



CASE STUDIES





CUSTOMER ECONOMICS: DEEPER INSIGHTS, GREATER VALUE

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OVERVIEW

- CMO Council, in partnership with Deloitte Digital, examined digital marketing's impact on the long-term customer value creation. Through this program, marketers shared their challenges and obstacles to be better equipped to evaluate customer revenue generation, marketing processes and customer data utilization capabilities that factor into loyalty.
- Insights helped to inform Deloitte Digital's marketing practice and go-to-market strategies for new customer engagement and optimization offerings.

PROGRAM ELEMENTS

- Thought leadership report, "Humanizing and Analyzing Relationships to Drive Revenue, Retention and Returns"
 - Featuring interviews from marketing leaders at Electrolux, Informatica, PepsiCo, and Redbubble
 - Quantitative Insights from over 175 leading marketing executives across North America
- Infographic showcasing findings from Study
- Thought leadership webinar "How Marketing Can Bridge the Gap Between Relationships and Revenue"
- [Program page](#)

CUSTOMER ECONOMICS:
DEEPER INSIGHTS. GREATER VALUE

HUMANIZING + ANALYZING RELATIONSHIPS TO DRIVE REVENUE, RETENTION AND RETURNS

TAKE SURVEY

Deloitte Digital

Tuesday, March 9, 2021
10:00 am PST / 1:00 pm EST

HOW MARKETING CAN BRIDGE THE GAP BETWEEN RELATIONSHIPS AND REVENUE

Deloitte Digital

CUSTOMER ECONOMICS:
DEEPER INSIGHTS. GREATER VALUE

Humanizing + Analyzing Relationships To Drive Revenue, Retention And Returns

Report | March 2021

Deloitte Digital

MARKETING'S LTV BLIND SPOT

84% OF MARKETERS AGREE: THEY ARE NOT EFFECTIVELY SEGMENTING AND TARGETING CUSTOMER SETS FOR LONG TERM VALUE

THE TRUTH HURTS.
Marketers are too focused on acquiring customers, and not focusing enough on how to foster loyalty and long-term value

43% rate their CAC to LTV as average at best
25% rate it as below average or very poor

55% OF MARKETERS SAY AGGREGATING THE RIGHT DATA FOR A ROBUST VIEW OF THE CUSTOMER IS THE MOST SIGNIFICANT CHALLENGE THEY FACE IN MAXIMIZING LTV

THE DATA THAT WOULD HELP THEM THE MOST:

44%	41%	37%	35%	33%
Level of satisfaction	Customer lifetime value	Incidence of churn and defection	Customer purchase history	Brand loyalty

MARKETERS WORKING TO IMPROVE LTV

MOST IMPORTANT REQUIREMENTS

35%	36%	34%
Humanizing connections	Aligning the organization	Offering products that fit needs

MOST EFFECTIVE CURRENT INITIATIVES

47%	42%	42%
Better communicating value proposition	More sophisticated targeting	Leveraging relevant marketing content

MARKETERS' FUTURE PLANS

62%	40%	38%
Unified view of customer	Lasting connections with customers	Dynamic customer-brand experiences

RESULTS

- Output from study showed lack of cohesion and strategy for many brands in tying customer economics and value creation into their marketing campaigns
- 425+ downloads developed from report content consumption
- 225+ leads from live and on-demand webinar views
- Extensive media relations outreach generating over 45 unique articles and placements
- Ongoing outreach has helped sponsor to generate over 65 new customer engagement opportunities

CUSTOMER ECONOMICS:
DEEPER INSIGHTS. GREATER VALUE

EXECUTIVE PERSPECTIVE

"It's not about driving business for the vendor; it's about the vendor delivering value throughout and beyond the lifetime of the customer - it's about a partnership and not a transaction."

ASH PARIKH
Title: Senior Vice President and Head of Marketing
Company: Informatica
Industry: Technology

Deloitte Digital

CUSTOMER ECONOMICS:
DEEPER INSIGHTS. GREATER VALUE

EXECUTIVE PERSPECTIVE

"You're way more powerful at moving customer lifetime value (LTV) if you make everyone accountable. Everyone needs to understand the role they play in creating a really awesome customer experience."

REBECCA ZARATE
Title: Chief Marketing Officer
Company: Redbubble
Industry: Retail

REDBUBBLE

Deloitte Digital

DOING MORE WITH DATA

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OVERVIEW

- The CMO Council, in partnership with IBM Watson Customer Engagement, gathered insights from senior marketing, commerce and supply chain executive into how the shift toward the customer has necessitated innovation across data, analytics and holistic operations.
- This program explored where and how marketing, commerce and supply chain executives are centralizing and putting today's deluge of data to work. It uncovered new ways these executives are extracting value from multiplying sources of insight (IoT, MarTech apps, third-party APIs) and unstructured content (both inside and outside the enterprise).

PROGRAM ELEMENTS

- Doing More with Data Strategic Brief Highlighting new data imperative
- Doing More with Data master report featuring 200+ responses across leading industry marketing, supply chain and line of business leaders
- Qualitative insights from marketing and Supply Chain executives at AT&T, Nordstrom, REI, Electrolux, Cabela's, TD Bank, The Body Shop, Ryder and Lamps Plus
- Development of master infographic calling out key findings from research
- Doing More with Data thought leadership webinar featuring CMO Council, IBM and AT&T to discuss findings and showcasing new attributes marketers are leveraging to optimize their data strategies to drive tighter engagements
- Series of 15 Dinner Dialogues across North America in cities such as San Francisco, New York, Austin, Chicago, Dallas, Los Angeles, Atlanta, Seattle, Denver and others
- Two "Doing More with Data" Invention Sessions hosted at Watson CX Experience Centers
- [Program page](#)



GARY ALLEN
Vice President Supply Chain Excellence,
Ryder Supply Chain Solutions



Ryder is a FORTUNE 500® commercial fleet management, dedicated transportation and supply chain solutions company. Ryder has been named among FORTUNE's World's Most Admired Companies and has been recognized for its industry-leading practices in third-party logistics, environmentally friendly fleet [More >](#)

JOHN WEINSTOCK
Former Senior Vice President of Marketing-
North America ,
Electrolux



Electrolux is a leading global appliance company, consistently ranking among the world's largest appliance manufacturers by units sold and selling more than 60 million household and professional products in more than 150 markets every year. John Weinstock, Former Senior Vice President of Marketing [More >](#)

INDAR CHANICKA
Vice President of eCommerce, Digital
Marketing and CRM,
The Body Shop



The Body Shop is the original natural and ethical beauty brand, selling products for skin care, bath and body, fragrance, makeup and hair care. Founded in 1976, today it has more than 3,000 stores in 68 countries. Indar Chanicka, Vice President of eCommerce, Digital Marketing and CRM in Canada, over [More >](#)

RYAN COLDWELL
Senior Director of eCommerce,
Cabela's



Cabela's is a retailer of hunting and fishing products, outdoor gear, camping equipment and other related merchandise within the U.S. and Canada. Ryan Coldwell, Senior Director of eCommerce, is responsible for leading operations for Cabelas.com and collaborating with cross-functional partners to [More >](#)

MO KATIBEH
Chief Marketing Officer ,
AT&T Business



AT&T is leading the world in communications and technology, redefining how you engage with entertainment. Founded in 1879, the Fortune 100 company had consolidated revenues of \$160.5 billion in 2017, and has recorded 34 consecutive years of quarterly dividend growth. Mo Katibeh, Chief Marketing Officer [More >](#)

RESULTS

- More than 950 downloads of Doing More with Data report and strategic brief to date
- 285 live and on-demand views of Doing More with Data thought leadership webinar
- 95+ dedicated articles in leading business, marketing and IT publications including Supply Chain Magazine, CMO.com, MarketingWeek, Wall Street Journal, AdAge, Forbes, Media Post, The Drum, Information Week, MarTech Cube and more
- Over 355 attendees at North American Dinner Dialogues and Invention Sessions
- Created over 175 new business engagements through first year of Doing More with Data campaign
- Featured speaking panels highlighting key findings at IBM Think and Advertising Week



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OVERVIEW

- Marketers are struggling with the never-ending pace of marketing technology change, customer engagement innovation, and new and more valuable flows of market-relevant, decision-support data. They are faced with the need to be more adaptive, intuitive, and predictive in responding to customer needs and problems, as well as addressing revenue opportunities, reputational challenges, and competitive inroads.
- CMO Council teamed with Teradata to look into the obstacles, gaps and best practices marketing leaders need to incorporate into their CX strategies and shine a light on Teradata's Vantage solutions.

PROGRAM ELEMENTS

- Interviews with leading marketers from Ameritrade, Cisco, Comcast, Gap, HSBC, Visa, Vodafone, Juniper Networks, Rodan+Fields and more to share insights on the requirements leading marketers must embrace to have complete 360-degree view of the customer, understanding of the path-to-purchase, and knowledge of how well they reach, activate, monetize, retain and satisfy customers across rapidly evolving and more complex global markets and digital channels
- Forging the Future of Customer Experience report
- Two supplemental whitepapers highlighting insights from Financial Services and Retail marketers
- Infographics depicting the findings from research
- [Program page](#)

RESULTS

- More than 700 downloads of the report and supplemental whitepapers
- Comprehensive media relations plan generating in over 55 articles for the report and supplemental whitepapers
- Utilization of findings in Teradata sales and marketing outreach
- Introductions to more than 20 new business opportunities
- Full suite of digital and social assets for promotion of content and customer briefings
- Extensive digital and social media promotion driving more than 550K impressions

“Having the right competencies to be able to use data and insights has been the biggest mountain to climb over the last year.”

#DATA LAKE

MIKA YAMAMOTO
FS Networks
Chief Marketing and Customer Experience Officer

“Given the nature of industry, the data environment is complex and rich with legacy. It offers insights covering many years, many facets of evolution, and how consumption patterns have changed over time.”

#URGENCY

GOVINDARAJ AVASARALA
Vodafone Idea Limited
Head of Enterprise Marketing

FORGING THE FUTURE
of CUSTOMER
EXPERIENCE

**BUILDING A UNIFIED DATA
FOUNDATION FOR TURNING
CUSTOMER INSIGHT INTO ACTION**

teradata. CMO COUNCIL

FORGING THE FUTURE
of CUSTOMER
EXPERIENCE

**WILL RETAILERS CAPITALIZE OR
CAPSIZE ON CONSUMER DATA?**

Whitepaper | February 2021

teradata. CMO COUNCIL

FORGING THE FUTURE
of CUSTOMER
EXPERIENCE

**FUTURE OF FINANCE
LIES IN A CUSTOMER
SEGMENT OF ONE**

Whitepaper | February 2021

teradata. CMO COUNCIL



THE FORCE MULTIPLIER

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OVERVIEW

- CMO Council, in partnership with KPMG is exploring the challenges and best practices CMOs face in the quest for alignment across the C-suite. This 5-part series helps decipher the increasingly complex marketing mandate and understanding the new dynamics at play in aligning with their C-Suite counterparts across IT, Sales, Procurement, Finance and e-Commerce to drive stronger business outcomes.
- Leverage new insights to drive into KPMG marketing practices and showcase skillsets across new cross-functional engagement strategies.

PROGRAM ELEMENTS

- Phase 1 of program targeting CMO-CIO alignment
- ‘Making MarTech Pay Off’ master report featuring 350 responses across leading industry marketing leaders
- Qualitative insights from marketing and IT leaders at Comcast, Fidelity, PayPal, GE Healthcare, Salesforce, Autodesk and eBay
 - ‘Making Consumer Products MarTech Pay Off’ Strategic Brief highlighting specific findings from over 100 leading CPG brands
 - ‘Making High-Tech MarTech Pay Off’ Strategic Brief highlighting findings from over 100 leading marketers in the technology industry
- Development of master infographic calling out key findings from research
- ‘Making MarTech Pay Off’ thought leadership webinar featuring CMO Council and KPMG Partners discuss findings and showcasing the leading traits a strong CMO-CIO alignment can have on business performance and outcomes
- [Program page](#)

CMO-CIO: BETTER TOGETHER

ONLY 1 in 4 marketing organizations has a 'very effective' working relationship with IT

WHY DOES THIS MATTER? The effectiveness of the relationship is directly tied to MarTech outcomes.

1 STRATEGY
Marketers with more effective relationships with IT plan and budget over a longer time horizon.

PLANNING & BUDGETING FOR MARTECH	VERY EFFECTIVE	EFFECTIVE	MODERATELY EFFECTIVE
Multi-year strategic plan	60%	29%	8%
12+ month operating plan	42%	17%	8%

2 INNOVATION
Marketers with more effective relationships with IT more actively pursue and measure innovation.

KEEPING PACE WITH MARTECH INNOVATION	VERY EFFECTIVE	EFFECTIVE	MODERATELY EFFECTIVE
Avg. # of innovation techniques used	2.0	1.2	0.5
Measure innovation	65%	36%	20%

3 DATA-DRIVEN DECISIONS
Marketers with more effective relationships with IT use more data and insights to aid decision making.

MEASURING MARTECH PERFORMANCE	VERY EFFECTIVE	EFFECTIVE	MODERATELY EFFECTIVE
Regular reporting and insights	75%	24%	11%
Avg. # of metrics to measure MarTech	4.1	3.0	2.6

4 ALIGNMENT WITH ENTERPRISE IT STRATEGY
Marketers with more effective relationships with IT treat MarTech as part of the enterprise IT program.

MAKING MARTECH DECISIONS	VERY EFFECTIVE	EFFECTIVE	MODERATELY EFFECTIVE
Avg. # of enterprise IT decisions considered	4.4	3.5	3.0
Included in enterprise innovation program	58%	26%	11%

THE FORCE MULTIPLIER

MAKING MARTECH PAY OFF

Future of MarTech Depends on CMO-CIO Relationships

Online SALE UP TO 50%

SHOP NOW

THE FORCE MULTIPLIER

MAKING HIGH TECH MARTECH PAY OFF

Future of MarTech Depends on CMO-CIO Relationships

CMO COUNCIL KPMG

THE FORCE MULTIPLIER

MAKING CONSUMER PRODUCTS MARTECH PAY OFF

Future of MarTech Depends on CMO-CIO Relationships

CMO COUNCIL KPMG

SAVE 20% BUY NOW

BUY 1 GET 1 FREE

BEST PRICE GUARANTEE

RESULTS

- More than 750 downloads of 'Making MarTech Pay Off' report and industry specific strategic briefs to date
- 225 live and on-demand views of 'Making MarTech Pay Off' thought leadership webinar
- 75+ dedicated articles in leading business, marketing and IT publications including CXO Today, MarketingWeek, Wall Street Journal, AdAge, Forbes, Media Post, Information Week, MarTech Cube and more
- Creation of new findings for KPMG internal CMO-CIO playbook featuring outputs from quantitative data that is being utilized in new client engagements
- Featured speaking panels highlighting key findings at Salesforce virtual conference
- Research will be highlighted in upcoming CMO as a Force Multiplier C-Suite playbook

SPARKING MARTECH MIGRATION+DIGITAL INNOVATION

Sponsored By:



OVERVIEW

- CMO Council teamed with HCL-Unica to engage in CMO conversations delving into priorities, progress and intentions around the adoption, integration and use of marketing solutions and the degree to which these are impacting growth, relationships, revenue, operational efficiency, campaign effectiveness, talent needs and measurable return-on-investment.
- Understand regional forces and factors marketers are dealing with to leverage the new Unica automation and personalization platforms to effectively address the new dynamics of a digital-first reality.

PROGRAM ELEMENTS

- A survey of over 125 CMO Council members about their experience with MarTech and digital innovation in 2020-2021 resulting in 'Getting it Done in 2021' report
- Sparking MarTech Migration report highlighting the findings of the research and qualitative insights from 18 leading marketers across Europe, Middle East, Africa and Latin America exploring how marketers are toting the line of technology and maintaining human connection
- Three regionally specific webinars
 - Latin America, featuring speakers from Thermo Fisher Scientific and Banco Bci
 - Europe, featuring speakers from Pepsi Lipton and Continuity
 - Africa/Middle East featuring speakers from Franklin Templeton, MTN, Nissan, SAB Holding, and Al Ahli Group
- [Program page](#)

SCALING the VALUE of the CMO



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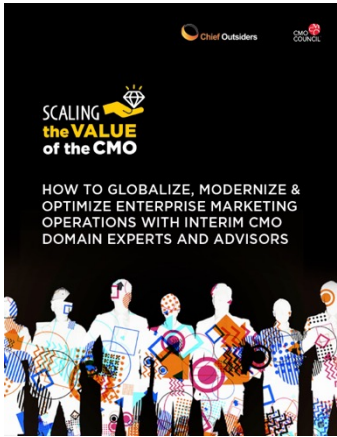
OVERVIEW

- CMO Council teamed with Chief Outsiders to build thought leadership around the “plug and play” model for CMOs and how that model can benefit organizations looking for agile recovery from the pandemic.
- Research uncovered the essential holes, gaps, functional deficiencies, digital marketing complexities and strategic leadership demands of senior marketing leaders and spotlighted how they can optimize enterprise marketing operations with interim CMO domain experts and advisors.

PROGRAM ELEMENTS

- Survey of over 125 Executive leaders sharing their perspectives on marketing performance and output across their organizations resulting in C-Suite Scorecard report
- Survey of 150+ leading marketing executives looking at challenges and gaps they are facing in delivering upon new customer and growth mandates resulting in Scaling the Value of the CMO report
- Two infographics depicting the findings from research
- [Program page](#)

CASE STUDY: CHIEF OUTSIDERS



MARKETERS NEED A ROBUST SKILL SET TO SUCCEED IN TODAY'S COMPLEX DIGITAL ENVIRONMENT.

YET OVER HALF OF MARKETERS STRUGGLE TO EXECUTE COMPLEX MARKETING CAMPAIGNS

86% say a lack of resources and capabilities hinders the performance of their team	Customer journey, acquisition and conversion	44%
	Segmentation and personalized messaging at scale	42%
	Actioning on customer data insight	37%
	Demand generation and pipeline	31%
	Marketing planning to support digital growth strategies	30%

TOP 5 ORGANIZATIONAL DEVELOPMENT PRIORITIES IN MARKETING

61%	Expand marketing automation and data analytics
59%	Deepen marketing capabilities across all functions
49%	Improve digital marketing across all channels
39%	Better align marketing with lines of business
32%	Upgrade marketing competencies of my team

TOP 5 AREAS OF EXPERTISE SOUGHT AFTER IN MARKETING LEADER RECRUITMENT:

1. GO-TO-MARKET EXECUTION AND OPERATIONS: 45%
2. CONTENT AND DEMAND GENERATION: 38%
3. DIGITAL INTERACTIVE MARKETING: 33%
4. STRATEGIC PLANNING, BRANDING AND POSITIONING: 25%
5. SALES INTELLIGENCE & CRM: 24%

The findings in this infographic are based from a survey titled "Scaling the Value of the CMO". The research is based on a survey of 500 global marketing leaders and practitioners. The representative of the emerging role of the fractional CMO.



ENTER THE FRACTIONAL CMO

C-SUITE LEADERS SAY a Fractional CMO would help marketing by:

INJECTING NEW THINKING	52%
OFFERING OBJECTIVE PERSPECTIVES	48%
INTRODUCING PROVEN METHODOLOGIES	41%
STRENGTHENING LEADERSHIP DEPTH	41%
ACTING AS CHANGE AGENTS	38%

CMOS AGREE, THEY SAY the top benefits of these on-demand, interim leaders are:

FAST RAMP-UP AND TIME-TO-PERFORMANCE	47%
PROVEN PERFORMERS AND DOERS	46%
RANGE OF COMPETENCIES AND CAPABILITIES	46%
DOMAIN EXPERTISE OR KNOWLEDGE	46%
ADDED VALUE THINKING AND DEPTH	30%

The findings in this infographic are based on a survey of 500 senior management executives across companies of all sizes and industry sectors. A detailed report of the findings is available at cmocouncil.org/thought-leadership/reports/c-suite-scorecard

RESULTS

- Over 600 downloads and engagement opportunities from consumption of the two reports
- 65+ media articles in leading business and marketing publications including MediaPost, CNBC, MarketingWeek, Ad Age, The Entrepreneur, HR Today and more
- Heavy social media and digital exposure generating 600K+ impressions
- Extended exposure through partnerships with C-Suite Network, Harvard Business School Northern California Alumni and more
- Development of new collateral and insights for Chief Outsiders new enterprise service offerings



RISING ABOVE THE FRAY



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OVERVIEW

- Highlight and examine the ways the scattered, chaotic customer journey of the digital age can be consolidated and improved upon with the right messaging, data, and AI tools.
- Educate marketers on how to make sense of the evolving and fragmented CX journey and drive revenue effectively.

PROGRAM ELEMENTS

- Quantitative survey of over 175 leading marketing executives in North America
- Qualitative interviews with leading marketers from Cisco, Five9, Henkel, Pitney Bowes, F5 Networks and PepsiCo
- Rising Above the Fray thought leadership report
- 'How Marketers Win at the Revenue Game' webinar
- Infographic highlighting key insights from report
- [Program page](#)

RISING ABOVE THE FRAY

Self-reliant buyers, shifting behaviors and digital disarray have upended sales.

But marketers can right the revenue ship.

Televerde CMO COUNCIL

TUESDAY, APRIL 27, 2021
10:00 am PST / 1:00 pm EST

HOW MARKETERS WIN IN THE REVENUE GAME

Winning the Business of the Self-Reliant Buyer in a Digital-First World

Televerde CMO COUNCIL

RISING ABOVE THE FRAY

MARKETING LEADERS ARE RESPONSIBLE FOR ALMOST HALF OF THEIR COMPANY'S OVERALL REVENUE

2/3 of marketing leaders say the pressure to deliver on revenue goals is **very high or extreme**

REVENUE GROWTH IS RATED AS THE TOP CORE COMPONENT IN MEASURING MARKETING'S EFFECTIVENESS

YET MOST (53%) ARE ONLY MODERATELY CONFIDENT in their ability to achieve those goals

ONLY 10% FEEL EXTREMELY CONFIDENT they can achieve those goals

BIGGEST CHALLENGES TO MEETING REVENUE TARGETS

- ORGANIZATIONAL SLOS
- MEASURING THE FULL VALUE OF MARKETING
- SCARCITY OF NECESSARY SKILLS
- MISUNDERSTANDING NEW BUYER'S JOURNEY
- LACK OF CLARITY RE-OWNERSHIP OUTCOMES

To win the self-reliant buyer, **MARKETERS ARE FOCUSING ON:**

- DIGITAL EXPERIENCE
- RELEVANT CONTENT
- MODERNIZATION OF MARKETING ORGANIZATION

Marketers are not (BUT SHOULD BE) working on:

- DATA LITERACY
- LOYALTY AND RETENTION MARKETING
- CONTEXTUAL, INSIGHT-DRIVEN MARKETING

Televerde CMO COUNCIL

RESULTS

- Over 600 downloads of Rising Above the Fray thought leadership report
- 245 live and on-demand views of How Marketers Win at the Revenue Game webinar
- Comprehensive media relations promotion driving over 50 unique articles and placements in SalesFuel, MarketingWeek, Media Post, CMO.com, AListDaily, and more
- Strong digital and social media promotion generating over 900K+ impressions
- Creation of dedicated content for Televerde external sales and marketing campaigns
- Increased pipeline and conversion by over 10X

RISING ABOVE THE FRAY

EXECUTIVE PERSPECTIVE

GENEFA MURPHY
Chief Marketing Officer
Five9

#ALIGNMENT

"Customers are more than just a number. Treat them as such."

Five9 Televerde CMO COUNCIL

RISING ABOVE THE FRAY

EXECUTIVE PERSPECTIVE

MARK PHIBBS
Vice President of Marketing
Cisco

#FUTUREMARKETING

"Adapting content in a hyper-personalized, real-time way is the next big drive."

CISCO Televerde CMO COUNCIL



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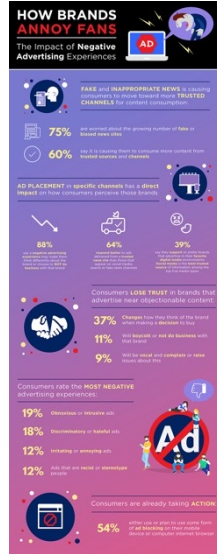


OVERVIEW

- Highlight and showcase the advertising safety and transparency features across the Dow Jones/Wall Street Journal advertising offerings.
- Build thought leadership, awareness and relationships with brand marketing leaders and prospective advertising clients.

PROGRAM ELEMENTS

- Consumer survey of over 2,000 respondents and report highlighting the implications of digital advertising placement alongside questionable or controversial digital content can have on consumer perceptions, brand trust and buying intent
- Release of How Brands Annoy Fans report based on consumer survey
- Survey and report of over 180 quantitative responses and 13 interviews with leading brand marketers looking into the risks and vulnerabilities to their brand with the explosion of programmatic advertising solutions
- Showcases the need for brands to take a critical look at their programmatic advertising plans to ensure their content is being seen alongside trusted content channels
- [Program page](#)



[Press Release >](#)

RESULTS

- More than 1,110 registered downloads created new business leads at major brand advertisers
- Over 125 media articles for the 2 reports, e.g., WSJ, CNET, MediaPost, Fox Business, AdWeek, DigiDay, CMO/IDG, AdNews, MarketingWeek, Fortune and others
- Numerous executive interviews and stories about need for brand security and programmatic advertising transparency
- Content was leveraged across Dow Jones presentations at Cannes Lions Media Festival with leading advertisers
- CMO Council briefing to WSJ sales executives to utilize findings and issues in their renewal and new account penetration attributing to 23% increase in renewals and over 85 new account wins
- Heavy social media and digital channel promotion across CMO Council and partner channels generating over 2M+ impressions
- Extended reach through media and association partnerships- Wall Street Journal, 4A's, GMIC, Industry Dive and NetLine
- Full range of digital campaign assets—report, infographic, email + web banners, press materials, etc.

CRITICAL CHANNELS OF CHOICE

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precisely

CMO
COUNCIL™

OVERVIEW

- Elevate Pitney Bowes Software (now Precisely) thought leadership and awareness of their new data enrichment and omnichannel engagement offering.
- Drive new business opportunities and leads of marketing and analytics executives from targeted enterprise account targets across North America and Europe.

PROGRAM ELEMENTS

- Creation on consumer study of 2000+ consumers to understand which channels consumers across generational demographics are engaging with brands and the implications of brands' inability to meet the consumers in their channel of choice
- Survey fielding in 2019, 2020
- Development and promotion of inaugural Critical Channels of Choice report in 2019 and follow-on study in 2020 highlighting changing thinking and engagement strategies
- Three thought leadership webinars hosted by CMO Council to highlight findings from research and bringing in highlights from brand executives
- Leverage thought leadership findings for discussions with new wave of prospects of Precisely data and marketing solutions
- [Program page](#)

CASE STUDY. PRECISELY

CRITICAL CHANNELS OF CHOICE



RESULTS

- 1,750+ leads from report consumption and webinar participants
- Highest performing Precisely marketing campaign in generating awareness, exposure and lead deliver in 2019 and 2020
- Creation of infographics and digital assets to drive prospect engagement and key data points for their sales and product teams to leverage in ongoing collateral and roadmaps
- Over 45 media articles at launch, including Yahoo! Finance, AdWeek, Advertising Age, BrandWeek, MediaPost, AList Daily, Loyalty360, Marketing Dive, etc.
- Multiple executive interviews and stories discussing Precisely's customer data engagement and enrichment programs including byline article placement in CRM, TechNews and CX Today
- Study findings presented by Precisely executives at leading CX industry events in 2019, 2020 and 2021 to highlight challenges marketers are facing in critical digital environments. Multiple executive interviews and stories discussing Precisely's customer data engagement and enrichment programs including byline article placement in CRM, TechNews and CX Today

Discovering The Pivotal Point Consumer™

A Milestone Study on American Shoppers Who Drive CPG Brand Volume

Sponsored By:

CATALINA®

CMO
COUNCIL™

POINTER
MEDIA NETWORK™

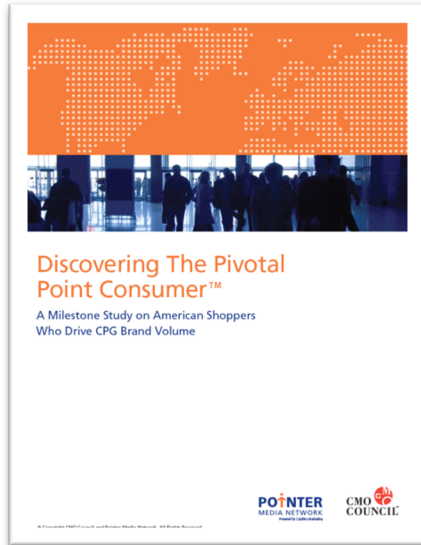
OVERVIEW

- Reposition Catalina from in-store coupon delivery company to leader in precision marketing solutions for reaching the right consumers with relevant advertising and offers.
- Drive new business opportunities and leads among top CPG manufacturers, brand managers, retailers and advertising agencies.

PROGRAM ELEMENTS

- Milestone study examining small percentage of consumers who make up 80 percent of CPG brand volumes to demonstrate need to activate the right shoppers to buy
- Drive content downloads and digital engagement among targeted Catalina customers
- Utilize thought leadership as a springboard for discussions and coverage of Catalina's technology, shopper data and precision marketing solution





RESULTS

- Analysis of vast store of Catalina shopper data shows average brand relies on only 2.5 percent of shoppers to drive volume
- 1,000+ registered downloads, increased new business inquiries, and widespread industry buzz among CPG manufacturers, brand managers, retailers and advertisers
- Compelling digital assets to drive industry engagement, including popular standalone microsite, with an interactive tool to discover percent of consumers making up 80 percent of volume for over 1,300 CPG product brands
- Over 40 media articles at launch, including New York Times, USA Today, Reuters, AP, Financial Times, AdWeek, Advertising Age, BrandWeek, Supermarket News, Stores, etc.
- Numerous executive interviews and stories discussing Catalina's shopper data platform and capacity to deliver targeted offers and ads to shoppers based on purchase behavior
- Senior-level presentations of findings with top CPG companies
- Study findings presented at major industry events, e.g. NRF's Big Show, RetailX, and the FMI Leadership Institute
- Program success led Catalina to work with GlobalFluency to develop and promote more than a dozen additional study reports and thought leadership campaigns

CASE STUDY. SYMANTEC



Sponsored By:



OVERVIEW

- Built Symantec's profile and strategic value proposition within the C-Suite and corporate board rooms.
- Created new advocacy and insight to fuel and support sales discussions with large enterprise customers and grew new business contacts and lead flow.

PROGRAM ELEMENTS

- Major thought leadership initiative to demonstrate and measure the financial and reputational impact of data breaches and security failures
- Team with Emory University to quantify the revenue and stock price impact on companies suffering these security breaches
- Survey business executives to gauge levels of concern and sensitivity
- Poll of 2,000+ consumers demonstrating loss of trust in companies suffering data breaches
- Interviews with 30 leading business and marketing executives





THE WALL STREET JOURNAL.
RADIO NETWORK (©)

FT
FINANCIAL
TIMES

BANK TECHNOLOGY NEWS
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COMPUTERWORLD

government
technology

eWEEK

U.S. Banker
www.us-banker.com
—CHARTING THE FUTURE OF FINANCIAL SERVICES—

SC
MAGAZINE

TechTarget

CHAIN STORE AGE
CSA
THE BUSINESS OF RETAIL

ADWEEK

BRANDWEEK

RESULTS

- Massive coverage in IT, business, vertical industry and marketing media—generating more than 5.8 million media impressions
- Over 3,000 survey and web conference participants
- Study findings and content repurposed for strategic value selling by enterprise sales organization and channel
- One-on-one engagement with executives from leading corporations (see next slide)
- More than 1,000 new business contacts and leads
- Findings generated multiple speaking appearances, including keynote at Visa Security Summit in Washington, DC – attended by leading retail, banking, security companies, government agencies, etc.



THE CMO COUNCIL

The Peer-Powered Network

Get in Touch to Get More Engaged

Bryan DeRose

SVP, Partnerships & Business Development
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