

Are CMOs ready for the digital marketing era?

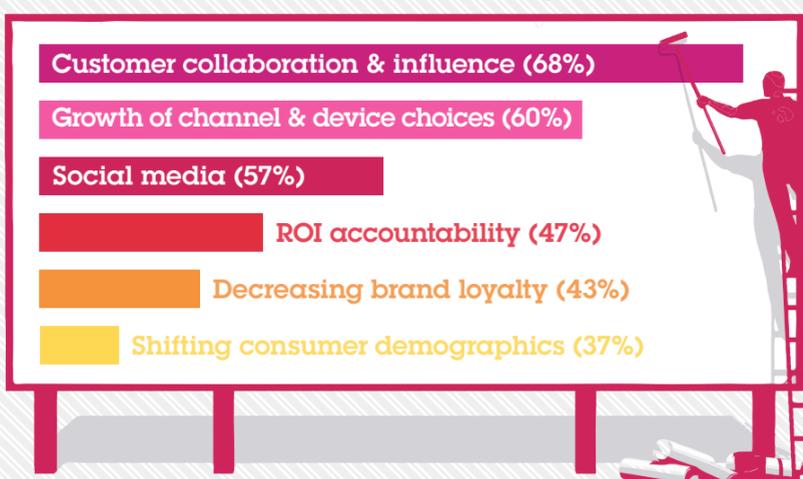
Introducing the largest study of its kind featuring the wisdom of over 1700 CMOs



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

and they share their views

Top 6 factors impacting marketing



79%

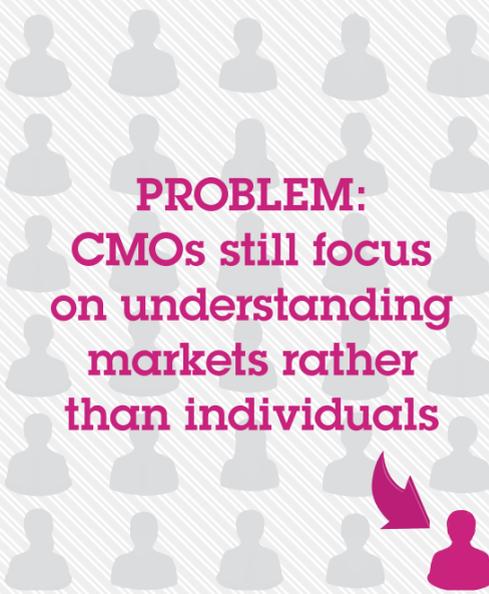
of CMOs feel underprepared to manage the impact of key changes in marketing

Top 5 areas of unpreparedness

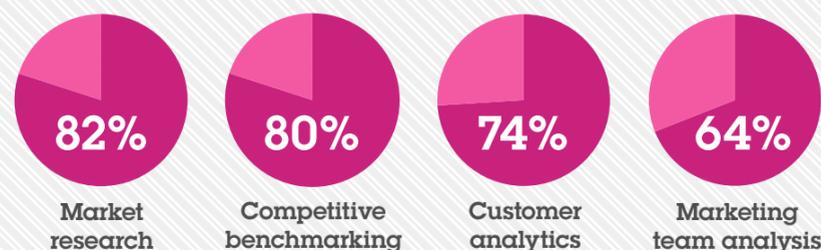


Most CMOs are struggling to provide numbers to demonstrate the return on investment for marketing

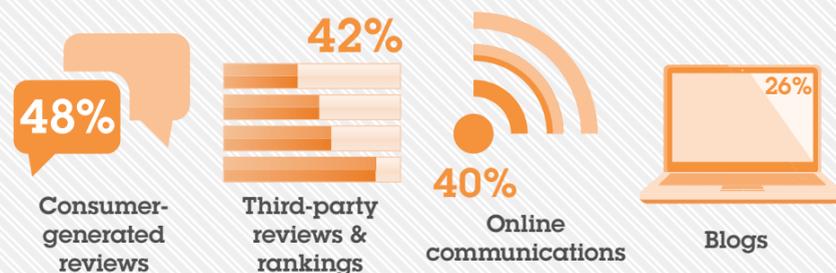
Market insight



PROBLEM:
CMOs still focus on understanding markets rather than individuals



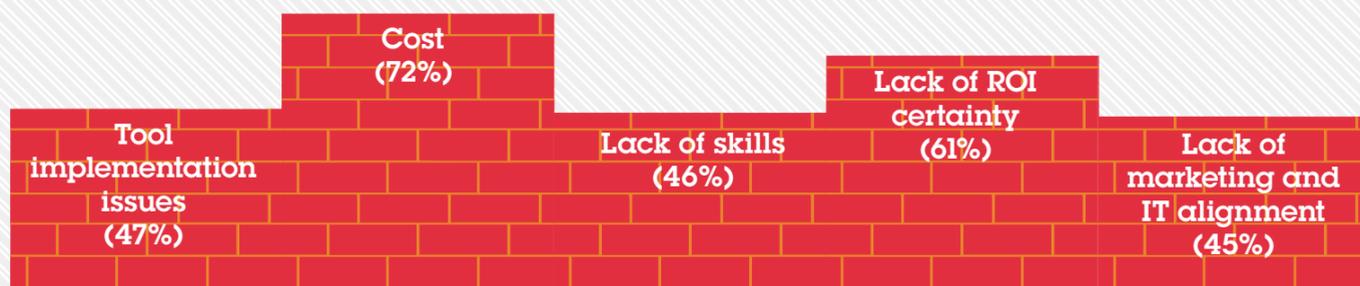
Individual insight



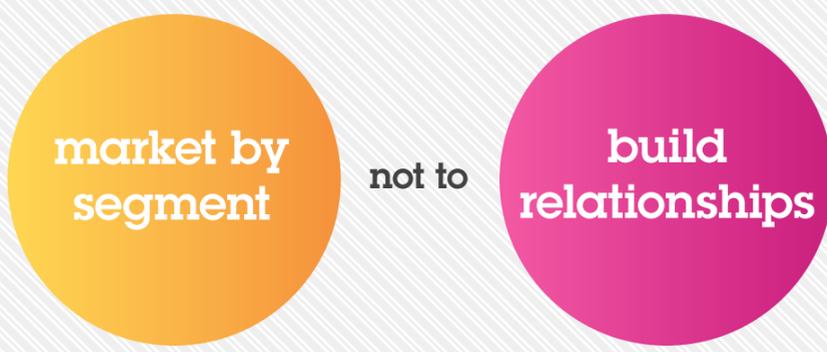
Over 75% of CMOs plan to increase the use of technology via:



Top 5 obstacles preventing new strategies



PROBLEM:
Most CMOs report using data to



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.