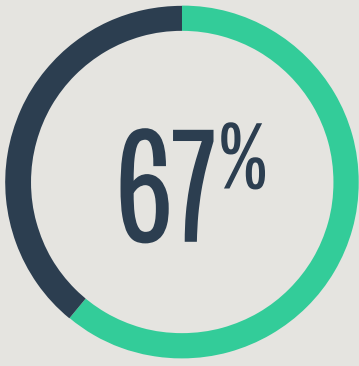


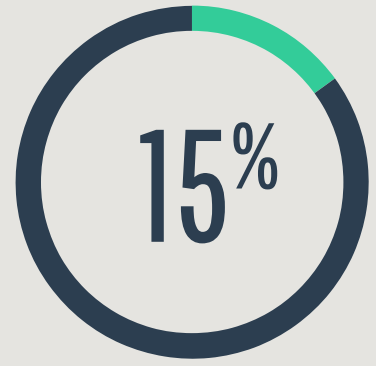
Dream vs Reality

DREAM

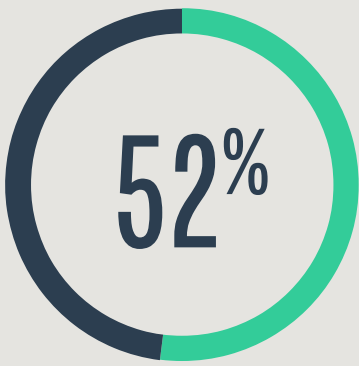
REALITY



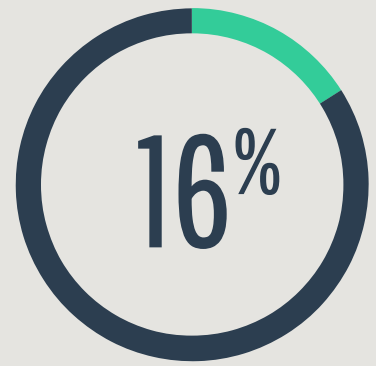
OF MARKETERS' TOP DIGITAL MARKETING STRATEGY IS TO BUILD CUSTOMER RELATIONSHIPS, SO THEY BUY MORE, MORE OFTEN.



OF MARKETERS ARE CONFIDENT THEY KNOW THEIR CUSTOMERS WELL, BASED ON DATA THAT TIES TOGETHER ONLINE AND OFFLINE ACTIVITIES AND PURCHASES.



OF MARKETERS CONNECT WITH MORE THAN HALF THEIR CUSTOMERS ONLINE.



OF MARKETERS ARE VERY CONFIDENT THEY CAN REACH CUSTOMERS ACROSS MULTIPLE DEVICES OVER TIME.

DELIVERING THE RIGHT MESSAGE, AT THE RIGHT TIME, WHEREVER A CONSUMER IS

RELEVANCY TO THE CONSUMER IS PARAMOUNT. TO ACHIEVE THIS, MARKETERS NEED TO BE ABLE TO REACT TO REAL LIFE EVENTS IN REAL-TIME.

24% OF MARKETERS USE REAL-TIME CUSTOMER ACTIVITY TO TAILOR DIGITAL MARKETING.

15% OF MARKETERS USE PERSONALISED, DYNAMIC ADS.

MEASURING TRUE RETURN ON INVESTMENT

UNDERSTANDING WHICH ACTIVITIES WORK AND WHICH DON'T IS ESSENTIAL. MARKETERS NEED TO OBJECTIVELY TRACK HOW THEIR ACTIVITY AFFECTS THE ENTIRE BUSINESS, NOT JUST ONLINE.

18% OF MARKETERS CAPTURE ACTIONABLE MEASUREMENT TO SUPPORT THEIR DIGITAL MARKETING GOALS.

35% OF MARKETERS MEASURE BOTH ONLINE AND OFFLINE SALES.

34% OF MARKETERS MEASURE CHANNEL IMPACT, INDEPENDENTLY, BASED ON CLICK DATA.



DOWNLOAD

75% of marketers don't have the technology, or don't use it effectively enough, to deliver one-to-one digital marketing.

DOWNLOAD THE FULL REPORT: WWW.CNVR.EU/CMO