



# State of Integrated Marketing 2017

*Mapping the Journey to Success*

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SEPTEMBER 2017

## BLACK & WHITE PAPER

# STATE OF INTEGRATED MARKETING: MAPPING THE JOURNEY TO SUCCESS

## ABOUT THIS PAPER

A Black & White paper is a study based on primary research survey data which assesses the market dynamics of a key enterprise technology segment through the lens of the 'on the ground' experience and opinions of real practitioners — what they are doing, and why they are doing it.

## ABOUT PLACEIQ

PlaceIQ is a leading data and technology provider that powers critical business and marketing decisions with location data, analytics and insights. An early industry pioneer, PlaceIQ has become the standard for fueling better decisions for marketers, analysts and publishers through powerful location-based consumer insights, real-world measurement and attribution.

With PlaceIQ, companies can uncover opportunities within the consumer journey by learning about and connecting with location-based audiences, measuring real-world ROI, and applying insights that drive intelligent marketing and successful business outcomes. PlaceIQ is headquartered in New York City with offices in San Jose and Chicago.

### New York

5 Bryant Park  
18th Fl.  
New York, NY 10018

### Chicago

111 W. Illinois Street  
5th Fl.  
Chicago, IL 60654

### Silicon Valley

75 E. Santa Clara Street  
6th Fl.  
San Jose, CA 95113

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### New York

1411 Broadway  
New York, NY 10018  
+1 212 505 3030

### San Francisco

140 Geary Street  
San Francisco, CA 94108  
+1 415 989 1555

### London

Paxton House  
30, Artillery Lane  
London, E1 7LS, UK  
+44 207 426 1050

### Boston

75-101 Federal Street  
Boston, MA 02110  
+1 617 598 7200

## Key Findings

**Developing a unified cross-channel customer experience** sits atop marketers' to-do lists. Almost half (47%) of the marketers we surveyed told us this was one of their top three priorities this year.

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**Linking marketing spend with customer engagement**, even across traditionally hard-to-measure offline channels, is becoming an important key performance indicator (KPI) as marketers seek to justify and balance investments.

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**Newer measurement technologies that link ad exposure to store visitation and sales** aren't yet widely used, but they are a high priority for marketers that are pursuing integrated programs.

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**The inability to make accurate cross-channel measurements is the largest impediment** to building integrated marketing capabilities across both digital and physical marketing channels.

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**Advancements in technology and shifts in media consumption** are paving the way to bringing precise, digital-like measurements to traditional, offline advertising channels.

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**Only 36% of marketers surveyed have begun to implement an integrated marketing strategy**, and even those who have defined a strategy are struggling to adopt new toolsets and metrics.

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## Methodology

The data used in this report was collected in spring 2017 by 451 Research – commissioned by PlaceIQ – using a web-based survey to query 200 multi-channel marketers operating in North America. Participants were spread among automotive, consumer goods, restaurant, retail and travel businesses with differing ad budgets and mixes of online and offline sales. In addition to the survey, 451 Research conducted a series of one-on-one interviews with marketers on the topic of changes in measurement and attribution.

## Introduction

Nearly all businesses engage in multi-channel marketing – from the largest auto maker with investments spread across TV, mobile and print, to the neighborhood bakery with a Facebook page and local billboard ad. Integrated marketing aims to create a unified brand experience across channels, such as mobile, web, TV, out-of-home, in-store, social and other media. Consumers increasingly expect consistent engagement with brands, so marketers must capture customer attention in a manner that strives to recognize – not assume – where exactly they are in the buying process, and deliver relevant messages along the way.

## The connected consumer requires a connected experience

We are witnessing a dramatic shift in the dialogue between brands and their customers across virtually all industries, enabled by social media, mobility and instant access to information about businesses and products. Today's empowered customers are bombarded with information at every moment, which means they may choose to ignore certain options given the abundance of choices they know they have. Since communications with customers and potential customers are no longer limited to just a few mass media advertising channels, **there's greater opportunity for marketers to choose when, where and how they reach customers to maximize the relevance of their message.**

*Our research shows the most often cited priority for marketers is to create a “unified cross-channel customer experience.”*

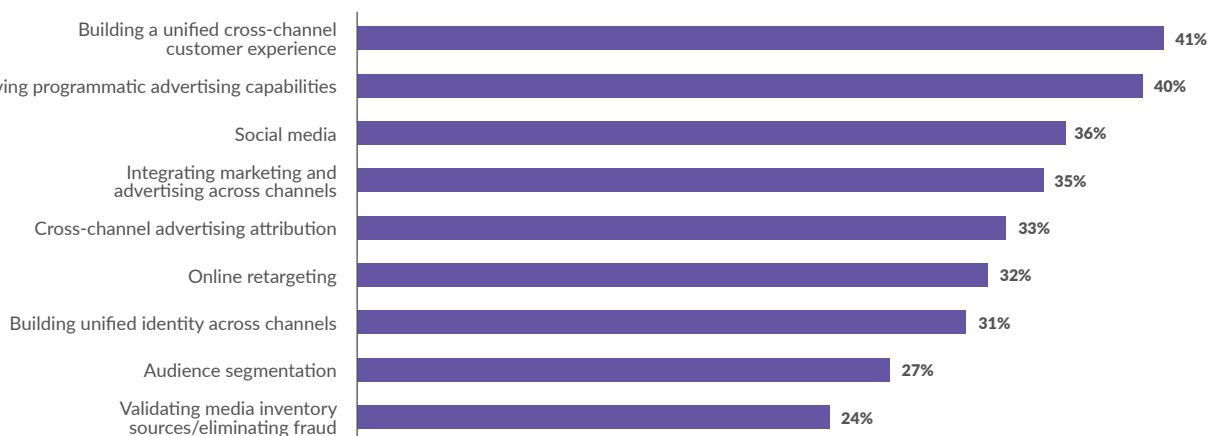
Integrated marketing, an approach that seeks to create a seamless narrative across channels, is one way marketers are engaging with these connected consumers. The adoption of this approach is progressing quickly.

One proof point: Our research shows the most often cited priority for marketers is to create a “unified cross-channel customer experience” (see Figure 1). Marketers have an enormous opportunity to make sense of the dizzying array of options that exist on both sides of the transaction and to make them work, at scale and in harmony with each other.

Figure 1: Top Marketing Priorities of 2017

Q: What marketing applications will be the top 3 priorities of your organization in 2017? (n=200)

Source: 451 Research



MODERN MARKETER OR TRAFFIC COP?

Today’s consumer bounces back and forth between a mix of media before deciding to buy – including online reviews, in-store product testing, buyer’s guides and word-of-mouth recommendations from friends on social media.

*The better marketers understand the buying process, the more effectively they can harness great marketing and advanced data and technology to steer customers toward a desired decision through personalized and relevant interactions.*

Because customers don’t adhere to any particular script when making decisions, marketers can’t hope to manage their experience. Rather than being tour guides, marketers should think of themselves as traffic cops. Customers will take whatever route they want to a decision, so it’s the marketers’ role to provide a clear, easy and helpful path to purchase. Unlike a real-life traffic cop, however, marketers can exert influence on the path customers take. **The better marketers understand the buying process, the more effectively they can harness great marketing and advanced data and technology to steer customers toward a desired decision through personalized and relevant interactions.**

THE CONVERGENCE OF OFFLINE AND ONLINE GOALS

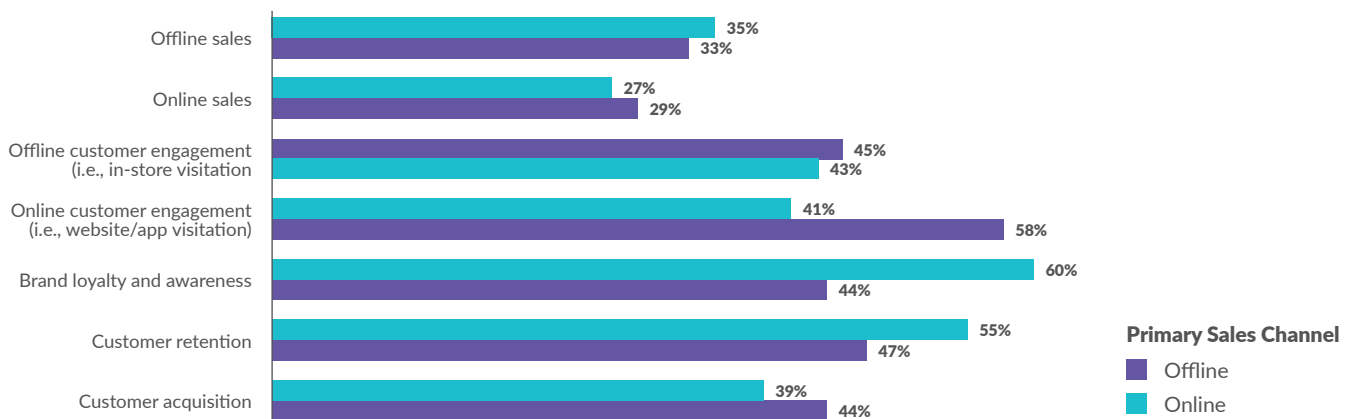
Regardless of the individual marketer’s level of sophistication with integrated marketing, a natural shift is underway. Arbitrary distinctions between online and offline marketing tactics continue to dissolve. Offline marketers are increasingly turning to search, social and in-app marketing to drive in-store sales. Online marketers have increased their investments in television, print and outdoor channels with the realization that those channels are not only too big to ignore, but offer sophisticated targeting options.

What’s more, **technologies that can measure offline advertising success are attracting online marketers to make ‘traditional’ ads – like TV and billboards – a staple of their programs.** Marketers that sell at least half of their goods online are more likely than their purely offline counterparts to frequently or occasionally run ad campaigns in print, direct mail and out-of-home channels.

Figure 2: Measureable Goals for Offline Marketing Campaigns, by Sales Channel

Q: When planning an offline (TV, out-of-home, etc.) marketing campaign, which of the following is your organization more likely to set as measureable goals for the campaign? – Online/Offline cut (n=184)

Source: 451 Research



As marketers adopt new tactics, converging metrics for measuring online and offline marketing success will be necessary. While the most important measurement goals for online and offline marketers are distinct (customer engagement and brand loyalty, respectively), secondary and tertiary goals show more alignment. For example, both groups place a high value on customer retention and offline customer engagement. In addition, marketers at companies that sell mostly offline rated both offline and online engagement nearly equally in importance (see Figure 2). This indicates that while they may not sell their goods through digital channels, they do respect the influence those channels have on customer behavior.

As marketers seek to reach consumers across channels, they are being pushed to re-evaluate performance measurement. As such, aligning on shared performance goals within the organization will be increasingly important, especially for businesses that already sell in mixed offline/online environments. The challenge will be to define goals and deliver messages that are flexible enough to accommodate multiple buying scenarios. Marketers selling through a mix of channels are more inclined to leverage new technologies like location data because they recognize that being able to connect online intent with offline visitation can provide enormous insight into customer retention and loyalty. Understanding customer engagement across channels is a key component for creating a cohesive yet flexible message.

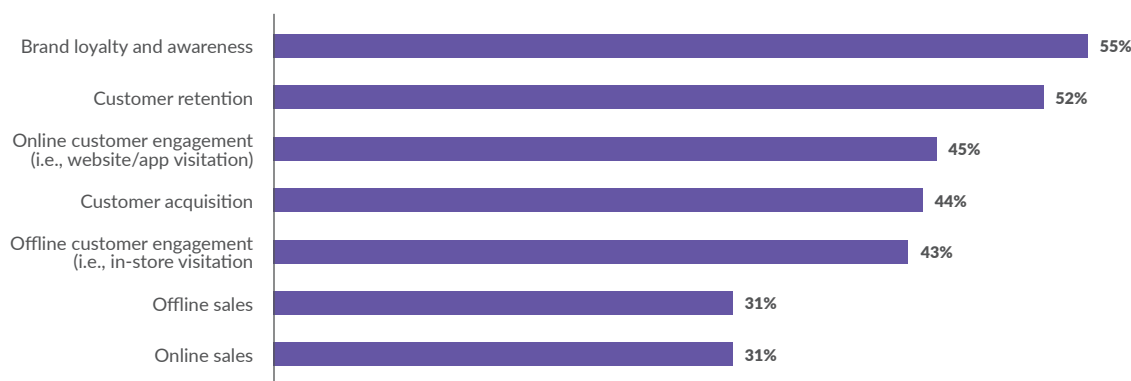
As illustrated in Figure 3, marketers rank brand loyalty and awareness (55%), customer retention (52%), online customer engagement (45%) and in-store visitation (43%) high on the list of key performance indicators (KPIs) for measuring offline marketing success. The growing perceived value of online engagement is pressuring offline media channels to innovate, since it's clear that reach and frequency are no longer adequate measures of success. It is clear that cross-channel goals are converging in order to obtain a complete picture of the consumer and understand what drives their purchase journey from start to finish.

*Marketers rank brand loyalty and awareness (55%), customer retention (52%), online customer engagement (45%) and in-store visitation (43%) high on the list of key performance indicators (KPIs) for measuring offline marketing success.*

### Figure 3: Measureable Goals for Offline Marketing Campaigns

Q: When planning an offline (TV, out-of-home, etc.) marketing campaign, which of the following is your organization more likely to set as measureable goals for the campaign? (n=184)

Source: 451 Research



### THE DRIVE FOR INTEGRATED MARKETING PROGRAMS: EXPECTATIONS VS REALITY

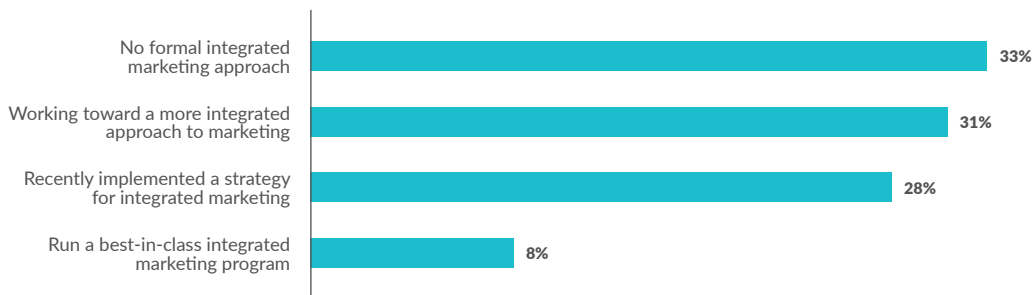
Distinctions between offline and online marketers continue to blur. Marketers across the board are leveraging a mix of media to reach the unpredictable and connected consumer at various touchpoints along the buying journey. Almost half (47%) of the marketers we surveyed told us that developing a unified cross-channel customer experience was one of their top three priorities this year.

However, despite the desire to integrate marketing across channels and deliver cohesive messaging, only 36% of marketers we queried (see Figure 4) have taken steps to implement an integrated marketing strategy – and even those who have defined a strategy are struggling to adopt measurement-based metrics that connect the dots across channels.

Figure 4: Current State of Integrated Marketing

Q: Which of the following best describes your organization's current status with regards to creating and executing integrated marketing campaigns? (n=200)

Source: 451 Research



Whatever the reason for marketers' hesitation, they have an extraordinary opportunity to stake their claim for integrated marketing – just 8% of the marketers we surveyed said they already run a best-in-class integrated marketing program. Marketers should leverage data to build customer behavior profiles to inform, integrate and deliver their messages across channels.

### CHALLENGES TO INTEGRATED MARKETING

Marketing organizations face an array of challenges – many of which are a holdover from the days when media dictated the structure of marketing departments. Print, broadcast and direct marketing specialists worked independently of each other because there was little to be gained from cooperating. Today, however, all media can be integrated; thus, marketing should integrate as well.

Our survey indicates that two major variables stand in the way of achieving integrated marketing success: lack of collaboration across marketing teams, and lack of unified measures of success. These challenges were cited by marketers as their number one and number two barriers.

**Improving collaboration involves realigning teams around shared performance goals. It also requires a solid partnership with IT and an awareness of the technology tools used to support the vastly more technical and complex, data-driven nature of media platforms.** The combination of these factors is driving marketer spending on technology to unprecedented levels and creating demand for new marketing skillsets such as data scientists and statisticians that once were exclusive to the IT organization.

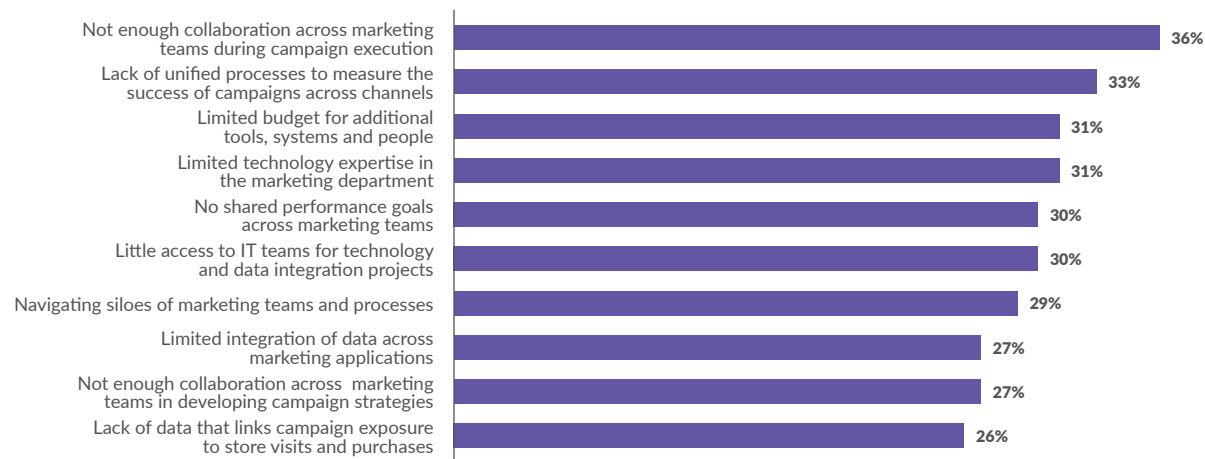
**BREAKING DOWN LEGACY SILOS**

Our survey showed that shared performance goals and collaboration are highly correlated to integrated marketing success. In fact, lack of collaboration (see Figure 5) is the top roadblock to matching online marketing with offline engagement. Among those marketers who claim to run a ‘best-in-class’ integrated marketing program, 40% have shared performance goals across physical and digital marketing channels. That same group also has higher-than-average satisfaction with their collaboration with agency partners.

**Figure 5: Barriers to Linking Online Marketing with Offline Sales and Customer Engagement**

Q: What are the barriers your organization faces in linking online marketing with offline sales and customer engagement (e.g., store visitation)? (n=200)

Source: 451 Research



Internal issues, such as organizational silos, frustrate collaboration to a greater degree than lack of data or technology. Interestingly, the size and complexity of the marketing organization appears to burden a company’s ability to adopt an integrated marketing approach.

**Marketers with smaller advertising budgets (between \$10m and \$25m annually) are four times as likely to claim to have a ‘best-in-class’ integrated marketing program compared to advertisers that spend more than \$50m per year.**

There are several possible reasons for this. One is that small-budget marketing organizations have a more limited – and hence less complex – range of options to work with, which makes optimization a less daunting task. Another is that smaller companies generally move faster than large ones, and are better equipped to nimbly restructure their teams and tactics as needed. It is possible that executives with vested interests in old-line metrics may resist adoption of newer, innovative tactics like location-based attribution, multi-touch attribution and identity orchestration services. Despite any initial internal resistance, it is clear that adopting a collaborative mindset and cross-training marketing professionals in the application of offline and online platforms is a critical step for organizations that are moving toward an integrated marketing approach.

*The size and complexity of the marketing organization appears to burden a company’s ability to adopt an integrated marketing approach.*



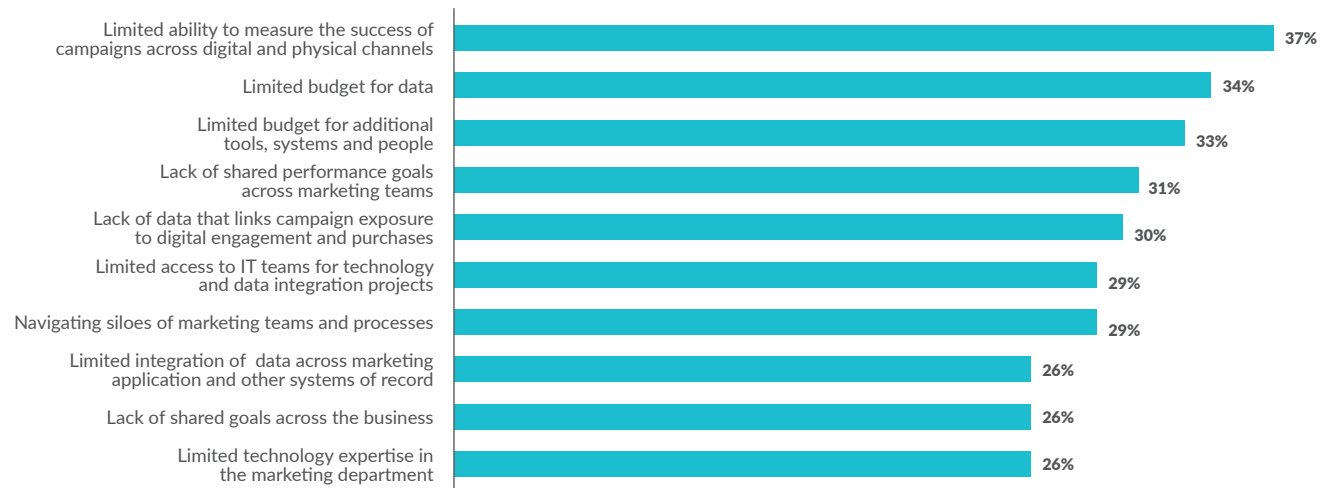
### BUILDING A CROSS-CHANNEL MEASUREMENT STRATEGY

Of all the challenges marketers face in building integrated programs (see Figure 6), the ability to accurately measure cross-channel results is the most pivotal. In some ways, this measurement is getting easier because consumer behavior can be observed and correlated more precisely through cookies, device IDs and location-aware smartphones. Yet the ever-growing number of engagement channels and the deluge of data that accompanies each has created a data integration puzzle that must be solved by the marketer – not only from a technical perspective, but in terms of organizational structure and business processes as well.

Figure 6: Challenges Organizations Face in Implementing Integrated Marketing Campaigns

Q: What challenges does your organization face in implementing integrated marketing campaigns? (n=200)

Source: 451 Research



Marketers across the board – regardless of their primary sales channel – cited the same internal process impediments to implementing an integrated marketing program. One-third of traditional offline marketers said a lack of unified measurement processes is the main hindrance to effective measurement.

**“Marketers are starting to ask how much of their TV buy is really wasted over the long term,” said John McBride, vice president of sales and client service at IHS Automotive. “They have to cut expenses to maintain profit margins, which means getting more efficient in media buying. As technology evolves, can marketers get more sophisticated in messaging to give loyalists a feel-good message about their brand and offer stronger incentives?”**

Unified measurement is key to linking offline marketing to online engagement. In our survey, marketers pointed to “limited technology expertise in the marketing department” as a hindrance to nearly the same degree as their online colleagues. In other words, brands are gathering rich data about their customers, but have limited options for measuring it, which impacts marketing ROI. Marketers in the automotive and travel/hospitality industries feel this pain more intensely than those in consumer packaged goods (CPG). One reason is that buyers in those industries tend to do extensive research online before making their decision, generating a large amount of data in the process that frequently goes unused.

*Our research shows that there is a clear need for marketers to better understand the technology options that are available, align more strategically with IT, or hire in-house experts to support the increasingly technical and complex nature of media and marketing analytics platforms.*

Our research shows that there is a clear need for marketers to better understand the technology options that are available, align more strategically with IT, or hire in-house experts to support the increasingly technical and complex nature of media and marketing analytics platforms.

In our survey, ‘lack of budget’ was cited by 37% of marketers as a hindrance to building integrated marketing programs. This is likely the result of legacy budget silos and processes that have yet to catch up to the internal need for additional technology investments. For

example, the cost of measuring offline advertising historically has been provided by media agencies, but the agency only sees one piece of its clients’ overall media strategy. To accurately determine marketing ROI, companies need to adopt more comprehensive tools like marketing automation platforms to correlate customer engagement across a range of paid, owned and earned channels. Agency partners can further enhance their services by developing expertise with these tools and utilizing them in client campaigns to demonstrate the added value.

## Marketers adopt new KPIs as they expand across channels

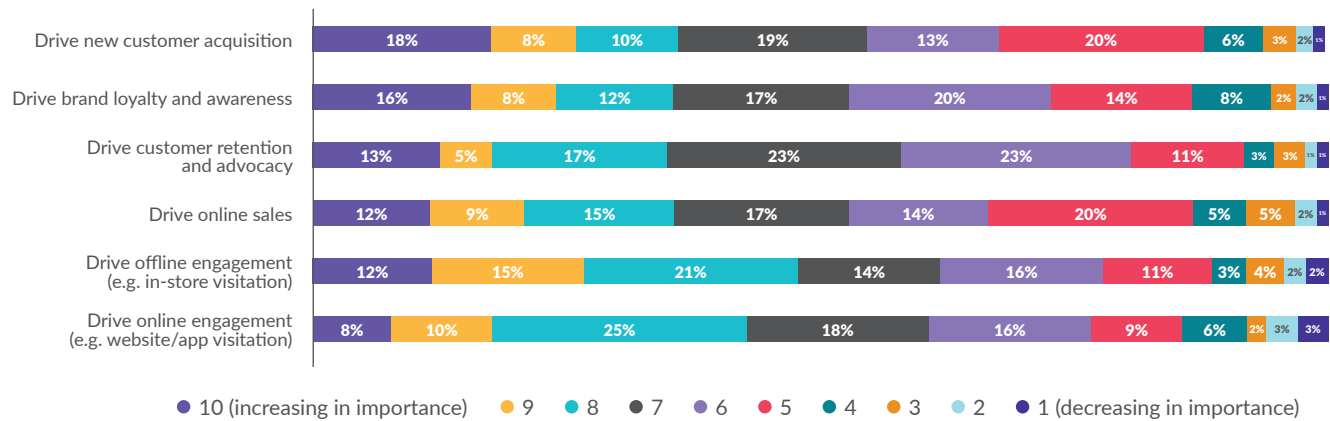
The industry-wide shift to an integrated marketing approach is underway, and as marketers expand their campaigns into new and additional channels, the same metrics that once worked for a single channel won’t necessarily adapt well to multiple online and offline touchpoints.

The retail industry is undergoing significant change right now, as hundreds of department stores close each day, and visitation to shopping malls decline/fluctuate. It’s not surprising, then, that retail marketers are more likely than those in other industries to use sales – both online (43%) and offline (33%) – as a key KPI. Brand loyalty is also a top priority, particularly among retailers that are adopting a hybrid online/offline strategy. Leaning in to their online channels will be key for big box and brick-and-mortar retailers that are focusing on maintaining current customers. Context is key when appealing to loyal customers through online promotions, flash sales, flexible return policies and friends-and-family offers.

But retail isn’t the only industry that is evolving. Traditional TV isn’t standing still either. For example, set-top boxes, smart TVs and on-demand programming make it possible to correlate ad exposure and purchases with a higher level of precision than was possible in the days of over-the-air broadcast. Marketers who use programmatic and addressable TV technology are more likely to choose engagement metrics as key KPIs than those who don’t. New omni-channel KPIs such as online engagement and customer retention and advocacy (see Figure 7) are emerging as reliable metrics that can have a profound impact on a brand’s overall business strategy – even beyond marketing and advertising – to understand their target audience.

Figure 7: Goals of Offline Marketing Campaigns Have Evolved Over the Last Two Years

Q: How have the goals of your offline (TV, out-of-home, etc.) marketing campaigns evolved over the last two years? (n=200)



**“As television typically takes up a large part of marketing budgets, we need to know more about what it contributes that makes a difference to our organization,” said Scott Martino, marketing analytics and insights manager at Audi of America.**

Audi introduced two additional metrics to its TV buys last year. The first determined whether the emotional impact of the creative increased awareness, opinion or consideration. The second determined if the ads sparked a specific action, such as visiting Audi’s website. These metrics were then combined with clickstream data to determine whether visitors arriving from a TV promotion navigated the sites. “Before that, we simply measured audience composition,” Martino said.

*One-third of all marketers told us that “audience profiles based on where people spend time in the physical world” is the most compelling new factor in integrated marketing, followed closely by “audience profiles built on where people spend their money.”*

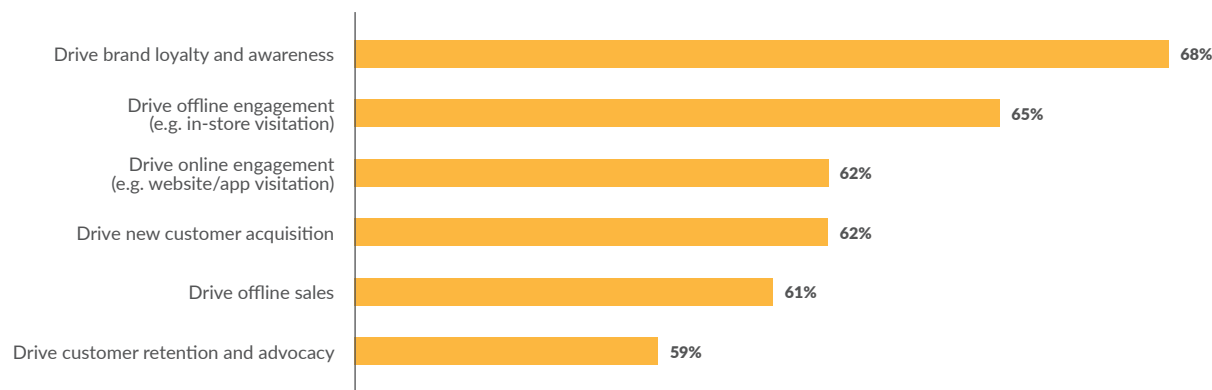
Another important new technology for understanding online and offline audiences is location-based data. One-third of all marketers told us that “audience profiles based on where people spend time in the physical world” is the most compelling new factor in integrated marketing, followed closely by “audience profiles built on where people spend their money.” With today’s location-aware smartphones, GPS technology and society’s mobile-first mindset, marketers have a unique opportunity to integrate location data with existing metrics to understand their consumers’ likes, dislikes, desires and intent to purchase, based on the places they go.

Collectively, these developments illustrate the growing complexity of the integrated marketing landscape, one that is still being defined. New metrics are constantly emerging, each presenting additional opportunities to gain insight into the buyer journey, while simultaneously adding another layer of granularity that represents the truth about consumer behavior. Legacy metrics such as reach and impressions served still have value, and indeed are evolving to become more trackable; digital metrics provide a more direct link between impressions served and action.

**Figure 8: Changing KPIs in Online Marketing Campaigns**

Q: How have the goals of your online (web, mobile, etc.) marketing campaigns evolved over the last two years? (% of respondents choosing “increasing importance” on a sliding scale) (n=200)

Source: 451 Research



At the same time, offline campaigns are becoming acutely aligned with online success factors. As detailed in Figure 9, the number two and three most important KPIs for offline campaigns are online results (driving online engagement and driving online sales). This points to an increasing desire by marketers to combine measurable online actions with harder-to-measure offline messaging. Media organizations and ad agencies must meet these demands by finding creative ways to make offline media more measurable and responsive.

**Figure 9: Changing KPIs in Offline Marketing Campaigns**

Q: How have the goals of your offline (TV, out-of-home, etc.) marketing campaigns evolved over the last two years? (n=200)

Source: 451 Research



## Building a successful measurement process

Beyond a customer-first approach that is typical in marketing, the interest in better understanding buyer journeys also has practical business implications that further underscore the drive toward integrated marketing. Many legacy industries face a protracted period of slow growth. Marketers in those industries, which include some of the world’s largest companies, need to eke out more efficiency from their marketing spend. This lackluster growth, coupled with the increasing presence of new technologies in the marketplace, has created additional urgency surrounding their efforts to measure ROI.

Figure 10 shows the percentage of respondents that pointed to a mandate from C-level executives or other superiors to improve marketing measurement, broken out by the size of ad budget. Marketers with the largest ad budgets – \$100m plus – are far more likely than their less-resourced counterparts to endure this pressure. This is even more likely to be the case in industry verticals that experience slow overall market growth.

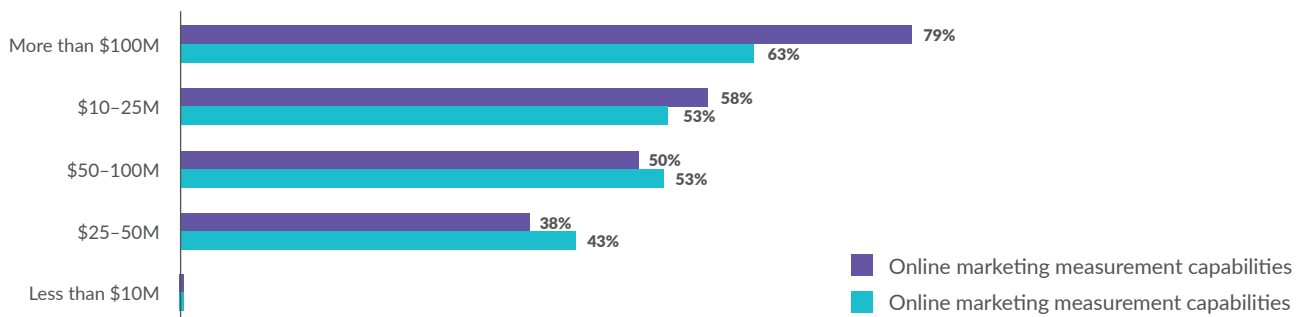
*61% of online and 58% of offline marketers said they have a “very urgent” need to improve marketing measurement. Roughly one-third of that group plans to institute organizational changes over the next 12 months toward that goal.*

In our survey, **61% of online and 58% of offline marketers said they have a “very urgent” need to improve marketing measurement. Roughly one-third of that group plans to institute organizational changes over the next 12 months toward that goal.** We expect that separating technology and advertising budgets will be high on the list of priorities for those marketers.

**Figure 10: Mandate from Superior to Improve Marketing Measurement Capabilities, by Size of Annual Ad Budget**

Q: Which of the following is the primary reason for your desire to improve your organization’s online/offline marketing measurement capabilities?  
– Size of ad budget (n=63)

Source: 451 Research



**“A lot of the murkiness we’ve seen from the ad ecosystem has been a catalyst for advertisers to ask more pointed questions about the impact advertising has on their brands”** said Srishti Gupta, president of IRI’s Media Center of Excellence.

**Whatever the reasons for driving toward better measurement, the way to get there is clear: Improve internal processes and adopt new technologies.** Among marketers who claim high levels of satisfaction with their current measurement practices, “collaboration across marketing teams” and “shared performance goals across marketing teams” were the two most-cited factors when asked about online or offline measurement. This indicates that measuring each medium based on a different set of criteria is no longer effective. Metrics need to be combined to enable a more holistic view of performance meaning technology and media budgets must also be separated. Legacy measures have already been surpassed by more-targeted and precise technologies, but marketers haven’t yet made the attitude shift (see Figure 11).

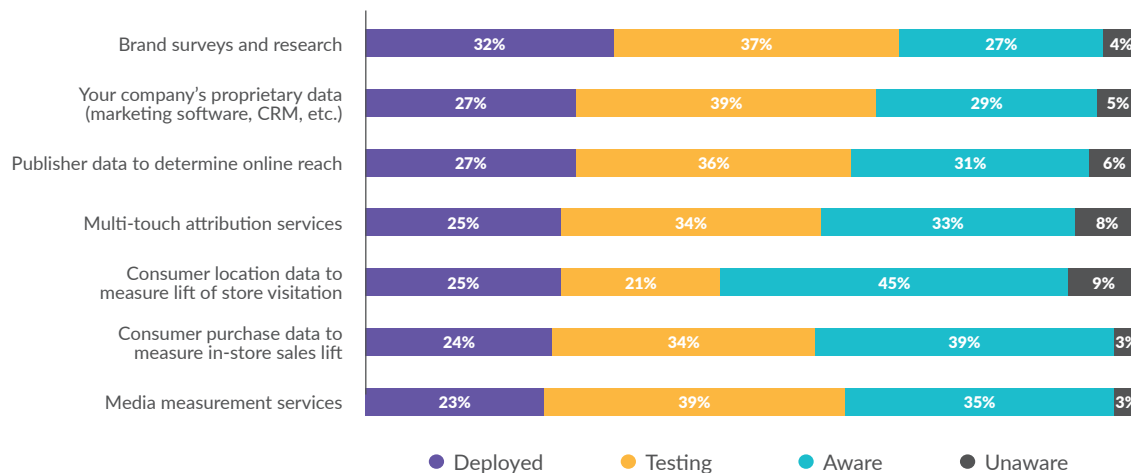
*Whatever the reasons for driving toward better measurement, the way to get there is clear: Improve internal processes and adopt new technologies.*

Despite that fact, there’s evidence that change is occurring. For one thing, few marketers see traditional tools as highly important anymore. **Although media measurements, such as ratings and audience composition, remain a staple of advertising measurement, their perceived importance is also declining.**

**Figure 11: Tools and Services Deployed for Marketing Measurement**

Q: Characterize your familiarity with the following data sources, tools and services used to measure the impact of marketing. (n=200)

Source: 451 Research



The lineup of measurement tools and services in marketers’ toolkits has just recently begun to adjust to the era of customer experience and integrated marketing. The nature of this shift is best seen in the relative importance that marketers assign to those tools. As marketing measurement moves away from imprecise proxies and toward direct links of data-driven engagement, behavior-centric measures of effectiveness are gaining importance.

The tools that enable and identify these direct links between marketing and engagement are still regarded as new, but they already have outsized importance. For example, **while only about one-quarter of marketers have deployed customer location data in their measurement stack (see Figure 12), 81% rank that data as the first or second most important element.** Understanding consumers based on the

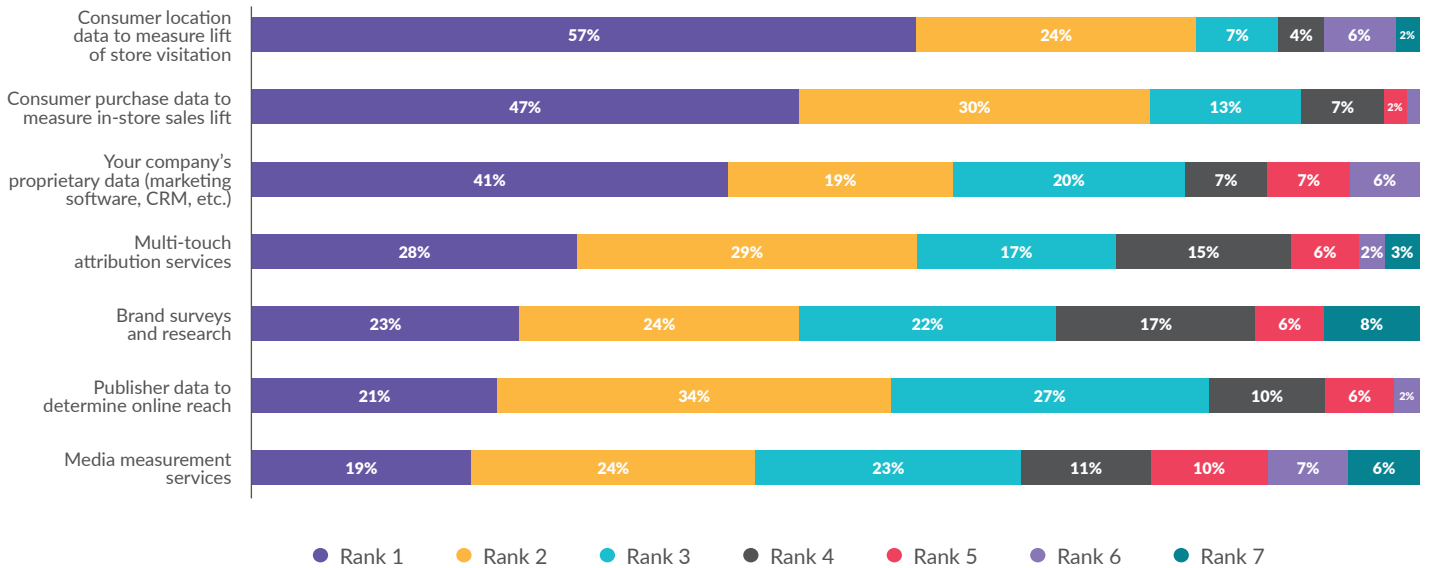
locations they visit is critical to understanding whether your product or service might have a chance at fitting in to their path-to-purchase. Clearly many marketers recognize the immense opportunity this type of granular information can provide. Location technology is a relatively new solution and many marketers are still learning how to leverage it efficiently across channels. The pattern is similar for those who use purchase data for attribution and measurement. Only 24% are measuring it, but 77% rank it as the first or second most important tool in their arsenal.

*While only about one-quarter of marketers have deployed customer location data in their measurement stack, 81% rank that data as the first or second most important element.*

**Figure 12: Importance of Organization’s Marketing Measurement Processes**

Q: Rank the following data sources, tools and services in order of their importance to your organization’s marketing measurement processes.  
(n=200)

Source: 451 Research



## Conclusion and recommendations

### Media fragmentation has made accurate channel measurement more vital than ever.

Customers now move fluidly between contexts, making for a confusing and constantly changing media environment. However, there is an opportunity for companies that integrate marketing metrics and programs to gain an edge on the competition. In the days of mass media, all marketers had access to essentially the same limited set of metrics. Today, the palette of possibilities is much larger. Organizations that exercise creativity in combining traditional reach and frequency metrics with more modern options like sentiment analysis and location data can drive bottom-line benefits much faster than was previously possible. Part of realizing this opportunity is disconnecting metrics from media. Marketing organizations should invest in technology that harmonizes data from multiple channels. **Marketers must establish technology as its own line item in the marketing budget.**

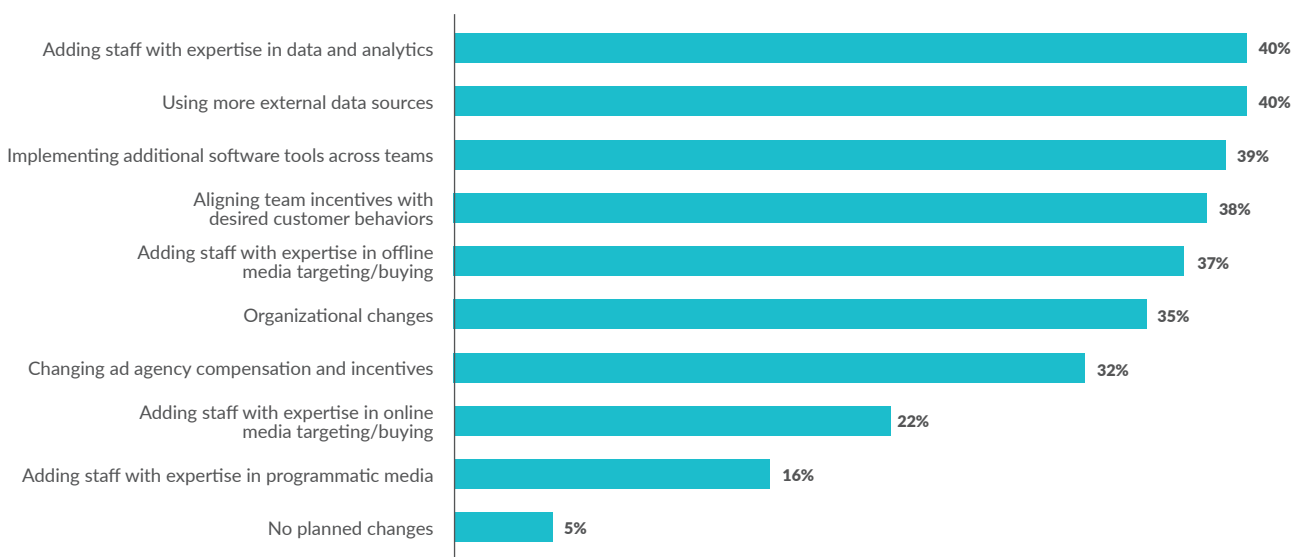
### Measurement should be built around sound KPIs.

The first and most important step toward improving integrated measurement practices is to decide which metrics will guide the rest, whether they be clicks, conversions, in-store visits or return on ad spend. Offline media measurements are still evolving, as we have noted, and even traditional media platforms are evolving to deliver more precise and trackable results. **Marketers must adopt a collaborative mindset and cross-train marketing professionals in the application of offline and online platforms to break down silos that hold back innovation. Fortunately, many marketers are already thinking this way, as evidenced by the fact that their three most important current priorities in improving measurement of offline marketing are related to data analytics and technology (Figure 13).**

**Figure 13: Steps Organizations Are Taking in Next 12 Months to Improve Measurement of Offline Marketing**

Q: What steps is your organization taking in the next 12 months to improve the measurement of offline marketing? (n=121)

Source: 451 Research





**Determining KPIs should be a rapid and repeatable process.**

Today's marketers must travel at the speed of the customer, across multiple media and channels. Constant experimentation, assessment and refinement should be combined with a "fall forward" philosophy in which failure is regarded as a learning opportunity rather than a problem. Fortunately, most online marketing platforms are relatively inexpensive – at least compared to their offline counterparts – which lowers the risk of experimentation. The process is necessarily a bit messy, but that's a function of the environment. **As marketers choose data providers, agencies and applications to assist them, they must weigh the ability to get data to the right people and systems at the right time, as heavily as the reliability of the data itself.**

**An integrated marketing approach starts with internal education and buy-in from stakeholders.**

Improved marketing shouldn't be pursued for its own sake. Goals should ultimately map to a business outcome, and those desired outcomes should be communicated throughout the entire organization, not just within the marketing department. Business leaders should support the investments in data, technology and training that will be required at all levels and departments. **Marketers should set measurable goals that map to bottom-line results to get internal stakeholders on board.**

**Marketers have their greatest opportunity ever to tie their actions to business outcomes. Achieving that goal will require rethinking many traditional strategies, and leveraging data and cross-channel measurement for truly comprehensive insight about the consumer journey that can be applied across their organization. The winners have already started.**



For more information, visit  
[www.placeiq.com](http://www.placeiq.com)

PlaceIQ is a leading data and technology provider that powers critical business and marketing decisions with location data, analytics and insights. An early industry pioneer, PlaceIQ has become the standard for fueling better decisions for marketers, analysts and publishers through powerful location-based consumer insights, real-world measurement and attribution.

With PlaceIQ, companies can uncover opportunities within the consumer journey by learning about and connecting with location-based audiences, measuring real-world ROI, and applying insights that drive intelligent marketing and successful business outcomes. PlaceIQ is headquartered in New York City with offices in San Jose and Chicago.

