500 MARKETING EXECUTIVES REVEAL THEIR 2018 STRATEGY

2018 Stats on Strategy, Technology Spend, and Success
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Marketing executives are spending more on marketing technology than last year, and shifting focus toward content marketing as a priority in 2018.

- 68% of marketing execs will spend more on marketing technology in 2018.
- 80% of respondents introduced 1 to 5 new technologies in 2017, and 56% say they feel “overwhelmed” by the amount of data in their marketing technologies.
- The marketing trend execs feel least prepared for is artificial intelligence. 1/3 of marketing executives feel unprepared to handle AI in 2018.
- “Organic Search” was the top performing channel in 2016, 2017 and is the top priority of marketing executives in 2018.
- Marketing executives are prioritizing content marketing in 2018. 76% of execs plan on upping their investment in content marketing next year.
28% of Marketing Executives Are Using More than 10 Marketing Technologies

- 90% of respondents use 20 or fewer marketing technologies, with the largest group, 43%, using 6-10.
- 8% report using more than 20 different software solutions.

About how many technologies does your marketing team currently use? (Ex: automation, social tracking, SEO tools, workflow managers, etc.)

- 0-5: 27%
- 6-10: 43%
- 10-20: 20%
- 21-50: 6%
- 51-99: 2%
- I don’t know: 2%
80% of Marketing Execs Reported Introducing 1 to 5 New Technologies in 2017

How much of that marketing technology did you introduce in 2017?

- 1-5 new technologies: 80%
- 6-10 new technologies: 11%
- 11-20 new technologies: 2%
- 20+ new technologies: 9%

- 0 new technologies: 1%
28% of Marketing Execs Spend More than 100K on Marketing Technology

- 60% of respondents reported marketing technology budgets of less than 100K in 2017.
- 4% respondents spent over a million dollars.

About how much did you spend on marketing technology in 2017? (USD)

- 0-5k: 13%
- 6k-20k: 20%
- 21k-50k: 16%
- 51k-99k: 11%
- 100k-150k: 11%
- 150k-500k: 11%
- 500k-1m: 2%
- Over 1m: 4%
- I am not the budget holder/decision maker: 11%
68% of Marketing Executives Will Spend More on Marketing Technology in 2018

Going into 2018, do you anticipate spending more, less, or the same on marketing technology in the coming year?
59% Are Using 2 to 5 Dashboards or Reports to Understand Their Overall Marketing Performance

How many dashboards or reports do you currently need to look at to understand your overall marketing performance?

- 1: 3%
- 2-5: 59%
- 5-10: 20%
- 10-20: 7%
- 20+: 2%
- 20+: 6%
- I don’t know: 3%

I am unable to get a full view of my marketing performance through technology: 3%
1 in 4 Marketing Execs Cannot Attribute Organic Marketing Success to Specific Actions

“I find it easy to attribute my organic success to specific actions by team members.”

26% DISAGREE
Only 51% of Marketing Executives Can Easily Measure Their Global Marketing Efforts

“It is easy to get visibility into my global performance.”

- Strongly Agree: 10%
- Somewhat Agree: 41%
- Not a Focus: 23%
- Somewhat Disagree: 16%
- Strongly Disagree: 10%
56% Say They Feel “Overwhelmed” by the Amount of Data in Their Marketing Technologies

“In general, I am overwhelmed by the amount of data I have available in my marketing stack because it takes too much time and analysis to find insight.”

True 56%

False 44%
Marketing Executives Say “Lack of Budget” is Top Challenge in 2018

Rank the biggest internal challenges that you think could negatively impact your online performance in 2018:

1. Lack of Budget
2. Having the Right Team
3. Not Enough Time
4. Lack of Cross-Functional Support
5. Can’t Prove ROI
Marketing Executives Feel Most Unprepared to Handle Artificial Intelligence

What marketing trend do you feel most unprepared for in 2018?

- Artificial Intelligence: 34%
- Virtual Reality/Augmented Reality: 29%
- Voice Search: 23%
- New Social Networks: 11%
- Other: 3%

What it takes for success in 2018:
Marketing Executives Use Revenue and Conversions as Main KPIs for Success

Respondents listed “revenue” and “conversions” as their top 2 metrics for success in 2018. This is a shift from last year, when executives listed “leads” and “traffic” as main Key Performance Indicators (KPIs).

1. Conversions
2. Revenue
3. Leads
4. Traffic
“Organic Search” Was the Top Performing Channel in 2017 and Will Be a Priority in 2018

• Marketing executives reveal that “organic search” was their best performing channel in 2017. Organic search was also their top channel in 2016.

• Executives listed “organic search” most often as their top priority for 2018.

• Respondents listed “paid search/PPC” as their second priority for next year, and “social” as their #3 priority for 2018.
Marketing Execs Prioritize Content Marketing in 2018

- 61% of marketing execs believe their focus on digital advertising will increase (either strongly or slightly) in 2018.
- 60% of marketing execs believe their focus on SEO initiatives will increase.
- 76% of marketing execs believe their focus on content marketing initiatives will increase in 2018.
Who did we survey?

The largest portion of the respondents (29%) came from B2B organizations, although an additional 26% of respondents represented organizations that do both B2B and B2C marketing.

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