



THIRD EDITION

Marketing Intelligence Report

Insights from 2,500+ marketers worldwide on data, analytics, and privacy in the digital-first era



What You'll Find in This Report

For the third edition of the Marketing Intelligence Report, Salesforce surveyed over 2,500 marketing decision makers globally to discover:

- How marketers define their roles in the digital-first era
- How marketers are adapting to a privacy-focused data ecosystem
- The role of data in marketing-led growth and customer experiences
- Trends in cross-channel marketing and analytics



What You'll Find in This Report

Data in this report is from an online survey conducted from December 16, 2021, through January 14, 2022, that generated 2,583 responses from marketing analysts, strategists, managers, directors, VPs, and CMOs. Respondents include marketers from B2B, B2C, and B2B2C companies across North America, South America, Asia Pacific, Europe, the Middle East, and Africa.

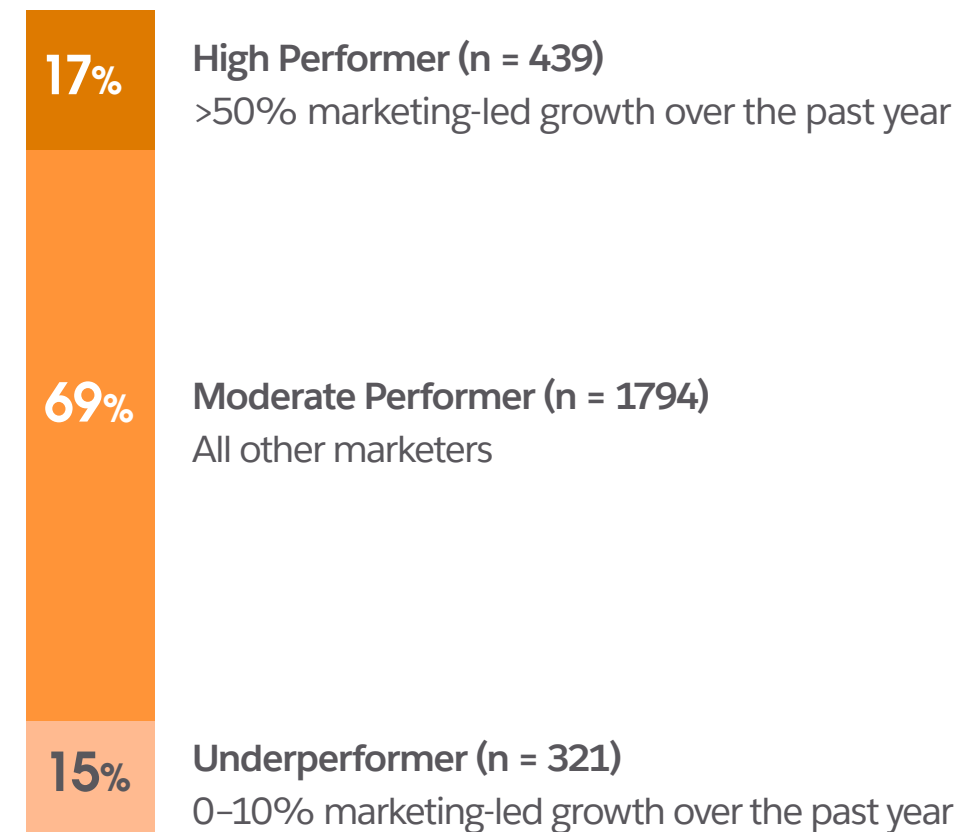
Additionally, six in-depth interviews were conducted by telephone from January 10–14, 2022, with senior marketers in each of the following countries: Australia, U.K., and the U.S.

Due to rounding, not all percentage totals in this report equal 100%. All comparison calculations are made from total numbers (not rounded numbers).

See [page 22](#) for detailed survey demographics.

Breakdown of Marketing Performance Levels

In several parts of this report, we classify survey respondents across the following tiers of marketing performance.



Contents

Executive Summary 05

01 | Marketers Welcome a Dual Mandate in the Digital-First Era 06

02 | Data Privacy Changes Inspire Strategic Shifts 08

03 | Success Means Data, and Data Means Success 11

04 | Cross-Channel Views Are a Dream Under Construction 15

05 | Data-Driven Marketing Requires Speed to Insight 18

Look Ahead: Tactics and Strategies 21

Survey Demographics 22

Appendix 24



Executive Summary

As customer behavior becomes digital-first,* marketers have embraced equally critical mandates: customer satisfaction and growth.

Data is the foundation of both of these objectives. Marketers use data to personalize customer experiences and build trusted relationships, and to optimize the return on investment (ROI) of campaigns and programs.

But gathering that data, preparing it, analyzing it, and ultimately turning it into insights is not without its challenges. As the quantity and variety of data continue to increase, and rules and norms around privacy take hold, effective use of data is becoming central to marketing success.

* Salesforce State of the Connected Customer, October 2020.

- 01 Marketers Welcome a Dual Mandate in the Digital-First Era**
Marketing's role has evolved to satisfying two mandates: driving growth by optimizing ROI, and improving the customer experience. **Marketers define customer satisfaction and return on marketing investment as the two most important success metrics.**
- 02 Data Privacy Changes Inspire Strategic Shifts**
New digital privacy policies are here to stay, and marketers are pivoting. **Ninety percent of marketers agree that recent data privacy changes have fundamentally changed how they measure marketing performance.**
- 03 Success Means Data, and Data Means Success**
A strong data foundation is critical to success – but not without its challenges. **Nearly four in five marketers say data quality is key to driving marketing-led growth and improved customer experiences.**
- 04 Cross-Channel Views Are a Dream Under Construction**
Nearly all marketers (98%) say it's important to have a complete view of cross-channel marketing. **Yet more than seven in 10 evaluate performance of channels separately, rather than in one centralized place.**
- 05 Data-Driven Marketing Requires Speed to Insight**
Marketers' top data analysis challenge is applying learnings to marketing strategies, and speed to insight plays a large role. **Twenty-seven percent of marketers monitor cross-channel performance monthly or less.**

01

Marketers Welcome a Dual Mandate in the Digital-First Era

At the heart of today’s marketing are two objectives: foster customer relationships and grow revenue.

Eighty percent of marketers surveyed say their organization leads customer experience initiatives across the business.*

94% of marketers globally view the marketing function as critical for driving growth, up from 87% last year.

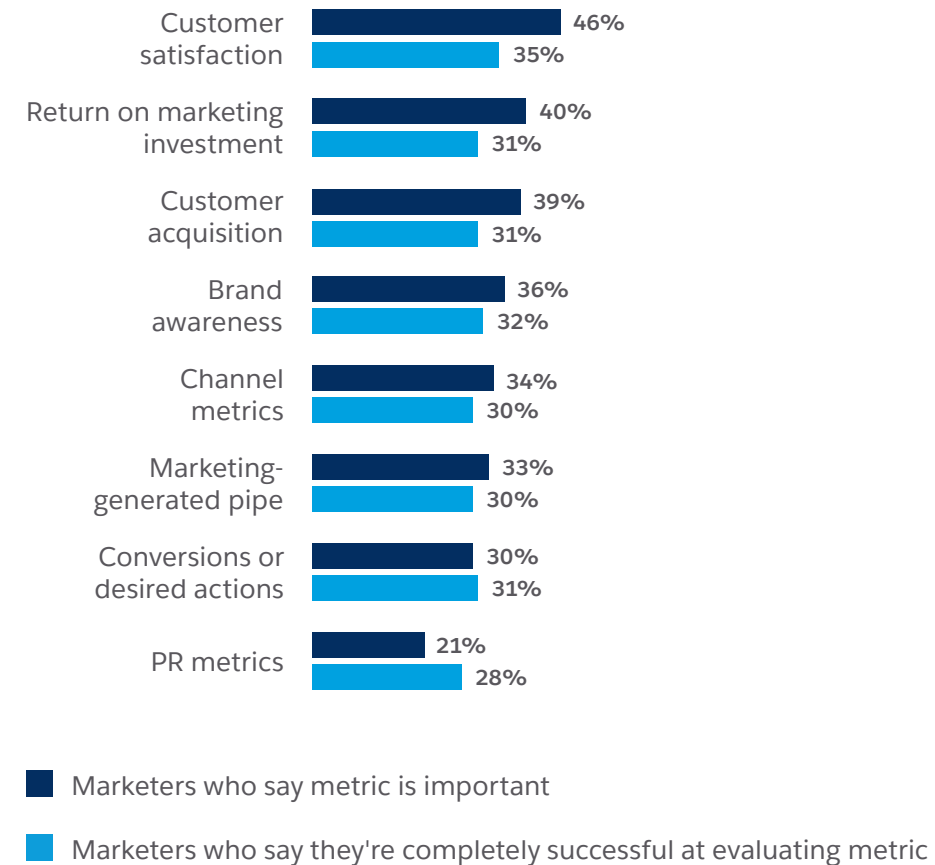
This is mirrored by how marketers define success: Nearly half say customer satisfaction is the most important metric, followed by return on marketing investment.

However, despite the importance of these metrics, marketers face difficulty evaluating them. In fact, fewer than two in five marketers say they're completely successful at this task.

*Salesforce State of Marketing, August 2021.

Customer Satisfaction and Growth Define Marketing Success

Top Metrics Defining Marketing Success



Respondents were allowed to select up to three responses.



Marketers Welcome a Dual Mandate in the Digital-First Era

Without a solid analytics strategy, marketers can't be certain they'll gather the data they need. Analytics strategies are at the heart of modern marketing, and marketers are building them on a foundation of customer and growth objectives.

Case in point: proving marketing's impact on both growth and the customer experience as the most important aspects of marketing analytic strategies.

“Reporting is a massive value proposition for new business pitches. We can demonstrate that we have an integrated dashboard that will show the success of a campaign ... Clients are able to see how the campaign is performing, which streams work best in market, and which are not delivering.”

INTEGRATED MEDIA MARKETING DIRECTOR
AGENCY; AUS

Without Impact, Marketing Analytic Strategies Go By the Wayside

Ranking of Importance to Marketing Analytics Strategies

- 1 Proving marketing's impact on growth
- 2 Proving marketing's impact on the customer experience
- 3 Accurate, validated data
- 4 Real-time data access
- 5 Reports and dashboards
- 6 Connecting data across all channels/sources
- 7 Media planning/pacing practices
- 8 Data taxonomy practices
- 9 Artificial intelligence-driven insights

Respondents were allowed to select up to three responses.

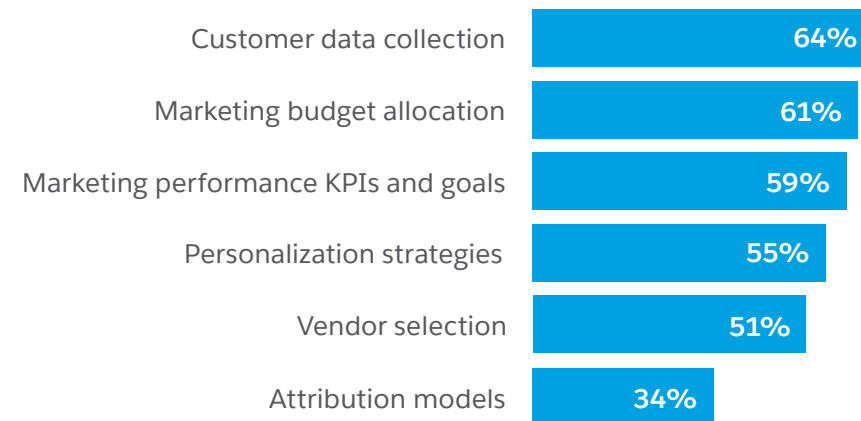


02

Data Privacy Changes Inspire Strategic Shifts

As Privacy Regulations Shift, Data Strategies Get a Shake-up

Marketers Who Made the Following Revisions in Response to Data Privacy Changes



Marketers Very Confident in Their Ability to Do the Following in Response to Privacy Changes



Over the past few years, data privacy regulations (whether regional, such as GDPR or CCPA, or from key technology providers, such as Apple Mail Privacy Protection and Google's third-party cookie deprecation) have pushed businesses to a consumer-first, consent-based approach to data collection.

In response, marketers are focused on earning and maintaining trust with customer data. Additionally, certain performance measurements – [such as email opens](#) – are now less relevant as technology providers promise expanded privacy protections for their users.

90% of marketers agree that recent data privacy changes have fundamentally changed how they measure marketing performance.

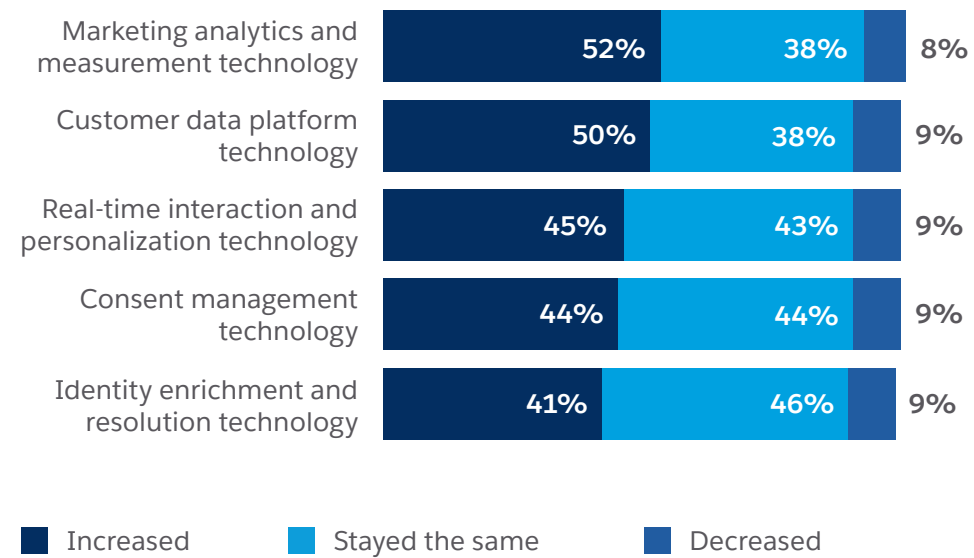
Accordingly, marketers are facing headwinds in this new dynamic, most notably in measuring ROI and channel performance and understanding audiences.

02

Data Privacy Changes Inspire Strategic Shifts

Privacy Changes Spur Shifting Technology Investments

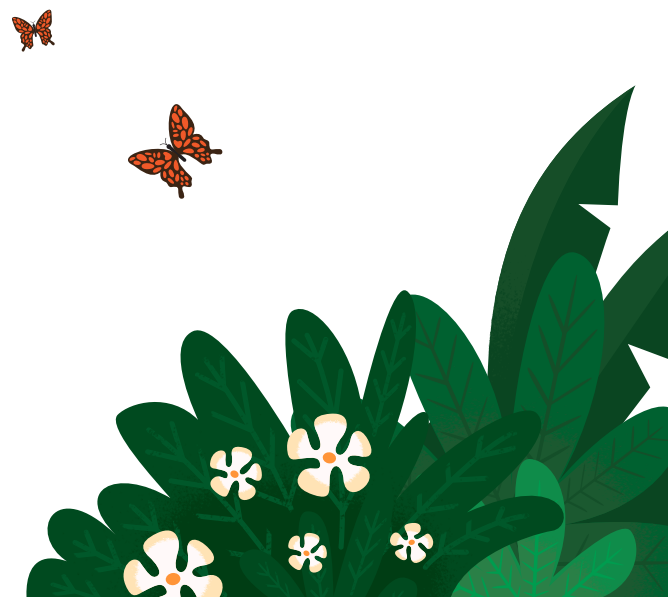
Marketers' Technology Investments in Response to Privacy Changes



Technology is core to marketers' adaptation to shifting privacy standards and expectations.

More often than not, marketers are increasing or maintaining investments in platforms that help them measure performance or understand customers (for example, marketing analytics and customer data platforms, respectively).

Across the board, only a small minority of marketers are decreasing their technology investments.

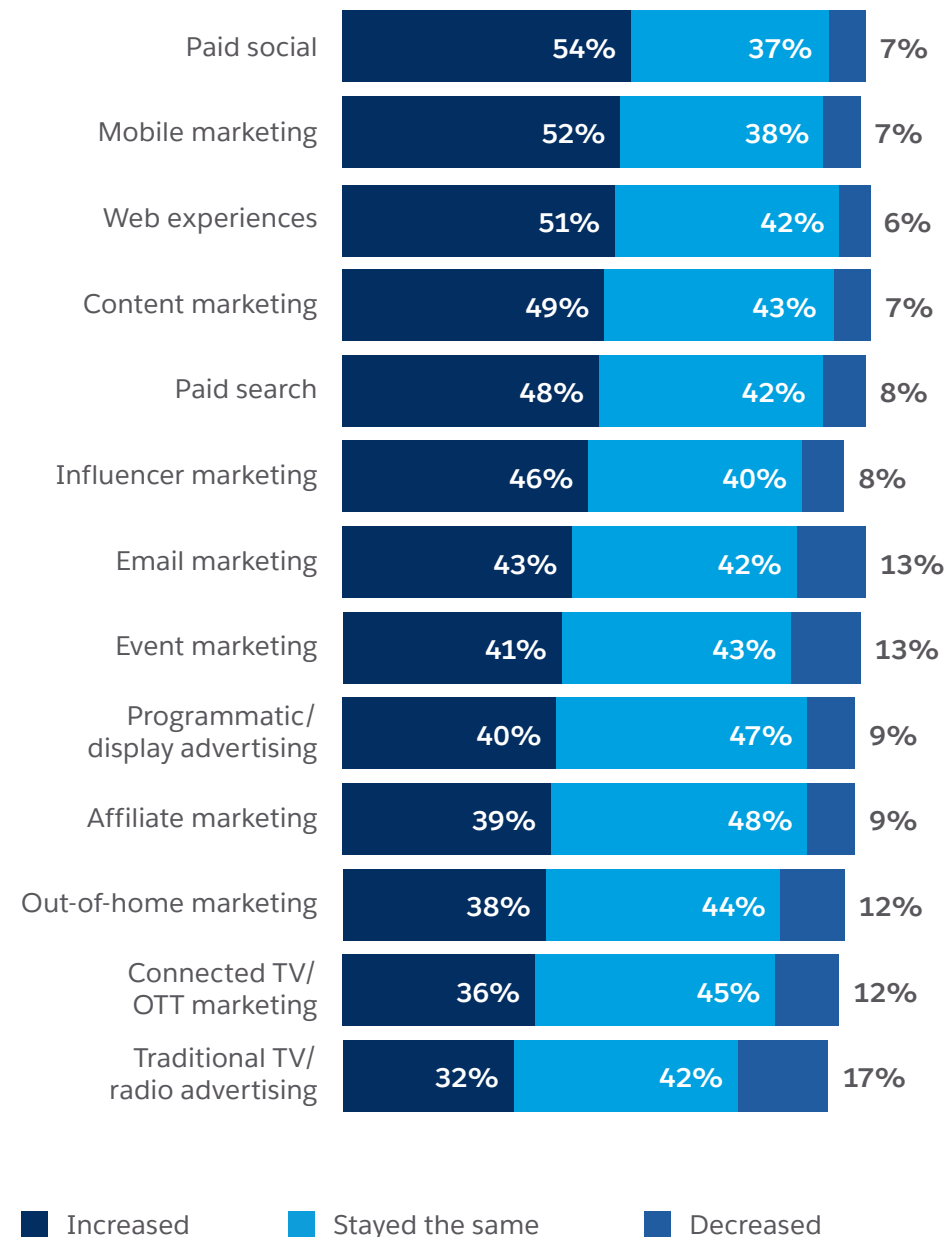


02

Data Privacy Changes Inspire Strategic Shifts

Marketers Are Digital-First Amid Privacy Changes

Investment in Marketing Tactics in Response to Data Privacy Changes



From a tactical perspective, about half of marketers have increased their investment in paid social, mobile marketing, and web experiences. Conversely, legacy channels such as traditional TV/radio advertising were most likely to see divestment.

This reflects a continued trend of expansion into digital mediums as customers increasingly shop and do business online. Fifty-eight percent of consumers expect to do more online shopping after the pandemic than before, and 80% of business buyers expect to conduct more business online.*

*Salesforce State of the Connected Customer, October 2020.

03

Success Means Data, and Data Means Success

Whether for growth or for the customer experience, marketers need reliable data to demonstrate the value of their programs and to drive outcomes.

Nearly four in five marketers globally say data quality is key to driving marketing-led growth and the customer experience.

According to marketers, the second most important factor for growth and the customer experience is that marketing and sales teams share business objectives. Alignment on goals may encourage these teams to cooperate with each other and serve customers in a more unified way.

Data Quality Drives Growth and the Customer Experience

Marketers Who Say the Following Is Key for Driving Given Outcomes

	Marketing-led Growth	Customer Experience
Data quality	79%	77%
Shared marketing and sales business objectives	74%	75%
Cross-channel analytics	73%	72%
Collaboration across distributed teams	73%	75%
Real-time personalization	71%	74%
Testing new marketing channels/platforms	71%	72%
Artificial intelligence performance insights	69%	71%
Unified customer profiles	67%	71%

"Key" is defined as rating the factor "absolutely essential" or "very important" for driving growth or the customer experience, respectively.

03

Success Means Data, and Data Means Success

Harnessing data to prove marketing success is, for many practitioners, easier said than done.

80% of marketers say their ability to track ROI for each marketing investment needs improvement.

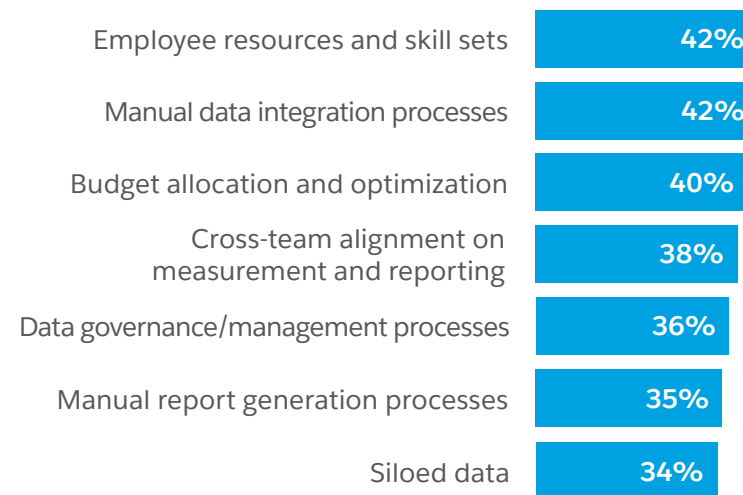
Marketers say employee resources and manual data integration are top challenges that hinder their ability to efficiently evaluate performance.

Attracting the right people is particularly key in the midst of the “Great Resignation” and the rise of the [hybrid workplace](#) – and for many marketers, finding and retaining talent with analytics proficiency has proven difficult.

Further, data integration processes such as data retrieval, preparation, and modeling often require more technical skill sets to build and can take a substantial amount of time and resources to manage.

People and Process Gaps Hinder Performance Evaluation

Top Challenges in Evaluating Marketing Performance



Respondents were allowed to select up to three responses.



03

Success Means Data, and Data Means Success

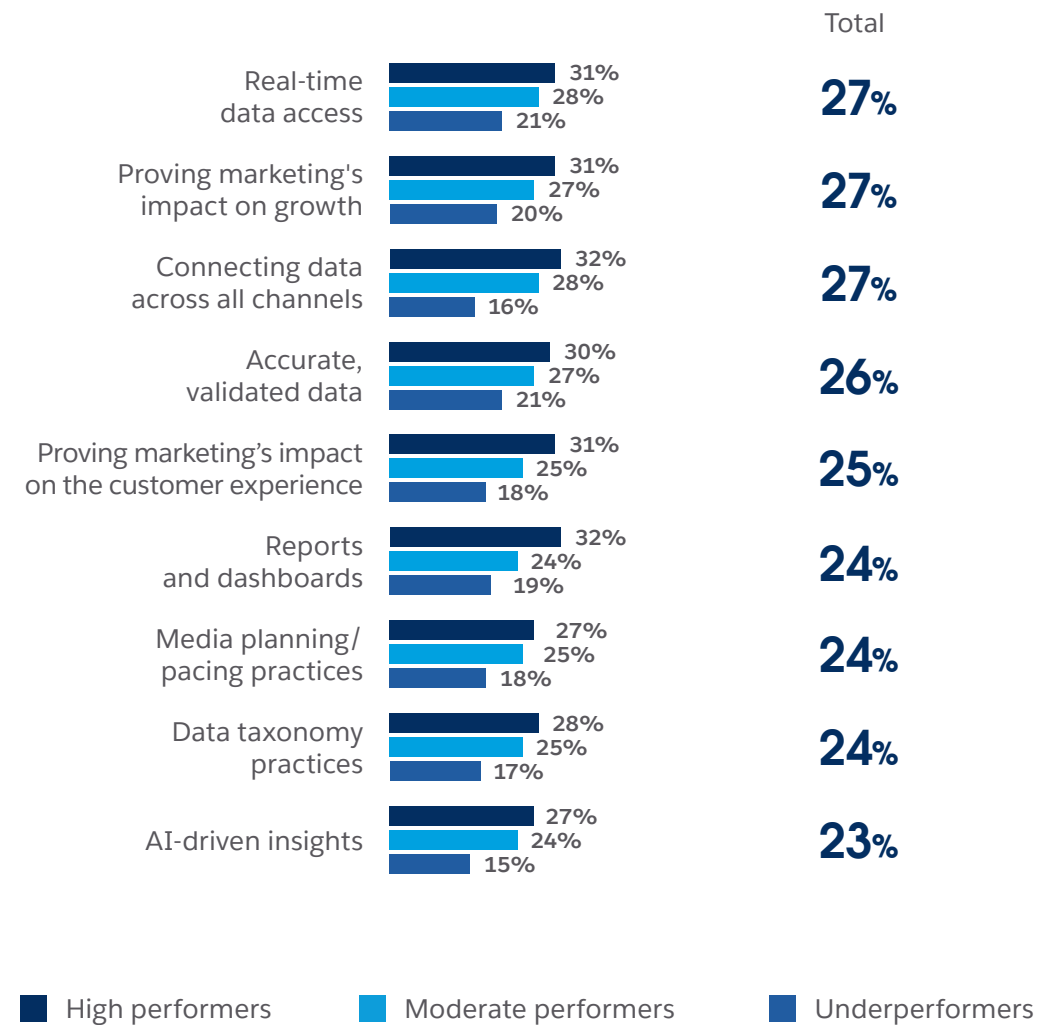
A lot goes into developing an effective marketing analytics strategy, and marketers indicate there may be room for improvement in how their organizations go about it. Only about one in five marketers say their company “exceeds expectations” on any analytics component. In particular, AI-driven insights, data taxonomy, and media planning and pacing have the most opportunity for development.

Previous research underscores the importance of addressing AI, with 64% of high-performing marketers having a defined AI strategy, compared to only 45% of underperformers.*

Prioritizing data quality can also be a competitive differentiator. **High performers are two times more likely than underperformers to report exceeding expectations in connecting data across channels.**

Marketing Analytics Strategies Have Room for Improvement

Marketers Who Say Their Organization's Performance on the Following "Exceeds Expectations"



*Salesforce State of Marketing, August 2021.

03

Success Means Data, and Data Means Success

Despite marketers' clear need for high-quality data and analytics, many lag behind in their investment in the people, tools, and processes that make it possible.

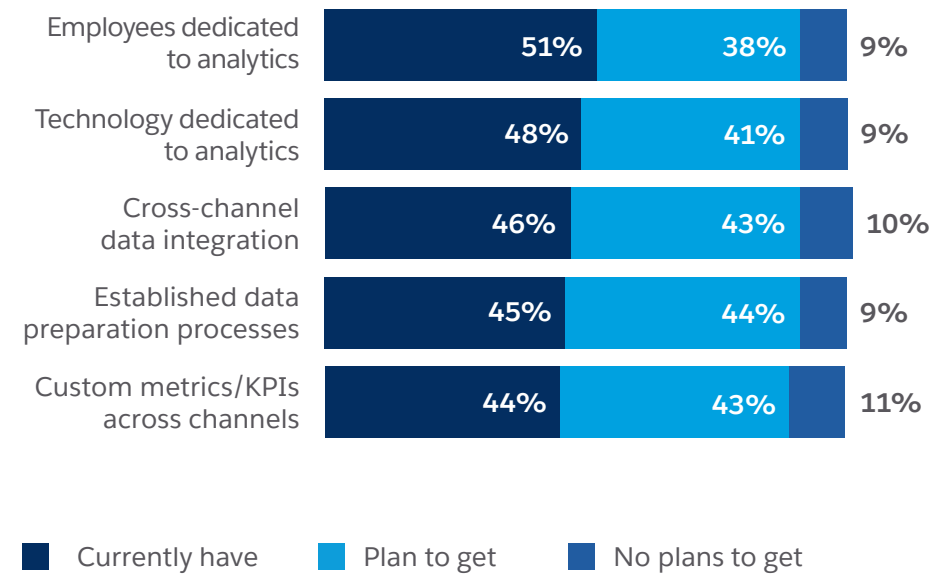
Only 51% of marketing teams currently have employees dedicated to analytics.

Even fewer have resources dedicated to analytics technology, or the practices – such as data integration and preparation – that are key to measuring and optimizing marketing success.

Still, marketers intend to catch up: About two in five marketers say they plan to invest in these areas.

Gaps Exist in Companies' Data Practices

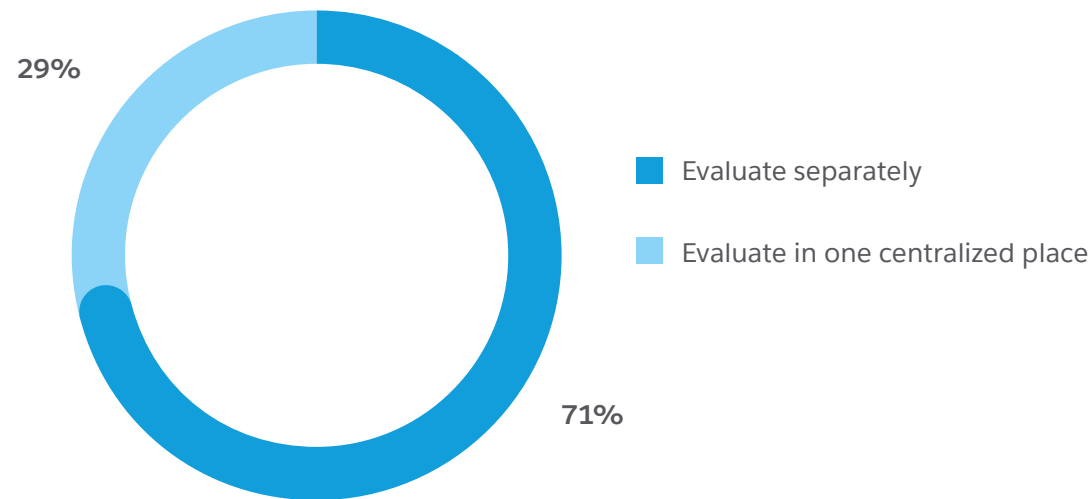
Marketing Teams That Have or Plan to Have the Following



Cross-Channel Views Are a Dream Under Construction

Marketers Desire a Cross-Channel View, but Are Stuck in Silos

How Marketers Evaluate Cross-Channel Performance



How Marketers Evaluate Performance*



* Base: Marketers who evaluate performance separately.

Marketers expect the number of data sources they use to grow year over year,** increasing the potential for siloed data. Unsurprisingly, marketers feel having a centralized view of all this data is critical.



98% of marketers emphasize the importance of having a complete, centralized view of all cross-channel marketing.

Yet 71% of marketers evaluate the performance of their cross-channel marketing in silos – either individually at the channel (46%) or platform (51%) level, rather than in one centralized place.

** Salesforce State of Marketing, August 2021.

Cross-Channel Views Are a Dream Under Construction

Integrating and Managing Data Is Critical, but Challenges Remain

Top Challenges Faced with Data Integration and Management

- 1 Data integration from aligned business units
- 2 Data preparation across sources
- 3 Automating data connections
- 4 Data inconsistencies
- 5 Data volume
- 6 Creating consistent KPIs across channels/platforms
- 7 Data and analytics skill sets
- 8 Adequate data availability and permission
- 9 Time spent on manual data preparation

Respondents were allowed to select up to three responses.

Data integration and management remain roadblocks in the quest for a cohesive view of cross-channel performance. Marketing analytics can span organizational departments and disciplines, meaning that linking disparate data sources is not easy.

Marketers report obstacles both in connecting data from aligned business units (for example, product and sales teams) and preparing data across sources (for example, cleansing, modeling, taxonomy) when integrating their data.

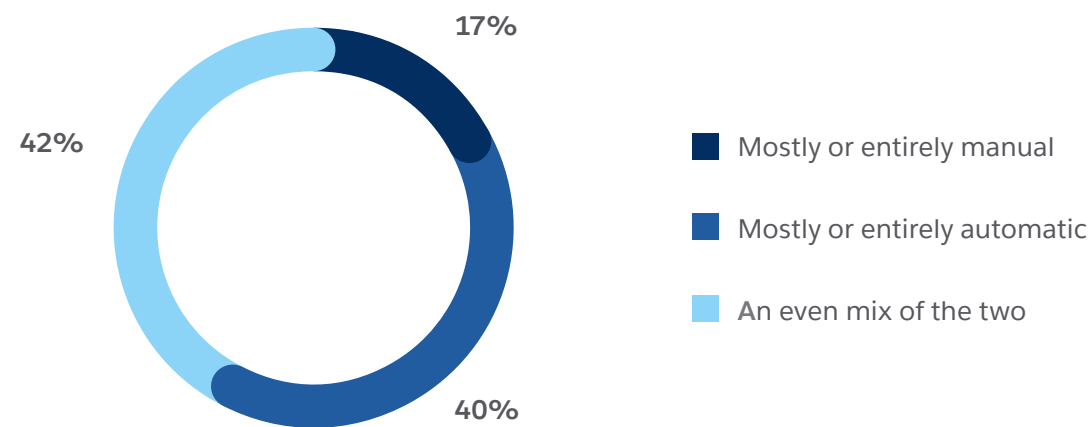
“When you have these disparate departments, they're not talking horizontally to one another, and all of a sudden, you see an email go out that has nothing to do with the print ad that is running, and social is talking about something completely different as well.”

VP MARKETING
RETAIL; U.S.

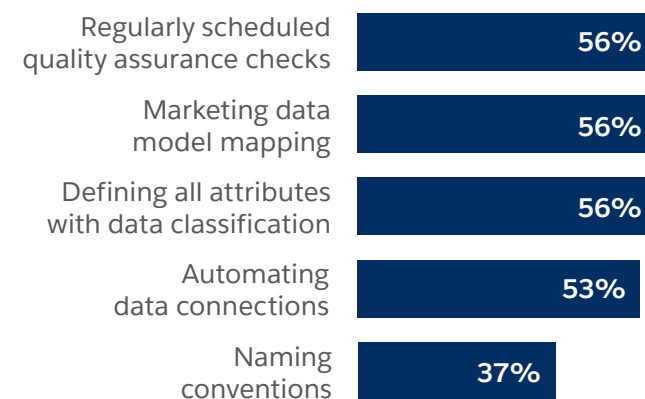
Cross-Channel Views Are a Dream Under Construction

Automated Data Integration and Preparation Are an Opportunity for Efficiency

How Marketers Describe Cross-Channel Data Integration and Preparation Processes



Marketers Who Perform the Following Data Preparation Processes



Before marketers can use accurate cross-channel data in reporting and analytics, they must ingest it, harmonize it in a data model, classify it according to business taxonomy, and verify its quality.

Adoption of these practices is mixed. About half of marketers say they perform data preparation tasks such as quality assurance checks and data model mapping.

Many marketers have begun to simplify and speed up the data integration and preparation process with automation. The majority of marketers describe the way their team integrates their cross-channel data as at least partly automatic. Yet nearly one in five marketers still relies on manual methods.

This manual process translates to significant amounts of time. **When manually integrating data, 29% of marketers spend at least one week per month collecting, cleansing, and modeling data for reporting and analysis.**

Data-Driven Marketing Requires Speed to Insight

As marketers pursue more data-driven cultures, a number of challenges surface. Many of these can be overcome by centralizing data across the organization.

Marketers must not only integrate data across business units and sources, but also share this data to connect marketing to business outcomes, and foster teamwide collaboration.

These challenges are interconnected, with both reliant on a cohesive data foundation – whether across marketing channels or between marketing and aligned business stakeholders.

Marketing Strategies Require Connected Cross-Channel Insights

Top Challenges Faced with Data Analysis and Optimization

- 1 **Applying learnings to marketing strategies**
- 2 **Connecting marketing investments to business outcomes**
- 3 **Optimizing campaigns in real time**
- 4 **Cross-channel marketing insights**
- 5 **Creating effective data visualizations/reports**
- 6 **Collaboration with other teams**
- 7 **Personalizing content/offers**
- 8 **Customer journey insights**
- 9 **Audience segmentation insights**

Respondents were allowed to select up to three responses.



05

Data-Driven Marketing Requires Speed to Insight

Data-driven marketing is a work in progress. Less than half of marketers are completely satisfied with their ability to leverage data for specific marketing tasks, most notably in spend pacing and segmentation and targeting.

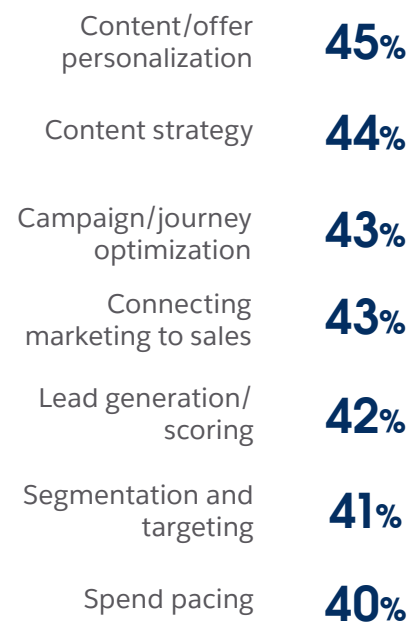
When aiming for specific outcomes, high performers are more likely than low performers to say they are completely satisfied with their ability to drive conversions across categories.

“A challenge always is using data to make informed decisions. Too often, we use it for reporting but do not push it back into the channels to make decisions.”

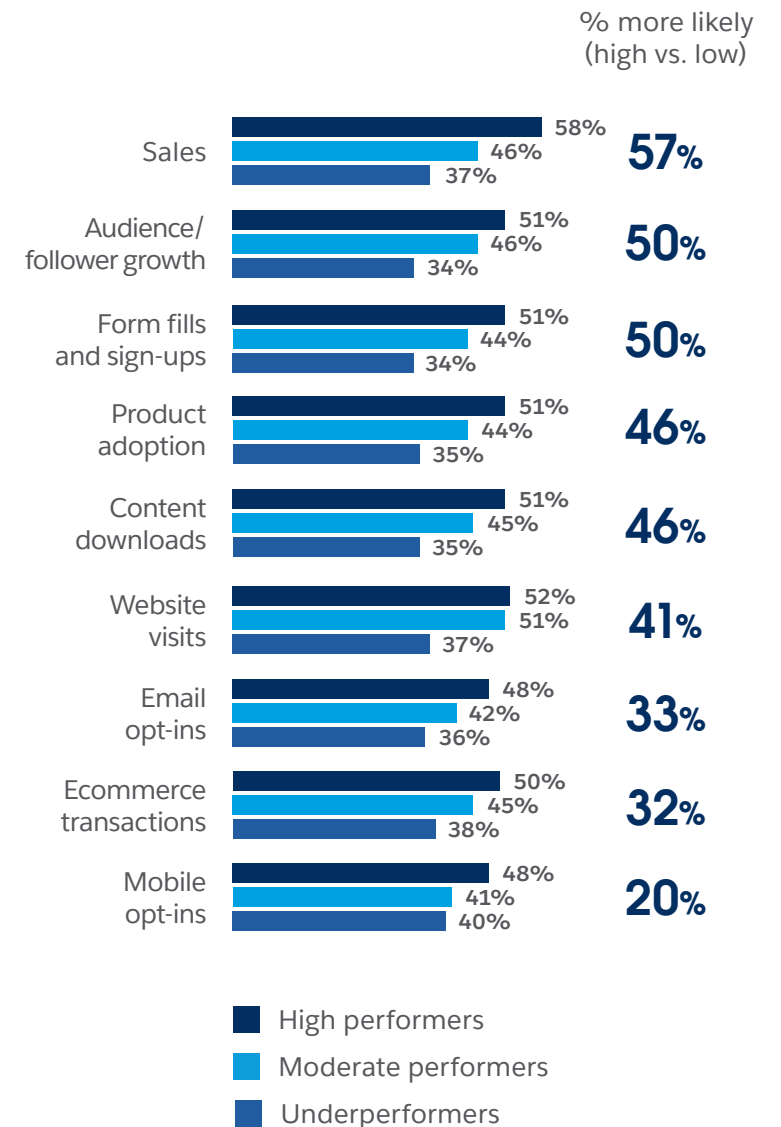
MEDIA STRATEGY DIRECTOR
AGENCY; U.K.

Marketers Paint a Mixed Picture of Data Use

Marketers Completely Satisfied with Their Ability to Use Data for the Following



Marketers Completely Satisfied with Their Ability to Drive the Following Conversions



05

Data-Driven Marketing Requires Speed to Insight

Marketers of all performance levels face difficulty gaining insights at the speed needed to put them into action.

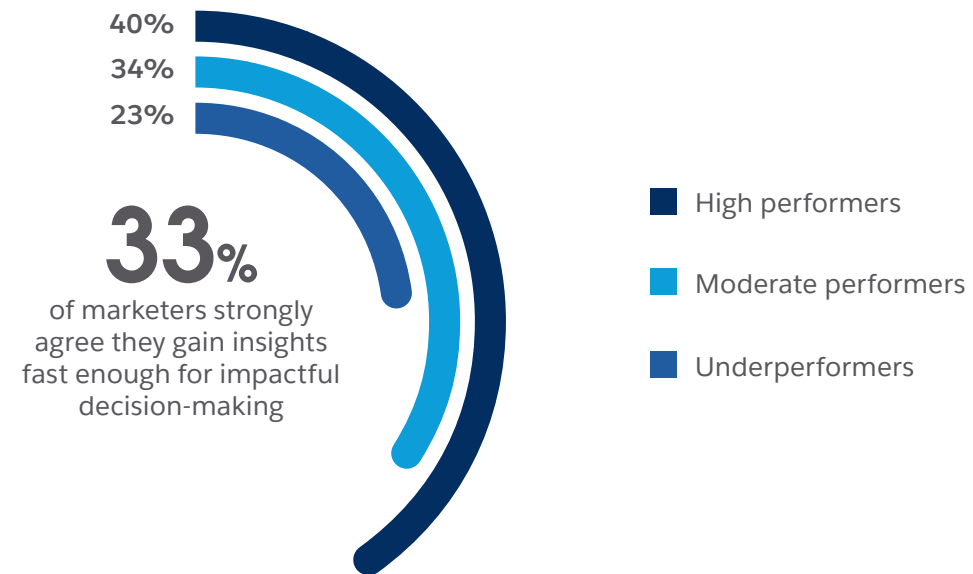
Less than half of marketers strongly agree they can access data at the speed they need it. Additionally, only 11% say they get real-time performance alerts, and 27% monitor cross-channel performance monthly or less.

However, while many marketers struggle with insight speed, high performers are almost twice as likely as low performers to strongly agree that they can quickly receive insights.

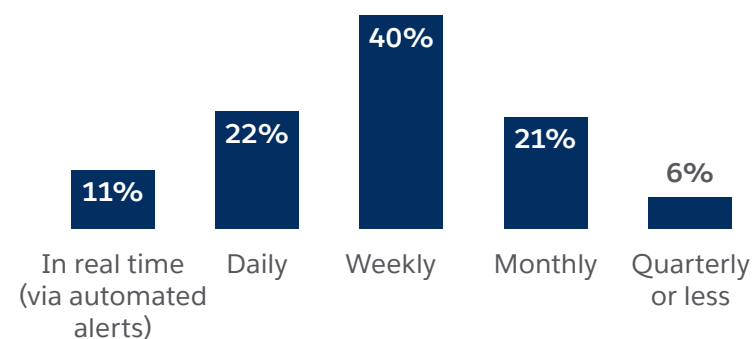
“If I don't get the data on a daily basis, I can't respond quickly enough. If I have to book two months in advance, then that's also a handicap. We need to be more nimble and we need to look at the data more.”

CHIEF MARKETING OFFICER
RETAILER; U.K.

Insights Are Too Slow for Marketing Decision-Making



Frequency Marketers Monitor Cross-Channel Performance





LOOK AHEAD: Tactics and Strategies

Over the next year, there are a number of areas that marketers hope to improve.

Boosting performance is key as marketers rebound from uncertain times and budgets remain under scrutiny. Marketing spend optimization, or the process of forecasting and tracking spend across campaigns and channels, is the top tactic marketers are focused on to ensure results.

Meanwhile, marketers want to improve the relevancy of their marketing to enhance customer experiences: whether through loyalty programs or personalized content and offers. Loyalty programs and customer consent are also critical ways marketers can continue to provide individualized experiences without the need for third-party cookies.

Marketers Seek Improvements in the Coming Year

Top Desired Improvements to Marketing Performance over the Next Year

- 1 Marketing spend optimization
- 2 Real-time data access
- 3 Customer journey analytics
- 4 Automation of data integration
- 5 Marketing funnel analytics

Top Desired Improvements the Customer Experience over the Next Year

- 1 Personalized content and offers
- 2 Loyalty programs
- 3 Customer consent management
- 4 Customer journey analytics
- 5 Ecommerce programs

Respondents were allowed to select multiple responses.



Survey Demographics



Survey Demographics

Industry

Architecture, engineering, construction, and real estate	13%
Automotive	16%
Communications	14%
Consumer goods	27%
Energy and utilities	13%
Financial services	18%
Government	7%
Healthcare	14%
Life sciences or biotechnology	10%
Manufacturing	20%
Media and entertainment	16%
Nonprofit	5%
Professional and business services ..	17%
Retail	26%
Supply chain and logistics	13%
Technology	21%
Travel and hospitality	7%
Other	1%

Company Type

Business-to-business (B2B)	25%
Business-to-consumer (B2C)	30%
Business-to-business-to-consumer (B2B2C)	45%

Company Size

Small (200 or fewer employees)	29%
Medium (201–999 employees)	44%
Large (1,000+ employees)	27%

Role Within Marketing

C-Suite	19%
President, EVP, SVP, VP, Director	41%
Dept. Head, Supervisor	19%
Manager, Strategist, Analyst	20%

Region

EMEA	59%
APAC	18%
Latin America	18%
United States	6%

Country

Australia	6%
Brazil	6%
Colombia	6%
France	6%
Germany	6%
Israel	6%
Italy	6%
Japan	6%
Mexico	6%
Netherlands	6%
Singapore	6%
South Africa	6%
Spain	6%
Sweden	6%
United Arab Emirates	6%
United Kingdom	6%
United States	6%



Appendix

Please keep in mind that cultural bias impacts survey results across regions.





The Marketing Intelligence Report for Australia

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Real-time personalization
- Tie 3 Cross-channel analytics and Testing new marketing channels/platforms

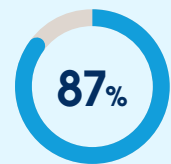
Top 3 Factors Driving the Customer Experience

- 1 Collaboration across distributed teams
- Tie 2 Unified customer profiles and Data quality
- 3 Testing new marketing channels/platforms

Top 3 Metrics Defining Success

- 1 Brand awareness
- Tie 2 Customer satisfaction and Marketing ROI
- 3 Customer acquisition

Data Privacy Changes Inspire Strategic Shifts

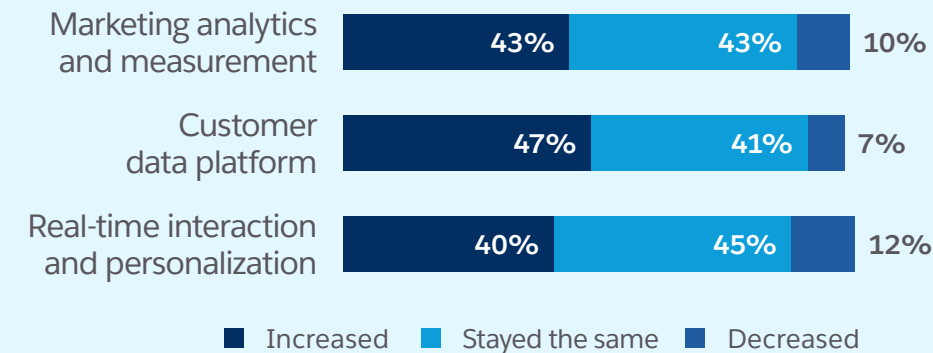


of marketers agree that recent data privacy changes have fundamentally changed how they measure performance.

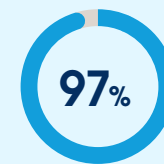
Top 3 Revisions in Response to Data Privacy Changes

- 1 Marketing performance KPIs and goals
- 2 Customer data collection
- 3 Marketing budget allocation

Technology Investments in Response to Data Privacy Changes



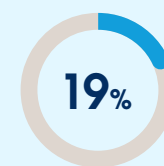
Cross-Channel Marketing Performance



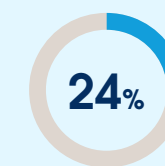
of marketers emphasize the importance of having a complete, centralized view of all cross-channel marketing.

Top Challenges in Evaluating Marketing Performance

- 1 Data governance/management processes
- 2 Employee resources and skill sets
- 3 Manual data integration and Manual report generation processes



of marketers evaluate cross-channel performance in one centralized view.



of marketers monitor cross-channel performance monthly or less.





The Marketing Intelligence Report for Brazil

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- Tie** 2 Shared marketing and sales business objectives and Cross-channel analytics
- 3 AI performance insights

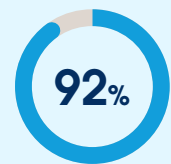
Top 3 Factors Driving the Customer Experience

- 1 Cross-channel analytics
- 2 Collaboration across distributed teams
- Tie** 3 Data quality and Unified customer profiles

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Marketing ROI
- 3 Brand awareness

Data Privacy Changes Inspire Strategic Shifts

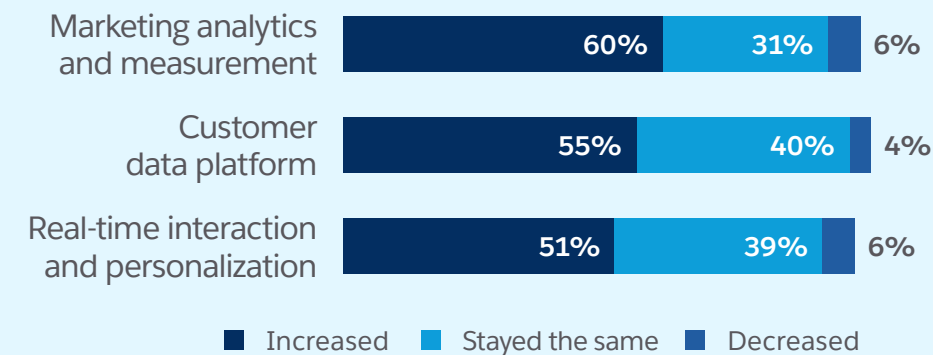


of marketers agree that recent data privacy changes have fundamentally changed how they measure performance.

Top 3 Revisions in Response to Data Privacy Changes

- 1 Customer data collection
- 2 Vendor selection
- 3 Personalization strategies

Technology Investments in Response to Data Privacy Changes



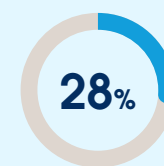
Cross-Channel Marketing Performance



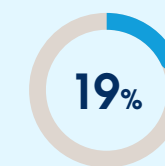
of marketers emphasize the importance of having a complete, centralized view of all cross-channel marketing.

Top Challenges in Evaluating Marketing Performance

- 1 Employee resources and skill sets
- Tie** 2 Manual data integration and Alignment across teams on measurement and reporting
- 3 Budget allocation and optimization



of marketers evaluate cross-channel performance in one centralized view.



of marketers monitor cross-channel performance monthly or less.





The Marketing Intelligence Report for Colombia

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Cross-channel analytics
- Tie** 2 Collaboration across distributed teams and AI performance insights
- 3 Shared marketing and sales business objectives

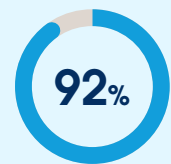
Top 3 Factors Driving the Customer Experience

- 1 Data quality
- 2 Real-time personalization
- 3 Collaboration across distributed teams

Top 3 Metrics Defining Success

- 1 Channel metrics
- 2 Conversions or desired actions
- 3 Customer satisfaction

Data Privacy Changes Inspire Strategic Shifts

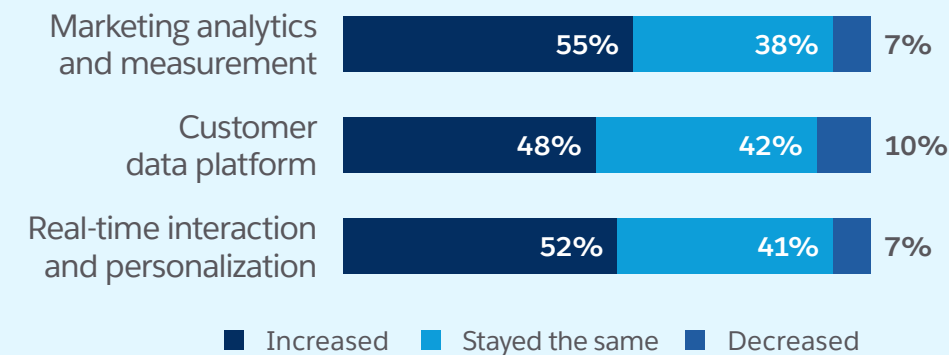


of marketers agree that recent data privacy changes have **fundamentally changed how they measure performance.**

Top 3 Revisions in Response to Data Privacy Changes

- 1 Marketing budget allocation
- 2 Customer data collection
- 3 Personalization strategies

Technology Investments in Response to Data Privacy Changes



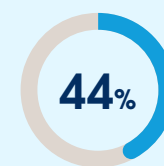
Cross-Channel Marketing Performance



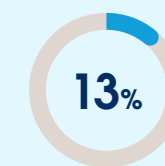
of marketers emphasize the importance of having a **complete, centralized view of all cross-channel marketing.**

Top Challenges in Evaluating Marketing Performance

- 1 Alignment across teams on measurement and reporting
- 2 Budget allocation and optimization
- Tie** 3 Manual data integration processes and Siloed data

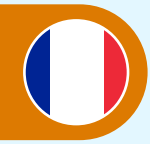


of marketers evaluate cross-channel performance in one centralized view.



of marketers monitor cross-channel performance monthly or less.





The Marketing Intelligence Report for France

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Shared marketing and sales business objectives
- 3 Cross-channel analytics

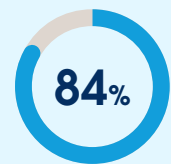
Top 3 Factors Driving the Customer Experience

- 1 Collaboration across distributed teams
- 2 Unified customer profiles
- 3 Data quality

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Customer acquisition
- 3 Marketing ROI

Data Privacy Changes Inspire Strategic Shifts

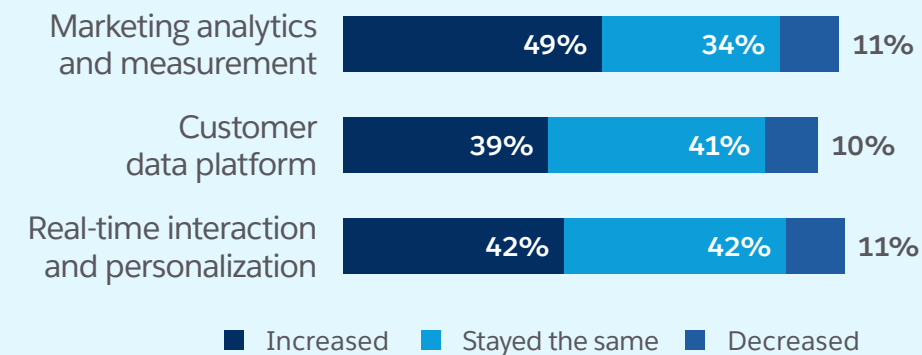


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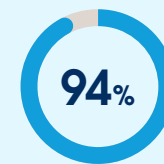
Top 3 Revisions in Response to Data Privacy Changes

- 1 Marketing budget allocation
- 2 Personalization strategies
- 3 Customer data collection

Technology Investments in Response to Data Privacy Changes



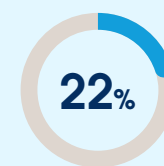
Cross-Channel Marketing Performance



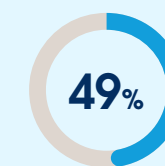
of marketers emphasize the importance of having a **complete, centralized view of all cross-channel marketing.**

Top Challenges in Evaluating Marketing Performance

- 1 Manual data integration processes
- 2 Data governance/management processes
- 3 Siloed data



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The Marketing Intelligence Report for Germany

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 AI performance insights
- 3 Collaboration across distributed teams

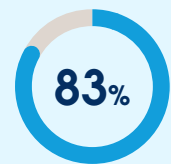
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Data Privacy Changes Inspire Strategic Shifts

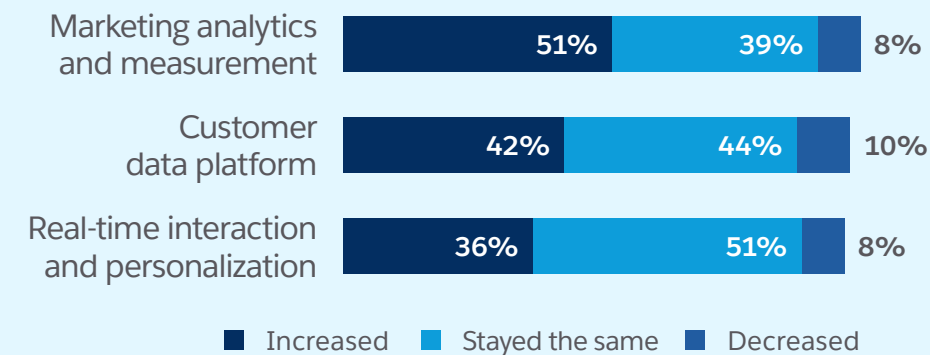


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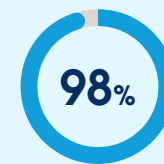
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- 3 Marketing budget allocation

Technology Investments in Response to Data Privacy Changes



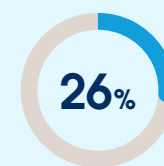
Cross-Channel Marketing Performance



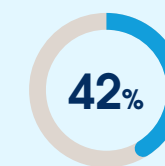
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Top Challenges in Evaluating Marketing Performance

- 1 Employee resources and skill sets
- 2 Manual data integration processes
- 3 Alignment across teams on measurement and reporting



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The Marketing Intelligence Report for Israel

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Testing new marketing channels/platforms
- 2 Collaboration across distributed teams
- 3 Real-time personalization

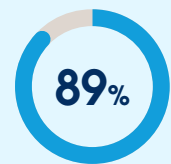
Top 3 Factors Driving the Customer Experience

- 1 Data quality
- 2 Testing new marketing channels/platforms
- 3 Cross-channel analytics

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Channel metrics
- 3 Customer acquisition

Data Privacy Changes Inspire Strategic Shifts

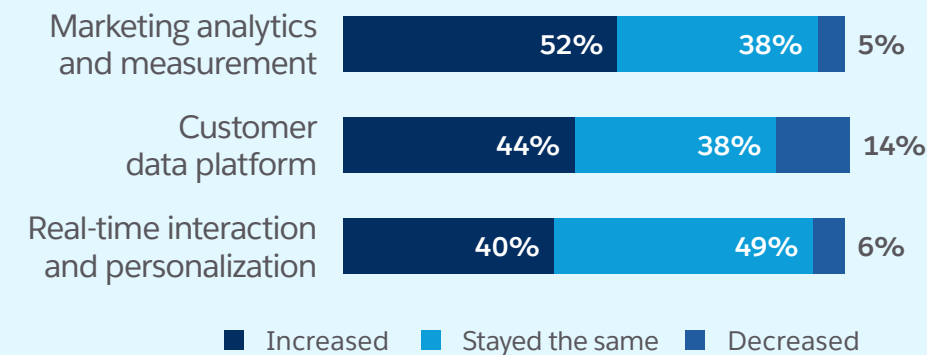


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Top 3 Revisions in Response to Data Privacy Changes

- 1 Marketing budget allocation
- 2 Customer data collection
- Tie 3 Marketing performance KPIs and goals and Personalization strategies

Technology Investments in Response to Data Privacy Changes



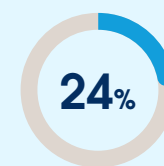
Cross-Channel Marketing Performance



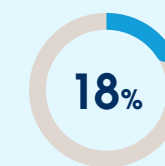
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Top Challenges in Evaluating Marketing Performance

- Tie 1 Employee resources and skill sets and Budget allocation and optimization
- 2 Data governance/management processes
- 3 Manual data integration processes



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The Marketing Intelligence Report for Italy

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Shared marketing and sales business objectives
- 3 Collaboration across distributed teams

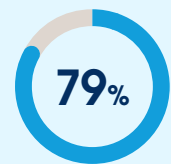
Top 3 Factors Driving the Customer Experience

- 1 Real-time personalization
- Tie 2 Data quality and Shared marketing and sales business objectives, Collaboration across distributed teams, and Testing new marketing channels/platforms
- 3 Cross-channel analytics

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Marketing ROI
- 3 Customer acquisition

Data Privacy Changes Inspire Strategic Shifts

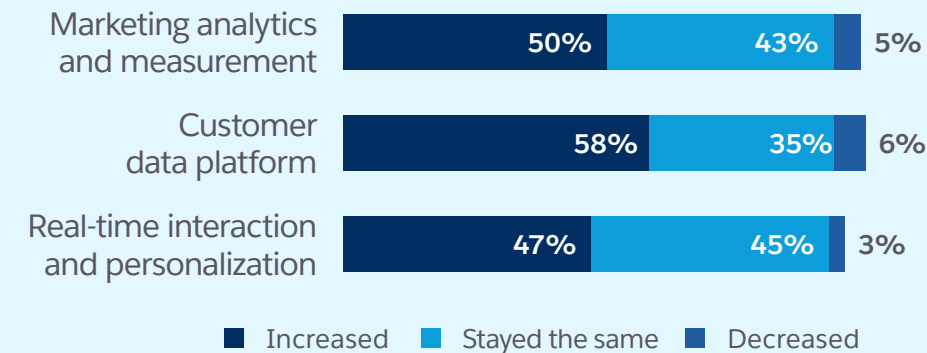


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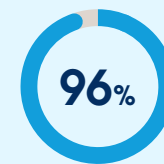
Top 3 Revisions in Response to Data Privacy Changes

- 1 Customer data collection
- 2 Personalization strategies
- Tie 3 Marketing budget allocation and Marketing performance KPIs and goals

Technology Investments in Response to Data Privacy Changes



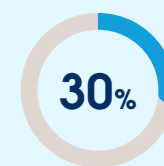
Cross-Channel Marketing Performance



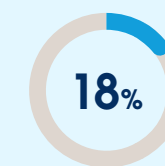
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Top Challenges in Evaluating Marketing Performance

- 1 Budget allocation and optimization
- 2 Manual data integration processes
- 3 Manual report generation processes



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The Marketing Intelligence Report for Japan

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Testing new marketing channels/platforms
- 2 Data quality
- 3 Collaboration across distributed teams

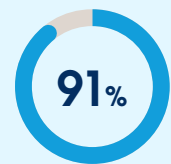
Top 3 Factors Driving the Customer Experience

- 1 Data quality
- 2 Shared marketing and sales business objectives
- 3 Unified customer profiles

Top 3 Metrics Defining Success

- 1 Marketing ROI
- 2 Customer satisfaction
- 3 Customer acquisition

Data Privacy Changes Inspire Strategic Shifts

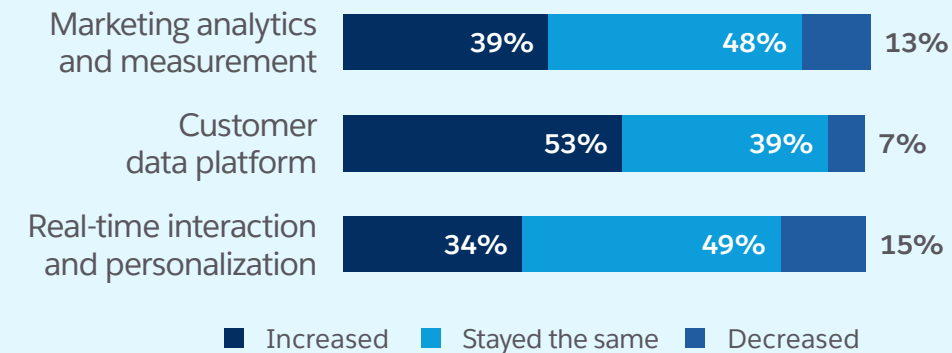


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Top 3 Revisions in Response to Data Privacy Changes

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- 2 Customer data collection
- 3 Marketing performance KPIs and goals

Technology Investments in Response to Data Privacy Changes



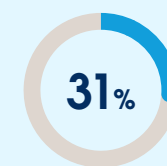
Cross-Channel Marketing Performance



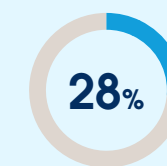
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Top Challenges in Evaluating Marketing Performance

- 1 Employee resources and skill sets
- 2 Manual data integration processes
- 3 Alignment across teams on measurement and reporting



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The Marketing Intelligence Report for Mexico

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Shared marketing and sales business objectives
- 3 Real-time personalization

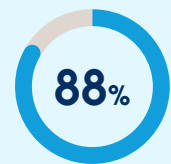
Top 3 Factors Driving the Customer Experience

- 1 Collaboration across distributed teams
- 2 Testing new marketing channels/platforms
- 3 Cross-channel analytics

Top 3 Metrics Defining Success

- 1 Customer acquisition
- 2 Customer satisfaction
- 3 Channel metrics

Data Privacy Changes Inspire Strategic Shifts

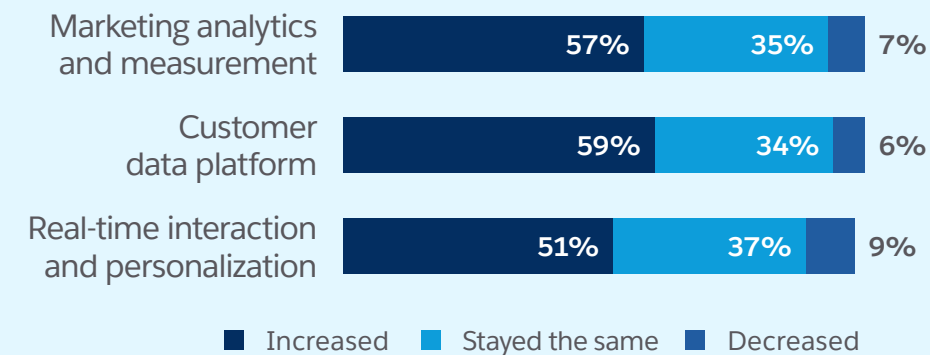


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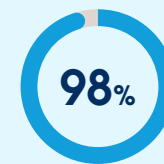
Top 3 Revisions in Response to Data Privacy Changes

- 1 Customer data collection
- 2 Personalization strategies
- 3 Marketing budget allocation

Technology Investments in Response to Data Privacy Changes



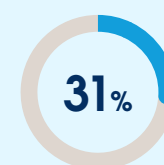
Cross-Channel Marketing Performance



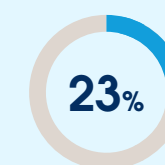
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Top Challenges in Evaluating Marketing Performance

- 1 Budget allocation and optimization
- 2 Employee resources and skill sets
- 3 Manual data integration processes



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The Marketing Intelligence Report for Netherlands

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Testing new marketing channels/platforms
- 3 Cross-channel analytics

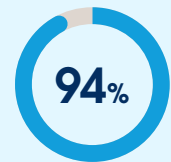
Top 3 Factors Driving the Customer Experience

- 1 Unified customer profiles
- 2 Shared marketing and sales business objectives
- 3 Real-time personalization

Top 3 Metrics Defining Success

- 1 Customer acquisition
- 2 Customer satisfaction
- 3 Channel metrics

Data Privacy Changes Inspire Strategic Shifts

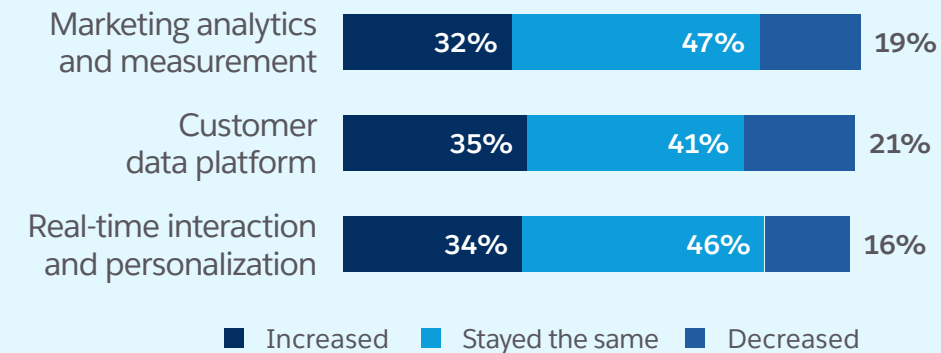


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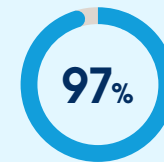
Top 3 Revisions in Response to Data Privacy Changes

- 1 Marketing performance KPIs and goals
- 2 Marketing budget allocation
- 3 Customer data collection

Technology Investments in Response to Data Privacy Changes



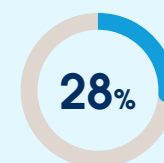
Cross-Channel Marketing Performance



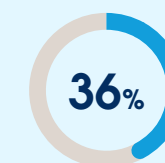
of marketers emphasize the importance of having a complete, centralized view of all cross-channel marketing.

Top Challenges in Evaluating Marketing Performance

- 1 Siloed data
- 2 Manual data integration processes
- 3 Employee resources and skill sets



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of marketers monitor cross-channel performance monthly or less.





The Marketing Intelligence Report for Singapore

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Shared marketing and sales business objectives
- 3 AI performance insights

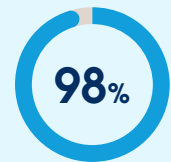
Top 3 Factors Driving the Customer Experience

- 1 Data quality
- 2 Real-time personalization
- Tie 3 Shared marketing and sales business objectives and Unified customer profiles

Top 3 Metrics Defining Success

- 1 Customer acquisition
- 2 Brand awareness
- 3 Conversions or desired actions

Data Privacy Changes Inspire Strategic Shifts

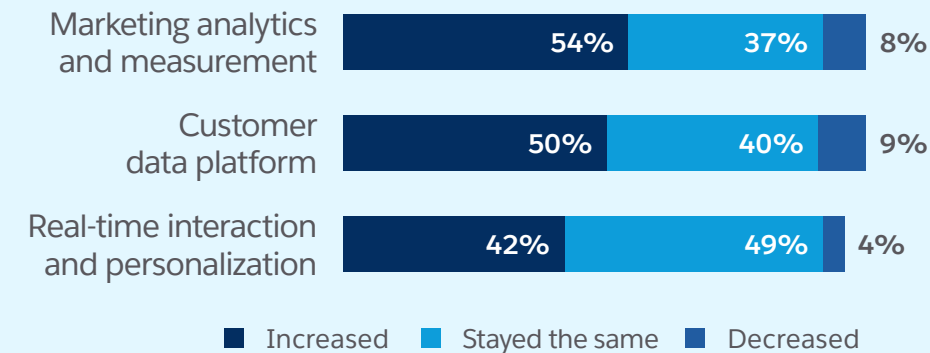


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Top 3 Revisions in Response to Data Privacy Changes

- 1 Customer data collection
- 2 Marketing performance KPIs and goals
- 3 Marketing budget allocation

Technology Investments in Response to Data Privacy Changes



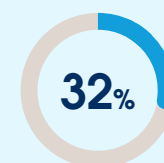
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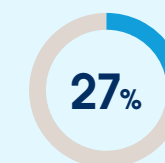
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Top Challenges in Evaluating Marketing Performance

- 1 Manual data integration processes
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The Marketing Intelligence Report for South Africa

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Cross-channel analytics
- 3 Real-time personalization

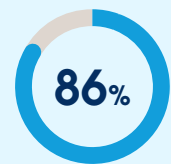
Top 3 Factors Driving the Customer Experience

- 1 Data quality
- 2 Shared marketing and sales business objectives
- Tie 3 Collaboration across distributed teams, and Real-time personalization and Testing new marketing channels/platforms

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Marketing ROI
- 3 Brand awareness

Data Privacy Changes Inspire Strategic Shifts

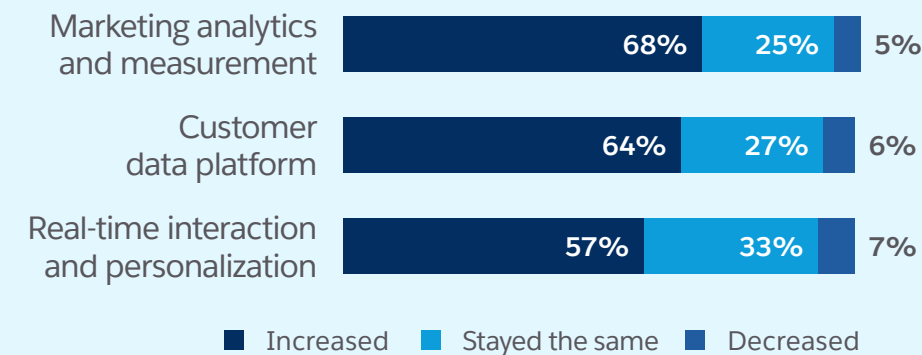


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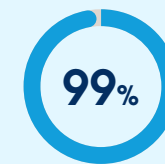
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- 3 Personalization strategies

Technology Investments in Response to Data Privacy Changes



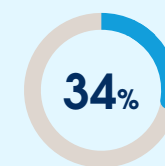
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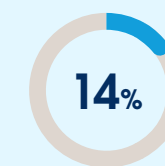
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Top Challenges in Evaluating Marketing Performance

- 1 Employee resources and skill sets
- 2 Budget allocation and optimization
- 3 Data governance/management processes



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The Marketing Intelligence Report for Spain

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Collaboration across distributed teams
- Tie 2 Data quality and Cross-channel analytics
- 3 Shared marketing and sales business objectives

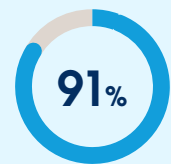
Top 3 Factors Driving the Customer Experience

- 1 Shared marketing and sales business objectives
- 2 AI performance insights
- Tie 3 Collaboration across distributed teams and Testing new marketing channels/platforms

Top 3 Metrics Defining Success

- 1 Marketing ROI
- 2 Customer acquisition
- 3 Customer satisfaction

Data Privacy Changes Inspire Strategic Shifts

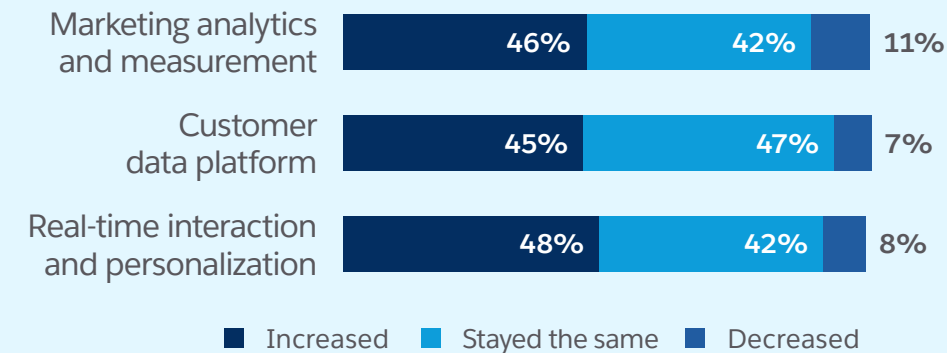


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- 3 Marketing performance KPIs and goals

Technology Investments in Response to Data Privacy Changes



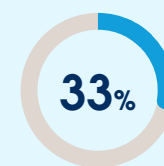
Cross-Channel Marketing Performance



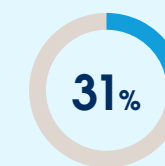
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Top Challenges in Evaluating Marketing Performance

- 1 Manual data integration processes
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The Marketing Intelligence Report for Sweden

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Shared marketing and sales business objectives
- 2 Data quality
- 3 AI performance insights

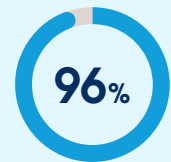
Top 3 Factors Driving the Customer Experience

- 1 Shared marketing and sales business objectives
- 2 Data quality
- 3 AI performance insights

Top 3 Metrics Defining Success

- 1 Marketing ROI
- 2 Marketing-generated pipe
- 3 Brand awareness

Data Privacy Changes Inspire Strategic Shifts

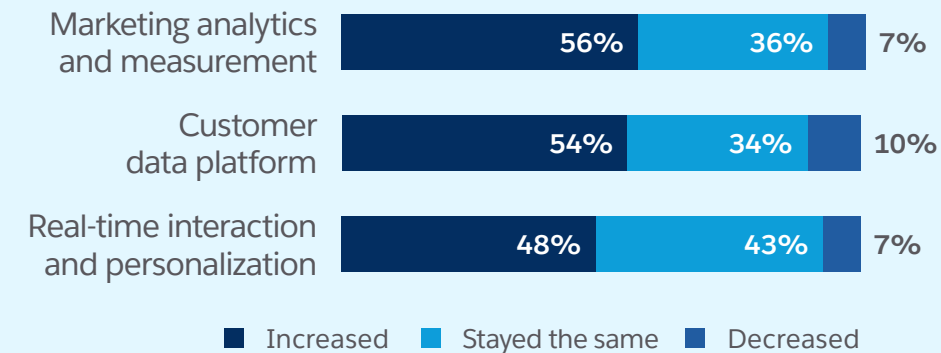


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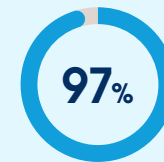
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- 2 Marketing budget allocation
- 3 Personalization strategies

Technology Investments in Response to Data Privacy Changes



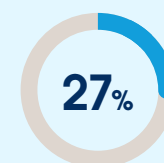
Cross-Channel Marketing Performance



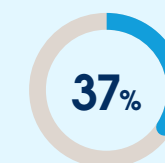
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Top Challenges in Evaluating Marketing Performance

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- 2 Manual report generation processes
- 3 Employee resources and skill sets



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The Marketing Intelligence Report for United Arab Emirates

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- Tie 1** Data quality and Cross-channel analytics
- 2** Real-time personalization
- 3** Shared marketing and sales business objectives

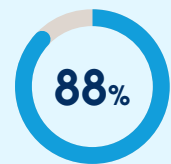
Top 3 Factors Driving the Customer Experience

- 1** Collaboration across distributed teams
- 2** Data quality
- 3** Real-time personalization

Top 3 Metrics Defining Success

- 1** Customer satisfaction
- 2** Marketing-generated pipe
- 3** Customer acquisition

Data Privacy Changes Inspire Strategic Shifts

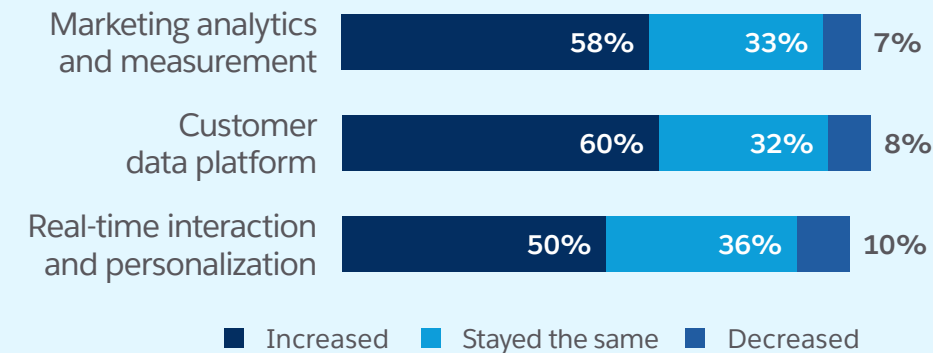


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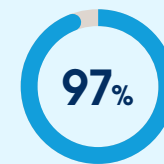
Top 3 Revisions in Response to Data Privacy Changes

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- 2** Marketing performance KPIs and goals
- 3** Marketing budget allocation

Technology Investments in Response to Data Privacy Changes



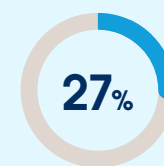
Cross-Channel Marketing Performance



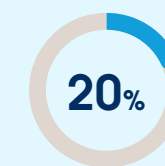
of marketers emphasize the importance of having a **complete, centralized view of all cross-channel marketing.**

Top Challenges in Evaluating Marketing Performance

- 1** Siloed data
- 2** Manual report generation processes
- 3** Manual data integration processes



of marketers evaluate cross-channel performance in one centralized view.



of marketers monitor cross-channel performance monthly or less.





The Marketing Intelligence Report for United Kingdom

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Cross-channel analytics
- Tie 3 Collaboration across distributed teams and Real-time personalization

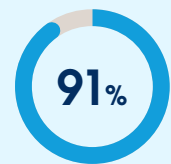
Top 3 Factors Driving the Customer Experience

- Tie 1 Data quality and Collaboration across distributed teams
- 2 Shared marketing and sales business objectives
- 3 Real-time personalization

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Marketing ROI
- Tie 3 Customer acquisition and Brand awareness

Data Privacy Changes Inspire Strategic Shifts

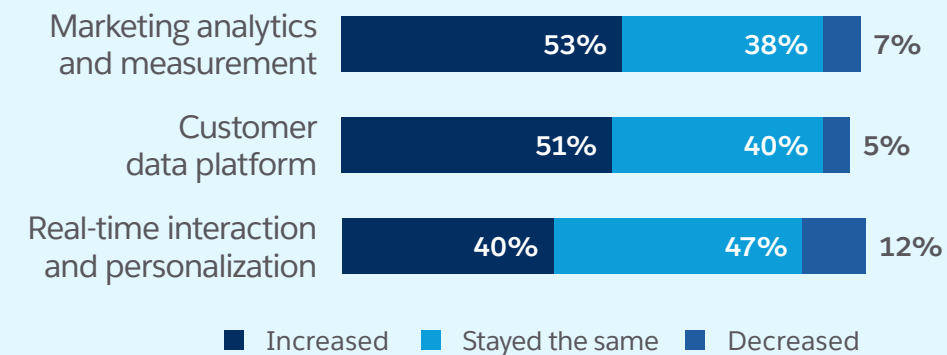


of marketers agree that recent data privacy changes have **fundamentally changed how they measure performance.**

Top 3 Revisions in Response to Data Privacy Changes

- 1 Marketing budget allocation
- 2 Marketing performance KPIs and goals
- 3 Customer data collection

Technology Investments in Response to Data Privacy Changes



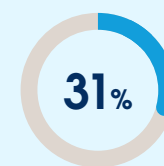
Cross-Channel Marketing Performance



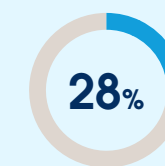
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Top Challenges in Evaluating Marketing Performance

- 1 Employee resources and skill sets
- 2 Budget allocation and optimization
- 3 Alignment across teams on measurement and reporting



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The Marketing Intelligence Report for United States

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Real-time personalization
- 3 Cross-channel analytics

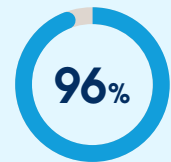
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Top 3 Metrics Defining Success

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- 2 Brand awareness
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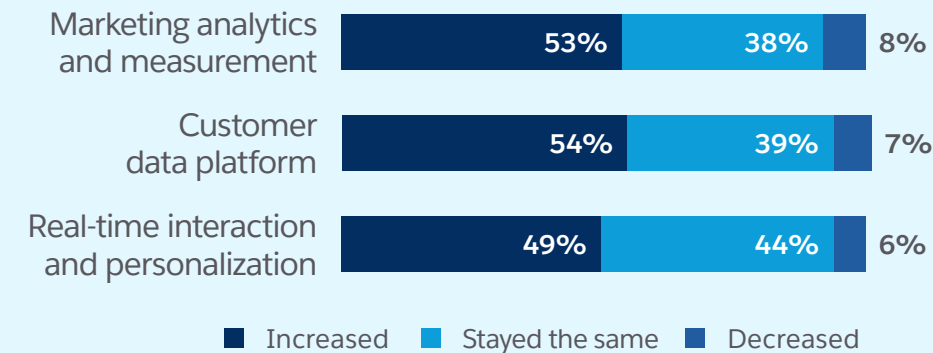


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Technology Investments in Response to Data Privacy Changes



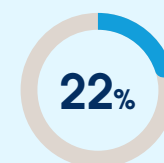
Cross-Channel Marketing Performance



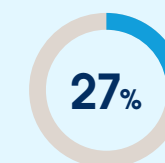
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The Marketing Intelligence Report for

Architecture, Engineering, Construction, and Real Estate

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Real-time personalization
- 3 Shared marketing and sales business objectives

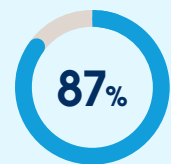
Top 3 Factors Driving the Customer Experience

- 1 Data quality
- 2 Collaboration across distributed teams
- Tie 3 Real-time personalization and Cross-channel analytics

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Customer acquisition
- 3 Marketing ROI

Data Privacy Changes Inspire Strategic Shifts

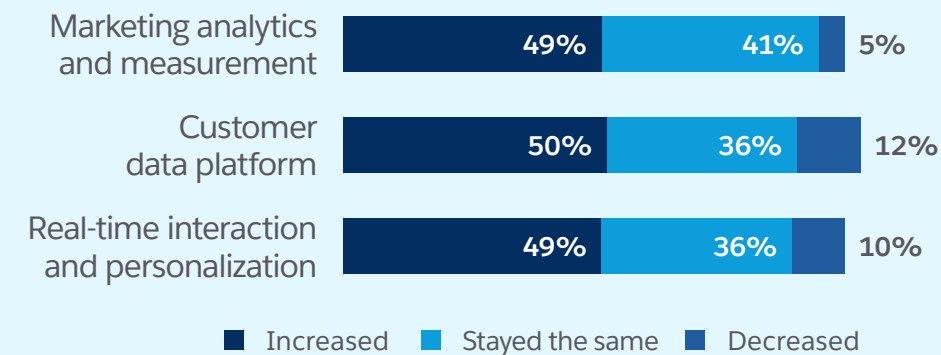


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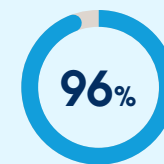
Top 3 Revisions in Response to Data Privacy Changes

- 1 Customer data collection
- 2 Personalization strategies
- 3 Marketing budget allocation

Technology Investments in Response to Data Privacy Changes



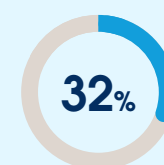
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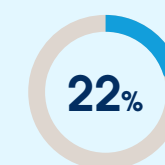
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The Marketing Intelligence Report for Automotive

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Cross-channel analytics
- 3 Collaboration across distributed teams

Top 3 Factors Driving the Customer Experience

- 1 Shared marketing and sales business objectives
- 2 Data quality
- 3 Collaboration across distributed teams

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Channel metrics
- Tie 3 Customer acquisition and Brand awareness

Data Privacy Changes Inspire Strategic Shifts

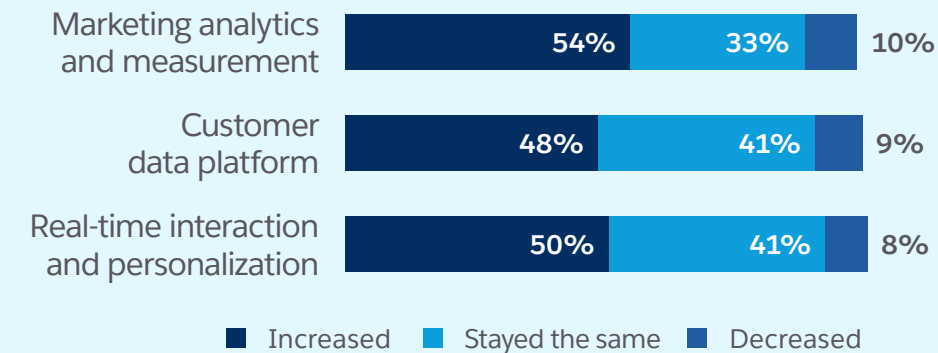


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Top 3 Revisions in Response to Data Privacy Changes

- Tie 1 Customer data collection and Marketing budget allocation
- 2 Vendor selection
- 3 Personalization strategies

Technology Investments in Response to Data Privacy Changes



Cross-Channel Marketing Performance



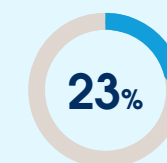
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The Marketing Intelligence Report for Communications

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Cross-channel analytics
- 3 Collaboration across distributed teams

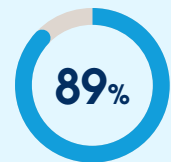
Top 3 Factors Driving the Customer Experience

- 1 Testing new marketing channels/platforms
- 2 Data quality
- 3 Collaboration across distributed teams

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Customer acquisition
- 3 Marketing ROI

Data Privacy Changes Inspire Strategic Shifts

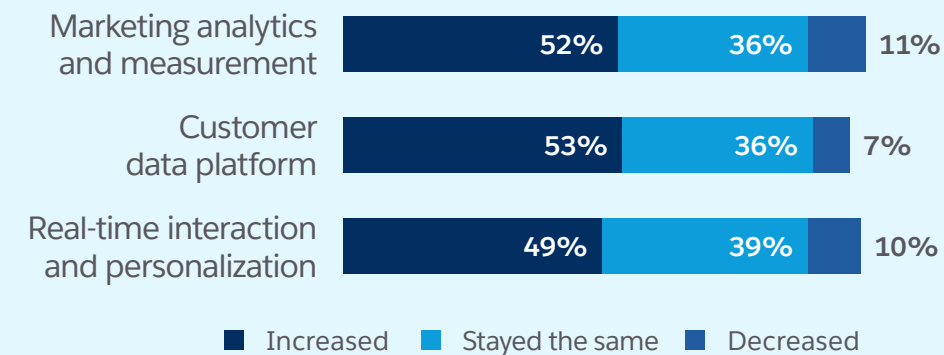


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Technology Investments in Response to Data Privacy Changes



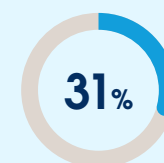
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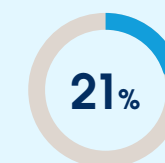
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Top Challenges in Evaluating Marketing Performance

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- 3 Budget allocation and optimization



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The Marketing Intelligence Report for Consumer Goods

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Cross-channel analytics
- Tie** 3 Testing new marketing channels/platforms and Real-time personalization

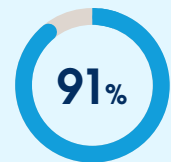
Top 3 Factors Driving the Customer Experience

- 1 Data quality
- 2 Shared marketing and sales business objectives
- 3 Testing new marketing channels/platforms

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Customer acquisition
- 3 Marketing ROI

Data Privacy Changes Inspire Strategic Shifts

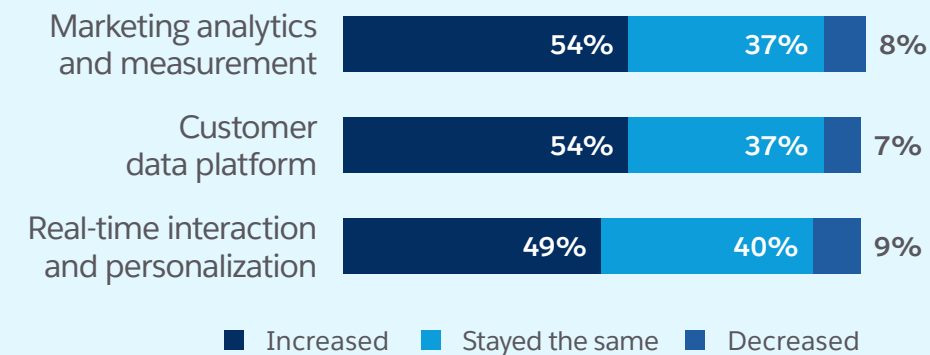


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- 1 Customer data collection
- 2 Marketing budget allocation
- 3 Marketing performance KPIs and goals

Technology Investments in Response to Data Privacy Changes



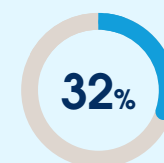
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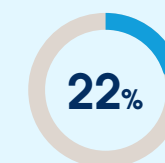
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Top Challenges in Evaluating Marketing Performance

- 1 Employee resources and skill sets
- Tie** 2 Manual data integration processes and Alignment across teams on measurement and reporting
- 3 Budget allocation and optimization



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The Marketing Intelligence Report for Energy & Utilities

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- Tie 1** Data quality and Real-time personalization
- Tie 2** Collaboration across distributed teams and Cross-channel analytics and AI performance insights
- Tie 3** Shared marketing and sales business objectives and Testing new marketing channels/platforms

Top 3 Factors Driving the Customer Experience

- 1** Shared marketing and sales business objectives
- 2** Data quality
- 3** Collaboration across distributed teams

Top 3 Metrics Defining Success

- 1** Customer satisfaction
- 2** Customer acquisition
- 3** Channel metrics

Data Privacy Changes Inspire Strategic Shifts

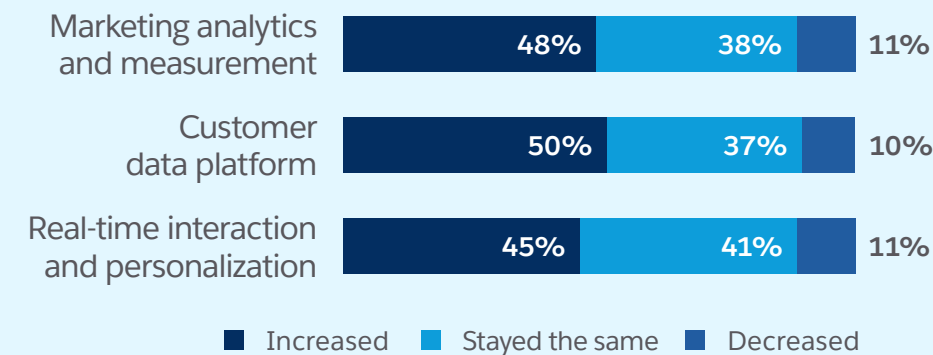


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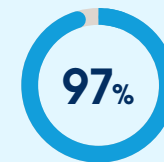
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- Tie 3** Marketing performance KPIs and goals and Personalization strategies

Technology Investments in Response to Data Privacy Changes



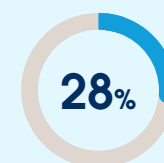
Cross-Channel Marketing Performance



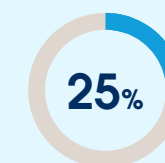
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- 2** Budget allocation and optimization
- 3** Employee resources and skill sets



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The Marketing Intelligence Report for Financial Services

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Cross-channel analytics
- 3 Shared marketing and sales business objectives

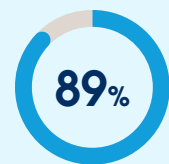
Top 3 Factors Driving the Customer Experience

- 1 Data quality
- 2 Shared marketing and sales business objectives
- 3 Collaboration across distributed teams

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Customer acquisition
- 3 Marketing ROI

Data Privacy Changes Inspire Strategic Shifts

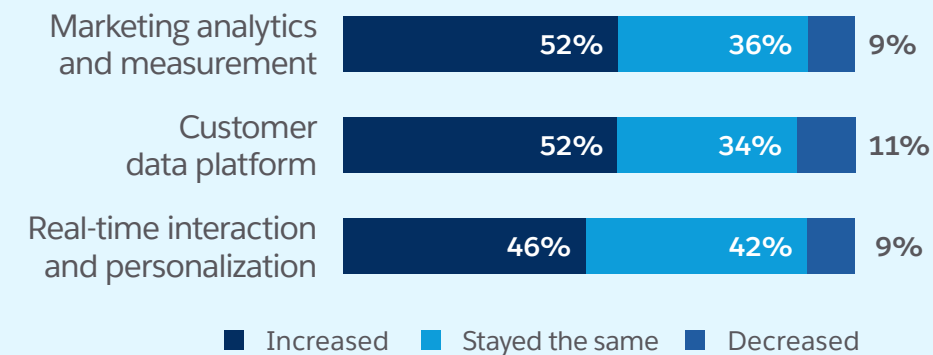


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Top 3 Revisions in Response to Data Privacy Changes

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- 2 Marketing budget allocation
- 3 Marketing performance KPIs and goals

Technology Investments in Response to Data Privacy Changes



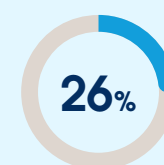
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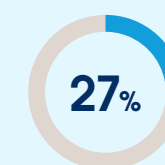
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- 3 Employee resources and skill sets



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The Marketing Intelligence Report for Government

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Collaboration across distributed teams
- 3 Testing new marketing channels/platforms

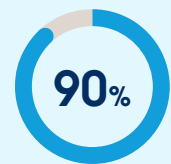
Top 3 Factors Driving the Customer Experience

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Top 3 Metrics Defining Success

- 1 Customer acquisition
- Tie 2 Customer satisfaction and Marketing-generated pipe
- 3 Channel metrics

Data Privacy Changes Inspire Strategic Shifts

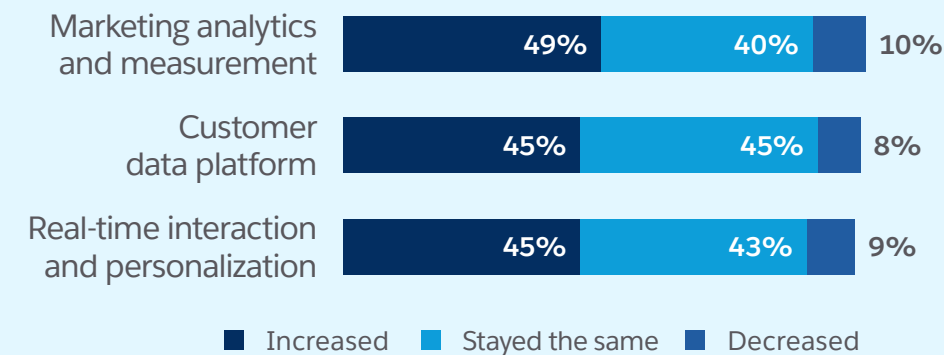


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Technology Investments in Response to Data Privacy Changes



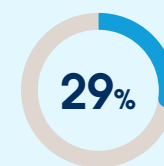
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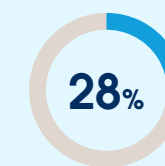
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The Marketing Intelligence Report for Healthcare

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Cross-channel analytics
- 3 Shared marketing and sales business objectives

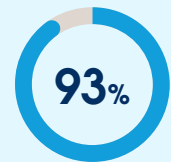
Top 3 Factors Driving the Customer Experience

- 1 Collaboration across distributed teams
- 2 Data quality
- 3 Cross-channel analytics

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Marketing ROI
- Tie 3 Customer acquisition and Brand awareness

Data Privacy Changes Inspire Strategic Shifts

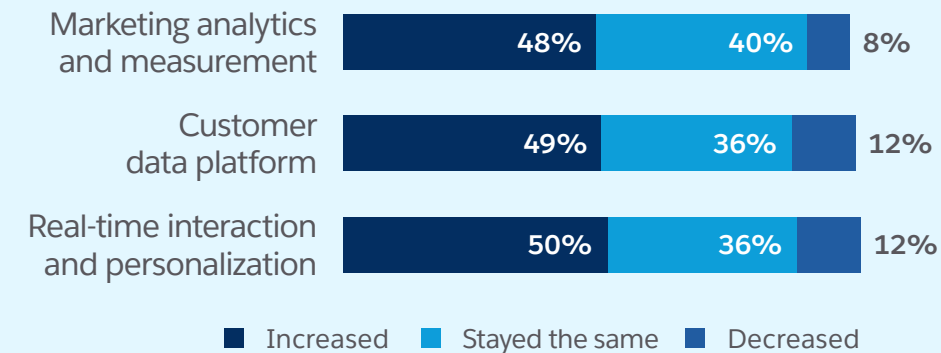


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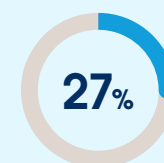
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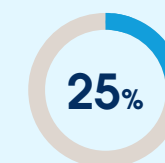
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The Marketing Intelligence Report for Life Sciences & Biotechnology

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- Tie 2 Shared marketing and sales business objectives and Real-time personalization
- Tie 3 Collaboration across distributed teams and Unified customer profiles

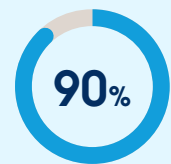
Top 3 Factors Driving the Customer Experience

- 1 Data quality
- 2 Shared marketing and sales business objectives
- Tie 3 Real-time personalization and Testing new marketing channels/platforms

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Marketing ROI
- 3 Customer acquisition

Data Privacy Changes Inspire Strategic Shifts

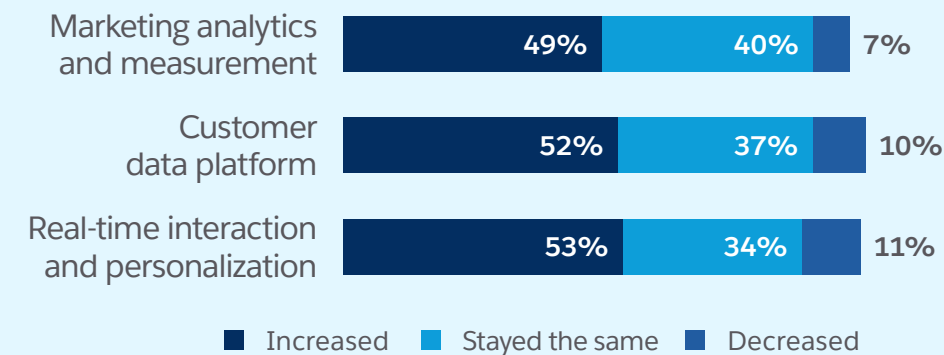


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Technology Investments in Response to Data Privacy Changes



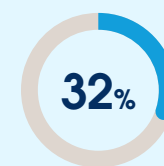
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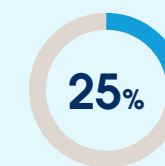
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- 3 Manual data integration processes



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The Marketing Intelligence Report for Manufacturing

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Shared marketing and sales business objectives
- 3 Cross-channel analytics

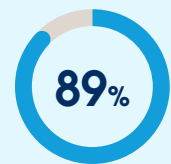
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Top 3 Metrics Defining Success

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- 2 Customer acquisition
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Data Privacy Changes Inspire Strategic Shifts

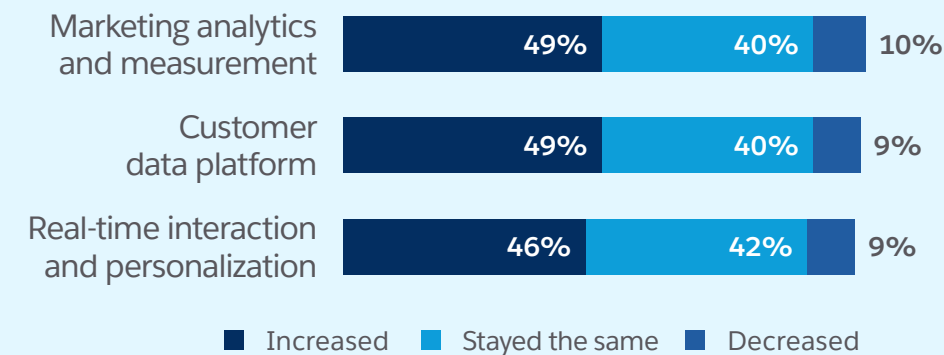


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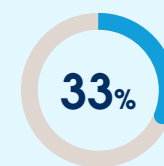
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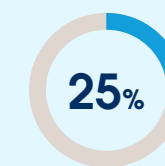
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The Marketing Intelligence Report for Media & Entertainment

Marketing's Dual Growth and Customer Mandate

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- 2 Real-time personalization
- 3 Testing new marketing channels/platforms

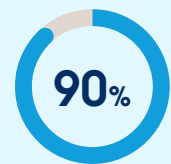
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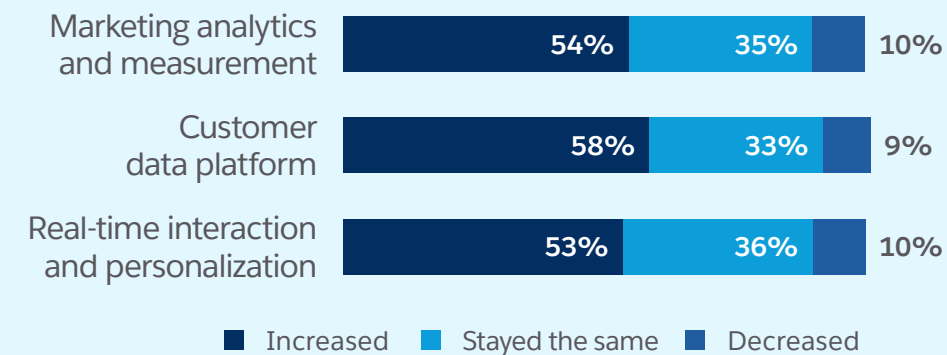


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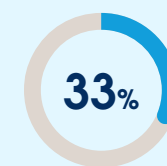
Cross-Channel Marketing Performance



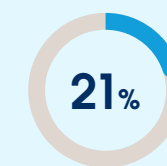
of marketers emphasize the importance of having a **complete, centralized view of all cross-channel marketing.**

Top Challenges in Evaluating Marketing Performance

- 1 Manual data integration processes
- 2 Budget allocation and optimization
- 3 Employee resources and skill sets



of marketers evaluate cross-channel performance in one centralized view.



of marketers monitor cross-channel performance monthly or less.





The Marketing Intelligence Report for Nonprofit

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Cross-channel analytics
- Tie** 3 Collaboration across distributed teams and Testing new marketing channels/platforms and Unified customer profiles

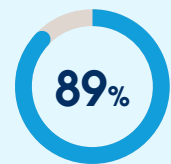
Top 3 Factors Driving the Customer Experience

- 1 Collaboration across distributed teams
- Tie** 2 Data quality and Shared marketing and sales business objectives
- 3 Artificial Intelligence performance insights

Top 3 Metrics Defining Success

- 1 Channel metrics
- 2 Customer acquisition
- 3 Brand awareness

Data Privacy Changes Inspire Strategic Shifts

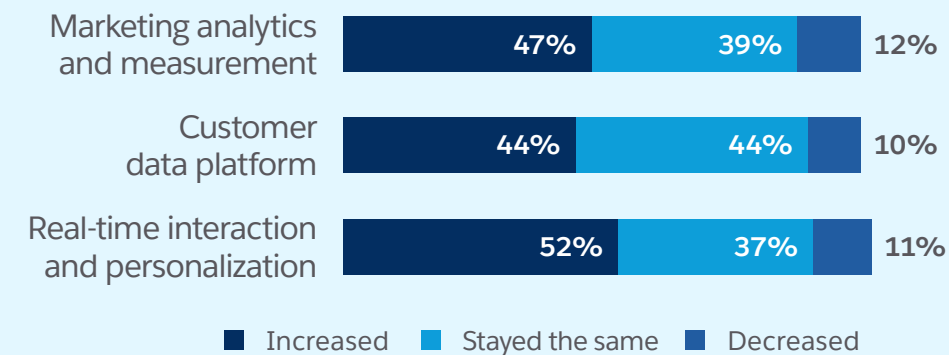


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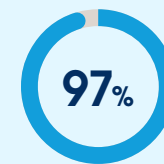
Top 3 Revisions in Response to Data Privacy Changes

- 1 Personalization strategies
- 2 Customer data collection
- 3 Vendor selection

Technology Investments in Response to Data Privacy Changes



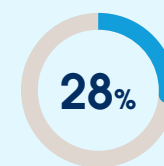
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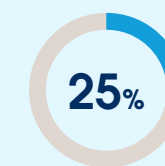
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Top Challenges in Evaluating Marketing Performance

- 1 Employee resources and skillsets
- 2 Siloed data
- 3 Manual data integration processes



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The Marketing Intelligence Report for Professional & Business Services

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Collaboration across distributed teams
- 3 Shared marketing and sales business objectives

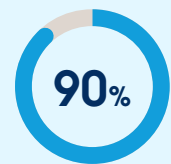
Top 3 Factors Driving the Customer Experience

- 1 Collaboration across distributed teams
- Tie 2 Data quality and Testing new marketing channels/platforms
- 3 Real-time personalization

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Customer acquisition
- 3 Brand awareness

Data Privacy Changes Inspire Strategic Shifts

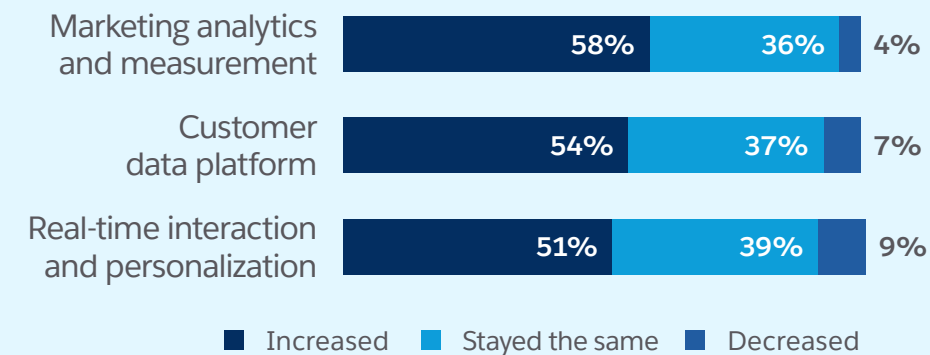


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Top 3 Revisions in Response to Data Privacy Changes

- 1 Customer data collection
- 2 Personalization strategies
- 3 Marketing budget allocation

Technology Investments in Response to Data Privacy Changes



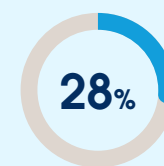
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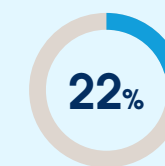
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Top Challenges in Evaluating Marketing Performance

- 1 Employee resources and skillsets
- 2 Manual data integration processes
- 3 Budget allocation and optimization



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The Marketing Intelligence Report for Retail

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Shared marketing and sales business objectives
- 3 Cross-channel analytics

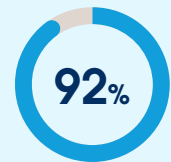
Top 3 Factors Driving the Customer Experience

- 1 Data quality
- 2 Real-time personalization
- Tie 3 Collaboration across distributed teams and Testing new marketing channels/platforms

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Marketing ROI
- 3 Brand awareness

Data Privacy Changes Inspire Strategic Shifts

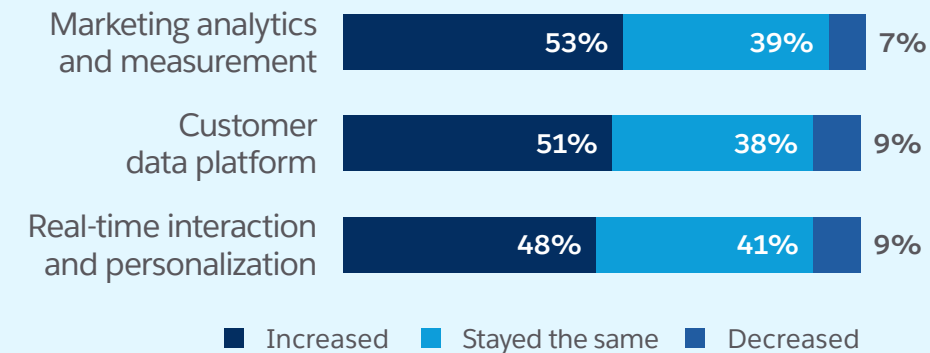


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Top 3 Revisions in Response to Data Privacy Changes

- 1 Marketing budget allocation
- 2 Customer data collection
- 3 Marketing performance KPIs and goals

Technology Investments in Response to Data Privacy Changes



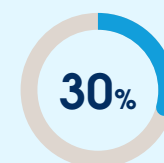
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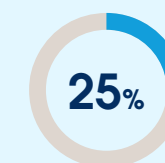
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The Marketing Intelligence Report for Supply Chain & Logistics

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- Tie 2 Cross-channel analytics and Real-time personalization
- 3 Collaboration across distributed teams

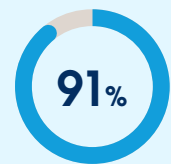
Top 3 Factors Driving the Customer Experience

- 1 Data quality
- Tie 2 Shared marketing and sales business objectives and Collaboration across distributed teams
- 3 Testing new marketing channels/platforms

Top 3 Metrics Defining Success

- 1 Customer satisfaction
- 2 Customer acquisition
- 3 Marketing ROI

Data Privacy Changes Inspire Strategic Shifts

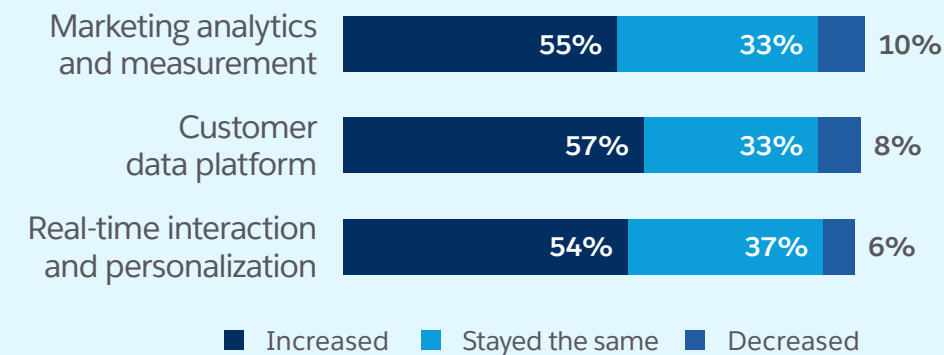


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- 3 Personalization strategies

Technology Investments in Response to Data Privacy Changes



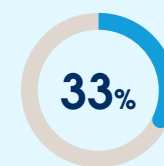
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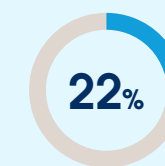
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The Marketing Intelligence Report for Technology

Marketing's Dual Growth and Customer Mandate

Top 3 Factors Driving Growth

- 1 Data quality
- 2 Collaboration across distributed teams
- 3 Testing new marketing channels/platforms

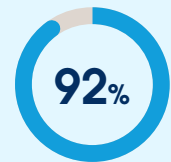
Top 3 Factors Driving the Customer Experience

- 1 Data quality
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- 3 Shared marketing and sales business objectives

Top 3 Metrics Defining Success

- 1 Customer satisfaction
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Data Privacy Changes Inspire Strategic Shifts

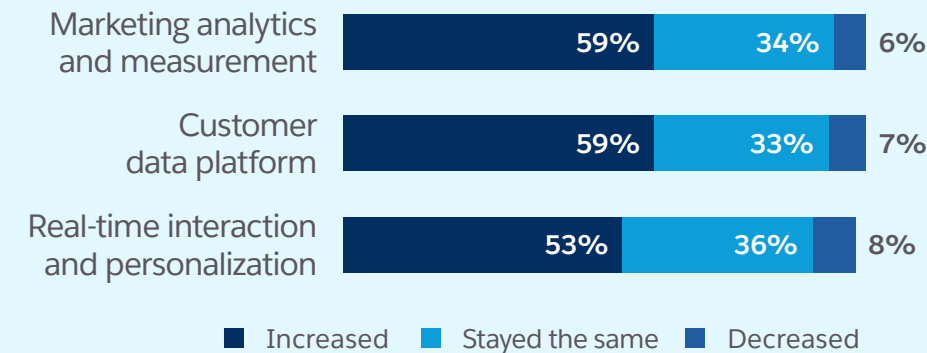


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Technology Investments in Response to Data Privacy Changes



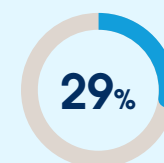
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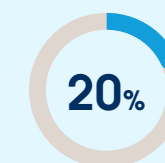
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The Marketing Intelligence Report for Travel & Hospitality

Marketing's Dual Growth and Customer Mandate

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- 3 Shared marketing and sales business objectives

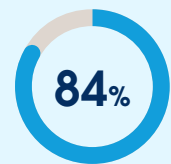
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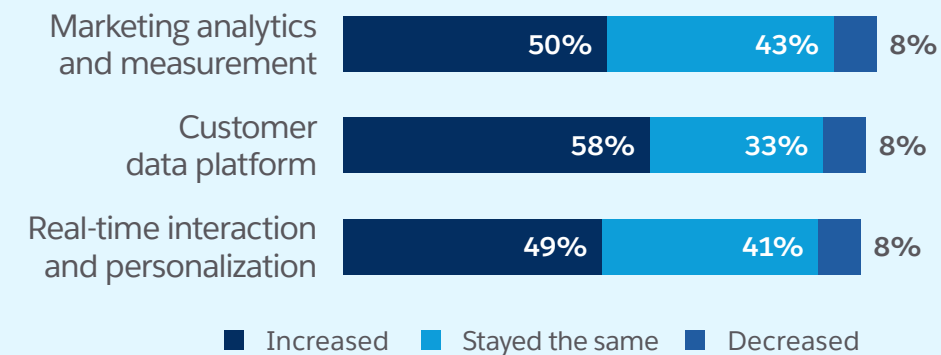


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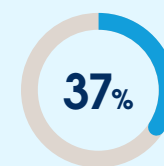
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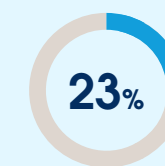
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