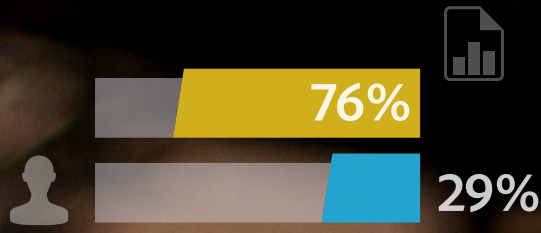


Only 48% of digital marketers feel highly proficient in digital marketing



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

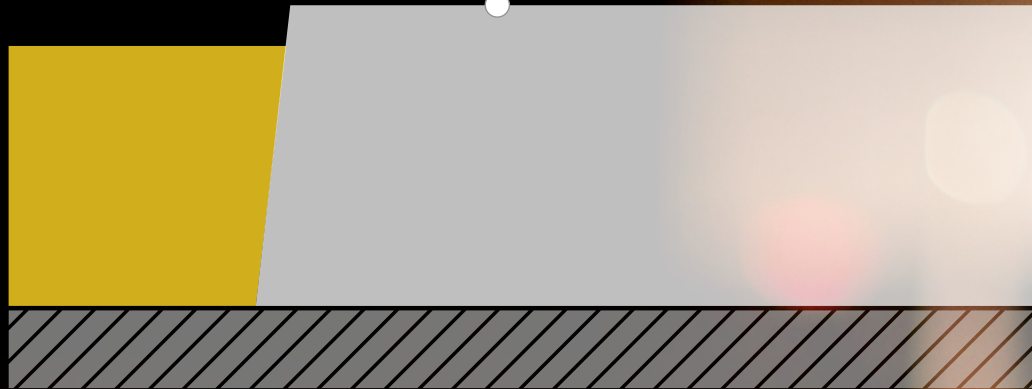


40% of marketers think their company's marketing is effective



76%

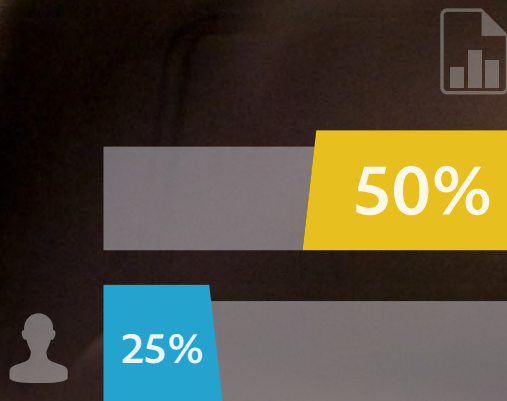
Percentage of marketers who think marketing changed more in the past 2 years than the past 50



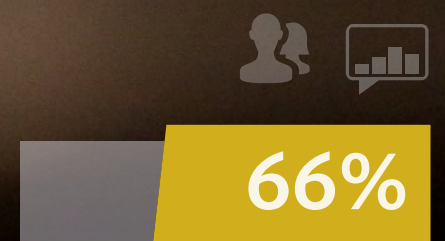
Marketing has changed more in the past 2 years than the past 50



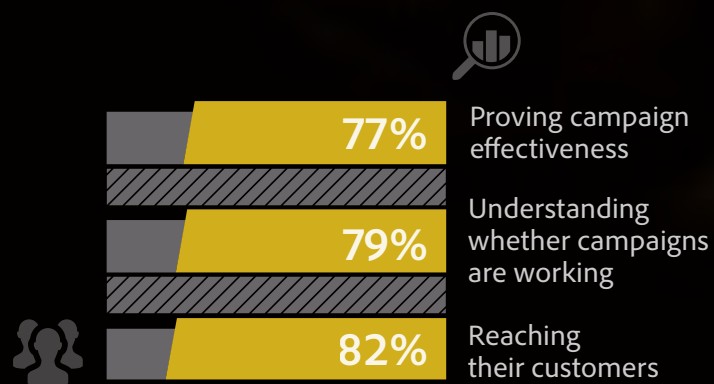
Marketing professionals who feel more pressured to show return on investment on marketing spend



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



Marketers who think companies won't succeed unless they have a digital marketing approach

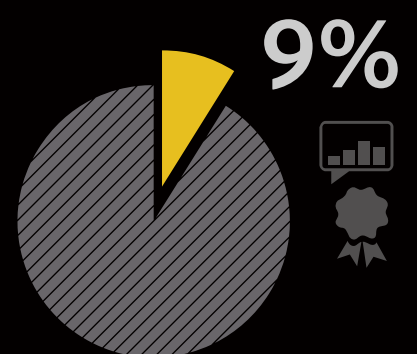


Issues of the greatest concern for marketers



82% learn on the job

Most digital marketers don't have formal training



Few respondents strongly agree with the statement "I know our digital marketing is working"