



# CMO-CIO: BETTER TOGETHER

**ONLY 1 IN 4** marketing organizations has a “very effective” working relationship with IT



**WHY DOES THIS MATTER?**  
The effectiveness of the relationship is directly tied to MarTech outcomes

## 1 STRATEGY

Marketers with more effective relationships with IT plan and budget over a longer time horizon

PLANNING & BUDGETING FOR MARTECH	VERY EFFECTIVE	EFFECTIVE	MODERATELY EFFECTIVE
Multi-year strategic plan	60%	29%	6%
18+ month funding plan	42%	17%	8%

## 2 INNOVATION

Marketers with more effective relationships with IT more actively pursue and measure innovation

KEEPING PACE WITH MARTECH INNOVATION	VERY EFFECTIVE	EFFECTIVE	MODERATELY EFFECTIVE
Avg. # innovation techniques used	2.0	1.2	0.5
Measure martech innovation	65%	36%	20%

## 3 DATA-DRIVEN DECISIONS

Marketers with more effective relationships with IT use more data and insights to aid decision making

MEASURING MARTECH PERFORMANCE	VERY EFFECTIVE	EFFECTIVE	MODERATELY EFFECTIVE
Regular reporting and insights	75%	24%	11%
Avg. # metrics to manage martech	4.1	3.0	2.6

## 4 ALIGNMENT WITH ENTERPRISE IT STRATEGY

Marketers with more effective relationships with IT treat MarTech as part of the enterprise IT program

MAKING MARTECH DECISIONS	VERY EFFECTIVE	EFFECTIVE	MODERATELY EFFECTIVE
Avg. # enterprise IT dimensions considered	4.4	3.5	3.0
Included in enterprise innovation program	58%	26%	11%

The findings in this infographic are based on a survey of over 200 North American marketing leaders across 12 industries. A detailed report of the findings - along with interviews from leading marketing and IT executives from PayPal, Comcast, GE Healthcare, Salesforce, Fidelity Investments, Autodesk and eBay is available for download at [cmocouncil.org/thought-leadership/reports/making-martech-pay-off](http://cmocouncil.org/thought-leadership/reports/making-martech-pay-off)