

# Current State of Marketing Measurement

## **Ifbyphone<sup>®</sup> Survey**

**Finds 4 Out of 5 Marketing Executives  
Expect Measurable Campaigns,  
Yet Only 29% Can Deliver**

**>ifbyphone<sup>®</sup>**

# Current State of Marketing Measurement

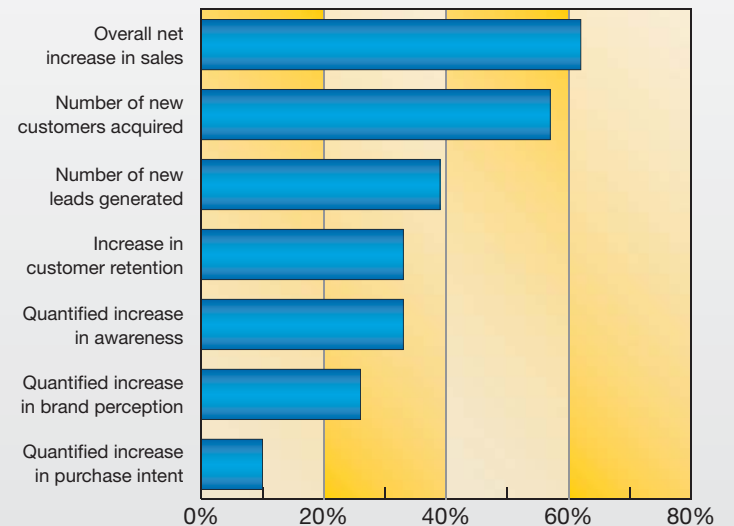
## Ifbyphone® Survey Finds 4 Out of 5 Marketing Executives Expect Measurable Campaigns, Yet Only 29% Can Deliver

### About the Ifbyphone® 2011 State of Marketing Measurement Report

Ifbyphone's State of Marketing Measurement Survey shows that while 82% of marketers say their executive management expects every campaign to be measured, less than a third can effectively evaluate the ROI of each channel.

The study, "State of Marketing Measurement," surveyed more than 200 U.S. marketing professionals across a wide range of business-to-business and business-to-consumer industries. The goal was to uncover current trends, limitations and expectations in measuring the effectiveness of marketing campaigns.

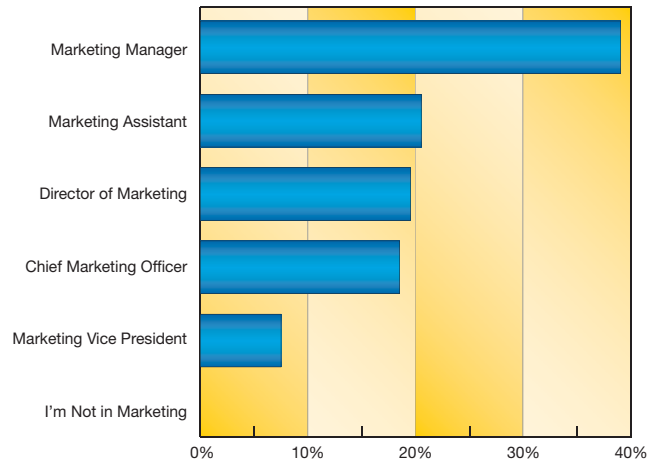
How do you currently measure the success of your marketing programs? (Select all that apply)



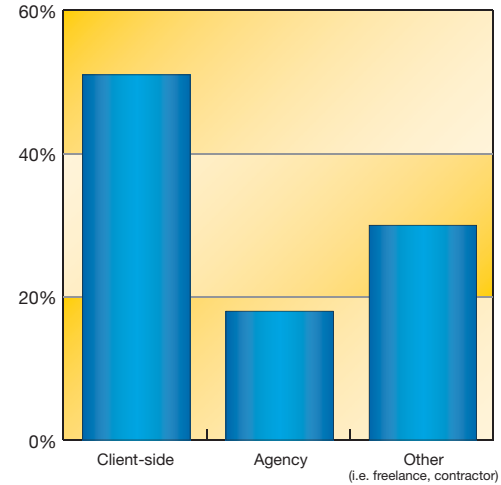
The ease of tracking online metrics coupled with the lagging economy has driven the expectation that every marketing dollar needs to be accounted for. These dollars get measured as increases in sales and customer acquisition rather than brand perception.

# Demographics

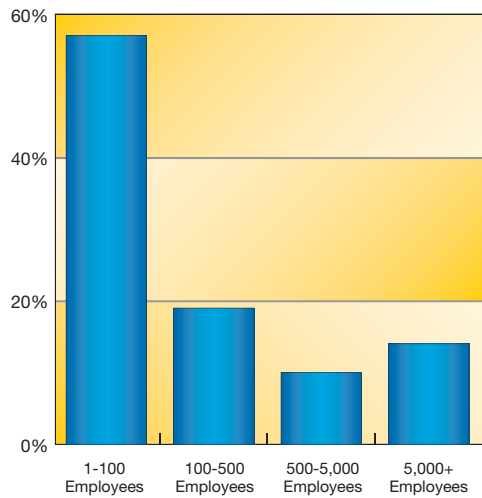
What is your title  
(or most closely matches your title)?



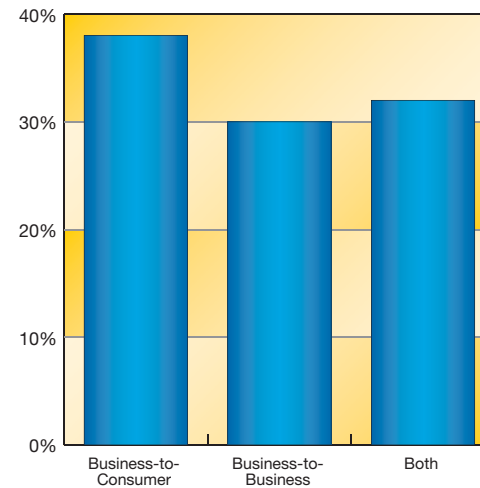
Do you work client-side or for  
an agency?



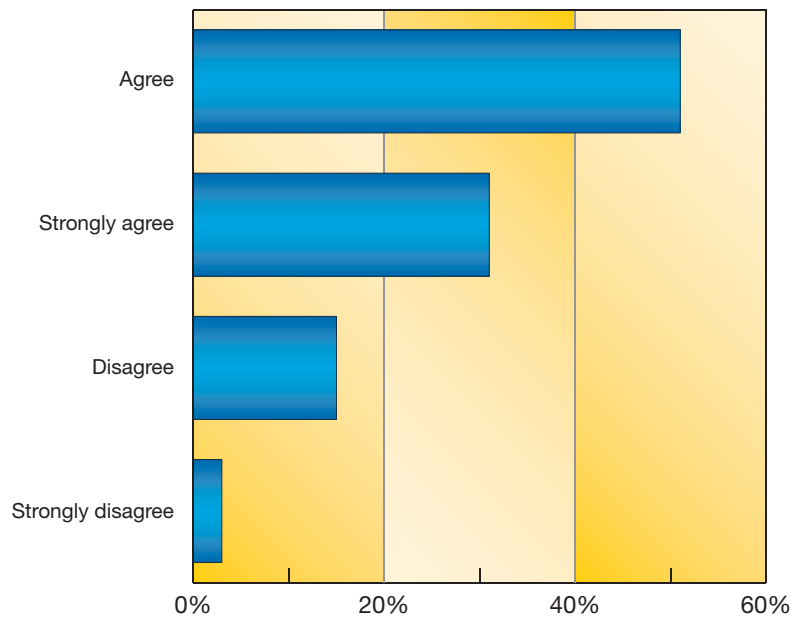
How large is your business?



How would you describe your  
marketing focus?



**Executive management expects every campaign to be measured.**

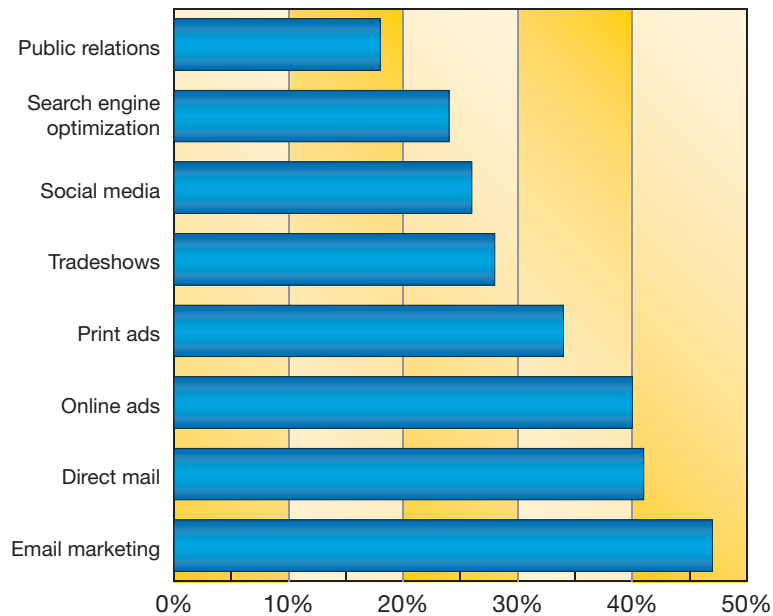


Expectations of marketing measurement varied across marketing roles, as well as company size. While the vast majority (87%) of Chief Marketing Officers 'strongly agree' or 'agree' that every campaign should be measured, more than a quarter of Marketing Assistants reported that they don't think marketing measurement is important.

*“It’s concerning to hear that many of the future marketers of tomorrow don’t understand the importance of measuring the success of their campaigns. We need to determine the root cause behind this sentiment, and whether it’s a lack of education in best practices, or rather a gap in leadership and mentoring.”*

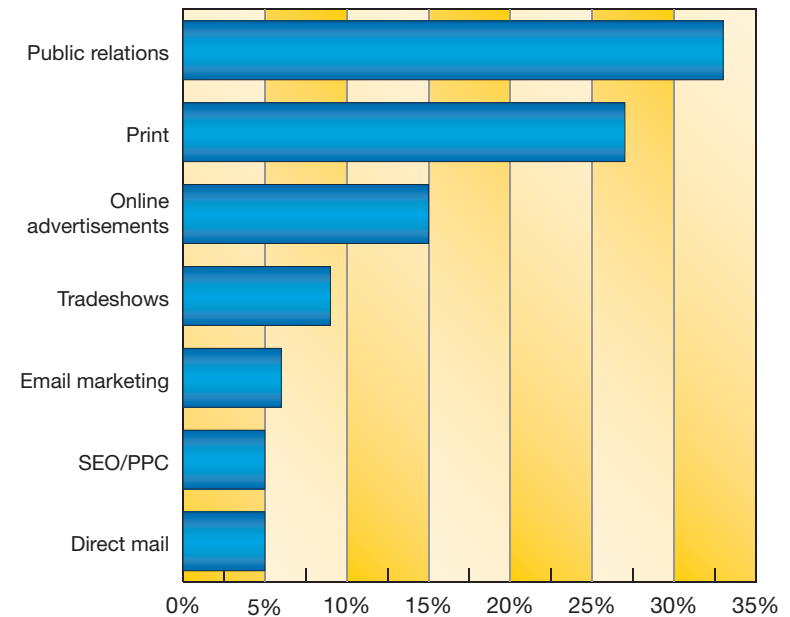
Irv Shapiro, CEO,  
lfbyphone, Inc.

**I can effectively measure the ROI of:  
(Select all that apply)**



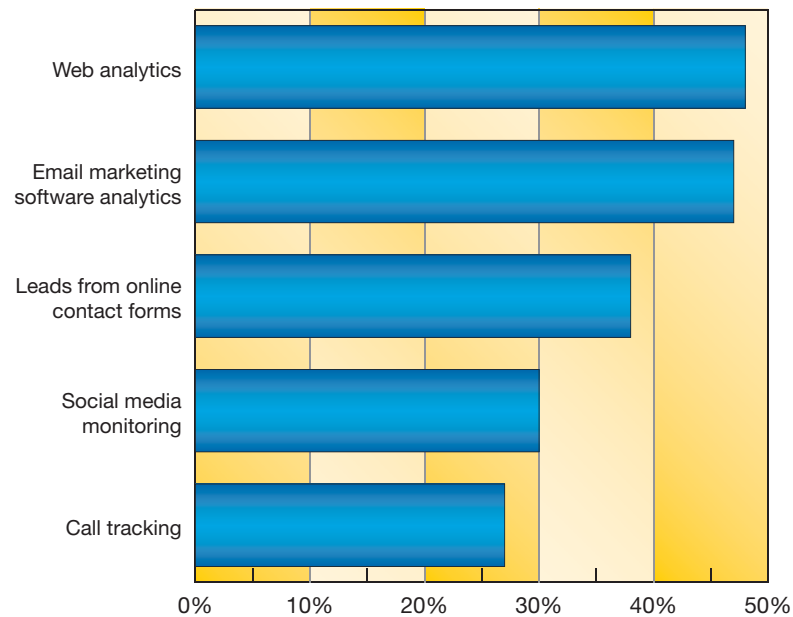
As the marketing mix expands, there are more and more campaigns and tactics to measure. Some of those tactics are more easily measured than others and have seemingly greater effectiveness.

**The most difficult campaign to measure is:**



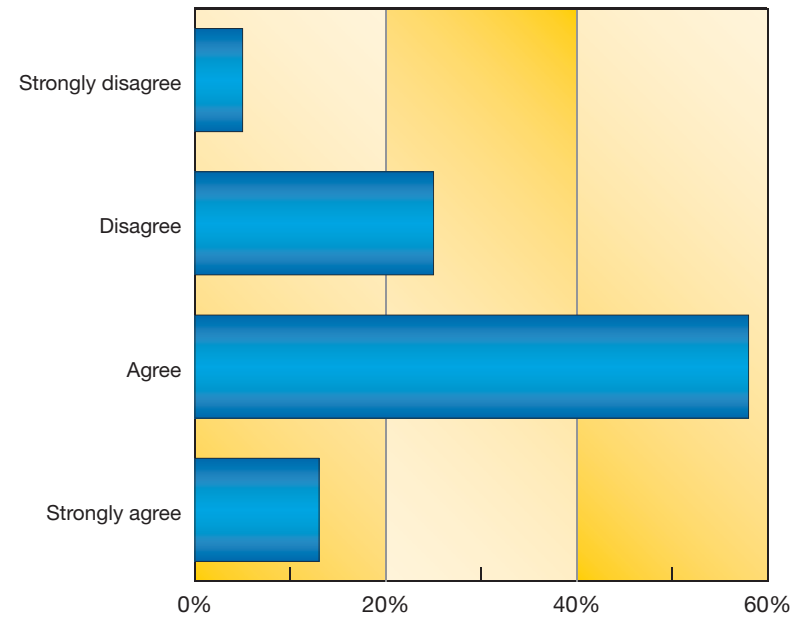
When asked to choose the most difficult type of campaign to measure, more than half of marketers chose offline channels. Thirty-three percent cited public relations and 27% print advertisements as the most difficult to track, while only 6% selected email marketing.

**What specific tools are you using to measure the success of individual marketing campaigns?  
(Select all that apply)**



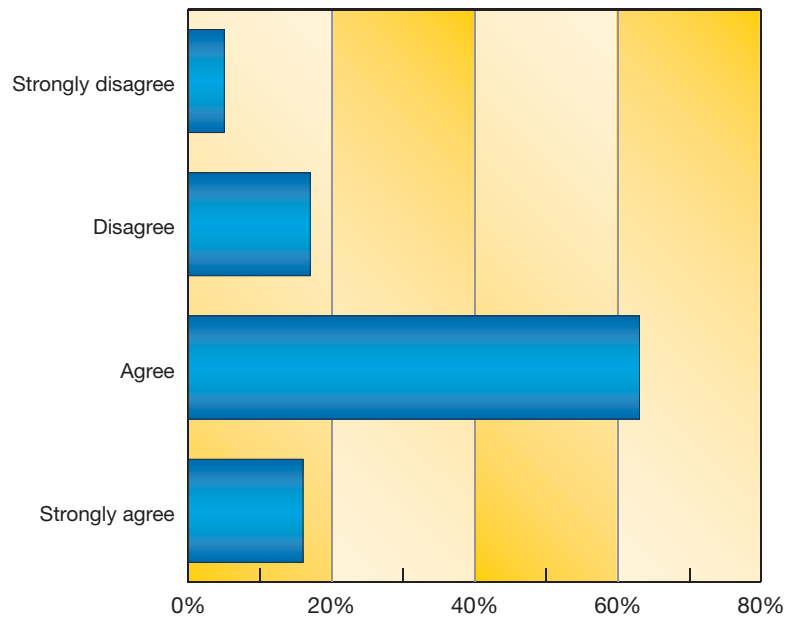
The ability to track ROI could be tied to a lack of widespread use of available marketing tools. The most-used tools include web analytics (48%), email marketing software analytics (47%), lead counts from online contact forms (38%), social media monitoring (30%), and call tracking (27%).

**I feel I have the tools needed to track the ROI of my marketing campaigns.**



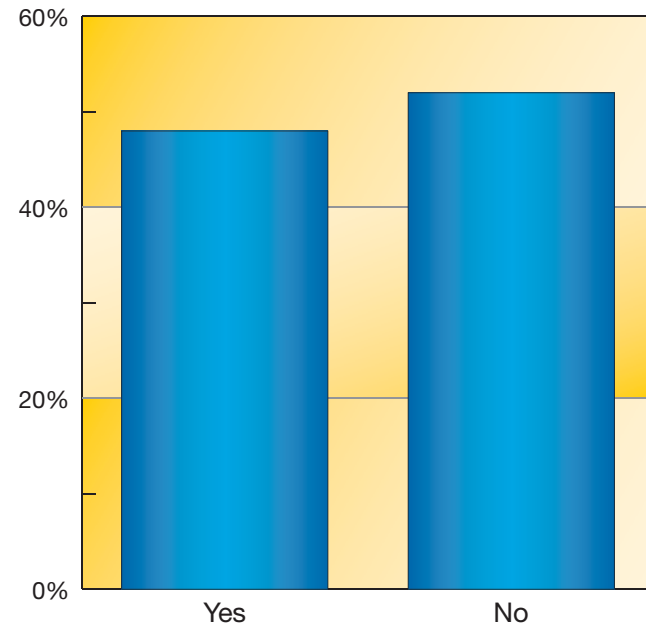
The tools are available to measure campaigns and marketing tactics. A majority of respondents have these tools, yet, measurement continues to be challenging. The root of these challenges lies in education, rate of change in the market, and constant search for the right marketing mix.

**I feel I have the tools needed to track inbound leads from web forms.**



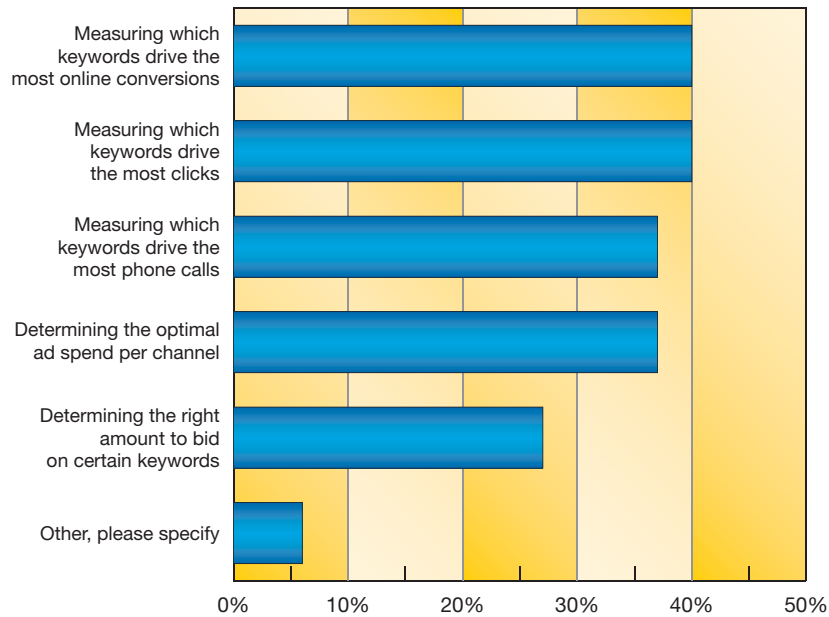
When it comes to tracking web forms, a majority of respondents feel they have exactly the tools needed. This is not surprising since most measurement tools today focus on tracking transactions that start and end online. The problem is now measuring those transactions that start online but end offline.

**I know the specific amount of revenue created by my marketing campaigns.**



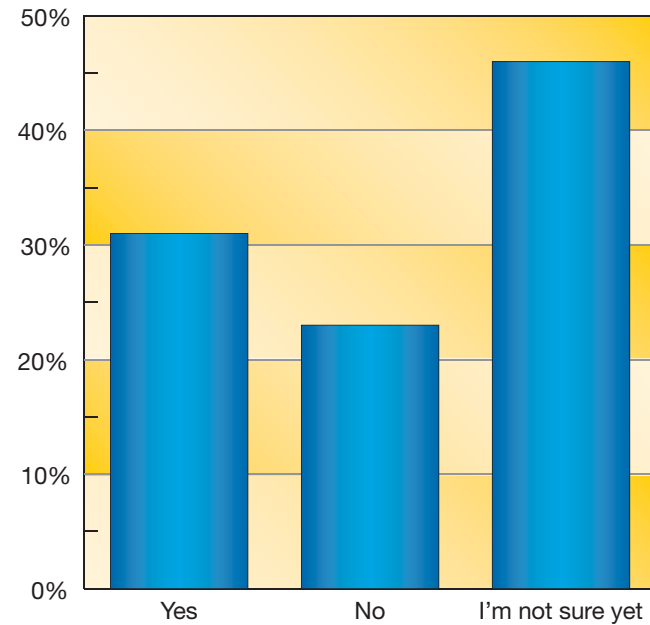
This data reveals a major opportunity for marketers today. More than half of the respondents indicated they did not know the amount of revenue being driven by their marketing. While that is good news for measurement vendors, it requires marketers to create the time and resources required to measure.

**When it comes to online advertising, which of the following are currently challenging for you? (Select all that apply)**



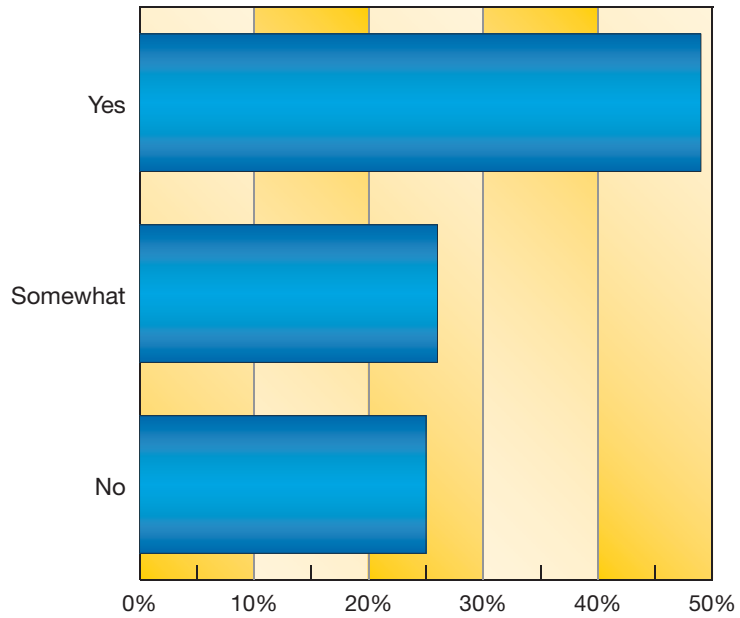
All forms of marketing programs, online and offline, prove difficult to measure down to the most fundamental keyword level. Because of this difficulty, determining the right marketing mix can be challenging.

**Within the next year, do you plan to invest in more marketing technologies that will help you better measure the success of your campaigns?**



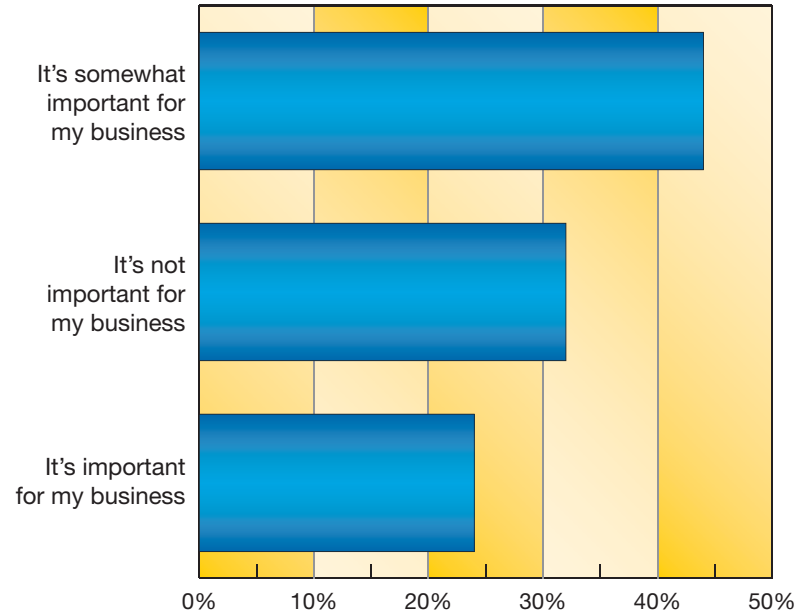
Investment in marketing metrics tools is another challenging area for today's marketing managers. For programs that are continuous, the metrics are straightforward and the tools used are already in the budget. But, the uncertainty comes in upcoming or unplanned programs. The metrics for those programs have yet to be determined.

### Are you familiar with call tracking?



Call tracking has awareness as a measurement tool, but...

### What is your perception of call tracking?



That awareness is not yet widespread at solving the measurement challenges outlined by marketing executives today.

**Executive management expects every campaign to be measured.**

	How large is your business?			
	1-100 employees	100-500 employees	500-5,000 employees	5,000+ employees
Strongly agree	32.50%	25.00%	42.90%	24.10%
Agree	45.80%	67.50%	42.90%	55.20%
Disagree	17.50%	7.50%	14.30%	17.20%
Strongly disagree	4.20%	0.00%	0.00%	3.40%

Marketing measurement expectations also varied based on company size in a bell curve, with mid-sized companies most concerned about measurement:

- Under 100 employees: 79% felt all campaigns should be measured
- 100-500 employees: 93% felt all campaigns should be measured
- 500-5,000 employees: 86% felt all campaigns should be measured
- 5,000+ employees: 79% felt all campaigns should be measured

*“Businesses can only get better at marketing if they are held accountable for improving upon what didn't work in the past.”*

Irv Shapiro, CEO, Ifbyphone, Inc.

## About Ifbyphone®

Ifbyphone is the leading voice-based marketing automation platform that manages, measures and automates voice interactions in the marketing process — including lead capture, lead nurturing, lead routing, and lead analysis. The Ifbyphone suite is a set of software-as-a-service applications implemented easily across an organization for better decision making and improving interactions across the customer lifecycle. Companies of all sizes and across all industries use the Ifbyphone platform, including health care, real estate, home services, and a variety of marketing applications.

### **Ifbyphone, Inc.**

(877) 295-5100

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