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BENCHMARK REPORT

2013 MARKETING ANALYTICS

Detailed charts on responses from 1,131 marketers...

Page 36
Greatest challenge to effective use of marketing analytics

Page 149
Cookie data usage for customized website messaging

Page 319
Expected change in marketing analytics investment

Provided courtesy of
STRONGVIEW®
Welcome to MarketingSherpa’s inaugural benchmark study of marketing analytics. Inside, you’ll find data culled from a survey of expert marketers.

Our goal for this report is to help you craft an effective marketing analytics plan through invaluable data about marketing analytics practices, insights, tools, challenges, objectives and budgetary concerns, based upon feedback and data from an international field of marketers, across a wide range of industries, company sizes and customer types.

The 1,131 marketers who participated in our research helped us to identify:

• Marketers’ collection of marketing analytics, by industry, customer type and company size
• Insights gained from marketing analytics data
• Analytics tools used by marketers
• Challenges faced by marketers when using analytics tools
• How marketers use their analytics platforms
• How analytics plays a role in message development
• How marketers quantify the economic value of website conversions
• Which metrics marketers track for their organizations
• How marketers track metrics for the following channels:
  o Social media marketing
  o Email marketing
  o SEO marketing
  o PPC marketing
  o Display advertising
  o Video marketing
  o Content marketing
• Marketers’ analytics objectives for 2013
• Marketers’ analytics challenges from 2012
• How marketers better understand their prospects and customers
• How marketers measure revenue and costs
• How analytics will fit into marketers’ budgets for the coming year
2013 Analytics Benchmark Report

Use this data to gain approval, win clients, and help fellow marketers

At MarketingSherpa, our goal is to give marketers the instructions, statistics, and inspiration to improve their results. To that end, you are free to share any five (5) charts from this book in presentations to clients, business leadership, and at events as well as in blog posts, videos and other public and private venues, without written permission, as long as you attribute MarketingSherpa and link to MarketingSherpa.com (where applicable).

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2013 Analytics Benchmark Report

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Dear Marketer,

What are the most important metrics that you should be tracking? How do translate your metrics into the ability to predict customer behavior? Should you be measuring emerging channels such as social media and mobile?

These are just few of the questions addressed in the new 2013 Analytics Benchmark Survey. Some of the most compelling findings may surprise you:

• Of those who do not use analytics data to make marketing decisions, 42% rely on gut instincts (Chart 1.25)
• Performance of previous messages is more routinely used by those who collect an average or larger amount of data (Chart 2.19) than those whose organization had limited data (Chart 2.20)
• Those who use paid analytics tools at some level (Chart 2.33) quantify the economic value of conversions on their website in more ways than those who only use free tools (Chart 2.32)

In this 325-page report, our researchers have distilled the most essential insights from over 1,100 surveys of companies from all over the world. There are 246 charts in total – all of which are designed to help you make the most of your analytics programs.

We have tried to cover the most pressing questions facing marketers in 2013. However, we know that there is always more to learn and discover. As you read this book, I would not only love to hear what charts you found most helpful, but also what questions you would like to see addressed in the future.

Once you have read (or at least skimmed) this material, you may have questions or recommendations. Please take the time to share your thoughts.

Together, we can advance our understanding of analytics.

Thank you for your trust,

Flint McGlaughlin
Managing Director, MECLABS

P.S. For me, some of the most compelling findings are on pages 47, 294, and 312.
Embrace a Marketing Friendly Approach to Marketing Analytics

The good news for marketers is that customers are providing more information about their current wants and needs than ever before.

This insight comes in the form of interaction data or "digital footprints" that online customers create as they engage with your brand – data about what customers clicked on, searched for, watched, Liked on Facebook, browsed or purchased, tweeted or commented on, and even their location, IP address and where they went via geo-location apps.

The bad news is that the sheer volume, variety and velocity of this real-time data makes it extremely difficult for marketers to capture and make sense of it with traditional marketing analytics solutions. And that's a problem, because these constantly connected consumers expect brands to be able to understand their current context and relationship with them and be engaged accordingly.

What's the solution? Empower marketers to drive meaningful customer insights from data across all channels – without involving IT.

Anyone familiar with traditional marketing analytics systems and their static data models might think this is a fanciful pipe dream. However, modern marketing analytics systems leveraging cloud-based data warehouses and a dynamic data model make this a reality. Imagine living in a marketing world where not only can you capture and store an unlimited amount of interaction data, you can also perform ad hoc analyses on the fly.

At StrongView, we make this possible with InteractionStore, the world's first webscale customer insight solution for analyzing and acting upon unlimited, cross-channel customer interactions. But what is insight without action? InteractionStore is a key component of Message Studio, StrongView’s industry leading cross-channel marketing solution.


StrongView
A Stronger View of Marketing
www.strongview.com
800-971-0380
EXECUTIVE SUMMARY

Takeaway #1  Most Marketers have analytics data...  Chart 1.12  Other
Takeaway #2  ...But aren’t always capitalizing on it...  Chart 1.13  By company size (part 1 of 2)
Takeaway #3  ...Perhaps due to lack of resources and time  Chart 1.13  By company size (part 2 of 2)
Takeaway #4  Marketers focus more on generating reports than gathering insights  
Takeaway #5  More marketers routinely track engagement-based metrics than revenue-based metrics  
Takeaway #6  Regulatory barriers are of little concern to the vast majority of marketers  
Takeaway #7  Despite (or perhaps because of) analytics challenges, budgets will likely increase

CHAPTER 1: THE MARKET

Points to Consider

Analytical data collection

How much analytics data does your organization collect?
Chart 1.1  All responses
Chart 1.2  By customer type

Analytics tool usage

Which analytics tools does your organization use?
Chart 1.3  All responses
Chart 1.4  By customer type (part 1 of 2)
Chart 1.6  Media or Publishing
Chart 1.7  Software or Software as a Service
Chart 1.8  Technology Equipment or Hardware
Chart 1.9  Marketing agency or consultancy
Chart 1.10  Non-Profit and Education
Chart 1.11  Retail or e-commerce

Leveraging analytics to gain marketing insights

Are you able to leverage your organization’s analytics data to gauge marketing effectiveness?
Chart 1.14  All responses
Chart 1.15  By customer type
Chart 1.16  By frequency of use (or amount of data collected)
Chart 1.17  Manufacturing or Packaged Goods
Chart 1.18  Media or Publishing
Chart 1.19  Software or Software as a Service
Chart 1.20  Marketing agency or consultancy
Chart 1.21  Non-Profit and Education
Chart 1.22  Retail or e-commerce
Chart 1.23  Professional or Financial Services
Chart 1.24  Other

Non-analytical decision making strategies

Instead of analytics data to make marketing decisions, we rely on:
Chart 1.25  All responses
Chart 1.26  By customer type
Chart 1.27  By decision making authority level (part 1 of 2)
Chart 1.28  Software or Software as a Service
Chart 1.29  Marketing agency or consultancy
Chart 1.30  Retail or e-commerce
Chart 1.31  Professional or Financial Services
Chart 1.32  Other
Chart 1.33  By company size (part 1 of 2)
Chart 1.33  By company size (part 2 of 2)
Marketing analytics benefit to organization

How do marketing analytics most benefit your organization?

Chart 1.34  All responses
Chart 1.35  By customer type
Chart 1.36  By amount of analytical data collected (part 1 of 2)
Chart 1.36  By amount of analytical data collected (part 2 of 2)

Analytics needed to increase marketing effectiveness

If I only had _____, my marketing efforts would be substantially more effective

Chart 1.37  All responses
Chart 1.38  By customer type (part 1 of 2)
Chart 1.38  By customer type (part 2 of 2)
Chart 1.39  Manufacturing or Packaged Goods
Chart 1.40  Media or Publishing
Chart 1.41  Software or Software as a Service
Chart 1.42  Marketing agency or consultancy
Chart 1.43  Non-Profit and Education
Chart 1.44  Retail or e-commerce
Chart 1.45  Professional or Financial Services
Chart 1.46  Other
Chart 1.47  By company size (part 1 of 2)
Chart 1.47  By company size (part 2 of 2)

Analytics tool cost and usage

Does your organization use free and/or paid tools?

Chart 1.48  All responses
Chart 1.49  Business-to-consumer (B2C)
Chart 1.50  B2B and/or B2G
Chart 1.51  Both business and consumer sales
Chart 1.52  By industry and Web (clickstream)

Analytics tool precision and satisfaction

Are you satisfied with the PRECISION of your analytics systems?

Chart 1.60  All responses
Chart 1.61  By analytics system and satisfaction with Free Tools
Chart 1.62  By analytics system and satisfaction with Paid Tools

Interpretation and application difficulty of analytics system output

Is the output from your analytics systems easy to interpret and apply?

Chart 1.63  All responses
Chart 1.64  By Business-to-consumer (B2C)
Chart 1.65  By Business-to-business/government (B2B and/or B2G)
Chart 1.66  By both B2B and B2C
Greatest challenges to effective analytics use

Which of the following do you consider the greatest challenge to effective use of marketing analytics?

| Chart 1.67 | All responses
| Chart 1.68 | By customer type
| Chart 1.69 | Manufacturing or Packaged Goods
| Chart 1.70 | Media or Publishing
| Chart 1.71 | Software or Software as a Service
| Chart 1.72 | Marketing agency or consultancy
| Chart 1.73 | Non-Profit and Education
| Chart 1.74 | Retail or e-commerce
| Chart 1.75 | Professional or Financial Services
| Chart 1.76 | Other
| Chart 1.77 | By company size

CHAPTER 2: THE MESSAGE

Points to Consider

Analytics platform usage beyond default settings

How do you use your analytics platform beyond the default set-up to track message performance?

| Chart 2.1 | All responses
| Chart 2.2 | Business-to-consumer (B2C)
| Chart 2.3 | B2B and/or B2G
| Chart 2.4 | B2C and B2B
| Chart 2.5 | Marketing agency or consultancy
| Chart 2.6 | Software or Software as a Service
| Chart 2.7 | Retail or e-commerce
| Chart 2.8 | By routine insights gained from analytics
| Chart 2.9 | By occasionally insights gained from analytics
| Chart 2.10 | Respondents whose web analytics tools were easy to interpret and apply
| Chart 2.11 | Respondents whose web analytics tools difficult to interpret and apply

Use of cookie data for customized message creation

How do you use cookie data to provide more customized messaging on your website?

| Chart 2.21 | All responses
| Chart 2.22 | Business-to-consumer (B2C)
| Chart 2.23 | Business-to-business (B2B and/or B2G)
| Chart 2.24 | B2C and B2B
| Chart 2.25 | Software or Software as a Service
| Chart 2.26 | Marketing agency or consultancy
| Chart 2.27 | Retail or e-commerce

Analytics usage for message creation

Which of the following do you routinely use to create different message types?

| Chart 2.12 | All responses
| Chart 2.13 | Business-to-consumer (B2C)
| Chart 2.14 | Business-to-business (B2B and/or B2G)
| Chart 2.15 | B2C and B2B
| Chart 2.16 | Software or Software as a Service
| Chart 2.17 | Marketing agency or consultancy
| Chart 2.18 | Retail or e-commerce
| Chart 2.19 | Organizations collecting average to large amounts of data
| Chart 2.20 | Organizations with limited data
Economic value of conversions

Do you quantify the economic value of these conversions?

Chart 2.28 All responses
Chart 2.29 Business-to-consumer (B2C)
Chart 2.30 Business-to-business (B2B and/or B2G)
Chart 2.31 B2C and B2B
Chart 2.32 Respondents who use free analytics tools only
Chart 2.33 Respondents who use paid tool only or a mix of free and paid tools

CHAPTER 3: THE MEDIUM

Points to Consider

Marketing metrics tracking
Which of the following metrics does your organization ROUTINELY track?

Chart 3.1 All responses

Social media marketing metrics tracking
Which of the following social metrics does your organization ROUTINELY track?

Chart 3.2 All responses
Chart 3.3 Business-to-consumer (B2C)
Chart 3.4 Business-to-business (B2B and/or B2G)
Chart 3.5 B2C and B2B
Chart 3.6 Marketing agency or consultancy

Social media marketing metrics
Please enter your best estimate for the following

Chart 3.7 By visit-to-lead generation rate
Chart 3.8 By opportunity-to-close rate
Chart 3.9 By lead-to-close rate
Chart 3.10 By sales conversion rate

Chart 3.11 All responses

Social marketing analytics tools satisfaction
How satisfied are you with the variety and quality of tools available for you to measure social marketing?

Chart 3.12 All responses
Chart 3.13 Business-to-consumer (B2C)
Chart 3.14 Business-to-business (B2B and/or B2G)
Chart 3.15 B2C and B2B
Chart 3.16 Software or Software as a Service
Chart 3.17 Marketing agency or consultancy
Chart 3.18 Retail or e-commerce

Email marketing metrics tracking
Which of the following email marketing metrics does your organization ROUTINELY track?

Chart 3.12 All responses
Chart 3.13 Business-to-consumer (B2C)
Chart 3.14 Business-to-business (B2B and/or B2G)
Chart 3.15 B2C and B2B
Chart 3.16 Software or Software as a Service
Chart 3.17 Marketing agency or consultancy
Chart 3.18 Retail or e-commerce

Email marketing metrics
Please enter your best estimate for the following

Chart 3.19 By open rate
Chart 3.20 By clickthrough rate
Chart 3.21 By lead-to-close generation rate
Chart 3.22 By opportunity-to-close rate
Chart 3.23 By sales conversion rate

Email marketing analytics tools satisfaction
How satisfied are you with the variety and quality of tools available for you to measure email marketing?

Chart 3.19 All responses
SEO marketing metrics tracking
Which of the following SEO marketing metrics does your organization ROUTINELY track?

- Chart 3.25 All responses
- Chart 3.26 Business-to-consumer (B2C)
- Chart 3.27 Business-to-business (B2B and/or B2G)
- Chart 3.28 B2C and B2B
- Chart 3.29 Marketing agency or consultancy
- Chart 3.30 Retail or e-commerce

Search engine optimization marketing metrics
Please enter your best estimate for the following

- Chart 3.31 By clickthrough rate
- Chart 3.32 By visit-to-lead generation rate
- Chart 3.33 By opportunity-to-close rate
- Chart 3.34 By sales conversion rate
- Chart 3.35 By lead-to-close rate

SEO marketing analytics tools satisfaction
How satisfied are you with the variety and quality of tools available for you to measure SEO marketing?

- Chart 3.36 All responses

PPC marketing metrics tracking
Which of the following PPC marketing metrics does your organization ROUTINELY track?

- Chart 3.37 All responses
- Chart 3.38 Business-to-consumer (B2C)
- Chart 3.39 Business-to-business (B2B and/or B2G)
- Chart 3.40 B2C and B2B
- Chart 3.41 Marketing agency or consultancy

PPC marketing analytics tools satisfaction
How satisfied are you with the variety and quality of tools available for you to measure PPC marketing?

- Chart 3.47 All responses

Display advertising metrics tracking
Which of the following display advertising metrics does your organization ROUTINELY track?

- Chart 3.48 All responses
- Chart 3.49 Business-to-consumer (B2C)
- Chart 3.50 Business-to-business (B2B and/or B2G)
- Chart 3.51 B2C and B2B
- Chart 3.52 Marketing agency or consultancy

Display advertising metrics
Please enter your best estimate for the following

- Chart 3.53 By clickthrough rate
- Chart 3.54 By visit-to-lead generation rate
- Chart 3.55 By opportunity-to-close rate
- Chart 3.56 By sales conversion rate
- Chart 3.57 By lead-to-close rate

Display advertising analytics tools satisfaction
How satisfied are you with the variety and quality of tools available for you to measure display advertising?

- Chart 3.58 All responses

Video marketing metrics tracking
Which of the following display advertising metrics does your organization ROUTINELY track?

- Chart 3.59 All responses
- Chart 3.60 Business-to-consumer (B2C)
- Chart 3.61 B2C and B2B
- Chart 3.62 Marketing agency or consultancy
Video marketing metrics

*Please enter your best estimate for the following*

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.63</td>
<td>By visit-to-lead generation rate</td>
</tr>
<tr>
<td>3.64</td>
<td>By opportunity-to-close rate</td>
</tr>
<tr>
<td>3.65</td>
<td>By sales conversion rate</td>
</tr>
<tr>
<td>3.66</td>
<td>By lead-to-close rate</td>
</tr>
</tbody>
</table>

Video marketing analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure display advertising?

<table>
<thead>
<tr>
<th>Chart</th>
<th>All responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.67</td>
<td></td>
</tr>
</tbody>
</table>

Content marketing metrics track

Which of the following content marketing metrics does your organization ROUTINELY track?

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.68</td>
<td>All responses</td>
</tr>
<tr>
<td>3.69</td>
<td>Business-to-consumer (B2C)</td>
</tr>
<tr>
<td>3.70</td>
<td>Business-to-business (B2B and/or B2G)</td>
</tr>
<tr>
<td>3.71</td>
<td>B2C and B2B</td>
</tr>
<tr>
<td>3.72</td>
<td>Software or Software as a Service</td>
</tr>
<tr>
<td>3.73</td>
<td>Marketing agency or consultancy</td>
</tr>
</tbody>
</table>

Content marketing metrics

*Please enter your best estimate for the following*

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.74</td>
<td>By content consumption rate</td>
</tr>
<tr>
<td>3.75</td>
<td>By lead generation rate</td>
</tr>
<tr>
<td>3.76</td>
<td>By opportunity-to-close rate</td>
</tr>
<tr>
<td>3.77</td>
<td>By sales conversion rate</td>
</tr>
</tbody>
</table>

Content marketing analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure content marketing?

<table>
<thead>
<tr>
<th>Chart</th>
<th>All responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.78</td>
<td></td>
</tr>
</tbody>
</table>

CHAPTER 4: THE MARKETER

Points to Consider

Analytics objectives for 2013

What are your marketing organizations MOST IMPORTANT OBJECTIVES for marketing analytics in 2013?

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>All responses</td>
</tr>
<tr>
<td>4.2</td>
<td>Business to business (B2B and/or B2G)</td>
</tr>
<tr>
<td>4.3</td>
<td>B2C and B2B</td>
</tr>
</tbody>
</table>

Analytics challenges from 2012

What were your organizations MOST FRUSTRATING CHALLENGES with marketing analytics in 2012?

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.4</td>
<td>All responses</td>
</tr>
<tr>
<td>4.5</td>
<td>Business to consumer (B2C)</td>
</tr>
<tr>
<td>4.6</td>
<td>Business to business (B2B and/or B2G)</td>
</tr>
<tr>
<td>4.7</td>
<td>B2C &amp; B2B</td>
</tr>
</tbody>
</table>

Analytics technology challenges

What are your organization’s biggest challenges with your marketing analytics solutions?

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.8</td>
<td>All responses</td>
</tr>
<tr>
<td>4.9</td>
<td>Business to consumer (B2C)</td>
</tr>
<tr>
<td>4.10</td>
<td>Business to business (B2B and/or B2G)</td>
</tr>
<tr>
<td>4.11</td>
<td>Marketing Agency or Consultancy</td>
</tr>
</tbody>
</table>
Most important dataset attributes
Which of the following attributes are most important in determining a marketing dataset’s usefulness?
Chart 4.12  All responses

Revenue and cost measurement
Can your organization effectively measure the revenue and costs for email marketing?
Chart 4.13  Email marketing all responses
Chart 4.14  Email marketing by company size
Chart 4.15  SEO marketing all responses
Chart 4.16  SEO marketing by company size
Chart 4.17  PPC marketing all responses
Chart 4.18  PPC marketing by company size
Chart 4.19  Display marketing all responses
Chart 4.20  Display marketing by company size
Chart 4.21  Social media marketing all responses
Chart 4.22  Social media marketing by company size
Chart 4.23  Content marketing all responses
Chart 4.24  Content marketing by company size
Chart 4.25  Telemarketing all responses
Chart 4.26  Telemarketing by company size
Chart 4.27  Mobile marketing all responses
Chart 4.28  Mobile marketing by company size
Chart 4.29  Tradeshows all responses
Chart 4.30  Tradeshows by company size
Chart 4.31  Direct mail all responses
Chart 4.32  Direct mail by company size
Chart 4.33  Video marketing all responses
Chart 4.34  Video marketing by company size

Customer information sources
Which sources of information do you actively use to better understand your prospects and customers? Please select all that apply.
Chart 4.36  All responses
Chart 4.37  Business to consumer (B2C)
Chart 4.38  Business to business (B2B and/or B2G)
Chart 4.39  B2C & B2B

Prospect/customer information source effectiveness
Please indicate the LEVEL OF EFFECTIVENESS (in terms of understanding prospect and customers) for each of the information sources your organization is using
Chart 4.40  All responses
Chart 4.41  Business to consumer (B2C)
Chart 4.42  Business to business (B2B and/or B2G)
Chart 4.43  B2C & B2B
Chart 4.44  Marketing Agency or Consultancy
Chart 4.45  By company size under 100 employees
Chart 4.46  By company size over 100 employees

Prospect/customer information source effectiveness
Please indicate the DEGREE OF DIFFICULTY (time, effort and expense required) for each of the information sources your organization is using to better understand your prospects and customers.
Chart 4.47  All responses
Chart 4.48  Business to consumer (B2C)
Chart 4.49  Business to business (B2B and/or B2G)
Chart 4.50  B2C & B2B
Chart 4.51  Marketing Agency or Consultancy
Chart 4.52  By company size under 100 employees
Chart 4.53  By company size over 100 employees

Marketer responsibility for analytics tracking
Which of the following are you accountable for?
Chart 4.35  All responses
Marketing channel selection
How does your organization typically select a marketing channel or mix? Select all that apply.

Chart 4.54 All responses

Marketer involvement in analytics budgeting
Are you involved in planning or tracking marketing analytics budgets?

Chart 4.55 All responses

Anticipated analytics investment levels
Is your investment in marketing analytics expected to increase, decrease or remain the same in 2013?

Chart 4.56 All responses
Chart 4.57 By customer type

Areas of additional investment
In which areas are you planning additional investments? Please select all that apply.

Chart 4.58 All responses
Welcome to the 2013 MarketingSherpa Marketing Analytics Benchmark Report. This title represents an exciting landmark for MarketingSherpa, as this is our first extensive study of marketing analytics research. As a company laser-focused on marketing optimization, we feel the climate is right for releasing this inaugural analytics benchmark study, in hopes of helping marketers to do their jobs more effectively.

We are excited about our first foray into analytics research, and anticipate even more extensive study to come, as analytics tools and practices evolve. We hope you find this study to be beneficial not only to see your peers’ analytics practices and result, but also to help you plan your own analytics strategies and better understand how to garner results.

Marketing Analytics is a practice that, perhaps uniquely, touches every aspect of marketing. You’ll notice this breadth in the above-average size and scope of this Benchmark Report, as we endeavored to explore not only the use of analytics and metrics, but also to benchmark specific metrics in seven marketing channels:

• Social media marketing
• Email marketing
• Search engine optimization
• Pay-per-click advertising
• Display advertising
• Video marketing
• Content marketing

As always, we look forward to hearing about your marketing analytics success. If you have a campaign you would like to have a reporter interview you about for a MarketingSherpa case study, please let us know by emailing Editor@MarketingSherpa.com.

Best,

The MarketingSherpa Team
Most marketers have analytics data...

How much analytics data does your organization collect?

- We have an average amount of data: 40%
- We have significant data on most client interactions: 25%
- We have very limited data: 17%
- We have vast quantities of detailed data: 14%
- We have no analytics data at all: 3%
- Don't know/ Not applicable: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 682
...But aren’t always capitalizing on it...

Are you able to leverage your organization’s analytics data to gauge marketing effectiveness?

- I routinely and efficiently gain insight from our analytics: 37%
- I occasionally gain insight from analytics data: 46%
- I rarely turn to analytics data for insight: 6%
- I lack the tools or skills to turn data into actionable info: 9%
- I do not have access to our analytics data: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 1053
Perhaps due to lack of resources and time

Which of the following do you consider the greatest challenge to effective use of marketing analytics?

- Lack of resources to execute: 21%
- Time required: 20%
- Lack of understanding in how to proceed or execute: 17%
- Budget constraints: 15%
- Lack of systems integration: 13%
- Lack of appropriate systems: 10%
- Other: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 965
### Marketers focus more on generating reports than gathering insights

**How do you use your analytics platform beyond the default set-up to track message performance?**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customize reports</td>
<td>48%</td>
</tr>
<tr>
<td>Add goals</td>
<td>40%</td>
</tr>
<tr>
<td>Add conversion values</td>
<td>35%</td>
</tr>
<tr>
<td>Add custom variables for deeper insights</td>
<td>27%</td>
</tr>
<tr>
<td>Create and test hypotheses</td>
<td>24%</td>
</tr>
<tr>
<td>Measure usage of mobile apps</td>
<td>17%</td>
</tr>
<tr>
<td>Perform attribution modeling</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

**TAKEAWAY #4**

- Customize reports
- Add goals
- Add conversion values
- Add custom variables for deeper insights
- Create and test hypotheses
- Measure usage of mobile apps
- Perform attribution modeling

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 611
More marketers routinely track engagement-based metrics than revenue based metrics

Which of the following email marketing metrics does your organization ROUTINELY track?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open rate</td>
<td>78%</td>
</tr>
<tr>
<td>Clickthrough rate</td>
<td>73%</td>
</tr>
<tr>
<td>Unsubscribe rate</td>
<td>65%</td>
</tr>
<tr>
<td>Deliverability rate</td>
<td>55%</td>
</tr>
<tr>
<td>Clicks-per-email</td>
<td>55%</td>
</tr>
<tr>
<td>Conversion rate</td>
<td>54%</td>
</tr>
<tr>
<td>Clicks-per-link in email</td>
<td>49%</td>
</tr>
<tr>
<td>List size</td>
<td>48%</td>
</tr>
<tr>
<td>ROI</td>
<td>28%</td>
</tr>
<tr>
<td>Complaint rate</td>
<td>25%</td>
</tr>
<tr>
<td>Social sharing rate</td>
<td>21%</td>
</tr>
<tr>
<td>Inbox placement rate</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 539
Regulatory barriers are of little concern to the vast majority of marketers.

What are your organization's MOST IMPORTANT OBJECTIVES for marketing analytics in 2013?

- Acting on data to improve marketing performance: 66%
- Combining data from multiple sources to draw correlations and make predictions: 39%
- Measuring attribution and interactions across channels: 28%
- Linking data together at the individual customer level: 28%
- Improving data hygiene and quality issues: 27%
- Hiring data-savvy marketing talent and/or training current staff: 27%
- Funding new analytics tools and solutions: 27%
- Integrating disparate systems and siloed data: 27%
- Gaining executive-level awareness and support: 26%
- Aligning marketing and IT: 17%
- Reducing latency/processing data more rapidly: 12%
- Clarifying regulatory barriers to data utilization: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 273
Despite (or perhaps because of) analytics challenges, budgets will likely increase

Is your investment in marketing analytics expected to increase, decrease or remain the same in 2013?

- Increase: 53%
- Same: 43%
- Decrease: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 442
The Market: Points to consider

As we set out to create this Benchmark Report, we first needed to establish a baseline understanding of marketing analytics usage, and how marketers perceive the effect of analytics on marketing strategy.

The 1,131 marketers who participated in our research helped us to identify:

• Marketers’ collection of marketing analytics, by industry, customer type and company size

• Marketers’ insights gained from marketing analytics data

• The analytics tools used by marketers

• The challenges faced by marketers when using analytics tools

This chapter overview will help you parse the following benchmark data as you discover what other marketers have learned (and are learning) about marketing analytics, and focus on questions you should be asking yourself, and your clients, as you explore, began to enact, or expand your data collection.
The Market: Points to consider

To what level are marketers collecting analytics data?
By and large, marketers are collecting data. The question is, “To what extent?”

When asked about the amount of data currently collected by their organizations, 79% of surveyed marketers claimed they have accrued average to above-average amounts of data for marketing purposes (Chart 1.1). Of these marketers, 14% considered their data haul to be “vast” and “detailed.”

Of the 21% who indicated they had below average levels of data, the majority (17%) considered their accrued data to be limited, and just 3% of respondents claimed they accrued no data at all.

This question served as a good entry point into our survey, as it can be considered somewhat ambiguous, raising some questions in the eyes of our marketers. Perhaps the same levels of data could be considered “average” by certain organizations, while others label them vast and detailed.

Do you think data quantity is a “subjective” concept, in that a perceived amount of data can be relative to your company size or marketing needs? Has your data collection led to significant changes or improvements within your organization’s marketing? What percentage of your overall data collection has fostered these changes?

Notable is that, of surveyed marketers who indicated they collect data, the clear majority come from B2B/B2G organizations (Chart 1.2), representing the largest percentage of responses for each category.
The Market: Points to consider

If you are a B2B marketer, how has analytics data benefited your marketing efforts? What advantages do you feel analytics offers B2B marketers that are not enjoyed by their consumer-focused counterparts?

WHAT INSIGHTS ARE BEING CULLED FROM ANALYTICS DATA?

As mentioned above, quantity of data tells only a small part of the analytics story. For most marketers, the true value lies in the insights offered by this influx of information. When asked how analytics data factors into their marketing planning, 83% of surveyed marketers said they occasionally (46%), or routinely (37%) turned to analytics data for insight (Chart 1.3).

Notably, of all company types, only marketers from agencies or consultancies indicated they routinely found insight from analytics data (Chart 1.8), whereas all other company types reported occasional use.

If you are an agency marketer, what insights have you gained from regular data analysis that client-side marketers may not recognize? Does the broader scope of your optimization attention account for your greater dependence on objective performance measures?

A central objective of this study was exploring how professional marketers believe marketing analytics most benefits their organizations. The top-cited benefit, by far, was development of better marketing messages, at 67% of respondents. The next eight benefits were cited with roughly equal frequencies, ranging from 47% to 37% (Chart 1.34).
The Market: Points to consider

Only 19% listed improving risk management as a benefit offered by analytics.

When asked about the importance of analytics, one marketer claimed, “Analytics are recognized as being important, but the lack of understanding on the importance of other issues in marketing impedes the ability to make good decisions. We are constantly constrained by cost and lack of willingness to spend any money or participate in any offline activities.”

Given that nearly half of surveyed marketers characterized the extent of analytics data they collected as “average,” it was not surprising that a small percentage rarely turned to analytics for marketing insight (6%). However, one interesting finding was the 9% of marketers who indicated they lacked the tools or skills necessary to turn data into actionable information (Chart 1.3).

According to one surveyed marketer, “Marketing analytics is a relatively new initiative here. There are only a handful (not even) of evangelists for marketing analytics, and bringing the executive team up to speed on the importance of this has been a little slow out of the gate. I am confident that as those of us championing analytics gain traction with our efforts, our organization will begin employing more technologies to help us track our marketing efforts.”
The Market: Points to consider

Has a lack of available analytics tools — or a lack of knowledge and available resources to use them — hindered your data analysis? Do you feel your organization could better use analytics data if you had access to a wider range of tools?

Building off this question, we then set out to learn:

**Which analytics tools do marketers use?**

Where is the most attention being focused in the collection and analysis of marketing data? In the top tier, 70% of respondents said their organizations use “Web (clickstream) analytics tools,” while 57% cited “Email marketing analytics software.”

In the next tier were “SEO management tools,” “CRM systems,” and “Social media monitoring tools” at 45%, 42% and 41%, respectively. In fact, of the different company types surveyed, only media and publishing marketers indicated a usage of social media monitoring tools above 50%.

At the bottom of the list were “Live chat tracking tools” and “Attribution management software” at 8% and 4% respectively (Chart 1.3).
The Market: Points to consider

What social media analytics are tracked by your organization? Have you found success in using free or paid social media monitoring tools? What, if any, hindrances to social media data tracking have you faced in using these tools?

Also interesting was a significant trust in free Web analytics tools. Despite most companies intent on tracking this data, the lion’s share of both B2B (58%) and B2C (67%) companies relied solely on free tools.

Comparatively, email marketing — a strong performer in this survey, but also a less “future-focused” channel — saw many more B2B and B2C marketers relying on paid solutions, with 77% reporting for each.

Do you feel these trends owe to a wider availability of robust Web analytics tools than comparable email tools? Or is this reliance on paid offerings more indicative of the complexities of email marketing?

If your company uses paid Web analytics tools, what benefits make it worth the investment when compared to the wealth of free options?
The Market: Points to consider

WHAT CHALLENGES DO MARKETERS FACE WHEN USING MARKETING ANALYTICS?

Despite companies implementing a wide range of free and paid analytics tools, across many online and offline tactics, when asked about the precision of these systems, no category received more than a 49% satisfaction rating from surveyed marketers (Chart 1.60).

This said, no category earned more than a 20% dissatisfaction rating, either. Does this suggest professional marketers are indifferent toward the precision of these tools — free or paid? Are you satisfied with the precision of your analytics systems? Do you feel these tools have proven themselves worthy of your time and financial investment?

One of the key factors in determining satisfaction with any tool is ease of use. Across the board, we saw that on average, aside from a few categories, roughly half of surveyed marketers found their analytics tool output to be either “Very easy” or “Somewhat easy” to interpret.

Email marketing analytics software was considered easiest to interpret and apply, with 65% labeling it as such (Chart 1.63). It is likely that email’s “tenure” — and consequential comfort through familiarity — is a contributing factor in its favor.
The Market: Points to consider

Conversely, attribution software and CRM systems proved to be troublesome for marketers, with 13% and 10% of respondents labeling them as “very difficult” to interpret and apply.

Have you found similar satisfaction and ease of use with your Web and email analytics software? And, do you share in the frustrations of the survey’s respondents in regard to the lower-performing categories?

Despite varied ease of use, marketers are benefiting from the insights offered by analytics tools. Still, to best utilize these resources, more budget and resource allocation is often required – and making the case for this to senior management can be tricky, as expressed by one respondent who said:

“Marketing analytics is highly valued, with data driving many decisions within this organization. With flat budgets and limited personnel resources, high value does not always transfer to increase in budget expenses.”
Chart 1.1 Analytics data collected

How much analytics data does your organization collect?

- We have an average amount of data: 40%
- We have significant data on most client interactions: 25%
- We have very limited data: 17%
- We have vast quantities of detailed data: 14%
- We have no analytics data at all: 3%
- Don’t know/ Not applicable: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 682
**Chart 1.2 Analytics data collected**

*How much analytics data does your organization collect?*

<table>
<thead>
<tr>
<th></th>
<th>Average amount</th>
<th>Significant amount</th>
<th>Limited amount</th>
<th>Vast quantities</th>
<th>No data</th>
</tr>
</thead>
<tbody>
<tr>
<td>We sell to both</td>
<td>47%</td>
<td>20%</td>
<td>15%</td>
<td>16%</td>
<td>2%</td>
</tr>
<tr>
<td>businesses and</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>consumers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>We sell primarily</td>
<td>41%</td>
<td>20%</td>
<td>22%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>to other businesses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(B2B or B2G)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>We sell primarily</td>
<td>40%</td>
<td>27%</td>
<td>18%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>to consumers (B2C)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 759
Chart 1.3 Analytics tool usage

*Which analytics tools does your organization use?*

- Web (clickstream) analytics tools: 70%
- Email marketing analytics software: 57%
- SEO management tools: 45%
- CRM systems: 42%
- Social media monitoring tools: 41%
- PPC bid management tools: 33%
- Marketing automation software: 23%
- Web-integrated call management and tracking systems: 14%
- Competitive intelligence tools: 13%
- Offline call management and tracking systems: 13%
- Live chat tracking tools: 8%
- Attribution management software: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 978
Chart 1.4 Analytics tool usage (part 1 of 2)

Which analytics tools does your organization use?

We sell to both businesses and consumers
- 19% Web (clickstream) analytics tools
- 15% Email marketing analytics software
- 10% SEO management tools
- 11% Social media monitoring tools
- 8% PPC bid management tools
- 9% CRM systems

B2B or B2G
- 32% Web (clickstream) analytics tools
- 25% Email marketing analytics software
- 19% SEO management tools
- 17% Social media monitoring tools
- 13% PPC bid management tools
- 27% CRM systems

B2C
- 20% Web (clickstream) analytics tools
- 15% Email marketing analytics software
- 11% SEO management tools
- 11% Social media monitoring tools
- 10% PPC bid management tools
- 9% CRM systems

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 708
Which analytics tools does your organization use?

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 708
Chart 1.5 Analytics tool usage

Which analytics tools does your organization use?

- Web (clickstream) analytics tools: 63%
- Social media monitoring tools: 30%
- Offline call management and tracking systems: 19%
- CRM systems: 35%
- PPC bid management tools: 24%
- Email marketing analytics software: 52%
- SEO management tools: 32%
- Marketing automation software: 13%
- Web-integrated call management and tracking systems: 6%
- Attribution management software: 2%
- Live chat tracking tools: 5%
- Competitive intelligence tools: 8%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 63
Chart 1.6 Analytics tool usage

Which analytics tools does your organization use?

- Web (clickstream) analytics tools: 71%
- Social media monitoring tools: 54%
- Offline call management and tracking systems: 4%
- CRM systems: 33%
- PPC bid management tools: 15%
- Email marketing analytics software: 69%
- SEO management tools: 38%
- Marketing automation software: 17%
- Web-integrated call management and tracking systems: 10%
- Attribution management software: 2%
- Live chat tracking tools: 2%
- Competitive intelligence tools: 10%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 52
Chart 1.7 Analytics tool usage

Which analytics tools does your organization use?

- Web (clickstream) analytics tools: 70%
- Social media monitoring tools: 40%
- Offline call management and tracking systems: 7%
- CRM systems: 65%
- PPC bid management tools: 34%
- Email marketing analytics software: 63%
- SEO management tools: 50%
- Marketing automation software: 54%
- Web-integrated call management and tracking systems: 10%
- Attribution management software: 2%
- Live chat tracking tools: 12%
- Competitive intelligence tools: 8%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 125
## Chart 1.8 Analytics tool usage

Which analytics tools does your organization use?

<table>
<thead>
<tr>
<th>Tool</th>
<th>Usage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web (clickstream) analytics tools</td>
<td>54%</td>
</tr>
<tr>
<td>Social media monitoring tools</td>
<td>28%</td>
</tr>
<tr>
<td>Offline call management and tracking systems</td>
<td>8%</td>
</tr>
<tr>
<td>CRM systems</td>
<td>62%</td>
</tr>
<tr>
<td>PPC bid management tools</td>
<td>13%</td>
</tr>
<tr>
<td>Email marketing analytics software</td>
<td>44%</td>
</tr>
<tr>
<td>SEO management tools</td>
<td>51%</td>
</tr>
<tr>
<td>Marketing automation software</td>
<td>31%</td>
</tr>
<tr>
<td>Web-integrated call management and tracking systems</td>
<td>10%</td>
</tr>
<tr>
<td>Attribution management software</td>
<td>3%</td>
</tr>
<tr>
<td>Live chat tracking tools</td>
<td>10%</td>
</tr>
<tr>
<td>Competitive intelligence tools</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey

Methodology: Fielded November 2012, N= 39
Chart 1.9 Analytics tool usage

Which analytics tools does your organization use?

- Web (clickstream) analytics tools: 71%
- Social media monitoring tools: 46%
- Offline call management and tracking systems: 9%
- CRM systems: 40%
- PPC bid management tools: 41%
- Email marketing analytics software: 65%
- SEO management tools: 57%
- Marketing automation software: 28%
- Web-integrated call management and tracking systems: 22%
- Attribution management software: 5%
- Live chat tracking tools: 8%
- Competitive intelligence tools: 23%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 254
Chart 1.10 Analytics tool usage

Which analytics tools does your organization use?

- Web (clickstream) analytics tools: 74%
- Social media monitoring tools: 56%
- Offline call management and tracking systems: 18%
- CRM systems: 40%
- PPC bid management tools: 26%
- Email marketing analytics software: 73%
- SEO management tools: 36%
- Marketing automation software: 12%
- Web-integrated call management and tracking systems: 12%
- Attribution management software: 3%
- Live chat tracking tools: 10%
- Competitive intelligence tools: 11%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 73
Chart 1.11 Analytics tool usage

Which analytics tools does your organization use?

- Web (clickstream) analytics tools: 79%
- Social media monitoring tools: 42%
- Offline call management and tracking systems: 15%
- CRM systems: 26%
- PPC bid management tools: 44%
- Email marketing analytics software: 52%
- SEO management tools: 44%
- Marketing automation software: 13%
- Web-integrated call management and tracking systems: 15%
- Attribution management software: 6%
- Live chat tracking tools: 12%
- Competitive intelligence tools: 11%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 117
Chart 1.12 Analytics tool usage

Which analytics tools does your organization use?

- Web (clickstream) analytics tools: 59%
- Social media monitoring tools: 21%
- Offline call management and tracking systems: 11%
- CRM systems: 43%
- PPC bid management tools: 27%
- Email marketing analytics software: 46%
- SEO management tools: 34%
- Marketing automation software: 10%
- Web-integrated call management and tracking systems: 16%
- Attribution management software: 1%
- Live chat tracking tools: 3%
- Competitive intelligence tools: 7%

Other

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 90
### Chart 1.13 Analytics tool usage (part 1 of 2)

Which analytics tools does your organization use?

<table>
<thead>
<tr>
<th>I am self employed (1 employee)</th>
<th>5%</th>
<th>3%</th>
<th>1%</th>
<th>3%</th>
<th>3%</th>
<th>1%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 to 10</td>
<td>12%</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>10 to 99</td>
<td>19%</td>
<td>14%</td>
<td>13%</td>
<td>10%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>100 to 999</td>
<td>18%</td>
<td>18%</td>
<td>13%</td>
<td>11%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>1,000 to 5,000</td>
<td>8%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>More than 5,000</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
</tbody>
</table>

- [Web (clickstream) analytics tools](#)
- [Email marketing analytics software](#)
- [CRM systems](#)
- [SEO management tools](#)
- [Social media monitoring tools](#)
- [PPC bid management tools](#)

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 721
Chart 1.13 Analytics tool usage (part 2 of 2)

Which analytics tools does your organization use?

I am self employed (1 employee)

- Marketing automation software: 1%
- Offline call management and tracking systems: 0%
- Competitive intelligence tools: 1%
- Web-integrated call management and tracking systems: 0%
- Live chat tracking tools: 0%
- Attribution management software: 0%

2 to 10

- Marketing automation software: 3%
- Offline call management and tracking systems: 1%
- Competitive intelligence tools: 1%
- Web-integrated call management and tracking systems: 1%
- Live chat tracking tools: 0%
- Attribution management software: 0%

10 to 99

- Marketing automation software: 6%
- Offline call management and tracking systems: 4%
- Competitive intelligence tools: 2%
- Web-integrated call management and tracking systems: 4%
- Live chat tracking tools: 3%
- Attribution management software: 1%

100 to 999

- Marketing automation software: 7%
- Offline call management and tracking systems: 5%
- Competitive intelligence tools: 2%
- Web-integrated call management and tracking systems: 4%
- Live chat tracking tools: 2%
- Attribution management software: 1%

1,000 to 5,000

- Marketing automation software: 2%
- Offline call management and tracking systems: 2%
- Competitive intelligence tools: 1%
- Web-integrated call management and tracking systems: 1%
- Live chat tracking tools: 1%
- Attribution management software: 0%

More than 5,000

- Marketing automation software: 3%
- Offline call management and tracking systems: 2%
- Competitive intelligence tools: 2%
- Web-integrated call management and tracking systems: 2%
- Live chat tracking tools: 2%
- Attribution management software: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 721
Chart 1.14 Leveraging analytics to gain marketing insights

Are you able to leverage your organization's analytics data to gauge marketing effectiveness? Please choose the most applicable statement.

- I routinely and efficiently gain insight from our analytics: 37%
- I occasionally gain insight from analytics data: 46%
- I rarely turn to analytics data for insight: 6%
- I lack the tools or skills to turn data into actionable info: 9%
- I do not have access to our analytics data: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=1053
Chart 1.15 Leveraging analytics to gain marketing insights

Are you able to leverage your organization's analytics data to gauge marketing effectiveness?

We sell to both businesses and consumers
37% I routinely and efficiently gain insight from our analytics
47% I occasionally gain insight from analytics data
6% I rarely turn to analytics data for insight
8% I lack the tools or skills to turn data into actionable info
3% I do not have access to our analytics data

We sell primarily to other businesses (B2B or B2G)
31% I routinely and efficiently gain insight from our analytics
50% I occasionally gain insight from analytics data
6% I rarely turn to analytics data for insight
11% I lack the tools or skills to turn data into actionable info
2% I do not have access to our analytics data

We sell primarily to consumers (B2C)
34% I routinely and efficiently gain insight from our analytics
46% I occasionally gain insight from analytics data
5% I rarely turn to analytics data for insight
11% I lack the tools or skills to turn data into actionable info
2% I do not have access to our analytics data

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 30 to 643
Chart 1.16 Leveraging analytics to gain marketing insights

Are you able to leverage your organization's analytics data to gauge marketing effectiveness?

- I routinely and efficiently gain insight from our analytics: 25% (6%), 36% (10%), 33% (17%), 0% (0%), 6% (51%)
- I occasionally gain insight from analytics data: 8% (14%), 24% (17%), 51% (37%), 17% (5%), 0% (0%)
- I rarely turn to analytics data for insight: 7% (0%), 7% (6%), 45% (20%), 37% (45%), 5% (14%)
- I lack the tools or skills to turn data into actionable info: 3% (14%), 6% (0%), 27% (20%), 50% (10%), 14% (10%)
- I do not have access to our analytics data: 20% (14%), 10% (10%), 10% (17%), 40% (6%), 20% (6%)

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 1,044
Chart 1.17 Leveraging analytics to gain marketing insights

Are you able to leverage your organization's analytics data to gauge marketing effectiveness?

- I routinely and efficiently gain insight from our analytics: 26%
- I occasionally gain insight from analytics data: 50%
- I rarely turn to analytics data for insight: 6%
- I lack the tools or skills to turn data into actionable info: 12%
- I do not have access to our analytics data: 6%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 66
Chart 1.18 Leveraging analytics to gain marketing insights

Are you able to leverage your organization's analytics data to gauge marketing effectiveness?

- I routinely and efficiently gain insight from our analytics: 36%
- I occasionally gain insight from analytics data: 40%
- I rarely turn to analytics data for insight: 7%
- I lack the tools or skills to turn data into actionable info: 15%
- I do not have access to our analytics data: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 55
Chart 1.19 Leveraging analytics to gain marketing insights

Are you able to leverage your organization’s analytics data to gauge marketing effectiveness?

- 35% I routinely and efficiently gain insight from our analytics
- 49% I occasionally gain insight from analytics data
- 6% I rarely turn to analytics data for insight
- 7% I lack the tools or skills to turn data into actionable info
- 2% I do not have access to our analytics data

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 140
Chart 1.20 Leveraging analytics to gain marketing insights

Are you able to leverage your organization's analytics data to gauge marketing effectiveness?

- I routinely and efficiently gain insight from our analytics: 49%
- I occasionally gain insight from analytics data: 41%
- I rarely turn to analytics data for insight: 5%
- I lack the tools or skills to turn data into actionable info: 4%
- I do not have access to our analytics data: 0%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 282
Chart 1.21 Leveraging analytics to gain marketing insights

*Are you able to leverage your organization's analytics data to gauge marketing effectiveness?*

- I routinely and efficiently gain insight from our analytics: 34%
- I occasionally gain insight from analytics data: 48%
- I rarely turn to analytics data for insight: 5%
- I lack the tools or skills to turn data into actionable info: 10%
- I do not have access to our analytics data: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 80
Chart 1.22 Leveraging analytics to gain marketing insights

Are you able to leverage your organization's analytics data to gauge marketing effectiveness?

- I routinely and efficiently gain insight from our analytics: 39%
- I occasionally gain insight from analytics data: 48%
- I rarely turn to analytics data for insight: 3%
- I lack the tools or skills to turn data into actionable info: 8%
- I do not have access to our analytics data: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=118
Chart 1.23 Leveraging analytics to gain marketing insights

Are you able to leverage your organization's analytics data to gauge marketing effectiveness?

- I routinely and efficiently gain insight from our analytics: 30%
- I occasionally gain insight from analytics data: 50%
- I rarely turn to analytics data for insight: 7%
- I lack the tools or skills to turn data into actionable info: 11%
- I do not have access to our analytics data: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=112
Chart 1.24 Leveraging analytics to gain marketing insights

Are you able to leverage your organization's analytics data to gauge marketing effectiveness?

- I routinely and efficiently gain insight from our analytics: 32%
- I occasionally gain insight from analytics data: 42%
- I rarely turn to analytics data for insight: 4%
- I lack the tools or skills to turn data into actionable info: 18%
- I do not have access to our analytics data: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 91
Instead of analytics data to make marketing decisions, we rely on:

- Gut instincts: 42%
- Historical spending: 40%
- Testing: 35%
- Brand awareness: 33%
- Brand perception: 29%
- Purchase intention: 24%
- Willingness to recommend: 23%
- HIPPO (Highest paid person’s opinion): 22%
- Other: 5%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 682
Chart 1.26 Non-analytical decision-making strategies

*Instead of analytics data to make marketing decisions, we rely on:*

<table>
<thead>
<tr>
<th>Category</th>
<th>Gut instincts</th>
<th>Historical spending</th>
<th>Testing</th>
<th>Purchase intention</th>
<th>Brand perception</th>
<th>Brand awareness</th>
<th>Willingness to recommend</th>
<th>HIPPO (Highest paid person’s opinion)</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>We sell to both business and consumers</td>
<td>9%</td>
<td>11%</td>
<td>9%</td>
<td>10%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>B2B or B2G</td>
<td>23%</td>
<td>22%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>12%</td>
<td>12%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>B2C</td>
<td>10%</td>
<td>9%</td>
<td>11%</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 515
Instead of analytics data to make marketing decisions, we rely on:

- **Nonmanagement marketing personnel**
  - Brand awareness: 34%
  - Gut instincts: 6%
  - Testing: 5%
  - Historical spending: 6%

- **Marketing manager or supervisor**
  - Brand awareness: 5%
  - Gut instincts: 19%
  - Testing: 17%
  - Historical spending: 23%

- **Chief Marketing Officer or Senior Executive**
  - Brand awareness: 18%
  - Gut instincts: 17%
  - Testing: 13%
  - Historical spending: 12%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 682
Chart 1.27 Non-analytical decision-making strategies (part 2 of 2)

*Instead of analytics data to make marketing decisions, we rely on:*

<table>
<thead>
<tr>
<th>Category</th>
<th>Brand perception</th>
<th>Willingness to recommend</th>
<th>Purchase intention</th>
<th>HIPPO (Highest paid person's opinion)</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonmanagement marketing personnel</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>Marketing manager or supervisor</td>
<td>15%</td>
<td>11%</td>
<td>12%</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>Chief Marketing Officer or Senior Executive</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 682
Chart 1.28 Non-analytical decision-making strategies

Instead of analytics data to make marketing decisions, we rely on:

- Gut instincts: 42%
- Brand awareness: 26%
- Historical spending: 37%
- Brand perception: 17%
- Testing: 39%
- Willingness to recommend: 19%
- Purchase intention: 22%
- HIPPO (Highest paid person’s opinion): 24%
- Other: 6%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=93
Chart 1.29 Non-analytical decision-making strategies

Instead of analytics data to make marketing decisions, we rely on:

- Gut instincts: 44%
- Brand awareness: 28%
- Historical spending: 31%
- Brand perception: 26%
- Testing: 36%
- Willingness to recommend: 21%
- Purchase intention: 26%
- HIPPO (Highest paid person’s opinion): 18%
- Other: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 152
Chart 1.30 Non-analytical decision-making strategies

Instead of analytics data to make marketing decisions, we rely on:

- Gut instincts: 44%
- Brand awareness: 25%
- Historical spending: 45%
- Brand perception: 29%
- Testing: 43%
- Willingness to recommend: 16%
- Purchase intention: 25%
- HIPPO (Highest paid person’s opinion): 19%
- Other: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 75
Instead of analytics data to make marketing decisions, we rely on:

- **Gut instincts**: 42%
- **Brand awareness**: 38%
- **Historical spending**: 44%
- **Brand perception**: 28%
- **Testing**: 37%
- **Willingness to recommend**: 27%
- **Purchase intention**: 22%
- **HIPPO (Highest paid person’s opinion)**: 30%
- **Other**: 5%

**Source**: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
**Methodology**: Fielded November 2012, N= 79
Chart 1.32 Non-analytical decision-making strategies

*Instead of analytics data to make marketing decisions, we rely on:*

- **Gut instincts**: 35%
- **Brand awareness**: 40%
- **Historical spending**: 45%
- **Brand perception**: 35%
- **Testing**: 31%
- **Willingness to recommend**: 25%
- **Purchase intention**: 26%
- **HIPPO (Highest paid person’s opinion)**: 18%
- **Other**: 17%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=65
Chart 1.33 Non-analytical decision-making strategies (part 1 of 2)

Instead of analytics data to make marketing decisions, we rely on:

<table>
<thead>
<tr>
<th>Category</th>
<th>Historical Spending</th>
<th>Testing</th>
<th>Brand awareness</th>
<th>Gut instincts</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 5,000</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>I am self employed (1 employee)</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>2 to 10</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>100 to 999</td>
<td>12%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>10 to 99</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>1,000 to 5,000</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 529
Chart 1.33 Non-analytical decision-making strategies (part 2 of 2)

Instead of analytics data to make marketing decisions, we rely on:

<table>
<thead>
<tr>
<th>Company Size</th>
<th>Purchase intention</th>
<th>Brand perception</th>
<th>HIPPO (Highest paid person's opinion)</th>
<th>Willingness to recommend</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 5,000</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>I am self employed (1 employee)</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>2 to 10</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>100 to 999</td>
<td>6%</td>
<td>8%</td>
<td>7%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>10 to 99</td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>1,000 to 5,000</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 529
Chart 1.34 Marketing analytics benefit to organization

How do marketing analytics most benefit your organization?

- Better development of marketing messages: 67%
- Common basis for decision-making: 47%
- More accurate and precise responses to customer needs: 44%
- Better utilization of resources: 43%
- Faster growth of our business: 40%
- More complete understanding of market conditions and evolving business trends: 40%
- Predicting customer behavior: 38%
- Competitive advantage: 37%
- Complete understanding of the marketing and purchase cycle: 37%
- Better risk management: 19%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 682
Chart 1.35 Marketing analytics benefit to organization

How do marketing analytics most benefit your organization?

We sell to both businesses and consumers:
- Common basis for decision-making: 9%
- Complete understanding of the marketing and purchase cycle: 10%
- Competitive advantage: 8%
- More accurate and precise responses to customer needs: 9%
- Complete understanding of the marketing and purchase cycle: 7%
- Better utilization of resources: 12%
- Competitive advantage: 10%
- Faster growth of business: 8%
- More complete understanding of market conditions and evolving business trends: 5%

B2B or B2G:
- Common basis for decision-making: 22%
- Complete understanding of the marketing and purchase cycle: 22%
- Competitive advantage: 16%
- More accurate and precise responses to customer needs: 28%
- Complete understanding of the marketing and purchase cycle: 21%
- Better utilization of resources: 21%
- Competitive advantage: 20%
- Faster growth of business: 20%
- More complete understanding of market conditions and evolving business trends: 11%

B2C:
- Common basis for decision-making: 18%
- Complete understanding of the marketing and purchase cycle: 12%
- Competitive advantage: 12%
- More accurate and precise responses to customer needs: 12%
- Complete understanding of the marketing and purchase cycle: 12%
- Better utilization of resources: 10%
- Competitive advantage: 9%
- Faster growth of business: 9%
- More complete understanding of market conditions and evolving business trends: 5%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 202
How do marketing analytics most benefit your organization?

- We have vast quantities of detailed data
  - 6% More complete understanding of market conditions and evolving business trends
  - 7% More accurate and precise responses to customer needs
  - 11% Better development of marketing messages
  - 7% Common basis for decision-making
  - 8% Better utilization of resources

- We have significant data on most client interactions
  - 6% More complete understanding of market conditions and evolving business trends
  - 5% More accurate and precise responses to customer needs
  - 9% Better development of marketing messages
  - 8% Common basis for decision-making
  - 5% Better utilization of resources

- We have an average amount of data
  - 13% More complete understanding of market conditions and evolving business trends
  - 14% More accurate and precise responses to customer needs
  - 22% Better development of marketing messages
  - 15% Common basis for decision-making
  - 12% Better utilization of resources

- We have very limited data
  - 1% More complete understanding of market conditions and evolving business trends
  - 1% More accurate and precise responses to customer needs
  - 1% Better development of marketing messages
  - 1% Common basis for decision-making
  - 1% Better utilization of resources

- We have no analytics data at all
  - 14% More complete understanding of market conditions and evolving business trends
  - 16% More accurate and precise responses to customer needs
  - 25% Better development of marketing messages
  - 16% Common basis for decision-making
  - 17% Better utilization of resources

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=361
Chart 1.36 Marketing analytics benefit to organization (part 2 of 2)

How do marketing analytics most benefit your organization?

- **We have vast quantities of detailed data**
  - Faster growth of our business: 6%
  - Competitive advantage: 5%
  - Better risk management: 2%
  - Complete understanding of the marketing and purchase cycle: 5%
  - Predicting customer behavior: 4%

- **We have significant data on most client interactions**
  - Faster growth of our business: 7%
  - Competitive advantage: 9%
  - Better risk management: 3%
  - Complete understanding of the marketing and purchase cycle: 5%
  - Predicting customer behavior: 7%

- **We have an average amount of data**
  - Faster growth of our business: 14%
  - Competitive advantage: 13%
  - Better risk management: 7%
  - Complete understanding of the marketing and purchase cycle: 14%
  - Predicting customer behavior: 14%

- **We have very limited data**
  - Faster growth of our business: 1%
  - Competitive advantage: 1%
  - Better risk management: 1%
  - Complete understanding of the marketing and purchase cycle: 1%
  - Predicting customer behavior: 1%

- **We have no analytics data at all**
  - Faster growth of our business: 13%
  - Competitive advantage: 11%
  - Better risk management: 6%
  - Complete understanding of the marketing and purchase cycle: 12%
  - Predicting customer behavior: 12%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=361
### Chart 1.37 Analytics needed to increase marketing effectiveness

*If I only had __________, my marketing efforts would be substantially more effective*

<table>
<thead>
<tr>
<th>Analytics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced customer behavior analysis</td>
<td>37%</td>
</tr>
<tr>
<td>Complete quantitative understanding of the entire marketing and purchase cycle</td>
<td>36%</td>
</tr>
<tr>
<td>Predictive analytics</td>
<td>33%</td>
</tr>
<tr>
<td>Competitive trends insights</td>
<td>30%</td>
</tr>
<tr>
<td>Integration of online and offline data</td>
<td>29%</td>
</tr>
<tr>
<td>Customer sentiment/Voice of customer</td>
<td>27%</td>
</tr>
<tr>
<td>Visibility info pipeline (funnel) performance</td>
<td>26%</td>
</tr>
<tr>
<td>Cross-channel view of results</td>
<td>24%</td>
</tr>
<tr>
<td>Lifetime value measurement</td>
<td>24%</td>
</tr>
<tr>
<td>Social media and Web 2.0 measurement</td>
<td>24%</td>
</tr>
<tr>
<td>A/B and multivariate testing</td>
<td>21%</td>
</tr>
<tr>
<td>Real-time reporting</td>
<td>18%</td>
</tr>
<tr>
<td>Custom report creation</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 1,002
Chart 1.38 Analytics needed to increase marketing effectiveness (part 1 of 2)

If I only had __________, my marketing efforts would be substantially more effective

We sell to both businesses and consumers

- Advanced customer behavior analysis: 10%
- Predictive analytics: 9%
- Competitive trends insights: 8%
- Lifetime value measurement: 7%
- Complete quantitative understanding of the entire marketing and purchase cycle: 7%
- Customer sentiment/Voice of Customer: 6%
- Integration of online and offline data: 8%

B2B

- Advanced customer behavior analysis: 17%
- Predictive analytics: 19%
- Competitive trends insights: 16%
- Lifetime value measurement: 15%
- Complete quantitative understanding of the entire marketing and purchase cycle: 16%
- Customer sentiment/Voice of Customer: 10%
- Integration of online and offline data: 13%

B2C

- Advanced customer behavior analysis: 12%
- Predictive analytics: 9%
- Competitive trends insights: 8%
- Lifetime value measurement: 8%
- Complete quantitative understanding of the entire marketing and purchase cycle: 8%
- Customer sentiment/Voice of Customer: 8%
- Integration of online and offline data: 8%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 724
Chart 1.38 Analytics needed to increase marketing effectiveness (part 2 of 2)

*If I only had __________, my marketing efforts would be substantially more effective*

- **We sell to both businesses and consumers**
  - 7% Cross-channel view of results
  - 7% Social media and Web 2.0 measurement
  - 5% A/B and multivariate testing
  - 7% Visibility into pipeline (funnel) performance
  - 6% Real-time reporting
  - 5% Custom report creation
  - 2% Other

- **B2B**
  - 10% Cross-channel view of results
  - 10% Social media and Web 2.0 measurement
  - 10% A/B and multivariate testing
  - 15% Visibility into pipeline (funnel) performance
  - 8% Real-time reporting
  - 9% Custom report creation
  - 3% Other

- **B2C**
  - 7% Cross-channel view of results
  - 7% Social media and Web 2.0 measurement
  - 7% A/B and multivariate testing
  - 6% Visibility into pipeline (funnel) performance
  - 5% Real-time reporting
  - 4% Custom report creation
  - 2% Other

*Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey*
*Methodology: Fielded November 2012, N= 724*
Chart 1.39 Analytics needed to increase marketing effectiveness

If I only had __________, my marketing efforts would be substantially more effective.

- Advanced customer behavior analysis: 29%
- Customer sentiment/Voice of customer: 35%
- Lifetime value measurement: 23%
- Visibility into pipeline (funnel) performance: 32%
- Competitive trends insights: 28%
- Social media and Web 2.0 measurement: 20%
- Predictive analytics: 25%
- Real-time reporting: 28%
- Integration of online and offline data: 32%
- Custom report creation: 17%
- Cross-channel view of results: 18%
- A/B and multivariate testing: 17%
- Complete quantitative understanding of the entire marketing and purchase cycle: 38%
- Other: 11%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 65
Chart 1.40 Analytics needed to increase marketing effectiveness

If I only had __________, my marketing efforts would be substantially more effective.

<table>
<thead>
<tr>
<th>Analytics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced customer behavior analysis</td>
<td>35%</td>
</tr>
<tr>
<td>Customer sentiment/Voice of customer</td>
<td>31%</td>
</tr>
<tr>
<td>Lifetime value measurement</td>
<td>21%</td>
</tr>
<tr>
<td>Visibility into pipeline (funnel) performance</td>
<td>33%</td>
</tr>
<tr>
<td>Competitive trends insights</td>
<td>33%</td>
</tr>
<tr>
<td>Social media and Web 2.0 measurement</td>
<td>31%</td>
</tr>
<tr>
<td>Predictive analytics</td>
<td>38%</td>
</tr>
<tr>
<td>Real-time reporting</td>
<td>35%</td>
</tr>
<tr>
<td>Integration of online and offline data</td>
<td>27%</td>
</tr>
<tr>
<td>Custom report creation</td>
<td>23%</td>
</tr>
<tr>
<td>Cross-channel view of results</td>
<td>25%</td>
</tr>
<tr>
<td>A/B and multivariate testing</td>
<td>17%</td>
</tr>
<tr>
<td>Complete quantitative understanding of the entire marketing and purchase cycle</td>
<td>37%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 52
Chart 1.41 Analytics needed to increase marketing effectiveness

If I only had __________, my marketing efforts would be substantially more effective.

- Advanced customer behavior analysis: 35%
- Customer sentiment/Voice of customer: 31%
- Lifetime value measurement: 20%
- Visibility into pipeline (funnel) performance: 25%
- Competitive trends insights: 30%
- Social media and Web 2.0 measurement: 20%
- Predictive analytics: 36%
- Real-time reporting: 13%
- Integration of online and offline data: 27%
- Custom report creation: 21%
- Cross-channel view of results: 23%
- A/B and multivariate testing: 23%
- Complete quantitative understanding of the entire marketing and purchase cycle: 50%
- Other: 5%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 127
Chart 1.42 Analytics needed to increase marketing effectiveness

If I only had __________, my marketing efforts would be substantially more effective.

<table>
<thead>
<tr>
<th>Analytics Needed</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced customer behavior analysis</td>
<td>34%</td>
</tr>
<tr>
<td>Customer sentiment/Voice of customer</td>
<td>18%</td>
</tr>
<tr>
<td>Lifetime value measurement</td>
<td>25%</td>
</tr>
<tr>
<td>Visibility into pipeline (funnel) performance</td>
<td>23%</td>
</tr>
<tr>
<td>Competitive trends insights</td>
<td>28%</td>
</tr>
<tr>
<td>Social media and Web 2.0 measurement</td>
<td>23%</td>
</tr>
<tr>
<td>Predictive analytics</td>
<td>33%</td>
</tr>
<tr>
<td>Real-time reporting</td>
<td>13%</td>
</tr>
<tr>
<td>Integration of online and offline data</td>
<td>28%</td>
</tr>
<tr>
<td>Custom report creation</td>
<td>9%</td>
</tr>
<tr>
<td>Cross-channel view of results</td>
<td>25%</td>
</tr>
<tr>
<td>A/B and multivariate testing</td>
<td>17%</td>
</tr>
<tr>
<td>Complete quantitative understanding of the entire marketing and purchase cycle</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 262

Marketing Agency or Consultancy
Chart 1.43 Analytics needed to increase marketing effectiveness

If I only had __________, my marketing efforts would be substantially more effective.

<table>
<thead>
<tr>
<th>Analytics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced customer behavior analysis</td>
<td>38%</td>
</tr>
<tr>
<td>Customer sentiment/Voice of customer</td>
<td>26%</td>
</tr>
<tr>
<td>Lifetime value measurement</td>
<td>24%</td>
</tr>
<tr>
<td>Visibility into pipeline (funnel) performance</td>
<td>29%</td>
</tr>
<tr>
<td>Competitive trends insights</td>
<td>29%</td>
</tr>
<tr>
<td>Social media and Web 2.0 measurement</td>
<td>28%</td>
</tr>
<tr>
<td>Predictive analytics</td>
<td>26%</td>
</tr>
<tr>
<td>Real-time reporting</td>
<td>17%</td>
</tr>
<tr>
<td>Integration of online and offline data</td>
<td>36%</td>
</tr>
<tr>
<td>Custom report creation</td>
<td>22%</td>
</tr>
<tr>
<td>Cross-channel view of results</td>
<td>28%</td>
</tr>
<tr>
<td>A/B and multivariate testing</td>
<td>22%</td>
</tr>
<tr>
<td>Complete quantitative understanding of the entire marketing and purchase cycle</td>
<td>37%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 76
### Chart 1.44 Analytics needed to increase marketing effectiveness

If I only had __________, my marketing efforts would be substantially more effective.

<table>
<thead>
<tr>
<th>Analytics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced customer behavior analysis</td>
<td>49%</td>
</tr>
<tr>
<td>Customer sentiment/Voice of customer</td>
<td>27%</td>
</tr>
<tr>
<td>Lifetime value measurement</td>
<td>33%</td>
</tr>
<tr>
<td>Visibility into pipeline (funnel) performance</td>
<td>23%</td>
</tr>
<tr>
<td>Competitive trends insights</td>
<td>26%</td>
</tr>
<tr>
<td>Social media and Web 2.0 measurement</td>
<td>23%</td>
</tr>
<tr>
<td>Predictive analytics</td>
<td>36%</td>
</tr>
<tr>
<td>Real-time reporting</td>
<td>19%</td>
</tr>
<tr>
<td>Integration of online and offline data</td>
<td>28%</td>
</tr>
<tr>
<td>Custom report creation</td>
<td>13%</td>
</tr>
<tr>
<td>Cross-channel view of results</td>
<td>20%</td>
</tr>
<tr>
<td>A/B and multivariate testing</td>
<td>28%</td>
</tr>
<tr>
<td>Complete quantitative understanding of the entire marketing and purchase cycle</td>
<td>36%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 118
Chart 1.45 Analytics needed to increase marketing effectiveness

If I only had __________, my marketing efforts would be substantially more effective.

- Advanced customer behavior analysis: 37%
- Customer sentiment/Voice of customer: 26%
- Lifetime value measurement: 23%
- Visibility into pipeline (funnel) performance: 25%
- Competitive trends insights: 38%
- Social media and Web 2.0 measurement: 25%
- Predictive analytics: 30%
- Real-time reporting: 19%
- Integration of online and offline data: 31%
- Custom report creation: 17%
- Cross-channel view of results: 29%
- A/B and multivariate testing: 22%
- Complete quantitative understanding of the entire marketing and purchase cycle: 28%
- Other: 8%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 106
If I only had __________, my marketing efforts would be substantially more effective.

- Advanced customer behavior analysis: 36%
- Customer sentiment/Voice of customer: 34%
- Lifetime value measurement: 19%
- Visibility into pipeline (funnel) performance: 31%
- Competitive trends insights: 40%
- Social media and Web 2.0 measurement: 34%
- Predictive analytics: 32%
- Real-time reporting: 25%
- Integration of online and offline data: 25%
- Custom report creation: 16%
- Cross-channel view of results: 26%
- A/B and multivariate testing: 22%
- Complete quantitative understanding of the entire marketing and purchase cycle: 37%
- Other: 8%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=91
Chart 1.47 Analytics needed to increase marketing effectiveness (part 1 of 2)
If I only had __________, my marketing efforts would be substantially more effective

<table>
<thead>
<tr>
<th>Category</th>
<th>1,000 to 5,000</th>
<th>10 to 99</th>
<th>100 to 999</th>
<th>2 to 10</th>
<th>I am self employed (1 employee)</th>
<th>More than 5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced customer behavior analysis</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Lifetime value measurement</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Competitive trends insights</td>
<td>2%</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Predictive analytics</td>
<td>3%</td>
<td>8%</td>
<td>9%</td>
<td>7%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Social media and Web 2.0 measurement</td>
<td>3%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Customer sentiment/Voice of Customer</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Visibility into pipeline (funnel) performance</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 736
Chart 1.47 Analytics needed to increase marketing effectiveness (part 2 of 2)

If I only had __________, my marketing efforts would be substantially more effective

<table>
<thead>
<tr>
<th>Category</th>
<th>1 to 5,000</th>
<th>10 to 999</th>
<th>2 to 10</th>
<th>100 to 999</th>
<th>1,000 to 5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real-time reporting</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Integration of online and offline data</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Custom report creation</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Cross-channel view of results</td>
<td>5%</td>
<td>11%</td>
<td>6%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>A/B and multivariate testing</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Complete quantitative understanding of the entire marketing and purchase cycle</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 736
### Chart 1.48 Analytics tool cost and usage

**Does your organization use free and/or paid tools?**

<table>
<thead>
<tr>
<th>Tool Category</th>
<th>Both</th>
<th>Free</th>
<th>Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive intelligence tools</td>
<td>38%</td>
<td>22%</td>
<td>40%</td>
</tr>
<tr>
<td>CRM systems</td>
<td>9%</td>
<td>9%</td>
<td>82%</td>
</tr>
<tr>
<td>Live chat tracking tools</td>
<td>11%</td>
<td>18%</td>
<td>71%</td>
</tr>
<tr>
<td>Attribution management software</td>
<td>25%</td>
<td>29%</td>
<td>46%</td>
</tr>
<tr>
<td>Social media monitoring tools</td>
<td>26%</td>
<td>44%</td>
<td>30%</td>
</tr>
<tr>
<td>Offline call management and tracking systems</td>
<td>9%</td>
<td>25%</td>
<td>66%</td>
</tr>
<tr>
<td>Marketing automation software</td>
<td>12%</td>
<td>8%</td>
<td>80%</td>
</tr>
<tr>
<td>SEO management tools</td>
<td>31%</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td>Email marketing analytics software</td>
<td>14%</td>
<td>15%</td>
<td>71%</td>
</tr>
<tr>
<td>PPC bid management tools</td>
<td>21%</td>
<td>50%</td>
<td>29%</td>
</tr>
<tr>
<td>Web-integrated call management and tracking systems</td>
<td>18%</td>
<td>24%</td>
<td>58%</td>
</tr>
<tr>
<td>Web (clickstream) analytics tools</td>
<td>24%</td>
<td>64%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 667
### Chart 1.49 Analytics tool cost and usage

**Does your organization use free and/or paid tools? B2C**

<table>
<thead>
<tr>
<th>Analytics Tool Type (Number of Organizations)</th>
<th>Both</th>
<th>Free</th>
<th>Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web (clickstream) analytics tools (128)</td>
<td>26%</td>
<td>58%</td>
<td>16%</td>
</tr>
<tr>
<td>Web-integrated call management and tracking systems (22)</td>
<td>27%</td>
<td>18%</td>
<td>55%</td>
</tr>
<tr>
<td>PPC bid management tools (60)</td>
<td>22%</td>
<td>42%</td>
<td>37%</td>
</tr>
<tr>
<td>Email marketing analytics software (95)</td>
<td>9%</td>
<td>14%</td>
<td>77%</td>
</tr>
<tr>
<td>SEO management tools (69)</td>
<td>33%</td>
<td>30%</td>
<td>36%</td>
</tr>
<tr>
<td>Marketing automation software (25)</td>
<td>12%</td>
<td>24%</td>
<td>64%</td>
</tr>
<tr>
<td>Offline call management and tracking systems (27)</td>
<td>4%</td>
<td>30%</td>
<td>67%</td>
</tr>
<tr>
<td>Social media monitoring tools (68)</td>
<td>24%</td>
<td>44%</td>
<td>32%</td>
</tr>
<tr>
<td>Attribution management software (8)</td>
<td>0%</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Live chat tracking tools (16)</td>
<td>0%</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>CRM systems (52)</td>
<td>13%</td>
<td>8%</td>
<td>79%</td>
</tr>
<tr>
<td>Competitive intelligence tools (18)</td>
<td>28%</td>
<td>22%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey

Methodology: Fielded November 2012, N= 128
## Chart 1.50 Analytics tool cost and usage

**Does your organization use free and/or paid tools? B2B and/or B2G**

<table>
<thead>
<tr>
<th>Analytics Tool</th>
<th>Free</th>
<th>Both</th>
<th>Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web (clickstream) analytics tools (217)</td>
<td>19%</td>
<td>67%</td>
<td>13%</td>
</tr>
<tr>
<td>Web-integrated call management and tracking systems (25)</td>
<td>20%</td>
<td>24%</td>
<td>56%</td>
</tr>
<tr>
<td>PPC bid management tools (83)</td>
<td>11%</td>
<td>60%</td>
<td>29%</td>
</tr>
<tr>
<td>Email marketing analytics software (163)</td>
<td>10%</td>
<td>13%</td>
<td>77%</td>
</tr>
<tr>
<td>SEO management tools (122)</td>
<td>28%</td>
<td>37%</td>
<td>35%</td>
</tr>
<tr>
<td>Marketing automation software (97)</td>
<td>3%</td>
<td>4%</td>
<td>93%</td>
</tr>
<tr>
<td>Offline call management and tracking systems (25)</td>
<td>12%</td>
<td>20%</td>
<td>68%</td>
</tr>
<tr>
<td>Social media monitoring tools (118)</td>
<td>24%</td>
<td>52%</td>
<td>25%</td>
</tr>
<tr>
<td>Attribution management software (2)</td>
<td>0%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Live chat tracking tools (23)</td>
<td>17%</td>
<td>9%</td>
<td>74%</td>
</tr>
<tr>
<td>CRM systems (177)</td>
<td>3%</td>
<td>7%</td>
<td>89%</td>
</tr>
<tr>
<td>Competitive intelligence tools (24)</td>
<td>25%</td>
<td>17%</td>
<td>58%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 2 to 217
### Chart 1.51 Analytics tool cost and usage

**Does your organization use free and/or paid tools? B2B and B2C**

<table>
<thead>
<tr>
<th>Analytics Tool Type</th>
<th>Both</th>
<th>Free</th>
<th>Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web (clickstream) analytics tools (124)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web-integrated call management and tracking systems (20)</td>
<td>10%</td>
<td>35%</td>
<td>55%</td>
</tr>
<tr>
<td>PPC bid management tools (52)</td>
<td>21%</td>
<td>46%</td>
<td>33%</td>
</tr>
<tr>
<td>Email marketing analytics software (96)</td>
<td>15%</td>
<td>20%</td>
<td>66%</td>
</tr>
<tr>
<td>SEO management tools (61)</td>
<td>31%</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td>Marketing automation software (22)</td>
<td>18%</td>
<td>9%</td>
<td>73%</td>
</tr>
<tr>
<td>Offline call management and tracking systems (21)</td>
<td>10%</td>
<td>24%</td>
<td>67%</td>
</tr>
<tr>
<td>Social media monitoring tools (72)</td>
<td>19%</td>
<td>36%</td>
<td>44%</td>
</tr>
<tr>
<td>Attribution management software (7)</td>
<td>29%</td>
<td>14%</td>
<td>57%</td>
</tr>
<tr>
<td>Live chat tracking tools (15)</td>
<td>0%</td>
<td>13%</td>
<td>87%</td>
</tr>
<tr>
<td>CRM systems (55)</td>
<td>11%</td>
<td>7%</td>
<td>82%</td>
</tr>
<tr>
<td>Competitive intelligence tools (20)</td>
<td>25%</td>
<td>25%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 7 to 124
### Chart 1.52 Analytics tool cost and usage

**Does your organization use free and/or paid tools? Web (Clickstream) Analytics Tools**

<table>
<thead>
<tr>
<th>Category</th>
<th>Free</th>
<th>Paid</th>
<th>Both</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel or Hospitality</td>
<td>29%</td>
<td>59%</td>
<td>12%</td>
</tr>
<tr>
<td>Technology Equipment or Hardware</td>
<td>15%</td>
<td>65%</td>
<td>20%</td>
</tr>
<tr>
<td>Software or Software as a Service (SaaS)</td>
<td>23%</td>
<td>65%</td>
<td>12%</td>
</tr>
<tr>
<td>Retail or E-commerce</td>
<td>31%</td>
<td>60%</td>
<td>8%</td>
</tr>
<tr>
<td>Professional or Financial Services</td>
<td>24%</td>
<td>57%</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
<td>66%</td>
<td>21%</td>
</tr>
<tr>
<td>Non-profit and Education</td>
<td>22%</td>
<td>65%</td>
<td>14%</td>
</tr>
<tr>
<td>Media or Publishing (online or offline)</td>
<td>30%</td>
<td>57%</td>
<td>14%</td>
</tr>
<tr>
<td>Marketing Agency or Consultancy</td>
<td>28%</td>
<td>66%</td>
<td>6%</td>
</tr>
<tr>
<td>Manufacturing or Packaged Goods</td>
<td>13%</td>
<td>75%</td>
<td>13%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>9%</td>
<td>64%</td>
<td>27%</td>
</tr>
<tr>
<td>Government and Military</td>
<td>0%</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 646
## Chart 1.53 Analytics tool cost and usage

**Does your organization use free and/or paid tools?**  
*Web-integrated Call Management and Tracking Tools*

<table>
<thead>
<tr>
<th>Industry</th>
<th>Free</th>
<th>Both</th>
<th>Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel or Hospitality</td>
<td>33%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Technology Equipment or Hardware</td>
<td>33%</td>
<td>0%</td>
<td>67%</td>
</tr>
<tr>
<td>Software or Software as a Service (SaaS)</td>
<td>10%</td>
<td>20%</td>
<td>70%</td>
</tr>
<tr>
<td>Retail or E-commerce</td>
<td>21%</td>
<td>21%</td>
<td>57%</td>
</tr>
<tr>
<td>Professional or Financial Services</td>
<td>20%</td>
<td>20%</td>
<td>60%</td>
</tr>
<tr>
<td>Other</td>
<td>25%</td>
<td>17%</td>
<td>58%</td>
</tr>
<tr>
<td>Non-profit and Education</td>
<td>40%</td>
<td>20%</td>
<td>40%</td>
</tr>
<tr>
<td>Media or Publishing (online or offline)</td>
<td>0%</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Marketing Agency or Consultancy</td>
<td>17%</td>
<td>21%</td>
<td>62%</td>
</tr>
<tr>
<td>Manufacturing or Packaged Goods</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey  
Methodology: Fielded November 2012, N= 114
Chart 1.54 Analytics tool cost and usage

Does your organization use free and/or paid tools? PPC Bid Management Tools

<table>
<thead>
<tr>
<th>Category</th>
<th>Both</th>
<th>Free</th>
<th>Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel or Hospitality</td>
<td>44%</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td>Technology Equipment or Hardware</td>
<td>25%</td>
<td>75%</td>
<td>0%</td>
</tr>
<tr>
<td>Software or Software as a Service (SaaS)</td>
<td>13%</td>
<td>56%</td>
<td>31%</td>
</tr>
<tr>
<td>Retail or E-commerce</td>
<td>11%</td>
<td>51%</td>
<td>38%</td>
</tr>
<tr>
<td>Professional or Financial Services</td>
<td>19%</td>
<td>54%</td>
<td>27%</td>
</tr>
<tr>
<td>Other</td>
<td>32%</td>
<td>32%</td>
<td>37%</td>
</tr>
<tr>
<td>Non-profit and Education</td>
<td>13%</td>
<td>63%</td>
<td>25%</td>
</tr>
<tr>
<td>Media or Publishing (online or offline)</td>
<td>25%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Marketing Agency or Consultancy</td>
<td>28%</td>
<td>50%</td>
<td>22%</td>
</tr>
<tr>
<td>Manufacturing or Packaged Goods</td>
<td>7%</td>
<td>47%</td>
<td>47%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>18%</td>
<td>55%</td>
<td>27%</td>
</tr>
<tr>
<td>Government and Military</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 295
Chart 1.55 Analytics tool cost and usage

Does your organization use free and/or paid tools? **Email Marketing Analytics Software**

- **Travel or Hospitality**: 9% Free, 27% Paid, 64% Both
- **Technology Equipment or Hardware**: 6% Free, 13% Paid, 81% Both
- **Software or Software as a Service (SaaS)**: 13% Free, 10% Paid, 78% Both
- **Retail or E-commerce**: 5% Free, 18% Paid, 76% Both
- **Professional or Financial Services**: 5% Free, 5% Paid, 90% Both
- **Other**: 8% Free, 22% Paid, 70% Both
- **Non-profit and Education**: 14% Free, 20% Paid, 65% Both
- **Media or Publishing (online or offline)**: 35% Free, 6% Paid, 59% Both
- **Marketing Agency or Consultancy**: 22% Free, 14% Paid, 64% Both
- **Manufacturing or Packaged Goods**: 3% Free, 29% Paid, 68% Both
- **Healthcare**: 0% Free, 21% Paid, 79% Both
- **Government and Military**: 0% Free, 0% Paid, 100% Both

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 516
Chart 1.56 Analytics tool cost and usage

Does your organization use free and/or paid tools? **SEO Management Tools**

- **Travel or Hospitality**
  - Both: 18%
  - Free: 36%
  - Paid: 45%

- **Technology Equipment or Hardware**
  - Both: 18%
  - Free: 53%
  - Paid: 29%

- **Software or Software as a Service (SaaS)**
  - Both: 26%
  - Free: 28%
  - Paid: 46%

- **Retail or E-commerce**
  - Both: 31%
  - Free: 38%
  - Paid: 31%

- **Professional or Financial Services**
  - Both: 34%
  - Free: 22%
  - Paid: 44%

- **Other**
  - Both: 27%
  - Free: 40%
  - Paid: 33%

- **Non-profit and Education**
  - Both: 33%
  - Free: 38%
  - Paid: 29%

- **Media or Publishing (online or offline)**
  - Both: 47%
  - Free: 35%
  - Paid: 18%

- **Marketing Agency or Consultancy**
  - Both: 36%
  - Free: 27%
  - Paid: 37%

- **Manufacturing or Packaged Goods**
  - Both: 26%
  - Free: 47%
  - Paid: 26%

- **Healthcare**
  - Both: 25%
  - Free: 38%
  - Paid: 38%

- **Government and Military**
  - Both: 0%
  - Free: 0%
  - Paid: 100%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 396
Chart 1.57 Analytics tool cost and usage

Does your organization use free and/or paid tools? Social Media Monitoring Tools

<table>
<thead>
<tr>
<th>Category</th>
<th>Free</th>
<th>Paid</th>
<th>Both</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel or Hospitality</td>
<td>9%</td>
<td>36%</td>
<td>55%</td>
</tr>
<tr>
<td>Technology Equipment or Hardware</td>
<td>9%</td>
<td>64%</td>
<td>27%</td>
</tr>
<tr>
<td>Software or Software as a Service (SaaS)</td>
<td>23%</td>
<td>48%</td>
<td>29%</td>
</tr>
<tr>
<td>Retail or E-commerce</td>
<td>18%</td>
<td>45%</td>
<td>36%</td>
</tr>
<tr>
<td>Professional or Financial Services</td>
<td>26%</td>
<td>26%</td>
<td>49%</td>
</tr>
<tr>
<td>Other</td>
<td>18%</td>
<td>71%</td>
<td>12%</td>
</tr>
<tr>
<td>Non-profit and Education</td>
<td>22%</td>
<td>59%</td>
<td>19%</td>
</tr>
<tr>
<td>Media or Publishing (online or offline)</td>
<td>30%</td>
<td>33%</td>
<td>37%</td>
</tr>
<tr>
<td>Marketing Agency or Consultancy</td>
<td>35%</td>
<td>38%</td>
<td>27%</td>
</tr>
<tr>
<td>Manufacturing or Packaged Goods</td>
<td>29%</td>
<td>59%</td>
<td>12%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>20%</td>
<td>50%</td>
<td>30%</td>
</tr>
<tr>
<td>Government and Military</td>
<td>33%</td>
<td>33%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 371
Chart 1.58 Analytics tool cost and usage

Does your organization use free and/or paid tools? **CRM Systems**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Both</th>
<th>Free</th>
<th>Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel or Hospitality</td>
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<td>25%</td>
<td>50%</td>
</tr>
<tr>
<td>Technology Equipment or Hardware</td>
<td>0%</td>
<td>9%</td>
<td>91%</td>
</tr>
<tr>
<td>Software or Software as a Service (SaaS)</td>
<td>1%</td>
<td>5%</td>
<td>94%</td>
</tr>
<tr>
<td>Retail or E-commerce</td>
<td>15%</td>
<td>22%</td>
<td>63%</td>
</tr>
<tr>
<td>Professional or Financial Services</td>
<td>5%</td>
<td>0%</td>
<td>95%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>11%</td>
<td>86%</td>
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<tr>
<td>Non-profit and Education</td>
<td>15%</td>
<td>7%</td>
<td>78%</td>
</tr>
<tr>
<td>Media or Publishing (online or offline)</td>
<td>25%</td>
<td>0%</td>
<td>75%</td>
</tr>
<tr>
<td>Marketing Agency or Consultancy</td>
<td>15%</td>
<td>15%</td>
<td>69%</td>
</tr>
<tr>
<td>Manufacturing or Packaged Goods</td>
<td>11%</td>
<td>11%</td>
<td>79%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 376
### Chart 1.59 Analytics tool cost and usage

*Does your organization use free and/or paid tools? Competitive Intelligence Tools*

<table>
<thead>
<tr>
<th>Category</th>
<th>Both</th>
<th>Free</th>
<th>Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology Equipment or Hardware</td>
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<td>0%</td>
<td>67%</td>
</tr>
<tr>
<td>Software or Software as a Service (SaaS)</td>
<td>0%</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Retail or E-commerce</td>
<td>15%</td>
<td>46%</td>
<td>38%</td>
</tr>
<tr>
<td>Professional or Financial Services</td>
<td>25%</td>
<td>17%</td>
<td>58%</td>
</tr>
<tr>
<td>Other</td>
<td>40%</td>
<td>0%</td>
<td>60%</td>
</tr>
<tr>
<td>Non-profit and Education</td>
<td>17%</td>
<td>33%</td>
<td>50%</td>
</tr>
<tr>
<td>Media or Publishing (online or offline)</td>
<td>20%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Marketing Agency or Consultancy</td>
<td>53%</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>17%</td>
<td>0%</td>
<td>83%</td>
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</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 115
### Chart 1.60 Analytics tool precision and satisfaction

**Are you satisfied with the PRECISION of your analytics systems?**

<table>
<thead>
<tr>
<th>Category</th>
<th>Dissatisfied</th>
<th>Neutral</th>
<th>Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive intelligence tools</td>
<td>16%</td>
<td>49%</td>
<td>35%</td>
</tr>
<tr>
<td>CRM systems</td>
<td>15%</td>
<td>45%</td>
<td>41%</td>
</tr>
<tr>
<td>Live chat tracking tools</td>
<td>7%</td>
<td>50%</td>
<td>43%</td>
</tr>
<tr>
<td>Attribution management software</td>
<td>24%</td>
<td>41%</td>
<td>35%</td>
</tr>
<tr>
<td>Social media monitoring tools</td>
<td>14%</td>
<td>56%</td>
<td>30%</td>
</tr>
<tr>
<td>Offline call management and tracking systems</td>
<td>20%</td>
<td>57%</td>
<td>23%</td>
</tr>
<tr>
<td>Marketing automation software</td>
<td>9%</td>
<td>43%</td>
<td>48%</td>
</tr>
<tr>
<td>SEO management tools</td>
<td>8%</td>
<td>49%</td>
<td>43%</td>
</tr>
<tr>
<td>Email marketing analytics software</td>
<td>11%</td>
<td>41%</td>
<td>49%</td>
</tr>
<tr>
<td>PPC bid management tools</td>
<td>8%</td>
<td>43%</td>
<td>48%</td>
</tr>
<tr>
<td>Web-integrated call management and tracking systems</td>
<td>7%</td>
<td>52%</td>
<td>41%</td>
</tr>
<tr>
<td>Web (clickstream) analytics tools</td>
<td>10%</td>
<td>44%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 34 to 662
<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
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<td>67%</td>
<td>13%</td>
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<tr>
<td>CRM systems</td>
<td>12%</td>
<td>52%</td>
<td>36%</td>
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<tr>
<td>Live chat tracking tools</td>
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<td>27%</td>
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<tr>
<td>Attribution management software</td>
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<tr>
<td>Social media monitoring tools</td>
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<td>59%</td>
<td>29%</td>
</tr>
<tr>
<td>Offline call management and tracking systems</td>
<td>24%</td>
<td>47%</td>
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<tr>
<td>Marketing automation software</td>
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<td>46%</td>
<td>42%</td>
</tr>
<tr>
<td>SEO management tools</td>
<td>9%</td>
<td>37%</td>
<td>54%</td>
</tr>
<tr>
<td>Email marketing analytics software</td>
<td>11%</td>
<td>44%</td>
<td>45%</td>
</tr>
<tr>
<td>PPC bid management tools</td>
<td>9%</td>
<td>52%</td>
<td>44%</td>
</tr>
<tr>
<td>Web-integrated call management and tracking systems</td>
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<td>44%</td>
<td>47%</td>
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<tr>
<td>Web (clickstream) analytics tools</td>
<td>4%</td>
<td>52%</td>
<td>44%</td>
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</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N≤409
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<thead>
<tr>
<th>Paid Tools</th>
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<th>Satisfied</th>
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<tbody>
<tr>
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<td>40%</td>
<td>50%</td>
</tr>
<tr>
<td>CRM systems</td>
<td>14%</td>
<td>43%</td>
<td>43%</td>
</tr>
<tr>
<td>Live chat tracking tools</td>
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<td>44%</td>
<td>52%</td>
</tr>
<tr>
<td>Attribution management software</td>
<td>8%</td>
<td>38%</td>
<td>54%</td>
</tr>
<tr>
<td>Social media monitoring tools</td>
<td>14%</td>
<td>52%</td>
<td>34%</td>
</tr>
<tr>
<td>Offline call management and tracking systems</td>
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<tr>
<td>Marketing automation software</td>
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<tr>
<td>SEO management tools</td>
<td>6%</td>
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<td>49%</td>
</tr>
<tr>
<td>Email marketing analytics software</td>
<td>11%</td>
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<td>51%</td>
</tr>
<tr>
<td>PPC bid management tools</td>
<td>8%</td>
<td>42%</td>
<td>50%</td>
</tr>
<tr>
<td>Web-integrated call management and tracking systems</td>
<td>6%</td>
<td>48%</td>
<td>45%</td>
</tr>
<tr>
<td>Web (clickstream) analytics tools</td>
<td>13%</td>
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<td>49%</td>
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</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=79
### Chart 1.63 Analytics interpretation and application difficulty

*Is the output from your analytics systems easy to interpret and apply?*

<table>
<thead>
<tr>
<th>Category</th>
<th>Very easy</th>
<th>Somewhat easy</th>
<th>Neutral</th>
<th>Somewhat difficult</th>
<th>Very difficult</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive intelligence tools</td>
<td>15%</td>
<td>36%</td>
<td>36%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>CRM systems</td>
<td>12%</td>
<td>34%</td>
<td>28%</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Live chat tracking tools</td>
<td>22%</td>
<td>37%</td>
<td>29%</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>Attribution management software</td>
<td>13%</td>
<td>17%</td>
<td>33%</td>
<td>23%</td>
<td>13%</td>
</tr>
<tr>
<td>Social media monitoring tools</td>
<td>15%</td>
<td>33%</td>
<td>32%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>Offline call management and tracking systems</td>
<td>8%</td>
<td>32%</td>
<td>41%</td>
<td>17%</td>
<td>2%</td>
</tr>
<tr>
<td>Marketing automation software</td>
<td>16%</td>
<td>36%</td>
<td>29%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>SEO management tools</td>
<td>18%</td>
<td>37%</td>
<td>30%</td>
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<tr>
<td>Email marketing analytics software</td>
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<td>38%</td>
<td>23%</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>PPC bid management tools</td>
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<td>33%</td>
<td>31%</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>Web-integrated call management and tracking systems</td>
<td>21%</td>
<td>35%</td>
<td>30%</td>
<td>13%</td>
<td>1%</td>
</tr>
<tr>
<td>Web (clickstream) analytics tools</td>
<td>19%</td>
<td>40%</td>
<td>22%</td>
<td>18%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey  
Methodology: Fielded November 2012, N= 30 to 643
Chart 1.64 Analytics interpretation and application difficulty

Is the output from your analytics systems easy to interpret and apply? B2C

<table>
<thead>
<tr>
<th>Analytics Tool</th>
<th>Very easy</th>
<th>Somewhat easy</th>
<th>Neutral</th>
<th>Somewhat difficult</th>
<th>Very difficult</th>
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<tbody>
<tr>
<td>Competitive intelligence tools</td>
<td>16%</td>
<td>26%</td>
<td>47%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>CRM systems</td>
<td>8%</td>
<td>32%</td>
<td>38%</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>Live chat tracking tools</td>
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<td>40%</td>
<td>7%</td>
<td>7%</td>
</tr>
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<td>Attribution management software</td>
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<td>14%</td>
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<td>29%</td>
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<tr>
<td>Social media monitoring tools</td>
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<td>Offline call management and tracking systems</td>
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<td>Marketing automation software</td>
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<td>42%</td>
<td>22%</td>
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<td>3%</td>
</tr>
<tr>
<td>PPC bid management tools</td>
<td>16%</td>
<td>24%</td>
<td>40%</td>
<td>17%</td>
<td>3%</td>
</tr>
<tr>
<td>Web-integrated call management and tracking systems</td>
<td>5%</td>
<td>50%</td>
<td>36%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Web (clickstream) analytics tools</td>
<td>12%</td>
<td>44%</td>
<td>21%</td>
<td>19%</td>
<td>4%</td>
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</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=130
Chart 1.65 Analytics interpretation and application difficulty

<table>
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<th>Category</th>
<th>Very Easy</th>
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<th>Neutral</th>
<th>Somewhat Difficult</th>
<th>Very Difficult</th>
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<td>44%</td>
<td>40%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>CRM systems</td>
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<td>35%</td>
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<tr>
<td>Live chat tracking tools</td>
<td>20%</td>
<td>40%</td>
<td>25%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Social media monitoring tools</td>
<td>20%</td>
<td>32%</td>
<td>29%</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Offline call management and tracking systems</td>
<td>43%</td>
<td>22%</td>
<td>30%</td>
<td>4%</td>
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<tr>
<td>Marketing automation software</td>
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<td>42%</td>
<td>22%</td>
<td>18%</td>
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<td>14%</td>
<td>33%</td>
<td>34%</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Email marketing analytics software</td>
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<td>36%</td>
<td>22%</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>PPC bid management tools</td>
<td>18%</td>
<td>32%</td>
<td>29%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Web-integrated call management and tracking systems</td>
<td>16%</td>
<td>36%</td>
<td>32%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Web (clickstream) analytics tools</td>
<td>16%</td>
<td>40%</td>
<td>23%</td>
<td>20%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=213
### Chart 1.66 Analytics interpretation and application difficulty

Is the output from your analytics systems easy to interpret and apply? **B2B and B2C**

<table>
<thead>
<tr>
<th>Analytics Tool</th>
<th>Very Easy</th>
<th>Somewhat Easy</th>
<th>Neutral</th>
<th>Somewhat Difficult</th>
<th>Very Difficult</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive intelligence tools</td>
<td>6%</td>
<td>44%</td>
<td>33%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>CRM systems</td>
<td>8%</td>
<td>34%</td>
<td>38%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Live chat tracking tools</td>
<td>23%</td>
<td>31%</td>
<td>31%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Attribution management software</td>
<td>11%</td>
<td>22%</td>
<td>33%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Social media monitoring tools</td>
<td>9%</td>
<td>33%</td>
<td>36%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Offline call management and tracking systems</td>
<td>9%</td>
<td>17%</td>
<td>61%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Marketing automation software</td>
<td>18%</td>
<td>14%</td>
<td>41%</td>
<td>23%</td>
<td>5%</td>
</tr>
<tr>
<td>SEO management tools</td>
<td>18%</td>
<td>35%</td>
<td>35%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>Email marketing analytics software</td>
<td>22%</td>
<td>38%</td>
<td>30%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>PPC bid management tools</td>
<td>25%</td>
<td>25%</td>
<td>29%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Web-integrated call management and tracking systems</td>
<td>5%</td>
<td>33%</td>
<td>29%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Web (clickstream) analytics tools</td>
<td>19%</td>
<td>34%</td>
<td>26%</td>
<td>17%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey

Methodology: Fielded November 2012, N≤124
Chart 1.67 Challenges to analytics use

Which of the following do you consider the greatest challenge to effective use of marketing analytics?

- Lack of resources to execute: 21%
- Time required: 20%
- Lack of understanding in how to proceed or execute: 17%
- Budget constraints: 15%
- Lack of systems integration: 13%
- Lack of appropriate systems: 10%
- Other: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 965
Chart 1.68 Challenges to analytics use

Which of the following do you consider the greatest challenge to effective use of marketing analytics?

<table>
<thead>
<tr>
<th>We sell to both businesses and consumers</th>
<th>20%</th>
<th>21%</th>
<th>15%</th>
<th>17%</th>
<th>15%</th>
<th>10%</th>
<th>3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>We sell primarily to other businesses (B2B or B2G)</td>
<td>22%</td>
<td>19%</td>
<td>18%</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>We sell primarily to consumers (B2C)</td>
<td>20%</td>
<td>19%</td>
<td>18%</td>
<td>16%</td>
<td>13%</td>
<td>10%</td>
<td>4%</td>
</tr>
</tbody>
</table>

- Lack of resources to execute
- Time required
- Lack of understanding in how to proceed or execute
- Lack of systems integration
- Budget constraints
- Lack of appropriate systems
- Other

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 698
Chart 1.69 Challenges to analytics use

Which of the following do you consider the greatest challenge to effective use of marketing analytics?

- Lack of resources to execute: 25%
- Time required: 18%
- Lack of understanding in how to proceed or execute: 15%
- Budget constraints: 13%
- Lack of systems integration: 16%
- Lack of appropriate systems: 11%
- Other: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 61
Chart 1.70 Challenges to analytics use

Which of the following do you consider the greatest challenge to effective use of marketing analytics?

- Lack of resources to execute: 10%
- Time required: 14%
- Lack of understanding in how to proceed or execute: 24%
- Budget constraints: 27%
- Lack of systems integration: 10%
- Lack of appropriate systems: 12%
- Other: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 51
Chart 1.71 Challenges to analytics use

Which of the following do you consider the greatest challenge to effective use of marketing analytics?

- Lack of resources to execute: 27%
- Time required: 18%
- Lack of understanding in how to proceed or execute: 12%
- Budget constraints: 11%
- Lack of systems integration: 15%
- Lack of appropriate systems: 14%
- Other: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 123
Chart 1.72 Challenges to analytics use

*Which of the following do you consider the greatest challenge to effective use of marketing analytics?*

- Lack of resources to execute: 22%
- Time required: 23%
- Lack of understanding in how to proceed or execute: 16%
- Budget constraints: 19%
- Lack of systems integration: 9%
- Lack of appropriate systems: 9%
- Other: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 252
Chart 1.73 Challenges to analytics use

*Which of the following do you consider the greatest challenge to effective use of marketing analytics?*

- Lack of resources to execute: 26%
- Time required: 21%
- Lack of understanding in how to proceed or execute: 16%
- Budget constraints: 8%
- Lack of systems integration: 18%
- Lack of appropriate systems: 10%
- Other: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 73
Chart 1.74 Challenges to analytics use

Which of the following do you consider the greatest challenge to effective use of marketing analytics?

- Lack of resources to execute: 22%
- Time required: 21%
- Lack of understanding in how to proceed or execute: 19%
- Budget constraints: 15%
- Lack of systems integration: 15%
- Lack of appropriate systems: 7%
- Other: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 117
Which of the following do you consider the greatest challenge to effective use of marketing analytics?

- Lack of resources to execute: 20%
- Time required: 21%
- Lack of understanding in how to proceed or execute: 21%
- Budget constraints: 13%
- Lack of systems integration: 12%
- Lack of appropriate systems: 9%
- Other: 6%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 102
Chart 1.76 Challenges to analytics use

Which of the following do you consider the greatest challenge to effective use of marketing analytics?

- Lack of resources to execute: 20%
- Time required: 15%
- Lack of understanding in how to proceed or execute: 22%
- Budget constraints: 14%
- Lack of systems integration: 8%
- Lack of appropriate systems: 13%
- Other: 9%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 88
Chart 1.77 Challenges to analytics use

Which of the following do you consider the greatest challenge to effective use of marketing analytics?

| More than 5,000 | 31% | 6% | 11% | 29% | 11% | 10% | 1% |
| 1,000 to 5,000 | 21% | 21% | 15% | 14% | 14% | 11% | 4% |
| 100 to 999 | 21% | 22% | 11% | 19% | 9% | 16% | 3% |
| 10 to 99 | 23% | 20% | 15% | 13% | 16% | 9% | 4% |
| 2 to 10 | 17% | 22% | 29% | 5% | 13% | 9% | 4% |
| I am self employed (1 employee) | 15% | 21% | 29% | 2% | 24% | 5% | 5% |

- Lack of resources to execute
- Time required
- Lack of understanding in how to proceed or execute
- Lack of systems integration
- Budget constraints
- Lack of appropriate systems
- Other

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 710
CHAPTER 2
THE MESSAGE
The Message: Points to consider

Marketing analytics goes beyond traditional website KPIs. Marketers need to know how well they are reaching both current and potential visitors and/or customers, and how customers are engaging with their websites and messaging.

The 1,131 respondents who took this survey helped us determine:

- How marketers were using their analytics platforms
- Which tools marketers used to create messaging
- How marketers developed more customized website messaging
- Quantification and economic value of website conversions

**How do marketers use their analytics platforms?**

Customization is a primary driver for marketers who use analytics platforms, as nearly half (48%) indicated they expanded the use of the standard platform functionality to customize message reports (**Chart 2.1**).

Additionally, marketers felt analytics platforms were useful for adding message goals (40%) and conversions values (35%), showing these platforms to be versatile for tracking a range of marketing data.
The Message: Points to consider

In fact, though report customization was the most-selected category for most companies from nearly all customer types and industries, retail and e-commerce marketers indicated they were less likely to use it for this purpose (45%), and more likely to use their analytics platforms to add message goals and conversion values (53% for each) (Chart 2.7).

Points to Consider
Given that results for this question were largely consistent across all categories, is it surprising that retail companies have a slightly different focus when adapting analytics platforms for their needs? What benefits do you feel retail marketers gain from focusing on these areas, versus report customization, which is more commonly used by their peers?

WHAT DO MARKETERS USE TO CREATE DIFFERENT TYPES OF MESSAGES?
In creating messaging, marketers who utilize analytics have a wealth of metrics and data to navigate. When asked which information marketers use to build upon messages, or create different message types, we found that “tried and true” approaches were still commonly employed among respondents.
CHAPTER TWO

The Message: Points to consider

Both keyword (45%) and website activity (45%) data proved popular among respondents, as did the use of comparative data from previous messaging (31%) (Chart 2.12). Interestingly, in organizations that collect average or larger amounts of data, keyword usage was not ranked as highly as either website activity or performance of past messaging, which were used by 52% of respondents from these companies (Chart 2.19).

What is notable (and, in the case of device usage, perhaps a bit surprising) is the performance of the three lowest-ranking categories: Date of last website visit (15%), device usage (14%), and comprehensive testing strategy (12%).

Perhaps deeming the low performance of device usage data as “surprising” is a bit of an overstatement. As we learned in the MarketingSherpa 2012 Mobile Marketing Benchmark Report, few marketers are currently tracking mobile adoption, with very few respondents indicating they have detailed data on customer mobile behavior. However, in that same report, we learn that, of the data marketers are collecting, device usage was the top metric tracked by respondents.

And, while this category wasn’t limited to mobile devices for the purposes of this report, the ever-growing pantheon of smartphones, tablets and notebooks makes this a point worth noting.
The Message: Points to consider

Points to Consider
Have you adjusted, or added to, your messaging based upon device usage data? What changes did you make, and what results entailed? Do you anticipate your organization will increase its use of these metrics as new devices become mainstreamed as marketing platforms?

How are marketers quantifying the economic value of website conversions?
By and large, marketers are using an array of analytics data to determine the economic value of Web conversions. When asked how their organizations did so, respondents most commonly responded that they determine which webpages visitors interacted with most often (90%) (Chart 2.28).

According to one marketer, “We have and are implementing various systems to track user interactions to better understand how they impact the buying decision. We have acquired and used systems like Google Analytics, Hubspot, Act-On, vendor analytics and internal CRM data to better understand and predict these factors.”

Overall, even the lowest-performing category, micro-conversions, was used by nearly half of surveyed marketers (45%), indicating that marketers are finding it helpful to use a wide range of analytics data when determining Web conversion value. This category was selected even more often by marketers from organizations that used both paid and free Web analytics tools (Chart 2.33).
The Message: Points to consider

Perhaps marketers’ use of a wide range of analytics indicates a lack of focus in achieving the goal. Another surveyed marketer claimed a need for “More clarity as it applies to campaign objectives and financial targets. While it appears that a lot of our tactics are working, it can be challenging to quantify this.”

Points to Consider

In determining the financial impact of your Web conversions, which of your tracked metrics have proved most valuable? The least? Are you focusing on a wide range of metrics, or will you continue to hone in on metrics that have proven helpful in the past?
Chart 2.1 Analytics platform usage beyond default settings

How do you use your analytics platform beyond the default set-up to track message performance?

- Customize reports: 48%
- Add goals: 40%
- Add conversion values: 35%
- Add custom variables for deeper insights: 27%
- Create and test hypotheses: 24%
- Measure usage of mobile apps: 17%
- Perform attribution modeling: 10%
- Other: 5%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 611
Chart 2.2 Analytics platform usage beyond default settings

How do you use your analytics platform beyond the default set-up to track message performance?

- Customize reports: 48%
- Add goals: 43%
- Add conversion values: 40%
- Add custom variables for deeper insights: 27%
- Create and test hypotheses: 32%
- Measure usage of mobile apps: 23%
- Perform attribution modeling: 10%
- Other: 6%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 122
Chart 2.3 Analytics platform usage beyond default settings

How do you use your analytics platform beyond the default set-up to track message performance?

- Customize reports: 43%
- Add goals: 30%
- Add conversion values: 32%
- Add custom variables for deeper insights: 23%
- Create and test hypotheses: 16%
- Measure usage of mobile apps: 13%
- Perform attribution modeling: 7%
- Other: 6%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 209
Chart 2.4 Analytics platform usage beyond default settings

How do you use your analytics platform beyond the default set-up to track message performance?

- Customize reports: 49%
- Add goals: 40%
- Add conversion values: 35%
- Add custom variables for deeper insights: 31%
- Create and test hypotheses: 24%
- Measure usage of mobile apps: 23%
- Perform attribution modeling: 10%
- Other: 6%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 114
Chart 2.5 Analytics platform usage beyond default settings

How do you use your analytics platform beyond the default set-up to track message performance?

- Customize reports: 56%
- Add goals: 51%
- Add conversion values: 37%
- Add custom variables for deeper insights: 32%
- Create and test hypotheses: 28%
- Measure usage of mobile apps: 13%
- Perform attribution modeling: 15%
- Other: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 156
How do you use your analytics platform beyond the default set-up to track message performance?

- Customize reports: 44%
- Add goals: 36%
- Add conversion values: 33%
- Add custom variables for deeper insights: 35%
- Create and test hypotheses: 20%
- Measure usage of mobile apps: 17%
- Perform attribution modeling: 5%
- Other: 7%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 86
## Chart 2.7 Analytics platform usage beyond default settings

How do you use your analytics platform beyond the default set-up to track message performance?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customize reports</td>
<td>45%</td>
</tr>
<tr>
<td>Add goals</td>
<td>53%</td>
</tr>
<tr>
<td>Add conversion values</td>
<td>53%</td>
</tr>
<tr>
<td>Add custom variables for deeper insights</td>
<td>35%</td>
</tr>
<tr>
<td>Create and test hypotheses</td>
<td>31%</td>
</tr>
<tr>
<td>Measure usage of mobile apps</td>
<td>26%</td>
</tr>
<tr>
<td>Perform attribution modeling</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 77
Chart 2.8 Analytics platform usage beyond default settings

How do you use your analytics platform beyond the default set-up to track message performance?

Those routinely and efficiently gaining insight from analytics

- Customize reports: 58%
- Add goals: 51%
- Add conversion values: 52%
- Add custom variables for deeper insights: 36%
- Create and test hypotheses: 33%
- Measure usage of mobile apps: 23%
- Perform attribution modeling: 15%
- Other: 5%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 216
Chart 2.9 Analytics platform usage beyond default settings

How do you use your analytics platform beyond the default set-up to track message performance?

Those occasionally gaining insight from analytics

- Customize reports: 50%
- Add goals: 38%
- Add conversion values: 30%
- Add custom variables for deeper insights: 26%
- Create and test hypotheses: 21%
- Measure usage of mobile apps: 16%
- Perform attribution modeling: 8%
- Other: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 275
How do you use your analytics platform beyond the default set-up to track message performance?

Those whose Web analytics tools were easy to interpret and apply

- Customize reports: 59%
- Add goals: 51%
- Add conversion values: 41%
- Add custom variables for deeper insights: 35%
- Create and test hypotheses: 28%
- Measure usage of mobile apps: 21%
- Perform attribution modeling: 13%
- Other: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 275
Chart 2.11 Analytics platform usage beyond default settings

How do you use your analytics platform beyond the default set-up to track message performance?

Those whose Web analytics tools were difficult to interpret and apply

- Customize reports: 46%
- Add goals: 39%
- Add conversion values: 41%
- Add custom variables for deeper insights: 24%
- Create and test hypotheses: 23%
- Measure usage of mobile apps: 18%
- Perform attribution modeling: 6%
- Other: 7%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 275
Chart 2.12 Analytics usage for message creation

Which of the following do you routinely use to create different message types?

- Keyword: 45%
- Website activity: 45%
- Performance or previous message: 43%
- New vs. Returning visitor: 31%
- Purchase history: 29%
- Referral channel: 29%
- Location: 26%
- Date of last visit: 15%
- Device: 14%
- Comprehensive testing strategy: 12%
- Other: 5%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 602
Chart 2.13 Analytics usage for message creation

*Which of the following do you routinely use to create different message types?*

- **Keyword**: 42%
- **Website activity**: 40%
- **Performance or previous message**: 36%
- **New vs. Returning visitor**: 31%
- **Purchase history**: 33%
- **Referral channel**: 26%
- **Location**: 21%
- **Date of last visit**: 13%
- **Device**: 14%
- **Comprehensive testing strategy**: 13%
- **Other**: 6%

*Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey*

*Methodology: Fielded November 2012, N=127*
Chart 2.14 Analytics usage for message creation

Which of the following do you routinely use to create different message types?

- Keyword: 43%
- Website activity: 43%
- Performance or previous message: 43%
- New vs. Returning visitor: 28%
- Purchase history: 22%
- Referral channel: 26%
- Location: 23%
- Date of last visit: 14%
- Device: 7%
- Comprehensive testing strategy: 7%
- Other: 5%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 204
### Chart 2.15 Analytics usage for message creation

**Which of the following do you routinely use to create different message types?**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword</td>
<td>45%</td>
</tr>
<tr>
<td>Website activity</td>
<td>50%</td>
</tr>
<tr>
<td>Performance or previous message</td>
<td>44%</td>
</tr>
<tr>
<td>New vs. Returning visitor</td>
<td>36%</td>
</tr>
<tr>
<td>Purchase history</td>
<td>33%</td>
</tr>
<tr>
<td>Referral channel</td>
<td>26%</td>
</tr>
<tr>
<td>Location</td>
<td>17%</td>
</tr>
<tr>
<td>Date of last visit</td>
<td>14%</td>
</tr>
<tr>
<td>Device</td>
<td>13%</td>
</tr>
<tr>
<td>Comprehensive testing strategy</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 103
Chart 2.16 Analytics usage for message creation

Which of the following do you routinely use to create different message types?

- Keyword: 43%
- Website activity: 52%
- Performance or previous message: 52%
- New vs. Returning visitor: 27%
- Purchase history: 21%
- Referral channel: 26%
- Location: 22%
- Date of last visit: 18%
- Device: 5%
- Comprehensive testing strategy: 9%
- Other: 5%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 77
### Chart 2.17 Analytics usage for message creation

*Which of the following do you routinely use to create different message types?*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword</td>
<td>54%</td>
</tr>
<tr>
<td>Website activity</td>
<td>47%</td>
</tr>
<tr>
<td>Performance or previous message</td>
<td>48%</td>
</tr>
<tr>
<td>New vs. Returning visitor</td>
<td>33%</td>
</tr>
<tr>
<td>Purchase history</td>
<td>33%</td>
</tr>
<tr>
<td>Referral channel</td>
<td>35%</td>
</tr>
<tr>
<td>Location</td>
<td>40%</td>
</tr>
<tr>
<td>Date of last visit</td>
<td>18%</td>
</tr>
<tr>
<td>Device</td>
<td>22%</td>
</tr>
<tr>
<td>Comprehensive testing strategy</td>
<td>18%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey*

*Methodology: Fielded November 2012, N= 158*
**Chart 2.18 Analytics usage for message creation**

Which of the following do you routinely use to create different message types?

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword</td>
<td>56%</td>
</tr>
<tr>
<td>Website activity</td>
<td>51%</td>
</tr>
<tr>
<td>Performance or previous message</td>
<td>39%</td>
</tr>
<tr>
<td>New vs. Returning visitor</td>
<td>39%</td>
</tr>
<tr>
<td>Purchase history</td>
<td>44%</td>
</tr>
<tr>
<td>Referral channel</td>
<td>27%</td>
</tr>
<tr>
<td>Location</td>
<td>20%</td>
</tr>
<tr>
<td>Date of last visit</td>
<td>17%</td>
</tr>
<tr>
<td>Device</td>
<td>14%</td>
</tr>
<tr>
<td>Comprehensive testing strategy</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 70
Chart 2.19 Analytics usage for message creation

Which of the following do you routinely use to create different message types?

Those whose organizations collect average or larger amounts of data

- Keyword: 43%
- Website activity: 52%
- Performance or previous message: 52%
- New vs. Returning visitor: 27%
- Purchase history: 21%
- Referral channel: 26%
- Location: 22%
- Date of last visit: 18%
- Device: 5%
- Comprehensive testing strategy: 9%
- Other: 5%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 462
Chart 2.20 Analytics usage for message creation

Which of the following do you routinely use to create different message types?

Those whose organizations had limited data

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword</td>
<td>42%</td>
</tr>
<tr>
<td>Website activity</td>
<td>37%</td>
</tr>
<tr>
<td>Performance or previous message</td>
<td>34%</td>
</tr>
<tr>
<td>New vs. Returning visitor</td>
<td>30%</td>
</tr>
<tr>
<td>Purchase history</td>
<td>25%</td>
</tr>
<tr>
<td>Referral channel</td>
<td>21%</td>
</tr>
<tr>
<td>Location</td>
<td>19%</td>
</tr>
<tr>
<td>Date of last visit</td>
<td>9%</td>
</tr>
<tr>
<td>Device</td>
<td>3%</td>
</tr>
<tr>
<td>Comprehensive testing strategy</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=118
Chart 2.21 Use of cookie data for customized message creation

How do you use cookie data to provide more customized messaging on your website?

- Adjust calls-to-action: 22%
- Adjust copy: 20%
- Optimize navigation: 20%
- Increase the relevancy of ads shown: 17%
- Adjust offer: 16%
- Adjust the value proposition: 13%
- Adjust images: 12%
- Provide locally relevant messaging and/or offers: 12%
- Adjust stylesheets based on device: 9%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 627
Chart 2.22 Use of cookie data for customized message creation

How do you use cookie data to provide more customized messaging on your website?

- Adjust calls-to-action: 16%
- Adjust copy: 19%
- Optimize navigation: 18%
- Increase the relevancy of ads shown: 18%
- Adjust offer: 17%
- Adjust the value proposition: 10%
- Adjust images: 18%
- Provide locally relevant messaging and/or offers: 18%
- Adjust stylesheets based on device: 10%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 125
Chart 2.23 Use of cookie data for customized message creation

How do you use cookie data to provide more customized messaging on your website?

- Adjust calls-to-action: 16%
- Adjust copy: 14%
- Optimize navigation: 17%
- Increase the relevancy of ads shown: 12%
- Adjust offer: 11%
- Adjust the value proposition: 11%
- Adjust images: 10%
- Provide locally relevant messaging and/or offers: 12%
- Adjust stylesheets based on device: 8%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 213
## Chart 2.24 Use of cookie data for customized message creation

*How do you use cookie data to provide more customized messaging on your website?*

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjust calls-to-action</td>
<td>23%</td>
</tr>
<tr>
<td>Adjust copy</td>
<td>17%</td>
</tr>
<tr>
<td>Optimize navigation</td>
<td>21%</td>
</tr>
<tr>
<td>Increase the relevancy of ads shown</td>
<td>15%</td>
</tr>
<tr>
<td>Adjust offer</td>
<td>17%</td>
</tr>
<tr>
<td>Adjust the value proposition</td>
<td>17%</td>
</tr>
<tr>
<td>Adjust images</td>
<td>10%</td>
</tr>
<tr>
<td>Provide locally relevant messaging and/or offers</td>
<td>15%</td>
</tr>
<tr>
<td>Adjust stylesheets based on device</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey  
Methodology: Fielded November 2012, N= 115
Chart 2.25 Use of cookie data for customized message creation

How do you use cookie data to provide more customized messaging on your website?

- Adjust calls-to-action: 22%
- Adjust copy: 14%
- Optimize navigation: 18%
- Increase the relevancy of ads shown: 13%
- Adjust offer: 18%
- Adjust the value proposition: 12%
- Adjust images: 12%
- Provide locally relevant messaging and/or offers: 13%
- Adjust stylesheets based on device: 6%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 77
How do you use cookie data to provide more customized messaging on your website?

- Adjust calls-to-action: 31%
- Adjust copy: 30%
- Optimize navigation: 24%
- Increase the relevancy of ads shown: 24%
- Adjust offer: 23%
- Adjust the value proposition: 17%
- Adjust images: 13%
- Provide locally relevant messaging and/or offers: 24%
- Adjust stylesheets based on device: 14%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 164
How do you use cookie data to provide more customized messaging on your website?

- Adjust calls-to-action: 14%
- Adjust copy: 15%
- Optimize navigation: 22%
- Increase the relevancy of ads shown: 18%
- Adjust offer: 20%
- Adjust the value proposition: 11%
- Adjust images: 16%
- Provide locally relevant messaging and/or offers: 18%
- Adjust stylesheets based on device: 8%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 79
### Chart 2.28 Economic value of conversions

**How do you quantify the economic value of these conversions on your website?**

<table>
<thead>
<tr>
<th>Question</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determine which pages the visitor interacted with on website</td>
<td>90%</td>
</tr>
<tr>
<td>Determine which external source/marketing tactic (social, SEO, PPC, direct mail, etc) drove the visitor to website</td>
<td>85%</td>
</tr>
<tr>
<td>Determine which offers the visitor saw and interacted with on website</td>
<td>75%</td>
</tr>
<tr>
<td>Macro-conversions (e.g. sale)</td>
<td>70%</td>
</tr>
<tr>
<td>Determine which visitors are returning in response to re-marketing efforts</td>
<td>51%</td>
</tr>
<tr>
<td>Micro-conversions (e.g. catalog requests, coupons printed, page visited, content downloads, etc)</td>
<td>45%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N ≥ 329
Chart 2.29 Economic value of conversions

How do you quantify the economic value of these conversions on your website?

- Determine which pages the visitor interacted with on website: 93%
- Determine which external source/marketing tactic (social, SEO, PPC, direct mail, etc.) drove the visitor to website: 91%
- Determine which offers the visitor saw and interacted with on website: 68%
- Determine which macro-conversions (e.g. sale): 77%
- Determine which visitors are returning in response to re-marketing efforts: 51%
- Micro-conversions (e.g. catalog requests, coupons printed, page visited, content downloads, etc.): 49%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=69
Chart 2.30 Economic value of conversions

How do you quantify the economic value of these conversions on your website?

- Determine which pages the visitor interacted with on website: 87%
- Determine which external source/marketing tactic (social, SEO, PPC, direct mail, etc.) drove the visitor to website: 82%
- Determine which offers the visitor saw and interacted with on website: 71%
- Macro-conversions (e.g. sale): 62%
- Determine which visitors are returning in response to re-marketing efforts: 38%
- Micro-conversions (e.g. catalog requests, coupons printed, page visited, content downloads, etc.): 39%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=110
Chart 2.31 Economic value of conversions

How do you quantify the economic value of these conversions on your website?

- Determine which pages the visitor interacted with on website: 85%
- Determine which external source/marketing tactic (social, SEO, PPC, direct mail, etc.) drove the visitor to website: 78%
- Determine which offers the visitor saw and interacted with on website: 77%
- Macro-conversions (e.g. sale): 70%
- Determine which visitors are returning in response to re-marketing efforts: 53%
- Micro-conversions (e.g. catalog requests, coupons printed, page visited, content downloads, etc.): 42%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=53
How do you quantify the economic value of these conversions on your website?

**Those who use free analytics tools only**

- Determine which pages the visitor interacted with on website: 93%
- Determine which external source/marketing tactic (social, SEO, PPC, direct mail, etc.) drove the visitor to website: 88%
- Determine which offers the visitor saw and interacted with on website: 73%
- Macro-conversions (e.g. sale): 66%
- Determine which visitors are returning in response to re-marketing efforts: 45%
- Micro-conversions (e.g. catalog requests, coupons printed, page visited, content downloads, etc.): 39%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=153
Chart 2.33 Economic value of conversions

How do you quantify the economic value of these conversions on your website?

Those who use paid tools only or a mix of free and paid analytics tools

- Determine which pages the visitor interacted with on website: 94%
- Determine which external source/marketing tactic (social, SEO, PPC, direct mail, etc.) drove the visitor to website: 91%
- Determine which offers the visitor saw and interacted with on website: 83%
- Macro-conversions (e.g. sale): 78%
- Determine which visitors are returning in response to re-marketing efforts: 57%
- Micro-conversions (e.g. catalog requests, coupons printed, page visited, content downloads, etc.): 49%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N≥84
Marketing Analytics Benchmark Report

CHAPTER 3
THE MEDIUM
The Medium: Points to consider

When selecting email marketing metrics, identifying what to measure, and understanding a metric’s purpose, are the first steps. Selected metrics should be actionable, helping organizations consistently make improvements and gain necessary budget approvals.

Our survey respondents helped us determine:

• Which metrics were tracked by respondents, for each of the following areas: video marketing, display advertising, paid search (PPC) marketing, social media marketing, organic search (SEO) marketing, content marketing, and email marketing
• Satisfaction levels indicated by marketers for the analytics tools relevant to each of these areas
• How marketers utilize the garnered metrics for each of these areas

Which metrics are marketers tracking or analyzing for their organizations?

Just a few years ago, in the wake of emergent tactics like social media, marketers were buzzing about the looming demise of email marketing. Yet, our respondents felt differently about email’s current viability, as 63% indicated they currently track email marketing data (Chart 3.1).
The Medium: Points to consider

Content marketing and SEO were similarly strong performers, as they were selected by 60% and 53% of respondents, respectively. What was interesting was the relatively mediocre showing of social media marketing, which was selected by fewer than half (48%) of surveyed marketers.

The lowest-performing tactic for this survey question was video marketing, which was selected by just 29% of respondents. This comes as somewhat of a surprise, as video is still a prevalent tactic for marketing products and brands. With the advent of HTML5 technology implemented in emails, and the new level of engagement that can result, one might expect video to be a more commonly tracked tactic.

In fact, an award winner from MarketingSherpa’s Email Awards 2013 used video to garner a 175% increase in email clickthroughs.

Points to Consider

Has your company implemented and tracked the performance of video marketing tactics? How about social media marketing tactics? Were your findings significant enough to merit change in your marketing plans? If you did not track these tactics, what was your reasoning?
The Medium: Points to consider

HOW ARE MARKETERS TRACKING SOCIAL MEDIA MARKETING METRICS?
Despite the fact that only 48% of surveyed marketers tracked social media marketing metrics, those who did were tracking a wide breadth of social tactics, with social reach (e.g., total followers, “likes,” etc.) being the most reported at 61% (Chart 3.2). This is likely the highest performer because these metrics are obtainable directly from the social media outlet in question.

This immediacy was beneficial to Mary Morel, Director, The M Factor Pty Ltd, who said social media enabled the ability to, “concentrate most on regularly providing valuable information to build brand and watch Facebook stats, Twitter followers, Google Analytics, e-newsletter opens, subscribes and unsubscribes, and blog stats.”

Likewise, traffic referral data (49%) is information available from the social media outlet, and from link-tracking tools. However, after this data, the remaining categories show a significant drop-off from the top two performers, as the seven other categories were tracked by just 20-35% of respondents.

Interestingly, despite social media being a free – and widely used – method of reaching consumers, respondents did not seem to commonly track two important metrics – sales by social media channel (23%), and ROI by social media channel (23%).
The Medium: Points to consider

The reason for this perhaps lies in the fact that, overall, marketers seemed largely nonplussed by the variety of social media analytics tools, with 51% indicating they were neutral about them, and only 4% claiming to be very satisfied by the offerings available (Chart 3.11).

Three anonymous marketers indicated frustration with having to use multiple tools, with one saying the marketers at his company “don't have a tool to integrate data from multiple networks, i.e., Facebook, LinkedIn, Twitter, etc.” The second reflected this point by adding, “The complexity of commonly available tools makes them too time consuming to use.”

The third claimed about his available resources, “Due to budget constraints, data is pieced together from varying and less reliable sources, creating an incomplete and biased picture.”

Points to Consider
Are you satisfied with the social media analytics tools available? Do you feel your tools provide necessary insights to improve your social media marketing programs? Or, are you continuing to rely solely on platform-provided data, such as “likes” and followers? Have frustrations with your social media marketing tools made you reconsider future efforts with this tactic?
How are marketers tracking email marketing metrics?

When it comes to analyzing email metrics, marketers continue to focus on the “usual suspects” – open rate and clickthrough rate, which were selected by 78% and 73% of respondents, respectively. These metrics, alongside unsubscribe rates (65%), represented the top three tracked email metrics for surveyed marketers (Chart 3.12).

Bart Foreman, President, Group 3 marketing, claimed open rates were just the beginning of an email analytics cycle, saying he, “continually watch[es] open rates and other metrics to evaluate and re-evaluate content and offers. A never-ending, trial-and-error method based on new information.”

As seen in (Chart 3.12), the results for the 12 category options in this question were clearly divided into three tiers. The lower tier offered one surprising piece of data – email ROI was tracked by just 28% of respondents. This was similar to the responses for less commonly discussed metrics like complaint rate (25%) and social sharing rate (21%).

Given that email marketing is a much more established tactic than social media marketing, it is unsurprising that satisfaction with available email analytics tools was stronger than was the case with social media. Yet, while 36% of respondents indicated they were satisfied with their tools, 40% remained neutral about their arsenal, and 16% were either dissatisfied, or very dissatisfied (Chart 3.24).
The Medium: Points to consider

Integration and ease of use was a common complaint from marketers in this survey, as we received a number of comments similar to the following:

- “Most are difficult to understand, and I have not found one tool that accurately, succinctly, and easily provides information.”
- “The email marketing tool we use makes it difficult or challenging to record engagement on the website and tie it back to the individual profile for the subscriber.”

Points to Consider

As we’ve seen thus far in this Benchmark Report, marketers aren’t commonly tracking ROI through email or social media analytics. Have you been able to successfully determine ROI through your analytics tools for these areas? What limitations do you feel are present within these tools that make it difficult to determine social media or email ROI? Is the decision not to track ROI through these metrics a conscious choice on the part of your team, or rather a result of poor tracking tools?

**How are marketers tracking SEO Marketing metrics?**

Another venerable online marketing tactic, SEO marketing produced results that were both more evenly distributed, and less surprising, when compared to other tactics. In fact, there was only a 15% differential between the most commonly chosen metric and the metric that ranked eighth overall (Chart 3.25).
The Medium: Points to consider

The top two tracked metrics were percentage of total traffic from organic search (64%), and keyword rankings (61%) – two primary focal points for SEO marketers. These were closely followed by top website referrers (55%), unique search terms driving traffic (54%), keyword clicks and clickthrough rate (52% each).

Somewhat interestingly, given the tactic’s strong focus on keywords, was the (relatively) low performance of keyword movement and conversion rate (35% and 33%, respectively).

However, despite the extensive (and diverse) tracking done on SEO metrics, surveyed marketers were again largely indifferent about the variety and quality of SEO analytics tools, with 52% indicating they were neutral on the topic. But, it must be noted that 34% were either satisfied, or very satisfied with their options, compared to only 14% that were dissatisfied or very dissatisfied (Chart 3.36).

One marketer indicated a frustration with the inconsistency between SEO analytics tools, saying, “The data, which is all gathered in a scientific manner, I'm sure, is totally inconsistent from one tool to the next. How can I generate an accurate report based on data from one tool when a CEO or an external vendor runs a report that shows totally different results? How do I measure success with such high levels of inconsistency?”
The Medium: Points to consider

Similarly, another marketer revealed, “[We] would like to be able to trust the data more. I've used multiple tools and have done checks on how they're reporting our own company's SEO efforts and results, and they are typically off by quite a bit.”

Points to Consider
If your company is tracking SEO metrics, what elements of the tactic, or its respective analytics tools, make it more beneficial than email or social media metrics? What types of data are you garnering from SEO metrics versus other online tactics? Do you see your company continuing to place strong focus on SEO marketing in the wake of continued social media growth?

How are marketers tracking PPC Marketing metrics?
Paid search (PPC) marketers are fairly clear in their analytics tracking intentions, as roughly two-thirds of surveyed marketers indicated they track each of the top three categories, clickthrough rate (66%), clicks (66%) and average cost-per-click (65%). Also, more than half of respondents tracked conversion rate (54%) (Chart 3.37).

One notable finding – ROI was more commonly tracked among PPC marketers, with 44% indicating they do so.
The Medium: Points to consider

Seemingly more than any other metric covered in this survey, marketers indicated PPC metrics fostered change within larger campaign planning. A selection of marketers indicated these metrics encouraged them to make “adjustments to ads, keywords and bids,” “optimize marketing copy and site” and “continually refine our message to ensure that we are maximizing our impression to clickthrough rate.”

Somewhat ironically, paid search marketers are significantly less focused on two profit-based metrics – profit-per-click (18%), and profit-per-impression (10%).

PPC analytics tools appear to be satisfactory for marketers’ needs, as 43% indicated they were satisfied or very satisfied with their options, while only 8% expressed any dissatisfaction (Chart 3.47). As has been the trend in this survey, nearly half of respondents remained neutral about the variety and quality of PPC analytics tools.

Points to Consider

As we progress through this data, we have seen an overwhelmingly neutral trend as it pertains to marketers’ satisfaction with respective analytics tools. Do you believe this trend is due to the inherent quality of the tools, or more a result of marketers desiring more specific tools and functions for their own needs?
The Medium: Points to consider

What functions have you found in PPC tools that you feel account for their high relative satisfaction rate? Are there significant features in these tools that you feel would improve your PPC efforts?

**HOW ARE MARKETERS TRACKING DISPLAY ADVERTISING METRICS?**

Unsurprisingly, clicks are the primary focal point for display advertising marketers, as clickthrough rate (62%) and clicks (61%) were the top two chosen categories by a significant margin (Chart 3.48). Additionally, cost-per-click was a common selection, with 40% of surveyed marketers indicating they track this metric, as well.

Display advertisers seem to be less focused on ad impressions, as frequency (27%), reach (27%), impression share (21%) and subsequent lost impression share (6%) were the least tracked metrics for this question.

A significant 27% of respondents were either satisfied, or very satisfied with their analytics solutions, compared to the 13% who were dissatisfied or very dissatisfied. The majority of respondents were, once again, neutral in their opinions about these tools (Chart 3.58).
The Medium: Points to consider

Of the 13% who were dissatisfied, respondents indicated a frustration with the lack of sophistication for display analytics tools, with some claiming they are “too general,” offer “a lack of information,” and have “too many uncontrolled variables between lead and conversion.”

One marketer claimed, “We typically don't do a lot of display advertising since we can't track impressions to attribution funnel.”

How are marketers tracking video marketing metrics?

As indicated earlier in this chapter, video marketing was the least-commonly tracked tactic, monitored by just 29% of respondents. However, marketers that do track these analytics appear to study a wide range of metrics. A mere 26% separates the most-tracked metric, play rate (40%) from the least, embeds on non-video sites (14%) (Chart 3.59).

An interesting note is the strong performance of social media-based video metrics, such as comments, likes and +1s (33%), and video shares (29%), indicating that marketers are (rightfully) interested in the potential reach of video messages, which could help maximize ROI.

One surveyed marketer claimed, “Our company has been increasingly developing our video presence, and is interested in developing ways to manage our video reach.”
The Medium: Points to consider

Yet, despite this focus on spreading these video messages to a wider audience, only 20% kept track of viewer ratings, and just 15% of surveyed marketers actually tracked video marketing ROI.

**Points to Consider**

While display advertisers placed less focus on tracking ad impressions, and how often their ads were being seen, video marketers seemed more intent on tracking overall reach of their video content. If you are a display advertiser, do you feel less inclined to focus on overall impressions because of possible user indifference (or “banner blindness”)?

And, if you’re a video marketer, have you seen the benefit of tracking the use of social media, and the “viral effect” to maximize reach of your video messaging? If so, have you tracked the ROI that may have resulted from increasing the reach of your content?

**HOW ARE MARKETERS TRACKING CONTENT MARKETING METRICS?**

Content marketing has become a focal point for today’s companies. But, how are marketers measuring the success of their content strategies, and what are the most important metrics?
The Medium: Points to consider

Grant Whiteside, Product and Development Director, Ambergreen, claimed, “Defining what sort of content you can use and finding the correct platforms and websites to put it on is of great importance. There are so many blogs where you simply won’t get traffic or an ROI. Like everything else we don’t do it for the sake of spending the client’s budget, everything must have some form of value to it. When it works it can be so successful, it can also be such a waste of time.”

Surveyed marketers indicated that total content views (55%) was the primary metric tracked for their content. This was followed closely by leads (48%), social metrics (45%), downloads (41%) and conversion rate (40%) (Chart 3.68).

What is interesting is how the strong performance of social media metrics, such as “likes,” Tweets and shares, speaks to the immediate nature of how audiences get their content. Whereas just a few years ago, successful content was often measured by its prominence in RSS feeds, or how many comments were generated within a post, today’s content often becomes an instant discussion.
The Medium: Points to consider

Now, content can be viewed, downloaded, shared and discussed within minutes of posting. Audience feedback is the new barometer for content resonance, and marketers have taken notice. As such, RSS content aggregators, while still prevalent for audiences, were not high priority for marketers, being tracked by just 10% of respondents.

Points to Consider

Has your company shifted its content marketing analytics to account for the growth of social media metrics? Has the value of RSS feeds or comment sections diminished as these more immediate conversations take place? Have these changes – and their subsequent results – altered your overall content strategy?
Chart 3.1 Marketing metrics tracking

Which of the following are you involved with tracking, analyzing or reporting on for your organization?

- Email Marketing: 63%
- Content Marketing (Downloads, Responses to call-to-action, Leads, Conversions, etc.): 60%
- SEO (Organic Search) Marketing: 53%
- Social Marketing: 48%
- PPC (Paid Search) Marketing: 39%
- Display Advertising (Clickthrough rate, Clicks, Impression share, etc.): 38%
- Video Marketing: 29%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 895
Which of the following social media marketing metrics does your organization ROUTINELY track?

- Social reach (# of followers, likes, members, subscribers, etc.) - 61%
- Traffic referrals by social media channel - 49%
- Leads by social media channel - 35%
- Engagement per post/Tweet - 33%
- Conversion rate by social media channel - 27%
- Top influencers - 26%
- Brand sentiment (ratio of positive to negative mentions) - 23%
- Sales by social media channel - 23%
- ROI by social media channel - 20%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 417
<table>
<thead>
<tr>
<th>Social Media Marketing Metrics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social reach (number of followers, likes, members, subscribers, etc.)</td>
<td>59%</td>
</tr>
<tr>
<td>Traffic referrals by social media channel</td>
<td>48%</td>
</tr>
<tr>
<td>Leads by social media channel</td>
<td>30%</td>
</tr>
<tr>
<td>Engagement per post/Tweet</td>
<td>27%</td>
</tr>
<tr>
<td>Conversion rate by social media channel</td>
<td>33%</td>
</tr>
<tr>
<td>Top influencers</td>
<td>23%</td>
</tr>
<tr>
<td>Brand sentiment (ratio of positive to negative mentions)</td>
<td>23%</td>
</tr>
<tr>
<td>Sales by social media channel</td>
<td>28%</td>
</tr>
<tr>
<td>ROI by social media channel</td>
<td>23%</td>
</tr>
<tr>
<td>Share of voice/conversation (% of conversation about you versus competitors)</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=79
## Chart 3.4 social media marketing metrics tracking

Which of the following social media marketing metrics does your organization ROUTINELY track?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social reach ( # of followers, likes, members, subscribers, etc.)</td>
<td>59%</td>
</tr>
<tr>
<td>Traffic referrals by social media channel</td>
<td>44%</td>
</tr>
<tr>
<td>Leads by social media channel</td>
<td>35%</td>
</tr>
<tr>
<td>Engagement per post/Tweet</td>
<td>31%</td>
</tr>
<tr>
<td>Conversion rate by social media channel</td>
<td>17%</td>
</tr>
<tr>
<td>Top influencers</td>
<td>20%</td>
</tr>
<tr>
<td>Brand sentiment (ratio of positive to negative mentions)</td>
<td>18%</td>
</tr>
<tr>
<td>Sales by social media channel</td>
<td>13%</td>
</tr>
<tr>
<td>ROI by social media channel</td>
<td>14%</td>
</tr>
<tr>
<td>Share of voice/conversation (% of conversation about you versus competitors)</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 132
### Chart 3.5 Social Media Marketing Metrics Tracking

Which of the following social media marketing metrics does your organization ROUTINELY track?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social reach (# of followers, likes, members, subscribers, etc.)</td>
<td>64%</td>
</tr>
<tr>
<td>Traffic referrals by social media channel</td>
<td>50%</td>
</tr>
<tr>
<td>Leads by social media channel</td>
<td>24%</td>
</tr>
<tr>
<td>Engagement per post/Tweet</td>
<td>36%</td>
</tr>
<tr>
<td>Conversion rate by social media channel</td>
<td>23%</td>
</tr>
<tr>
<td>Top influencers</td>
<td>24%</td>
</tr>
<tr>
<td>Brand sentiment (ratio of positive to negative mentions)</td>
<td>28%</td>
</tr>
<tr>
<td>Sales by social media channel</td>
<td>23%</td>
</tr>
<tr>
<td>ROI by social media channel</td>
<td>19%</td>
</tr>
<tr>
<td>Share of voice/conversation (% of conversation about you versus competitors)</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 80
### Chart 3.6 social media marketing metrics tracking

**Which of the following social media marketing metrics does your organization ROUTINELY track?**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social reach ( # of followers, likes, members, subscribers, etc.)</td>
<td>64%</td>
</tr>
<tr>
<td>Traffic referrals by social media channel</td>
<td>58%</td>
</tr>
<tr>
<td>Leads by social media channel</td>
<td>48%</td>
</tr>
<tr>
<td>Engagement per post/Tweet</td>
<td>38%</td>
</tr>
<tr>
<td>Conversion rate by social media channel</td>
<td>40%</td>
</tr>
<tr>
<td>Top influencers</td>
<td>33%</td>
</tr>
<tr>
<td>Brand sentiment (ratio of positive to negative mentions)</td>
<td>26%</td>
</tr>
<tr>
<td>Sales by social media channel</td>
<td>32%</td>
</tr>
<tr>
<td>ROI by social media channel</td>
<td>25%</td>
</tr>
<tr>
<td>Share of voice/conversation (% of conversation about you versus competitors)</td>
<td>21%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 120
Chart 3.7 Social media marketing metrics

Please enter your best estimate for the following SOCIAL MEDIA MARKETING metric: Visit-to-lead generation rate

- Less than 2%: 32%
- 2% - 4%: 19%
- 5% - 9%: 15%
- 10% - 19%: 10%
- 20% - 29%: 8%
- 30% - 39%: 4%
- 40% - 49%: 3%
- 50% - 59%: 2%
- 60% - 69%: 2%
- 70% - 79%: 1%
- 80% - 89%: 3%
- 90% - 99%: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 189
Chart 3.8 Social media marketing metrics

Please enter your best estimate for the following SOCIAL MEDIA MARKETING metric: Opportunity-to-close rate

- Less than 2%: 36%
- 2% - 4%: 18%
- 5% - 9%: 10%
- 10% - 19%: 12%
- 20% - 29%: 8%
- 30% - 39%: 6%
- 40% - 49%: 3%
- 50% - 59%: 3%
- 60% - 69%: 2%
- 70% - 79%: 1%
- 90% - 99%: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 161
Chart 3.9 Social media marketing metrics

Please enter your best estimate for the following SOCIAL MEDIA MARKETING metric: Lead-to-close rate

- Less than 2%: 35%
- 2% - 4%: 18%
- 5% - 9%: 7%
- 10% - 19%: 10%
- 20% - 29%: 7%
- 30% - 39%: 8%
- 40% - 49%: 3%
- 50% - 59%: 5%
- 60% - 69%: 1%
- 70% - 79%: 2%
- 80% - 89%: 1%
- 90% - 99%: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 163
Chart 3.10 Social media marketing metrics

Please enter your best estimate for the following SOCIAL MEDIA MARKETING metric: Sales conversion rate

- Less than 2%: 49%
- 2% - 4%: 14%
- 5% - 9%: 5%
- 10% - 19%: 5%
- 20% - 29%: 7%
- 30% - 39%: 5%
- 40% - 49%: 4%
- 50% - 59%: 3%
- 60% - 69%: 2%
- 70% - 79%: 1%
- 80% - 89%: 2%
- 90% - 99%: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 175
Chart 3.11 Social media marketing analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure social media marketing?

- Very Satisfied: 4%
- Satisfied: 18%
- Neutral: 51%
- Dissatisfied: 18%
- Very Dissatisfied: 8%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 682
Which of the following email marketing metrics does your organization ROUTINELY track?

- Open rate 78%
- Clickthrough rate 73%
- Unsubscribe rate 65%
- Deliverability rate 55%
- Clicks-per-email 55%
- Conversion rate 54%
- Clicks-per-link in email 49%
- List size 48%
- ROI 28%
- Complaint rate 25%
- Social sharing rate 21%
- Inbox placement rate 16%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 539
Chart 3.13 Email marketing metrics tracking

Which of the following email marketing metrics does your organization ROUTINELY track?

- Open rate: 76%
- Clickthrough rate: 73%
- Unsubscribe rate: 64%
- Deliverability rate: 53%
- Clicks-per-email: 52%
- Conversion rate: 63%
- Clicks-per-link in email: 47%
- List size: 47%
- ROI: 35%
- Complaint rate: 32%
- Social sharing rate: 21%
- Inbox placement rate: 15%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 118
Which of the following email marketing metrics does your organization ROUTINELY track?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open rate</td>
<td>77%</td>
</tr>
<tr>
<td>Clickthrough rate</td>
<td>73%</td>
</tr>
<tr>
<td>Unsubscribe rate</td>
<td>69%</td>
</tr>
<tr>
<td>Deliverability rate</td>
<td>56%</td>
</tr>
<tr>
<td>Clicks-per-email</td>
<td>56%</td>
</tr>
<tr>
<td>Conversion rate</td>
<td>48%</td>
</tr>
<tr>
<td>Clicks-per-link in email</td>
<td>48%</td>
</tr>
<tr>
<td>List size</td>
<td>46%</td>
</tr>
<tr>
<td>ROI</td>
<td>24%</td>
</tr>
<tr>
<td>Complaint rate</td>
<td>19%</td>
</tr>
<tr>
<td>Social sharing rate</td>
<td>14%</td>
</tr>
<tr>
<td>Inbox placement rate</td>
<td>14%</td>
</tr>
</tbody>
</table>
**Chart 3.15 Email marketing metrics tracking**

*Which of the following email marketing metrics does your organization ROUTINELY track?*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open rate</td>
<td>76%</td>
</tr>
<tr>
<td>Clickthrough rate</td>
<td>69%</td>
</tr>
<tr>
<td>Unsubscribe rate</td>
<td>61%</td>
</tr>
<tr>
<td>Deliverability rate</td>
<td>55%</td>
</tr>
<tr>
<td>Clicks-per-email</td>
<td>54%</td>
</tr>
<tr>
<td>Conversion rate</td>
<td>51%</td>
</tr>
<tr>
<td>Clicks-per-link in email</td>
<td>43%</td>
</tr>
<tr>
<td>List size</td>
<td>49%</td>
</tr>
<tr>
<td>ROI</td>
<td>27%</td>
</tr>
<tr>
<td>Complaint rate</td>
<td>24%</td>
</tr>
<tr>
<td>Social sharing rate</td>
<td>18%</td>
</tr>
<tr>
<td>Inbox placement rate</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 98
Chart 3.16 Email marketing metrics tracking

Which of the following email marketing metrics does your organization ROUTINELY track?

- Unsubscribe rate: 75%
- Deliverability rate: 58%
- Clicks-per-email: 62%
- Conversion rate: 52%
- Clicks-per-link in email: 42%
- List size: 55%
- ROI: 27%
- Complaint rate: 21%
- Social sharing rate: 13%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 71
Chart 3.17 Email marketing metrics tracking

Which of the following email marketing metrics does your organization ROUTINELY track?

- Open rate: 79%
- Clickthrough rate: 79%
- Unsubscribe rate: 76%
- Deliverability rate: 76%
- Clicks-per-email: 66%
- Conversion rate: 66%
- Clicks-per-link in email: 45%
- List size: 59%
- ROI: 17%
- Complaint rate: 28%
- Social sharing rate: 21%
- Inbox placement rate: 31%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 128
Chart 3.18 Email marketing metrics tracking

Which of the following email marketing metrics does your organization ROUTINELY track?

- Open rate: 80%
- Clickthrough rate: 73%
- Unsubscribe rate: 61%
- Deliverability rate: 52%
- Clicks-per-email: 50%
- Conversion rate: 67%
- Clicks-per-link in email: 36%
- List size: 36%
- ROI: 38%
- Complaint rate: 33%
- Social sharing rate: 21%
- Inbox placement rate: 20%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 66
Chart 3.19 Email marketing metrics

Please enter your best estimates for the following EMAIL MARKETING metric: Open rate

- 90% - 99%: 2%
- 80% - 89%: 3%
- 70% - 79%: 1%
- 60% - 69%: 2%
- 50% - 59%: 4%
- 40% - 49%: 6%
- 30% - 39%: 11%
- 20% - 29%: 24%
- 10% - 19%: 30%
- 5% - 9%: 8%
- 2% - 5%: 6%
- Less than 2%: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 415
Chart 3.20 Email marketing metrics

Please enter your best estimates for the following EMAIL MARKETING metric: Clickthrough rate

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2%</td>
<td>13%</td>
</tr>
<tr>
<td>2% - 5%</td>
<td>22%</td>
</tr>
<tr>
<td>5% - 9%</td>
<td>20%</td>
</tr>
<tr>
<td>10% - 19%</td>
<td>21%</td>
</tr>
<tr>
<td>20% - 29%</td>
<td>10%</td>
</tr>
<tr>
<td>30% - 39%</td>
<td>4%</td>
</tr>
<tr>
<td>40% - 49%</td>
<td>3%</td>
</tr>
<tr>
<td>50% - 59%</td>
<td>2%</td>
</tr>
<tr>
<td>60% - 69%</td>
<td>1%</td>
</tr>
<tr>
<td>70% - 79%</td>
<td>2%</td>
</tr>
<tr>
<td>80% - 89%</td>
<td>1%</td>
</tr>
<tr>
<td>90% - 99%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 402
Chart 3.21 Email marketing metrics

Please enter your best estimates for the following EMAIL MARKETING metric: Lead-to-close rate

- Less than 2%: 33%
- 2% - 5%: 27%
- 5% - 9%: 13%
- 10% - 19%: 6%
- 20% - 29%: 5%
- 30% - 39%: 4%
- 40% - 49%: 5%
- 50% - 59%: 3%
- 70% - 79%: 1%
- 80% - 89%: 2%
- 90% - 99%: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 22
Chart 3.22 Email marketing metrics

Please enter your best estimates for the following EMAIL MARKETING metric: Opportunity-to-close rate

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2%</td>
<td>31%</td>
</tr>
<tr>
<td>2% - 5%</td>
<td>24%</td>
</tr>
<tr>
<td>5% - 9%</td>
<td>16%</td>
</tr>
<tr>
<td>10% - 19%</td>
<td>7%</td>
</tr>
<tr>
<td>20% - 29%</td>
<td>6%</td>
</tr>
<tr>
<td>30% - 39%</td>
<td>6%</td>
</tr>
<tr>
<td>40% - 49%</td>
<td>2%</td>
</tr>
<tr>
<td>50% - 59%</td>
<td>2%</td>
</tr>
<tr>
<td>60% - 69%</td>
<td>2%</td>
</tr>
<tr>
<td>70% - 79%</td>
<td>1%</td>
</tr>
<tr>
<td>80% - 89%</td>
<td>3%</td>
</tr>
<tr>
<td>90% - 99%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 682
Chart 3.23 Email marketing metrics

Please enter your best estimates for the following EMAIL MARKETING metric: Sales conversion rate

- Less than 2%: 50%
- 2% - 5%: 24%
- 5% - 9%: 9%
- 10% - 19%: 3%
- 20% - 29%: 3%
- 30% - 39%: 1%
- 40% - 49%: 2%
- 50% - 59%: 2%
- 60% - 69%: 0%
- 70% - 79%: 2%
- 80% - 89%: 2%
- 90% - 99%: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 251
Chart 3.24 Email marketing analytics tools satisfaction

*How satisfied are you with the variety and quality of tools available for you to measure email marketing?*

- **Very Dissatisfied**: 3%
- **Dissatisfied**: 13%
- **Neutral**: 40%
- **Satisfied**: 36%
- **Very Satisfied**: 8%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 514
Chart 3.25 SEO marketing metrics tracking

Which of the following SEO marketing metrics does your organization ROUTINELY track? Please check all that apply.

- % of total traffic from organic search 64%
- Keyword rankings 61%
- Top website referrers 55%
- Unique search terms driving traffic 54%
- Keyword clicks 52%
- Clickthrough rate 52%
- Inbound links 51%
- Keywords triggering search results 49%
- Keyword movement (e.g. month-over-month) 35%
- Conversion rate by key term 33%
- Branded vs non-branded organic search traffic 33%
- ROI 27%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 422
Chart 3.26 SEO marketing metrics tracking

Which of the following SEO marketing metrics does your organization ROUTINELY track? Please check all that apply.

- % of total traffic from organic search: 65%
- Keyword rankings: 63%
- Top website referrers: 47%
- Unique search terms driving traffic: 46%
- Keyword clicks: 45%
- Clickthrough rate: 47%
- Inbound links: 36%
- Keywords triggering search results: 51%
- Keyword movement (e.g., month-over-month): 37%
- Conversion rate by key term: 38%
- ROI: 33%
- Branded vs non-branded organic search traffic: 25%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 91
Which of the following SEO marketing metrics does your organization ROUTINELY track? Please check all that apply.

- % of total traffic from organic search 60%
- Keyword rankings 62%
- Top website referrers 57%
- Unique search terms driving traffic 52%
- Keyword clicks 51%
- Clickthrough rate 49%
- Inbound links 53%
- Keywords triggering search results 42%
- Keyword movement (e.g. month-over-month) 34%
- Conversion rate by key term 19%
- ROI 16%
- Branded vs non-branded organic search traffic 31%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=140
Chart 3.28 SEO marketing metrics tracking

Which of the following SEO marketing metrics does your organization ROUTINELY track? Please check all that apply.

- % of total traffic from organic search: 60%
- Keyword rankings: 49%
- Top website referrers: 51%
- Unique search terms driving traffic: 45%
- Keyword clicks: 47%
- Clickthrough rate: 47%
- Inbound links: 40%
- Keywords triggering search results: 43%
- Keyword movement (e.g. month-over-month): 26%
- Conversion rate by key term: 31%
- ROI: 23%
- Branded vs non-branded organic search traffic: 29%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 77
Which of the following SEO marketing metrics does your organization ROUTINELY track? Please check all that apply.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of total traffic from organic search</td>
<td>56%</td>
</tr>
<tr>
<td>Keyword rankings</td>
<td>56%</td>
</tr>
<tr>
<td>Top website referrers</td>
<td>56%</td>
</tr>
<tr>
<td>Unique search terms driving traffic</td>
<td>63%</td>
</tr>
<tr>
<td>Keyword clicks</td>
<td>44%</td>
</tr>
<tr>
<td>Clickthrough rate</td>
<td>19%</td>
</tr>
<tr>
<td>Inbound links</td>
<td>50%</td>
</tr>
<tr>
<td>Keywords triggering search results</td>
<td>31%</td>
</tr>
<tr>
<td>Keyword movement (e.g. month-over-month)</td>
<td>56%</td>
</tr>
<tr>
<td>Conversion rate by key term</td>
<td>31%</td>
</tr>
<tr>
<td>ROI</td>
<td>13%</td>
</tr>
<tr>
<td>Branded vs non-branded organic search traffic</td>
<td>31%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 131
### Chart 3.30 SEO marketing metrics tracking

Which of the following SEO marketing metrics does your organization ROUTINELY track? Please check all that apply.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of total traffic from organic search</td>
<td>61%</td>
</tr>
<tr>
<td>Keyword rankings</td>
<td>58%</td>
</tr>
<tr>
<td>Top website referrers</td>
<td>52%</td>
</tr>
<tr>
<td>Unique search terms driving traffic</td>
<td>43%</td>
</tr>
<tr>
<td>Keyword clicks</td>
<td>46%</td>
</tr>
<tr>
<td>Clickthrough rate</td>
<td>48%</td>
</tr>
<tr>
<td>Inbound links</td>
<td>43%</td>
</tr>
<tr>
<td>Keywords triggering search results</td>
<td>51%</td>
</tr>
<tr>
<td>Keyword movement (e.g. month-over-month)</td>
<td>30%</td>
</tr>
<tr>
<td>Conversion rate by key term</td>
<td>30%</td>
</tr>
<tr>
<td>ROI</td>
<td>33%</td>
</tr>
<tr>
<td>Branded vs non-branded organic search traffic</td>
<td>26%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 69
Chart 3.31 Search engine optimization marketing metrics

Please enter your best estimates for the following SEO MARKETING metric: Clickthrough rate

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2%</td>
<td>20%</td>
</tr>
<tr>
<td>2% - 5%</td>
<td>21%</td>
</tr>
<tr>
<td>5% - 9%</td>
<td>14%</td>
</tr>
<tr>
<td>10% - 19%</td>
<td>16%</td>
</tr>
<tr>
<td>20% - 29%</td>
<td>7%</td>
</tr>
<tr>
<td>30% - 39%</td>
<td>4%</td>
</tr>
<tr>
<td>40% - 49%</td>
<td>5%</td>
</tr>
<tr>
<td>50% - 59%</td>
<td>4%</td>
</tr>
<tr>
<td>60% - 69%</td>
<td>2%</td>
</tr>
<tr>
<td>70% - 79%</td>
<td>2%</td>
</tr>
<tr>
<td>80% - 89%</td>
<td>2%</td>
</tr>
<tr>
<td>90% - 99%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 225
Chart 3.32 Search engine optimization marketing metrics

Please enter your best estimates for the following SEO MARKETING metric: Visitor-to-lead generation rate

- Less than 2%: 25%
- 2% - 5%: 24%
- 5% - 9%: 12%
- 10% - 19%: 10%
- 20% - 29%: 6%
- 30% - 39%: 4%
- 40% - 49%: 4%
- 50% - 59%: 5%
- 60% - 69%: 1%
- 70% - 79%: 1%
- 80% - 89%: 3%
- 90% - 99%: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 203
Chart 3.33 Search engine optimization marketing metrics

Please enter your best estimates for the following SEO MARKETING metric: Opportunity-to-close rate

Less than 2%: 30%
2% - 5%: 19%
5% - 9%: 13%
10% - 19%: 9%
20% - 29%: 8%
30% - 39%: 2%
40% - 49%: 2%
50% - 59%: 4%
60% - 69%: 4%
70% - 79%: 3%
80% - 89%: 2%
90% - 99%: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 682
Chart 3.34 Search engine optimization marketing metrics

Please enter your best estimates for the following SEO MARKETING metric: Sales conversion rate

- Less than 2%: 39%
- 2% - 5%: 24%
- 5% - 9%: 10%
- 10% - 19%: 8%
- 20% - 29%: 7%
- 30% - 39%: 1%
- 40% - 49%: 2%
- 50% - 59%: 4%
- 60% - 69%: 2%
- 70% - 79%: 2%
- 80% - 89%: 1%
- 90% - 99%: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 199
Chart 3.35 Search engine optimization marketing metrics

Please enter your best estimates for the following SEO MARKETING metric: Lead-to-close rate

- Less than 2%: 27%
- 2% - 5%: 24%
- 5% - 9%: 12%
- 10% - 19%: 7%
- 20% - 29%: 7%
- 30% - 39%: 5%
- 40% - 49%: 4%
- 50% - 59%: 4%
- 60% - 69%: 2%
- 70% - 79%: 2%
- 80% - 89%: 3%
- 90% - 99%: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 171
Chart 3.36 SEO analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure SEO marketing?

- Very Satisfied: 8%
- Satisfied: 26%
- Neutral: 52%
- Dissatisfied: 12%
- Very Dissatisfied: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 413
Which of the following PPC marketing metrics does your organization ROUTINELY track?

- Clickthrough rate: 66%
- Clicks: 66%
- Average cost-per-click (CPC): 65%
- Conversion rate: 54%
- CPA/cost-per-conversion: 44%
- Cost-per-lead (CPL): 43%
- Average ad position: 41%
- ROI: 40%
- Quality score: 36%
- Impression share: 28%
- Profit-per-click: 18%
- Profit-per-impression: 10%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 326
Which of the following PPC marketing metrics does your organization ROUTINELY track?

- Clickthrough rate: 61%
- Clicks: 68%
- Average cost-per-click (CPC): 68%
- Conversion rate: 54%
- CPA/cost-per-conversion: 44%
- Cost-per-lead (CPL): 43%
- Average ad position: 41%
- ROI: 40%
- Quality score: 36%
- Impression share: 28%
- Profit-per-click: 18%
- Profit-per-impression: 10%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 80
Chart 3.39 PPC marketing metrics tracking

Which of the following PPC marketing metrics does your organization ROUTINELY track?

- Clickthrough rate: 59%
- Clicks: 58%
- Average cost-per-click (CPC): 55%
- Conversion rate: 54%
- CPA/cost-per-conversion: 44%
- Cost-per-lead (CPL): 43%
- Average ad position: 41%
- ROI: 40%
- Quality score: 36%
- Impression share: 28%
- Profit-per-click: 18%
- Profit-per-impression: 10%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 98
Chart 3.40 PPC marketing metrics tracking

Which of the following PPC marketing metrics does your organization ROUTINELY track?

- Clickthrough rate: 63%
- Clicks: 60%
- Average cost-per-click (CPC): 58%
- Conversion rate: 54%
- CPA/cost-per-conversion: 44%
- Cost-per-lead (CPL): 43%
- Average ad position: 41%
- ROI: 40%
- Quality score: 36%
- Impression share: 28%
- Profit-per-click: 18%
- Profit-per-impression: 10%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 52
Which of the following PPC marketing metrics does your organization ROUTINELY track?

- Clickthrough rate (CTR) 64%
- Clicks 55%
- Average cost-per-click (CPC) 64%
- Conversion rate 36%
- CPA/cost-per-conversion 36%
- Cost-per-lead (CPL) 18%
- Average ad position 27%
- ROI 18%
- Quality score 0%
- Impression share 27%
- Profit-per-click 9%
- Profit-per-impression 9%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 95
Chart 3.42 PPC marketing metrics

Please enter your best estimates for the following PPC MARKETING metric: Clickthrough rate

- Less than 2%: 26%
- 2% - 5%: 32%
- 5% - 9%: 15%
- 10% - 19%: 10%
- 20% - 29%: 6%
- 30% - 39%: 4%
- 40% - 49%: 2%
- 50% - 59%: 2%
- 60% - 69%: 1%
- 70% - 79%: 2%
- 90% - 99%: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=682
Chart 3.43 PPC marketing metrics

Please enter your best estimates for the following PPC MARKETING metric: Visitor-to-lead generation rate

- Less than 2%: 26%
- 2% - 5%: 23%
- 5% - 9%: 19%
- 10% - 19%: 13%
- 20% - 29%: 5%
- 30% - 39%: 2%
- 40% - 49%: 3%
- 50% - 59%: 1%
- 60% - 69%: 2%
- 70% - 79%: 1%
- 90% - 99%: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 146
Chart 3.44 PPC marketing metrics

Please enter your best estimates for the following PPC MARKETING metric: Opportunity-to-close rate

- Less than 2%: 31%
- 2% - 5%: 24%
- 5% - 9%: 15%
- 1% - 4%: 10%
- 10% - 19%: 5%
- 20% - 29%: 3%
- 30% - 39%: 1%
- 40% - 49%: 1%
- 50% - 59%: 4%
- 60% - 69%: 1%
- 70% - 79%: 1%
- 80% - 89%: 2%
- 90% - 99%: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 123
Chart 3.45 PPC marketing metrics

Please enter your best estimates for the following PPC MARKETING metric: Sales conversion rate

- Less than 2%: 41%
- 2% - 5%: 29%
- 5% - 9%: 10%
- 10% - 19%: 6%
- 20% - 29%: 3%
- 30% - 39%: 1%
- 40% - 49%: 1%
- 50% - 59%: 2%
- 70% - 79%: 1%
- 80% - 89%: 1%
- 90% - 99%: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=146
Chart 3.46 PPC marketing metrics

Please enter your best estimates for the following PPC MARKETING metric: Lead-to-close rate

- 90% - 99%: 4%
- 80% - 89%: 2%
- 60% - 69%: 2%
- 50% - 59%: 2%
- 40% - 49%: 2%
- 30% - 39%: 6%
- 20% - 29%: 5%
- 10% - 19%: 9%
- 5% - 9%: 10%
- 2% - 5%: 30%
- Less than 2%: 29%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 126
Chart 3.47 PPC marketing analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure PPC marketing?

- Very Satisfied: 8%
- Satisfied: 35%
- Neutral: 49%
- Dissatisfied: 6%
- Very Dissatisfied: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 290
Chart 3.48 Display advertising metrics tracking

Which of the following display advertising metrics does your organization ROUTINELY track?

- Clickthrough rate (CTR): 62%
- Clicks: 61%
- Conversion rate: 45%
- CPC: 40%
- CPM: 33%
- ROI: 33%
- Reach: 27%
- Frequency: 27%
- Impression share: 21%
- Lost impression share: 6%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 306
Chart 3.49 Display advertising metrics tracking

Which of the following display advertising metrics does your organization ROUTINELY track?

- Clickthrough rate (CTR) 59%
- Clicks 59%
- Conversion rate 54%
- CPC 43%
- CPM 43%
- ROI 44%
- Frequency 28%
- Reach 22%
- Impression share 21%
- Lost impression share 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 68
Which of the following display advertising metrics does your organization ROUTINELY track?

- Clickthrough rate (CTR): 59%
- Clicks: 51%
- Conversion rate: 38%
- CPC: 29%
- CPM: 22%
- ROI: 27%
- Frequency: 20%
- Reach: 20%
- Impression share: 15%
- Lost impression share: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 98
Chart 3.51 Display advertising metrics tracking

Which of the following display advertising metrics does your organization ROUTINELY track?

- Clickthrough rate (CTR) 60%
- Clicks 63%
- Conversion rate 37%
- CPC 35%
- CPM 25%
- ROI 25%
- Frequency 29%
- Reach 31%
- Impression share 21%
- Lost impression share 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 52
Chart 3.52 Display advertising metrics tracking

Which of the following display advertising metrics does your organization ROUTINELY track?

- Clickthrough rate (CTR): 71%
- Clicks: 79%
- Conversion rate: 57%
- CPC: 29%
- CPM: 29%
- ROI: 21%
- Frequency: 43%
- Reach: 36%
- Impression share: 29%
- Lost impression share: 0%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 84
Chart 3.53 Display advertising metrics

Please enter your best estimates for the following DISPLAY MARKETING metric: Clickthrough rate

- Less than 2%: 43%
- 2% - 5%: 15%
- 5% - 9%: 14%
- 10% - 19%: 8%
- 20% - 29%: 7%
- 30% - 39%: 3%
- 50% - 59%: 3%
- 60% - 69%: 4%
- 70% - 79%: 1%
- 80% - 89%: 1%
- 90% - 99%: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 155
Chart 3.54 Display advertising metrics

Please enter your best estimates for the following DISPLAY MARKETING metrics: Visitor-to-lead generation rate

- 90% - 99%: 3%
- 80% - 89%: 2%
- 70% - 79%: 1%
- 60% - 69%: 2%
- 50% - 59%: 3%
- 40% - 49%: 1%
- 30% - 39%: 7%
- 20% - 29%: 3%
- 10% - 19%: 8%
- 5% - 9%: 9%
- 2% - 5%: 20%
- Less than 2%: 41%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 119
Chart 3.55 Display advertising metrics

Please enter your best estimates for the following DISPLAY MARKETING metric: Opportunity-to-close rate

- Less than 2%: 44%
- 2% - 5%: 16%
- 5% - 9%: 7%
- 10% - 19%: 8%
- 20% - 29%: 5%
- 30% - 39%: 5%
- 40% - 49%: 2%
- 50% - 59%: 3%
- 60% - 69%: 1%
- 70% - 79%: 3%
- 80% - 89%: 1%
- 90% - 99%: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=98
Chart 3.56 Display advertising metrics

Please enter your best estimates for the following DISPLAY MARKETING metric: Sales conversion rate

- Less than 2%: 54%
- 2% - 5%: 15%
- 5% - 9%: 7%
- 10% - 19%: 4%
- 20% - 29%: 4%
- 30% - 39%: 3%
- 40% - 49%: 3%
- 50% - 59%: 2%
- 60% - 69%: 3%
- 70% - 79%: 2%
- 80% - 89%: 1%
- 90% - 99%: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 112
Chart 3.57 Display advertising metrics

Please enter your best estimates for the following DISPLAY MARKETING metrics: Lead-to-close rate

- Less than 2%: 41%
- 2% - 5%: 19%
- 5% - 9%: 7%
- 10% - 19%: 7%
- 20% - 29%: 6%
- 30% - 39%: 4%
- 40% - 49%: 5%
- 50% - 59%: 1%
- 60% - 69%: 1%
- 70% - 79%: 1%
- 80% - 89%: 3%
- 90% - 99%: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 99
Chart 3.58 Display advertising analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure display advertising?

- Very Satisfied: 4%
- Satisfied: 23%
- Neutral: 60%
- Dissatisfied: 11%
- Very Dissatisfied: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=248
### Chart 3.59 Video marketing metrics tracking

Which of the following video marketing metrics does your organization ROUTINELY track?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play rate (video views)</td>
<td>40%</td>
</tr>
<tr>
<td>Comments, Likes, +1’s per video</td>
<td>33%</td>
</tr>
<tr>
<td>Video shares</td>
<td>29%</td>
</tr>
<tr>
<td>Conversion rate</td>
<td>27%</td>
</tr>
<tr>
<td>Most viewed video segments</td>
<td>27%</td>
</tr>
<tr>
<td>Video ad clicks</td>
<td>23%</td>
</tr>
<tr>
<td>Playthrough rate</td>
<td>21%</td>
</tr>
<tr>
<td>Placements on video sharing sites (e.g. Youtube, Vimeo, etc.)</td>
<td>21%</td>
</tr>
<tr>
<td>Video SEO (keywords driving video views)</td>
<td>21%</td>
</tr>
<tr>
<td>Video ratings</td>
<td>20%</td>
</tr>
<tr>
<td>ROI</td>
<td>15%</td>
</tr>
<tr>
<td>Embeds on non-video sharing sites (e.g. blogs, corporate sites, etc.)</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 230
Chart 3.60 Video marketing metrics tracking

Which of the following video marketing metrics does your organization ROUTINELY track?

- Play rate (video views) 38%
- Comments, Likes, +1’s per video 28%
- Video shares 33%
- Conversion rate 21%
- Most viewed video segments 31%
- Video ad clicks 15%
- Playthrough rate 21%
- Placements on video sharing sites (e.g. YouTube, Vimeo, etc.) 26%
- Video SEO (keywords driving video views) 10%
- Video ratings 13%
- ROI 18%
- Embeds on non-video sharing sites (e.g. blogs, corporate sites, etc.) 15%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=39
Chart 3.61 Video marketing metrics tracking

Which of the following video marketing metrics does your organization ROUTINELY track?

- Play rate (video views) 38%
- Comments, Likes, +1’s per video 29%
- Video shares 24%
- Conversion rate 31%
- Most viewed video segments 31%
- Video ad clicks 40%
- Playthrough rate 16%
- Placements on video sharing sites (e.g. YouTube, Vimeo, etc.) 13%
- Video SEO (keywords driving video views) 18%
- Video ratings 16%
- ROI 16%
- Embeds on non-video sharing sites (e.g. blogs, corporate sites, etc.) 16%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 45
### Chart 3.62 Video marketing metrics tracking

Which of the following video marketing metrics does your organization ROUTINELY track?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play rate (video views)</td>
<td>75%</td>
</tr>
<tr>
<td>Playthrough rate</td>
<td>13%</td>
</tr>
<tr>
<td>Video SEO (keywords driving video views)</td>
<td>13%</td>
</tr>
<tr>
<td>Video ratings</td>
<td>38%</td>
</tr>
<tr>
<td>Video shares</td>
<td>50%</td>
</tr>
<tr>
<td>Video ad clicks</td>
<td>50%</td>
</tr>
<tr>
<td>Most viewed video segments</td>
<td>63%</td>
</tr>
<tr>
<td>Comments, Likes, +1’s per video</td>
<td>63%</td>
</tr>
<tr>
<td>Embeds on non-video sharing sites (e.g. blogs, corporate sites, etc.)</td>
<td>0%</td>
</tr>
<tr>
<td>Placements on video sharing sites (e.g. Youtube, Vimeo, etc.)</td>
<td>13%</td>
</tr>
<tr>
<td>Conversion rate</td>
<td>25%</td>
</tr>
<tr>
<td>ROI</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 69
Chart 3.63 Video marketing metrics

Please enter your best estimates for the following VIDEO MARKETING metric: Visitor-to-lead generation rate

- Less than 2%: 43%
- 2% - 5%: 12%
- 5% - 9%: 13%
- 10% - 19%: 10%
- 20% - 29%: 5%
- 30% - 39%: 2%
- 40% - 49%: 4%
- 50% - 59%: 5%
- 60% - 69%: 2%
- 80% - 89%: 1%
- 90% - 99%: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 82
Chart 3.64 Video marketing metrics

Please enter your best estimates for the following VIDEO MARKETING metric: Opportunity-to-close rate

- Less than 2%: 47%
- 2% - 5%: 13%
- 5% - 9%: 8%
- 10% - 19%: 7%
- 20% - 29%: 8%
- 30% - 39%: 3%
- 40% - 49%: 4%
- 50% - 59%: 4%
- 70% - 79%: 1%
- 80% - 89%: 1%
- 90% - 99%: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 72
Chart 3.65 Video marketing metrics

Please enter your best estimates for the following VIDEO MARKETING metric: Sales conversion rate

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2%</td>
<td>55%</td>
</tr>
<tr>
<td>2% - 5%</td>
<td>14%</td>
</tr>
<tr>
<td>5% - 9%</td>
<td>6%</td>
</tr>
<tr>
<td>10% - 19%</td>
<td>5%</td>
</tr>
<tr>
<td>20% - 29%</td>
<td>1%</td>
</tr>
<tr>
<td>40% - 49%</td>
<td>6%</td>
</tr>
<tr>
<td>50% - 59%</td>
<td>5%</td>
</tr>
<tr>
<td>60% - 69%</td>
<td>1%</td>
</tr>
<tr>
<td>70% - 79%</td>
<td>1%</td>
</tr>
<tr>
<td>80% - 89%</td>
<td>1%</td>
</tr>
<tr>
<td>90% - 99%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 77
Chart 3.66 Video marketing metrics

Please enter your best estimates for the following VIDEO MARKETING metric: Lead-to-close rate

- 90% - 99%: 4%
- 80% - 89%: 1%
- 70% - 79%: 1%
- 60% - 69%: 1%
- 50% - 59%: 4%
- 40% - 49%: 4%
- 30% - 39%: 3%
- 20% - 29%: 1%
- 10% - 19%: 7%
- 5% - 9%: 9%
- 2% - 5%: 15%
- Less than 2%: 49%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 74
Chart 3.67 Video marketing analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure video marketing?

- Very Satisfied: 7%
- Satisfied: 16%
- Neutral: 66%
- Dissatisfied: 8%
- Very Dissatisfied: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=181
Chart 3.68 Content marketing metrics tracking

Which of the following content marketing metrics does your organization ROUTINELY track?

- RSS: 10%
- ROI: 23%
- Comments per post: 29%
- Conversion Rate: 40%
- Downloads: 41%
- Likes, +1’s, Tweets, Shares: 45%
- Leads: 48%
- Views: 55%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 484
Chart 3.69 Content marketing metrics tracking

Which of the following content marketing metrics does your organization ROUTINELY track?

- **Views**: 44%
- **Leads**: 38%
- **Likes, +1's, Tweets, Shares**: 47%
- **Downloads**: 25%
- **Conversion Rate**: 41%
- **Comments per post**: 31%
- **ROI**: 25%
- **RSS**: 6%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 87
Chart 3.70 Content marketing metrics tracking

Which of the following content marketing metrics does your organization ROUTINELY track?

- Views: 60%
- Leads: 52%
- Likes, +1's, Tweets, Shares: 35%
- Downloads: 49%
- Conversion Rate: 33%
- Comments per post: 22%
- ROI: 16%
- RSS: 6%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 176
Chart 3.71 Content marketing metrics tracking

Which of the following content marketing metrics does your organization ROUTINELY track?

- Views: 54%
- Leads: 32%
- Likes, +1’s, Tweets, Shares: 46%
- Downloads: 31%
- Conversion Rate: 32%
- Comments per post: 25%
- ROI: 21%
- RSS: 11%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=71
Chart 3.72 Content marketing metrics tracking

Which of the following content marketing metrics does your organization ROUTINELY track?

- Views: 58%
- Leads: 57%
- Likes, +1’s, Tweets, Shares: 34%
- Downloads: 60%
- Conversion Rate: 42%
- Comments per post: 16%
- ROI: 16%
- RSS: 9%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 67
Which of the following content marketing metrics does your organization ROUTINELY track?

- Views: 56%
- Leads: 61%
- Likes, +1's, Tweets, Shares: 55%
- Downloads: 46%
- Conversion Rate: 53%
- Comments per post: 41%
- ROI: 30%
- RSS: 17%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 142
Chart 3.74 Content marketing metrics

Please enter your best estimates for the following CONTENT MARKETING metric: Content consumption rate

- Less than 2%: 17%
- 2% - 5%: 18%
- 5% - 9%: 15%
- 10% - 19%: 10%
- 20% - 29%: 8%
- 30% - 39%: 5%
- 40% - 49%: 3%
- 50% - 59%: 5%
- 60% - 69%: 4%
- 70% - 79%: 2%
- 80% - 89%: 10%
- 90% - 99%: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 248
Chart 3.75 Content marketing metrics

Please enter your best estimates for the following CONTENT MARKETING metric: Lead generation rate

<table>
<thead>
<tr>
<th>Lead generation rate</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2%</td>
<td>27%</td>
</tr>
<tr>
<td>2% - 5%</td>
<td>19%</td>
</tr>
<tr>
<td>5% - 9%</td>
<td>10%</td>
</tr>
<tr>
<td>10% - 19%</td>
<td>12%</td>
</tr>
<tr>
<td>20% - 29%</td>
<td>8%</td>
</tr>
<tr>
<td>30% - 39%</td>
<td>6%</td>
</tr>
<tr>
<td>40% - 49%</td>
<td>1%</td>
</tr>
<tr>
<td>50% - 59%</td>
<td>3%</td>
</tr>
<tr>
<td>60% - 69%</td>
<td>1%</td>
</tr>
<tr>
<td>70% - 79%</td>
<td>1%</td>
</tr>
<tr>
<td>80% - 89%</td>
<td>12%</td>
</tr>
<tr>
<td>90% - 99%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 682
Chart 3.76 Content marketing metrics

Please enter your best estimates for the following CONTENT MARKETING metric: Opportunity-to-close rate

- Less than 2%: 34%
- 2% - 5%: 18%
- 5% - 9%: 8%
- 10% - 19%: 8%
- 20% - 29%: 4%
- 30% - 39%: 3%
- 40% - 49%: 3%
- 50% - 59%: 3%
- 60% - 69%: 1%
- 70% - 79%: 2%
- 80% - 89%: 15%
- 90% - 99%: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 217
Chart 3.77 Content marketing metrics

Please enter your best estimates for the following CONTENT MARKETING metric: Sales conversion rate

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Estimated Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2%</td>
<td>43%</td>
</tr>
<tr>
<td>2% - 5%</td>
<td>16%</td>
</tr>
<tr>
<td>5% - 9%</td>
<td>9%</td>
</tr>
<tr>
<td>10% - 19%</td>
<td>4%</td>
</tr>
<tr>
<td>20% - 29%</td>
<td>2%</td>
</tr>
<tr>
<td>30% - 39%</td>
<td>2%</td>
</tr>
<tr>
<td>40% - 49%</td>
<td>3%</td>
</tr>
<tr>
<td>50% - 59%</td>
<td>2%</td>
</tr>
<tr>
<td>60% - 69%</td>
<td>1%</td>
</tr>
<tr>
<td>70% - 79%</td>
<td>2%</td>
</tr>
<tr>
<td>80% - 89%</td>
<td>14%</td>
</tr>
<tr>
<td>90% - 99%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 223
Chart 3.78 Content marketing analytics tools satisfaction

How satisfied are you with the variety and quality of tools available for you to measure content marketing?

- Very Satisfied: 5%
- Satisfied: 18%
- Neutral: 65%
- Dissatisfied: 10%
- Very Dissatisfied: 2%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 403
The Marketer: Points to consider

As we approach the conclusion of this Benchmark Report, we come full circle and bring the discussion back to you, the marketer responsible for garnering an endless wealth of data, and transforming findings into ROI and concrete gains. As such, we wanted to learn more about marketers’ current and future planning for marketing analytics, to better help you plan your tracking for 2013 and beyond.

For this final chapter, our surveyed marketers helped us determine:

- Organizations’ most important marketing analytics objectives
- Organizations’ most frustrating challenges with marketing analytics
- Measurement of analytics revenue and costs
- Levels of effectiveness and difficulty for marketing information sources
- Factors that affect organizational budgeting for marketing analytics

What are marketers’ most important marketing analytics objectives for 2013?

Promisingly, our surveyed marketers seem committed to taking the myriad metrics and data they’ve accumulated and putting it to work for their efforts. When asked to identify their organizations’ most important analytics objectives for the coming year, 66% indicated they planned to act on data to improve marketing performance (Chart 4.1).
The Marketer: Points to consider

And, if they weren’t taking action, they were planning to, as a considerable 39% claimed they intended to combine data from multiple sources to draw correlations and make predictions about their efforts.

Clarifying regulatory barriers to data utilization was not a concern, however, with only 4% of respondents selecting this objective.

One notable item was the relatively low 26% of marketers that indicated gaining executive-level support was a primary objective. As we learned from a number of comments, a lack of C-level understanding of analytics’ importance was cited as a roadblock in obtaining better tools and resources. This is noted in the following comment from one surveyed marketer:

“We have detected anxiety among presidents and senior managers – there is tremendous uncertainty and fear about market disruption. Analytics are sought almost like tea leaves or horoscopes. My opinion: Analytics can point the way, but they don't relieve presidents of their responsibility of making hard decisions in uncertain times.”

Some marketers could experience C-level resistance even after obtaining the budgets and tools they need. With increased levels of available data – and increased costs used to obtain it – come higher executive expectations. This is indicated by one marketer who wrote, “There is less tolerance for the shortcomings of the industry in terms of data available. We are expected to find it, regardless of the issues.”
The Marketer: Points to consider

Points to Consider
Are the C-level executives in your organization aligned with your team’s analytics goals? Has obtaining executive-level buy-in created a hindrance in obtaining the resources and tools you need to capitalize on your analytics data? How do you plan to obtain more executive support for 2013?

WHAT WERE MARKETERS’ MOST FRUSTRATING MARKETING ANALYTICS CHALLENGES IN 2012?
According to survey results, our respondents were a determined and persistent group, as their two primary objectives for 2013 mirrored their most frustrating challenges from 2012.

Though the overall results for this question were much more evenly distributed among possible responses, acting on data to improve marketing performance (42%), and combining data from multiple sources to draw correlations and make predictions (41%), remained top-of-mind for respondents (Chart 4.4).

Likewise, regulatory data clarification was not a concern for our marketers in 2012, with just 5% citing this as a hindrance.
The Marketer: Points to consider

Notably, the third-most selected challenge was the funding of new analytics tools and solutions. Though 30% is certainly a significant percentage of marketers, 3% fewer considered this an objective for 2013 (Chart 4.1). Minimal, though it may seem, it may represent a positive step toward allowing marketers to focus more on analytics tasks in 2013, and less on the justification of costs to the C-suite, as evident in the following comments:

- “Management expects to have a better handle on determining ROI through analytics now than in years past.”
- “We've experienced a dramatic increase in the recognition of how analytics can impact our marketing decisions, leading us to a new focus on evaluating and implementing tools that will enhance and inform but not distract from the marketing function.”

Points to Consider

In an uncertain economy, it can be especially difficult to justify expenses such as marketing analytics to executives. Have you faced this obstacle in your efforts? Have executives in your company allocated more budget for analytics tools and resources, or have they denied additional spend for analytics needs? If they have limited your budget, how do you plan on conducting analytics efforts in 2013?
The Marketer: Points to consider

ARE MARKETERS EFFECTIVELY MEASURING REVENUE AND COSTS?

Despite the teeming abundance of available analytics, in the end, your C-suite will likely focus on two – revenue and costs. When asked if their organizations could measure these metrics effectively for a variety of channels, respondents offered some interesting insights.

More than half (55%) of surveyed marketers felt their organizations were effective in measuring both revenue and costs for email marketing, while 27% felt stronger about their ability to solely measure costs, and 7% solely revenue (Chart 4.13). However, whether due to quality of tools, or the people manning them, a striking 11% indicated they were effective in measuring neither, even though email marketing was the second-most tracked channel by respondents (Chart 4.13).

In terms of SEO marketing, fewer respondents (42%) could effectively measure both, yet a greater number were accurately measuring costs. In this case, 21% were ineffective in measuring revenue or costs (Chart 4.15).

However, the most notable responses came from the “newer” channels: content marketing, mobile marketing, and social media marketing. For each of these channels the largest percentage of respondents indicated they could effectively measure neither revenue nor costs (Chart 4.23, Chart 4.27 and Chart 4.21).
The Marketer: Points to consider

Whether this result is due to a lack of available resources and tools, a simple lack of experience with these newer channels, or a fundamental difference in these channels from more direct response oriented digital channels like email marketing, is entirely up to debate. However, this is concerning, as half of our surveyed marketers were most accountable for revenue (29%) and profit (21%) versus other marketing metrics (Chart 4.35).

Points to Consider

While it can be argued that “effectively” is a relative term, especially given the wide range of companies and sectors from which our respondents were derived, it is nonetheless notable that so many felt they could not effectively measure revenue and costs.

If you, or your team, struggle to measure these two metrics, is it because of a lack of tools? The quality of the tools? The resources available to analyze the data? Do you feel you will become more adept in measuring these key metrics as your understanding of analytics matures?

HOW DO MARKETERS BETTER UNDERSTAND THEIR PROSPECTS AND CUSTOMERS?

By and large, customer Web activity is the primary source of information for marketers aiming for greater understanding, with 69% of respondents indicating so (Chart 4.36).
The Marketer: Points to consider

Promisingly, nearly half (49%) of respondents also paid attention to customer service feedback for more insight. Similarly, social media conversations were commonly used, with 37% using these free (and often informative) candid insights.

Yet, despite the focus on these areas of customer opinion, both reviews and rankings and focus groups/surveys ranked near the bottom of the list, with just 29% for each.

When asked about effectiveness, however, respondent viewpoints tended to shift slightly. While a majority of respondents found all information sources in this list to be somewhat or very effective, a notable 13% felt social media conversations to be ineffective (Chart 4.40), though, as we learned above, 37% commonly used them.

Comparatively, 97% of surveyed marketers found focus groups and customer surveys to be somewhat or very effective, though just 29% used them.

Perhaps this disconnect between social media conversation usage and effectiveness can be explained by the relative level of difficulty, as 27% of respondents claimed these conversations were either somewhat or very difficult (Chart 4.47).
The Marketer: Points to consider

However, this point is (at least partly) disproven, as website activity – the top-ranked information source for surveyed marketers – was considered somewhat or very difficult by nearly half (47%) of respondents for this question.

Points to Consider

How is your organization obtaining customer information? Have you abandoned tried-and-true tactics like surveys and brand performance analysis in favor of more immediate data, like that found in social media conversations, website activity and online reviews? Have you found these changes to be effective in garnering more detailed customer information?

How will marketing analytics fit into marketers’ budgets for the coming year?

According to one surveyed marketer, “Marketing analytics is highly valued, with data driving many decisions within this organization. With flat budgets and limited personnel resources, high value does not always transfer to increase in budget expenses.”

With such diverse, and often disparate, responses to the effectiveness of various analytics tools, tracked metrics and customer information resources, fitting analytics into an overall 2013 marketing budget would appear to be difficult. Yet, this is exactly what the 62% of respondents involved in their companies’ budget planning are going to be tasked with (Chart 4.55) in the near future.
The Marketer: Points to consider

Slightly more than half (53%) of respondents expected analytics budgets to increase for 2013 (Chart 4.56), while 43% did not anticipate much, if any, change on the budgetary horizon. Encouragingly, just 4% anticipated a decrease in budgets, likely allaying the concerns of those marketers who may need new tools and resources.

In fact, when asked which analytics areas were expected to receive additional investments, 59% indicated the purchase of new tools and software, while another 48% expected to see more training. This is a promising sign, as these two areas were commonly cited as obstacles and pain points for respondents in this survey.

Coinciding with this finding, marketers indicated a need for deeper intelligence on customer segments (42%), and availability of better analytics tools (38%) were the factors that most influenced our respondents’ companies when planning analytics budgets (Chart 4.59).

When analytic data has proven its worth to those responsible for allocating resources, the metrics offered can serve to enhance and improve overall marketing planning. This is neatly summarized in the following comment from Helen M. Overland, Vice President, Search Engine People:

“Analytics guides every action that we take. Each step along the funnel is measured and analyzed to make sure that marketing budgets are being used as efficiently as possible. Effective analytics enables confident action.”
Chart 4.1 Analytics objectives for 2013

What are your organization's MOST IMPORTANT OBJECTIVES for marketing analytics in 2013?

- Acting on data to improve marketing performance: 66%
- Combining data from multiple sources to draw correlations and make predictions: 39%
- Measuring attribution and interactions across channels: 28%
- Linking data together at the individual customer level: 28%
- Improving data hygiene and quality issues: 27%
- Hiring data-savvy marketing talent and/or training current staff: 27%
- Funding new analytics tools and solutions: 27%
- Integrating disparate systems and siloed data: 27%
- Gaining executive-level awareness and support: 26%
- Aligning marketing and IT: 17%
- Reducing latency/processing data more rapidly: 12%
- Clarifying regulatory barriers to data utilization: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 273
Chart 4.2 Analytics objectives for 2013

What are your organization's MOST IMPORTANT OBJECTIVES for marketing analytics in 2013?

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acting on data to improve marketing performance</td>
<td>66%</td>
</tr>
<tr>
<td>Combining data from multiple sources to draw correlations and make predictions</td>
<td>36%</td>
</tr>
<tr>
<td>Measuring attribution and interactions across channels</td>
<td>26%</td>
</tr>
<tr>
<td>Linking data together at the individual customer level</td>
<td>24%</td>
</tr>
<tr>
<td>Improving data hygiene and quality issues</td>
<td>33%</td>
</tr>
<tr>
<td>Hiring data-savvy marketing talent and/or training current staff</td>
<td>18%</td>
</tr>
<tr>
<td>Funding new analytics tools and solutions</td>
<td>22%</td>
</tr>
<tr>
<td>Integrating disparate systems and siloed data</td>
<td>27%</td>
</tr>
<tr>
<td>Gaining executive-level awareness and support</td>
<td>27%</td>
</tr>
<tr>
<td>Aligning marketing and IT</td>
<td>11%</td>
</tr>
<tr>
<td>Reducing latency/processing data more rapidly</td>
<td>11%</td>
</tr>
<tr>
<td>Clarifying regulatory barriers to data utilization</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 90
Chart 4.3 Analytics objectives for 2013

What are your marketing organization’s MOST IMPORTANT OBJECTIVES for marketing analytics in 2013?

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acting on data to improve marketing performance</td>
<td>66%</td>
</tr>
<tr>
<td>Combining data from multiple sources to draw correlations and make predictions</td>
<td>36%</td>
</tr>
<tr>
<td>Measuring attribution and interactions across channels</td>
<td>30%</td>
</tr>
<tr>
<td>Linking data together at the individual customer level</td>
<td>26%</td>
</tr>
<tr>
<td>Improving data hygiene and quality issues</td>
<td>26%</td>
</tr>
<tr>
<td>Hiring data-savvy marketing talent and/or training current staff</td>
<td>32%</td>
</tr>
<tr>
<td>Funding new analytics tools and solutions</td>
<td>26%</td>
</tr>
<tr>
<td>Integrating disparate systems and siloed data</td>
<td>19%</td>
</tr>
<tr>
<td>Gaining executive-level awareness and support</td>
<td>21%</td>
</tr>
<tr>
<td>Aligning marketing and IT</td>
<td>38%</td>
</tr>
<tr>
<td>Reducing latency/processing data more rapidly</td>
<td>9%</td>
</tr>
<tr>
<td>Clarifying regulatory barriers to data utilization</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 47
Chart 4.4 Analytics challenges from 2012

What were your organization's MOST FRUSTRATING CHALLENGES with marketing analytics in 2012?

- Acting on data to improve marketing performance: 42%
- Combining data from multiple sources to draw correlations and make predictions: 41%
- Funding new analytics tools and solutions: 30%
- Linking data together at the individual customer level: 29%
- Hiring data-savvy marketing talent and/or training current staff: 26%
- Measuring attribution and interactions across channels: 25%
- Integrating disparate systems and siloed data: 25%
- Improving data hygiene and quality issues: 24%
- Aligning marketing and IT: 24%
- Gaining executive-level awareness and support: 20%
- Reducing latency/processing data more rapidly: 12%
- Clarifying regulatory barriers to data utilization: 5%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 242
Chart 4.5 Analytics challenges from 2012

What were your organization’s MOST FRUSTRATING CHALLENGES with marketing analytics in 2012?

- Acting on data to improve marketing performance: 47%
- Combining data from multiple sources to draw correlations and make predictions: 32%
- Funding new analytics tools and solutions: 26%
- Linking data together at the individual customer level: 32%
- Hiring data-savvy marketing talent and/or training current staff: 15%
- Measuring attribution and interactions across channels: 19%
- Integrating disparate systems and siloed data: 19%
- Improving data hygiene and quality issues: 28%
- Aligning marketing and IT: 21%
- Gaining executive-level awareness and support: 19%
- Reducing latency/processing data more rapidly: 9%
- Clarifying regulatory barriers to data utilization: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 47
Chart 4.6 Analytics challenges from 2012

What were your organization's MOST FRUSTRATING CHALLENGES with marketing analytics in 2012?

- Acting on data to improve marketing performance: 46%
- Combining data from multiple sources to draw correlations and make predictions: 44%
- Funding new analytics tools and solutions: 35%
- Linking data together at the individual customer level: 31%
- Hiring data-savvy marketing talent and/or training current staff: 27%
- Measuring attribution and interactions across channels: 24%
- Integrating disparate systems and siloed data: 28%
- Improving data hygiene and quality issues: 27%
- Aligning marketing and IT: 21%
- Gaining executive-level awareness and support: 20%
- Reducing latency/processing data more rapidly: 9%
- Clarifying regulatory barriers to data utilization: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 89
What were your organization's MOST FRUSTRATING CHALLENGES with marketing analytics in 2012?

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acting on data to improve marketing performance</td>
<td>33%</td>
</tr>
<tr>
<td>Combining data from multiple sources to draw correlations and make predictions</td>
<td>50%</td>
</tr>
<tr>
<td>Funding new analytics tools and solutions</td>
<td>40%</td>
</tr>
<tr>
<td>Linking data together at the individual customer level</td>
<td>28%</td>
</tr>
<tr>
<td>Hiring data-savvy marketing talent and/or training current staff</td>
<td>15%</td>
</tr>
<tr>
<td>Measuring attribution and interactions across channels</td>
<td>28%</td>
</tr>
<tr>
<td>Integrating disparate systems and siloed data</td>
<td>25%</td>
</tr>
<tr>
<td>Improving data hygiene and quality issues</td>
<td>28%</td>
</tr>
<tr>
<td>Aligning marketing and IT</td>
<td>23%</td>
</tr>
<tr>
<td>Gaining executive-level awareness and support</td>
<td>25%</td>
</tr>
<tr>
<td>Reducing latency/processing data more rapidly</td>
<td>10%</td>
</tr>
<tr>
<td>Clarifying regulatory barriers to data utilization</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 40
Chart 4.8 Analytics technology challenges

What are your organization's biggest challenges with your marketing analytics TECHNOLOGY solutions?

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merging data from multiple sources</td>
<td>39%</td>
</tr>
<tr>
<td>Performing advanced segmentation</td>
<td>39%</td>
</tr>
<tr>
<td>Measuring newer marketing channels (social, mobile, video, etc.)</td>
<td>38%</td>
</tr>
<tr>
<td>Creating a 360-degree view of the customer</td>
<td>38%</td>
</tr>
<tr>
<td>Integrating data across marketing channels and technologies</td>
<td>32%</td>
</tr>
<tr>
<td>Capturing the depth or breadth of data needed</td>
<td>22%</td>
</tr>
<tr>
<td>Support/training</td>
<td>22%</td>
</tr>
<tr>
<td>Creating ad-hoc customized reports</td>
<td>22%</td>
</tr>
<tr>
<td>Lack of robust two-way API's (moving data in and out of the system)</td>
<td>17%</td>
</tr>
<tr>
<td>Lack of alerts to notify of anomalies (conversion dips, traffic spikes, etc.)</td>
<td>17%</td>
</tr>
<tr>
<td>Limited number of tracking variables</td>
<td>16%</td>
</tr>
<tr>
<td>Quickly and easily granting and controlling access to analytics data for many users</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 321
Chart 4.9 Analytics technology challenges

What are your organization's biggest challenges with your marketing analytics TECHNOLOGY solutions?

- Merging data from multiple sources: 46%
- Performing advanced segmentation: 33%
- Measuring newer marketing channels (social, mobile, video, etc): 38%
- Creating a 360-degree view of the customer: 48%
- Integrating data across marketing channels and technologies: 43%
- Capturing the depth or breadth of data needed: 24%
- Support/training: 19%
- Creating ad-hoc customized reports: 25%
- Lack of robust two-way API's (moving data in and out of the system): 17%
- Lack of alerts to notify of anomalies (conversion dips, traffic spikes, etc): 21%
- Limited number of tracking variables: 19%
- Quickly and easily granting and controlling access to analytics data for many users: 6%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=63
Chart 4.10 Analytics technology challenges

What are your organization's biggest challenges with your marketing analytics TECHNOLOGY solutions?

- Merging data from multiple sources: 40%
- Performing advanced segmentation: 31%
- Measuring newer marketing channels (social, mobile, video, etc): 46%
- Creating a 360-degree view of the customer: 35%
- Integrating data across marketing channels and technologies: 35%
- Capturing the depth or breadth of data needed: 25%
- Support/training: 19%
- Creating ad-hoc customized reports: 24%
- Lack of robust two-way API's (moving data in and out of the system): 17%
- Lack of alerts to notify of anomalies (conversion dips, traffic spikes, etc): 17%
- Limited number of tracking variables: 16%
- Quickly and easily granting and controlling access to analytics data for many users: 12%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 113
Chart 4.11 Analytics technology challenges

What are your organization’s biggest challenges with your marketing analytics TECHNOLOGY solutions?

- Merging data from multiple sources: 39%
- Performing advanced segmentation: 23%
- Measuring newer marketing channels (social, mobile, video, etc.): 34%
- Creating a 360-degree view of the customer: 35%
- Integrating data across marketing channels and technologies: 28%
- Capturing the depth or breadth of data needed: 16%
- Support/training: 23%
- Creating ad-hoc customized reports: 13%
- Lack of robust two-way API's (moving data in and out of the system): 24%
- Lack of alerts to notify of anomalies (conversion dips, traffic spikes, etc.): 18%
- Limited number of tracking variables: 15%
- Quickly and easily granting and controlling access to analytics data for many users: 11%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 79
Chart 4.12 Most important dataset attributes

Which of the following attributes are most important in determining a marketing dataset's usefulness?

- Quality/accuracy of the data set: 60%
- Insight into online/digital marketing interactions: 9%
- Insight into multichannel (online and offline) marketing interactions: 12%
- Latency/freshness of the data set: 8%
- Granularity/number of individual attributes associated with the data set: 4%
- Age/length of data history: 3%
- Scale/coverage of the data set: 2%
- Insight into offline/traditional marketing interactions: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 203
Chart 4.13 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for email marketing?

- Both: 55%
- Revenue: 7%
- Costs: 27%
- Neither: 11%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 269
Can your organization effectively measure the revenue and costs for email marketing?

<table>
<thead>
<tr>
<th>Size of Organization</th>
<th>Revenue</th>
<th>Both</th>
<th>Costs</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 employee</td>
<td>14%</td>
<td>6%</td>
<td>3%</td>
<td>22%</td>
</tr>
<tr>
<td>2 to 10</td>
<td>14%</td>
<td>14%</td>
<td>12%</td>
<td>22%</td>
</tr>
<tr>
<td>10 to 99</td>
<td>14%</td>
<td>26%</td>
<td>31%</td>
<td>35%</td>
</tr>
<tr>
<td>100 to 999</td>
<td>36%</td>
<td>31%</td>
<td>32%</td>
<td>13%</td>
</tr>
<tr>
<td>1,000 to 5,000</td>
<td>14%</td>
<td>14%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>More than 5,000</td>
<td>7%</td>
<td>10%</td>
<td>12%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 190
Chart 4.15 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for SEO marketing?

- Both: 42%
- Revenue: 5%
- Costs: 32%
- Neither: 21%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 258
Chart 4.16 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for SEO marketing?

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 183
Chart 4.17 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for PPC marketing?

- Both: 60%
- Revenue: 4%
- Costs: 22%
- Neither: 14%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=229
Can your organization effectively measure the revenue and costs for PPC marketing?

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue</th>
<th>Both</th>
<th>Costs</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am self employed (1 employee)</td>
<td>25%</td>
<td>4%</td>
<td>0%</td>
<td>15%</td>
</tr>
<tr>
<td>2 to 10</td>
<td>0%</td>
<td>15%</td>
<td>8%</td>
<td>22%</td>
</tr>
<tr>
<td>10 to 99</td>
<td>25%</td>
<td>26%</td>
<td>31%</td>
<td>37%</td>
</tr>
<tr>
<td>100 to 999</td>
<td>38%</td>
<td>27%</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td>1,000 to 5,000</td>
<td>13%</td>
<td>17%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>More than 5,000</td>
<td>0%</td>
<td>11%</td>
<td>15%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 158
Chart 4.19 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for display marketing?

- Both: 48%
- Revenue: 4%
- Costs: 28%
- Neither: 20%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 199
Chart 4.20 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for display marketing?

<table>
<thead>
<tr>
<th>I am self employed (1 employee)</th>
<th>Revenue</th>
<th>Both</th>
<th>Costs</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>2%</td>
<td>5%</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2 to 10</th>
<th>Revenue</th>
<th>Both</th>
<th>Costs</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>15%</td>
<td>2%</td>
<td>18%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10 to 99</th>
<th>Revenue</th>
<th>Both</th>
<th>Costs</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>24%</td>
<td>25%</td>
<td>41%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>100 to 999</th>
<th>Revenue</th>
<th>Both</th>
<th>Costs</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>31%</td>
<td>34%</td>
<td>24%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1,000 to 5,000</th>
<th>Revenue</th>
<th>Both</th>
<th>Costs</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>19%</td>
<td>18%</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>More than 5,000</th>
<th>Revenue</th>
<th>Both</th>
<th>Costs</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>10%</td>
<td>16%</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 142
Chart 4.21 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for social media marketing?

- Both: 26%
- Revenue: 5%
- Costs: 33%
- Neither: 36%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 233
Chart 4.22 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for social media marketing?

<table>
<thead>
<tr>
<th>I am self employed (1 employee)</th>
<th>20%</th>
<th>11%</th>
<th>5%</th>
<th>6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 to 10</td>
<td>20%</td>
<td>22%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>10 to 99</td>
<td>20%</td>
<td>16%</td>
<td>25%</td>
<td>44%</td>
</tr>
<tr>
<td>100 to 999</td>
<td>30%</td>
<td>27%</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td>1,000 to 5,000</td>
<td>10%</td>
<td>19%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>More than 5,000</td>
<td>0%</td>
<td>5%</td>
<td>16%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 166
Chart 4.23 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for content marketing?

- Both: 31%
- Revenue: 6%
- Costs: 31%
- Neither: 32%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=216
Chart 4.24 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for content marketing?

I am self employed (1 employee) 18% 2% 8% 8%

2 to 10 9% 21% 6% 14%

10 to 99 45% 14% 27% 44%

100 to 999 18% 33% 29% 24%

1,000 to 5,000 0% 19% 16% 6%

More than 5,000 9% 12% 14% 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 153
Can your organization effectively measure the revenue and costs for telemarketing?

- Revenue: 5%
- Neither: 27%
- Costs: 17%
- Both: 52%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=143
Chart 4.26 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for telemarketing?

- **I am self employed (1 employee)**
  - Revenue: 0%
  - Both: 6%
  - Costs: 5%
  - Neither: 7%

- **2 to 10**
  - Revenue: 0%
  - Both: 13%
  - Costs: 11%
  - Neither: 10%

- **10 to 99**
  - Revenue: 20%
  - Both: 33%
  - Costs: 16%
  - Neither: 48%

- **100 to 999**
  - Revenue: 20%
  - Both: 27%
  - Costs: 21%
  - Neither: 24%

- **1,000 to 5,000**
  - Revenue: 20%
  - Both: 10%
  - Costs: 32%
  - Neither: 10%

- **More than 5,000**
  - Revenue: 40%
  - Both: 12%
  - Costs: 16%
  - Neither: 0%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 30 to 643
Chart 4.27 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for mobile marketing?

- Both: 35%
- Revenue: 5%
- Costs: 21%
- Neither: 39%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 168
Chart 4.28 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for mobile marketing?

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Revenue</th>
<th>Both</th>
<th>Costs</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am self employed (1 employee)</td>
<td>17%</td>
<td>3%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>2 to 10</td>
<td>0%</td>
<td>9%</td>
<td>4%</td>
<td>17%</td>
</tr>
<tr>
<td>10 to 99</td>
<td>50%</td>
<td>31%</td>
<td>17%</td>
<td>36%</td>
</tr>
<tr>
<td>100 to 999</td>
<td>0%</td>
<td>25%</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>1,000 to 5,000</td>
<td>17%</td>
<td>22%</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>More than 5,000</td>
<td>17%</td>
<td>9%</td>
<td>25%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 115
Can your organization effectively measure the revenue and costs for tradeshow marketing?

- Both: 38%
- Revenue: 3%
- Costs: 34%
- Neither: 25%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=189
Chart 4.30 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for tradeshow marketing?

<table>
<thead>
<tr>
<th>I am self employed (1 employee)</th>
<th>0%</th>
<th>2%</th>
<th>2%</th>
<th>9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 to 10</td>
<td>25%</td>
<td>6%</td>
<td>4%</td>
<td>20%</td>
</tr>
<tr>
<td>10 to 99</td>
<td>75%</td>
<td>29%</td>
<td>28%</td>
<td>31%</td>
</tr>
<tr>
<td>100 to 999</td>
<td>0%</td>
<td>38%</td>
<td>36%</td>
<td>23%</td>
</tr>
<tr>
<td>1,000 to 5,000</td>
<td>0%</td>
<td>15%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>More than 5,000</td>
<td>0%</td>
<td>10%</td>
<td>15%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 138
Chart 4.31 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for direct mail marketing?

- Both: 51%
- Revenue: 6%
- Costs: 27%
- Neither: 16%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 198
Chart 4.32 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for direct mail marketing?

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue</th>
<th>Both</th>
<th>Costs</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am self employed (1 employee)</td>
<td>13%</td>
<td>6%</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>2 to 10</td>
<td>13%</td>
<td>13%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>10 to 99</td>
<td>38%</td>
<td>22%</td>
<td>26%</td>
<td>46%</td>
</tr>
<tr>
<td>100 to 999</td>
<td>25%</td>
<td>30%</td>
<td>33%</td>
<td>21%</td>
</tr>
<tr>
<td>1,000 to 5,000</td>
<td>13%</td>
<td>20%</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>More than 5,000</td>
<td>0%</td>
<td>9%</td>
<td>10%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 143
Chart 4.33 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for video marketing?

- Both: 22%
- Revenue: 4%
- Costs: 39%
- Neither: 34%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 174
Chart 4.34 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for video marketing?

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 121
Chart 4.35 Marketer responsibility for analytics tracking

Which of the following are you most accountable for?

Revenue: 29%
Engagement: 28%
Profit: 21%
Reach: 16%
Other: 6%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 394
Chart 4.36 Customer information sources

Which sources of information do you actively use to better understand your prospects and customers? Please select all that apply.

- Website activity: 69%
- Customer service feedback: 49%
- Industry blogs, professional journals: 39%
- Transaction data: 38%
- Social media conversations: 37%
- Demographic data: 36%
- Third-party market research: 31%
- Competitive benchmarking: 30%
- Reviews and rankings: 29%
- Focus groups/Customer surveys: 29%
- Brand performance analysis: 18%
- Other: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=775
Which sources of information do you actively use to better understand your prospects and customers? Please select all that apply.

- Website activity: 67%
- Customer service feedback: 49%
- Industry blogs, professional journals: 27%
- Transaction data: 40%
- Social media conversations: 42%
- Demographic data: 44%
- Third-party market research: 26%
- Competitive benchmarking: 27%
- Reviews and rankings: 36%
- Focus groups/Customer surveys: 27%
- Brand performance analysis: 22%
- Other: 5%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N=166
Chart 4.38 Customer information sources

Which sources of information do you actively use to better understand your prospects and customers? Please select all that apply.

- Website activity: 70%
- Customer service feedback: 50%
- Industry blogs, professional journals: 46%
- Transaction data: 36%
- Social media conversations: 28%
- Demographic data: 25%
- Third-party market research: 32%
- Competitive benchmarking: 26%
- Reviews and rankings: 18%
- Focus groups/Customer surveys: 31%
- Brand performance analysis: 15%
- Other: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 250
Chart 4.39 Customer information sources

Which sources of information do you actively use to better understand your prospects and customers? Please select all that apply.

- Website activity: 60%
- Customer service feedback: 53%
- Industry blogs, professional journals: 31%
- Transaction data: 39%
- Social media conversations: 43%
- Demographic data: 36%
- Third-party market research: 29%
- Competitive benchmarking: 26%
- Reviews and rankings: 32%
- Focus groups/Customer surveys: 33%
- Brand performance analysis: 19%
- Other: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 139
Chart 4.40 Prospect/customer information source effectiveness

Please indicate the LEVEL OF EFFECTIVENESS (in terms of understanding prospects and customers) for each of the information sources your organization is using.

Social media conversations: 13% Not effective, 60% Somewhat effective, 27% Very effective
Website activity: 5% Not effective, 57% Somewhat effective, 38% Very effective
Transaction data: 6% Not effective, 46% Somewhat effective, 48% Very effective
Demographic data: 8% Not effective, 63% Somewhat effective, 29% Very effective
Industry blogs, professional journals: 8% Not effective, 75% Somewhat effective, 17% Very effective
Reviews and rankings: 11% Not effective, 65% Somewhat effective, 24% Very effective
Focus groups/Customer surveys: 3% Not effective, 57% Somewhat effective, 40% Very effective
Brand performance analysis: 12% Not effective, 54% Somewhat effective, 33% Very effective
Customer service feedback: 4% Not effective, 42% Somewhat effective, 54% Very effective
Competitive benchmarking: 10% Not effective, 72% Somewhat effective, 18% Very effective
Third-party market research: 8% Not effective, 70% Somewhat effective, 22% Very effective

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 114 to 488
Chart 4.41 Prospect/customer information source effectiveness

Please indicate the LEVEL OF EFFECTIVENESS (in terms of understanding prospects and customers) for each of the information sources your organization is using.

### B2C

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Not effective</th>
<th>Somewhat effective</th>
<th>Very effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third-party market research</td>
<td>10%</td>
<td>78%</td>
<td>13%</td>
</tr>
<tr>
<td>Competitive benchmarking</td>
<td>17%</td>
<td>69%</td>
<td>14%</td>
</tr>
<tr>
<td>Customer service feedback</td>
<td>5%</td>
<td>44%</td>
<td>51%</td>
</tr>
<tr>
<td>Brand performance analysis</td>
<td>16%</td>
<td>39%</td>
<td>45%</td>
</tr>
<tr>
<td>Focus groups/Customer surveys</td>
<td>3%</td>
<td>60%</td>
<td>38%</td>
</tr>
<tr>
<td>Reviews and rankings</td>
<td>13%</td>
<td>66%</td>
<td>21%</td>
</tr>
<tr>
<td>Industry blogs, professional journals</td>
<td>10%</td>
<td>78%</td>
<td>13%</td>
</tr>
<tr>
<td>Demographic data</td>
<td>9%</td>
<td>66%</td>
<td>26%</td>
</tr>
<tr>
<td>Transaction data</td>
<td>10%</td>
<td>37%</td>
<td>53%</td>
</tr>
<tr>
<td>Website activity</td>
<td>4%</td>
<td>52%</td>
<td>44%</td>
</tr>
<tr>
<td>Social media conversations</td>
<td>20%</td>
<td>56%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 31 to 104
### Chart 4.42 Prospect/customer information source effectiveness

Please indicate the LEVEL OF EFFECTIVENESS (in terms of understanding prospects and customers) for each of the information sources your organization is using.

**B2B and/or B2G**

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Not effective</th>
<th>Somewhat effective</th>
<th>Very effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third-party market research</td>
<td>7%</td>
<td>68%</td>
<td>25%</td>
</tr>
<tr>
<td>Competitive benchmarking</td>
<td>8%</td>
<td>80%</td>
<td>12%</td>
</tr>
<tr>
<td>Customer service feedback</td>
<td>4%</td>
<td>40%</td>
<td>56%</td>
</tr>
<tr>
<td>Brand performance analysis</td>
<td>10%</td>
<td>67%</td>
<td>23%</td>
</tr>
<tr>
<td>Focus groups/Customer surveys</td>
<td>2%</td>
<td>58%</td>
<td>41%</td>
</tr>
<tr>
<td>Reviews and rankings</td>
<td>16%</td>
<td>67%</td>
<td>16%</td>
</tr>
<tr>
<td>Industry blogs, professional journals</td>
<td>7%</td>
<td>70%</td>
<td>24%</td>
</tr>
<tr>
<td>Demographic data</td>
<td>6%</td>
<td>71%</td>
<td>24%</td>
</tr>
<tr>
<td>Transaction data</td>
<td>6%</td>
<td>60%</td>
<td>34%</td>
</tr>
<tr>
<td>Website activity</td>
<td>8%</td>
<td>66%</td>
<td>26%</td>
</tr>
<tr>
<td>Social media conversations</td>
<td>14%</td>
<td>61%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey

Methodology: Fielded November 2012, N= 30 to 160
### Chart 4.43 Prospect/customer information source effectiveness

Please indicate the LEVEL OF EFFECTIVENESS (in terms of understanding prospects and customers) for each of the information sources your organization is using.

#### B2B and B2C

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Not effective</th>
<th>Somewhat effective</th>
<th>Very effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third-party market research</td>
<td>11%</td>
<td>71%</td>
<td>17%</td>
</tr>
<tr>
<td>Competitive benchmarking</td>
<td>3%</td>
<td>81%</td>
<td>16%</td>
</tr>
<tr>
<td>Customer service feedback</td>
<td>1%</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>Brand performance analysis</td>
<td>13%</td>
<td>43%</td>
<td>43%</td>
</tr>
<tr>
<td>Focus groups/Customer surveys</td>
<td>2%</td>
<td>60%</td>
<td>37%</td>
</tr>
<tr>
<td>Reviews and rankings</td>
<td>11%</td>
<td>61%</td>
<td>28%</td>
</tr>
<tr>
<td>Industry blogs, professional journals</td>
<td>17%</td>
<td>71%</td>
<td>11%</td>
</tr>
<tr>
<td>Demographic data</td>
<td>11%</td>
<td>58%</td>
<td>31%</td>
</tr>
<tr>
<td>Transaction data</td>
<td>6%</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>Website activity</td>
<td>5%</td>
<td>47%</td>
<td>48%</td>
</tr>
<tr>
<td>Social media conversations</td>
<td>12%</td>
<td>63%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey  
Methodology: Fielded November 2012, N= 23 to 75
Chart 4.44 Prospect/customer information source effectiveness

Please indicate the LEVEL OF EFFECTIVENESS (in terms of understanding prospects and customers) for each of the information sources your organization is using.

### Marketing agency or consultancy

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Not effective</th>
<th>Somewhat effective</th>
<th>Very effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third-party market research</td>
<td>6%</td>
<td>66%</td>
<td>28%</td>
</tr>
<tr>
<td>Competitive benchmarking</td>
<td>13%</td>
<td>61%</td>
<td>26%</td>
</tr>
<tr>
<td>Customer service feedback</td>
<td>5%</td>
<td>36%</td>
<td>59%</td>
</tr>
<tr>
<td>Brand performance analysis</td>
<td>10%</td>
<td>66%</td>
<td>24%</td>
</tr>
<tr>
<td>Focus groups/Customer surveys</td>
<td>7%</td>
<td>47%</td>
<td>47%</td>
</tr>
<tr>
<td>Reviews and rankings</td>
<td>6%</td>
<td>65%</td>
<td>29%</td>
</tr>
<tr>
<td>Industry blogs, professional journals</td>
<td>4%</td>
<td>82%</td>
<td>14%</td>
</tr>
<tr>
<td>Demographic data</td>
<td>4%</td>
<td>59%</td>
<td>36%</td>
</tr>
<tr>
<td>Transaction data</td>
<td>3%</td>
<td>37%</td>
<td>60%</td>
</tr>
<tr>
<td>Website activity</td>
<td>3%</td>
<td>56%</td>
<td>41%</td>
</tr>
<tr>
<td>Social media conversations</td>
<td>6%</td>
<td>62%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 29 to 144
Please indicate the LEVEL OF EFFECTIVENESS (in terms of understanding prospects and customers) for each of the information sources your organization is using.

### Organizations under 100 employees

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Not effective</th>
<th>Somewhat effective</th>
<th>Very effective</th>
</tr>
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<tbody>
<tr>
<td>Third-party market research</td>
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<td>75%</td>
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<tr>
<td>Competitive benchmarking</td>
<td>7%</td>
<td>76%</td>
<td>17%</td>
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<tr>
<td>Customer service feedback</td>
<td>4%</td>
<td>43%</td>
<td>53%</td>
</tr>
<tr>
<td>Brand performance analysis</td>
<td>22%</td>
<td>44%</td>
<td>33%</td>
</tr>
<tr>
<td>Focus groups/Customer surveys</td>
<td>2%</td>
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<td>33%</td>
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<tr>
<td>Reviews and rankings</td>
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<td>73%</td>
<td>19%</td>
</tr>
<tr>
<td>Industry blogs, professional journals</td>
<td>10%</td>
<td>66%</td>
<td>24%</td>
</tr>
<tr>
<td>Demographic data</td>
<td>8%</td>
<td>60%</td>
<td>32%</td>
</tr>
<tr>
<td>Transaction data</td>
<td>6%</td>
<td>59%</td>
<td>35%</td>
</tr>
<tr>
<td>Website activity</td>
<td>7%</td>
<td>58%</td>
<td>35%</td>
</tr>
<tr>
<td>Social media conversations</td>
<td>14%</td>
<td>55%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 27 to 191
Chart 4.46 Prospect/customer information source effectiveness

Please indicate the LEVEL OF EFFECTIVENESS (in terms of understanding prospects and customers) for each of the information sources your organization is using.

Organizations over 100 employees

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Not effective</th>
<th>Somewhat effective</th>
<th>Very effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third-party market research</td>
<td>7%</td>
<td>70%</td>
<td>23%</td>
</tr>
<tr>
<td>Competitive benchmarking</td>
<td>11%</td>
<td>78%</td>
<td>11%</td>
</tr>
<tr>
<td>Customer service feedback</td>
<td>4%</td>
<td>46%</td>
<td>50%</td>
</tr>
<tr>
<td>Brand performance analysis</td>
<td>9%</td>
<td>53%</td>
<td>38%</td>
</tr>
<tr>
<td>Focus groups/Customer surveys</td>
<td>2%</td>
<td>58%</td>
<td>40%</td>
</tr>
<tr>
<td>Reviews and rankings</td>
<td>19%</td>
<td>57%</td>
<td>24%</td>
</tr>
<tr>
<td>Industry blogs, professional journals</td>
<td>9%</td>
<td>79%</td>
<td>12%</td>
</tr>
<tr>
<td>Demographic data</td>
<td>10%</td>
<td>70%</td>
<td>20%</td>
</tr>
<tr>
<td>Transaction data</td>
<td>9%</td>
<td>40%</td>
<td>51%</td>
</tr>
<tr>
<td>Website activity</td>
<td>5%</td>
<td>58%</td>
<td>37%</td>
</tr>
<tr>
<td>Social media conversations</td>
<td>18%</td>
<td>66%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 58 to 153
Chart 4.47 Prospect/customer information source difficulty

*Please indicate the DEGREE OF DIFFICULTY (time, effort and expense required) for each of the information sources your organization is using to better understand your prospects and customers.*

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Very difficult</th>
<th>Somewhat difficult</th>
<th>Average difficulty</th>
<th>Somewhat easy</th>
<th>Very easy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media conversations</td>
<td>9%</td>
<td>18%</td>
<td>32%</td>
<td>31%</td>
<td>10%</td>
</tr>
<tr>
<td>Website activity</td>
<td>34%</td>
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<td>37%</td>
<td>2%</td>
<td>15%</td>
</tr>
<tr>
<td>Transaction data</td>
<td>5%</td>
<td>19%</td>
<td>30%</td>
<td>33%</td>
<td>13%</td>
</tr>
<tr>
<td>Demographic data</td>
<td>2%</td>
<td>15%</td>
<td>34%</td>
<td>40%</td>
<td>10%</td>
</tr>
<tr>
<td>Industry blogs, professional journals</td>
<td>0%</td>
<td>16%</td>
<td>31%</td>
<td>38%</td>
<td>14%</td>
</tr>
<tr>
<td>Reviews and rankings</td>
<td>2%</td>
<td>16%</td>
<td>31%</td>
<td>40%</td>
<td>12%</td>
</tr>
<tr>
<td>Focus groups/Customer surveys</td>
<td>9%</td>
<td>21%</td>
<td>36%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>Brand performance analysis</td>
<td>8%</td>
<td>26%</td>
<td>41%</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>Customer service feedback</td>
<td>4%</td>
<td>13%</td>
<td>26%</td>
<td>39%</td>
<td>18%</td>
</tr>
<tr>
<td>Competitive benchmarking</td>
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<td>29%</td>
<td>35%</td>
<td>21%</td>
<td>3%</td>
</tr>
<tr>
<td>Third-party market research</td>
<td>9%</td>
<td>19%</td>
<td>31%</td>
<td>32%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 116 to 482
### Chart 4.48 Prospect/customer information source difficulty

Please indicate the DEGREE OF DIFFICULTY (time, effort and expense required) for each of the information sources your organization is using to better understand your prospects and customers.

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Very difficult</th>
<th>Somewhat difficult</th>
<th>Average difficulty</th>
<th>Somewhat easy</th>
<th>Very easy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media conversations</td>
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<td>23%</td>
<td>35%</td>
<td>26%</td>
<td>6%</td>
</tr>
<tr>
<td>Website activity</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transaction data</td>
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<td>16%</td>
<td>27%</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td>Demographic data</td>
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<td>16%</td>
<td>37%</td>
<td>34%</td>
<td>10%</td>
</tr>
<tr>
<td>Industry blogs, professional journals</td>
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<td>43%</td>
<td>38%</td>
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<td>14%</td>
</tr>
<tr>
<td>Reviews and rankings</td>
<td>4%</td>
<td>15%</td>
<td>32%</td>
<td>42%</td>
<td>8%</td>
</tr>
<tr>
<td>Focus groups/Customer surveys</td>
<td>5%</td>
<td>23%</td>
<td>43%</td>
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<td>13%</td>
</tr>
<tr>
<td>Brand performance analysis</td>
<td>6%</td>
<td>25%</td>
<td>44%</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>Customer service feedback</td>
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<td>12%</td>
<td>26%</td>
<td>44%</td>
<td>14%</td>
</tr>
<tr>
<td>Competitive benchmarking</td>
<td>8%</td>
<td>26%</td>
<td>39%</td>
<td>24%</td>
<td>3%</td>
</tr>
<tr>
<td>Third-party market research</td>
<td>8%</td>
<td>26%</td>
<td>38%</td>
<td>21%</td>
<td>8%</td>
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</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 32 to 100
Chart 4.49 Prospect/customer information source difficulty

Please indicate the DEGREE OF DIFFICULTY (time, effort and expense required) for each of the information sources your organization is using to better understand your prospects and customers.

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Very difficult</th>
<th>Somewhat difficult</th>
<th>Average difficulty</th>
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<th>Very easy</th>
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<tbody>
<tr>
<td>Social media conversations</td>
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<tr>
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</tr>
<tr>
<td>Industry blogs, professional journals</td>
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<td>15%</td>
</tr>
<tr>
<td>Reviews and rankings</td>
<td>3%</td>
<td>25%</td>
<td>25%</td>
<td>43%</td>
<td>5%</td>
</tr>
<tr>
<td>Focus groups/Customer surveys</td>
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<td>22%</td>
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<td>7%</td>
</tr>
<tr>
<td>Brand performance analysis</td>
<td>3%</td>
<td>33%</td>
<td>47%</td>
<td></td>
<td>17%</td>
</tr>
<tr>
<td>Customer service feedback</td>
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<td>19%</td>
<td>26%</td>
<td>38%</td>
<td>14%</td>
</tr>
<tr>
<td>Competitive benchmarking</td>
<td>13%</td>
<td>38%</td>
<td>30%</td>
<td>36%</td>
<td>20%</td>
</tr>
<tr>
<td>Third-party market research</td>
<td>10%</td>
<td>16%</td>
<td>31%</td>
<td>36%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 30 to 110
### Chart 4.50 Prospect/customer information source difficulty

Please indicate the DEGREE OF DIFFICULTY (time, effort and expense required) for each of the information sources your organization is using to better understand your prospects and customers.

<table>
<thead>
<tr>
<th>Source</th>
<th>Very difficult</th>
<th>Somewhat difficult</th>
<th>Average difficulty</th>
<th>Somewhat easy</th>
<th>Very easy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media conversations</td>
<td>8%</td>
<td>18%</td>
<td>28%</td>
<td>36%</td>
<td>10%</td>
</tr>
<tr>
<td>Website activity</td>
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<td>15%</td>
<td>39%</td>
<td>3%</td>
<td>17%</td>
</tr>
<tr>
<td>Transaction data</td>
<td>8%</td>
<td>15%</td>
<td>35%</td>
<td>31%</td>
<td>12%</td>
</tr>
<tr>
<td>Demographic data</td>
<td>16%</td>
<td>30%</td>
<td>43%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Industry blogs, professional journals</td>
<td>20%</td>
<td>20%</td>
<td>43%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Reviews and rankings</td>
<td>3%</td>
<td>14%</td>
<td>36%</td>
<td>36%</td>
<td>11%</td>
</tr>
<tr>
<td>Focus groups/Customer surveys</td>
<td>11%</td>
<td>16%</td>
<td>41%</td>
<td>23%</td>
<td>9%</td>
</tr>
<tr>
<td>Brand performance analysis</td>
<td>8%</td>
<td>21%</td>
<td>38%</td>
<td>25%</td>
<td>8%</td>
</tr>
<tr>
<td>Customer service feedback</td>
<td>4%</td>
<td>10%</td>
<td>26%</td>
<td>37%</td>
<td>22%</td>
</tr>
<tr>
<td>Competitive benchmarking</td>
<td>15%</td>
<td>15%</td>
<td>36%</td>
<td>30%</td>
<td>3%</td>
</tr>
<tr>
<td>Third-party market research</td>
<td>9%</td>
<td>18%</td>
<td>29%</td>
<td>38%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 24 to 75
Chart 4.51 Prospect/customer information source difficulty

Please indicate the DEGREE OF DIFFICULTY (time, effort and expense required) for each of the information sources your organization is using to better understand your prospects and customers.

### Marketing agency or consultancy

<table>
<thead>
<tr>
<th>Source</th>
<th>Very difficult</th>
<th>Somewhat difficult</th>
<th>Average difficulty</th>
<th>Somewhat easy</th>
<th>Very easy</th>
</tr>
</thead>
<tbody>
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<td>Social media conversations</td>
<td>8%</td>
<td>18%</td>
<td>28%</td>
<td>36%</td>
<td>10%</td>
</tr>
<tr>
<td>Website activity</td>
<td>27%</td>
<td>15%</td>
<td>39%</td>
<td>3%</td>
<td>17%</td>
</tr>
<tr>
<td>Transaction data</td>
<td>8%</td>
<td>15%</td>
<td>35%</td>
<td>31%</td>
<td>12%</td>
</tr>
<tr>
<td>Demographic data</td>
<td>16%</td>
<td>30%</td>
<td>43%</td>
<td>43%</td>
<td>11%</td>
</tr>
<tr>
<td>Industry blogs, professional journals</td>
<td>20%</td>
<td>20%</td>
<td>43%</td>
<td>43%</td>
<td>17%</td>
</tr>
<tr>
<td>Reviews and rankings</td>
<td>3%</td>
<td>14%</td>
<td>36%</td>
<td>36%</td>
<td>11%</td>
</tr>
<tr>
<td>Focus groups/Customer surveys</td>
<td>11%</td>
<td>16%</td>
<td>41%</td>
<td>23%</td>
<td>9%</td>
</tr>
<tr>
<td>Brand performance analysis</td>
<td>8%</td>
<td>21%</td>
<td>38%</td>
<td>25%</td>
<td>8%</td>
</tr>
<tr>
<td>Customer service feedback</td>
<td>4%</td>
<td>10%</td>
<td>26%</td>
<td>37%</td>
<td>22%</td>
</tr>
<tr>
<td>Competitive benchmarking</td>
<td>15%</td>
<td>15%</td>
<td>36%</td>
<td>30%</td>
<td>3%</td>
</tr>
<tr>
<td>Third-party market research</td>
<td>9%</td>
<td>18%</td>
<td>29%</td>
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<td>6%</td>
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</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 29 to 141
Chart 4.52 Prospect/customer information source difficulty

Please indicate the DEGREE OF DIFFICULTY (time, effort and expense required) for each of the information sources your organization is using to better understand your prospects and customers.

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Very Difficult</th>
<th>Somewhat Difficult</th>
<th>Average Difficulty</th>
<th>Somewhat Easy</th>
<th>Very Easy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media conversations</td>
<td>5%</td>
<td>18%</td>
<td>34%</td>
<td>31%</td>
<td>12%</td>
</tr>
<tr>
<td>Website activity</td>
<td>36%</td>
<td>15%</td>
<td>31%</td>
<td>1%</td>
<td>17%</td>
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<tr>
<td>Transaction data</td>
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<td>20%</td>
<td>29%</td>
<td>32%</td>
<td>15%</td>
</tr>
<tr>
<td>Demographic data</td>
<td>3%</td>
<td>17%</td>
<td>33%</td>
<td>35%</td>
<td>13%</td>
</tr>
<tr>
<td>Industry blogs, professional journals</td>
<td>12%</td>
<td>37%</td>
<td>33%</td>
<td>41%</td>
<td>17%</td>
</tr>
<tr>
<td>Reviews and rankings</td>
<td>1%</td>
<td>17%</td>
<td>30%</td>
<td>41%</td>
<td>8%</td>
</tr>
<tr>
<td>Focus groups/Customer surveys</td>
<td>7%</td>
<td>25%</td>
<td>27%</td>
<td>31%</td>
<td>9%</td>
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<td>23%</td>
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<td>20%</td>
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<tr>
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<td>20%</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Third-party market research</td>
<td>7%</td>
<td>14%</td>
<td>40%</td>
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<td>9%</td>
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</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 29 to 191
Chart 4.53 Prospect/customer information source difficulty

Please indicate the DEGREE OF DIFFICULTY (time, effort and expense required) for each of the information sources your organization is using to better understand your prospects and customers.

Organizations over 100 employees

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Very difficult</th>
<th>Somewhat difficult</th>
<th>Average difficulty</th>
<th>Somewhat easy</th>
<th>Very easy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media conversations</td>
<td>11%</td>
<td>18%</td>
<td>28%</td>
<td>36%</td>
<td>7%</td>
</tr>
<tr>
<td>Website activity</td>
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<td>11%</td>
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<td>20%</td>
<td>33%</td>
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<td>13%</td>
<td>37%</td>
<td>43%</td>
<td>5%</td>
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<tr>
<td>Industry blogs, professional journals</td>
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<tr>
<td>Reviews and rankings</td>
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<td>18%</td>
<td>9%</td>
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<td>24%</td>
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<td>17%</td>
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<tr>
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<td>23%</td>
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<td>2%</td>
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<tr>
<td>Third-party market research</td>
<td>10%</td>
<td>24%</td>
<td>27%</td>
<td>33%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 58 to 150
How does your organization typically select a marketing channel or mix? Select all that apply.

<table>
<thead>
<tr>
<th>Selection Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look at leads generated by channel</td>
<td>42%</td>
</tr>
<tr>
<td>Research target audience</td>
<td>40%</td>
</tr>
<tr>
<td>Get input from Sales</td>
<td>35%</td>
</tr>
<tr>
<td>Evaluate ROI by channel</td>
<td>34%</td>
</tr>
<tr>
<td>Seek to minimize cost-per-contact</td>
<td>32%</td>
</tr>
<tr>
<td>Determine the number of people to reach</td>
<td>29%</td>
</tr>
<tr>
<td>Decide between brand awareness or direct response</td>
<td>26%</td>
</tr>
<tr>
<td>Look at closed sales by channel</td>
<td>25%</td>
</tr>
<tr>
<td>Determine frequency of contact</td>
<td>23%</td>
</tr>
<tr>
<td>Ensure channel tracking capabilities</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 746
Chart 4.55 Marketer involvement in analytics budgeting

Are you involved in planning or tracking marketing analytics budgets?

- **YES**: 62%
- **NO**: 38%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 743
Chart 4.56 Anticipated analytics investment levels

Is your investment in marketing analytics expected to increase, decrease or remain the same in 2013?

- Decrease: 4%
- Same: 43%
- Increase: 53%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 442
Chart 4.57 Anticipated analytics investment levels

Is your investment in marketing analytics expected to increase, decrease or remain the same in 2013?

We sell to both businesses and consumers

- Increase: 47%
- Remain the same: 46%
- Decrease: 7%

We sell primarily to other businesses (B2B or B2G)

- Increase: 50%
- Remain the same: 47%
- Decrease: 3%

We sell primarily to consumers (B2C)

- Increase: 52%
- Remain the same: 44%
- Decrease: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 320
In which areas are you planning additional investments? Please select all that apply.

- Purchase of analytics tools/platforms/software: 59%
- Training: 48%
- Data integration with other applications: 46%
- Staffing of in-house personnel/analysts: 37%
- Hiring of external analysts/consultants: 27%
- Other: 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 233
Chart 4.59 Determining factors for analytics investment

Which of these factors MOST influence your organization's investment in marketing analytics? Please select the most important factors.

- Need for deeper intelligence on customer segments: 42%
- Availability of better analytics tools and processes: 38%
- Pressure to justify spend and deliver quantifiable performance: 35%
- Demand by Sales for more qualified leads: 35%
- Push for better funnel visibility: 32%
- Need for multichannel integration and analysis: 31%
- Ability to derive insights from first-party data: 26%
- Availability of better marketing automation technologies: 24%
- Availability of actionable third-party data: 12%
- Other: 4%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 226
Marketing Analytics Benchmark Report

METHODOLOGY
MarketingSherpa Research Methodology

MarketingSherpa fielded the 2013 Marketing Analytics Benchmark Survey from November 5-19, 2012. The query took the form of an online survey, to which there were 1,260 qualified complete and partial responses from marketing and business professionals on six continents, including North America, Europe, Asia/Pacific, Australia, South/Central America and Africa.

The charts found within this Benchmark Report were selected for publication based on a combination of helpfulness of information to the marketer, and scientific validity. The number of responses, denoted on each chart with “N=”, and differentiation levels between respondent groups were both taken into account when determining the validity of charts.

Helpful insights may still be gleaned from highly differentiated but small response groups. However, each marketer should use their own judgment when interpreting charts with a low number of responses.

To ensure quality and relevance, submissions from respondents who indicated they were not engaged in marketing were excluded. On many dimensions, agency data was also broken out separately, to facilitate separate and comparative enquiries where natural differences exist. As such, the number of included responses is reported at the individual question level.
MarketingSherpa Research Methodology

The sampling method used is an incentivized non-probability voluntary sample composed of MarketingSherpa and MarketingExperiments registered subscribers having expressed the willingness (via opt-in) to receive research-related and commercial email messages from MECLABS Institute, and those responding to invitations promoted through the Facebook, LinkedIn and Twitter social media platforms.

The incentive for participating in the survey was a complimentary MarketingSherpa Special Report, *Evaluating Website Optimization*, which was made available for download upon completion of the survey.

To request further information about the design or conduct of this survey-based study, please contact MarketingSherpa’s Director of Research at research@marketingsherpa.com.
Marketing Analytics Benchmark Report

DEMOGRAPHICS
Geographical Distribution of Respondents

- **68%** North America
- **16%** Europe
- **8%** Asia
- **1%** Africa
- **2%** South America
- **5%** Australia
Distribution of respondents by industry

Which best describes the type of organization you work for?

- Government and Military: 1%
- Travel or Hospitality: 2%
- Healthcare: 3%
- Technology Equipment or Hardware: 4%
- Media or Publishing (online or offline): 6%
- Manufacturing or Packaged Goods: 6%
- Non-profit and Education: 8%
- Other: 8%
- Professional or Financial Services: 10%
- Retail or E-commerce: 11%
- Software or Software as a Service (SaaS): 13%
- Marketing Agency or Consultancy: 27%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 1,131
Distribution of respondents by customer type

Which best describes your organization's primary sales channel?

- **B2C** 26%
- **B2C & B2B** 25%
- **B2B or B2G** 46%
- **N/A or don’t know** 3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 827
Distribution of respondents by company size

Please select the approximate number of employees in your organization?

- 10 to 99: 27%
- 100 to 999: 26%
- 2 to 10: 18%
- More than 5,000: 11%
- 1,000 to 5,000: 9%
- I am self employed (1 employee): 8%
- Not applicable or don’t know: 1%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 682
Distribution of respondents by organizational role

Which best describes your role and marketing decision-making authority in the organization you work for?

Manager with intermediate authority: 45%
CMO/Executive with final authority: 37%
Non-manager with limited authority: 13%
Not involved in marketing: 5%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 1,131
About MarketingSherpa LLC

MarketingSherpa is a primary research facility, wholly-owned by MECLABS, dedicated to determining what works in marketing via exclusive case studies, surveys, and results data analysis. Then we publish what we learn so our community of marketers and weekly readers can improve their results and train their teams.

Praised by The Economist, Harvard Business School's Working Knowledge Site and Entrepreneur.com, MarketingSherpa is distinguished by offering practical, results-based marketing information researched and written by a staff of in-house reporters.

MarketingSherpa features:

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- **Summits**: 3 annual vendor-neutral, research-based marketing events

About MECLABS

MECLABS is a science lab that uses real-world research and training to help business leaders get better use out of sales and marketing technology and resources, including Internet marketing, website optimization, and lead management. We have been involved in direct research partnerships with companies throughout Europe and North America since 2001.

MECLABS deploys a rigorous methodology to conduct research. This research is compiled from:

- More than **10 years** of research partnership with our clients
- **1,300** experiments
- Over **1 billion** emails
- **10,000** landing pages tested
- **5 million** telephone calls
- **500,000** decision maker conversations

MECLABS has consulted with companies like CISCO, Johnson & Johnson, The New York Times, 1-800-FLOWERS, and NetSuite to optimize sales and marketing processes and achieve triple-digit ROI gains.

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