

The CMO Survey

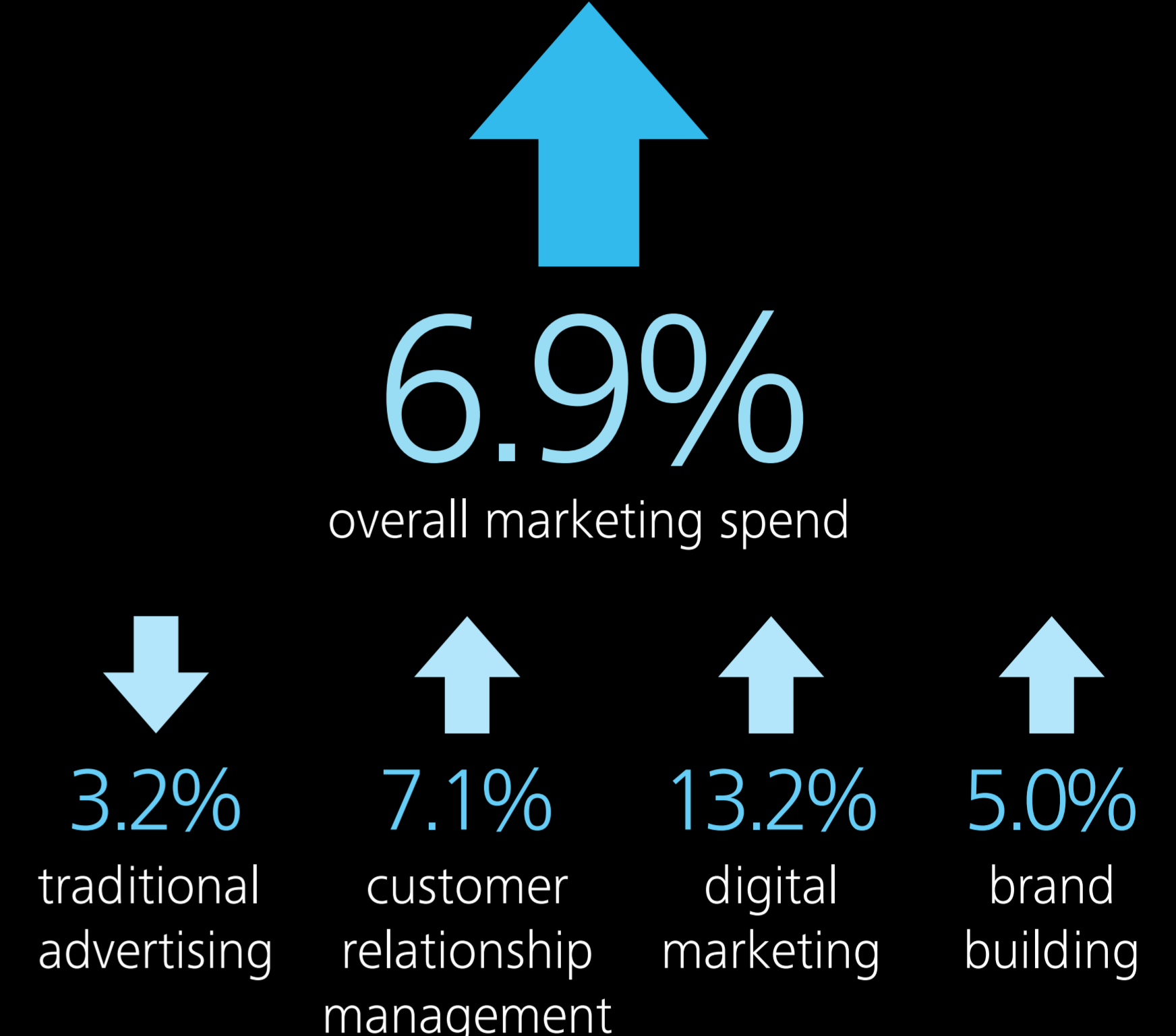
February 2016 results

INVESTMENT IN MARKETING CONTINUES TO GROW

Respondents indicate that marketing expenses account for **12%** of their firms' overall budgets, which is the highest percentage since the survey question was first asked in 2011

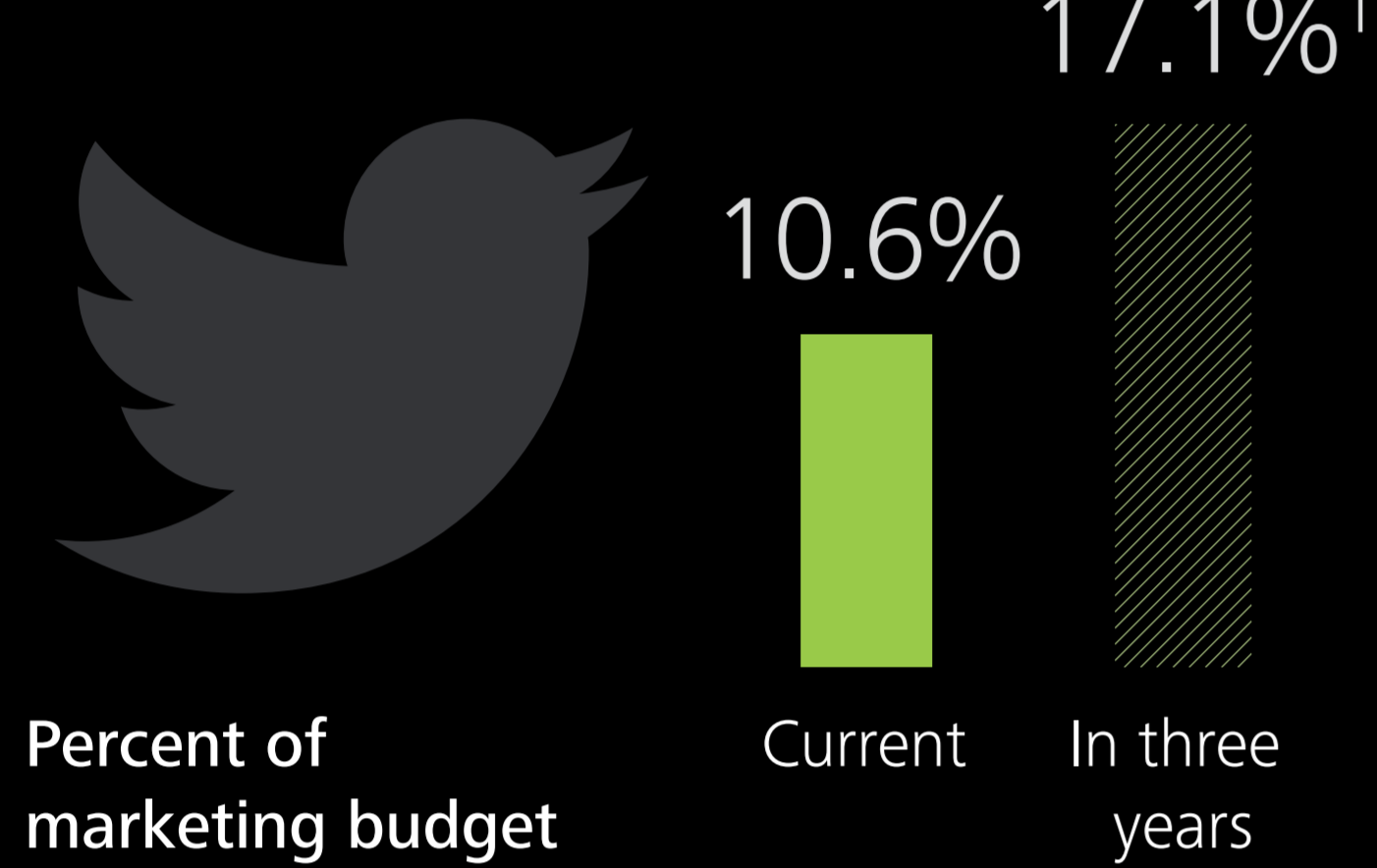


Percent change in planned spending over the next 12 months

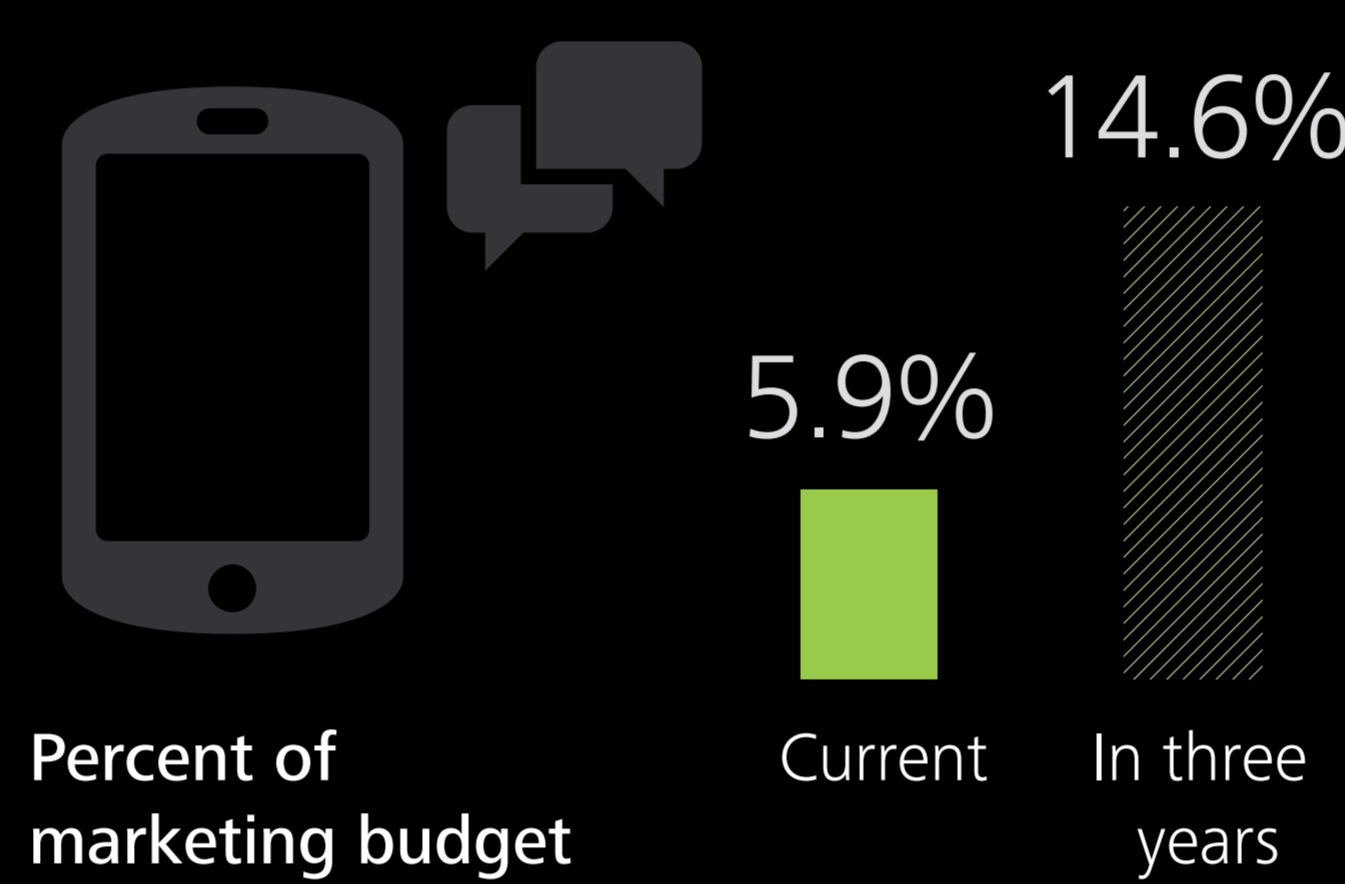


SOCIAL, MOBILE, AND ANALYTICS BUDGETS ARE ON THE RISE

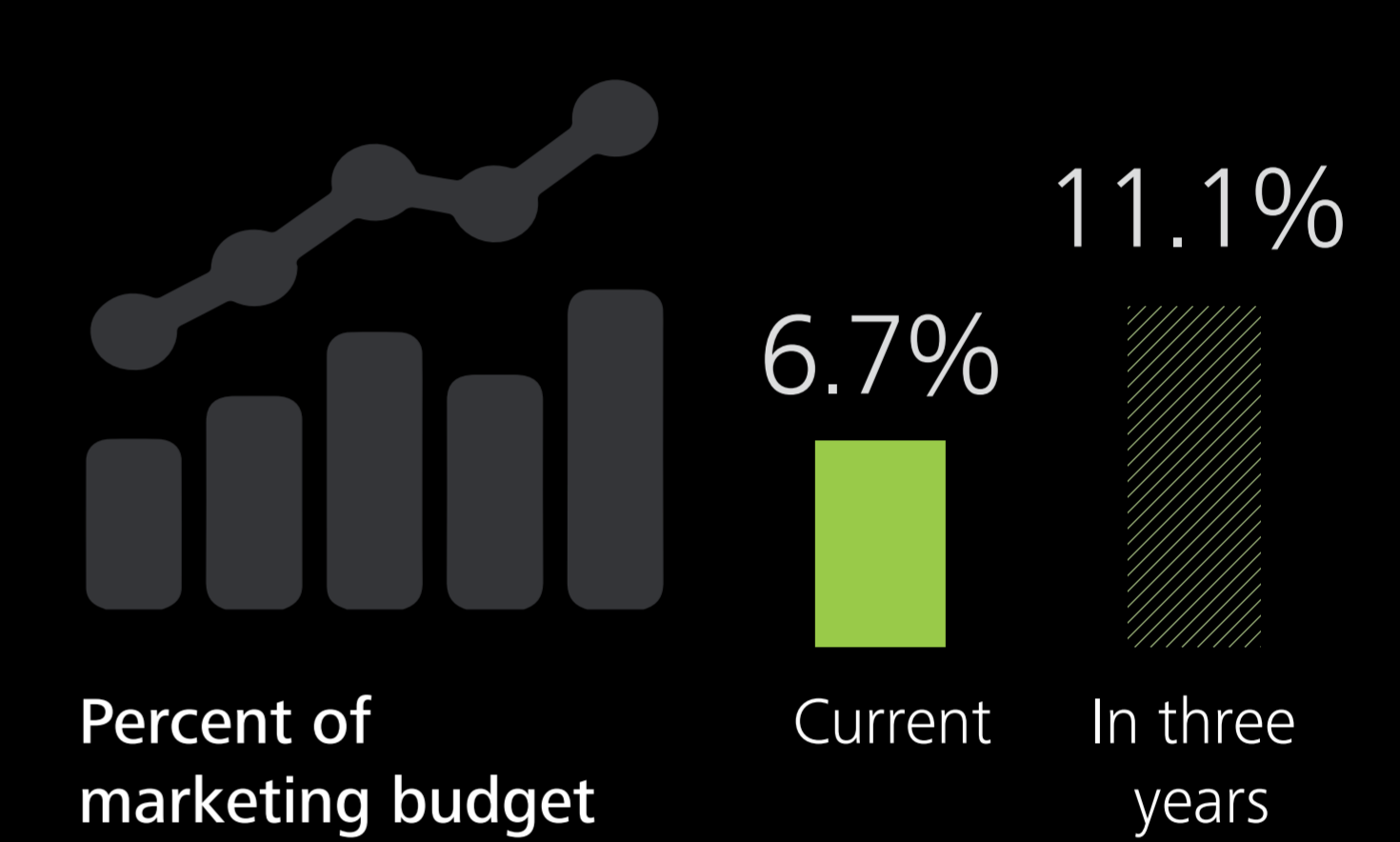
SOCIAL MEDIA



MOBILE MARKETING



MARKETING ANALYTICS



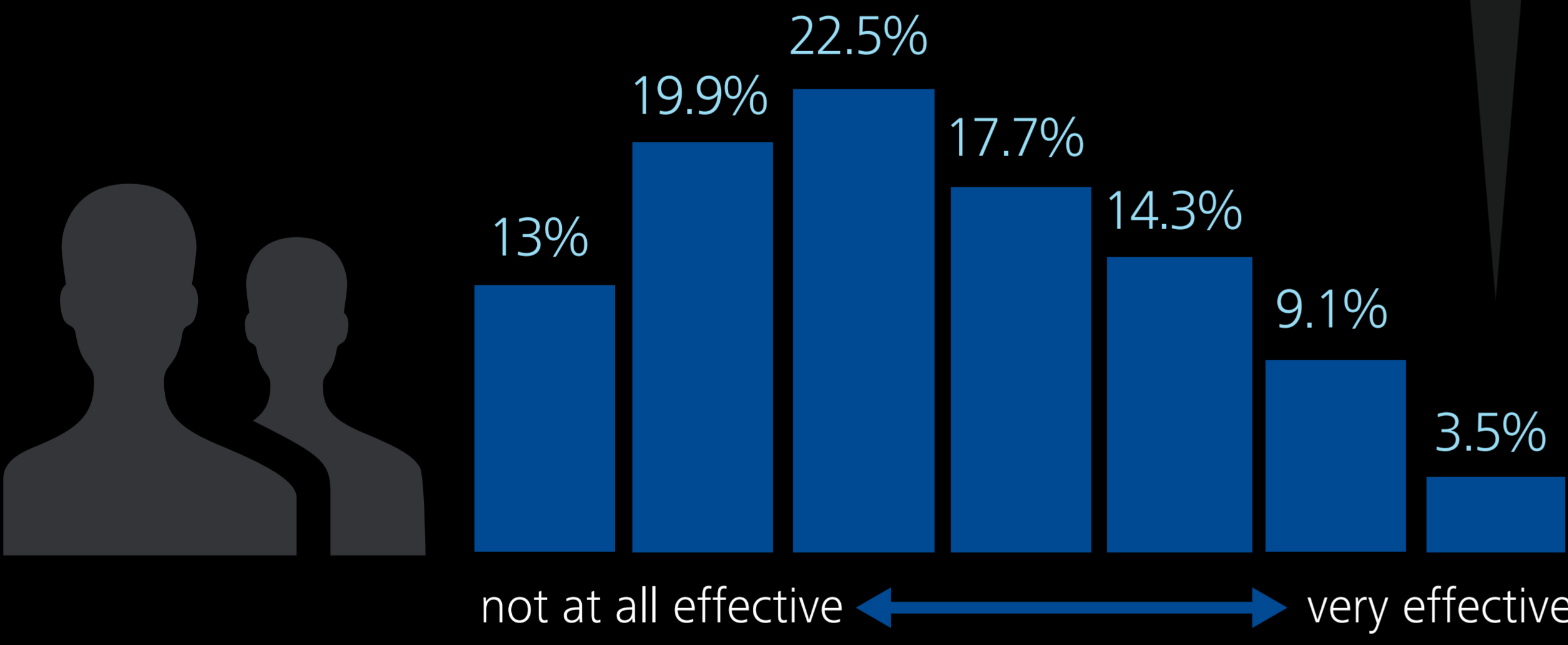
TODAY'S EFFORTS ARE FALLING SHORT

Average rating of degree of contribution to company performance

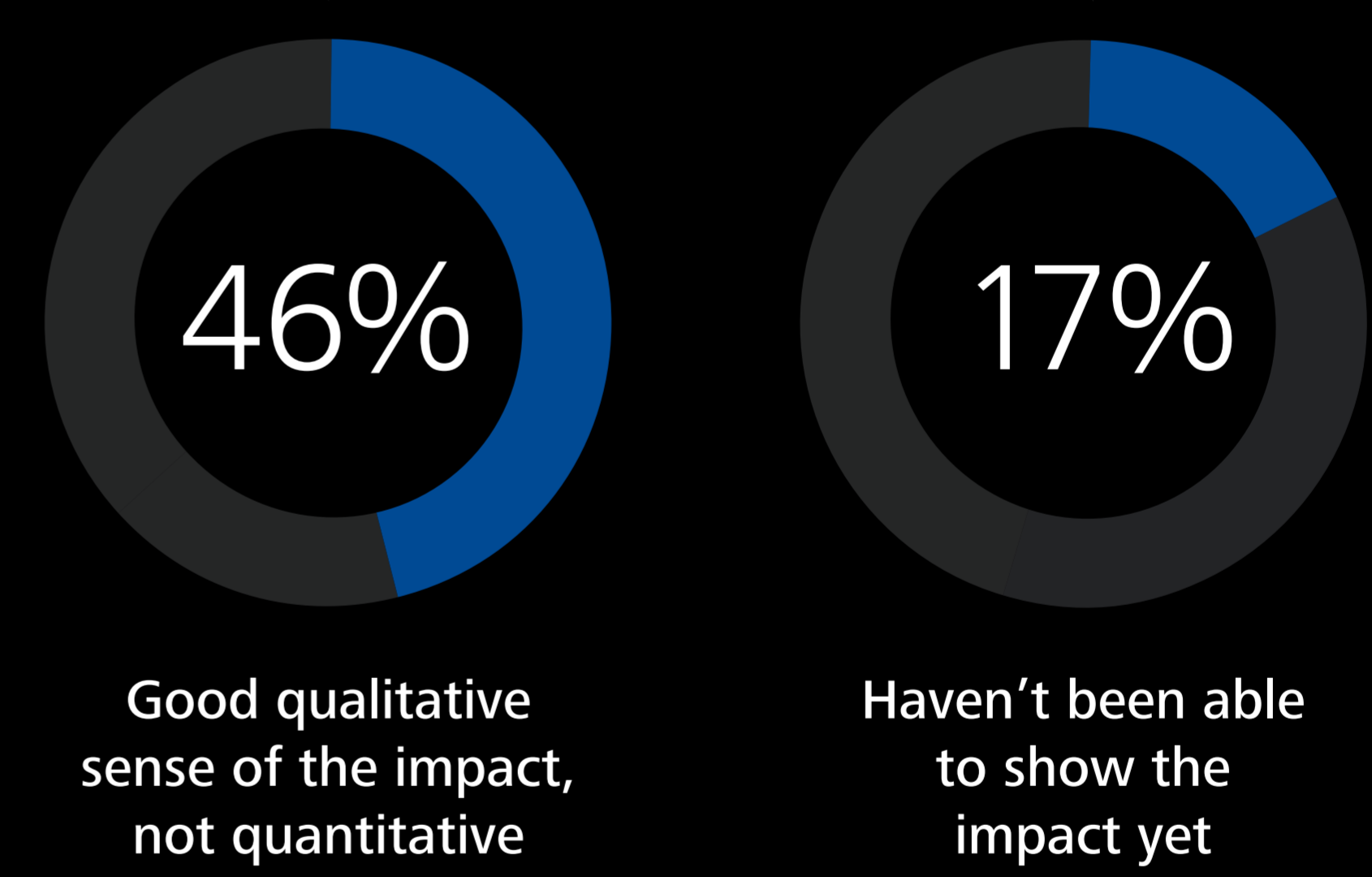


<4% of respondents believe their companies are very effective in integrating customer information across purchasing, communication, and social media channels

How effectively companies integrate customer information



63% of companies have yet to prove the short-term quantitative impact of marketing



Less than **50%** of companies use analytics for decision making in customer insight, acquisition, and retention

4.1 out of 7 is the average rating for how effectively firms link social media to their marketing strategies



Marketers will need to think strategically and holistically to make a true impact with their marketing investments.

¹ Number estimated using survey responses for spending in next 12 months and next 5 years, assuming linear growth in spend
Source: The CMO Survey, February 2016

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