



Press Release

Canadian Marketing Association & Ipsos Launch the 2017 Digital Marketing Pulse Survey

Latest Survey Provides Insights in Shifts in Marketing Spend in 2017

Toronto, ON, September 6, 2017 — The Canadian Marketing Association (CMA) is pleased to launch, in partnership with Ipsos, the 2017 Digital Marketing Pulse Survey. In this latest edition, we consider familiarity and usage across 14 tactical Digital Marketing functions. The Survey provides insights on shifts in marketing spend and views of evolving trends, as seen through the eyes of Marketers and Agencies in Canada.

“Digital Marketing continues to evolve and the marketing profession should be aware of the significant trends, consumer perceptions and best practices that come with this evolution,” said Tim Bishop, Vice President, Marketing & Member Engagement at CMA. The lead on this study for eleven years, Steve Levy, Chief Operating Officer, Ipsos, makes the point that “The Digital Marketing Pulse Survey, the only research of its kind in Canada, provides both historical and future-forward research that considers fundamental aspects of the Digital Marketing landscape.”

Key insights from the survey include:

Spending: The marketing community in Canada continues to express a sentiment of allocating traditional media dollars (especially print) to digital marketing channels – Social (71% NET increase), Online (62% NET increase), and Mobile (60% NET increase).

Digital marketing is complex: With new platforms, techniques and strategies introduced each year... The need for education in the digital space remains critical.

Agency Status: Marketers rely on specialized Agencies for their expertise (Programmatic Marketing, Video Syndication, Wearable Technology). Other components that are more mature (E-mail Marketing, Social Network Marketing, Customer Facing website) are increasingly taken in-house while cost is likely the driving force behind this trend. It also allows forward thinking Marketers to have more control in the creation of content and execution.

To introduce the findings of the 2017 Digital Marketing Pulse Survey, CMA is hosting CMAIdeas II, Sponsored by Vizeum and Presented by Steve Levy, COO, Ipsos Canada, an invite-only Executive Event on September 13. Please email events@theCMA.ca to request an invitation.

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About the Canadian Marketing Association

The Canadian Marketing Association embraces Canada's major business sectors and all marketing disciplines, channels and technologies. Its corporate members encompass all facets of business-to-business and business-to-consumer marketing organizations including both brands and agencies. These organizations make a major contribution to the economy, driving commerce, investments in media and new marketing technologies while providing employment for millions of Canadians. For more information, please visit theCMA.ca.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

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The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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