



VENTANA RESEARCH

— 2023 —

# Market Agenda Marketing

Actionable insight on business and technology



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Vice President &  
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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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VP & Research Director



# Opportunities Ahead For Marketing Leaders



**1.** Engage the market with compelling differentiated value proposition.

**2.** Ensure optimal digital experiences that convert to intention.

**3.** Unify customer data for effective personalization.

**4.** Embrace product experiences that engage consumers.

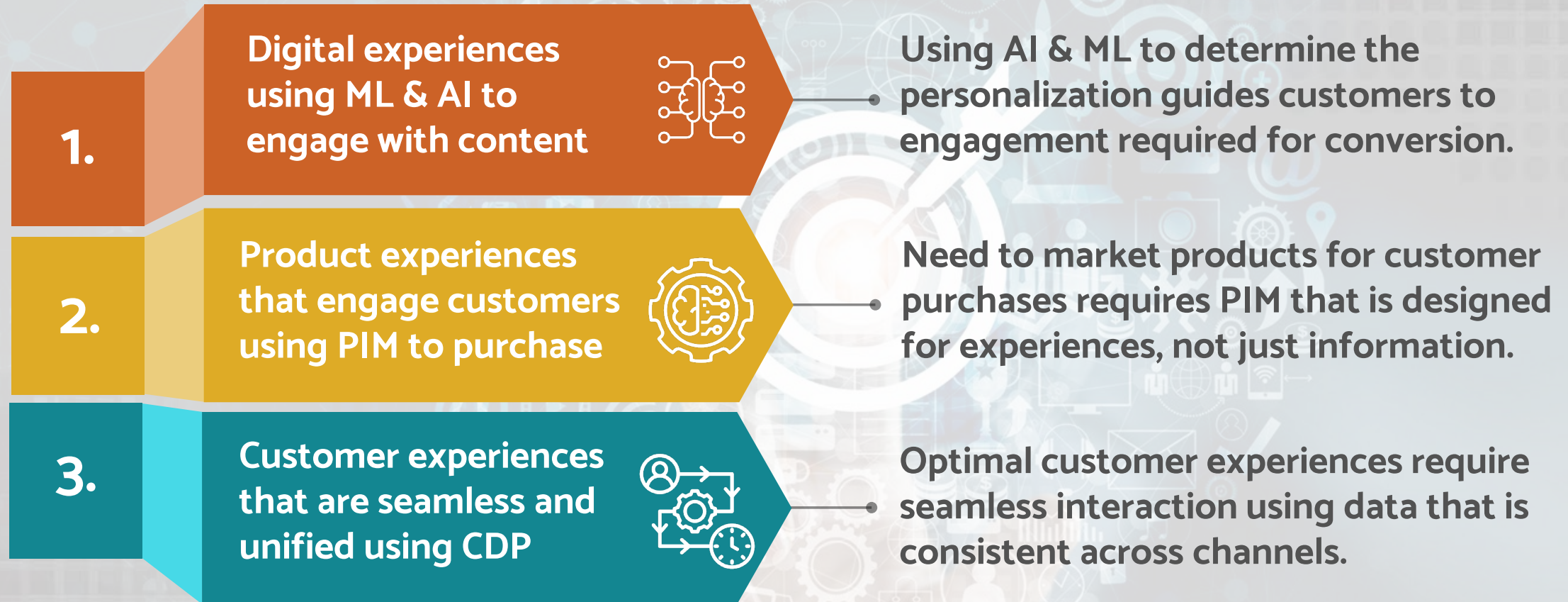
**5.** Manage marketing performance to maximum potential outcomes.



# Business Trends in Marketing



# Technology Trends in Marketing





# Marketing: Areas of Expertise

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.



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# 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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