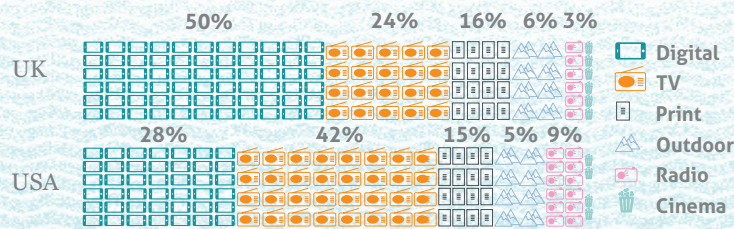


Proxima

The Digital Disconnect

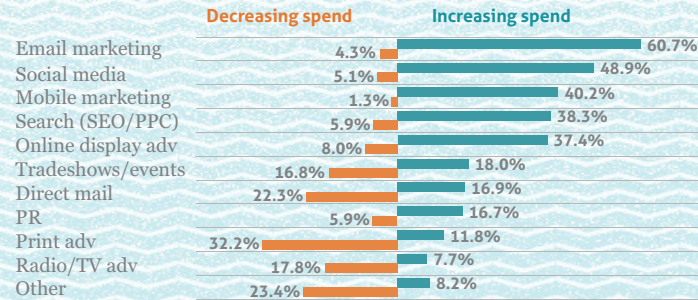
An executive's guide to driving better commercial outcomes from digital marketing

Share of ad spend by media type 2015



Digital is the fastest growing marketing channel

Marketing spending plans for 2015, by programme



As companies look to increase investment in digital, with the expectation of driving greater return and closer engagement with customers, many are struggling to connect digital spend with commercial outcomes.

35% of web activity is fraudulent or artificial

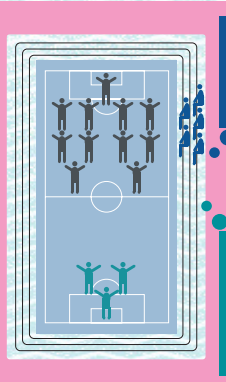
60% of digital marketing spend is wasted

54% of online ads aren't seen by humans

Imagine a football game where one team has a full 11 side on the field, and the other team only has four people - which team is likely to win?



Three of the players fail to show up on match day, but tell everyone they played

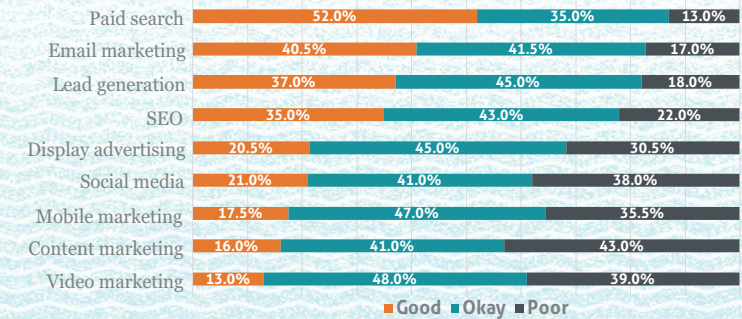


Five of the players turn up, but decide to hide in the stadium - again telling everyone they played

On a really bad day - both of these things happen - meaning only three of your players might be playing the match at all

Up to £23bn of worldwide marketing budgets are being wasted on poor digital marketing performance.

In-house marketers' ability to measure ROI from digital channels



Based on a survey of 588 respondents (75% in Europe), 58% of whom are client-side marketing professionals.

Driving commercial success through procurement



Five tips for reconnecting digital back into your business

1 Focus on big insights, not big data

The CMO, CPO and CIO should collaborate to produce a dashboard with relevant metrics showing the executive committee that marketing spend is under control, while offering the CFO an understanding of overall spend performance and ROI.



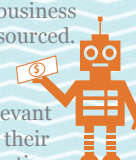
2 Think digital business

Marketing teams need to think beyond campaign outcomes toward profit and productivity impact. Procurement can support marketing in translating the complete commercial impact of digital marketing back to the business, and vice versa.



3 Embrace programmatic buying

Companies must develop a clear policy on programmatic media founded on a robust business case, in-house or outsourced. Procurement can support marketing, arming them with relevant market insight to ask their agencies the right questions.



4 Aim for real-time decision-making

Content deployment, decision making and innovation should all happen in real-time, pushing the performance boundaries of the business. Procurement can support marketing in the creation of flexible policies that enable rapid decision making.



5 Demand full transparency

Commercial and campaign transparency are equally important. Procurement can support marketing in both areas, acting as an internal advisor on spend effectiveness and supply market changes that might impact campaigns or initiatives.



Drive better ROI from digital spend:
proximagroup.com/digital-marketing

For more information, contact us at:
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www.proximagroup.com

Proxima is the alternative to the conventional in-house procurement function. It's an approach that gives a profoundly different experience to your people and suppliers. It transforms performance as it helps align non-core costs with corporate aims.