

MARKETING READINESS



84%
Using analytic and reporting technologies

68%
Currently measuring and testing

28%
High or progressive level of maturity

24%
High or reasonable ability to measure ROI

ORGANIZATIONAL ALIGNMENT



59%
Strong senior management support; receptive to piloting and testing

41%
Strong digital marketing champion on the leadership team

26%
Channel and sales teams are pushing for more digital marketing spend

15%
IT is a big contributor and partner in selecting and deploying digital marketing

MARKETING SKILLS



35%
Dedicated director of digital or interactive marketing

16%
Agency is extremely effective across strategy, execution and measurement

10%
Dedicated and experienced in-house headcount for digital marketing analysts

9%
Data is integrated throughout the marketing lifecycle

MINDSET



91%
Believe digital marketing will drive competitive advantage

66%
Believe customer preference and digital dependency drive adoption of digital marketing

60%
Believe digital marketing better engages and activates audiences

49%
Believe mobile device proliferation and appeal drive digital marketing

CREATIVE EMPOWERMENT



29%
Commitment to multi-channel content development, including mobile

16%
Workflow enables alignment and collaboration to maximize content velocity

14%
Strategic creative mandate that is supported by senior level executives

9%
Organization is dedicated to customer experience powered by creative content

CONTENT VELOCITY

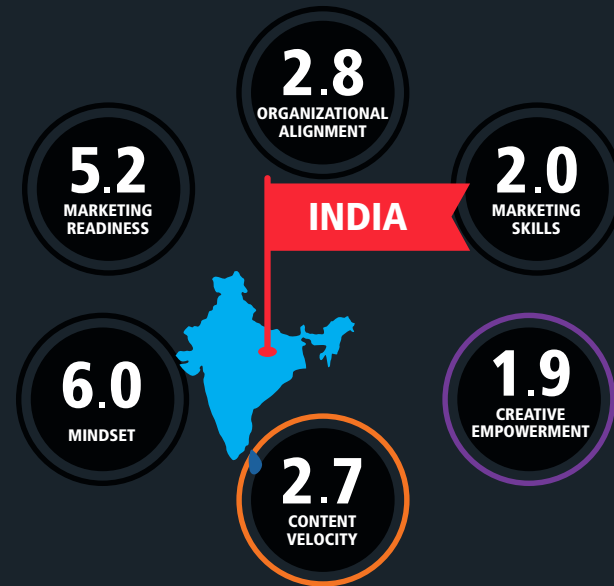


53%
Organizational commitment to mobile-first mindset

31%
Metrics in place to measure effectiveness of content, channel and campaigns

20%
Generate personalized content in large volumes







10%
Deliver content to customers wherever they are



APAC DIGITAL MARKETING PERFORMANCE DASHBOARD



	AUSTRALIA	CHINA	HONG KONG	INDIA	KOREA	NEW ZEALAND	SINGAPORE	SOUTHEAST ASIA
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MARKETING READINESS 	6.9	4.6	4.8	5.2	4.9	5.0	5.0	4.6
ORGANIZATIONAL ALIGNMENT 	4.0	2.9	3.8	2.8	3.2	4.6	3.9	3.3
MARKETING SKILLS 	2.3	1.4	1.7	2.0	1.5	1.6	2.2	1.5
MINDSET 	7.4	6.4	6.6	6.0	6.2	7.3	6.8	6.5
CREATIVE EMPOWERMENT 	1.6	1.3	1.3	1.9	1.1	1.3	1.6	1.3
CONTENT VELOCITY 	2.1	2.5	2.2	2.7	2.7	2.5	2.3	2.6