

MARKET PULSE

Do You Market Well?

MarketingProfs Today reports that the results of the 11th annual Marketing Performance Management Survey are out. This year's survey was conducted jointly by Vision Edge Marketing, ITSMA, and Forrester.

More than 400 business and marketing professionals from over 200 companies completed the survey, which was designed to assess Marketing's performance: specifically, how marketers use data, metrics, and analytics.

Some of the key findings include:

—Just 40% of marketers say measuring Marketing's value and contribution to the business is very important or critical.

—However, less than 10% of senior executives are relying on marketing data to make decisions.

—The C-suite can't relate marketing activity-based metrics to business outcomes.

—The "A" marketers are ahead because they know what their key stakeholders care about.

—These "A" marketers are actually moving two of the most important business outcome needs: market share and customer satisfaction/loyalty.

Check out the following infographic, which summarizes key findings from the Forrester/ITSMA/VEM joint study to learn how "A" marketers are measuring business outcomes and using analytics. ❖

