



DRIVING MARKETING SUCCESS

MARKETER'S PULSE

EXECUTIVE SUMMARY

- The Panel has reported on three key indicators over the past four surveys. In January 2013, the levels of optimism for business expectations and consumer confidence bounced back following a marginal dip reported in the September 2012 survey.
- Mobile has reached a level of ubiquity, and is being considered (or employed) in over 90% of MarCom programs. Interestingly, while social media (presumably including mobile) struggles to demonstrate a ROI, gaining senior management support – or budget approvals – does not appear to be an issue.
- We are in early days of managing 'Big Data.' Despite generating a high level of industry buzz, Big Data has yet to emerge as a top priority for marketers. Neither do marketers have a high level of confidence in their organizations' ability to manage it.
- The ability to address the MarCom ROI issue continues to top the CMO's list of challenges.

ACA is pleased to provide you with the fourth 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, partners and consumers.

Thank you to the senior Canadian marketers who provided 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 value from your ACA membership, contact Susan Charles, Vice President, Member Services at (416) 964-1538 or scharles@ACAweb.ca.

