



# *Marketing Metrics*

Report on survey of senior  
marketing executives

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## **Want to impress your boss?**

### **Use Marketing Metrics**

- A recent survey of senior marketing managers investigating the use of marketing metrics to track performance and accountability found:
- Senior marketing managers who use metrics in their work believe they receive greater recognition from their CEO, CFO and board members.

## So are Marketing Metrics important?

- Up to 56% of candidates said that marketing metrics is of great concern in their job
- 60% of candidates feel that marketing accountability is a driving force to obtain performance targets

## **It is not as important as making money.**

When asked to rate their organisation's level of concern about challenges facing a Marketing Director, the challenges that rated highest were:

- Identifying new sources of growth (64%)
- Maintaining brand positioning (61%)

In general however, marketing executives are **positive** about their marketing measures and feel metrics **have a place** within their company structure.

## What are the major hurdles marketing executives face in their jobs?

Of the top seven concerns for candidates, three focused on a need for improved metrics within their organisation. These were:

- Proving a return on marketing investment (55.8% of the total sample see this as a great or critical concern).
- Improving marketing efficiency (51.8% of the total sample see this as a great or critical concern).
- Getting the Board to see marketing as an investment (49.2% of the total sample see this as a great or critical concern).

**Many candidates feel there could be improvement in the use of metrics within their company.**

- 62% were unhappy with the marketing information and information systems
- 62 % said access to information throughout the organisation was difficult
- 61% said it was difficult to combine data from different systems and sources

## So what is stopping Marketing Metrics being used more efficiently in companies?

### Money

- larger research budget
- better external and internal data
- Improved systems to help cut down time between measurement and action

### Company Controls

- Better strategies to share information
- Increase on information details

## **Competition = need for more information**

With ninety percent of candidates predicting growth in their marketing budgets over the next three years, the importance of marketing metrics is going to play an increasingly crucial role.