# CMO & CIO COLLABORATION

## THE NEED TO ALIGN MARKETING AND IT - MOCKUP DASHBOARD

### The Rising Importance of Marketing
Table 1

| | Number | Average 5-year sales growth (per cent) |
|---|---|---|
| Business services | 79 | 1,070 |
| • Information technology | 22 | 542 |
| • *Marketing* | *22* | *1,437* |
| • Human resources | 9 | 1,242 |
| • Communications | 6 | 407 |
| • Other | 20 | n.a. |
| Software development | 30 | 1,299 |
| • Business management | 8 | 2,291 |
| • *Marketing* | *5* | *930* |
| • Other | 147 | n.a |
| Manufacturing | 23 | 990 |
| Wholesale or distribution | 15 | 1,226 |
| Financial services | 14 | 751 |
| Construction | 12 | 958 |
| Consumer services | 12 | 1,115 |
| Natural resource services | 6 | 347 |
| Retail | 5 | 741 |
| Food | 3 | 920 |
| Media | 1 | 304 |

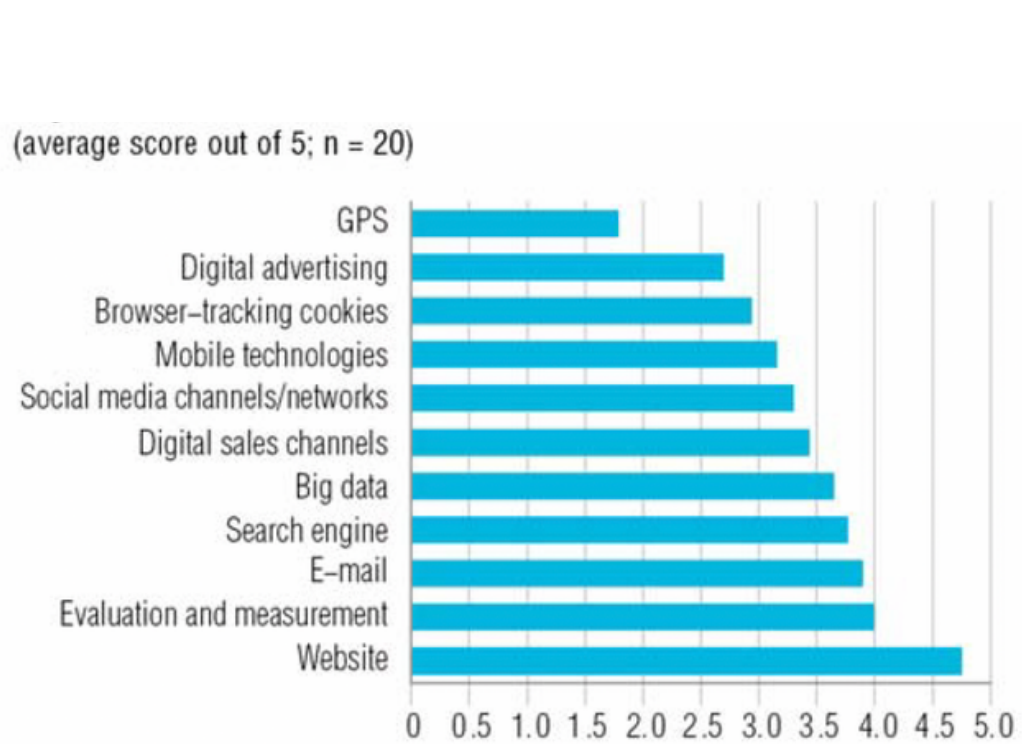n.a. = not applicable
Source: Profitguide.com.

**Visualization Notes**
Tracking the growth of *Marketing* in Business Services and Software Development sectors.

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AIDI-1001-02 VISUALIZATION

### Important/Trending Digital Marketing Solutions
Chart 1

(average score out of 5; n = 20)



Source: The Conference Board of Canada.

**Visualization Notes**
Rank in order to compare which Digital Marketing solutions are trending among users.

### Mobile Device Uses, 2011
(percentage of respondents)
Table 1

| | Canada | United States |
|---|---|---|
| Send text messages | 69.2 | 74.3 |
| Photos | 55.1 | 60.3 |
| E-mail | 35.9 | 40.8 |
| Access social network | 31.2 | 35.3 |
| Access weather | 29.8 | 35.2 |
| Games | 30.8 | 31.4 |
| Search | 25.6 | 29.5 |
| Maps | 21.6 | 26.5 |
| News | 20.1 | 25.5 |
| Sports | 16.0 | 21.8 |
| Finance | 11.4 | 15.1 |
| Online retail | 6.1 | 12.2 |

Source: comScore.

**Visualization Notes**
Marketing can be improved using the Big Data being generated through mobile devices. Here we keep track of the most common ways people use their mobile devices.

### Alignment of Marketing & Information Technology (per cent)
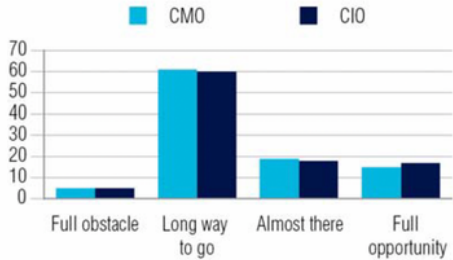Chart 2
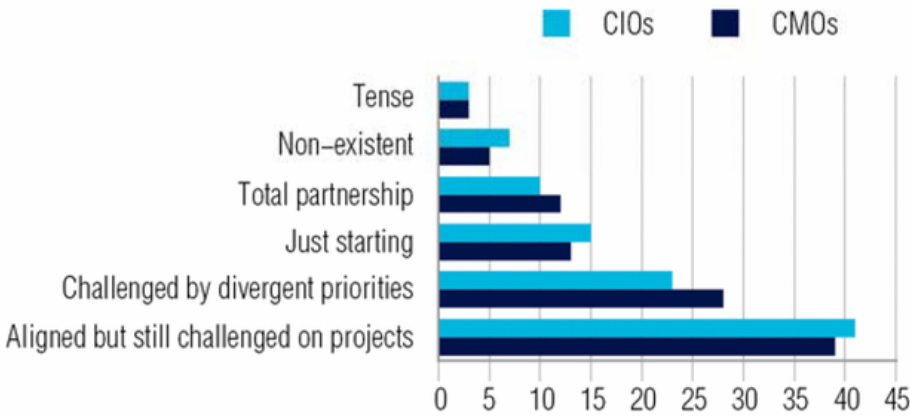


Source: SAS, *Big Data's Biggest Role*.

### Is Big Data an Obstacle or Opportunity
(percentage of respondents)
Chart 3



Source: SAS, *Big Data's Biggest Role*.

### Board's Attention on IT Topics
(percentage of respondents; n=1,153)
Chart 4



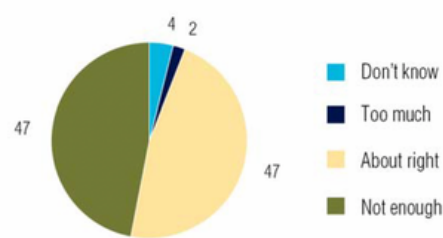Source: Bloch, Brown, Sikes, *Elevating Technology on the Boardroom Agenda*.

**Visualization Notes**
Understanding the CMO's & CIO's opinion on whether big data is an obstacle or an opportunity is crucial to align Marketing and Information Technology.

**Chart 4: Board's Attention on IT Topics**
Smaller the "Don't know" and "Not enough" sections are, the better an organization understands the importance of improving collaboration between CMO and CIO.