



———— 2022 ————

Market Agenda

Marketing



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Actionable insight on business and technology



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Marketing

Market Assertion

By 2025, one-half of CMOs will realize the essential requirement to market their customer experience as part of the brand values that contribute to revenue growth potential.



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Keith Dawson
VP & Research Director

Marketing: Expertise Overview

Marketing maximizes the value of the brand and demand to reach markets of opportunity through use of programs and processes using digital technologies to help an entire organization.

Marketing: Areas of Focus

Conversational
Marketing

Digital Experience
Platform

Digital Marketing

Intelligent Marketing

Marketing Performance
Management

Product Information
Management

Marketing Research

Benchmark Research

- Customer Analytics
- Customer Experience
- Digital Commerce

Dynamic Insights

- Digital Marketing
- Voice of the Customer

Value Index

- Customer Experience Suites
- Digital Commerce
- Product Information Management





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