CMOs: Time for digital transformation or risk being left on the sidelines

Highlights from the Accenture Interactive 2014 CMO Insights survey

Digital disruption is here and CMOs know it — but are they selling themselves short?

Emerging markets jump ahead. 69% of CMOs say it’s important to transform into a digital business, compared to 49% of mature-market CMOs.

Rising confidence in digital channels

80% of CMOs believe marketing will undergo fundamental change over the next 5 years, driven by analytics, digital and mobile technologies.

77% of CMOs believe their company will be known as a digital business in 5 years.

But customer experience across channels lags behind.

73% of CMOs say it’s essentially important to deliver effective customer experience but...

...Only 62% think they’re doing a good job.

Significant drop in importance of mastering the omni-channel customer experience, down 14 points to 57%.

Biggest barriers to digital integration: technology & talent

4% cite a lack of critical technology or tools.

49% CMO satisfaction with internal analytics capabilities fell 10 points to 49% though hiring of digital, analytical and technical skills has risen.

But 62% think they’re doing a good job.

Digital transformation check list for CMOs

1 Embrace the full omni-channel customer experience.

2 Act on real-time analytics insights.

3 Integrate new talent into new operating models.

4 Test, learn and earn with agile technologies.

5 Lead and transform Marketing with a digital perspective.

High performers harness digital potential

Major performance gaps between high and low performers:

86% vs 65%

High performers use data and analytics to improve marketing impact.

84% vs 67%

High-growth companies recognize strategic importance of digital channels.

80% vs 59%

High performers provide a consistent customer experience across all channels.

Find out more at:

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