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APAC DIGITAL MARKETING PERFORMANCE DASHBOARD 2012 – SINGAPORE KEY FINDINGS

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- **Singapore marketers are the region's strongest digital marketing advocates, planning the largest investment increase in the coming fiscal year across APAC**
- **There is high interest and optimism in digital marketing in Singapore**
 - 87% of marketers in Singapore believe digital marketing can create competitive advantage for their companies as it
 - improves the efficiencies and effectiveness of marketing programs - 56%
 - opens up new channels of engagement and commerce – 46%
 - makes the company a more agile, opportunistic, and innovative one – 46%
 - Top drivers of adoption of digital marketing in Singapore
 - Cost-efficiency and effectiveness; delivers a better ROI – 73%
 - Better campaign analytics, insight, and accountability – 64%
 - Size and appealing demographics of Internet population – 64%
 - Proliferation, appeal, and capability of mobile devices – 61%
 - Ability to better engage and activate audiences – 57%
 - Customer preference and digital dependency – 52%
 - The majority of Singapore marketers – 43% - are continuing to explore and evaluate options to add to their digital marketing arsenal
 - 16% believe that they are disciplined and progressive, frequently embracing new platforms and analytics tools
 - 7% rate their own digital marketing operations as 'highly evolved'
 - Only 34% felt they were 'followers' or still 'struggling'
 - 41% of marketers believe their senior leaders are supportive of digital marketing – the region's second highest result after China which stands at 43%
 - When asked what is driving the leadership team's interest in digital marketing strategy and programs,
 - 60% of respondents said that it is customer preference for digital media consumption and live, on-demand interaction
 - 56% of respondents said it is the promise of greater productivity, visibility, and accountability for marketing investment
 - 49% of respondents said it is the **proven delivery** of greater productivity, visibility, and accountability for marketing investment – **Singapore's score is the highest ranked among all the countries**
- **Lack of skillsets is not an issue for Singapore marketers but lack of budget certainly is**
 - Top 3 challenges Singapore marketers face when executing digital campaigns
 - Budget limitations – 63%
 - Developing a connected, comprehensive digital strategy for APAC markets – 60%
 - Localizing and executing global digital marketing campaigns in APAC – 51%

- Top challenge Singapore marketers face when building marketing teams
 - 58% of marketers are saying that they have insufficient budget to recruit the right level of senior talent to run digital programs
- Marketers in Singapore have the most confidence in their skill sets as compared to the rest of APAC.
 - 11% believe their abilities are very high, as compared to APAC's 6%
 - 30% have an experienced, dedicated in-house team to tackle analytics, as compared to APAC's 13%
- **There is widespread use of analytic and reporting technologies and Singapore marketers are 'getting better' at these**
 - 75% of respondents are using analytic and reporting technologies
 - 70% say they are 'very good' or 'getting better' in their ability to measure value and return
 - Only 25% say they are 'poor' or 'need improvement'
 - Singapore marketers are the most sophisticated users of analytic and reporting technologies, typically being the greatest users of each measurement metric as follows:
 - Cost per customer acquisition – 57% versus APAC's 53%
 - Campaign ROI – 61% versus APAC's 43%
 - Revenue per customer – 32% versus APAC's 24%
 - Channel ROI – 43% versus APAC's 23%
 - Return on ad spend – 27% versus APAC's 20%
 - Cost per sale / Average order value – 30% versus APAC's 19%
 - Customer lifetime value – 14% versus APAC's 12%
 - Online versus offline revenue – 18% versus APAC's 9%
- **Investment levels in Singapore are still low but set to rise dramatically**
 - 80% of respondents are spending less than 25% of their total marketing budget on digital marketing initiatives; and of that group, 34% are spending less than 10%.
 - Singapore is ranked the highest among all the countries in terms of their projected budgets for digital marketing investment in the coming fiscal year
 - Close to 30% of Singapore marketers surveyed plan to increase digital marketing spend to between 25 – 49%
 - 14% wants to dedicate more than two-thirds of their marketing budget to digital marketing in the fiscal year ahead.
- **Key priorities for Singapore marketers**
 - Social media optimization, including boosting community growth and engagement – 68%
 - Integrating traditional marketing activities with digital elements to boost effectiveness – 57%
 - Digital advertising optimization, including increasing and improving paid search and online display advertising – 57%
 - Mobile engagement comprising mobile relationship marketing and app development – 43%
 - Richer, deeper customer profiling and engagement – 39%
 - Strengthening social media content, including generating viral uptake – 36%
 - Website optimization – 27%
 - Better measurement and analytics – 27%

Helpful Links and References

- [APAC Digital Marketing Performance Dashboard Report 2012](#)
- [APAC Digital Marketing Performance Dashboard Infographic](#)
- [APAC Digital Marketing Performance Dashboard ROI Measures Infographic](#)

- [Adobe Digital Marketing Blog](#)
- [Adobe Digital Dialogue blog for APAC Marketers](#)
- Join the Adobe Digital Dialogue LinkedIn group for news and views from APAC Marketers
- @Adobemktgcloud

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APAC Digital Marketing Performance Dashboard Methodology

The 2012 APAC Digital Marketing Performance Dashboard was compiled through qualitative interviews conducted via phone with 23 marketers throughout the region. An online quantitative survey was distributed to the APAC members of the CMO Council. A total of 295 marketers from Australia, Korea, China, India, Hong Kong, Singapore and other countries responded and completed the online survey. All interviews and summaries included in the report have been reviewed and approved by each interviewee.

About the CMO Council

The CMO Council is dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision-makers across a wide-range of global industries. The CMO Council's 6,000 members control more than \$300 billion in aggregated annual marketing expenditures and run complex, distributed marketing and sales operations worldwide. In total, the CMO Council and its strategic interest communities include more than 20,000 global executives in more than 110 countries covering multiple industries, segments and markets. Regional chapters and advisory boards are active in the Americas, Europe, Asia-Pacific, Middle East, India and Africa. The Council's strategic interest groups include the Coalition to Leverage and Optimize Sales Effectiveness (CLOSE), LoyaltyLeaders.org, Marketing Supply Chain Institute, Customer Experience Board, Market Sense-Ability Center, Digital Marketing Performance Institute, GeoBranding Center, and the Forum to Advance the Mobile Experience (FAME). More information on the CMO Council is available at www.cmocouncil.org.

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