



Why Are Marketers Not Using Their ROI Data?

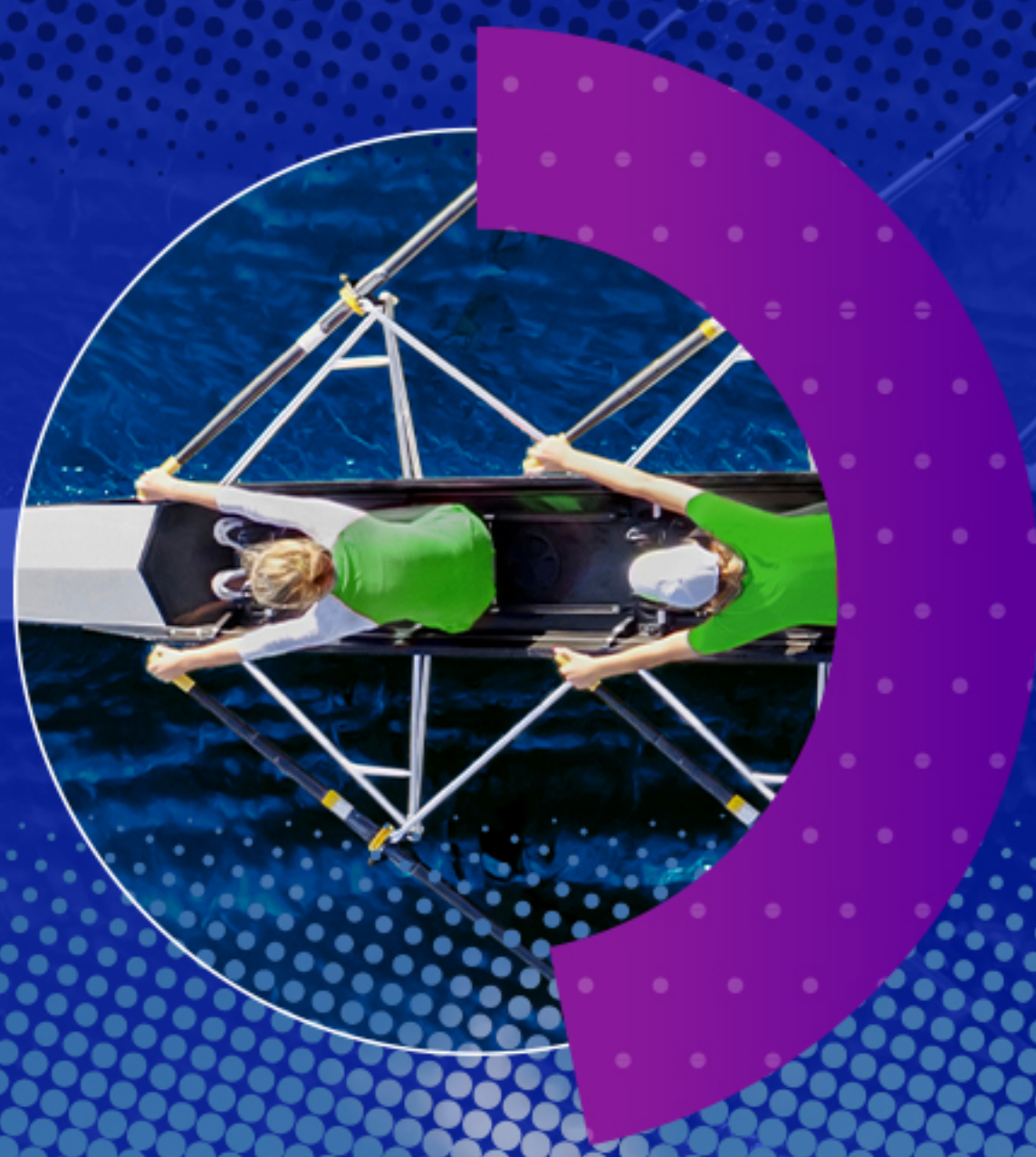
ROI is critical to every aspect of marketing and revenue growth. Yet marketers still struggle to define, measure, and calculate it.

Which is why marketers aren't using ROI data to make strategic decisions.

61% of marketing leaders said the problem was a **lack of confidence in marketing's data**.



47% of marketing leaders revealed they **lack the skill and ability internally to calculate ROI**.



Marketing ROI data does double-duty

as a rearview look at success & an indicator for when strategic pivots need to happen.



And if...

96% of companies use ROI to assess the effectiveness of marketing

then this is a **CRITICAL ISSUE** for marketing leaders to solve.

How can marketers – and the rest of the company – be confident in marketing's data?

How can marketers use ROI to prove their effectiveness and business impact? [**CHECK OUT OUR DATA REPORT:**](#)

Our Key Findings

In our survey of North American marketing leaders, we discovered three key challenges preventing CMOs from leveraging ROI to prove growth.

Our key findings:

1. Shifting investment priorities must reflect the growth mandate 5
2. Marketing leaders struggle to calculate ROI 11
3. There's internal disconnect on the meaning of ROI 15

How Today's CMO Can Leverage ROI to Prove Growth

To learn how marketing leaders are tackling ROI and who they're partnering with to map ROI metrics to business impact.

[Read the Report Now](#)

