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**Tight Alignment of Marketing Initiatives and Business Outcomes Identified as  
THE Key Predictor of Corporate Assessment of Marketing's Performance  
10<sup>th</sup> Annual Marketing Performance and Measurement Report Now Available**

**AUSTIN, Texas, May 2, 2011** – Today, VisionEdge Marketing announced the results of its *10th annual Marketing Performance Management and Measurement (MPM) Survey*. Highlights of the report include: 23% of the marketers received an "A" from the C-Suite, nearly 62% of the A grade marketers make MPM a priority compared to only 47 percent of other marketers and over 50% of respondents indicated they are marginally effective or ineffective at measuring marketing performance. The information in this report is based on survey results from 446 international business executives and marketing professionals. The survey was designed to help marketers benchmark their organization's marketing performance and measurement capabilities and reveal what these Best in-Class Marketers do differently.

Best-in-Class marketers statistically stand out in several areas:

- How they prioritize MPM
- The performance management processes and capabilities they leverage
- And their ability to demonstrate the link between marketing initiatives and business outcomes.

By applying an ordinal logistic regression model to the data in this survey, it is possible to predict the C Suite will assess Marketing's contribution and value.

"For the past decade, we have strongly believed that clear links and metrics between marketing activities and programs with business outcomes was a critical piece of the puzzle when it comes to the C Suite perception of marketing's ability to impact the

business,” said Laura Patterson, president of VisionEdge Marketing. “The findings from this survey clearly shows that marketers who develop or strengthen their alignment and accountability capabilities are on the right path to achieve marketing excellence.”

The 2011 Report, *A Roadmap to Performance Excellence*, provides the complete findings from the study and can be purchased in the [VEM Store](#) for \$187.50 for a limited time, a 25% savings.

In light of findings, VisionEdge Marketing’s book, *Metrics in Action: Creating a Performance-Driven Marketing Organization* continues to be highly relevant. *Marketing Metrics in Action* provides a roadmap to address the gaps identified in the study. The book covers topics such as how to create outcome-based metrics for your organization, develop a dashboard, and align marketing closer to the business. The book can be ordered directly from the publisher at <https://cart.bookmasters.com/marktplc/cart.php?buy=9781933199153p&pub=51900>.

#### About VisionEdge Marketing

VisionEdge Marketing of Austin, Texas ([www.visionedgemarketing.com](http://www.visionedgemarketing.com)) enables organizations to leverage data and analytics to facilitate marketing accountability and operations, measure and improve marketing performance, develop dashboards, and enhance marketing and sales alignment in order to accelerate revenue and create a competitive advantage.

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