



FRESH OFF THE PRESS

Not Another State of Marketing Report

Trends and data from over 3,400 global marketers plus
progressive strategies from our experts and partners.

2020



HubSpot



Contents

- 4** Content Marketing Strategy by Christina Perricone
- 11** Social Media Marketing Strategy by Crystal King
- 17** Digital Advertising Strategy by Josh Chang
- 22** Web Strategy by Debbie Farese
- 27** Search Engine Optimization Strategy by Matthew Howells-Barby
- 34** Reporting and Attribution Strategy by Bridget Zingale
- 39** Email Marketing Strategy by Cynthia Price
- 44** Conversational Marketing Strategy by Marwa Greaves
- 47** Market Research Strategy by Ellie Mirman
- 50** Additional Findings
- 55** Survey Demographics
- 64** Contributors

Introduction

Marketers, welcome to 2020. This year begins the next decade of our profession. We can't predict everything that will change in the next ten years, but we can take a look at what's happening today and use it to better understand the change that is ahead of us.

As we enter the next decade of marketing, only one thing is certain: more change is coming. To help marketers everywhere get a head start this year, we surveyed over **3,400** marketers across the globe and sourced innovative strategies from experts at HubSpot, Litmus, and Crayon. The resulting report is an in-depth look at the current state of marketing.

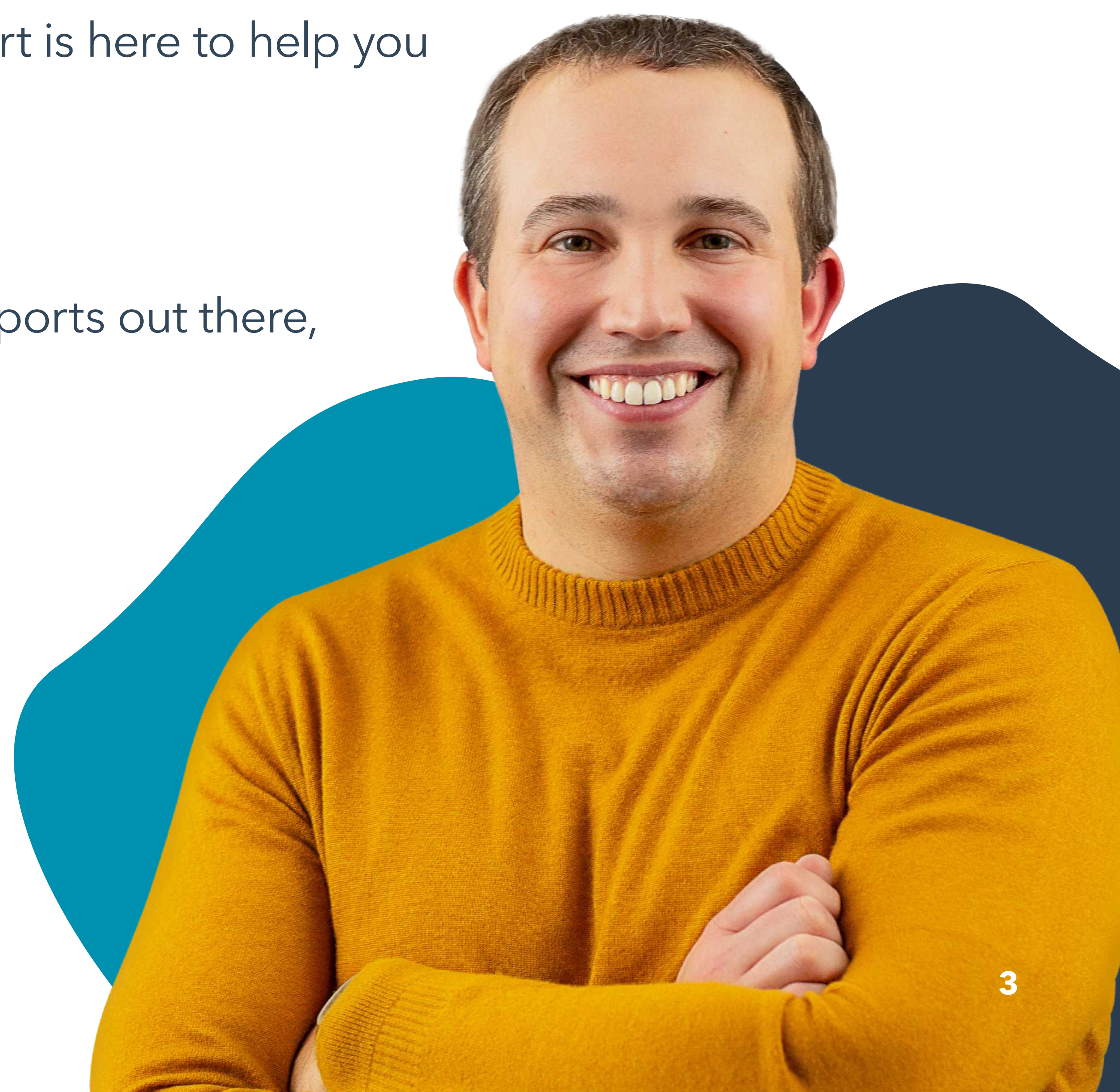
It outlines our efforts to connect marketing to business growth. And it emphasizes our commitment to the entire customer experience across marketing, sales, and customer support.

It's a scary and exciting time for marketers everywhere. As you're planning for the future, questions are inevitable. This report is here to help you answer them.

There are plenty of State of Marketing Reports out there, but this isn't one of them.



KIPP BODNAR
Chief Marketing Officer





2020 Content Marketing Strategy

CHRISTINA PERRICONE
Content Manager



When your business invests in content marketing, you improve your ability to engage your buyer personas, convert more leads, boost brand awareness, and connect with your audience. This leads me to two questions for marketers: 1) Does your company already actively invest in content marketing? 2) Will you continue – or begin – this worthwhile investment in 2020? Content marketing can take on many forms. The key is to identify which content marketing tactics are most effective so your business can use them to achieve your marketing goals. Let the data below help guide some of your decisions.

Check out my full article:

<https://www.hubspot.com/state-of-marketing/content-marketing>

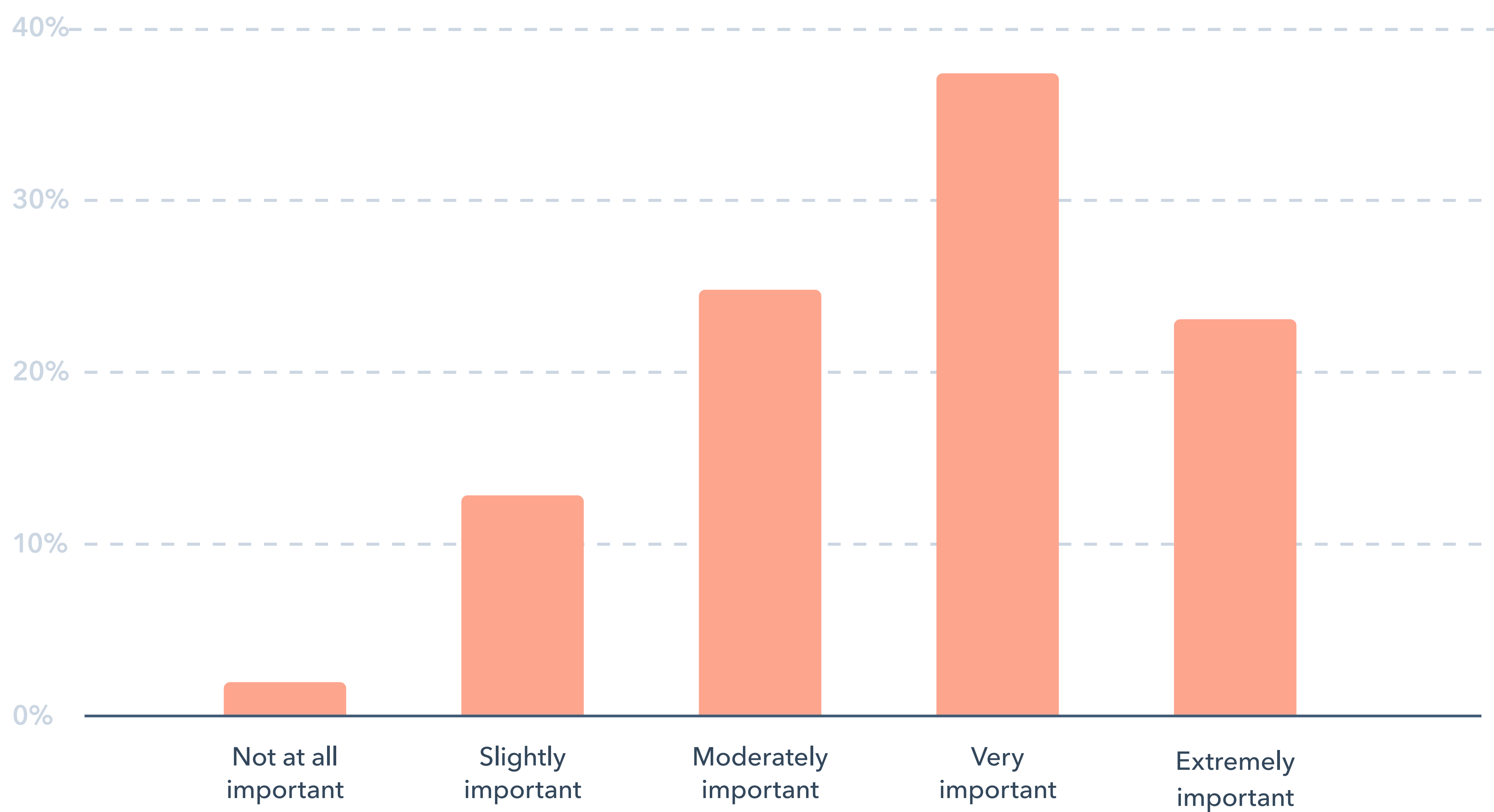


Does your company actively invest in content marketing?

Source: HubSpot Research, Global Survey, Nov-Dec 2019

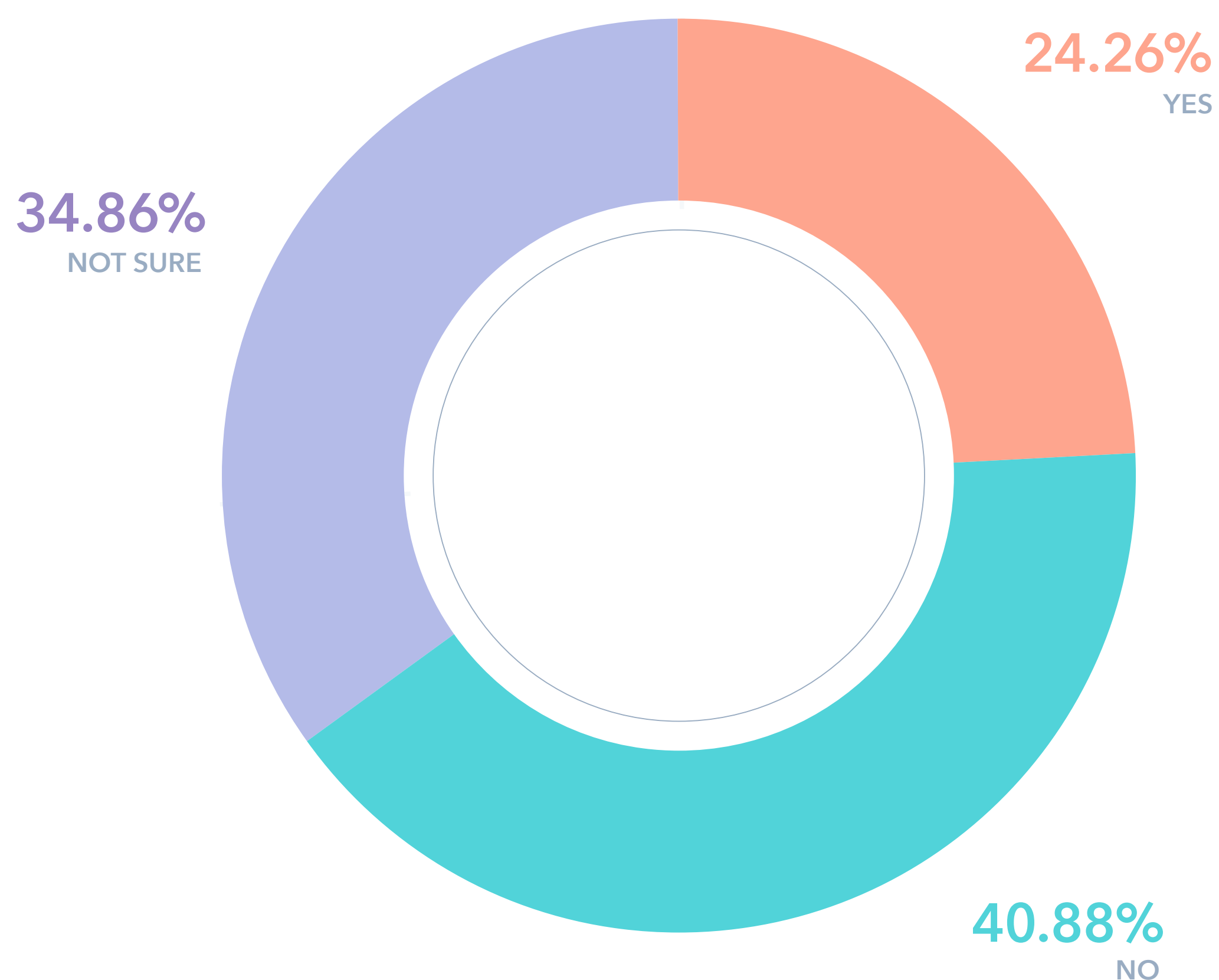
70% of marketers are actively investing in content marketing

How important is content marketing to your overall marketing strategy?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

Roughly 60% of marketers stated Content Marketing is 'very important' or 'extremely important' to their overall strategy

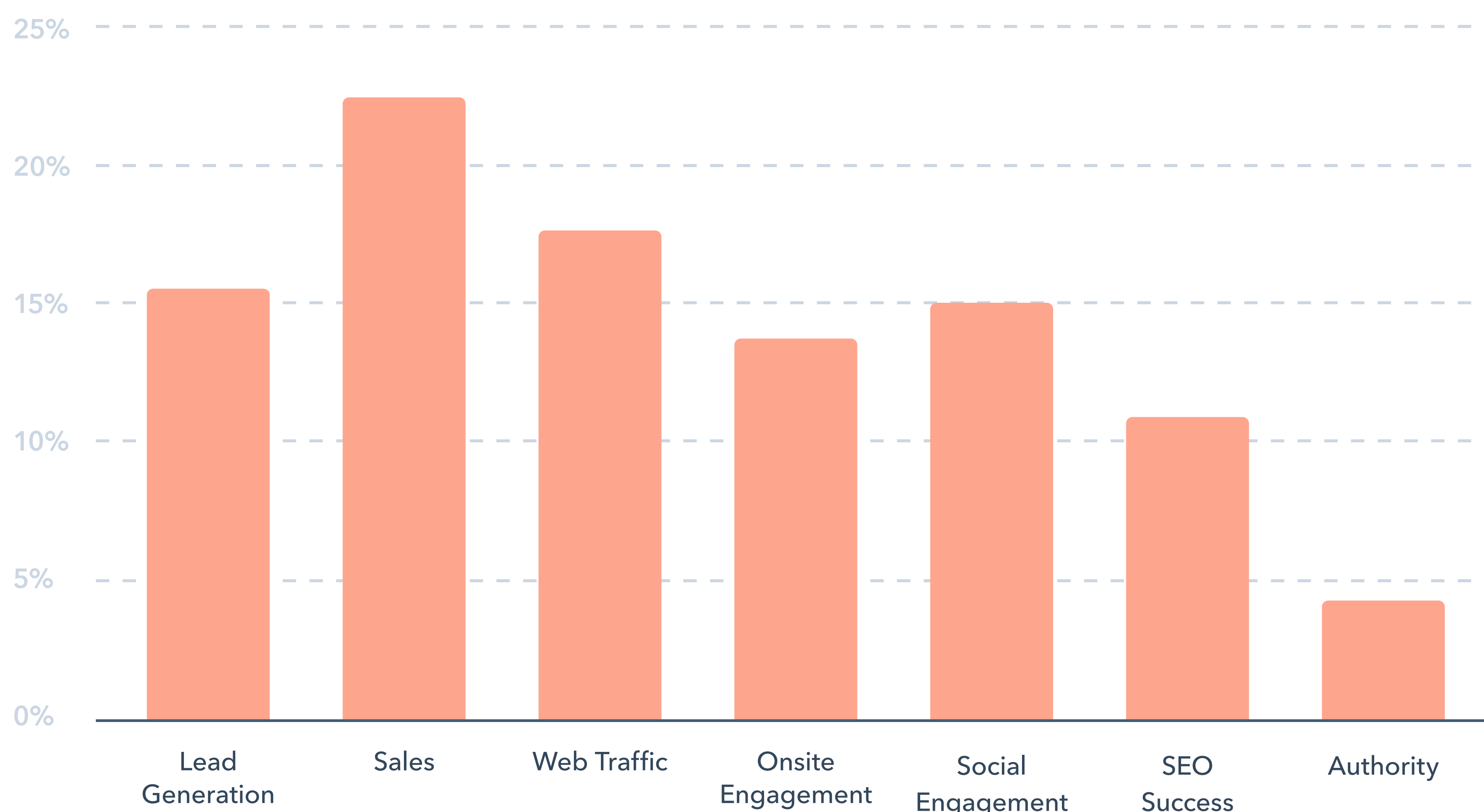


Do you plan on increasing your investment in content marketing in 2020?

Source: HubSpot Research, Global Survey, Nov - Dec 2019

However, only 24% of marketers plan on increasing their investment in content marketing in 2020

How do you measure the success of your content marketing strategy?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

The most common measurement of success for content marketing is Total Sales

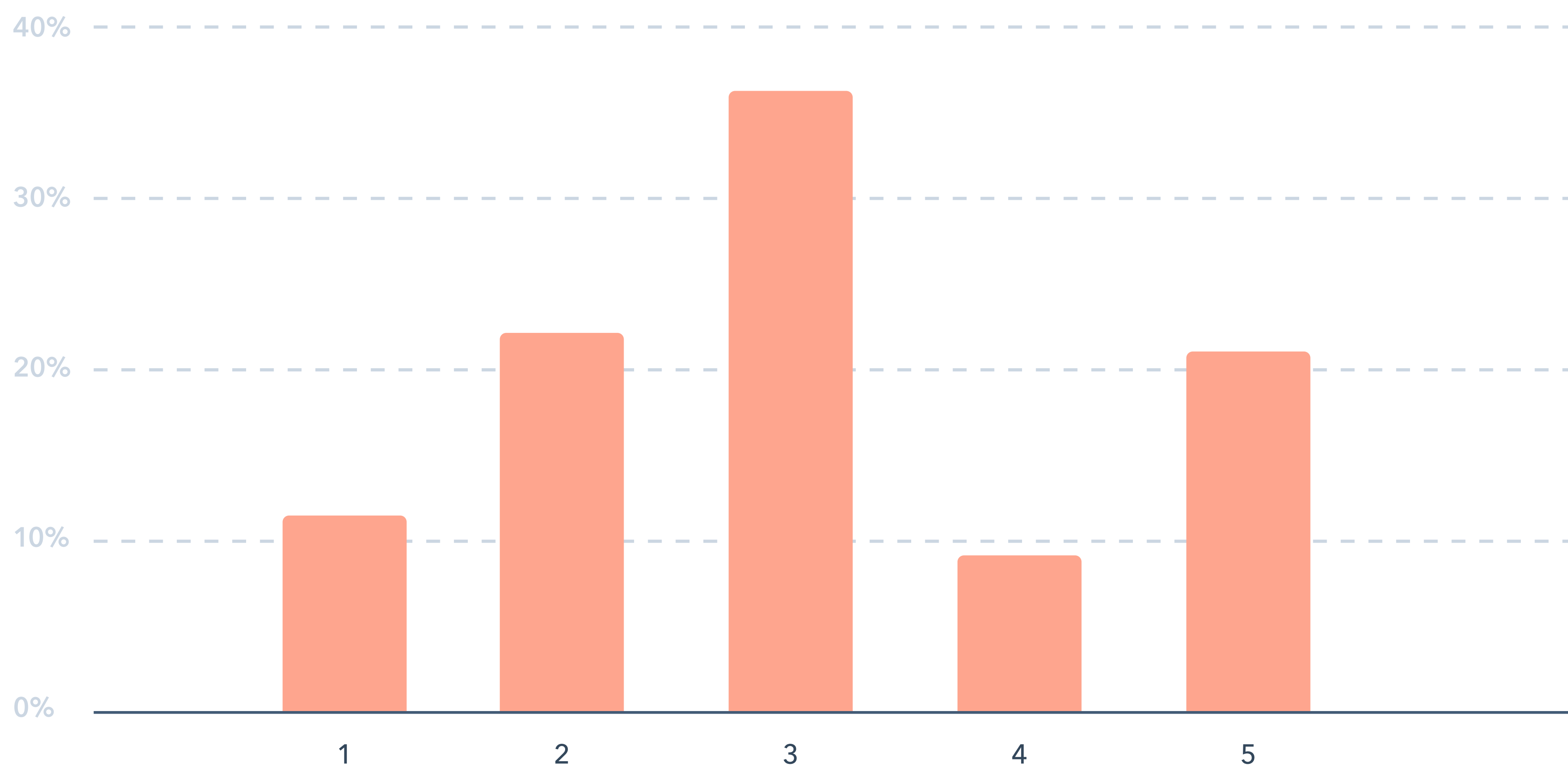
SEO and content marketing will continue to drive visibility in 2020 but what good is being found if content is not credible or compelling? To win the content marketing game, brands need to focus more on optimized, personalized and influencer activated content experiences.



LEE ODDEN
Chief Executive Officer



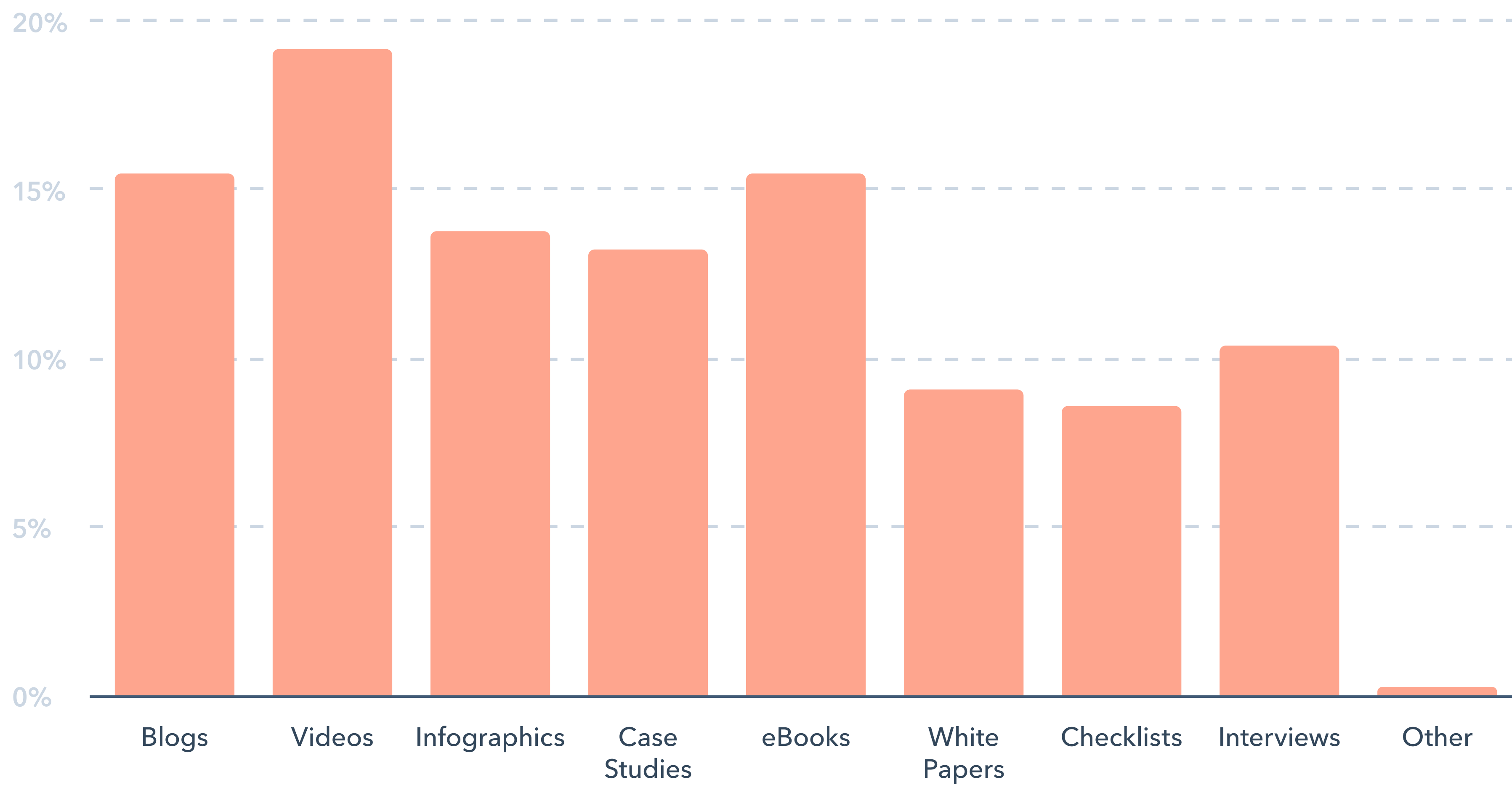
How many audience segments are you creating content for?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

Marketers are creating content for multiple audience segments. Three audience segments being the most common

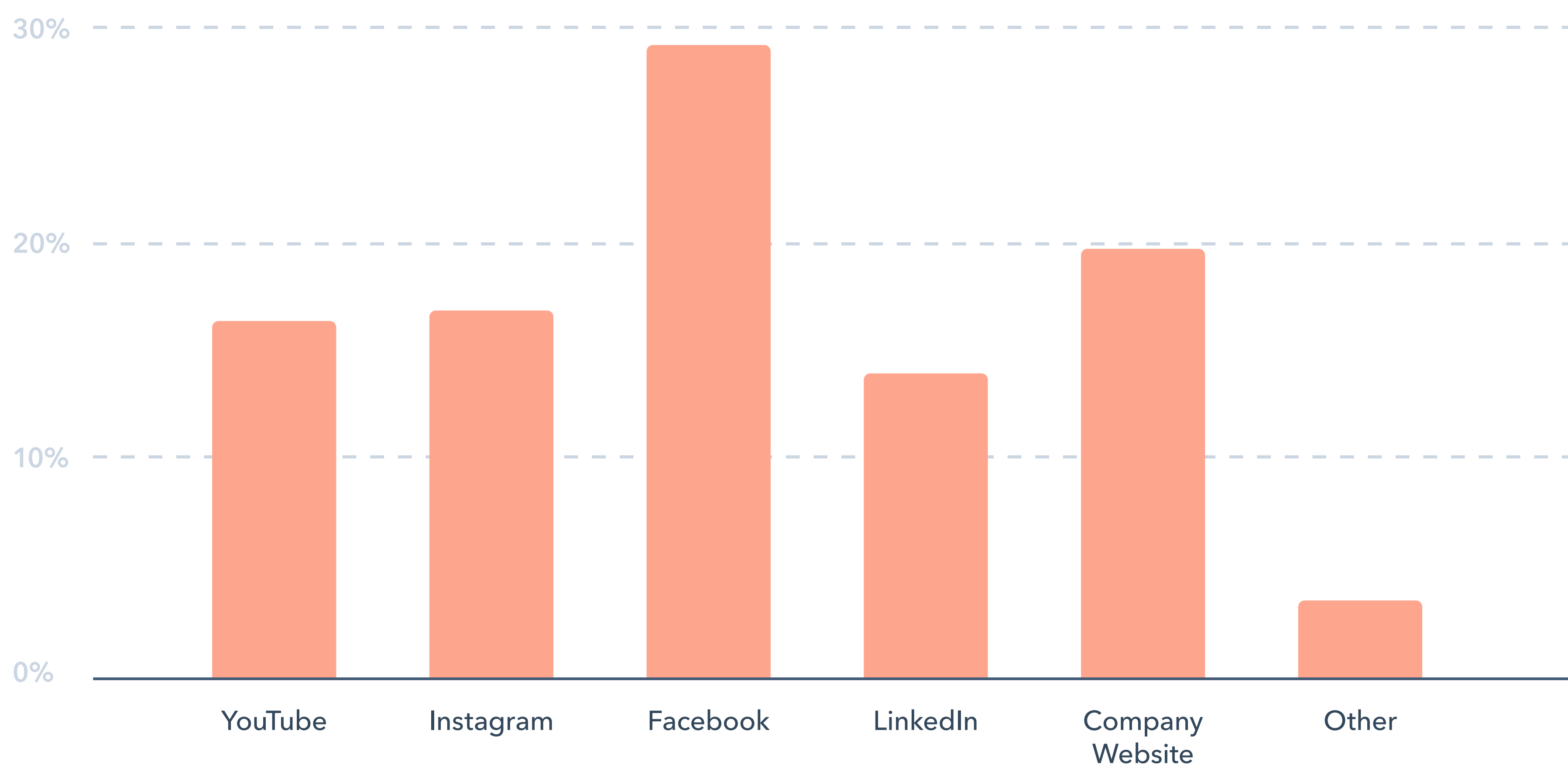
What are the primary forms of media used within your content strategy?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Video is the #1 form of media used in content strategy, overtaking blogs and infographics

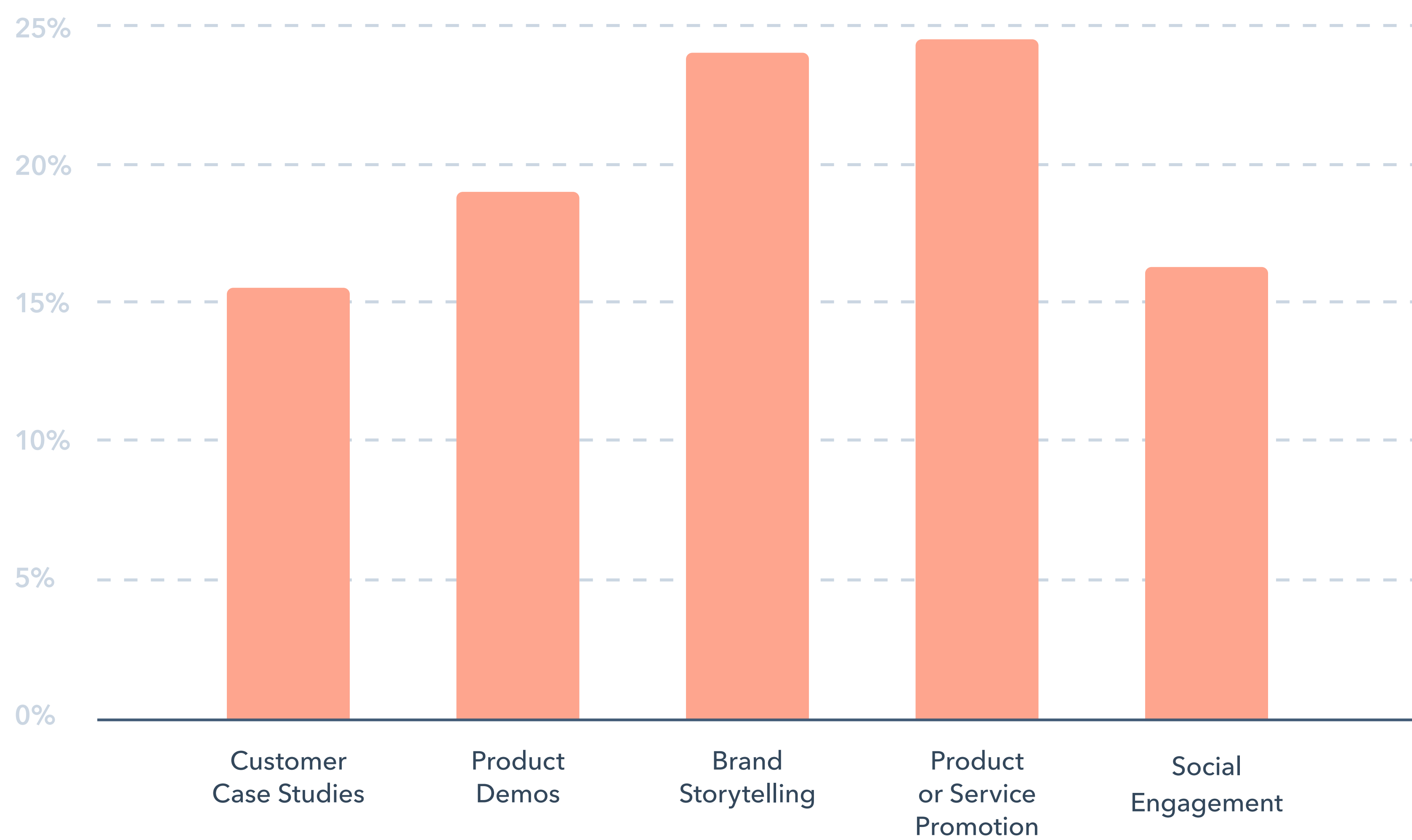
What channels are you creating content for?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

Facebook is the primary distribution channel for content

What type of videos are you investing in?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

Promotional Videos and Brand Storytelling are the most common video types created by marketers

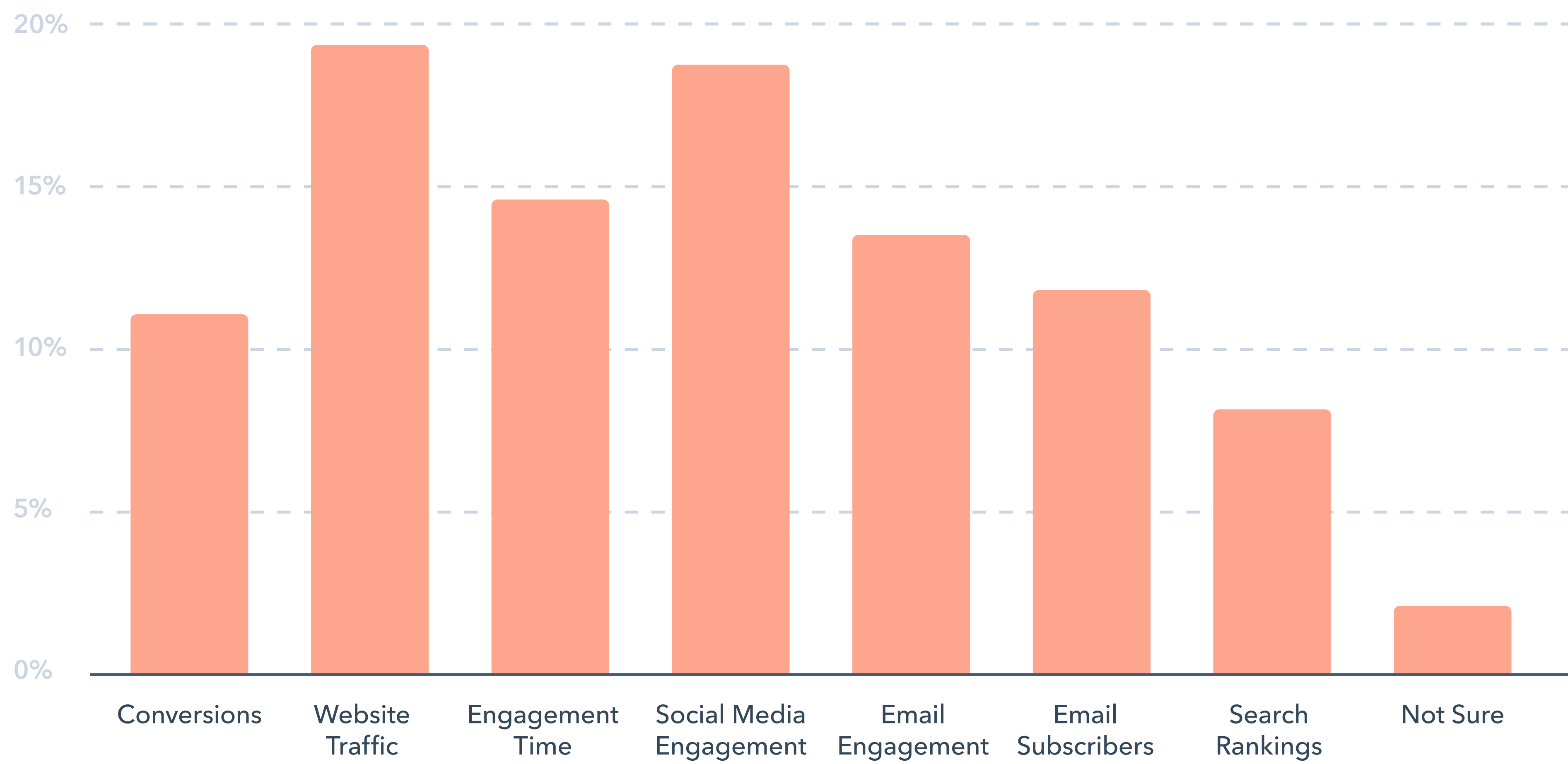
“There is no one-size-fits-all marketing campaign, each country, region, and locality has unique needs, terminology, and means of consuming information. Establishing a global content marketing strategy is essential but it can be very challenging. **For content marketing campaigns to be truly global we need to adapt for regional needs and differences of each market while still conveying the main message.**”



CLARA LANDECY
Marketing Manager EMEA

HubSpot

What content marketing metrics are you tracking?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

The most common content marketing metrics tracked were website traffic and social media engagement



2020 Social Media Marketing Strategy

If social media trends from 2019 taught us anything, it's that personalized content is key for success. We also saw brands starting to listen more closely to their audience. I only expect this to intensify in 2020 with the world moving towards tighter data regulations and higher expectations from people for the content they consume. The world is numb to generic social media broadcasts.

On top of that, there are more social media channels than ever before, but the main three still lead the pack in regards to return on investment. The data below tells us that marketers reported that Facebook provides the biggest return on investment.

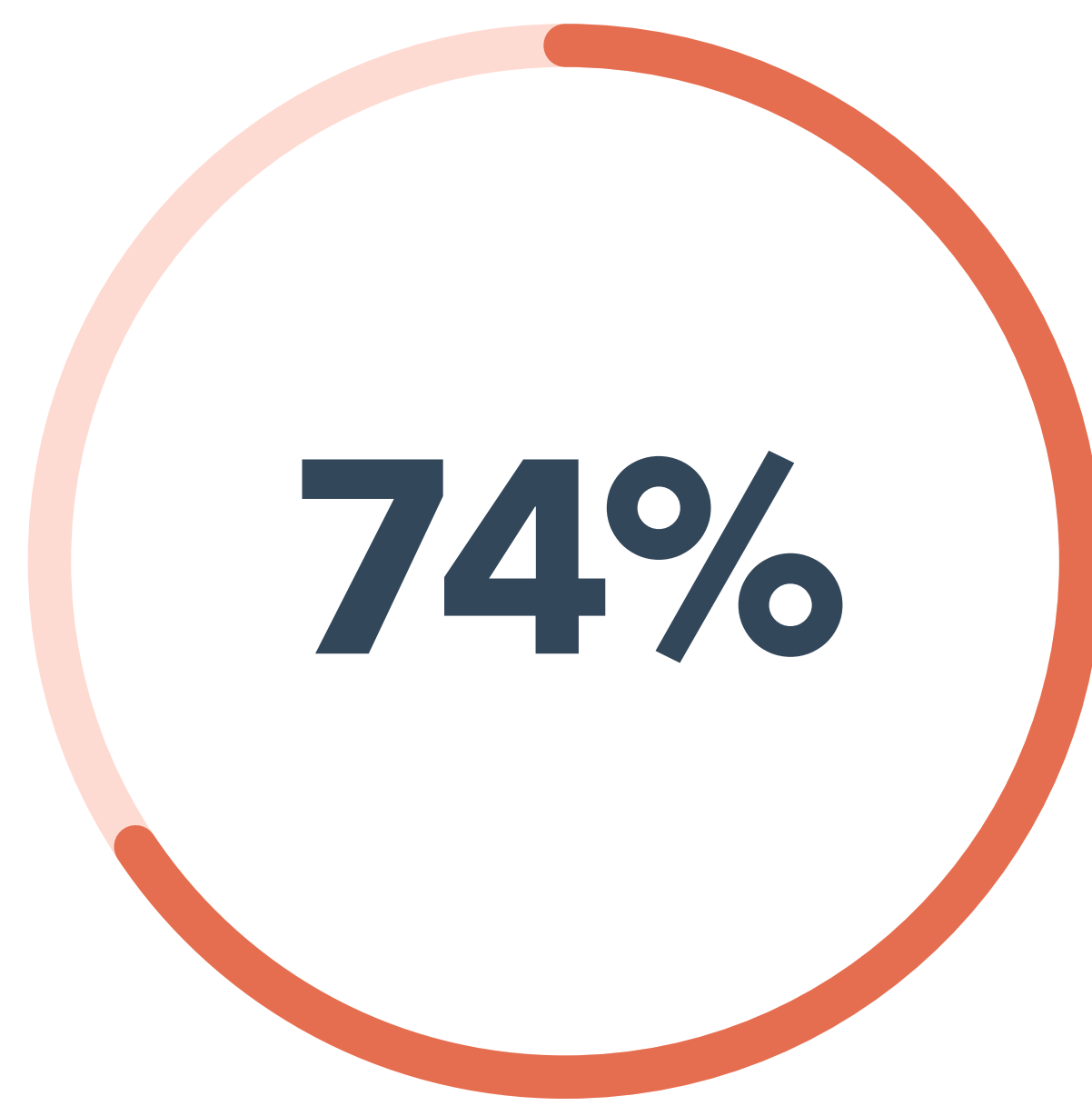
Check out my full article:

<https://www.hubspot.com/state-of-marketing/social-media-trends>

CRYSTAL KING
Principal Inbound Professor

HubSpot



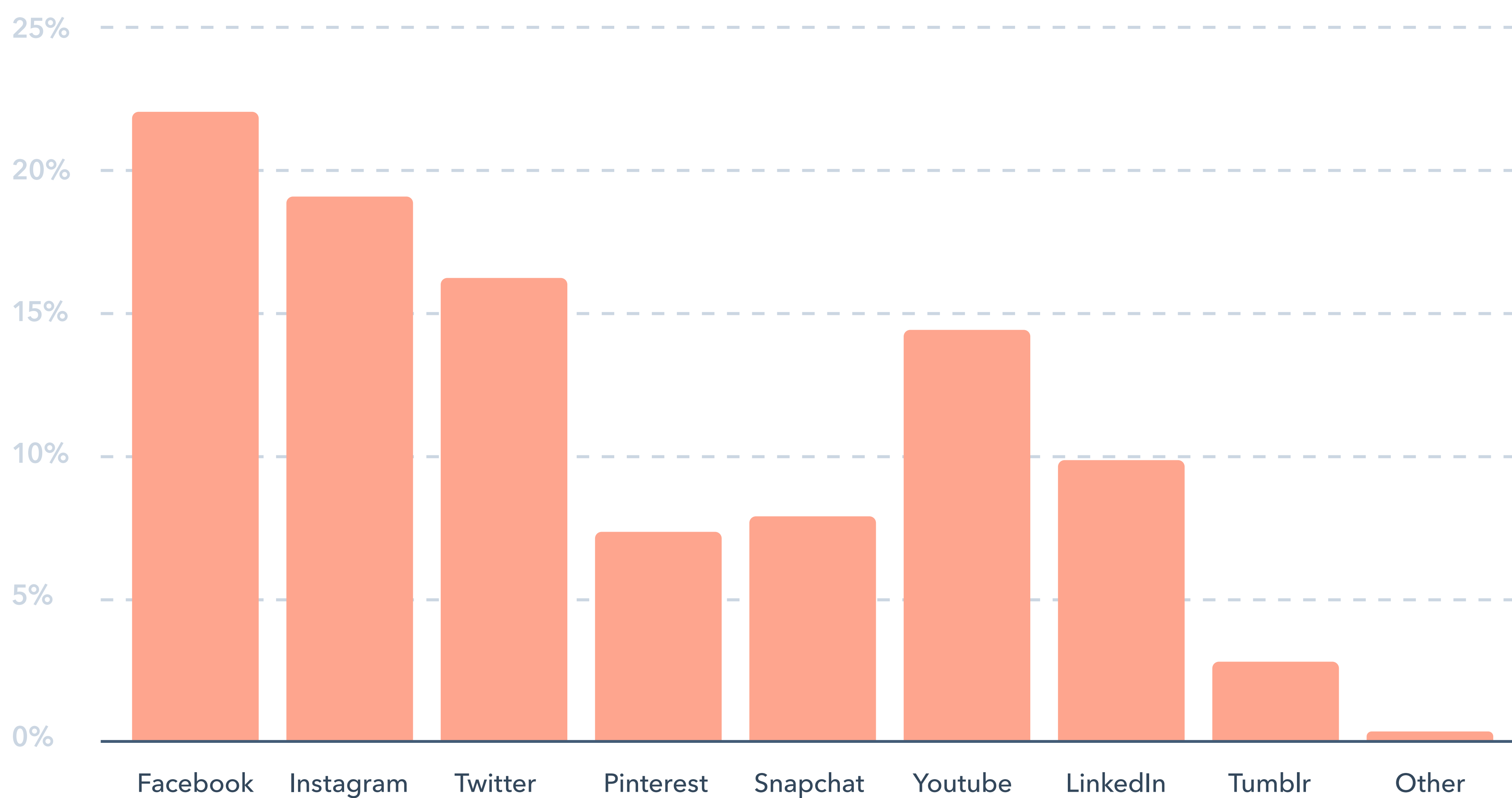


Does your company actively invest in social media marketing?

Source: HubSpot Research, Global Survey, Nov-Dec 2019

74% of global marketers continue to invest in social media marketing

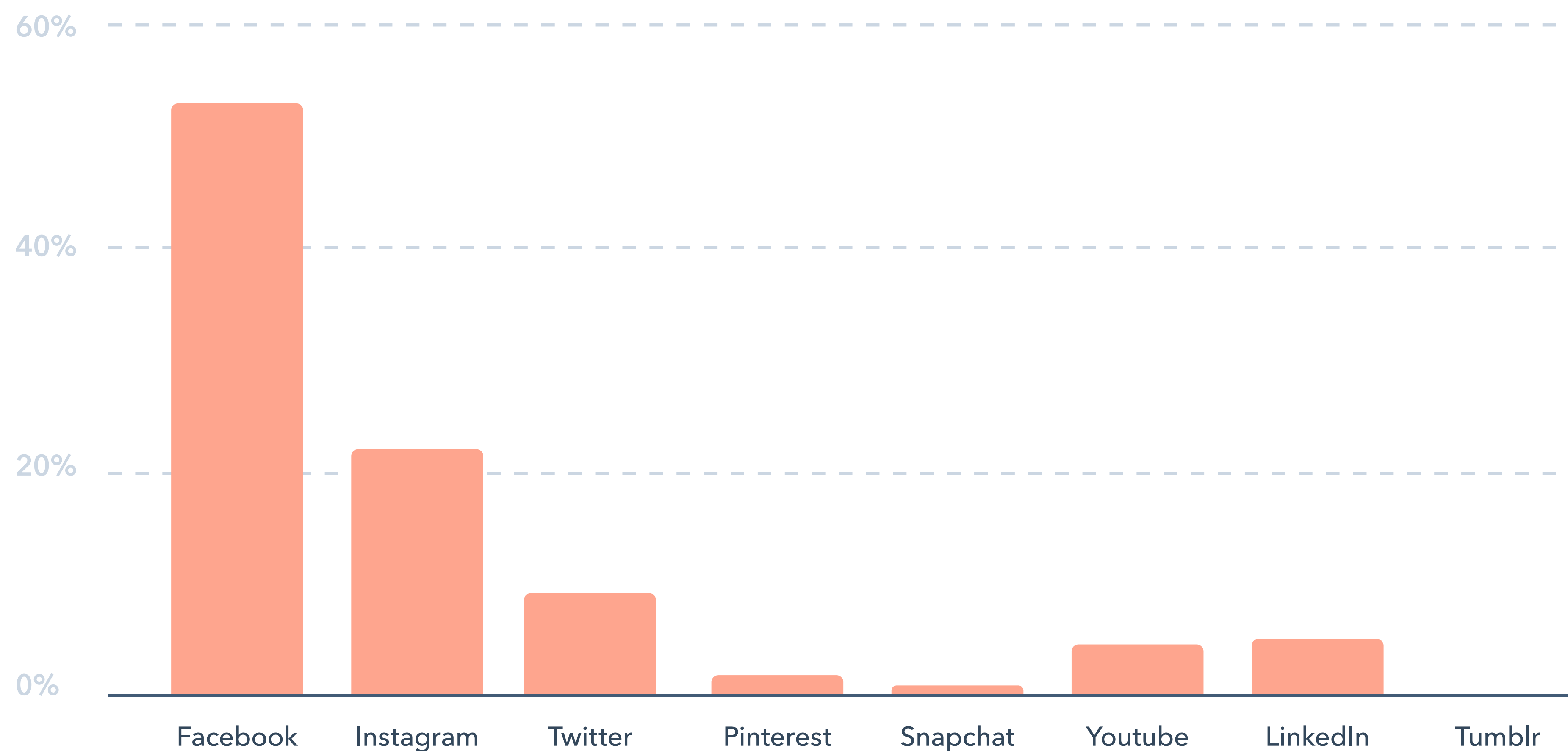
Which social media platforms does your company invest in?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Facebook, Instagram, and Twitter lead the pack as the most commonly used social media platforms by marketers

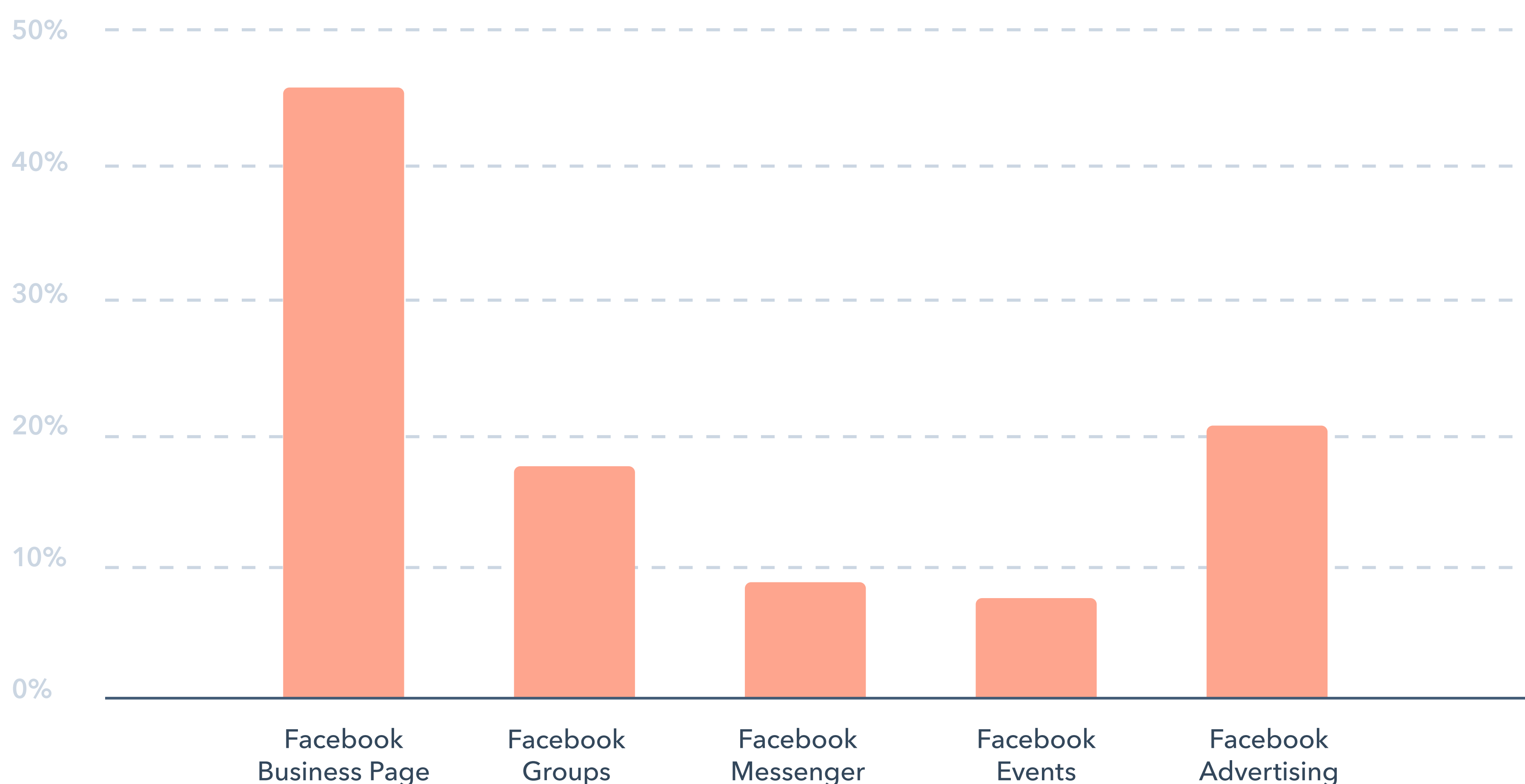
Which social media channels does your company see the most ROI from?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Facebook remains the top social channel used by marketers with the highest return on investment

Which Facebook feature is the most valuable for hitting your marketing goals?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

18% of marketers are using Facebook Groups

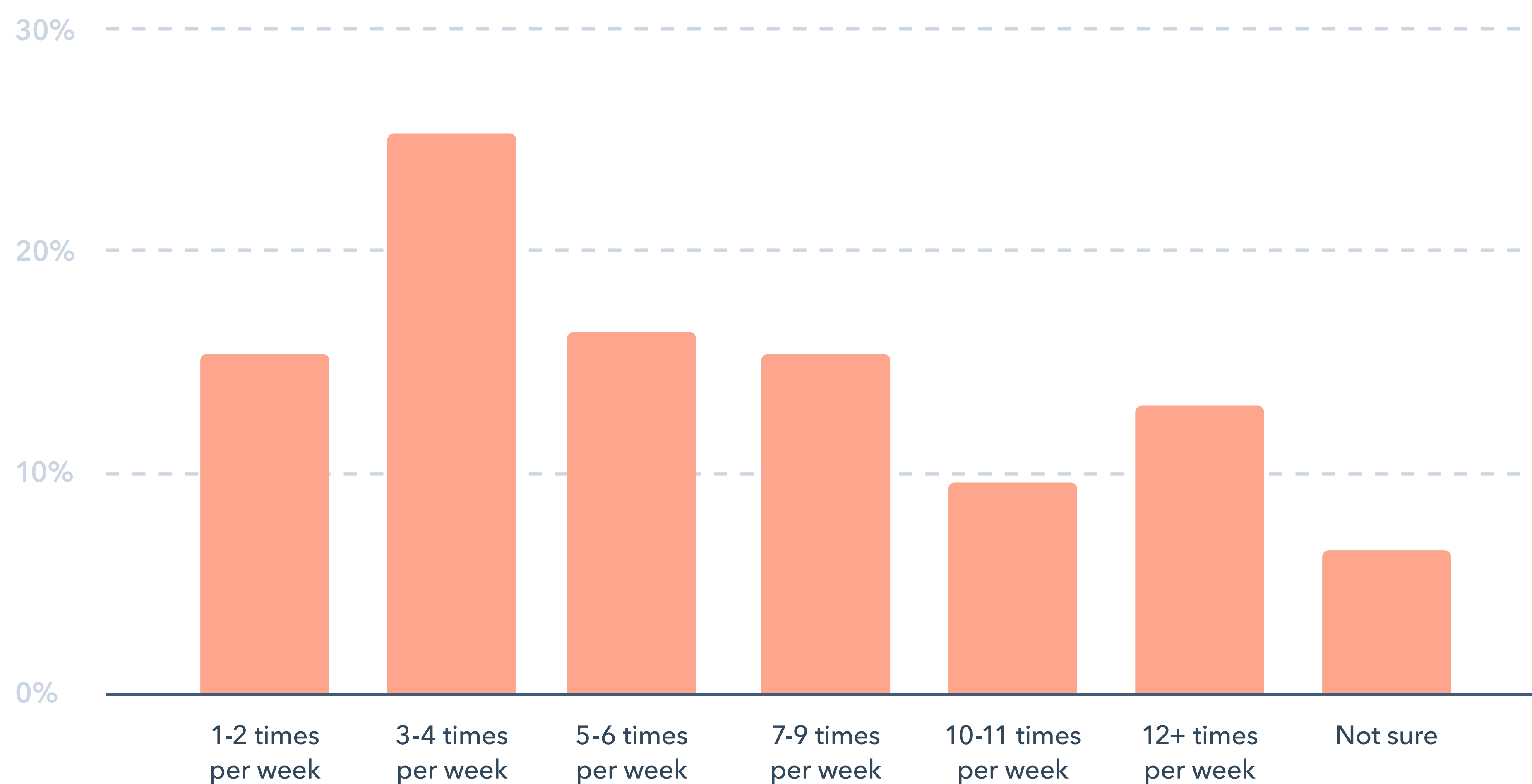
// Brands will need to develop their own personality and set of values in order to be able to have meaningful one-on-one interactions. That's how they will stand out in a world of noise and limited attention. **Small and authentic will win over big and generic every time.** Want more specifics? Pay attention to private groups, micro-influencers and social movements that are relevant to your brand. //



DIEGO SANTOS
Marketing Manager
EMEA



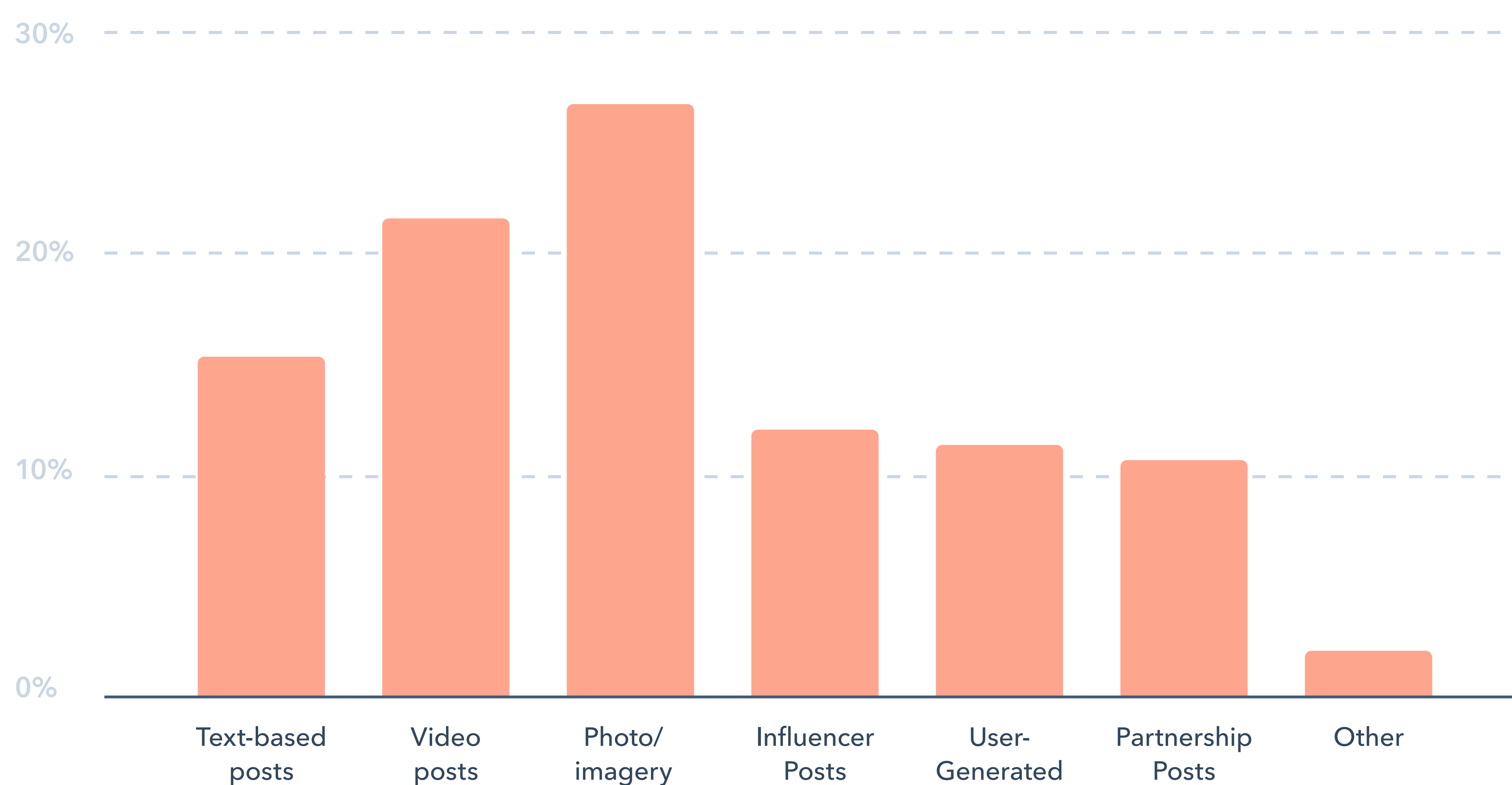
How often does your business post on social media?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

The most common publishing cadence on social media is 3-4 times per week.

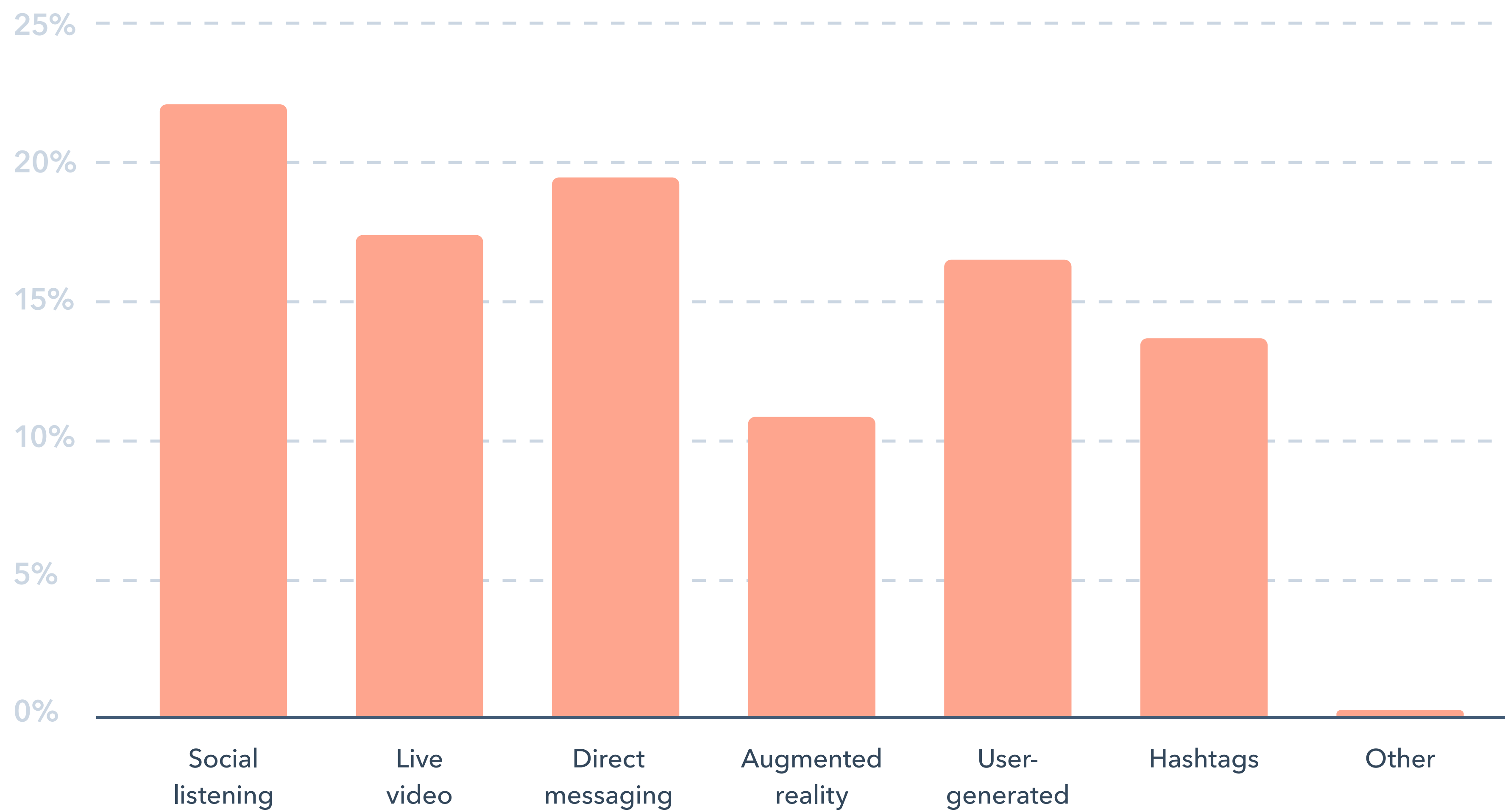
Across all social channels, what type of content have you found most successful for engaging your social audience?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

Photo and imagery posts are the most content type used to increase audience engagement

What are your company's tactics for social media marketing?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Social listening is the #1 tactic used by marketers





JOSH CHANG
Manager, Acquisition Analytics



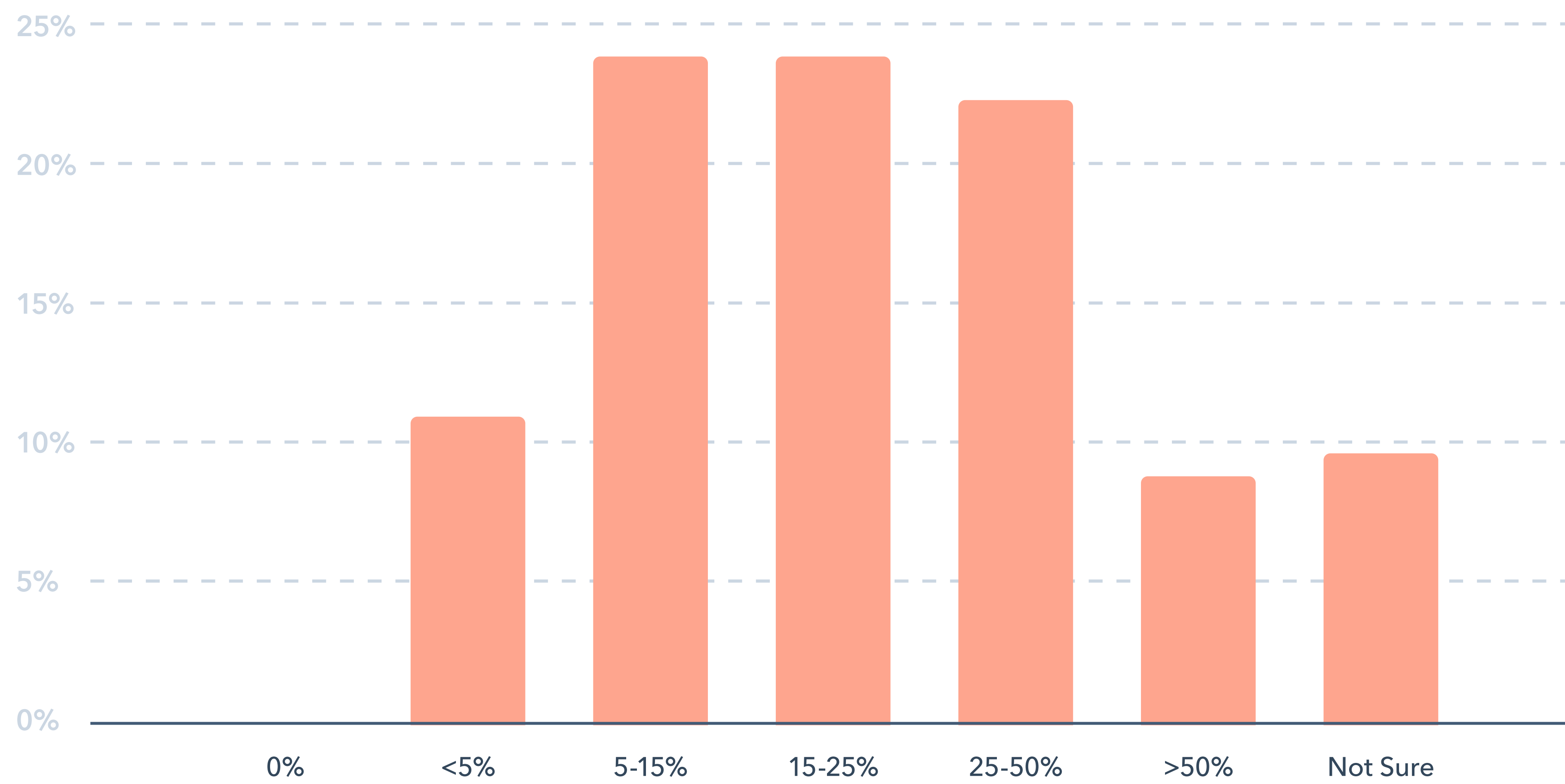
2020 Digital Advertising Strategy

There's a lot that falls under digital advertising: design, targeting, optimizations, analysis, and more. Organic content channels are flooded, and paid advertising is an effective way to get your content to the top of people's feeds (and their minds). But the variety and breadth of the topic can make it hard to master and intimidating to test. If your company plans to invest in digital advertising, take the time to evaluate trends and analyze data from your past campaigns to figure out how you can most effectively invest your ad dollars.

Check out my full article:

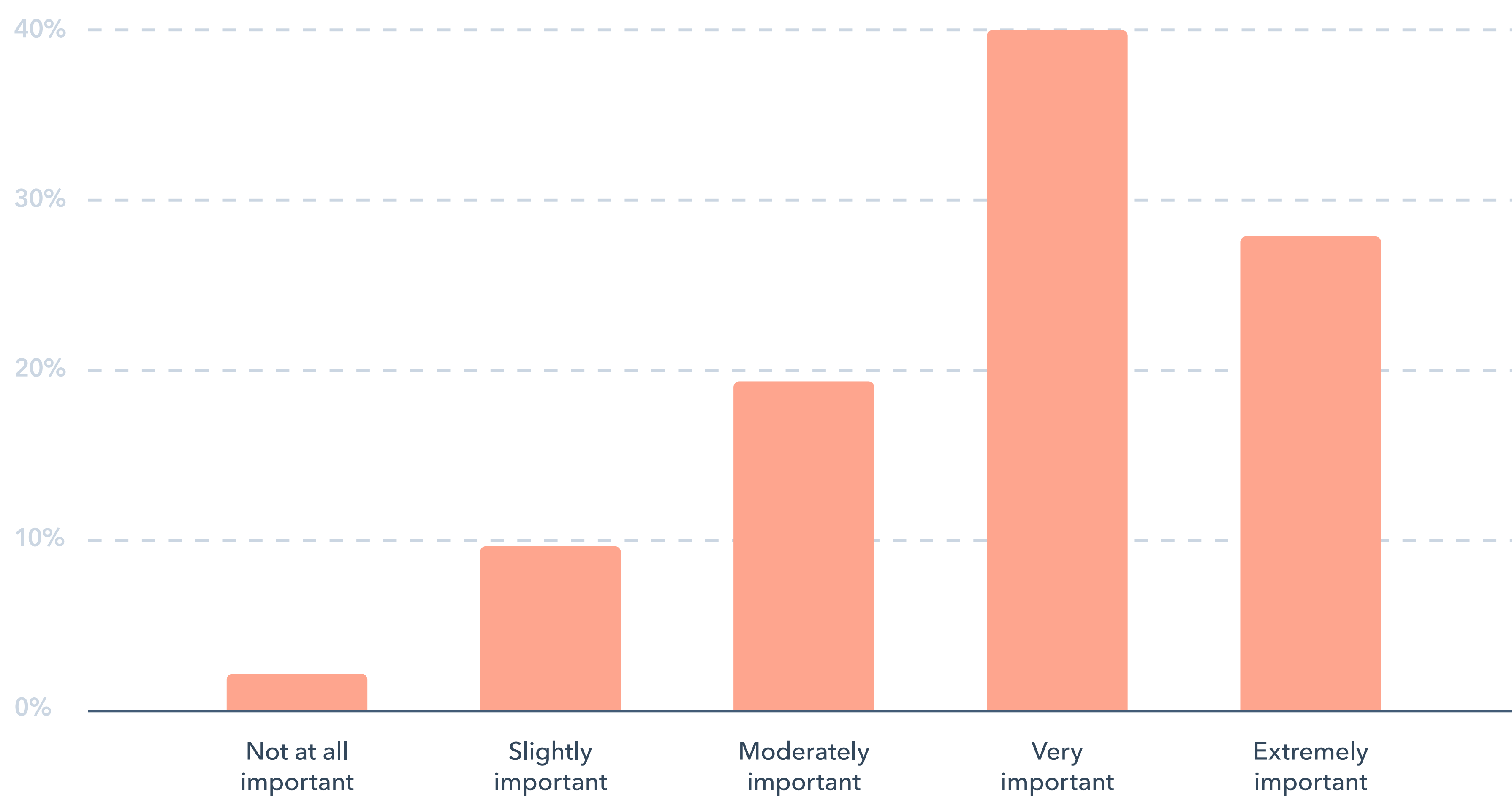
<https://www.hubspot.com/state-of-marketing/digital-advertising-trends>

What percentage of your overall marketing budget are you spending on paid advertising?



HubSpot Research, North American Survey, Jan - Feb 2020

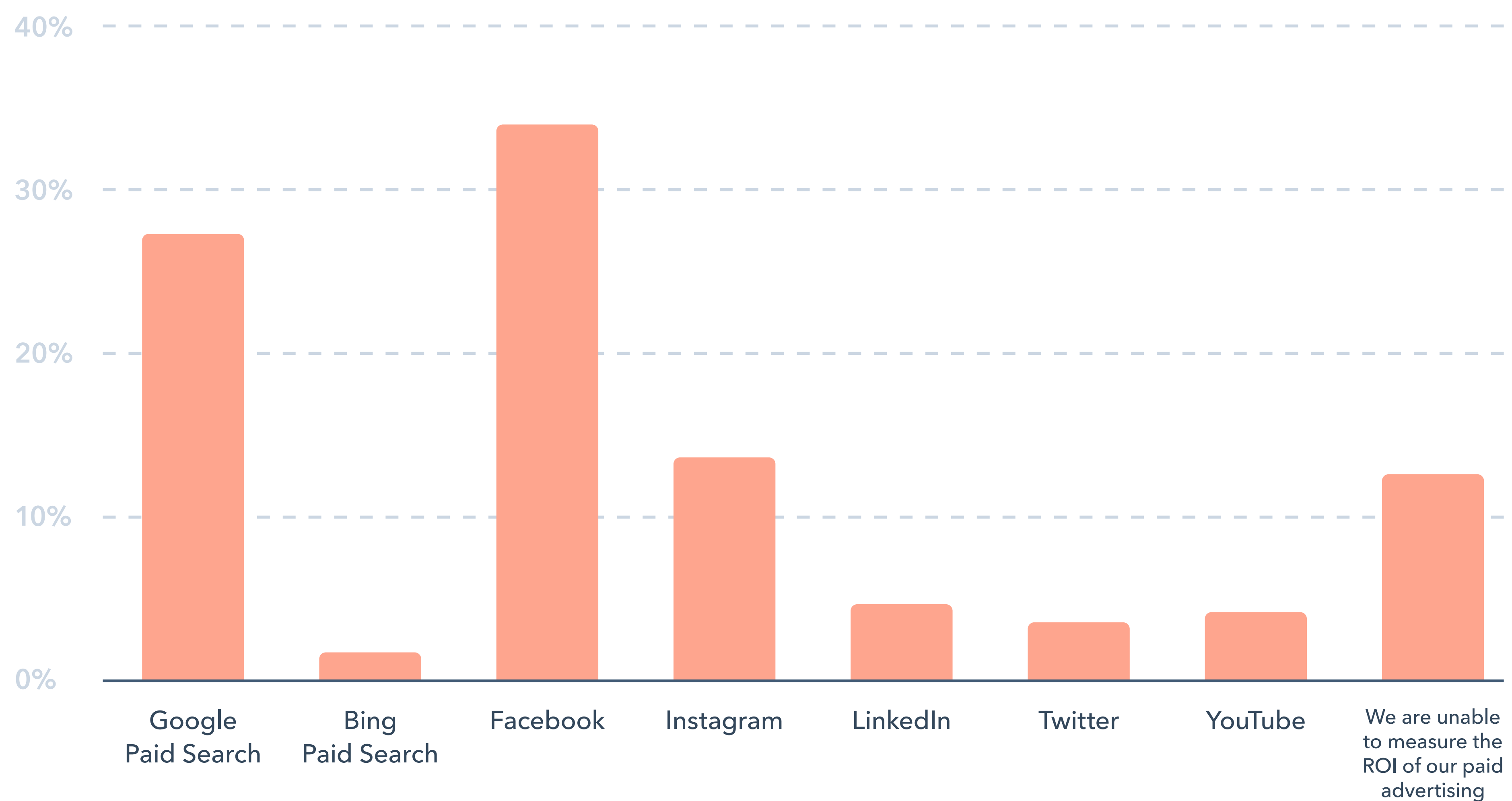
How important is paid advertising to your overall marketing strategy?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

68% of marketers stated that paid advertising is 'very important' or 'extremely important' to their overall marketing strategy

Which paid channel is providing your company the highest return on your investment?"



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Facebook and Google Search advertising provide the highest return on investment

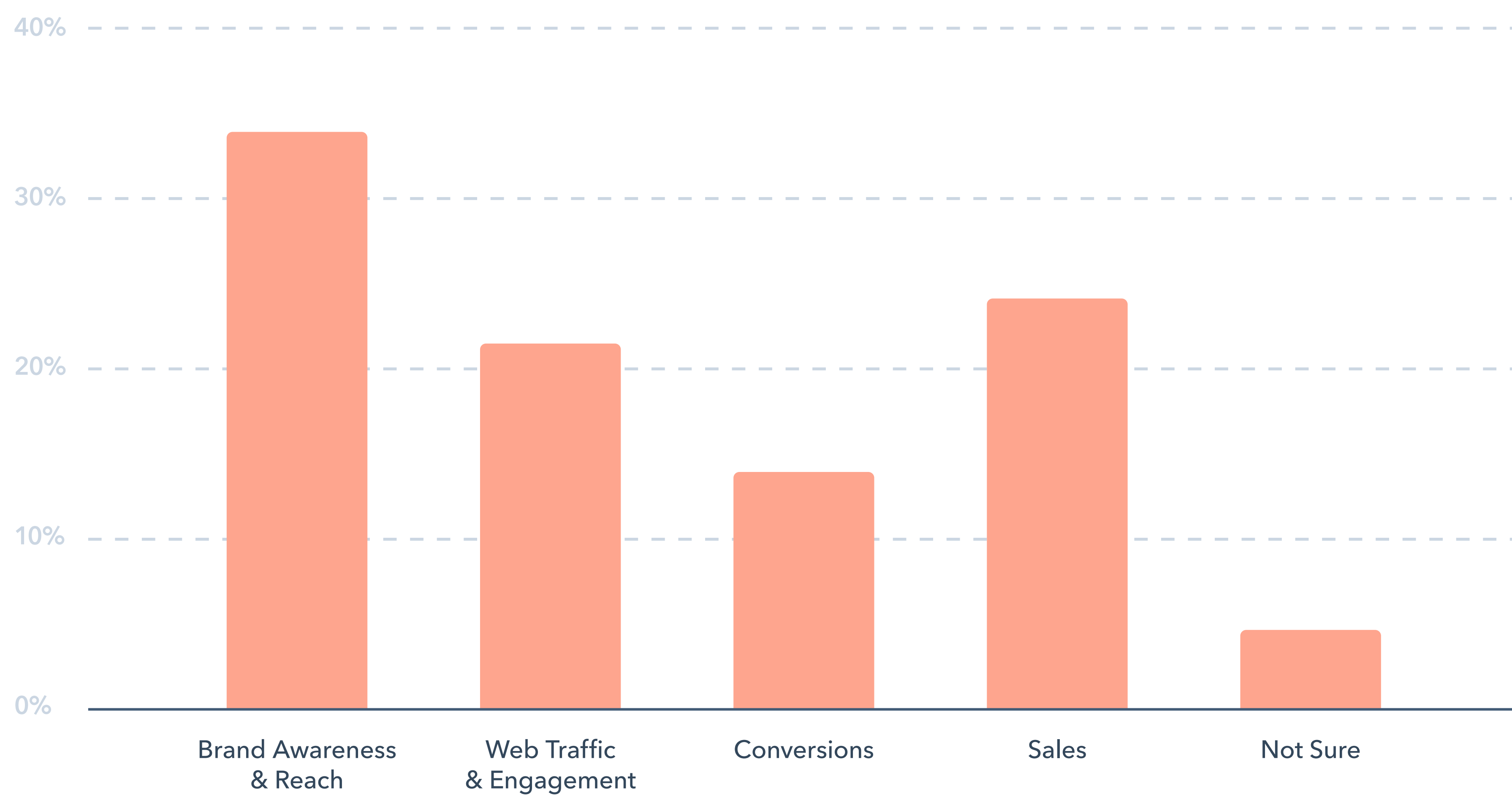
“Rising ad prices, among other things, should draw the attention of marketers to landing page and conversion rate optimization. **The new focus requires marketers to understand the psychology of users.** In most cases, it is not bad usability that is the blockade, but a lack of clarity and motivation.”



BEN HARMANUS
Principal Marketing
Manager EMEA



What is the primary goal of your paid advertising?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

**33% of marketers use advertising to increase brand awareness.
24% use advertising to impact direct sales**



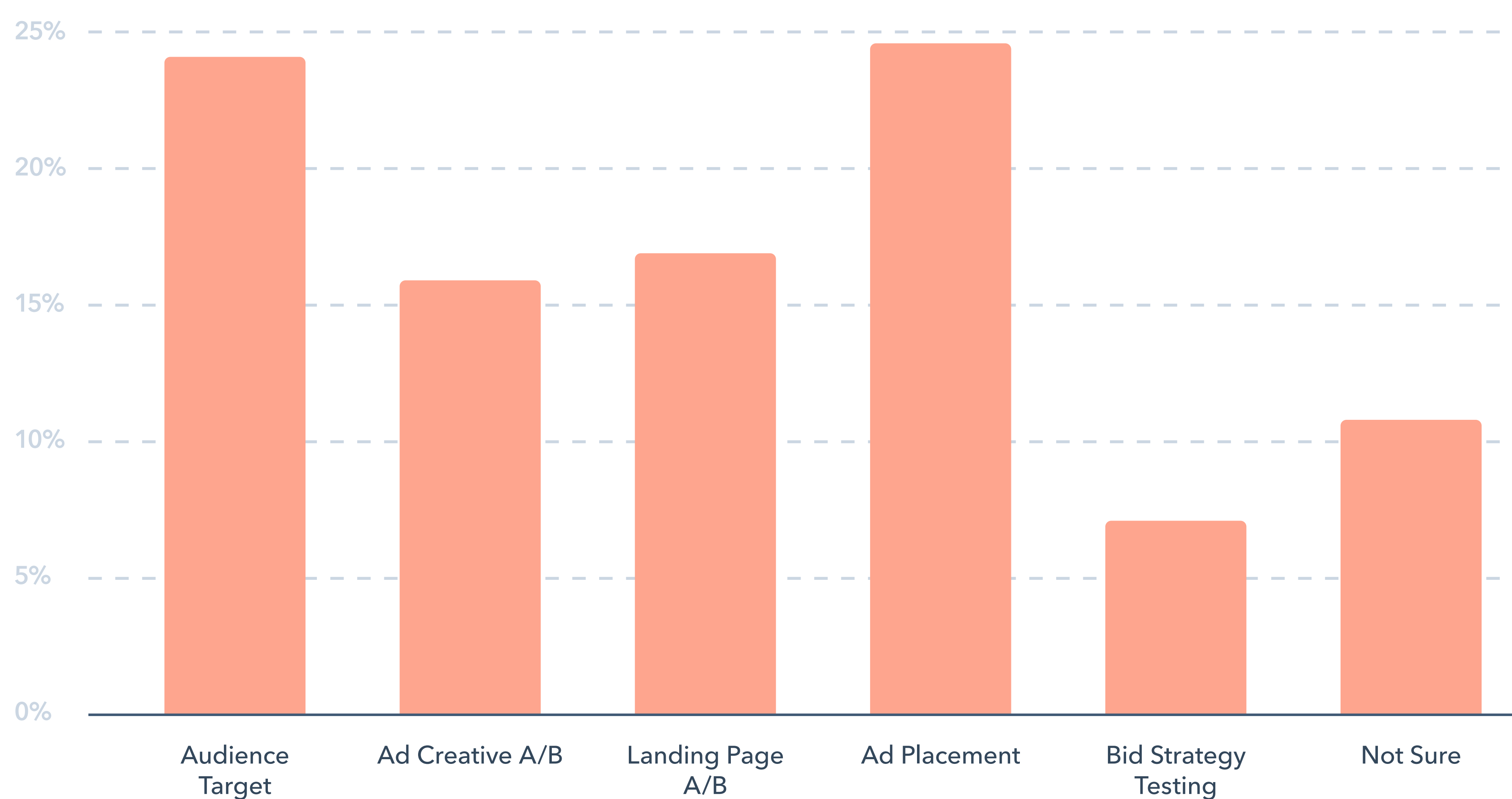
“Marketers need to start thinking of their leads more like audiences, and that they are either product-interested or content-interested. **Tailor your promotional strategy to ensure that audiences are seeing ads most relevant to them.** Marketers may be tempted to target audiences who have expressed interest only in their content with a product ad, but be patient!”



BARB GAGNE
Director of Marketing



What optimization tactics are improving your performance?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

Ad Placement and Audience Targeting are the top optimization tactics used by advertisers

2020 Web Strategy

Welcome to 2020. Our data tells us that 63% of marketers are looking to make a website upgrade this year. Are you? The discussion of web strategy can take many directions, from copywriting to conversion paths. When we consider website optimization and overall web strategy, accessibility should be one of your main objectives in 2020 and onward. Accessibility is a broad term, but there are a few main things I focus on: a continuous monumental shift to mobile devices, transparency and disclosure of information, and properly interpreting user intent. In 2020, build your web strategy around your audience's needs first. Providing a great user experience will allow you to more easily deliver your message and meet your business goals. Check out the data below and start building a web strategy with your users in mind.

Check out my full article:

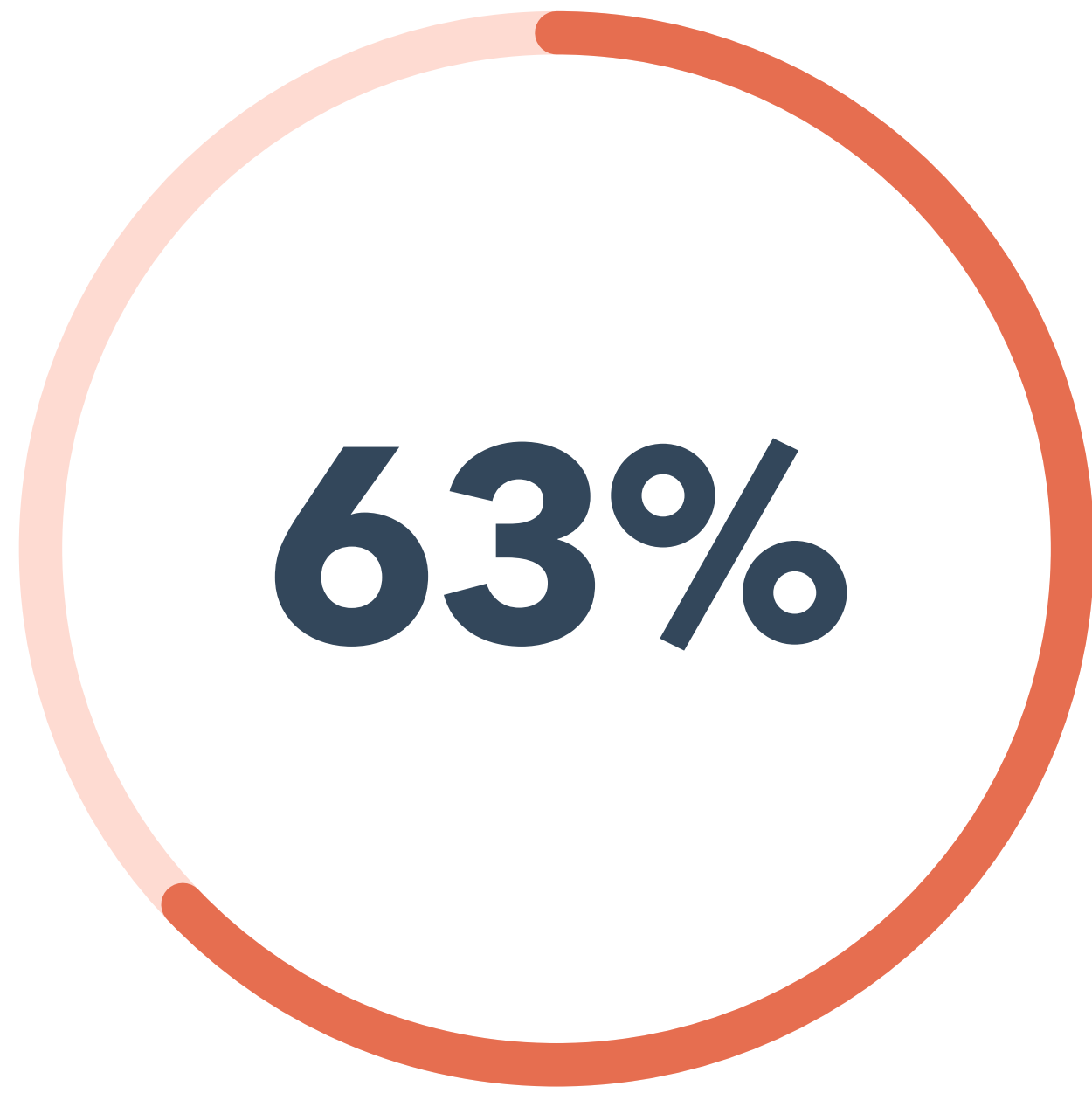
<https://www.hubspot.com/state-of-marketing/website-strategy>

DEBBIE FARESE

Director of Global Web Strategy

HubSpot



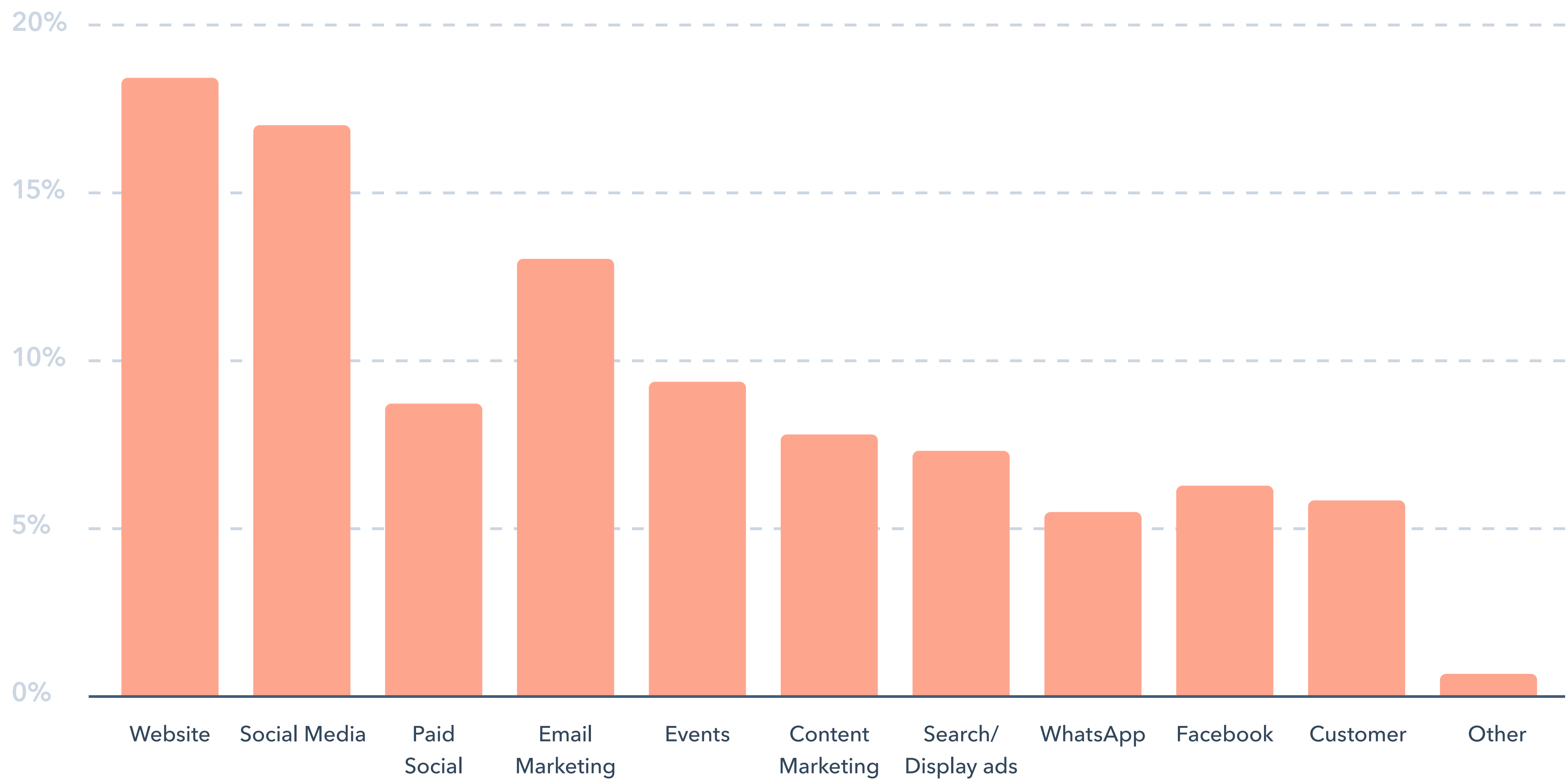


Is your company investing in a website upgrade in 2020?

Source: HubSpot Research, Global Survey, Nov-Dec 2019

63% of marketers are investing in a website upgrade this year

What channels does your company use for marketing your business. Check all that apply.



Source: HubSpot Research, Global Survey, Nov - Dec 2019

A business website is the most used distribution channel for marketers

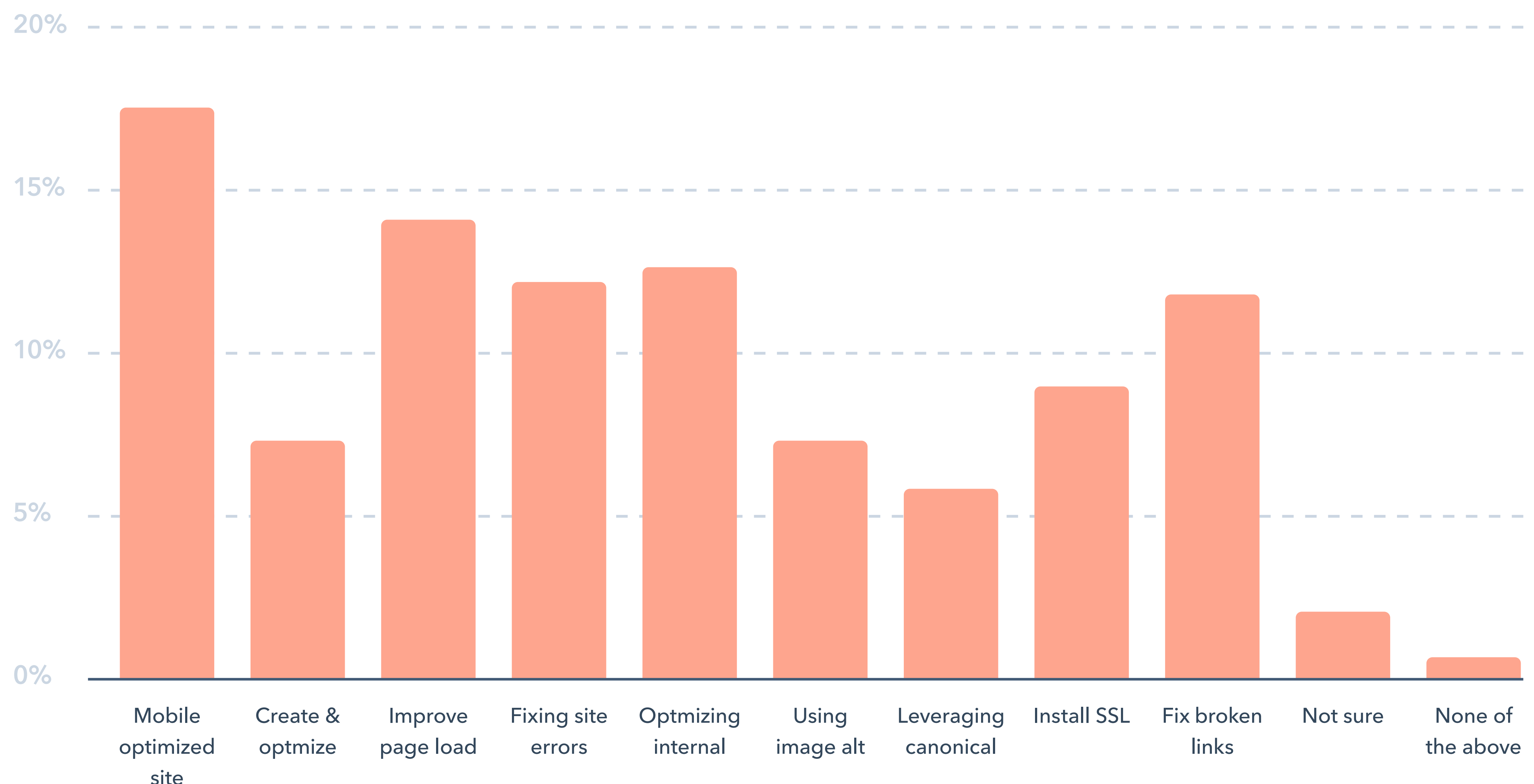
// Websites have come a long way from serving as digital business cards to being everything but that. For marketers, 2020 will be all about reducing complexity (even more) and creating a concise and transparent user experience. In the end, **our goal must be to provide users with the information they want, when and where they need it.** To achieve this, a compelling and straightforward design, adhering to accessibility standards and personalization are indispensable. //



MARVIN HINTZE
Marketing Manager
DACH



Which tactics have you found most beneficial in improving site performance and ranking? (Select all that apply)



Source: HubSpot Research, NAM Survey, Jan - Feb 2019

To improve site performance, the number one technical SEO tactic used by marketers is optimizing mobile performance

“What if I told you that your marketing content was excluding an audience of roughly 61 million people in the United States? 1 in 4 people live with a disability in the United States. **Accessibility is an attribute, and inclusive design is a method.**”



CHRISTINA MALLON
Accessibility Design Lead

+ WUNDERMAN
THOMPSON

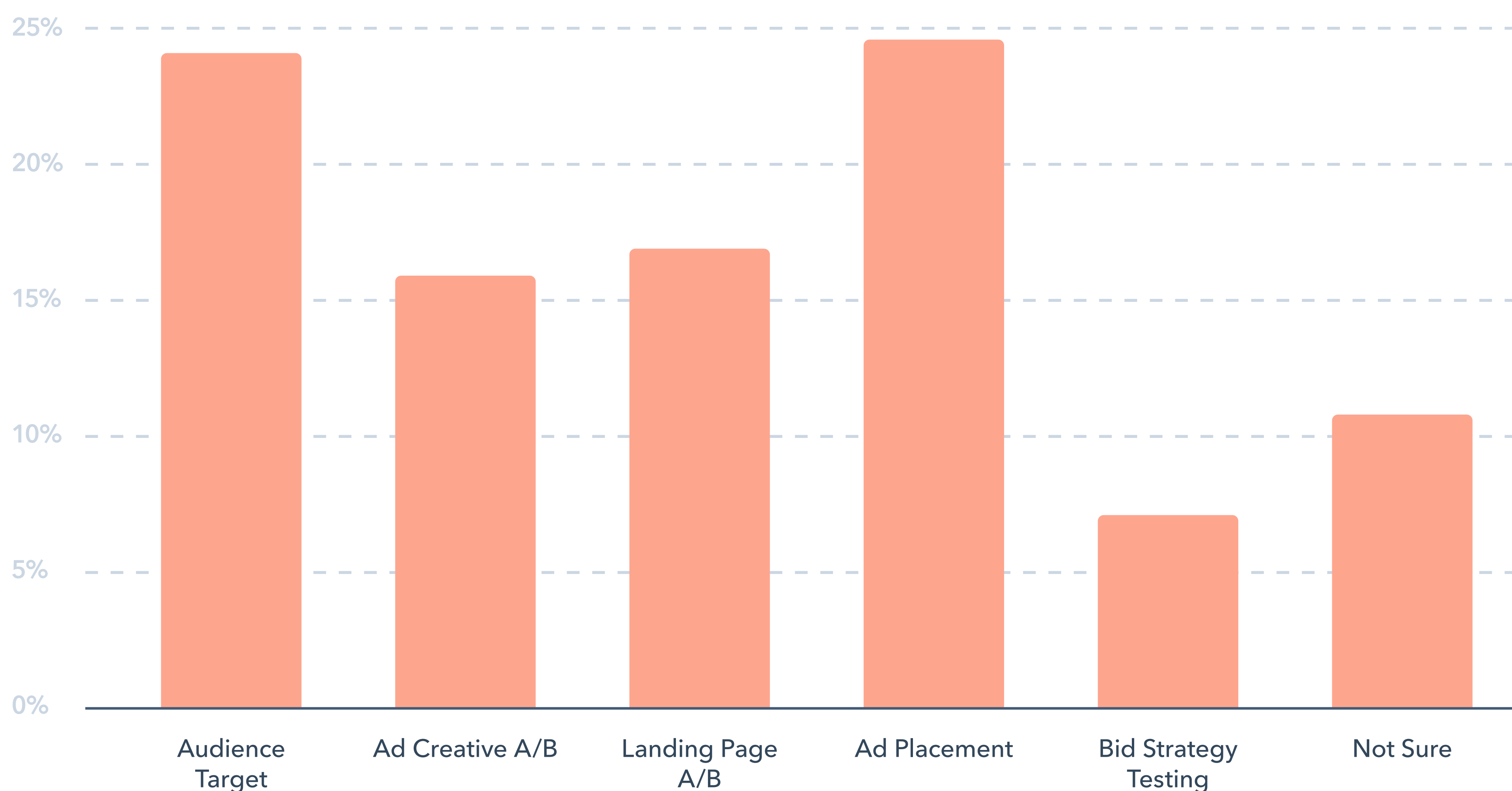


What content management system do you currently use?

Source: HubSpot Research, Global Survey, Nov-Dec 2019

18% of marketers choose Wordpress as their website content management system

What optimization tactics are improving your advertising performance?



Source: HubSpot Research, North American Survey, Jan 2020

17% of marketers use Landing Page A/B testing to improve conversion rates



MATTHEW HOWELLS-BARBY
Sr. Director of Acquisition

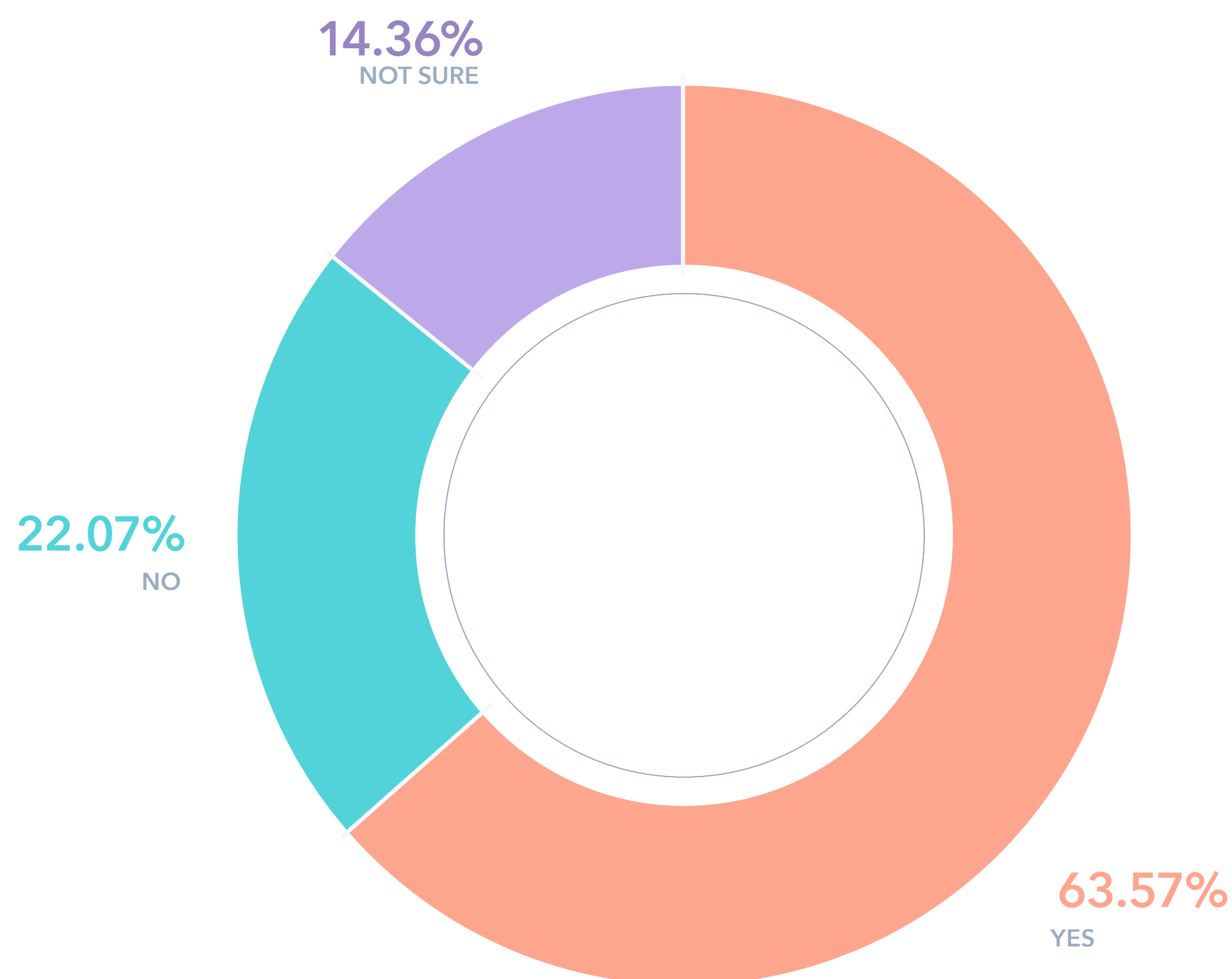


2020 Search Engine Optimization Strategy

In SEO, everything is anchored in user experience. And that experience hinges on providing the information that a person searches for, in a way that search engines can identify. That's how search engines provide relevant information to users. Search engines are getting better and better at understanding search intent, which means they are providing more unique and granular search results that better address the user's specific ask. The content on your website needs to provide a solution to a user's problem, whether it's a long-form article or a one-word answer. In the most recent HubSpot Research survey, **64%** of marketers said they actively invest in SEO. While I'd like to see that number increase significantly, SEO is becoming more of a priority across all industries. When you're forming your SEO strategy, use the data and benchmarks below to help.

Check out my full article:

<https://www.hubspot.com/state-of-marketing/seo-trends>

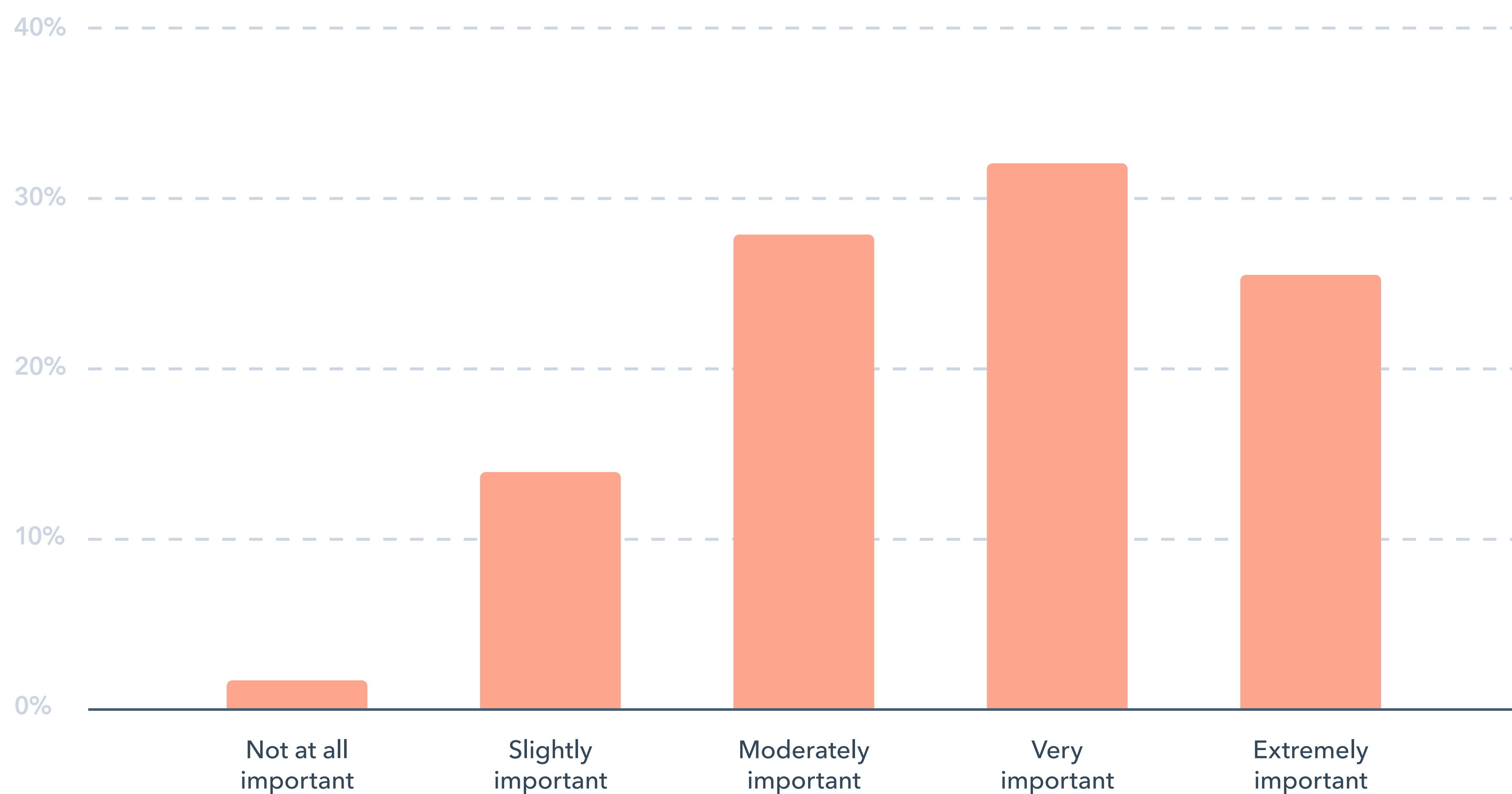


Does your company actively invest time in search engine optimization?

Source: HubSpot Research, Global Survey, Nov - Dec 2019

About 64% of marketers actively invest time in search engine optimization

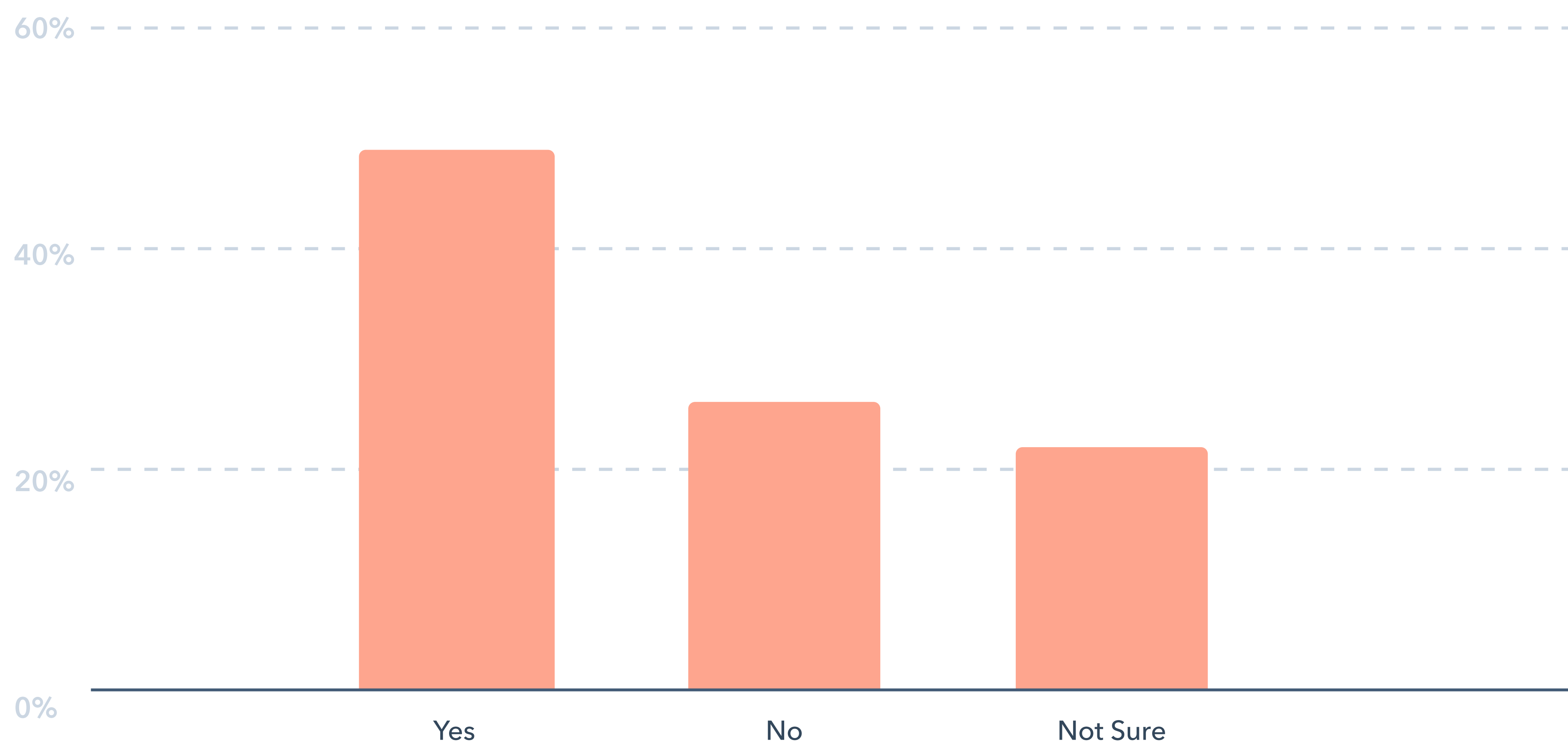
How important is search engine optimization to your overall marketing strategy?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

About 55% of marketers consider search engine optimization either "very important" or "extremely important" to their overall marketing strategy

Is your company investing in technical SEO updates to your website?



Source: HubSpot Research, NAM Survey, Jan 2020

Over 52% of marketers are investing in technical SEO updates to their website

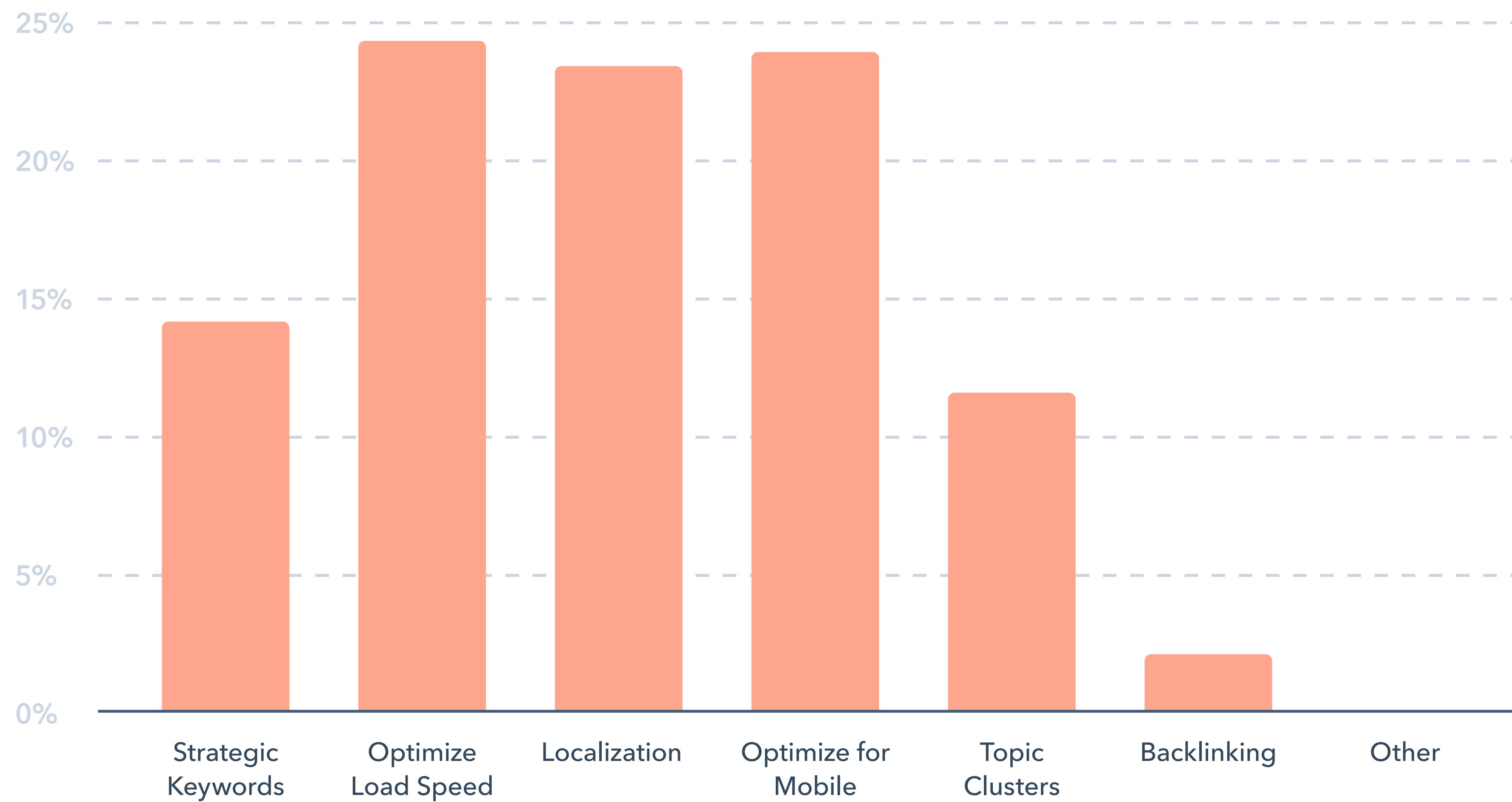
“Google’s search algorithms are trying to transcend text to images, voice (podcasts), and videos. While document-specific optimization techniques are important, don’t forget that text will always be the foundation of search - so making sure text around these assets are descriptive will help them rank well in search.”



KAROLINA BUJALSKA-EXNER
International SEO Manager



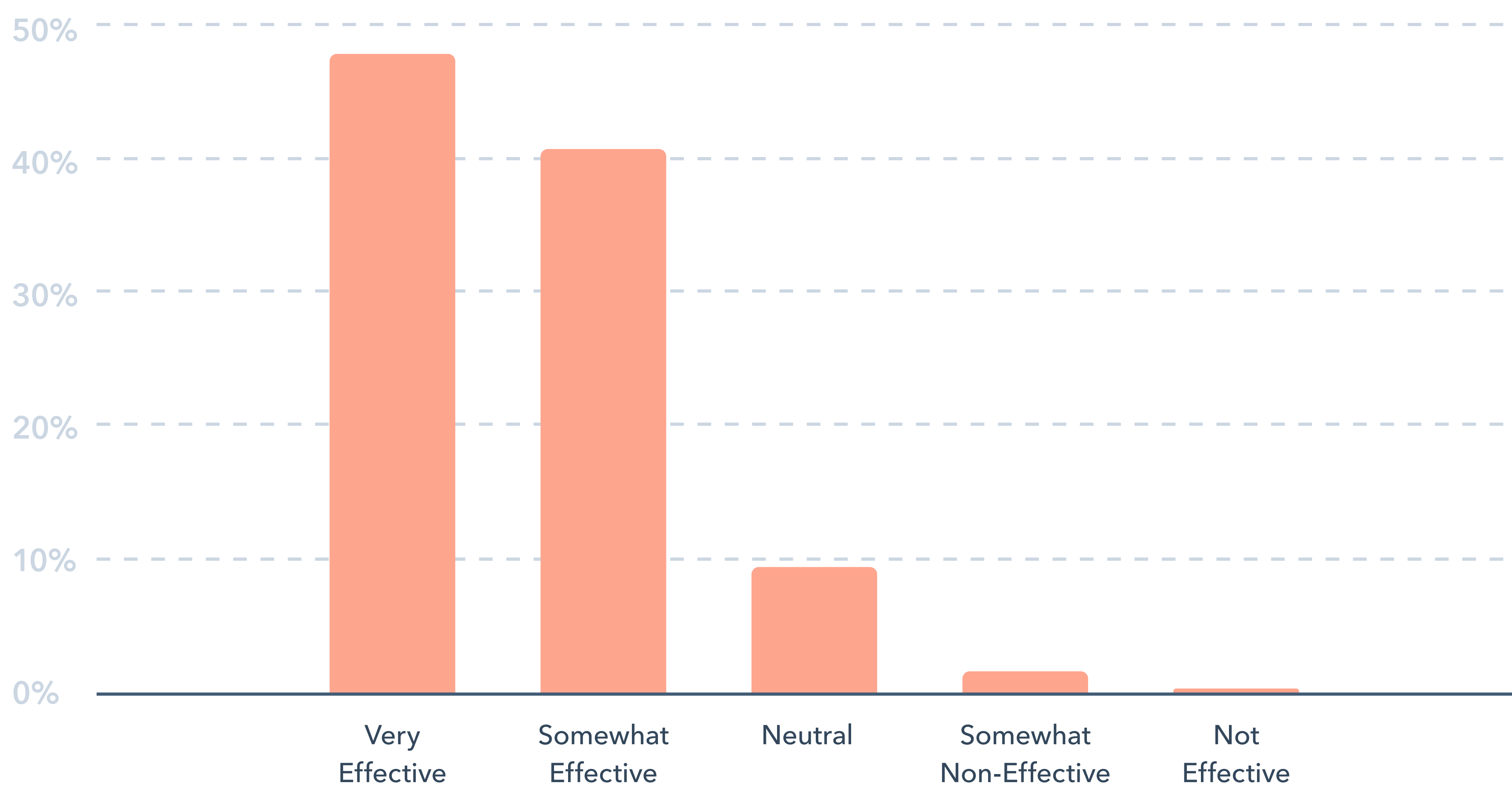
What SEO tactics is your company currently using?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Page speed optimization is the top tactic used to improve search performance

How effective are your SEO tactics at helping you achieve marketing goals?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Roughly 50% of marketers consider their SEO tactics to be "very effective" in helping them achieve marketing goals

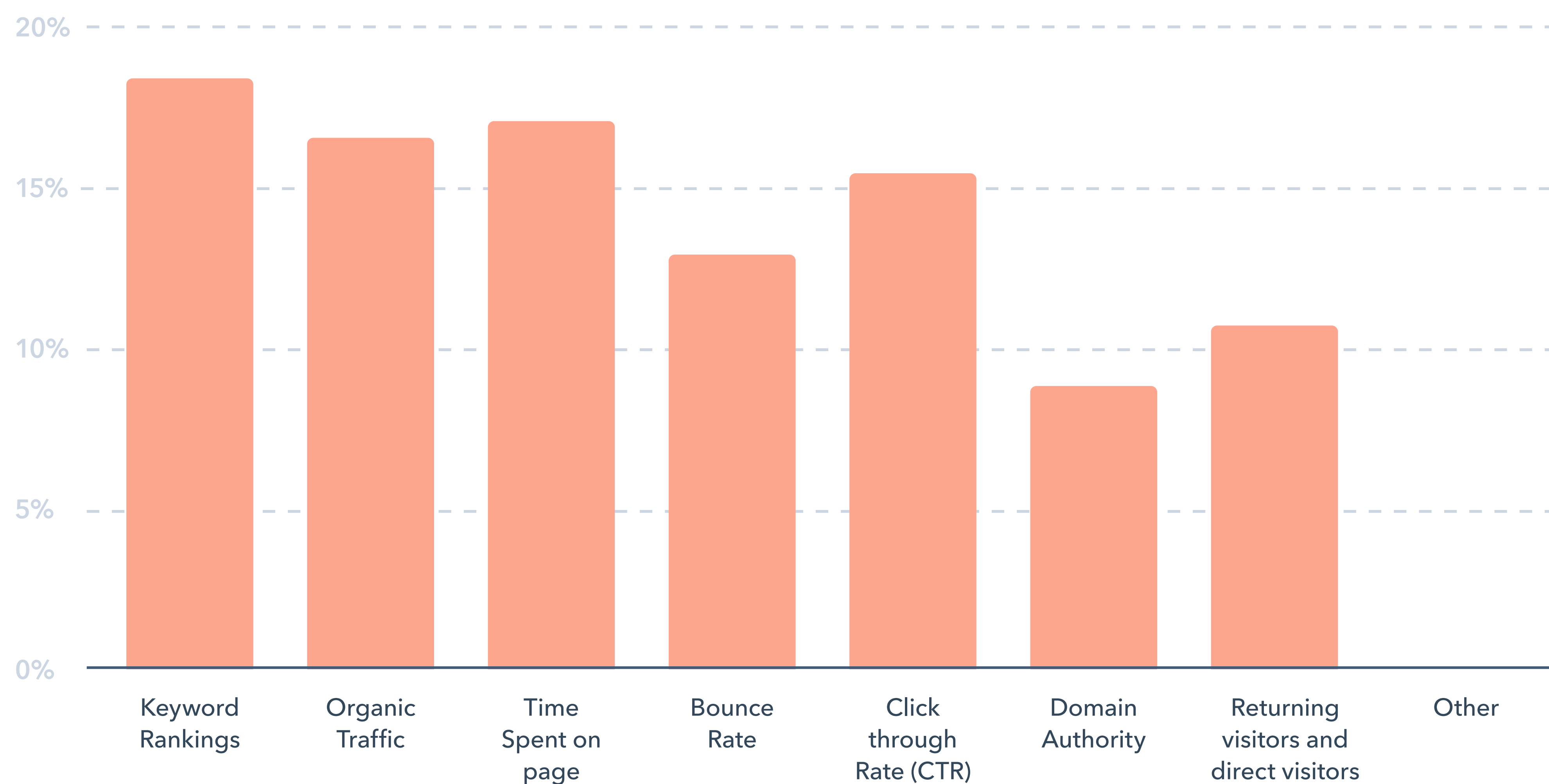
“SEO is plagued by the difficulty of understanding, predicting, and measuring the impact of specific organic search optimizations. In 2020, SEO reports will more effectively tie initiatives to outcomes, going beyond measuring “traditional” SEO KPI’s like keyword rankings and traffic to showing the impact of SEO on broader business goals.”



RYAN VANVALIN
SEO Team Lead



How do you measure the success of your SEO strategy?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

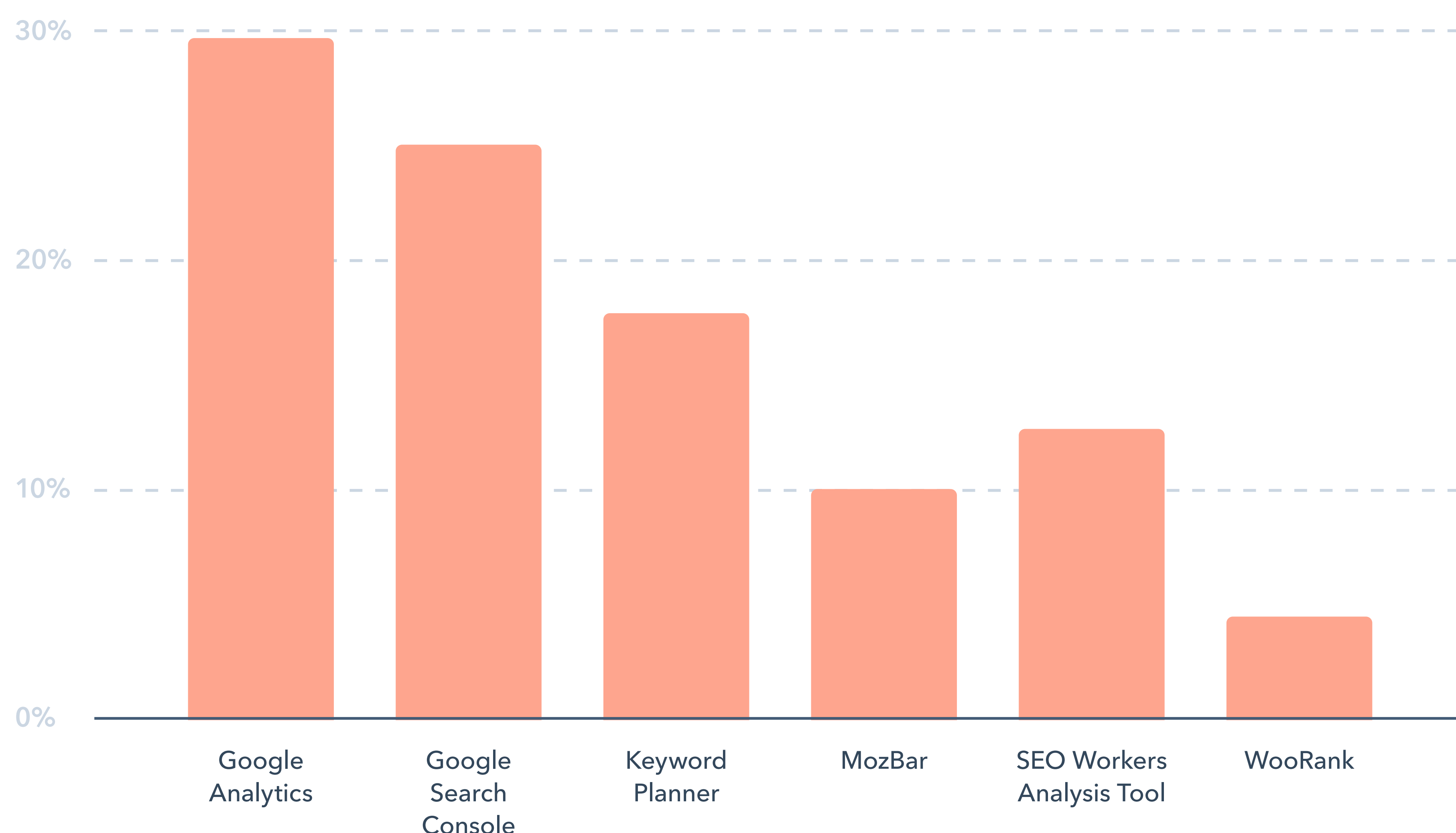
“Keep focusing on page speed. It matters - for users and for bots and its not going away. Googlebot on average does only 50-60 resource fetches per page, so it’s probably worth it to explore tactics like lazy loading creative resources below the fold.”



JACKIE CHU
SEO Lead



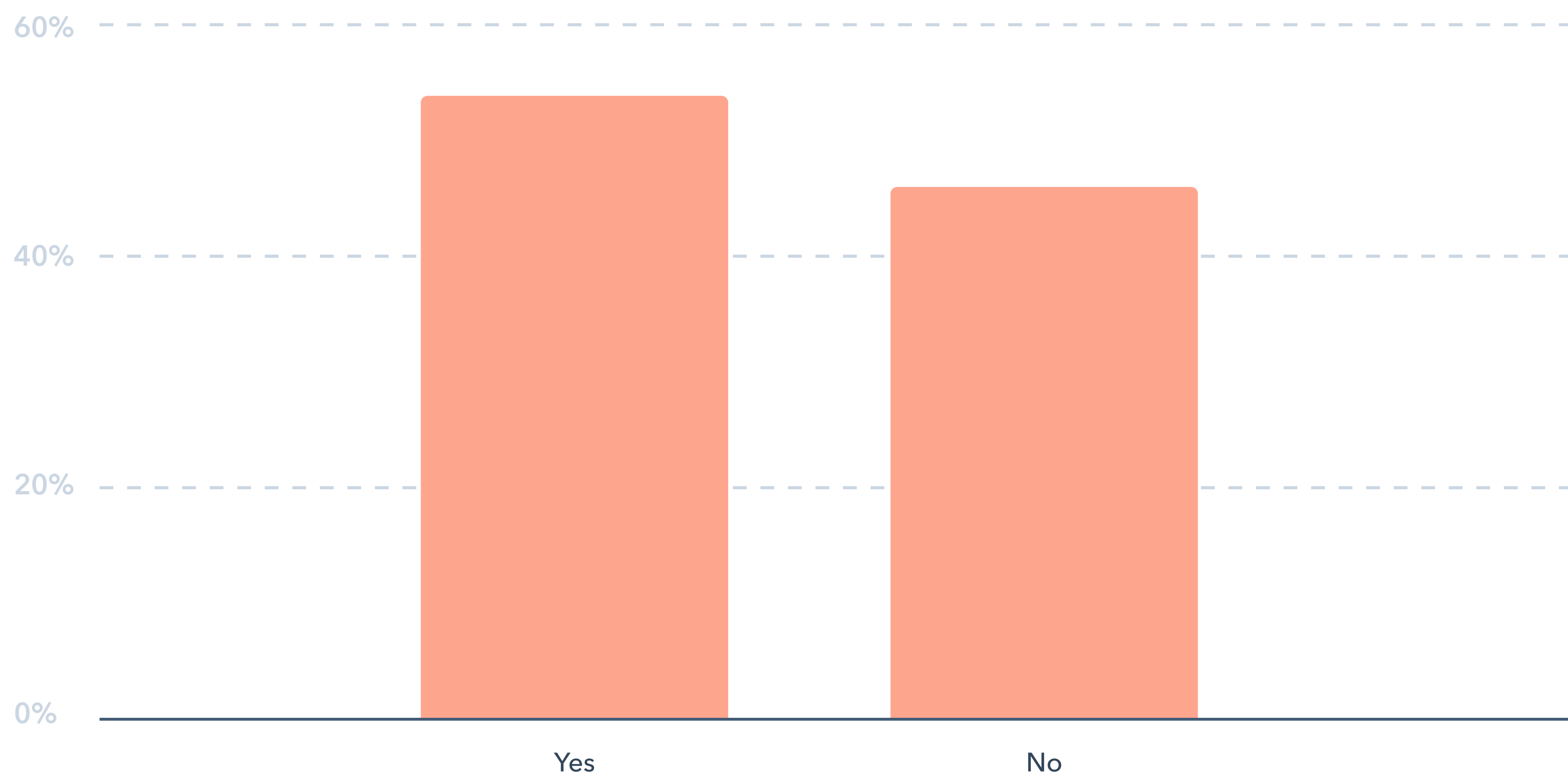
Which of the following SEO tools do you currently use?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Google Analytics is the top SEO tool used by marketers

Are you currently trying to rank for Google featured snippets?



HubSpot Research, North American Survey, Jan - Feb 2020

53% of marketers are actively trying to rank for Google Featured Snippets



2020 Reporting & Attribution Strategy

BRIDGET ZINGALE
Director of Analytics



Reporting and attribution have revolutionized marketing in every industry. Marketing data allows businesses to make more informed decisions about their audiences' needs, challenges, and interests. For years, demographic reporting has done wonders for marketers. Data points such as age, ethnicity, gender, location, education, and employment have informed marketing teams and heightened the impact of campaigns across the board. Unfortunately, there's only so much that demographic data can tell us about the people searching for and purchasing our products and services. 2020 is the time to make data more human. Learn more about what 3400 marketers are saying about Attribution Reporting from our survey data below.

Check out my full article:

<https://www.hubspot.com/state-of-marketing/reporting-and-attribution-trends>

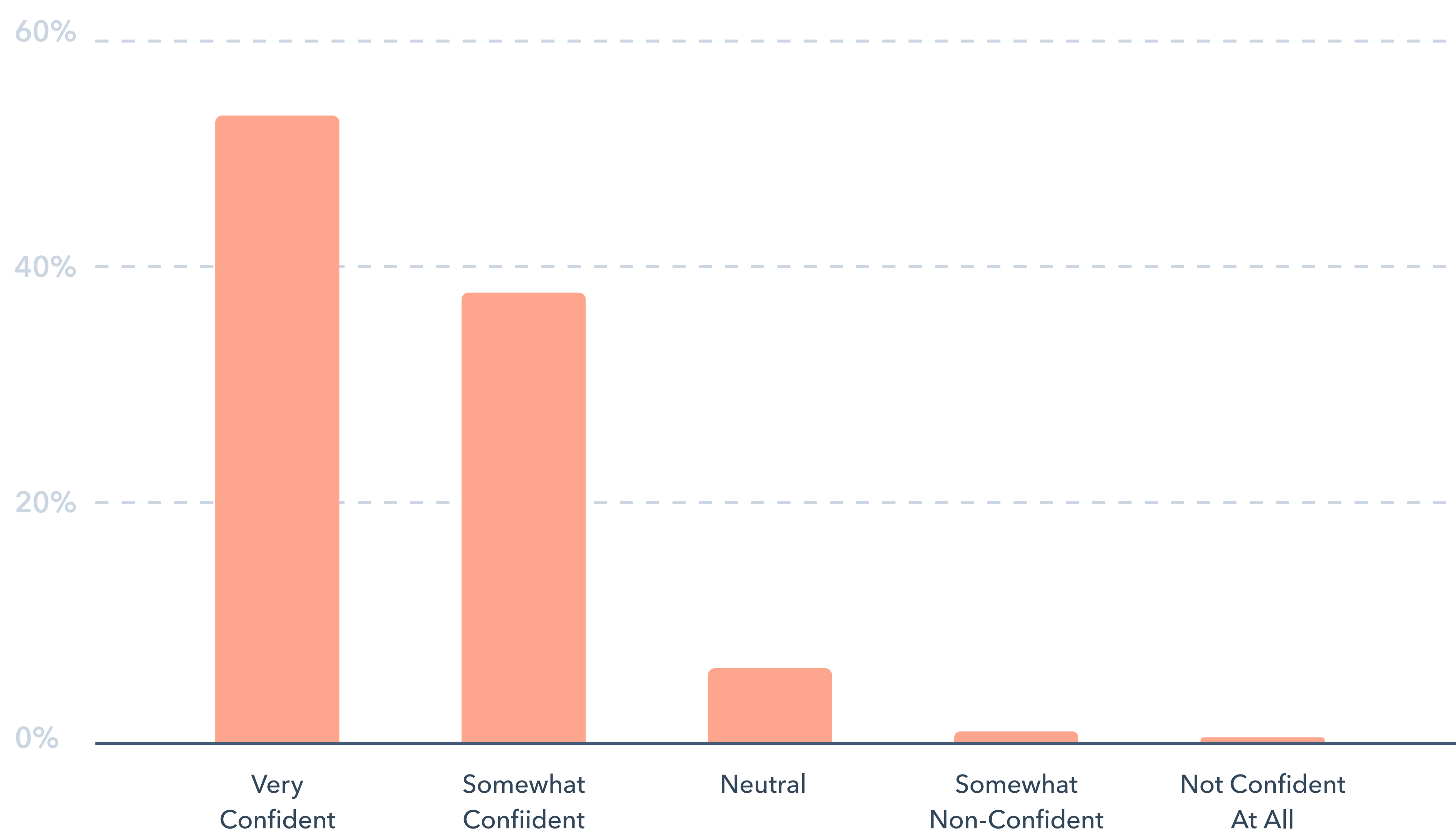


Does your company currently use attribution reporting?

Source: HubSpot Research, Global Survey, Nov-Dec 2019

52% of marketers are currently using attribution reporting

How confident are you, when making a budget decision, that you are investing in initiatives that are influencing revenue?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

91% of marketers are 'somewhat confident' or 'very confident' that they're investing in programs that influence revenue



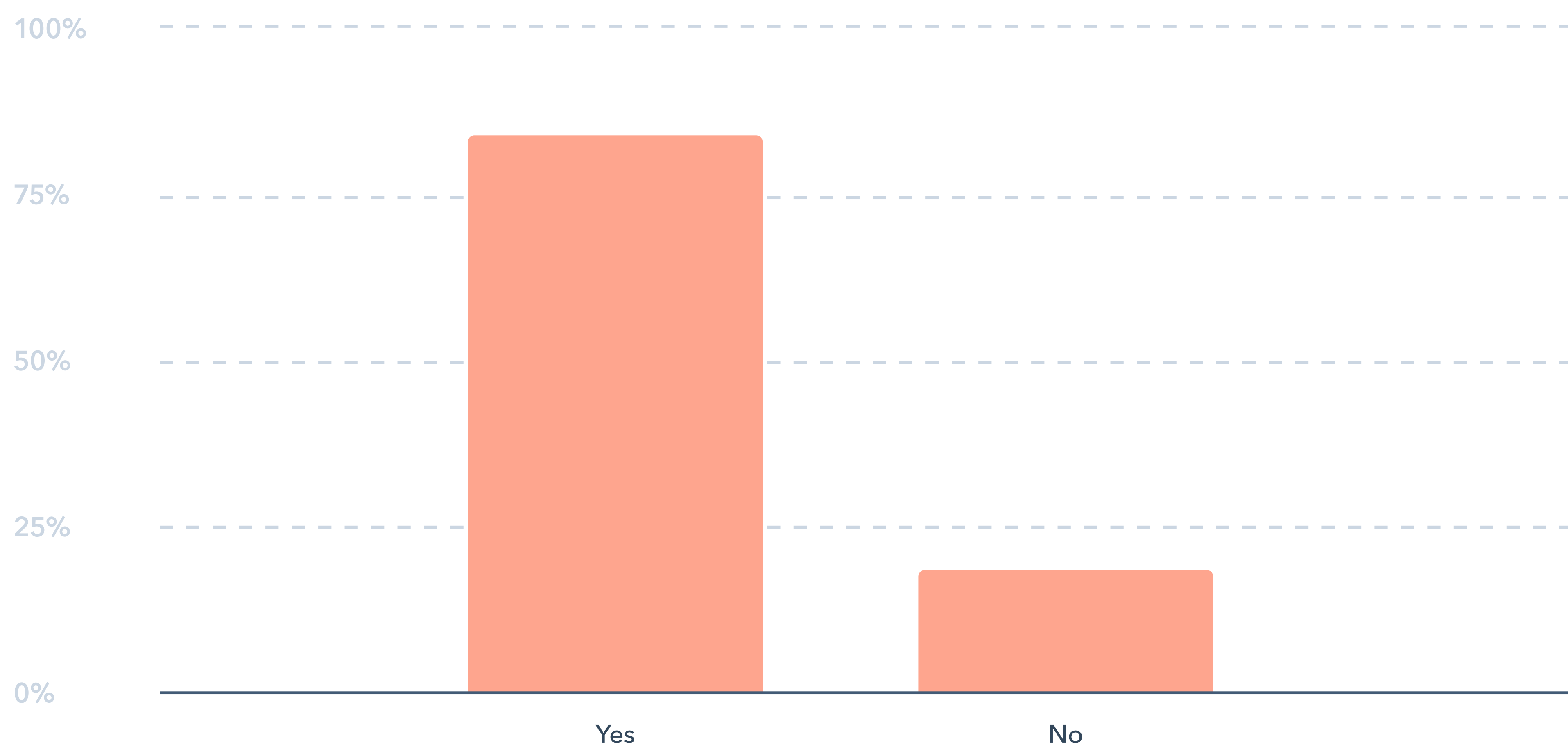
“Data and privacy regulations like GDPR provide you with a unique opportunity to re-think your current KPIs and analytics strategy - and to re-tune them so that you only collect user data you can derive insights from. Marketing reports should not focus on “how you did” but on “how you can do better”. So understanding your users’ intentions to drive change and attributing profits to your marketing campaigns is what will make you successful in 2020 and beyond.”



MARVIN HINTZE
Marketing Manager DACH



Is your company reporting on how your marketing campaigns directly influence revenue at your company?



HubSpot Research, North America Survey, Jan - Feb 2020

However, it's worth noting that just over 75% of marketers reported that they are reporting how campaigns are directly influencing revenue

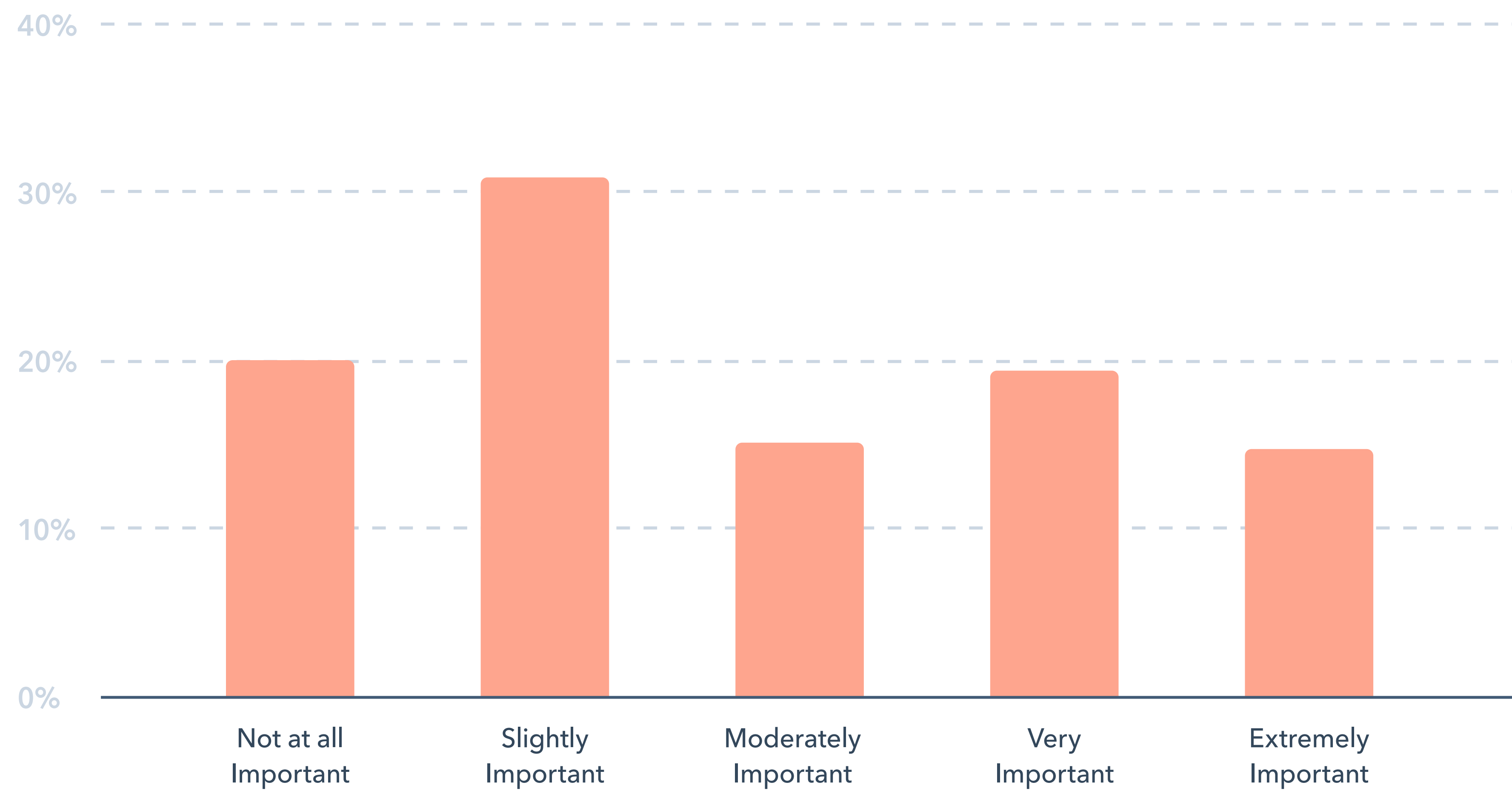
"It looks like our approach to analytics and reporting is going to shift from doing work in-platform at the collection source (e.g. Google Analytics) and working with it in a cloud-based platform to visualize and manipulate at scale. Think dashboards built off of databases pulling from web analytics, CRMs, media sources, and more."



JOCELYN CHEN
Analytics & Strategic
Partnerships Lead



How important is it to your company to understand the ROI of your campaigns?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Only 35% of marketers said that understanding the ROI of their campaigns is "Very Important" or "Extremely Important"



CYNTHIA PRICE
VP of Marketing



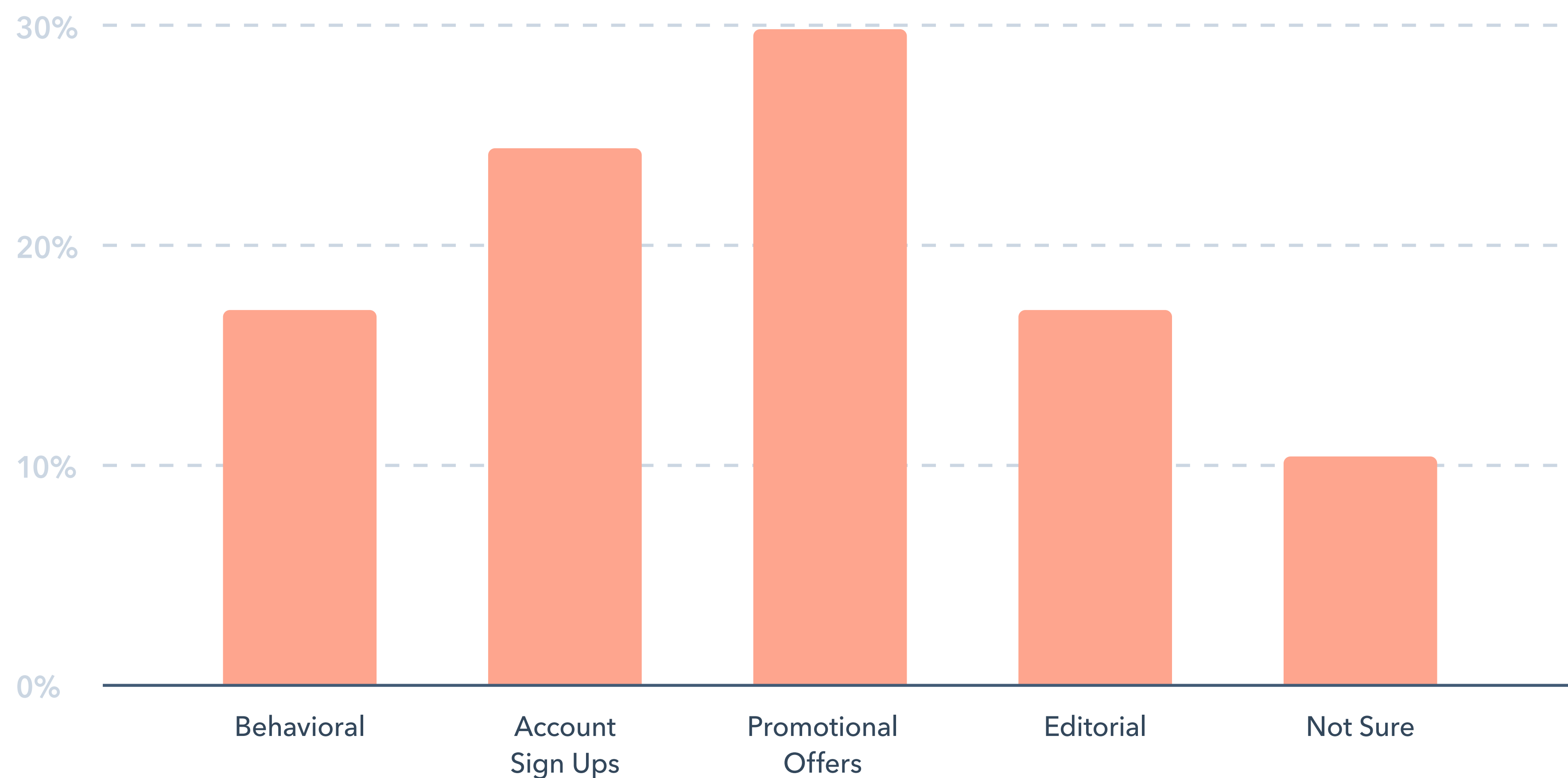
2020 Email Marketing Strategy

Email marketing is alive and kicking-and more effective than it's ever been. In a time where most marketers struggle to break through the noise and need to fight for their audience's attention, the overwhelming majority of email marketers saw email engagement from over the last 12 months. Consumers continue to prefer connecting with brands via email, and email marketers are seeing their email ROI skyrocket. In the latest research from Litmus, we found for every \$1 marketers spend on email marketing, they receive \$42 in return. So where should you focus your efforts this year? Integration, segmentation and experimentation.

Check out my full article:

<https://www.hubspot.com/state-of-marketing/email-marketing-trends>

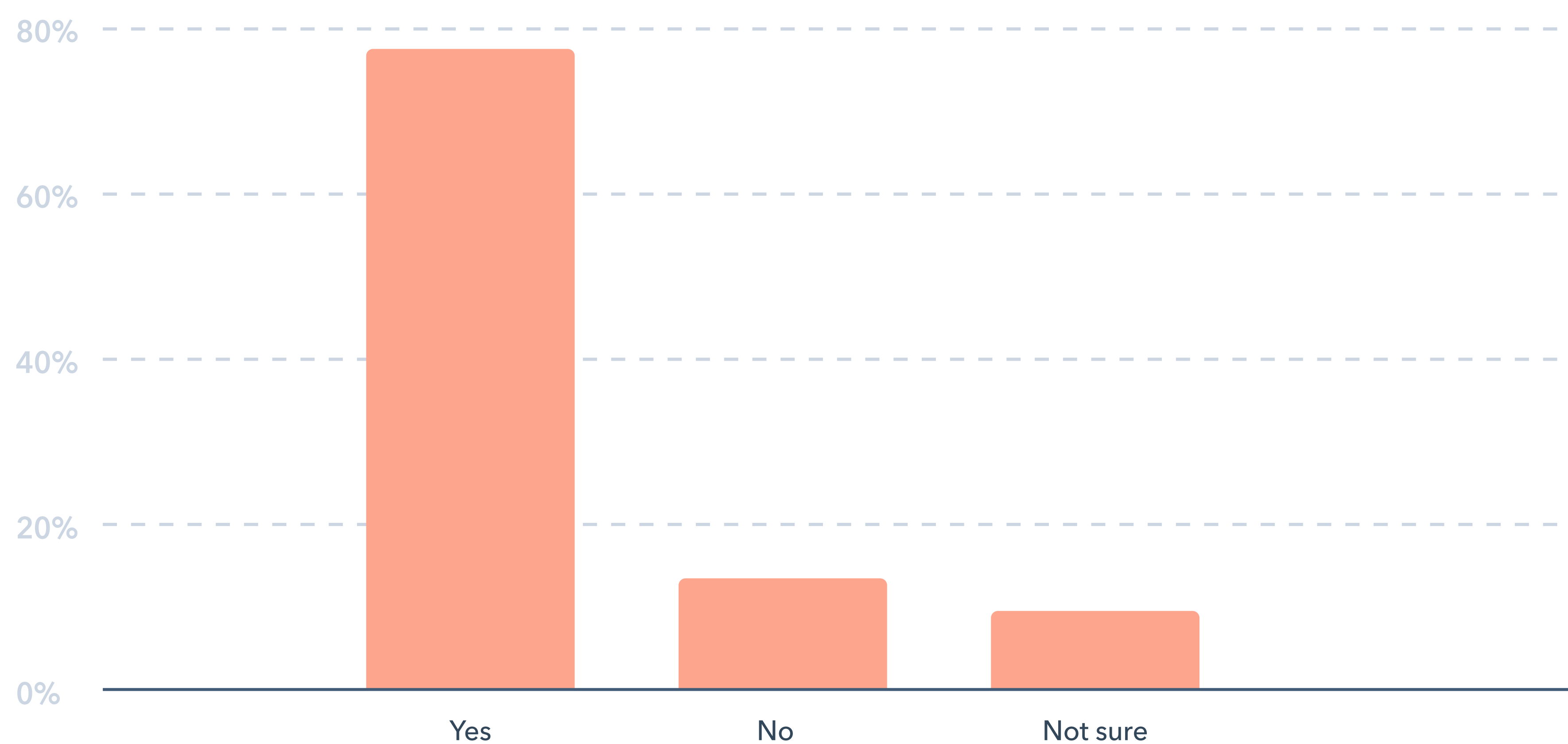
What email types are you investing in this year?



HubSpot Research, North American Survey, Jan - Feb 2020

Promotional Emails are the most common email type that marketers are investing in

Have you seen more engagement in your email programs in the past 12 months?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Roughly 80% of marketers have seen an increase in email engagement over the past 12 months

“Only the companies and brands that create human connection are going to succeed. This is extremely true with email. You might get short term benefits from very promotional content, but honest, human, and personalised content creates a following for the long term.



HENNI ROINI
Marketing Manager EMEA

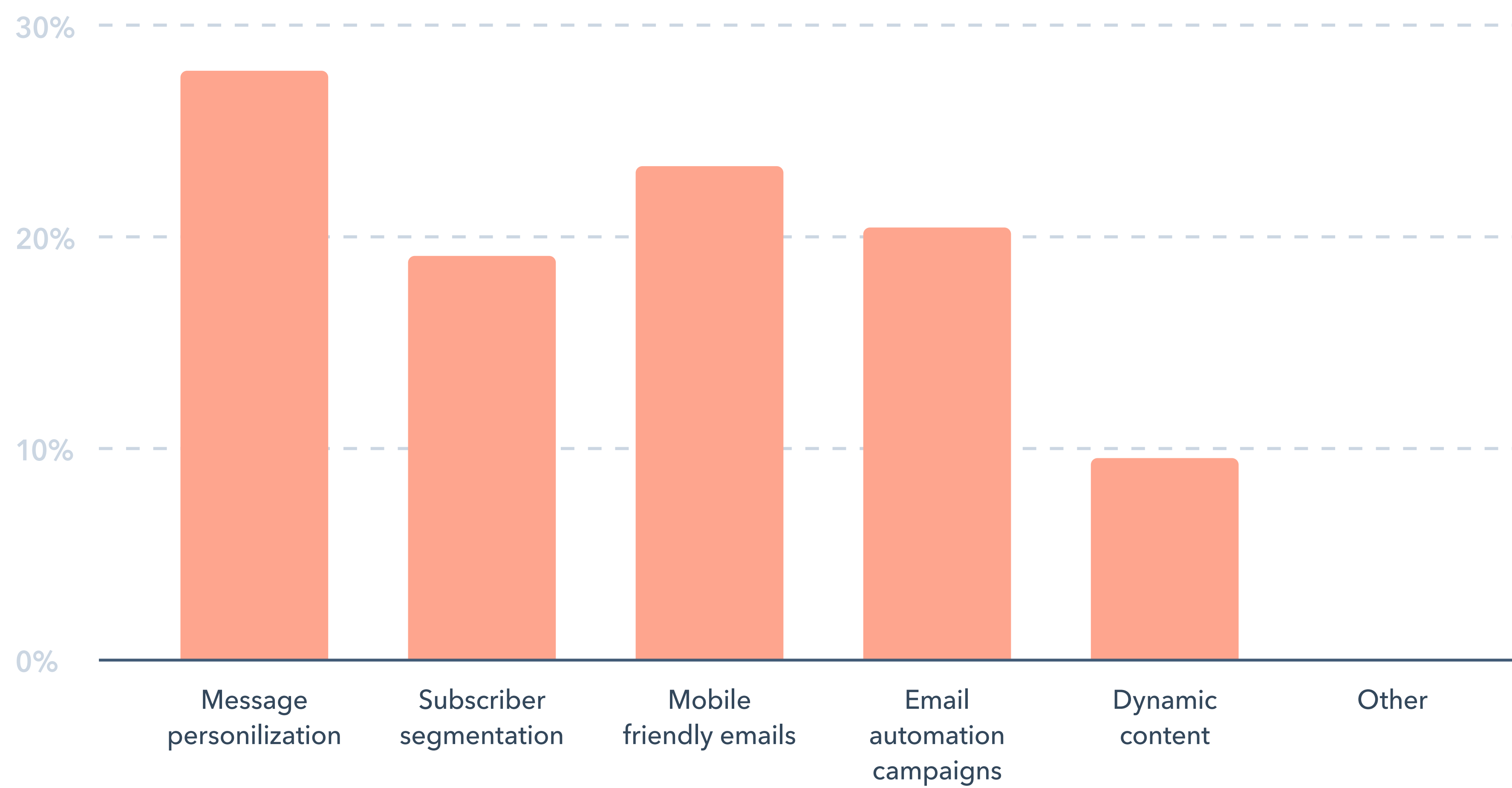


**Quoting Forrester's
Shar VonBoskirk:**

**“Be Human.
Be Helpful.
Be Handy.”**



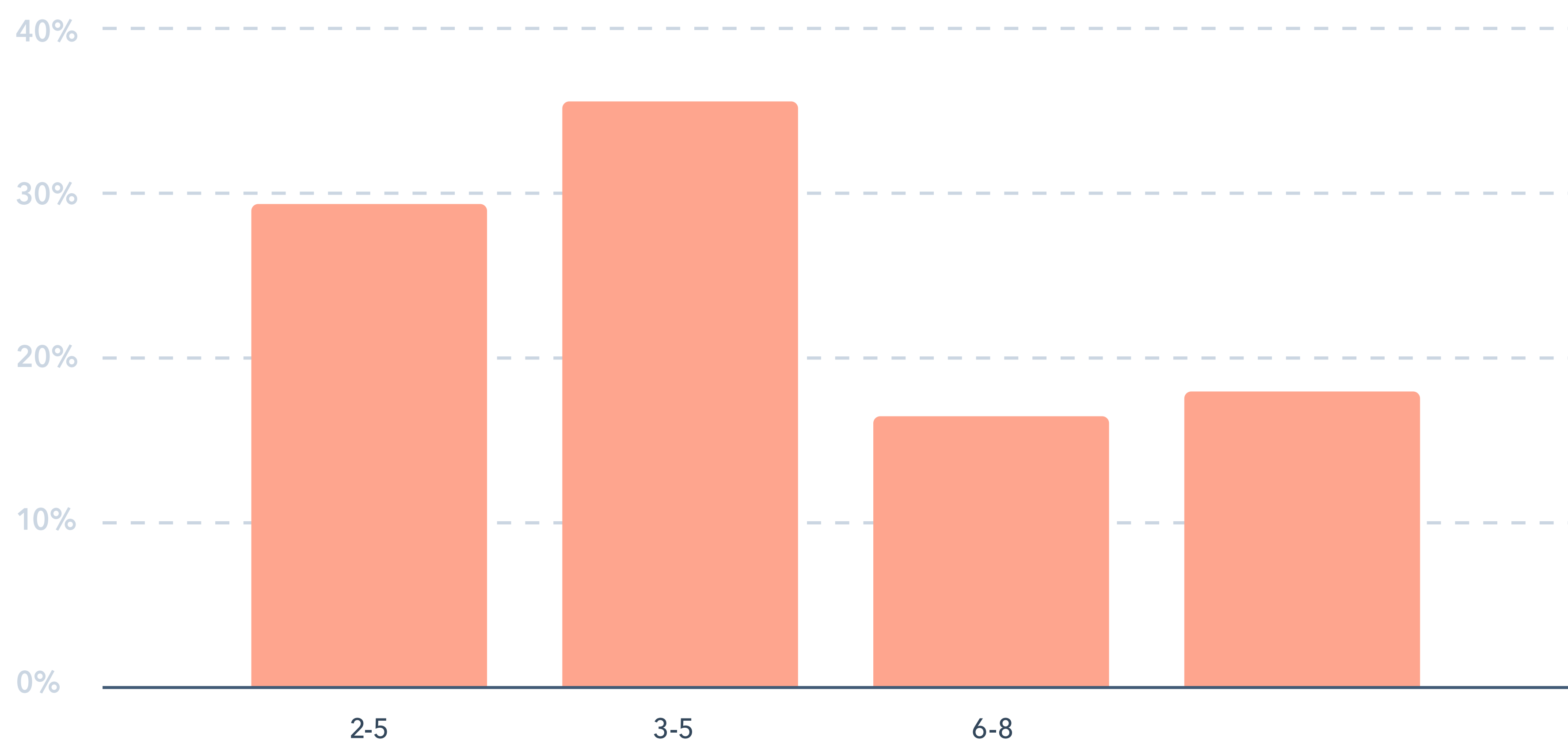
What are your company's tactics for email marketing?



Source: HubSpot Research, Global Survey, Nov - Dec 2020

Message Personalization is the #1 tactic used by email marketers to improve performance

On average how many emails do you send to customers per week?

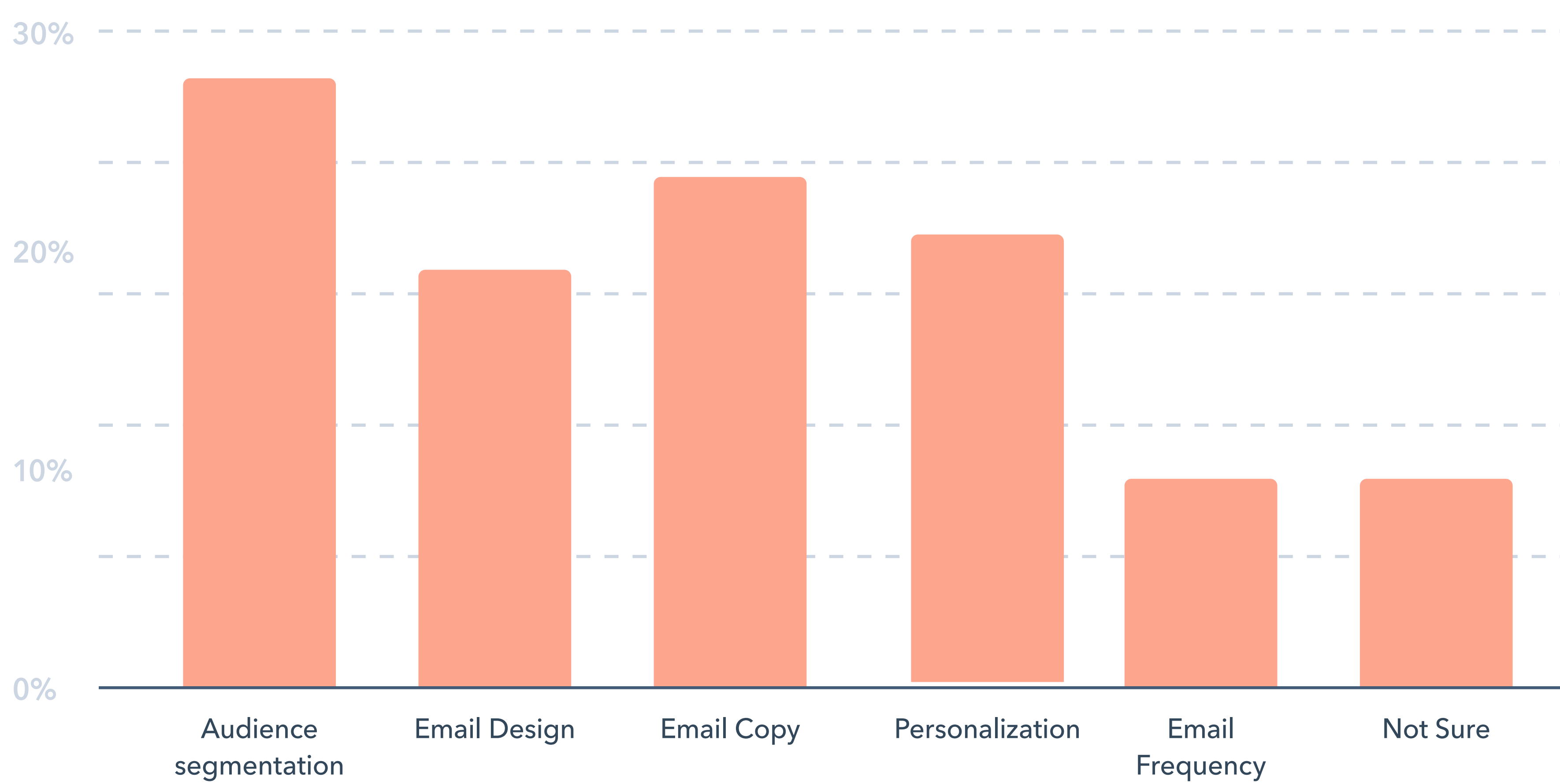


Source: HubSpot Research, Global Survey, Nov - Dec 2019

35% of marketers are sending 3-5 emails per week to their customers. The most common frequency among marketers



What tactics are proving to improve email engagement?



HubSpot Research, North American Survey, Jan - Feb 2020

Over 20% of marketers surveyed say that email design is improving their email engagement

MARWA GREAVES
Director of Global Messaging

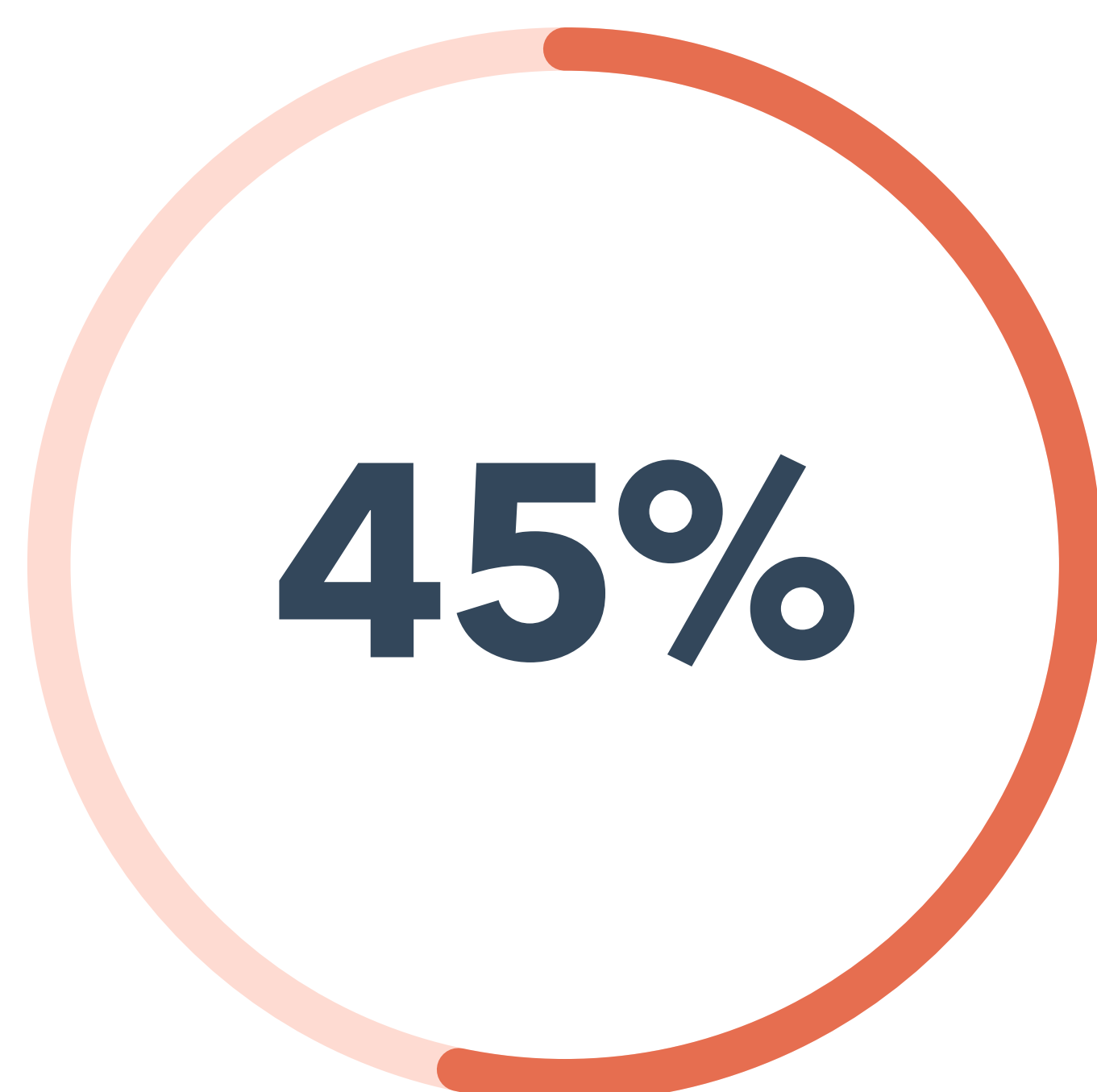


2020 Conversational Marketing Strategy

How frequently do you visit websites that offer you the opportunity to interact with a bot? I'm guessing your answer is "pretty frequently" because, according to our recent State of Marketing Report, more than 45% of businesses today have implemented bots as part of their marketing efforts. Today, consumers have choices when it comes to the ways they communicate with businesses – live chat and bots are a new channel to get the support and answers they need, on their time. There are a few things I'd recommend you keep in mind while navigating your strategy in 2020 - experimentation, messaging, and personalization.

Check out my full article:

<https://www.hubspot.com/state-of-marketing/conversational-marketing>

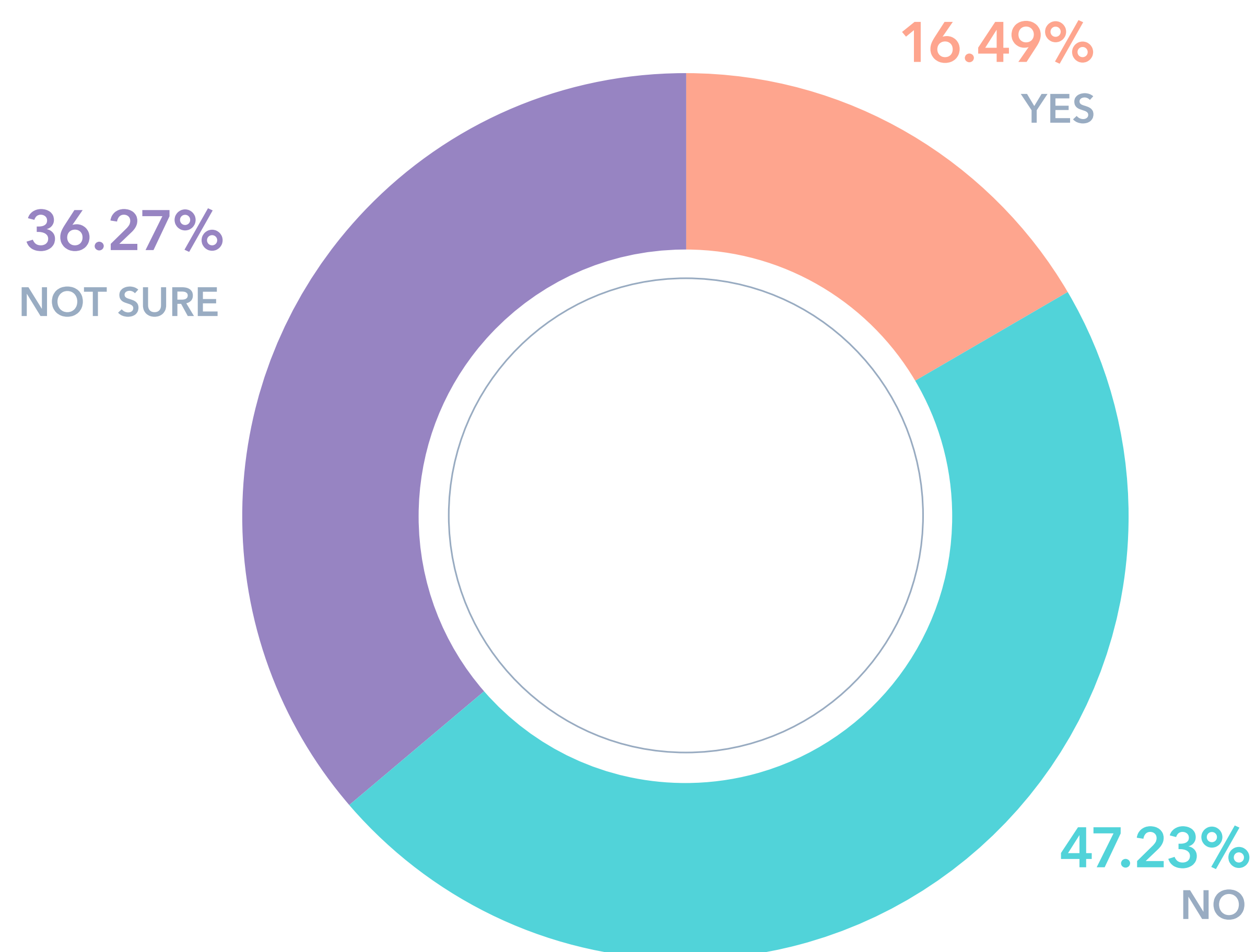


Does your company currently use bots in marketing?

Source: HubSpot Research, Global Survey, Nov - Dec 2019

45% of marketers are currently using bots on their website

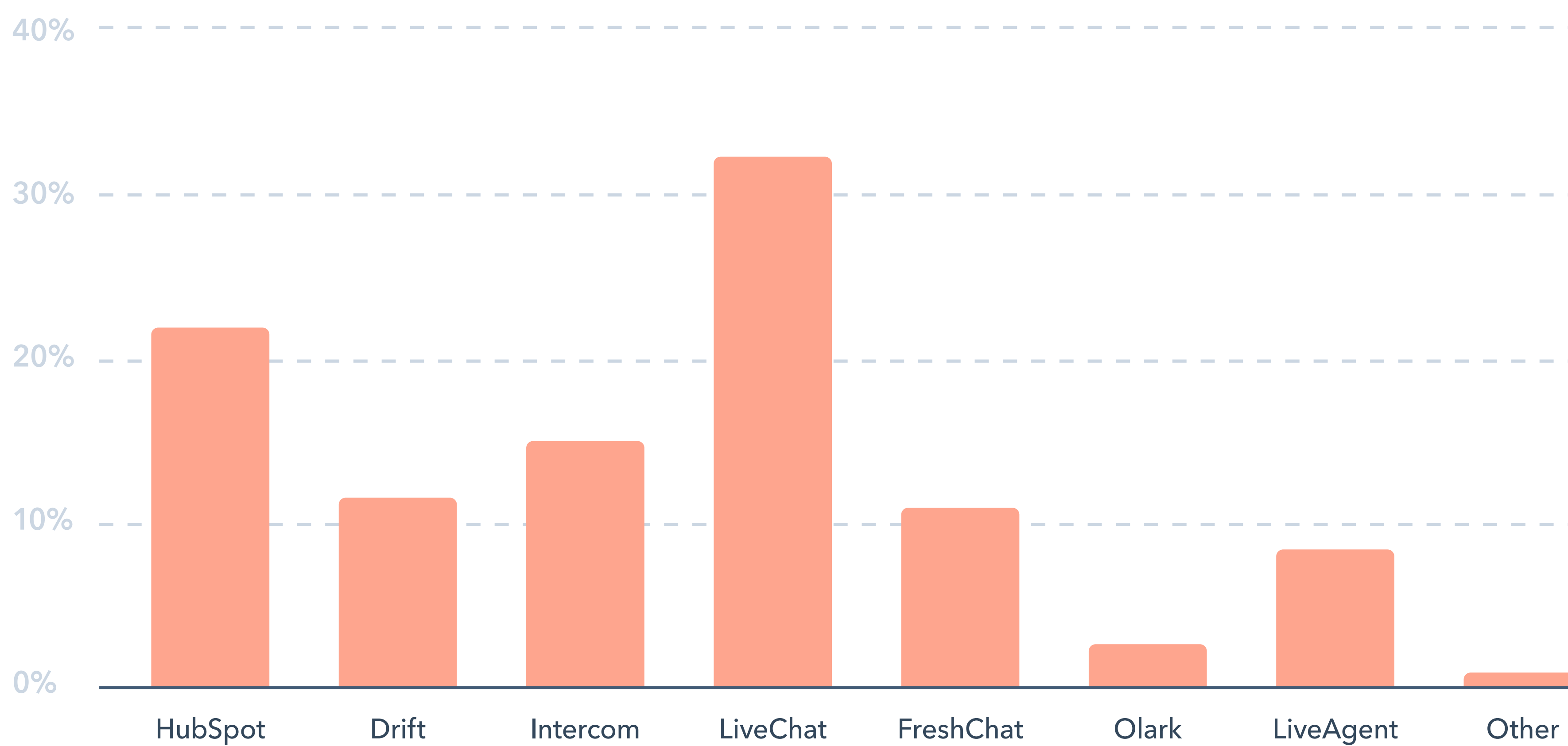
Of those who answered no, does your company plan on using bots in marketing in 2020?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Almost half of the marketers who answered "no" to the above question do not plan on investing in bots this year

What tools does your company use for bots?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

LiveChat, HubSpot, and Intercom are the most common chat tools used by marketers today

“Conversational Marketing is helping companies bridge the gap from the physical to the digital world and create personal relationships at scale. As more brick and mortar retailers move their business online, Chat, SMS and even bots are empowering marketers to deliver a curated experience that people thought could only exist via face to face engagement.”



SARA VARNIA
Chief Marketing Officer





ELLIE MIRMAN
Chief Marketing Officer



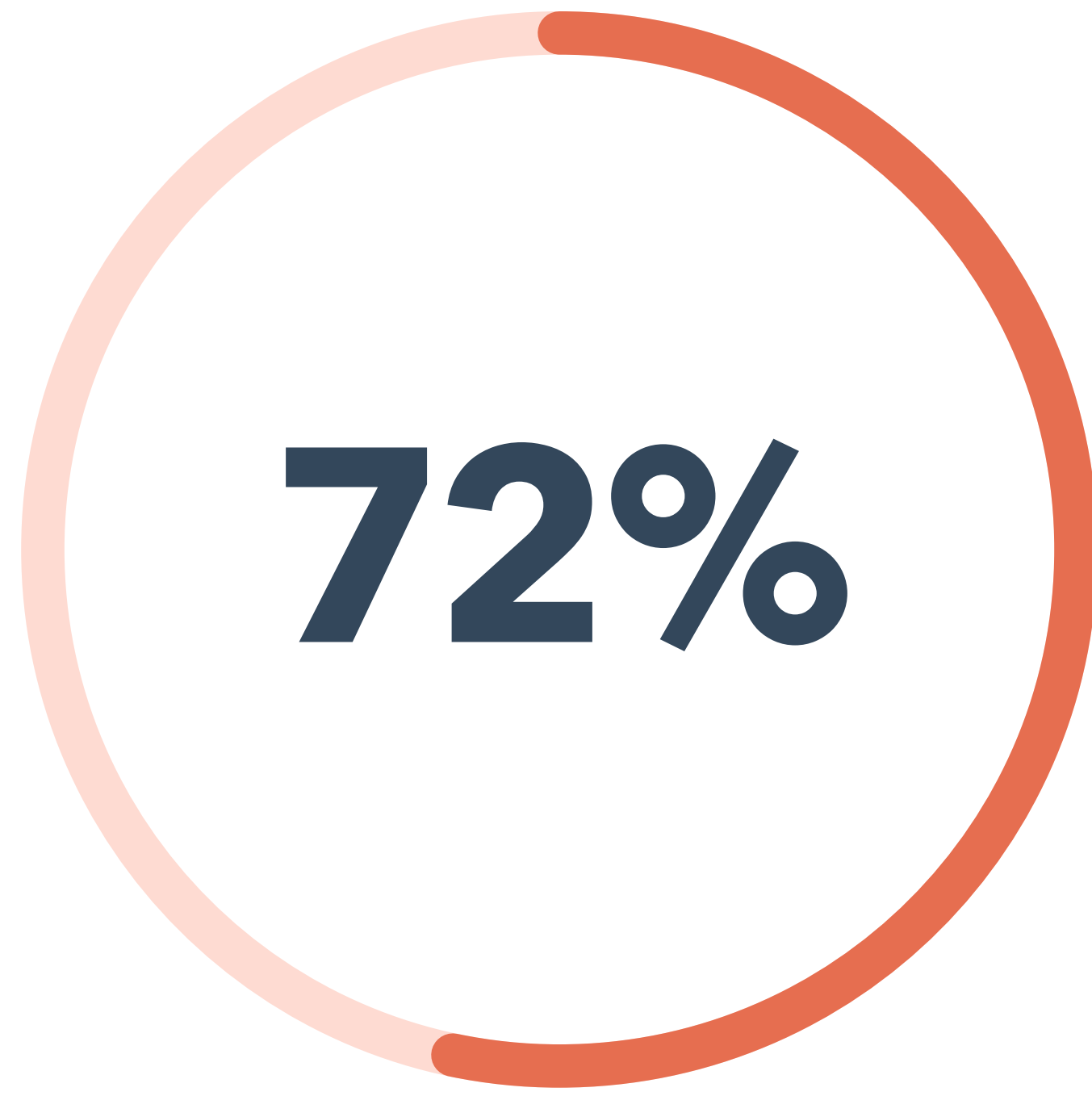
2020 Market Research Strategy

Understanding your market is incredibly important. That knowledge enables you to differentiate your messaging from your competitors' and draw consumers towards your offering. This is not a new concept; it's been central to marketing for as long as marketing has existed.

Recently, the importance of market research has surged, and a few broad trends are the cause. One of the most important elements of market research is understanding where you sit in the competitive landscape.

Check out my full article:

<https://www.hubspot.com/state-of-marketing/market-research>

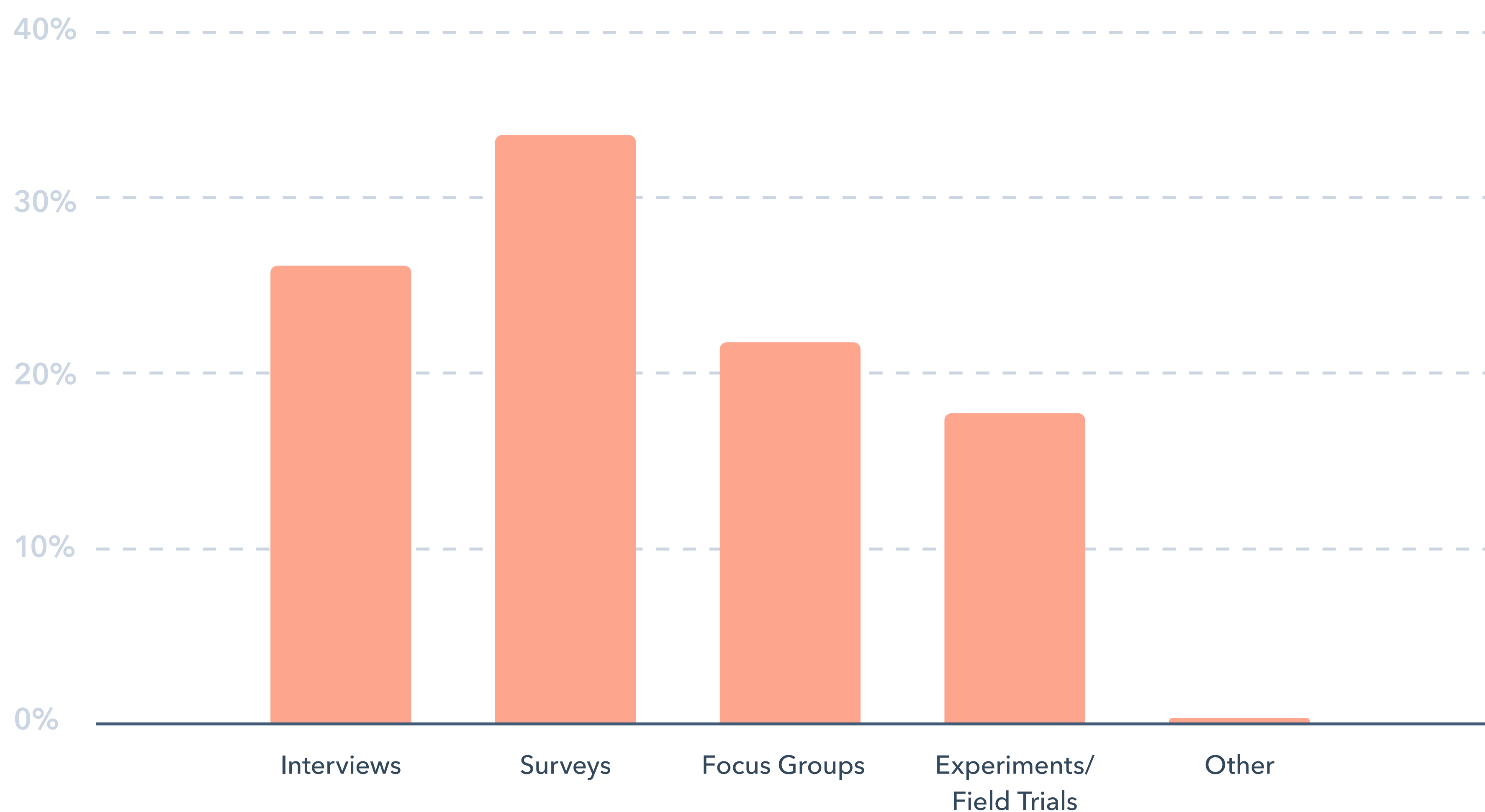


Does your company plan on conducting market research in 2020?

Source: HubSpot Research, Global Survey, Nov - Dec 2019

72% of marketers conduct market research, and 70% of marketers plan to increase research spend over the next 12 months

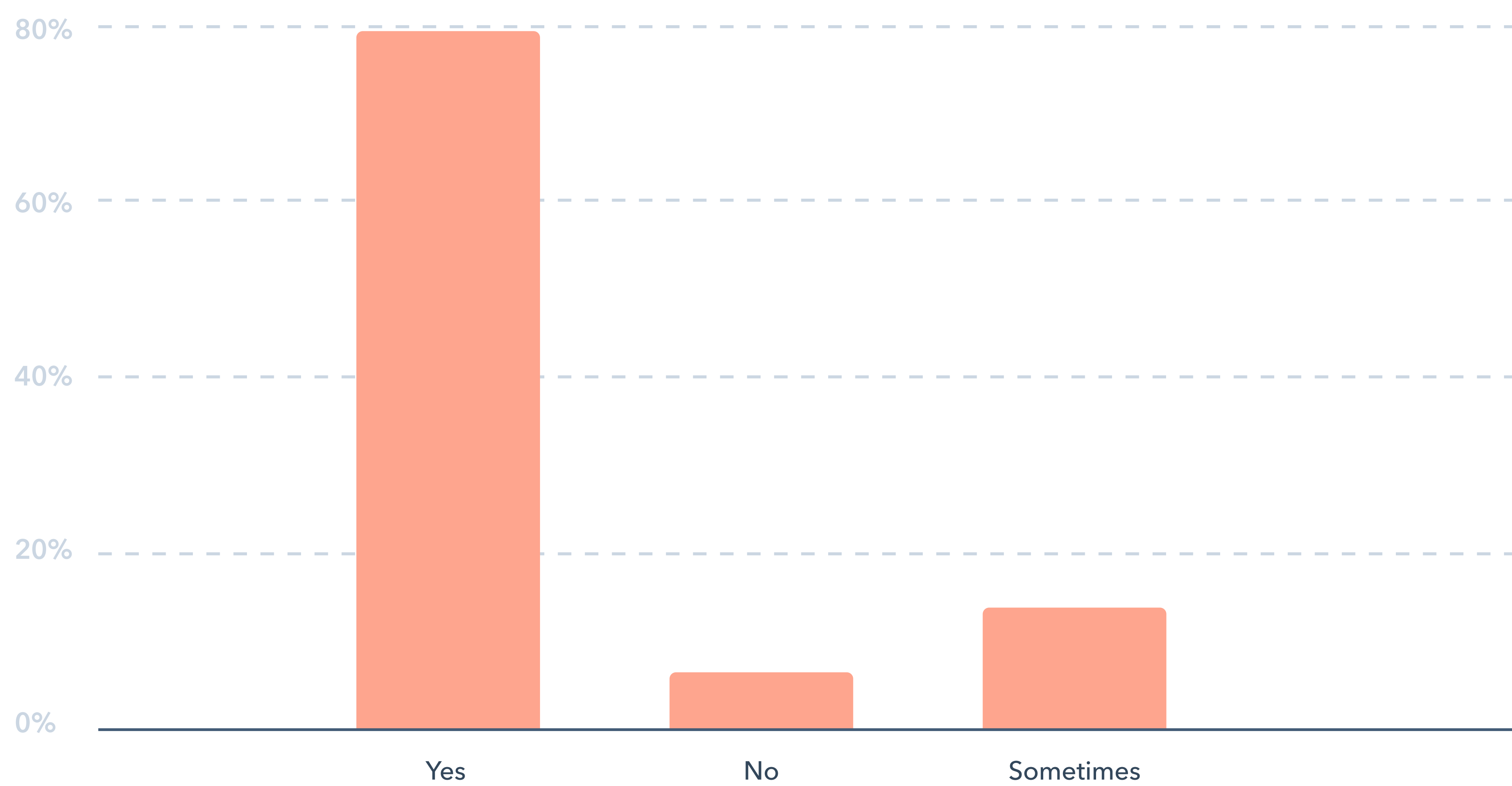
What are your company's tactics for conducting market research?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Surveys are the #1 tactic that marketers use to conduct market research. Followed by interviews and focus groups

Does your company use marketing research to make business decisions?



Source: HubSpot Research, Global Survey, Nov - Dec 2019

Almost 80% of marketers use market research to inform their business decisions





Additional Findings

Marketing Strategy

64% of marketers said their marketing budget increased for 2020

Source: HubSpot Research, Global Survey, Nov - Dec 2019

The top priority for marketers in 2020 is **“generating leads”**

Source: HubSpot Research, Global Survey, Nov - Dec 2019

Only **53.85%** of marketers surveyed say they measure Customer Acquisition costs.

Source: HubSpot Research, North American Survey, Jan - Feb 2020

Over **60%** of marketers surveyed say that their customer acquisition costs have increased in the past 3 years.

Source: HubSpot Research, North American Survey, Jan - Feb 2020

Account Based Marketing

61% of marketers say their company currently uses ABM

Source: HubSpot Research, Global Survey, Nov - Dec 2019

The most common measurement of success for ABM is **revenue won**

Source: HubSpot Research, Global Survey, Nov - Dec 2019

“Researching Accounts” and **“Identifying Target Contacts”** are the top two tactics used by marketers within an ABM model

Source: HubSpot Research, North American Survey, Jan - Feb 2020

The most common challenge with ABM is delivering a **personalized experience**

Source: HubSpot Research, North American Survey, Jan - Feb 2020

Automation

68% of marketers say their businesses use automation in some way

Source: HubSpot Research, Global Survey, Nov - Dec 2019

Of those who are automating marketing, **23%** are automating their content delivery

Source: HubSpot Research, Global Survey, Nov - Dec 2019

Customer Marketing

A little over **60%** of marketers are currently investing in customer marketing

Source: HubSpot Research, North American Survey, Jan - Feb 2020

The most common customer marketing tactic is **'creating exclusive content for customers.'**

Source: HubSpot Research, North American Survey, Jan - Feb 2020

About **70%** of marketers say that their customer marketing is at least **"moderately effective"**

Source: HubSpot Research, North American Survey, Jan - Feb 2020

Customer Feedback and Experience

About **86%** of marketers reported that they collect customer feedback on an on-going basis

Source: HubSpot Research, Global Survey, Nov - Dec 2019

Surveys are the most common method used to collect customer feedback

Source: HubSpot Research, Global Survey, Nov - Dec 2019

68% of marketers surveyed say that their company uses customer feedback to make business decisions

Source: HubSpot Research, Global Survey, Nov - Dec 2019

International Marketing

59% of marketers surveyed are currently marketing internationally

Source: HubSpot Research, Global Survey, Nov - Dec 2019

Social media is the most common international marketing tactic

Source: HubSpot Research, Global Survey, Nov - Dec 2019

Exchange rates are marketers' biggest challenge with international marketing

Source: HubSpot Research, Global Survey, Nov - Dec 2019

When marketing to a new region, the most common tactic marketers use is to **shift their product offering**

Source: HubSpot Research, Global Survey, Nov - Dec 2019

Over **90%** of marketers say their companies operate in more than one language

Source: HubSpot Research, Global Survey, Nov - Dec 2019



Global Survey Demographics

Regions Represented:

- USA
- Canada
- Mexico
- Brazil
- UK
- Germany
- France
- Spain
- Australia
- New Zealand
- Indonesia
- Singapore
- Japan
- India
- Austria
- Sweden

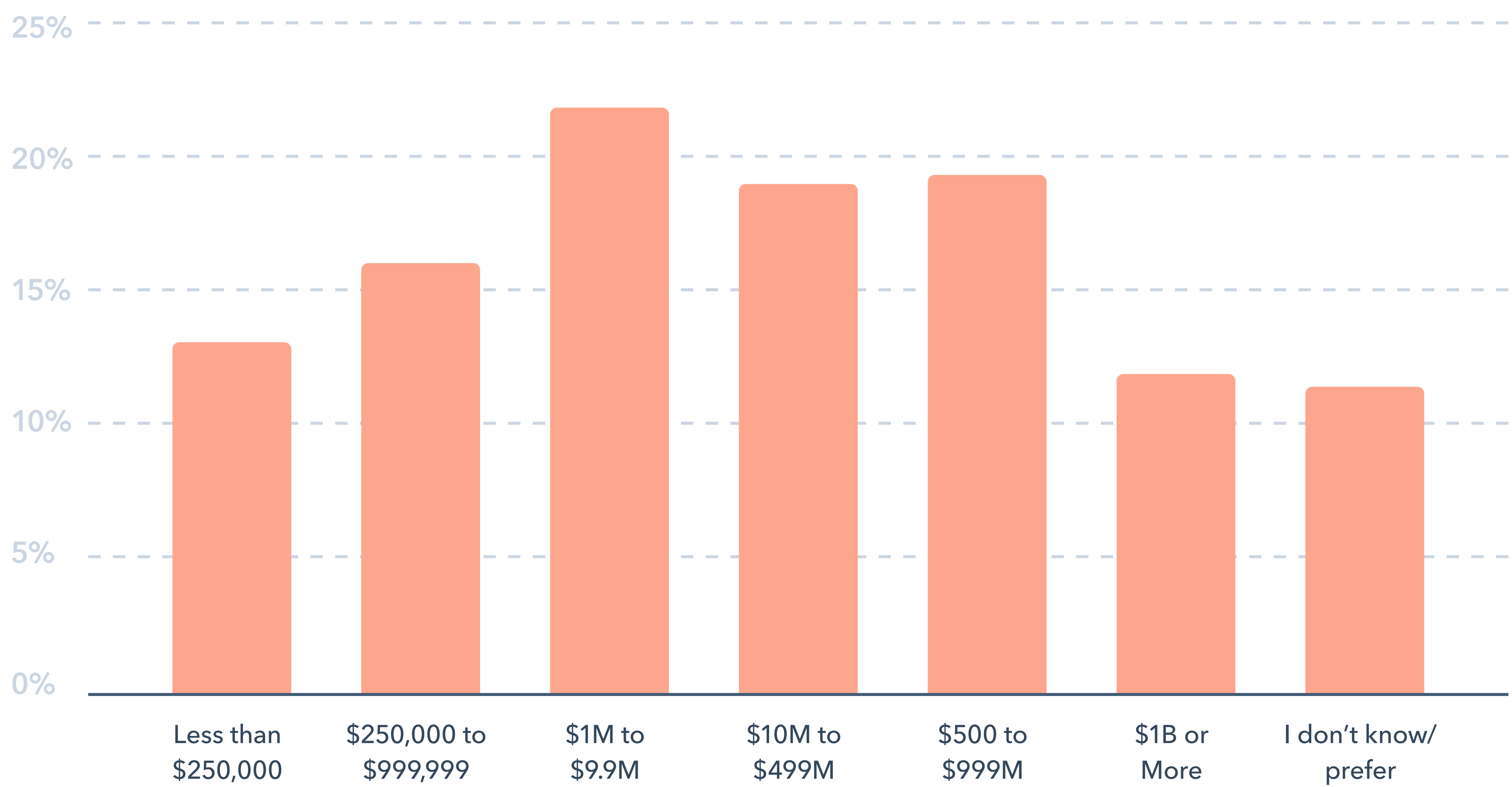
Industries Represented:

- Advertising or Marketing
- Agriculture
- Business/Consumer Services
- Chemicals/metals
- Communication Services
- Construction
- Consumer Production
Manufacturing
- Defense or Aeronautics
- Education
- Electronics
- Emergency Services
- Energy/Utilites
- Finacial Services
- Goverment Healthcare
- Information Technology
- Manufacturing
- Media/Entertainment
- Non-Profit
- Retail
- ECommerce
- Transportation/Logistics
- Travel/Hospitality
- Waste Management or
Water Systems

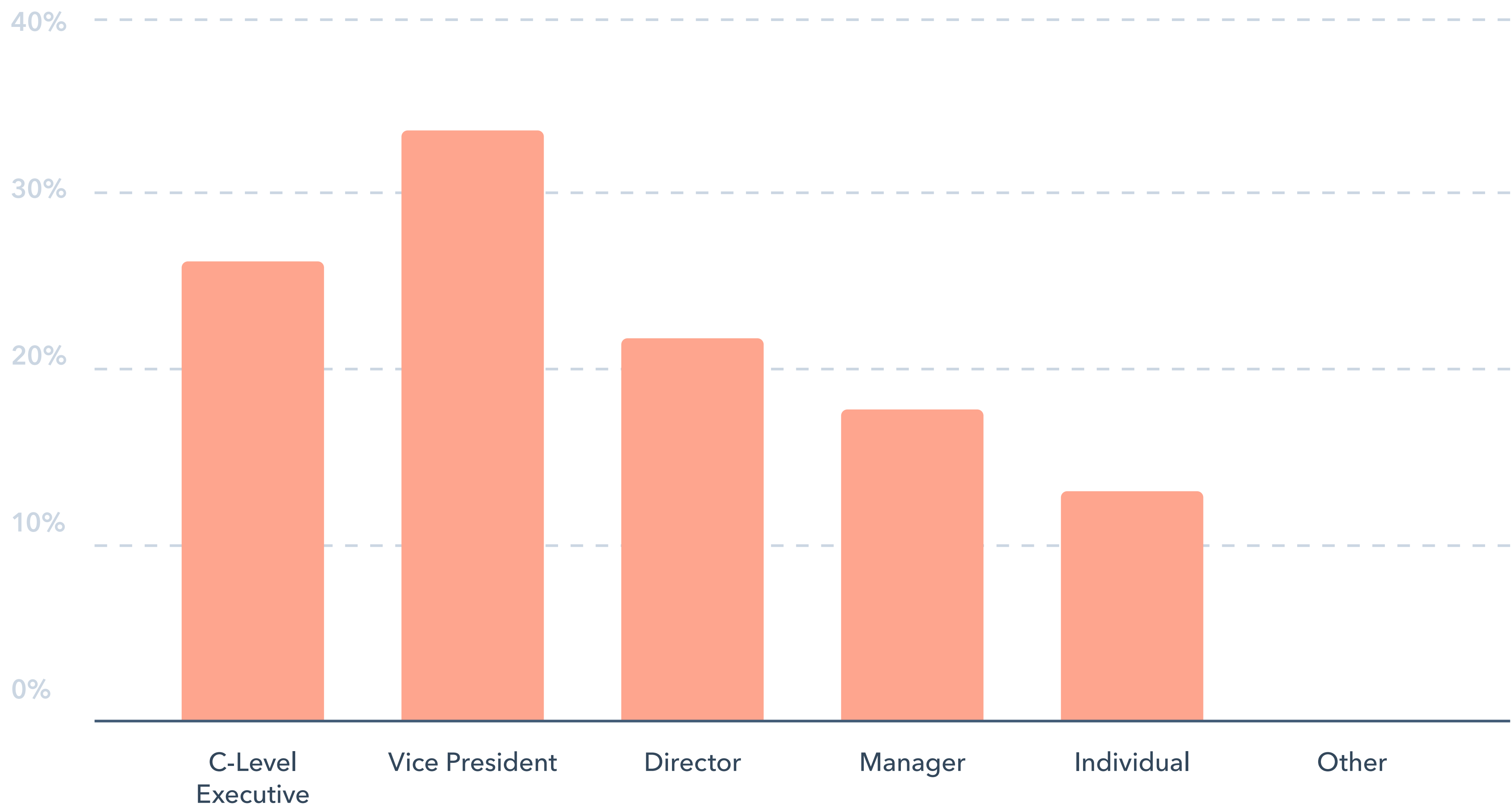
B2B or B2C?



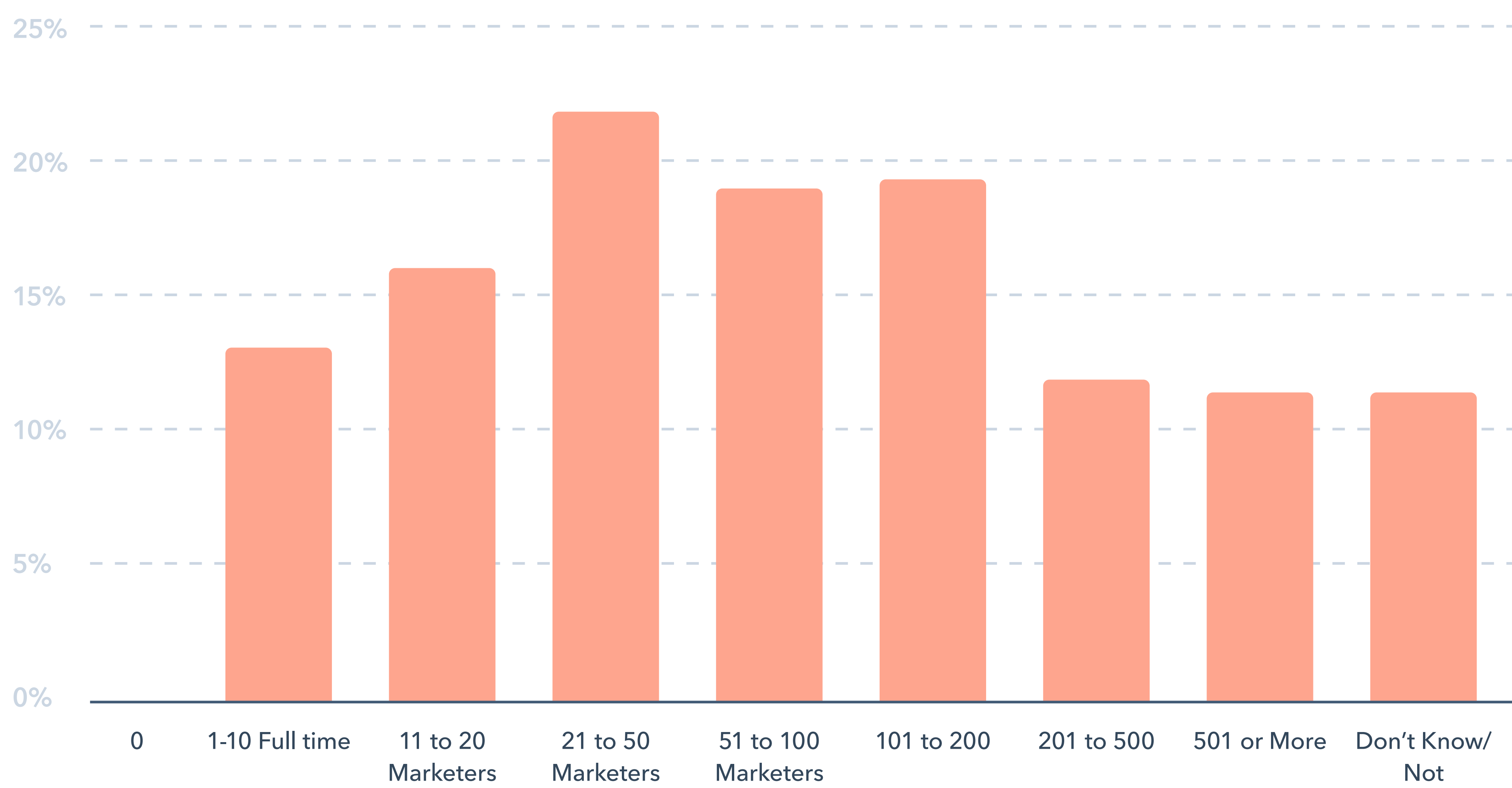
Company's average annual revenue:



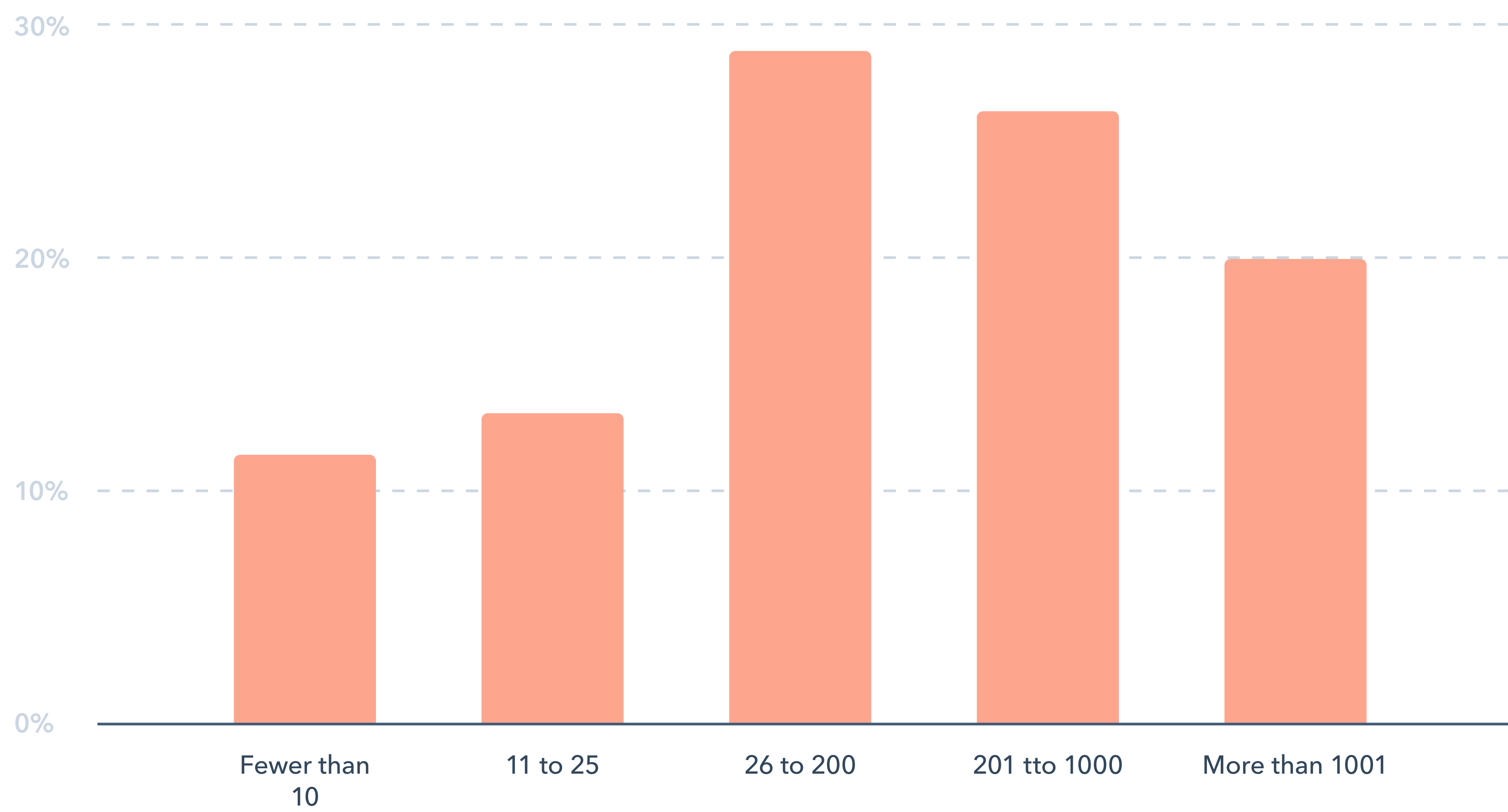
Level in company:



of Full Time Marketers:



of employees at the company:





North American Survey Demographics

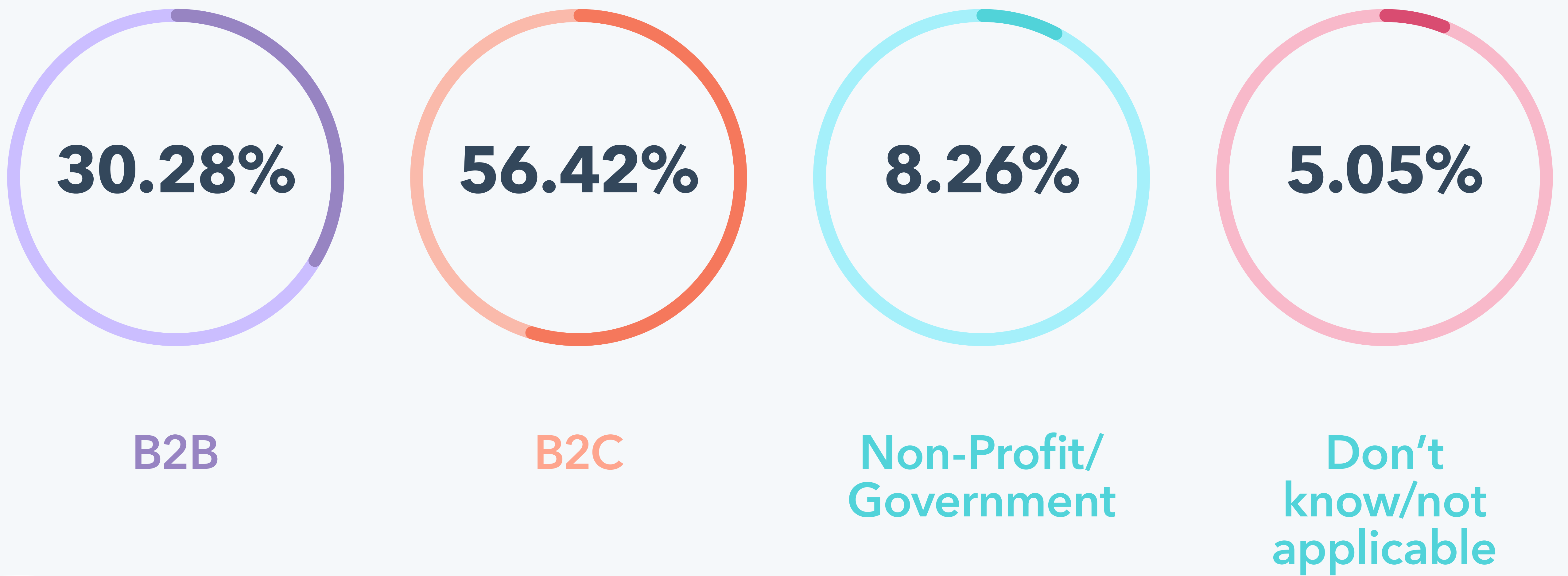
Regions Represented:

- USA

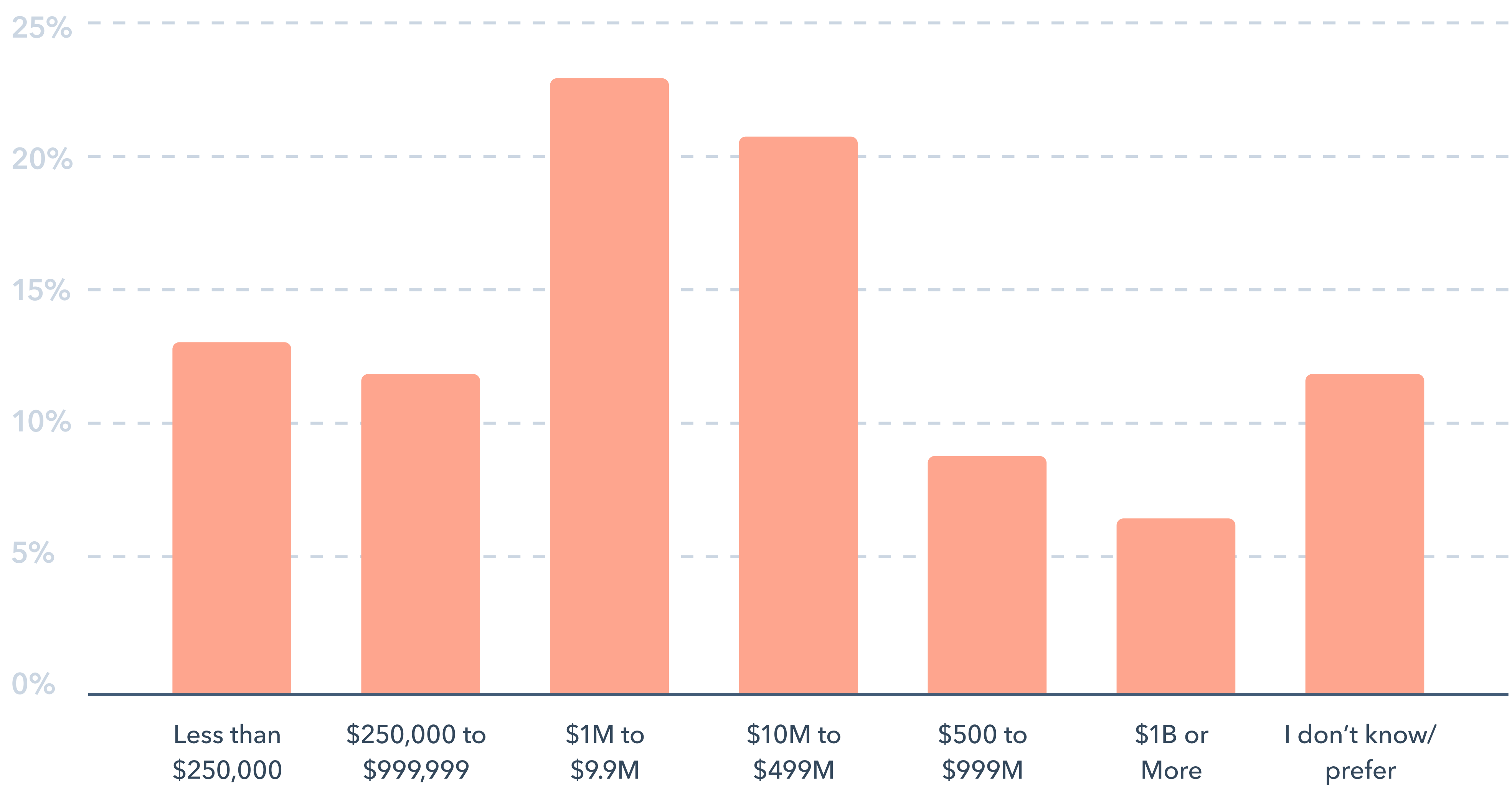
Industries Represented:

- Advertising or marketing
- Agriculture, food, and beverage
- Business or consumer services
- Chemicals and metals
- Communication services
- Construction
- Consumer product manufacturing
- Education
- Electronics
- Energy, utilities, and waste management
- Financial services and insurance
- Government
- Healthcare or public health
- Information Technology
- Manufacturing and materials
- Media and entertainment
- Non-profit
- Retail
- eCommerce
- Transportation and logistics
- Travel and hospitality

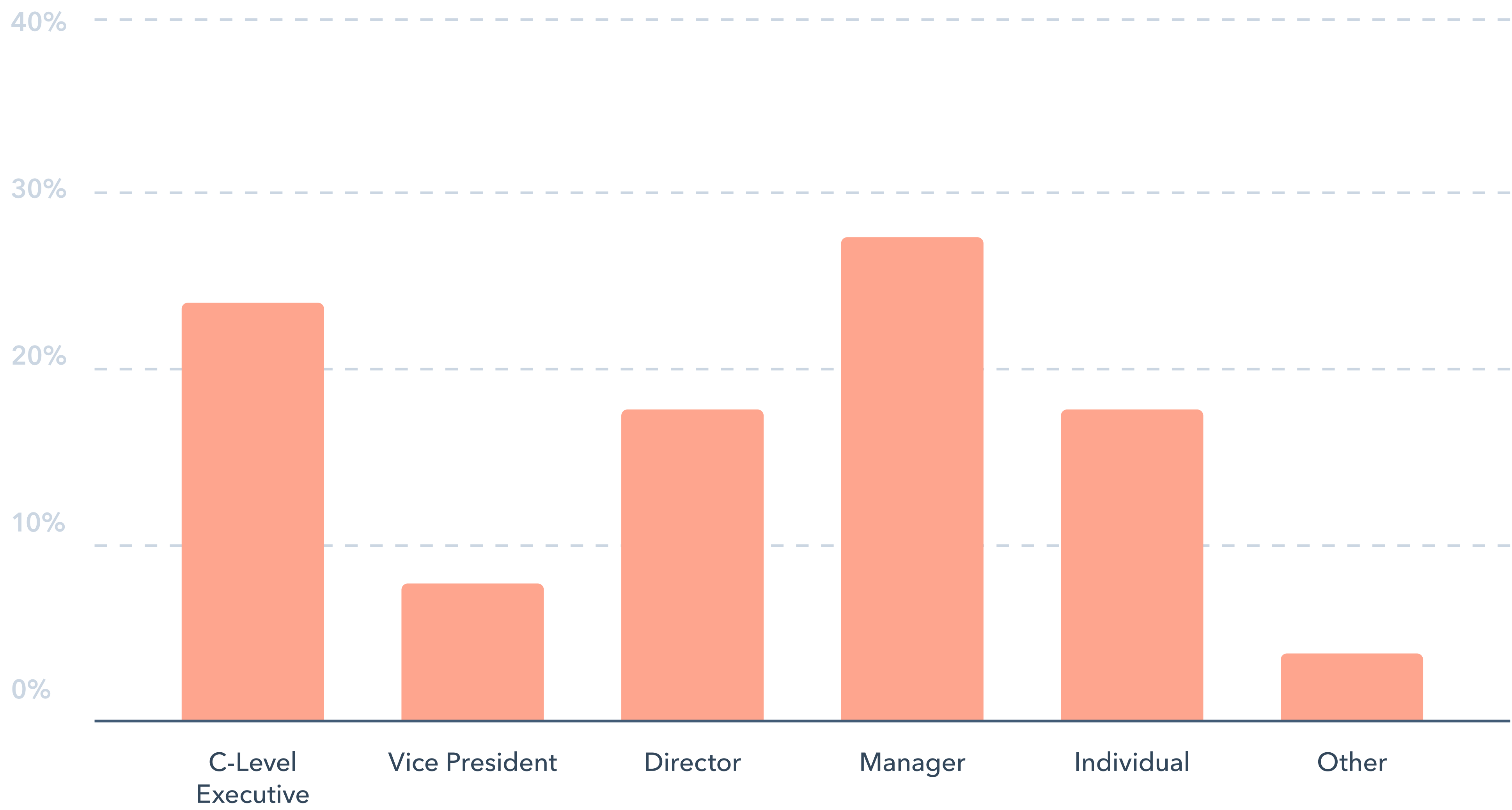
B2B or B2C?



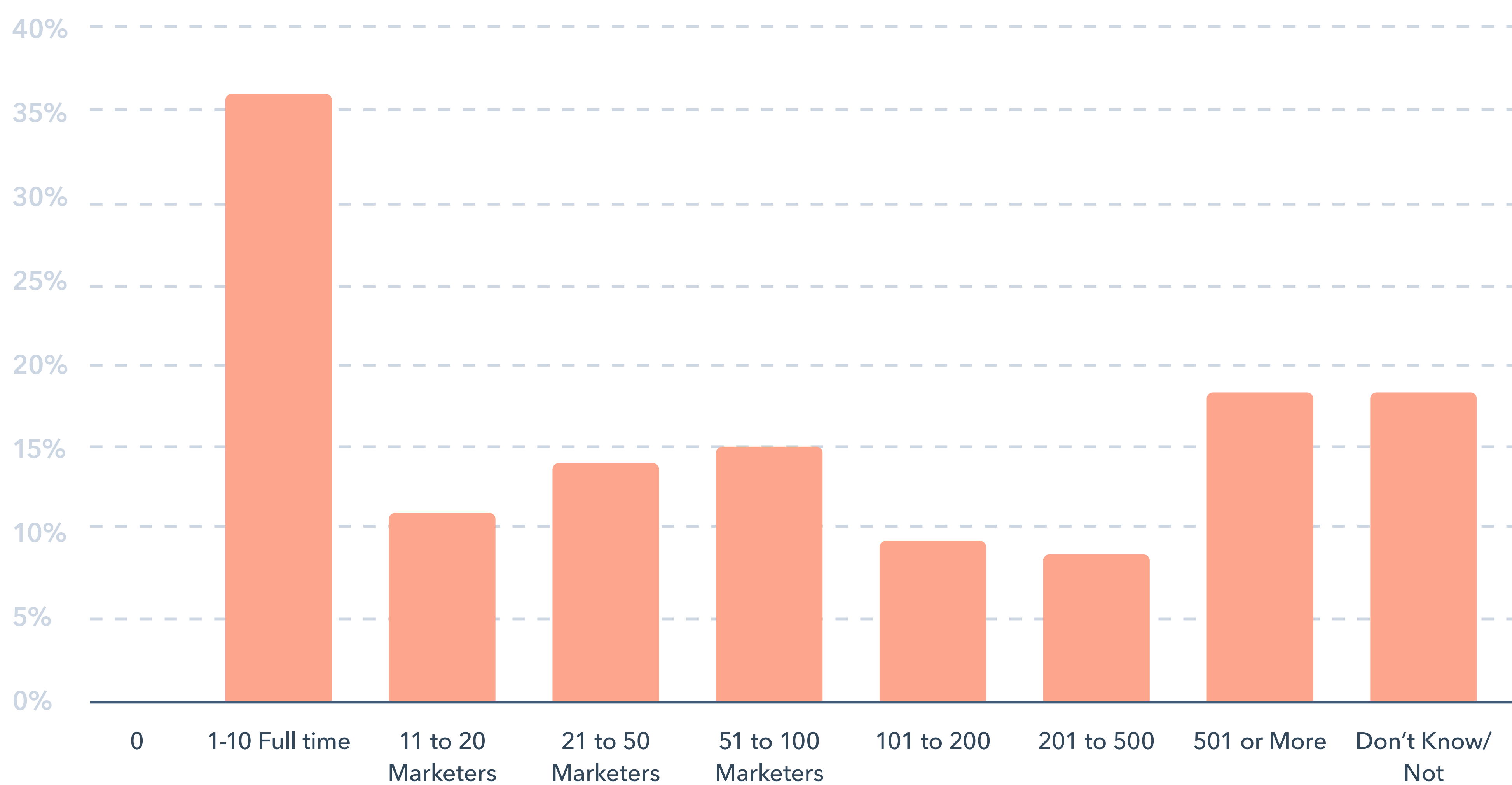
Company's average annual revenue:



Level in company:



of Full Time Marketers:



Contributors

This report was an exhaustive effort from about sixty amazing human beings.

Thank you to everyone who was willing to dedicate their time, knowledge, and energy to make this thing sing.

This was created by marketers, for marketers, and we're extremely proud of it. And we hope you, valued reader, were entertained and informed from whichever part of the world you're reading this in.

David Mooney

Tom Collins

Noel Kelly

David Carberry

Peter Riedle

Matt Watkins

Odette Santos

Teenie Rose

Kyle Denhoff

Chris Eberhardt

Meghana Kartham

Lee Groh

Alexandra De Cespedes

Kipp Bodnar

Crystal King

Aja Frost

AJ Beltis

Carly Stec

Clara Landecy

Ryan VanValin

Jackie Chu

Sara Varni

Jocelyn Chen

Barb Gagne

Christina Mallon

Lee Odden

Josh Chang

Bridget Zingale

Marwa Greaves

Matthew Howells-Barby

Christina Perricone

Cynthia Price

Ellie Mirman

Debbie Farese

Diego Santos

Henni Roini

Ben Harmanus

Marvin Hintze

Karolina Bujalska-Exner

Isabella Valentini

Alice Sol

Emily Hom

Jordan Pritkin

Nicole Ondracek

Jillian Hope

Connor Cirillo

Jennifer Proud

Kristen Baker

Allie Decker

Victor Pan

Emmy Jonassen

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