



## Grade A- Marketers Measure Results

By: Marketing Governance

Marketing is under pressure to deliver results and drive business outcomes. But how are they doing? Research shows that measuring marketing's performance is an area of major frustration for the C-Suite and a significant challenge for most marketers. In fact, according to the ITSMA and VisionEdge Marketing (VEM) just completed study, most marketers are dissatisfied with their MPM capabilities. On average, marketers award their marketing organization's ability to manage its performance a 5.6 on a scale of 10.

In August 2012, [ITSMA](#) and [VisionEdge](#) Marketing conducted a Marketing Performance Management Survey with 405 marketers to assess marketing's performance with regards to how they use data, metrics, and analytics. With more than a decade of industry 'talk' on the topic of marketing accountability, this research shows that only a few exceptional marketers have cracked the code.

Those few marketers whose leadership team assigned them 'A' grade for their ability to demonstrate their impact to the business have adopted six principles of Marketing Performance Management to increase marketing ROI and contribution. They are:

- Alignment
- Accountability
- Analytics
- Automation
- Alliances
- Assessment

The A-list marketers VisionEdge has identified are able to show how marketing can benefit the organization: 96% say they can prove the direct link between business goals and marketing activities; 91% say it's clear to the management how marketing impacts the business; and 90% say that marketing can measure and benchmark their results. That is another important takeaway from the study – the A category use statistics as a basis for important decisions, and are more mature when it comes to adoption of Marketing Automation systems.

The survey identified several characteristics in the organization of successful marketers:

- Empower Marketing Operations
- Implement integration and interoperability initiatives
- Institutionalize marketing standards
- Establish formal partners within IT, sales, and finance
- Regularly benchmark to drive performance innovation

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