

THE MARKETING AND PROCUREMENT RELATIONSHIP HAS IMPROVED FROM ONE YEAR AGO.



RELATIONSHIP COMPARED TO ONE YEAR AGO

IMPROVED

30% MARKETING

62% MARKETING PROCUREMENT

THE SAME

62% MARKETING

36% MARKETING PROCUREMENT

SENIOR MANAGEMENT SUPPORT IS VERY IMPORTANT IN FOSTERING A STRONG MARKETING/PROCUREMENT RELATIONSHIP

RATED SENIOR MANAGEMENT SUPPORT
AS VERY IMPORTANT

MARKETING

PROCUREMENT



SENIOR MANAGEMENT
SUPPORT WITHIN
THE **MARKETING**
ORGANIZATION IS VERY
IMPORTANT

90%

97%



SENIOR MANAGEMENT
SUPPORT WITHIN
THE **PROCUREMENT**
ORGANIZATION IS VERY
IMPORTANT

88%

93%



MARKETING AND PROCUREMENT FIND DIFFERENT METRICS IMPORTANT.

METRICS IMPORTANT TO MARKETING

SALES/MARKET
SHARE INCREASES

IMPROVE
MARKETING ROI

IMPROVE BRAND
HEALTH METRICS

METRICS IMPORTANT TO PROCUREMENT

COST REDUCTION

RISK MITIGATION

COST AVOIDANCE

PROCESS
IMPROVEMENTS

INNOVATION
AGENCY/SUPPLIER
PERFORMANCE

INTERNAL
STAKEHOLDER
SATISFACTION

INDUSTRY INTELLIGENCE

METRICS BOTH MARKETING AND PROCUREMENT FEEL ARE IMPORTANT.



MARKETING PROCUREMENT STRENGTHS



Marketer's View

RFI/RFP FACILITATION

67% MARKETING
33% PROCUREMENT

Shared

COST SAVINGS

65% MARKETING
56% PROCUREMENT

RISK MITIGATION

47% MARKETING
37% PROCUREMENT

Procurement's View

COLLABORATION ACROSS BUSINESSES

16% MARKETING
39% PROCUREMENT