

Table 15

Increase media spend / reach - When your marketin

|              | Total |
|--------------|-------|
|              | ----- |
| Total        | 212   |
| 1            | 67    |
|              | 32%   |
|              |       |
| 2            | 29    |
|              | 14%   |
|              |       |
| 3            | 23    |
|              | 11%   |
|              |       |
| 4            | 22    |
|              | 10%   |
|              |       |
| 5            | 16    |
|              | 8%    |
|              |       |
| 6            | 19    |
|              | 9%    |
|              |       |
| 7            | 18    |
|              | 8%    |
|              |       |
| 8            | 18    |
|              | 8%    |
|              |       |
| I don't know | -     |
|              |       |
|              |       |

|      |      |
|------|------|
| Mean | 3.52 |
|------|------|

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQ  
 Independent T-Test for Means (based on test for equ  
 Uppercase letters indicate significance at the 95% le

Table 16

(Expand) new audiences or segments - When your m

|              | Total |
|--------------|-------|
|              | ----- |
| Total        | 212   |
| 1            | 36    |
|              | 17%   |
|              |       |
| 2            | 36    |
|              | 17%   |
|              |       |
| 3            | 29    |
|              | 14%   |
|              |       |
| 4            | 35    |
|              | 17%   |
|              |       |
| 5            | 22    |
|              | 10%   |
|              |       |
| 6            | 27    |
|              | 13%   |
|              |       |
| 7            | 14    |
|              | 7%    |
|              |       |
| 8            | 13    |
|              | 6%    |
|              |       |
| I don't know | -     |
|              |       |
|              |       |

|      |      |
|------|------|
| Mean | 3.82 |
|------|------|

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQ  
Independent T-Test for Means (based on test for equ  
Uppercase letters indicate significance at the 95% le

Table 18  
Go deeper with your existing core audience - When

|              | Total |
|--------------|-------|
|              | ----- |
| Total        | 212   |
| 1            | 33    |
|              | 16%   |
|              |       |
| 2            | 42    |
|              | 20%   |
|              |       |
| 3            | 22    |
|              | 10%   |
|              |       |
| 4            | 22    |
|              | 10%   |
|              |       |
| 5            | 26    |
|              | 12%   |
|              |       |
| 6            | 27    |
|              | 13%   |
|              |       |
| 7            | 25    |
|              | 12%   |
|              |       |
| 8            | 15    |
|              | 7%    |
|              |       |
| I don't know | -     |
|              |       |
|              |       |

|      |      |
|------|------|
| Mean | 4.05 |
|------|------|

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQ  
Independent T-Test for Means (based on test for equ  
Uppercase letters indicate significance at the 95% le

Table 25

Of the objectives identified in the previous question,

|                                                                    | Total<br>----- |  |
|--------------------------------------------------------------------|----------------|--|
|                                                                    |                |  |
|                                                                    |                |  |
| Total Asked                                                        | 212            |  |
| All of them (100% of defined objectives are actively prioritized)  | 62             |  |
|                                                                    | 29%            |  |
|                                                                    |                |  |
| Most of them (Roughly 75% of defined objectives)                   | 106            |  |
|                                                                    | 50%            |  |
|                                                                    |                |  |
| About half of them (Roughly 50% of defined objectives)             | 41             |  |
|                                                                    | 19%            |  |
|                                                                    |                |  |
| A few of them (Roughly 25% or fewer of defined objectives)         | 3              |  |
|                                                                    | 1%             |  |
|                                                                    |                |  |
| None of them (We lack clear resource allocation or prioritization) | -              |  |
|                                                                    |                |  |
|                                                                    |                |  |
| Unsure                                                             | -              |  |
|                                                                    |                |  |
|                                                                    |                |  |
| T2B                                                                | 168            |  |
|                                                                    | 79%            |  |
|                                                                    |                |  |
| B2B                                                                | 3              |  |
|                                                                    | 1%             |  |
|                                                                    |                |  |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQF

Independent T-Test for Means (based on test for eq

Uppercase letters indicate significance at the 95% level

Table 27

Considering the business priorities established, appr

|                                                                | Total<br>----- |
|----------------------------------------------------------------|----------------|
|                                                                |                |
|                                                                |                |
| Total                                                          | 212            |
| Less than 10%                                                  | 1              |
|                                                                | 0%             |
|                                                                |                |
| 10–24%                                                         | 35             |
|                                                                | 17%            |
|                                                                |                |
| 25–49%                                                         | 55             |
|                                                                | 26%            |
|                                                                |                |
| 50–75%                                                         | 79             |
|                                                                | 37%            |
|                                                                |                |
| More than 75%                                                  | 40             |
|                                                                | 19%            |
|                                                                |                |
| We cannot determine which<br>initiatives drove business impact | 2              |
|                                                                | 1%             |
|                                                                |                |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQF  
 Independent T-Test for Means (based on test for equ  
 Uppercase letters indicate significance at the 95% le

Table 28

Thinking about the previous question, approximately

|               | Total |
|---------------|-------|
| Total         | 212   |
| 80% +         | 44    |
|               | 21%   |
| 60-79%        | 67    |
|               | 32%   |
| 40-59%        | 68    |
|               | 32%   |
| 20-39%        | 31    |
|               | 15%   |
| Less than 20% | 1     |
|               | 0%    |
| Unsure        | 1     |
|               | 0%    |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQ

Independent T-Test for Means (based on test for equal

Uppercase letters indicate significance at the 95% level

Table 29

To what extent do you agree or disagree with the fo

|                   | Total |
|-------------------|-------|
|                   | ----- |
| Total             | 212   |
| Strongly agree    | 79    |
|                   | 37%   |
|                   |       |
| Somewhat agree    | 114   |
|                   | 54%   |
|                   |       |
| Somewhat disagree | 18    |
|                   | 8%    |
|                   |       |
| Strongly disagree | 1     |
|                   | 0%    |
|                   |       |
| T2B               | 193   |
|                   | 91%   |
|                   |       |
| B2B               | 19    |
|                   | 9%    |
|                   |       |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQF  
 Independent T-Test for Means (based on test for equ  
 Uppercase letters indicate significance at the 95% le

Table 30

To what extent do you agree or disagree with the fo

|                   | Total<br>----- |
|-------------------|----------------|
|                   |                |
|                   |                |
| Total Sample      | 212            |
| Strongly agree    | 107            |
|                   | 50%            |
|                   |                |
| Somewhat agree    | 94             |
|                   | 44%            |
|                   |                |
| Somewhat disagree | 11             |
|                   | 5%             |
|                   |                |
| Strongly disagree | -              |
|                   |                |
|                   |                |
| T2B               | 201            |
|                   | 95%            |
|                   |                |
| B2B               | 11             |
|                   | 5%             |
|                   |                |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQF  
 Independent T-Test for Means (based on test for equ  
 Uppercase letters indicate significance at the 95% le

Table 32

Thinking about your marketing team's approach over

|                                                                             | Total     |
|-----------------------------------------------------------------------------|-----------|
| Total                                                                       | 212       |
| Greater focus on fewer priorities would have improved results significantly | 61<br>29% |
| Greater focus on fewer priorities would have improved results somewhat      | 75<br>35% |
| Our balance of priorities was about right                                   | 56<br>26% |
| A broader set of priorities was necessary for success                       | 15<br>7%  |
| The optimal approach depended on the circumstances                          | 5<br>2%   |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQR

Independent T-Test for Means (based on test for equal variances)

Uppercase letters indicate significance at the 95% level

Table 33

In your opinion, what are the greatest barriers to creating a clear marketing strategy?

|                                                                    | Total |
|--------------------------------------------------------------------|-------|
|                                                                    | ----- |
| Total                                                              | 212   |
| Not enough data or insight to decide with confidence               | 42    |
|                                                                    | 20%   |
|                                                                    |       |
| Too much data - unclear which datapoints should drive the strategy | 55    |
|                                                                    | 26%   |
|                                                                    |       |
| Multiple growth opportunities competing for attention              | 87    |
|                                                                    | 41%   |
|                                                                    |       |
| We don't have a shared definition of what "winning" looks like     | 40    |
|                                                                    | 19%   |
|                                                                    |       |
| Rapidly changing market conditions                                 | 101   |
|                                                                    | 48%   |
|                                                                    |       |
| Evolving consumer expectations                                     | 86    |
|                                                                    | 41%   |
|                                                                    |       |
| Increasing channel complexity                                      | 74    |
|                                                                    | 35%   |
|                                                                    |       |
| Pressure to deliver short and long term growth simultaneously      | 81    |
|                                                                    | 38%   |
|                                                                    |       |
| Any other                                                          | -     |
|                                                                    |       |
|                                                                    |       |

|                         |      |
|-------------------------|------|
| Mean Number of Mentions | 2.67 |
|                         |      |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQRSTUVWXYZ  
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for  
Uppercase letters indicate significance at the 95% level.

Table 35

My organization is clear on its primary target audience

|                            | Total<br>----- |
|----------------------------|----------------|
|                            |                |
|                            |                |
| Total                      | 212            |
| Strongly agree             | 110            |
|                            | 52%            |
|                            |                |
| Somewhat agree             | 93             |
|                            | 44%            |
|                            |                |
| Neither agree nor disagree | 7              |
|                            | 3%             |
|                            |                |
| Somewhat disagree          | 1              |
|                            | 0%             |
|                            |                |
| Strongly disagree          | 1              |
|                            | 0%             |
|                            |                |
| T2B                        | 203            |
|                            | 96%            |
|                            |                |
| B2B                        | 2              |
|                            | 1%             |
|                            |                |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQR

Independent T-Test for Means (based on test for equal variances)

Uppercase letters indicate significance at the 95% level

Table 36

Concentrating on a primary target audience improve

|                            | Total<br>----- |
|----------------------------|----------------|
|                            |                |
|                            |                |
| Total                      | 212            |
| Strongly agree             | 129            |
|                            | 61%            |
|                            |                |
| Somewhat agree             | 70             |
|                            | 33%            |
|                            |                |
| Neither agree nor disagree | 10             |
|                            | 5%             |
|                            |                |
| Somewhat disagree          | 2              |
|                            | 1%             |
|                            |                |
| Strongly disagree          | 1              |
|                            | 0%             |
|                            |                |
| T2B                        | 199            |
|                            | 94%            |
|                            |                |
| B2B                        | 3              |
|                            | 1%             |
|                            |                |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQF

Independent T-Test for Means (based on test for equ

Uppercase letters indicate significance at the 95% le

Table 38

My organization is clear on its most important objec

|                            | Total<br>----- |
|----------------------------|----------------|
|                            |                |
|                            |                |
| Total                      | 212            |
| Strongly agree             | 116            |
|                            | 55%            |
|                            |                |
| Somewhat agree             | 76             |
|                            | 36%            |
|                            |                |
| Neither agree nor disagree | 17             |
|                            | 8%             |
|                            |                |
| Somewhat disagree          | 3              |
|                            | 1%             |
|                            |                |
| Strongly disagree          | -              |
|                            |                |
|                            |                |
| T2B                        | 192            |
|                            | 91%            |
|                            |                |
| B2B                        | 3              |
|                            | 1%             |
|                            |                |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQF  
 Independent T-Test for Means (based on test for equ  
 Uppercase letters indicate significance at the 95% le

Table 41

When you commit to a strategy, it also means saying

|                                                                 |     | Role in Organization |              |              |              |
|-----------------------------------------------------------------|-----|----------------------|--------------|--------------|--------------|
|                                                                 |     | C-suite              | VP           | Director     | Manager      |
|                                                                 |     | -----<br>(K)         | -----<br>(L) | -----<br>(M) | -----<br>(N) |
| Total                                                           | 212 | 80                   | 40           | 66           | 26           |
| Very comfortable — saying no is part of how I operate           | 109 | 34                   | 28           | 34           | 13           |
|                                                                 | 51% | 43%                  | 70%          | 52%          | 50%          |
|                                                                 |     |                      | K            |              |              |
| Somewhat comfortable — I can do it but it makes me nervous      | 88  | 37                   | 11           | 29           | 11           |
|                                                                 | 42% | 46%                  | 28%          | 44%          | 42%          |
|                                                                 |     | L                    |              |              |              |
| Not very comfortable — I tend to keep options open just in case | 15  | 9                    | 1            | 3            | 2            |
|                                                                 | 7%  | 11%                  | 3%           | 5%           | 8%           |
|                                                                 |     | L                    |              |              |              |
| I avoid the no almost entirely                                  | -   | -                    | -            | -            | -            |
|                                                                 |     |                      |              |              |              |
|                                                                 |     |                      |              |              |              |
| T2B                                                             | 197 | 71                   | 39           | 63           | 24           |
|                                                                 | 93% | 89%                  | 98%          | 95%          | 92%          |
|                                                                 |     |                      | K            |              |              |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQF

Independent T-Test for Means (based on test for equ

Uppercase letters indicate significance at the 95% le

Table 42

What would most increase your confidence in saying

|                                                  | Total     |
|--------------------------------------------------|-----------|
| Total Sample                                     | 212       |
| Clearer, agreed-upon success metrics             | 80<br>38% |
| Stronger performance data tying focus to results | 95<br>45% |
| Alignment from leadership on top priorities      | 68<br>32% |
| Greater confidence in our strategic positioning  | 82<br>39% |
| A track record of past trade-offs paying off     | 63<br>30% |
| Other                                            | -         |
| Mean Number of Mentions                          | 1.83      |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQ  
 Independent T-Test for Means (based on test for equal variances)  
 Uppercase letters indicate significance at the 95% level

Table 44

When a new marketing priority is added, how often

|                                    | Total |
|------------------------------------|-------|
| Total                              | 212   |
| Always (75% - 100% of the time)    | 21    |
|                                    | 10%   |
| Often (50% - 74% of the time)      | 65    |
|                                    | 31%   |
| Sometimes (25% - 49% of the time)  | 93    |
|                                    | 44%   |
| Rarely (Less than 25% of the time) | 29    |
|                                    | 14%   |
| Never (0% of the time)             | 4     |
|                                    | 2%    |
| NET: Regularly                     | 86    |
|                                    | 41%   |
| NET: Not Often                     | 33    |
|                                    | 16%   |

Comparison Groups: AB/AB/CD/EFGHIJ/KLMN/OPQ  
 Independent T-Test for Means (based on test for equ  
 Uppercase letters indicate significance at the 95% le