

Marketing Effectiveness and the Metrics that Matter in a Digital-First Era

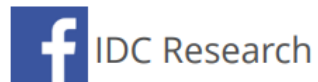
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Laurie Buczek
Vice President, CMO Advisory Practice

Warren Lane
Sr. Research Analyst, CMO Advisory Practice

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Effective Marketing & Metrics that Matter



Speed, Precision and Agility Are the Norm

Having real-time visibility into campaign tracking, assets, buyer behavior, staff allocation, and insights, allows marketing to maneuver at the speed of the buyer, markets and business.



Culture of Data is the Norm

From the C-Suite on down, the culture must actively embrace data. Data is actively modeled and analyzed to predict, inform and augment strategy, tactics, decisions.



It's Time to Stop "Kicking the Content Marketing Can" Down the Road

In a digital-first world, content is the experience. Brands can no longer afford anything but highly creative content that is expertly produced, with connected stories, personalized experiences, delivering high customer value.



The CFO is the CMO's New BFF

CMOs are now responsible for driving business growth. CFOs are taking on operational accountability to ensure desired growth. Co-create a definition of success with metrics that matter to secure the needed marketing investment for growth.



It's More About Human Capital and Less About Technology

Marketers have a lot of technology but not enough sophisticated "drivers" of the technology and creators of engaging marketing with emerging technology. Without the skillsets of the future, marketing organizations will not only underutilize the tech in their stable but falter creating experiences that win the hearts & minds of customers.



The Reality Is that Flight Patterns Have Changed....



The fusion of physical and digital worlds is fundamentally changing the way we live, work and relate.

Everything is interconnected.

B2B Tech Buyers....

78% Will shift investments to accelerate digital transformation

74% Will buy more through eCommerce and work less with a salesperson



Marketers....

78% State customer data platforms (CDP) and artificial intelligence (AI) will have a significant impact

73% State marketing science skillsets will be a quarter of the marketing organization

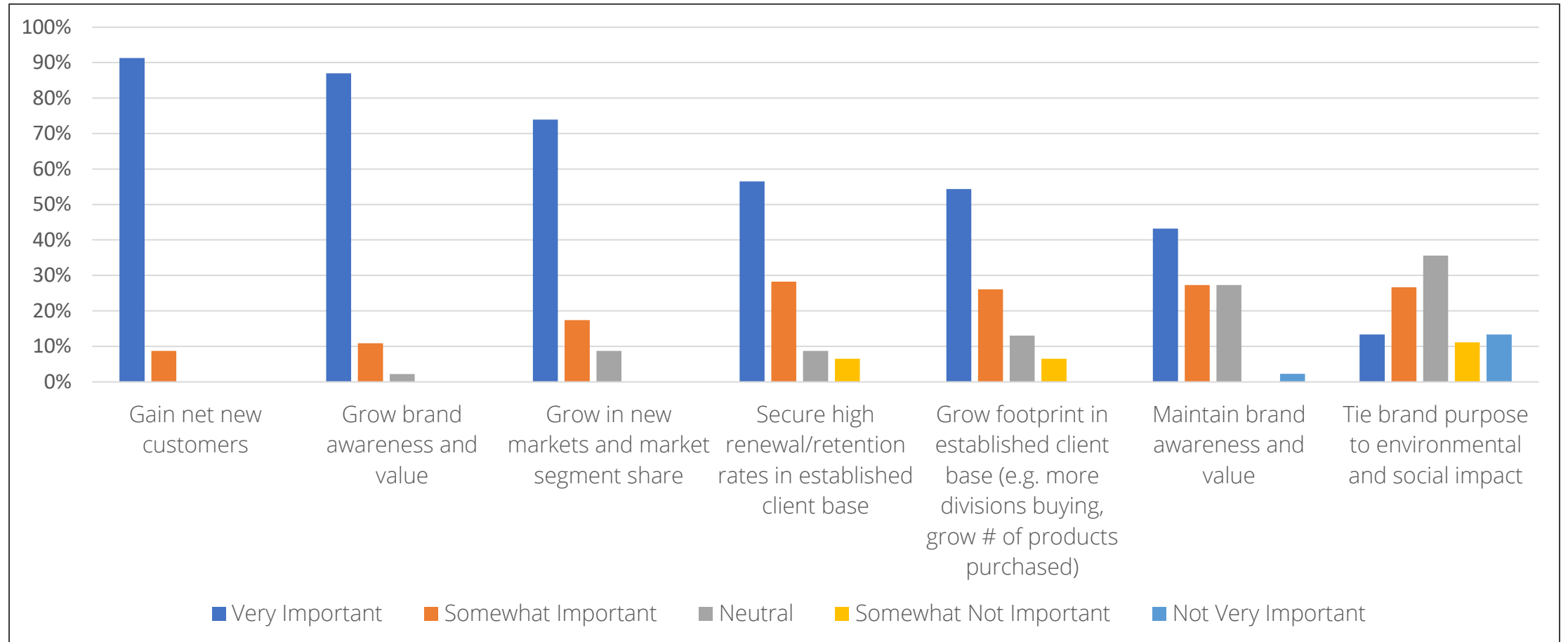


What is Effective in
a Digital-First Era?



Marketing Leaders Are Focused New Customers, New Markets and Brand

Q: Marketing Objectives/Focus: Which of the following are your marketing organization's focus/objectives over the next 12 months?



n = 49

Source: IDC's *Marketing Effectiveness & Metrics that Matter Study, 2022*

Marketing Priorities Align to Company Lifecycle and Size

Lifecycle

1st Phase

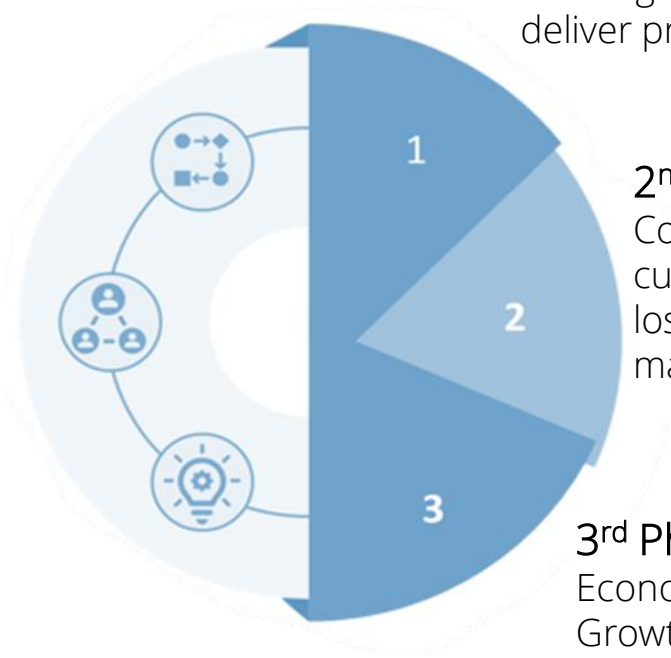
Building capacity & capability to deliver product

2nd Phase

Connecting & understanding customers. Winners and losers emerge. Unleash marketing investment to win.

3rd Phase

Economies of scale, efficiencies. Growth via adjacent products, mergers and acquisitions.



Company Size



Under \$500 million: New customer sales and expansion



\$500-999 million: Improve content marketing for lead generation

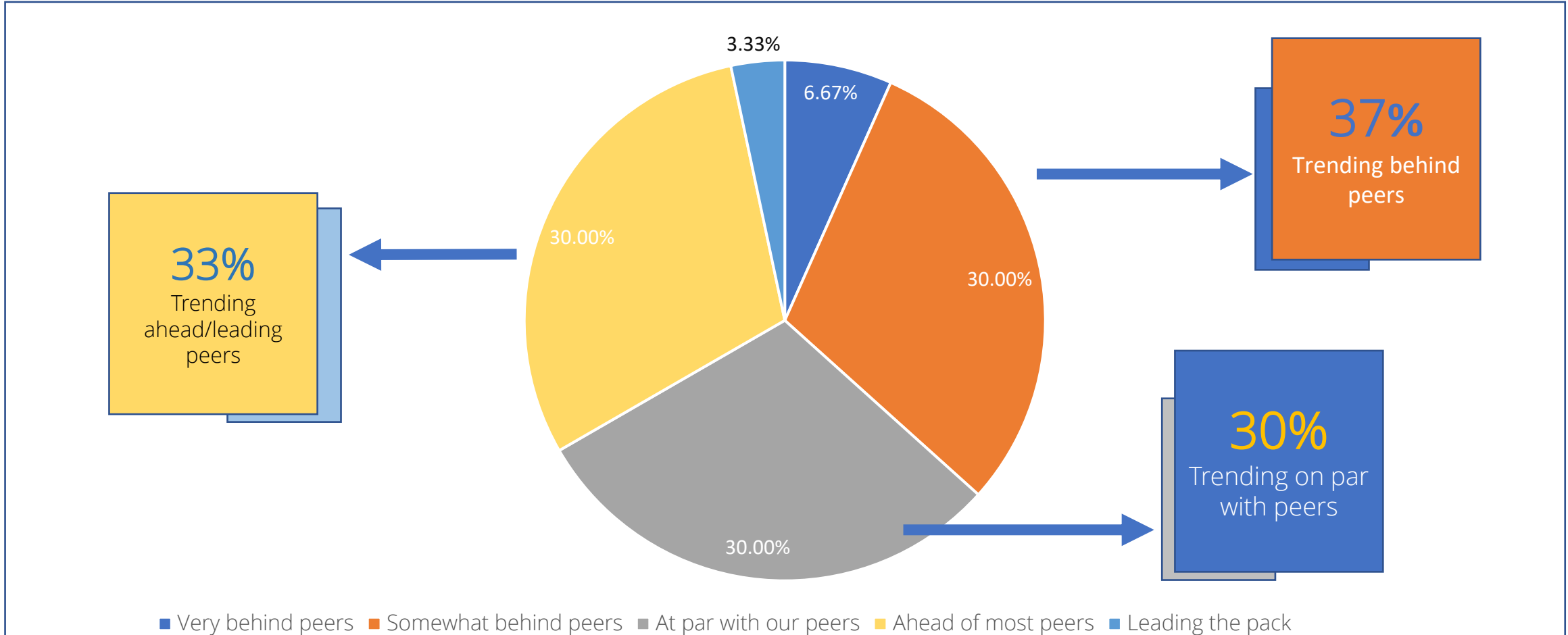


\$1 billion+: Share of wallet and revenue growth from existing customers

The larger the organization, the more focus on driving growth through existing customers, while not losing sight of the need to attract net new customers

Majority of Marketers Feel Their Overall Effectiveness is on Par or Behind Peers

Q5. Overall Effectiveness: How do you rate your marketing organization's ability to achieve desired outcomes against your peers?

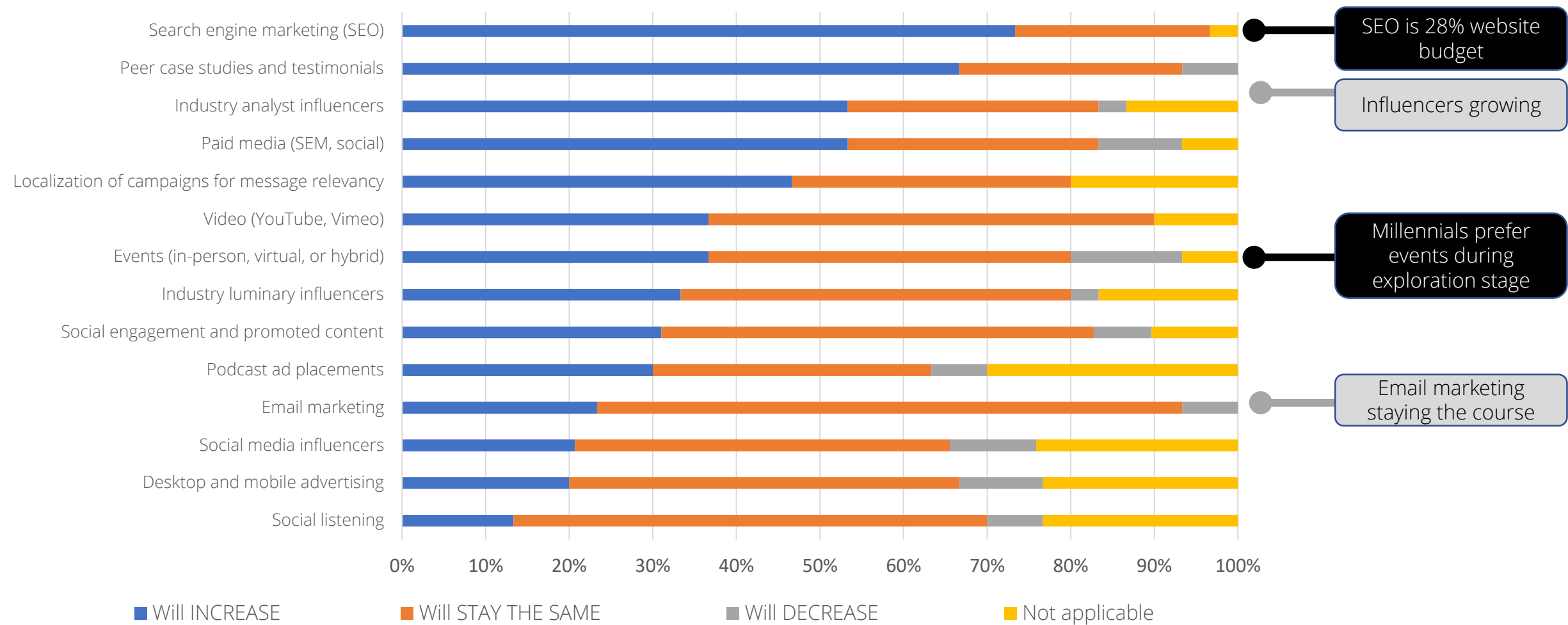


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Source: IDC's *Marketing Effectiveness & Metrics that Matter Study, 2022*

Awareness Programs: Increasing SEO and Influencer Marketing Key

Q: Please indicate whether the following programs/tactics will become more or less effective towards driving awareness over the next 6-12 months.

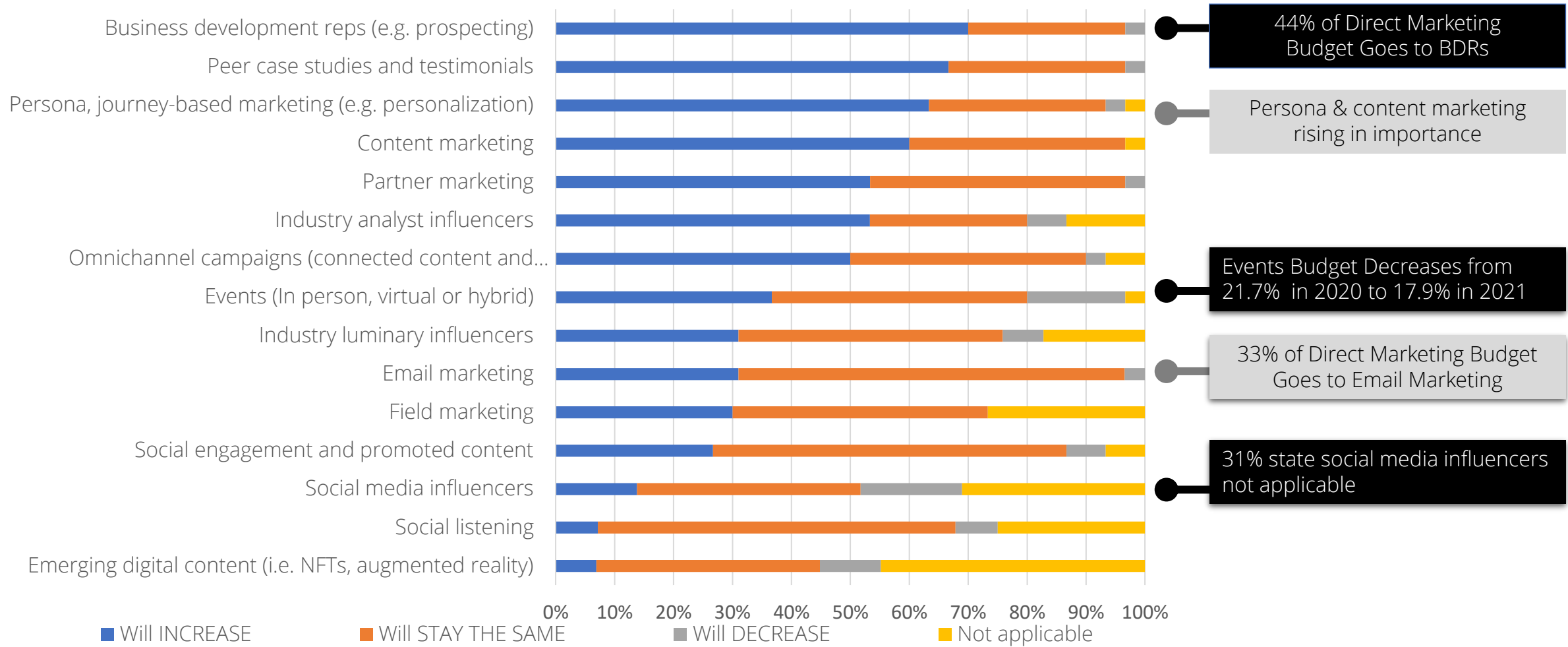


n = 49
Source: IDC's *Marketing Effectiveness & Metrics that Matter Study*, 2022

Source: IDC's 2021 Tech Marketing Benchmarks Survey; N = 40
IDC 2021 B2B Technology Buyer Survey, N=350

Demand Generation: BDRs, Reference Programs, Persona and Content Marketing will Increase

Q: Please indicate whether the following programs/tactics will become more or less effective towards driving demand over the next 6-12 months.

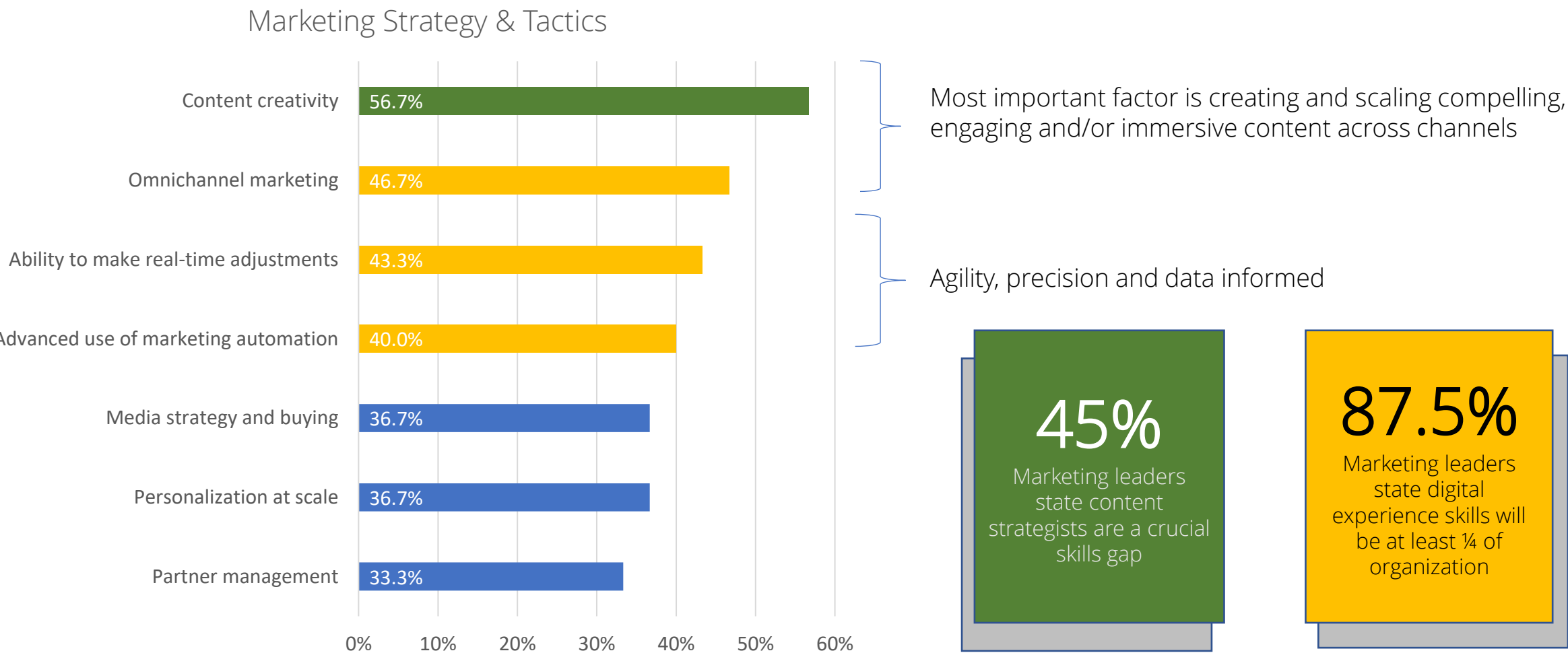


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Source: IDC's *Marketing Effectiveness & Metrics that Matter Study*, 2022

Source: IDC's 2021 Tech Marketing Benchmarks Survey; N = 40

Content Creativity is Most Important For Effective Marketing Strategy

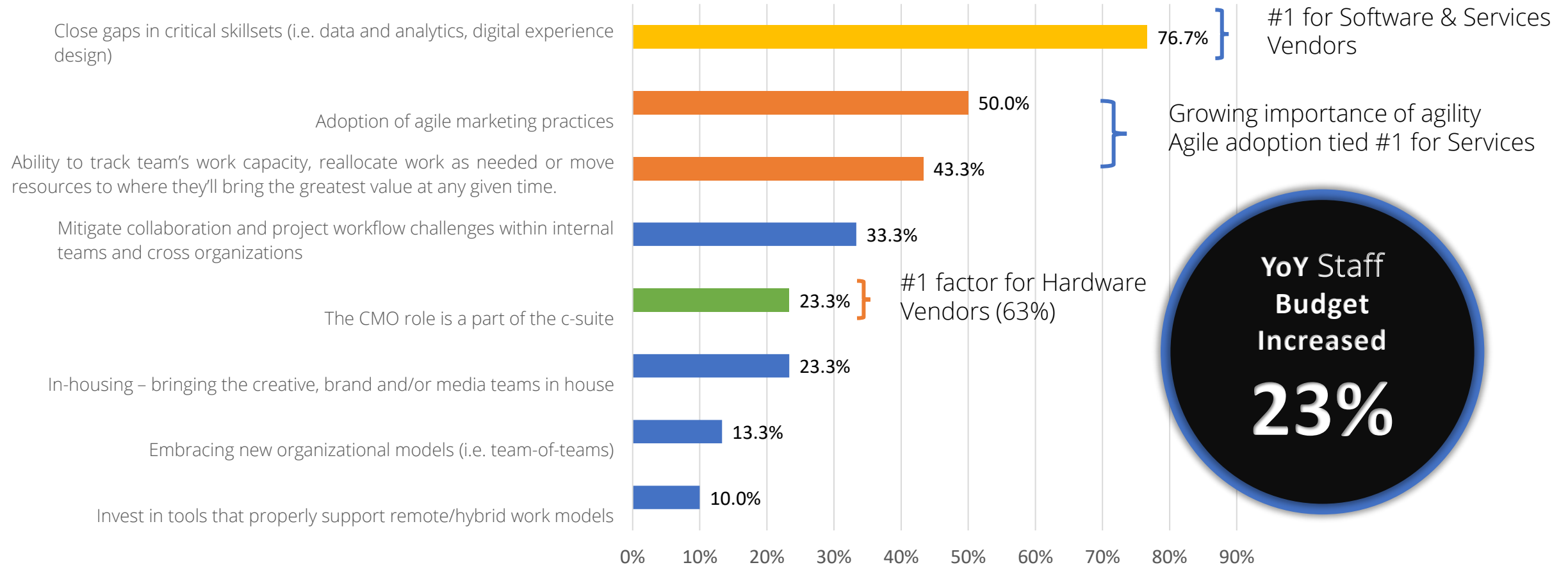
Q: Please indicate which of the following factors are the most important to maximize the *overall effectiveness* of your company's marketing strategies.



Closing Skillset Gaps is Critical for Marketing Effectiveness

Q: Please indicate which of the following factors are the most important to maximize the *overall effectiveness* of your company's marketing strategies.

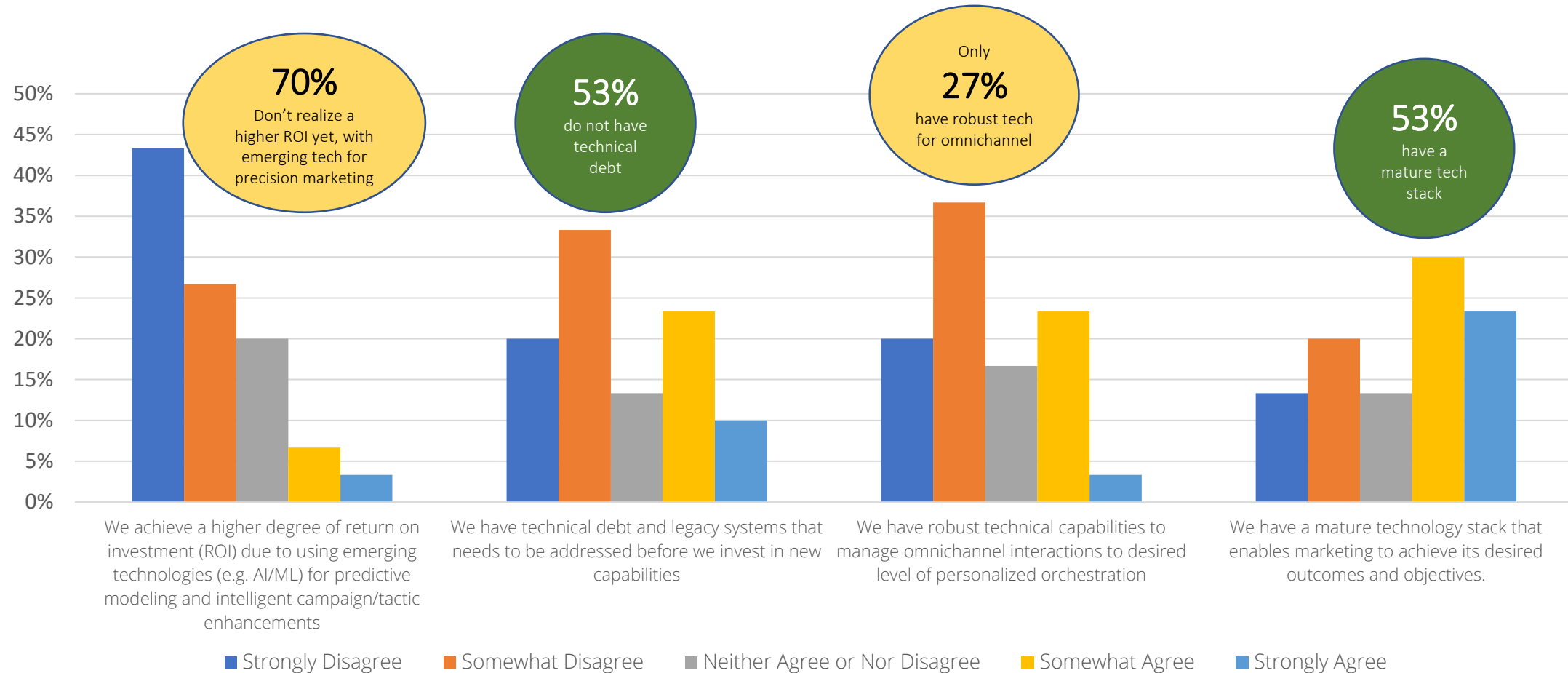
Way We Work



MarTech Stacks are Maturing. Opportunity for Advanced Use Remains.

Q: Please indicate how much you agree with the following statement as it applies to your company's marketing efforts.

Marketing Technology Current State



n = 49

Source: IDC's *Marketing Effectiveness & Metrics that Matter Study, 2022*

The Game Changer: Transformational Marketers Tech Stack



Q: How do you expect your purchasing of technology over the next 12 months to change?

Addresses complex issues in human-like fashion. Automates action.



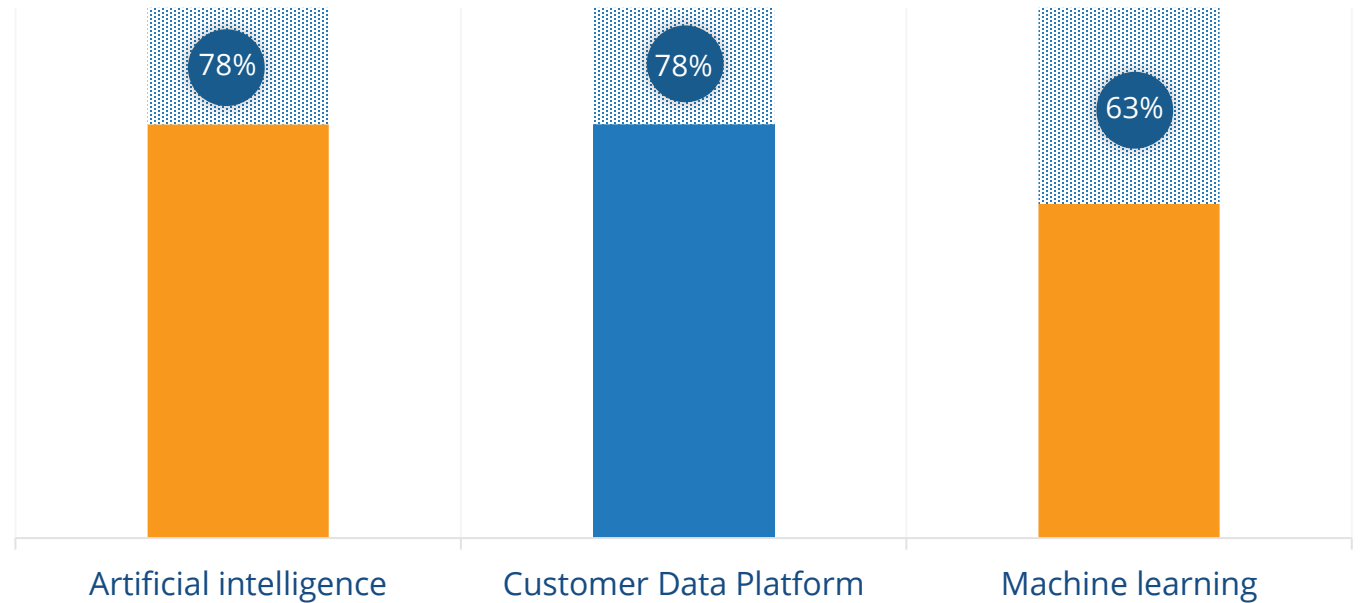
Connects customer data across the enterprise



A subset of AI, enabling iterative learning



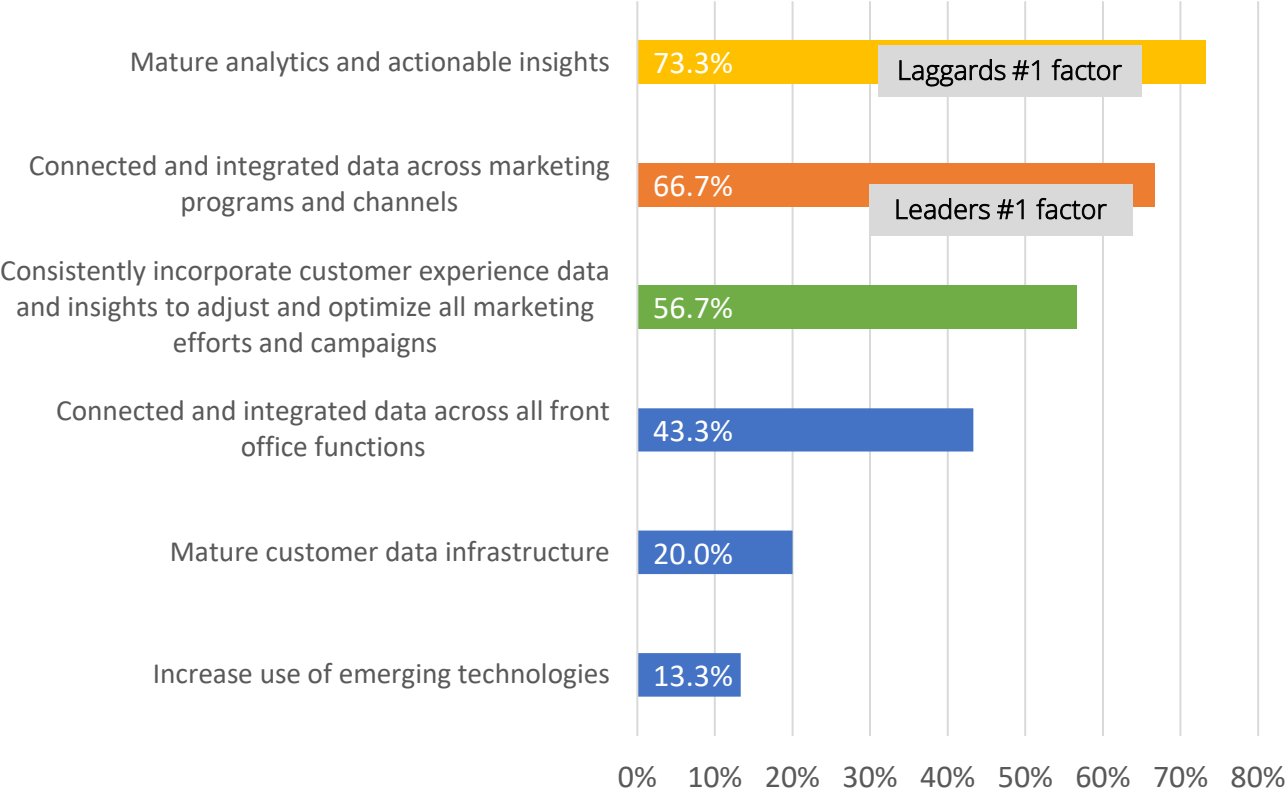
Q: Which of the following emerging technologies do you believe will have a significant impact on marketing?



Sophisticated Use & Analysis of Data Strongly Tied to Maximum Marketing Effectiveness

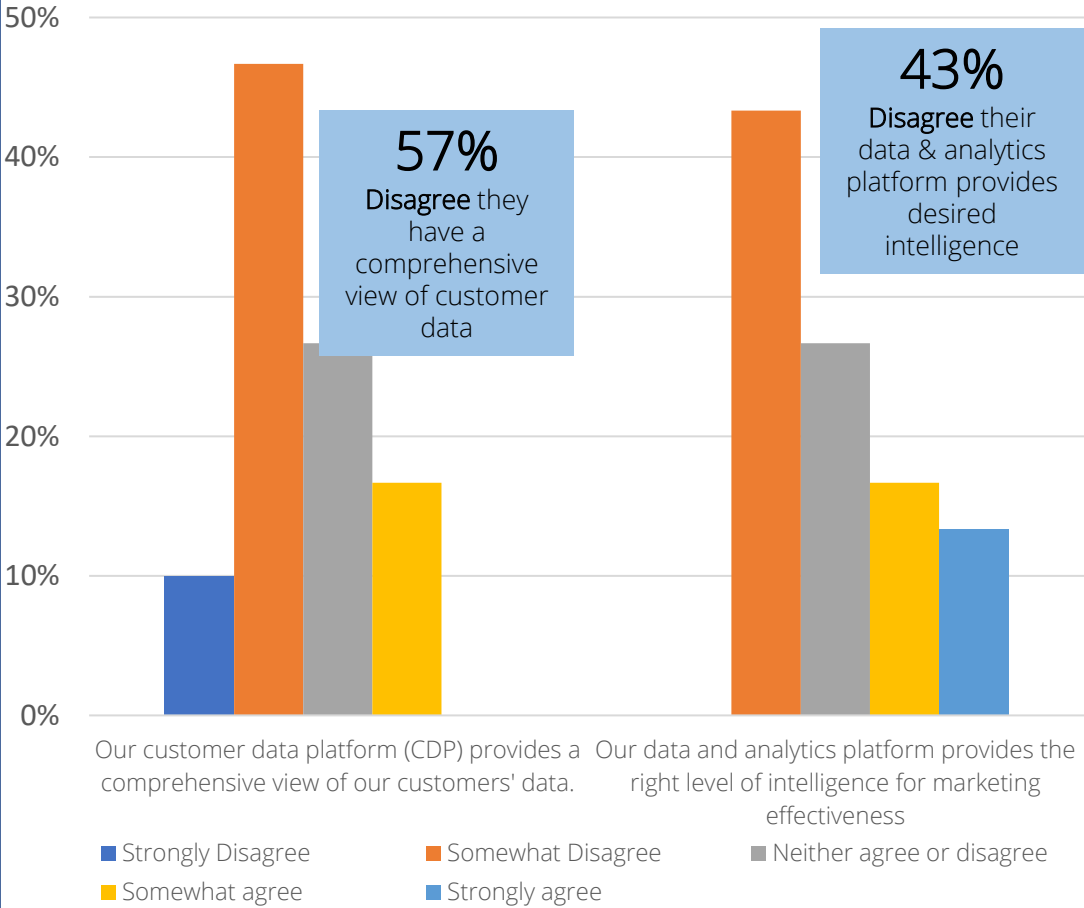
Q: Please indicate which of the following factors are the most **important** to maximize the *overall effectiveness* of your company's marketing strategies.

Data and Technology Factors for Marketing Effectiveness



Q: Please indicate how much you agree with the following statement as it applies to your company's marketing efforts.

Current State of Data & Analytics

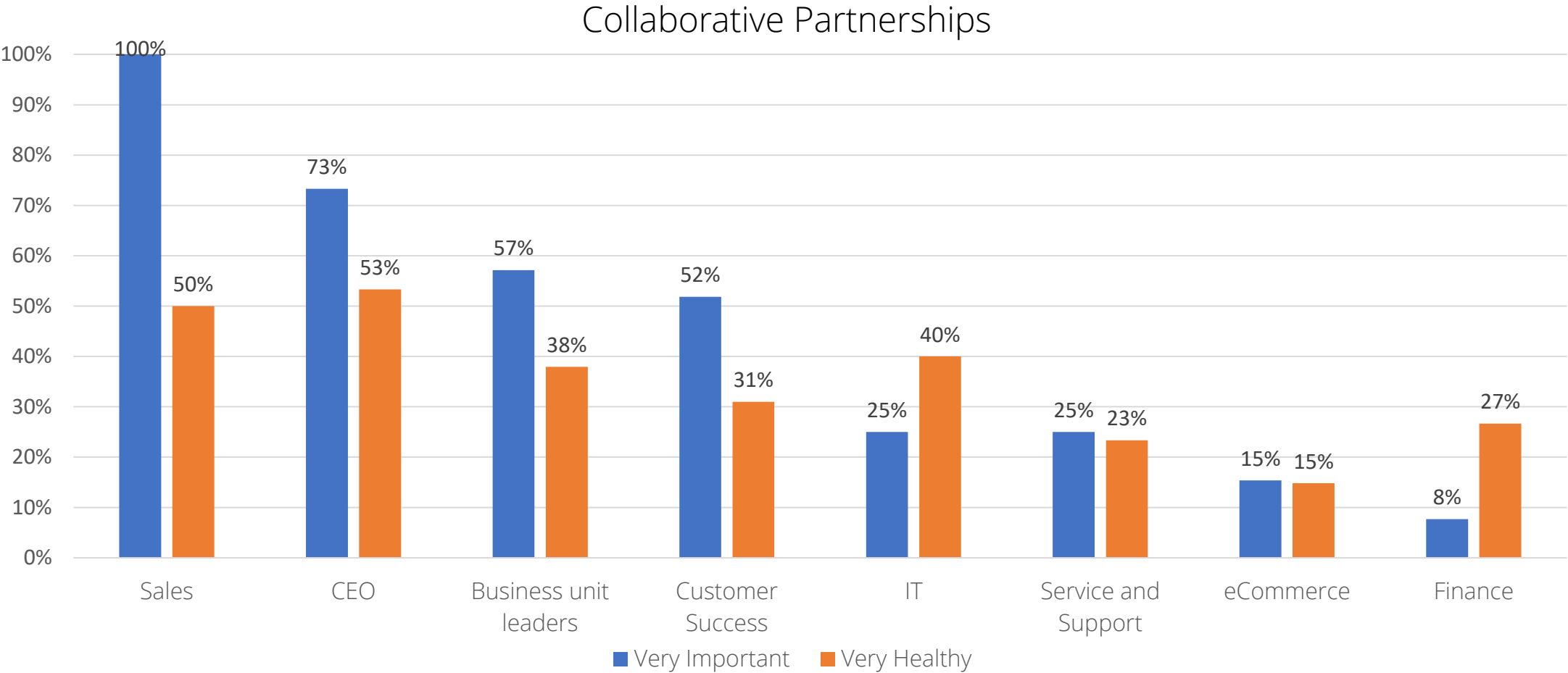


Who are the Most
Critical
Collaborative
Partners?



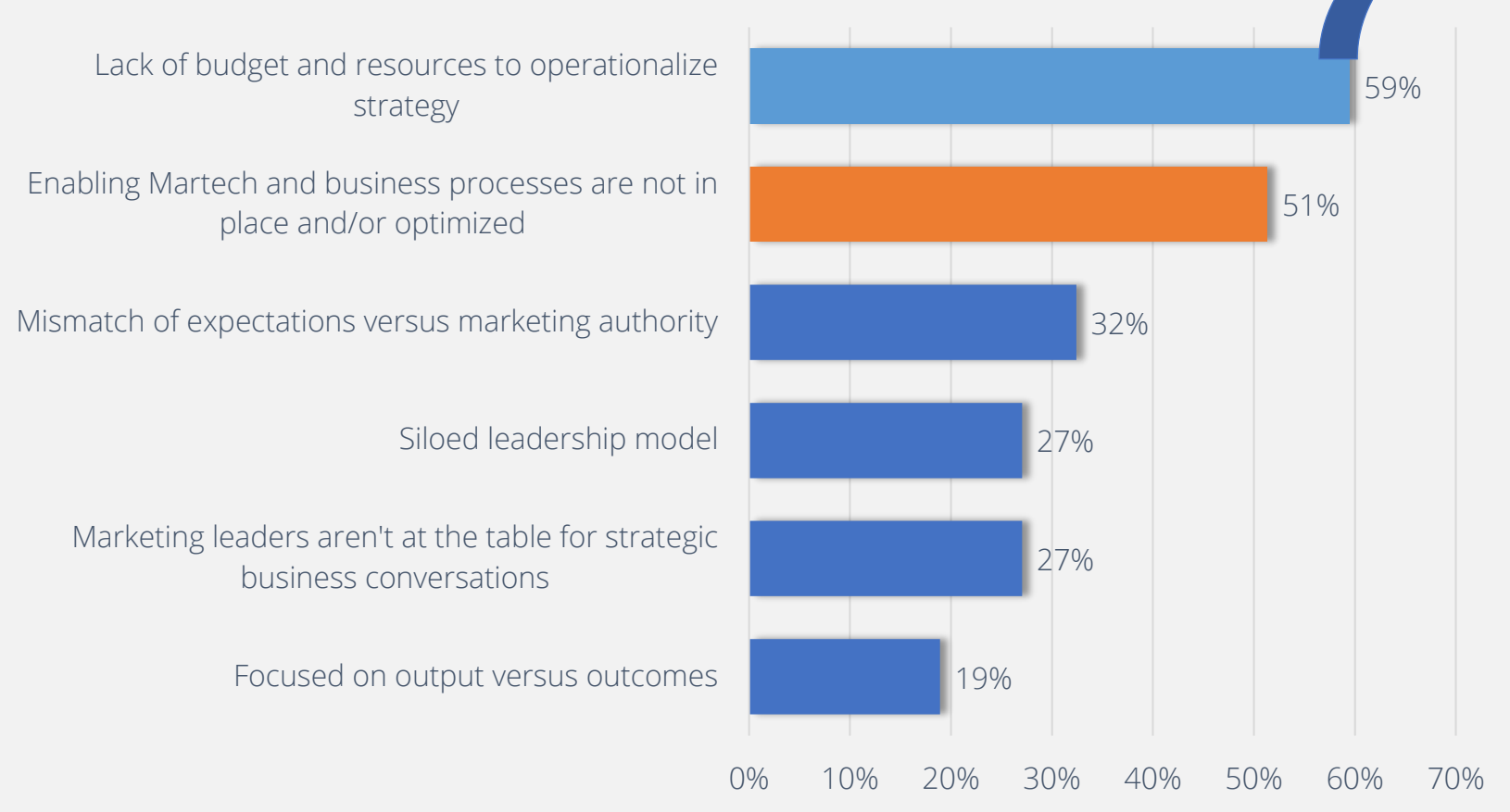
Sales is Most Important Collaboration, but Health of Relationship is Low

Q: Please indicate how important you feel that strong alignment and collaboration with the following partners are in relation to the overall effectiveness of your company's marketing strategies.

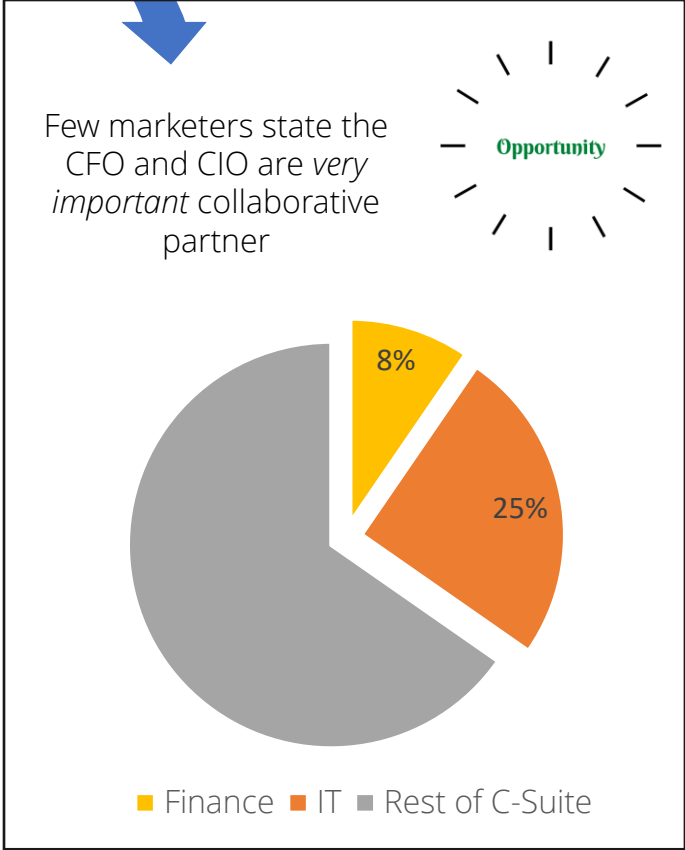


Top 6 Areas Impeding Marketing's Success

Q: What is keeping marketing leaders from succeeding?



IDC Barometer Future of Marketing Survey, January 2021, N=46



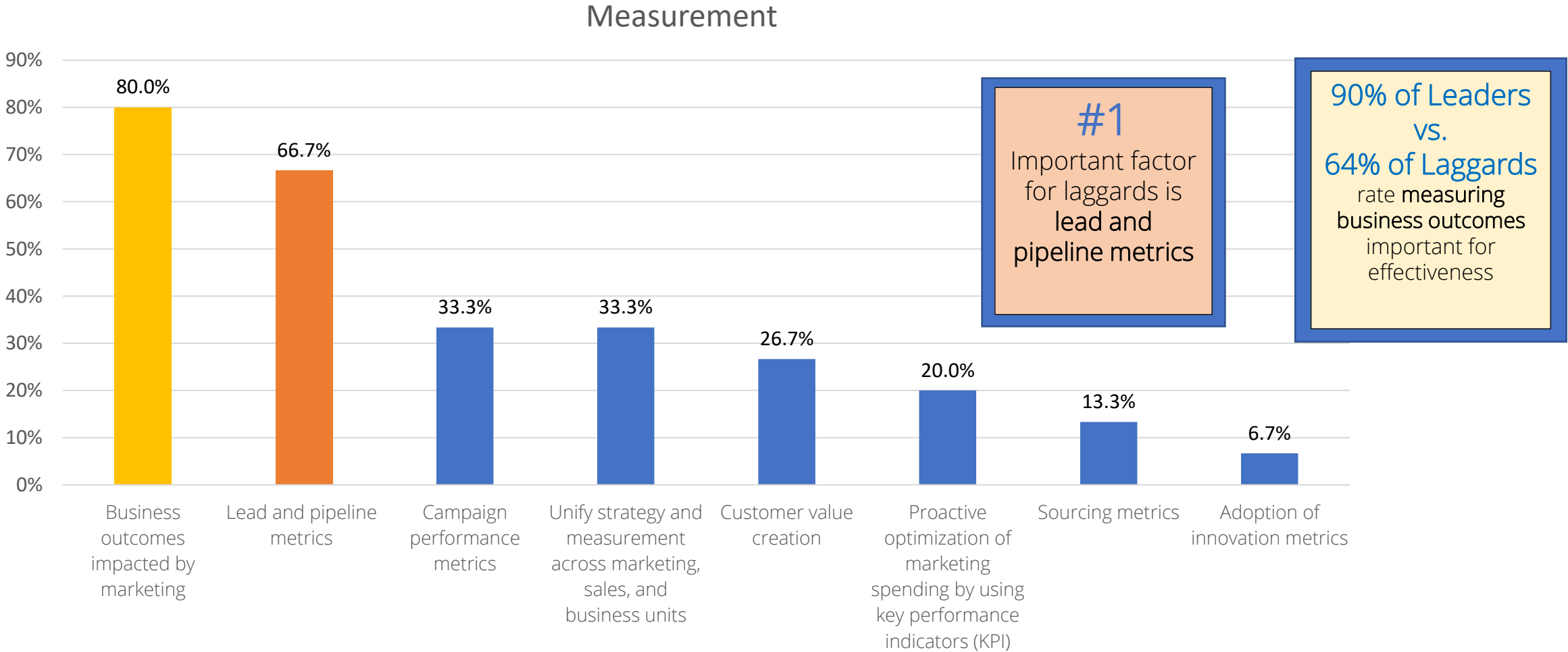
N=49
IDC Marketing Effectiveness & Metrics that Matter Survey, Feb. 2022

Which Success Metrics Matter?



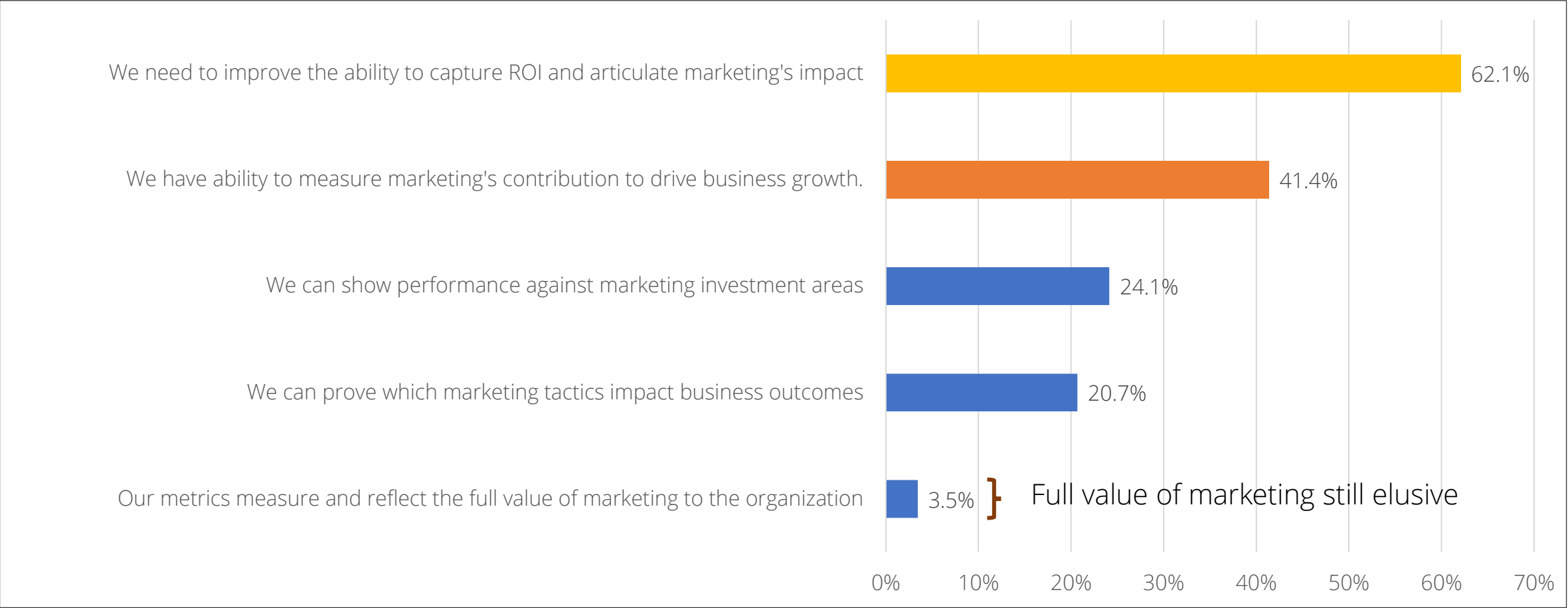
Shift to **Measuring Outcomes** Tied to Importance for Overall Marketing Effectiveness

Q: Please indicate which of the following factors are the most important to maximize the *overall effectiveness* of your company's marketing strategies.



Marketing Gains In Ability to Measure Contribution to Business Growth. Improvement Still Needed to Prove Full Value.

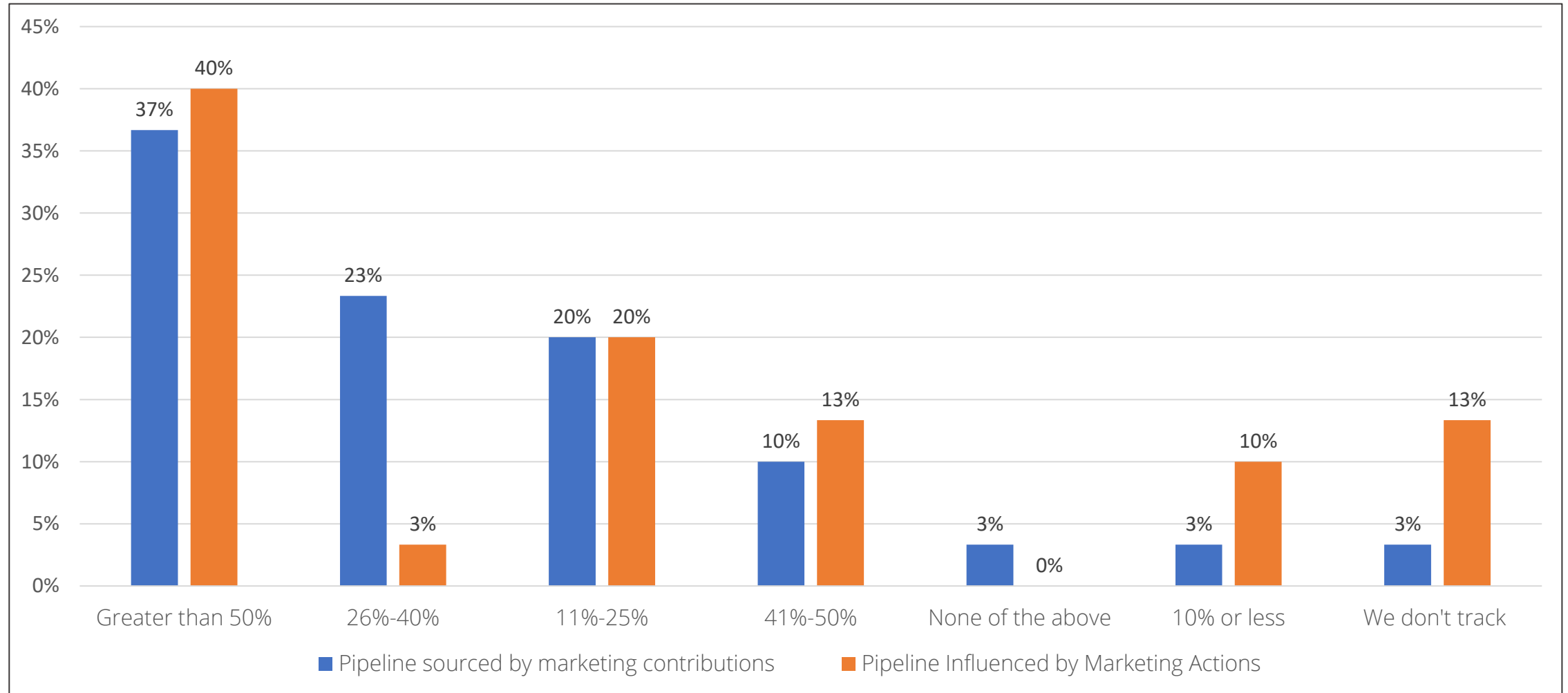
Q: Please indicate which statement about marketing's strategic goals and objectives is most applicable.



Progress Tracking Marketing's Impact on the Pipeline

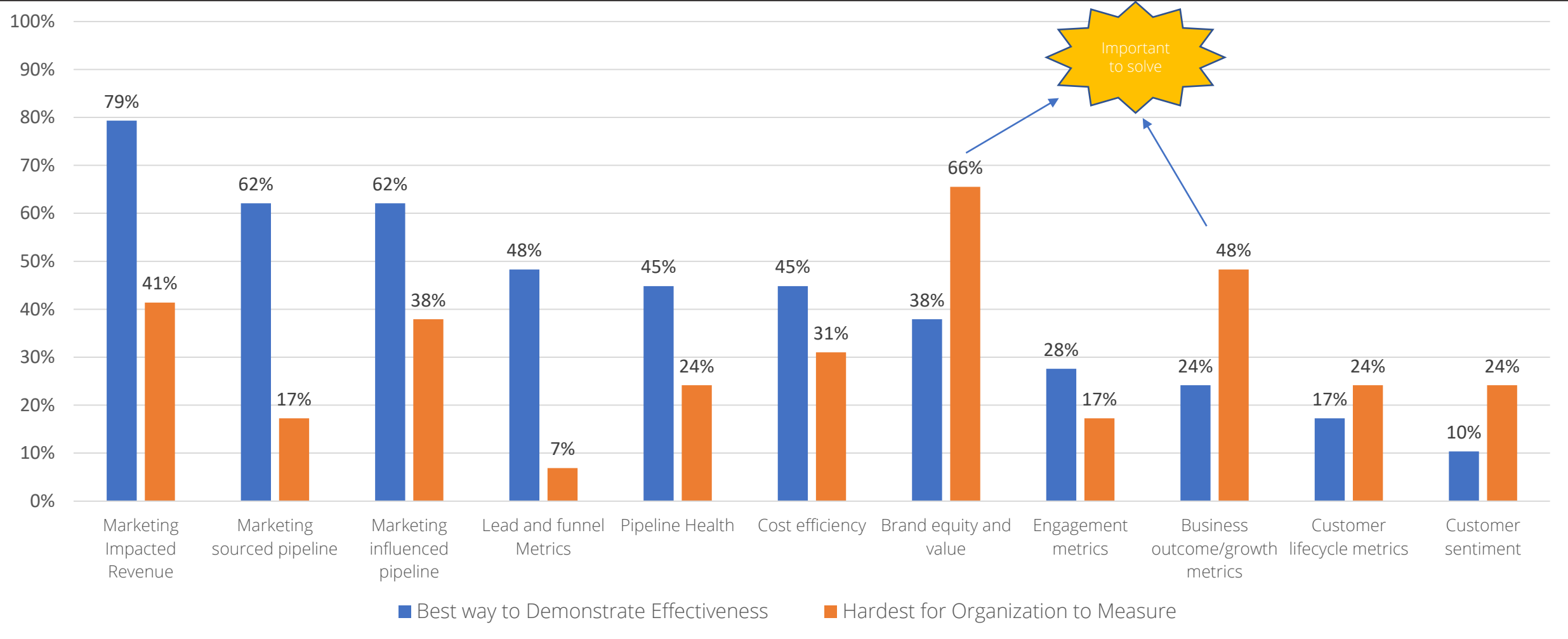
Q: How much of your sales pipeline is currently sourced primarily or uniquely by marketing contributions?

Q: How much of your sales pipeline is currently influenced by marketing actions (i.e. tactics that accelerate path to decision/purchase; upsell/cross sell)?



Challenges Remain to Best Demonstrate Marketing Effectiveness

Q: Please choose which key performance indicators (KPI) are the best way for your organization to demonstrate marketing effectiveness.
Q: Please choose which key performance indicators (KPI) are *the hardest* for your organization to measure and report-out

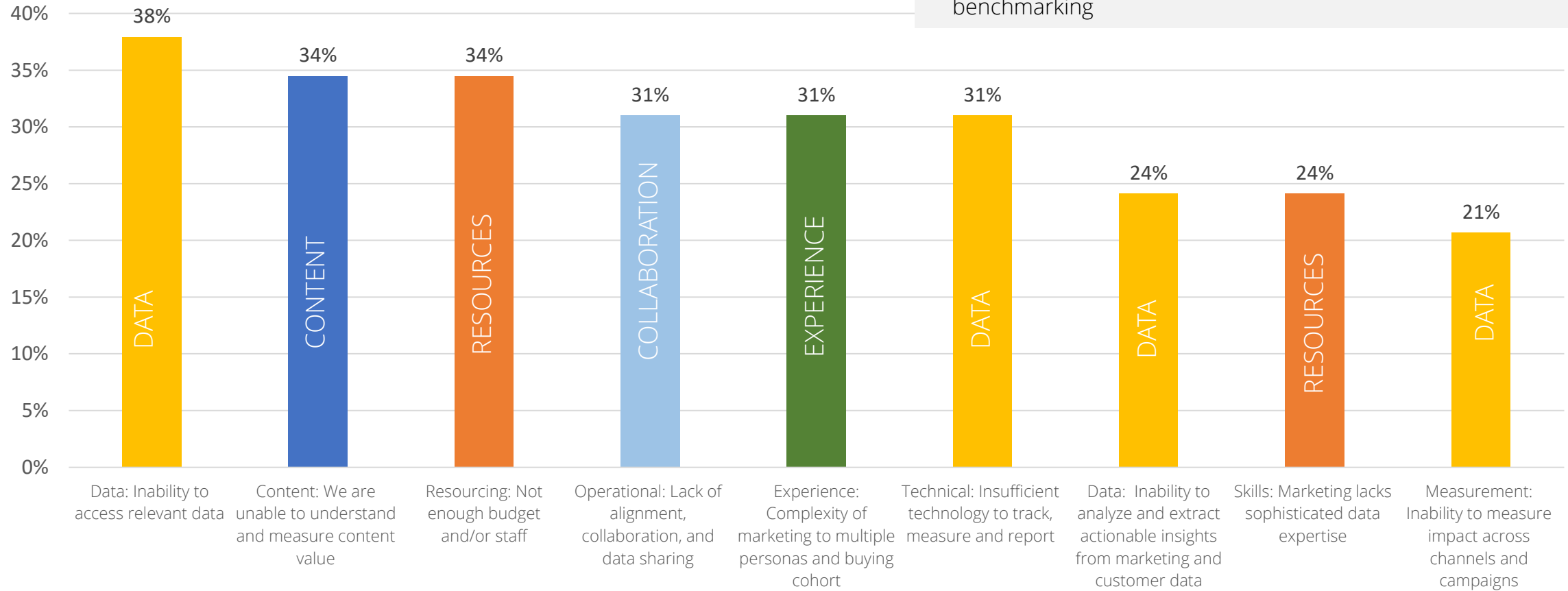


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Source: IDC's Marketing Effectiveness & Metrics that Matter Study, 2022

Biggest Barrier to Measuring Effectiveness: Falling to the Level of Marketing's Systems

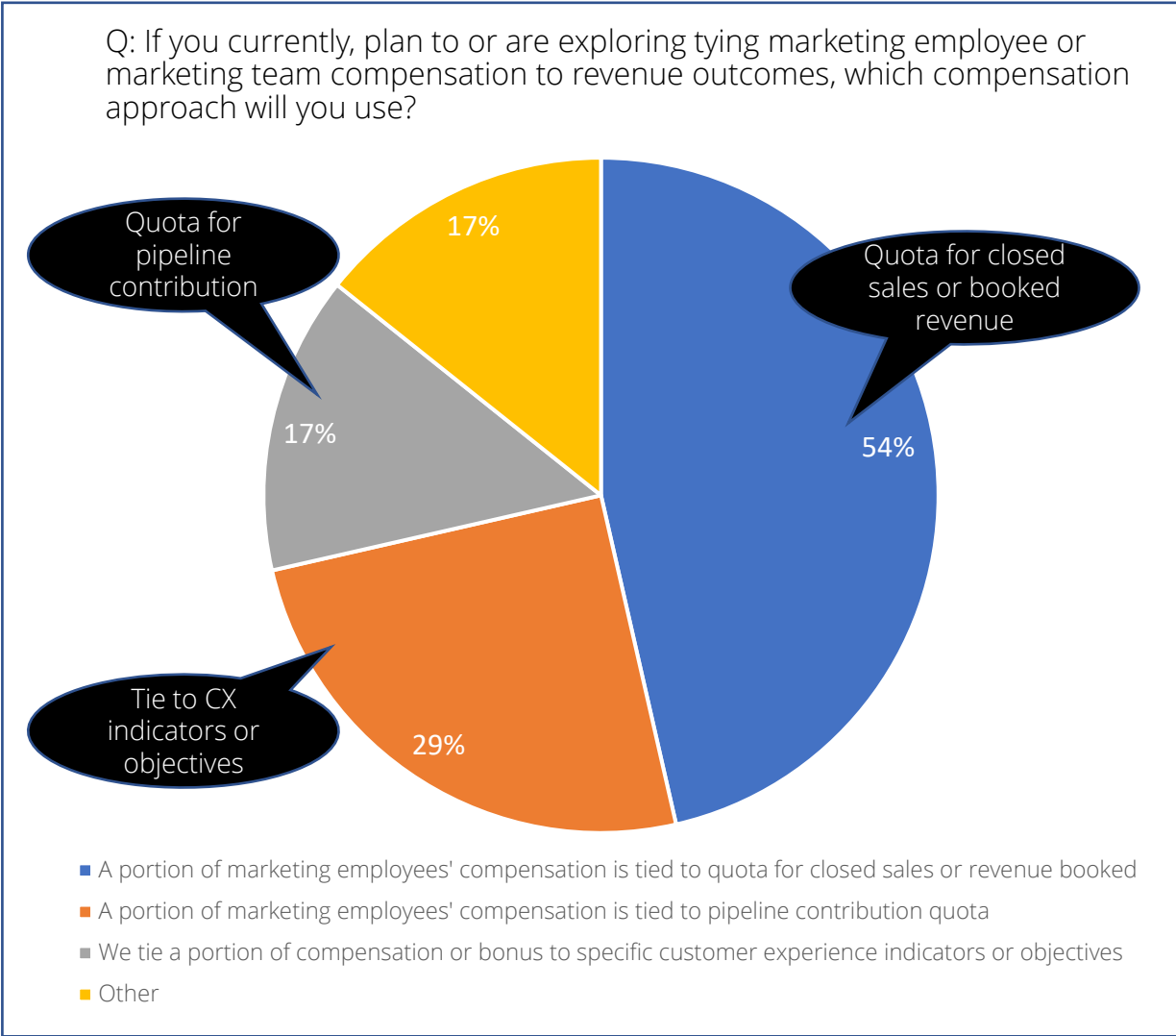
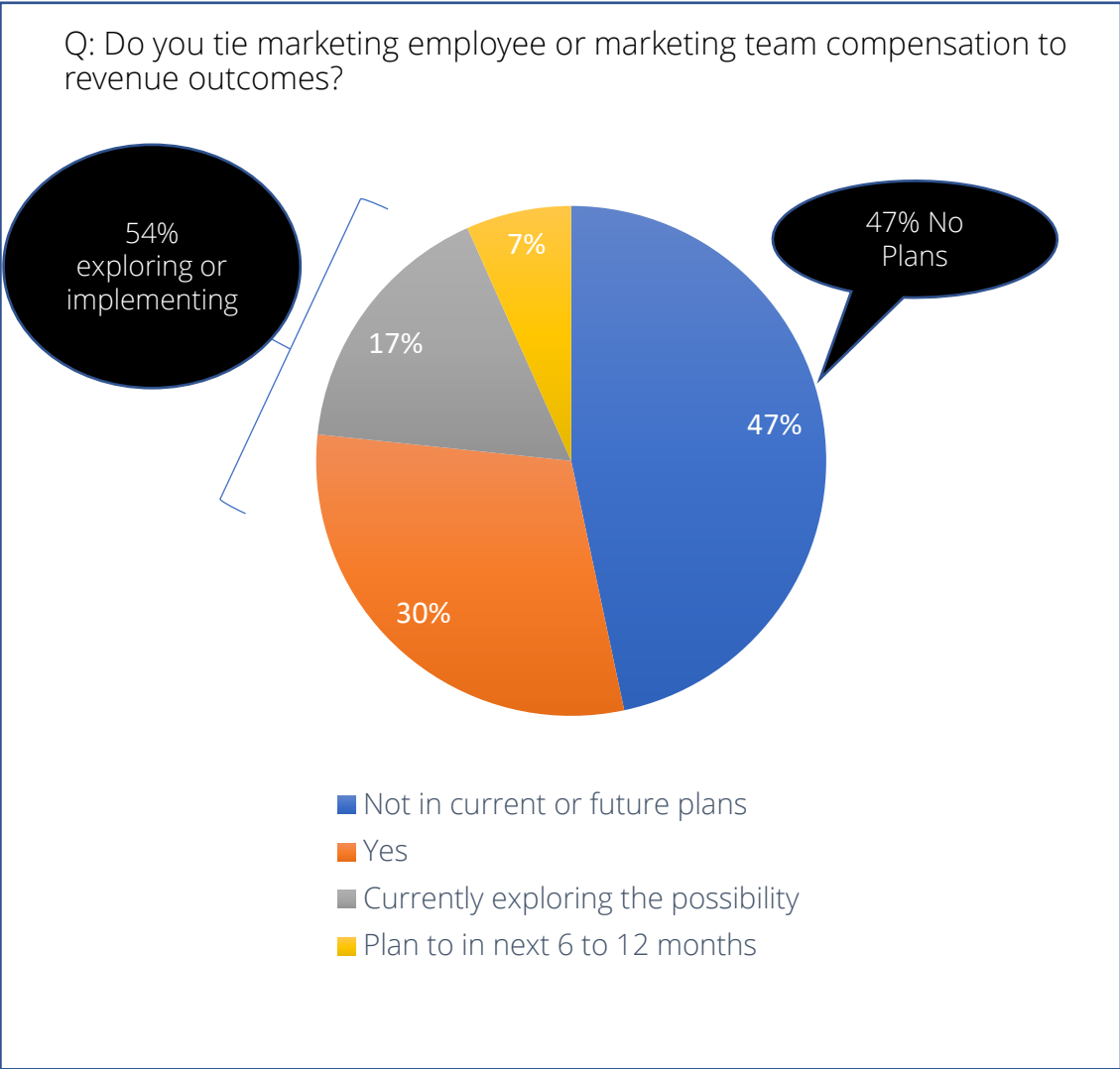
Q:What is the biggest barrier(s) to successfully measure marketing's effectiveness?

- **Data** remains biggest barrier to measurement
- **Content marketing** overhaul needed
- **Resourcing** –importance of CFO relationship and benchmarking



Tie to Employee Experience

Marketing Compensation is Evolving



Essential Guidance



3 Immediate Actions to Take

1 Benchmark Your Spend, Organization & Brand

- It takes the right investment, staffing and organizational structure for the most effective marketing organization. It is critical to have an evidence-based understanding of how you stack up against industry marketing leaders and what it takes to win in your business lifecycle stage.
- Conduct a brand study to determine how your brand stacks up against your competition, identifying brand marketing investments, along with establishing a tangible methodology for proving out brand value.

2 Invest to Transform Content Marketing

- To serve the digital-first customer, content needs to evolve to meet the needs of a buying cohort and support their full journey, rather than islands of episodic content creation we experience today.
- Start with a deep assessment of your end-to-end content marketing practice including evaluating: Strategy, Talent, Organization, Governance, Business Processes, Data and enabling Technology. The assessment will inspire a prioritized roadmap to systematically address gaps, challenges and opportunities.

3 Identify Outcomes-based Metrics & Game Changing Technology

- Collaborate with your CFO to identify growth goals and agreed to ways to determine what success looks like.
- Get started with implementing Customer Data Platforms (CDPs) to connect disparate data. Test machine learning and artificial intelligence to identify patterns, deeper and previously unknown insights to uncover proof of marketing impact.



Thank you!



Laurie Buczek

Vice President
CMO Advisory Practice
lbuczek@idc.com



Warren Lane

Sr. Research Analyst
CMO Advisory
wlane@idc.com
@warrenlane_IDC

Special PSA IDC's Tech Marketing Benchmark Season is Here

★★★★ 20th Anniversary ★★★★★



- We invite you to participate in IDC's 20th annual benchmark **now through June 3rd**.
- In return, receive the complimentary 2023 Marketing Investment Planner with 56+ Key Performance Indicators, including 20+ staffing categories, 40+ program investment categories.

To Participate Reach Out To:
Warren Lane
Sr. Research Analyst
wlane@idc.com

