

Are CMOs ready for the digital marketing era?

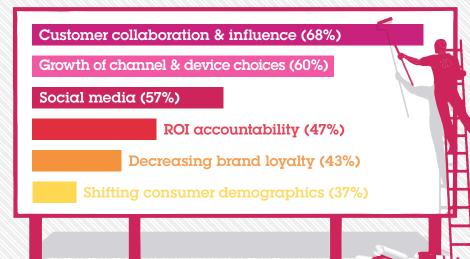
Introducing the largest study of its kind featuring the wisdom of over 1700 CMOs



Today's empowered and connected customers have your brand in their hands Short grant and they

views

Top 6 factors impacting marketing



of CMOs feel underprepared to

manage the impact of

key changes in marketing

Top 5 areas of unpreparedness

Data explosion

Social media Growth of channel & device choices Shifting consumer demographics

Financial constraints

Marketing

team analysis

26%

Most CMOs are struggling to provide numbers to demonstrate the return on investment for marketing

Market insight

82% 80% 74% PROBLEM: **CMOs still focus** Market Competitive Customer research benchmarking analytics on understanding Individual insight markets rather 42% than individuals 48% Third-party Consumer-**Online** generated reviews &

Over 75% of CMOs plan to increase the use of technology via:





reviews



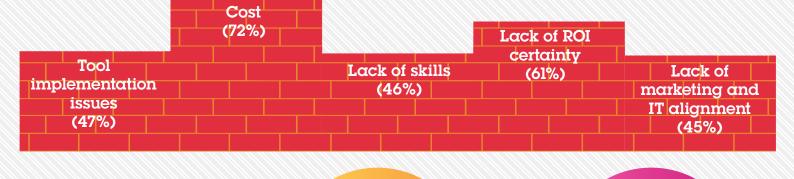
rankings



communications



Top 5 obstacles preventing new strategies



PROBLEM:
Most CMOs report
using data to

market by segment

not to

build relationships

But most CMOs expect loyalty to be top priority

CMOs view on key measures for determining success by 2015



The CMO's view on marketing capabilities for personal success



CMOs regard financial know-how, technological savviness and social media expertise as specialist skills, requiring the involvement of dedicated professionals.