



TCS 2019 CMO Study: Innovating the Brand Experience Through Digital Transformation

Awareness Report: Attracting the Digitally Distracted Prospect

What do CMOs do to create awareness for customers and prospects?



Big Reveal: Every marketer creates communications in the awareness stage but only 19% of B2B marketers create content across every stage



100%
Awareness stage



72%
Conversion stage



37%
Support stage



47%
Retention stage

Top 5 insights

1

68% predict that by 2020 digital personalization of communications will be more important for attracting new customers than for nurturing existing customers



All marketing leaders focus on:

- Company websites
- Digital media ads
- Online video sites
- Email marketing



B2B marketers focus less on:

- Print ads
- Broadcast media
- Direct mail
- Billboards
- Cold-call sales

2

Leaders Use Digital Channels Innovatively



Leaders are **5x** more likely to run ads on e-commerce sites



76% of CMOs use mobile apps

3

Demographic Data Still Used for Personalization but Digital Data Gaining Traction



78% say demographic data is important



50% say third-party and web traffic data is gaining traction

4

Data on Physical Proximity of Prospects Is Popular in B2C but not in B2B



52% of B2C

personalize using geo-location data



1% of B2B

5

Personalized Product/Service Information Is More Important than Offering Special Deals



86% of leaders

provide useful information about offerings

vs



59% of followers