



MARKETER'S PULSE

EXECUTIVE SUMMARY

With digital impacting every aspect of the industry, the ACA sought to find out how Canadian marketers are navigating this shifting landscape. ACA adapted a global study of CMOs, which identified challenges and opportunities in digital marketing, to gauge where Canada stands in relation to the global sample and to identify priorities for Canadian marketers. The following summarizes these findings.

In general, the Canadian marketplace lags global markets in the adoption of digital marketing initiatives, although it is our observation that Canada is rapidly gaining ground.

- Reports of marketer concern over lack of media transparency and the current unprecedented level of media agency searches may explain why 26% of Canadian respondents are **much less** or **somewhat less confident** in their media agencies. Overall, Canadian marketers are less confident in their agencies than the global sample.
- Compared to their global counterparts, Canadian marketers appear less concerned about the negative impact that click fraud and viewability issues have on their digital marketing efforts. It should be noted that Canada is also not as advanced in the online ad market. eMarketer reports Canada's adoption of programmatic buying for digital online campaigns trails the U.S. by about 12 months.
- Coincident with this lag, Canadian marketers have not engaged with outsourcing marketing performance functions to the same degree as the global sample. However, the traits they are looking for in external partners is similar to the global perspective.
- When asked to rank the significance of CMO challenges, Canadian marketers were consistent with the global perspective, ranking **overcoming financial constraints and demonstrating ROI** and **analyzing and exploiting consumer data** as most important.

ACA is pleased to provide you with the 10th report from the ACA Marketer's Pulse panel.

This report contains results of what Canadian marketers are thinking, planning and experiencing at their workplaces, and with their suppliers and consumers.

Thank you to the panelists who agreed to provide their perspectives and insights. The ACA will continue to monitor the pulse of the changing dynamics in the Canadian marketing environment, and to provide you with current results and trend lines as they develop.

To learn more about this report and how you can realize additional value from your ACA membership, contact Ron Lund, President & CEO at (416) 964-0700 or rlund@ACAweb.ca.

