



MARKETER'S SURVIVAL GUIDE

Navigating the evolving digital landscape



BE AGILE

The challenge of overcoming the complexity of today's marketing to meet consumer expectations remains the most disruptive force, with increased concerns over agile competitors.

Disruptive activities that have seen a notable amount of change since 2014

INTERNET OF THINGS

+18pts
65% in 2015

THREATS FROM INNOVATIVE START-UPS

+11pts
56% in 2015

THREATS FROM MORE AGILE/NIMBLE COMPANIES

+10pts
75% in 2015

DRIVE BUSINESS GROWTH

Taking on the competitive challenge, marketers are grabbing a more central role in driving business growth.



The role of marketing has expanded in the following ways since 2014:

DRIVE CRM/LOYALTY

+20pts
82% in 2015

INFLUENCE DEVELOPMENT OF NEW BUSINESS MODELS

+15pts
70% in 2015

INFLUENCE PRODUCT INNOVATION

+9pts
75% in 2015

FOCUS ON THE CUSTOMER

Revenue growth can be increased by focusing resources on the customer experience.

Percent of gross revenue generated from upselling and cross-selling

6.1%

LEADERSHIP DOES NOT FOCUS WELL ON CUSTOMER JOURNEY KPIS

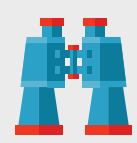


8.1%

AVERAGE REVENUE

9.1%

LEADERSHIP FOCUS WELL ON CUSTOMER JOURNEY KPIS



CREATE NETWORKED ORGS

The marketing organization is becoming more networked, creating a structure to support agile processes and shared vision.



Networked orgs are more profitable

INCREMENTAL REVENUE <10%

INCREMENTAL REVENUE 11%+

18%

vs.

51%

Percentage of organizations that are networked is up 9pts to 27% since 2014