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**MPM Study Finds that the Gap Persists Between Marketing Intentions
and Actions When it Comes to Measuring
Marketing's Value**

AUSTIN, Texas, March 25, 2008 – VisionEdge Marketing announced the results of its seventh annual Marketing Performance Management and Measurement (MPM) Survey. Two hundred and ten business and marketing executives and professionals responded to the online study conducted mid-January through mid-February. This year's survey results show that in spite of improvements in measurement capabilities and competencies, and the availability of resources and best practices, Marketing has yet to live up to the promise of high performance.

"When it comes to using measurement to drive profitability, marketers are talking the talk, but not walking the walk," said Laura Patterson, president of VisionEdge Marketing. "The results still show that the most marketing organizations are still struggling to receive an A from their CEOs. The A grade is going to remain out of reach until marketing can articulate its value in financial terms to the organization."

The demand has increased over the past four years for Marketing to demonstrate the value it contributes to business, yet in that time marketers have not made significant strides in measuring their performance. The lack of progress four years ago is more understandable: marketers were working in a vacuum with limited resources, processes, and tools to measure performance and show how they help business achieve its objectives. However, four years later, this year's survey results indicate that Marketing is still not moving the needle for business or articulating how its performance drives growth and profitability.

Key findings from this year's survey identify three key disconnects that prevent Marketing from showing how it is helping business achieve its desired results:

1. **Marketing plans and actions are still not aligned with business goals.**

Marketers are still failing to include in their plans and to track indicators tied to increased profitability. Instead, they continue to focus on tactical measures, even as the demand for strategic marketing increases.

2. **Marketing investments are out of sync with intentions.**

Even though marketers realize they need to make changes in order to improve performance and demonstrate their value, only a third (35%) have budget set aside to train their personnel in how to track and improve Marketing performance.

3. **Best practices still elude most Marketers.**

In spite of their desire to improve performance, marketers do not do any best practice benchmarking. Too many (39%) fail to audit and benchmark their metrics regularly, and fewer than half (44%) plan to do so this year.

"Measuring Marketing Performance: The Need for Performance-Driven Marketing," which captures the trends for 2005-2008 plus the 2008 findings can be purchased for \$250.00 at:

https://www.visionedgemarketing.com/index.php?option=com_oscommerce&Itemid=27

About VisionEdge Marketing

VisionEdge Marketing of Austin, Texas (www.visionedgemarketing.com) VisionEdge Marketing, Inc. is a data-driven and metrics-focused marketing firm that specializes in improving marketing performance and helping organizations create a competitive advantage designed to attract, secure and retain profitable customers. The firm is recognized as a thought leader in the area of marketing performance management.

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