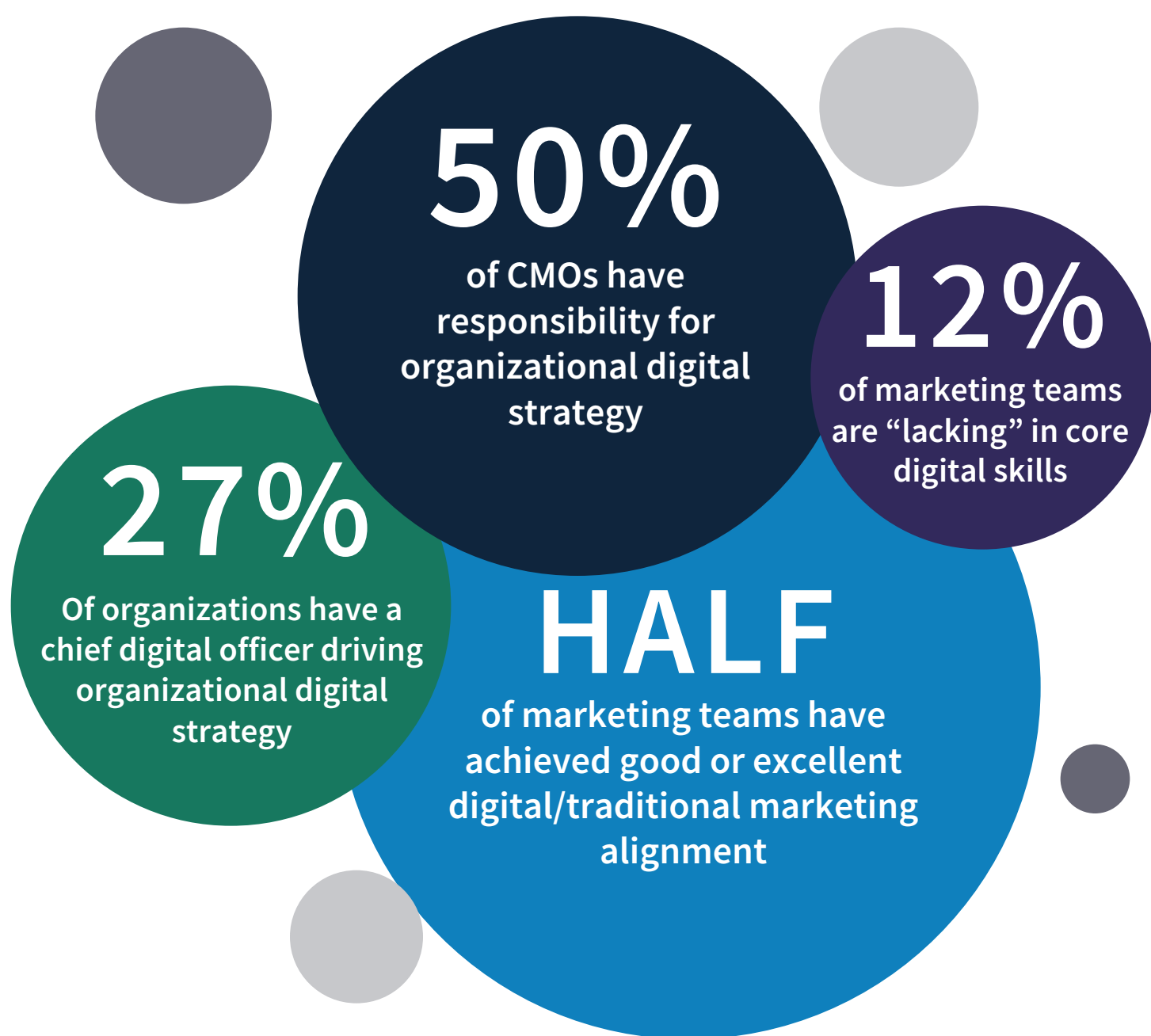


DIGITAL MARKETING AGILITY



The ability to quickly adopt digital technologies to drive the business and maximize the customer experience



3/4 of world class organizations say that digital strategies are at least "well aligned" across all business functions.



Technology Infrastructure

The single biggest barrier to marketing digital agility

49%

feel digital marketing has significantly enhanced the view of the customer

7%

cite the IT function as a full collaborator with marketing

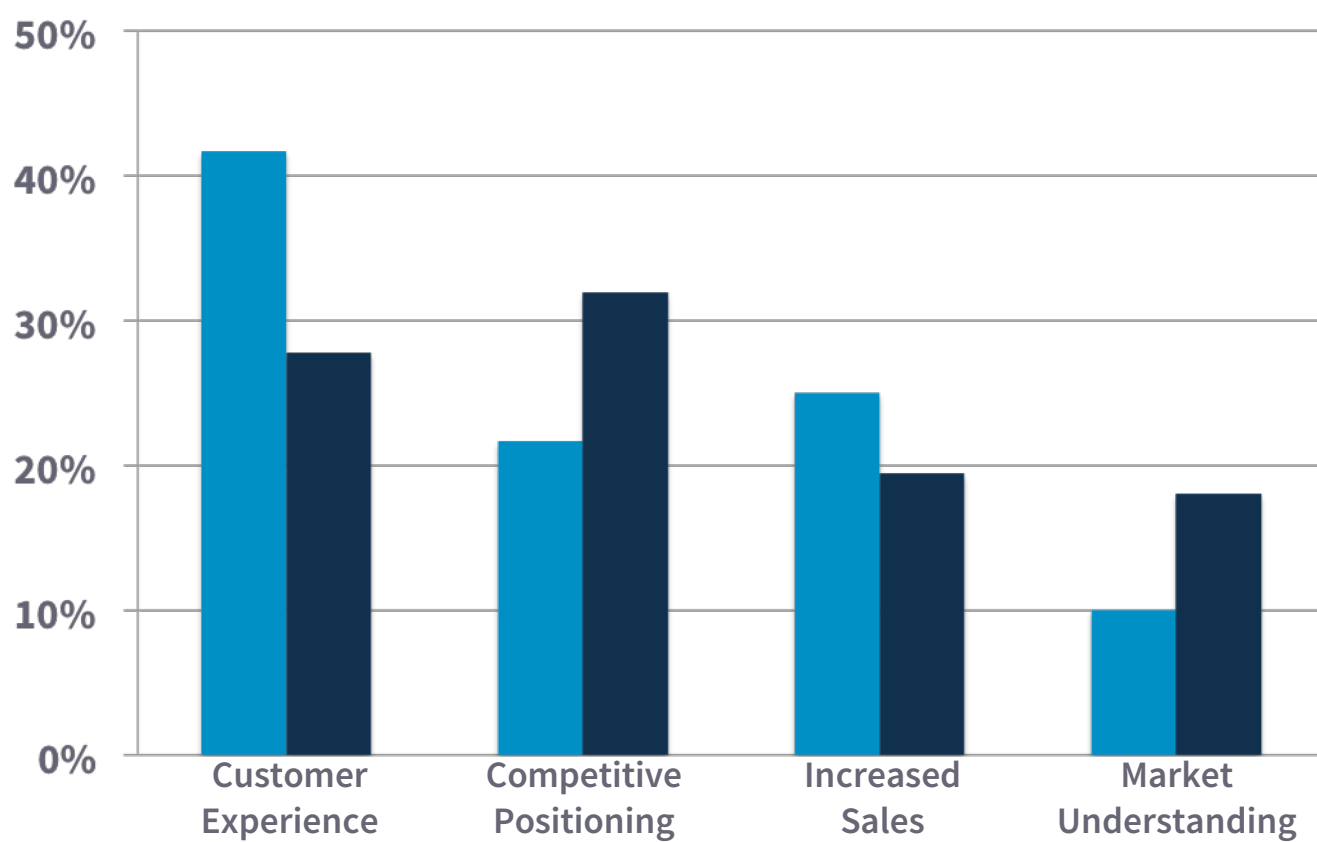
\$100k

The level at which the IT function typically gets fully involved in a digital marketing initiative



As technology becomes increasingly pervasive in the customer journey, digital marketing technologies can provide never before seen customer insights.

Drivers of Digital Marketing B2B vs B2C



Data Source: CMO Insights on the Journey Towards Digital Agility

Digital marketing is no longer a competitive differentiator. It is a minimum entry requirement and essential aspect of all marketing activities.