

Gartner®

20xx

Summary

Rank	xx
Brand Name	<Your Organization's Name>
Subindustry	xx
Industry	xx
Parent Company	xxxx

Digital IQ

Dimensions

Defined

Site

Evaluates brand websites and mobile apps (if applicable) in terms of speed, efficacy and analytics

Digital Marketing Channels

Evaluates brand reach via paid and organic search listings, display & OTT ads and email campaigns

Social Media

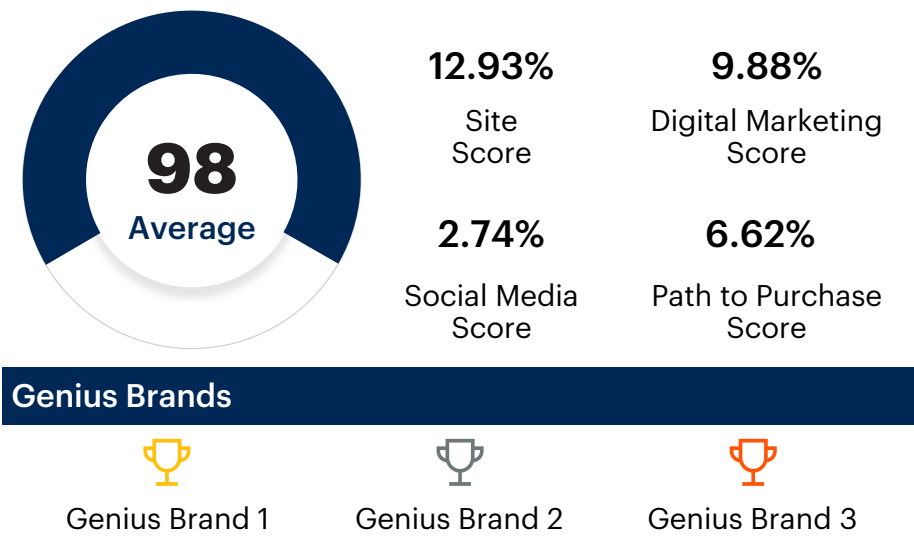
Evaluates brand advertising efforts, engagement and influencer marketing on top social media platforms

Path to Purchase

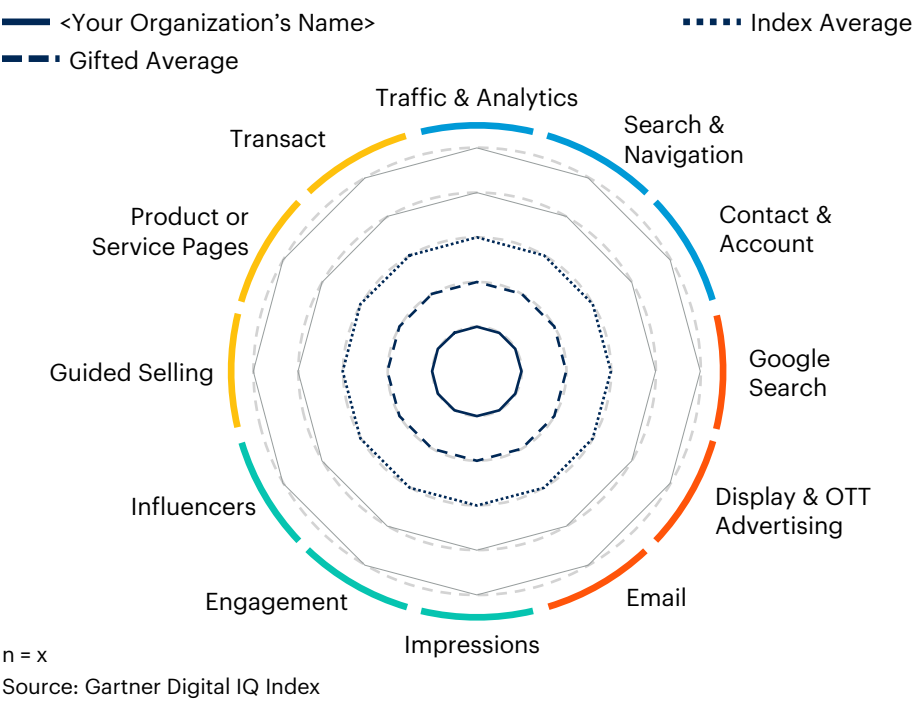
Evaluates the quality of digital experiences that facilitate lead generation and conversion on both brand-owned and third-party (if applicable) platforms

Brand Summary — <Your Organization's Name>

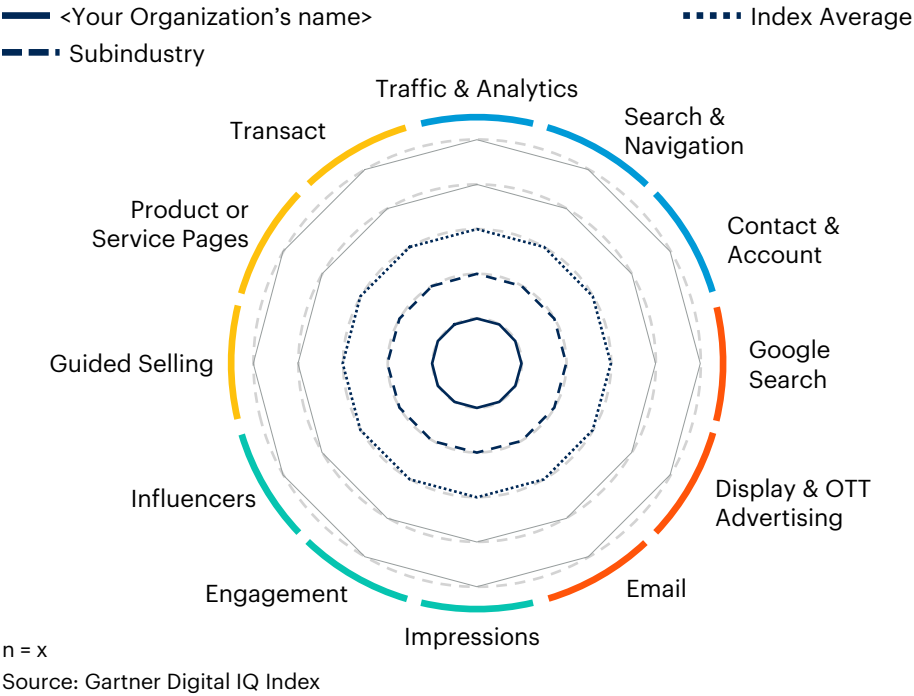
Digital IQ rank and classification are based on overall Digital IQ score, which derives from brand performance across all four dimensions (Site, Digital Marketing Channels, Social Media and Path to Purchase). Dimension performance is shown as a percentage of the total possible dimension score a brand can achieve. The maximum percentage for a dimension score is 25%.



Classification Comparison



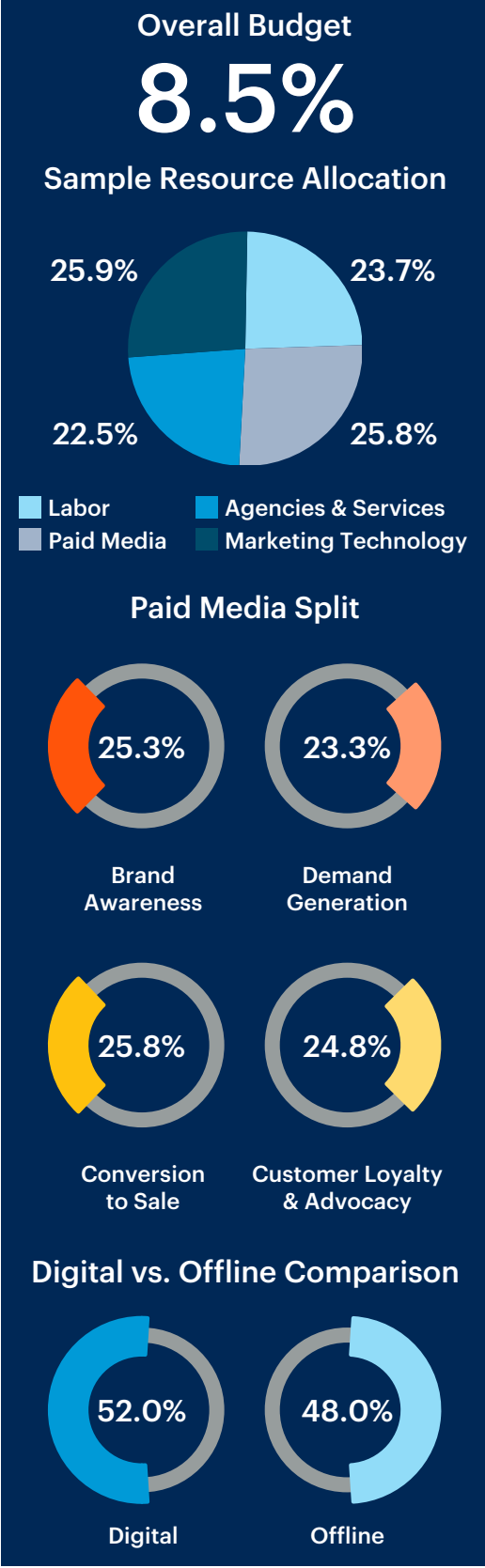
Subindustry Comparison



Marketing Budget Allocation

	<Your Industry>	Survey Total
Marketing Programs		
Marketing Data and Analytics	9.5%	9.8%
Market Insight	9.3%	8.6%
Customer Analytics	7.6%	9.0%
Campaign Creation	9.8%	9.2%
Demand Generation	8.7%	9.0%
Loyalty Program Management	8.2%	8.8%
Brand Strategy and Activation	9.6%	10.0%
Marketing Operations	9.3%	9.9%
Digital Commerce	10.1%	9.3%
Mobile Site	9.1%	7.7%
Website Design/UX	8.7%	8.8%
Digital Marketing Channels		
Email Marketing	5.8%	6.5%
Influencer Marketing	5.4%	5.8%
SEO	12.0%	10.8%
Search Advertising	11.3%	10.6%
Social Advertising	11.9%	11.8%
Digital Display Advertising	10.2%	10.8%
Digital Video Advertising	11.1%	10.8%
Digital Audio Advertising	8.5%	9.2%
Retail Media Networks	6.4%	6.7%
SMS	5.5%	5.2%
Content and Messaging	6.6%	5.7%
Digital Out of Home	5.3%	5.9%
Offline Marketing Channels		
Direct Mail	16.1%	13.8%
Radio	14.9%	12.6%
TV	13.9%	14.4%
Event Marketing	14.2%	16.3%
Sponsorship	13.8%	15.5%
Out of Home	13.5%	12.6%
Partner	13.6%	14.6%

<Your Organization's Industry>



Source: 2024 Gartner CMO Spend and Strategy Survey. The purpose of this surveying was to look at top-line marketing budgets, and identify how evolving customer journeys, C-suite pressures and cost challenges impact marketing's strategies and spending priorities. The research was conducted online from March through April 2023 among 410 respondents in the North America (n = 205) and Western/Northern Europe (n = 205). Respondents were required to be involved in decisions pertaining to setting or influencing marketing strategy and planning, as well as have involvement in aligning marketing budget/resources and/or lead cross-functional programs and strategies with marketing. Eighty percent of the respondents came from organizations with \$1 billion or more in annual revenue. The respondents came from a variety of industries: financial services (n = 44), tech products (n = 39), manufacturing (n = 55), consumer products (n = 43), media (n = 41), retail (n = 45), healthcare (n = 34), pharma (n = 38), IT and business services (n = 34), and travel and hospitality (n = 37). Percentages may not add to 100% due to rounding or removal of percentage cited for "Other" programs or channels.

Disclaimer: Results of this survey do not represent global findings or the market as a whole but do reflect the sentiments of the respondents and companies surveyed.