# 2022 CMO Insights Survey

CMOs globally reveal the top business drivers and challenges for modern marketers

About the Survey

- Iterable commissioned the CMO survey through CensusWide

- Data captured in April 2022

- 500 CMOs from U.S. and UK were surveyed

- 25% of respondents were CMOs from enterprise-size companies (10,000 employees and above)

Customer Priorities in the Next 12 Months

Priority	Percentage
World Class Customer Experience	35%
A Trustworthy Relationship	32%
Respecting Their Privacy	31%
Superior Product/Service Quality	30%
Superior Innovation	29%
Superior Service	26%
Demonstrating You Understand Their Needs	23%
Low Price	13%

22% SMS

34% Social Media

23% Email

30% Online Ads
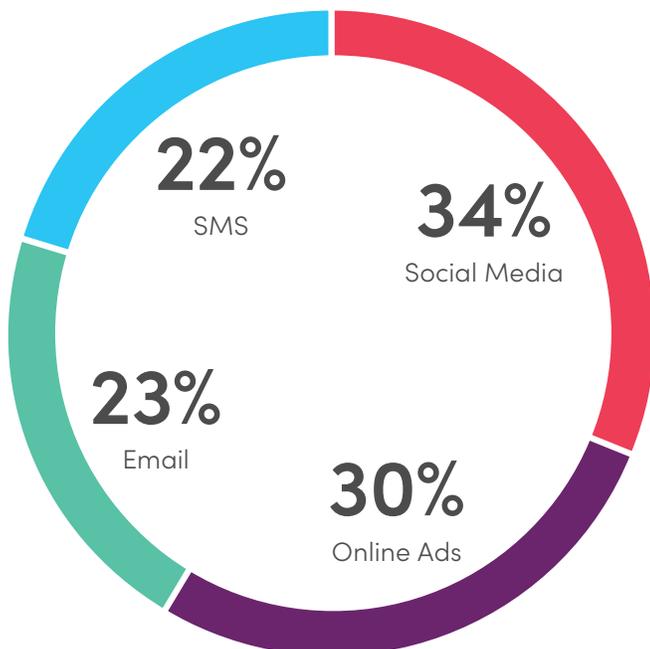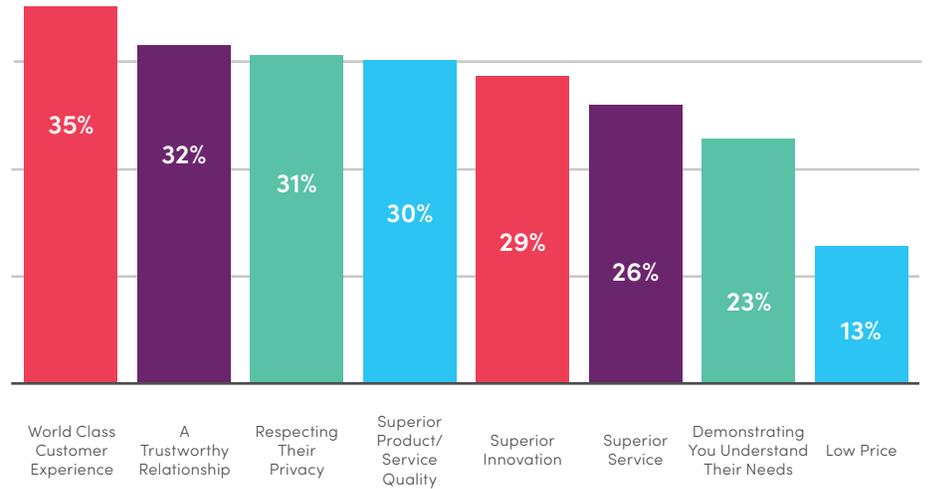
Marketing Channels

Channel usage differs by sector

- **In-app messaging leads the way** as a top revenue driver

- Top channel used:

  - **Banking** – Email

  - **Energy** – Push Notifications

  - **Real Estate** – Third party advertising channels

- The majority of UK CMOs plan to grow their usage of the Email Channel in 2022.
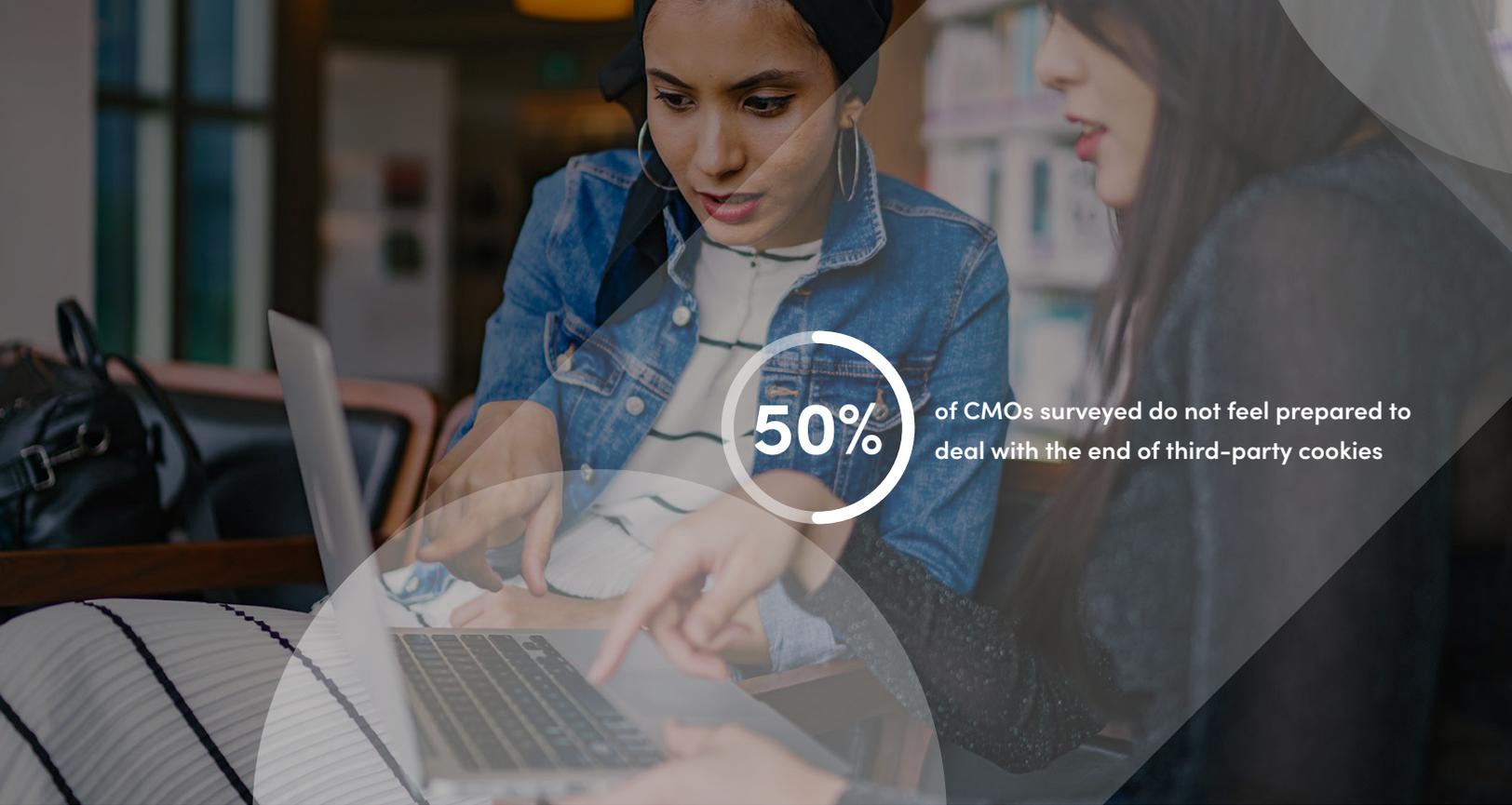
50% of CMOs surveyed do not feel prepared to deal with the end of third-party cookies

Investments:

- The top investments made by U.S. CMOs to improve their digital marketing in 2021: Digital Analytics, Improving App Experience, Understanding Customer Experience, Automation Systems and Platforms

- The top investments made by UK CMOs to improve their digital marketing in 2021 (in descending order): Improving App Experience, Digital Analytics, AI and Machine Learning, SMS marketing

Current State:

- 70% of US CMOs feel like they over-communicate with customers

- 33% of UK CMOs think their ability to deliver responsive experiences (adapt to real-time individual behaviors) is lacking

- Nearly 1/4 of UK CMOs are unsure how individual customers feel about their brand

- 40% UK respondents feel unable to deliver cross channel harmonized experiences and individualized experiences

Taking Action

- The top 2 digital investments by US CMOs in 2021: **Understanding Customer Experience** and **Digital Analytics Tools**

Top three marketing challenges for CMOs

1. **Contextualization:** Maintaining the relevance of their creative ideas; **Integrating a contextual understanding of what customers are doing in their marketing**; and **Understanding customer needs**

2. **Individualization:** There is an overwhelming **lack of confidence** in knowing how each of their individual customers feel about their brand at this moment

3. **Cookie-less world:** Nearly 50% of respondents are **not well prepared for the end of third-party cookies**

   - Anxiety over the end of third-party cookies is widespread across industries, with some notable exceptions; in manufacturing & consumer packaged goods the majority of CMOs (51% and 63% respectively) actually felt confident to deal with the end of third-party cookies

Opportunities for Optimization

- 46% of CMOs point to resource constraints with staff as a major impediment to their company achieving their marketing goals (resource constraints stem both from a lack of technical knowledge/access to developers on staff or limited marketing professionals).

   - But the **top 2 priorities for CMOs** in the next year is working to solve this: New Technologies to drive marketing efficiencies and Improving Customer Satisfaction

- When we collected this data, over 60% of respondents are confident their budget for customer experience will increase by at least 25% for the next 12 months

   - Now, with the recession inbound and spending on the rise, the question is "how will marketing teams re-balance"?

What's Next for CMOs

Most companies have good data stacks; they have the right technology in place to help them store, manage, access, and learn from their data. But what is missing is from the "good" data stack—and what takes a "good" stack to "great"— is **action**. The modern data stack is not connected to the creation of individualized, cohesive, cross-channel customer communications. The gap between data and engagement makes customer activation (customer motivation to realize the benefits of the product or services) unattainable.

It's time for CMOs to think about their tech stack and identify one solution that can fill the activation gap, bringing together data and engagement to activate customer information at the individual level.