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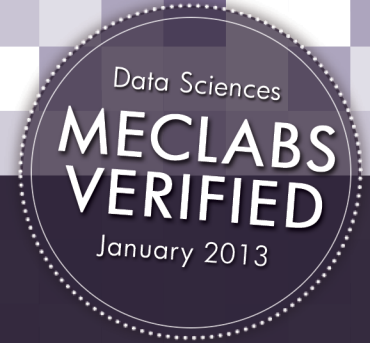
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BENCHMARK REPORT

2013 MARKETING ANALYTICS

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

2013 Analytics Benchmark Report

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:
  - Social media marketing
  - Email marketing
  - SEO marketing
  - PPC marketing
  - Display advertising
  - Video marketing
  - 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

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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).

However, if you would like to use more than five charts, please request written permission from the publisher at research@meclabs.com or (877) 895-1717. Outside the US and Canada please call (401) 383-3131.

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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.

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STRONGVIEW

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.

Still have questions? Learn more by downloading our latest Success Guide, "A Practical Guide to Modern Marketing Analytics" at www.strongview.com/modernanalytics.

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A Stronger View of Marketing
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Economic value of conversions

Do you quantify the economic value of these conversions?

CHAPTER 3: THE MEDIUM

Marketing metrics tracking

Which of the following metrics does your organization ROUTINELY track?

Social media marketing metrics tracking

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

Social media marketing metrics

Please enter your best estimate for the following

Social marketing analytics tools satisfaction

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

Email marketing metrics tracking

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

Email marketing metrics

Please enter your best estimate for the following

Email marketing analytics tools satisfaction

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

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SEO marketing metrics tracking

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

Search engine optimization marketing metrics

Please enter your best estimate for the following

SEO marketing analytics tools satisfaction

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

PPC marketing metrics tracking

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

PPC marketing metrics

Please enter your best estimate for the following

PPC marketing analytics tools satisfaction

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

Display advertising metrics tracking

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

Display advertising metrics

Please enter your best estimate for the following

Display advertising analytics tools satisfaction

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

Video marketing metrics tracking

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

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Marketing channel selection

How does your organization typically select a marketing channel or mix? Select all that apply.

Marketer involvement in analytics budgeting

Are you involved in planning or tracking marketing analytics budgets?

Anticipated analytics investment levels

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

Areas of additional investment

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

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Marketing Analytics Benchmark Report

EXECUTIVE SUMMARY

Data Sciences
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January 2013

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2013 Marketing Analytics Benchmark Report

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

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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%**
Dont know/ Not applicable	**1%**

TAKEAWAY #1

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 682

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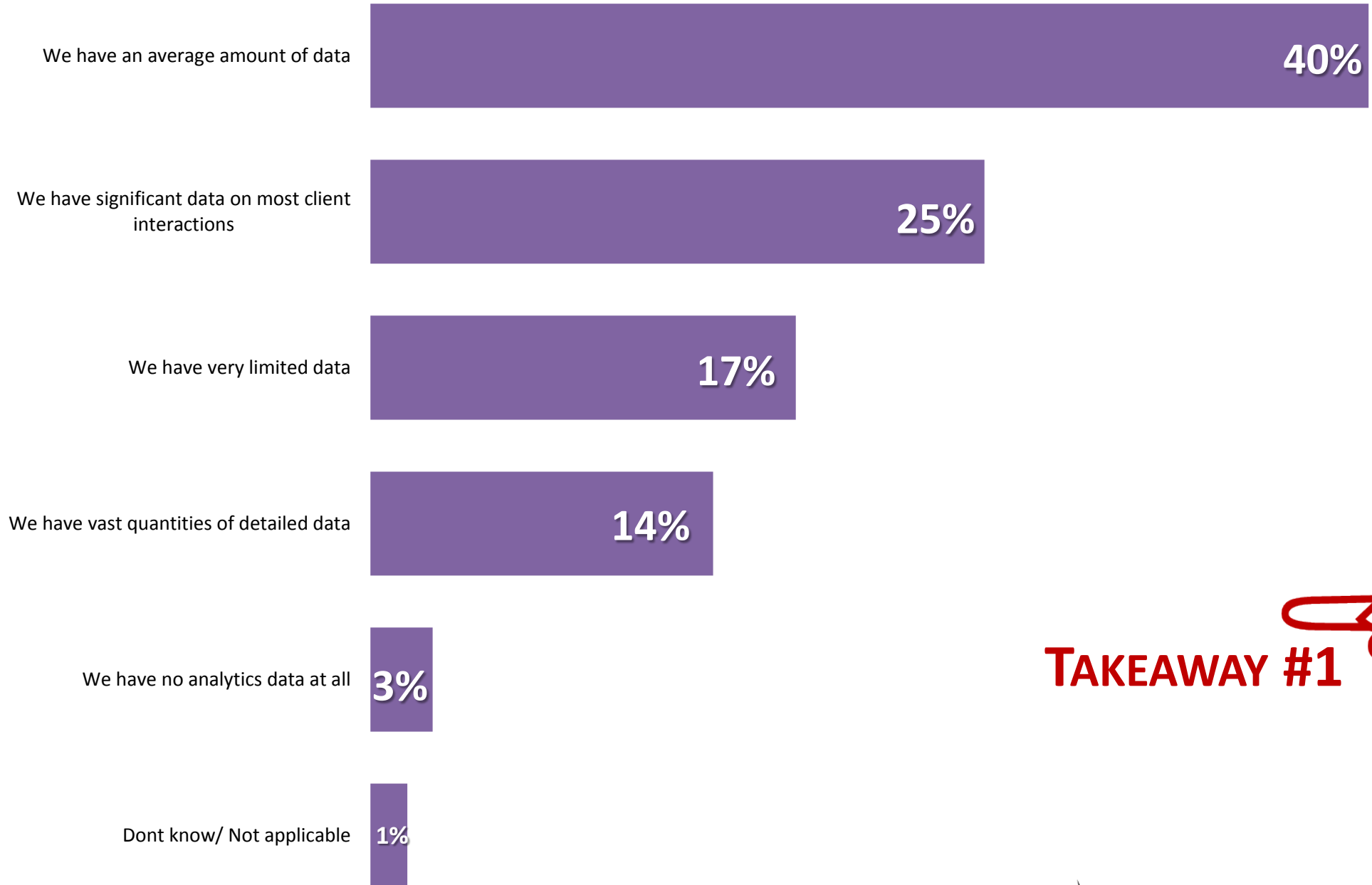
...But aren't always capitalizing on it...

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%**

TAKEAWAY #2

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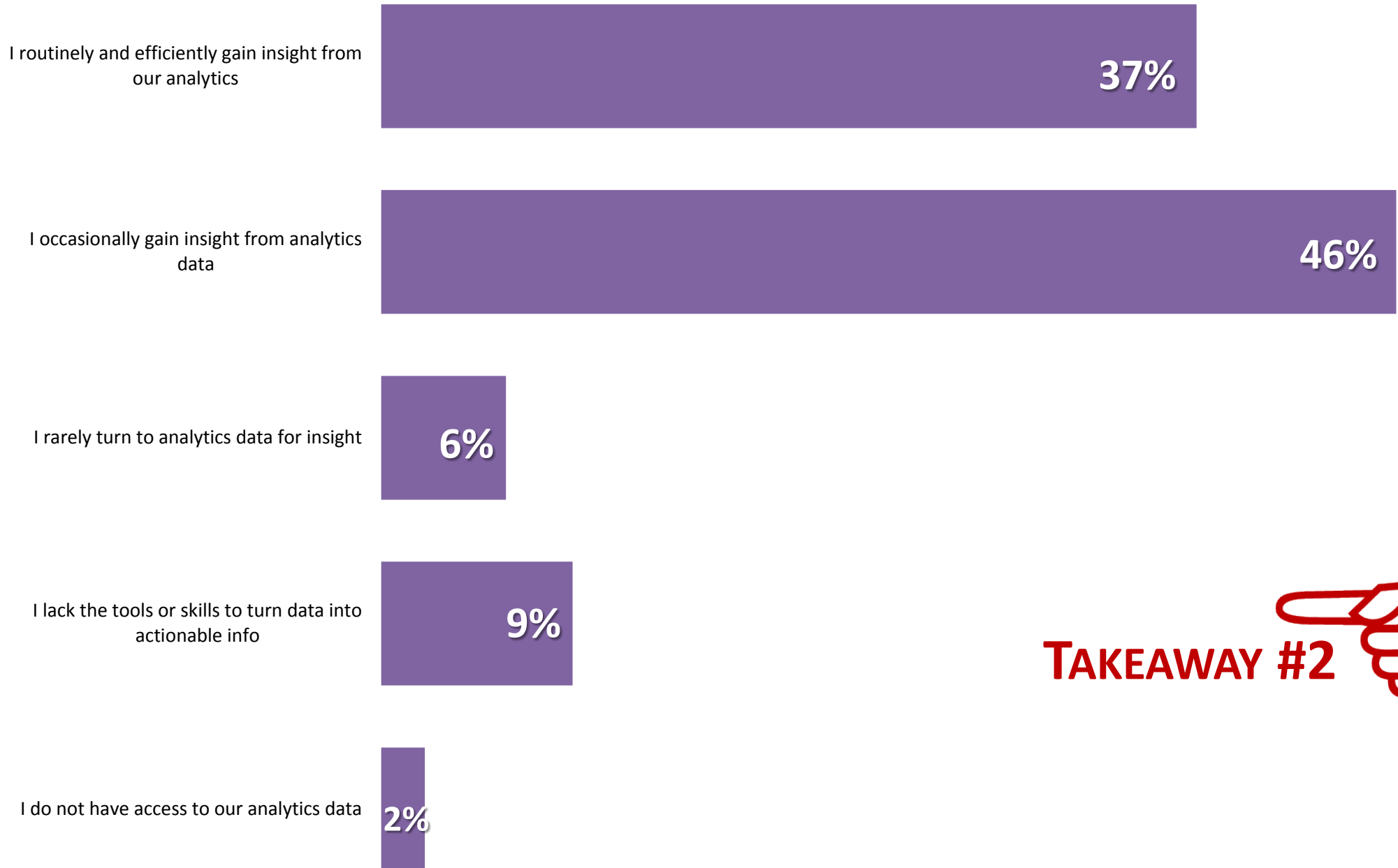
Perhaps due to lack of resources and time

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

Challenge	Percentage
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%

TAKEAWAY #3

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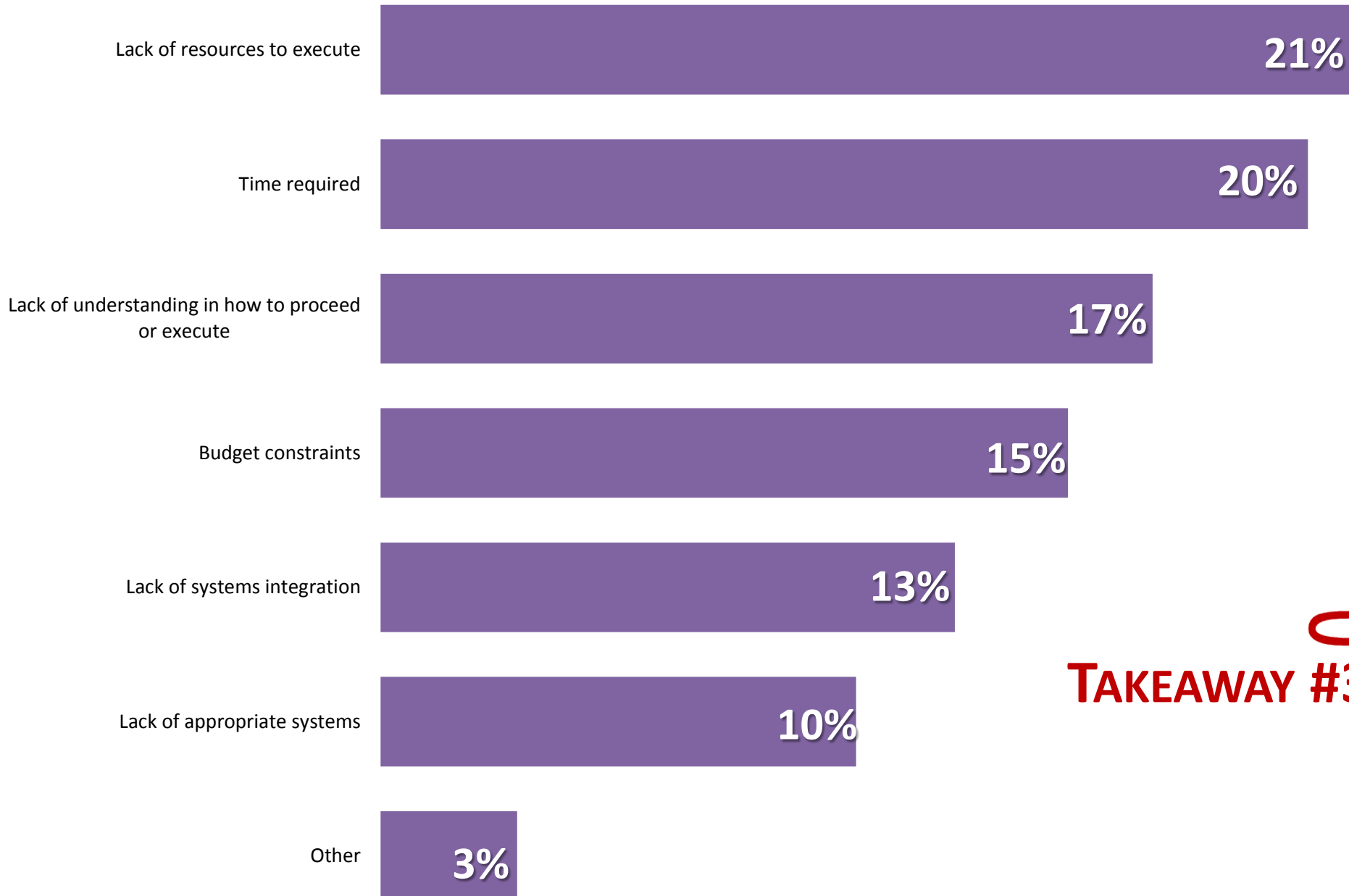
Marketers focus more on generating reports than gathering insights

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

Category	Percentage
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%

TAKEAWAY #4

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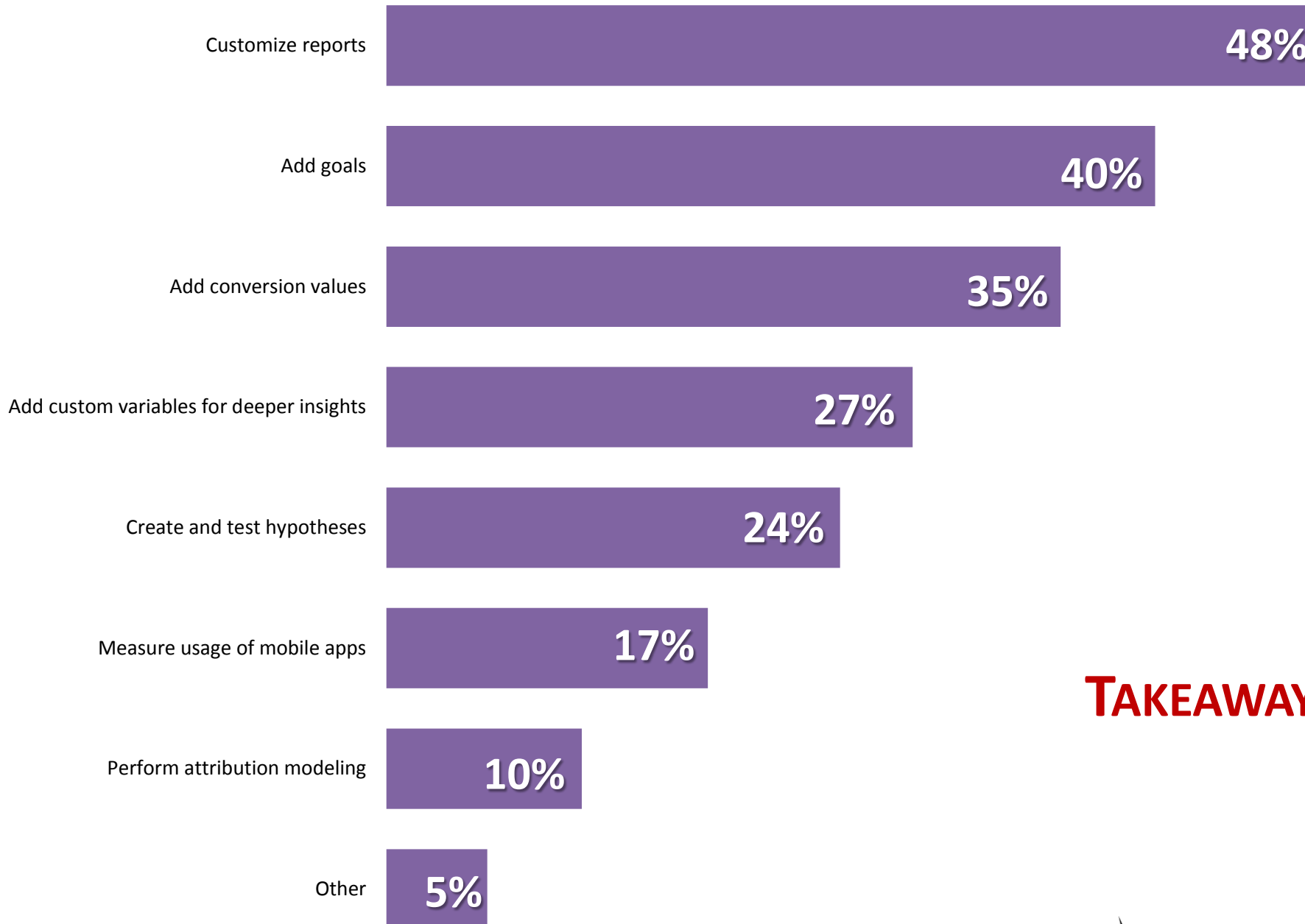
More marketers routinely track engagement-based metrics than revenue based metrics

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

Metric	Percentage
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%

TAKEAWAY #5

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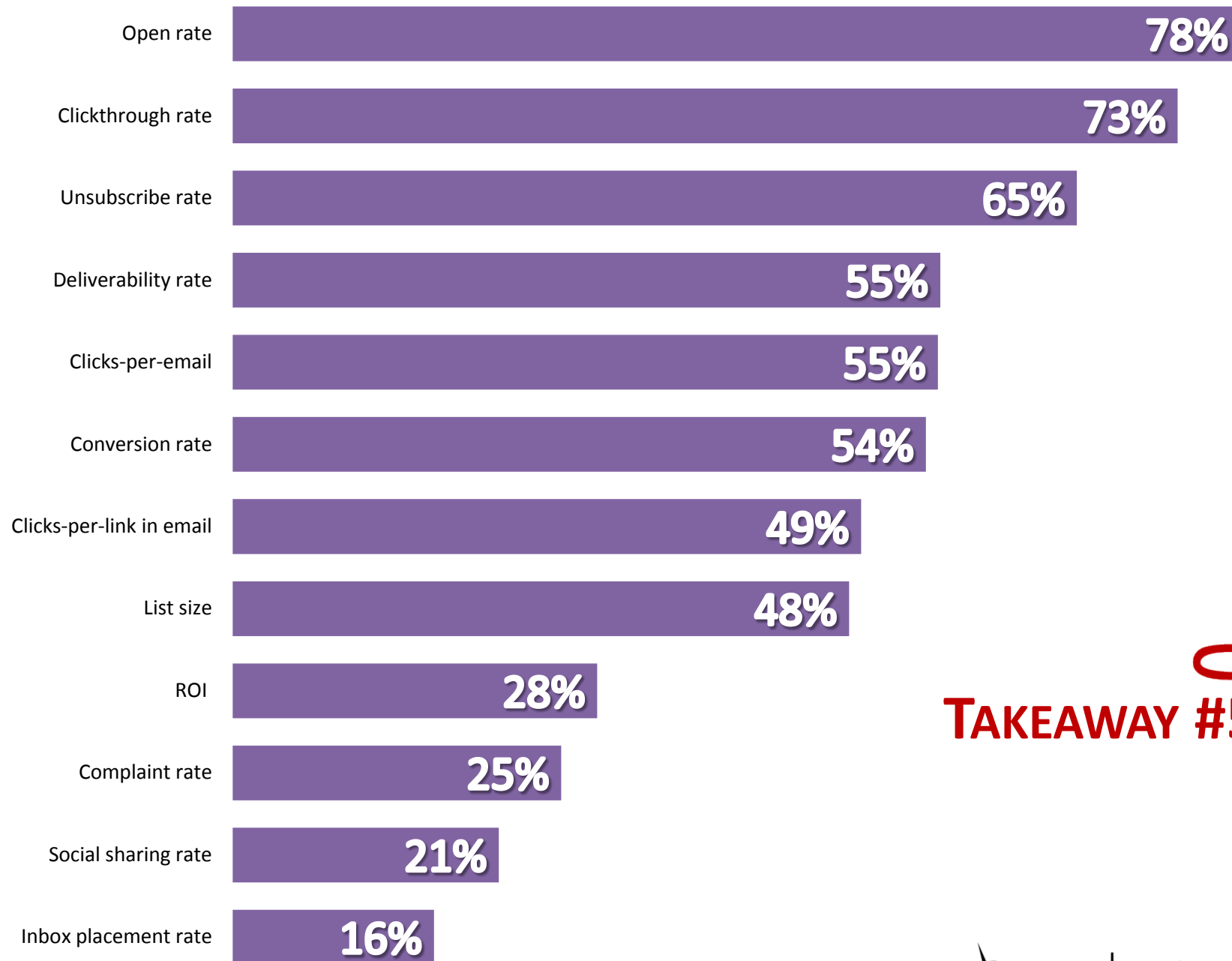
Regulatory barriers are of little concern to the vast majority of marketers

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

Objective	Percentage
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%**

TAKEAWAY #6

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 273

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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?

Decrease 4%

Same 43%

Increase 53%
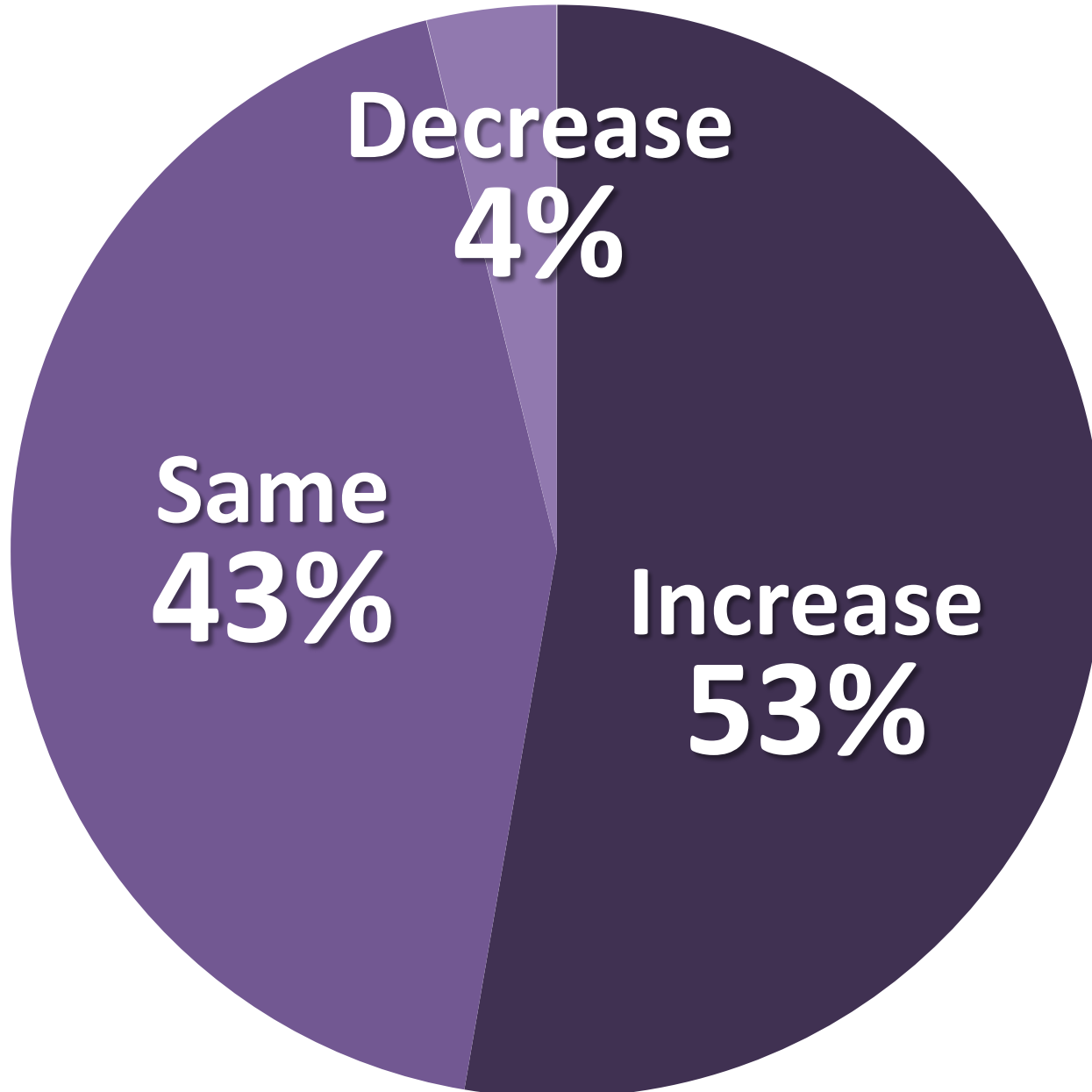
TAKEAWAY #7

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Marketing Analytics Benchmark Report

CHAPTER 1
THE MARKET

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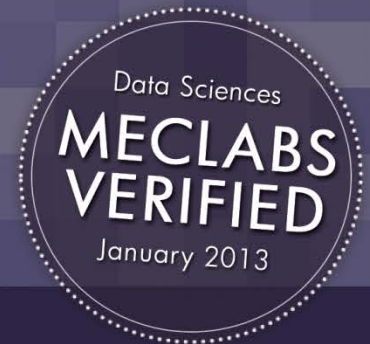
The Market: Points to consider

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.

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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.

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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).

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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."

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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).

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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?

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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.

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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."

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Chart 1.1 Analytics data collected

How much analytics data does your organization collect?

Category	Percentage
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%
Dont know/ Not applicable	1%

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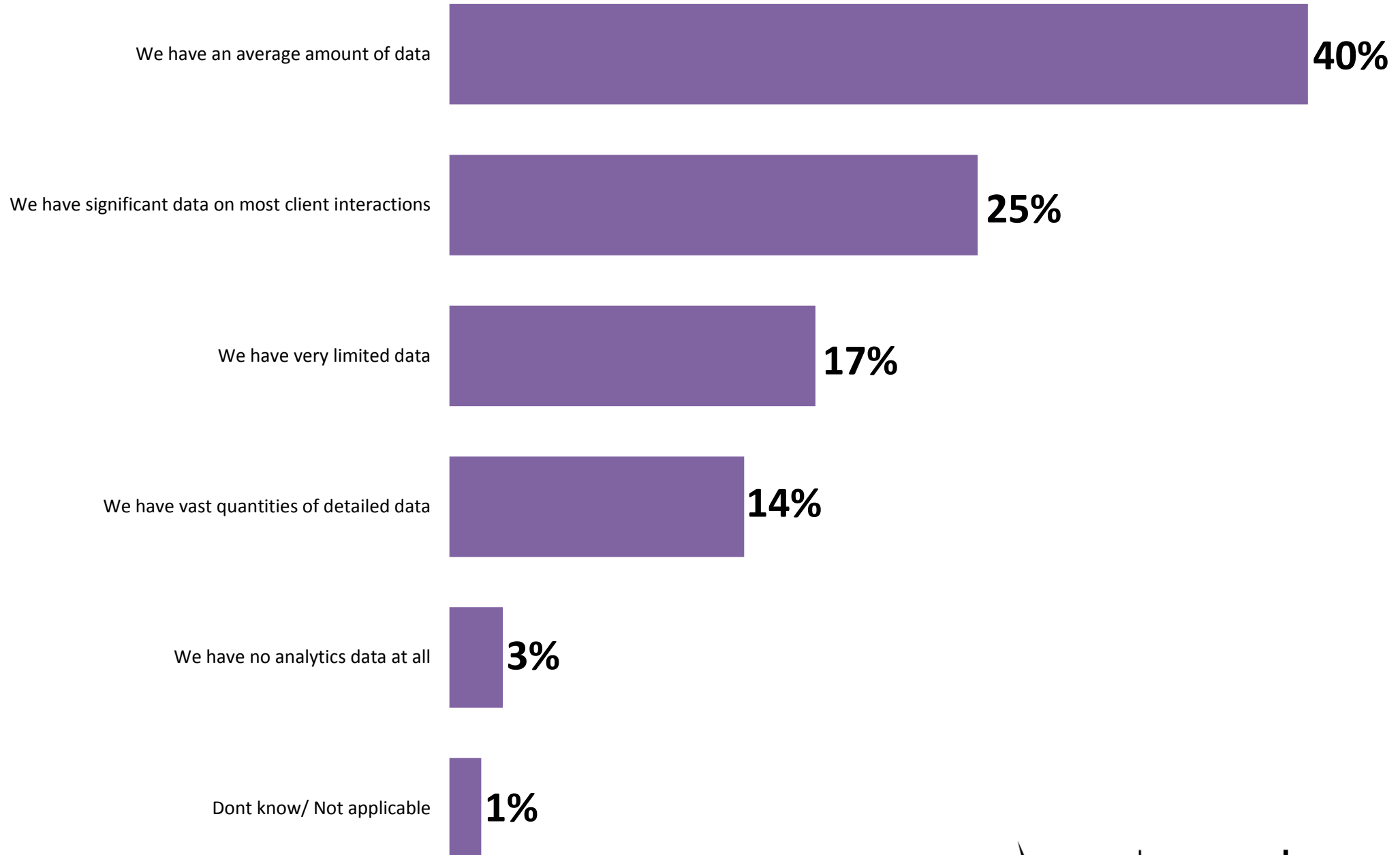
Chart 1.2 Analytics data collected

How much analytics data does your organization collect?

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

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Chart 1.3 Analytics tool usage

Which analytics tools does your organization use?

Tool	Percentage
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

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Chart 1.4 Analytics tool usage (part 1 of 2)

Which analytics tools does your organization use?

	Web (clickstream) analytics tools	Email marketing analytics software	SEO management tools	Social media monitoring tools	PPC bid management tools	CRM systems
We sell to both businesses and consumers	19%	15%	10%	11%	8%	9%
B2B or B2G	32%	25%	19%	17%	13%	27%
B2C	20%	15%	11%	11%	10%	9%

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

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Chart 1.4 Analytics tool usage (part 2 of 2)

Which analytics tools does your organization use?

	Offline call management and tracking systems	Web-integrated call management and tracking systems	Marketing automation software	Live chat tracking tools	Competitive intelligence tools	Attribution management software
We sell to both businesses and consumers	4%	4%	4%	2%	3%	1%
B2B or B2G	5%	5%	15%		3%	4% 0%
B2C	5%	4%	4%	3%	3%	1%

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

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Chart 1.5 Analytics tool usage

Which analytics tools does your organization use?

Tool	Percentage
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%

Manufacturing or Packaged Goods

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Chart 1.6 Analytics tool usage

Which analytics tools does your organization use?

Tool	Percentage
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%

Media or Publishing
online or offline

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Chart 1.7 Analytics tool usage

Which analytics tools does your organization use?

Tool	Usage
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%

Software or Software as a Service

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Chart 1.8 Analytics tool usage

Which analytics tools does your organization use?

Tool	Percentage
Web (clickstream) analytics tools	54%
Social media monitoring tools	28%
Offline call management and tracking systems	8%
CRM systems	62%
PPC bid management tools	13%
Email marketing analytics software	44%
SEO management tools	51%
Marketing automation software	31%
Web-integrated call management and tracking systems	10%
Attribution management software	3%
Live chat tracking tools	10%
Competitive intelligence tools	8%

Technology Equipment or Hardware

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Chart 1.9 Analytics tool usage

Which analytics tools does your organization use?

Tool	Percentage
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%

Marketing Agency or Consultancy

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Chart 1.10 Analytics tool usage

Which analytics tools does your organization use?

Tool	Percentage
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%

Non-Profit and Education

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Chart 1.11 Analytics tool usage

Which analytics tools does your organization use?

Tool	Percentage
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%

Retail or E-commerce

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Chart 1.12 Analytics tool usage

Which analytics tools does your organization use?

Tool	Percentage
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

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Chart 1.13 Analytics tool usage (part 1 of 2)

Which analytics tools does your organization use?

	Web (clickstream) analytics tools	Email marketing analytics software	CRM systems	SEO management tools	Social media monitoring tools	PPC bid management tools
I am self employed (1 employee)	5%	3%	1%	3%	3%	1%
2 to 10	12%	6%	5%	7%	6%	4%
10 to 99	19%	14%	13%	10%	10%	8%
100 to 999	18%	18%	13%	11%	11%	10%
1,000 to 5,000	8%	6%	5%	4%	4%	4%
More than 5,000	7%	7%	6%	5%	5%	4%

■ Web (clickstream) analytics tools ■ Email marketing analytics software ■ CRM systems
■ SEO management tools ■ Social media monitoring tools ■ PPC bid management tools

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Chart 1.13 Analytics tool usage (part 2 of 2)

Which analytics tools does your organization use?

	Marketing automation software	Offline call management and tracking systems	Competitive intelligence tools	Web-integrated call management and tracking systems	Live chat tracking tools	Attribution management software
I am self employed (1 employee)	1%	0%	1%	0%	0%	0%
2 to 10	3%	1%	1%	1%	1%	0%
10 to 99	6%	4%	2%	4%	3%	1%
100 to 999	7%	5%	2%	4%	2%	1%
1,000 to 5,000	2%	2%	1%	1%	1%	0%
More than 5,000	3%	2%	2%	2%	2%	1%

■ Marketing automation software   ■ Offline call management and tracking systems

■ Competitive intelligence tools   ■ Web-integrated call management and tracking systems

■ Live chat tracking tools   ■ Attribution management software

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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%**

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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% | 47% | 6% | 8% | 3% |

We sell primarily to other businesses (B2B or B2G)

| 31% | 50% | 6% | 11% | 2% |

We sell primarily to consumers (B2C)

| 34% | 46% | 5% | 11% | 2% |

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

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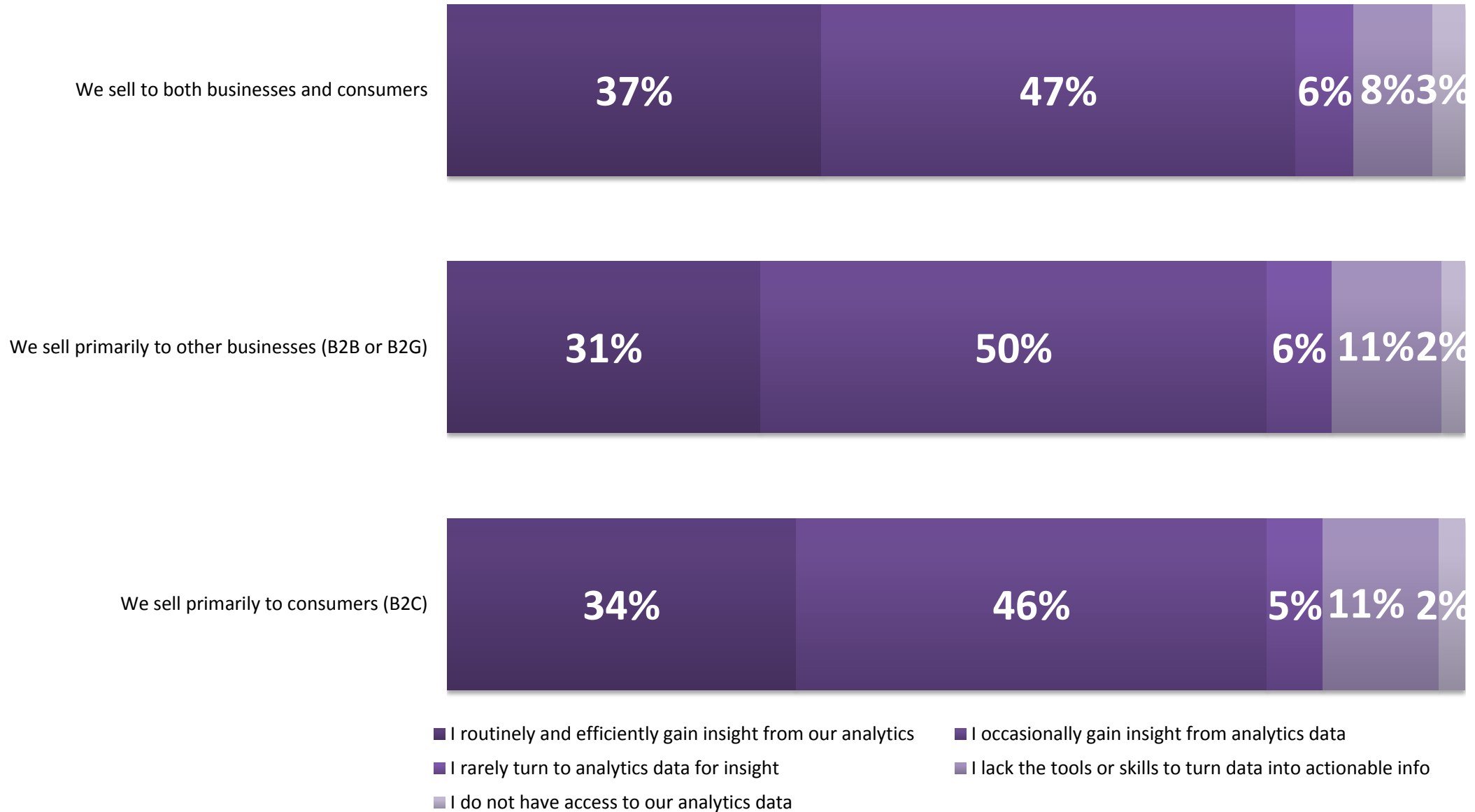
Chart 1.16 Leveraging analytics to gain marketing insights

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

	We have vast quantities of detailed data	We have significant data on most client interactions	We have an average amount of data	We have very limited data	We have no analytics data at all
I routinely and efficiently gain insight from our analytics	25%	36%	33%	0%	6%
I occasionally gain insight from analytics data	8%	24%	51%	17%	0%
I rarely turn to analytics data for insight	7%	7%	45%	37%	5%
I lack the tools or skills to turn data into actionable info	3%	6%	27%	50%	14%
I do not have access to our analytics data	20%	10%	10%	40%	20%

■ We have vast quantities of detailed data   ■ We have significant data on most client interactions

■ We have an average amount of data   ■ We have very limited data

■ We have no analytics data at all

50

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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%**

Manufacturing or Packaged Goods

51

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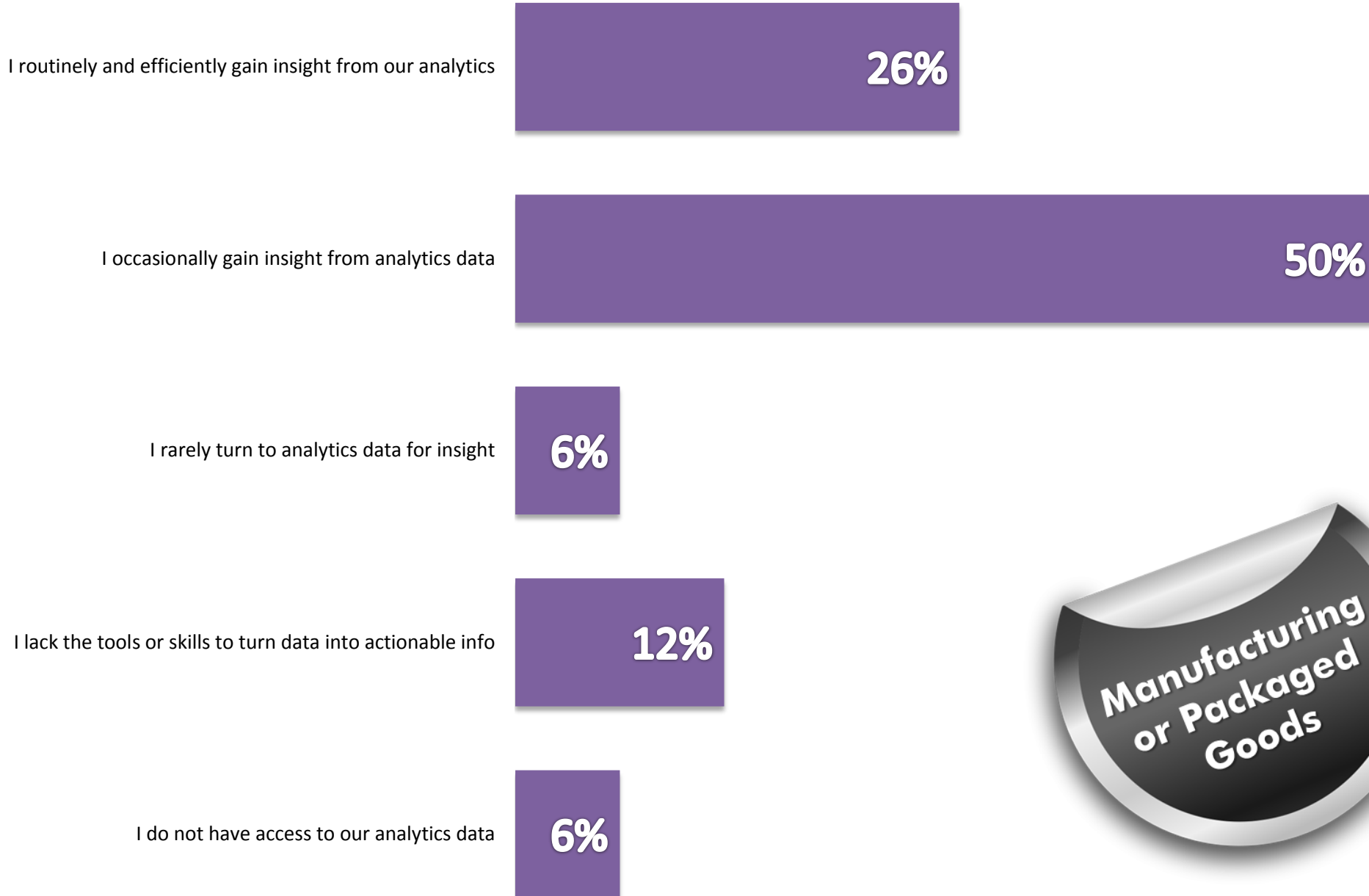
Chart 1.18 Leveraging analytics to gain marketing insights

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%**

Media or Publishing online or offline

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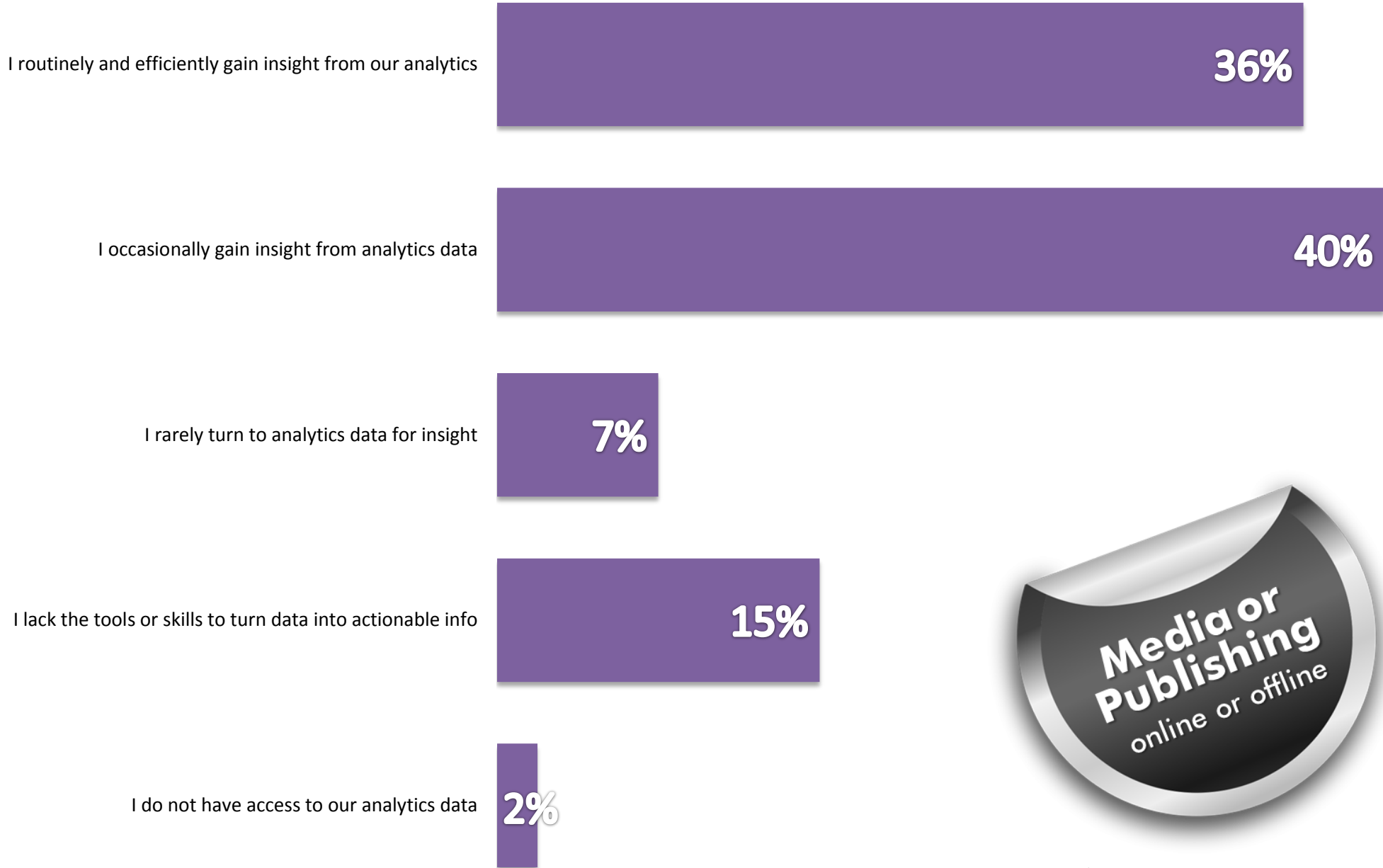
Chart 1.19 Leveraging analytics to gain marketing insights

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

I routinely and efficiently gain insight from our analytics **35%**

I occasionally gain insight from analytics data **49%**

I rarely turn to analytics data for insight **6%**

I lack the tools or skills to turn data into actionable info **7%**

I do not have access to our analytics data **2%**

Software or Software as a Service

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 140

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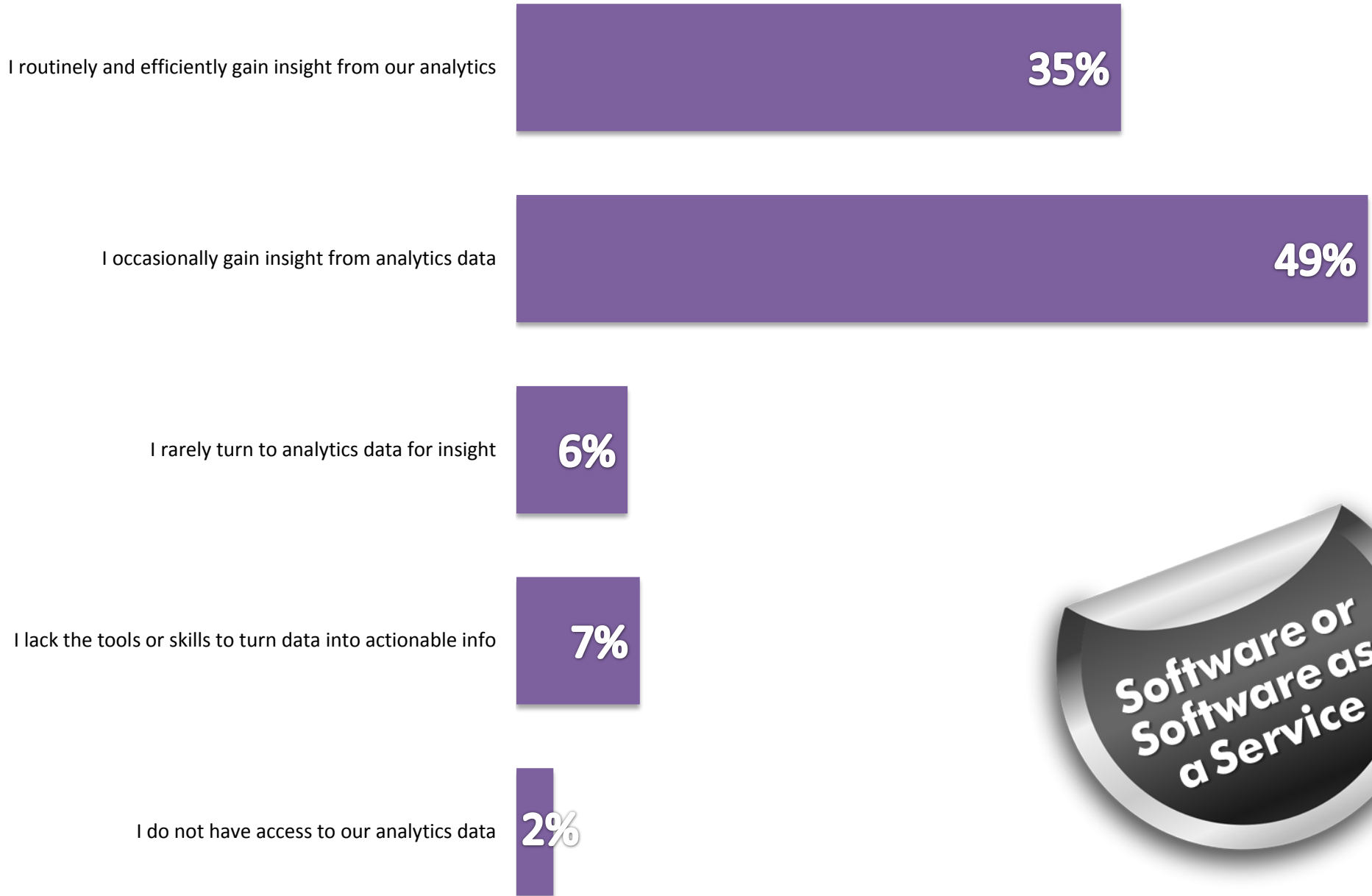
Chart 1.20 Leveraging analytics to gain marketing insights

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

Response	Percentage
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%

Marketing Agency or Consultancy

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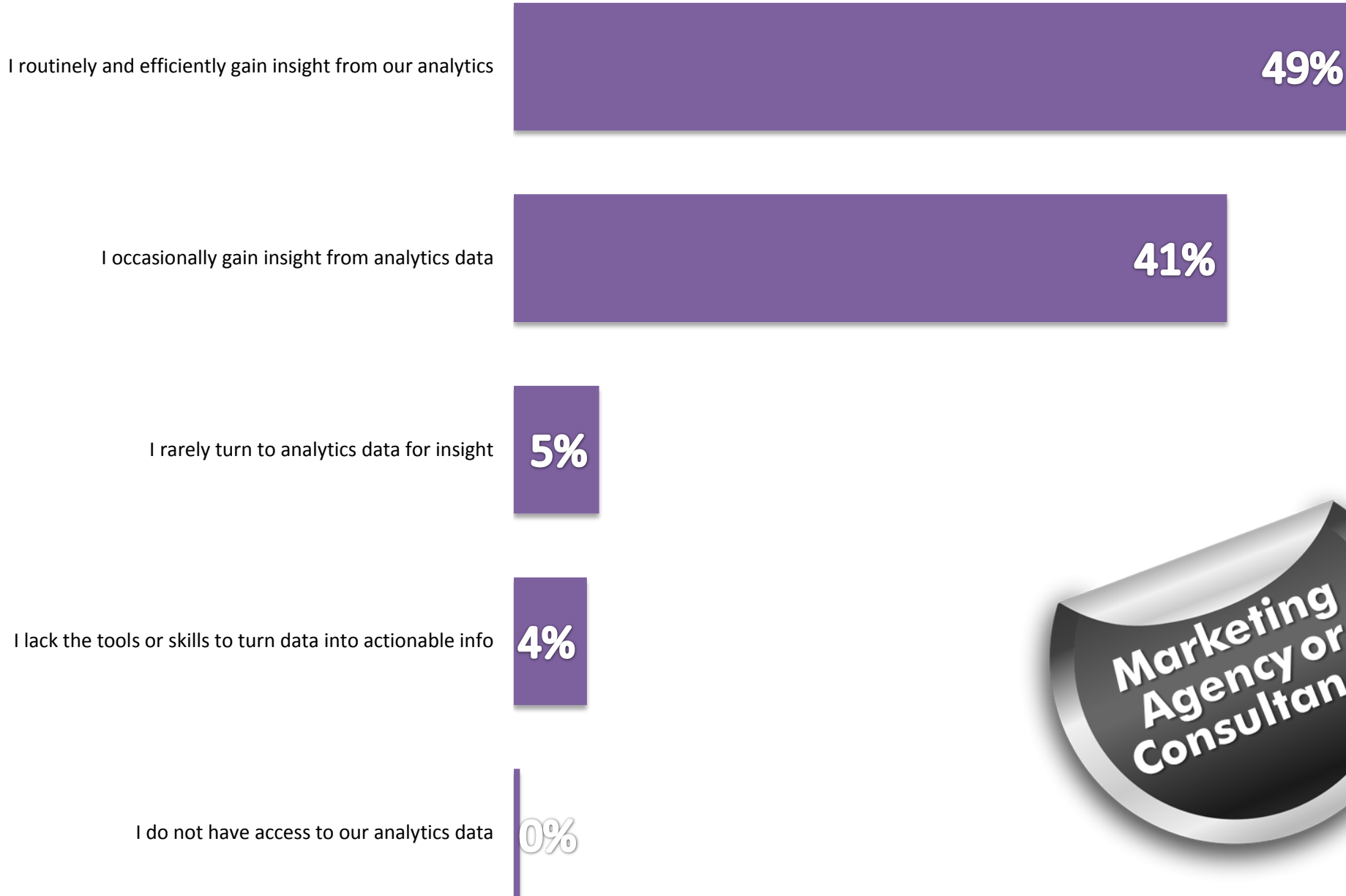
Chart 1.21 Leveraging analytics to gain marketing insights

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%**

Non-Profit and Education

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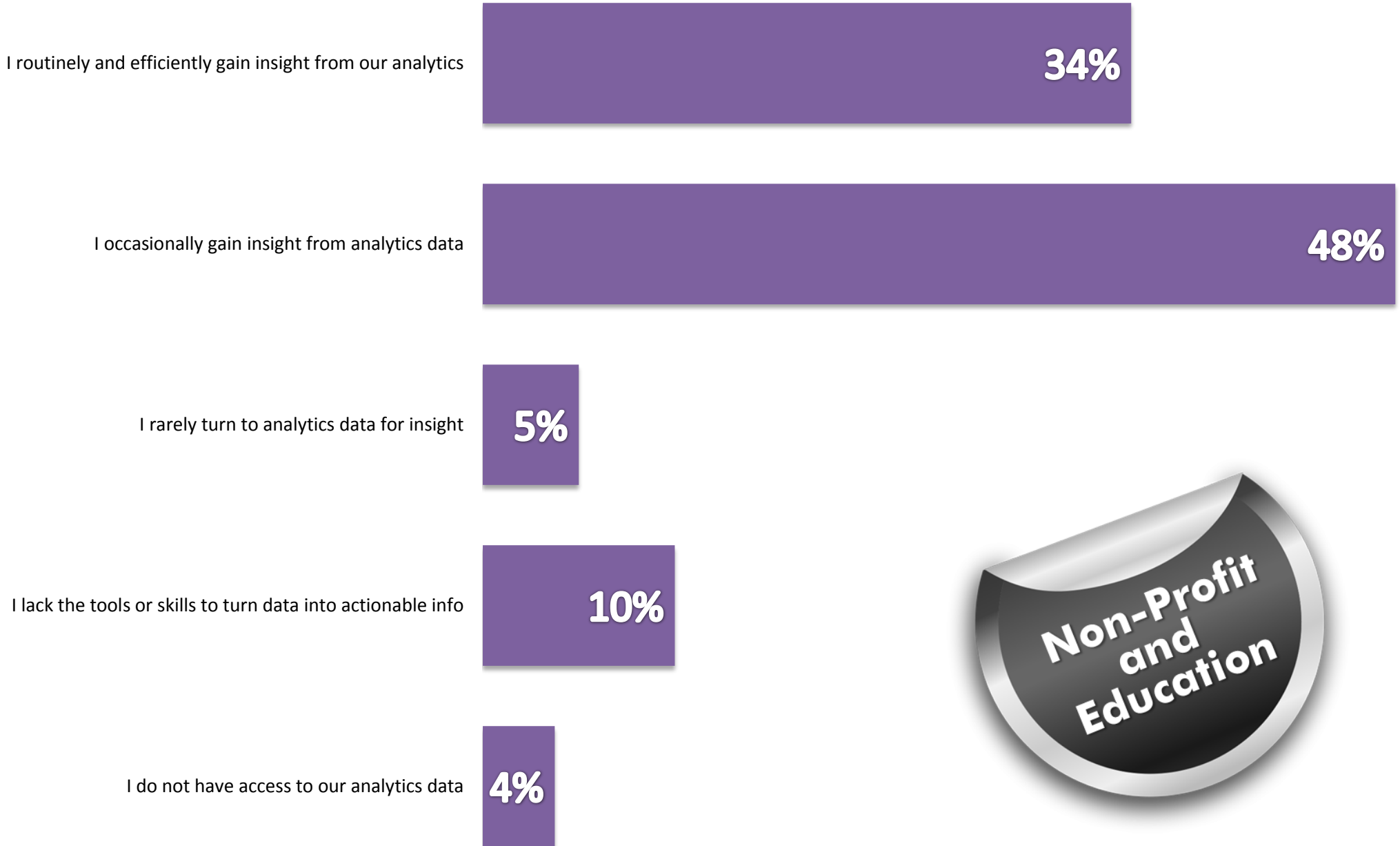
Chart 1.22 Leveraging analytics to gain marketing insights

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%**

Retail or E-commerce

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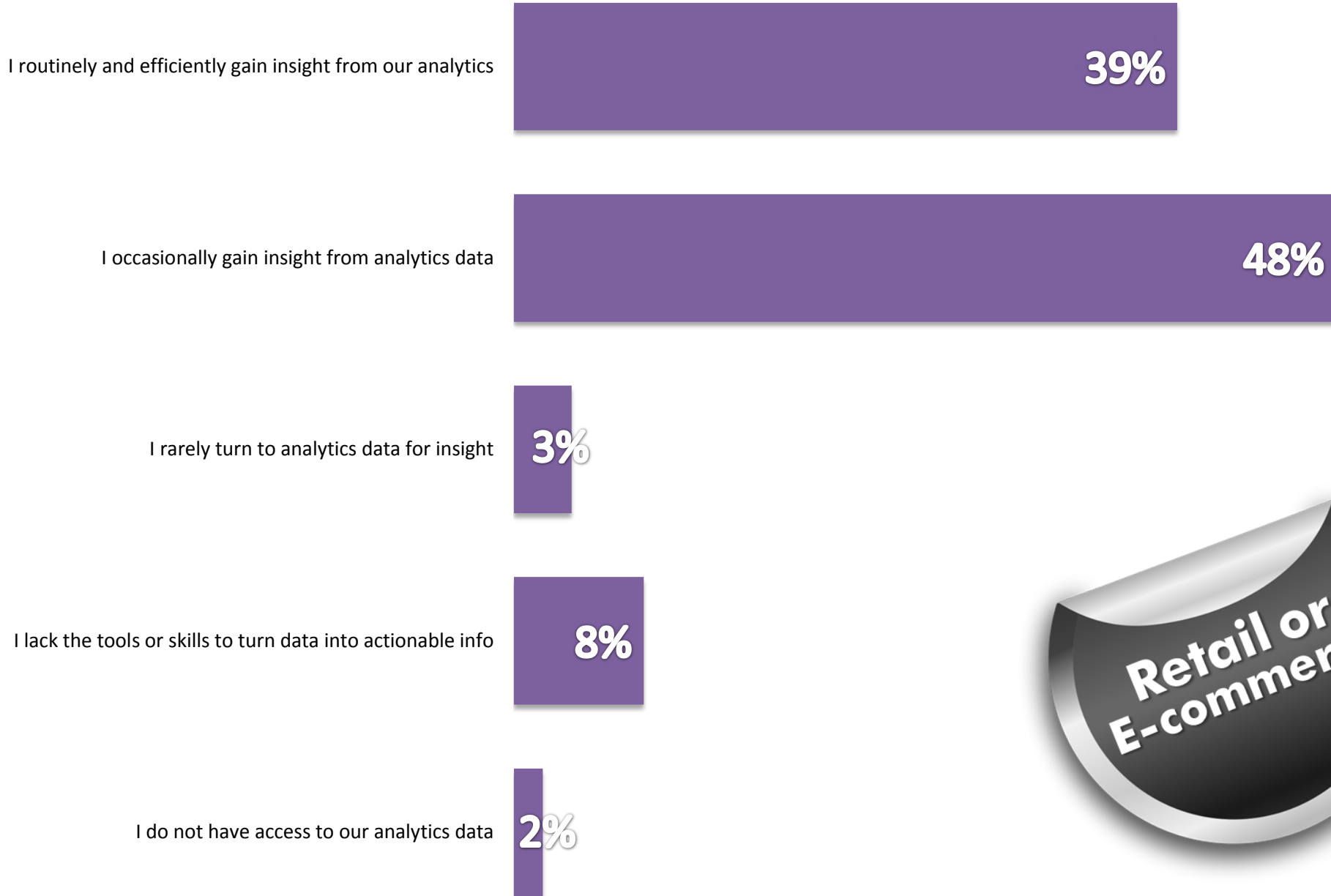
Chart 1.23 Leveraging analytics to gain marketing insights

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%**

Professional or Financial Services

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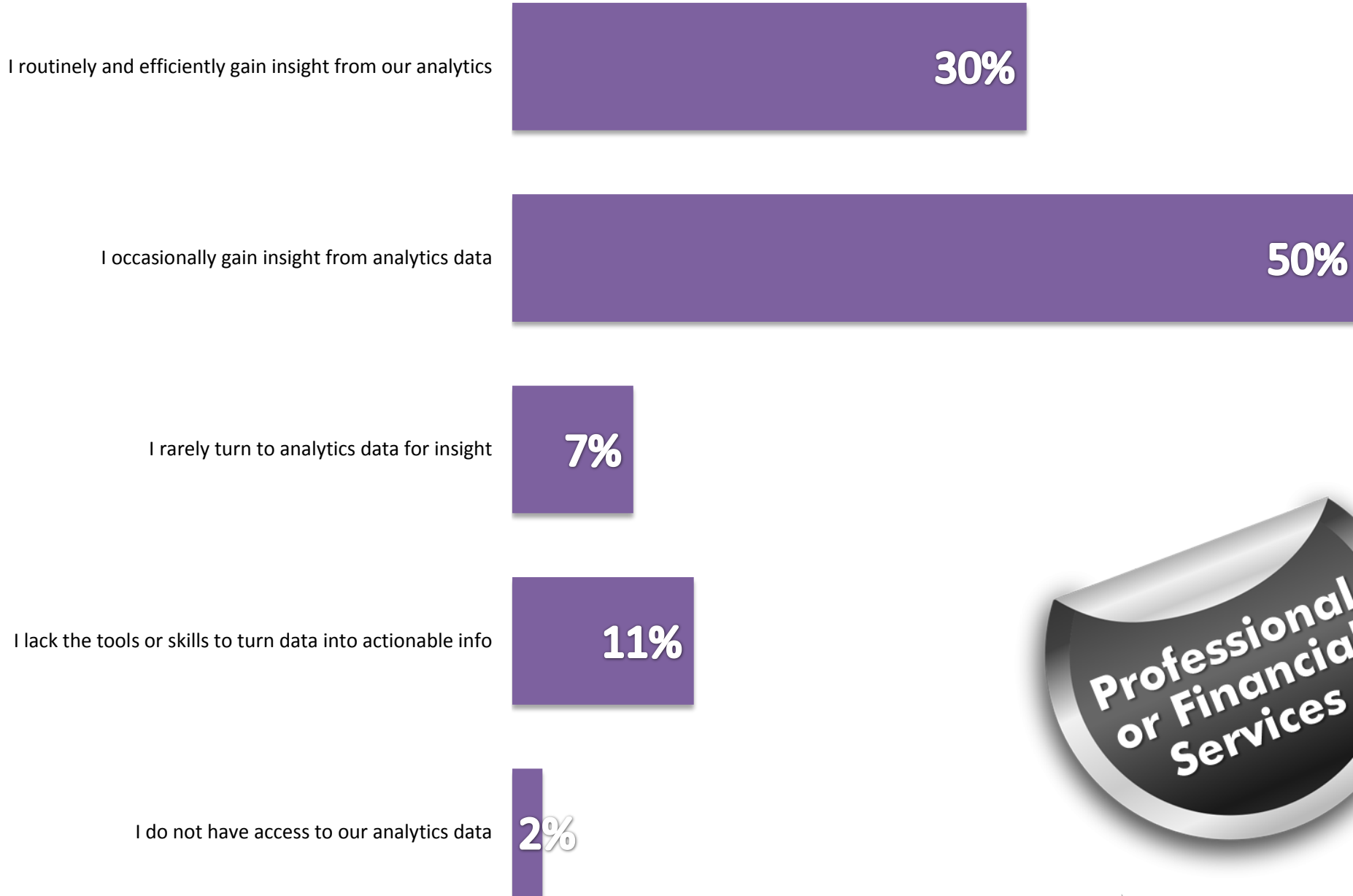
Chart 1.24 Leveraging analytics to gain marketing insights

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%**

Other

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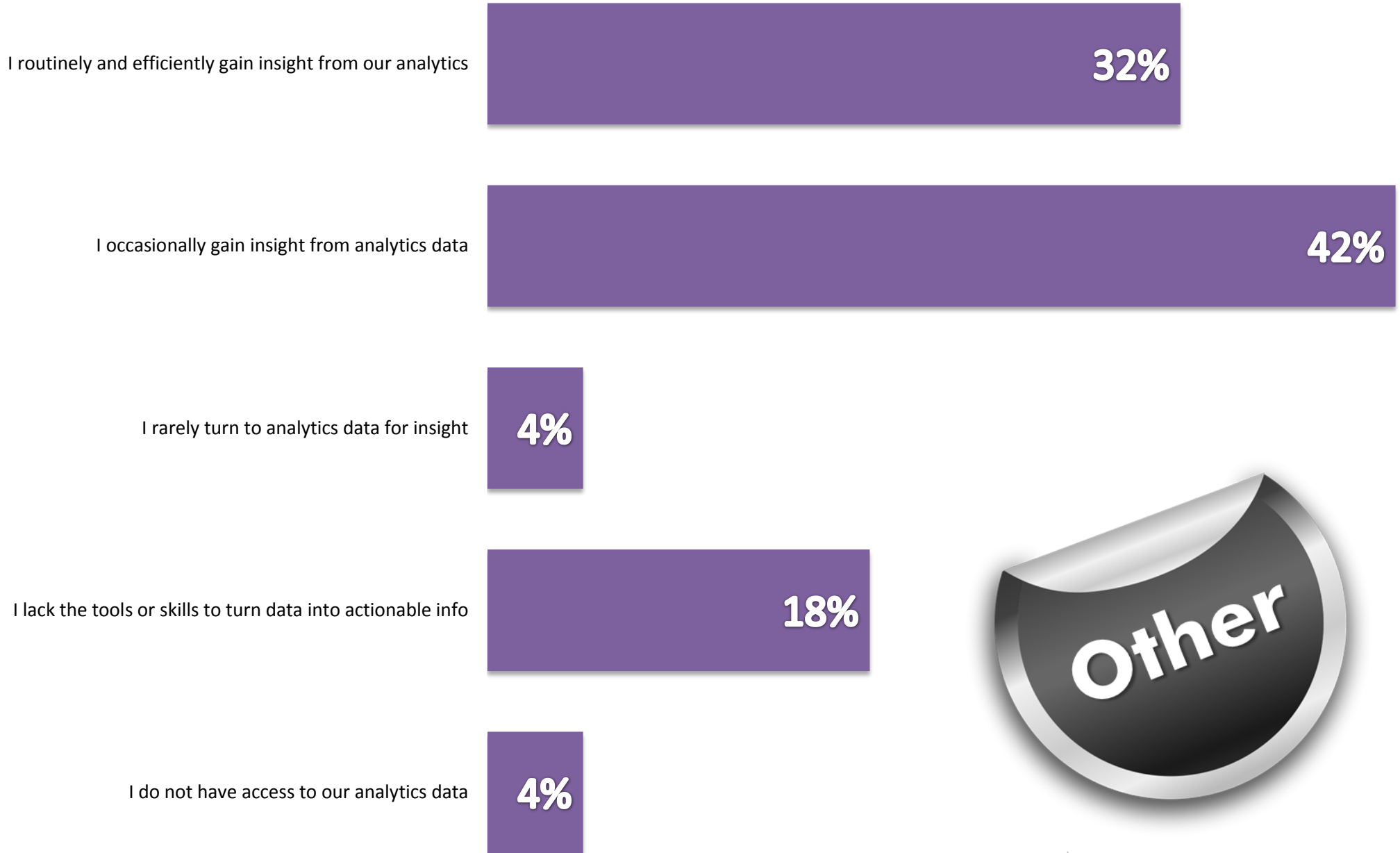
Chart 1.25 Non-analytical decision-making strategies

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

Strategy	Percentage
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%

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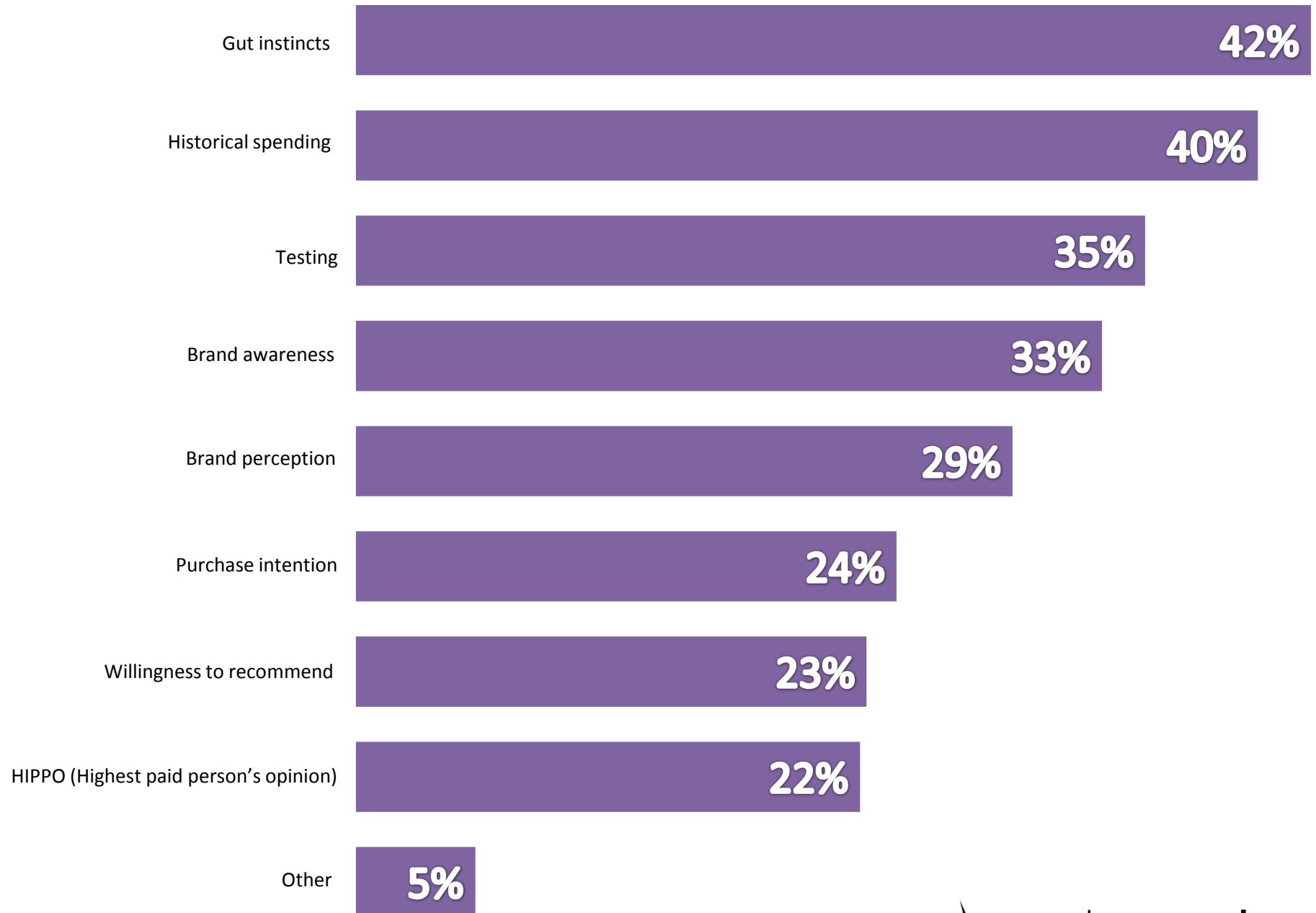
Chart 1.26 Non-analytical decision-making strategies

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

We sell to both business and consumers

| 9% | 11% | 9% | 10% | 7% | 6% | 6% | 4% | 0% |

B2B or B2G

| 23% | 22% | 15% | 15% | 15% | 12% | 12% | 13% | 4% |

B2C

| 10% | 9% | 11% | 8% | 7% | 6% | 4% | 5% | 2% |

- ■ Gut instincts
- ■ Historical spending
- ■ Testing
- ■ Brand awareness
- ■ Brand perception
- ■ Purchase intention
- ■ Willingness to recommend
- ■ HIPPO (Highest paid person's opinion)
- ■ Other

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Chart 1.27 Non-analytical decision-making strategies (part 1 of 2)

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

Nonmanagement marketing personnel

| 34% | 6% | 5% | 6% |

Marketing manager or supervisor

| 5% | 19% | 17% | 23% |

Chief Marketing Officer or Senior Executive

| 18% | 17% | 13% | 12% |

■ Brand awareness　　■ Gut instincts　　■ Testing　　■ Historical spending

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Chart 1.27 Non-analytical decision-making strategies (part 2 of 2)

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

	Brand perception	Willingness to recommend	Purchase intention	HIPPO	Other
Nonmanagement marketing personnel	4%	2%	3%	4%	0%
Marketing manager or supervisor	15%	11%	12%	14%	3%
Chief Marketing Officer or Senior Executive	11%	10%	9%	5%	2%

■ Brand perception ■ Willingness to recommend ■ Purchase intention ■ HIPPO (Highest paid person's opinion) ■ Other

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Chart 1.28 Non-analytical decision-making strategies

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

Strategy	Percentage
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%

Software or Software as a Service

63

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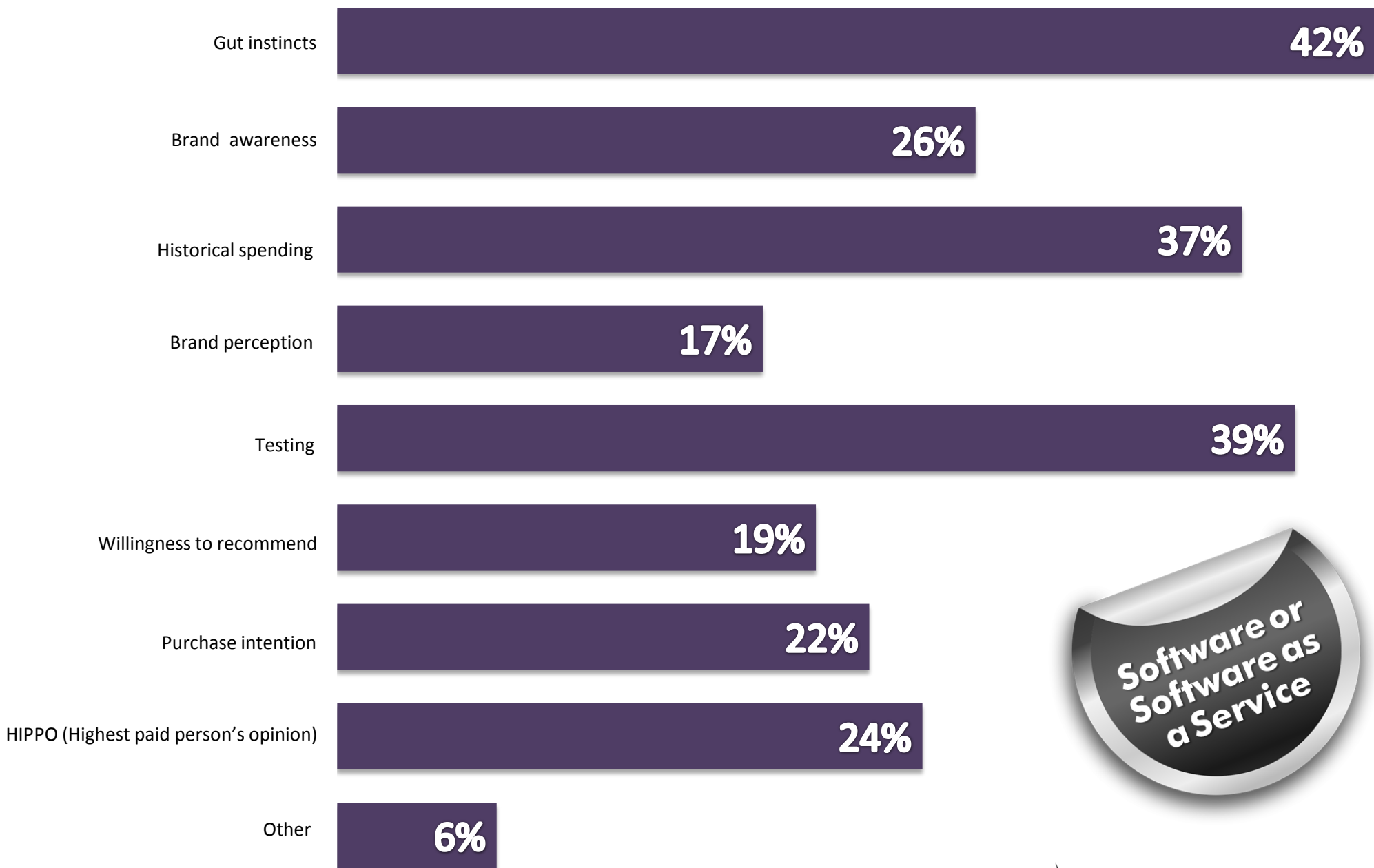
Chart 1.29 Non-analytical decision-making strategies

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

Strategy	Percentage
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%

Marketing Agency or Consultancy

64

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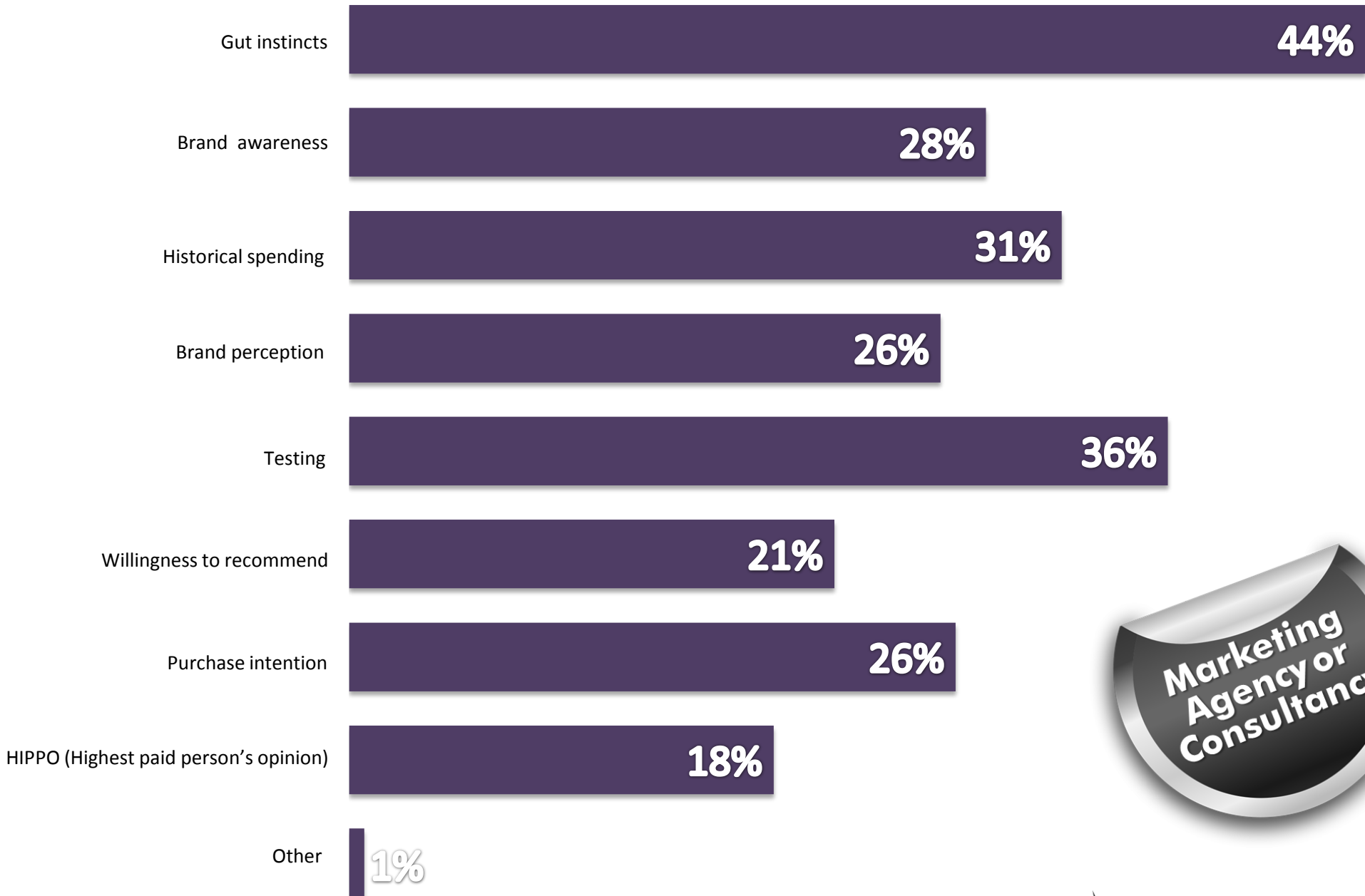
Chart 1.30 Non-analytical decision-making strategies

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

Strategy	Percentage
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%

Retail or E-commerce

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 75

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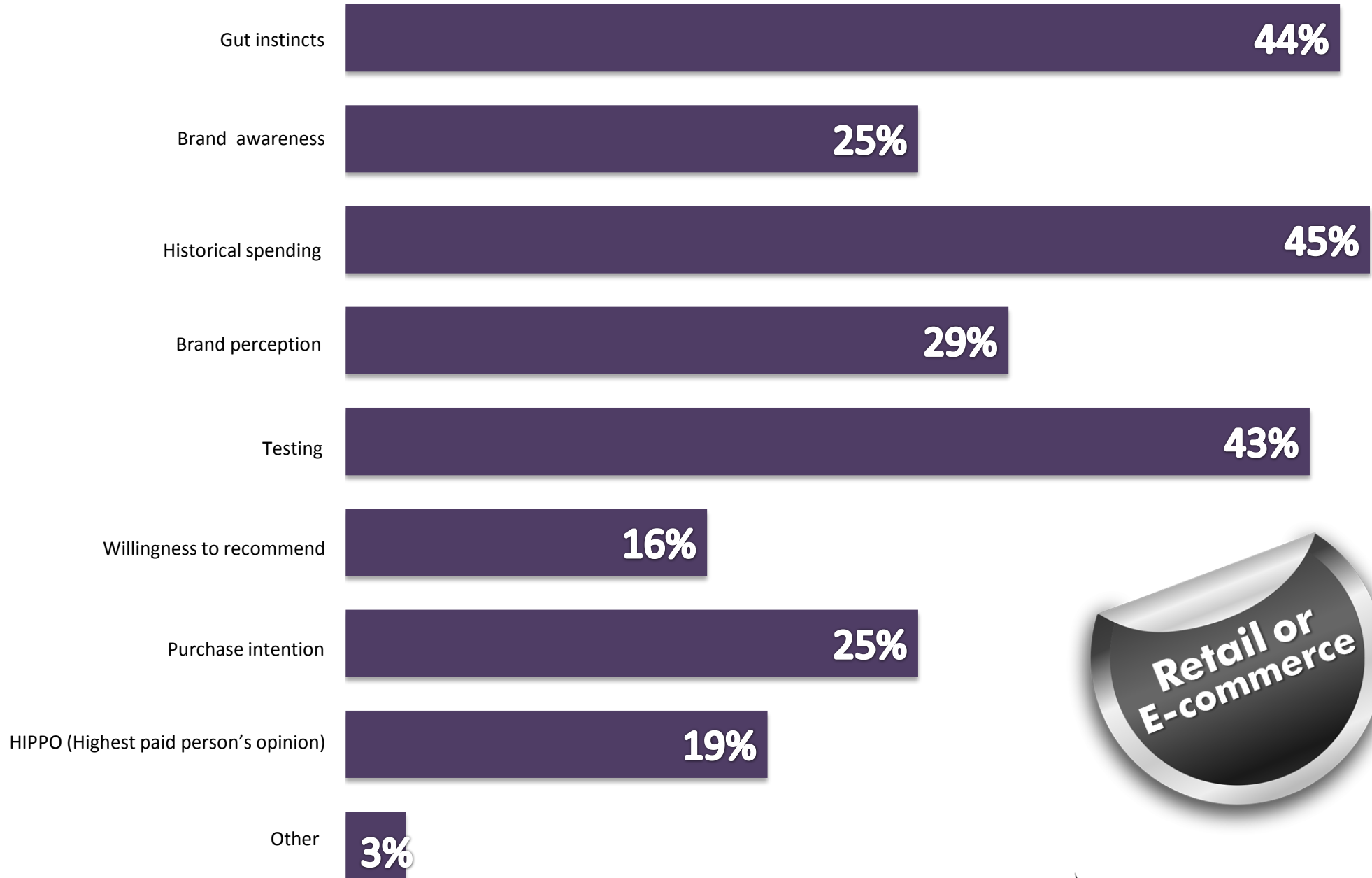
Chart 1.31 Non-analytical decision-making strategies

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

Strategy	Percentage
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%

Professional or Financial Services

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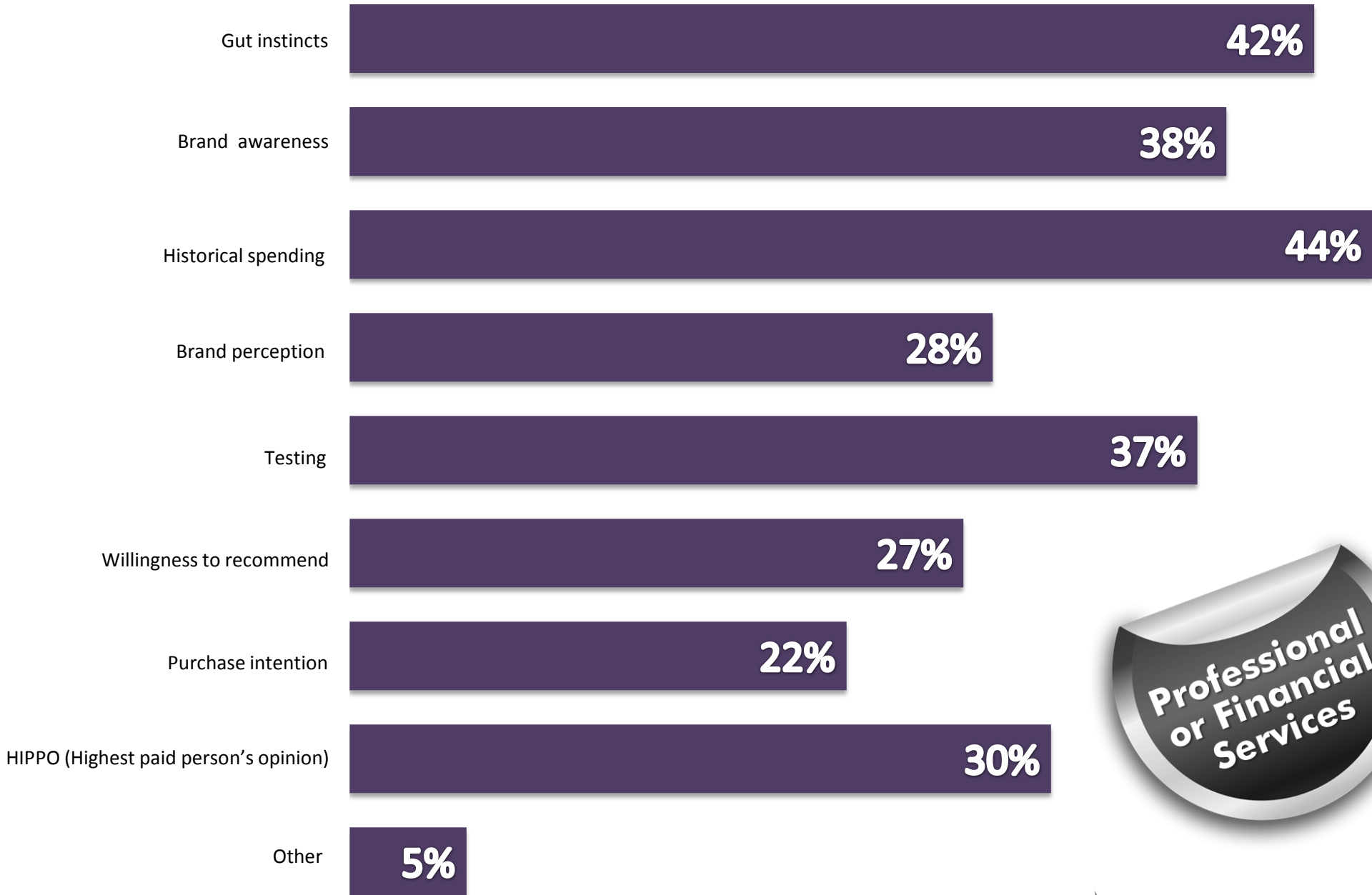
Chart 1.32 Non-analytical decision-making strategies

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

Strategy	Percentage
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%

Other

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Chart 1.33 Non-analytical decision-making strategies (part 1 of 2)

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

Company Size	Historical Spending	Testing	Brand awareness	Gut instincts
More than 5,000	5%	3%	5%	5%
I am self employed (1 employee)	2%	3%	2%	4%
2 to 10	7%	6%	6%	11%
100 to 999	12%	10%	10%	10%
10 to 99	10%	9%	9%	9%
1,000 to 5,000	5%	4%	4%	4%

■ Historical Spending   ■ Testing   ■ Brand awareness   ■ Gut instincts

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Chart 1.33 Non-analytical decision-making strategies (part 2 of 2)

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

	Purchase intention	Brand perception	HIPPO (Highest paid person's opinion)	Willingness to recommend	Other
More than 5,000	2%	3%	4%	3%	0%
I am self employed (1 employee)	2%	2%	1%	2%	1%
2 to 10	3%	5%	2%	5%	1%
100 to 999	6%	8%	7%	5%	2%
10 to 99	7%	8%	6%	6%	2%
1,000 to 5,000	3%	3%	3%	2%	1%

■ Purchase intention ■ Brand perception ■ HIPPO (Highest paid person's opinion) ■ Willingness to recommend ■ Other

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Chart 1.34 Marketing analytics benefit to organization

How do marketing analytics most benefit your organization?

Benefit	Percentage
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%

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Chart 1.35 Marketing analytics benefit to organization

How do marketing analytics most benefit your organization?

We sell to both businesses and consumers	9%	10%	8%	9%	7%	12%	10%	8%	5%
B2B or B2G	22%	22%	16%	28%	21%	21%	20%	20%	11%
B2C	18%	12%	12%	12%	12%	10%	9%	9%	5%
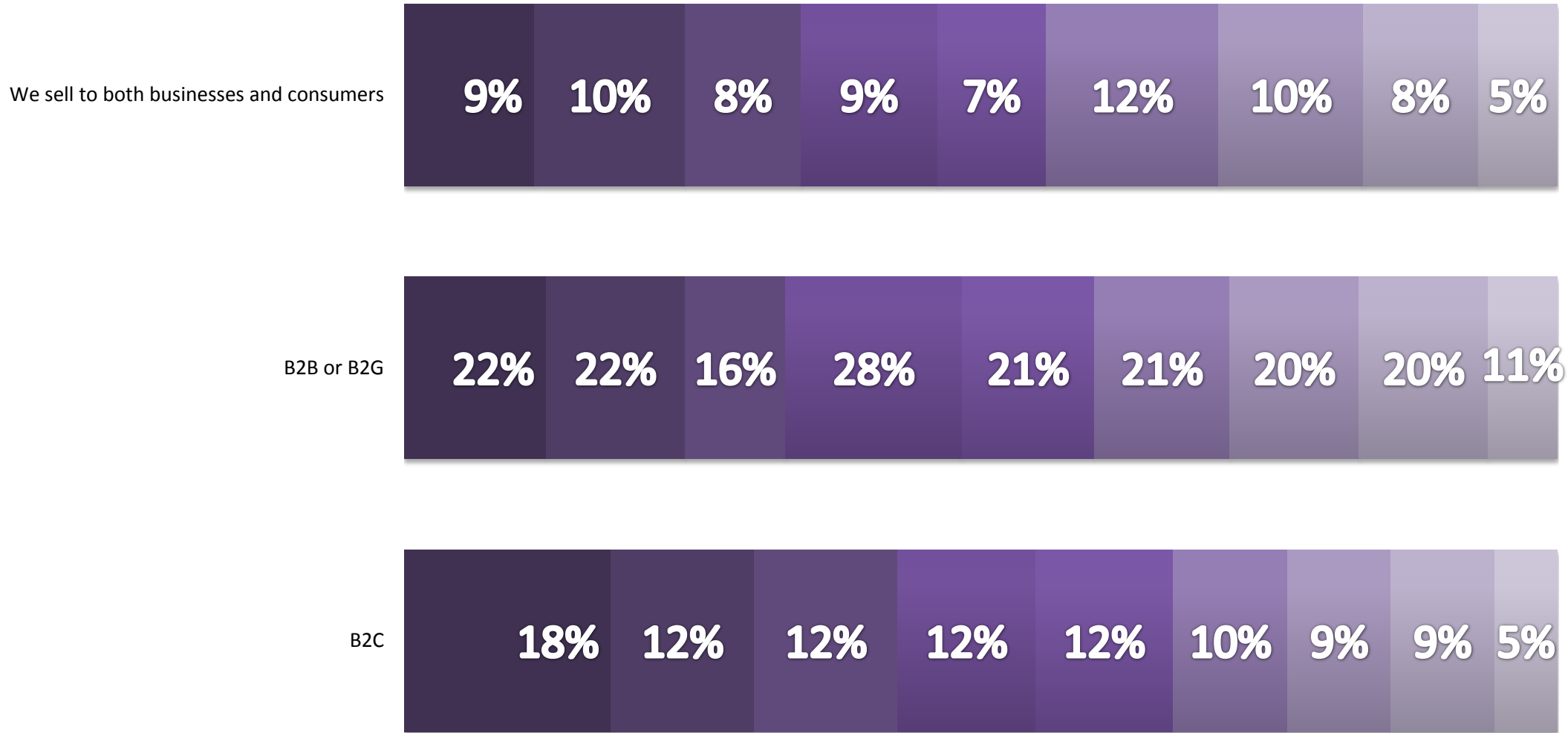
- Common basis for decision-making.
- Complete understanding of the marketing and purchase cycle.
- Competitive advantage
- More complete understanding of market conditions and evolving business trends.
- Better risk management.
- More accurate and precise responses to customer needs
- Better utilization of resources
- Faster growth of business
- Predicting customer behavior

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Chart 1.36 Marketing analytics benefit to organization (part 1 of 2)

How do marketing analytics most benefit your organization?

We have vast quantities of detailed data	6%	7%	11%	7%	8%
We have significant data on most client interactions	6%	5%	9%	8%	5%
We have an average amount of data	13%	14%	22%	15%	12%
We have very limited data	1%	1%	1%	1%	1%
We have no analytics data at all	14%	16%	25%	16%	17%

■ More complete understanding of market conditions and evolving business trends

■ More accurate and precise responses to customer needs

■ Better development of marketing messages

■ Common basis for decision-making.

■ Better utilization of resources.

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Chart 1.36 Marketing analytics benefit to organization (part 2 of 2)

How do marketing analytics most benefit your organization?

	Faster growth of our business	Competitive advantage	Better risk management	Complete understanding of the marketing and purchase cycle	Predicting customer behavior
We have vast quantities of detailed data	6%	5%	2%	5%	4%
We have significant data on most client interactions	7%	9%	3%	5%	7%
We have an average amount of data	14%	13%	7%	14%	14%
We have very limited data	1%	1%	1%	1%	1%
We have no analytics data at all	13%	11%	6%	12%	12%

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Chart 1.37 Analytics needed to increase marketing effectiveness

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

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

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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	10%	9%	8%	7%	7%	6%	8%
B2B	17%	19%	16%	15%	16%	10%	13%
B2C	12%	9%	8%	8%	8%	8%	8%
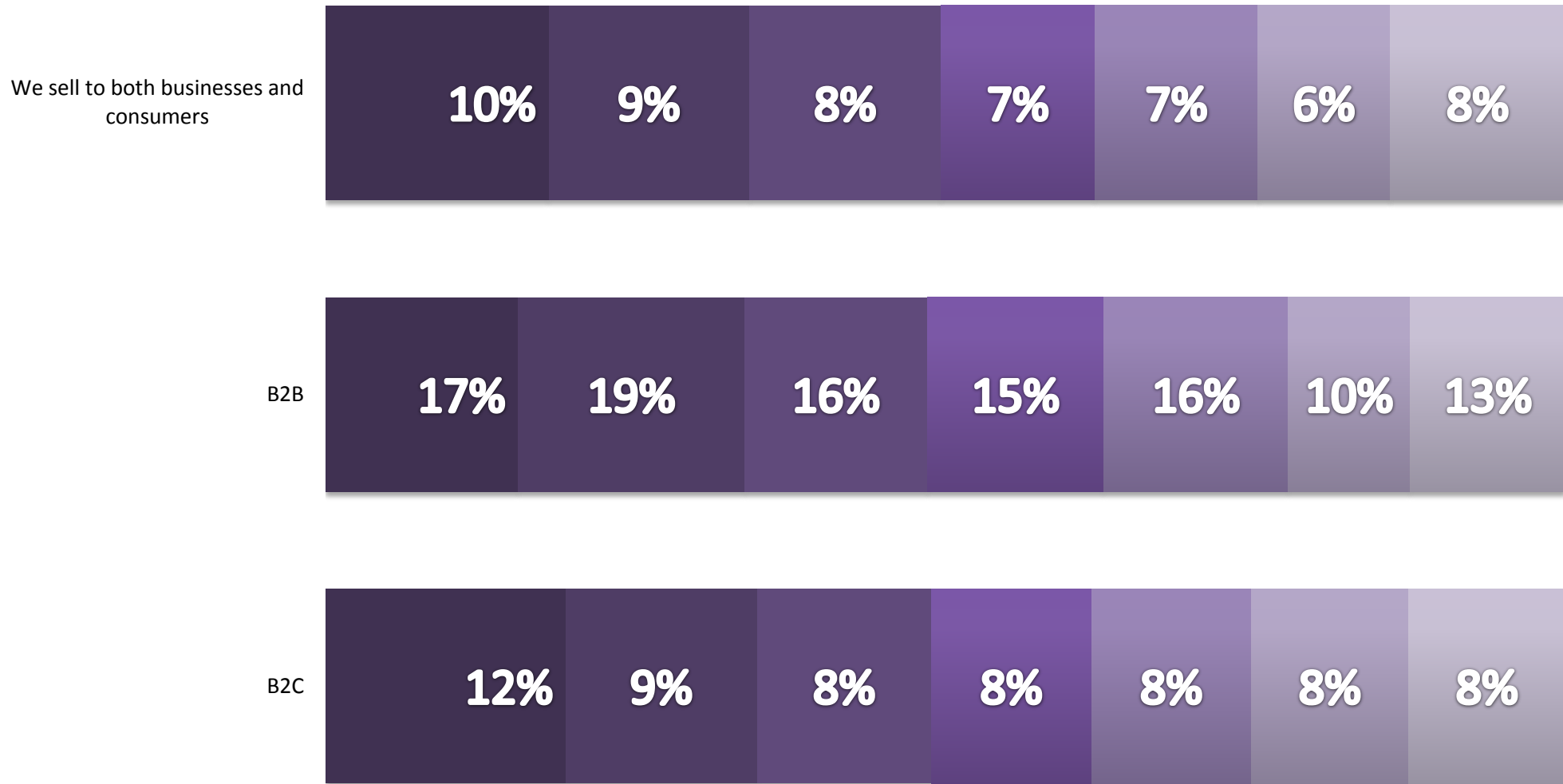
Legend:
- ■ Advanced customer behavior analysis
- ■ Predictive analytics
- ■ Competitive trends insights
- ■ Integration of online and offline data
- ■ Complete quantitative understanding of the entire marketing and purchase cycle
- ■ Customer sentiment/Voice of Customer
- ■ Lifetime value measurement

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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% | 7% | 5% | 7% | 6% | 5% | 2% |

B2B

| 10% | 10% | 10% | 15% | 8% | 9% | 3% |

B2C

| 7% | 7% | 7% | 6% | 5% | 4% | 2% |

Legend:
- Cross-channel view of results
- A/B and multivariate testing
- Real-time reporting
- Other
- Social media and Web 2.0 measurement
- Visibility into pipeline (funnel) performance
- Custom report creation

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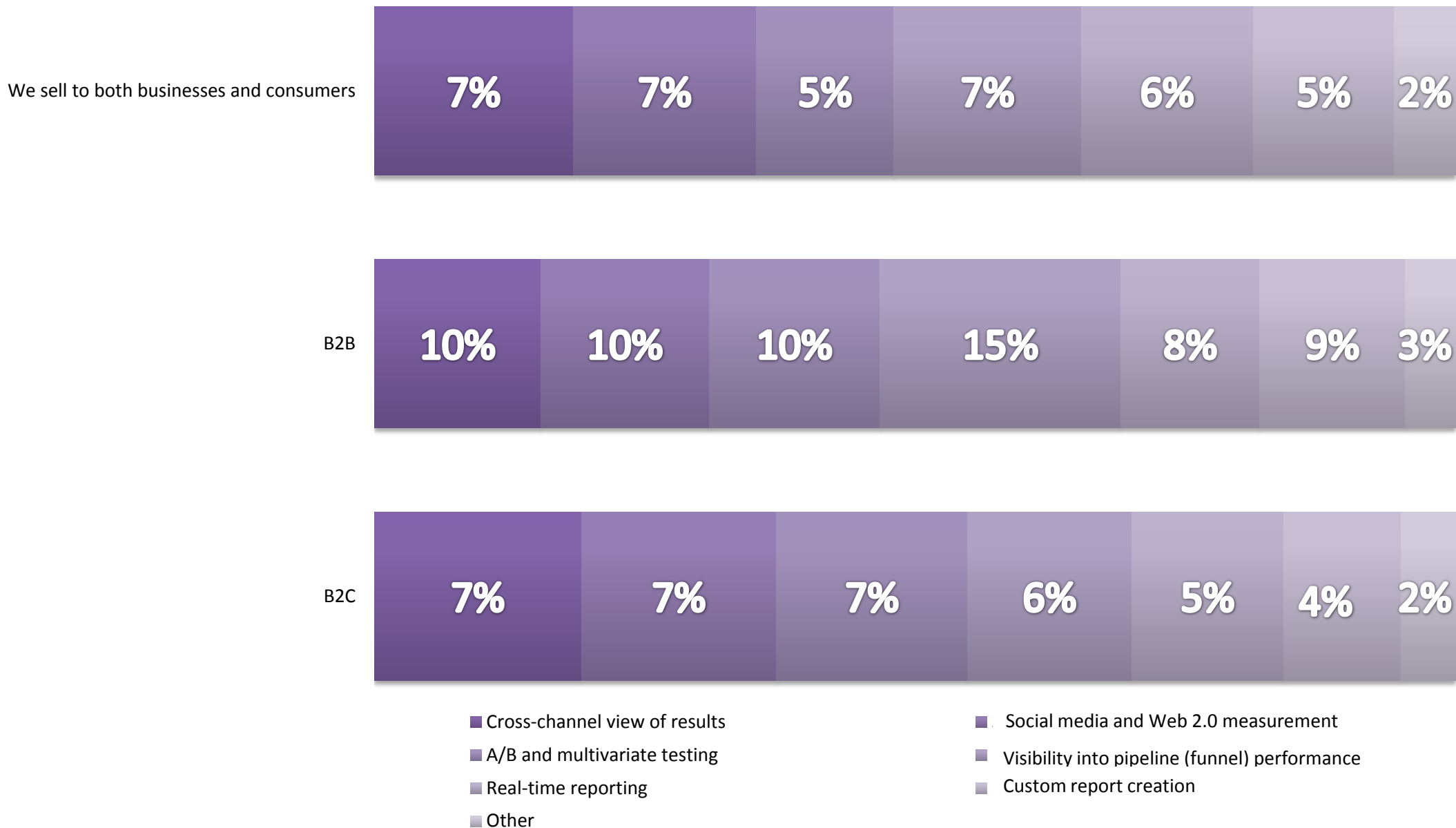
Chart 1.39 Analytics needed to increase marketing effectiveness

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

Category	Percentage
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%

Manufacturing or Packaged Goods

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Chart 1.40 Analytics needed to increase marketing effectiveness

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

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

Media or Publishing
online or offline

78

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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%

Software or Software as a Service

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Chart 1.42 Analytics needed to increase marketing effectiveness

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

Category	Percentage
Advanced customer behavior analysis	34%
Customer sentiment/Voice of customer	18%
Lifetime value measurement	25%
Visibility into pipeline (funnel) performance	23%
Competitive trends insights	28%
Social media and Web 2.0 measurement	23%
Predictive analytics	33%
Real-time reporting	13%
Integration of online and offline data	28%
Custom report creation	9%
Cross-channel view of results	25%
A/B and multivariate testing	17%
Complete quantitative understanding of the entire marketing and purchase cycle	32%
Other	7%

Marketing Agency or Consultancy

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Chart 1.43 Analytics needed to increase marketing effectiveness

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

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

Non-Profit and Education

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Chart 1.44 Analytics needed to increase marketing effectiveness

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

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

Retail or E-commerce

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Chart 1.45 Analytics needed to increase marketing effectiveness

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

Category	Percentage
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%

Professional or Financial Services

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Chart 1.46 Analytics needed to increase marketing effectiveness

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

Category	Percentage
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%

Other

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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

	Advanced customer behavior analysis	Customer sentiment/Voice of Customer	Lifetime value measurement	Visibility into pipeline (funnel) performance	Competitive trends insights	Social media and Web 2 0 measurement	Predictive analytics
More than 5,000	4%	3%	3%	4%	3%	2%	4%
I am self employed (1 employee)	2%	2%	1%	2%	2%	3%	3%
2 to 10	5%	6%	4%	4%	5%	5%	5%
100 to 999	12%	8%	7%	7%	9%	7%	8%
10 to 99	10%	7%	5%	7%	8%	5%	9%
1,000 to 5,000	4%	4%	2%	3%	3%	3%	4%

- ■ Advanced customer behavior analysis
- ■ Customer sentiment/Voice of Customer
- ■ Lifetime value measurement
- ■ Visibility into pipeline (funnel) performance
- ■ Competitive trends insights
- ■ Social media and Web 2 0 measurement
- ■ Predictive analytics

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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

	Real-time reporting	Integration of online and offline data	Custom report creation	Cross-channel view of results	A/B and multivariate testing	Complete quantitative understanding of the entire marketing and purchase cycle	Other
More than 5,000	2%	4%	2%	4%	2%	5%	1%
I am self employed (1 employee)	1%	1%	1%	1%	2%	2%	1%
2 to 10	2%	2%	2%	2%	4%	5%	2%
100 to 999	5%	11%	6%	9%	6%	10%	1%
10 to 99	6%	7%	5%	5%	5%	11%	2%
1,000 to 5,000	2%	3%	2%	3%	2%	4%	0%

Legend:
- Real-time reporting
- Integration of online and offline data
- Custom report creation
- Cross-channel view of results
- A/B and multivariate testing
- Complete quantitative understanding of the entire marketing and purchase cycle
- Other

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Chart 1.48 Analytics tool cost and usage

Does your organization use free and/or paid tools?

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

- ■ Both
- ■ Free
- ■ Paid

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Chart 1.49 Analytics tool cost and usage

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

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

Legend: ■ Both ■ Free ■ Paid

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Chart 1.50 Analytics tool cost and usage

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

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

■ Both
■ Free
■ Paid

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Chart 1.51 Analytics tool cost and usage

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

Tool	Both	Free	Paid
Web (clickstream) analytics tools (124)	24%	60%	16%
Web-integrated call management and tracking systems (20)	10%	35%	55%
PPC bid management tools (52)	21%	46%	33%
Email marketing analytics software (96)	15%	20%	66%
SEO management tools (61)	31%	33%	36%
Marketing automation software (22)	18%	9%	73%
Offline call management and tracking systems (21)	10%	24%	67%
Social media monitoring tools (72)	19%	36%	44%
Attribution management software (7)	29%	14%	57%
Live chat tracking tools (15)	0%	13%	87%
CRM systems (55)	11%	7%	82%
Competitive intelligence tools (20)	25%	25%	50%

Legend: ■ Both ■ Free ■ Paid

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Chart 1.52 Analytics tool cost and usage

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

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

Legend:
- ■ Both
- ■ Free
- ■ Paid

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Chart 1.53 Analytics tool cost and usage

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

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

■ Both
■ Free
■ Paid

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Chart 1.54 Analytics tool cost and usage

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

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

Legend:
- ■ Both
- ■ Free
- ■ Paid

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Chart 1.55 Analytics tool cost and usage

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

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

Legend:
- ■ Both
- ■ Free
- ■ Paid

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Chart 1.56 Analytics tool cost and usage

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

Industry	Both	Free	Paid
Travel or Hospitality	18%	36%	45%
Technology Equipment or Hardware	18%	53%	29%
Software or Software as a Service (SaaS)	26%	28%	46%
Retail or E-commerce	31%	38%	31%
Professional or Financial Services	34%	22%	44%
Other	27%	40%	33%
Non-profit and Education	33%	38%	29%
Media or Publishing (online or offline)	47%	35%	18%
Marketing Agency or Consultancy	36%	27%	37%
Manufacturing or Packaged Goods	26%	47%	26%
Healthcare	25%	38%	38%
Government and Military	0%	0%	100%

■ Both
■ Free
■ Paid

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Chart 1.57 Analytics tool cost and usage

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

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

■ Both
■ Free
■ Paid

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Chart 1.58 Analytics tool cost and usage

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

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

Legend:
- ■ Both
- ■ Free
- ■ Paid

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Chart 1.59 Analytics tool cost and usage

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

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

Legend: ■ Both ■ Free ■ Paid

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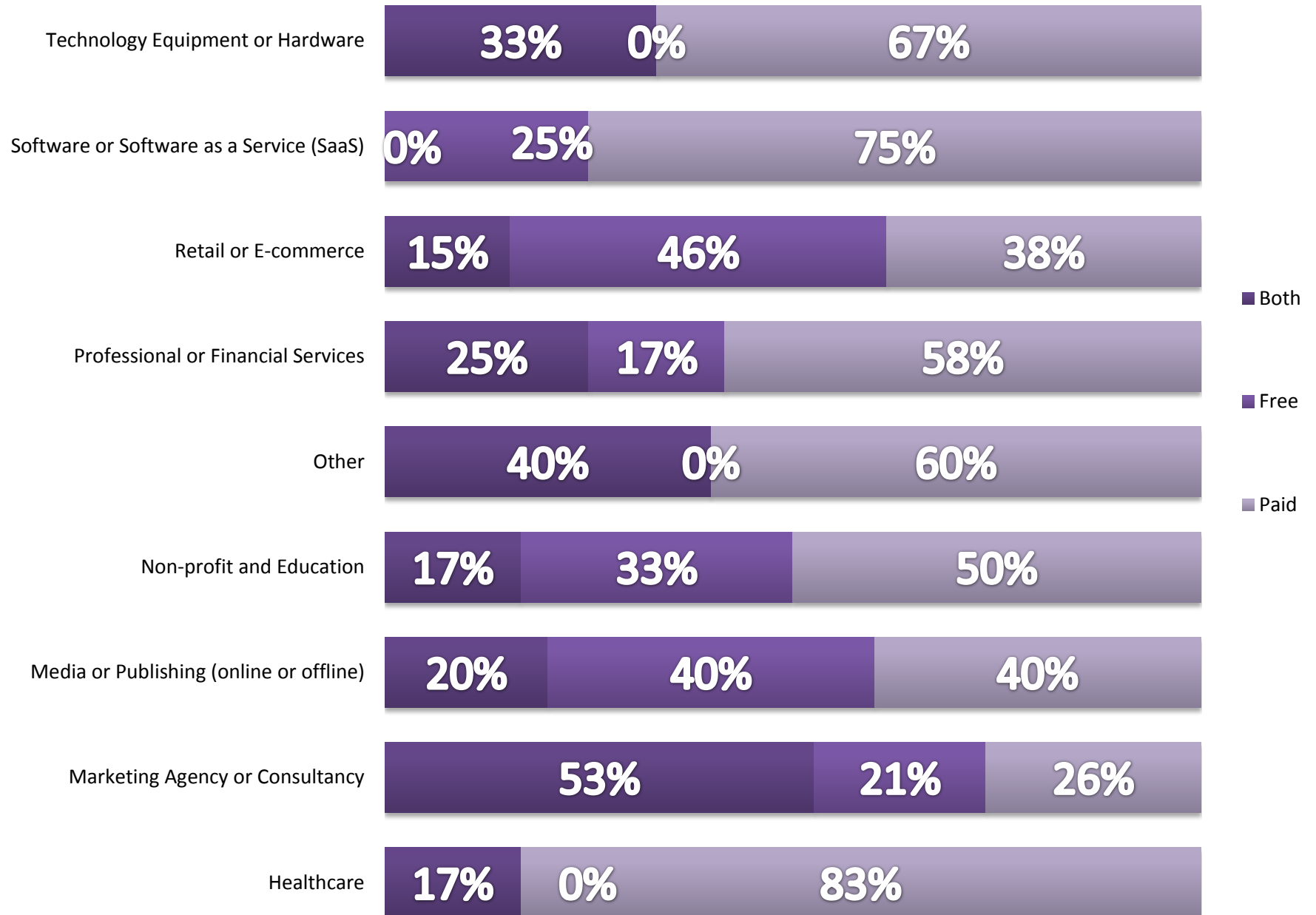
Chart 1.60 Analytics tool precision and satisfaction

Are you satisfied with the PRECISION of your analytics systems?

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

■ Dissatisfied   ■ Neutral   ■ Satisfied

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Chart 1.61 Analytics tool precision and satisfaction

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

Tool	Dissatisfied	Neutral	Satisfied
Competitive intelligence tools	21%	67%	13%
CRM systems	12%	52%	36%
Live chat tracking tools	58%		42%
Attribution management software	57%	14%	29%
Social media monitoring tools	12%	59%	29%
Offline call management and tracking systems	14%	59%	27%
Marketing automation software	24%	47%	29%
SEO management tools	12%	46%	42%
Email marketing analytics software	11%	44%	45%
PPC bid management tools	9%	37%	54%
Web-integrated call management and tracking systems	4%	52%	44%
Web (clickstream) analytics tools	9%	44%	47%

■ Dissatisfied ■ Neutral ■ Satisfied

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Chart 1.62 Analytics tool precision and satisfaction

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

Tool	Dissatisfied	Neutral	Satisfied
Competitive intelligence tools	10%	40%	50%
CRM systems	14%	43%	43%
Live chat tracking tools	4%	44%	52%
Attribution management software	8%	38%	54%
Social media monitoring tools	14%	52%	34%
Offline call management and tracking systems	18%	54%	28%
Marketing automation software	24%	47%	29%
SEO management tools	6%	45%	49%
Email marketing analytics software	11%	39%	51%
PPC bid management tools	8%	42%	50%
Web-integrated call management and tracking systems	6%	48%	45%
Web (clickstream) analytics tools	13%	38%	49%

■ Dissatisfied   ■ Neutral   ■ Satisfied

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Chart 1.63 Analytics interpretation and application difficulty

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

	Very easy	Somewhat easy	Neutral	Somewhat difficult	Very difficult
Competitive intelligence tools	15%	36%	36%	12%	2%
CRM systems	12%	34%	28%	16%	10%
Live chat tracking tools	22%	37%	29%	11%	2%
Attribution management software	13%	17%	33%	23%	13%
Social media monitoring tools	15%	33%	32%	15%	4%
Offline call management and tracking systems	8%	32%	41%	17%	2%
Marketing automation software	16%	36%	29%	16%	4%
SEO management tools	18%	37%	30%	14%	2%
Email marketing analytics software	27%	38%	23%	11%	2%
PPC bid management tools	18%	33%	31%	14%	3%
Web-integrated call management and tracking systems	21%	35%	30%	13%	1%
Web (clickstream) analytics tools	19%	40%	22%	18%	2%

■ Very easy ■ Somewhat easy ■ Neutral ■ Somewhat difficult ■ Very difficult

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Chart 1.64 Analytics interpretation and application difficulty

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

	Very easy	Somewhat easy	Neutral	Somewhat difficult	Very difficult
Competitive intelligence tools	16%	26%	47%	11%	
CRM systems	8%	32%	38%	9%	13%
Live chat tracking tools	13%	33%	40%	7%	7%
Attribution management software	14%	14%	29%	29%	14%
Social media monitoring tools	15%	32%	32%	15%	6%
Offline call management and tracking systems	7%	41%	41%	7%	4%
Marketing automation software	5%	32%	55%	9%	
SEO management tools	14%	38%	33%	12%	3%
Email marketing analytics software	20%	42%	22%	12%	3%
PPC bid management tools	16%	24%	40%	17%	3%
Web-integrated call management and tracking systems	5%	50%	36%	9%	
Web (clickstream) analytics tools	12%	44%	21%	19%	4%

■ Very easy ■ Somewhat easy ■ Neutral ■ Somewhat difficult ■ Very difficult

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Chart 1.65 Analytics interpretation and application difficulty

Is the output from your analytics systems easy to interpret and apply? **B2B and/or B2G**

	Very easy	Somewhat easy	Neutral	Somewhat difficult	Very difficult
Competitive intelligence tools	12%	44%	40%	4%	
CRM systems	11%	35%	19%	23%	13%
Live chat tracking tools	20%	40%	25%	15%	
Social media monitoring tools	20%	32%	29%	16%	3%
Offline call management and tracking systems	43%		22%	30%	4%
Marketing automation software	13%	42%	22%	18%	5%
SEO management tools	14%	33%	34%	16%	3%
Email marketing analytics software	27%	36%	22%	14%	2%
PPC bid management tools	18%	32%	29%	13%	7%
Web-integrated call management and tracking systems	16%	36%	32%	12%	4%
Web (clickstream) analytics tools	16%	40%	23%	20%	2%

■ Very easy ■ Somewhat easy ■ Neutral ■ Somewhat difficult ■ Very difficult

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Chart 1.66 Analytics interpretation and application difficulty

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

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

■ Very easy ■ Somewhat easy ■ Neutral ■ Somewhat difficult ■ Very difficult

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Chart 1.67 Challenges to analytics use

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

Challenge	Percentage
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%

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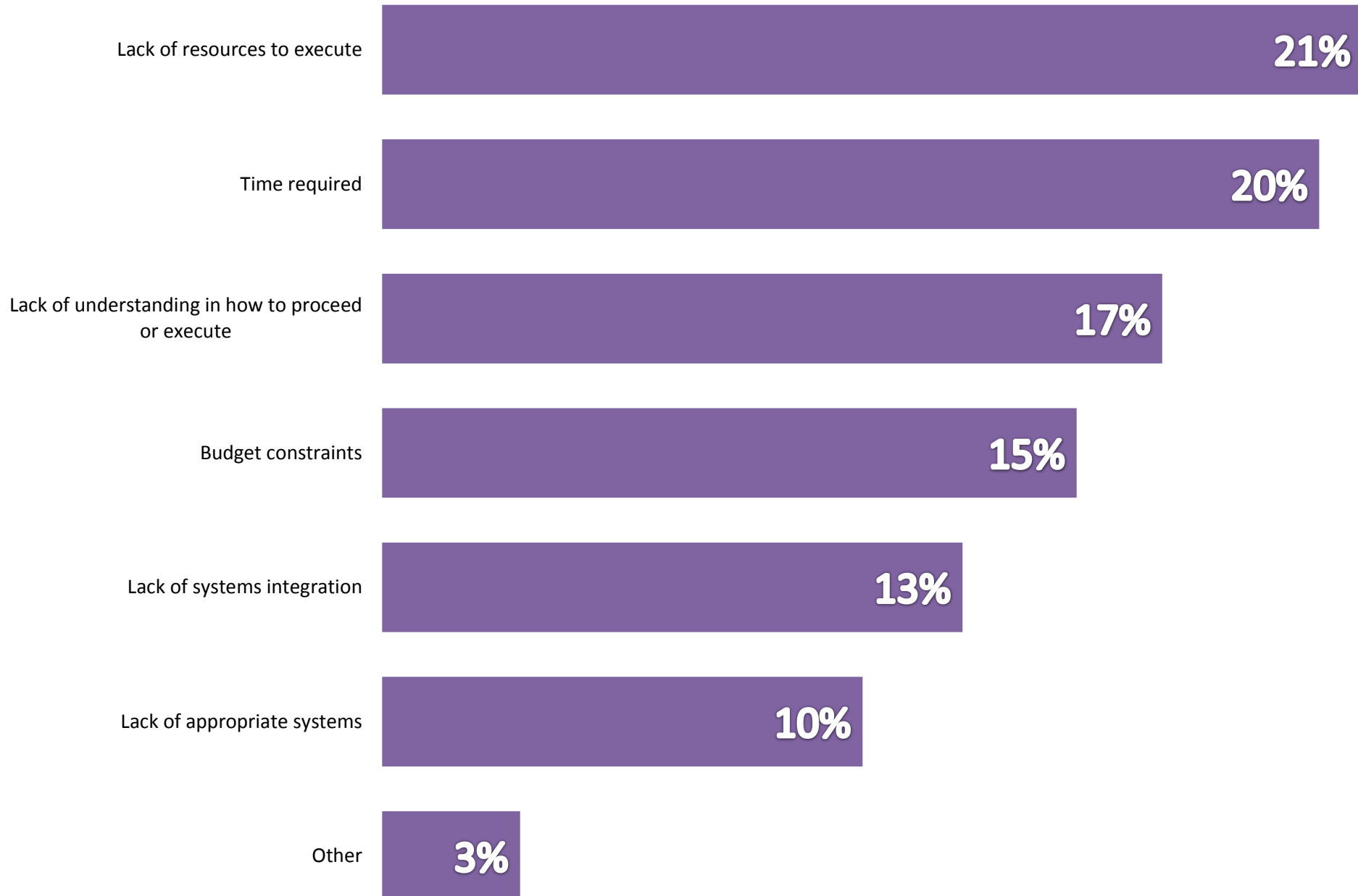
Chart 1.68 Challenges to analytics use

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

	Lack of resources to execute	Time required	Lack of understanding in how to proceed or execute	Lack of systems integration	Budget constraints	Lack of appropriate systems	Other
We sell to both businesses and consumers	20%	21%	15%	17%	15%	10%	3%
We sell primarily to other businesses (B2B or B2G)	22%	19%	18%	12%	13%	12%	3%
We sell primarily to consumers (B2C)	20%	19%	18%	16%	13%	10%	4%

Legend:
- 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

B2C & B2B

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Chart 1.69 Challenges to analytics use

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

Challenge	Percentage
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%

Manufacturing or Packaged Goods

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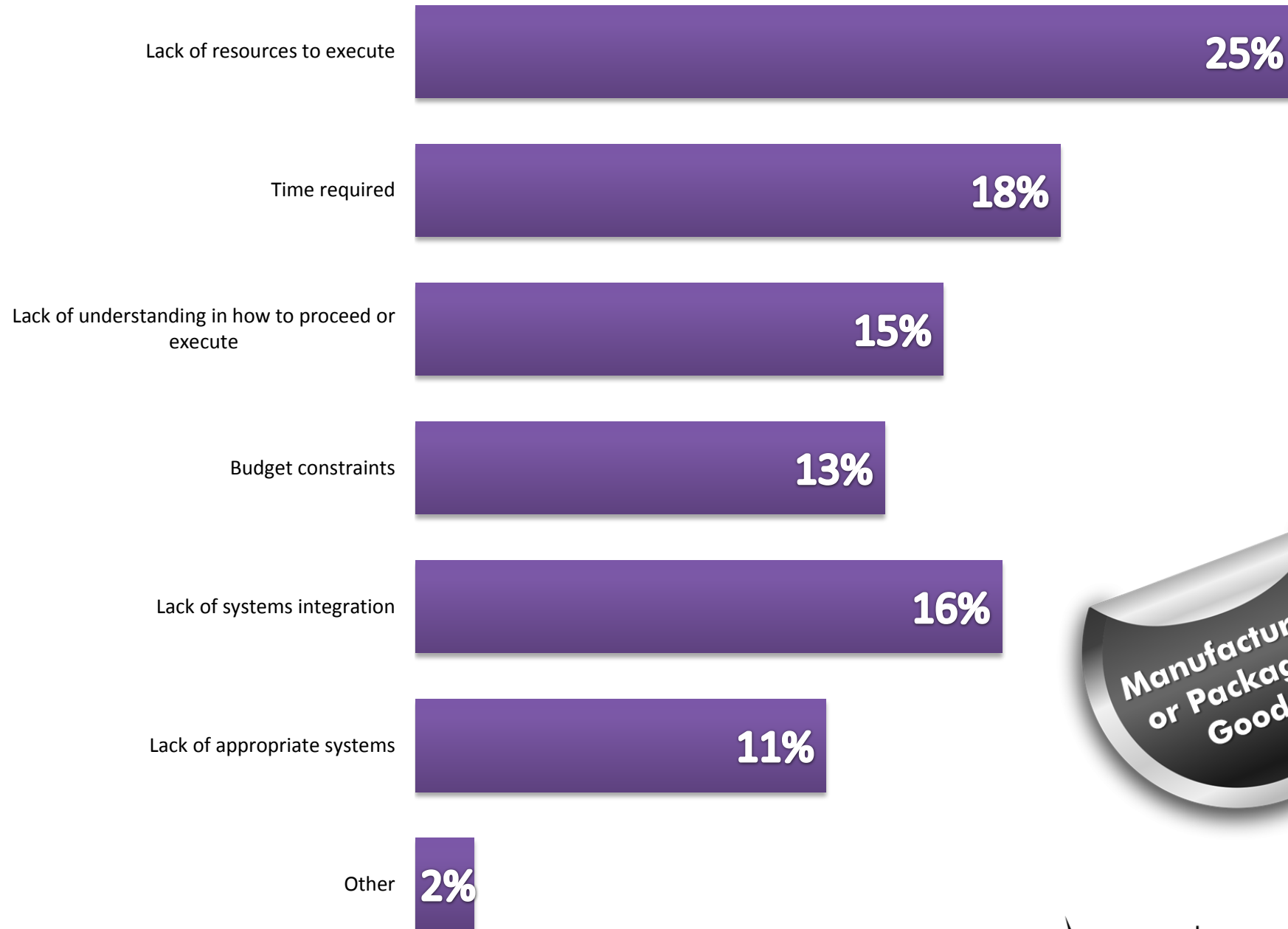
Chart 1.70 Challenges to analytics use

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

Challenge	Percentage
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%

Media or Publishing online or offline

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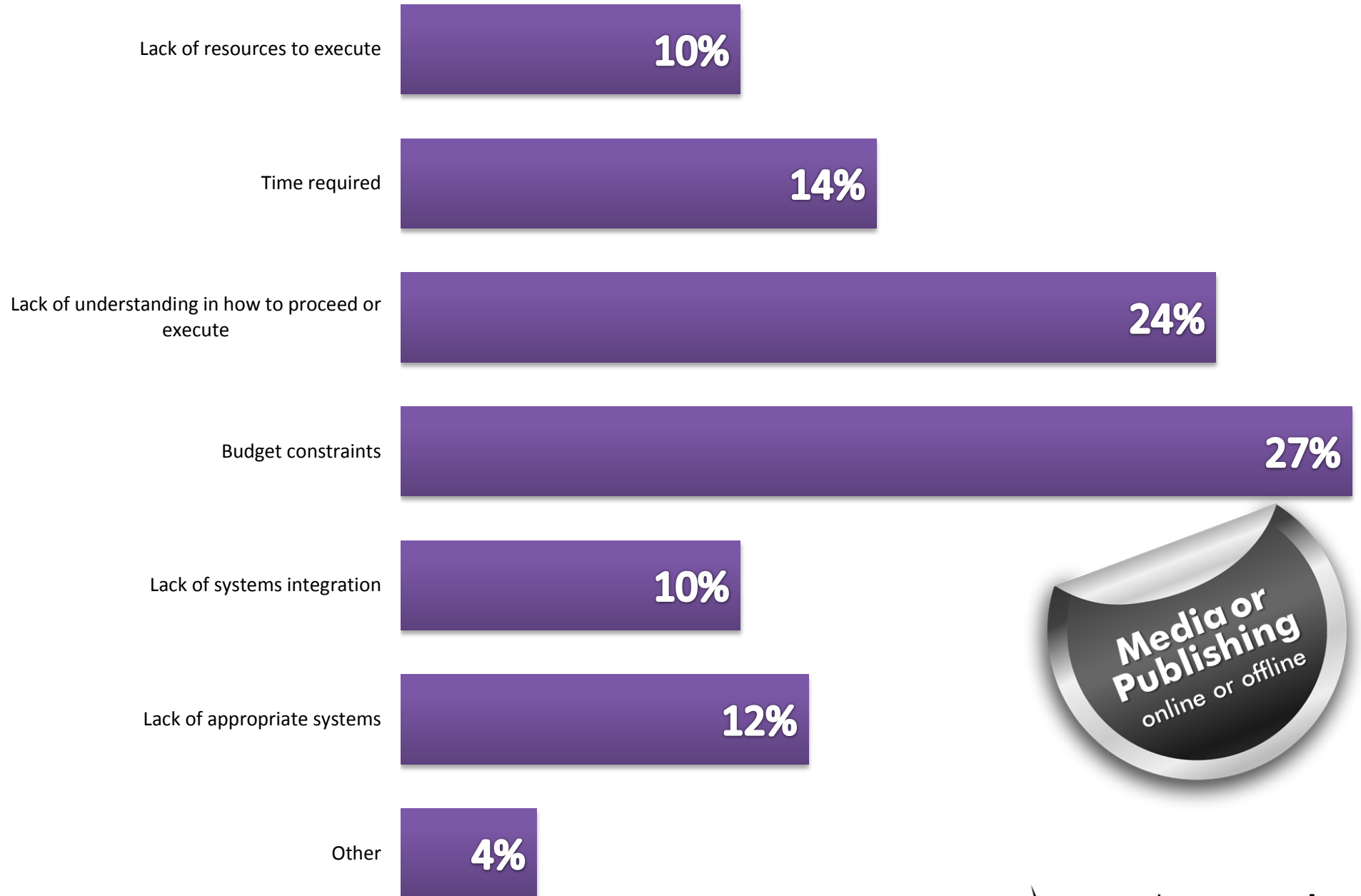
Chart 1.71 Challenges to analytics use

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

Challenge	Percentage
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%

Software or Software as a Service

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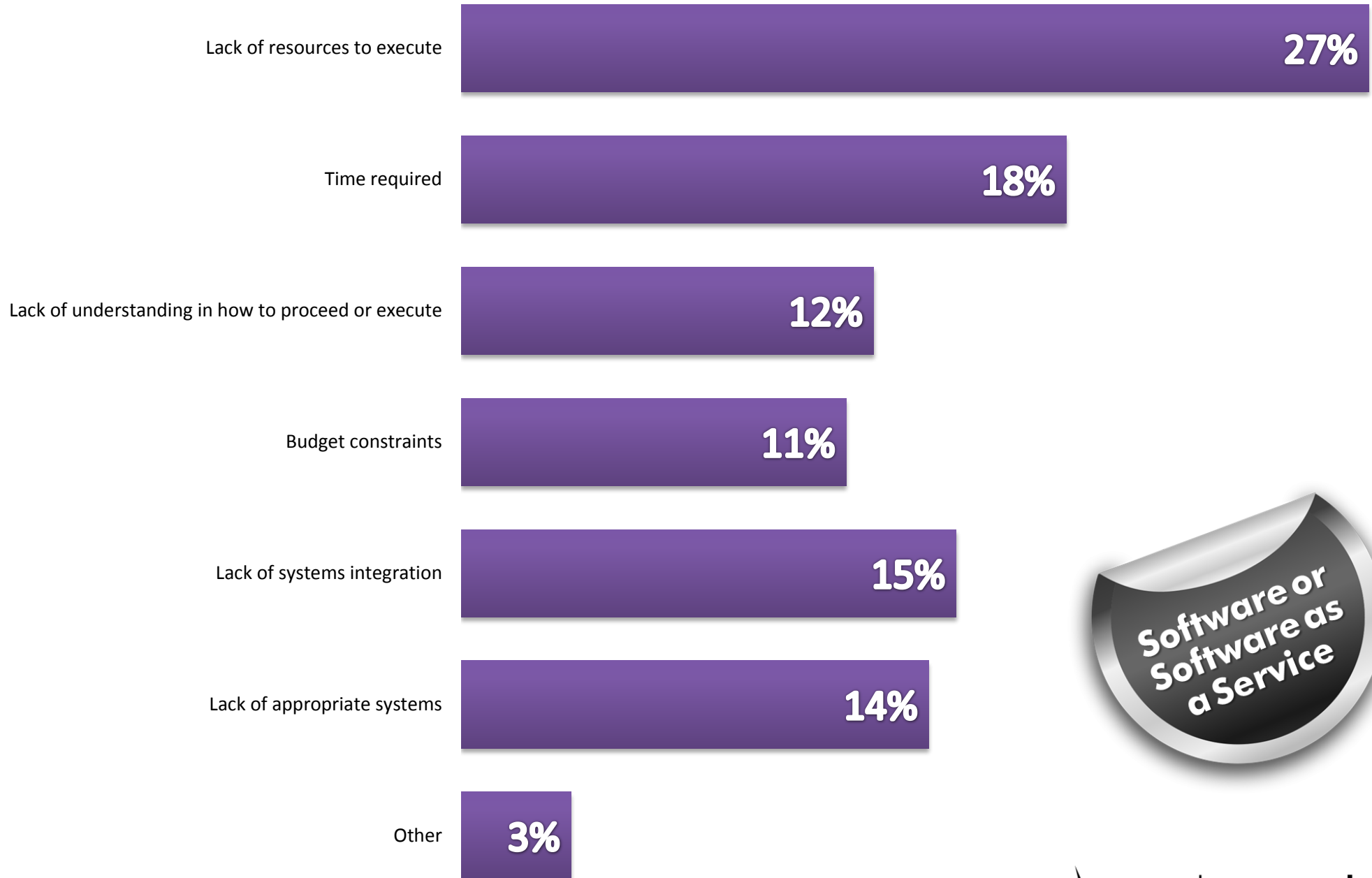
Chart 1.72 Challenges to analytics use

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

Challenge	Percentage
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%

Marketing Agency or Consultancy

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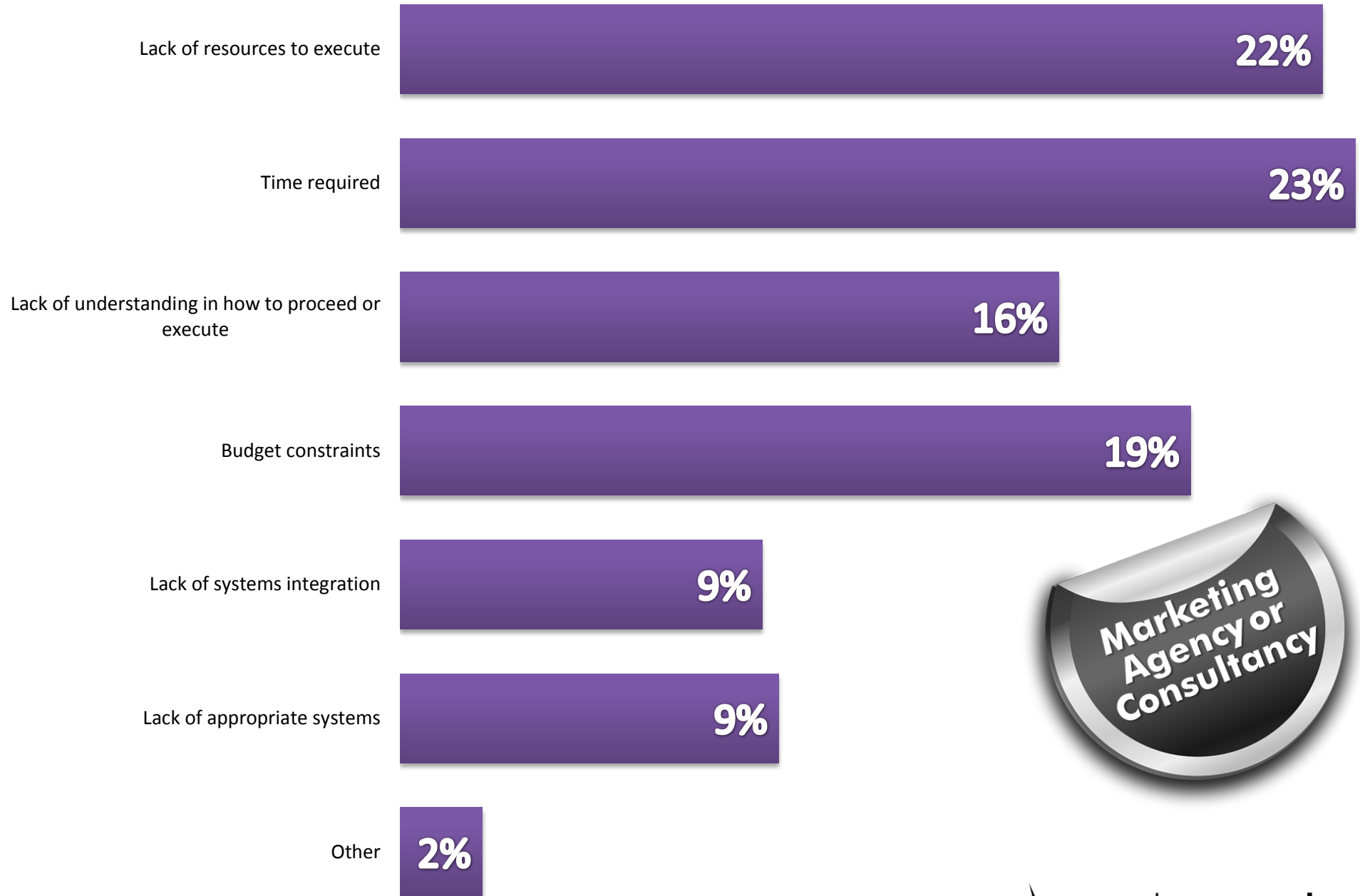
Chart 1.73 Challenges to analytics use

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

Challenge	%
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%

Non-Profit and Education

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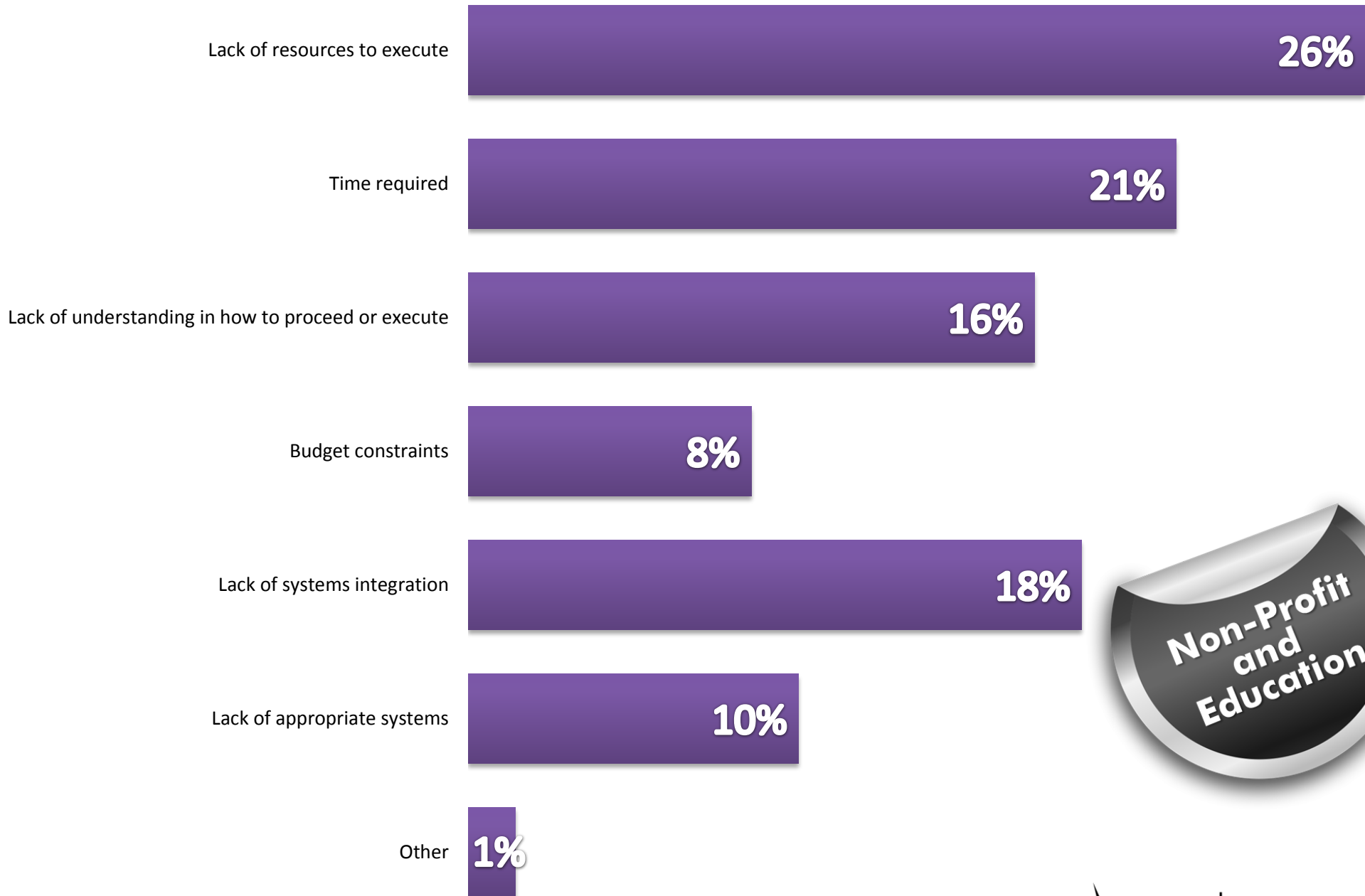
Chart 1.74 Challenges to analytics use

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

Challenge	Percentage
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%

Retail or E-commerce

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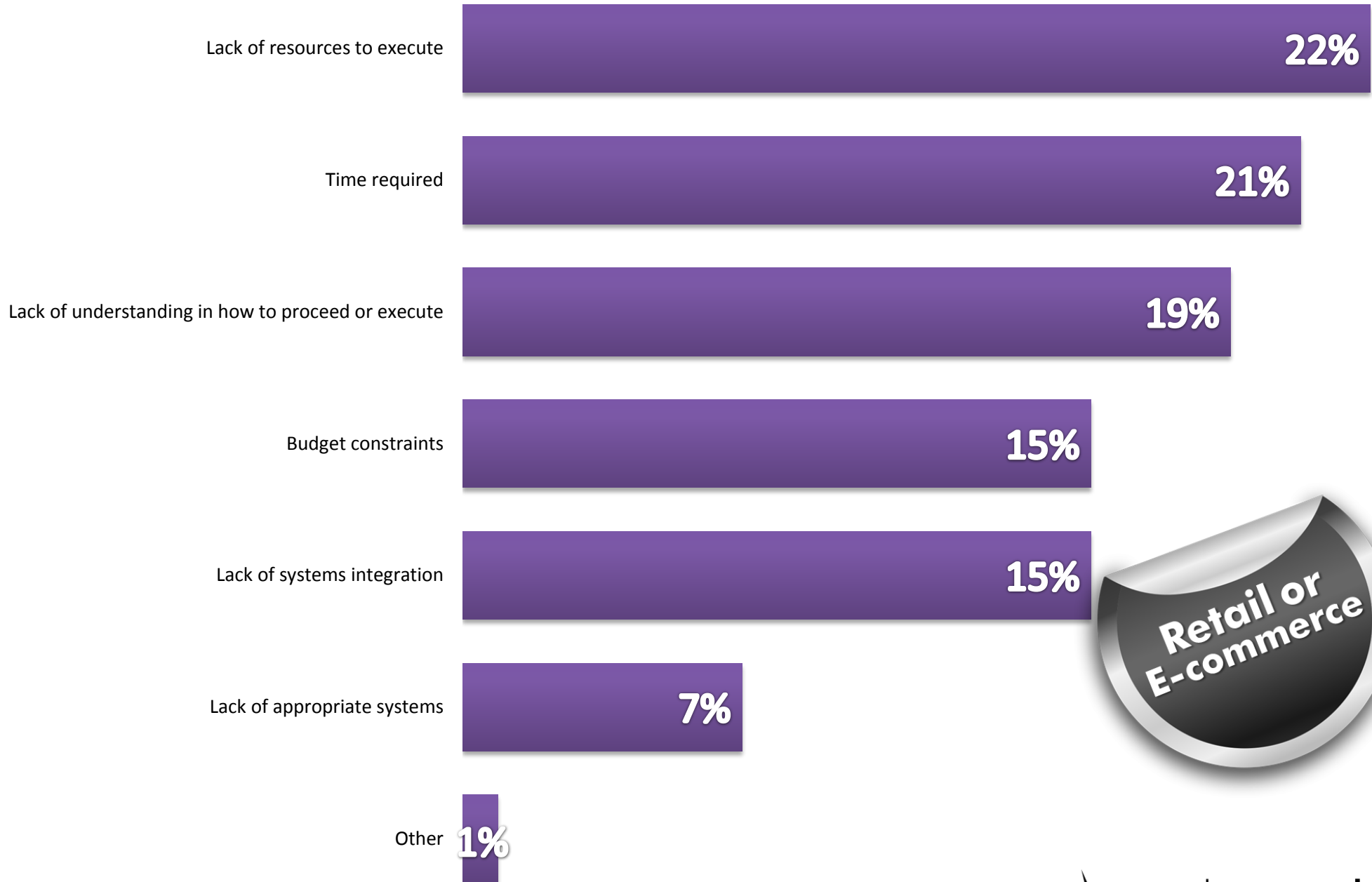
Chart 1.75 Challenges to analytics use

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

Challenge	Percentage
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%

Professional or Financial Services

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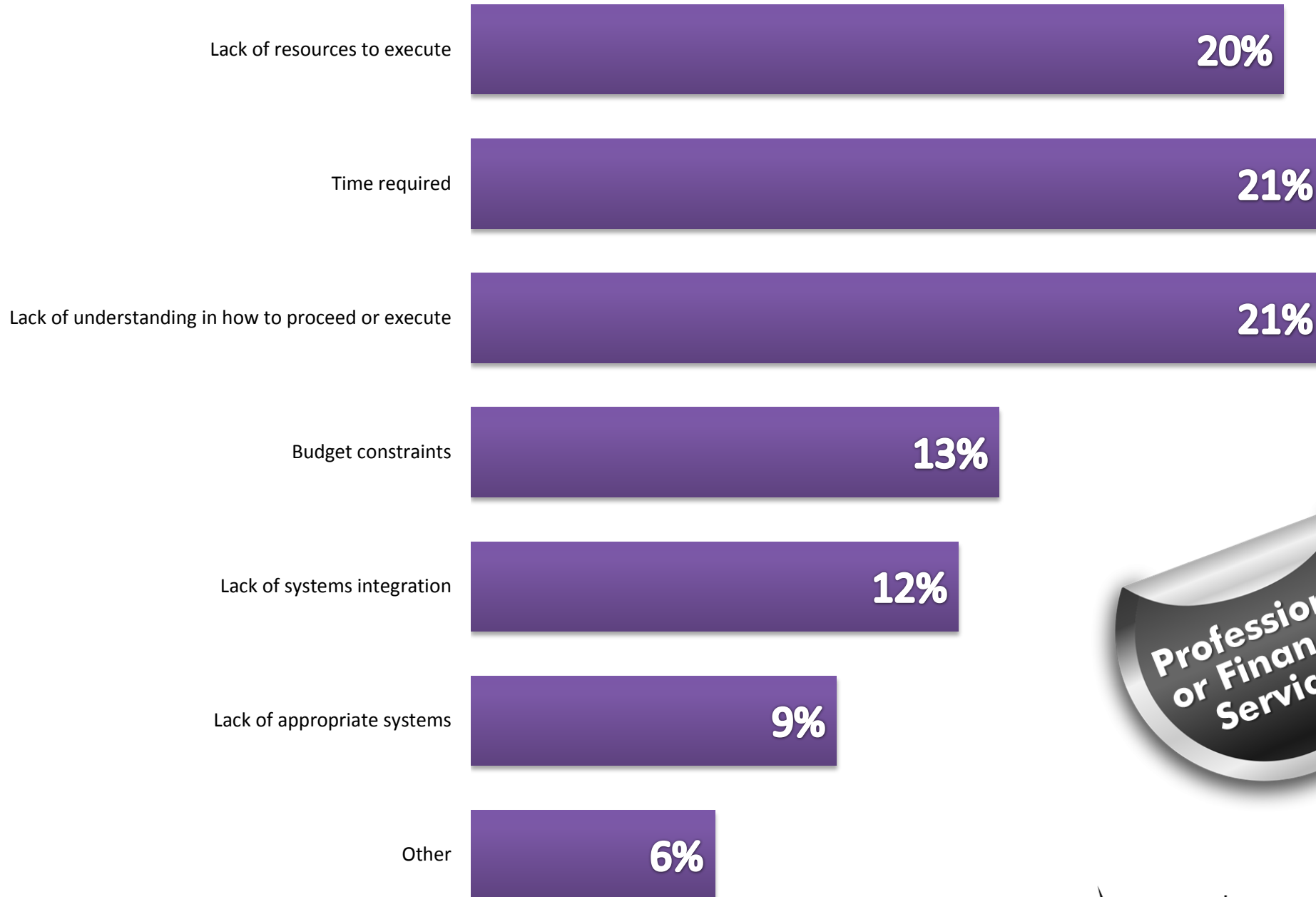
Chart 1.76 Challenges to analytics use

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

Challenge	Percentage
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%

Other

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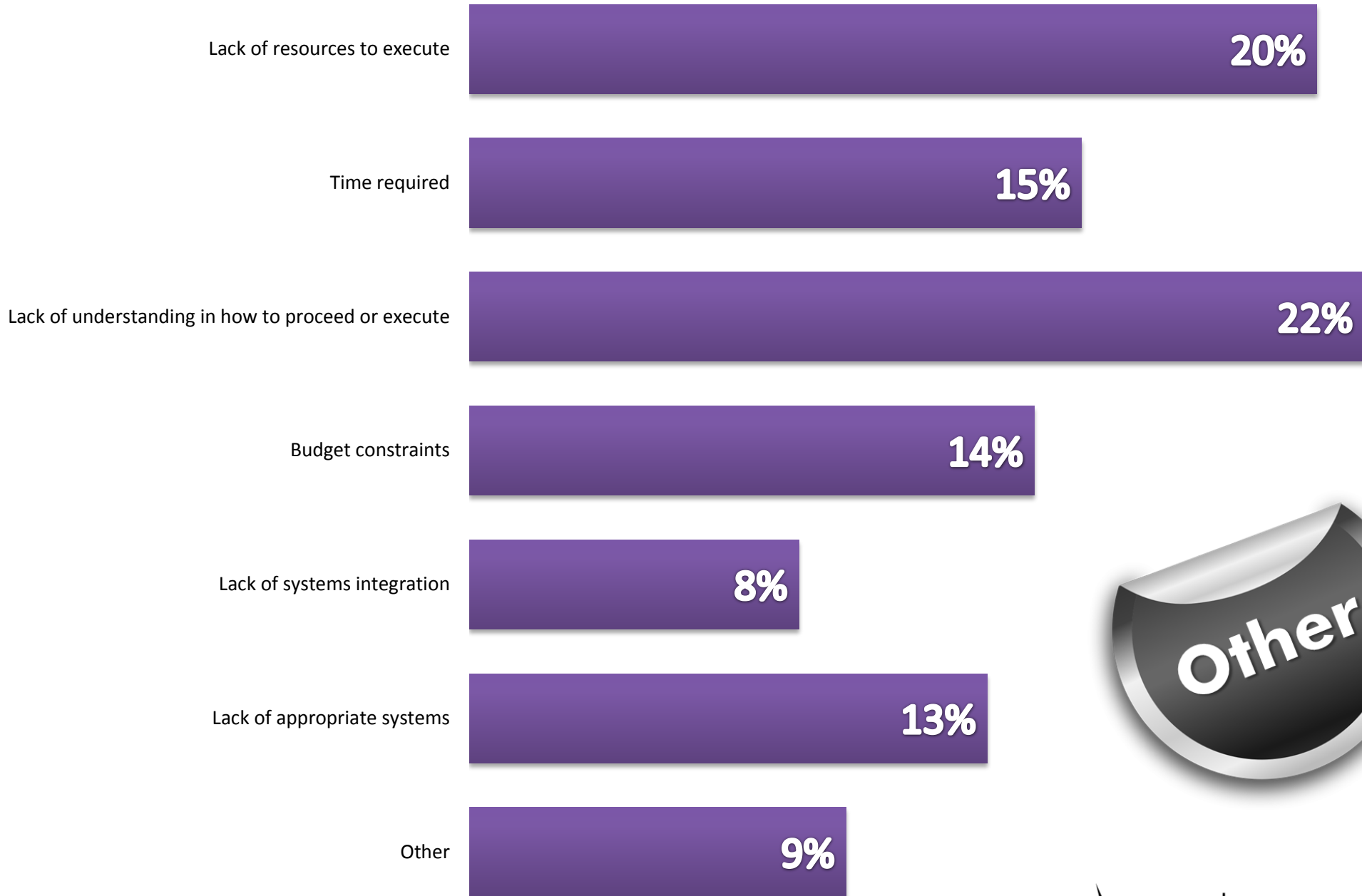
Chart 1.77 Challenges to analytics use

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

Company size	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
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

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Marketing Analytics Benchmark Report

CHAPTER 2
THE MESSAGE

Data Sciences
MECLABS VERIFIED
January 2013

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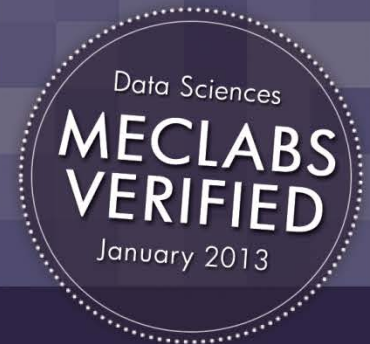
The Message: Points to consider

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.

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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.

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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.

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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).

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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?

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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?

Category	Percentage
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%

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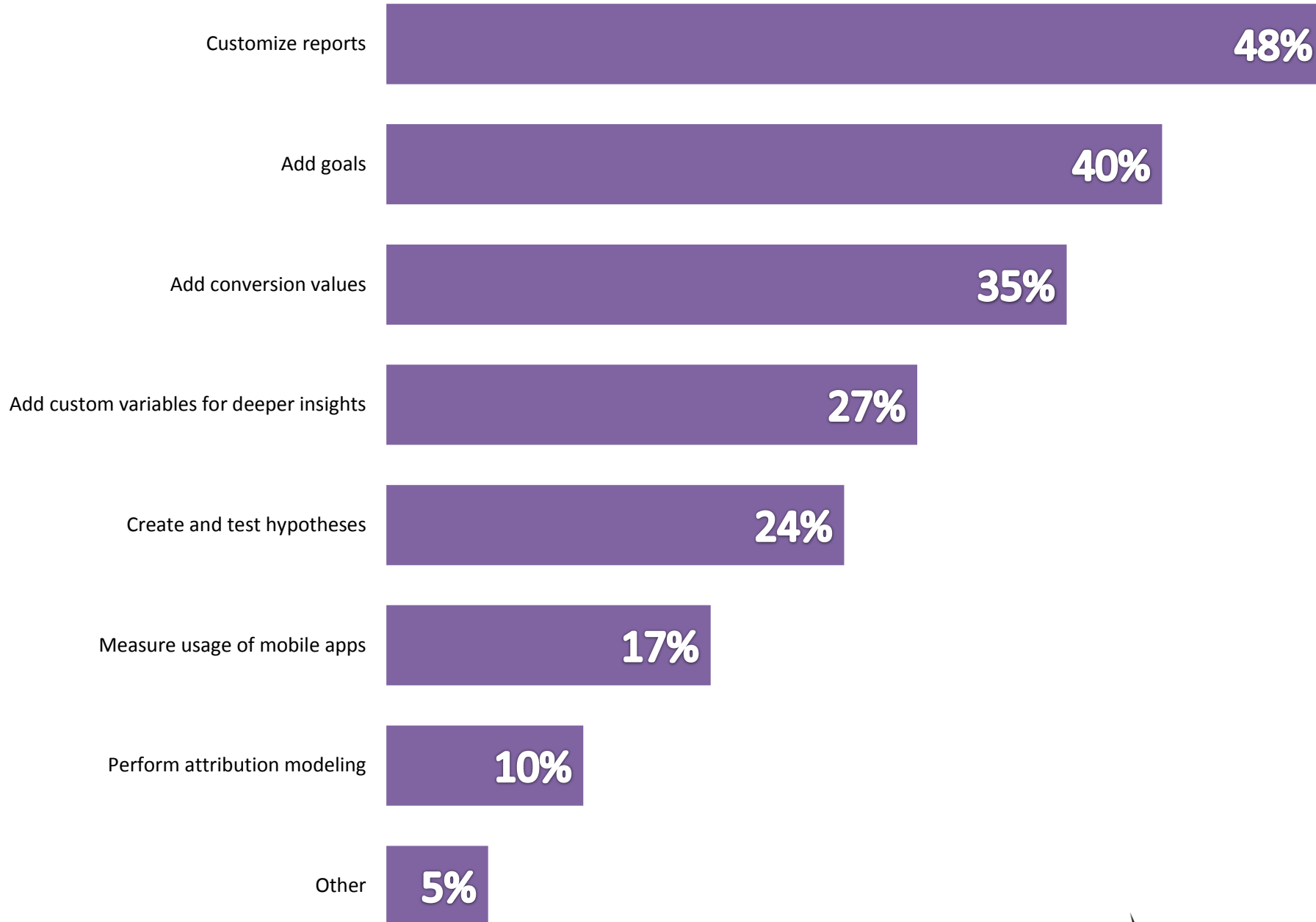
Chart 2.2 Analytics platform usage beyond default settings

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

Category	Percentage
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%

B2C

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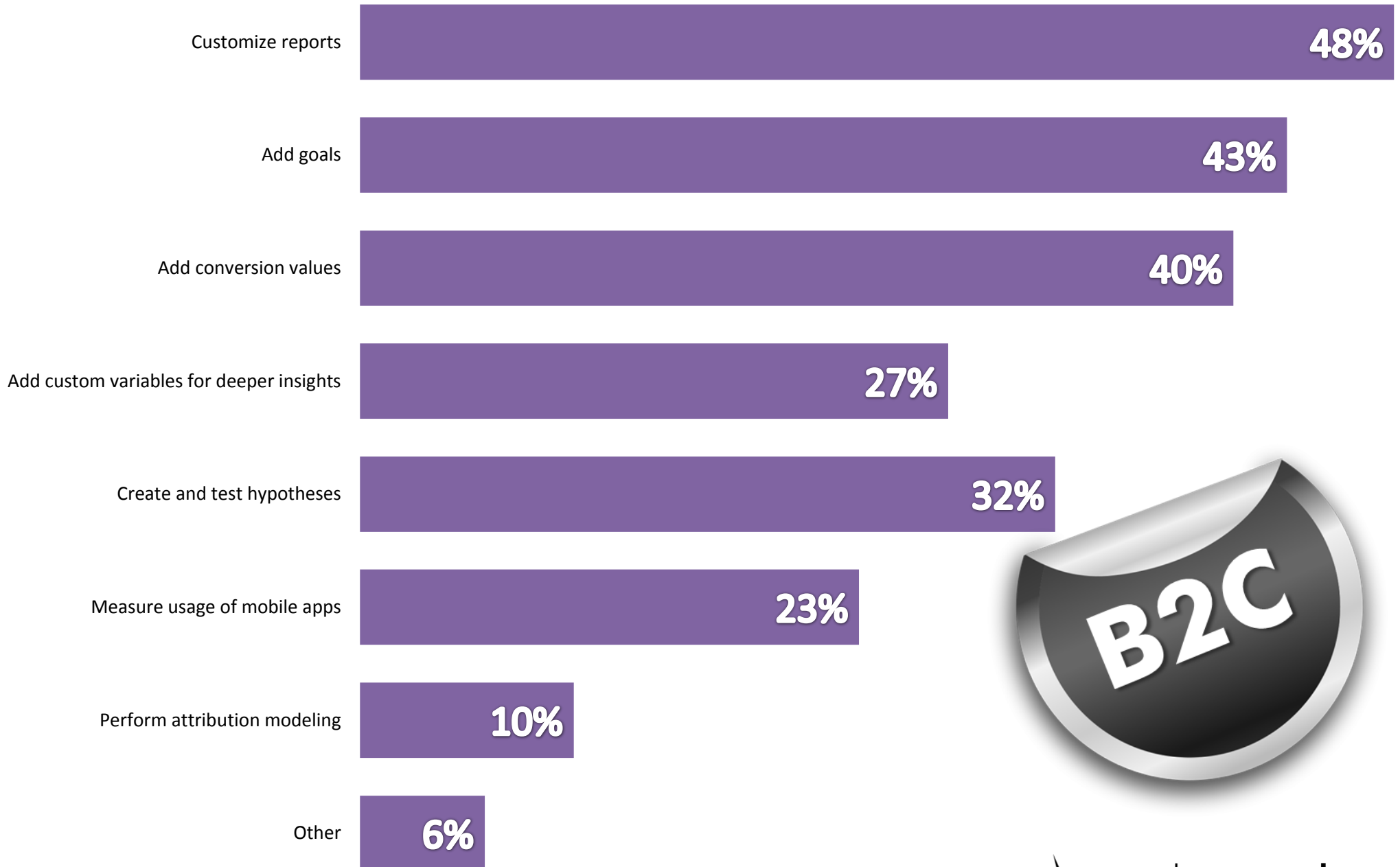
Chart 2.3 Analytics platform usage beyond default settings

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

Category	Percentage
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%

B2B & B2G

marketingsherpa
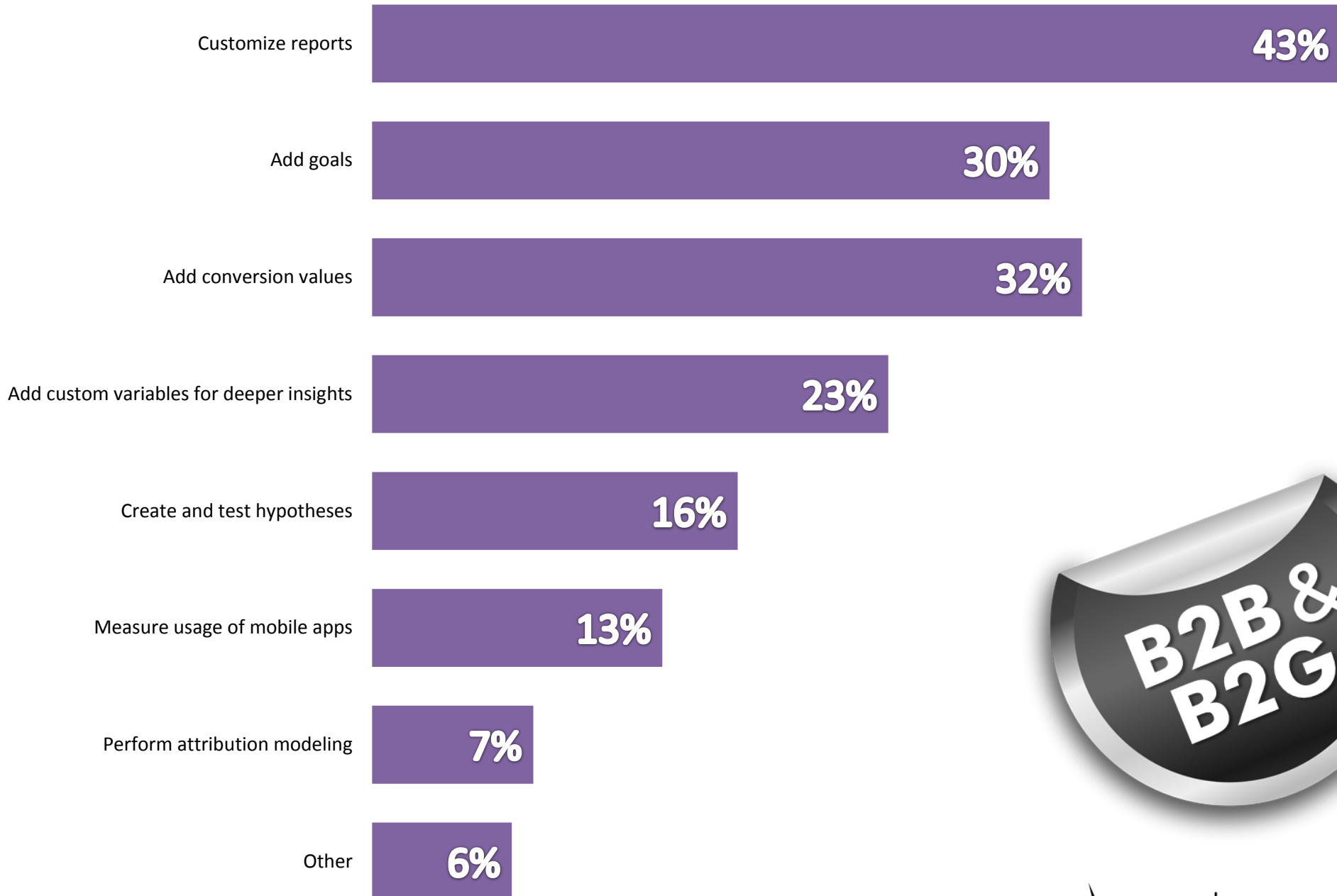
Chart 2.4 Analytics platform usage beyond default settings

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%

B2C & B2B

marketingsherpa
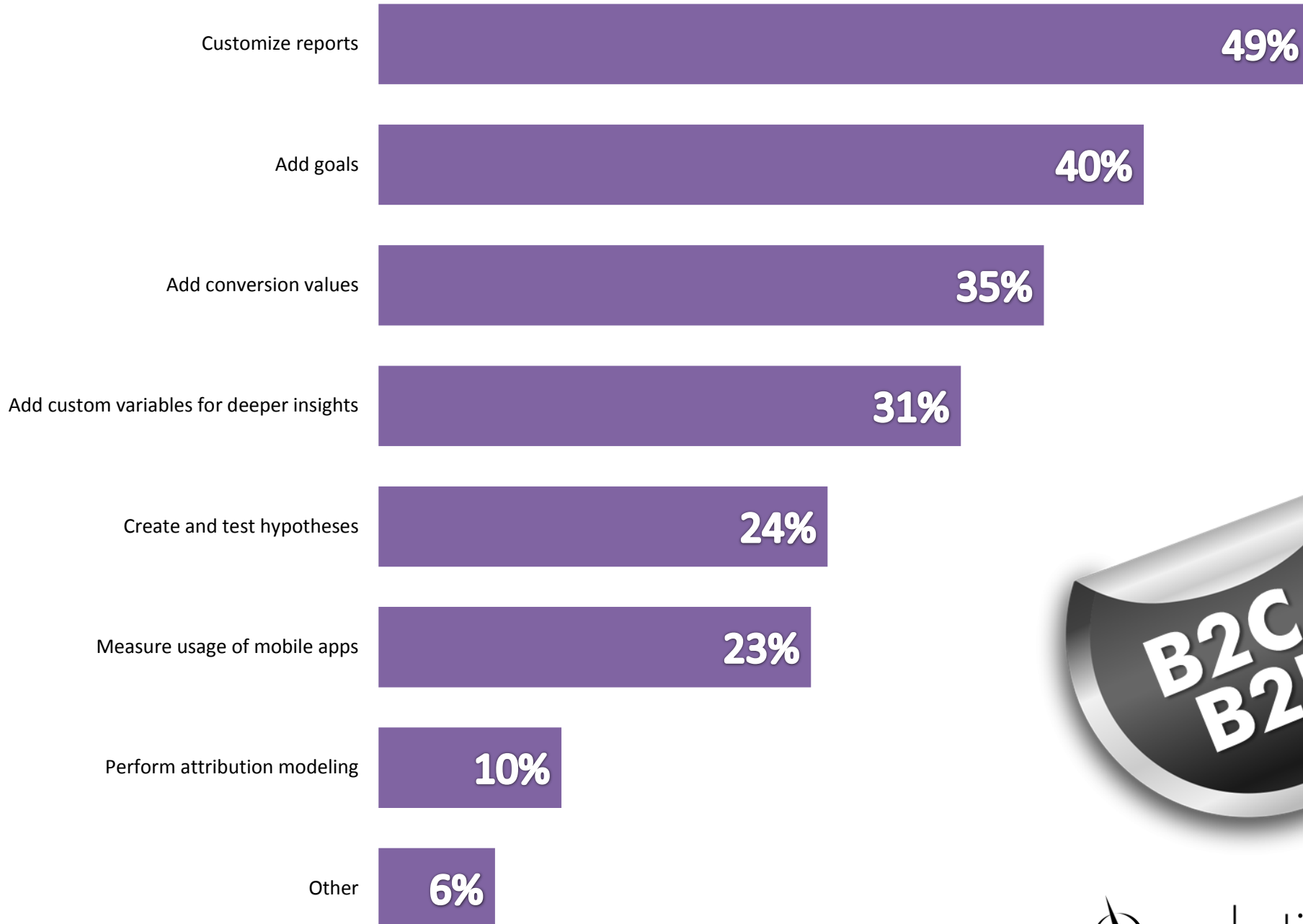
Chart 2.5 Analytics platform usage beyond default settings

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

Category	Percentage
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%

Marketing Agency or Consultancy

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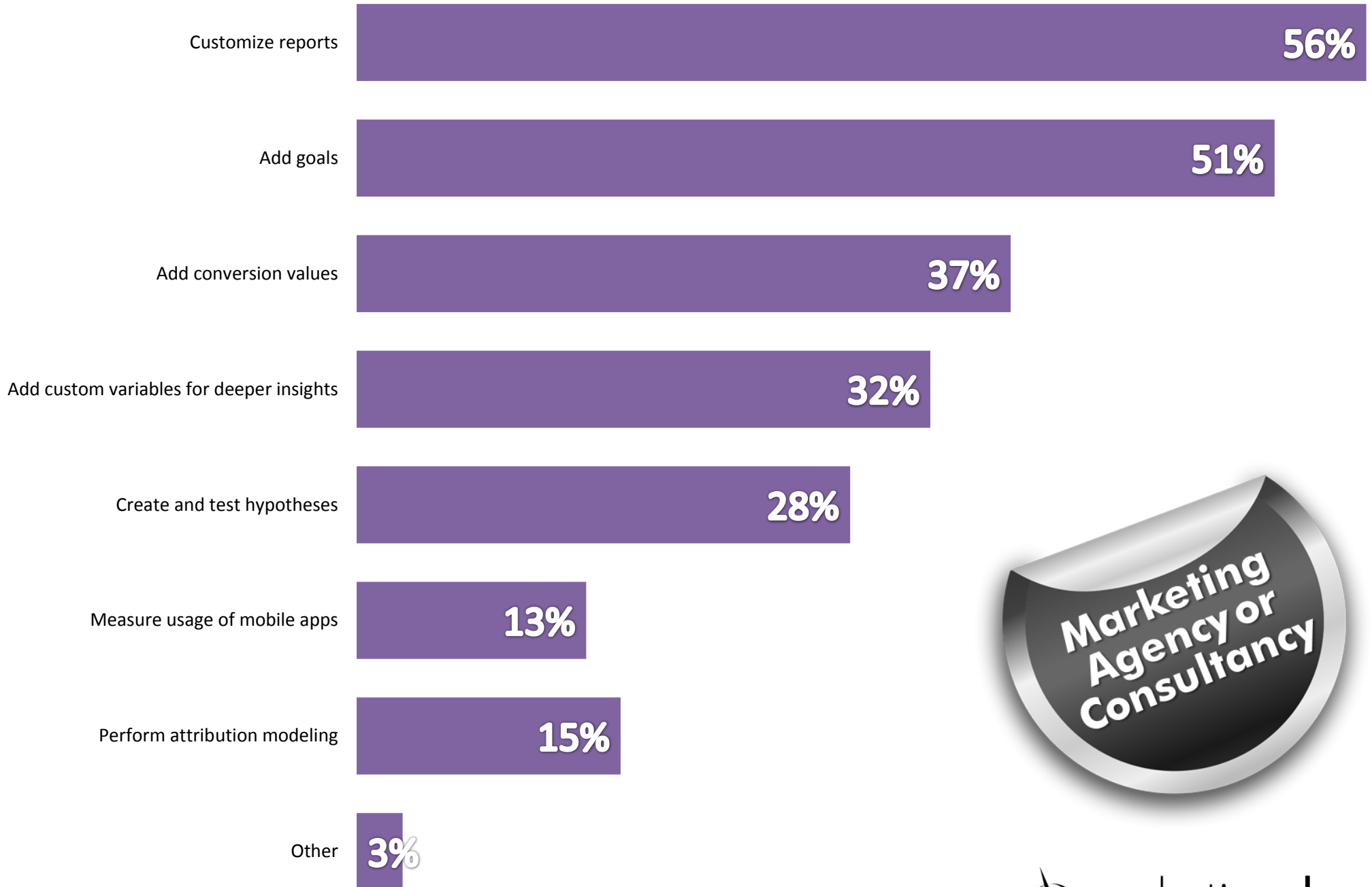
Chart 2.6 Analytics platform usage beyond default settings

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

Category	Percentage
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%

Software or Software as a Service

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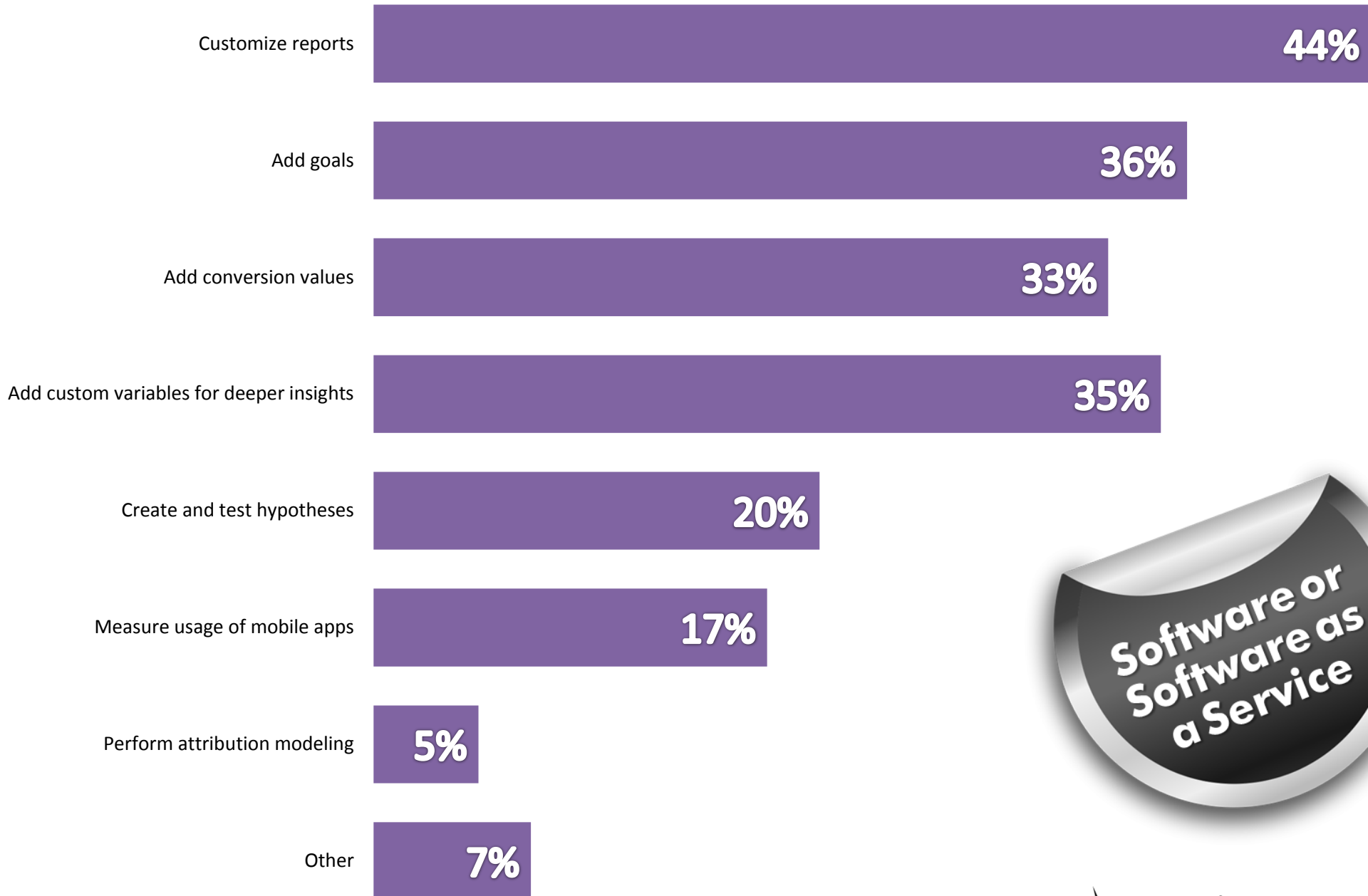
Chart 2.7 Analytics platform usage beyond default settings

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

Category	Percentage
Customize reports	45%
Add goals	53%
Add conversion values	53%
Add custom variables for deeper insights	35%
Create and test hypotheses	31%
Measure usage of mobile apps	26%
Perform attribution modeling	12%
Other	4%

Retail or E-commerce

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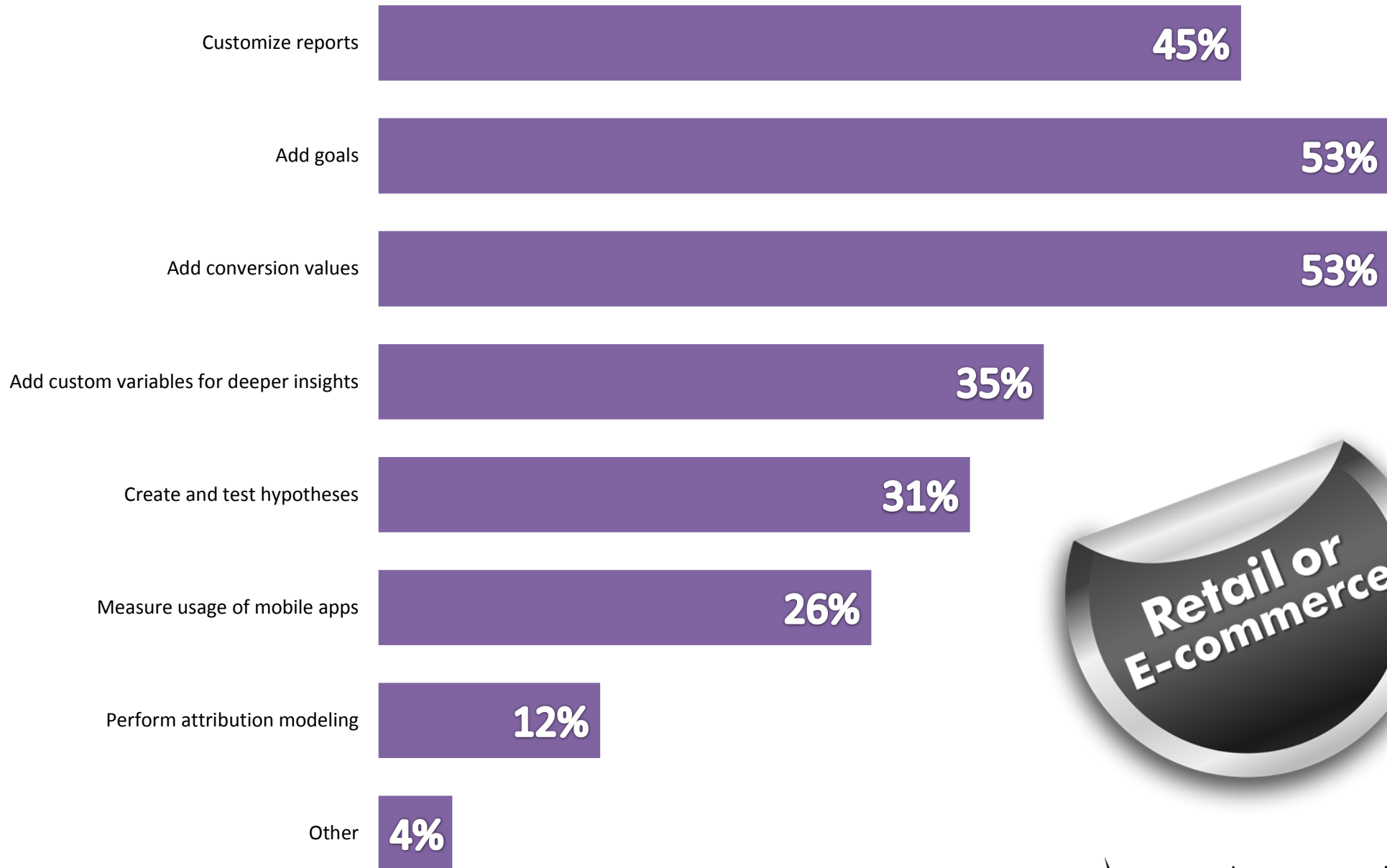
Chart 2.8 Analytics platform usage beyond default settings

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

Those routinely and efficiently gaining insight from analytics

Category	Percentage
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%

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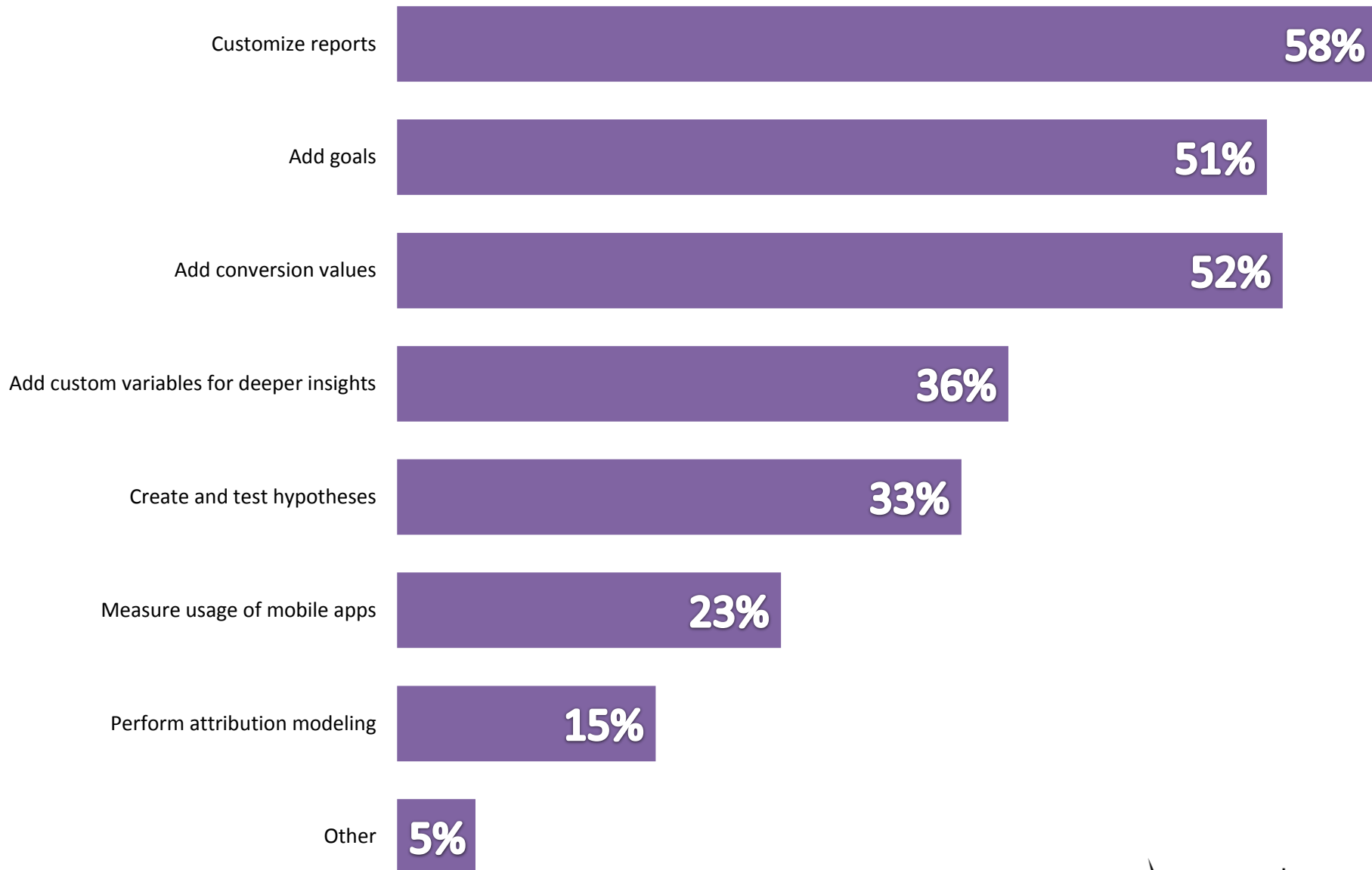
Chart 2.9 Analytics platform usage beyond default settings

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

Those occasionally gaining insight from analytics

Category	Percentage
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%

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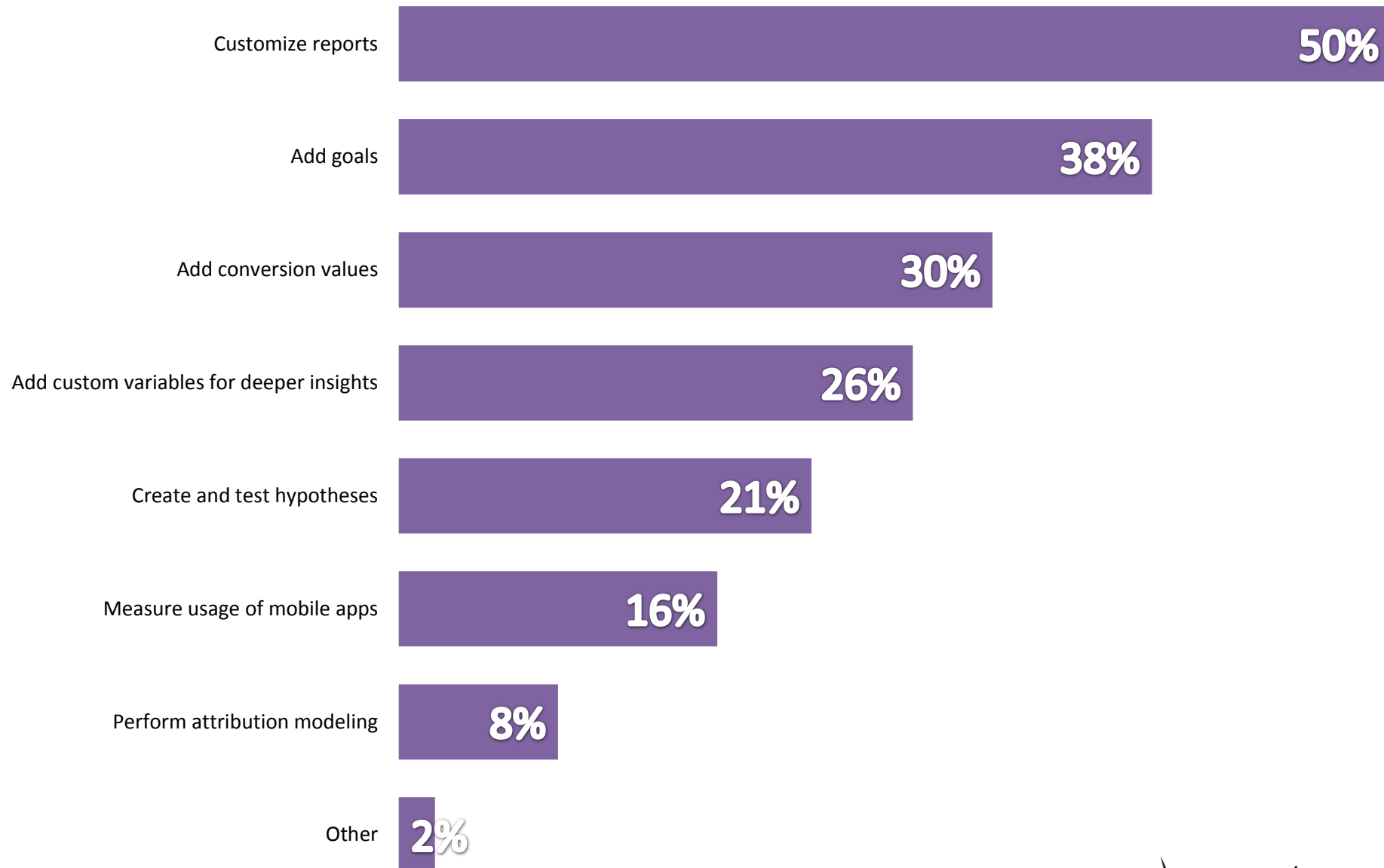
Chart 2.10 Analytics platform usage beyond default settings

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

Those whose Web analytics tools were easy to interpret and apply

Category	Percentage
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%

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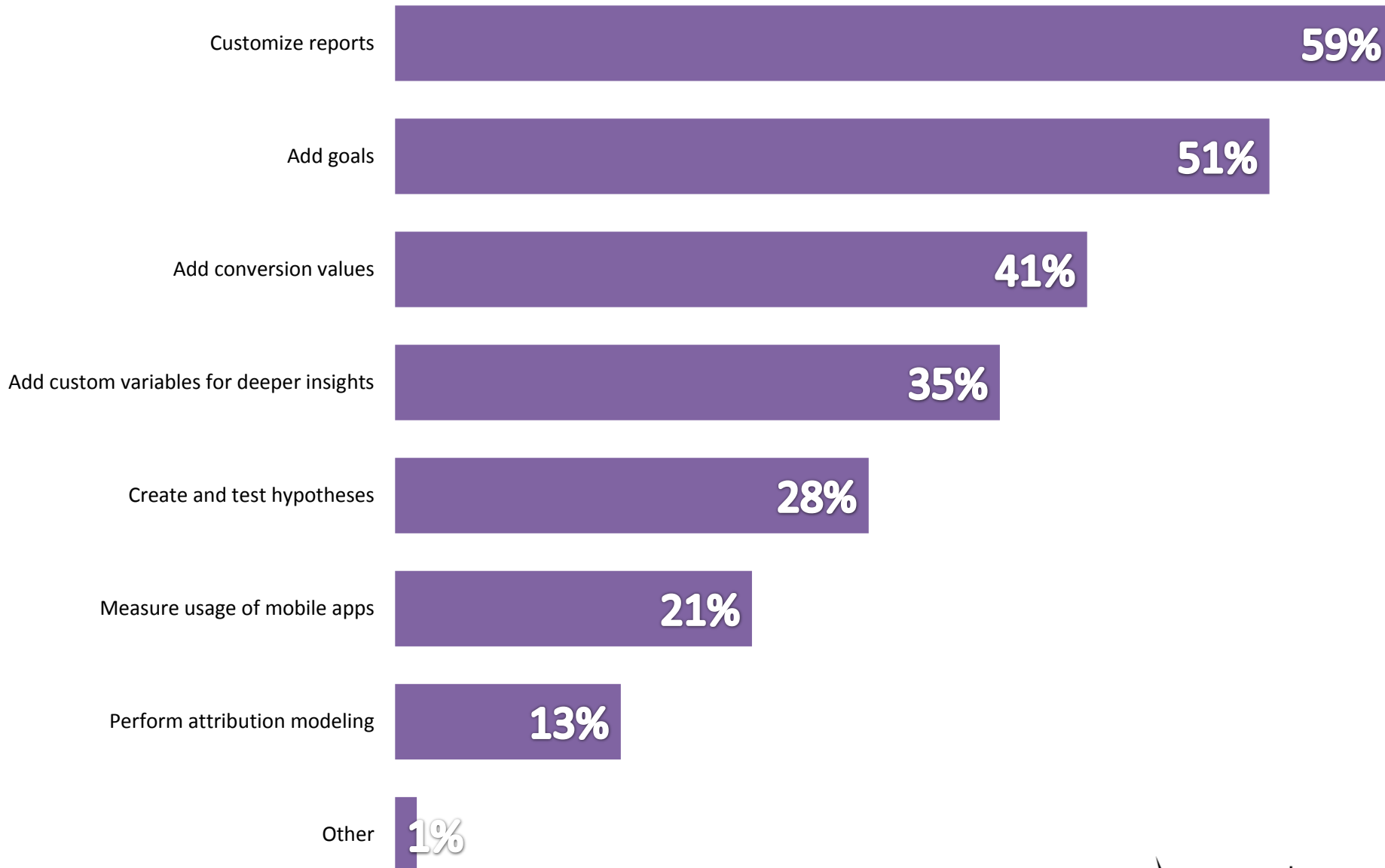
Chart 2.11 Analytics platform usage beyond default settings

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%**

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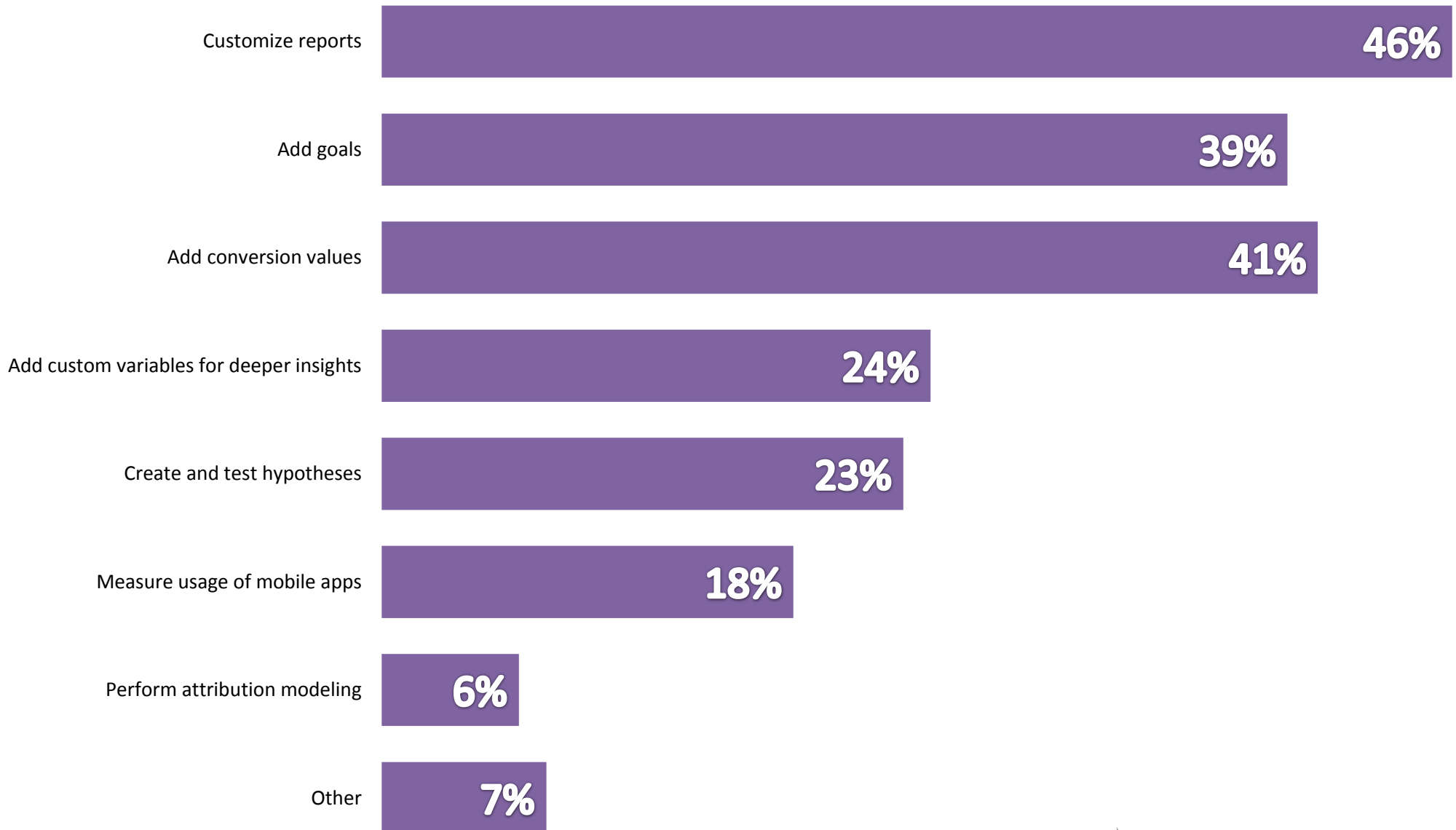
Chart 2.12 Analytics usage for message creation

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

Category	%
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

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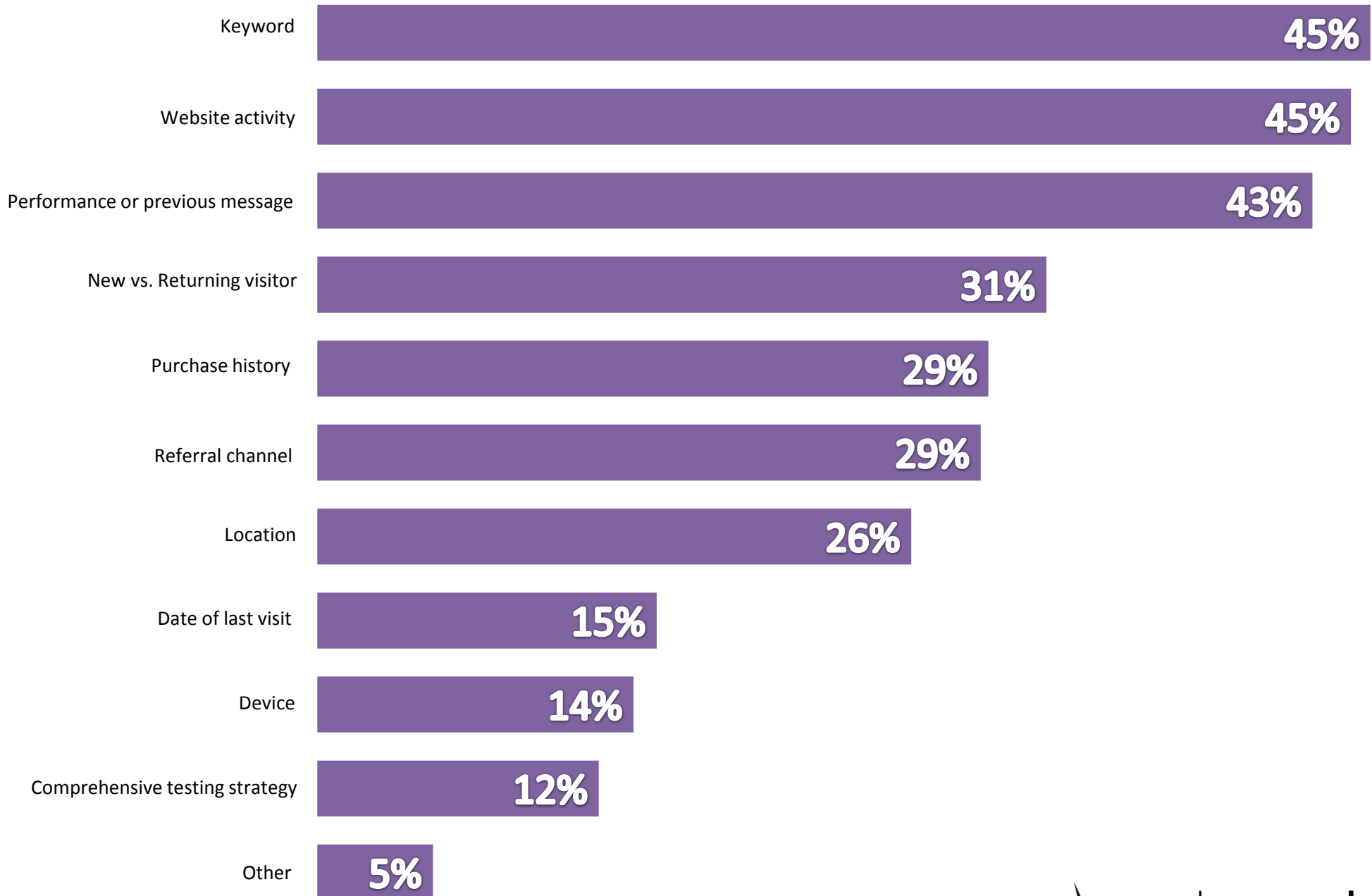
Chart 2.13 Analytics usage for message creation

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

Category	Percentage
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%

B2C

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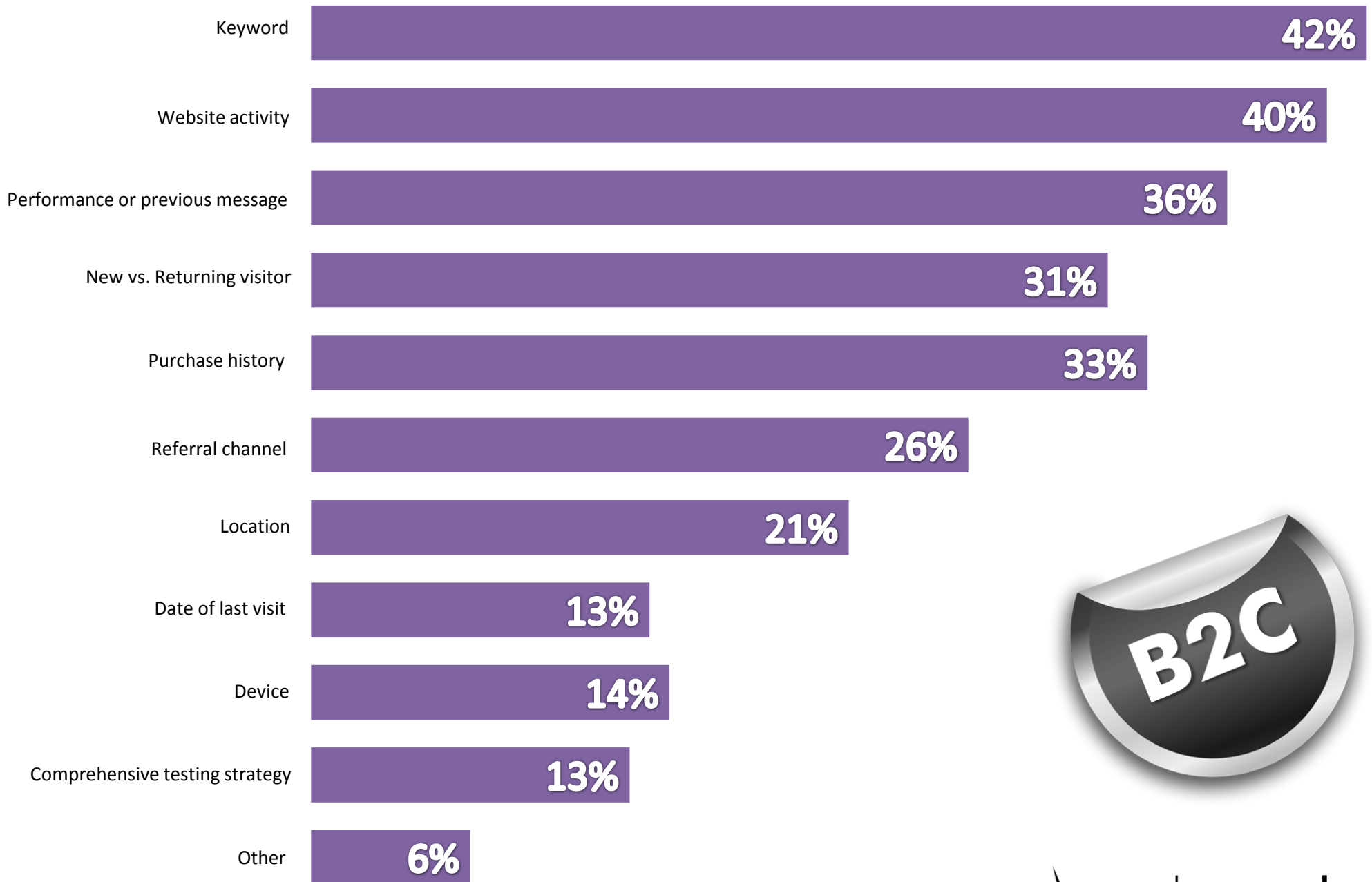
Chart 2.14 Analytics usage for message creation

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

Category	Percentage
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%

B2B & B2G

marketingsherpa
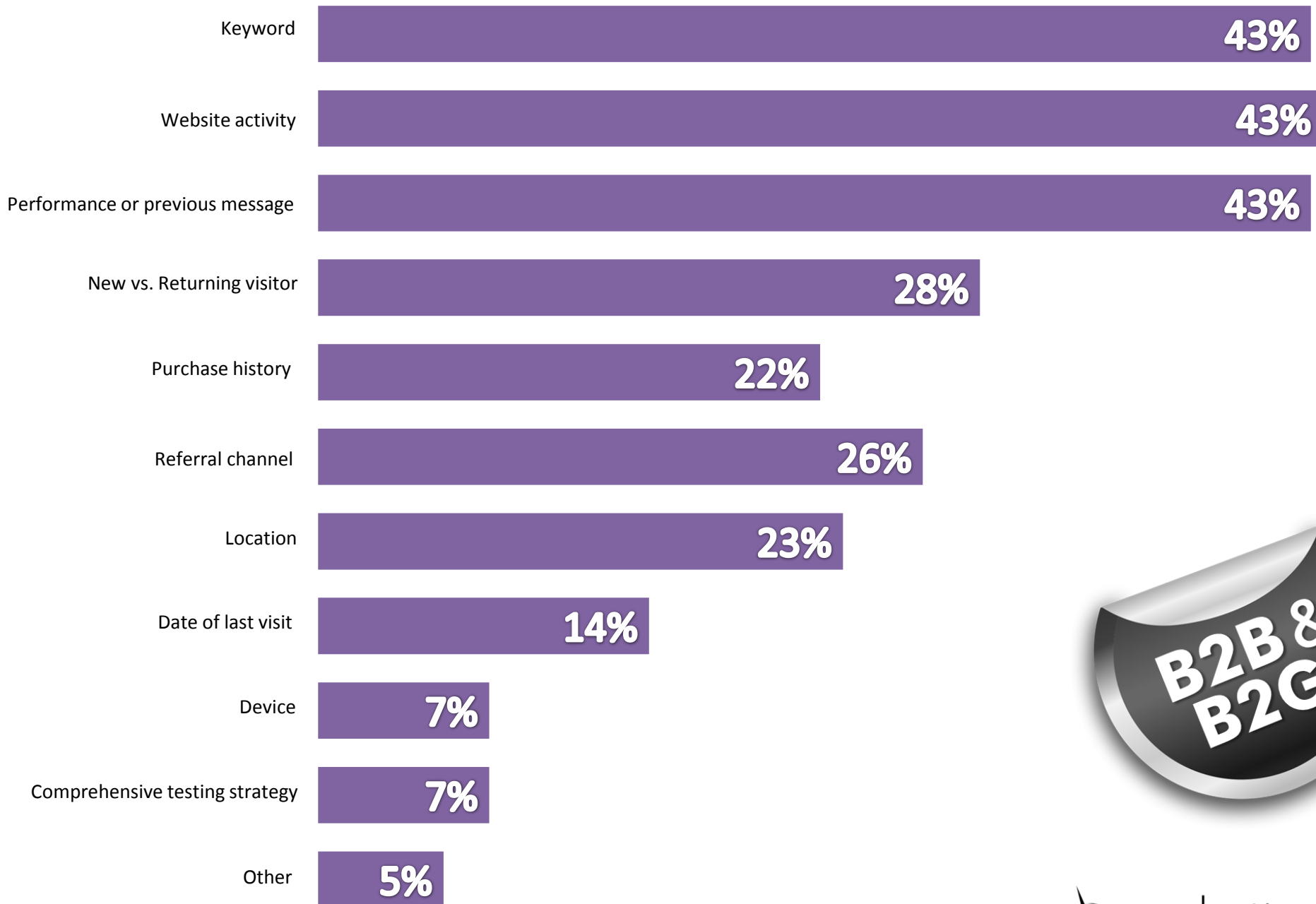
Chart 2.15 Analytics usage for message creation

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

Category	Percentage
Keyword	45%
Website activity	50%
Performance or previous message	44%
New vs. Returning visitor	36%
Purchase history	33%
Referral channel	26%
Location	17%
Date of last visit	14%
Device	13%
Comprehensive testing strategy	14%
Other	3%

B2C & B2B

marketingsherpa
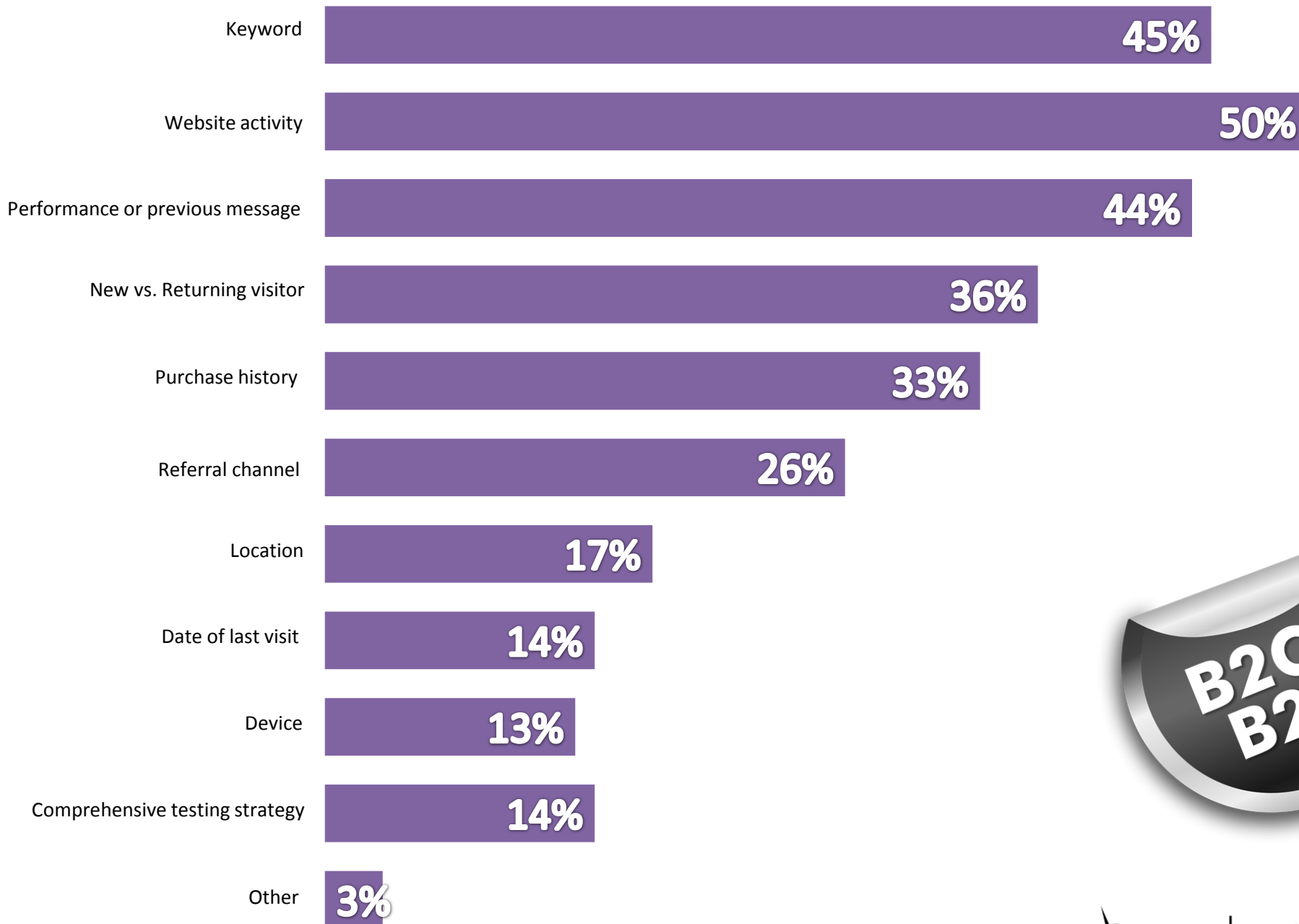
Chart 2.16 Analytics usage for message creation

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

Category	Percentage
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%

Software or Software as a Service

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 77

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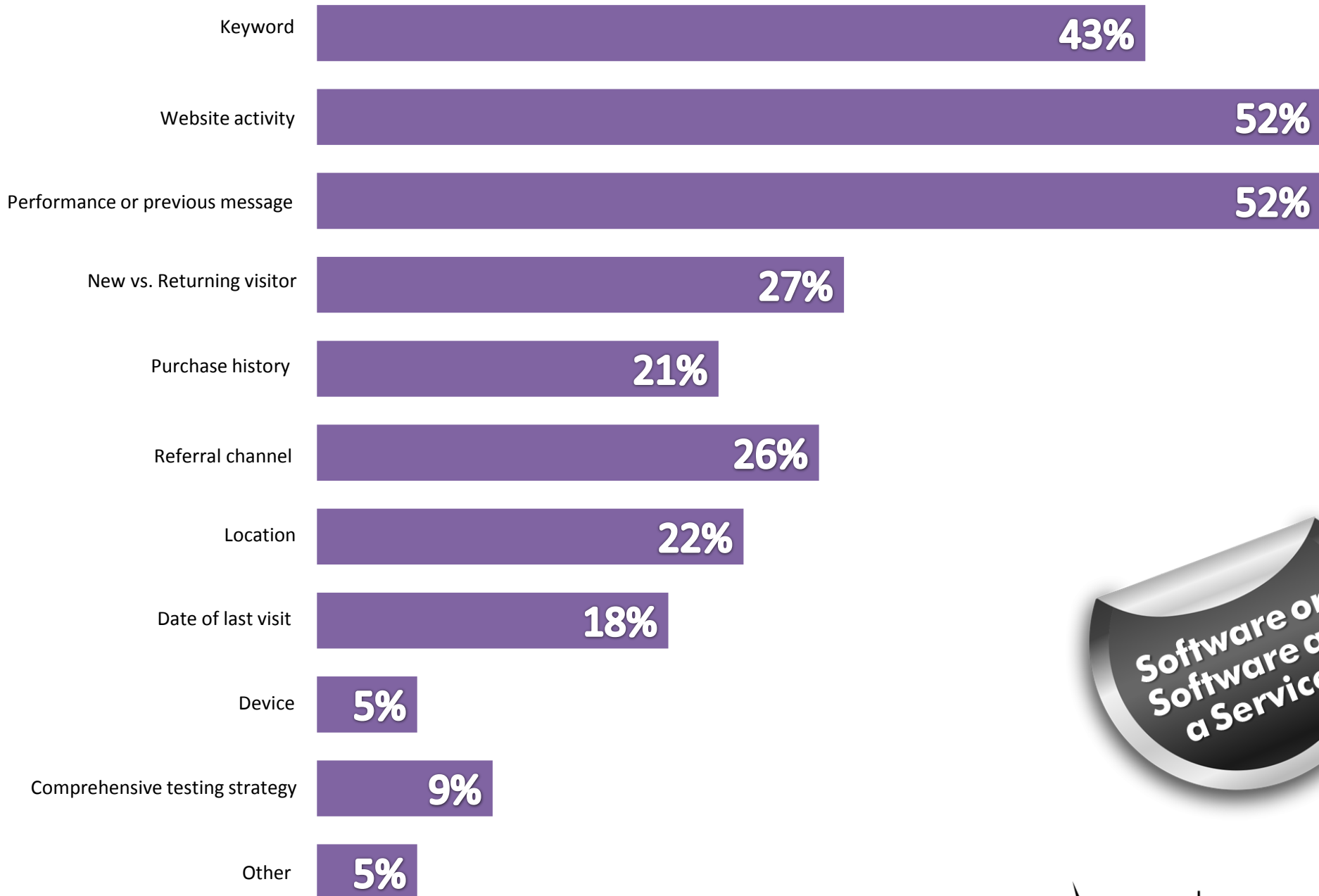
Chart 2.17 Analytics usage for message creation

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

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

Marketing Agency or Consultancy

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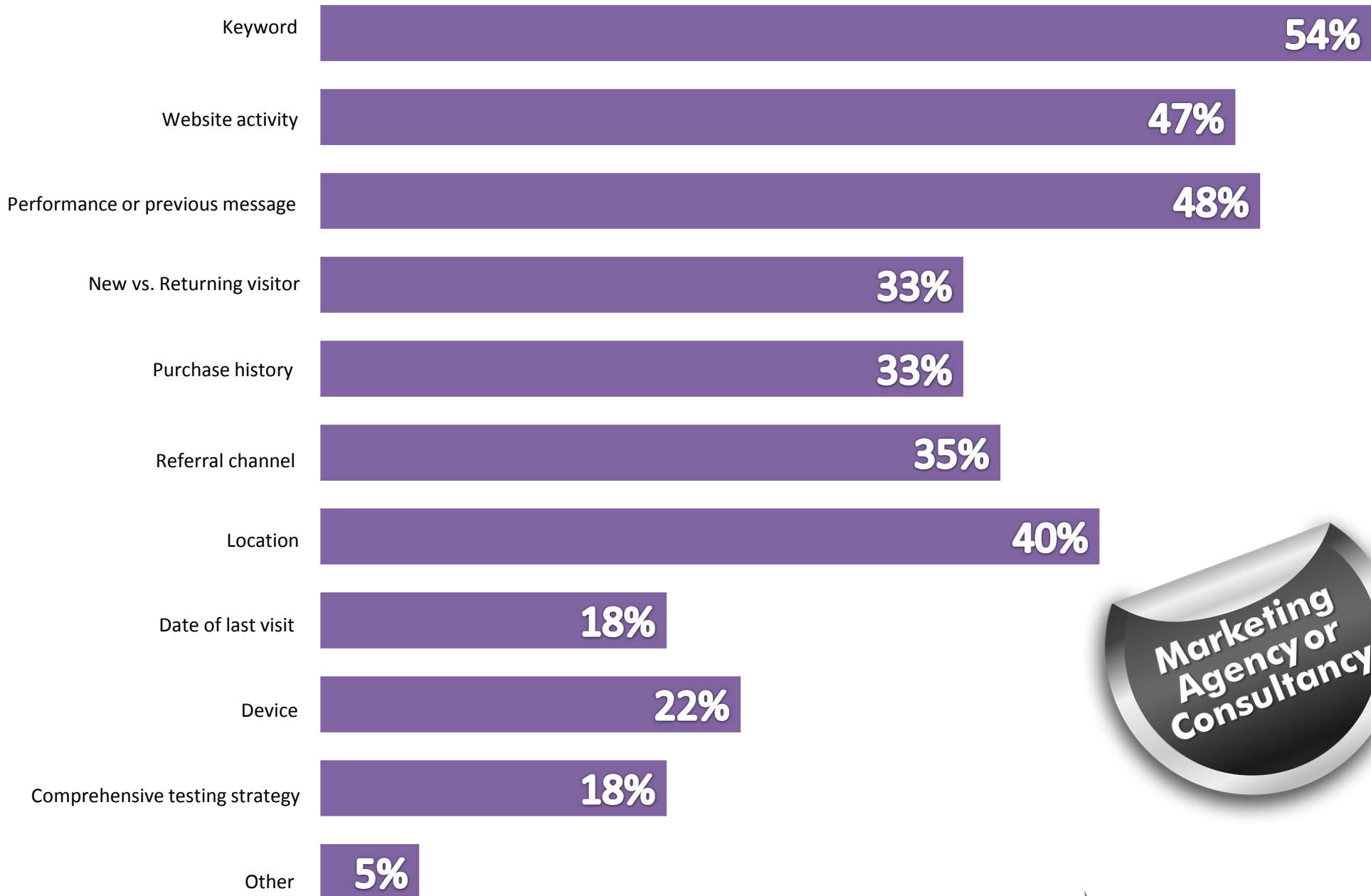
Chart 2.18 Analytics usage for message creation

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

Category	Percentage
Keyword	56%
Website activity	51%
Performance or previous message	39%
New vs. Returning visitor	39%
Purchase history	44%
Referral channel	27%
Location	20%
Date of last visit	17%
Device	14%
Comprehensive testing strategy	16%
Other	4%

Retail or E-commerce

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 70

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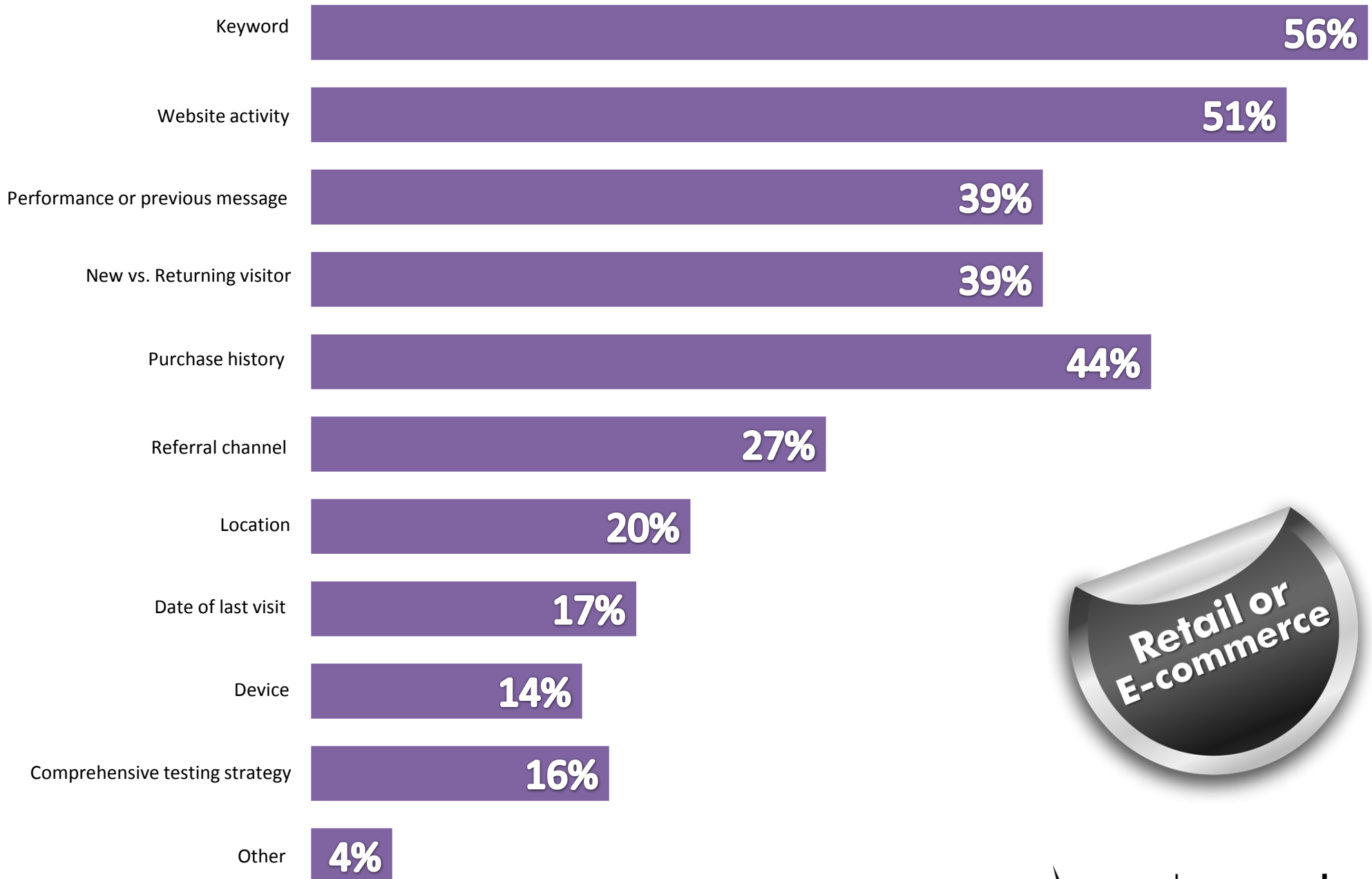
Chart 2.19 Analytics usage for message creation

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

Those whose organizations collect average or larger amounts of data

Category	Percentage
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%

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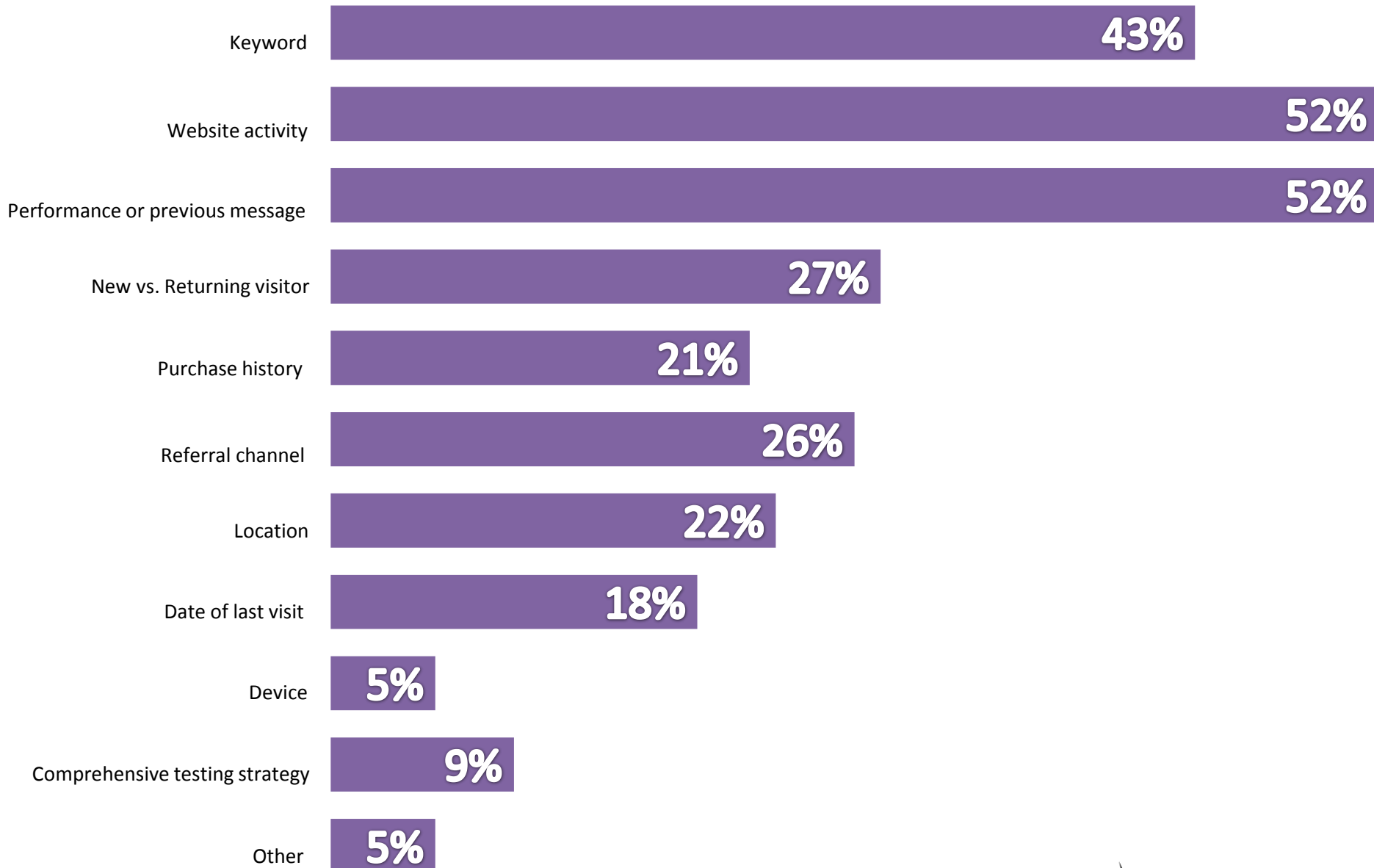
Chart 2.20 Analytics usage for message creation

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

Those whose organizations had limited data

Category	Percentage
Keyword	42%
Website activity	37%
Performance or previous message	34%
New vs. Returning visitor	30%
Purchase history	25%
Referral channel	21%
Location	19%
Date of last visit	9%
Device	3%
Comprehensive testing strategy	3%
Other	6%

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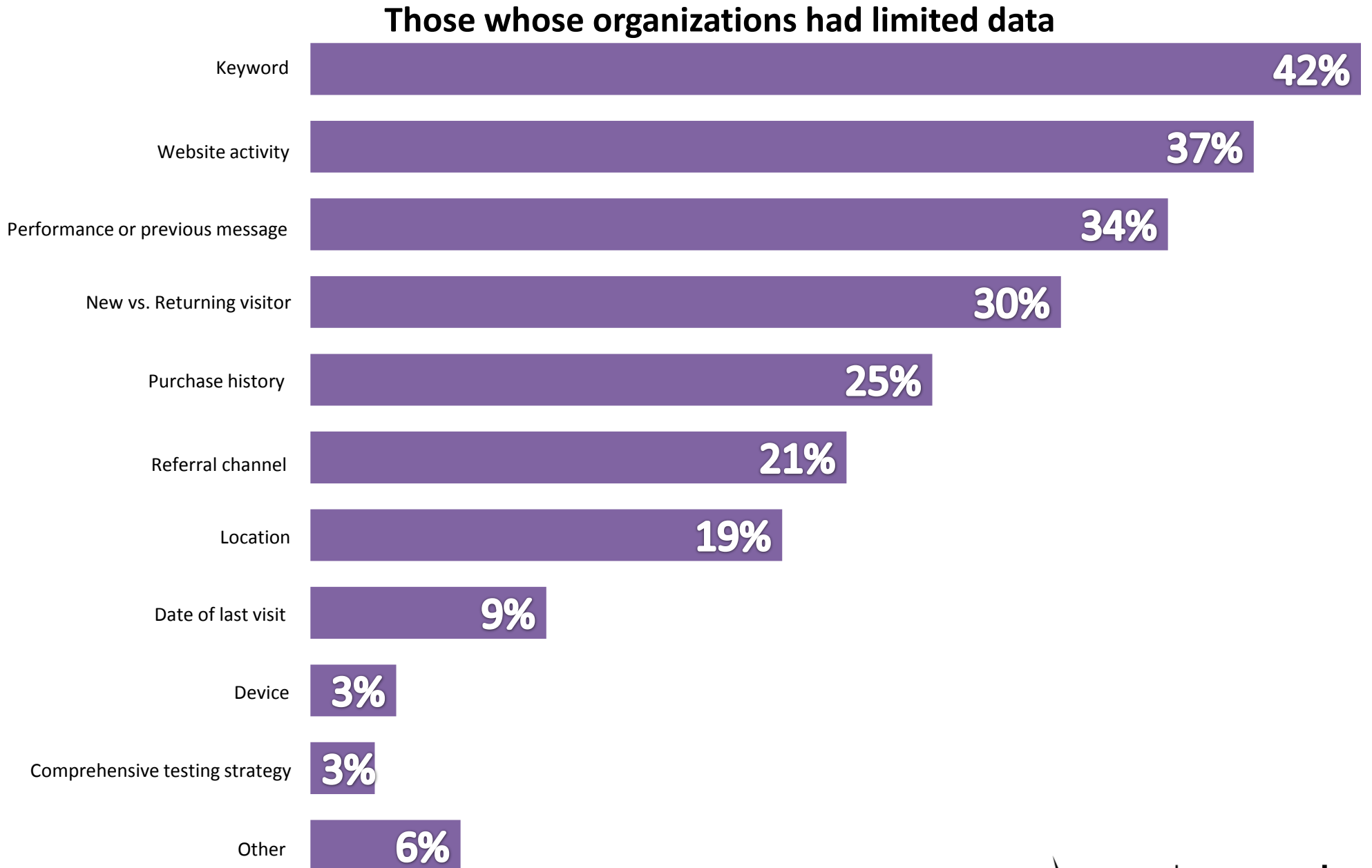
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Chart 2.21 Use of cookie data for customized message creation

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

Category	Percentage
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%
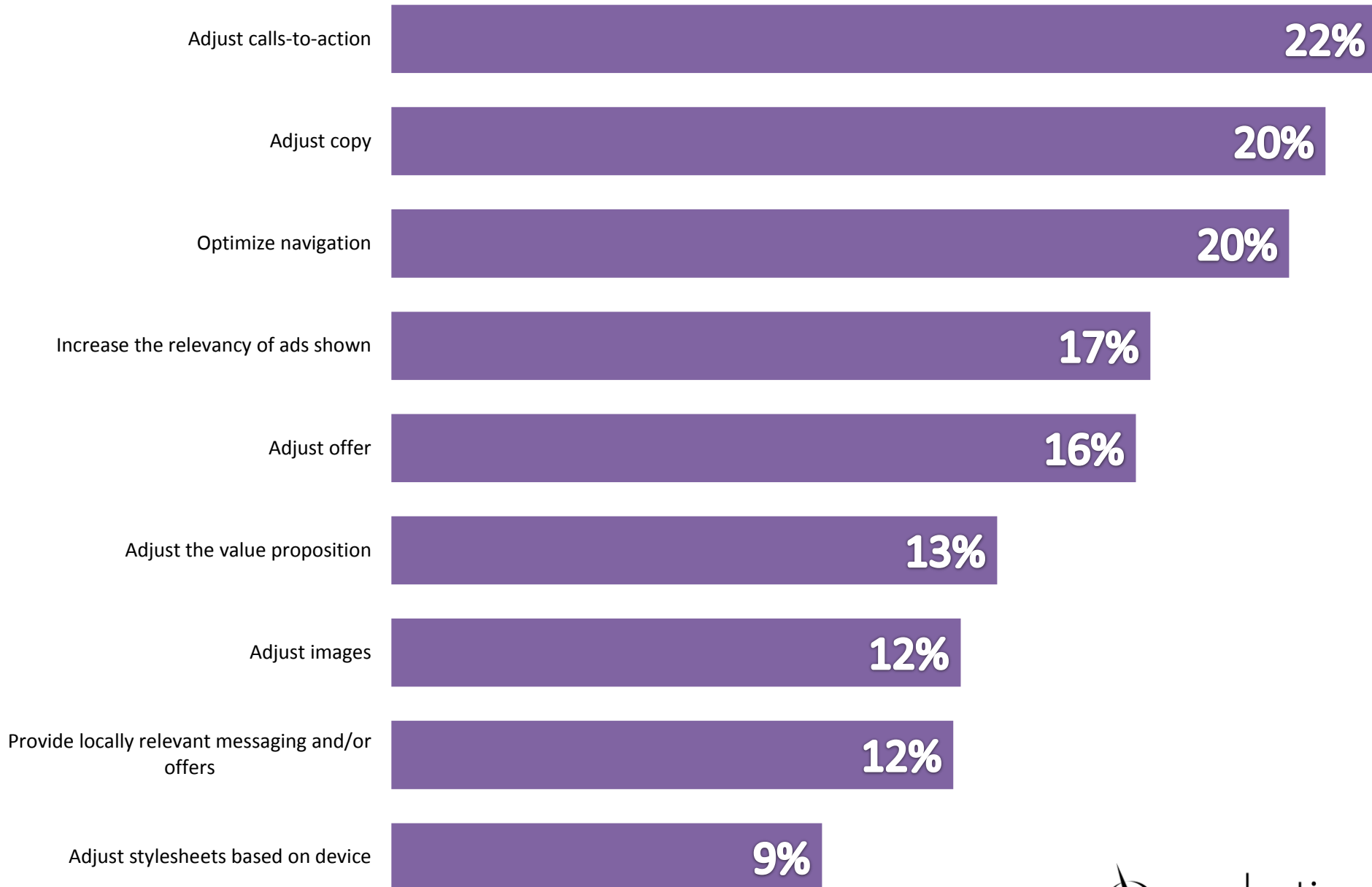
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Chart 2.22 Use of cookie data for customized message creation

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

Category	Percentage
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%

B2C

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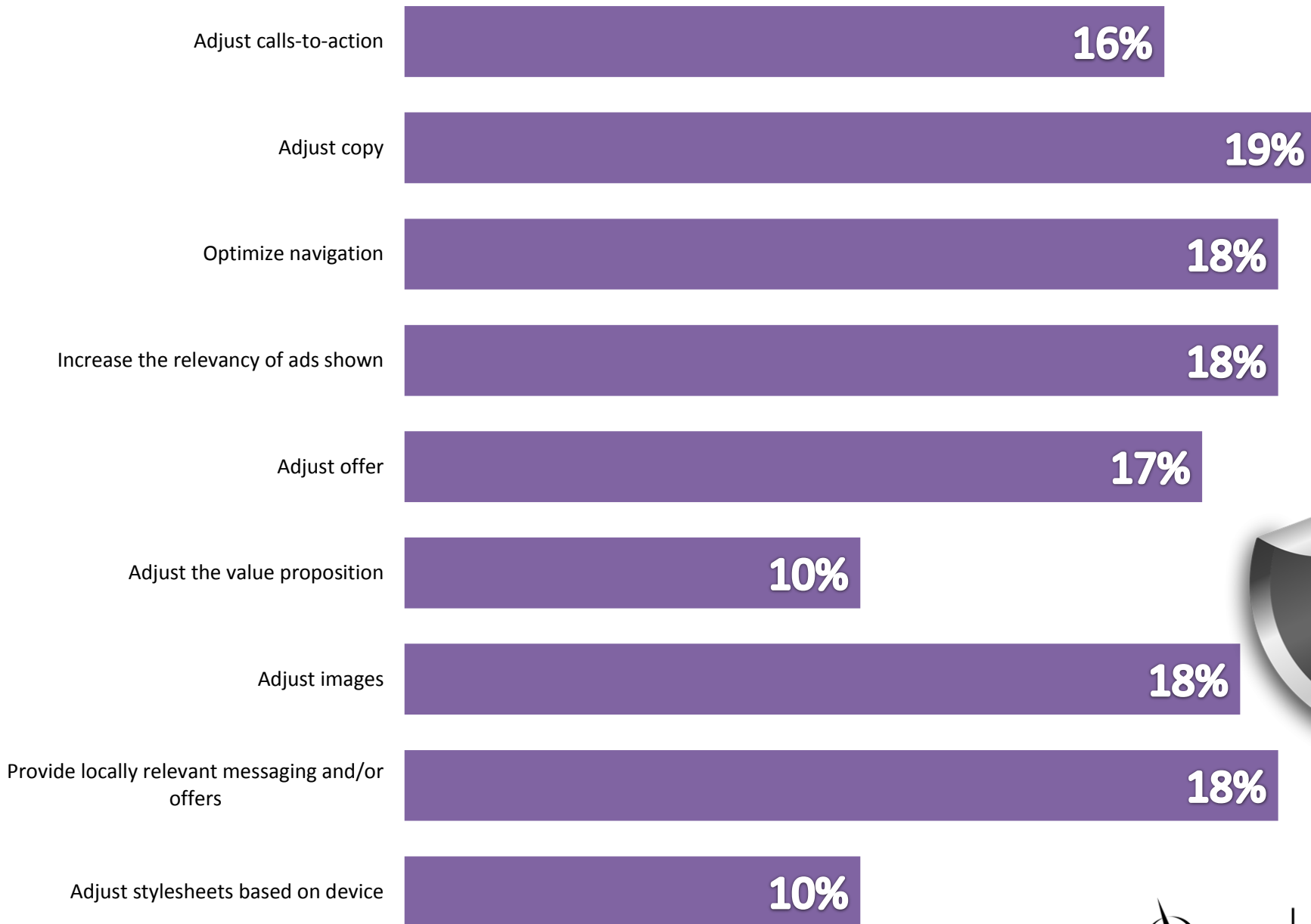
Chart 2.23 Use of cookie data for customized message creation

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

Category	Percentage
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%

B2B & B2G

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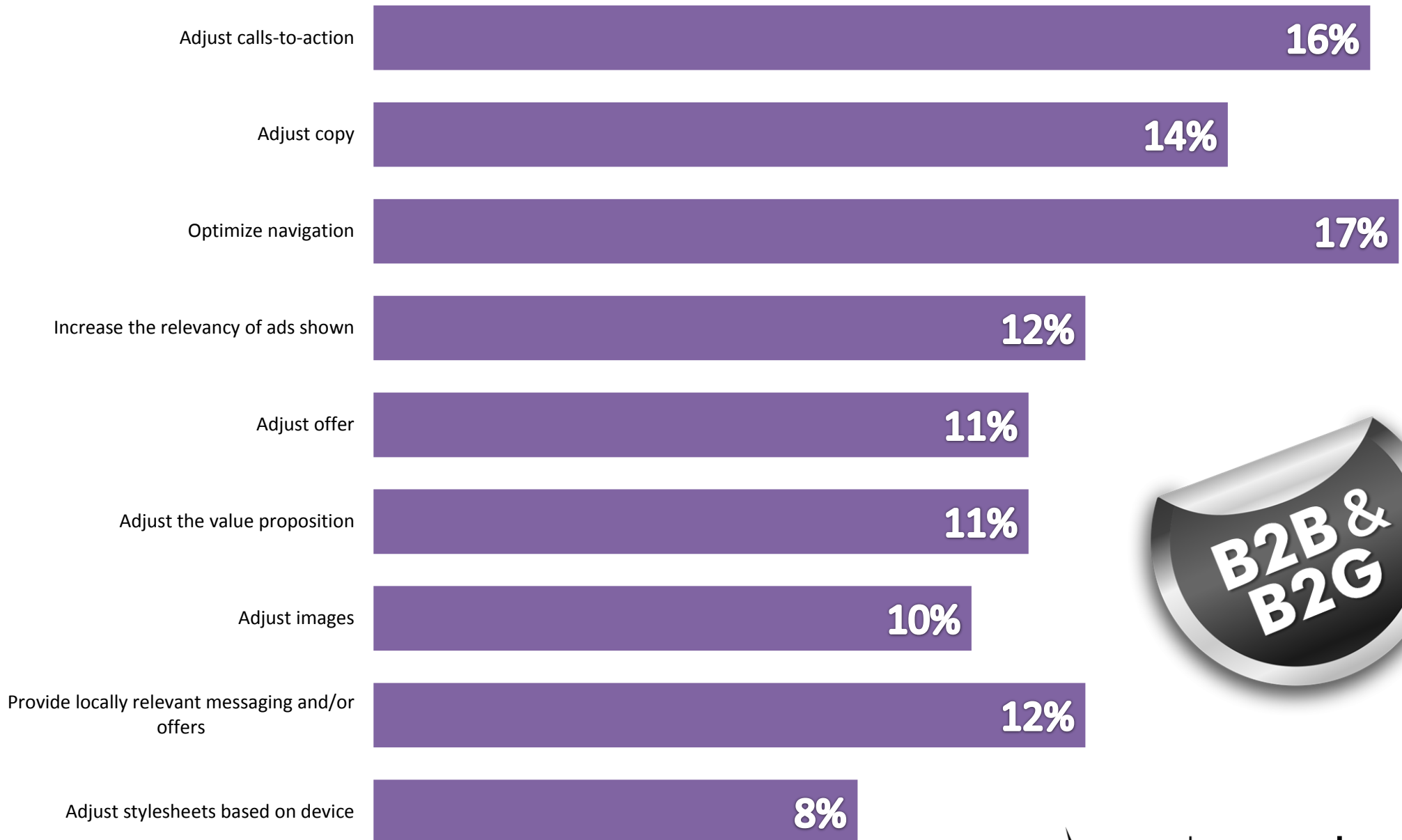
Chart 2.24 Use of cookie data for customized message creation

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

Category	Percentage
Adjust calls-to-action	23%
Adjust copy	17%
Optimize navigation	21%
Increase the relevancy of ads shown	15%
Adjust offer	17%
Adjust the value proposition	17%
Adjust images	10%
Provide locally relevant messaging and/or offers	15%
Adjust stylesheets based on device	7%

B2C & B2B

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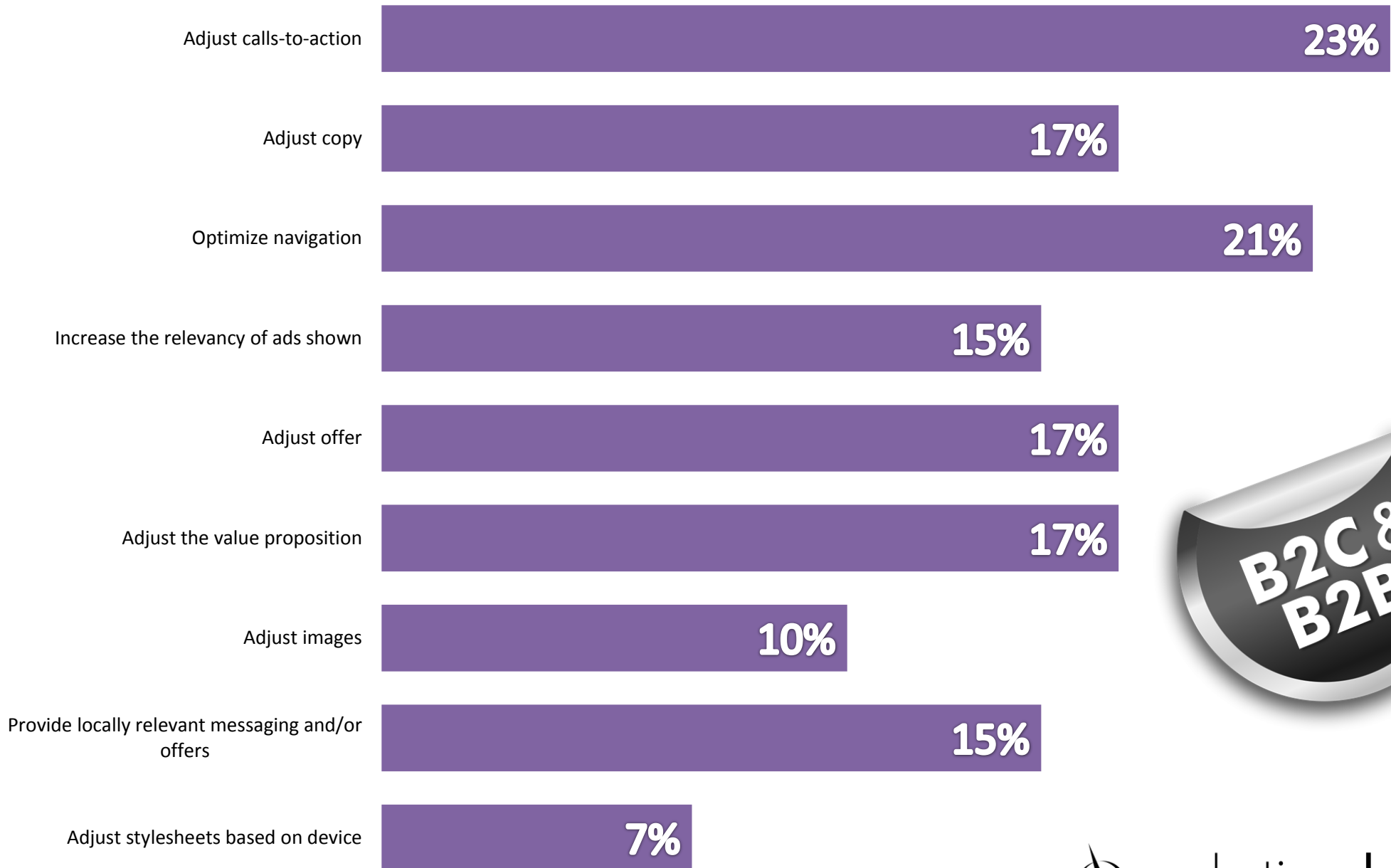
Chart 2.25 Use of cookie data for customized message creation

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

Category	Percentage
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%

Software or Software as a Service

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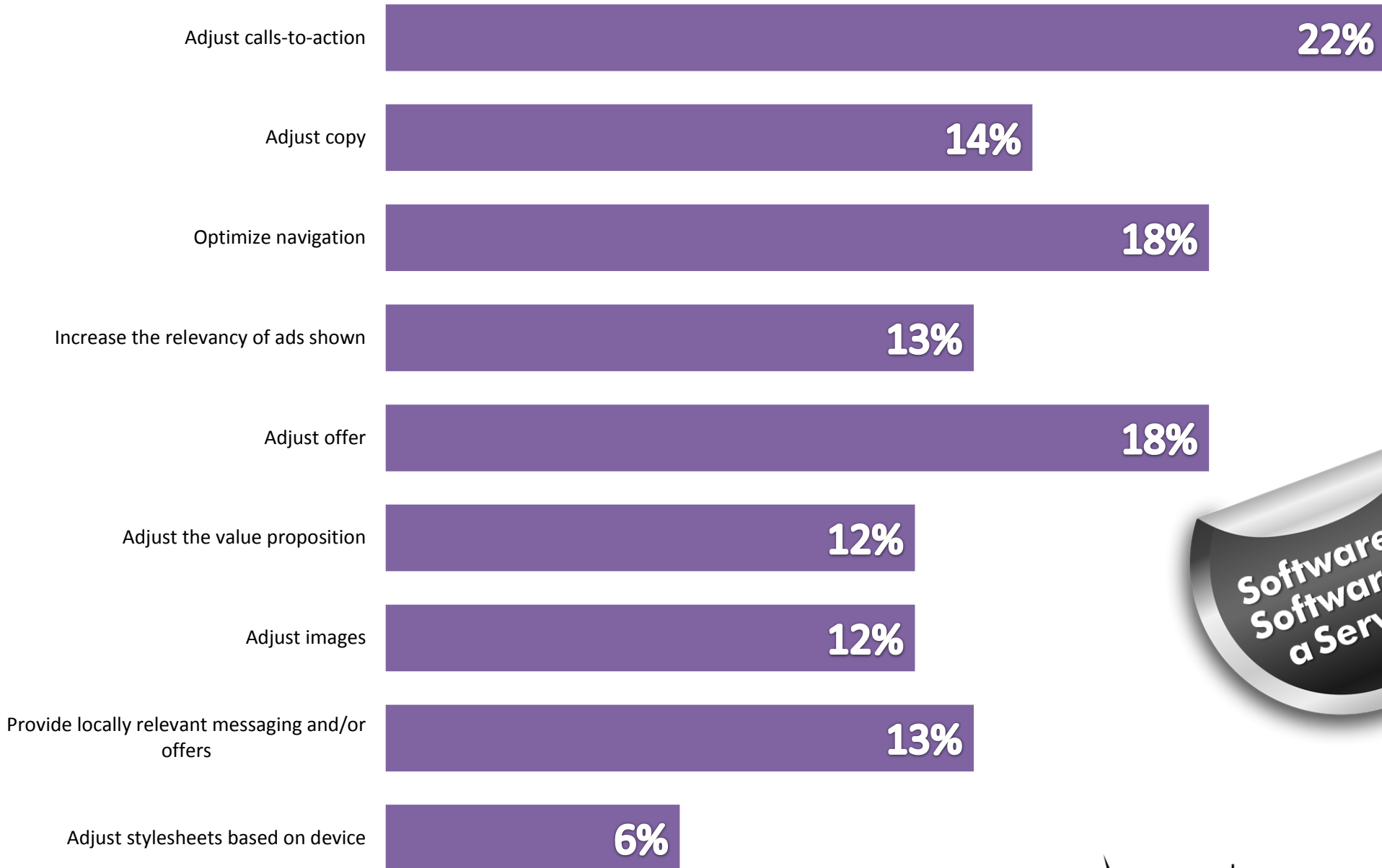
Chart 2.26 Use of cookie data for customized message creation

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

Category	Percentage
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%

Marketing Agency or Consultancy

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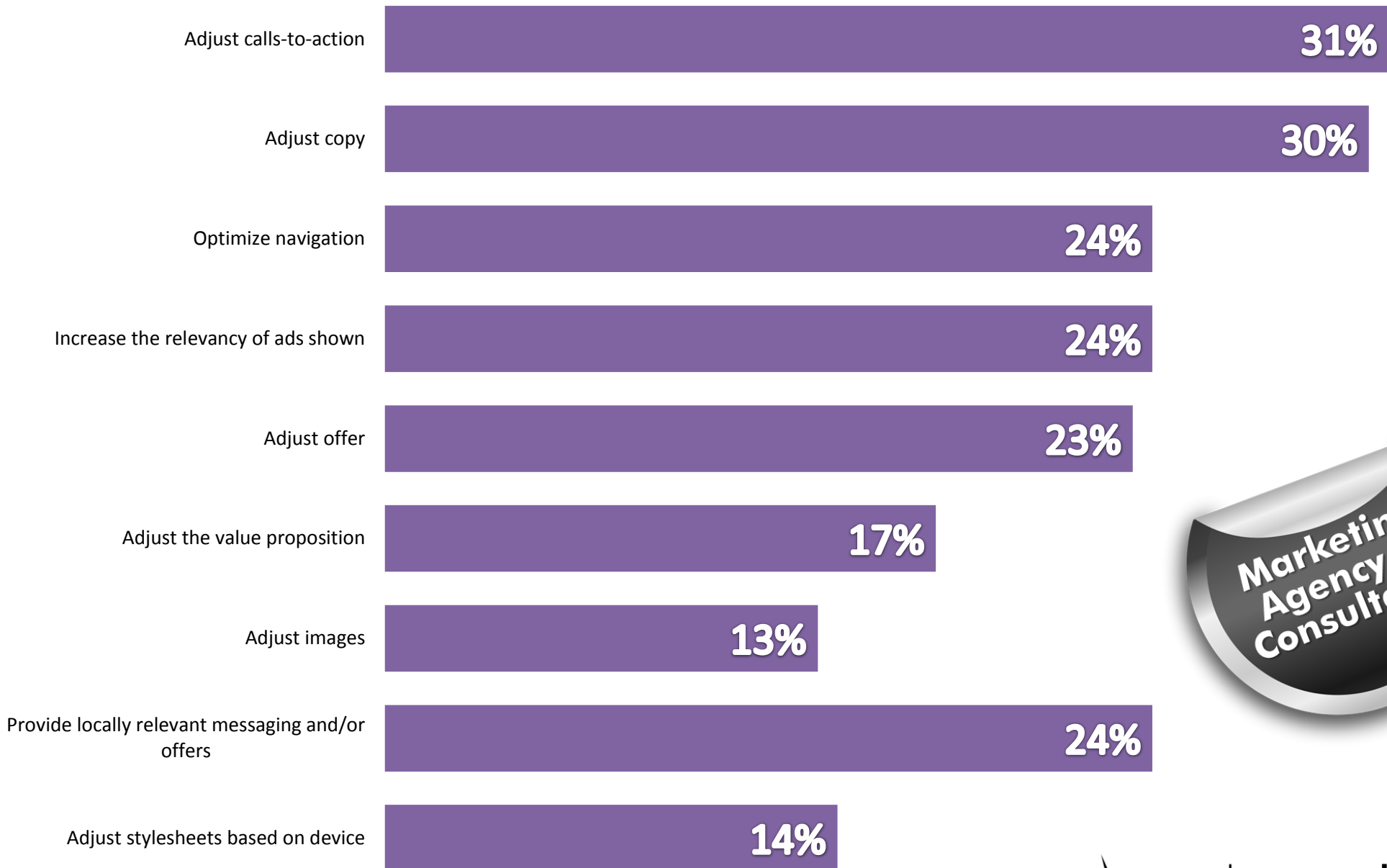
Chart 2.27 Use of cookie data for customized message creation

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

Category	Percentage
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%

Retail or E-commerce

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Chart 2.28 Economic value of conversions

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

Category	Percentage
Determine which pages the visitor interacted with on website	90%
Determine which external source/marketing tactic (social, SEO, PPC, direct mail, etc) drove the visitor to website	85%
Determine which offers the visitor saw and interacted with on website	75%
Macro-conversions (e g sale)	70%
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.)	45%

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Chart 2.29 Economic value of conversions

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

Category	Value
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%
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%

B2C

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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%**

B2B & B2G

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Chart 2.31 Economic value of conversions

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

Category	Value
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%

B2C & B2B

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Chart 2.32 Economic value of conversions

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%**

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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

Category	Percentage
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%

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Marketing Analytics Benchmark Report

CHAPTER 3
THE MEDIUM
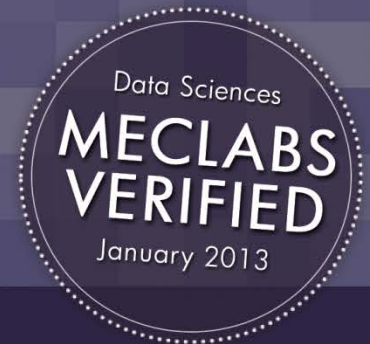
The Medium: Points to consider

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).

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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?

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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 to 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%).

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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?

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The Medium: Points to consider

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).

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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).

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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?"

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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.

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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?

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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).

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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."

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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?

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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?

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Chart 3.1 Marketing metrics tracking

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

Category	Percentage
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%

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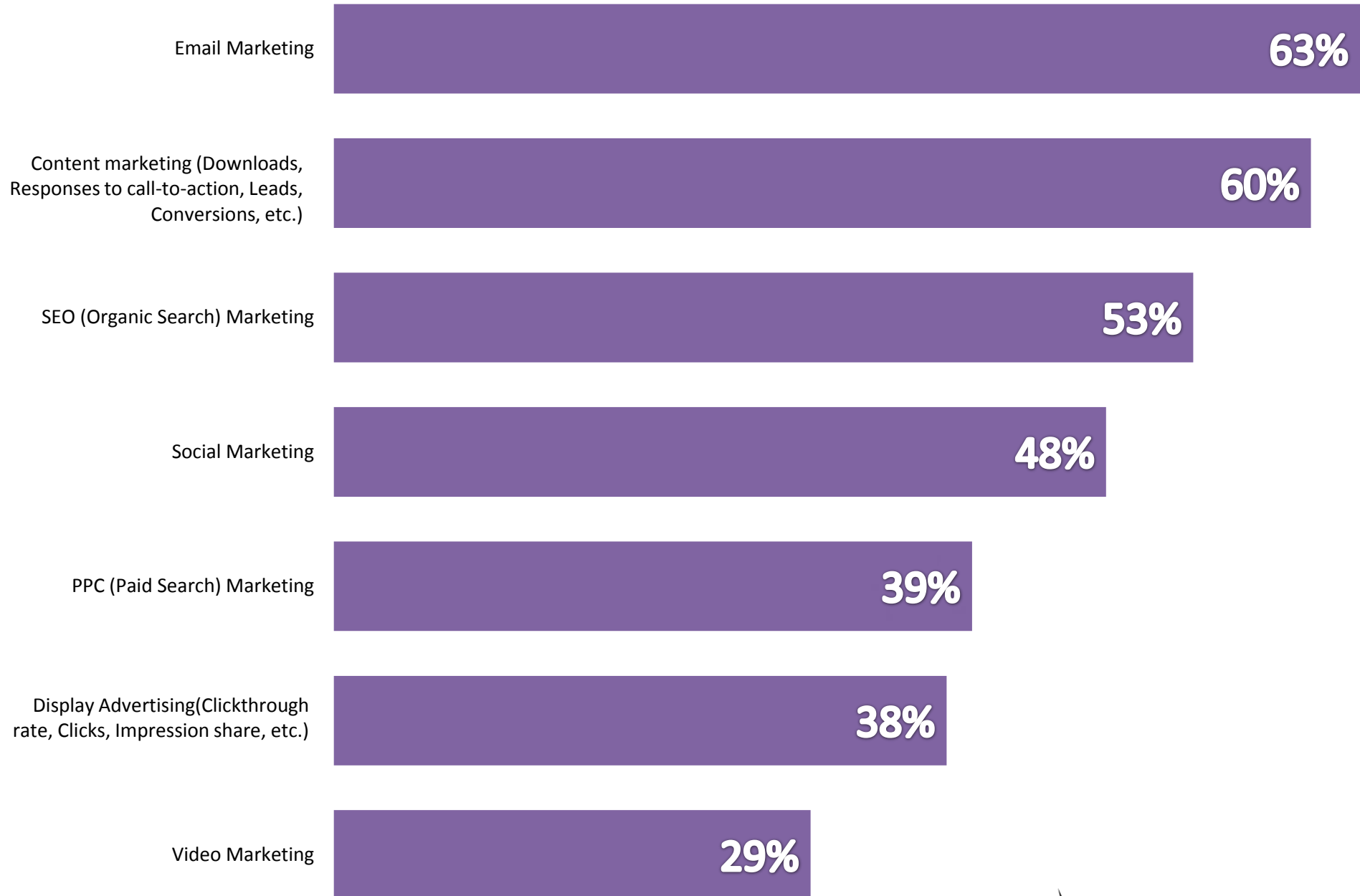
Chart 3.2 social media marketing metrics tracking

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%**

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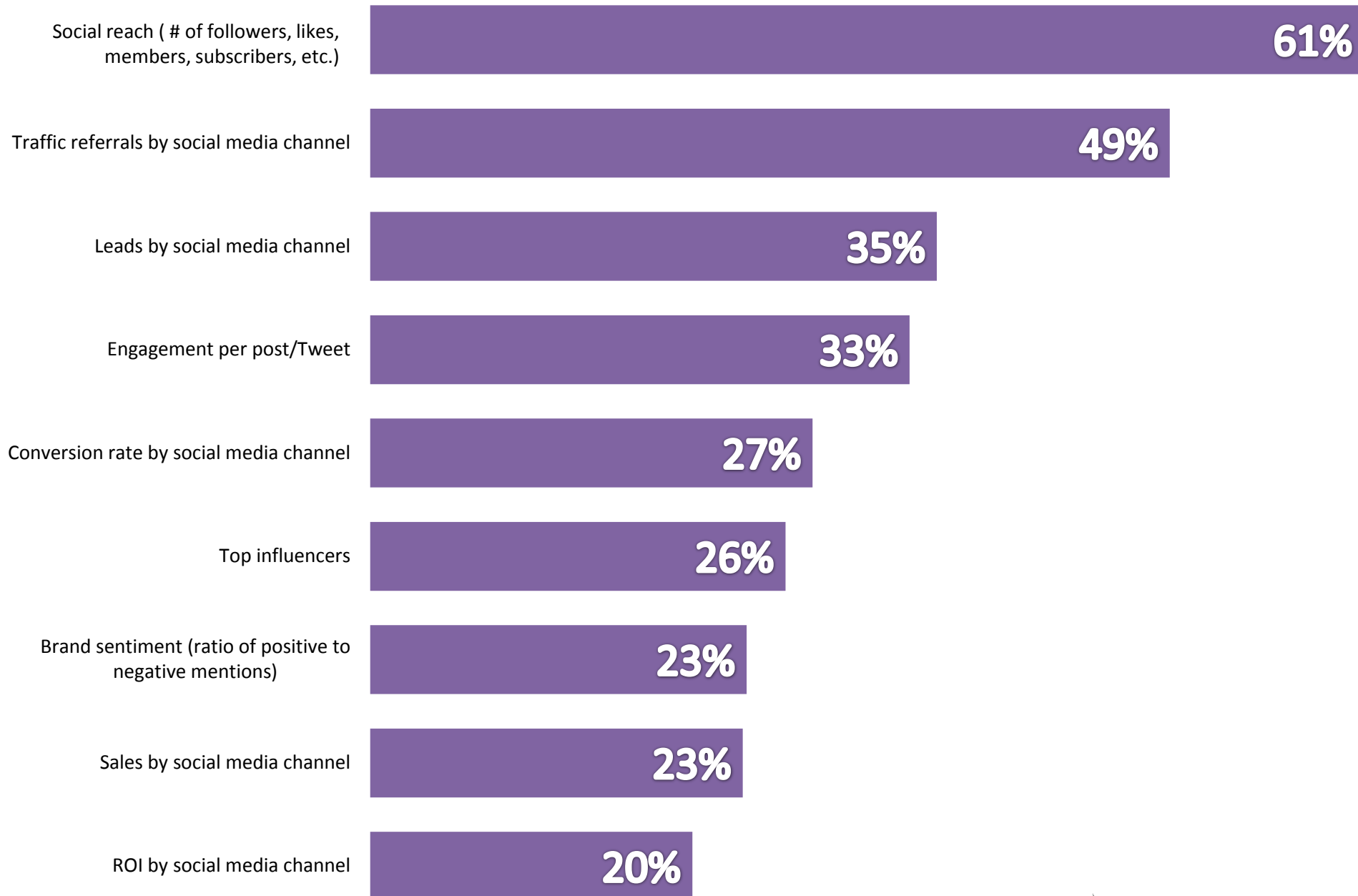
Chart 3.3 social media marketing metrics tracking

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

Metric	Percentage
Social reach (# of followers, likes, members, subscribers, etc.)	59%
Traffic referrals by social media channel	48%
Leads by social media channel	30%
Engagement per post/Tweet	27%
Conversion rate by social media channel	33%
Top influencers	23%
Brand sentiment (ratio of positive to negative mentions)	23%
Sales by social media channel	28%
ROI by social media channel	23%
Share of voice/conversation (% of conversation about you versus competitors)	14%

B2C

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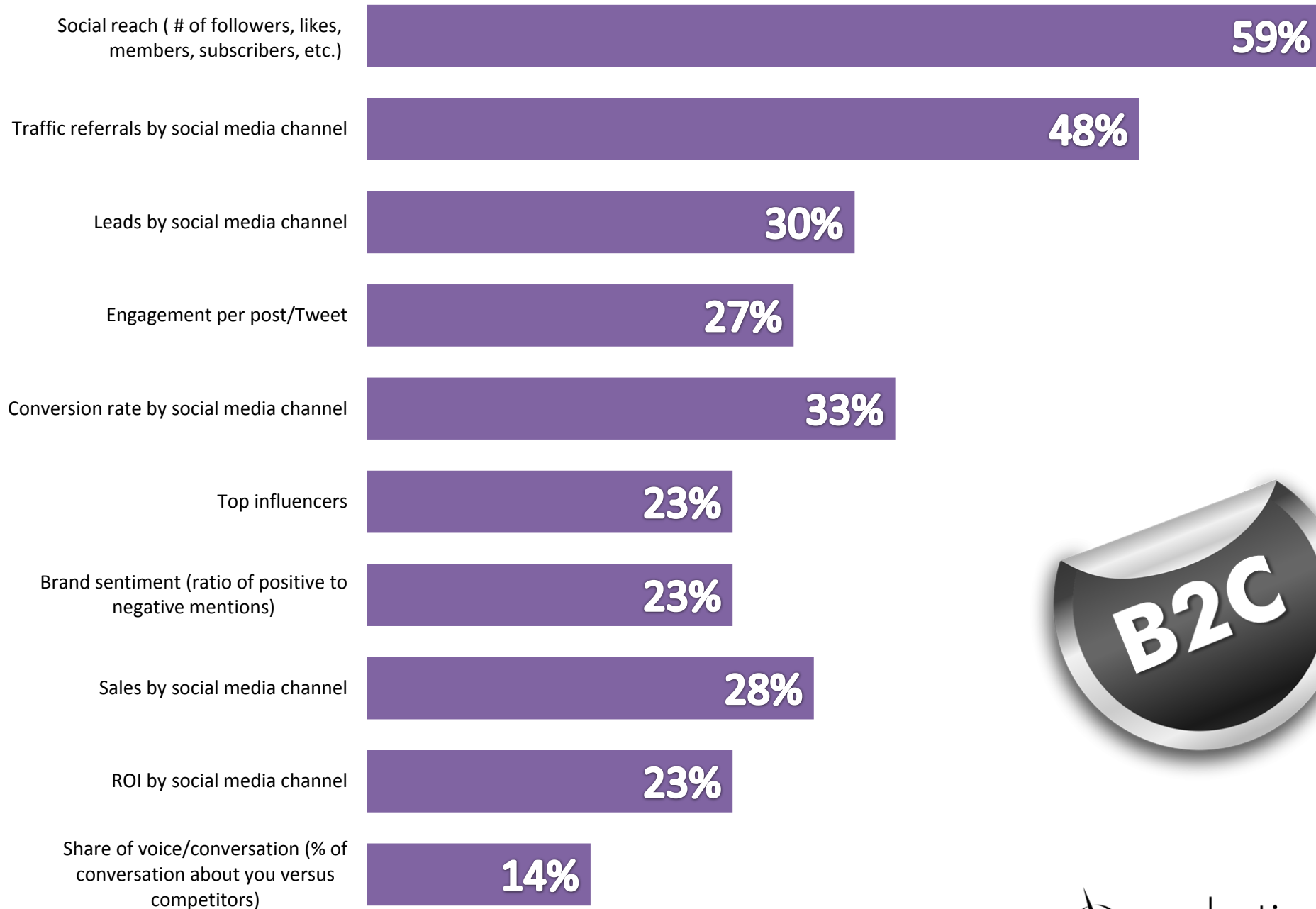
Chart 3.4 social media marketing metrics tracking

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

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

B2B & B2G

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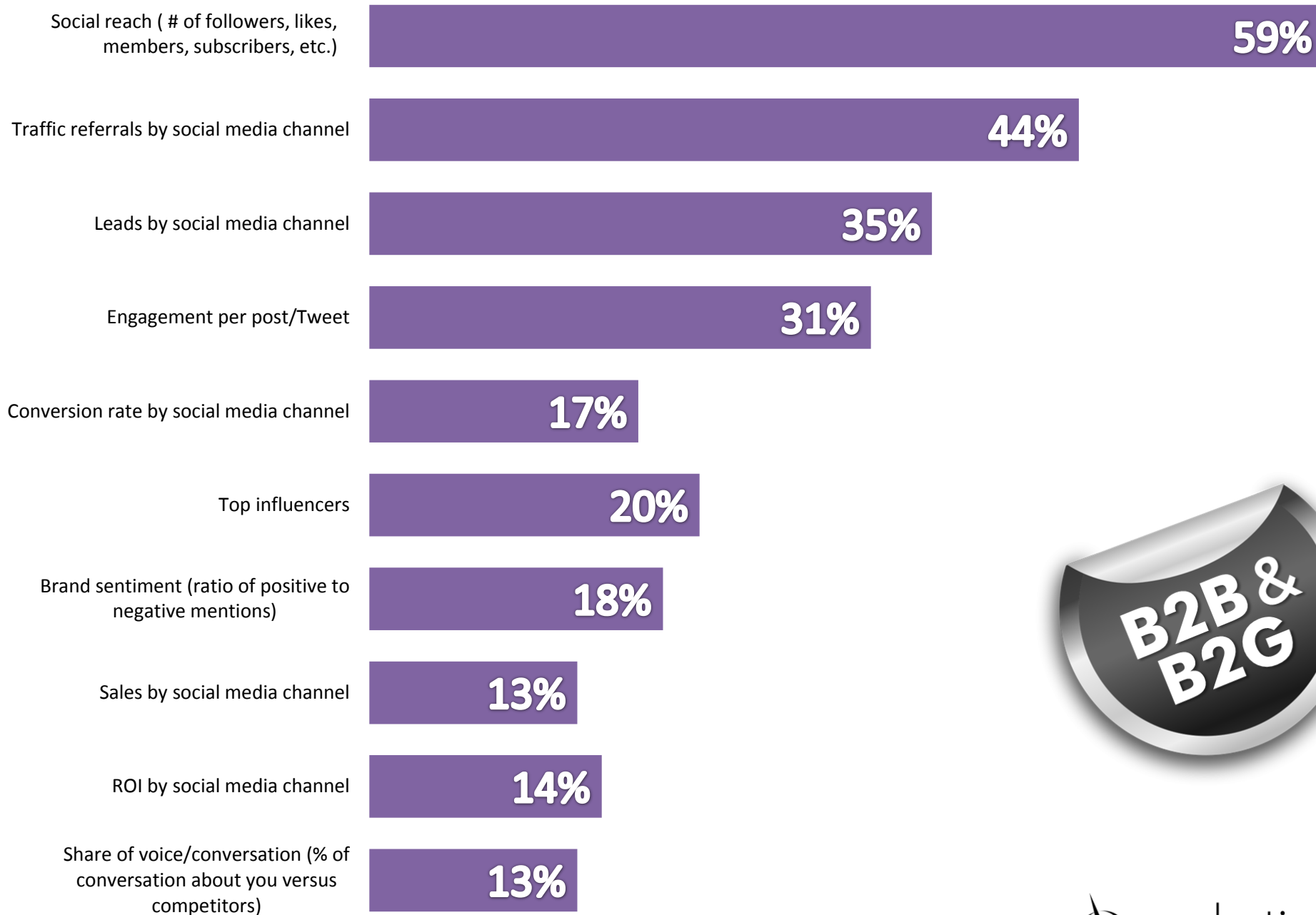
Chart 3.5 social media marketing metrics tracking

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

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

B2C & B2B

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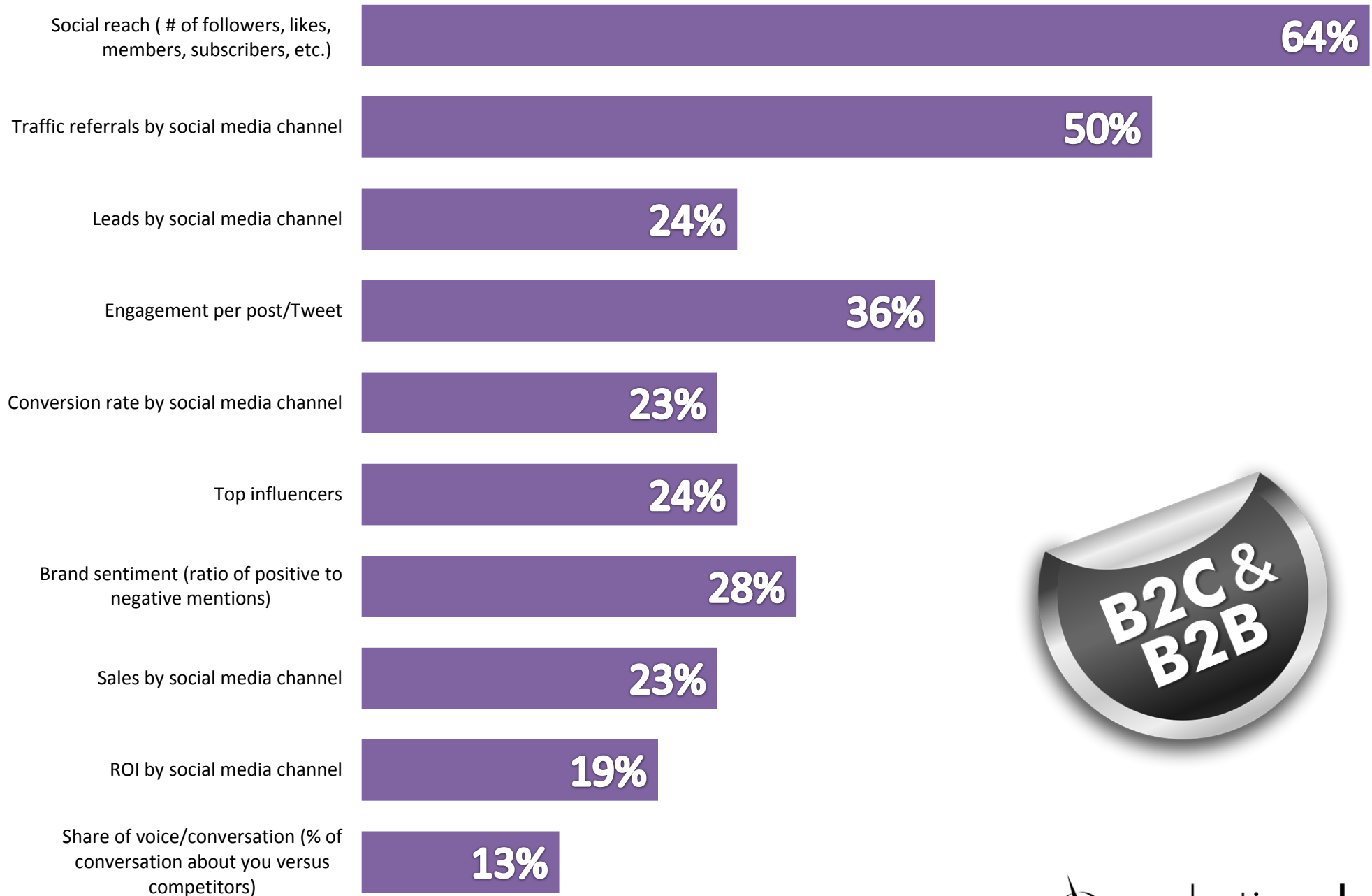
Chart 3.6 social media marketing metrics tracking

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

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

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Chart 3.7 Social media marketing metrics

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

Range	Percentage
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

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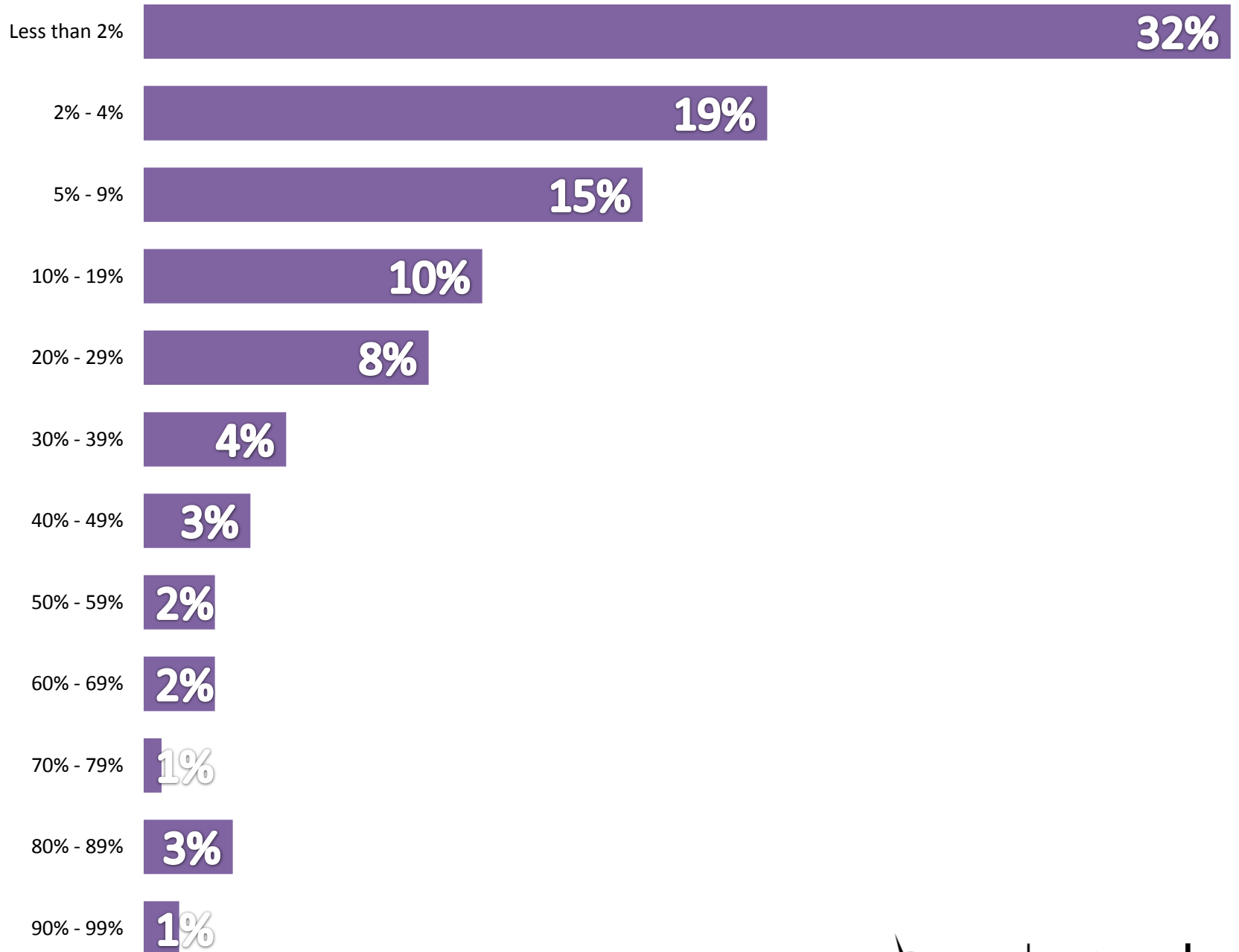
Chart 3.8 Social media marketing metrics

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

Range	Percentage
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%

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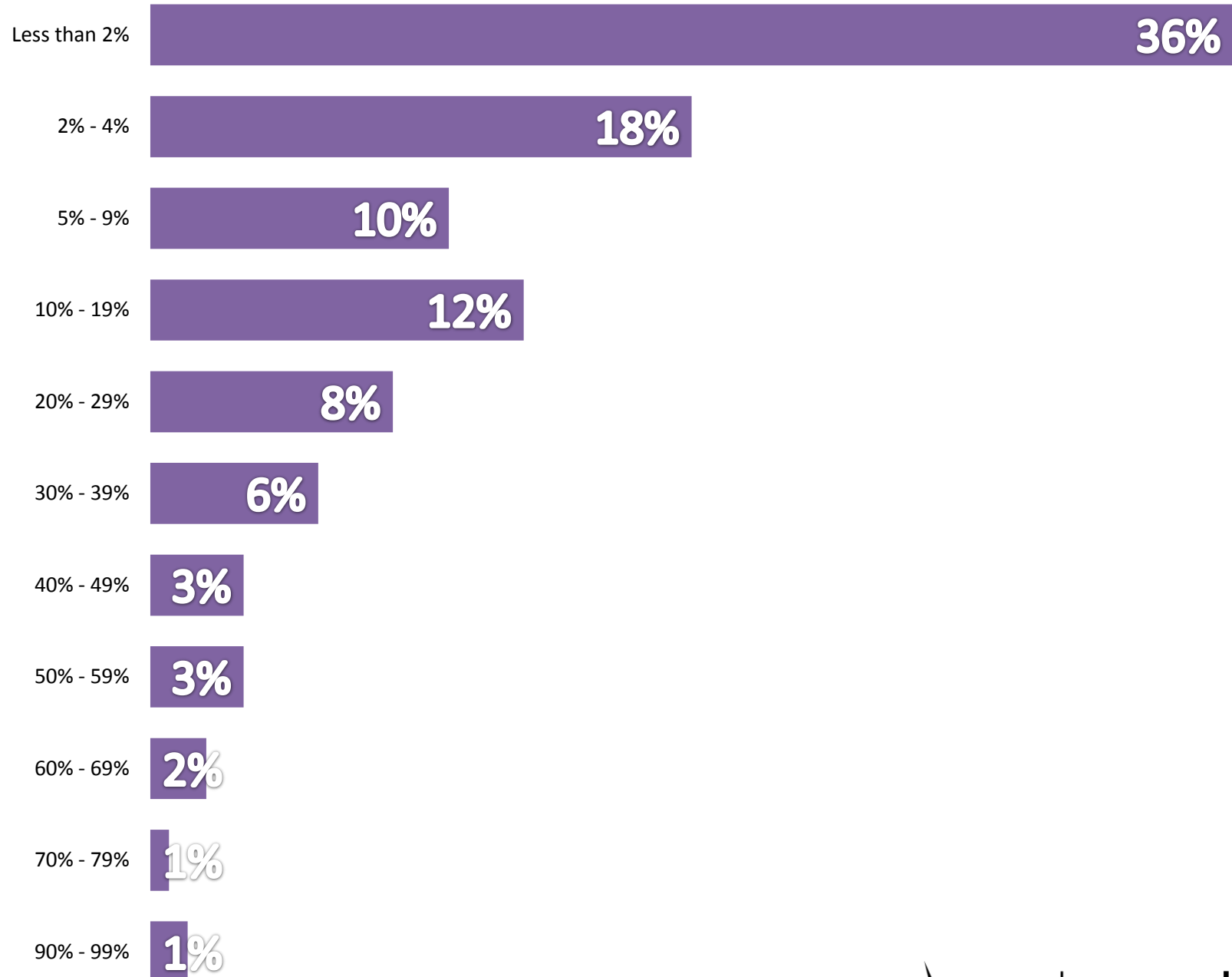
Chart 3.9 Social media marketing metrics

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%

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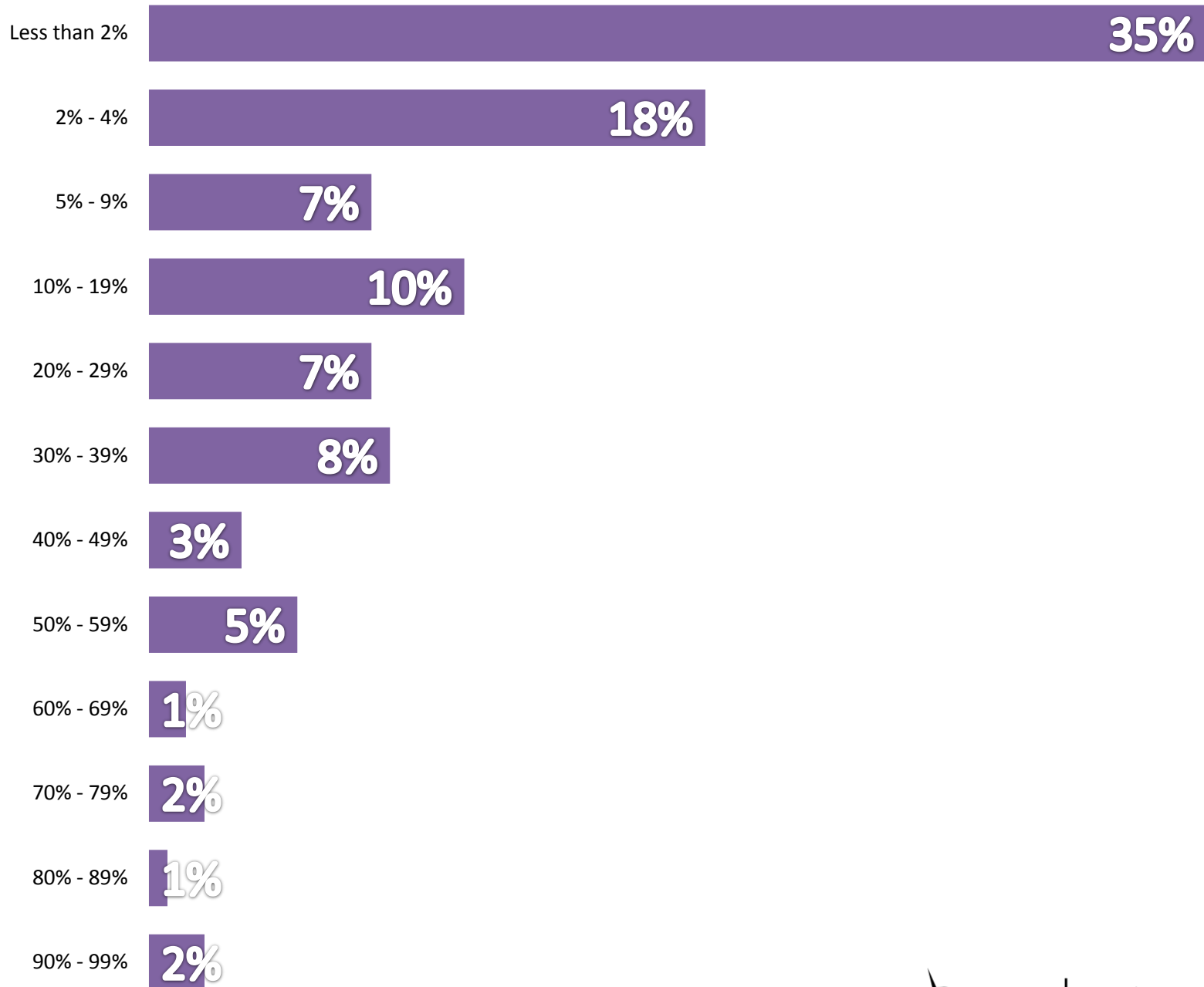
Chart 3.10 Social media marketing metrics

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

Range	Percentage
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%

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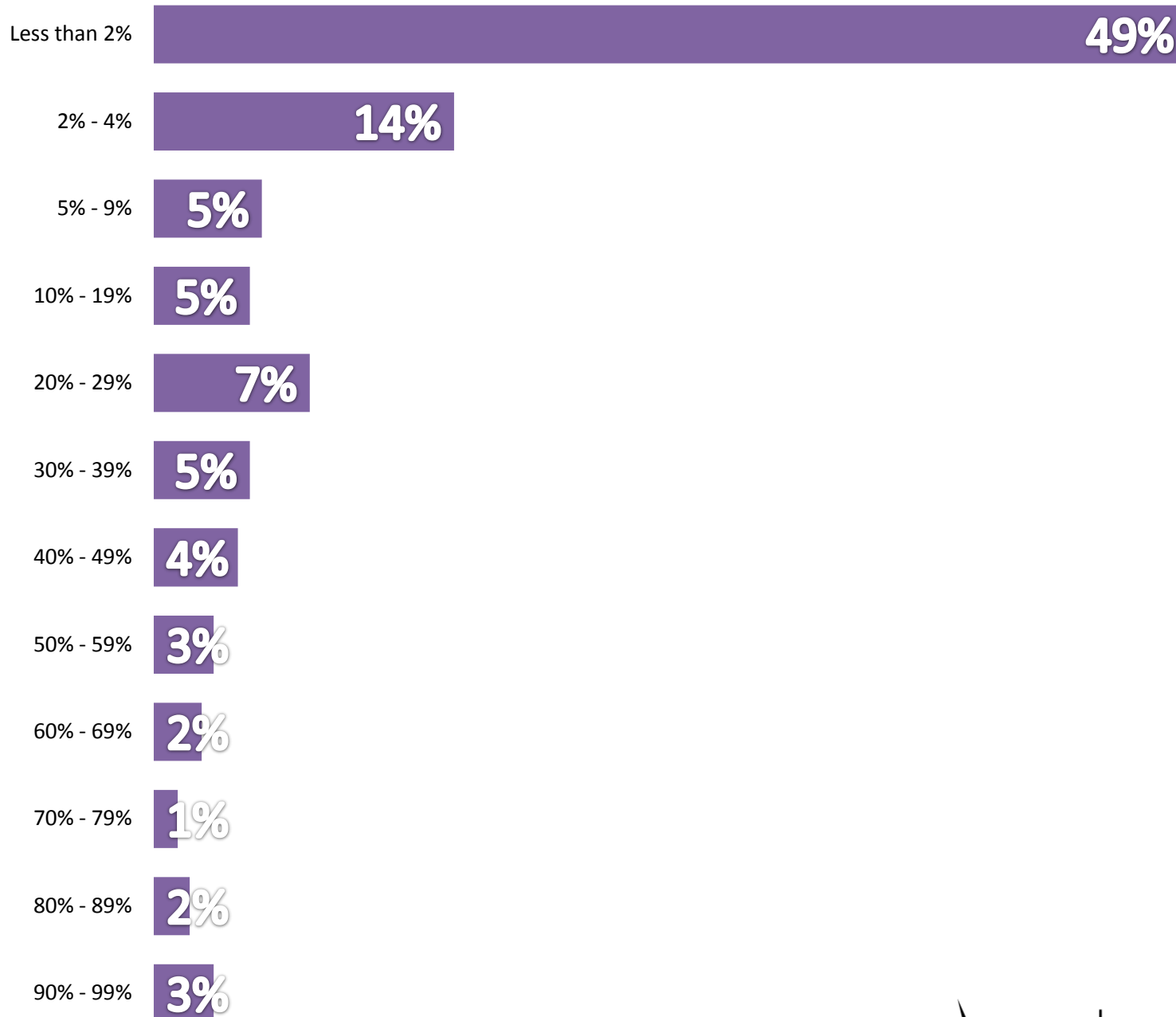
Chart 3.11 Social media marketing analytics tools satisfaction

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

Category	Percentage
Very Satisfied	4%
Satisfied	18%
Neutral	51%
Dissatisfied	18%
Very Dissatisfied	8%

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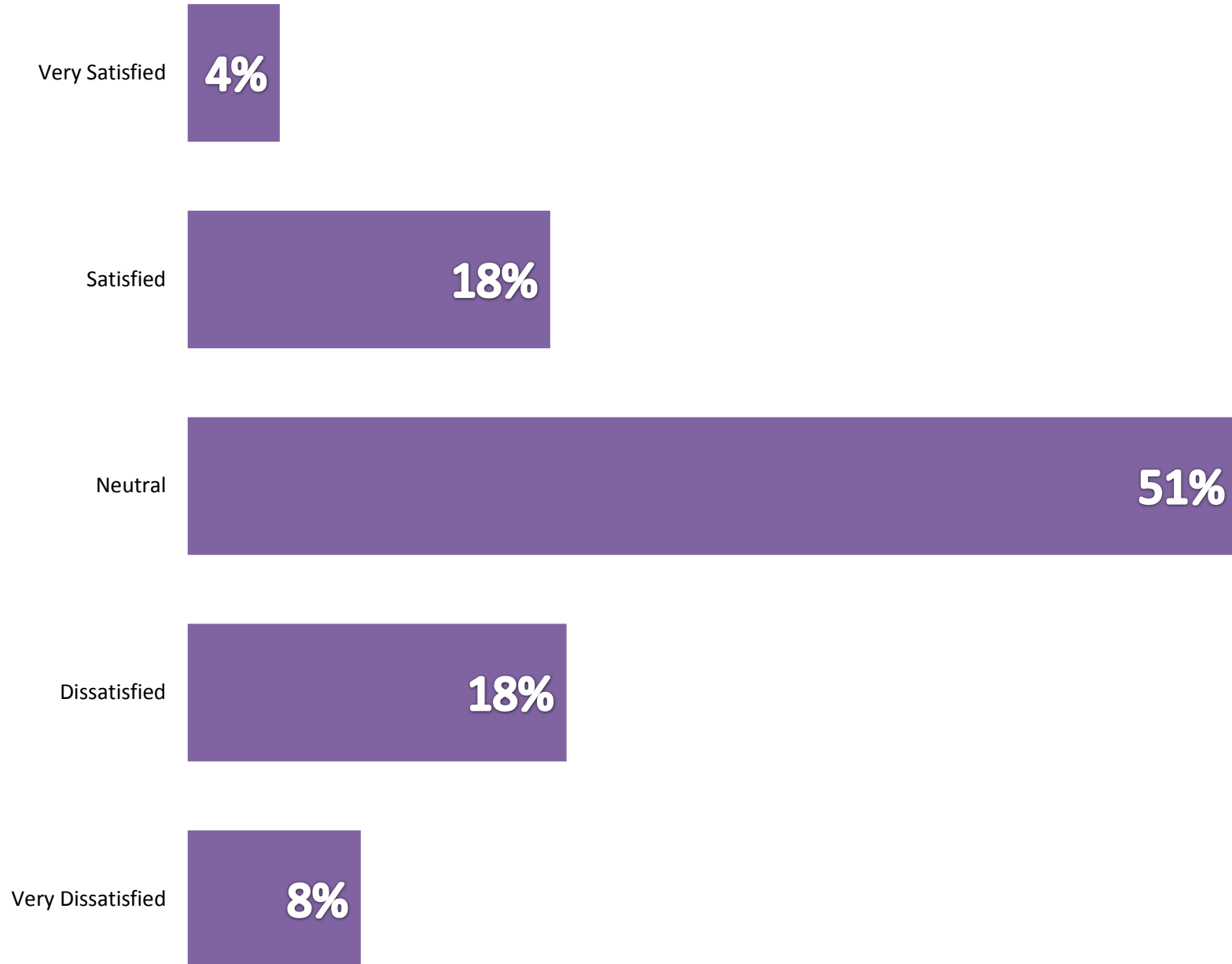
Chart 3.12 Email marketing metrics tracking

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

Metric	Percentage
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%

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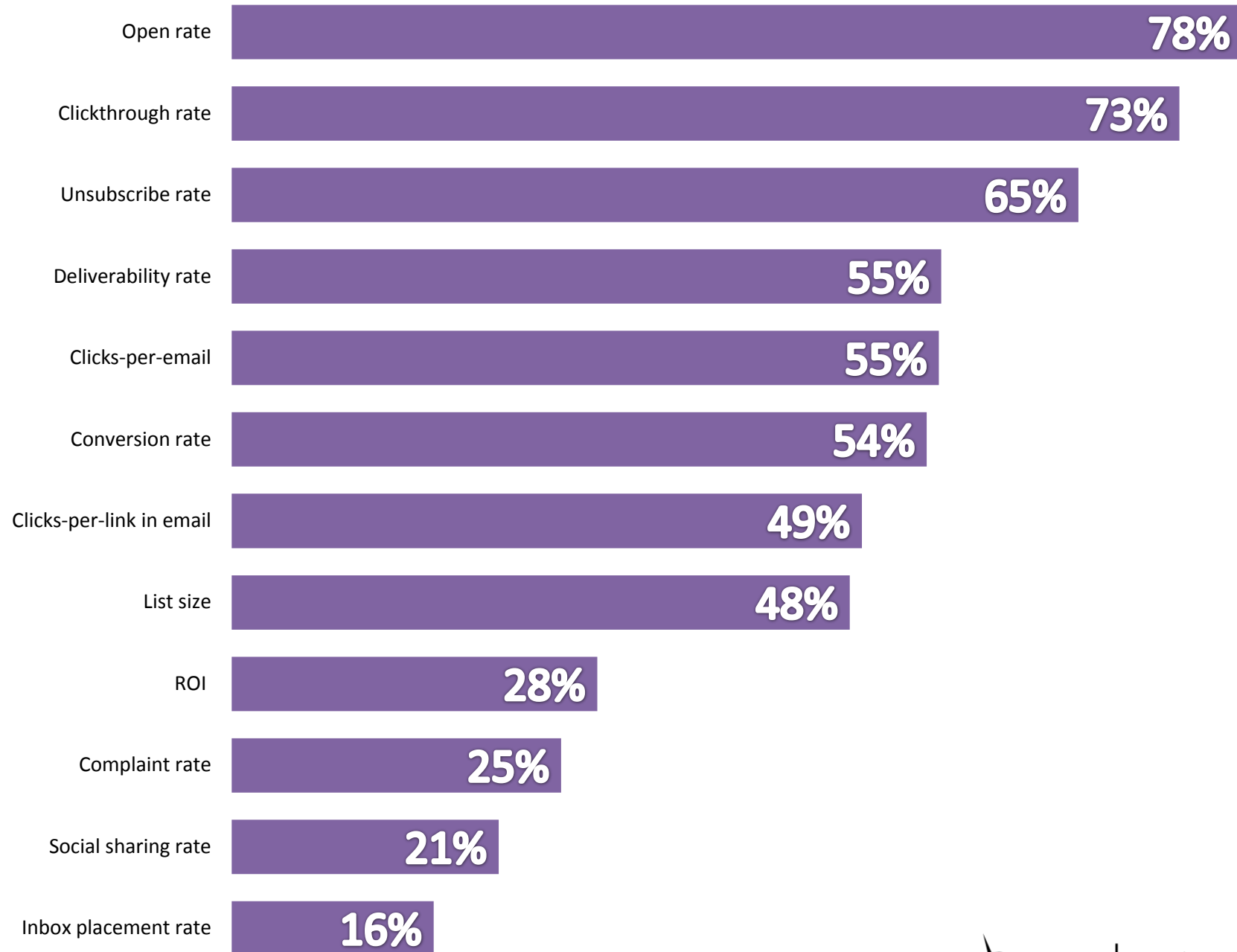
Chart 3.13 Email marketing metrics tracking

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

Metric	Percentage
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%

B2C

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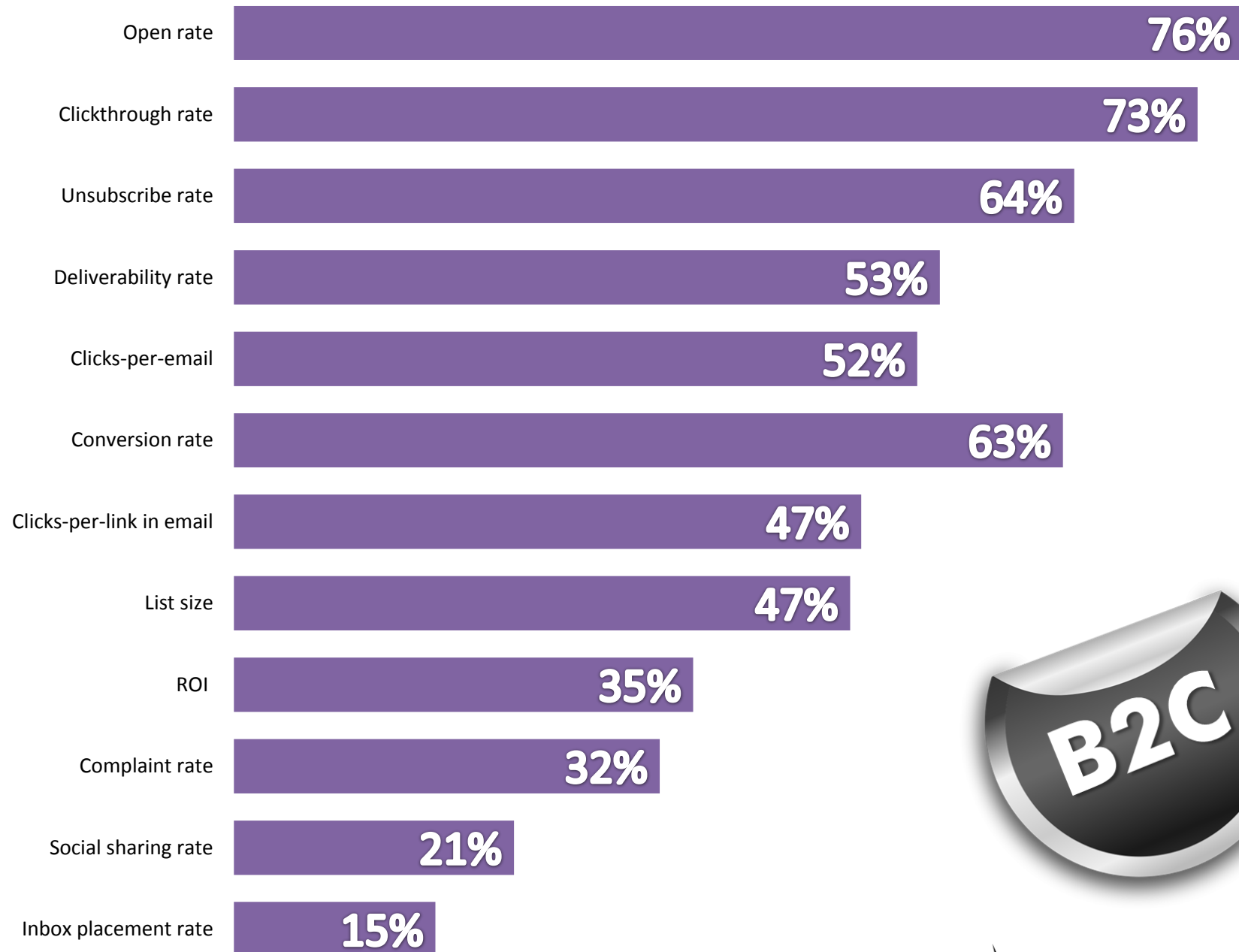
Chart 3.14 Email marketing metrics tracking

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

Metric	Percentage
Open rate	77%
Clickthrough rate	73%
Unsubscribe rate	69%
Deliverability rate	56%
Clicks-per-email	56%
Conversion rate	48%
Clicks-per-link in email	48%
List size	46%
ROI	24%
Complaint rate	19%
Social sharing rate	14%
Inbox placement rate	14%

B2B & B2G

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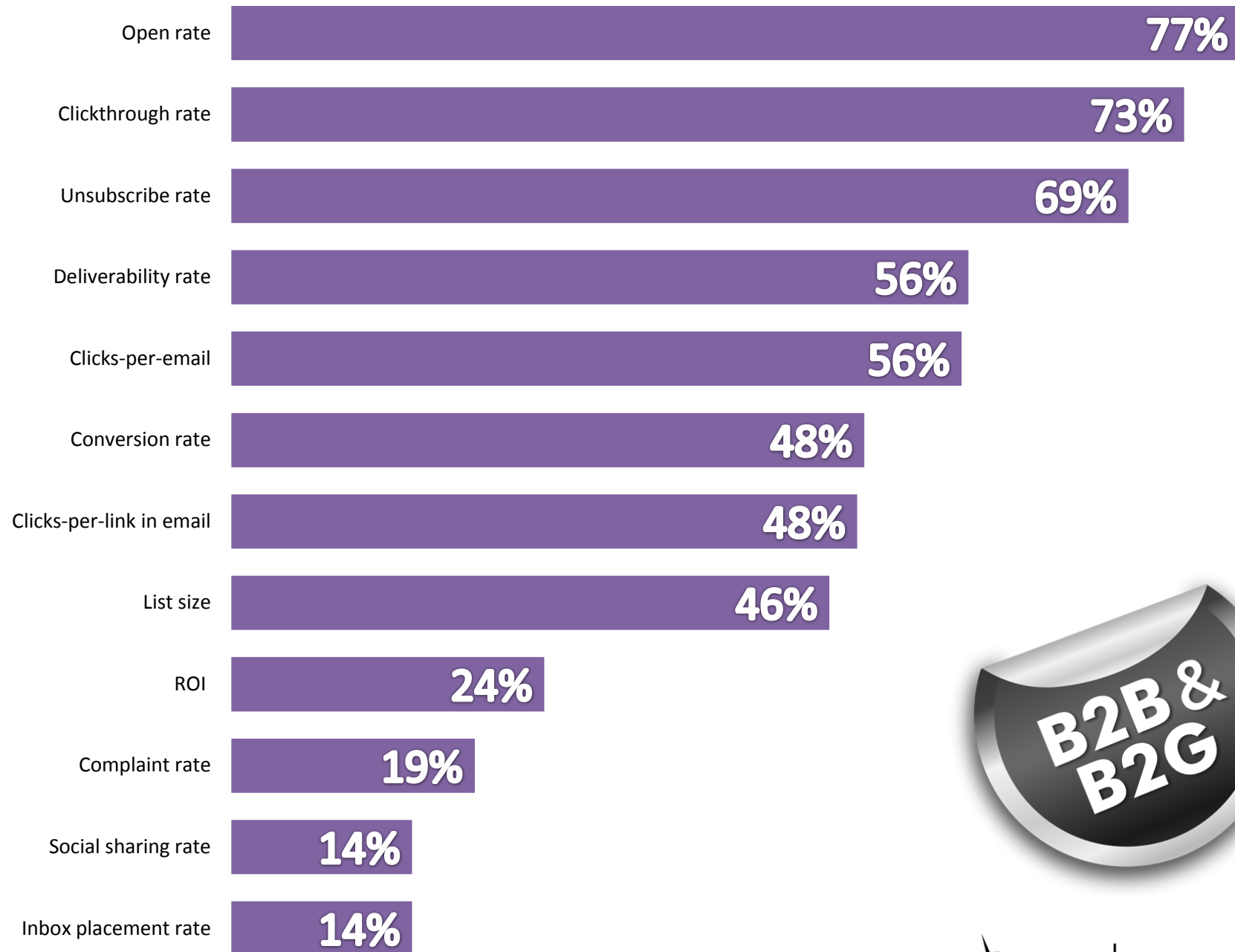
Chart 3.15 Email marketing metrics tracking

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

Metric	Percentage
Open rate	76%
Clickthrough rate	69%
Unsubscribe rate	61%
Deliverability rate	55%
Clicks-per-email	54%
Conversion rate	51%
Clicks-per-link in email	43%
List size	49%
ROI	27%
Complaint rate	24%
Social sharing rate	18%
Inbox placement rate	17%

B2C & B2B

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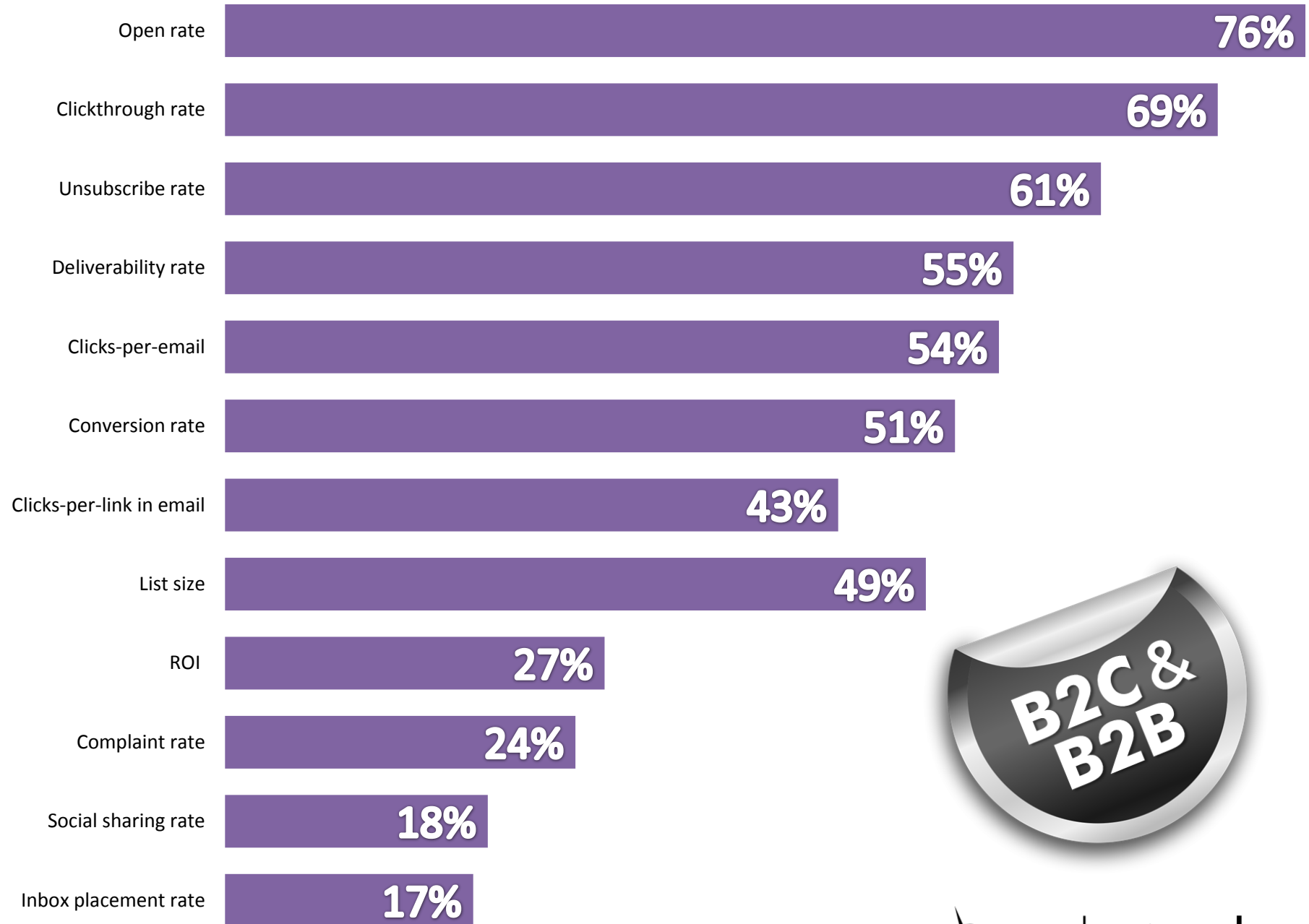
Chart 3.16 Email marketing metrics tracking

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

Metric	Percentage
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%

Software or Software as a Service

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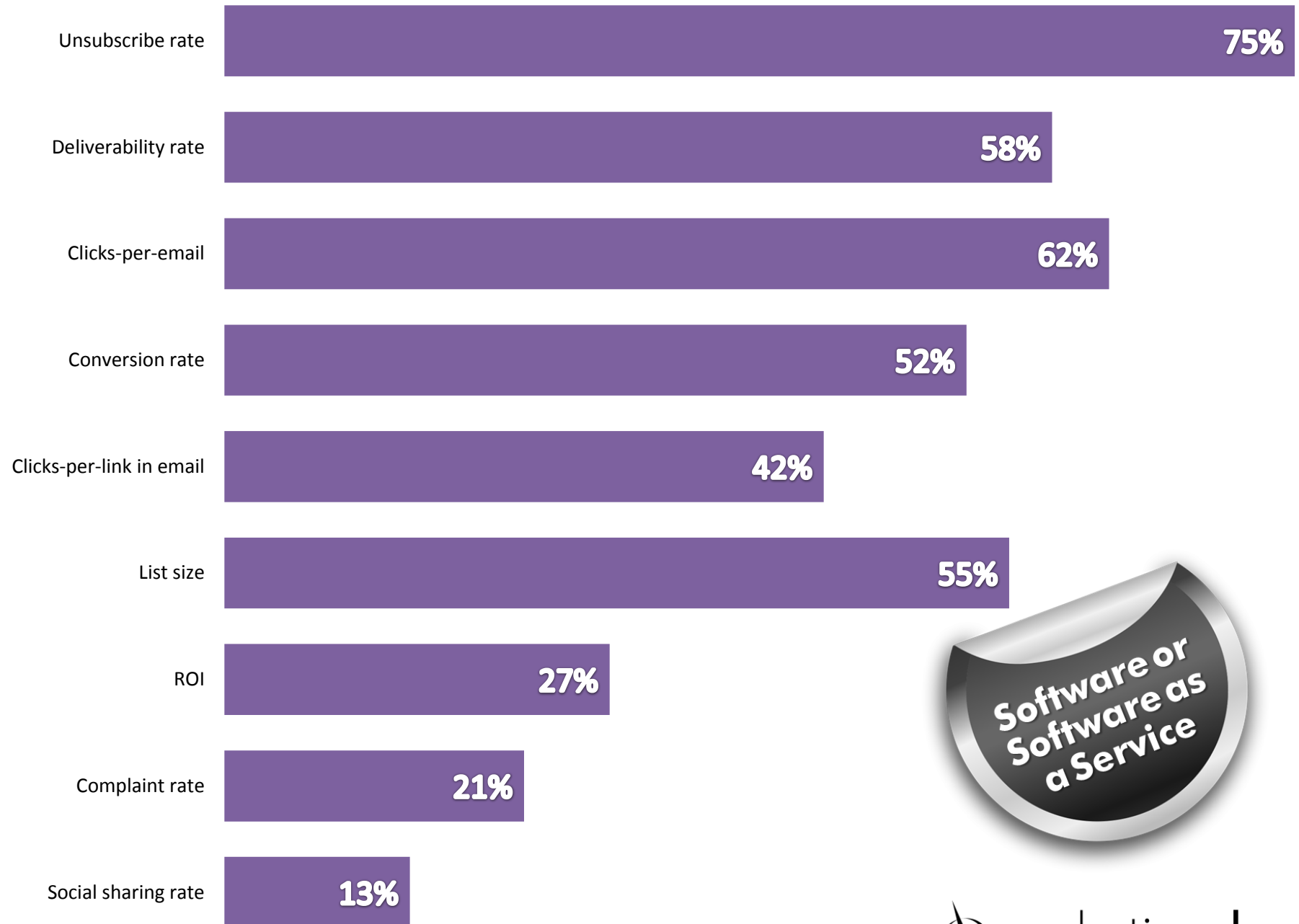
Chart 3.17 Email marketing metrics tracking

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

Metric	Percentage
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%

Marketing Agency or Consultancy

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Chart 3.18 Email marketing metrics tracking

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

Metric	Percentage
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%

Retail or E-commerce

marketingsherpa
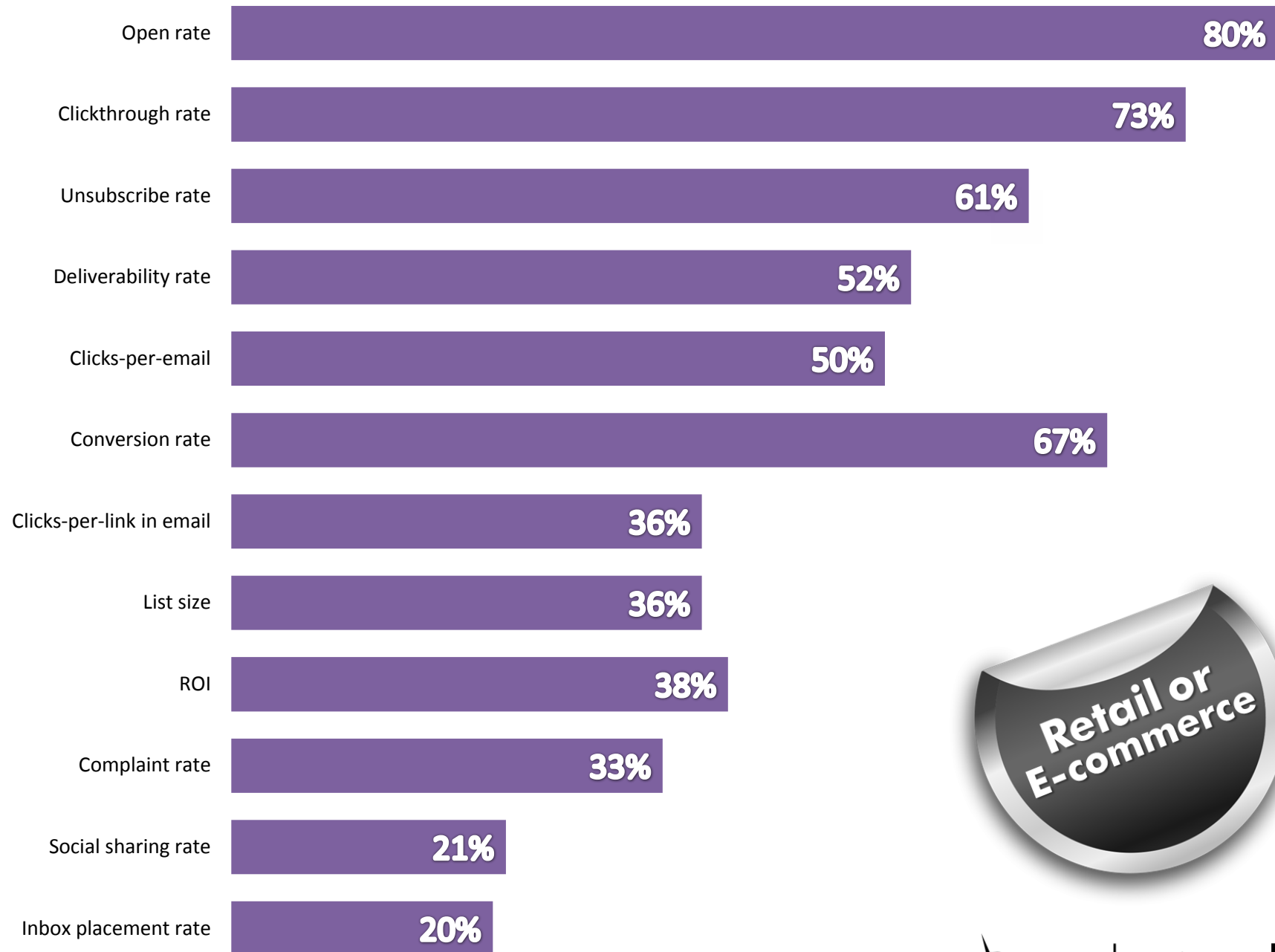
Chart 3.19 Email marketing metrics

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

Range	Percentage
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%

marketingsherpa
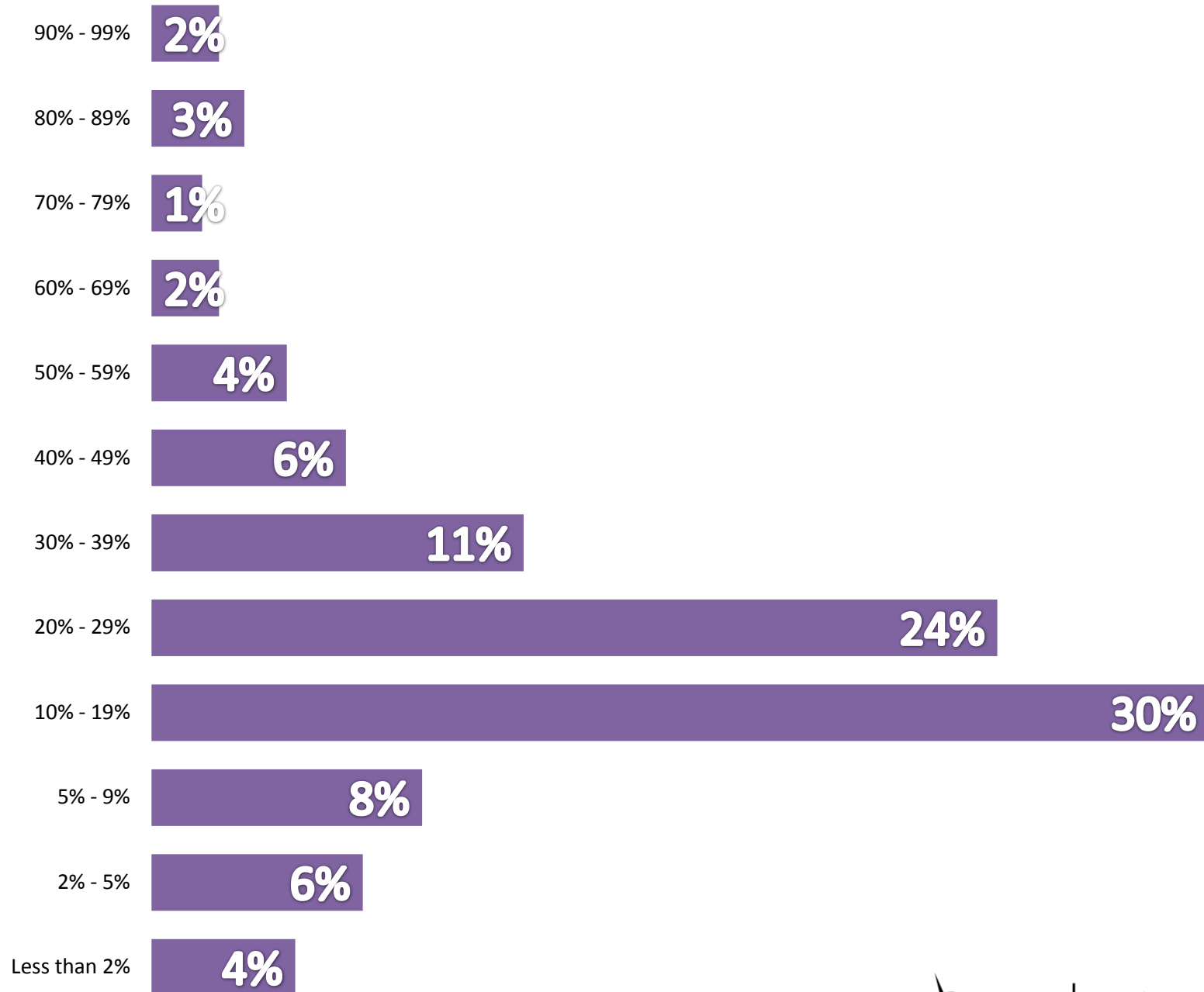
Chart 3.20 Email marketing metrics

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

Range	Percentage
Less than 2%	13%
2% - 5%	22%
5% - 9%	20%
10% - 19%	21%
20% - 29%	10%
30% - 39%	4%
40% - 49%	3%
50% - 59%	2%
60% - 69%	1%
70% - 79%	2%
80% - 89%	1%
90% - 99%	1%

marketingsherpa
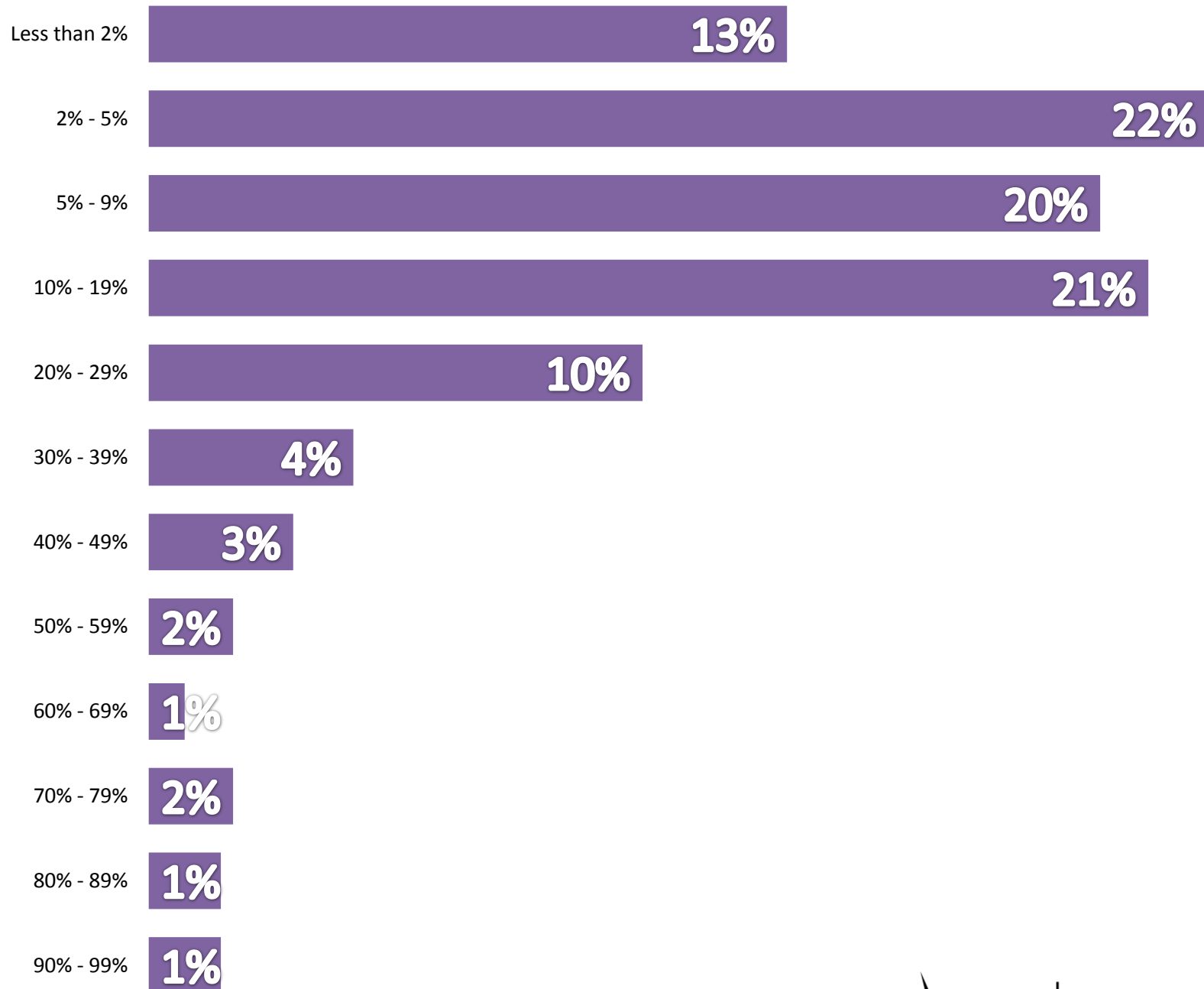
Chart 3.21 Email marketing metrics

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

Category	Value
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%

marketingsherpa
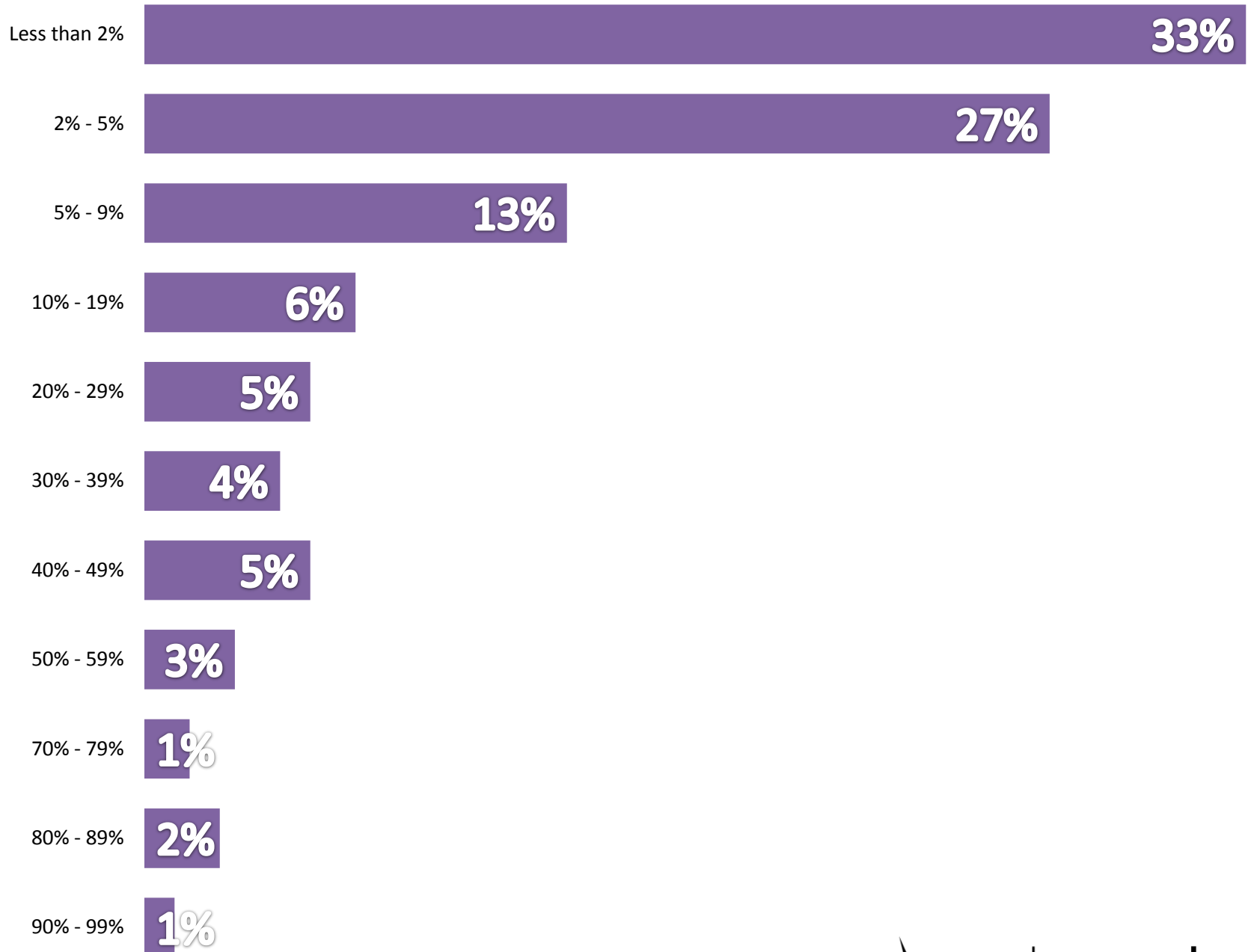
Chart 3.22 Email marketing metrics

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

Range	Percentage
Less than 2%	31%
2% - 5%	24%
5% - 9%	16%
10% - 19%	7%
20% - 29%	6%
30% - 39%	6%
40% - 49%	2%
50% - 59%	2%
60% - 69%	2%
70% - 79%	1%
80% - 89%	3%
90% - 99%	1%

marketingsherpa
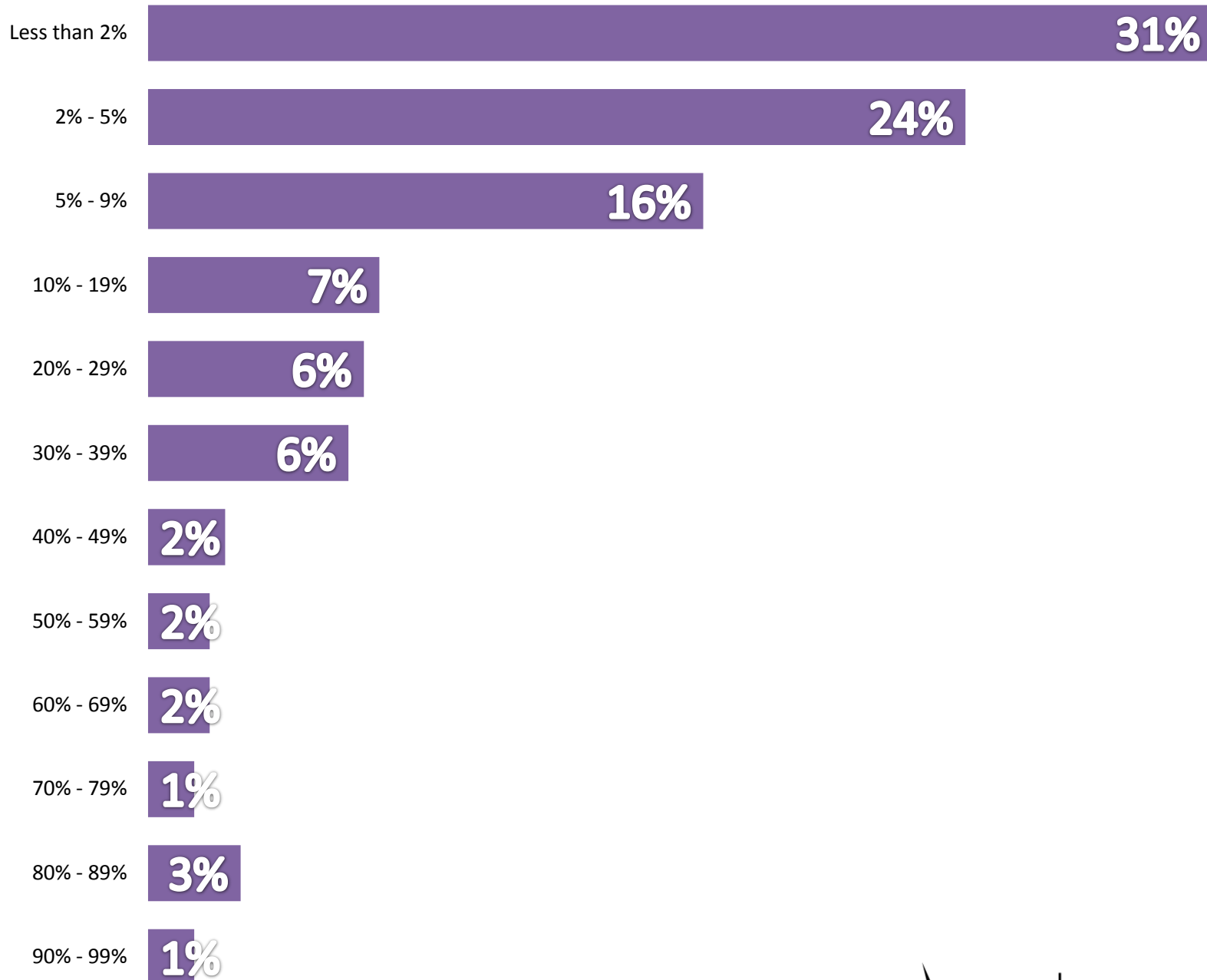
Chart 3.23 Email marketing metrics

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

Range	Value
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%

marketing**sherpa**

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?

Category	Percentage
Very Dissatisfied	3%
Dissatisfied	13%
Neutral	40%
Satisfied	36%
Very Satisfied	8%

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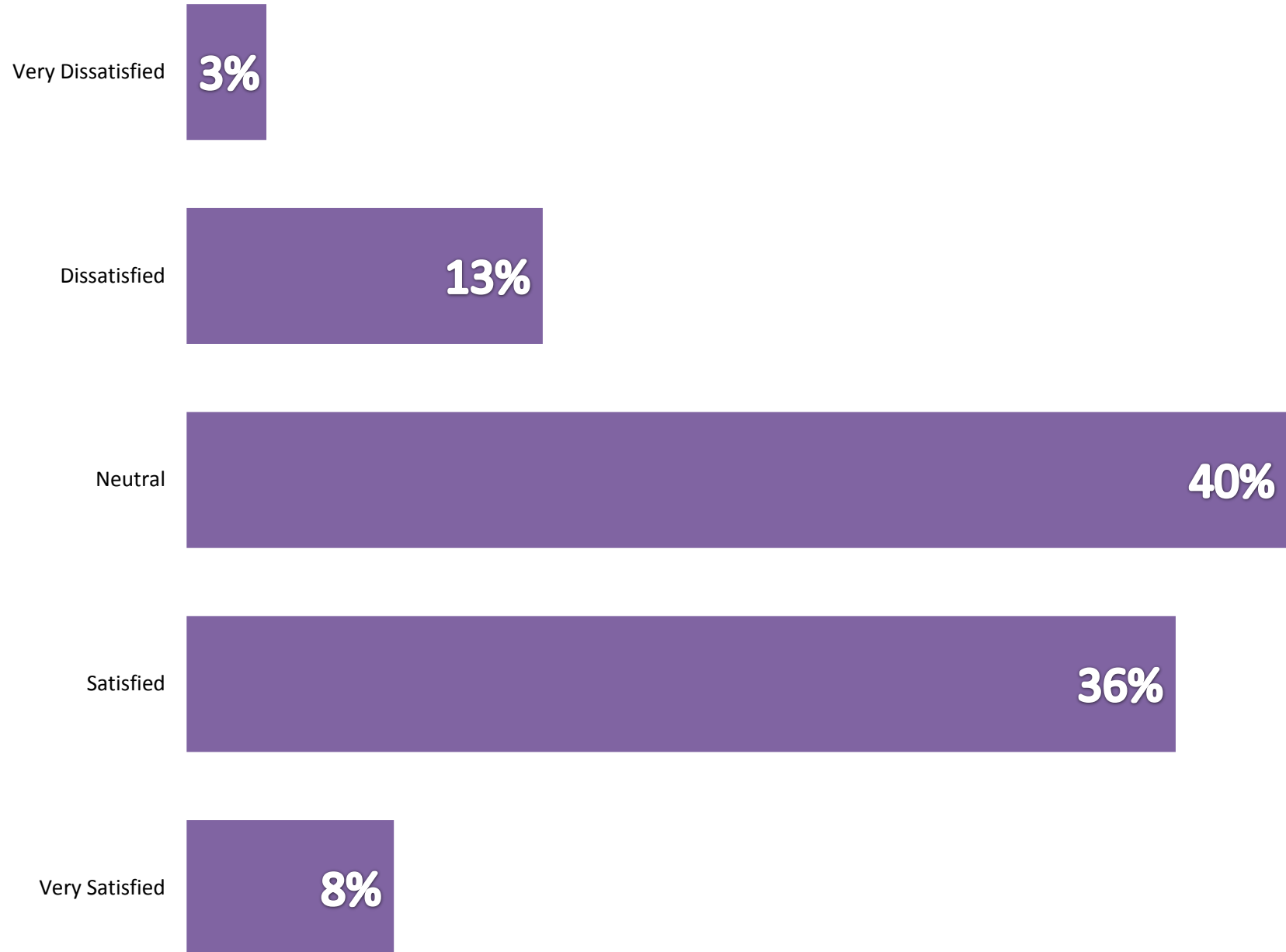
Chart 3.25 SEO marketing metrics tracking

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

Metric	Percentage
% 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%

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Chart 3.26 SEO marketing metrics tracking

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

Metric	Percentage
% 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%

B2C

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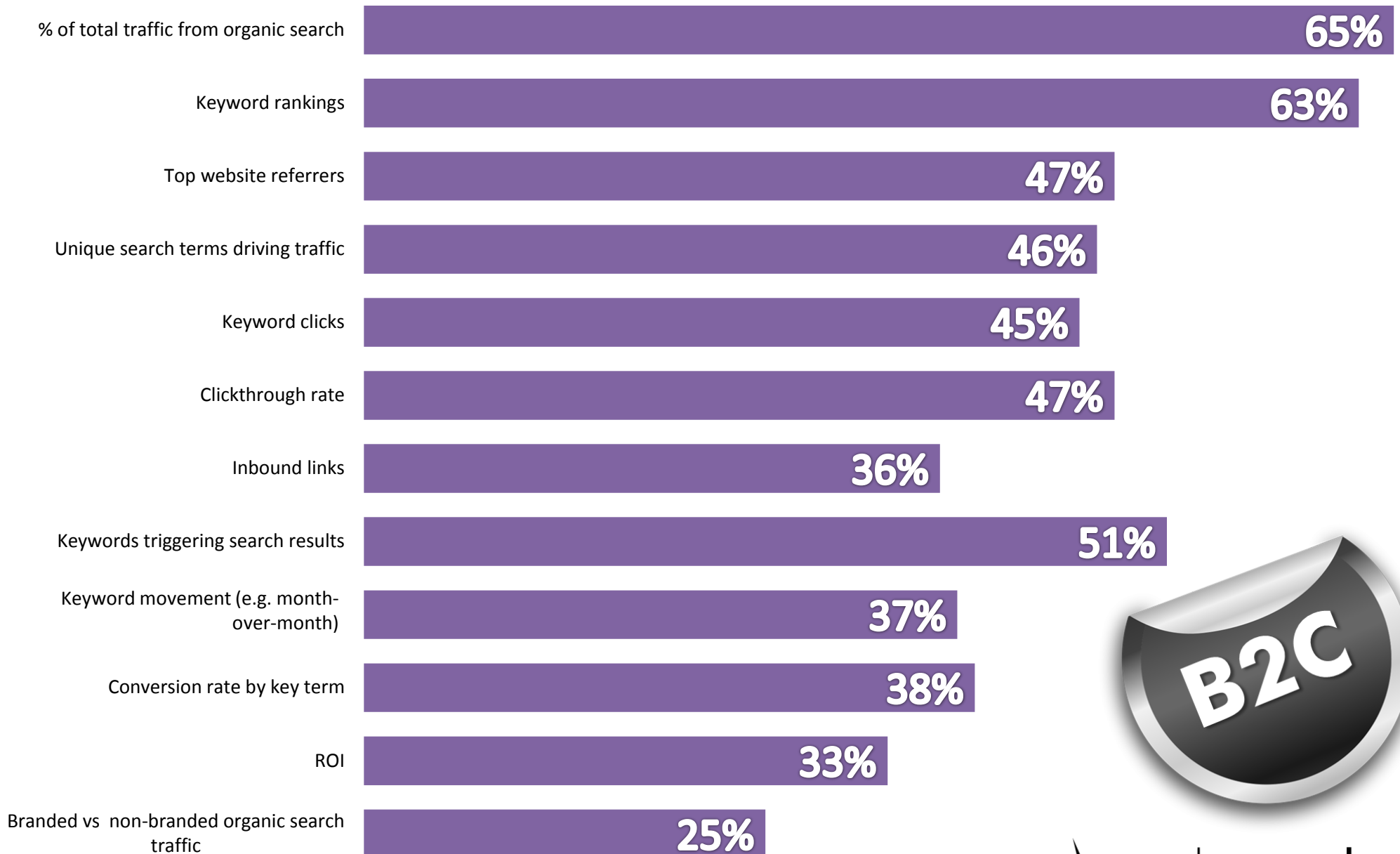
Chart 3.27 SEO marketing metrics tracking

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

Metric	Percentage
% 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%

B2B & B2G

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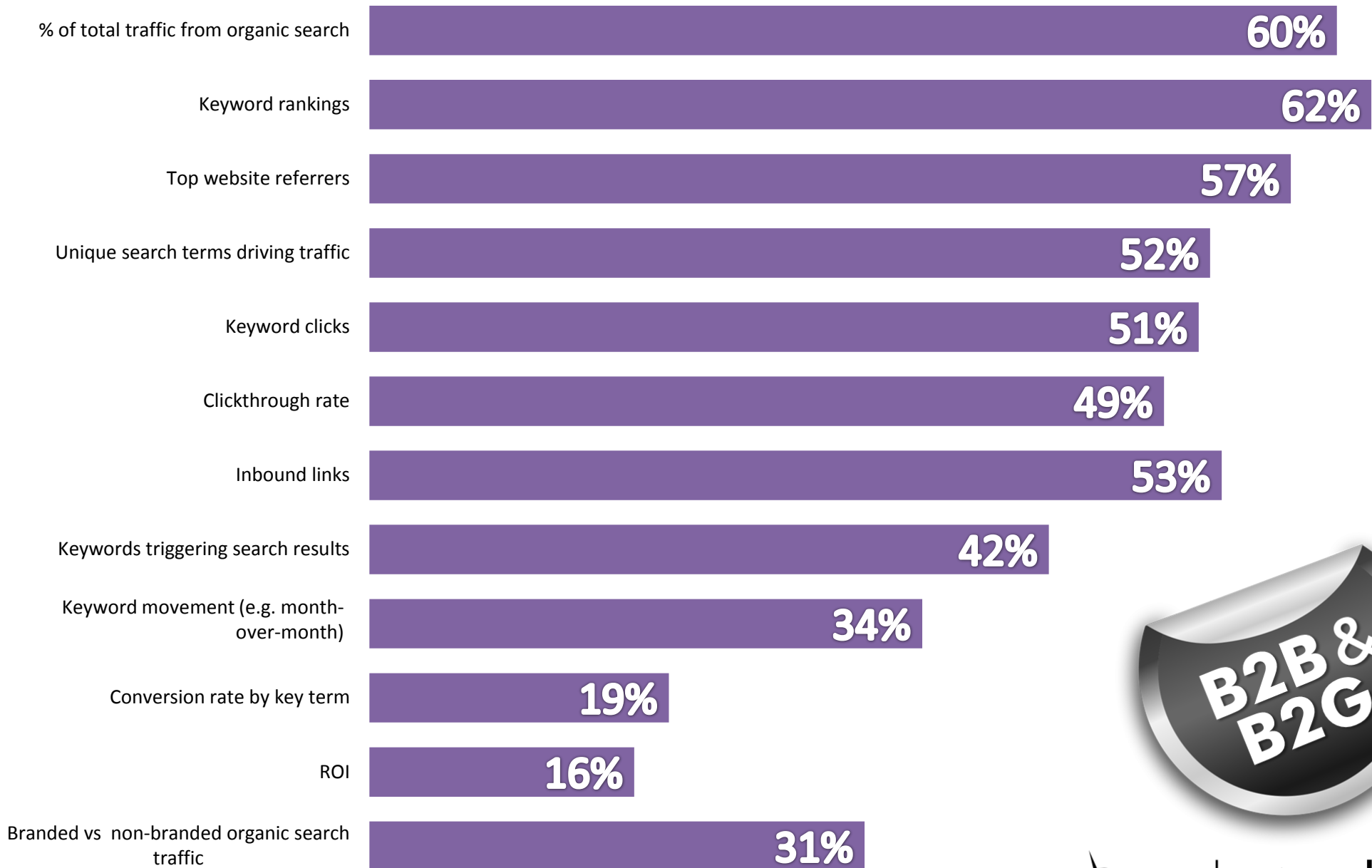
Chart 3.28 SEO marketing metrics tracking

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

Metric	Percentage
% 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%

B2C & B2B

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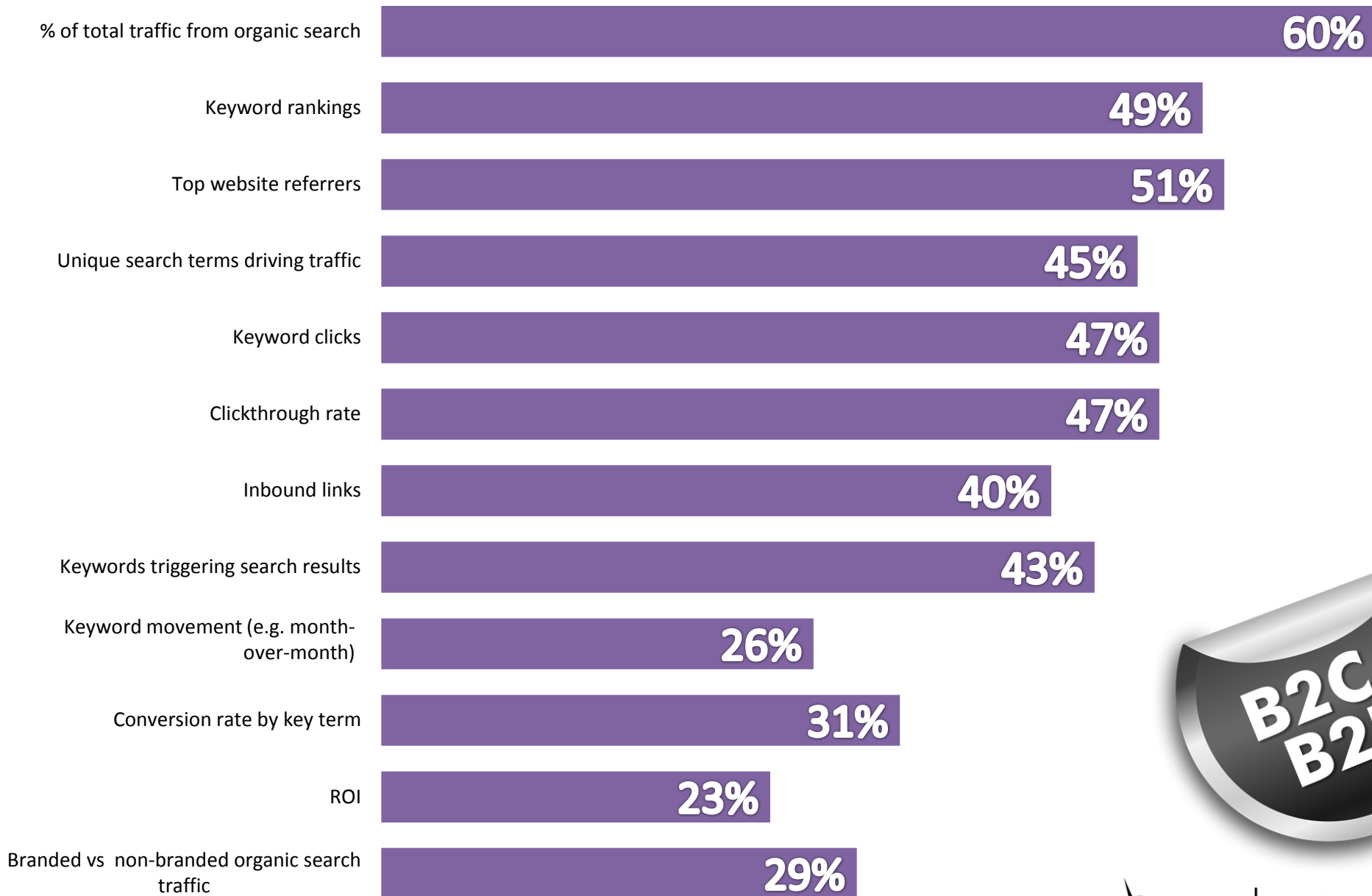
Chart 3.29 SEO marketing metrics tracking

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

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

Marketing Agency or Consultancy

199
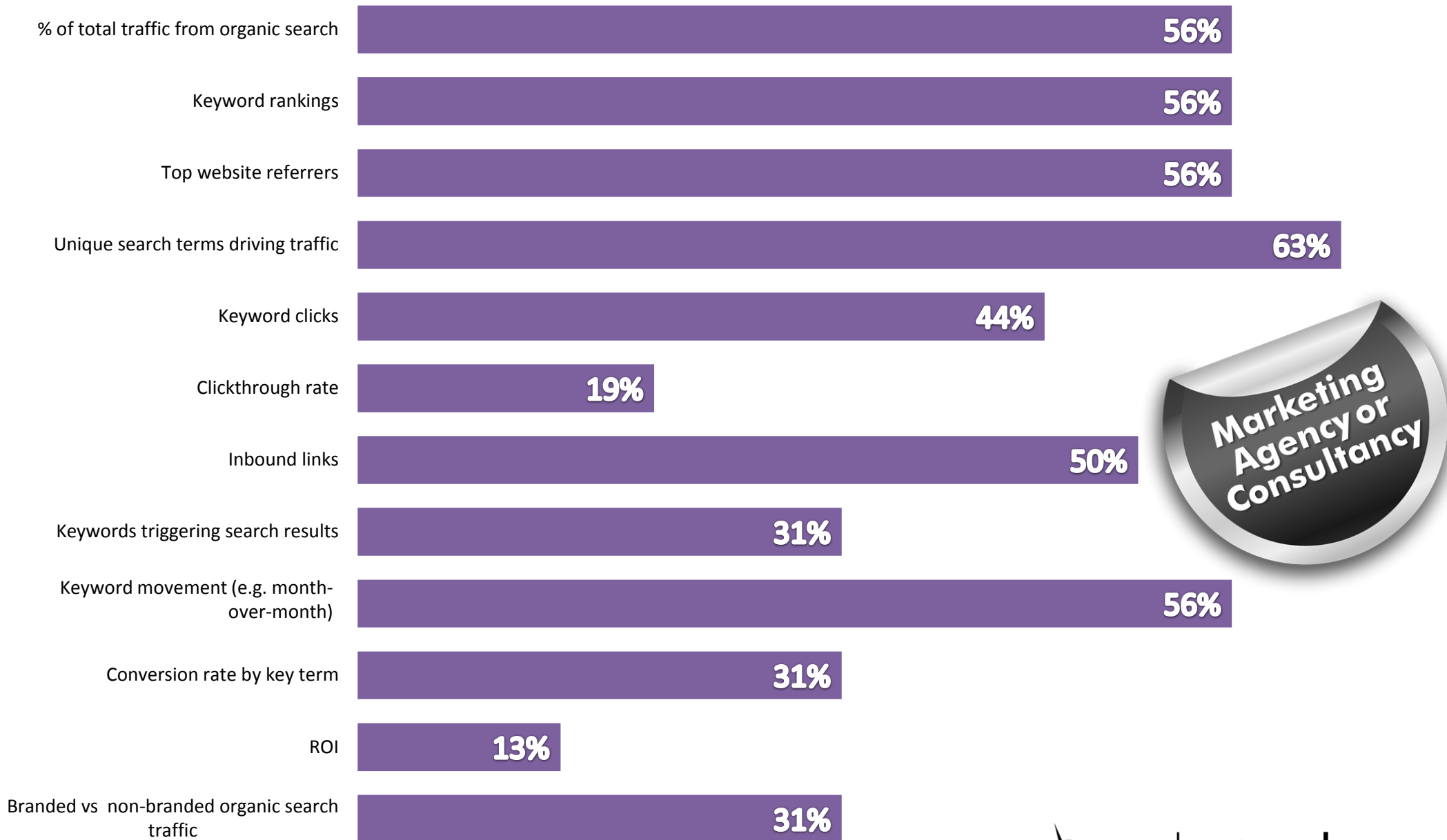
marketingsherpa

Chart 3.30 SEO marketing metrics tracking

Which of the following SEO marketing metrics does your organization ROUTINELY track? Please check all that apply.
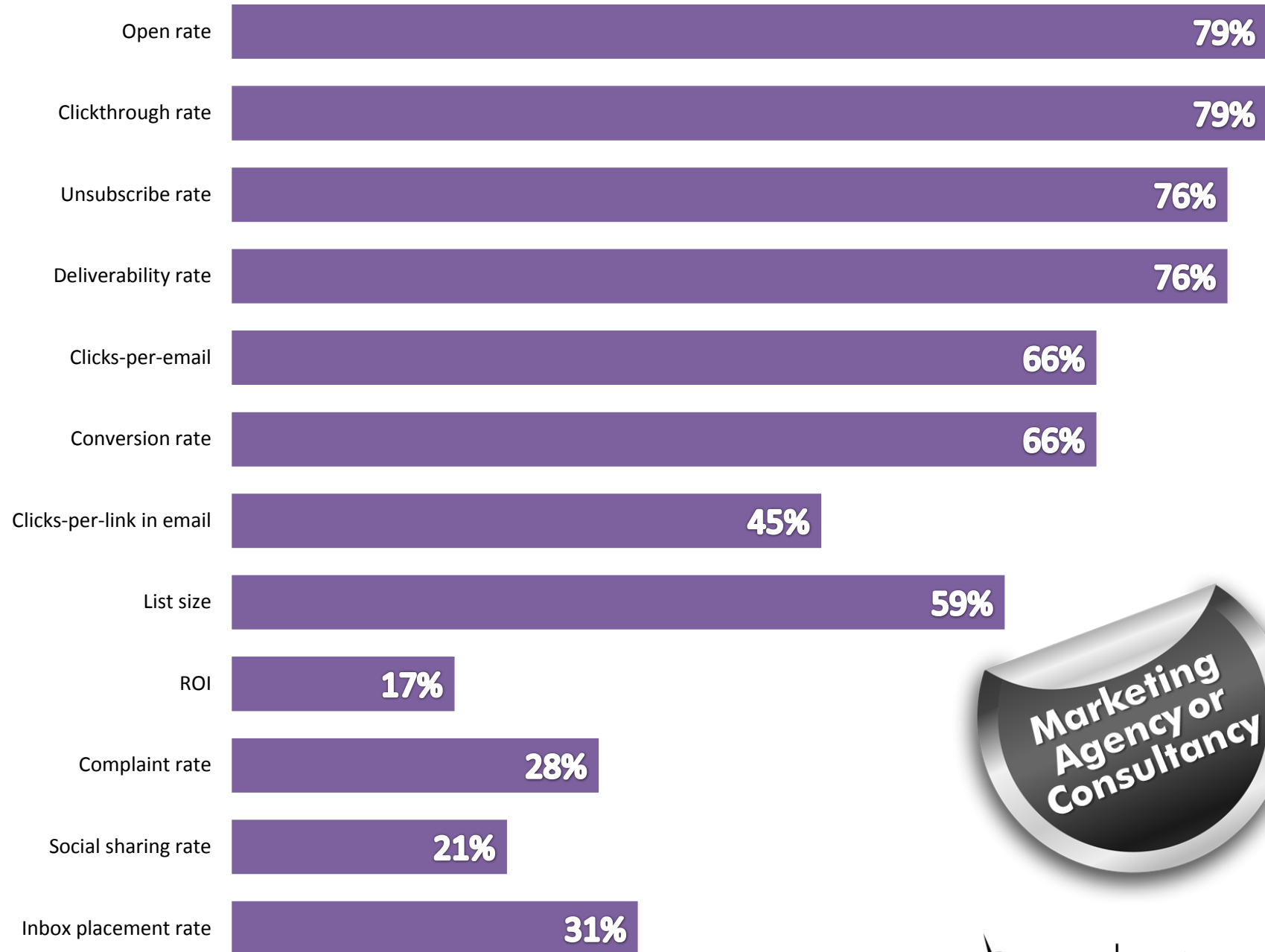
Metric	Percentage
% of total traffic from organic search	61%
Keyword rankings	58%
Top website referrers	52%
Unique search terms driving traffic	43%
Keyword clicks	46%
Clickthrough rate	48%
Inbound links	43%
Keywords triggering search results	51%
Keyword movement (e.g. month-over-month)	30%
Conversion rate by key term	30%
ROI	33%
Branded vs non-branded organic search traffic	26%

Retail or E-commerce
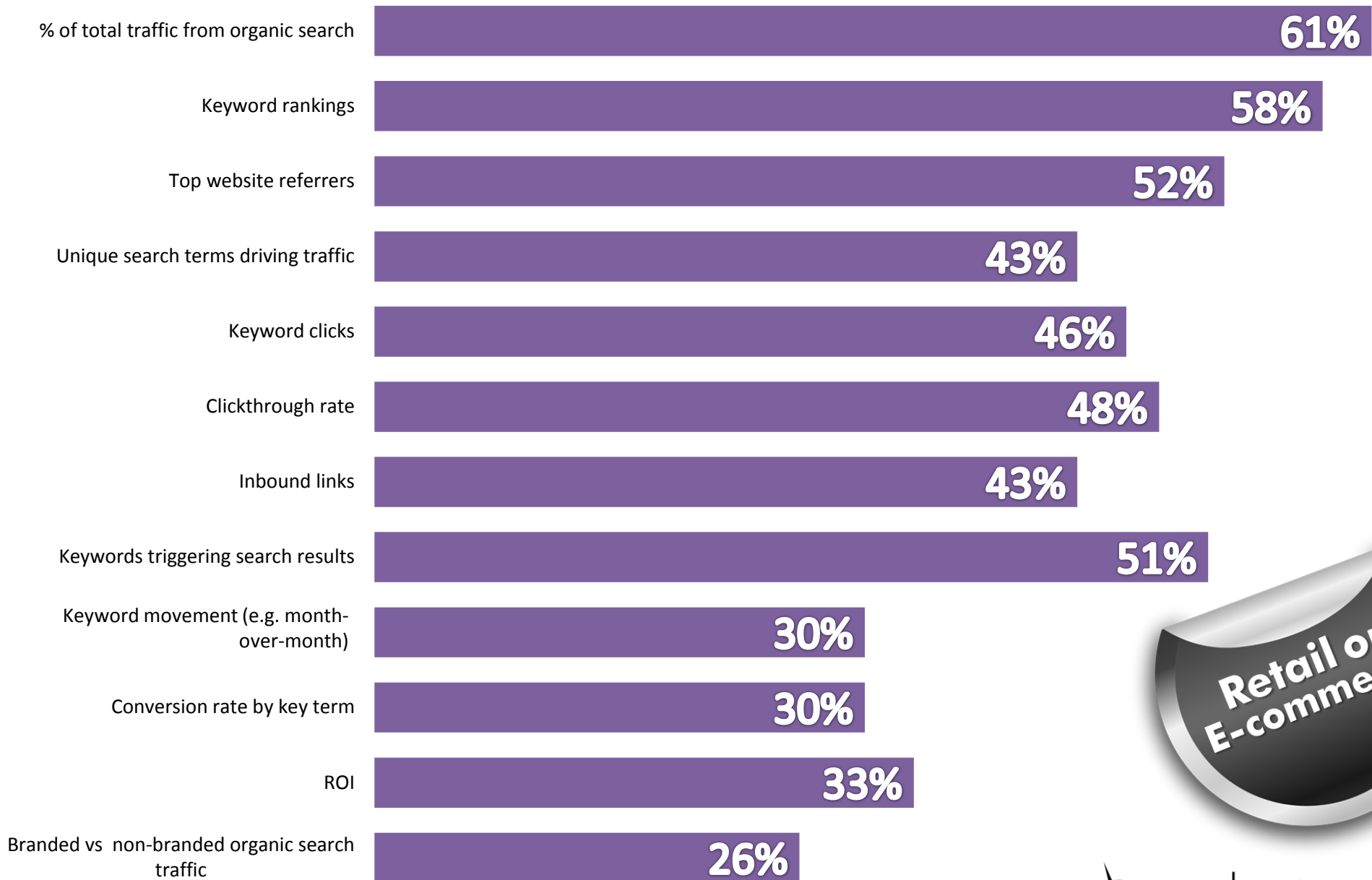
marketingsherpa

Chart 3.31 Search engine optimization marketing metrics

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

Range	Percentage
Less than 2%	20%
2% - 5%	21%
5% - 9%	14%
10% - 19%	16%
20% - 29%	7%
30% - 39%	4%
40% - 49%	5%
50% - 59%	4%
60% - 69%	2%
70% - 79%	2%
80% - 89%	2%
90% - 99%	3%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 225

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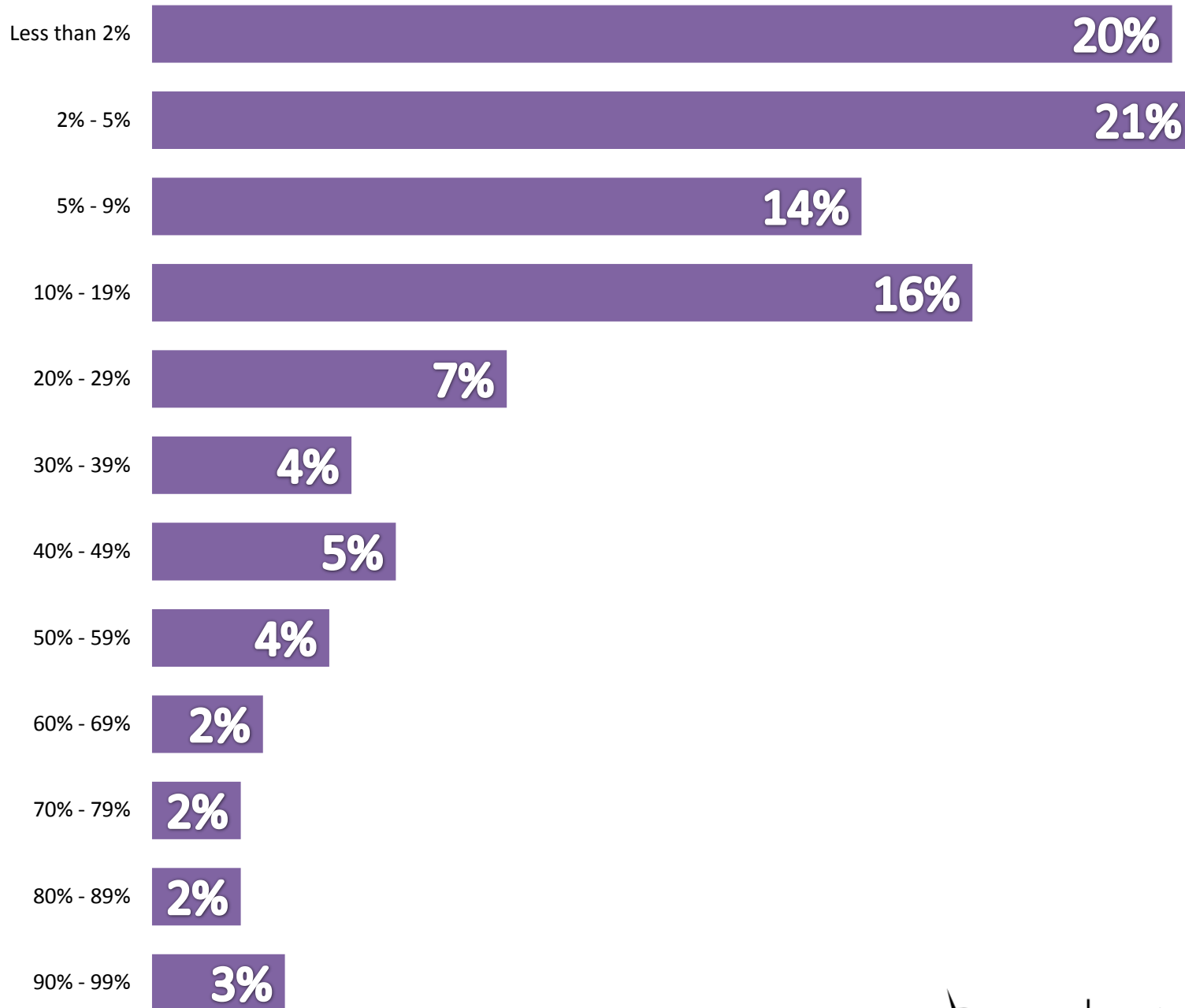
Chart 3.32 Search engine optimization marketing metrics

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

Range	Percentage
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%

marketingsherpa
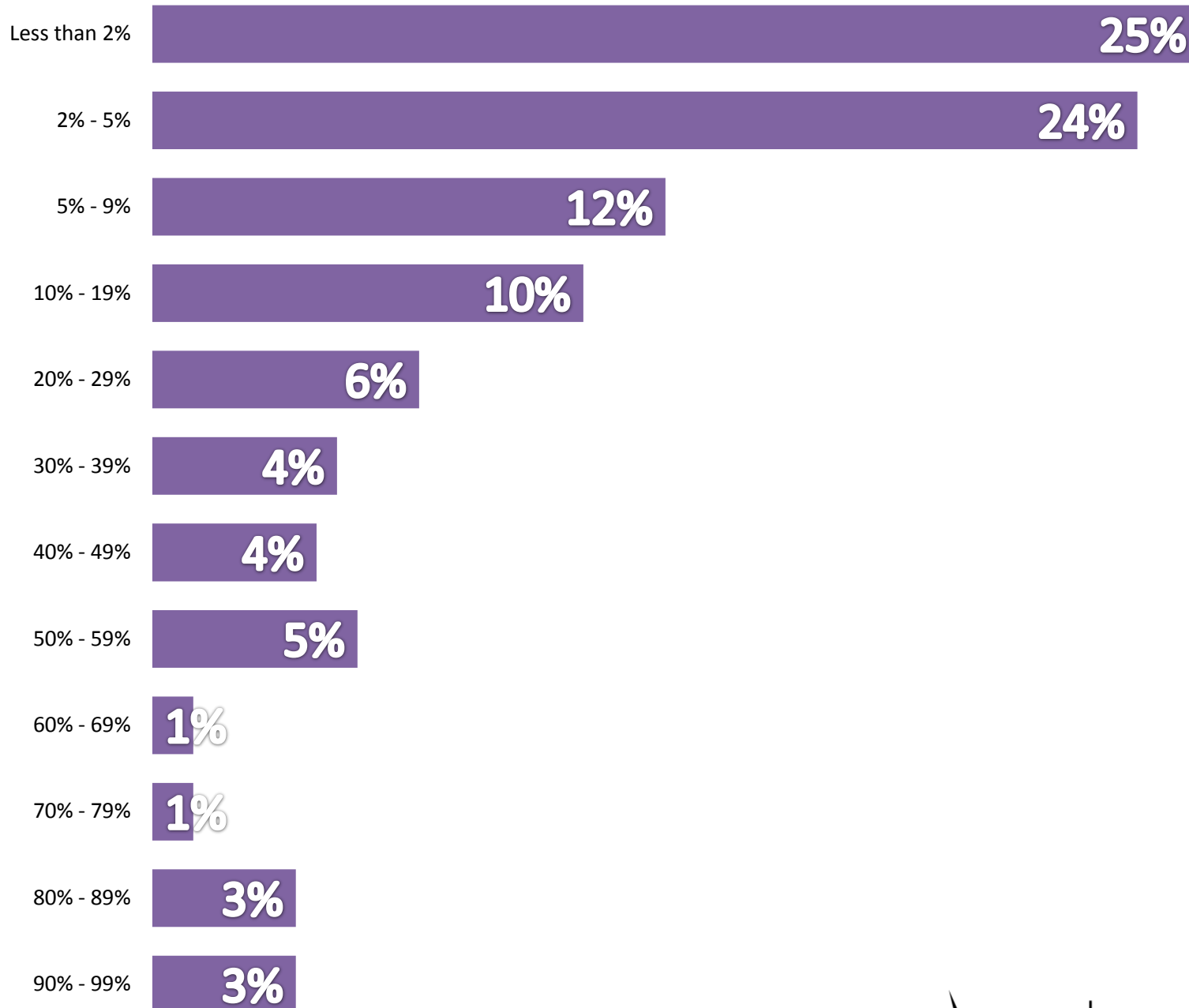
Chart 3.33 Search engine optimization marketing metrics

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

Range	Percentage
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

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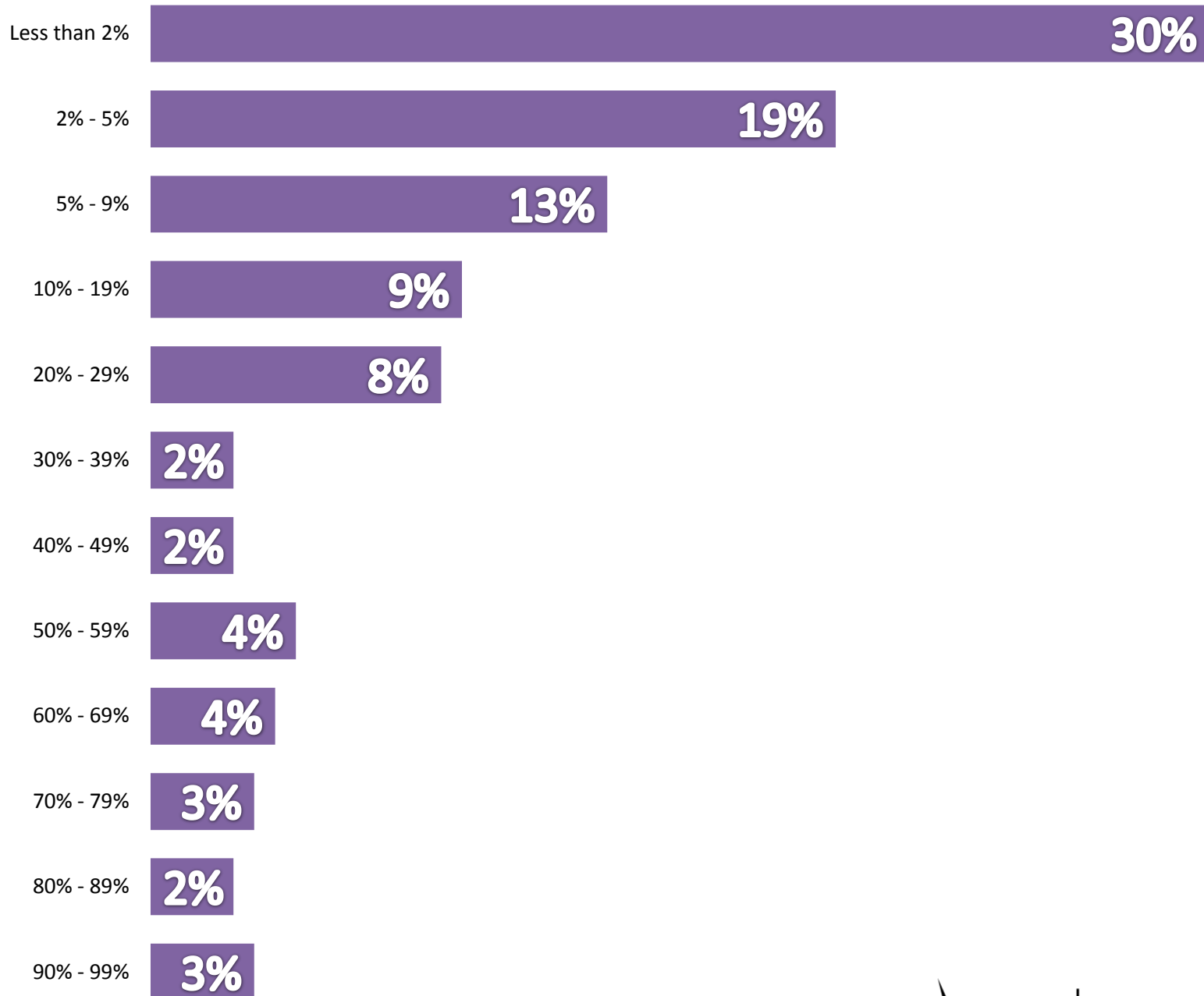
Chart 3.34 Search engine optimization marketing metrics

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

Range	Percentage
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%

marketingsherpa
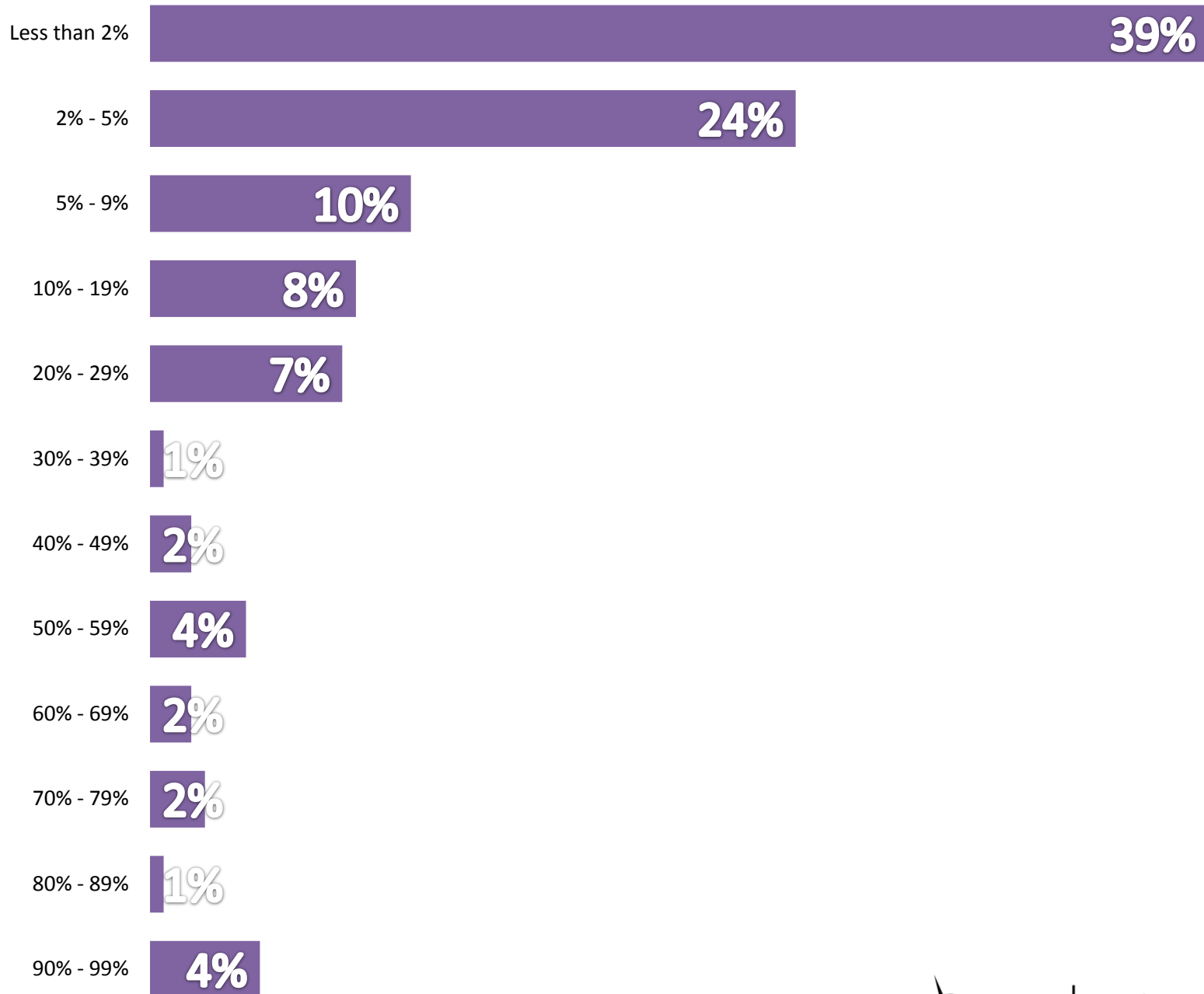
Chart 3.35 Search engine optimization marketing metrics

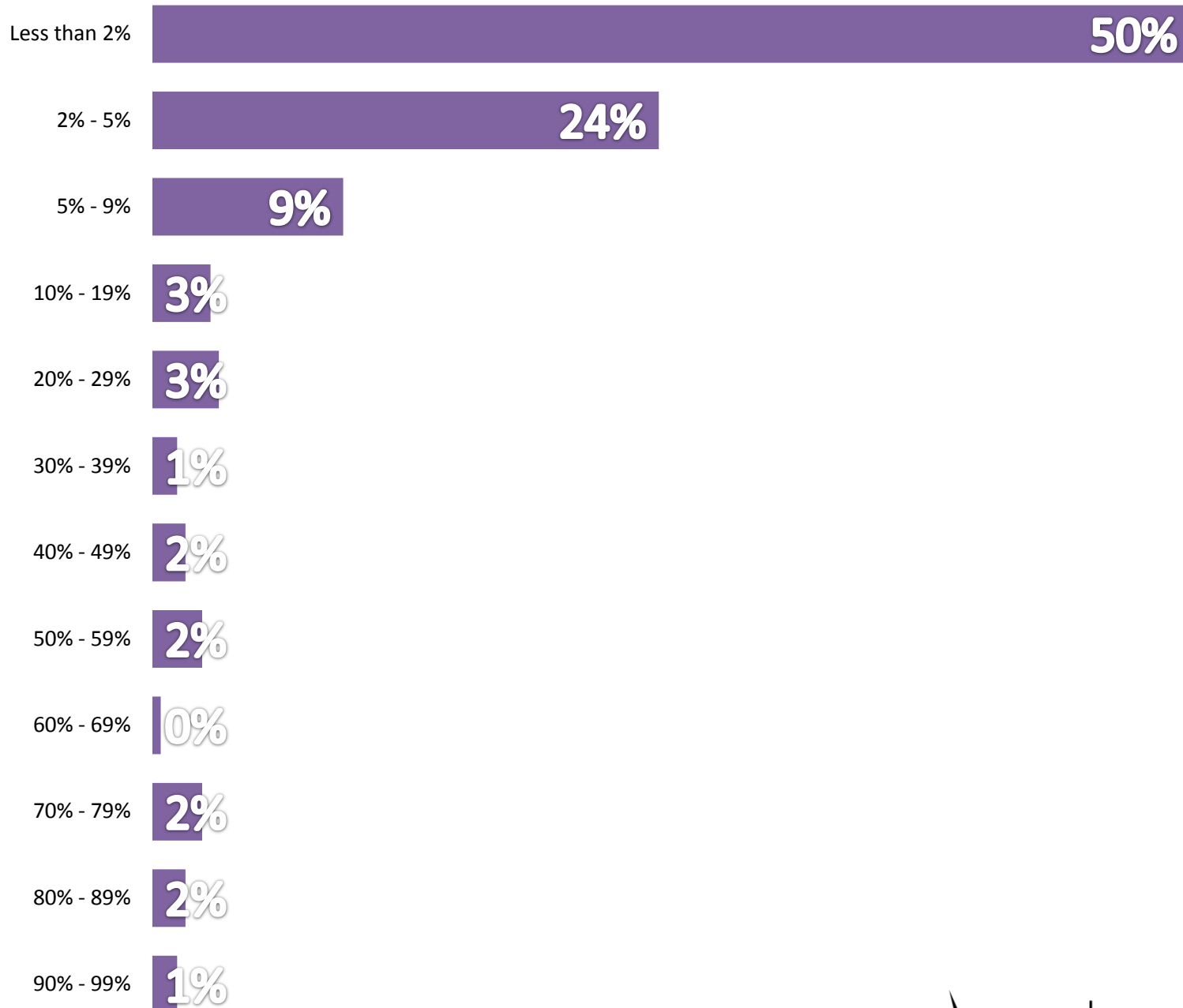*Please enter your best estimates for the following SEO MARKETING metric: Lead-to-close rate*

Category	Value
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%

marketingsherpa
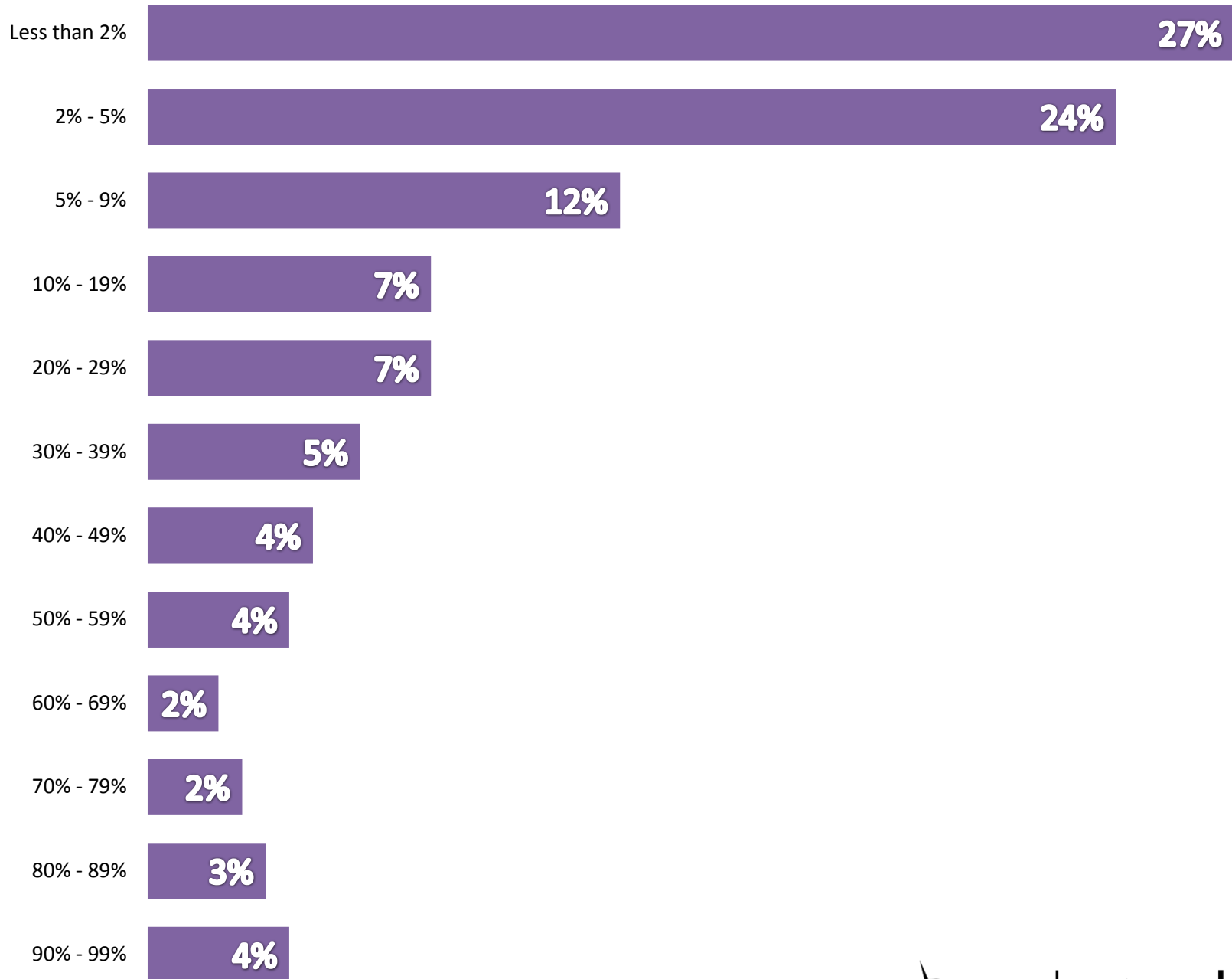
Chart 3.36 SEO analytics tools satisfaction

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

Category	Percentage
Very Satisfied	8%
Satisfied	26%
Neutral	52%
Dissatisfied	12%
Very Dissatisfied	2%

marketingsherpa
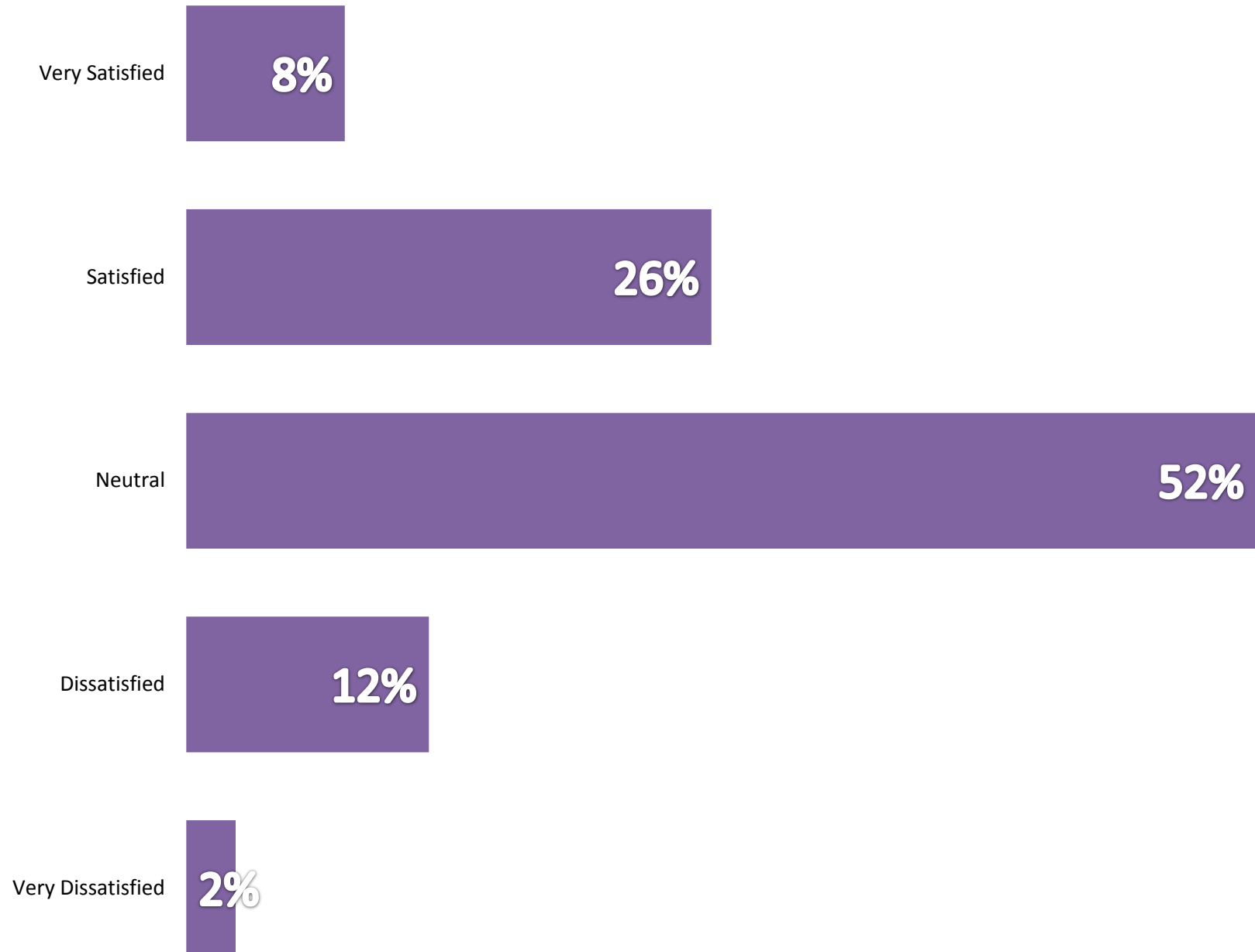
Chart 3.37 PPC marketing metrics tracking

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

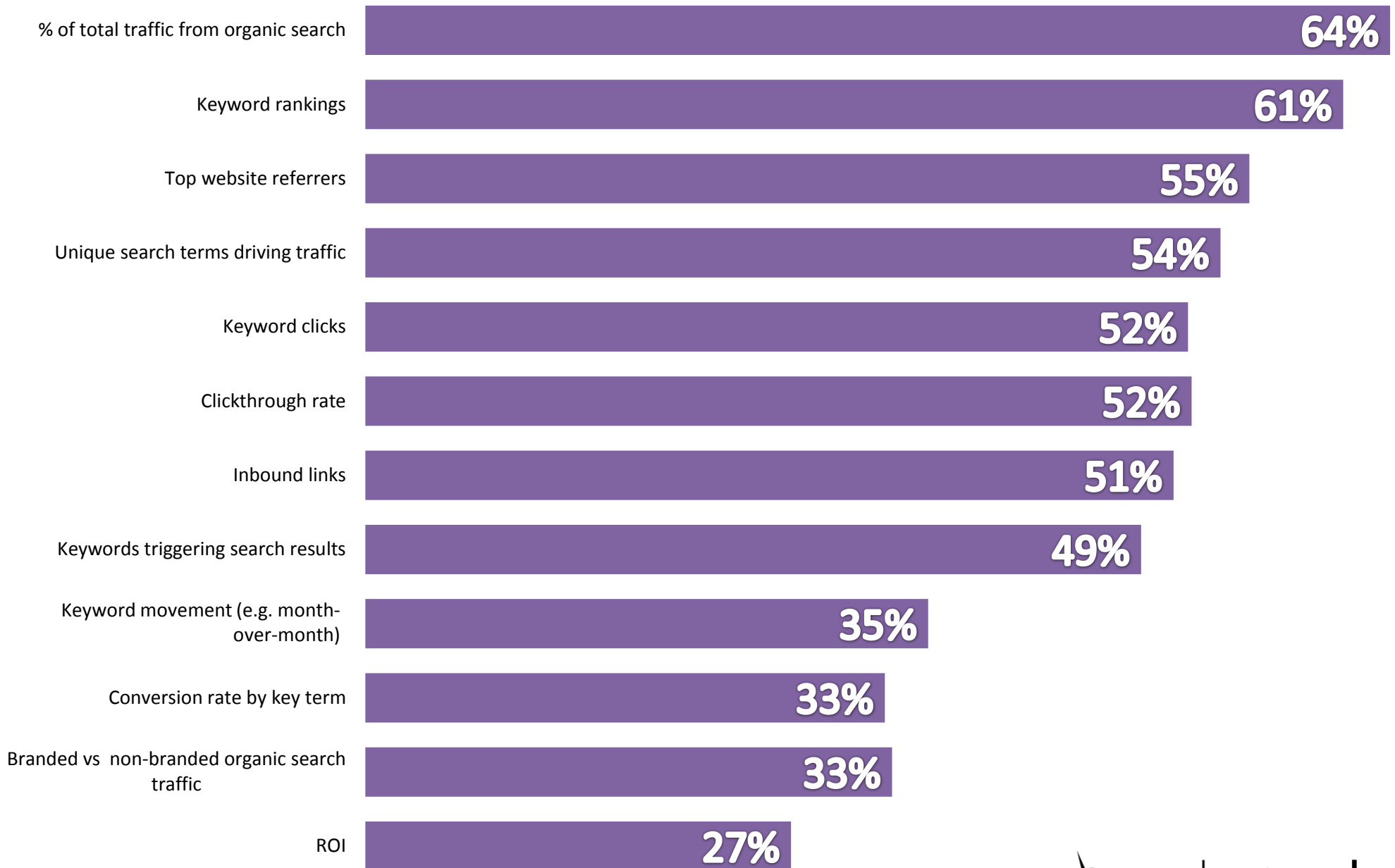| Metric	Percentage
Clickthrough rate	66%
Clicks	66%
Average cost-per-click (CPC)	65%
Conversion rate	54%
CPA/cost-per-conversion	44%
Cost-per-lead (CPL)	43%
Average ad position	41%
ROI	40%
Quality score	36%
Impression share	28%
Profit-per-click	18%
Profit-per-impression	10%

marketingsherpa
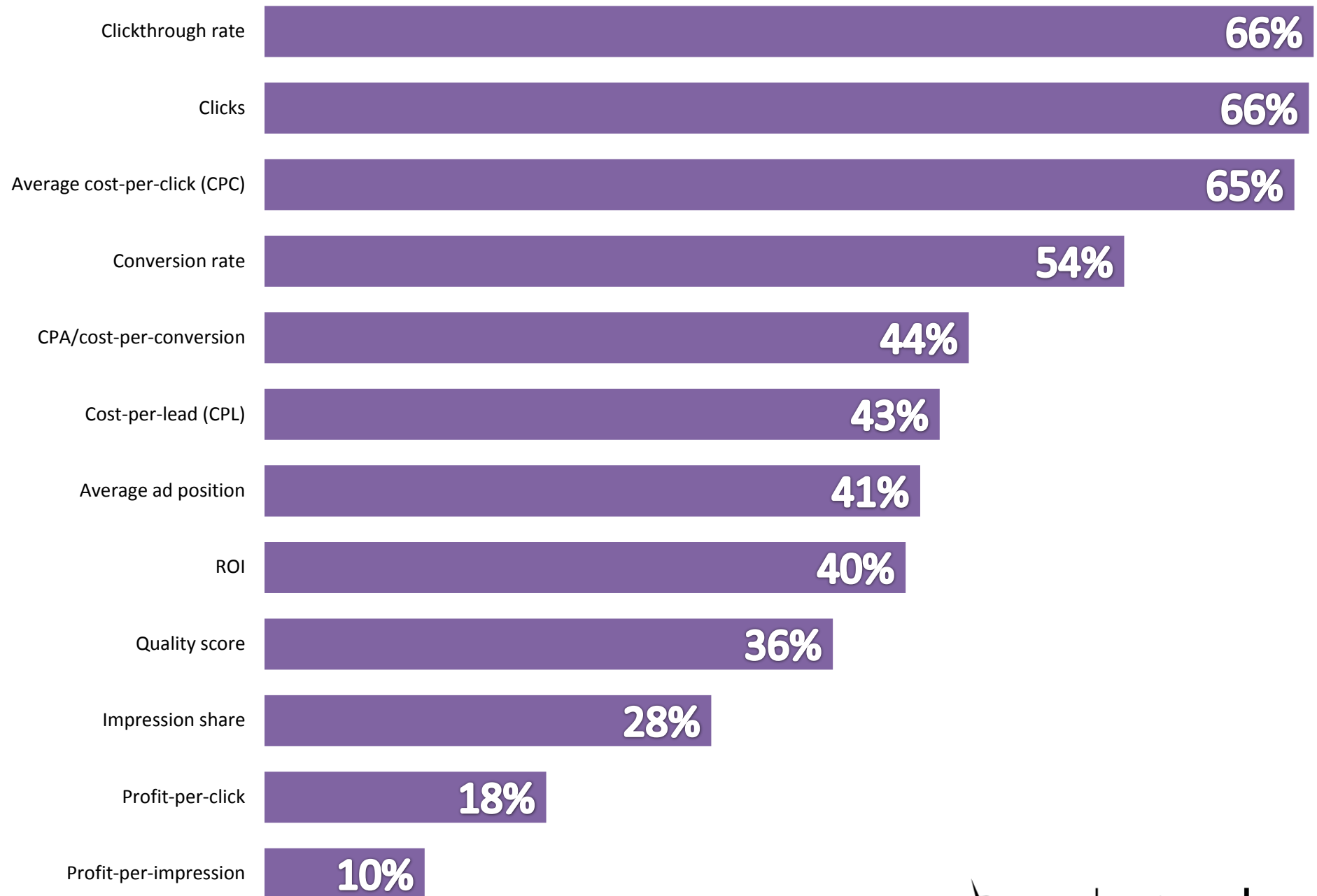
Chart 3.38 PPC marketing metrics tracking

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

Metric	Percentage
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%

B2C

marketingsherpa
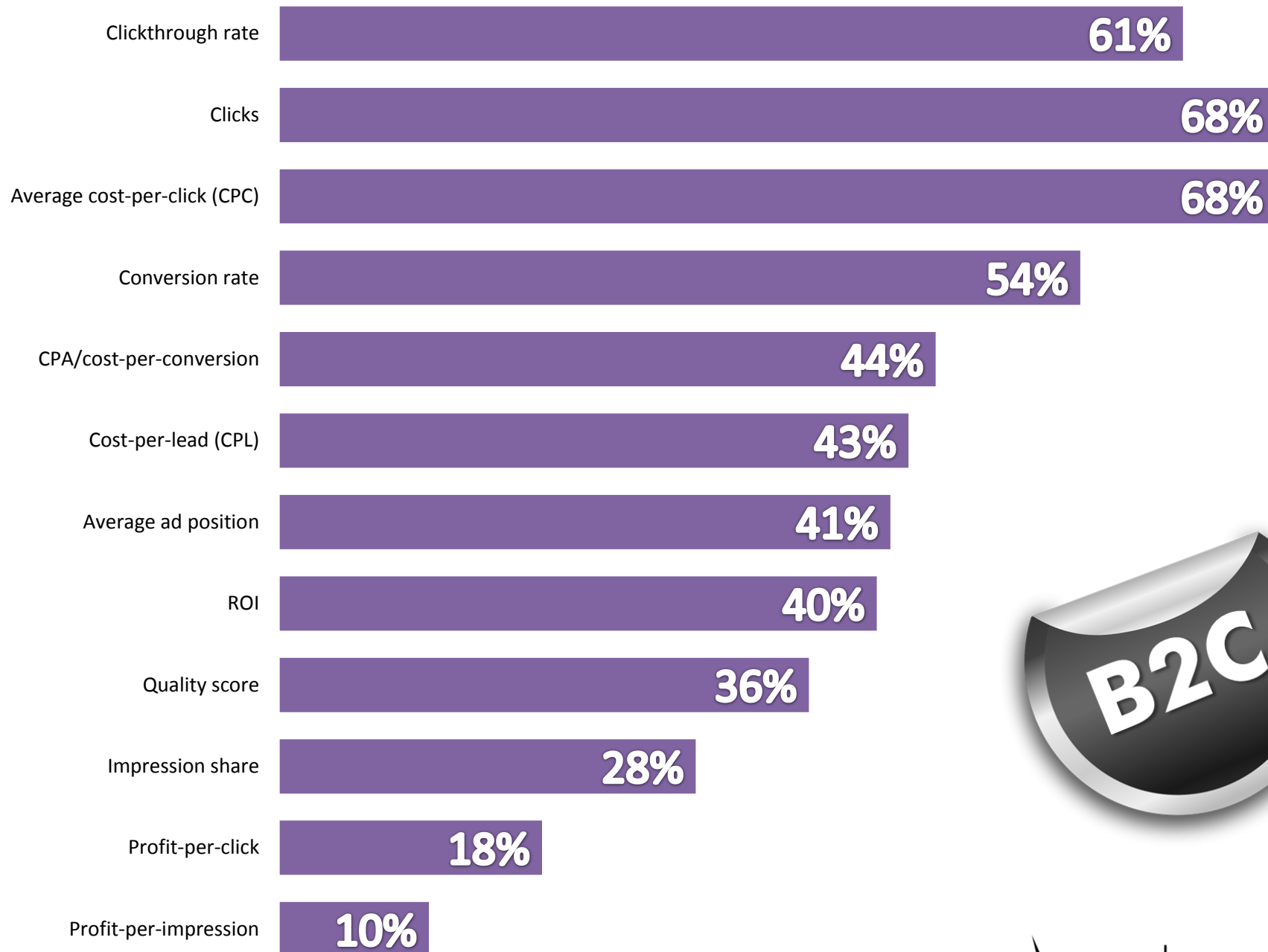
Chart 3.39 PPC marketing metrics tracking

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

Metric	Percentage
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%

B2B & B2G

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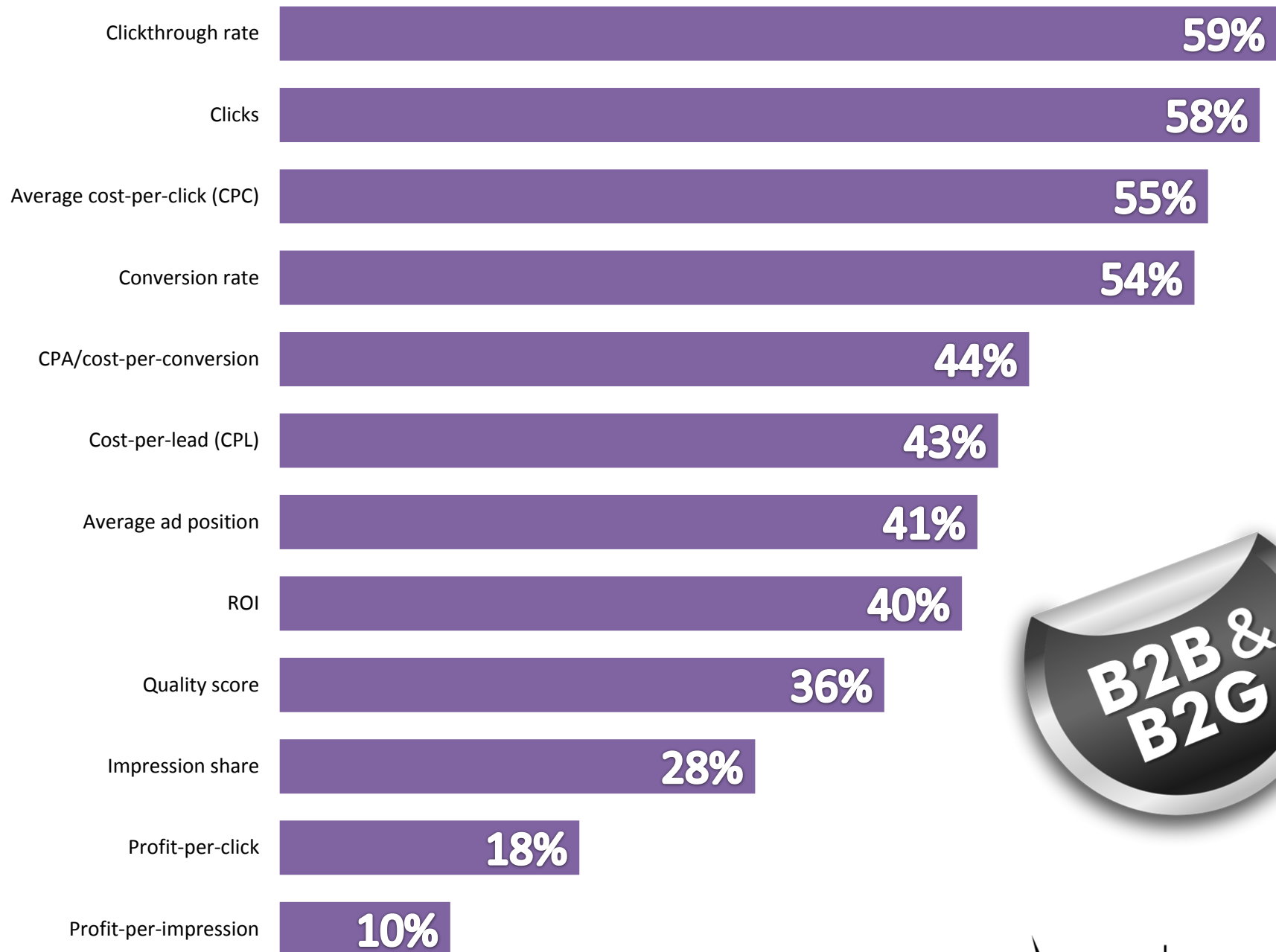
Chart 3.40 PPC marketing metrics tracking

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

Metric	Percentage
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%

B2C & B2B

marketingsherpa
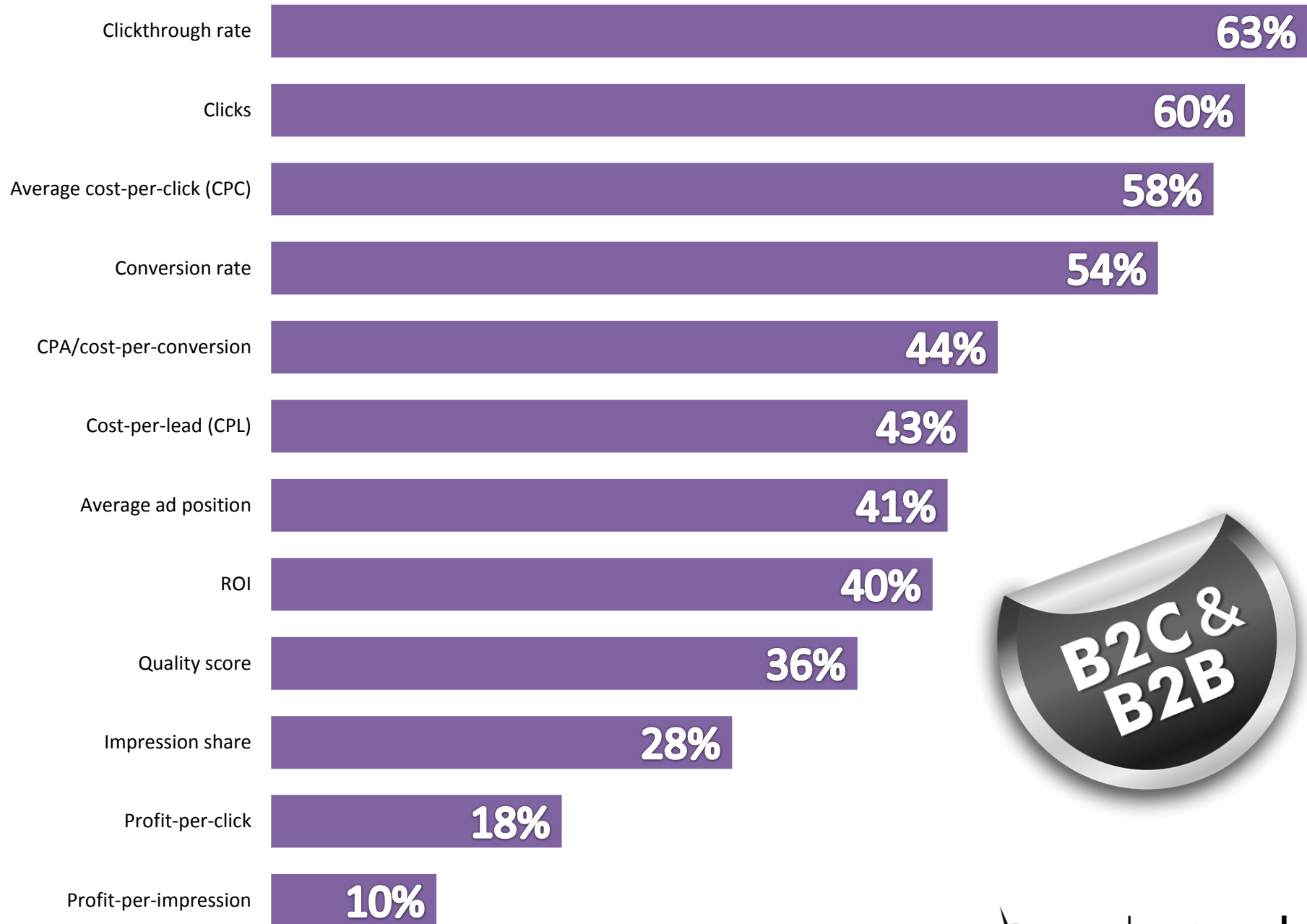
Chart 3.41 PPC marketing metrics tracking

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

Metric	Percentage
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%

Marketing Agency or Consultancy

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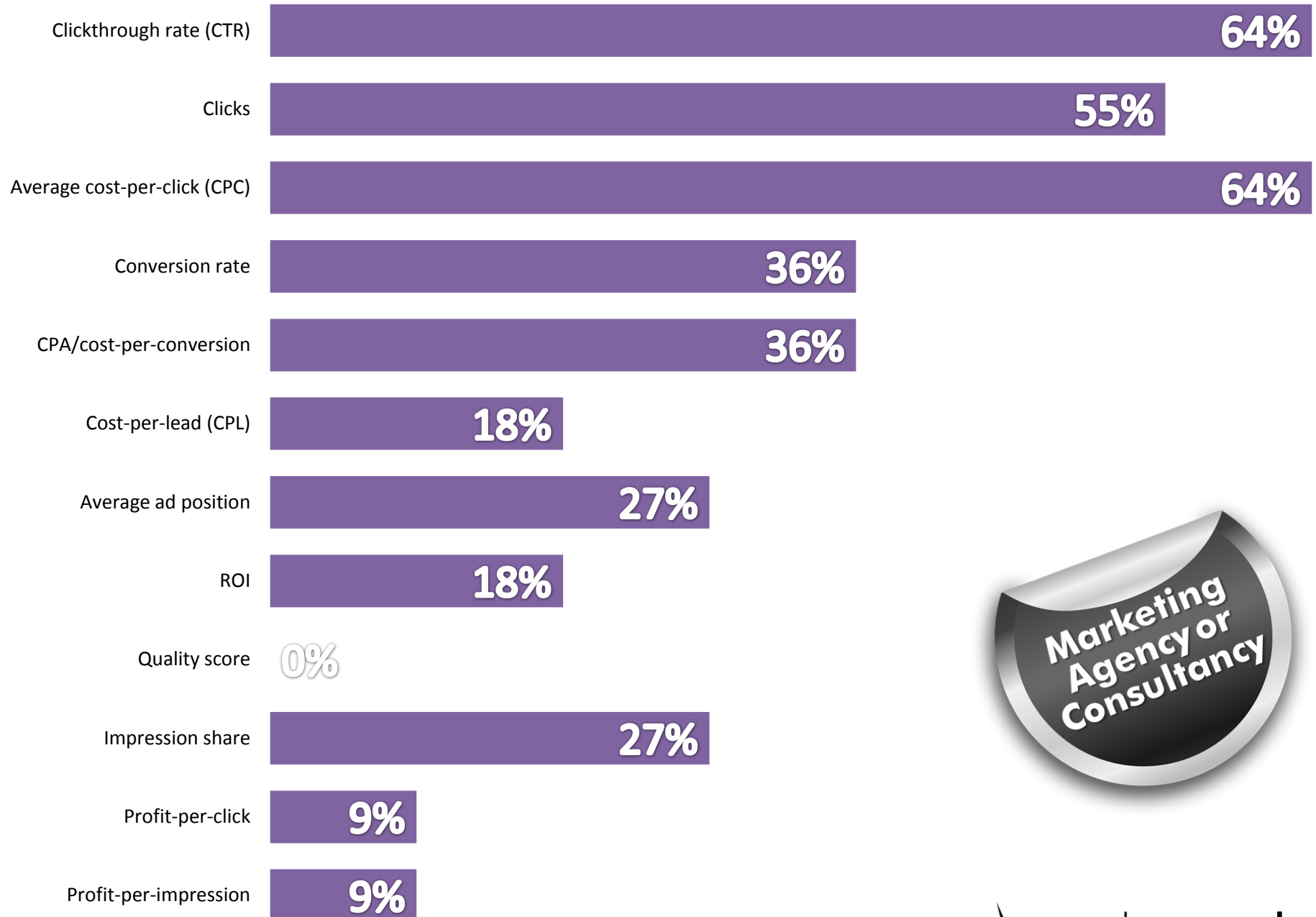
Chart 3.42 PPC marketing metrics

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

Range	Percentage
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%

marketingsherpa
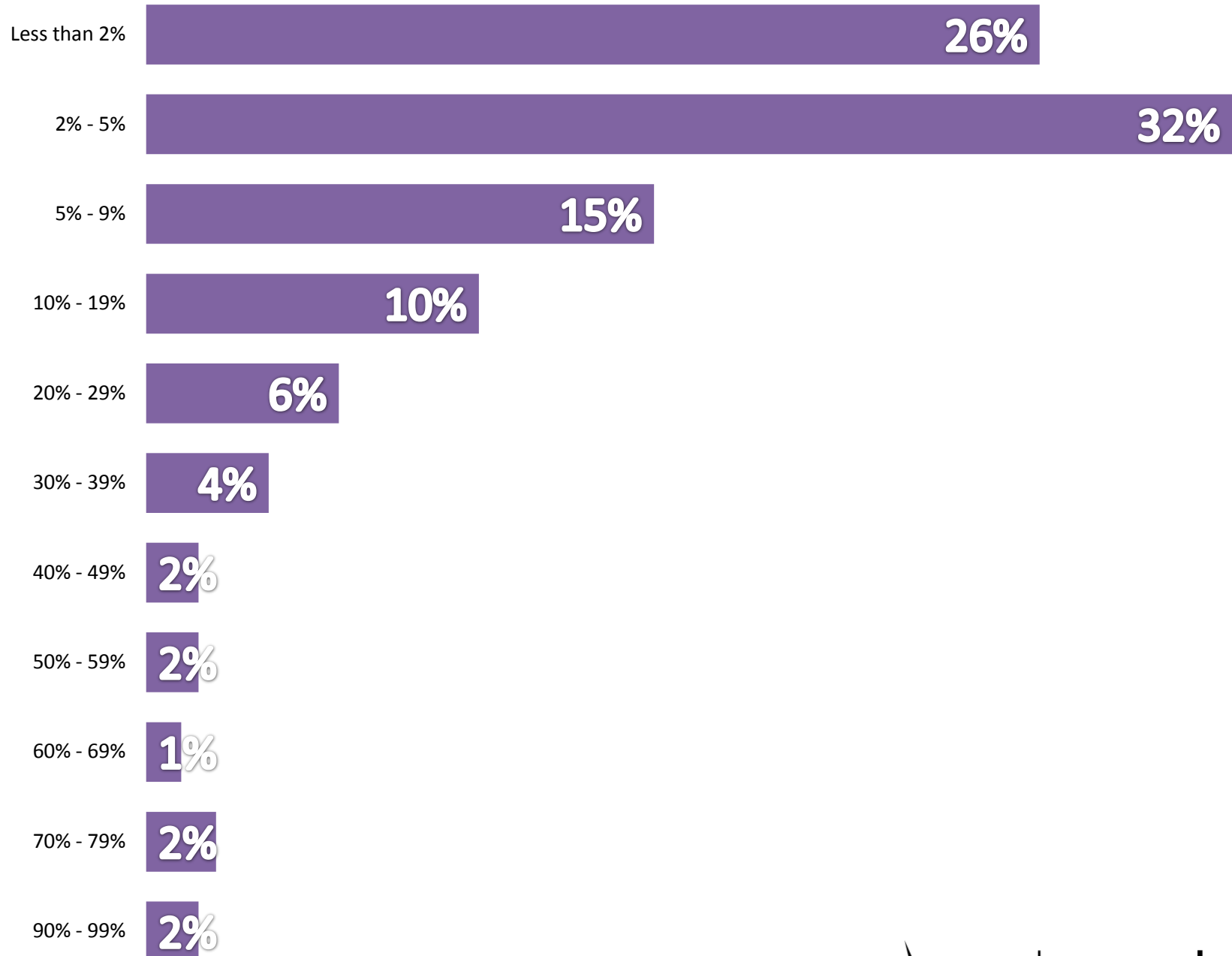
Chart 3.43 PPC marketing metrics

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

Category	Percentage
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%

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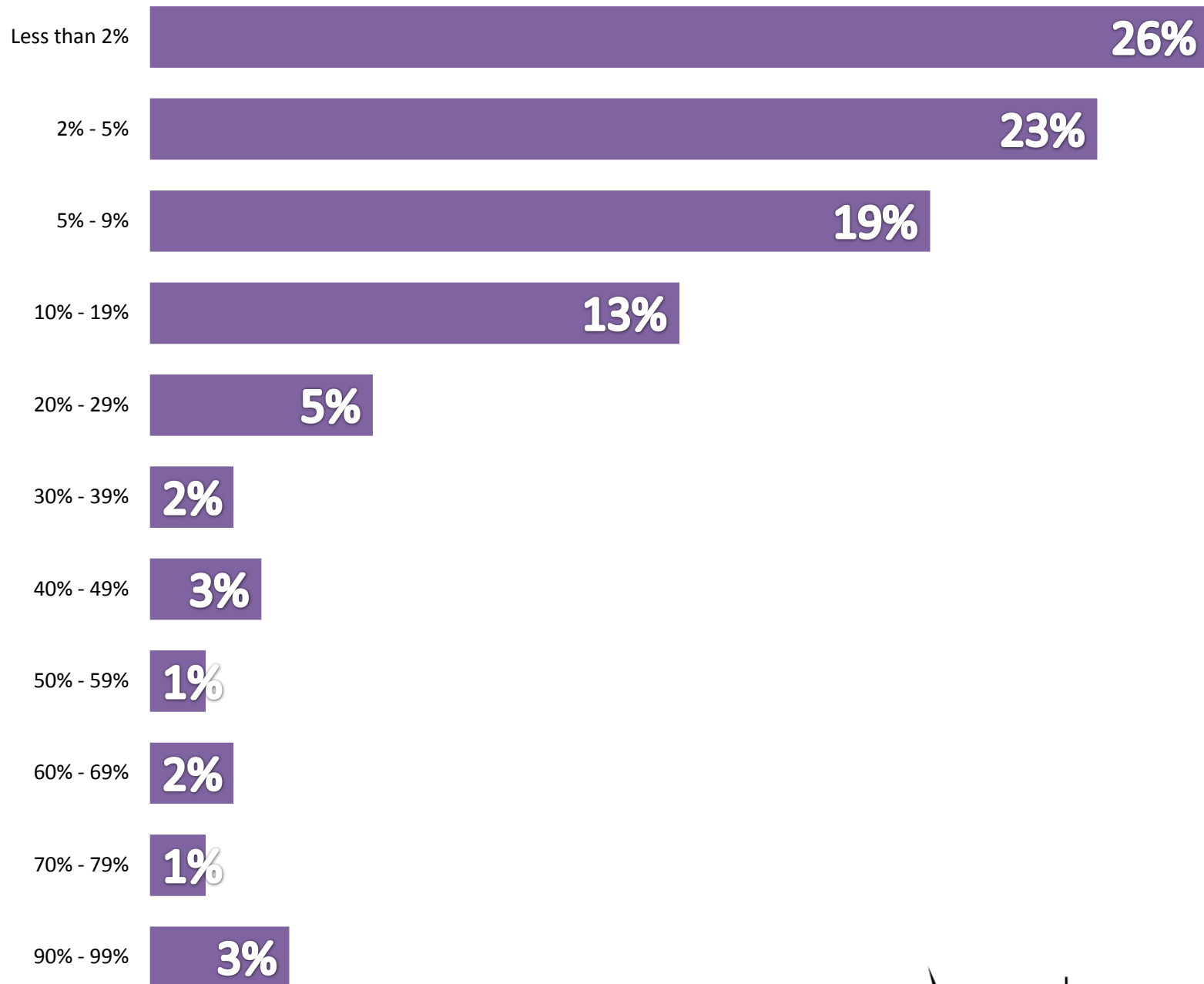
Chart 3.44 PPC marketing metrics

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

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

marketing**sherpa**
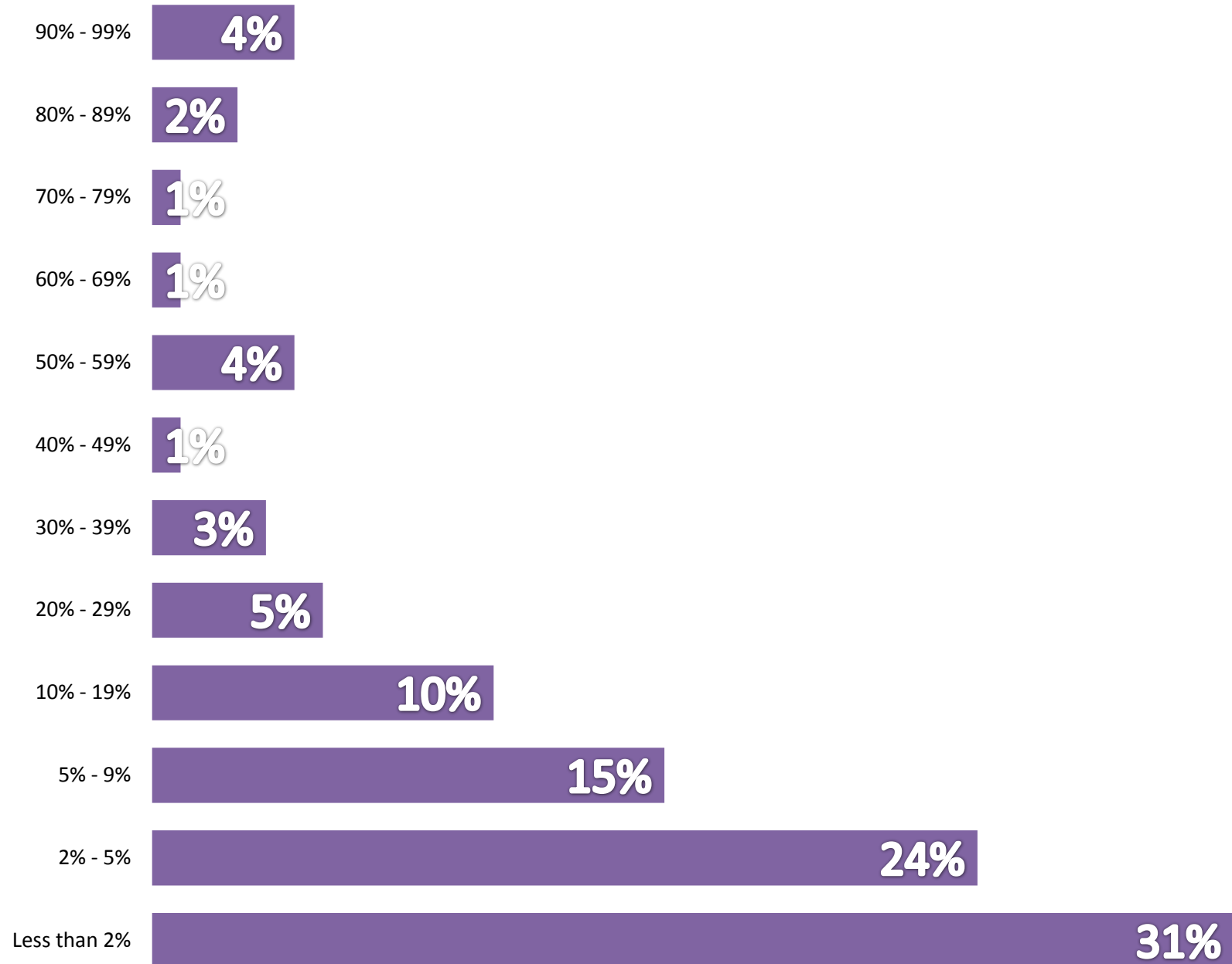
Chart 3.45 PPC marketing metrics

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

Category	Value
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%

marketingsherpa
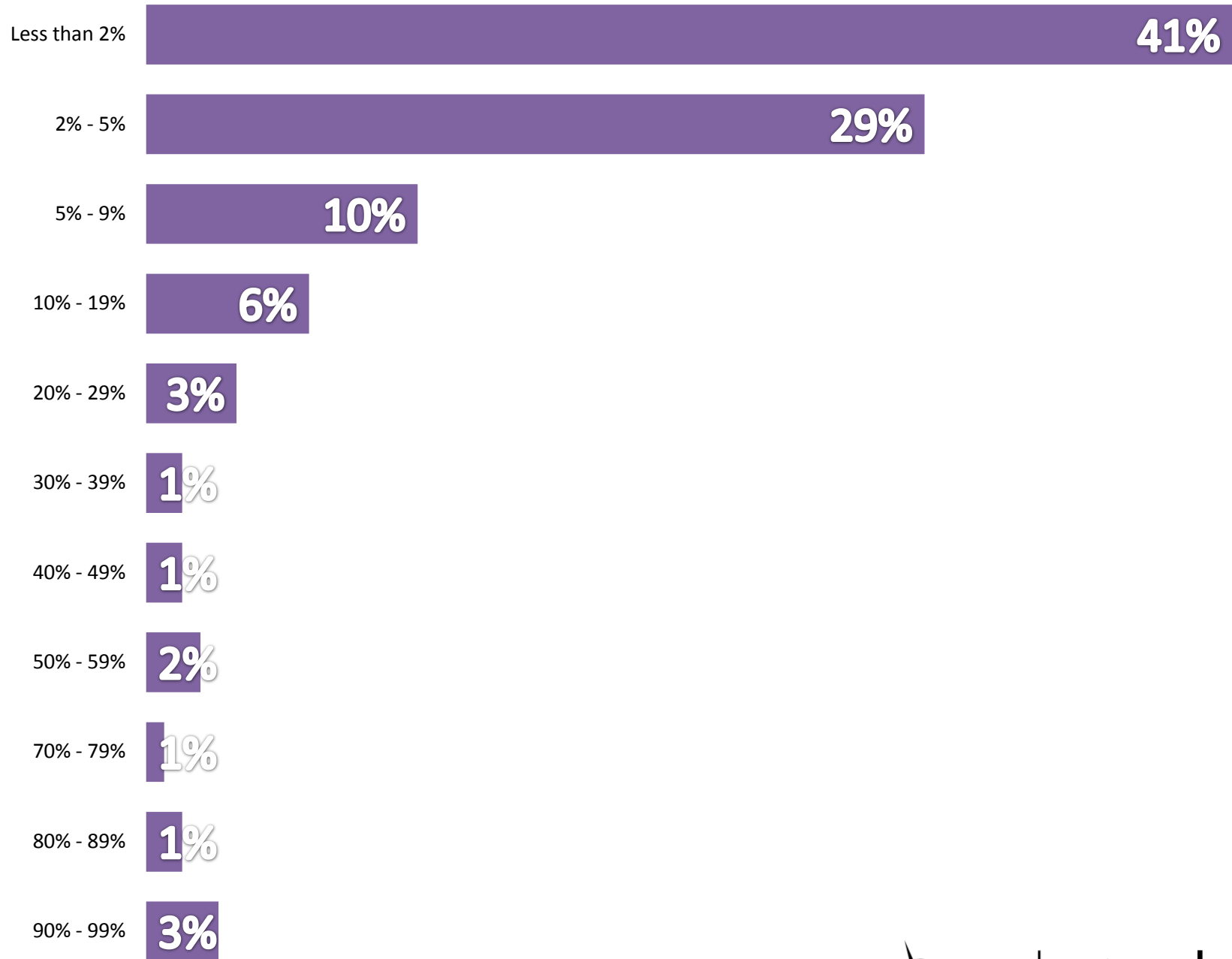
Chart 3.46 PPC marketing metrics

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

Range	Percent
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%

marketingsherpa
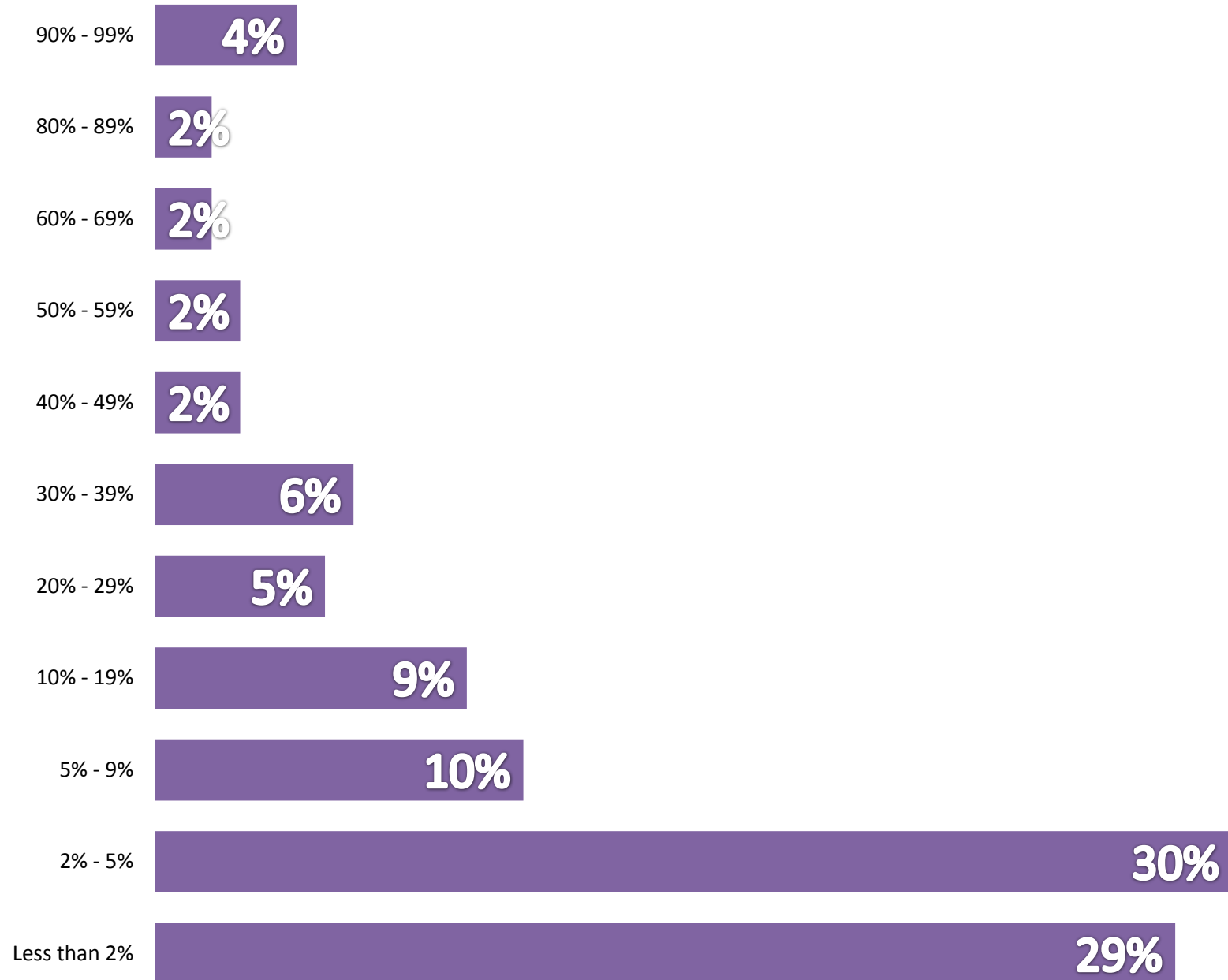
Chart 3.47 PPC marketing analytics tools satisfaction

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%**

marketingsherpa
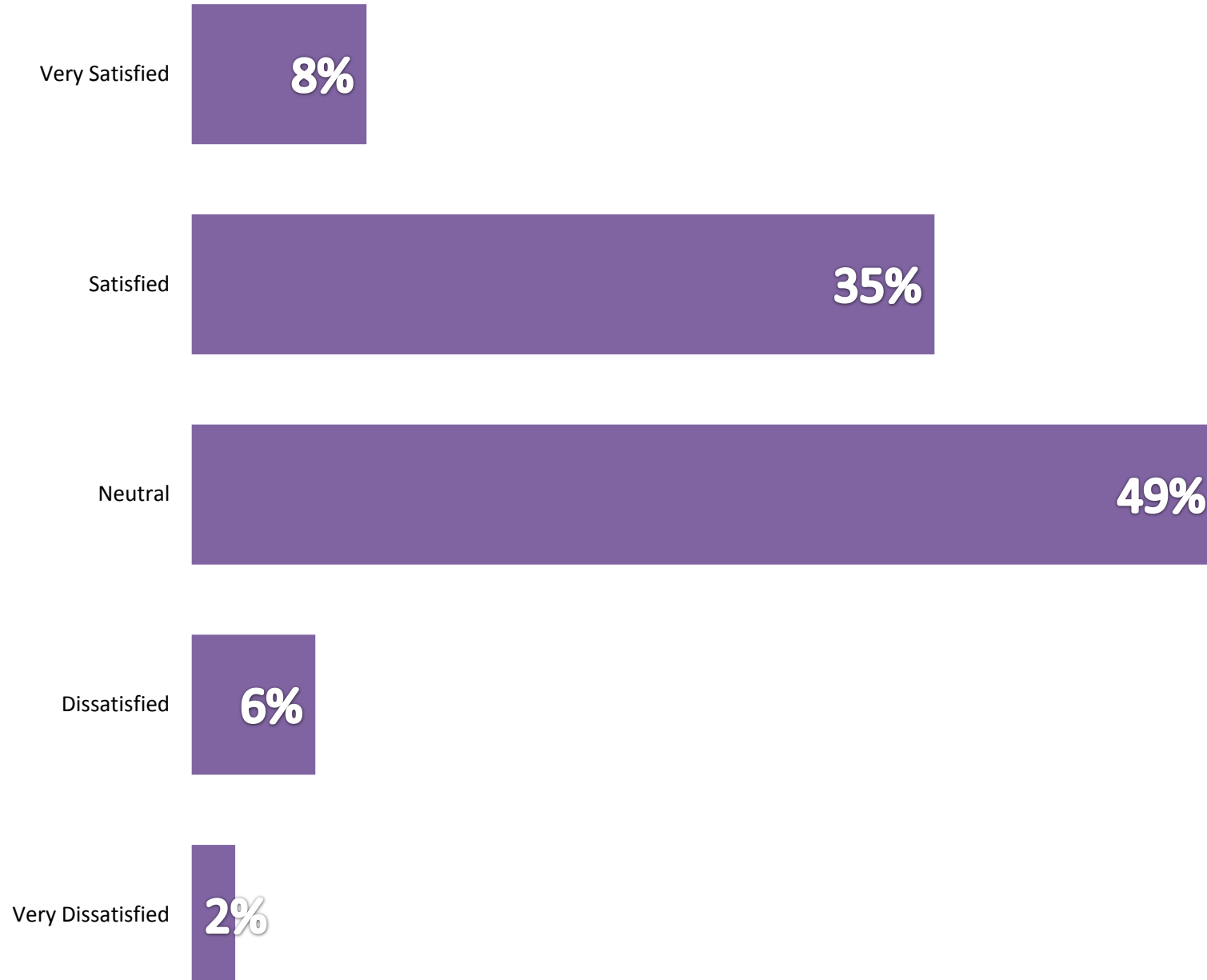
Chart 3.48 Display advertising metrics tracking

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

Metric	Percentage
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%

marketingsherpa
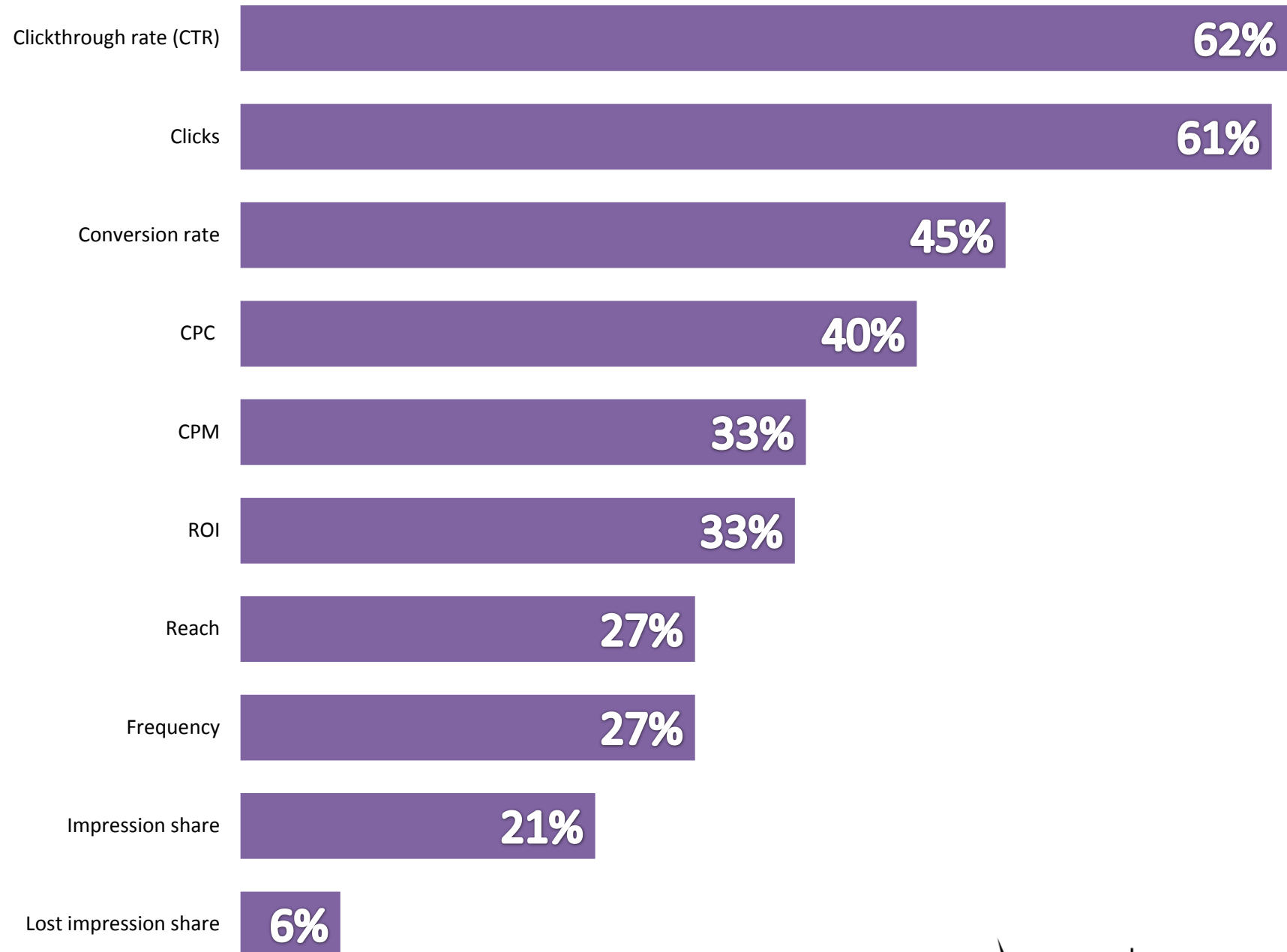
Chart 3.49 Display advertising metrics tracking

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

Metric	Percentage
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%

B2C

marketingsherpa
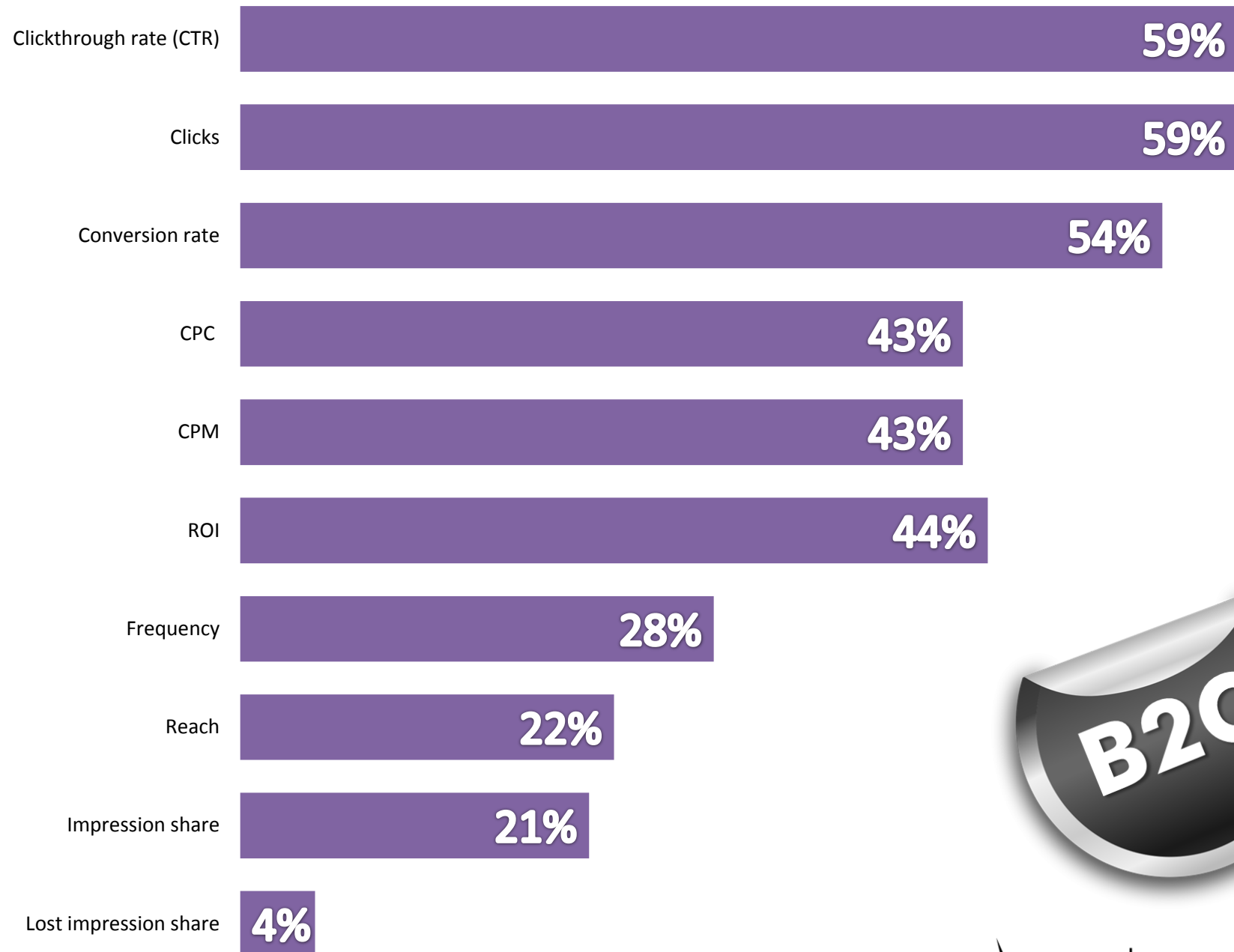
Chart 3.50 Display advertising metrics tracking

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

Metric	Percentage
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%

B2B & B2G

marketingsherpa
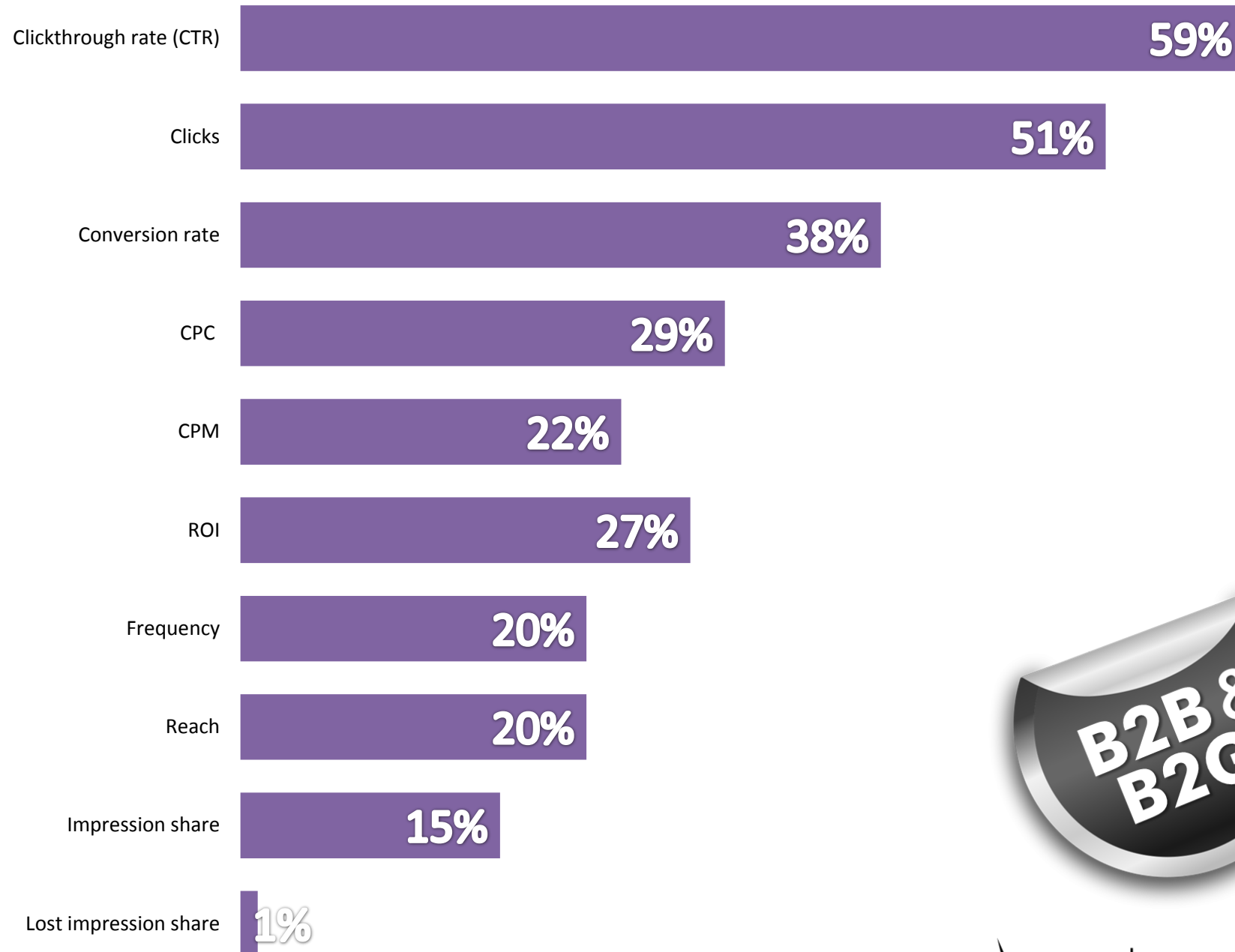
Chart 3.51 Display advertising metrics tracking

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

Metric	Percentage
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%

B2C & B2B

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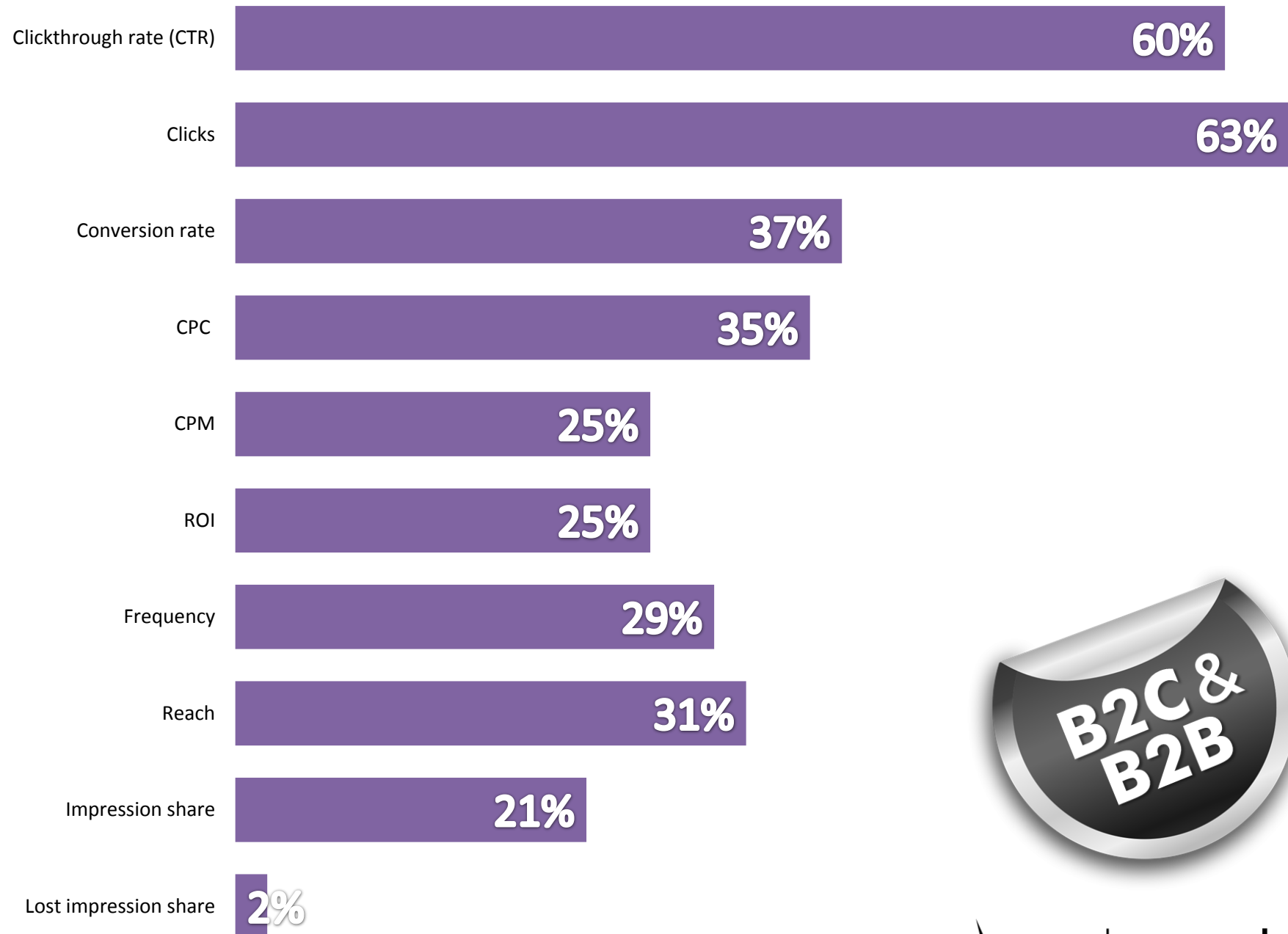
Chart 3.52 Display advertising metrics tracking

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

Metric	Percentage
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%

Marketing Agency or Consultancy

marketingsherpa
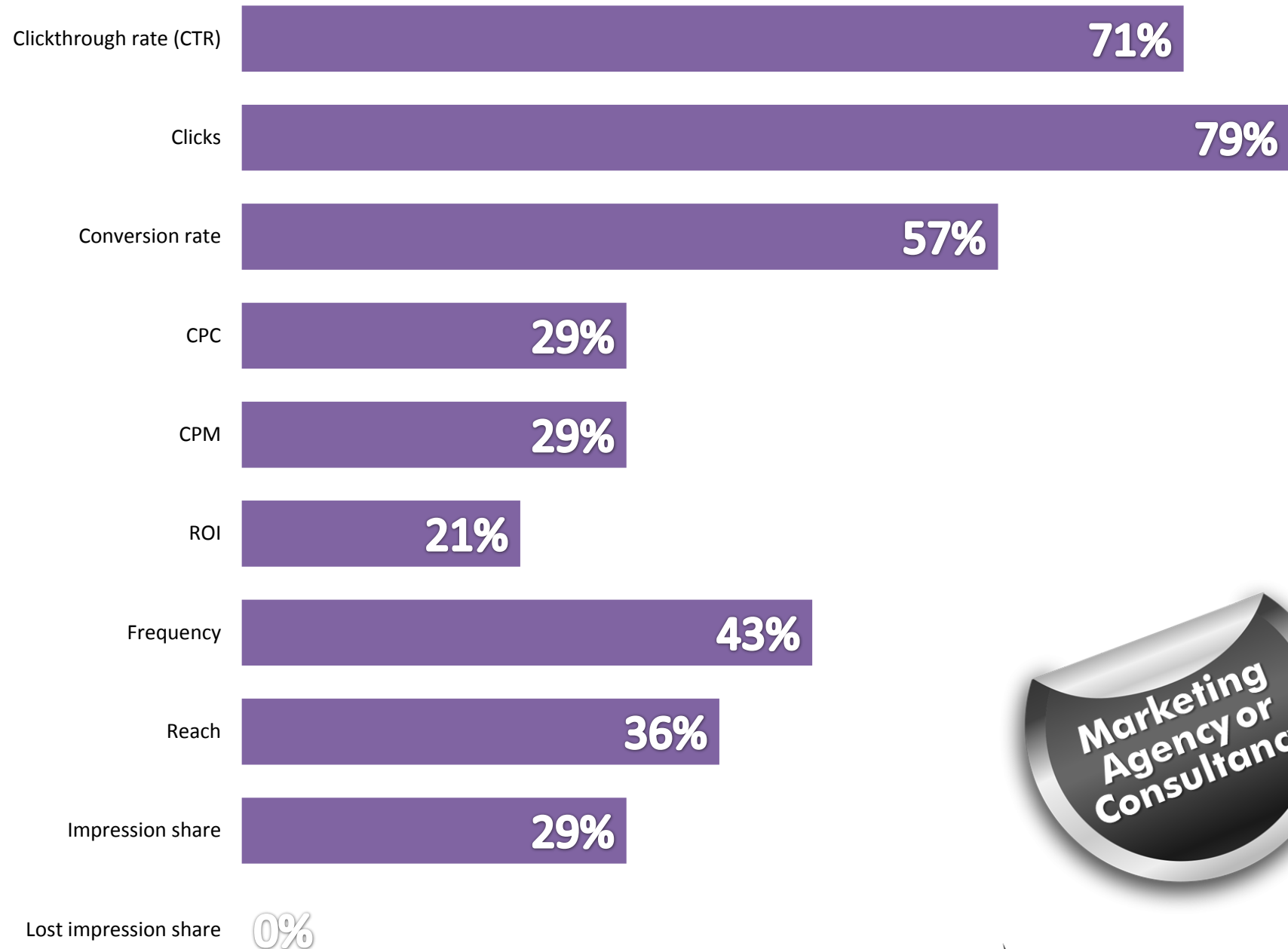
Chart 3.53 Display advertising metrics

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

Range	Percentage
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%

marketingsherpa
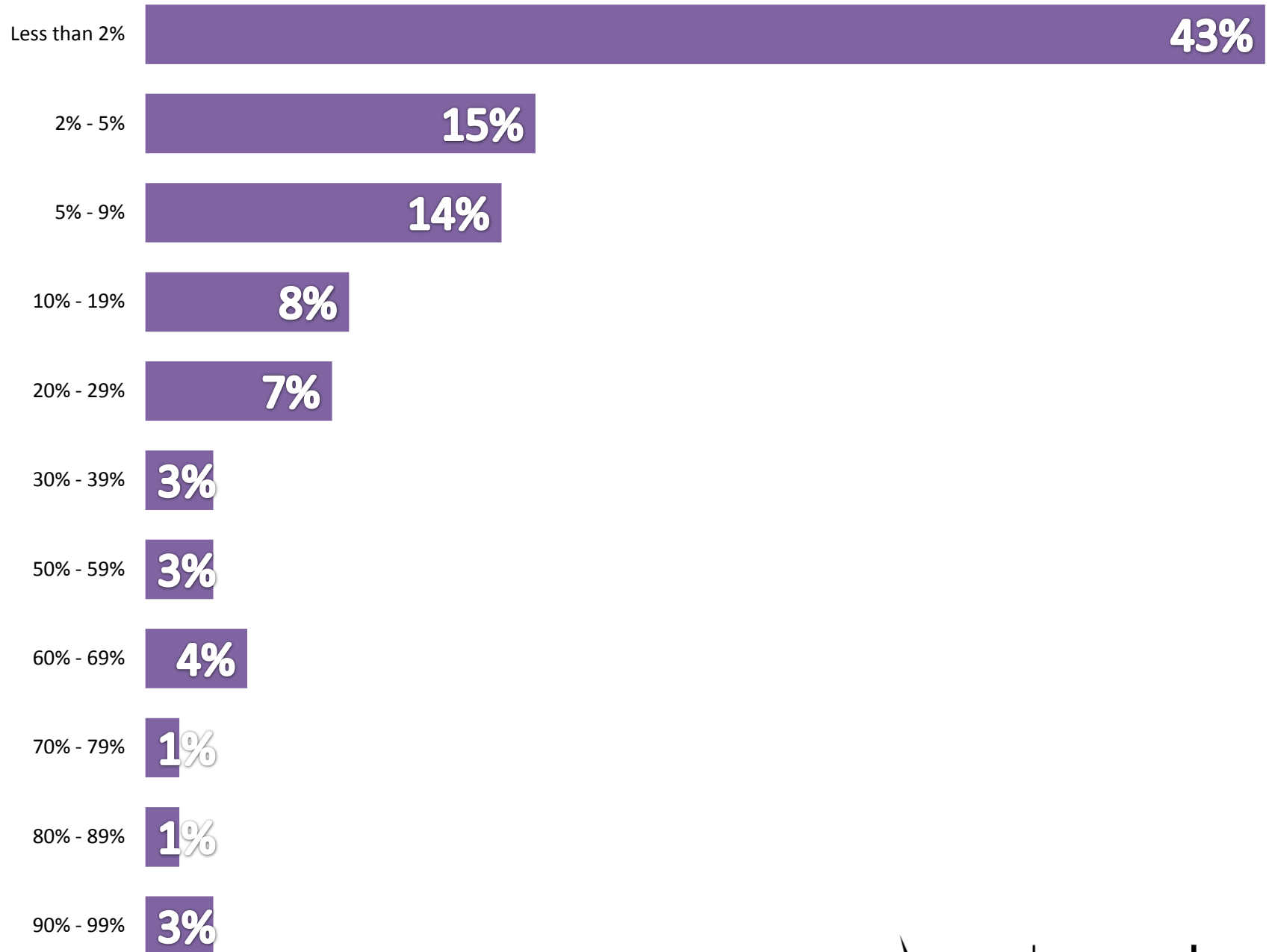
Chart 3.54 Display advertising metrics

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

Range	Percentage
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%

marketing**sherpa**
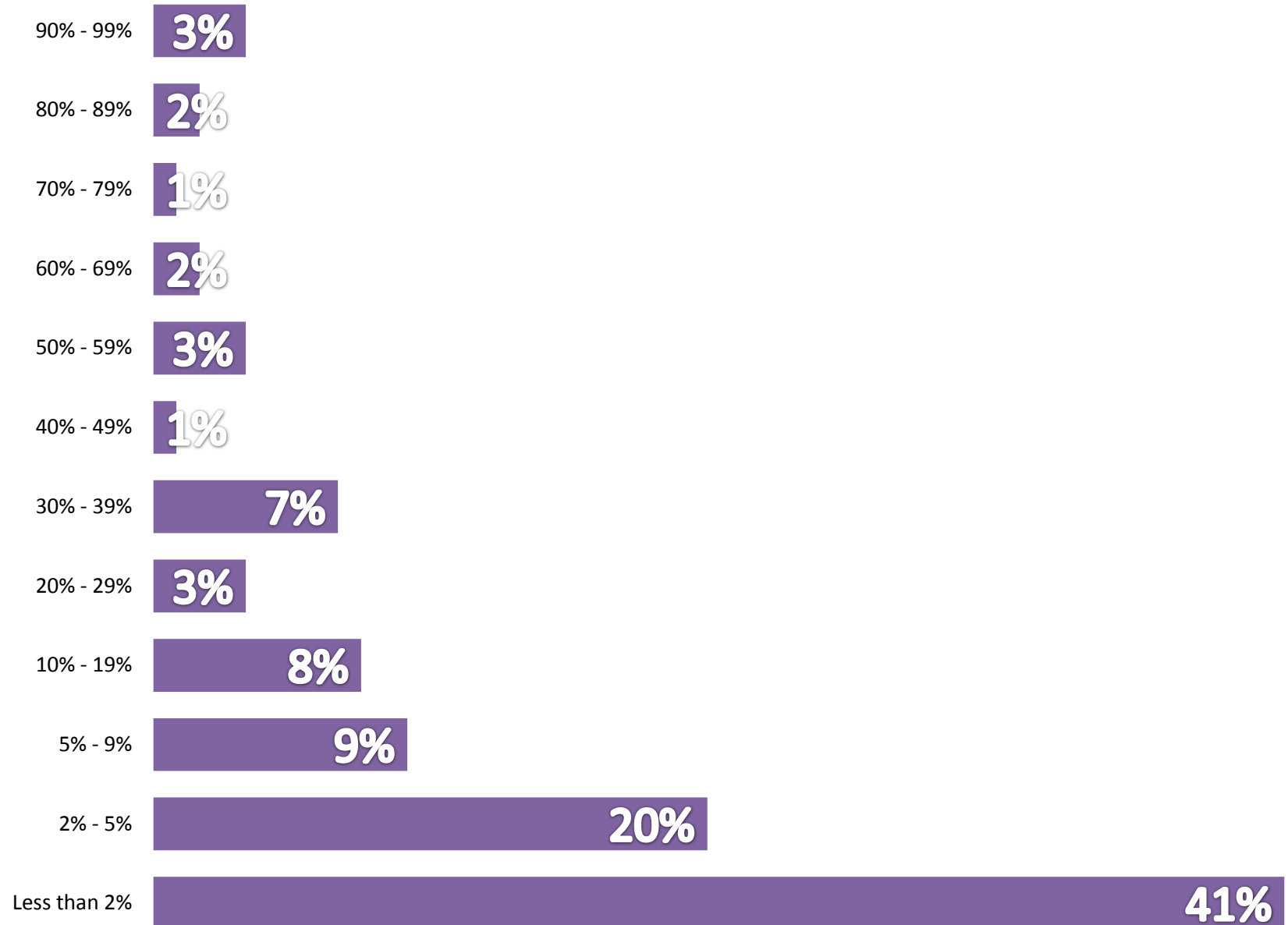
Chart 3.55 Display advertising metrics

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

Range	Percentage
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%

marketing**sherpa**
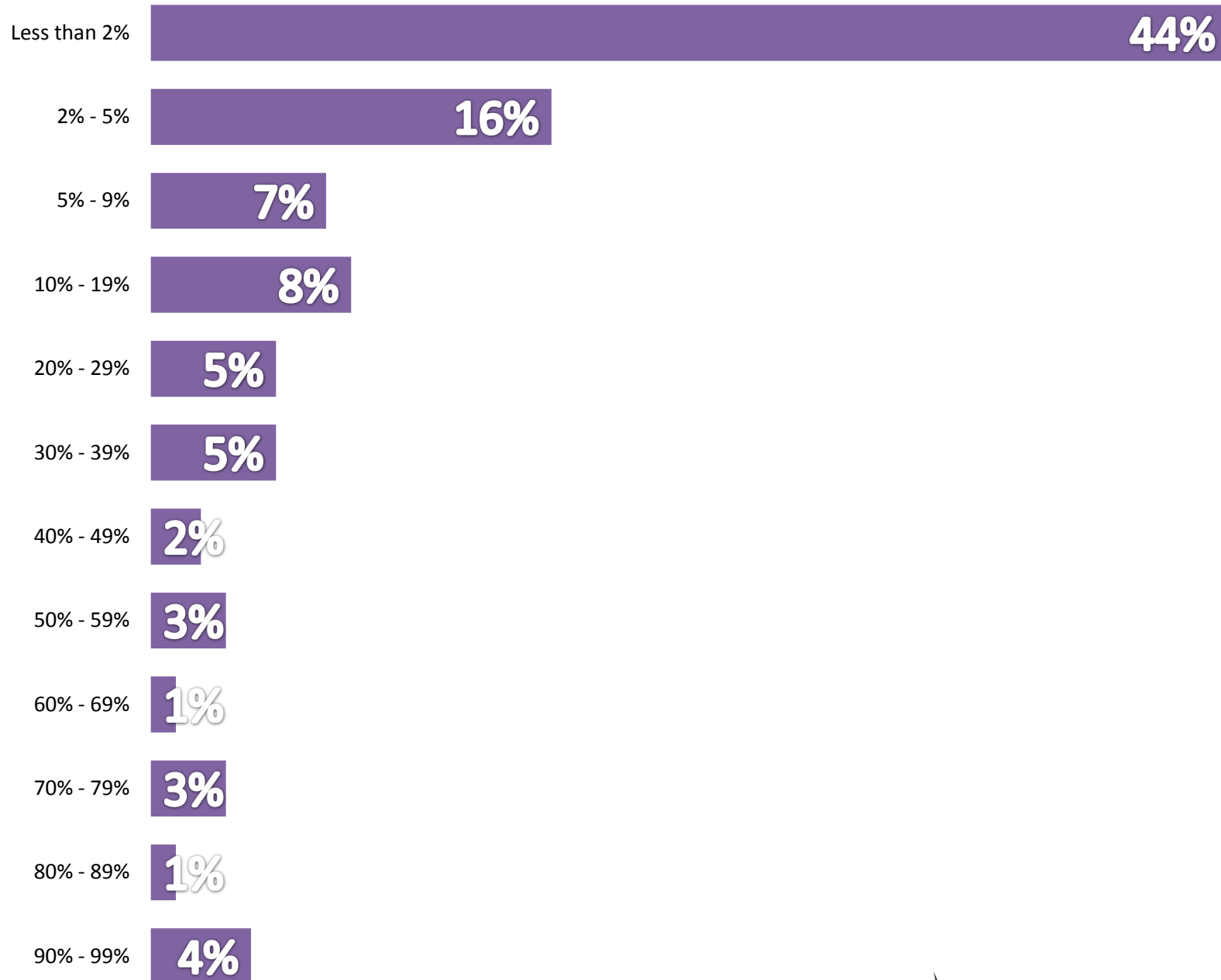
Chart 3.56 Display advertising metrics

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

Category	Percentage
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%

marketingsherpa
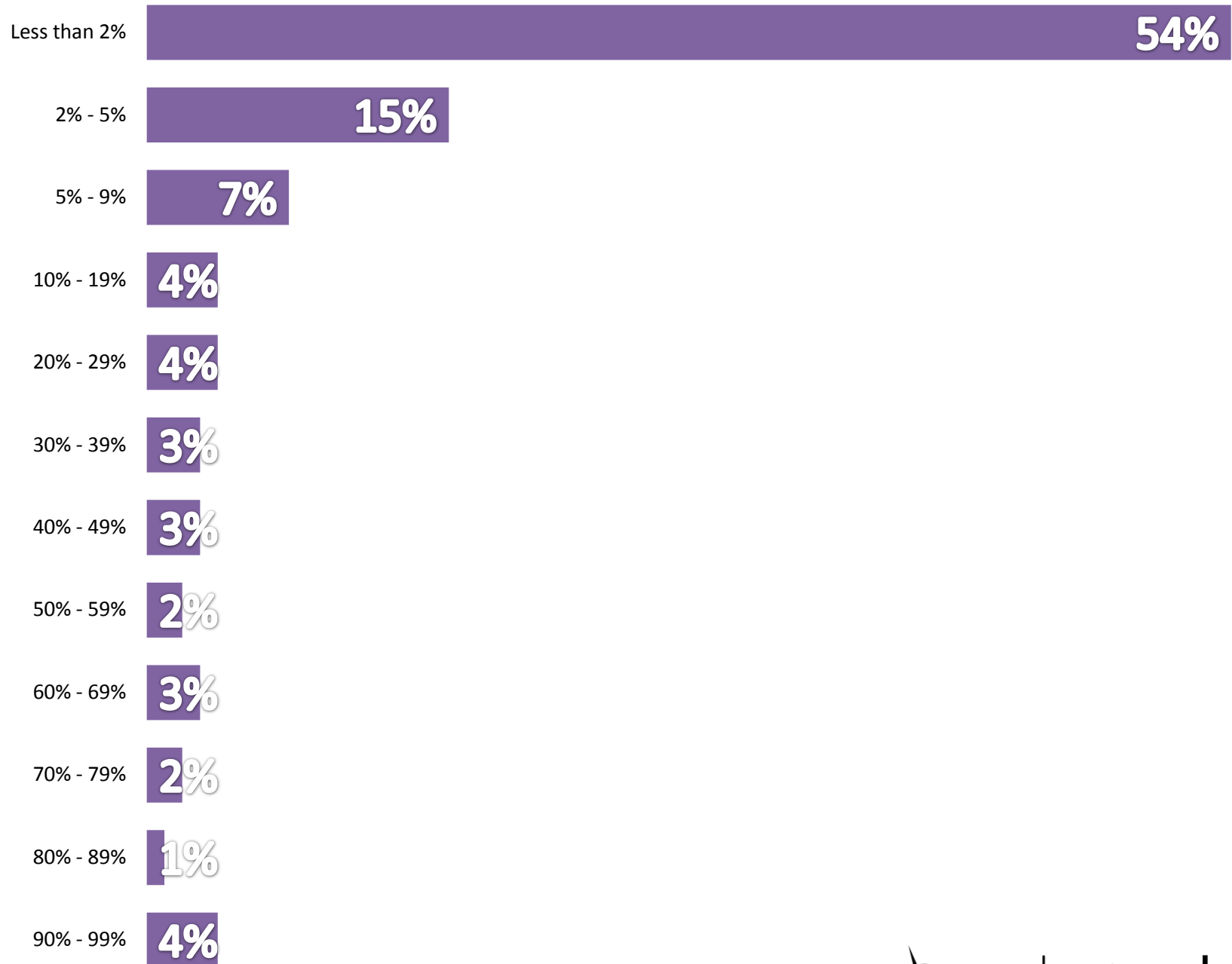
Chart 3.57 Display advertising metrics

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

Range	Percentage
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%

marketingsherpa
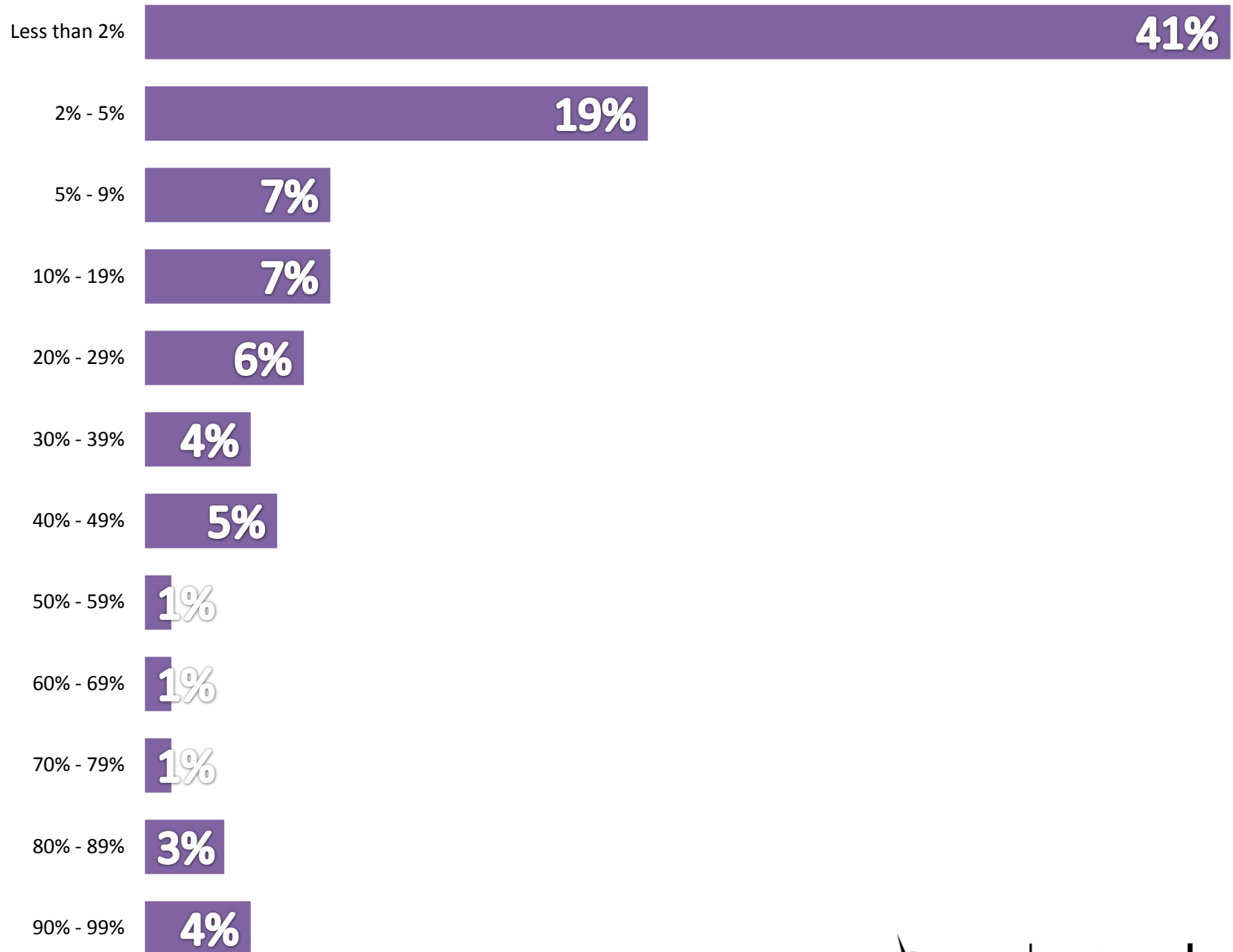
Chart 3.58 Display advertising analytics tools satisfaction

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

Category	Percentage
Very Satisfied	4%
Satisfied	23%
Neutral	60%
Dissatisfied	11%
Very Dissatisfied	2%

marketingsherpa
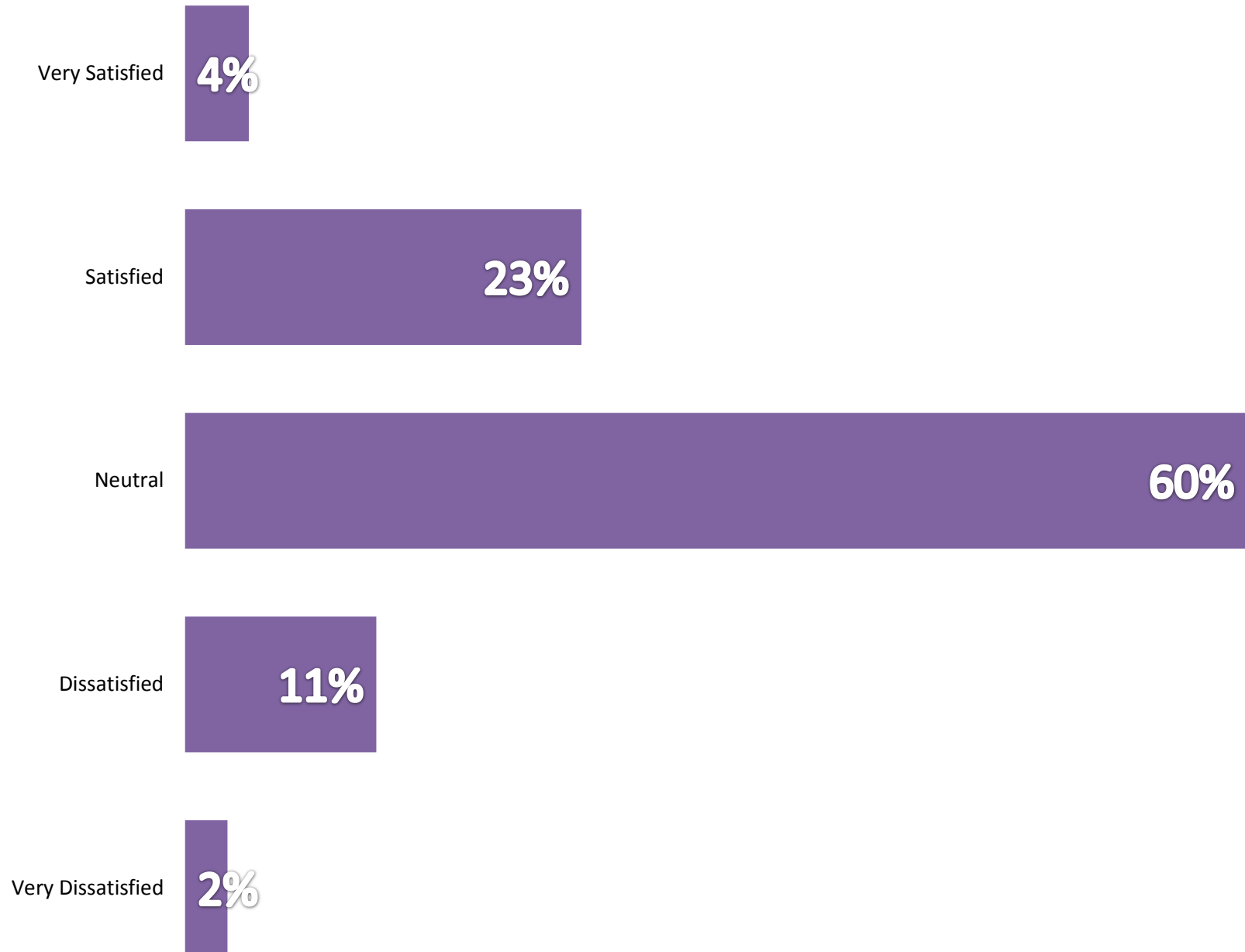
Chart 3.59 Video marketing metrics tracking

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

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

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 230

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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%**

B2C

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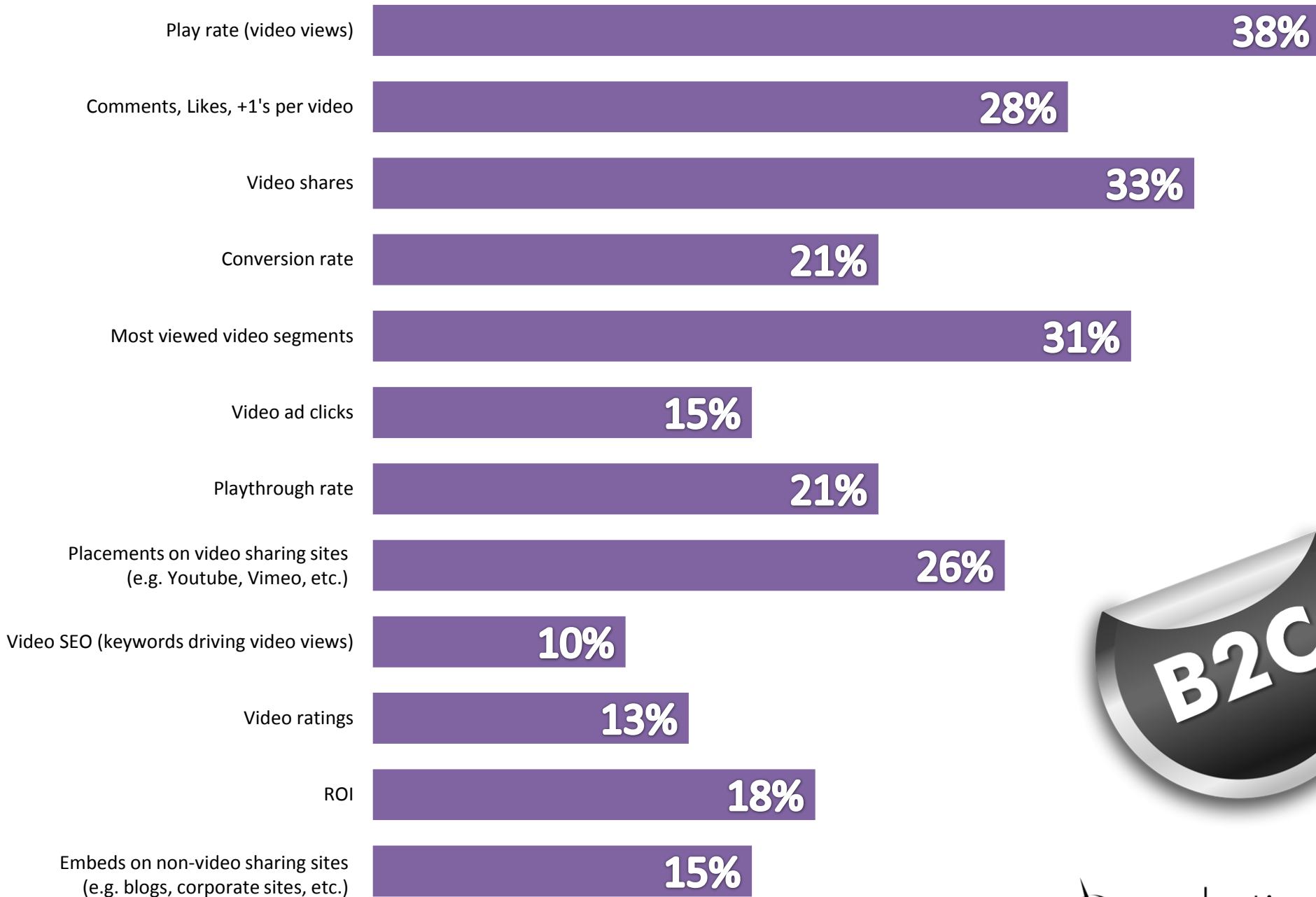
Chart 3.61 Video marketing metrics tracking

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

Metric	Value
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%

B2C & B2B

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 45

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Chart 3.62 Video marketing metrics tracking

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

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

Marketing Agency or Consultancy

marketingsherpa
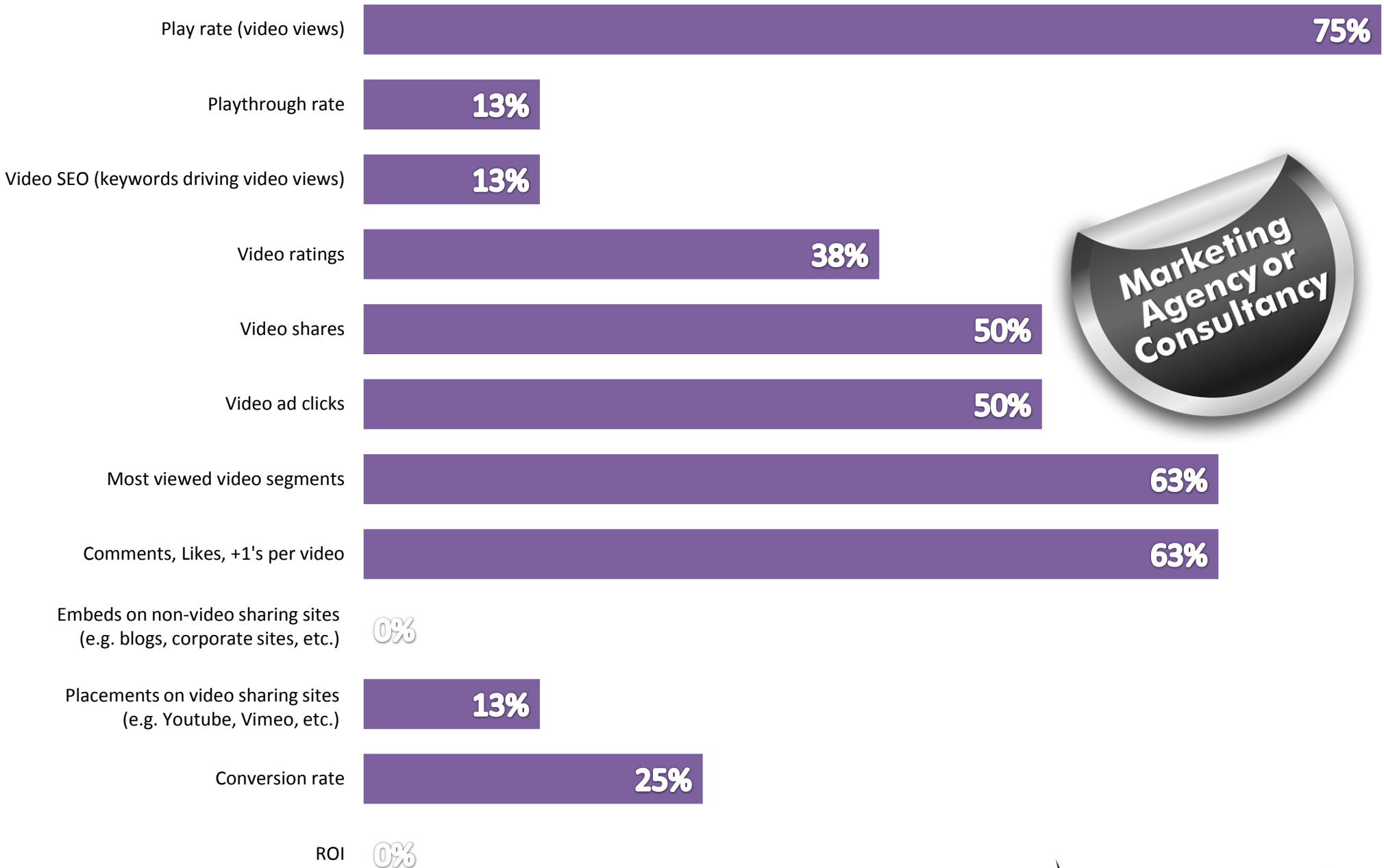
Chart 3.63 Video marketing metrics

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%

marketingsherpa
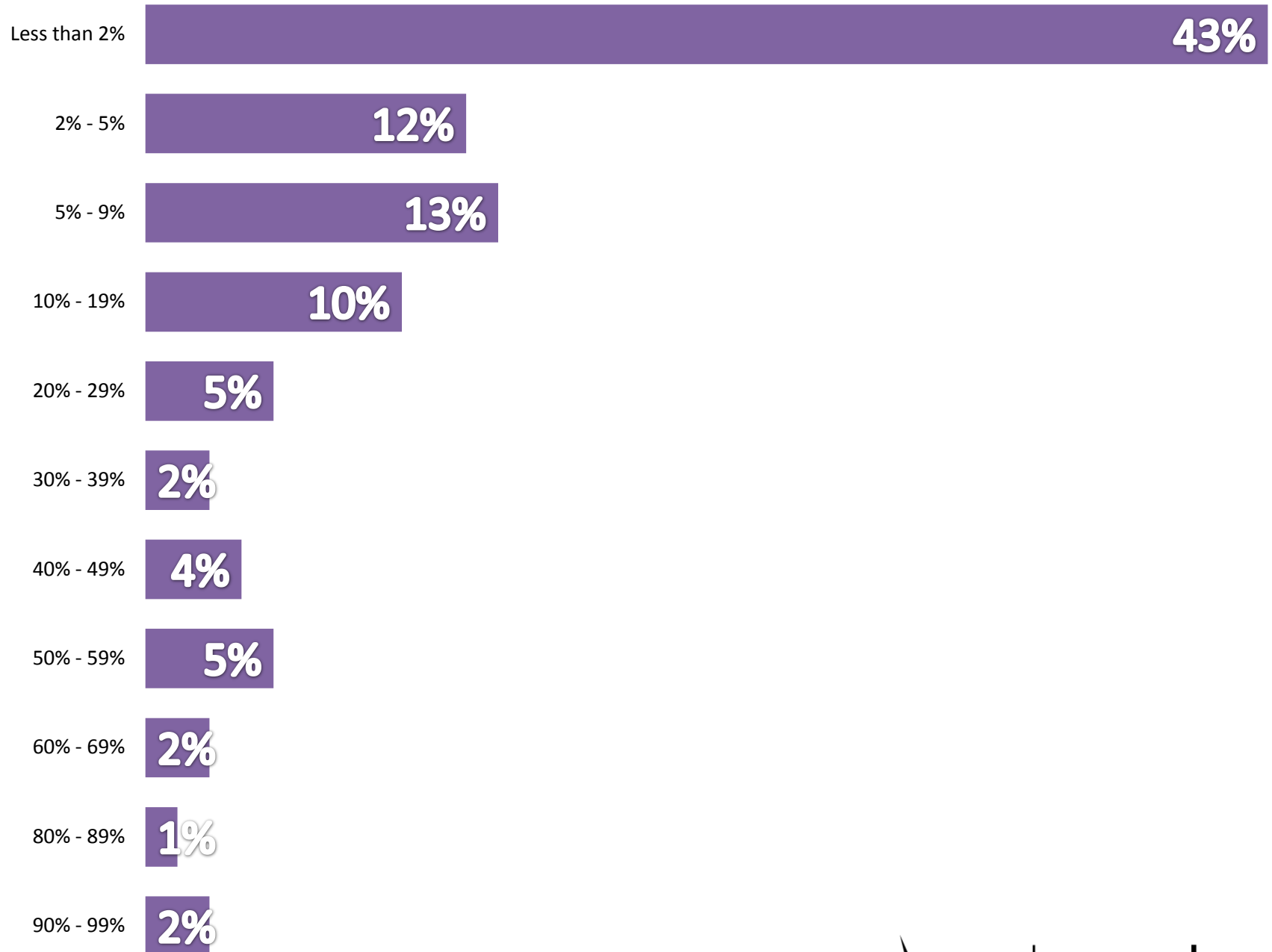
Chart 3.64 Video marketing metrics

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

Range	Percentage
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%

marketingsherpa
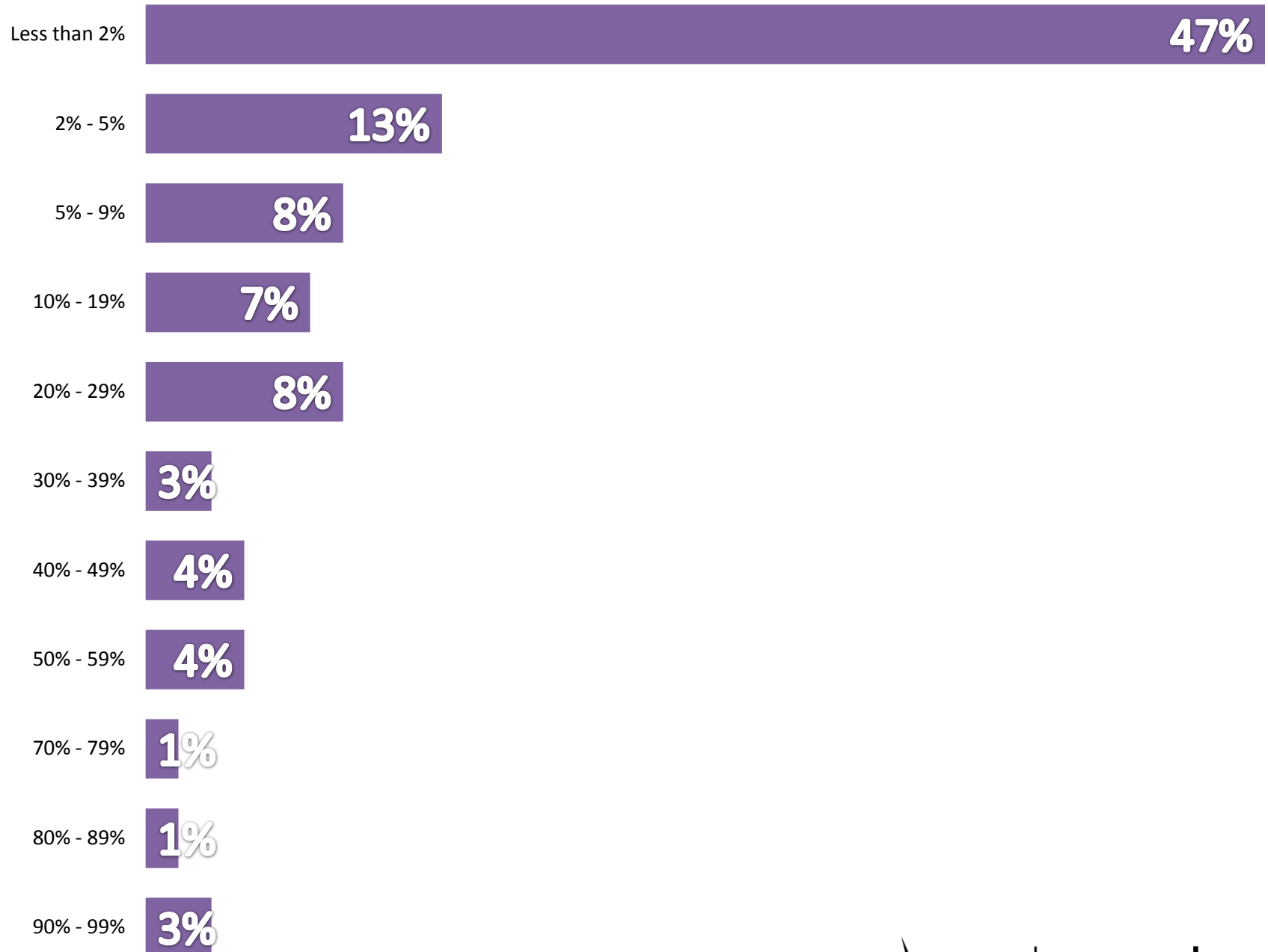
Chart 3.65 Video marketing metrics

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

Range	Percentage
Less than 2%	55%
2% - 5%	14%
5% - 9%	6%
10% - 19%	5%
20% - 29%	1%
40% - 49%	6%
50% - 59%	5%
60% - 69%	1%
70% - 79%	1%
80% - 89%	1%
90% - 99%	3%

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Chart 3.66 Video marketing metrics

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

Range	Percentage
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%

marketingsherpa
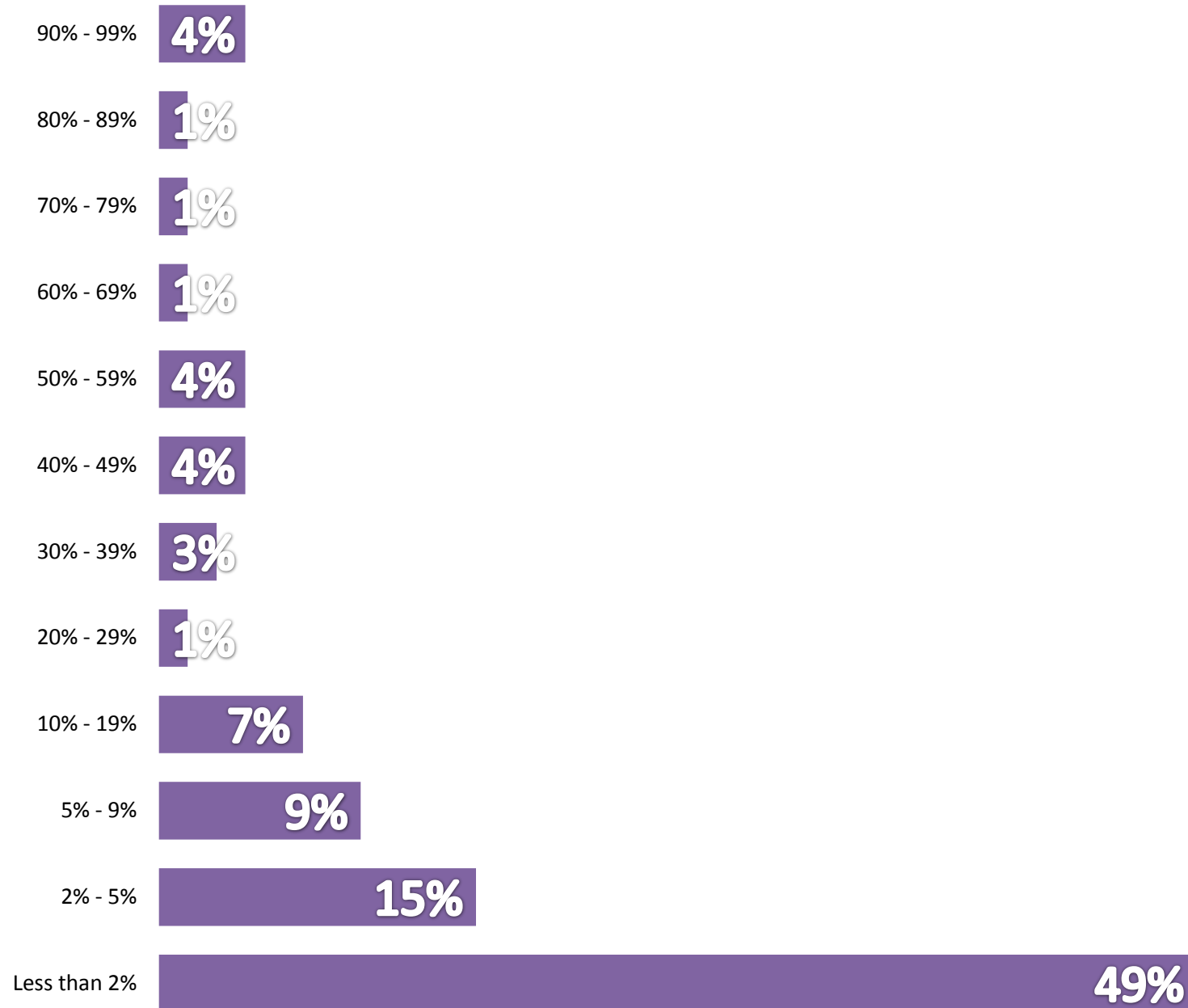
Chart 3.67 Video marketing analytics tools satisfaction

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

Category	Percentage
Very Satisfied	7%
Satisfied	16%
Neutral	66%
Dissatisfied	8%
Very Dissatisfied	2%

marketingsherpa
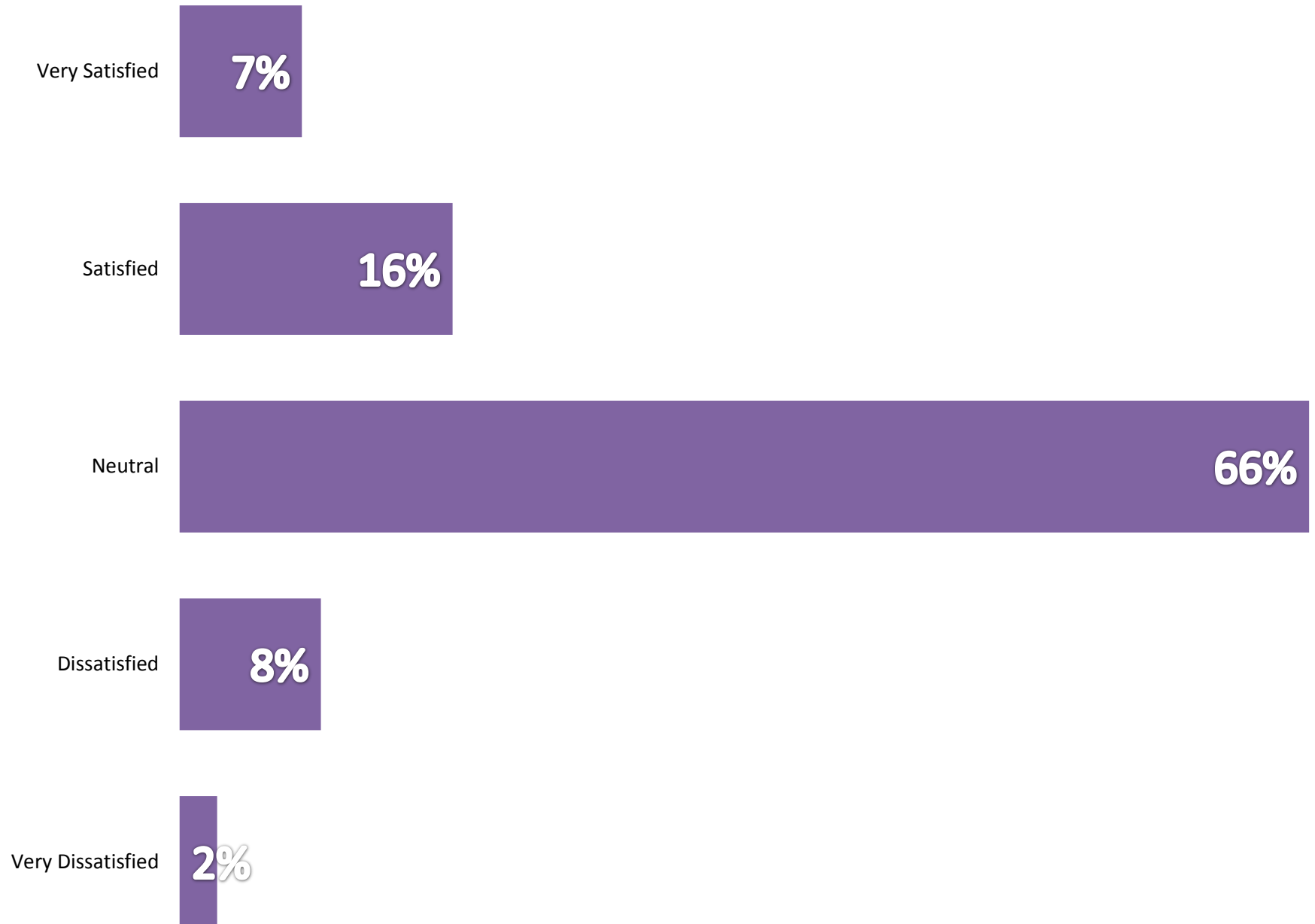
Chart 3.68 Content marketing metrics tracking

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

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

marketingsherpa
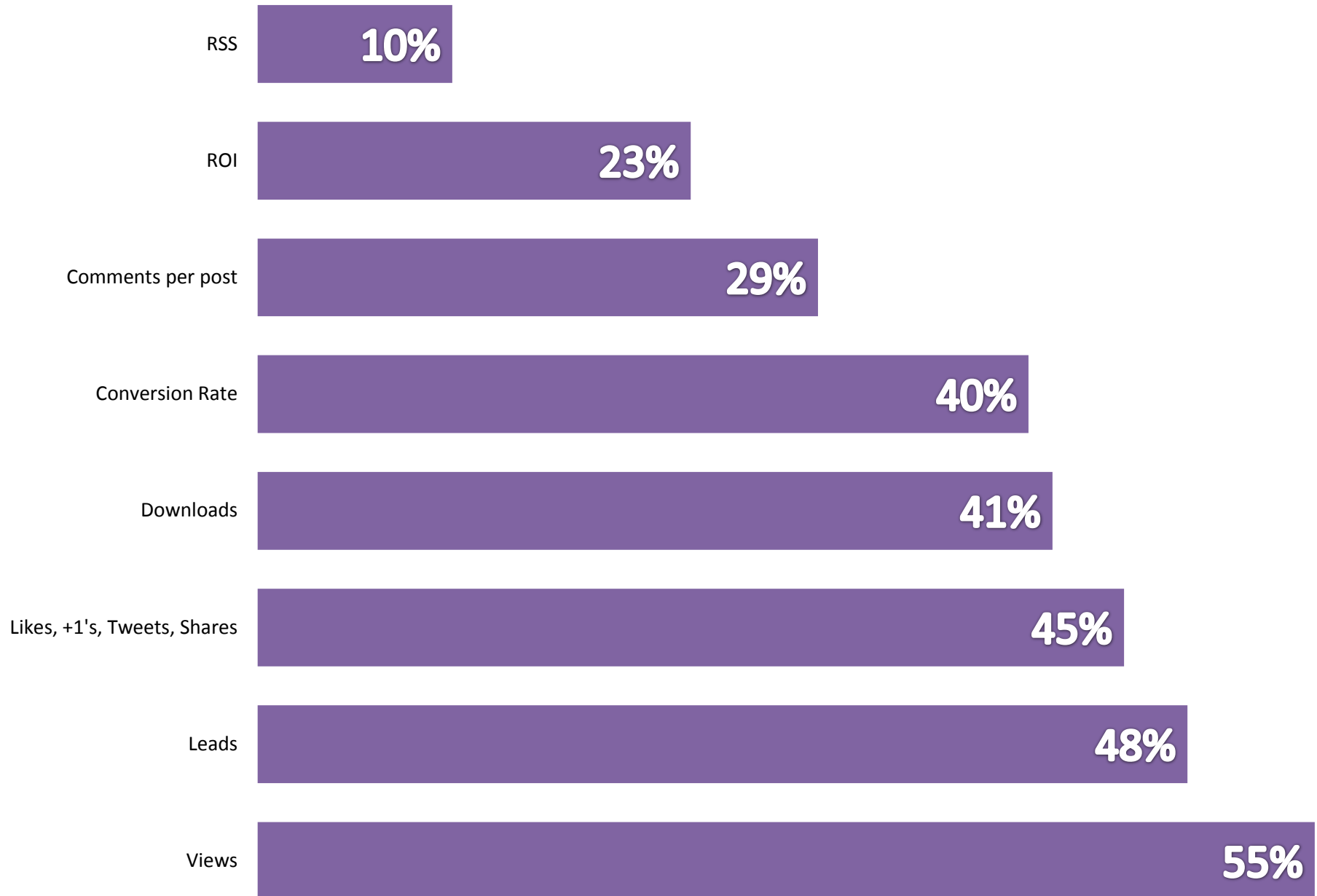
Chart 3.69 Content marketing metrics tracking

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

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

B2C

marketing**sherpa**
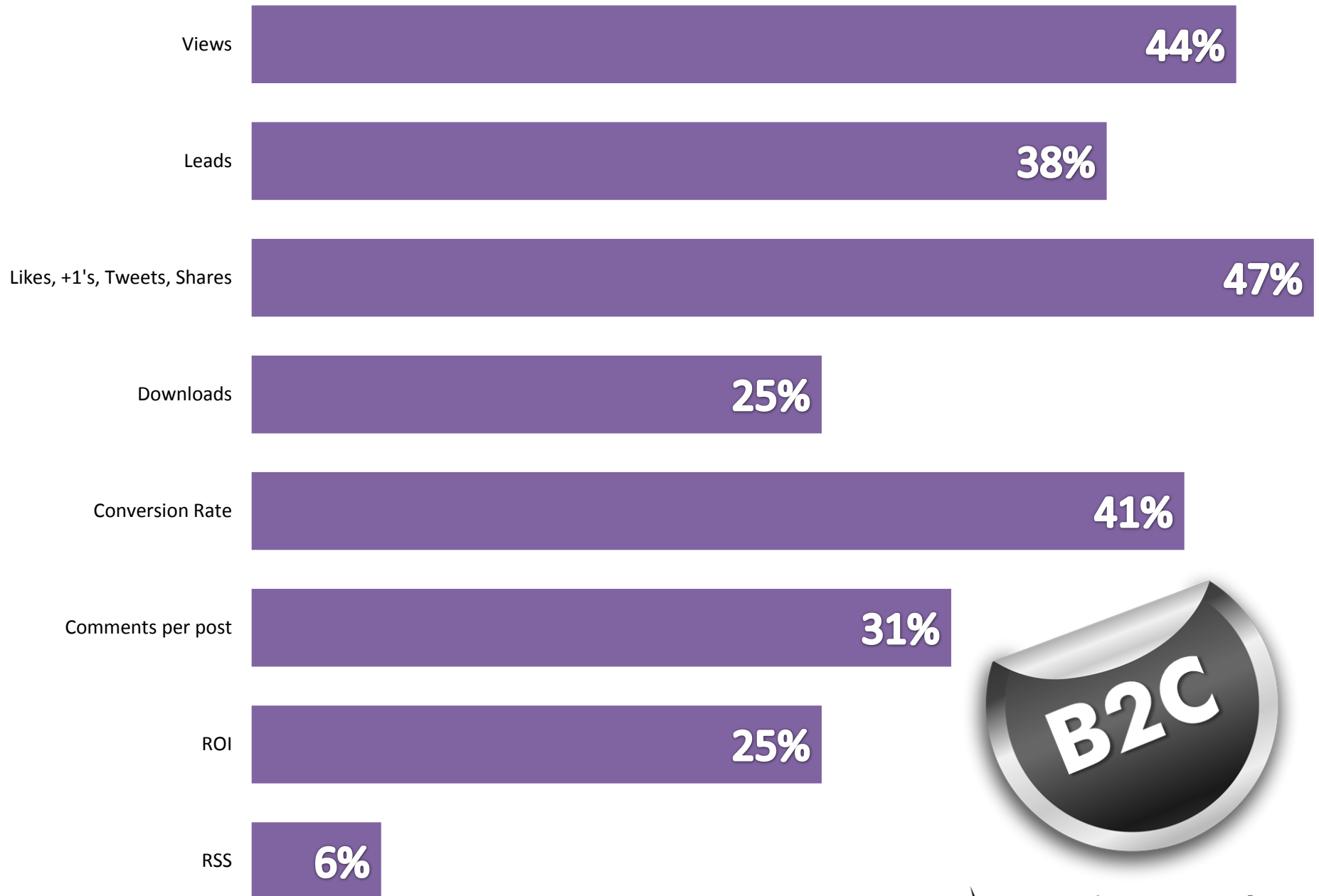
Chart 3.70 Content marketing metrics tracking

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

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

B2B & B2G

marketing**sherpa**
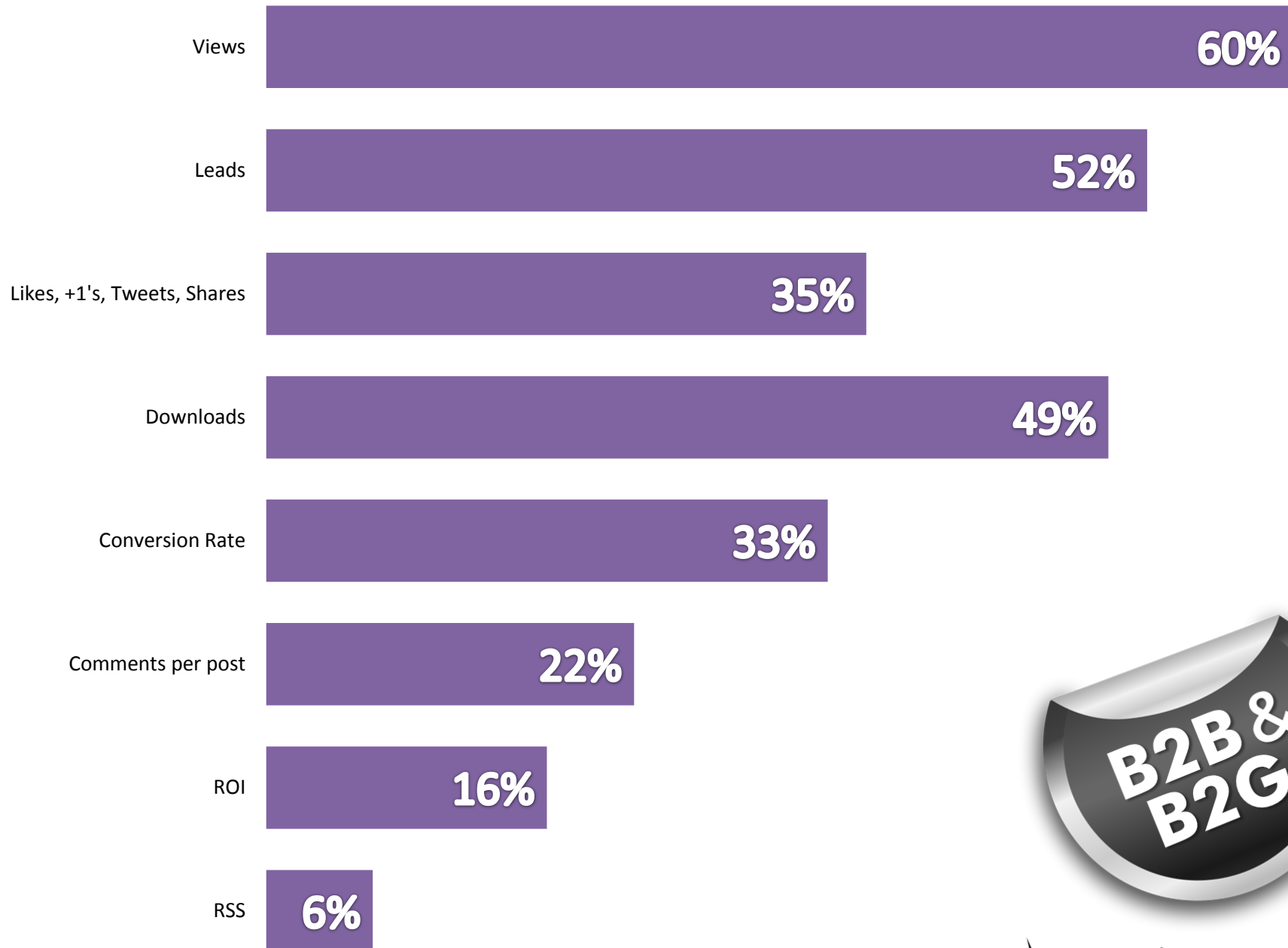
Chart 3.71 Content marketing metrics tracking

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

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

B2C & B2B

marketingsherpa
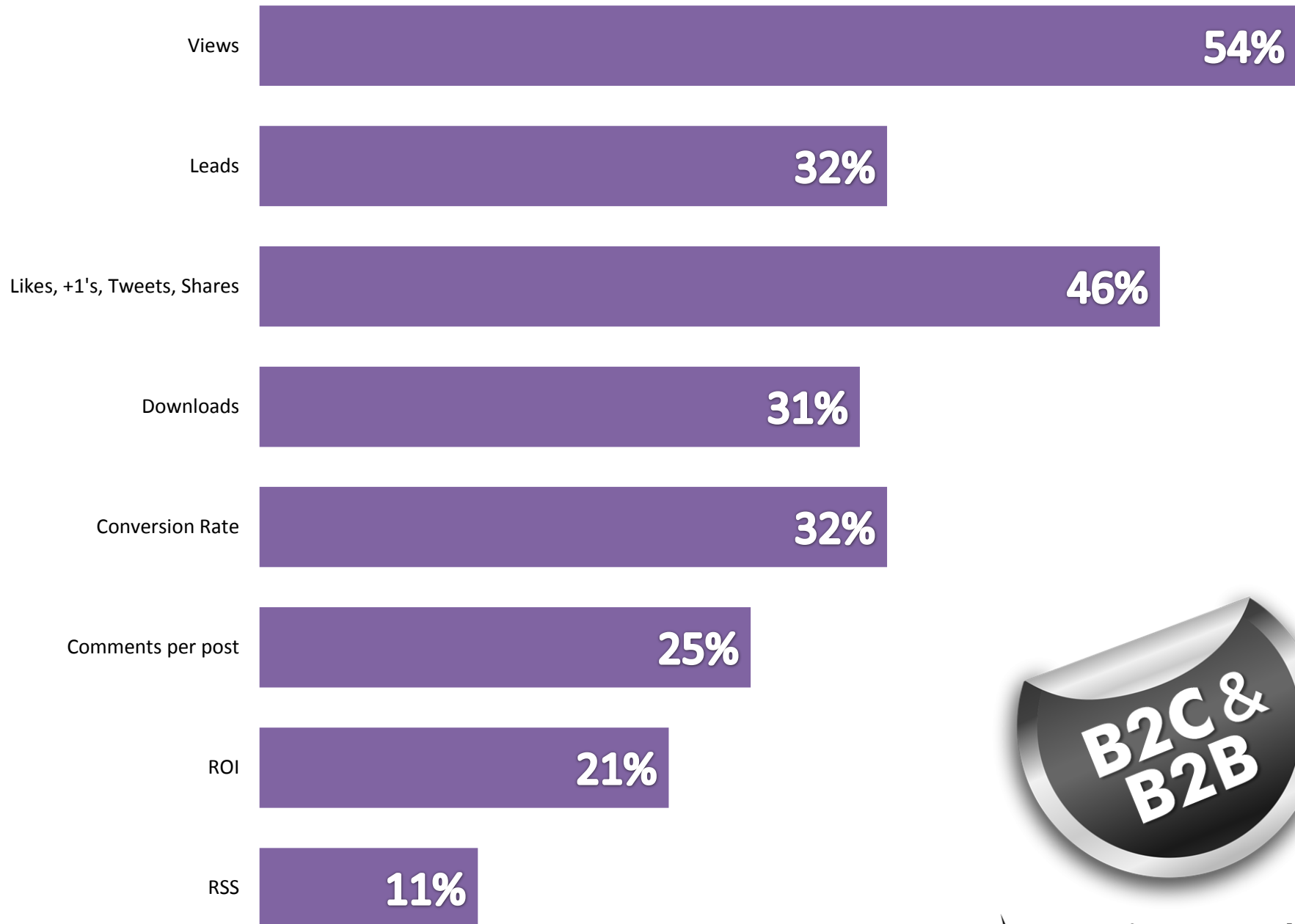
Chart 3.72 Content marketing metrics tracking

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

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

Software or Software as a Service

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 67

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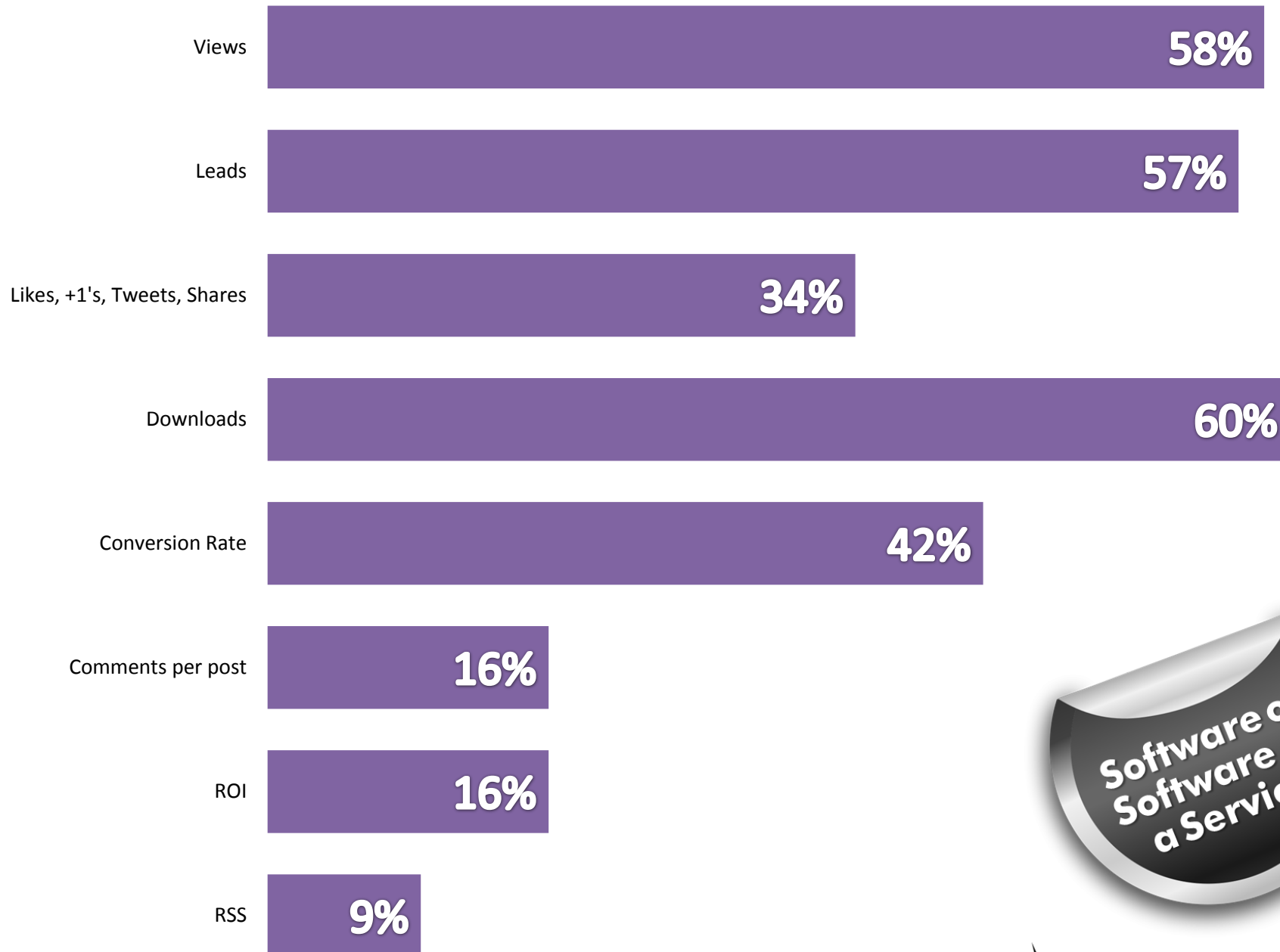
Chart 3.73 Content marketing metrics tracking

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

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

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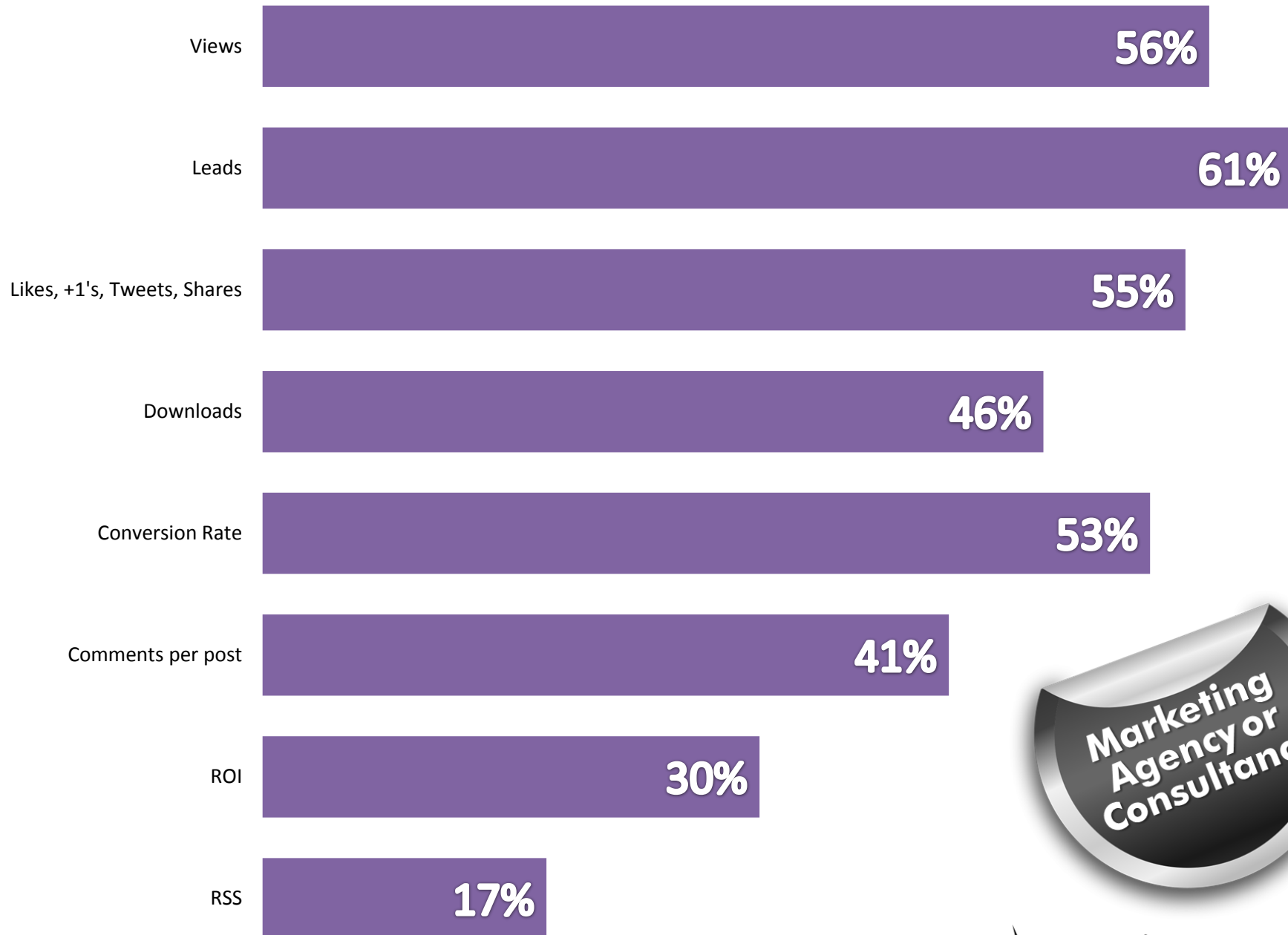
Chart 3.74 Content marketing metrics

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

Range	Percentage
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%

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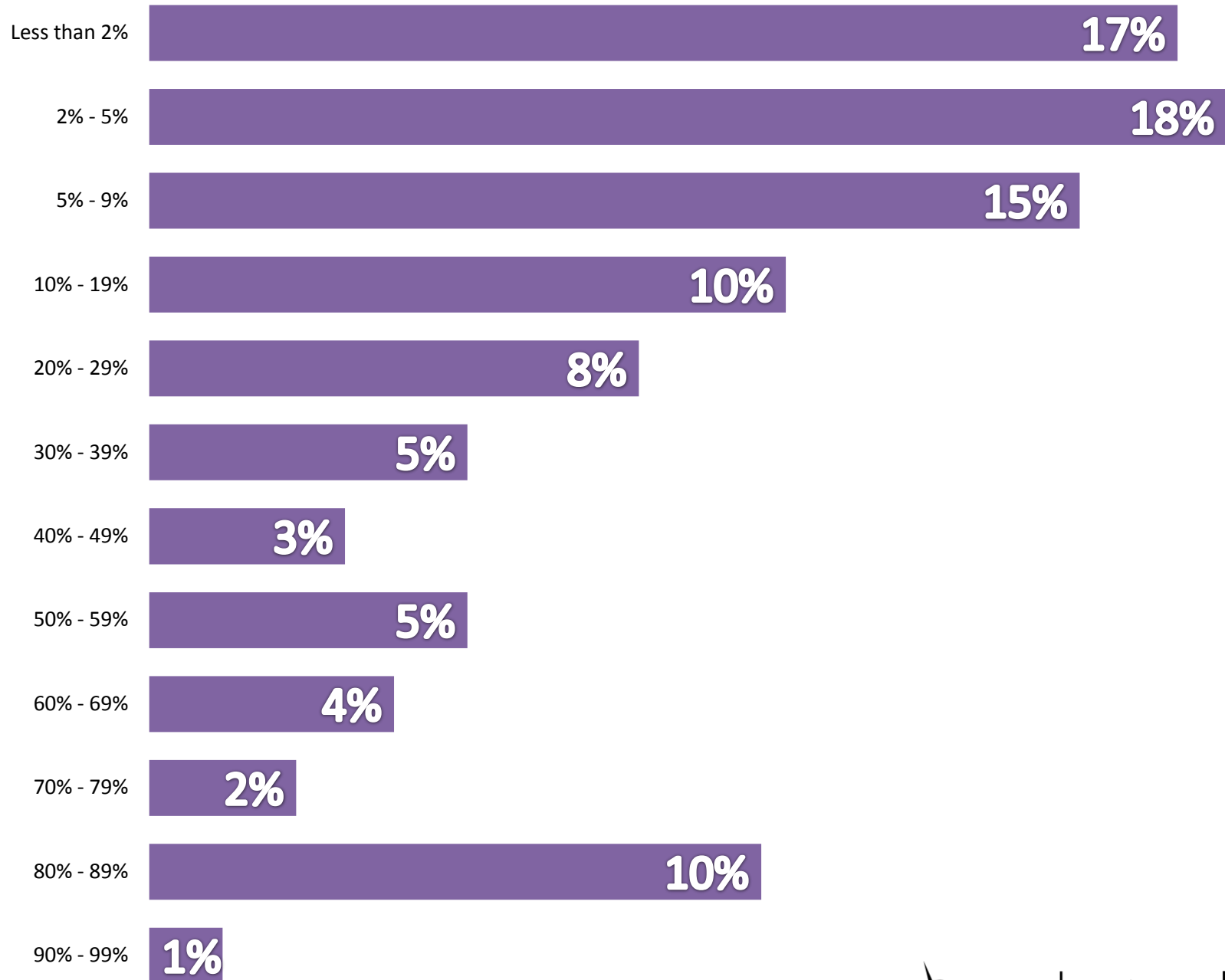
Chart 3.75 Content marketing metrics

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

Range	Value
Less than 2%	**27%**
2% - 5%	**19%**
5% - 9%	**10%**
10% - 19%	**12%**
20% - 29%	**8%**
30% - 39%	**6%**
40% - 49%	**1%**
50% - 59%	**3%**
60% - 69%	**1%**
70% - 79%	**1%**
80% - 89%	**12%**
90% - 99%	**1%**

marketingsherpa
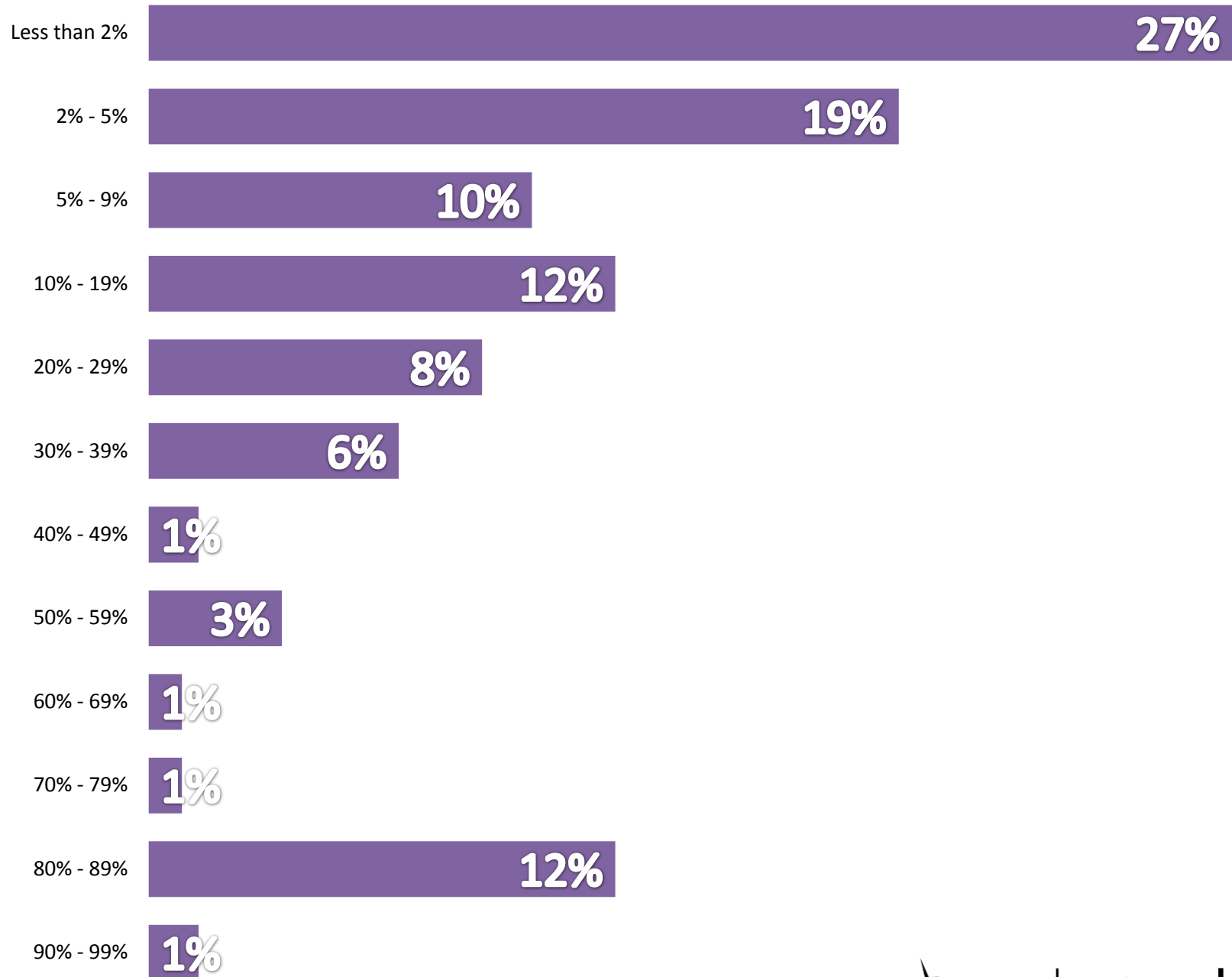
Chart 3.76 Content marketing metrics

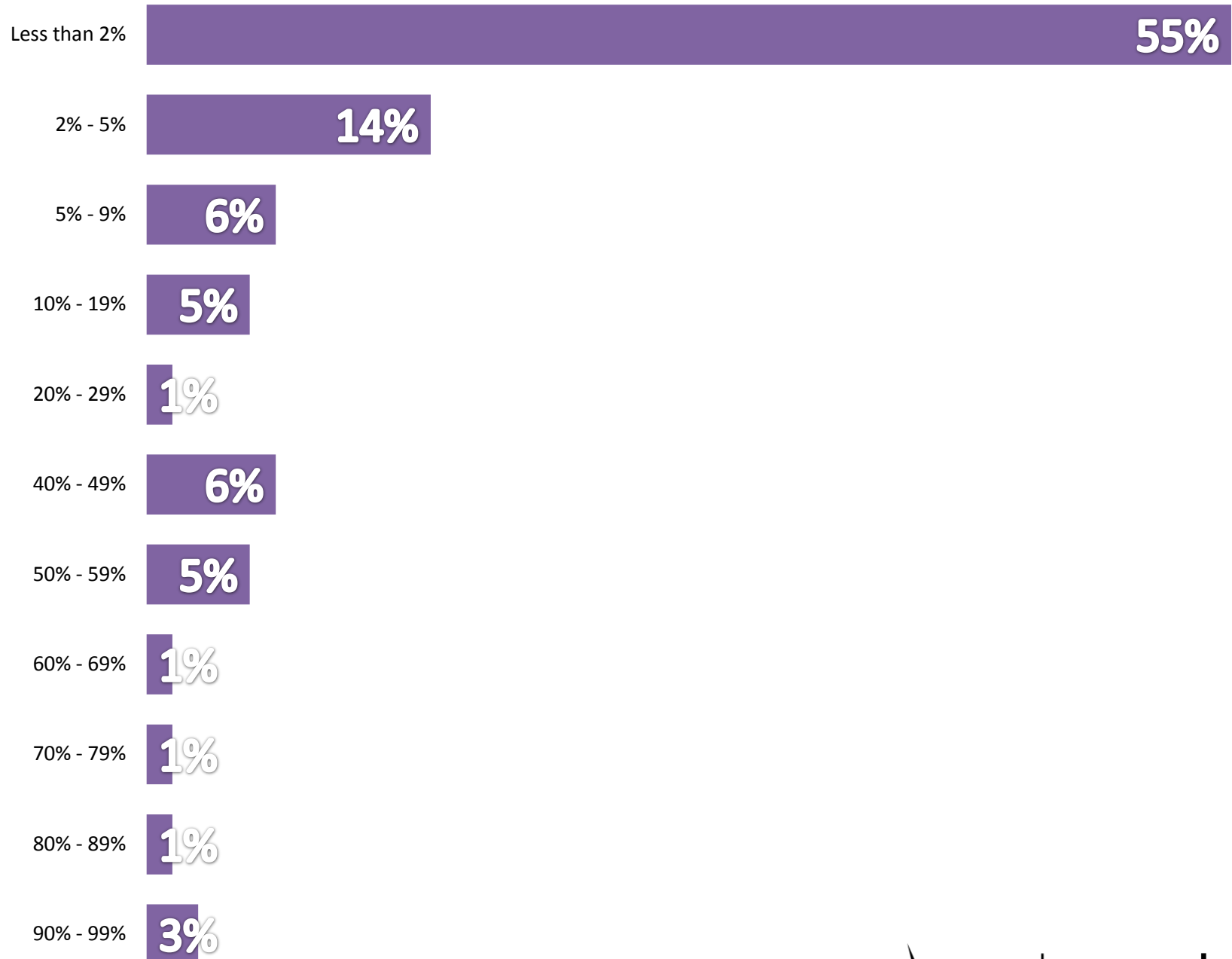*Please enter your best estimates for the following CONTENT MARKETING metric: Opportunity-to-close rate*

Category	Percentage
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%

marketingsherpa
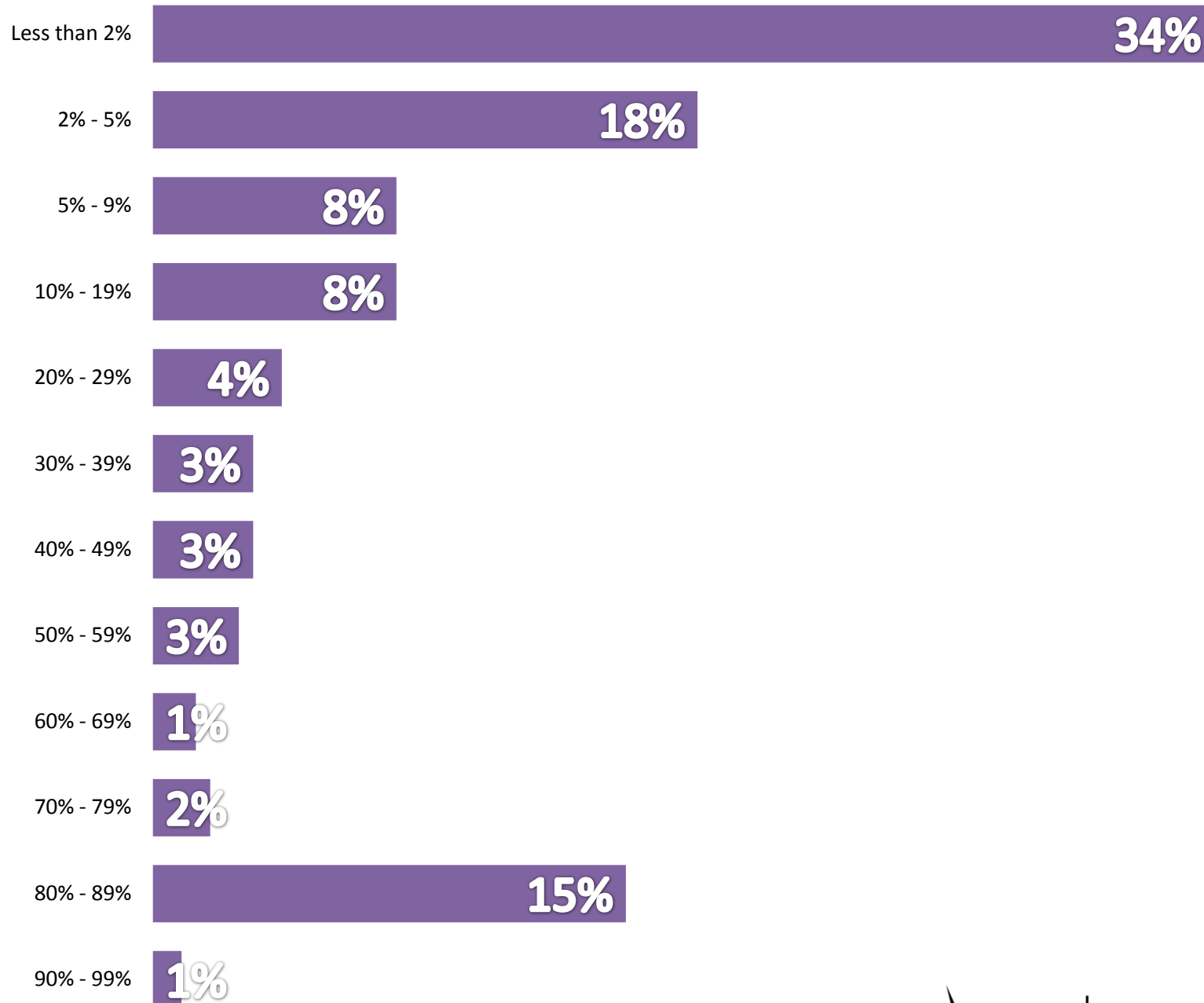
Chart 3.77 Content marketing metrics

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

Range	Percentage
Less than 2%	43%
2% - 5%	16%
5% - 9%	9%
10% - 19%	4%
20% - 29%	2%
30% - 39%	2%
40% - 49%	3%
50% - 59%	2%
60% - 69%	1%
70% - 79%	2%
80% - 89%	14%
90% - 99%	1%

marketingsherpa
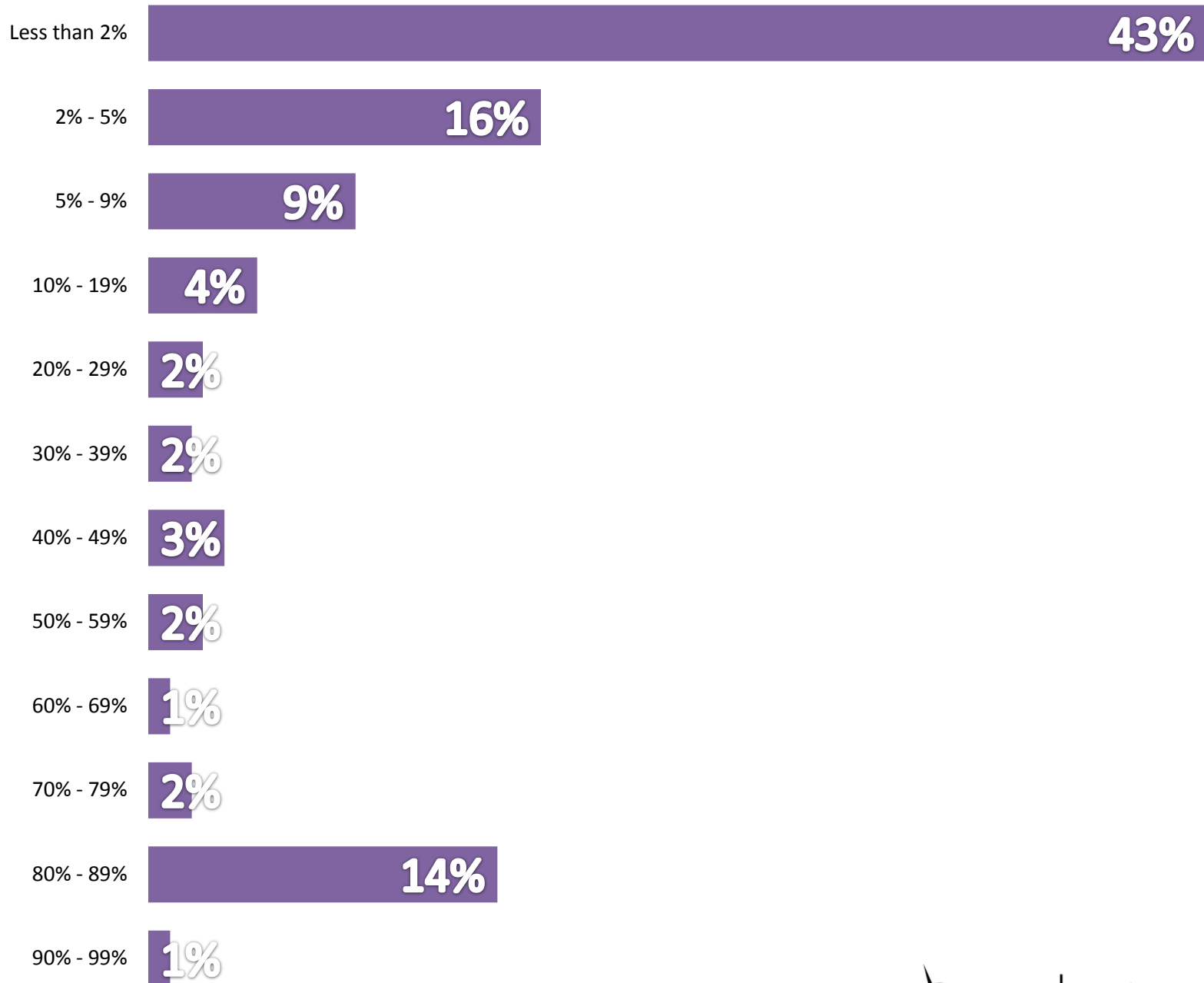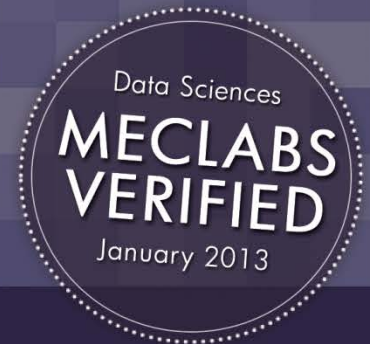
Chart 3.78 Content marketing analytics tools satisfaction

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

Category	Percentage
Very Satisfied	5%
Satisfied	18%
Neutral	65%
Dissatisfied	10%
Very Dissatisfied	2%

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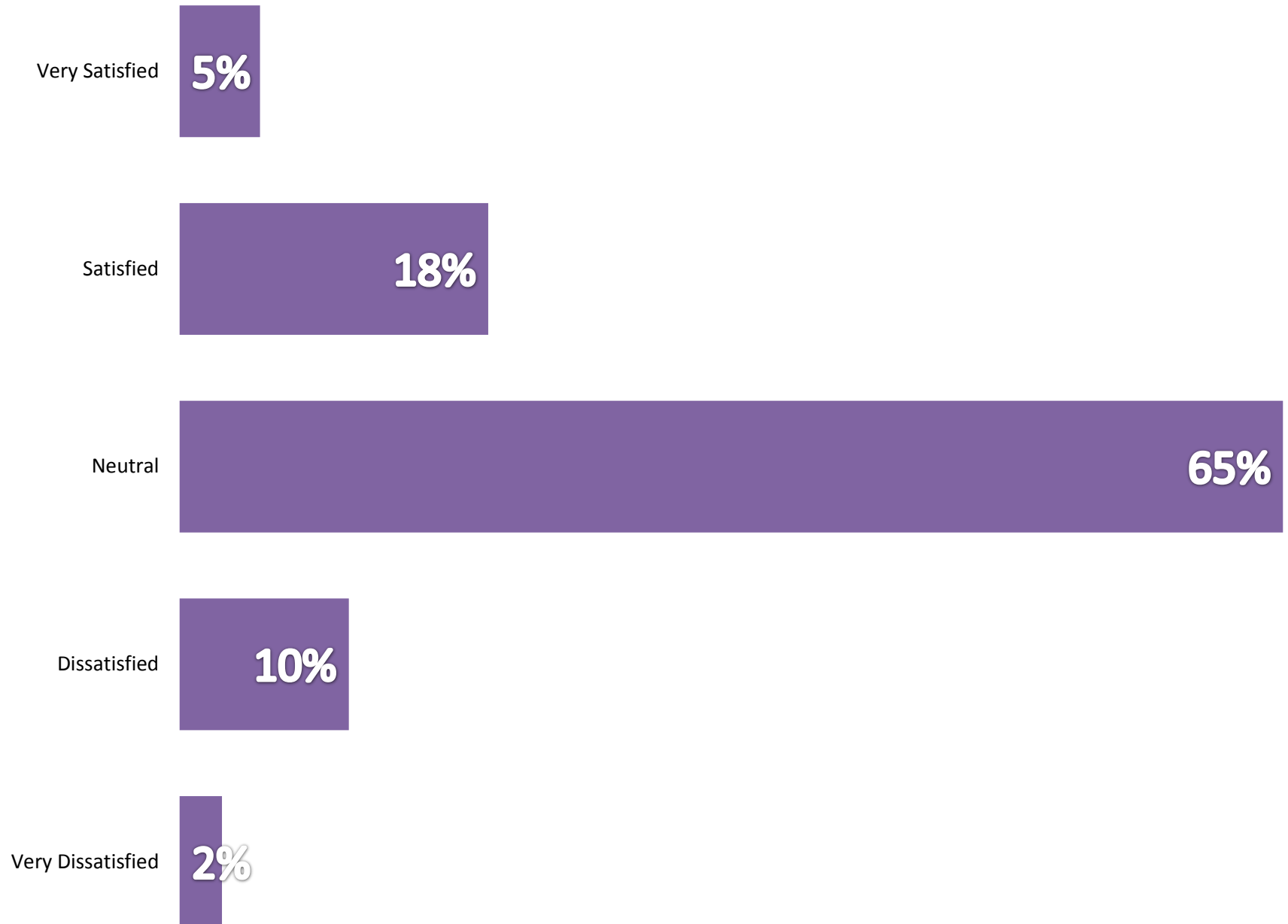
Marketing Analytics Benchmark Report

Chapter 4
The Marketer

Data Sciences
MECLABS
VERIFIED
January 2013

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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).

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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."

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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.

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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?

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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).

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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).

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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](#)).

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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.

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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."

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Chart 4.1 Analytics objectives for 2013

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

Objective	Percentage
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%

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Chart 4.2 Analytics objectives for 2013

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

Objective	Percentage
Acting on data to improve marketing performance	66%
Combining data from multiple sources to draw correlations and make predictions	36%
Measuring attribution and interactions across channels	26%
Linking data together at the individual customer level	24%
Improving data hygiene and quality issues	33%
Hiring data-savvy marketing talent and/or training current staff	18%
Funding new analytics tools and solutions	22%
Integrating disparate systems and siloed data	27%
Gaining executive-level awareness and support	27%
Aligning marketing and IT	11%
Reducing latency/processing data more rapidly	11%
Clarifying regulatory barriers to data utilization	1%

B2B & B2G

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Chart 4.3 Analytics objectives for 2013

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

Objective	Percentage
Acting on data to improve marketing performance	66%
Combining data from multiple sources to draw correlations and make predictions	36%
Measuring attribution and interactions across channels	30%
Linking data together at the individual customer level	26%
Improving data hygiene and quality issues	26%
Hiring data-savvy marketing talent and/or training current staff	32%
Funding new analytics tools and solutions	26%
Integrating disparate systems and siloed data	19%
Gaining executive-level awareness and support	21%
Aligning marketing and IT	38%
Reducing latency/processing data more rapidly	9%
Clarifying regulatory barriers to data utilization	6%

B2C & B2B

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Chart 4.4 Analytics challenges from 2012

What were your organization's MOST FRUSTRATING CHALLENGES with marketing analytics in 2012?

Challenge	Percentage
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%**

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Chart 4.5 Analytics challenges from 2012

What were your organization's MOST FRUSTRATING CHALLENGES with marketing analytics in 2012?

Challenge	Percentage
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%

B2C

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Chart 4.6 Analytics challenges from 2012

What were your organization's MOST FRUSTRATING CHALLENGES with marketing analytics in 2012?

Challenge	Percentage
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%

B2B & B2G

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Chart 4.7 Analytics challenges from 2012

What were your organization's MOST FRUSTRATING CHALLENGES with marketing analytics in 2012?

Challenge	Percentage
Acting on data to improve marketing performance	33%
Combining data from multiple sources to draw correlations and make predictions	50%
Funding new analytics tools and solutions	40%
Linking data together at the individual customer level	28%
Hiring data-savvy marketing talent and/or training current staff	15%
Measuring attribution and interactions across channels	28%
Integrating disparate systems and siloed data	25%
Improving data hygiene and quality issues	28%
Aligning marketing and IT	23%
Gaining executive-level awareness and support	25%
Reducing latency/processing data more rapidly	10%
Clarifying regulatory barriers to data utilization	5%

B2C & B2B

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Chart 4.8 Analytics technology challenges

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

Challenge	Percentage
Merging data from multiple sources	39%
Performing advanced segmentation	39%
Measuring newer marketing channels (social, mobile, video, etc)	38%
Creating a 360-degree view of the customer	38%
Integrating data across marketing channels and technologies	32%
Capturing the depth or breadth of data needed	22%
Support/training	22%
Creating ad-hoc customized reports	22%
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	10%

266

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Chart 4.9 Analytics technology challenges

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

Challenge	Percentage
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%

B2C

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Chart 4.10 Analytics technology challenges

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

Challenge	%
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%

B2B & B2G

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Chart 4.11 Analytics technology challenges

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

Challenge	Percentage
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%

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Chart 4.12 Most important dataset attributes

Which of the following attributes are most important in determining a marketing dataset's usefulness?

Attribute	Percentage
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%

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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%**

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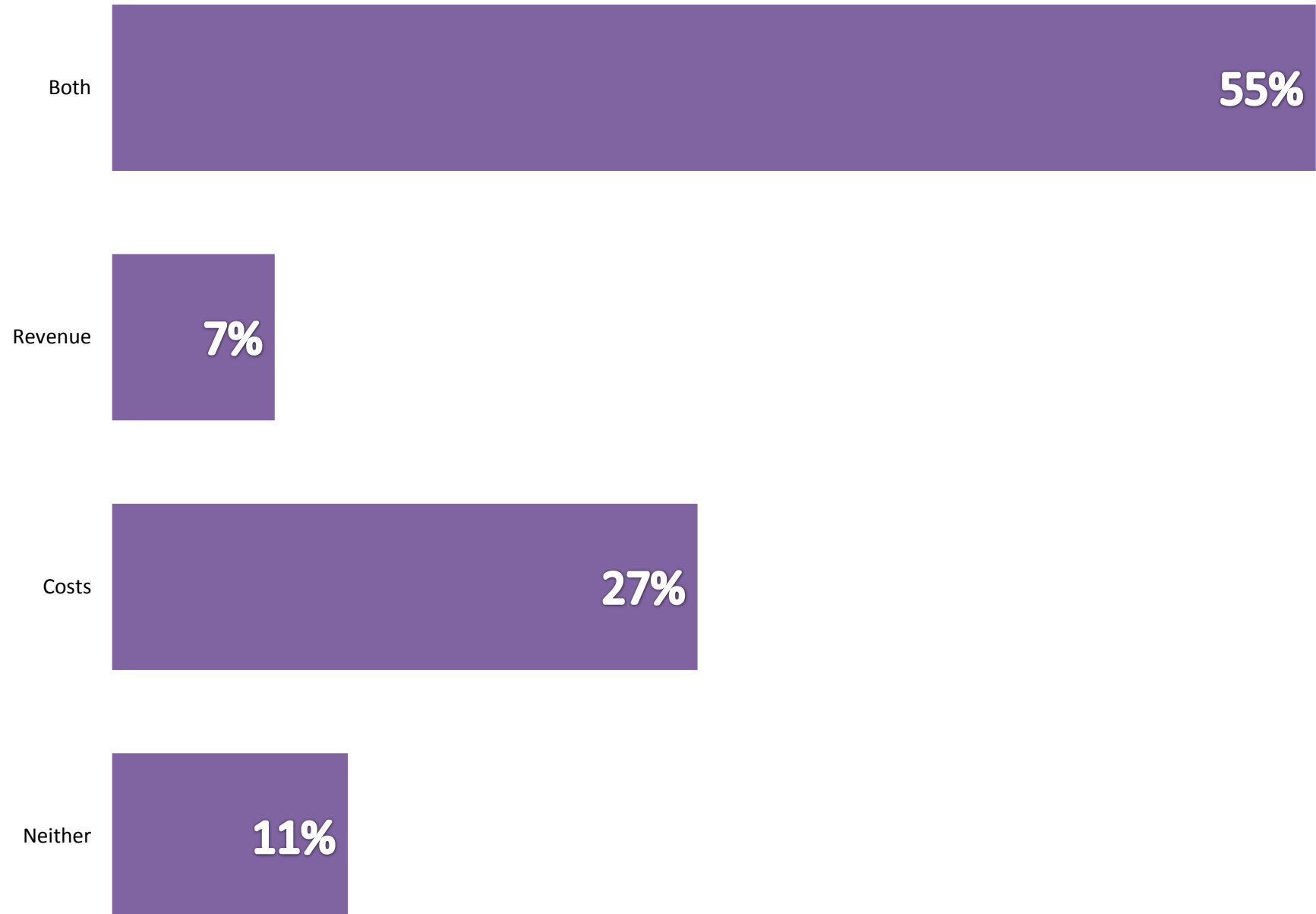
Chart 4.14 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for email marketing?

	Revenue	Both	Costs	Neither
I am self employed (1 employee)	14%	6%	3%	22%
2 to 10	14%	14%	12%	22%
10 to 99	14%	26%	31%	35%
100 to 999	36%	31%	32%	13%
1,000 to 5,000	14%	14%	10%	9%
More than 5,000	7%	10%	12%	0%

Legend: ■ Revenue ■ Both ■ Costs ■ Neither

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 190

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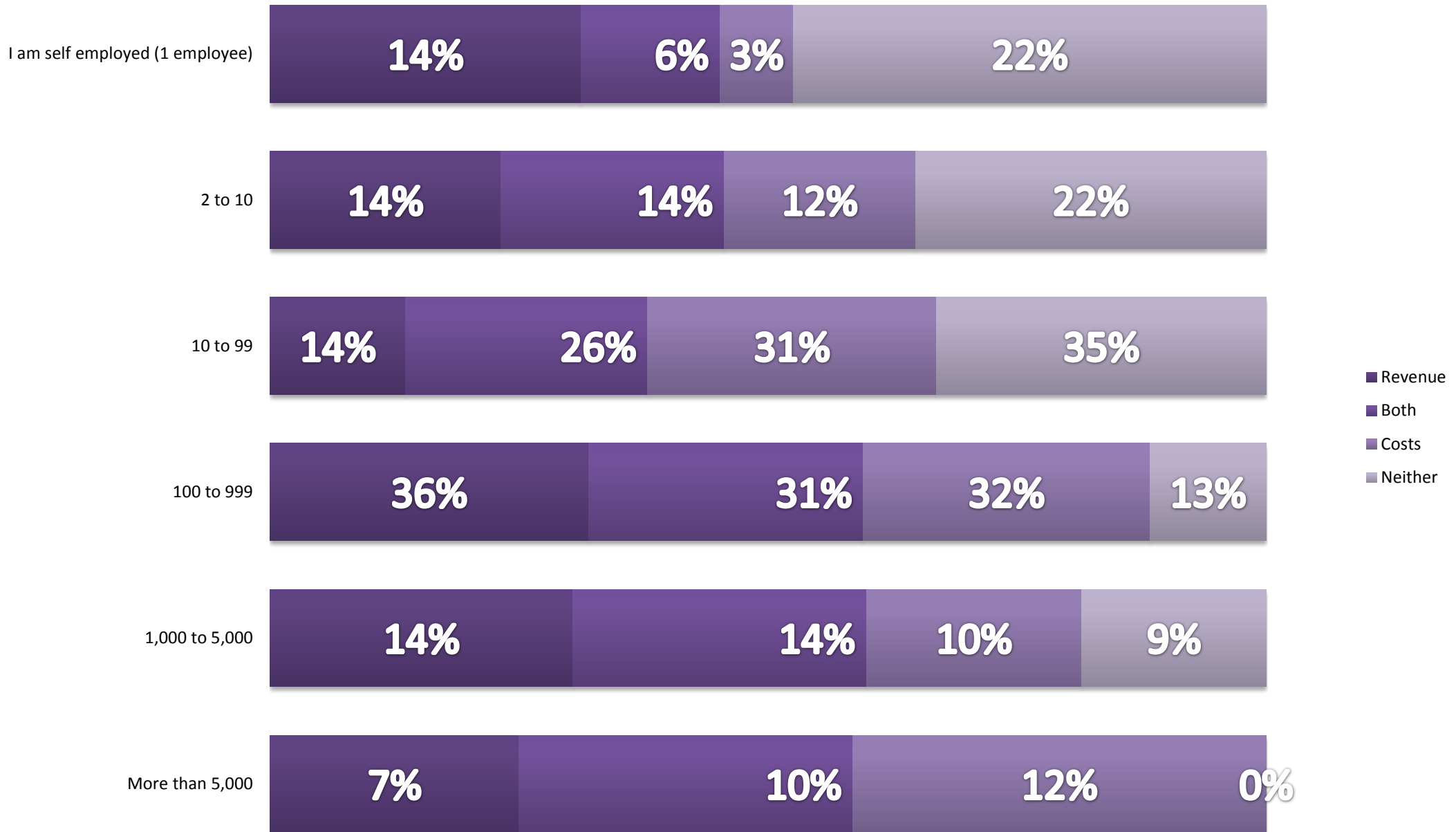
Chart 4.15 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for SEO marketing?

Both — **42%**

Revenue — **5%**

Costs — **32%**

Neither — **21%**

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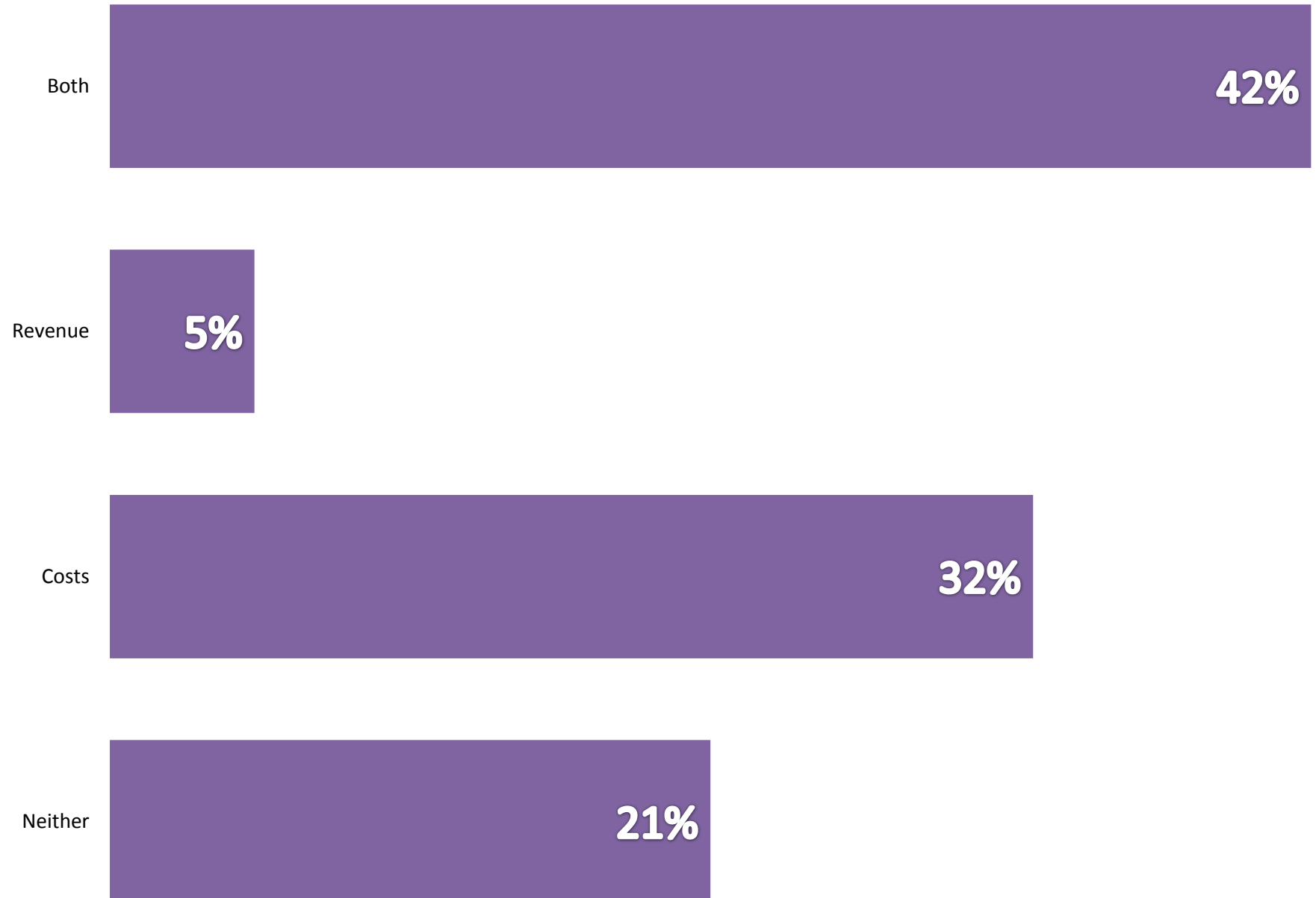
Chart 4.16 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for SEO marketing?

Legend:
- ■ Revenue
- ■ Both
- ■ Costs
- ■ Neither

Organization size	Revenue	Both	Costs	Neither
I am self employed (1 employee)	9%	4%	8%	9%
2 to 10	27%	21%	12%	13%
10 to 99	27%	28%	25%	39%
100 to 999	27%	21%	27%	28%
1,000 to 5,000	9%	15%	14%	9%
More than 5,000	0%	10%	14%	2%

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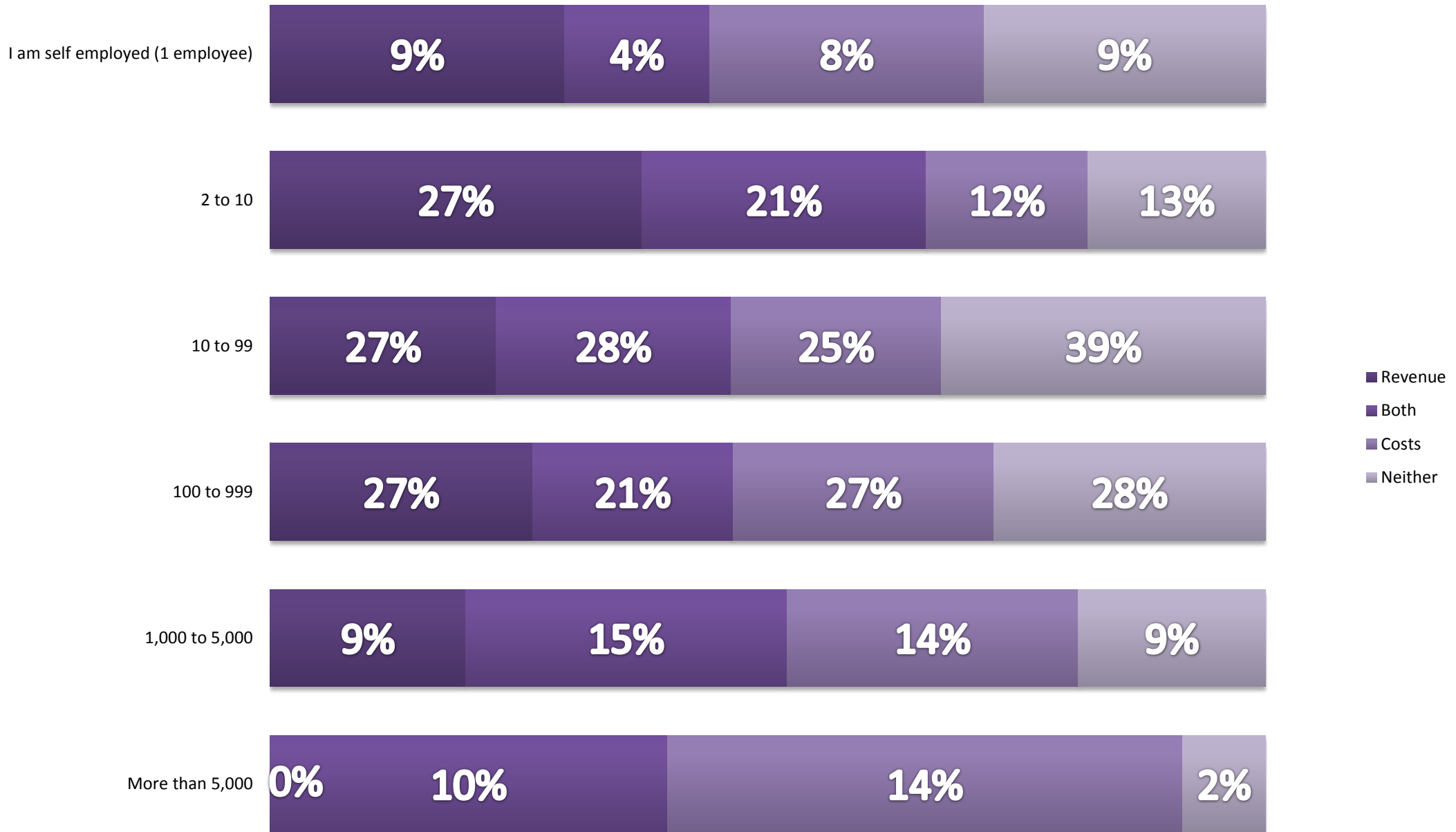
Chart 4.17 Revenue and cost measurement

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

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Chart 4.18 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for PPC marketing?

I am self employed (1 employee)
25% · 4% · 0% · 15%

2 to 10
0% · 15% · 8% · 22%

10 to 99
25% · 26% · 31% · 37%

100 to 999
38% · 27% · 33% · 22%

1,000 to 5,000
13% · 17% · 13% · 4%

More than 5,000
0% · 11% · 15% · 0%

Legend:
- Revenue
- Both
- Costs
- Neither

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Chart 4.19 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for display marketing?

Category	Percentage
Both	48%
Revenue	4%
Costs	28%
Neither	20%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 199

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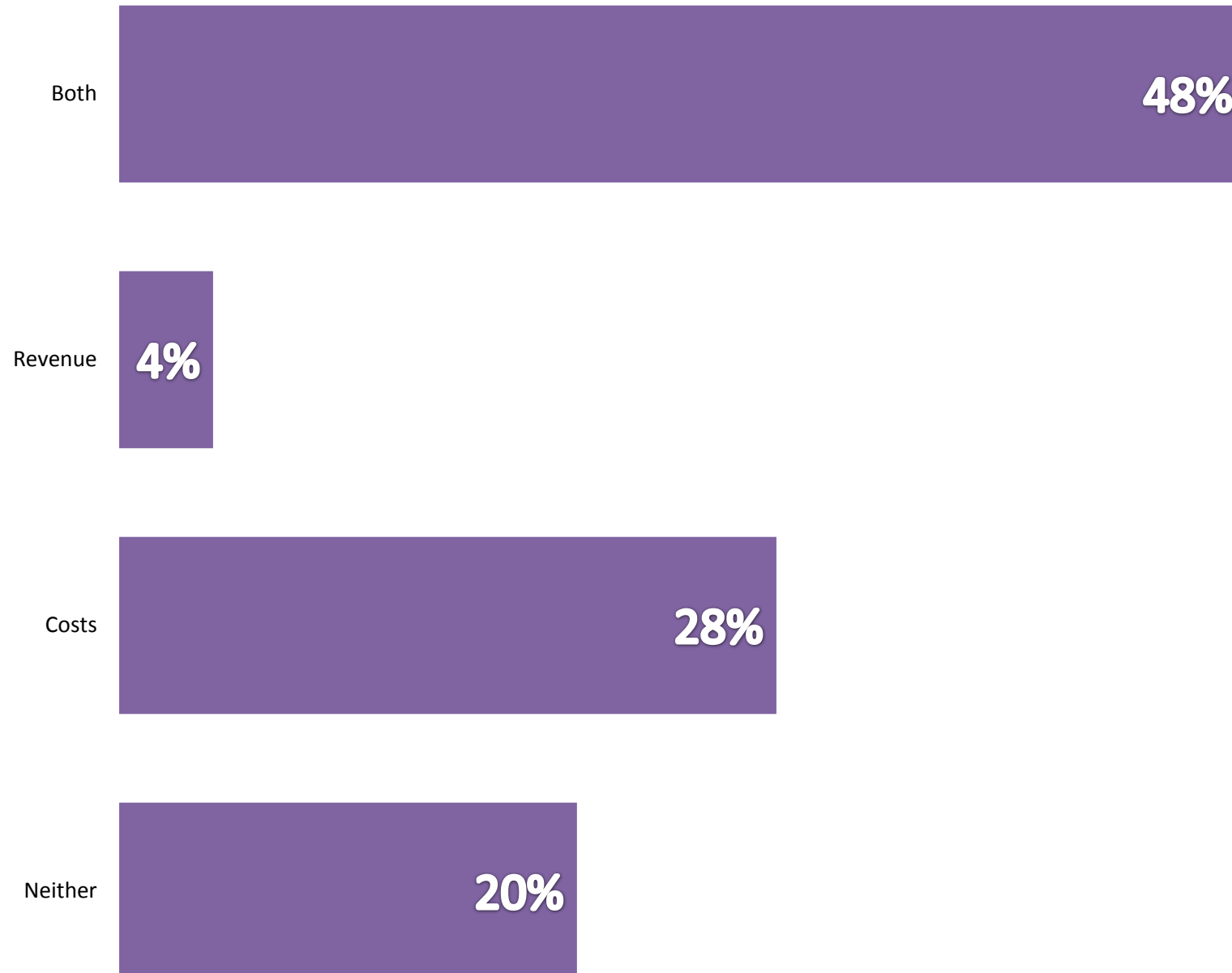
Chart 4.20 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for display marketing?

I am self employed (1 employee)
0% 2% 5% 15%

2 to 10
0% 15% 2% 18%

10 to 99
20% 24% 25% 41%

100 to 999
60% 31% 34% 24%

1,000 to 5,000
20% 19% 18% 3%

More than 5,000
0% 10% 16% 0%

Legend:
- Revenue
- Both
- Costs
- Neither

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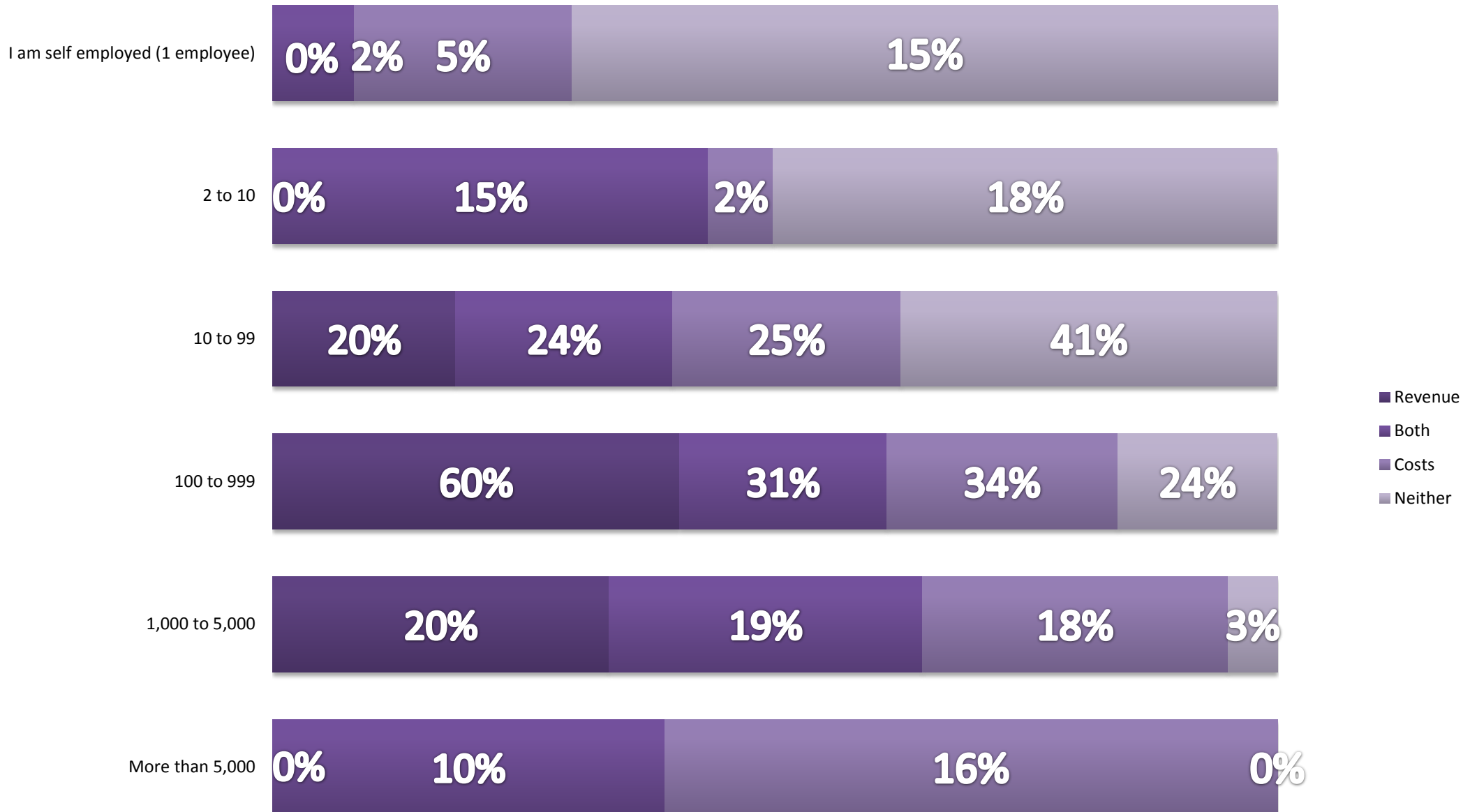
Chart 4.21 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for social media marketing?

Both — 26%

Revenue — 5%

Costs — 33%

Neither — 36%

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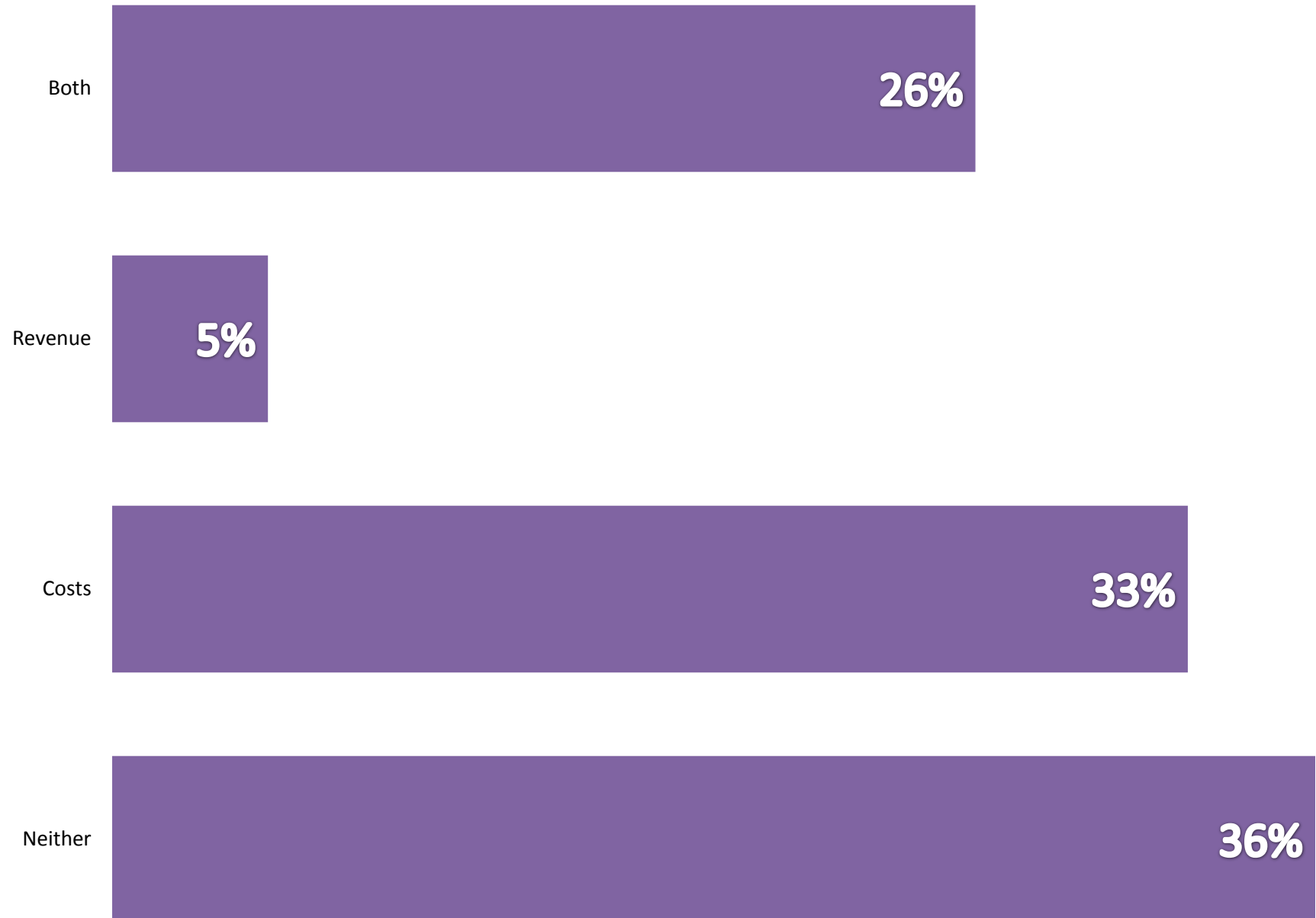
Chart 4.22 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for social media marketing?

	Revenue	Both	Costs	Neither
I am self employed (1 employee)	20%	11%	5%	6%
2 to 10	20%	22%	7%	9%
10 to 99	20%	16%	25%	44%
100 to 999	30%	27%	31%	23%
1,000 to 5,000	10%	19%	15%	13%
More than 5,000	0%	5%	16%	5%

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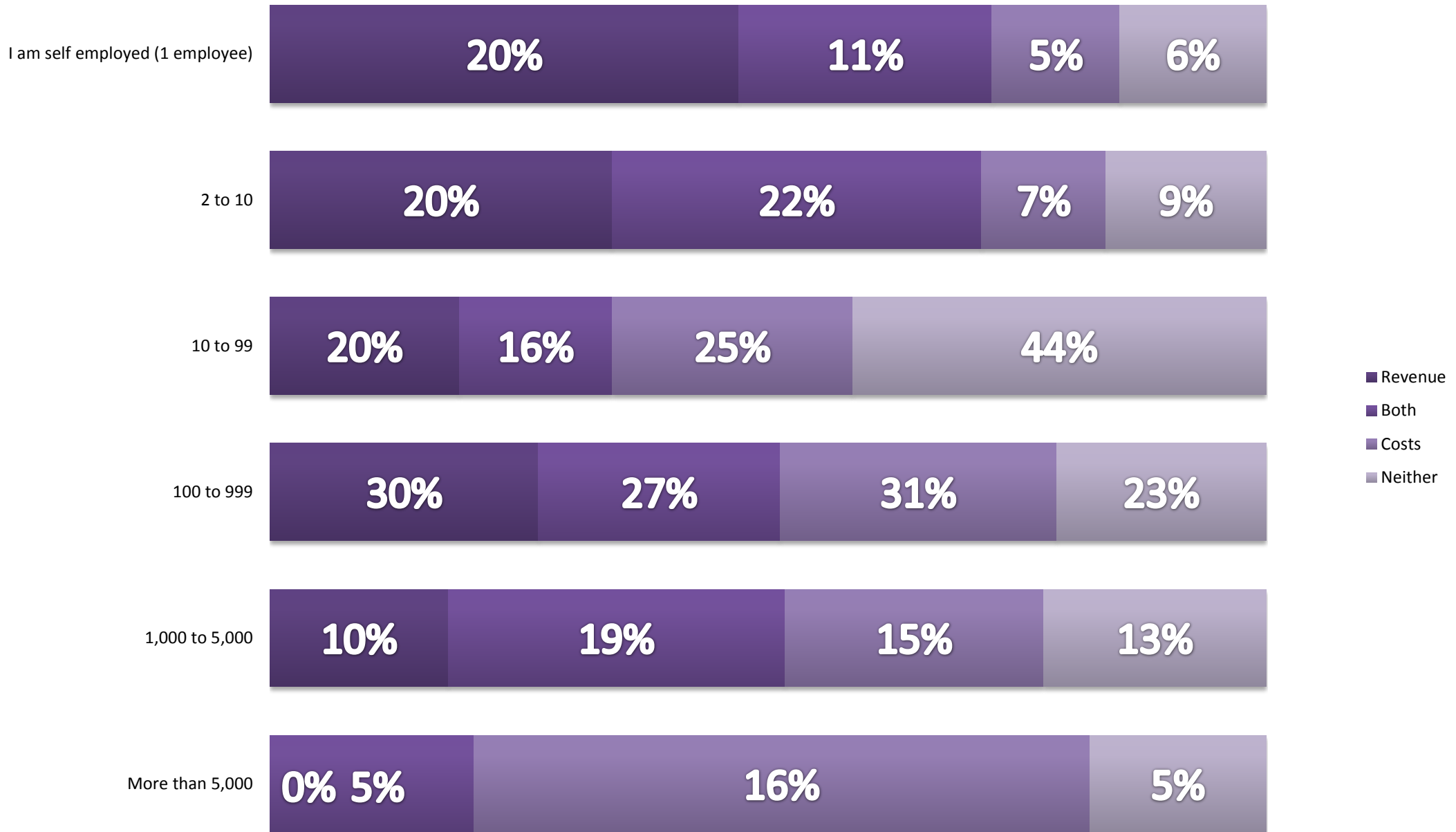
Chart 4.23 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for content marketing?

Category	Percentage
Both	31%
Revenue	6%
Costs	31%
Neither	32%

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 216

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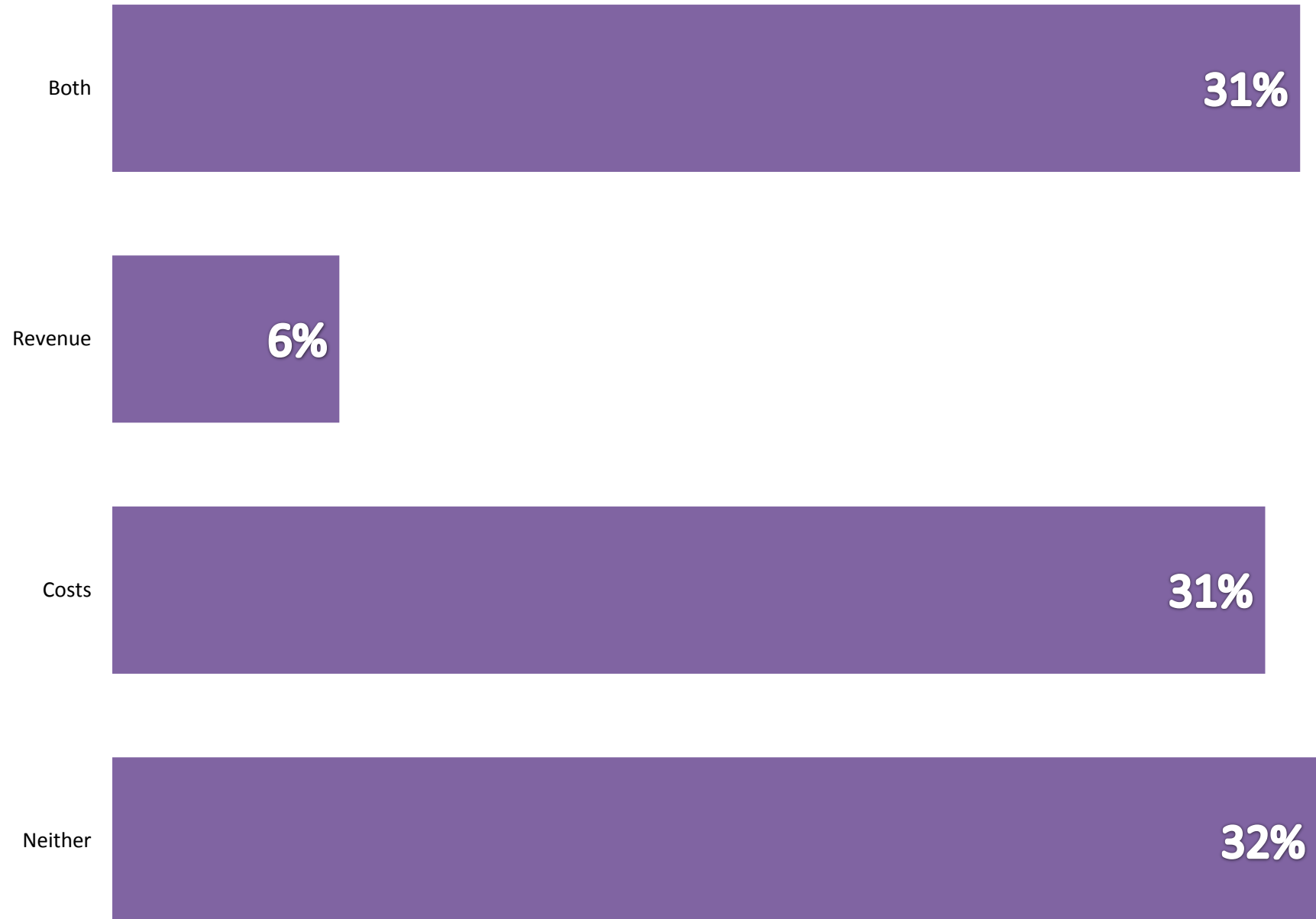
Chart 4.24 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for content marketing?

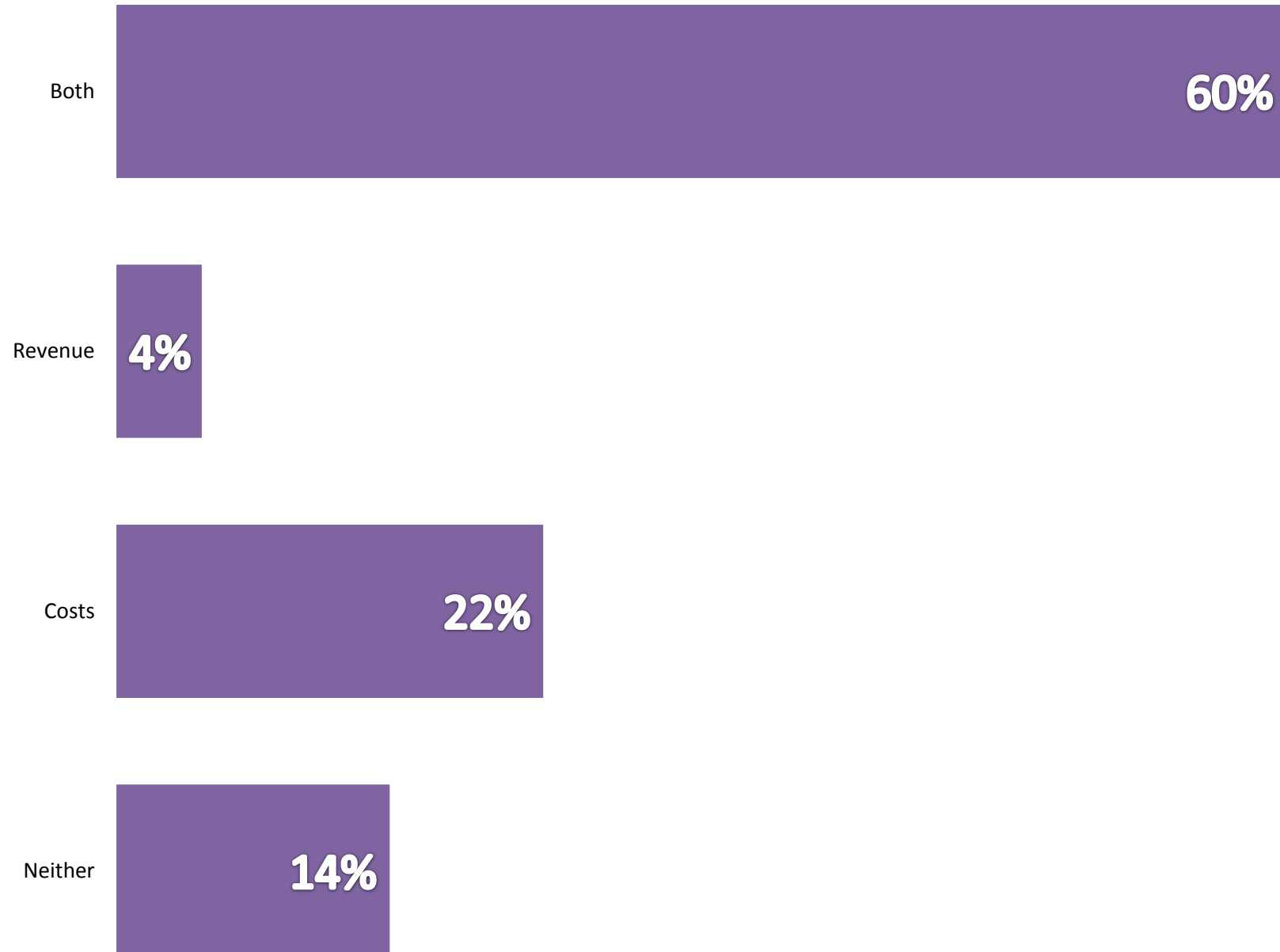|	Revenue	Both	Costs	Neither
I am self employed (1 employee)	18%	2%	8%	8%
2 to 10	9%	21%	6%	14%
10 to 99	45%	14%	27%	44%
100 to 999	18%	33%	29%	24%
1,000 to 5,000	0%	19%	16%	6%
More than 5,000	9%	12%	14%	4%

Legend:
- Revenue
- Both
- Costs
- Neither

marketing**sherpa**
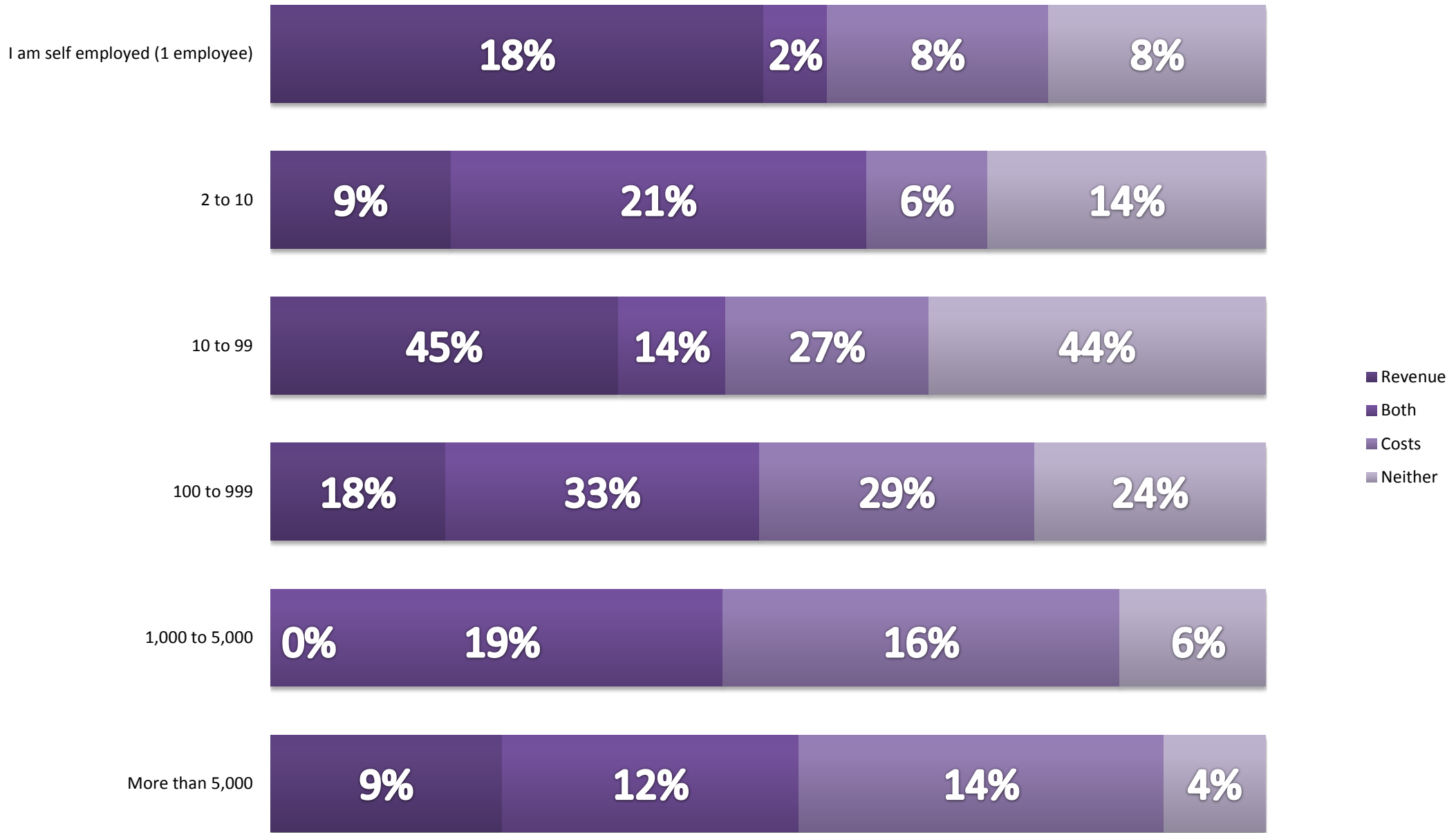
Chart 4.25 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for telemarketing?

Revenue **5%**

Neither **27%**

Costs **17%**

Both **52%**

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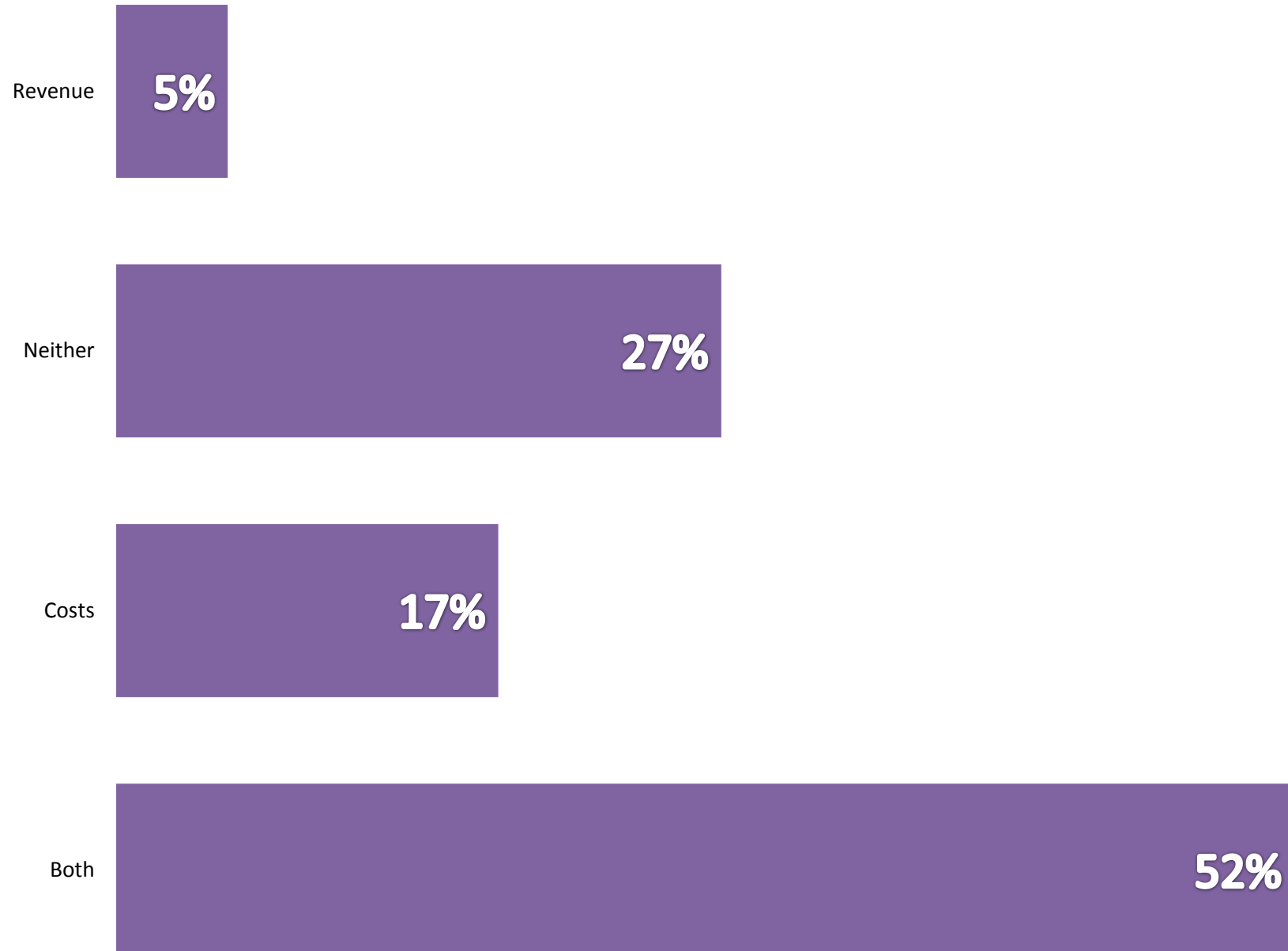
Chart 4.26 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for telemarketing?
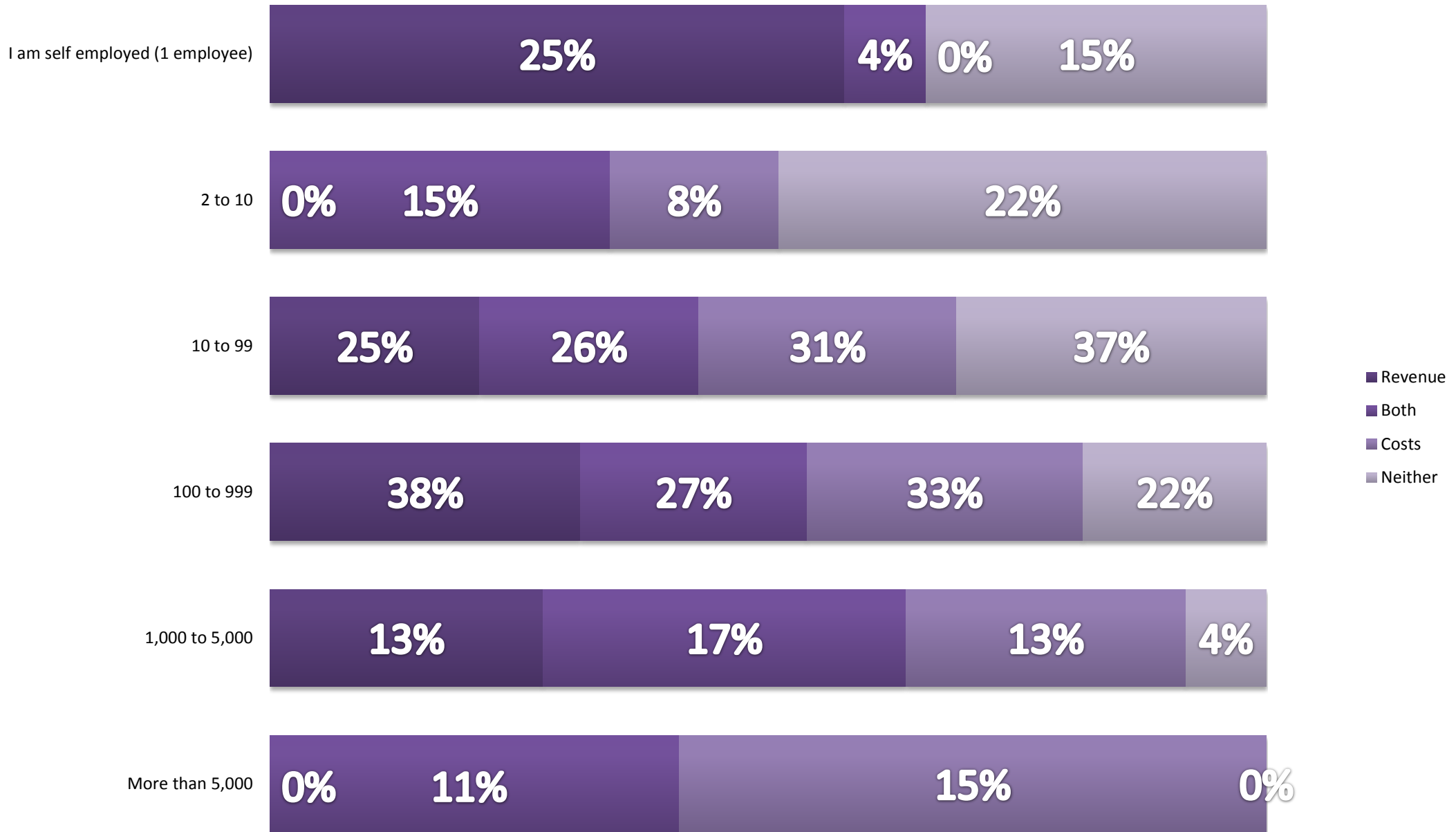
	Revenue	Both	Costs	Neither
I am self employed (1 employee)	0%	6%	5%	7%
2 to 10	0%	13%	11%	10%
10 to 99	20%	33%	16%	48%
100 to 999	20%	27%	21%	24%
1,000 to 5,000	20%	10%	32%	10%
More than 5,000	40%	12%	16%	0%

Legend: Revenue, Both, Costs, Neither

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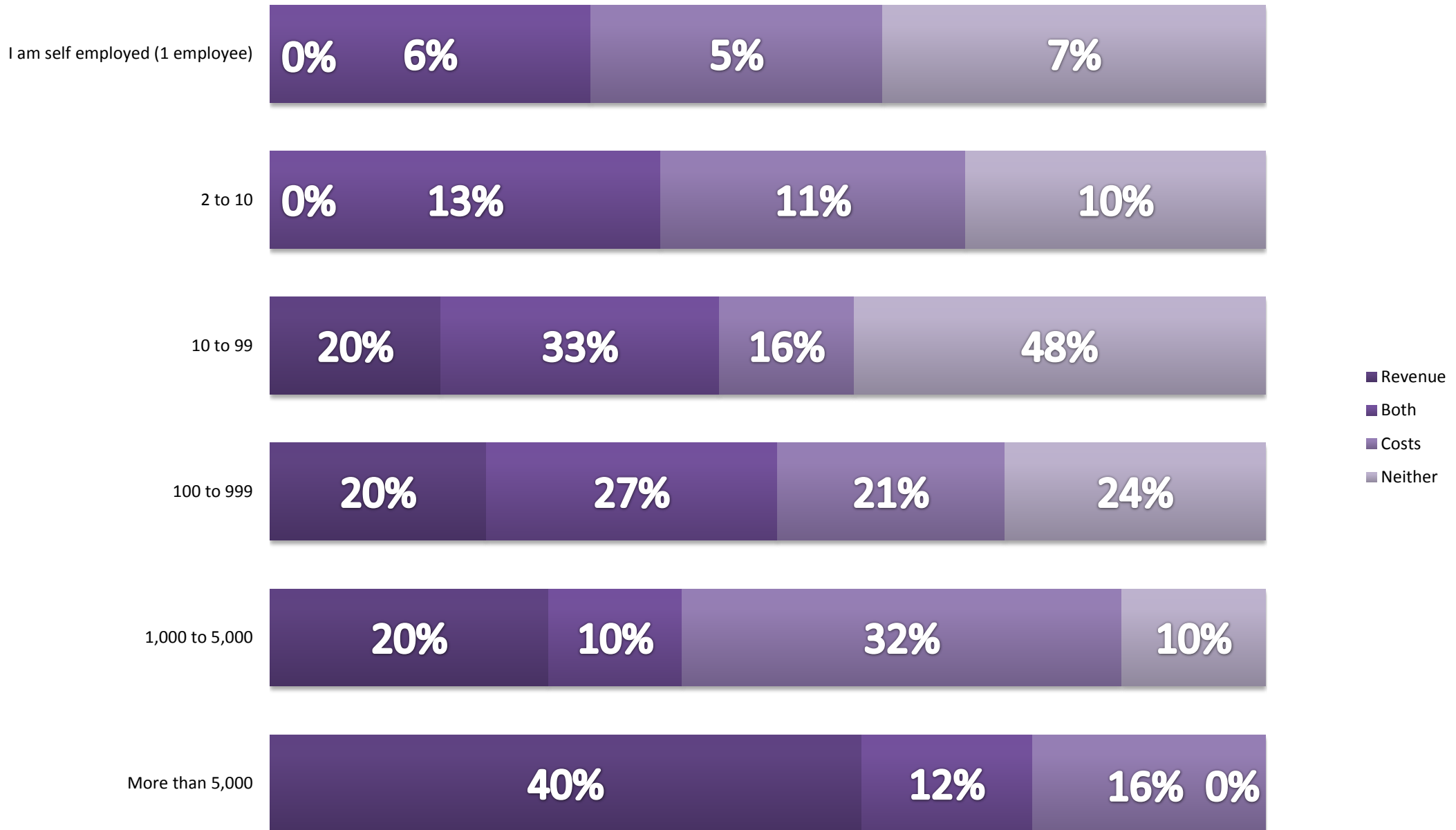
Chart 4.27 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for mobile marketing?

Both — 35%

Revenue — 5%

Costs — 21%

Neither — 39%

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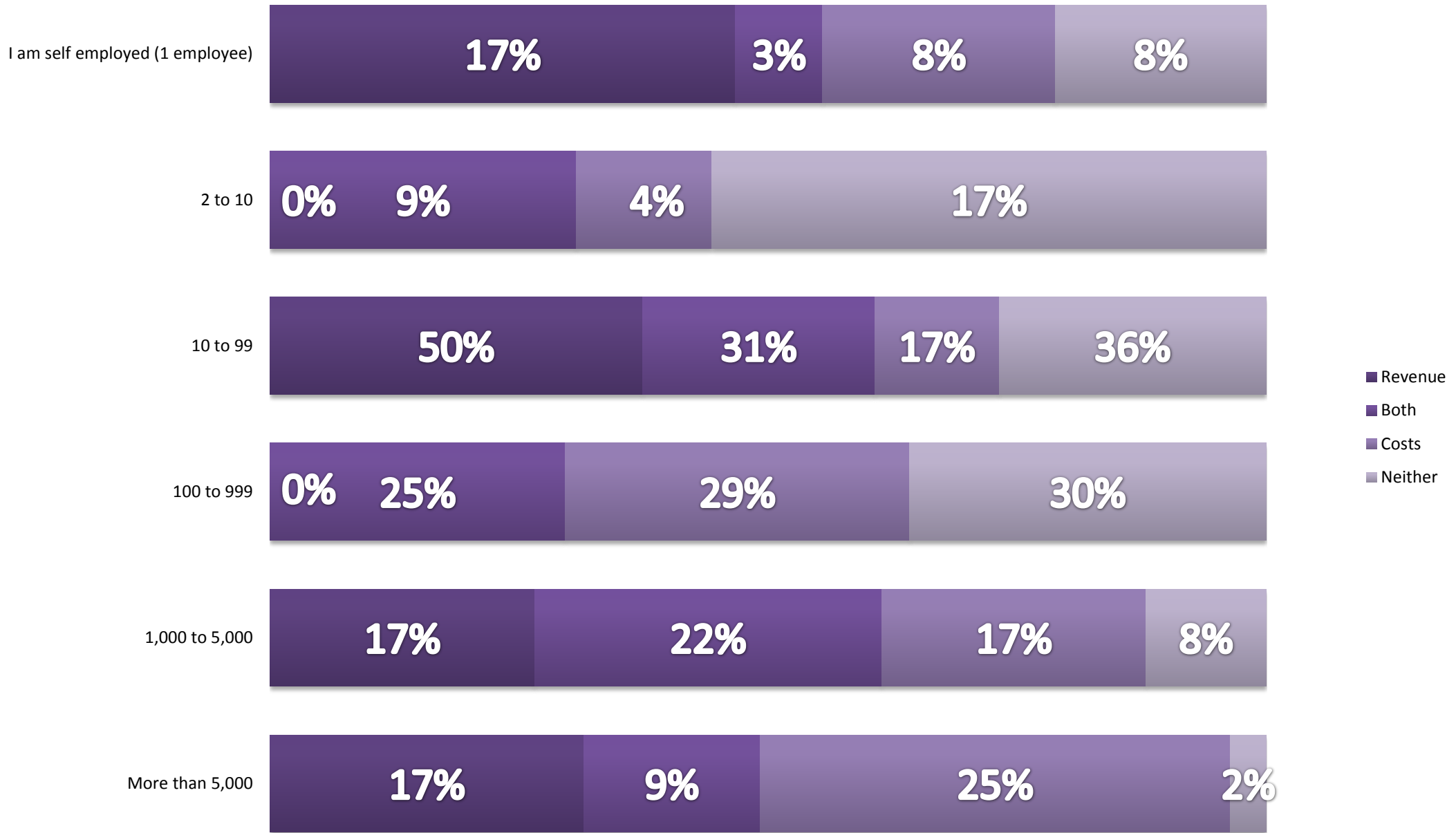
Chart 4.29 Revenue and cost measurement

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

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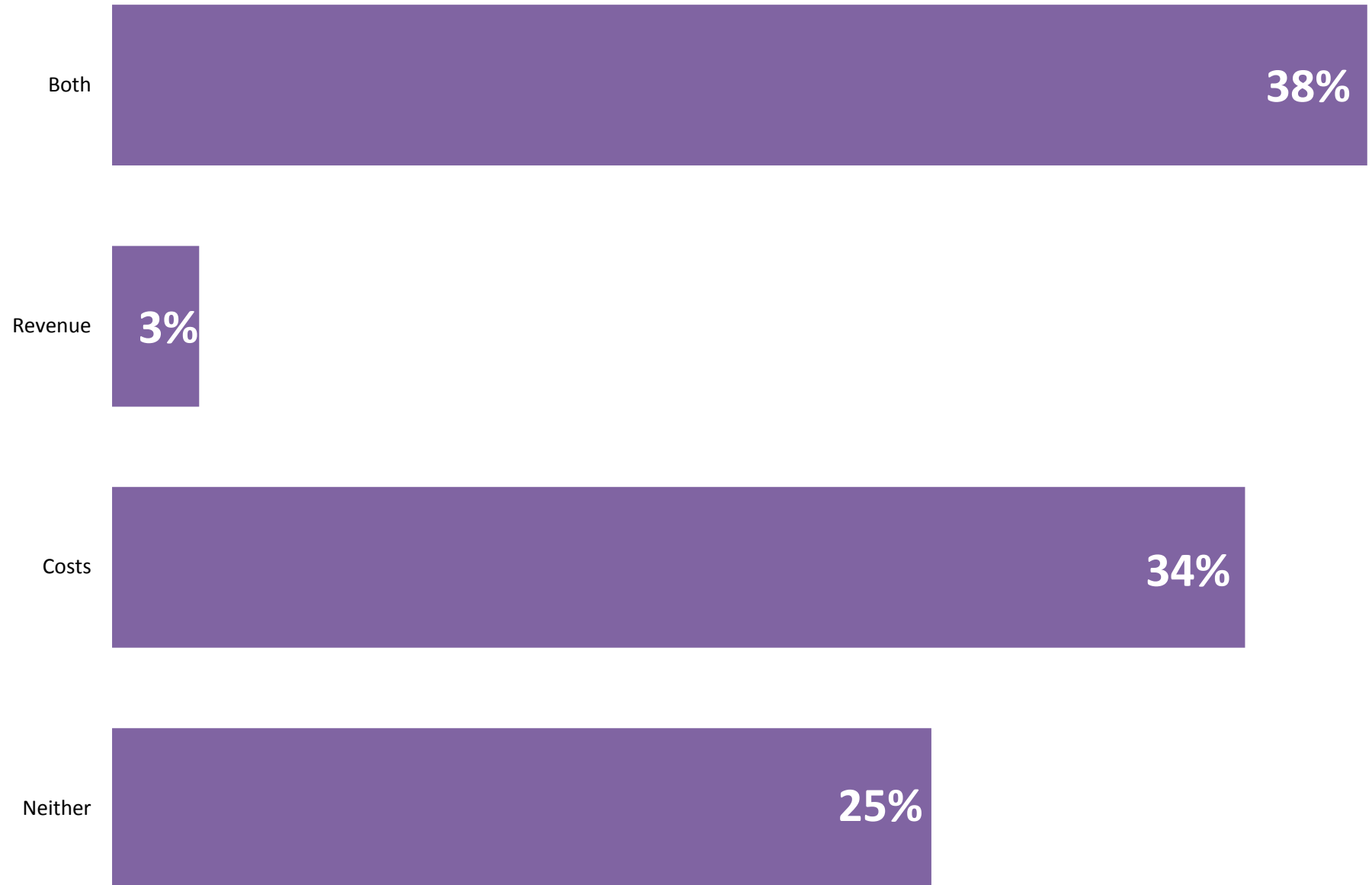
Chart 4.30 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for tradeshow marketing?

■ Revenue
■ Both
■ Costs
■ Neither

Category	Revenue	Both	Costs	Neither
I am self employed (1 employee)	0%	2%	2%	9%
2 to 10	25%	6%	4%	20%
10 to 99	75%	29%	28%	31%
100 to 999	0%	38%	36%	23%
1,000 to 5,000	0%	15%	15%	11%
More than 5,000	0%	10%	15%	6%

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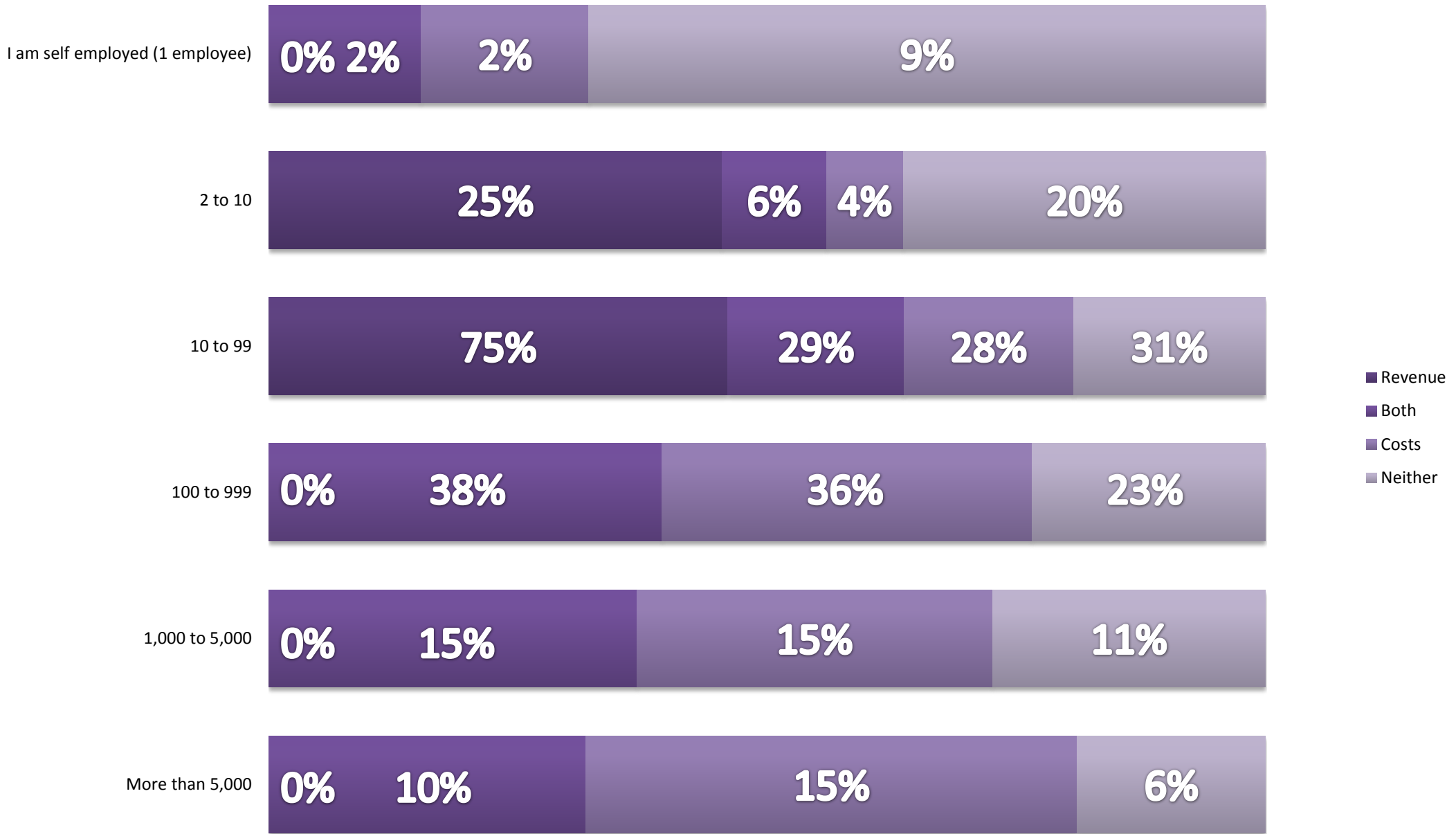
Chart 4.31 Revenue and cost measurement

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

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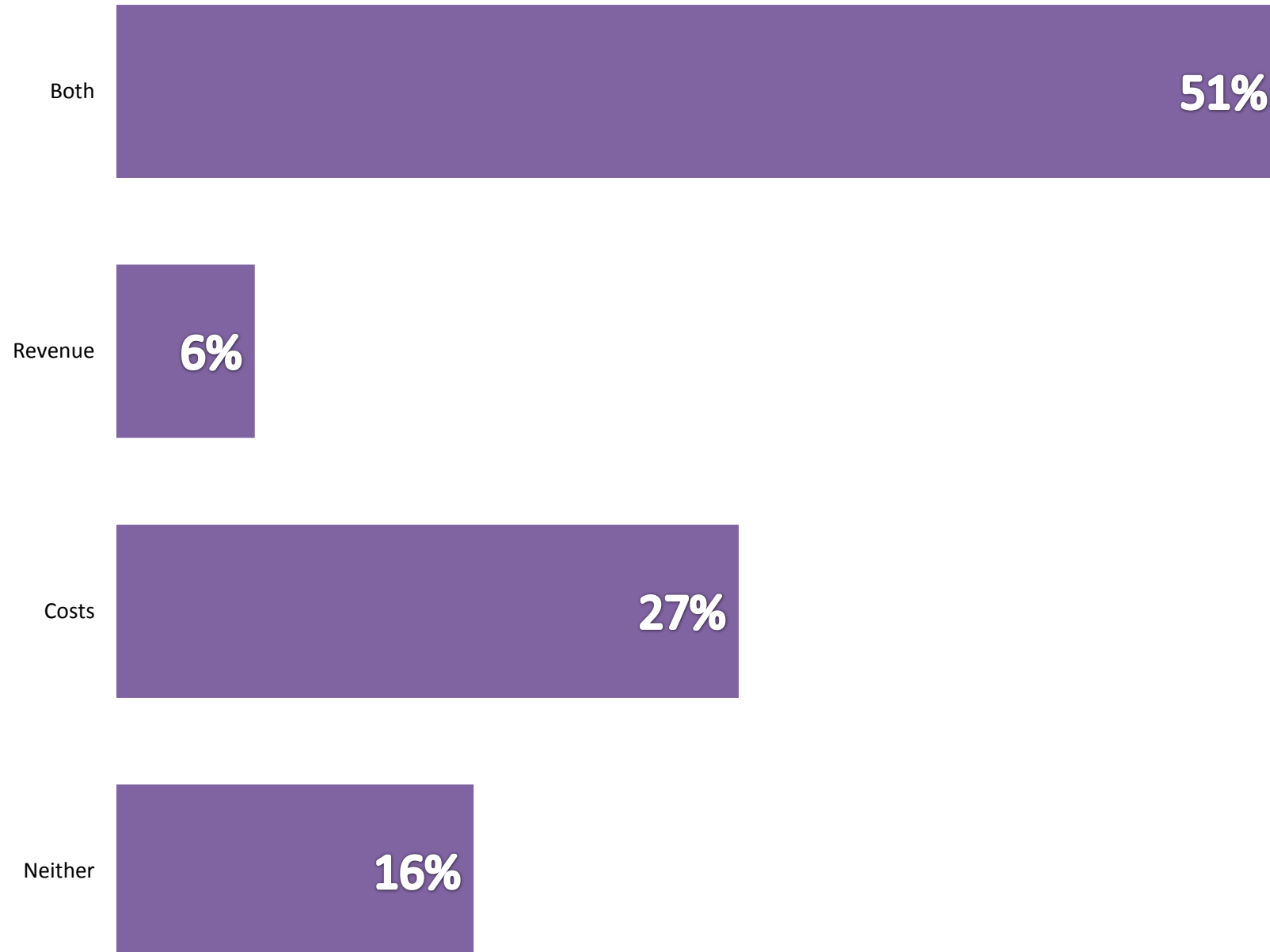
Chart 4.32 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for direct mail marketing?

Category	Revenue	Both	Costs	Neither
I am self employed (1 employee)	13%	6%	5%	13%
2 to 10	13%	13%	10%	13%
10 to 99	38%	22%	26%	46%
100 to 999	25%	30%	33%	21%
1,000 to 5,000	13%	20%	17%	8%
More than 5,000	0%	9%	10%	0%

Legend:
- Revenue
- Both
- Costs
- Neither

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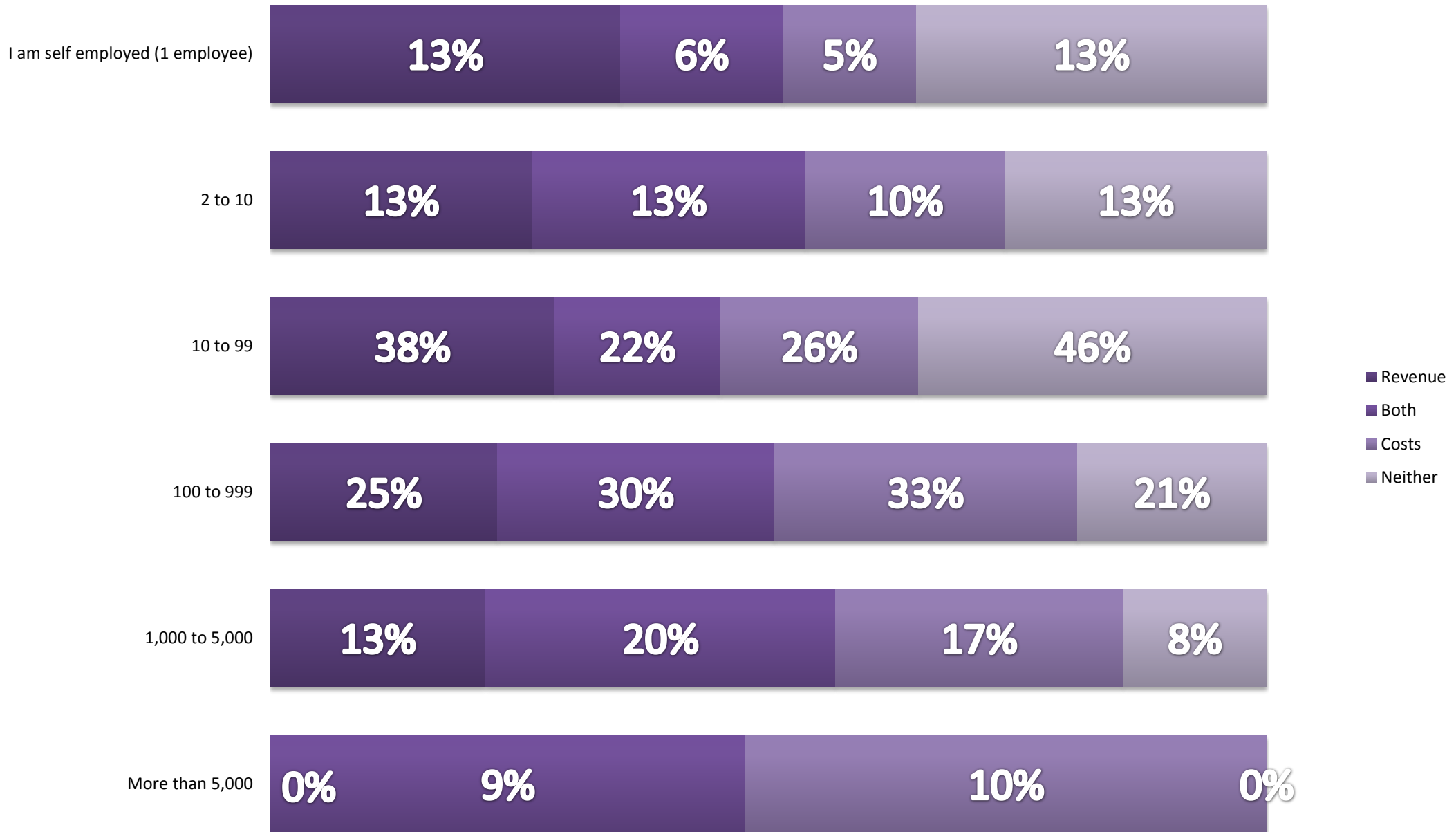
Chart 4.33 Revenue and cost measurement

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

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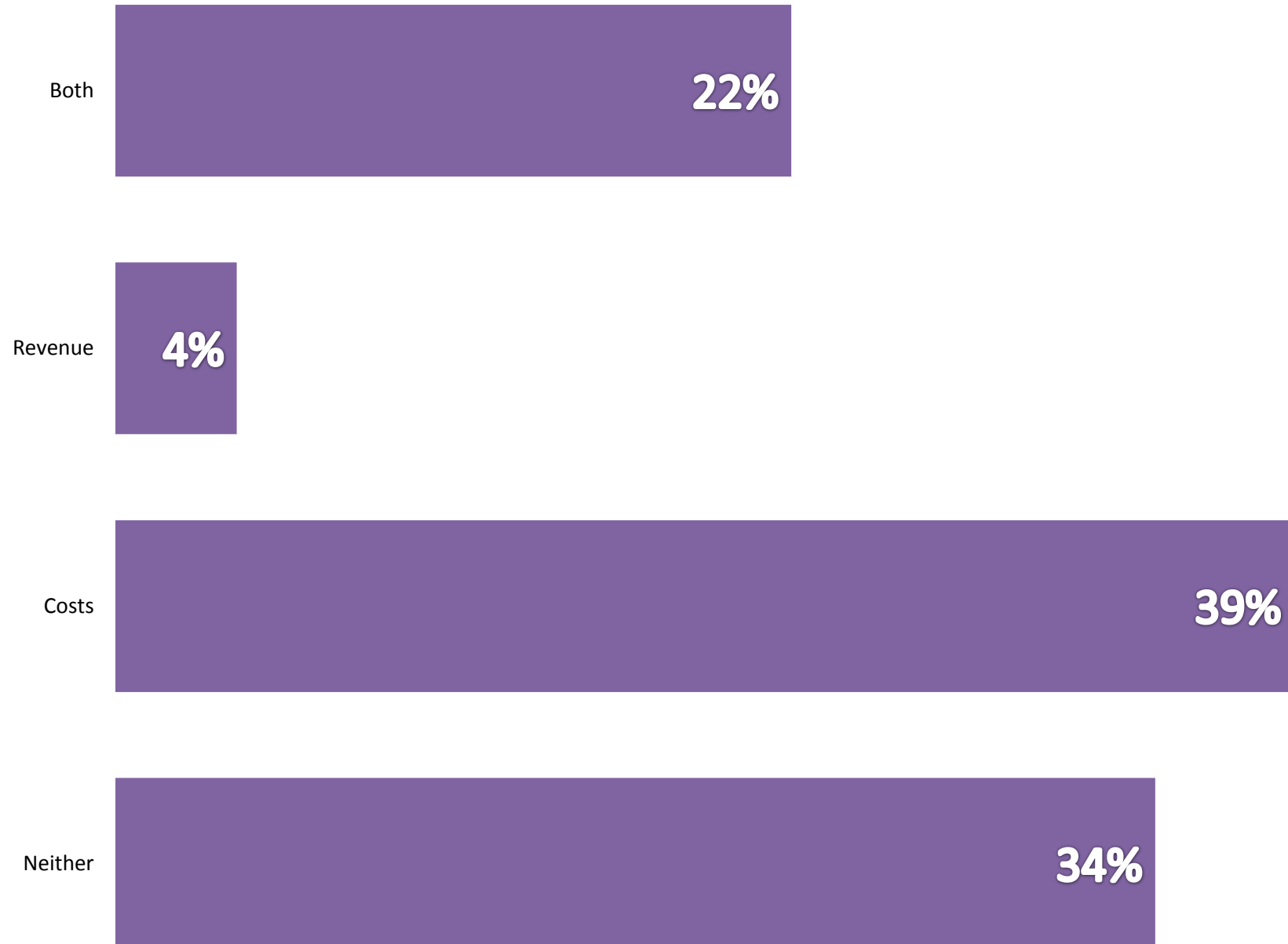
Chart 4.34 Revenue and cost measurement

Can your organization effectively measure the revenue and costs for video marketing?

	Revenue	Both	Costs	Neither
I am self employed (1 employee)	17%	13%	0%	9%
2 to 10	0%	17%	6%	14%
10 to 99	33%	29%	19%	41%
100 to 999	17%	25%	30%	25%
1,000 to 5,000	17%	8%	28%	7%
More than 5,000	17%	8%	17%	5%

Legend:
- ■ Revenue
- ■ Both
- ■ Costs
- ■ Neither

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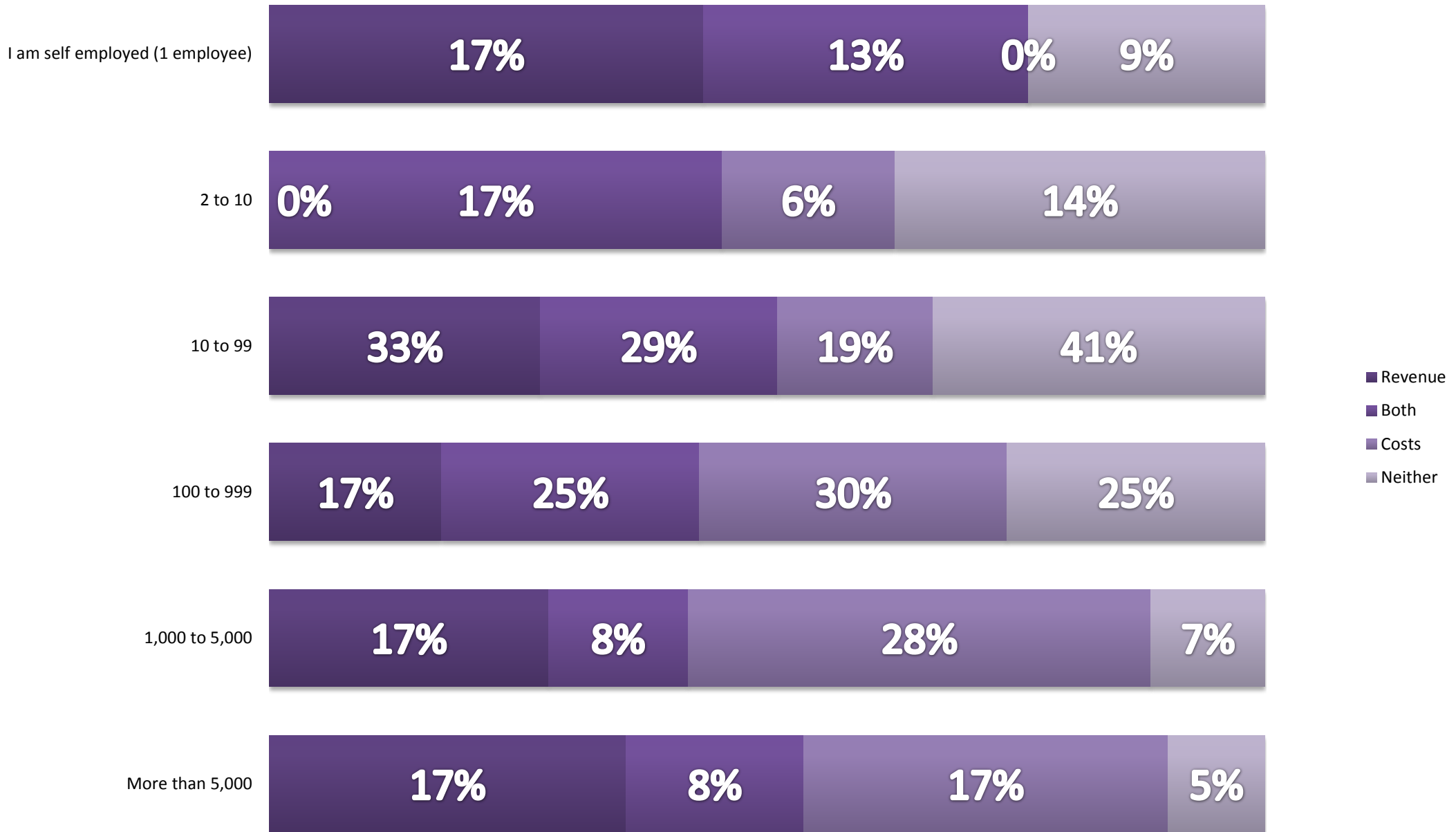
Chart 4.35 Marketer responsibility for analytics tracking

Which of the following are you most accountable for?

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 394

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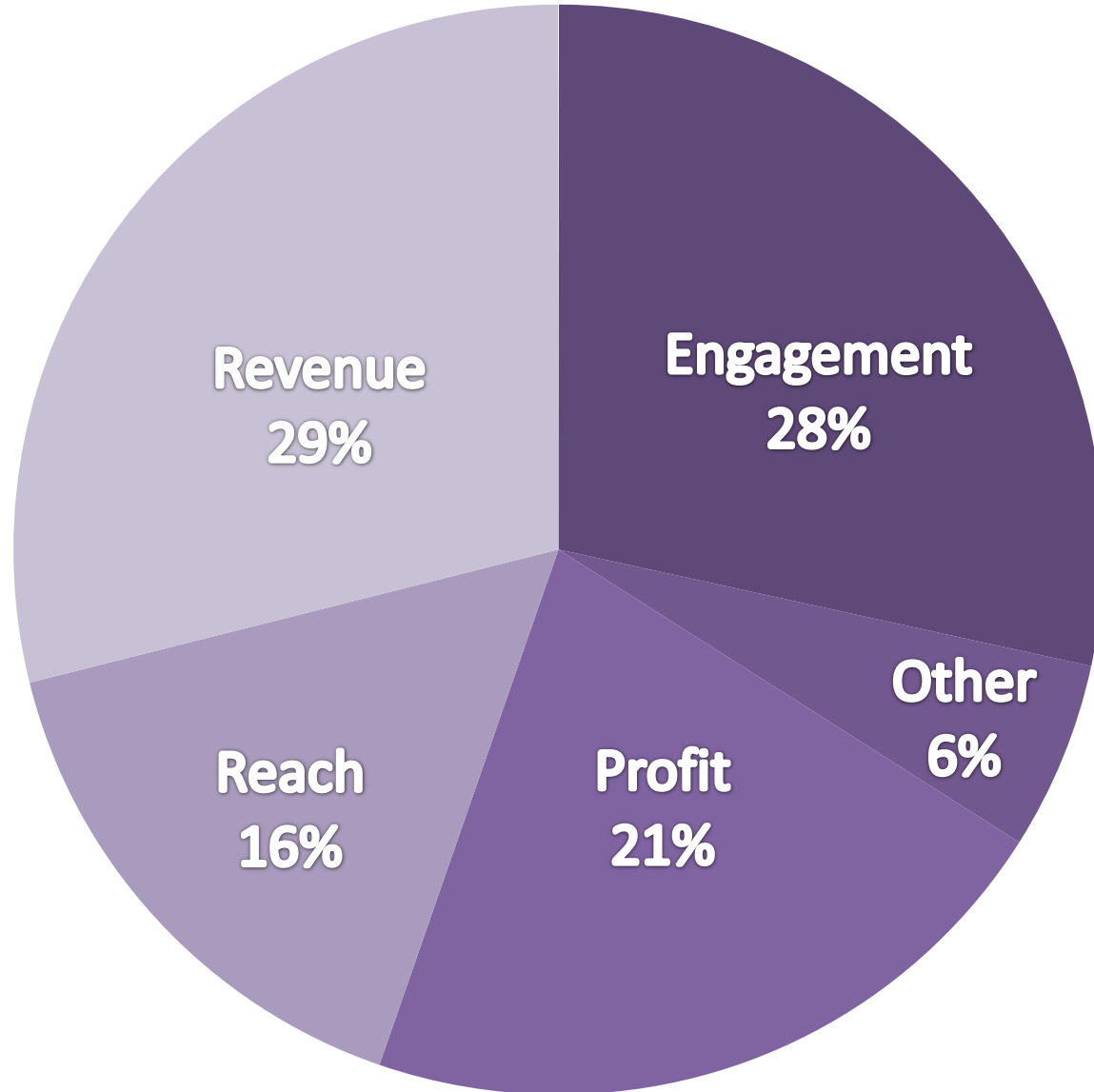
Chart 4.36 Customer information sources

Which sources of information do you actively use to better understand your prospects and customers? Please select all that apply.

Source	Percentage
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%

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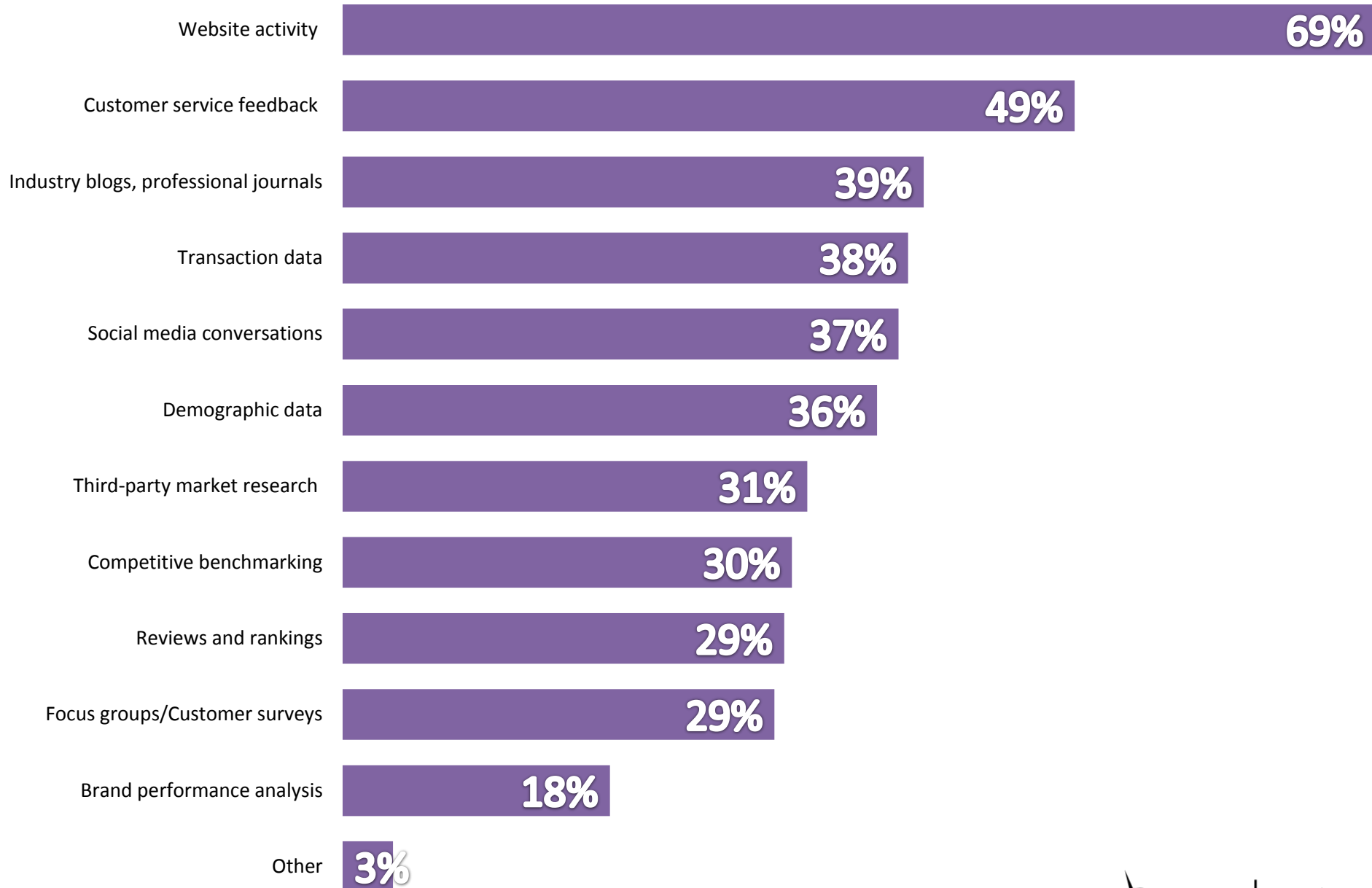
Chart 4.37 Customer information sources

Which sources of information do you actively use to better understand your prospects and customers? Please select all that apply.

Source	Percentage
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%

B2C

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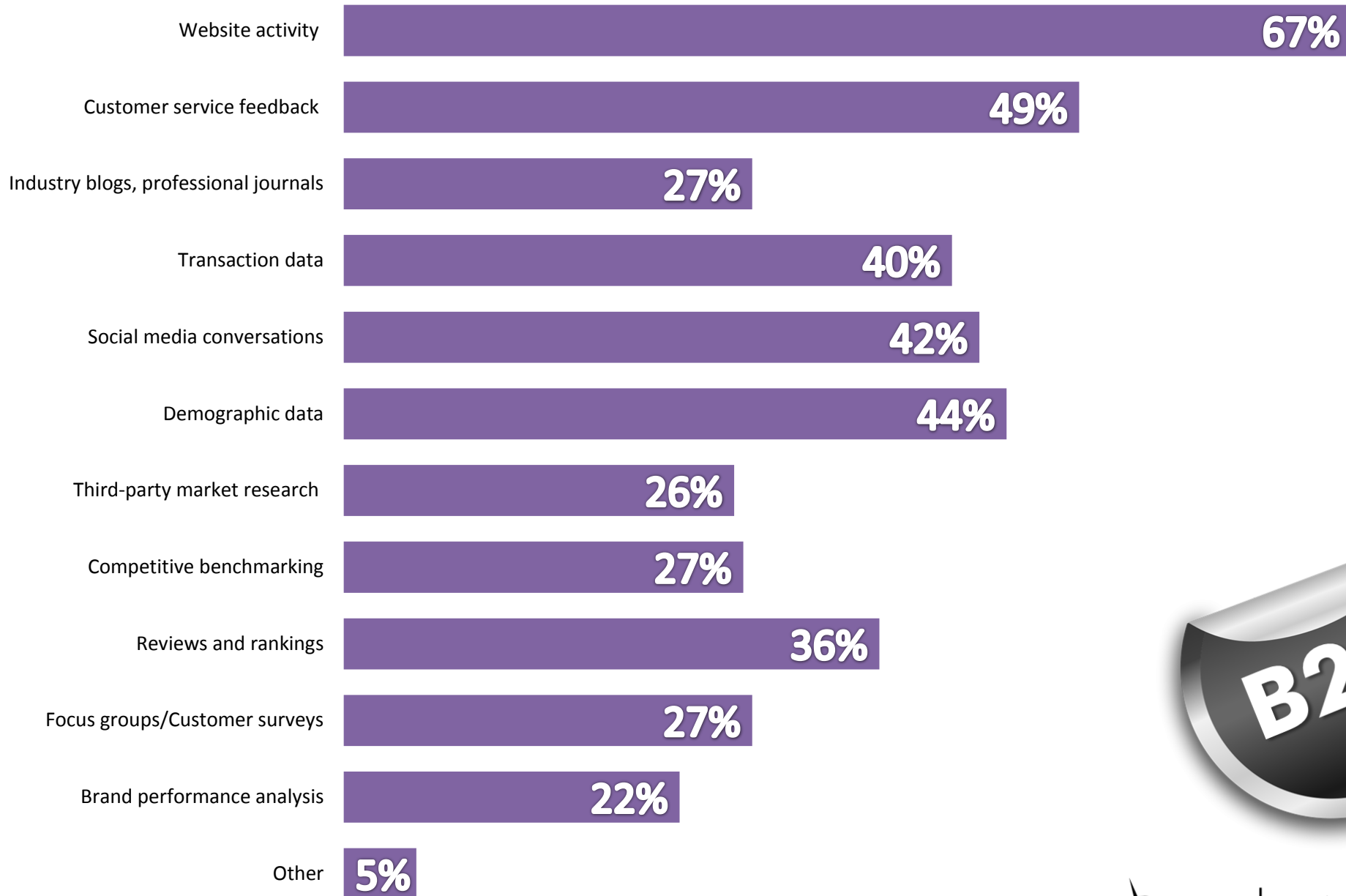
Chart 4.38 Customer information sources

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%**

B2B & B2G

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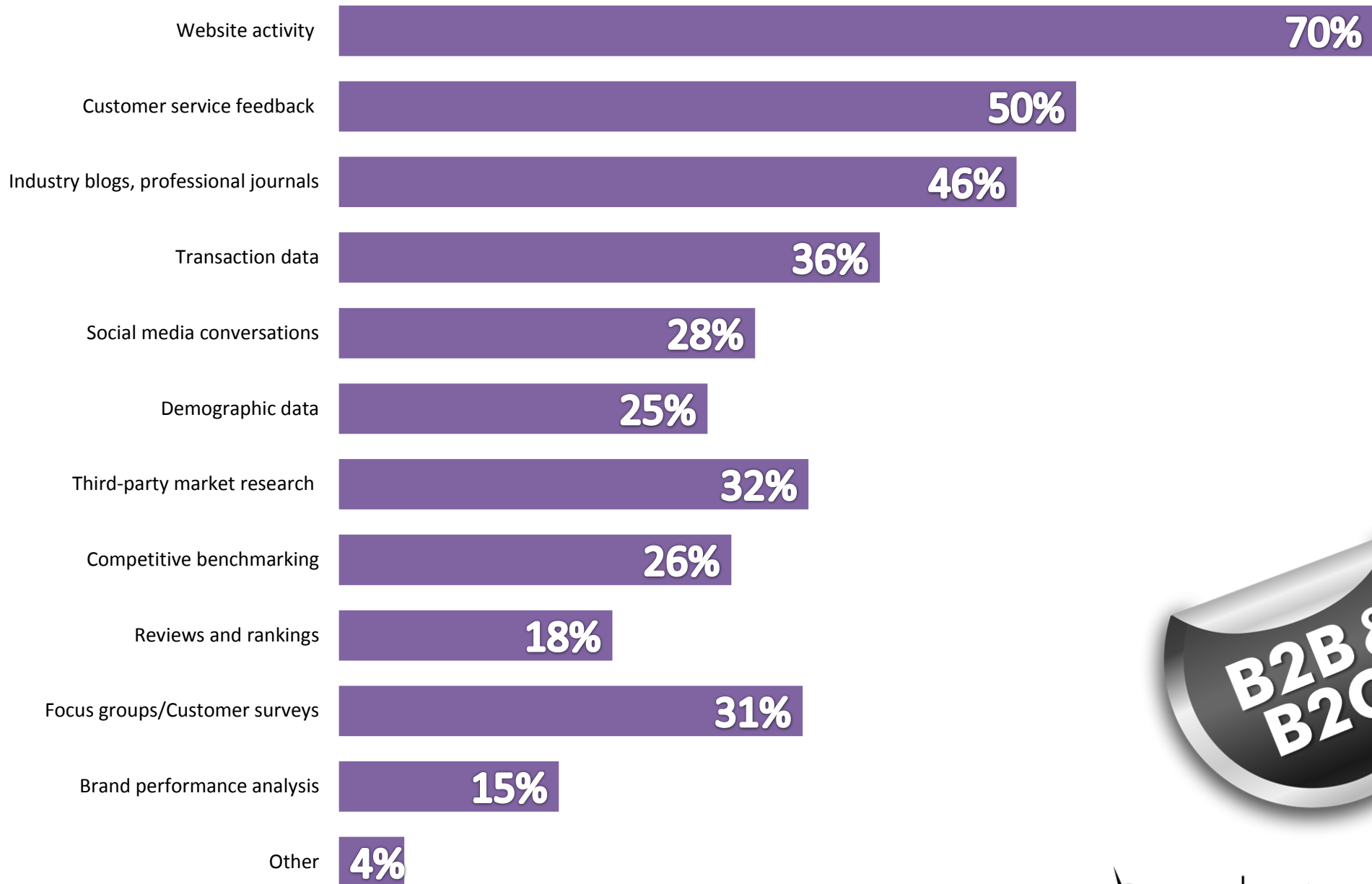
Chart 4.39 Customer information sources

Which sources of information do you actively use to better understand your prospects and customers? Please select all that apply.

Source	Percentage
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%

B2C & B2B

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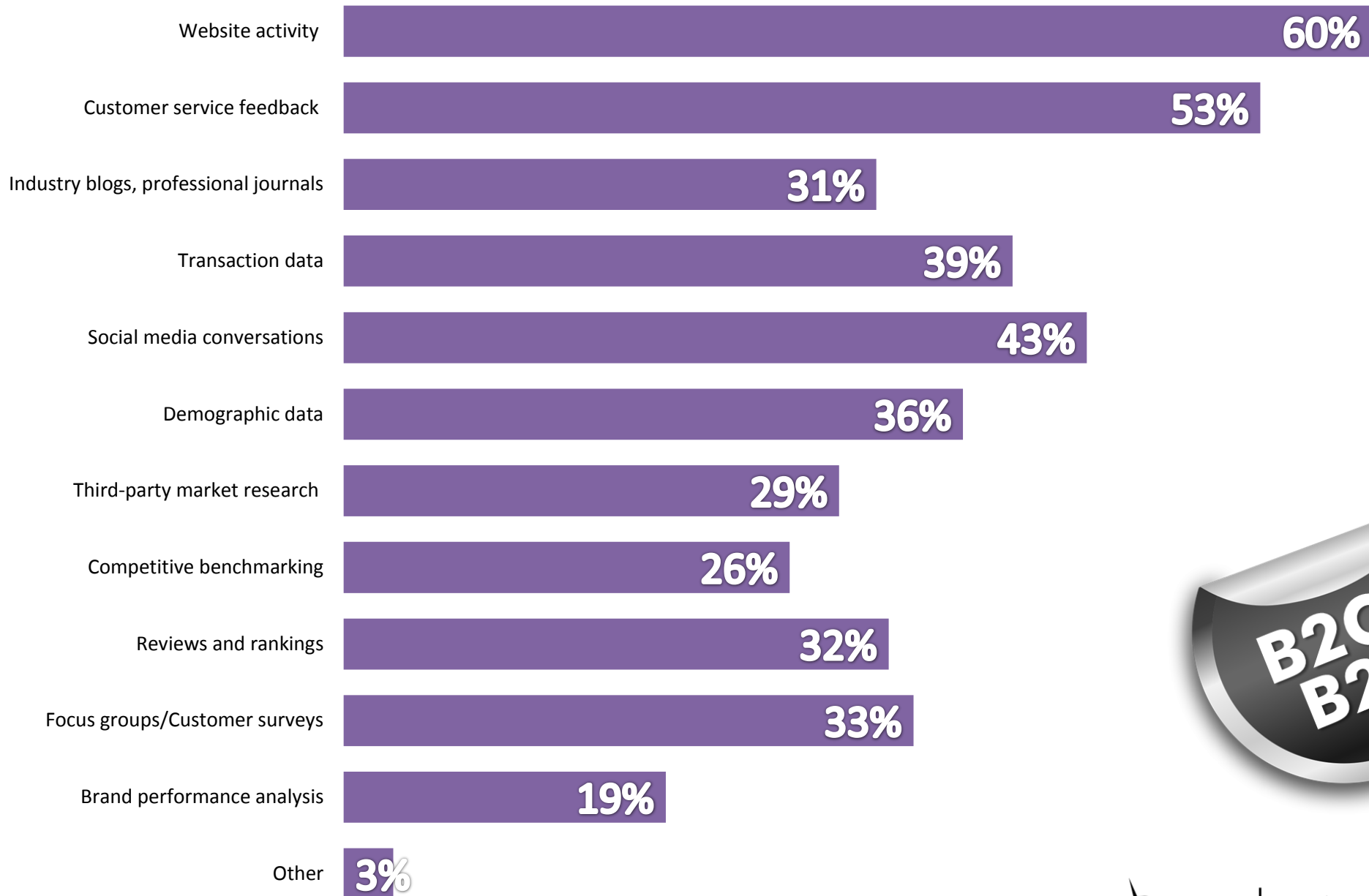
Chart 4.40 Prospect/customer information source effectiveness

Please indicate the LEVEL OF EFFECTIVENESS (in terms of understanding prospects and customers) for each of the information sources your organization is using.

Information source	Not effective	Somewhat effective	Very effective
Social media conversations	13%	60%	27%
Website activity	5%	57%	38%
Transaction data	6%	46%	48%
Demographic data	8%	63%	29%
Industry blogs, professional journals	8%	75%	17%
Reviews and rankings	11%	65%	24%
Focus groups/Customer surveys	3%	57%	40%
Brand performance analysis	12%	54%	33%
Customer service feedback	4%	42%	54%
Competitive benchmarking	10%	72%	18%
Third-party market research	8%	70%	22%

■ Not effective   ■ Somewhat effective   ■ Very effective

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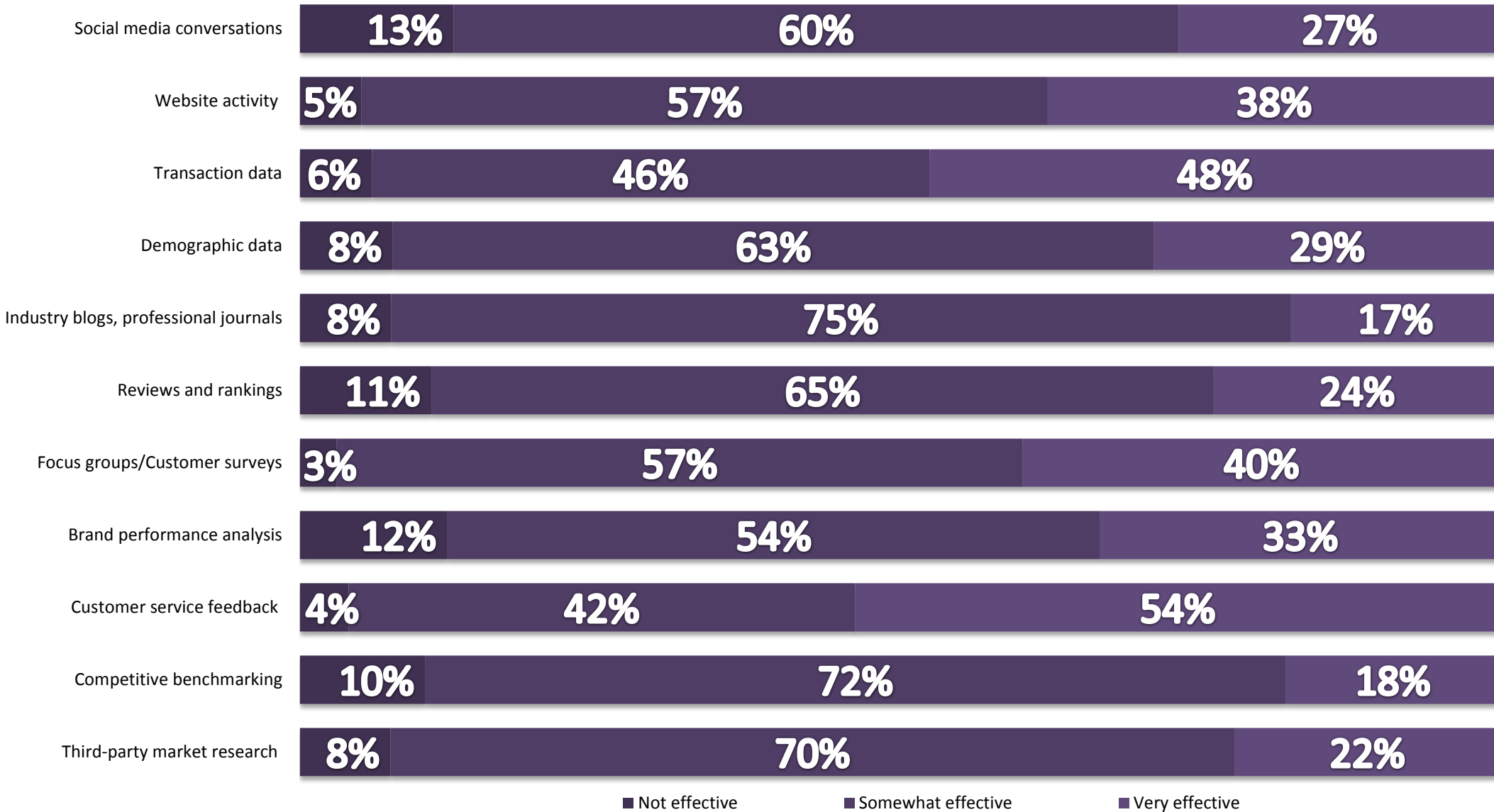
Chart 4.41 Prospect/customer information source effectiveness

Please indicate the LEVEL OF EFFECTIVENESS (in terms of understanding prospects and customers) for each of the information sources your organization is using.

B2C

Source	Not effective	Somewhat effective	Very effective
Third-party market research	10%	78%	13%
Competitive benchmarking	17%	69%	14%
Customer service feedback	5%	44%	51%
Brand performance analysis	16%	39%	45%
Focus groups/Customer surveys	3%	60%	38%
Reviews and rankings	13%	66%	21%
Industry blogs, professional journals	10%	78%	13%
Demographic data	9%	66%	26%
Transaction data	10%	37%	53%
Website activity	4%	52%	44%
Social media conversations	20%	56%	25%

■ Not effective ■ Somewhat effective ■ Very effective

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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

Information source	Not effective	Somewhat effective	Very effective
Third-party market research	7%	68%	25%
Competitive benchmarking	8%	80%	12%
Customer service feedback	4%	40%	56%
Brand performance analysis	10%	67%	23%
Focus groups/Customer surveys	2%	58%	41%
Reviews and rankings	16%	67%	16%
Industry blogs, professional journals	7%	70%	24%
Demographic data	6%	71%	24%
Transaction data	6%	60%	34%
Website activity	8%	66%	26%
Social media conversations	14%	61%	25%

■ Not effective ■ Somewhat effective ■ Very effective

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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

Information source	Not effective	Somewhat effective	Very effective
Third-party market research	11%	71%	17%
Competitive benchmarking	3%	81%	16%
Customer service feedback	1%	49%	49%
Brand performance analysis	13%	43%	43%
Focus groups/Customer surveys	2%	60%	37%
Reviews and rankings	11%	61%	28%
Industry blogs, professional journals	17%	71%	11%
Demographic data	11%	58%	31%
Transaction data	6%	48%	46%
Website activity	5%	47%	48%
Social media conversations	12%	63%	25%

■ Not effective ■ Somewhat effective ■ Very effective

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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.
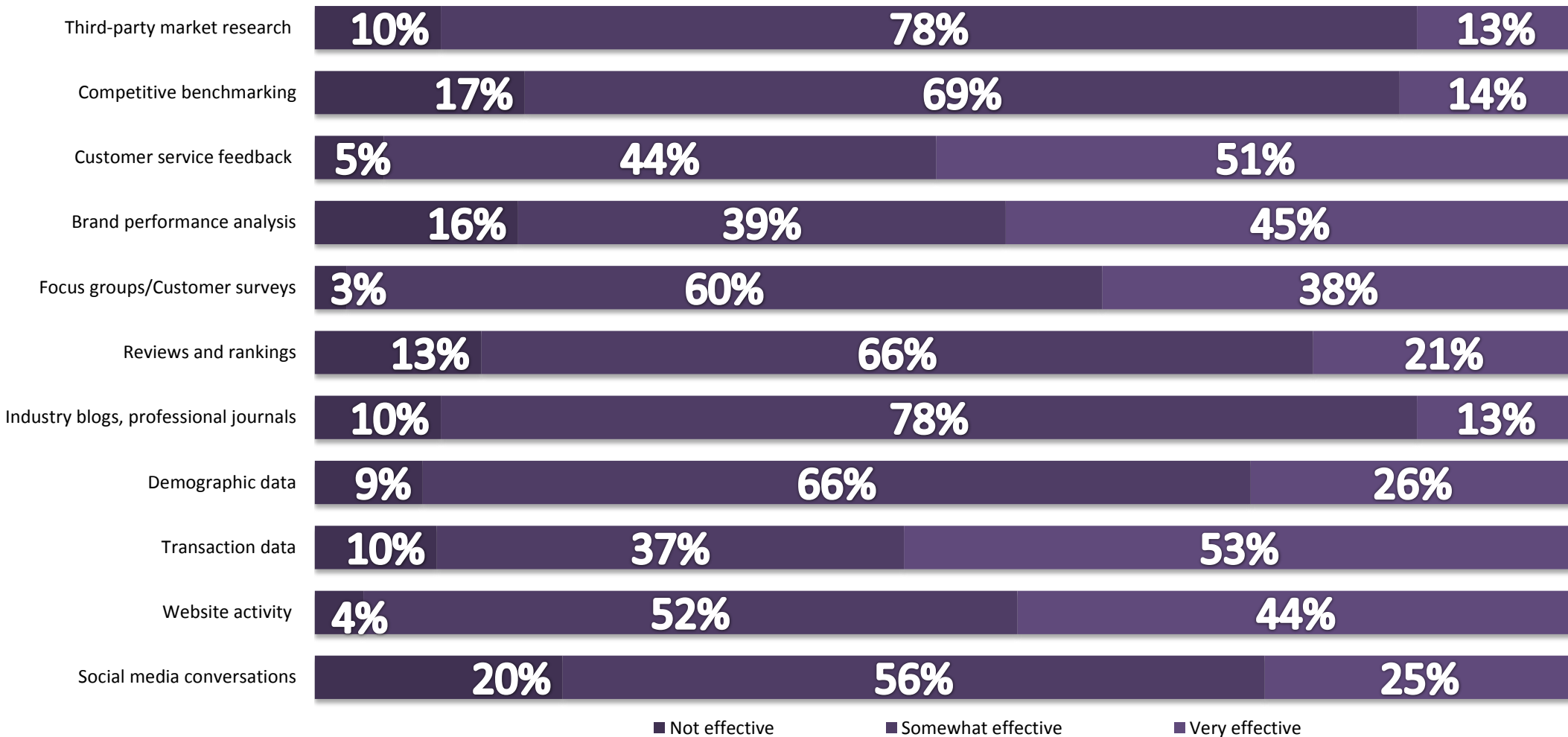
Marketing agency or consultancy

Information source	Not effective	Somewhat effective	Very effective
Third-party market research	6%	66%	28%
Competitive benchmarking	13%	61%	26%
Customer service feedback	5%	36%	59%
Brand performance analysis	10%	66%	24%
Focus groups/Customer surveys	7%	47%	47%
Reviews and rankings	6%	65%	29%
Industry blogs, professional journals	4%	82%	14%
Demographic data	4%	59%	36%
Transaction data	3%	37%	60%
Website activity	3%	56%	41%
Social media conversations	6%	62%	32%

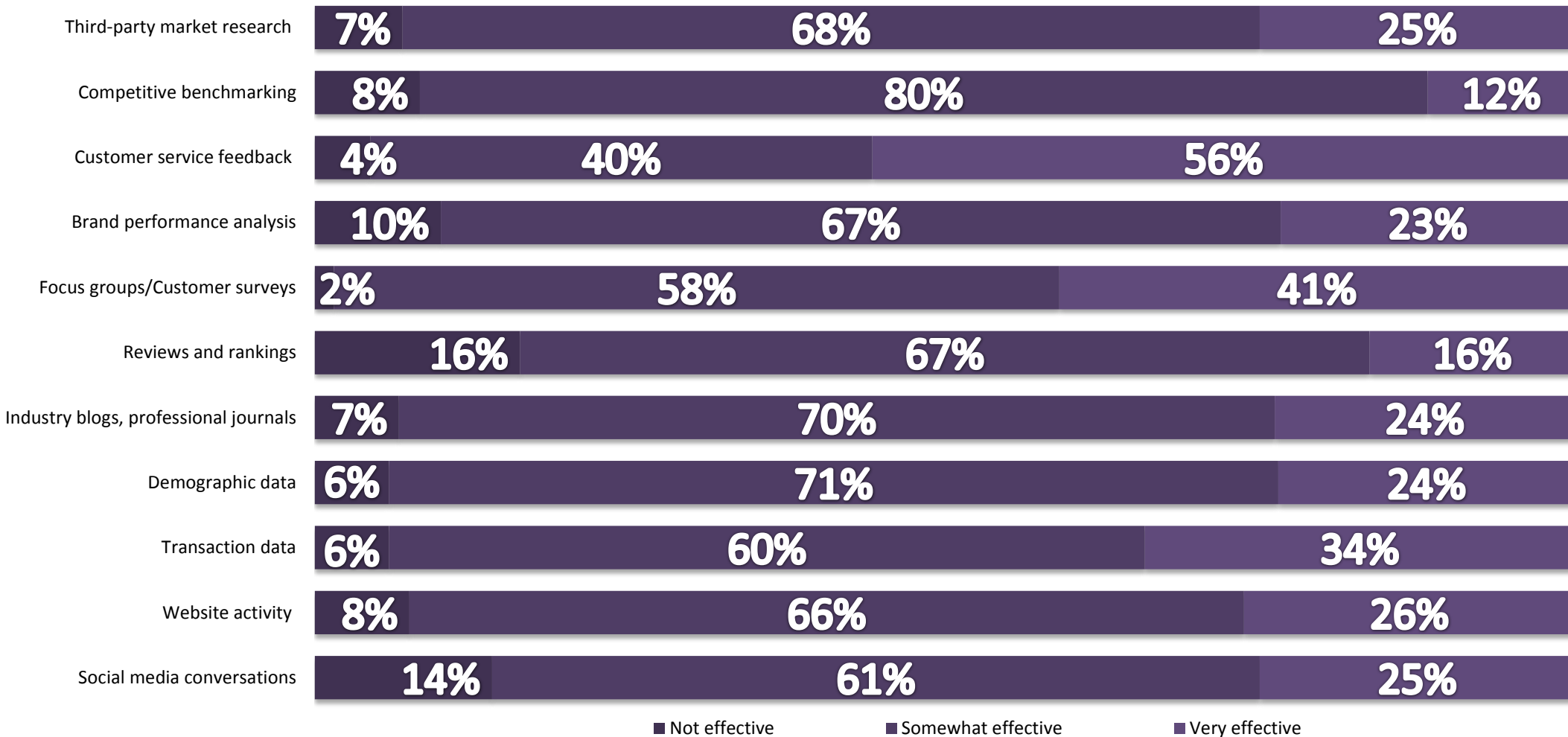■ Not effective   ■ Somewhat effective   ■ Very effective

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Chart 4.45 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 under 100 employees

Information source	Not effective	Somewhat effective	Very effective
Third-party market research	12%	75%	14%
Competitive benchmarking	7%	76%	17%
Customer service feedback	4%	43%	53%
Brand performance analysis	22%	44%	33%
Focus groups/Customer surveys	2%	65%	33%
Reviews and rankings	8%	73%	19%
Industry blogs, professional journals	10%	66%	24%
Demographic data	8%	60%	32%
Transaction data	6%	59%	35%
Website activity	7%	58%	35%
Social media conversations	14%	55%	31%

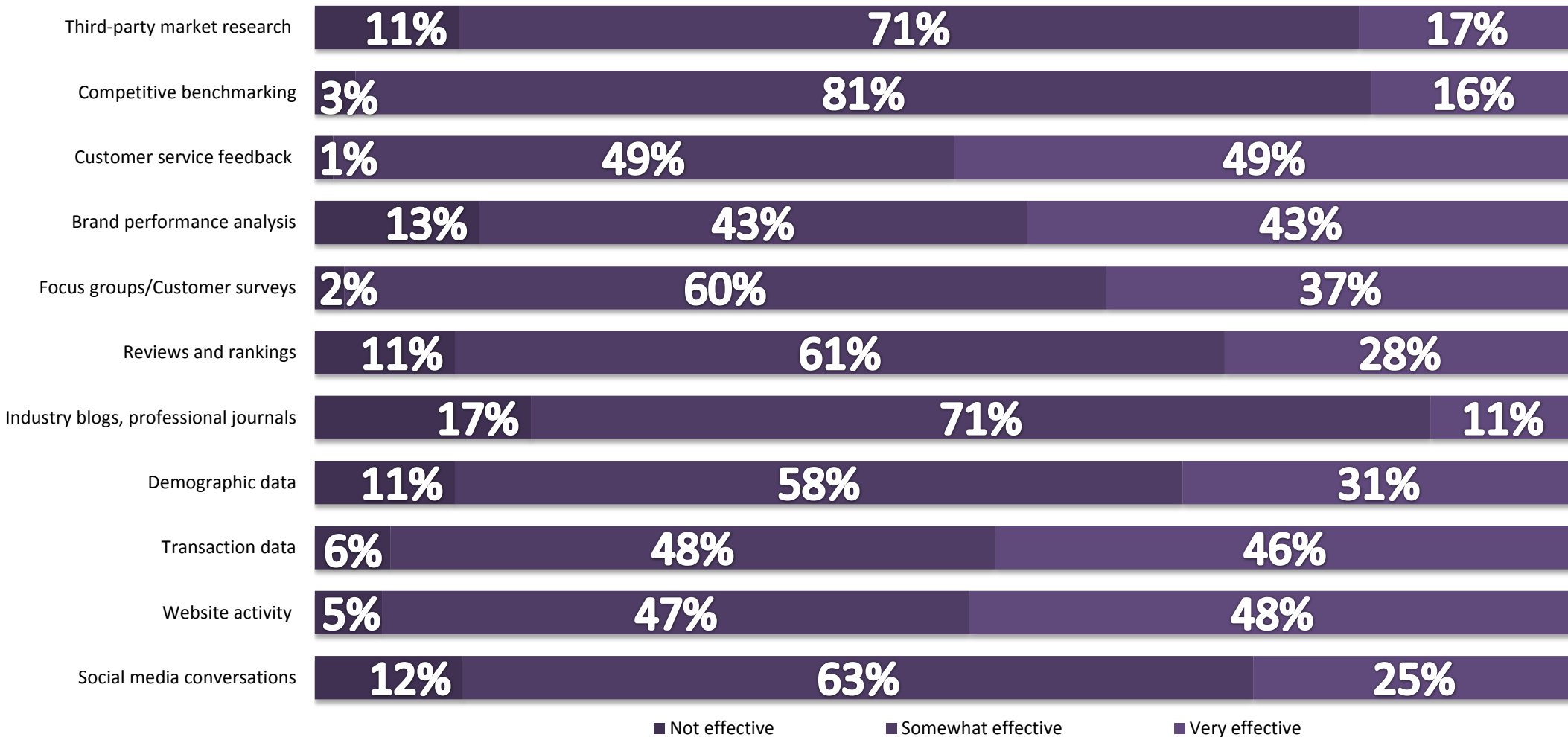■ Not effective ■ Somewhat effective ■ Very effective
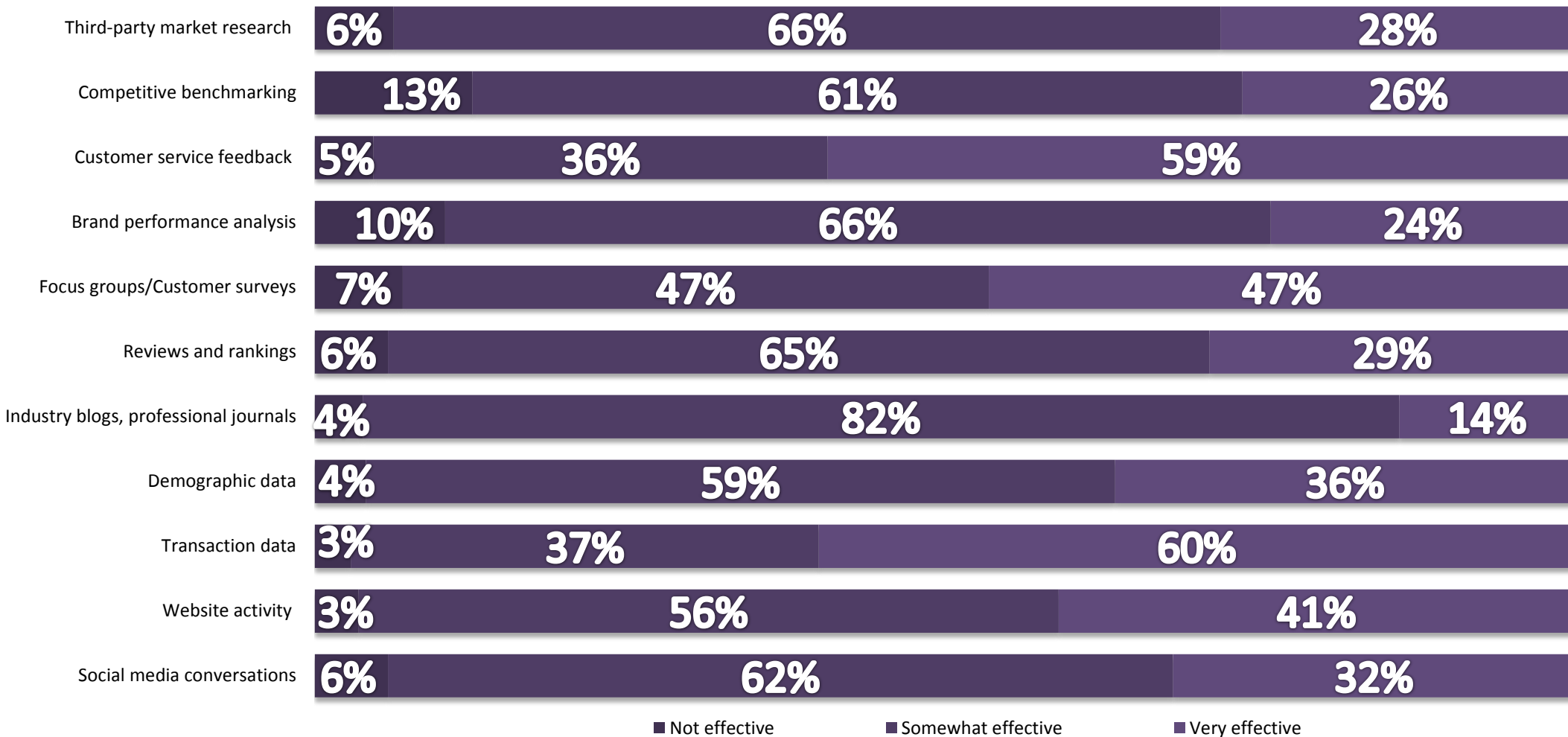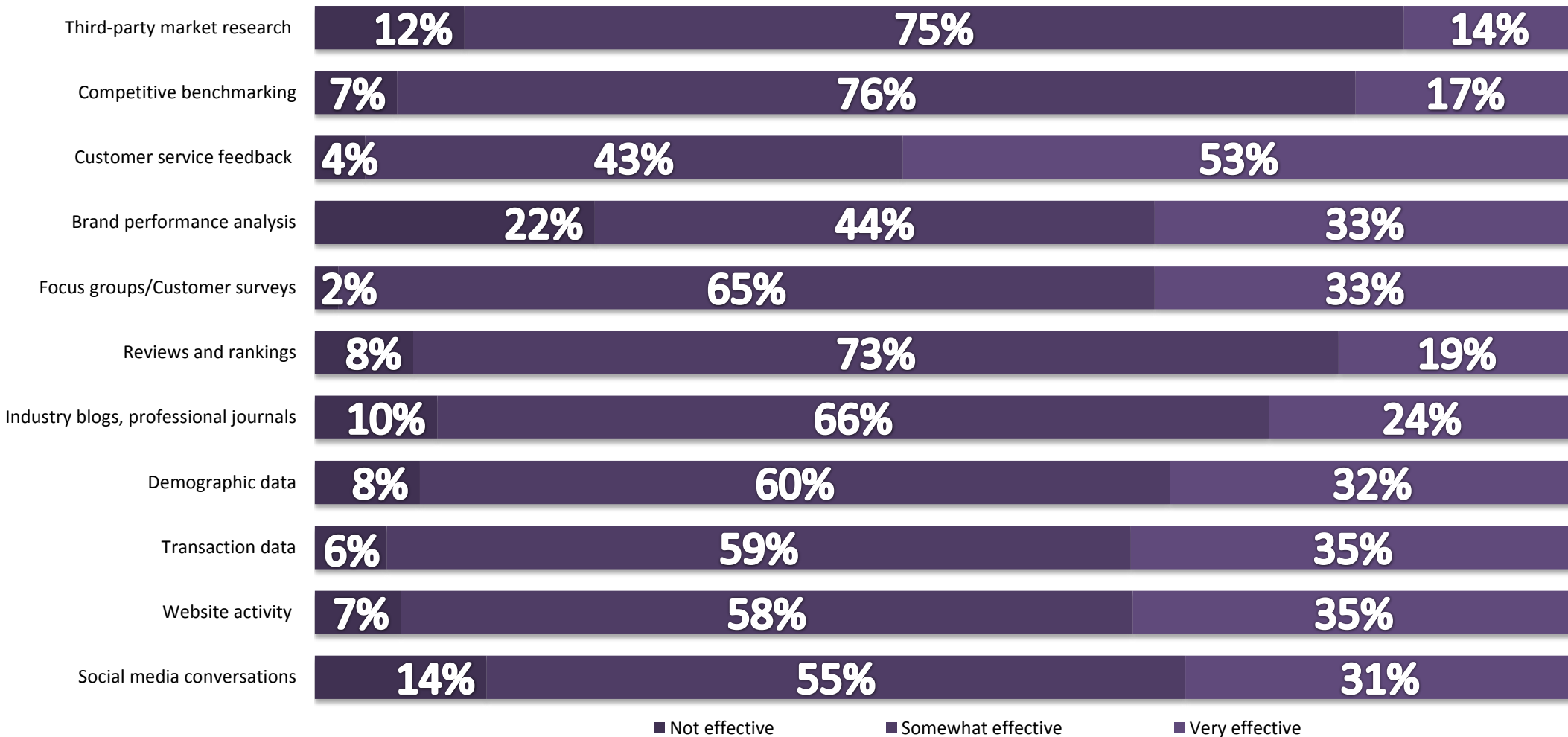
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Chart 4.46 Prospect/customer information source effectiveness

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

Information source	Not effective	Somewhat effective	Very effective
Third-party market research	7%	70%	23%
Competitive benchmarking	11%	78%	11%
Customer service feedback	4%	46%	50%
Brand performance analysis	9%	53%	38%
Focus groups/Customer surveys	2%	58%	40%
Reviews and rankings	19%	57%	24%
Industry blogs, professional journals	9%	79%	12%
Demographic data	10%	70%	20%
Transaction data	9%	40%	51%
Website activity	5%	58%	37%
Social media conversations	18%	66%	15%

■ Not effective   ■ Somewhat effective   ■ Very effective

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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.

Information source	Very difficult	Somewhat difficult	Average difficulty	Somewhat easy	Very easy
Social media conversations	9%	18%	32%	31%	10%
Website activity	34%	13%	37%	2%	15%
Transaction data	5%	19%	30%	33%	13%
Demographic data	2%	15%	34%	40%	10%
Industry blogs, professional journals	0%	16%	31%	38%	14%
Reviews and rankings	2%	16%	31%	40%	12%
Focus groups/Customer surveys	9%	21%	36%	24%	11%
Brand performance analysis	8%	26%	41%	20%	6%
Customer service feedback	4%	13%	26%	39%	18%
Competitive benchmarking	12%	29%	35%	21%	3%
Third-party market research	9%	19%	31%	32%	10%

■ Very difficult ■ Somewhat difficult ■ Average difficulty ■ Somewhat easy ▪ Very easy

Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 116 to 482

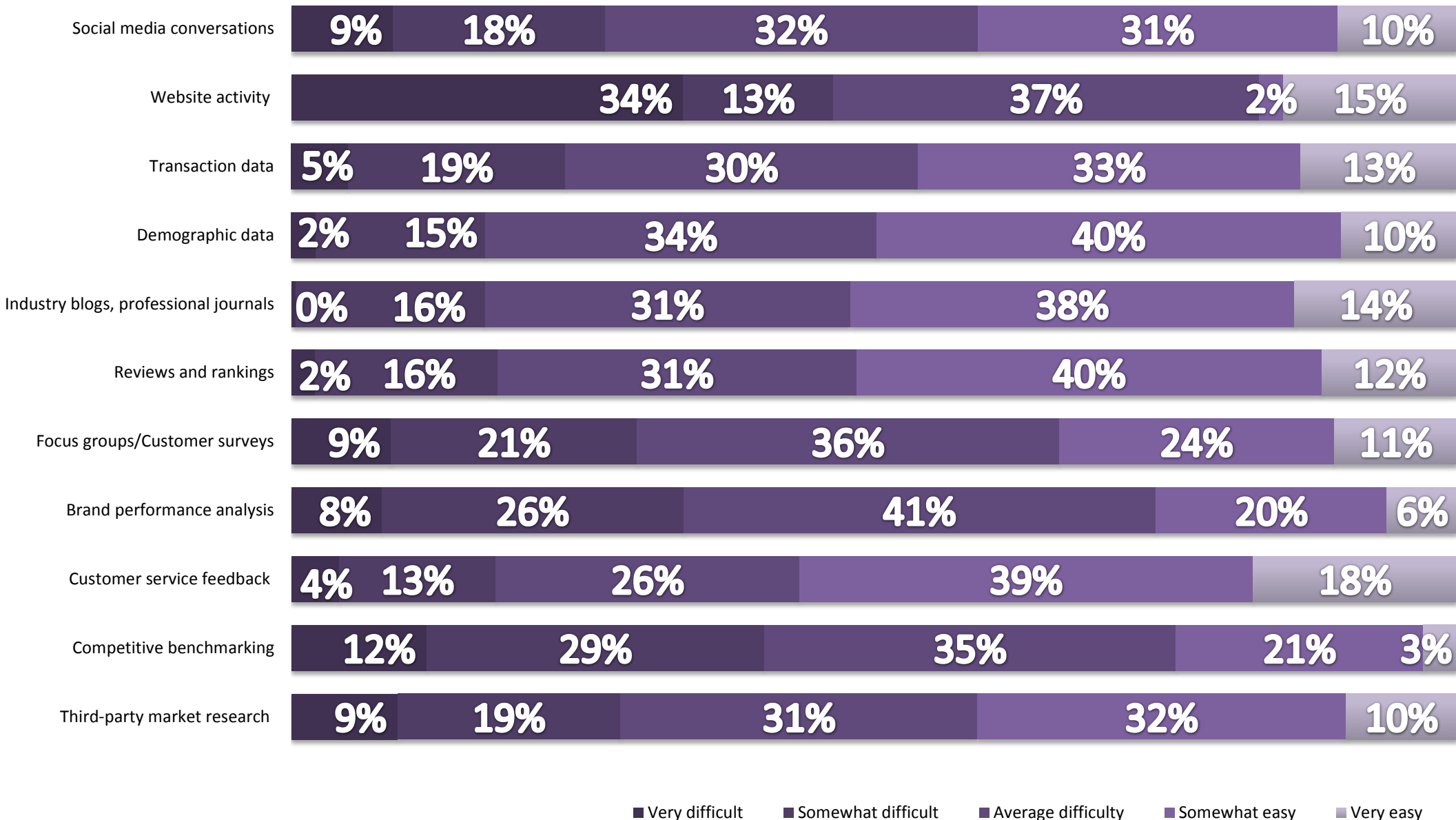**marketingsherpa**

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.
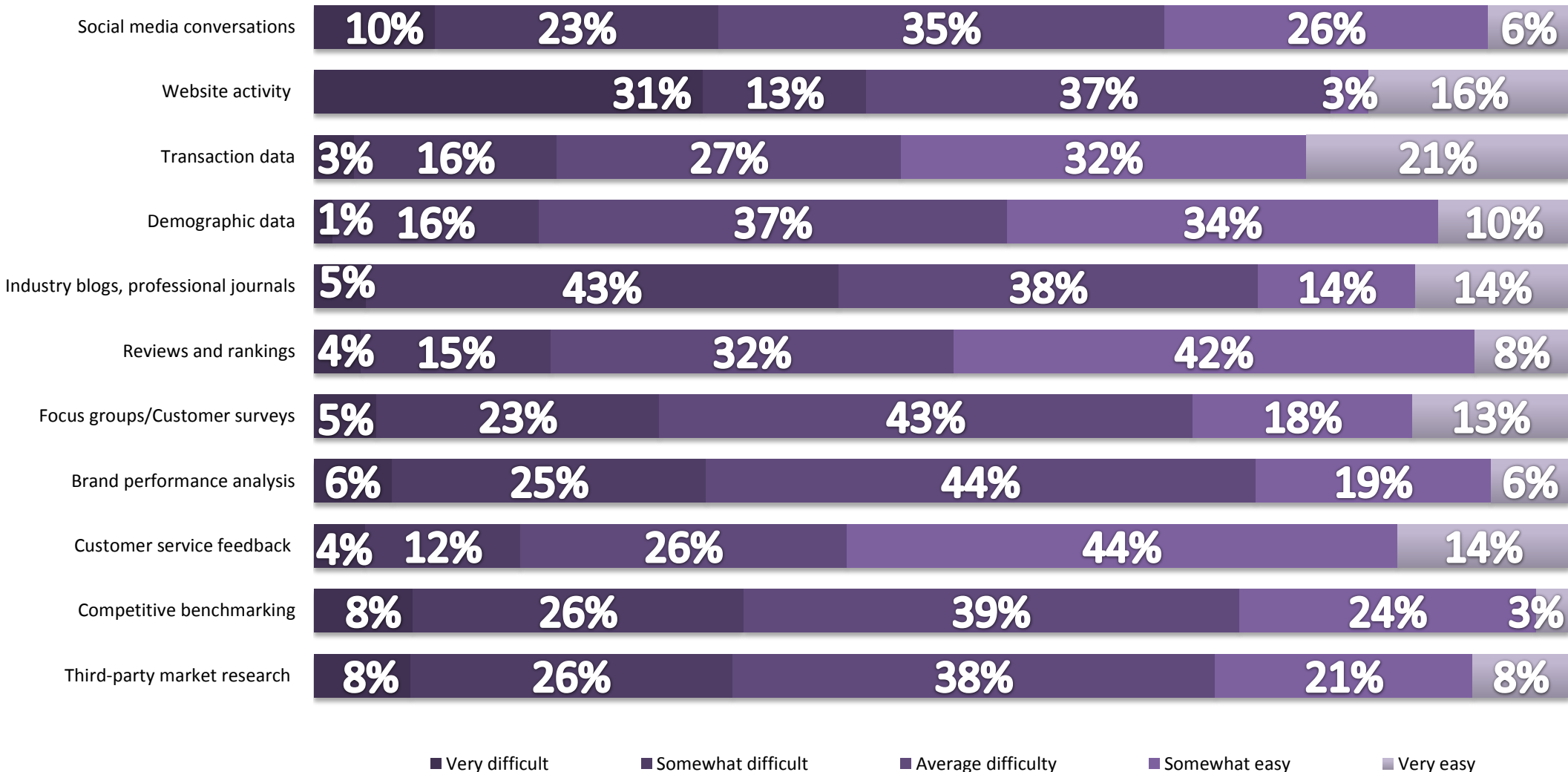
B2C

	Very difficult	Somewhat difficult	Average difficulty	Somewhat easy	Very easy
Social media conversations	10%	23%	35%	26%	6%
Website activity	31%	13%	37%	3%	16%
Transaction data	3%	16%	27%	32%	21%
Demographic data	1%	16%	37%	34%	10%
Industry blogs, professional journals	5%	43%	38%	14%	14%
Reviews and rankings	4%	15%	32%	42%	8%
Focus groups/Customer surveys	5%	23%	43%	18%	13%
Brand performance analysis	6%	25%	44%	19%	6%
Customer service feedback	4%	12%	26%	44%	14%
Competitive benchmarking	8%	26%	39%	24%	3%
Third-party market research	8%	26%	38%	21%	8%

■ Very difficult ■ Somewhat difficult ■ Average difficulty ■ Somewhat easy ■ Very easy
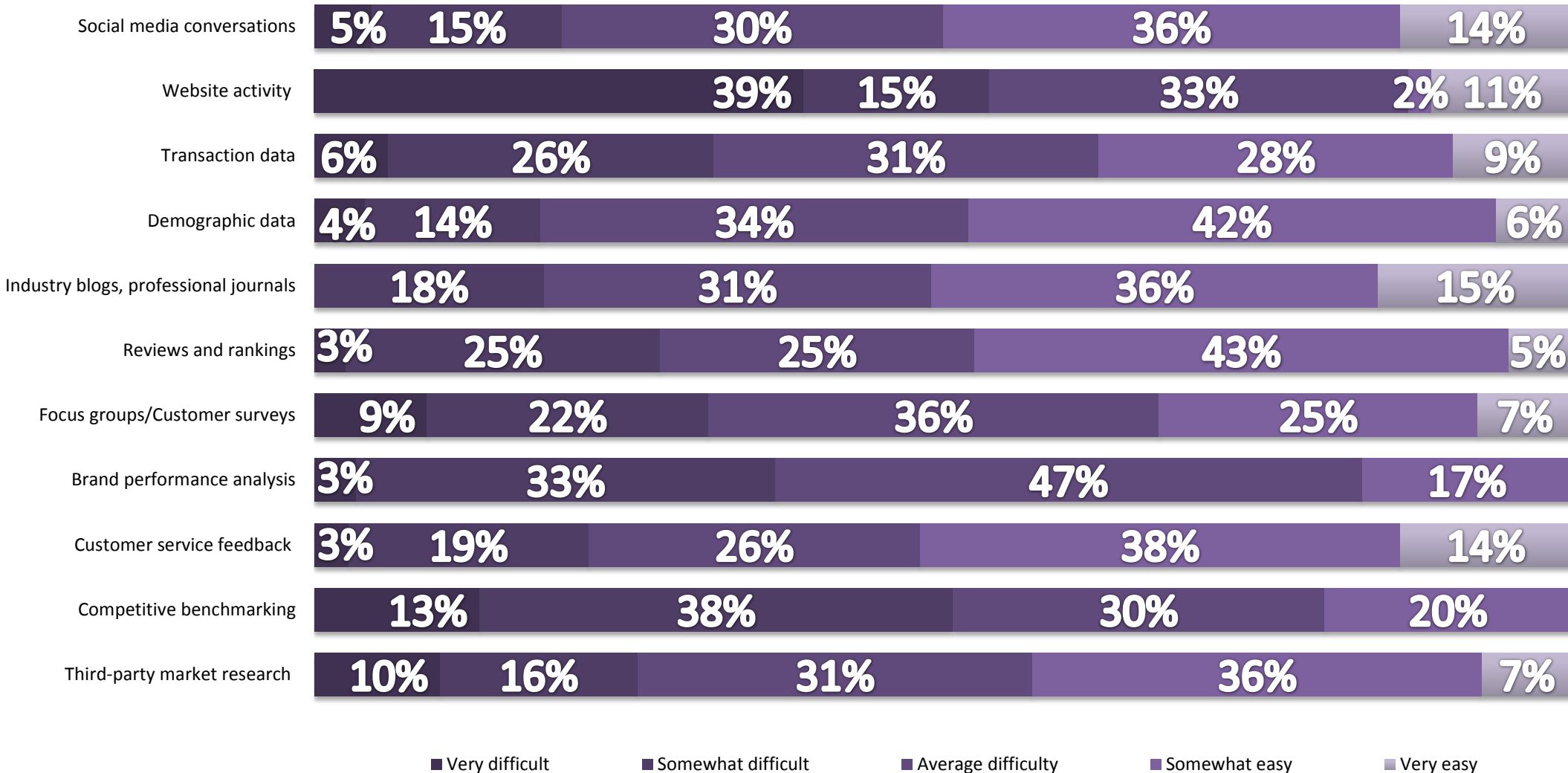
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Chart 4.49 Prospect/customer information source difficulty

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.
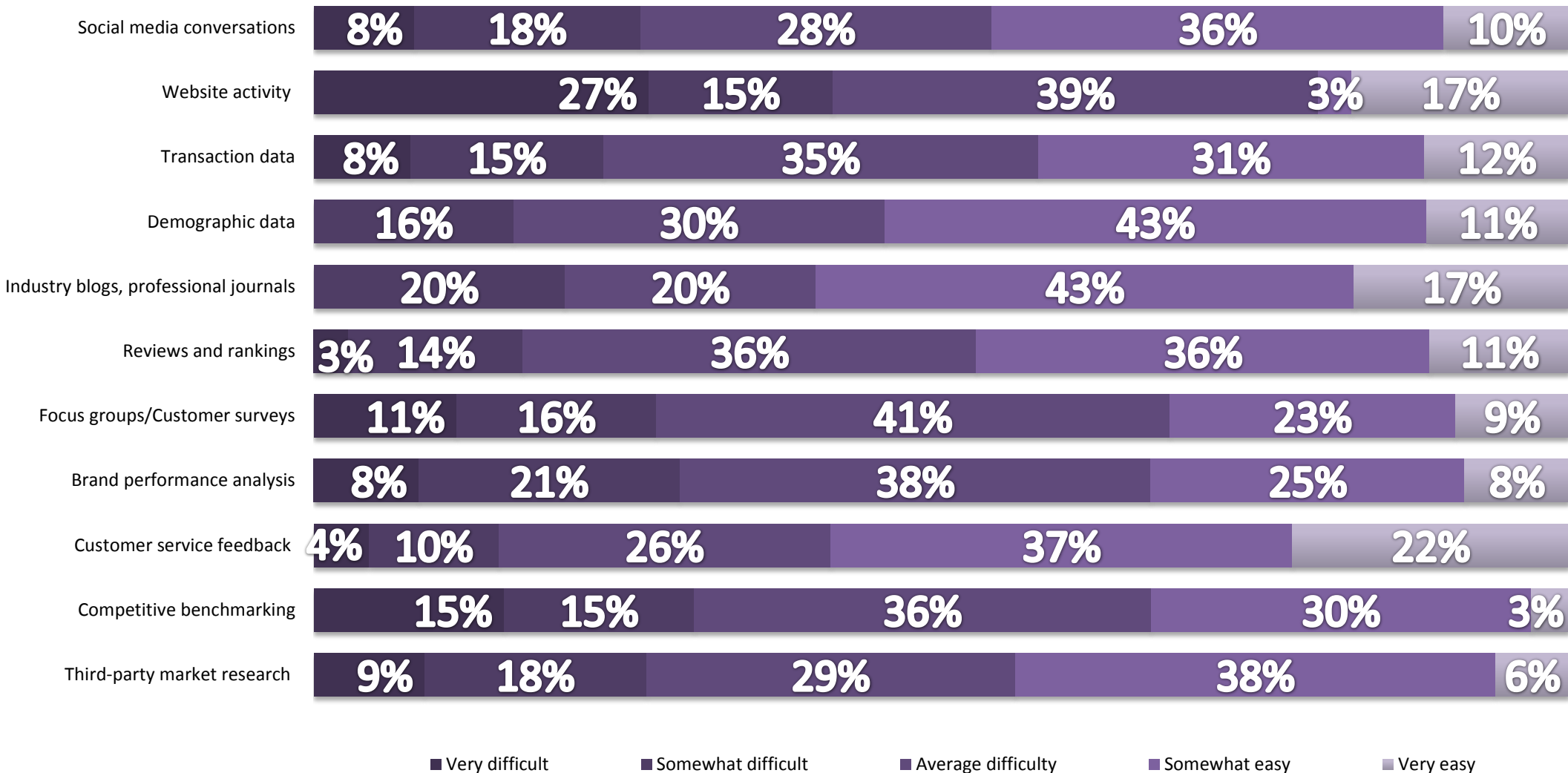
B2B and/or B2G

	Very difficult	Somewhat difficult	Average difficulty	Somewhat easy	Very easy
Social media conversations	5%	15%	30%	36%	14%
Website activity		39%	15%	33%	2% 11%
Transaction data	6%	26%	31%	28%	9%
Demographic data	4%	14%	34%	42%	6%
Industry blogs, professional journals		18%	31%	36%	15%
Reviews and rankings	3%	25%	25%	43%	5%
Focus groups/Customer surveys	9%	22%	36%	25%	7%
Brand performance analysis	3%	33%	47%		17%
Customer service feedback	3%	19%	26%	38%	14%
Competitive benchmarking	13%	38%	30%		20%
Third-party market research	10%	16%	31%	36%	7%

■ Very difficult ■ Somewhat difficult ■ Average difficulty ■ Somewhat easy ■ Very easy

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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.
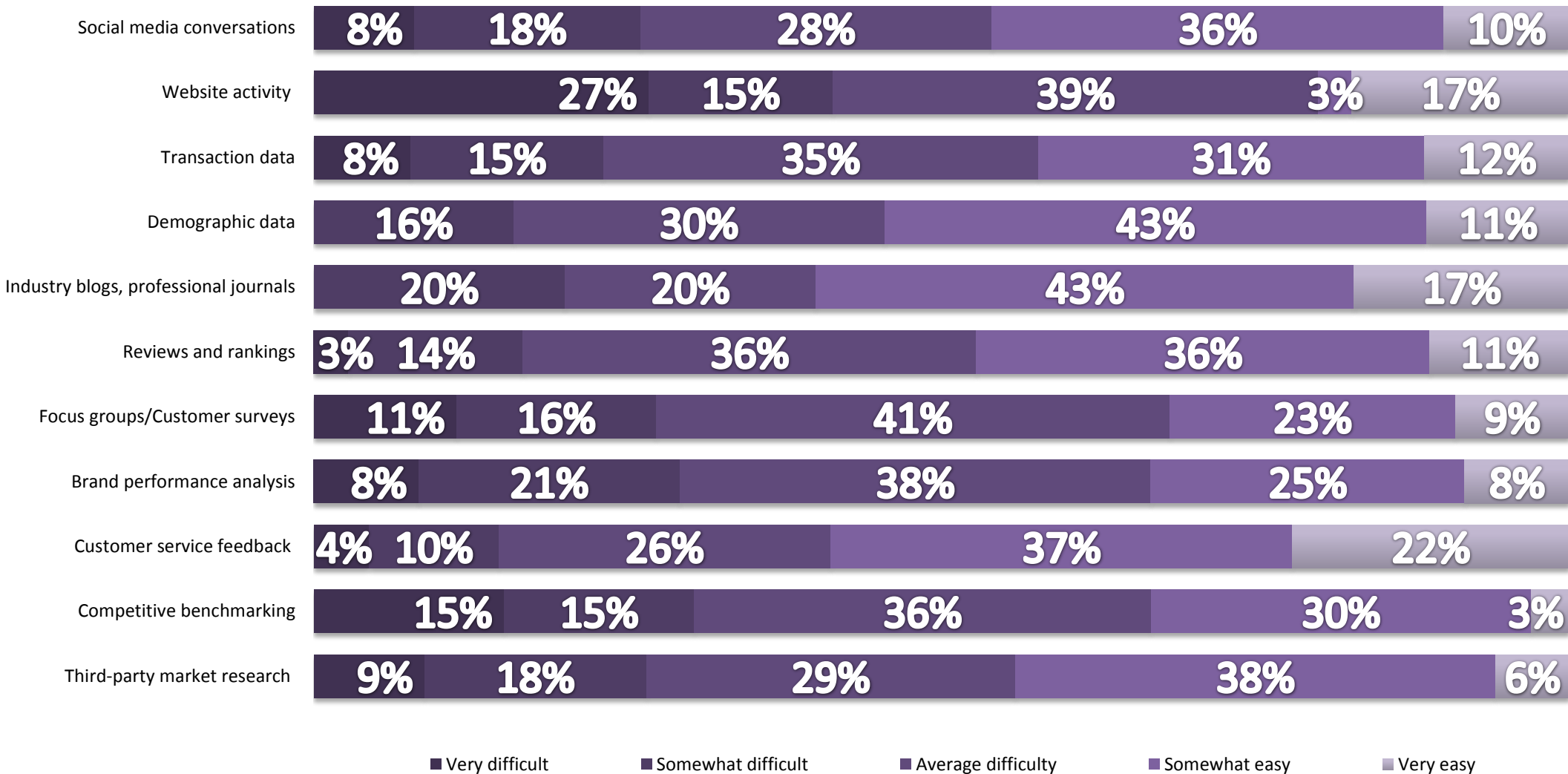
B2B and B2C

	Very difficult	Somewhat difficult	Average difficulty	Somewhat easy	Very easy
Social media conversations	8%	18%	28%	36%	10%
Website activity	27%	15%	39%	3%	17%
Transaction data	8%	15%	35%	31%	12%
Demographic data	16%	30%		43%	11%
Industry blogs, professional journals	20%	20%	43%		17%
Reviews and rankings	3%	14%	36%	36%	11%
Focus groups/Customer surveys	11%	16%	41%	23%	9%
Brand performance analysis	8%	21%	38%	25%	8%
Customer service feedback	4%	10%	26%	37%	22%
Competitive benchmarking	15%	15%	36%	30%	3%
Third-party market research	9%	18%	29%	38%	6%

■ Very difficult ■ Somewhat difficult ■ Average difficulty ■ Somewhat easy ■ Very easy

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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.
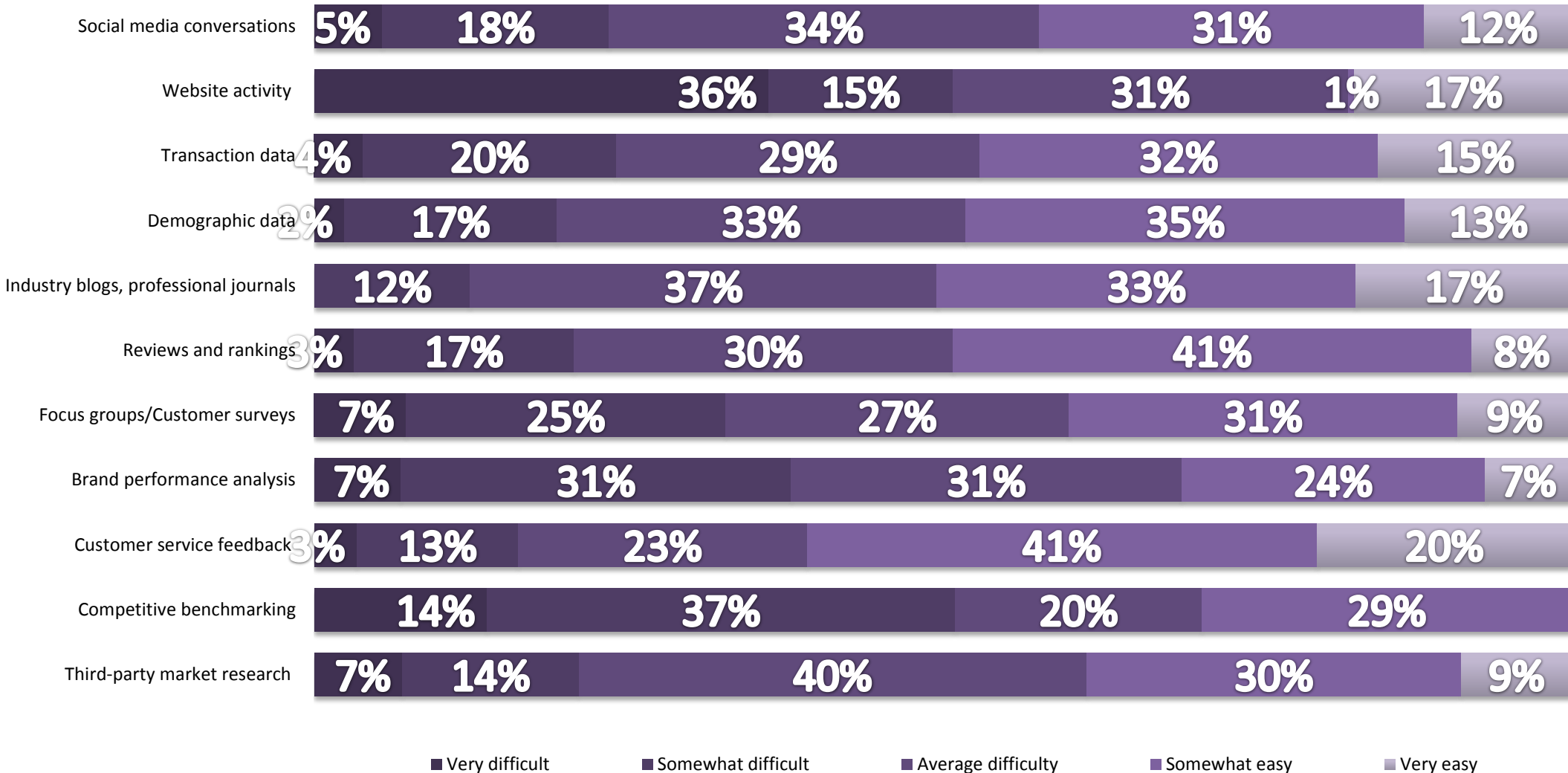
Marketing agency or consultancy

Information source	Very difficult	Somewhat difficult	Average difficulty	Somewhat easy	Very easy
Social media conversations	8%	18%	28%	36%	10%
Website activity	27%	15%	39%	3%	17%
Transaction data	8%	15%	35%	31%	12%
Demographic data	16%	30%	43%		11%
Industry blogs, professional journals	20%	20%	43%		17%
Reviews and rankings	3%	14%	36%	36%	11%
Focus groups/Customer surveys	11%	16%	41%	23%	9%
Brand performance analysis	8%	21%	38%	25%	8%
Customer service feedback	4%	10%	26%	37%	22%
Competitive benchmarking	15%	15%	36%	30%	3%
Third-party market research	9%	18%	29%	38%	6%

■ Very difficult ■ Somewhat difficult ■ Average difficulty ■ Somewhat easy ■ Very easy

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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.
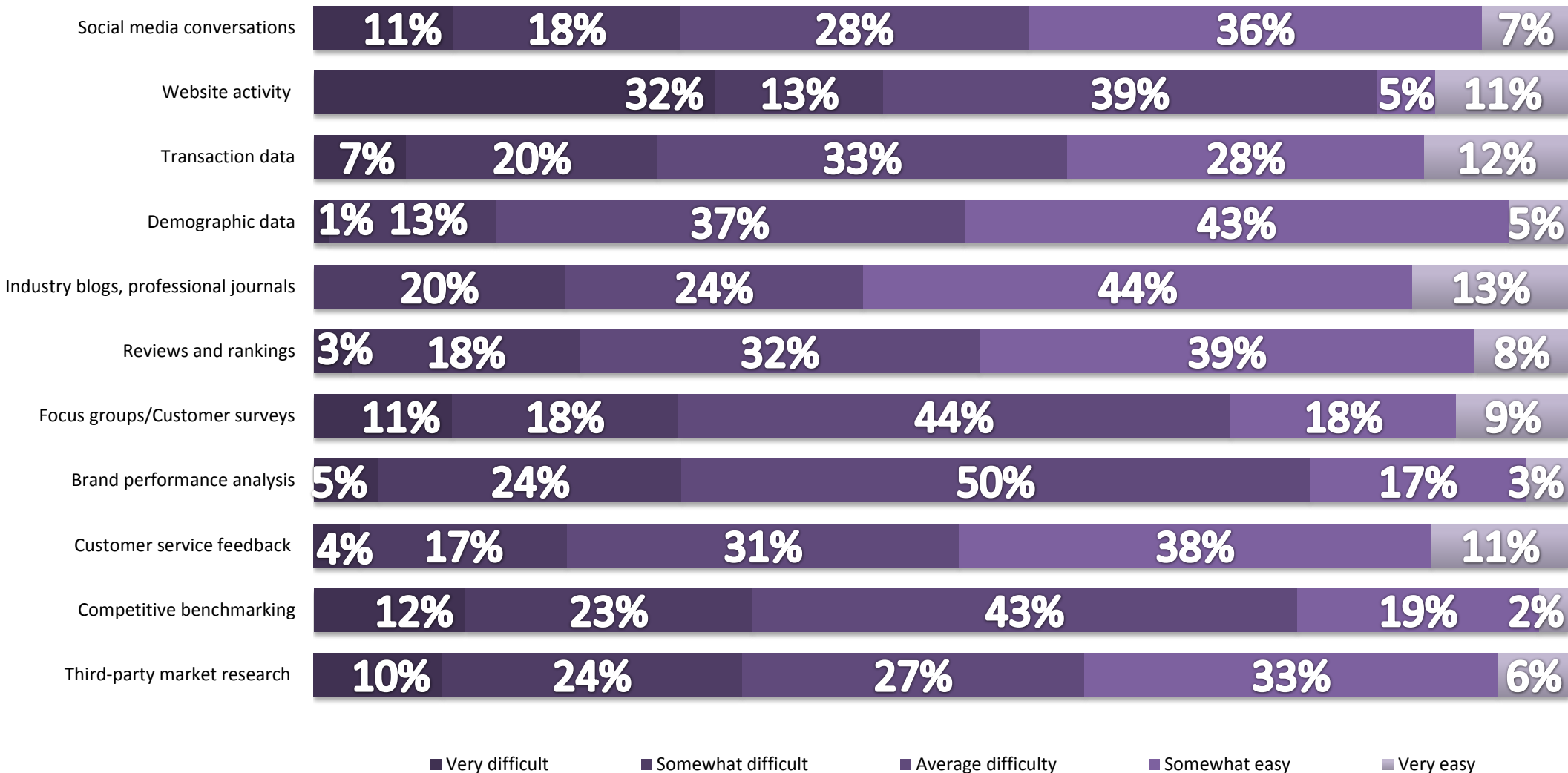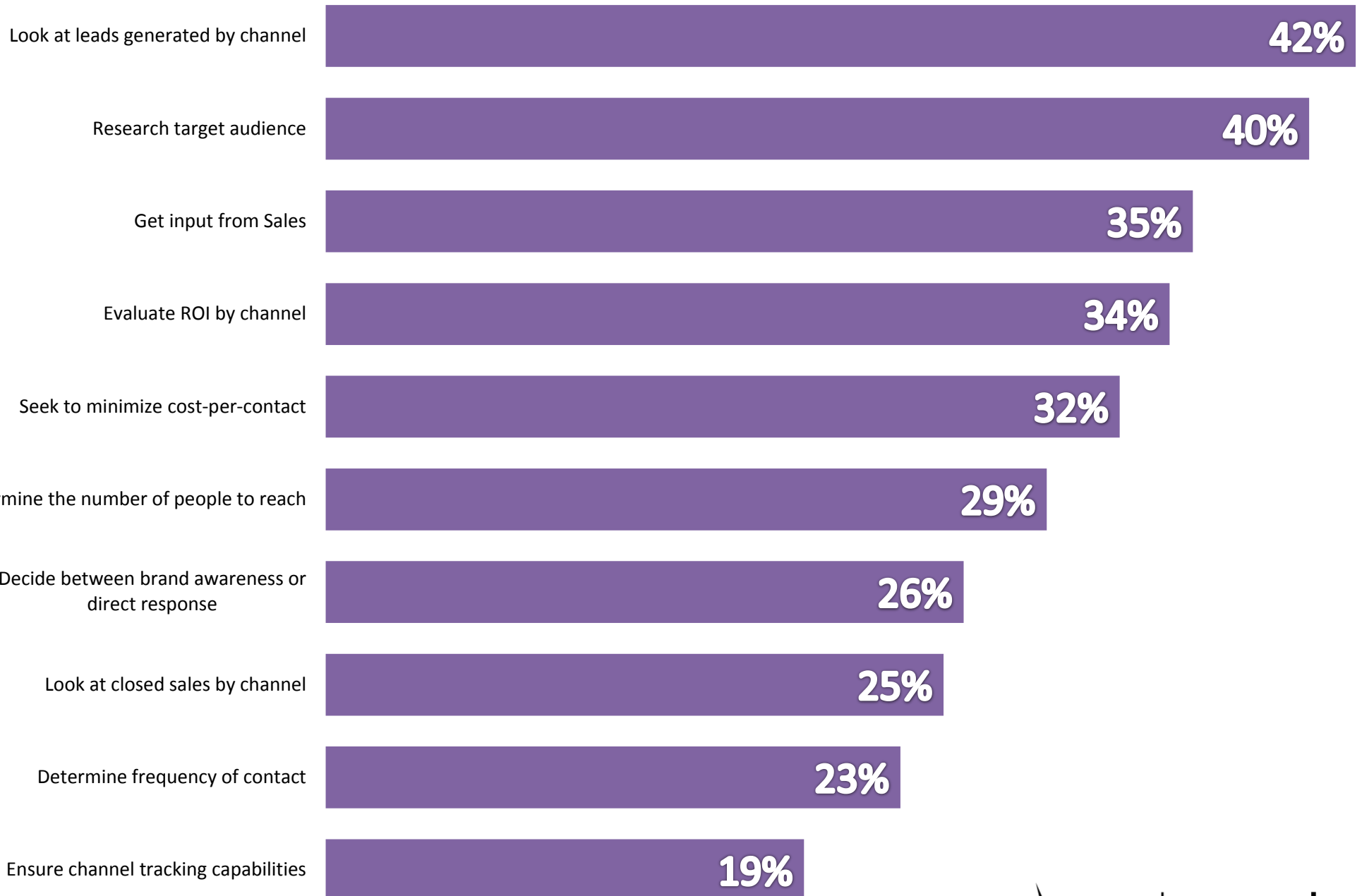
Organizations under 100 employees

Information source	Very difficult	Somewhat difficult	Average difficulty	Somewhat easy	Very easy
Social media conversations	5%	18%	34%	31%	12%
Website activity	36%	15%	31%	1%	17%
Transaction data	4%	20%	29%	32%	15%
Demographic data	2%	17%	33%	35%	13%
Industry blogs, professional journals		12%	37%	33%	17%
Reviews and rankings	3%	17%	30%	41%	8%
Focus groups/Customer surveys	7%	25%	27%	31%	9%
Brand performance analysis	7%	31%	31%	24%	7%
Customer service feedback	3%	13%	23%	41%	20%
Competitive benchmarking	14%	37%	20%	29%	
Third-party market research	7%	14%	40%	30%	9%

■ Very difficult   ■ Somewhat difficult   ■ Average difficulty   ■ Somewhat easy   ■ Very easy

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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

	Very difficult	Somewhat difficult	Average difficulty	Somewhat easy	Very easy
Social media conversations	11%	18%	28%	36%	7%
Website activity	32%	13%	39%	5%	11%
Transaction data	7%	20%	33%	28%	12%
Demographic data	1%	13%	37%	43%	5%
Industry blogs, professional journals	20%	24%	44%		13%
Reviews and rankings	3%	18%	32%	39%	8%
Focus groups/Customer surveys	11%	18%	44%	18%	9%
Brand performance analysis	5%	24%	50%	17%	3%
Customer service feedback	4%	17%	31%	38%	11%
Competitive benchmarking	12%	23%	43%	19%	2%
Third-party market research	10%	24%	27%	33%	6%

■ Very difficult ■ Somewhat difficult ■ Average difficulty ■ Somewhat easy ■ Very easy

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Chart 4.54 Marketing channel selection

How does your organization typically select a marketing channel or mix? Select all that apply.

Category	Percentage
Look at leads generated by channel	42%
Research target audience	40%
Get input from Sales	35%
Evaluate ROI by channel	34%
Seek to minimize cost-per-contact	32%
Determine the number of people to reach	29%
Decide between brand awareness or direct response	26%
Look at closed sales by channel	25%
Determine frequency of contact	23%
Ensure channel tracking capabilities	19%

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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

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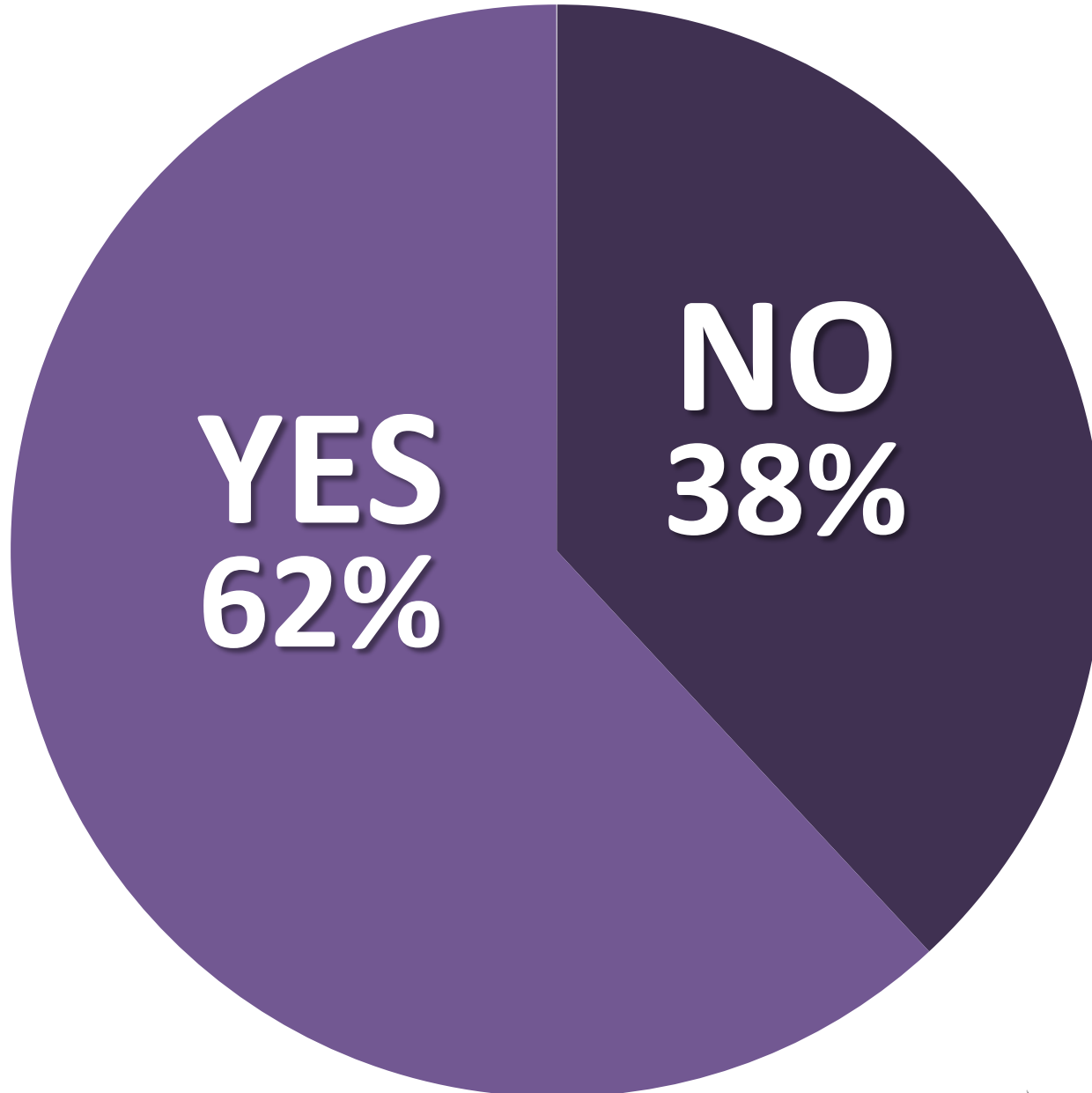
Chart 4.56 Anticipated analytics investment levels

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

Decrease 4%

Same 43%

Increase 53%

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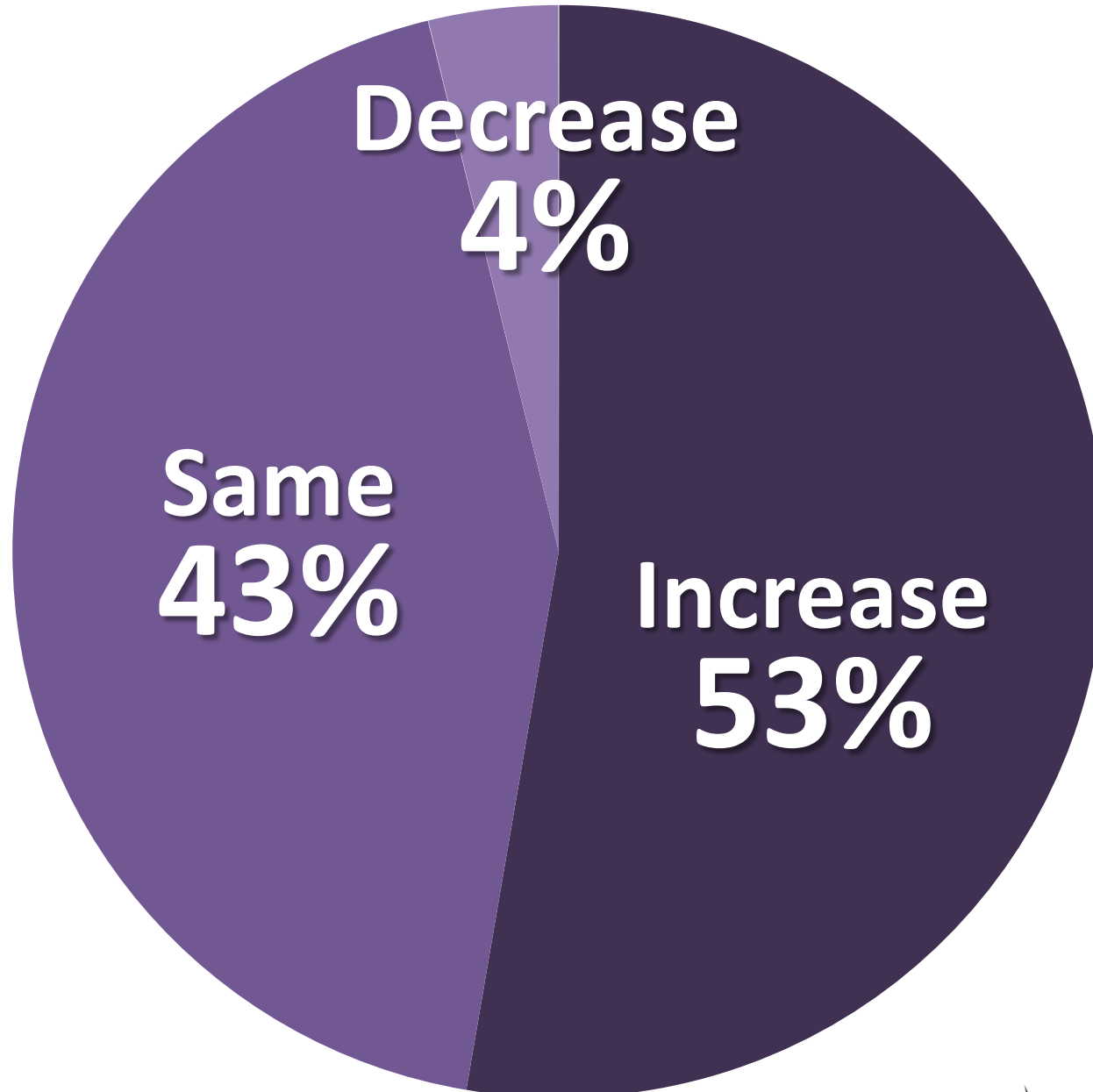
Chart 4.57 Anticipated analytics investment levels

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

We sell to both businesses and consumers

| 47% | 46% | 7% |

We sell primarily to other businesses (B2B or B2G)

| 50% | 47% | 3% |

We sell primarily to consumers (B2C)

| 52% | 44% | 4% |

■ Increase   ■ Remain the same   ■ Decrease

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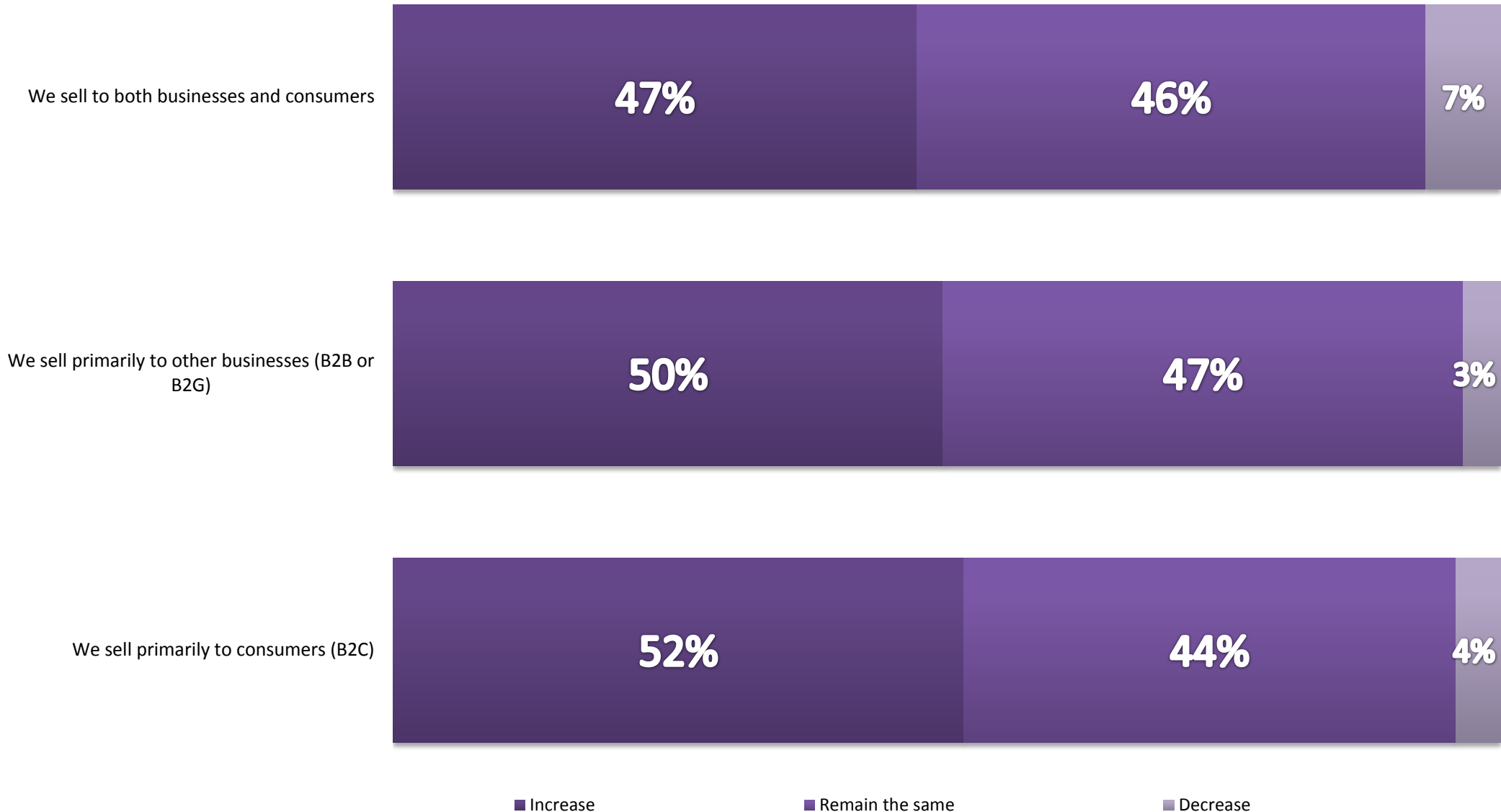
Chart 4.58 Areas of additional investment

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

Category	Percentage
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%

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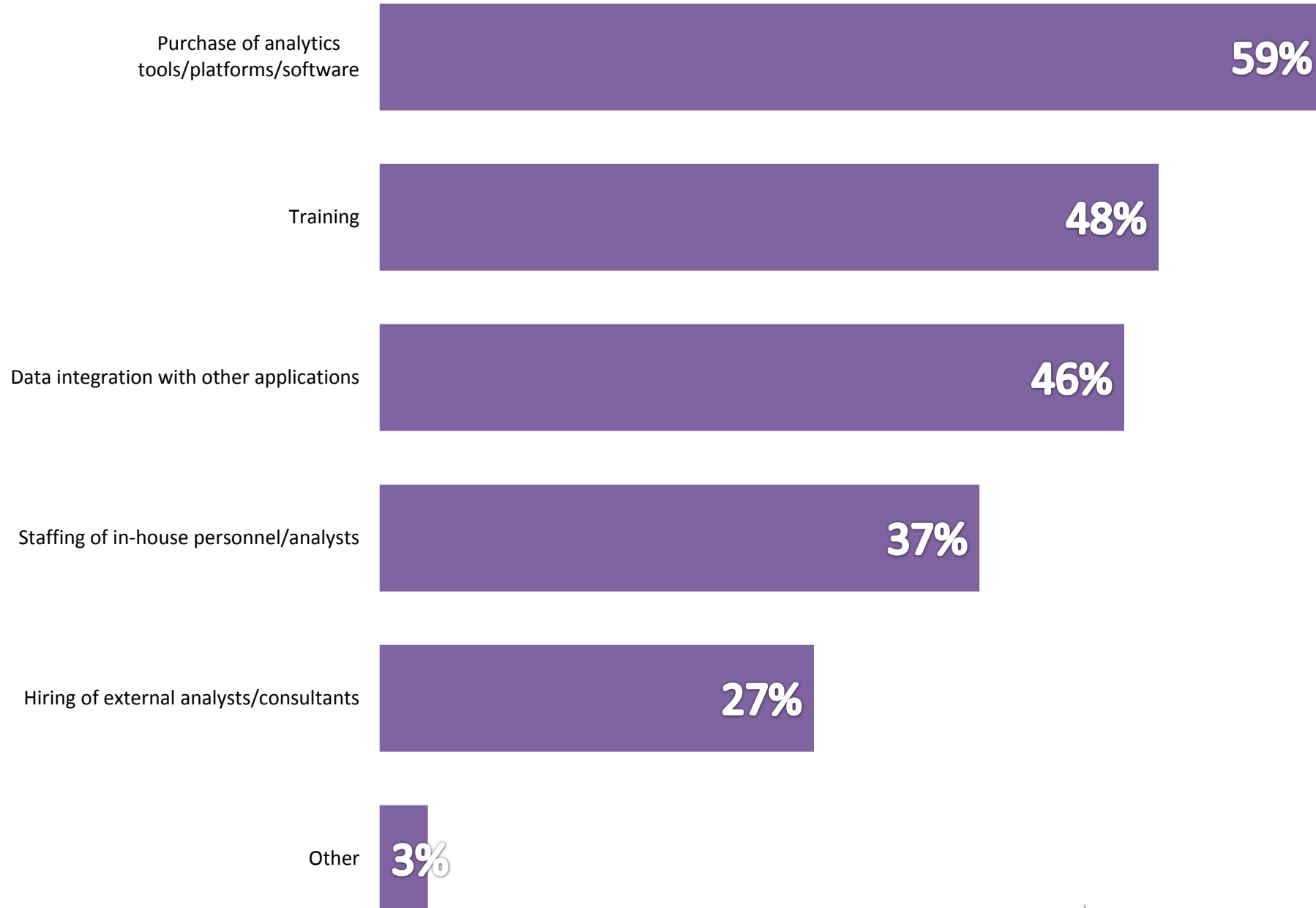
Chart 4.59 Determining factors for analytics investment

Which of these factors MOST influence your organization's investment in marketing analytics? Please select the most important factors.

Factor	Percentage
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

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Marketing Analytics Benchmark Report

METHODOLOGY
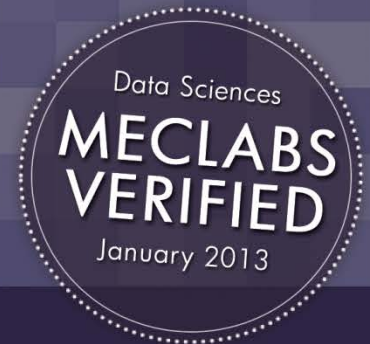
MarketingSherpa Research Methodology

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.

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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

2%
South America

16%
Europe

1%
Africa

8%
Asia

5%
Australia

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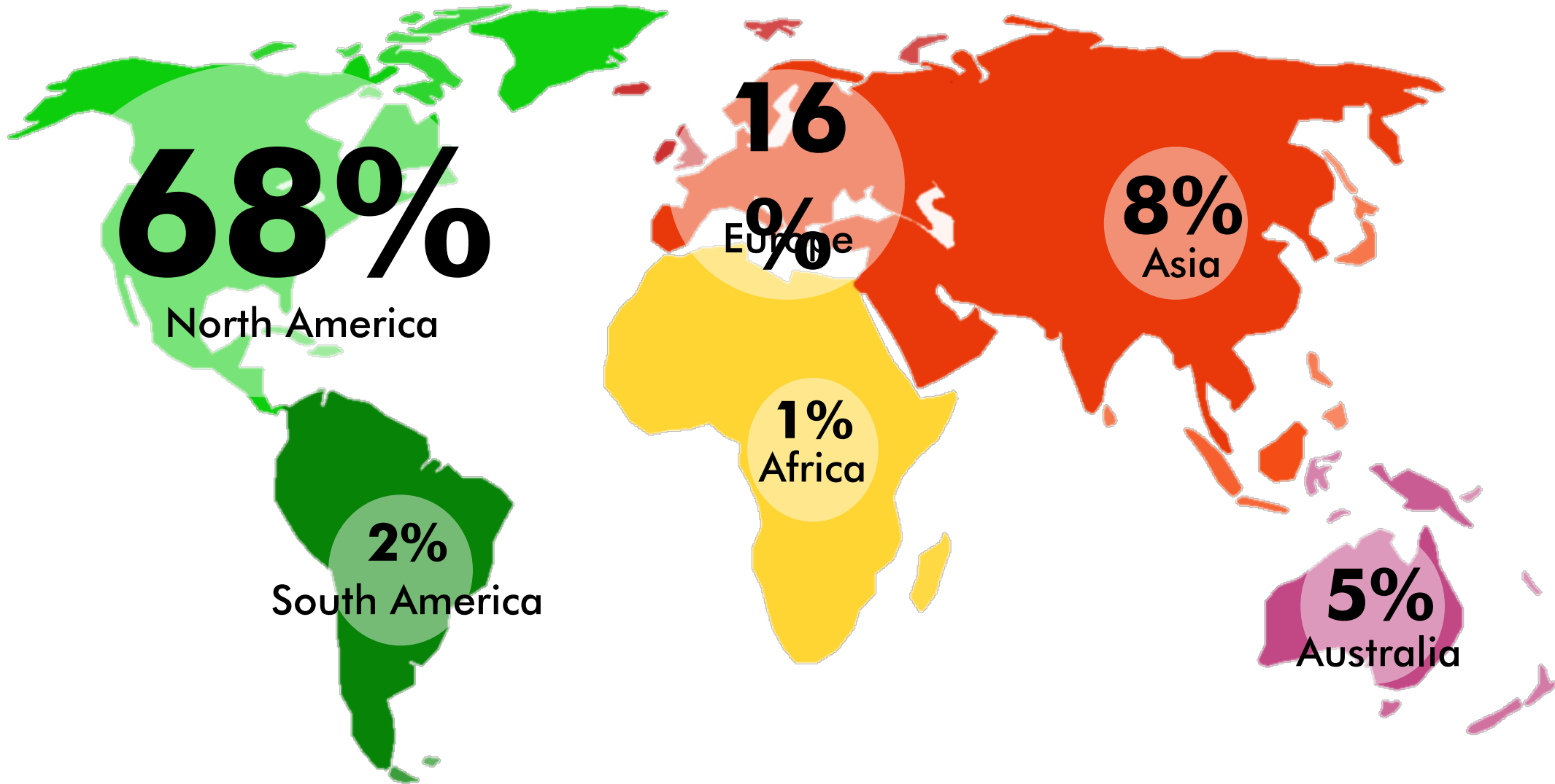
Distribution of respondents by industry

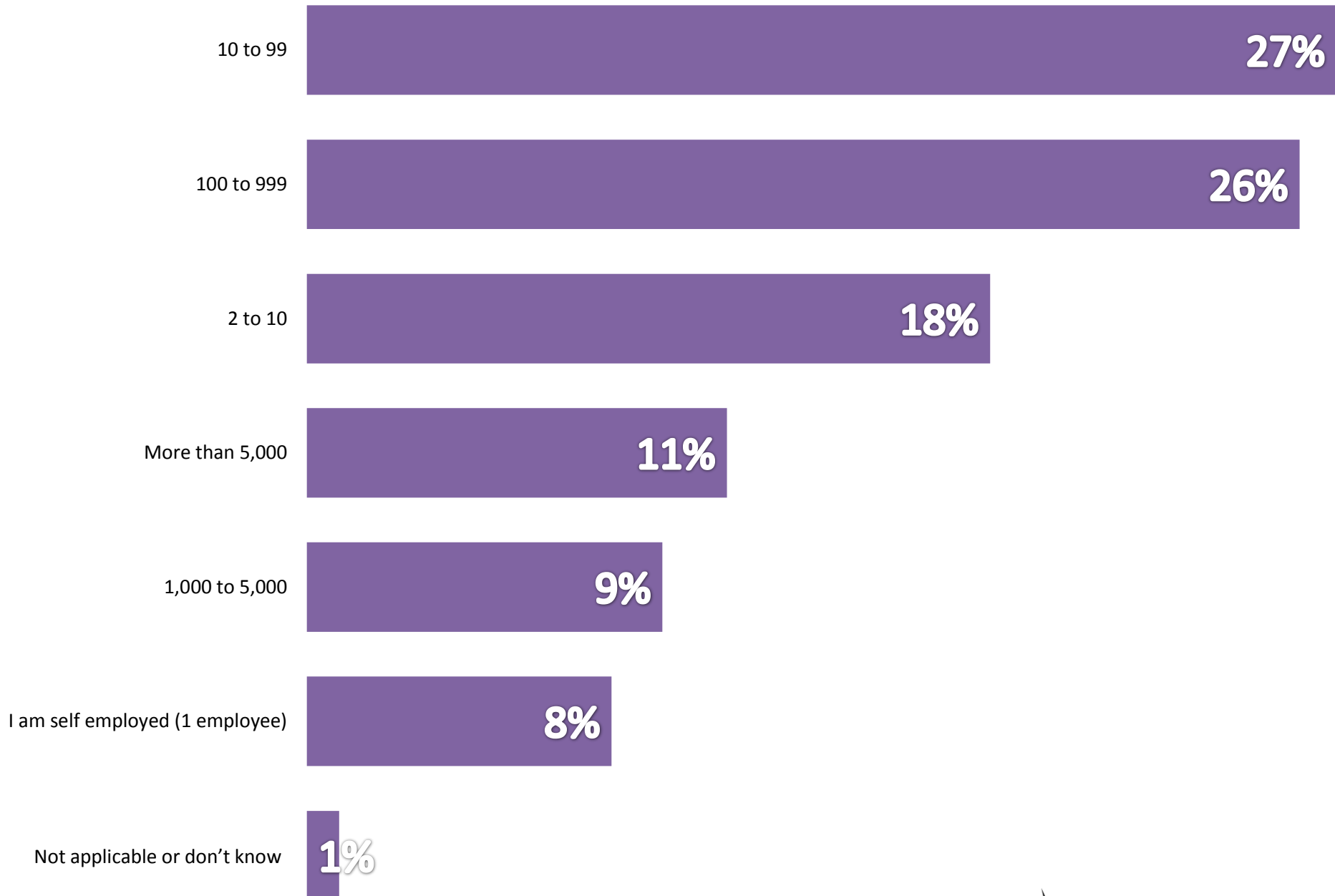*Which best describes the type of organization you work for?*

Industry	Percentage
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%

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Distribution of respondents by customer type

Which best describes your organization's primary sales channel?

N/A or don't know 3%

B2C& B2B 25%

B2B or B2G 46%

B2C 26%

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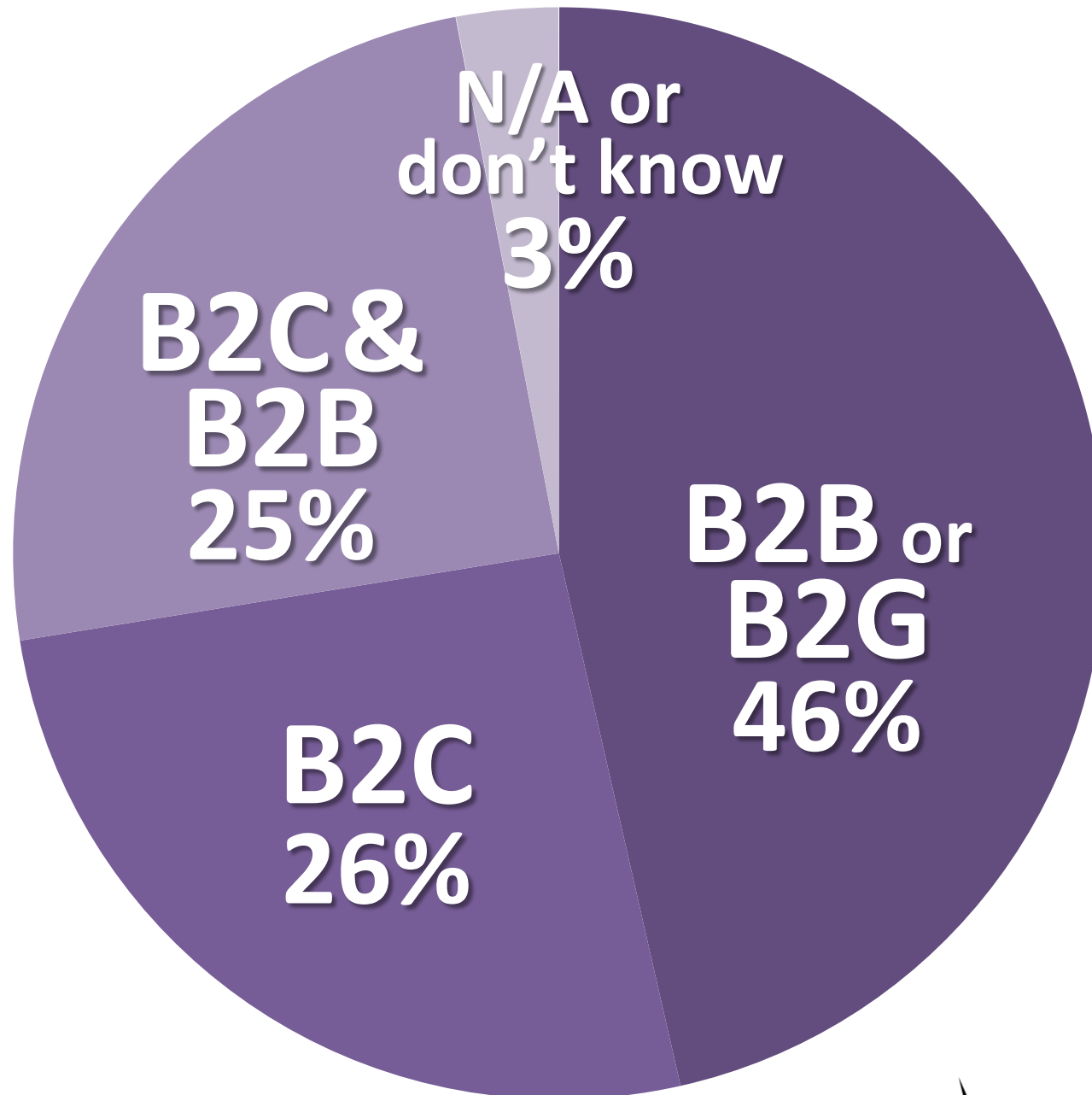
Distribution of respondents by company size

Please select the approximate number of employees in your organization?

Company Size	Percentage
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

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Distribution of respondents by organizational role

Which best describes your role and marketing decision-making authority in the organization you work for?

Not involved in marketing **5%**

Non-manager with limited authority **13%**

CMO/Executive with final authority **37%**

Manager with intermediate authority **45%**
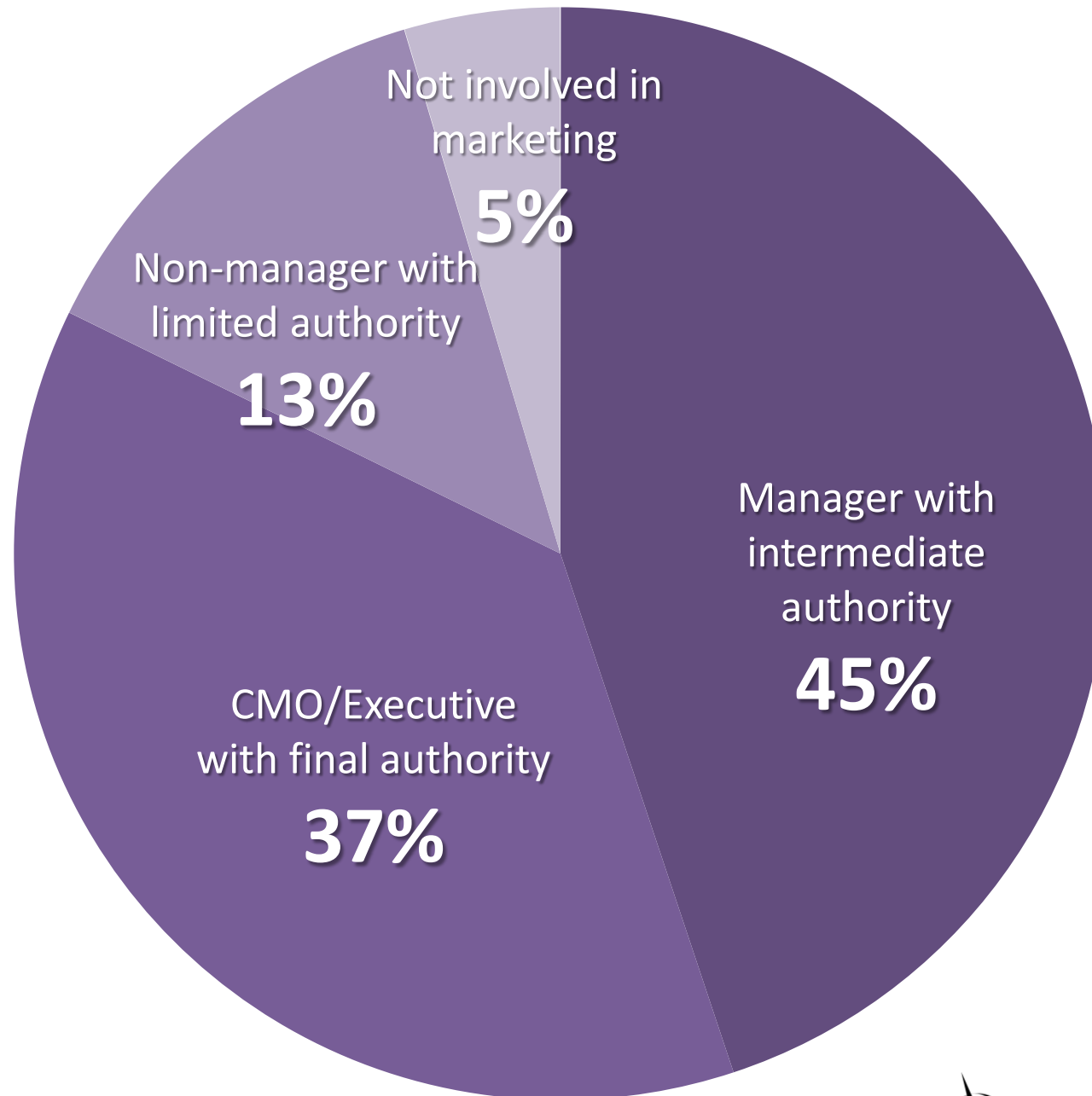
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