



## **Study Finds Marketers Falling Short on Measuring Performance**

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A study by the Information Technology Services Marketing Association (ITSMA) and VisionEdge Marketing, Austin, has found that marketers do not give themselves high grades when it comes to measuring the performance of their marketing programs.

The study, “The Path to Better Marketing Results,” was based on an online survey in July of 405 technology marketers.

When asked how satisfied they are with their ability to measure performance on a scale of one to 10 (with one representing not at all satisfied and 10 representing extremely satisfied), marketers' average score was 5.3.

When asked how their CEOs would grade their performance on measuring marketing, only 25% of marketers gave themselves an “A” grade, while 33% gave themselves a “B”; 33% gave themselves a “C”; and 9% gave themselves a “D” or lower.

An “A” was defined as being able to measure and report on the contribution of marketing programs to the business; a “B” marketing programs making a difference but the contribution of marketing to business goals is not measured or reported; a “C,” having some impact on the business but the impact and measurement are unclear; and a “D,” not making a difference and no clarity of measurement.

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