



CMO

VIDEO TRANSCRIPT

The future of marketing is rife with uncertainty.

Yet, for those who get relevance right,

there's never been a better time to be a marketer.

We all know customers expect relevant experiences that can predict and adapt to their needs.

But our latest research reveals

that only seventeen percent of marketers are delivering on this demand.

Most CMOs admit past formulas

are no match against these pioneers.

They're winning time and time again

by taking the reins of innovation, challenging the status quo

and driving collaboration to unlock value.

We're exploring how this small cohort does it,

and how to follow their lead.

Are you ready to go way beyond marketing?

Discover the rise of the hyper-relevant CMO.