76% of marketers believe measurement is important vs. 29% who believe they are doing it well.

40% of marketers think their company’s marketing is effective.

Only 48% of digital marketers feel highly proficient in digital marketing.

48% of digital marketers feel more pressured to show return on investment on marketing spend.

Marketing has changed more in the past 2 years than the past 50.

50% of marketers think their company’s marketing is effective.

66% of marketers who think companies won’t succeed unless they have a digital marketing approach.

29% of marketers believe companies won’t succeed unless they have a digital marketing approach.

68% of digital marketers don’t have formal training.

Most digital marketers don’t have formal training.

50% of marketers who think companies won’t succeed unless they have a digital marketing approach.

High-performing companies are twice as likely to rate their company as proficient in digital marketing than lower-performing companies.

Issues of the greatest concern for marketers:

- Proving campaign effectiveness: 77%
- Understanding whether campaigns are working: 79%
- Reaching their customers: 82%

Few respondents strongly agree with the statement “I know our digital marketing is working”: 9%.