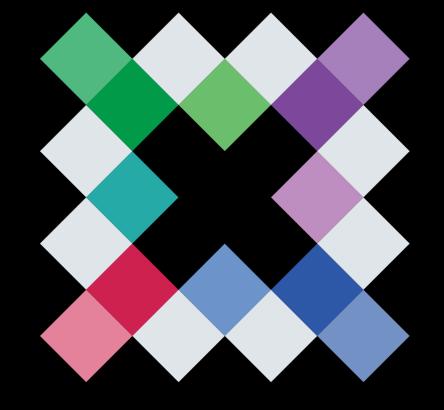
CMO-CIO: BETTER TOGETHER

ONLY 1 IN 4

marketing organizations has a "very effective" working relationship with IT



WHY DOES THIS MATTER?

The effectiveness of the relationship is directly tied to MarTech outcomes

1

STRATEGY

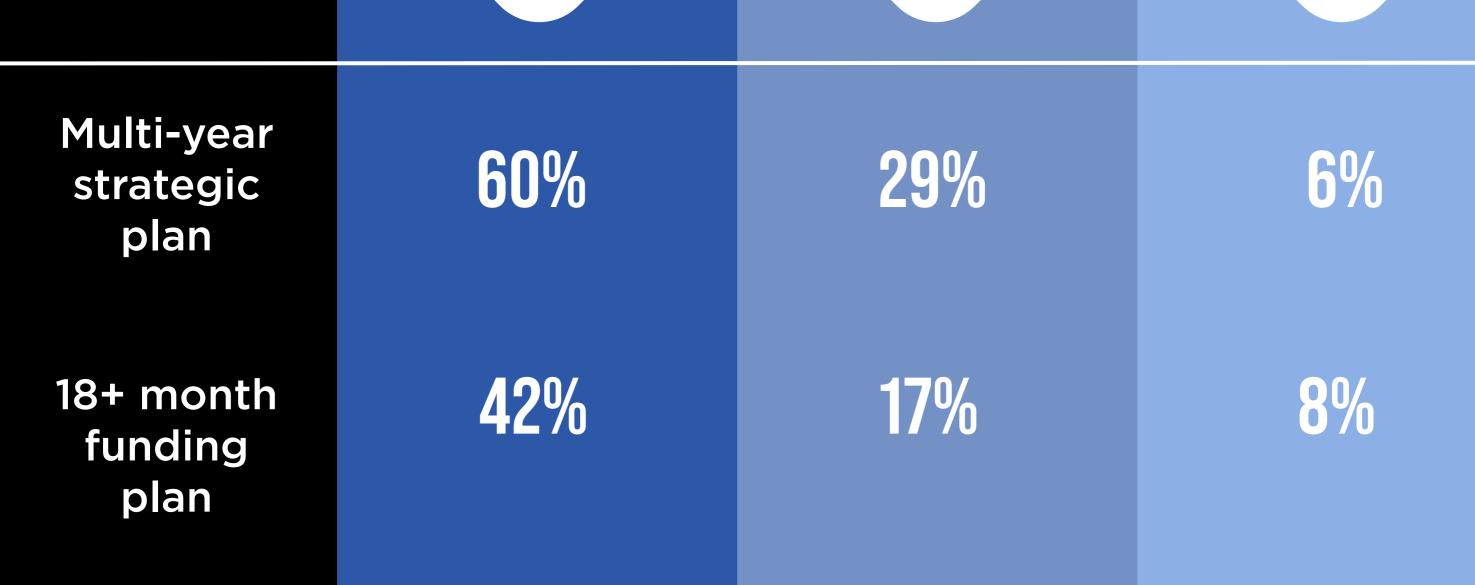
Marketers with more effective relationships with IT plan and budget over a longer time horizon

PLANNING & BUDGETING FOR MARTECH



EFFECTIVE

MODERATELY EFFECTIVE





INNOVATION

Marketers with more effective relationships with IT more actively pursue and measure innovation

<section-header></section-header>	VERYFFECTIVE	EFFECTIVE	<section-header><section-header><section-header></section-header></section-header></section-header>
Avg. # innovation techniques used	2.0	1.2	0.5
Measure	65%	36%	20%

martech
innovation

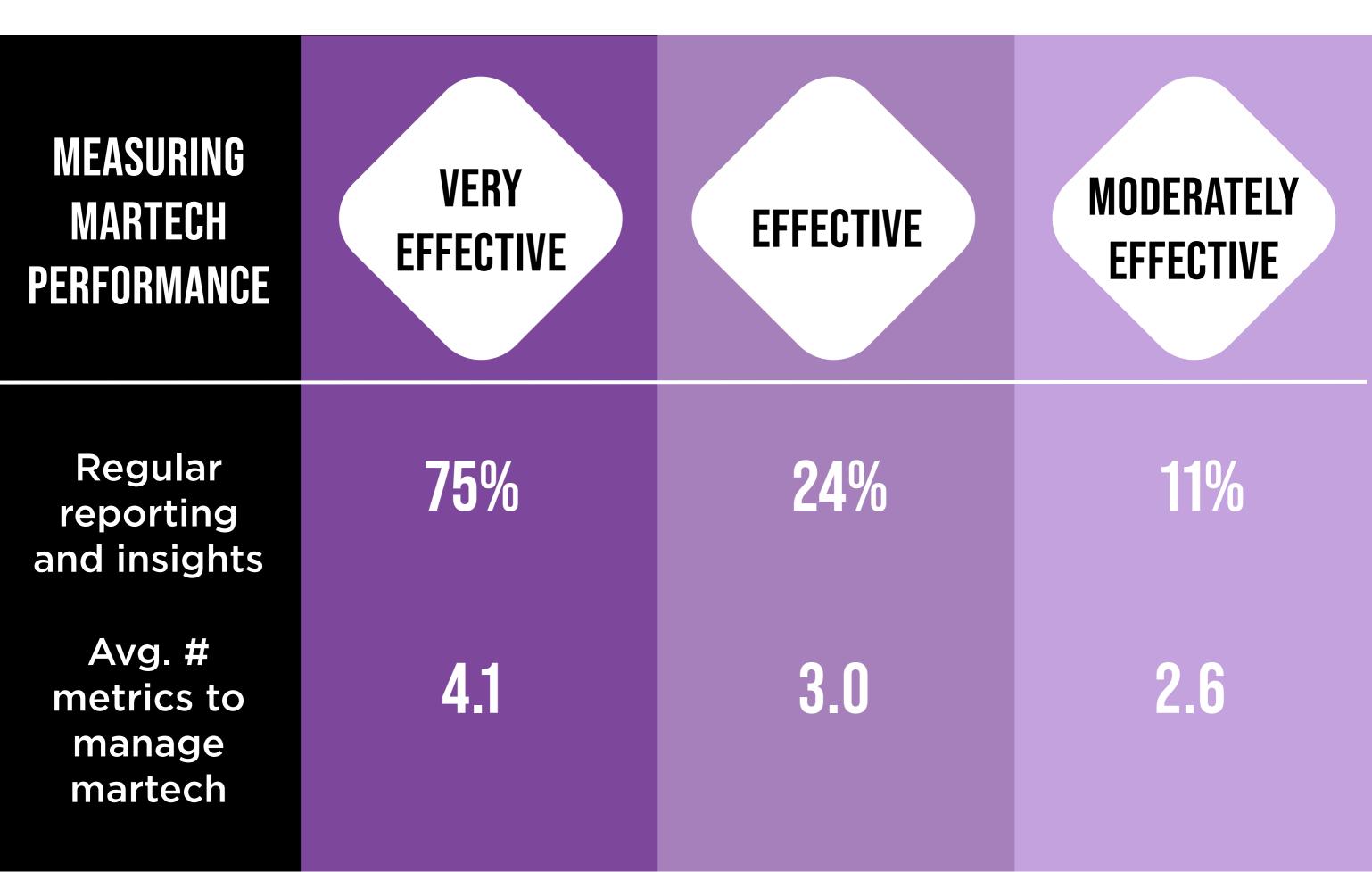
UJ /U

JU/U

3

DATA-DRIVEN DECISIONS

Marketers with more effective relationships with IT use more data and insights to aid decision making





treat MarTech as part of the enterprise IT program

MAKING MARTECH DECISIONS	VERY EFFECTIVE	EFFECTIVE	<section-header></section-header>
Avg. # enterprise IT dimensions considered	4.4	3.5	3.0
Included in enterprise innovation program	58%	26%	11%

The findings in this infographic are based on a survey of over 200 North American marketing leaders across 12 industries. A detailed report of the findings - along with interviews from leading marketing and IT executives from PayPal, Comcast, GE Healthcare, Salesforce, Fidelity Investments, Autodesk and eBay is available for download at cmocouncil.org/thought-leadership/reports/making-martech-pay-off





