

# CMO Survey Results

## Overview:

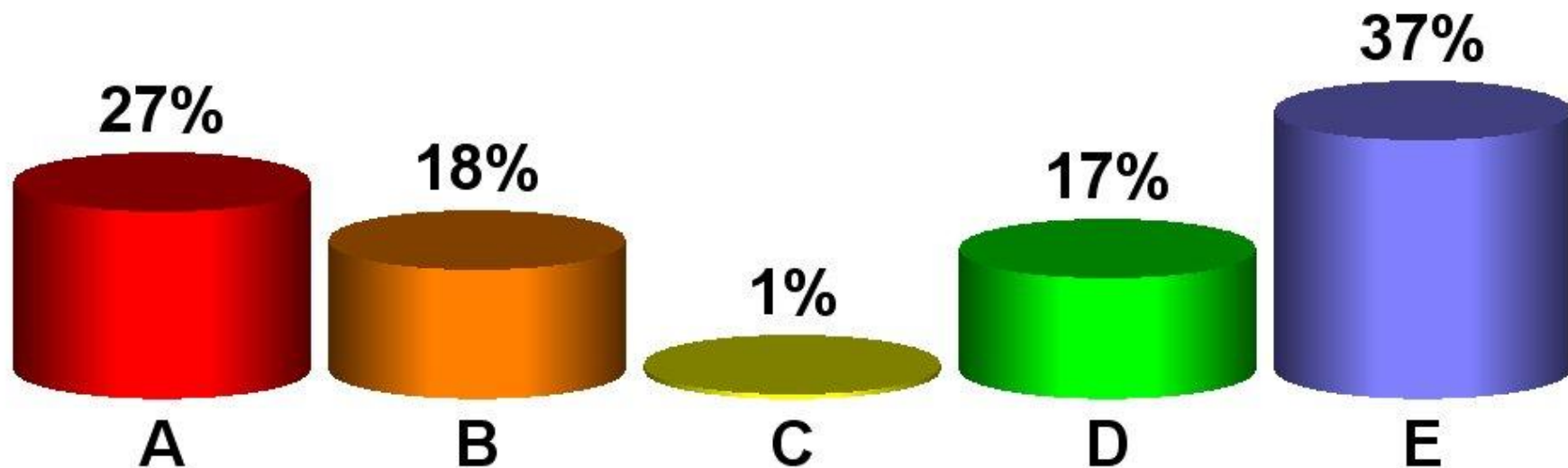
Aprimo and the Argyle Executive Forum polled more than 100 chief marketing officers during the 2010 CMO Spotlight Forum: Retail and Consumer Goods & Services on April 29, 2010 in New York.

The goal of this brief survey was to find out what issues and challenges leading marketers are faced with in today's new marketing landscape and how everything from the multitude of growing social media channels to achieving accountability affects the way marketers adapt to meet rising challenges.

**Results of the instant poll follow:**

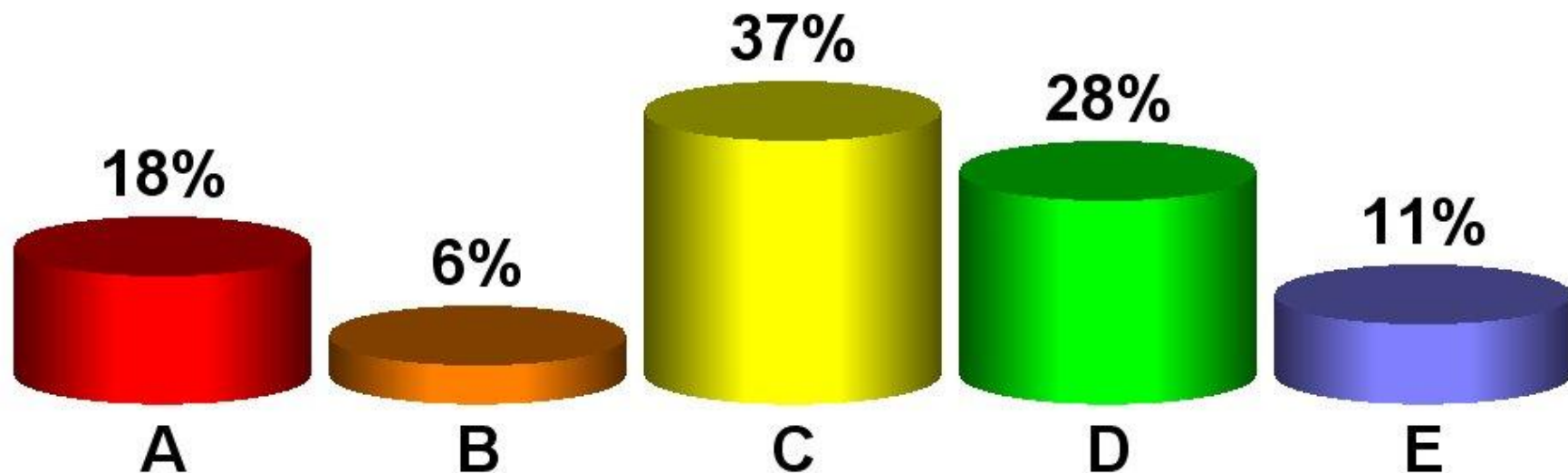
What is driving the highest degree of change to your marketing strategies?

- A. Increased requirement for ROI/accountability.
- B. Drive to digital marketing?
- C. Streamlining internal operations?
- D. Integrating channels?
- E. Creating more compelling customer/prospect experiences?



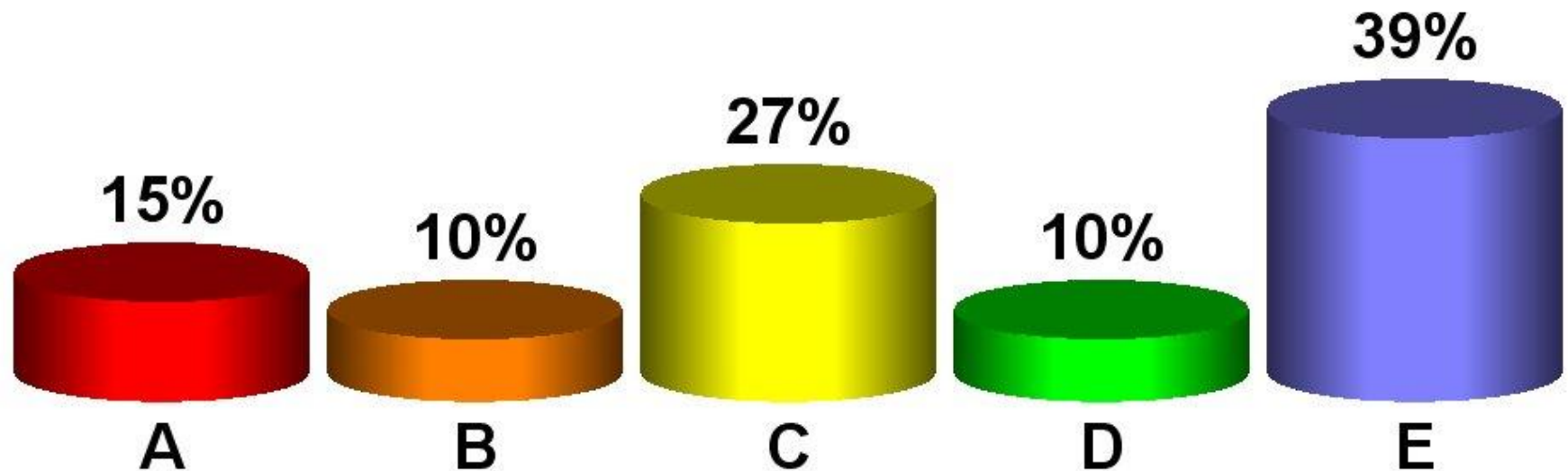
## What is the CMO's biggest challenge today?

- A. Accountability/Measurement
- B. Keeping up with social media
- C. Integrating and tracking multiple channels
- D. Doing more with less
- E. Being able to control messages in light of social media



## What is most broken in marketing?

- A. Too many silos
- B. Perceived lack of value from Marketing
- C. Lack of marketing channel integration
- D. Channel consistency in messaging
- E. Correlating marketing activities to revenues



# Data From Each Question

		Pct	Raw	Total
1.	2.			
	<b>What is driving the highest degree of change to your marketing strategies?</b>			
	A. Increased requirement for ROI/accountability.	27%	26	
	B. Drive to digital marketing?	18%	18	
	C. Streamlining internal operations?	1%	1	
	D. Integrating channels?	17%	17	
	E. Creating more compelling customer/prospect experiences?	37%	36	98
2.	3.			
	<b>What is the CMO's biggest challenge today?</b>			
	A. Accountability/Measurement	18%	19	
	B. Keeping up with social media	6%	6	
	C. Integrating and tracking multiple channels	37%	39	
	D. Doing more with less	28%	30	
	E. Being able to control messages in light of social media	11%	12	106
3.	4.			
	<b>What is most broken in marketing?</b>			
	A. Too many silos	15%	16	
	B. Perceived lack of value from Marketing	10%	10	
	C. Lack of marketing channel integration	27%	28	
	D. Channel consistency in messaging	10%	10	
	E. Correlating marketing activities to revenues	39%	41	105

# How You Can Provide Input

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To address the latest trends and challenges in marketing today, Aprimo has created "[The Imperatives of the Marketing Revolution](#)," a free, interactive marketing white paper series designed to explore how marketers can navigate the changing role of marketing and provide a holistic view of best practices for marketers leading this revolution. Aprimo welcomes and encourages input from fellow thought leaders in the marketing industry at [www.aprimo.com/revolution](http://www.aprimo.com/revolution).