% Salespeople consciously avoid selling certain products in the portfolio

24% Have product launches that do not meet the expectations of management

29% Drop important features from each new release

39% Have difficulty adding innovative features because customers demand support of old features

24% Sales pipeline is below forecast

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