



## The Case for Analytics

Media Marketers  
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REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

## 1. Many Marketers Lack ROI Analysis.

"More than half of senior-level marketers say they are only 'somewhat confident' or 'not confident at all' in their organization's ability to track campaigns across multiple channels in real-time..."

*"Senior Marketers: Little Confidence in Ability to Track Multichannel Campaigns"*  
Article Pub by MarketingCharts.com on January 24, 2008  
<http://www.marketingcharts.com/direct/senior-marketers-little-confidence-in-ability-to-track-multichannel-campaigns-3171/>

"Marketers are placing an emphasis on increased resources for database and analytics to support marketing efforts, with 67% of them agreeing this is the area that calls for the most investment of additional resources in 2008..."

*"Marketers' 2008 Priorities: Database and Analytics"*  
Study Pub by MarketingCharts.com on Feb 5, 2008  
<http://www.marketingcharts.com/direct/marketers-2008-priorities-database-and-analytics-3350/>

### Attitudes of Marketers Worldwide Toward the Need to Measure, Analyze and Report Marketing Effectiveness in 2009 (% of respondents)

The need to measure and report effectiveness is higher and we are budgeted for the necessary measurement efforts

20%

The need to measure and report effectiveness is higher but we are not budgeted for the necessary measurement efforts

59%

The need to measure and report effectiveness has not changed

18%

The need to measure and report effectiveness is lower and we are budgeted accordingly

1%

Other

1%

*Note: n=576; numbers may not add up to 100% due to rounding  
Source: Lenskold Group, "2009 Marketing ROI & Measurements Study"  
sponsored by MarketSphere, May 26, 2009*

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[www.eMarketer.com](http://www.eMarketer.com)

Source of Graphic - "ROI Measurement a Must"  
Summary of Study of CEOs and CFOs by the [Lenskold Group](#) and [MarketSphere](#) published by eMarketer on June 18, 2009  
<http://www.emarketer.com/Article.aspx?R=1007143>

## 2. Analytics Delivers Competitive Edge.

"Lack of customer data sharing, integration and insight is undermining competitiveness, retention rates, revenue and profitability among global marketers, [according to](#) a new study from the Chief Marketing Officer (CMO) Council."

- "Churn Happens as Marketers Don't Leverage Customer Data and Analytics"

Article Pub by MarketingCharts.com April 15, 2008

<http://www.marketingcharts.com/direct/churn-happens-as-marketers-dont-leverage-customer-data-and-analytics-4238/>

Note: Article summarizes audit by CMO Council of over 450 marketers around the world conducted in late 2007 and early 2008. Study Funded by Computer Sciences Corporation (NYSE: CSC), IBM Software and D&B.

"When asked to describe their expectations regarding company growth in the upcoming year compared with their competitors, 60% of the companies using ROI metrics said they expect somewhat or much greater growth than their competitors, compared with 48% of those not using financial metrics."

- "Study: Challenges Remain for Marketing ROI Metrics, but Discipline Pays off"

Article Pub by MarketingCharts.com on April 11, 2007

<http://www.marketingcharts.com/topics/measurement-analytics/study-challenges-remain-for-marketing-roi-metrics-but-discipline-pays-off-239/>

Note: Article summarizes the findings of a survey of marketers by Lenskold Group and Marketing Profs.