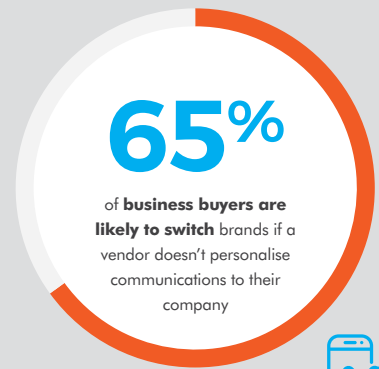
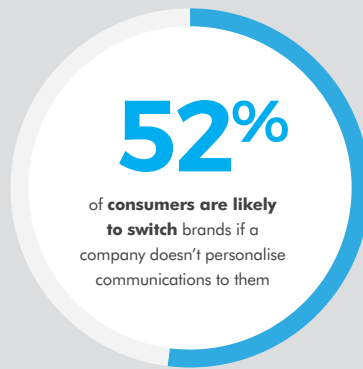


STATE OF MARKETING REPORT 2017

CUSTOMERS WILL WALK IF EXPERIENCES AREN'T PERSONALISED

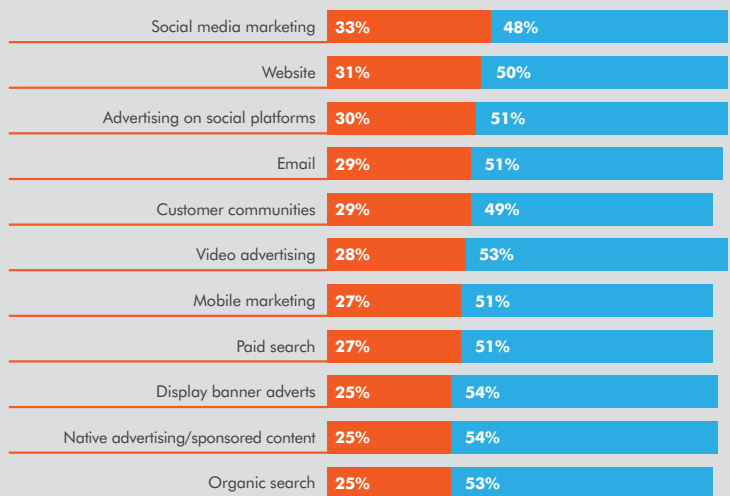
In a separate study of over 7,000 consumers and business buyers worldwide, a majority of customers said they would switch brands or vendors if communications weren't personalised.



MOST MARKETERS BROADCAST IDENTICAL MESSAGES ACROSS CHANNELS

Most marketers say about half of their campaign messages are identical broadcasts from one channel to the next.

Extent to which marketers coordinate messages in the following channels with other channels



Messages evolve across channels based on customer actions

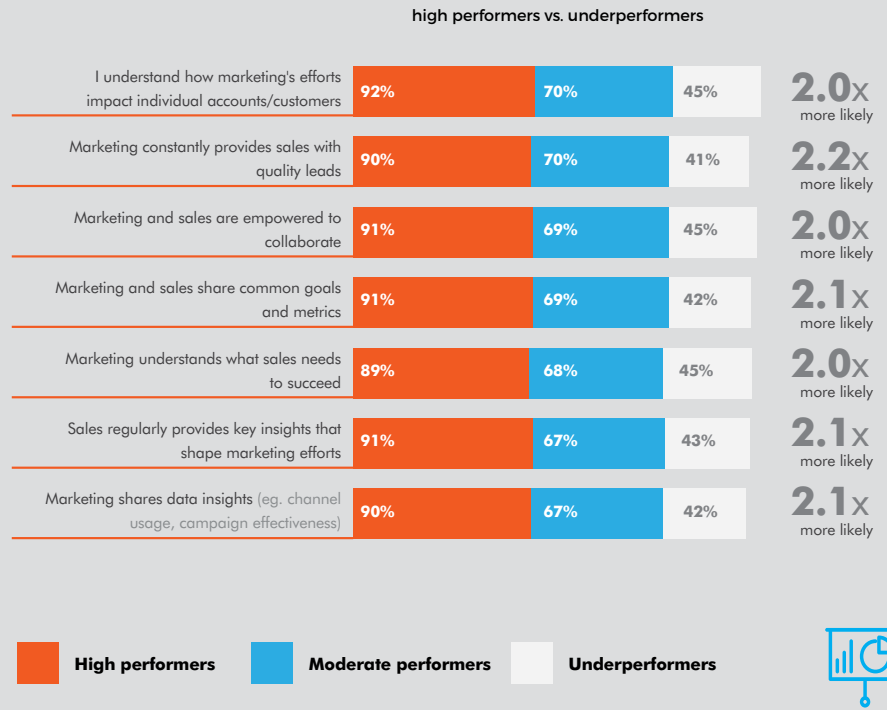
Identical messages broadcast across channels



TOP MARKETERS ALIGN CLOSELY WITH SALES TEAMS

Given that top teams' number one challenge to creating a customer experience is getting a shared, single view of the customer, the need for marketing and sales alignment is at a peak.

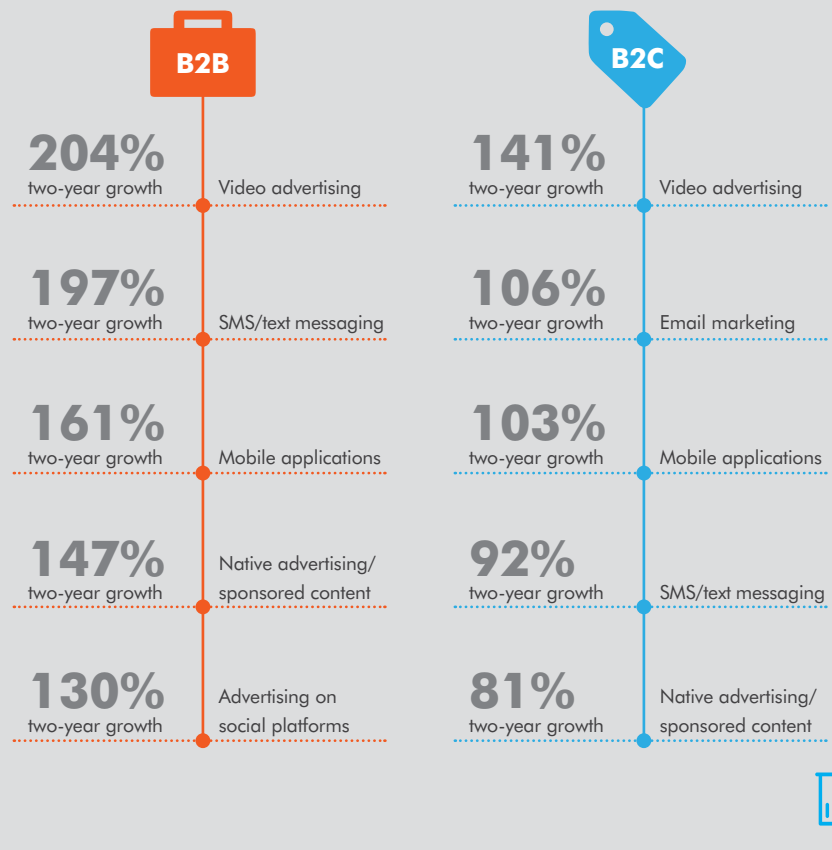
Percentage of marketing leaders who strongly agree with the following statements about their relationships with sales



EMERGING CHANNELS AND EMAIL SHOW HIGH GROWTH

While video advertising tops both growth charts, B2C teams pump up their email efforts and B2B teams double down on mobile and advertising on new platforms.

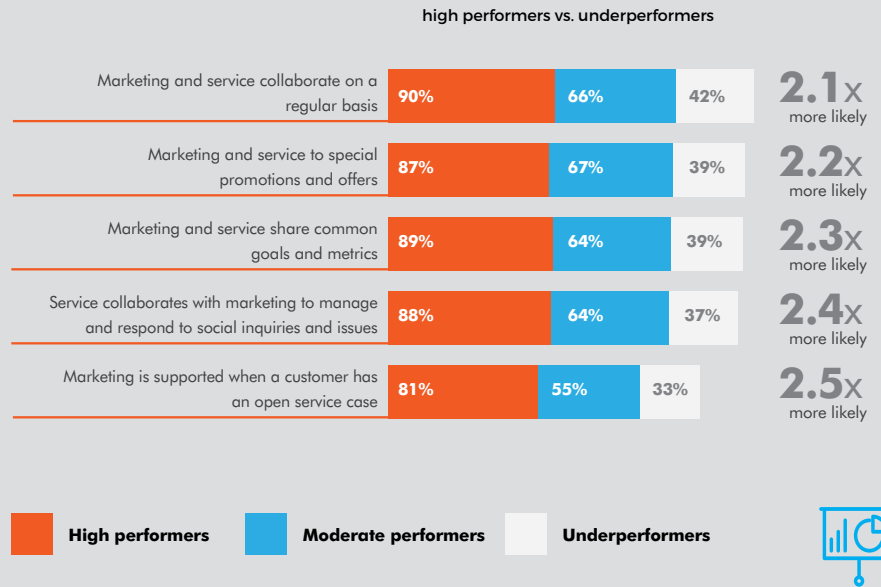
Actual channel growth 2015-2017



SERVICE AND MARKETING UNITE FOR CONSISTENT CUSTOMER EXPERIENCES

Top marketing teams are more than twice as likely as underperformers to collaborate with their service counterpart.

Percentage of marketing leaders who strongly agree with the following statements about their relationships with service



"EMAIL PLUS" EQUALS AWARENESS, ENGAGEMENT, AND ACQUISITION

Combining email with a myriad of other marketing channels delivers exponential benefits. Marketers report higher levels of awareness, engagement, and acquisition.

Top three benefits of combining email with other marketing channels

