

THE MARKETING EXPERIENCE

All the Great Stuff We Didn't Tell You Yet



More essential truths from **250 CMOs** about the Marketing Experience

We recently received responses from 250 CMOs, telling us about their Marketing Experience – how easy it is for their teams to function across data, process, campaigns and technology. We've talked about it already, on our website, across webinars and at events.

The good news? There's more to come.

So, if you're interested to know how peers perceive work and to understand if you're lagging behind, on point, or streets ahead, read on. Here are a few bits, we didn't tell you yet.

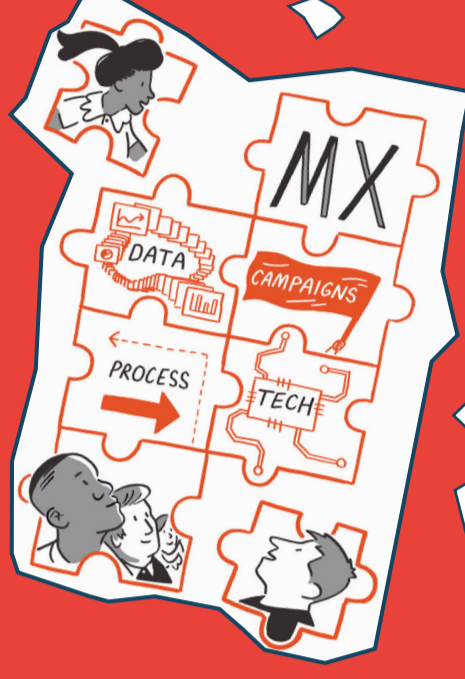


WHERE DID ALL THESE MARKETERS COME FROM ANYWAY?

Turns out, loads of us didn't start here. Which might explain why we feel overwhelmed by all the tech, data, campaign tactics and processes. It's a lot, but you don't need to go it alone.

31%

of CMOs came from sales, IT and customer service before marketing



THE DATA DILEMMA

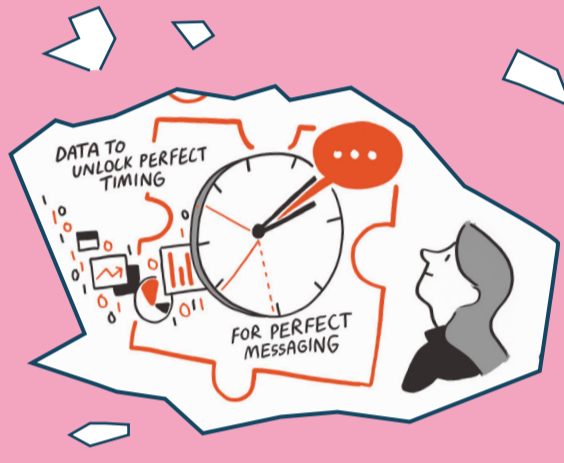


91%

of CMOs say data quality makes or breaks campaign success

But we're pulling data from multiple sources and hoping it all makes sense.

Data matters most, right? It's got to be bang on, otherwise, what's the point?



IF YOU COULD FIX JUST ONE THING...

The top 3 challenges marketers would solve tomorrow?

Here's what would actually move the needle. Not more tools. Not more features. Just these three things made easy, working properly.

1

23%

Simplified workflows

2

23%

Enhanced reporting capabilities

3

21%

Better data integration



TOO MANY COOKS?

Marketing owns **30%**
IT owns **25%**
Finance owns **25%**
of MarTech decisions

And over **27%** say their vendors in social media management, marketing automation and email marketing are holding them back with poor communication and inflexible contracts.



FEELING STRETCHED?

Marketing technology eats up **50%** of budgets - and it's managed across different parts of the business, all relying on fragmented data. Add a growing mix of vendors to the pot, and the complexity becomes overwhelming.

Companies lose **21** working days a year with marketing stretched in all directions and **24%** have lost customers because of the complexity.

Everyone's got an opinion. Nobody's got full control. Sound familiar?



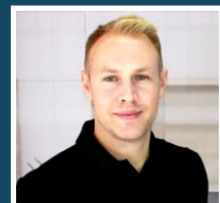
The Marketing Experience means everything to us here at IMG – it's our USP and it's what we're all about. We love getting to grips with what keeps you awake at night, uncovering the good, the bad, and the ugly, and ultimately helping you to make work better.

Ready to Fix Your Marketing Experience?

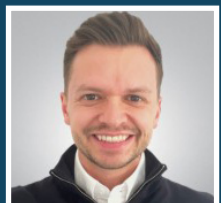
We help busy teams navigate messy data, fragmented tools and processes, and scattered campaigns to run effective marketing with less stress. We'll simplify your tech stack, fix what's broken, improve data flow, rationalise campaigns and maximise what you already have.



So, if your marketing feels chaotic, we're here to sort it. Learn more at intermedia-global.com or contact:



Steffen Drucks
Consulting Director
steffen.drucks@intermedia-global.com



Matt Letchford
Commercial Director
matt.letchford@intermedia-global.com