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Annual VisionEdge Marketing Study Finds Marketers Need to Move from Metrics Management to Performance Management

AUSTIN, Texas, April 14, 2010 – VisionEdge Marketing in association with Marketo announced the results of its ninth annual Marketing Performance Management and Measurement (MPM) Survey. Over four hundred business and marketing executives and professionals responded to the online study conducted mid-February through mid-March. The results indicate that marketing organizations are focused more on managing metrics than managing performance. Even so, marketing professionals are making strides in moving from talking about MPM to putting it into practice.

The findings support four conclusions:

- Marketing organizations have yet to leverage insights from metrics and dashboards.
- Marketing remains challenged to develop and execute a systematic approach to MPM.
- The lack of proper infrastructure to support MPM is significantly impacting Marketing's ability to measure what is right and move to a performance-based organization.
- Marketing continues to strive to link activities to business results, specifically revenue. This effort has paid off with 80% of CEOs awarding strong marks to Marketing and recognizing its contribution to the business.

"This year we wanted to learn the answers to two key questions, said Laura Patterson, president of VisionEdge Marketing. "First, did the 2010 results reveal that marketing professionals rose to the challenge and made significant improvements in these areas? And second, has Marketing made the transformation to a performance-

driven organization? Many of the key findings echo results of past studies and continue to show that even after a decade along the performance measurement and management journey, marketers still need to leverage insights from metrics and dashboards to steer their ship.

The study assessed how companies measure Marketing's performance, which metrics and processes Marketing tends to utilize to measure its performance, effectiveness, efficiency, and financial contribution to the business, and how proficient marketers have become at MPM.

Findings from the 2010 study indicate that the perception of Marketing's contribution to the business improved and that many marketing organizations understand what it takes to manage marketing performance and have mechanisms into place to do so.

Key findings from the study include:

- While Marketing Operations became a more integral part of the marketing organization, the role needs to expand beyond budget management, market research and data management to include performance targeting skills, process and technology optimization, and strategic capabilities to drive change.
- Even though marketing professionals know what it needs to do and has established mechanisms for MPM, many organizations remain challenged by the lack of systems and issues associated with data collection. The lack of data and systems negatively affects the ability to make real-time course adjustments which potentially derails long-term success.

"The findings suggest that MPM is currently more about managing measurement than managing performance. Tracking metrics appears relegated merely to monitoring programs rather than using metrics to affect change," added Laura. "Because MPM execution relies heavily on processes, clear metrics, and the ability to track performance, Marketing is going to need to address process gaps, better define its metrics and address reporting systems."

The results indicate that few companies are demonstrating an ability to use what they are monitoring to create actions for improvement. Marketing organizations still need to establish processes, metrics definitions, and adopt tools to adequately and easily

report marketing outcomes. Until these challenges are addressed, it will remain difficult for Marketing to truly be effective and efficient.

Two key steps companies can immediately take is to audit their performance management metrics and measurement processes to ensure continued alignment with the business and market and benchmark their capabilities. The complete findings of the study can serve as a benchmark.

The 2010 Report, "[2010 Marketing Performance Management and Measurement Study Report : From Idea to Practice](#)," 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) 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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