

ABBREVIATED SUMMARY

Measuring What Matters to Improve Marketing Performance

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This abbreviated summary highlights some of the most significant findings of ITSMA's 2019 *ITSMA Measuring What Matters: Metrics Survey*. A more in-depth analysis can be found in the full report <https://www.itsma.com/research/measuring-matters-improve-marketing-performance/>

Marketers are under more pressure than ever to drive growth and demonstrate impact to the business.

84%

Executive leadership (e.g., CEO, CFO) **holds marketing accountable for performance**

Note: % of respondents who rate 4 or 5 on a 5-point scale where 1=strongly disagree and 5=strongly agree. (N=69)
Source: ITSMA Measuring What Matters: Metrics Survey, June 2019

Introduction

Marketers create business value in many ways—as curators of the corporate brand, advocates for customer success, and drivers of innovation. How can marketers use metrics to optimize everything they do within marketing while also proving marketing’s impact to senior leadership?

The report presents the latest research from ITSMA’s *2019 Measuring What Matters Survey*,

along with case studies from 14 qualitative interviews on marketing best practices to identify, measure, and communicate the impact on KPIs that matter most to drive improvement in marketing performance.

Along with aggregate data, the report highlights crosstabs by performance (data savvy marketers and others) and by size of company.

Methodology

Measuring What Matters: Metrics Survey

This survey is for B2B companies that provide services and solutions. It should be answered by a person in your company or organization with **management responsibility** for one or more marketing functions or who is a member of the marketing operations team.

Web-based survey



Survey invitations were emailed during June-July 2019

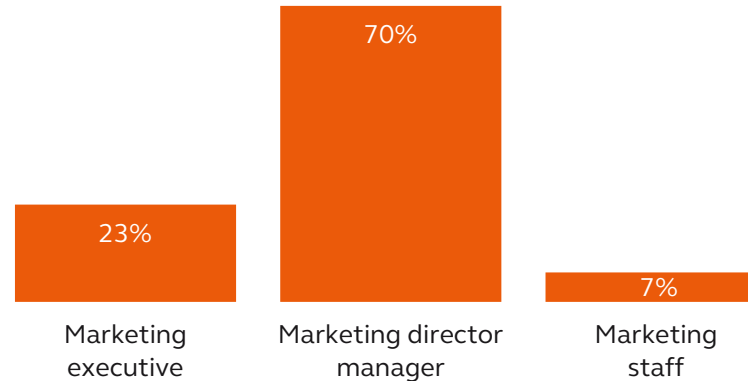


69 B2B Marketing executives, directors, and managers

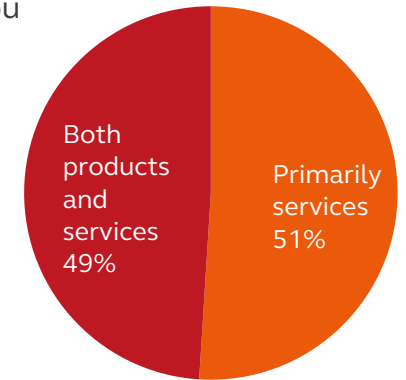


14 Qualitative interviews

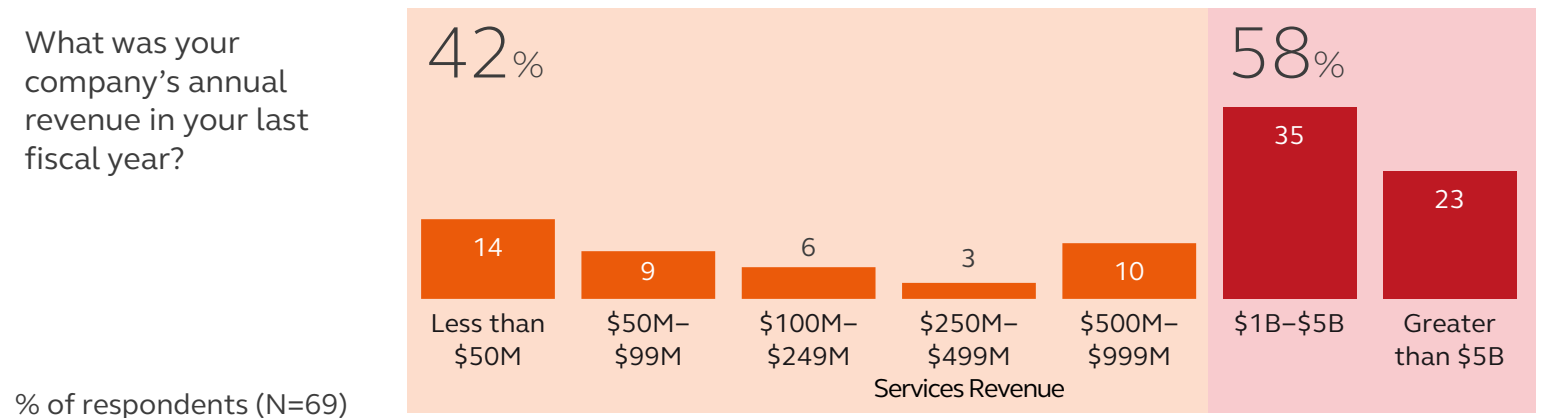
Which of the following best describes your role at your company?



How would you describe your company's business?



What was your company's annual revenue in your last fiscal year?



Marketers struggle to tie marketing activity to business results

3%

are able to directly tie all, or nearly all, marketing activity to business results



% of respondents (N=69)

Source: ITSMA Measuring What Matters: Metrics Survey, June 2019

Linking marketing performance metrics to business metrics is the top challenge

What are the top three challenges you face with collecting, analyzing, using, and communicating marketing data? % of respondents (N=69)



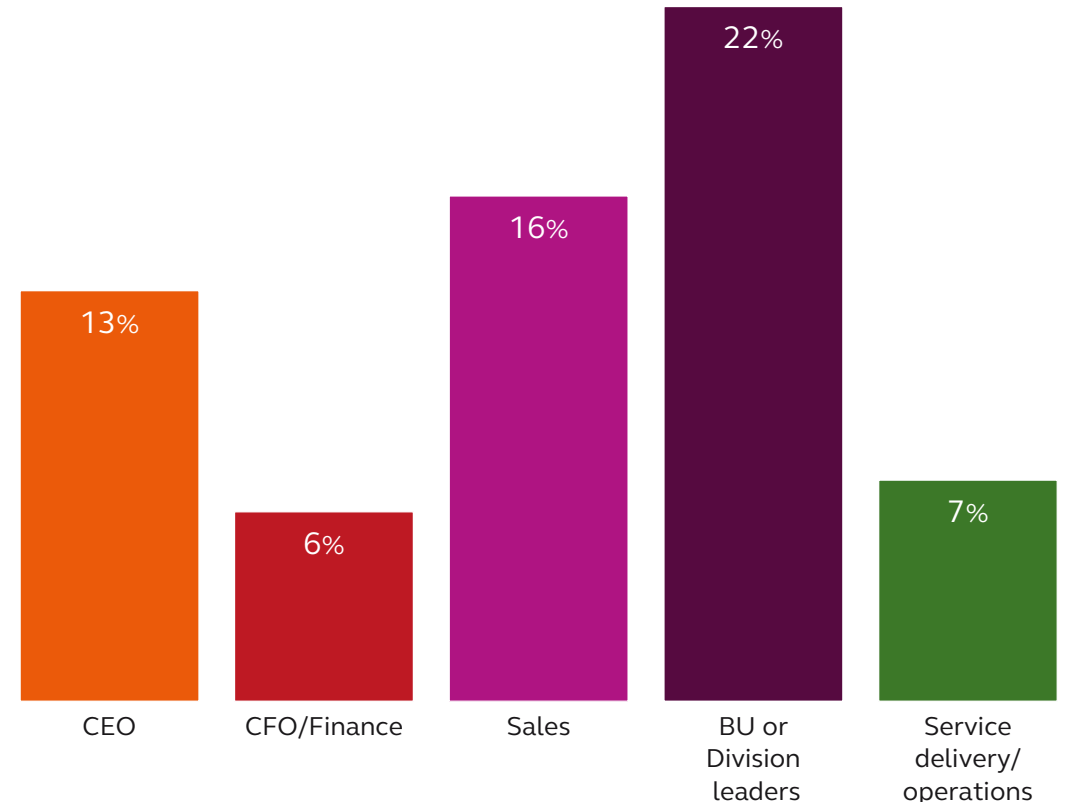
Note: Up to three responses allowed.

Source: ITSMA Measuring What Matters: Metrics Survey, June 2019

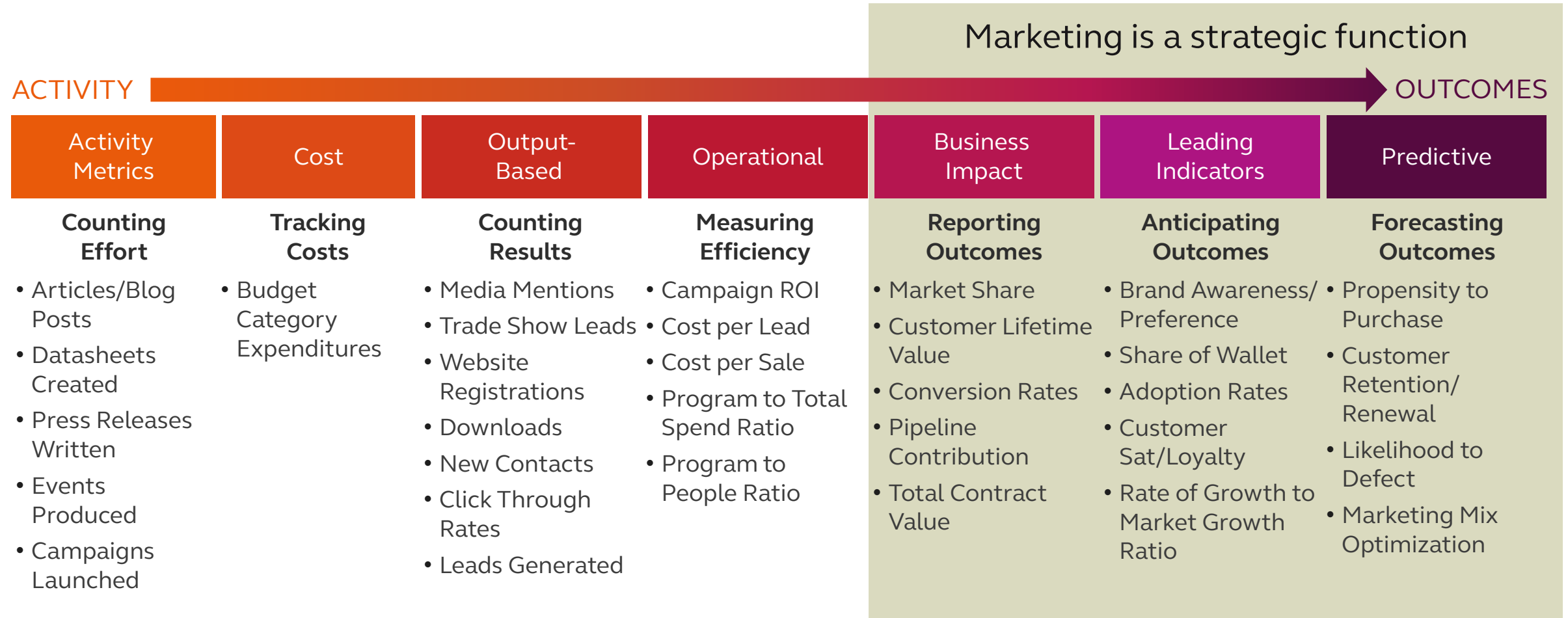
Few leaders outside of marketing rely on marketing data to make decisions

To what extent are other functions or organizations using the data and metrics developed by marketing?

% of respondents who indicated that executive in the company "relies on marketing data to make decisions" (N~68)

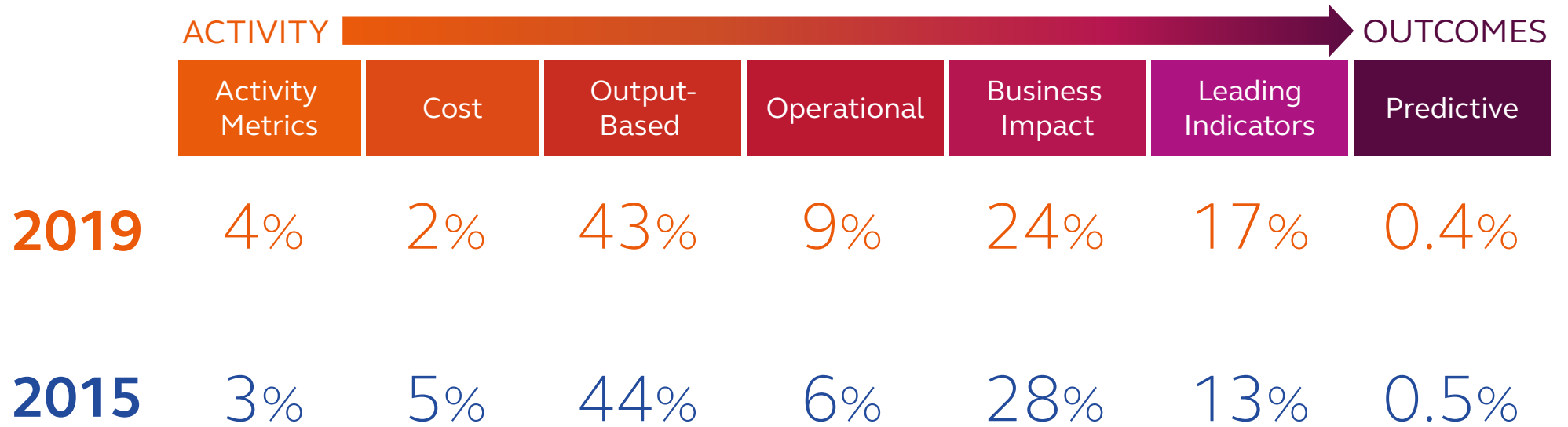


Outcome-based metrics establish marketing as a strategic function



Yet, many marketers rely on output-based metrics when communicating with the C-suite

What are the five most important metrics that your marketing organization tracks and reports to the executive leadership team?



% of metrics

Note: Open-ended responses coded by ITSMA

Sources: ITSMA Measuring What Matters: Metrics Survey, June 2019, and ITSMA Measuring and Communicating Marketing Impact Survey, April 2015

Communicating how marketing activities impact business results is key to marketing's advancement and success



Key Takeaways

- Connecting the dots between marketing activities and business impact is vital to marketing's success
- Data-savvy marketers don't just collect data; they use it extensively to improve marketing programs and activities
- Outcome-based metrics that include the 3 R's of marketing establish marketing as a strategic function
- Having the right culture, particularly one that embraces experimentation, empowers marketers to take action on data
- Technology is a powerful enabler, but don't underestimate the importance of experience and intuition



Want to learn more?

Here's what is included in the full study:

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Buy the study

Member: \$295

Non-member: \$695

The report is available for no additional fee to current ITSMA members that responded to this survey and for sale at member and non-member prices to all others.

<https://www.itsma.com/research/measuring-matters-improve-marketing-performance/>



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