

CMO COUNCIL STUDY REVEALS:  
**HOW TO GET IT DONE  
 IN 2021**

**MOST MARKETING LEADERS INTEND TO:**

- Boost marketing spend
- Impact customer journey
- Use data more effectively
- Extend marketing automation
- Realize greater efficiencies
- Work closer with lines of business

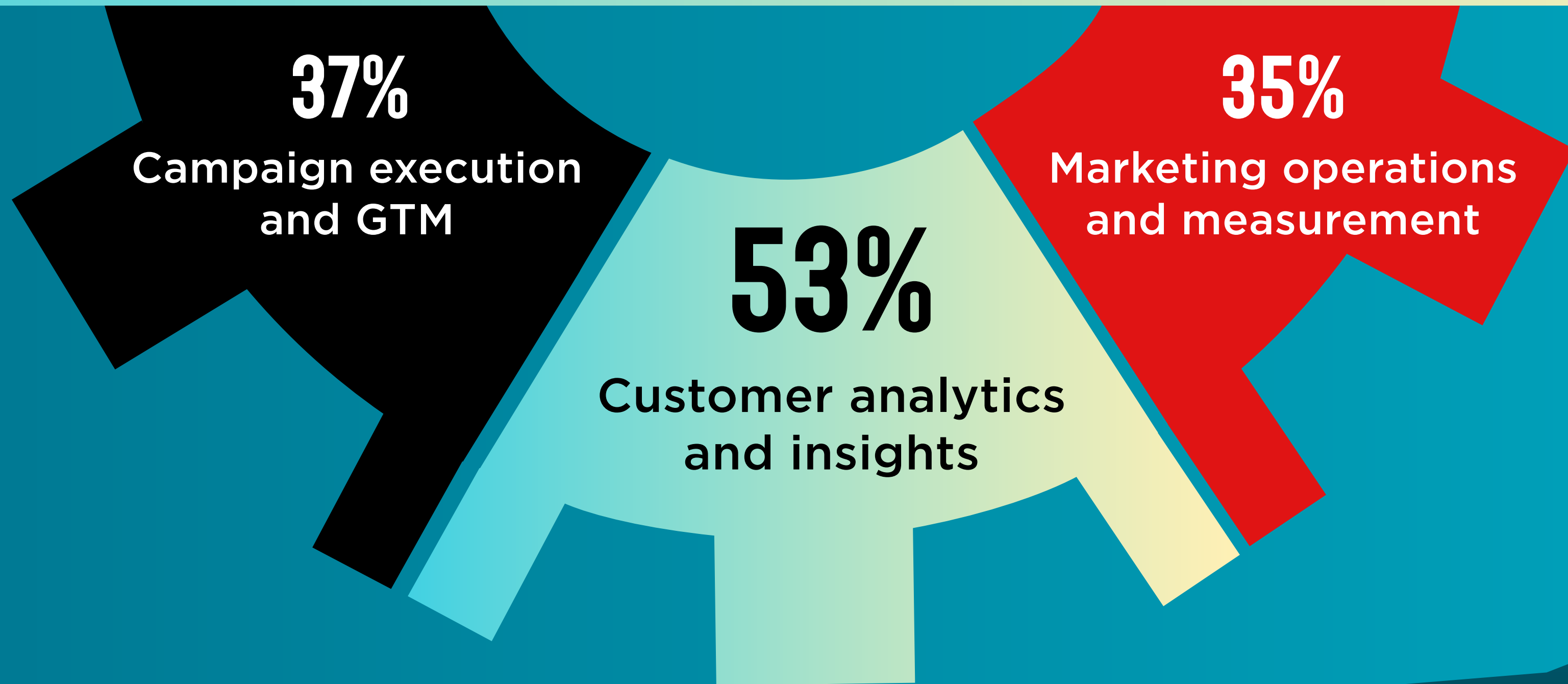
**TWO THIRDS OF MARKETERS ANTICIPATE GROWTH IN SPEND!**

**MOST IMPORTANT AREAS OF STRATEGIC FOCUS:**

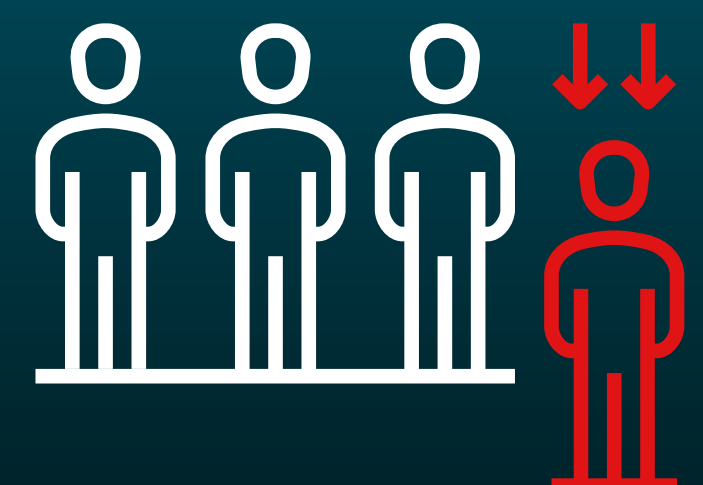


**70 PERCENT  
 ARE INVESTING MORE IN MARKETING TECHNOLOGY**

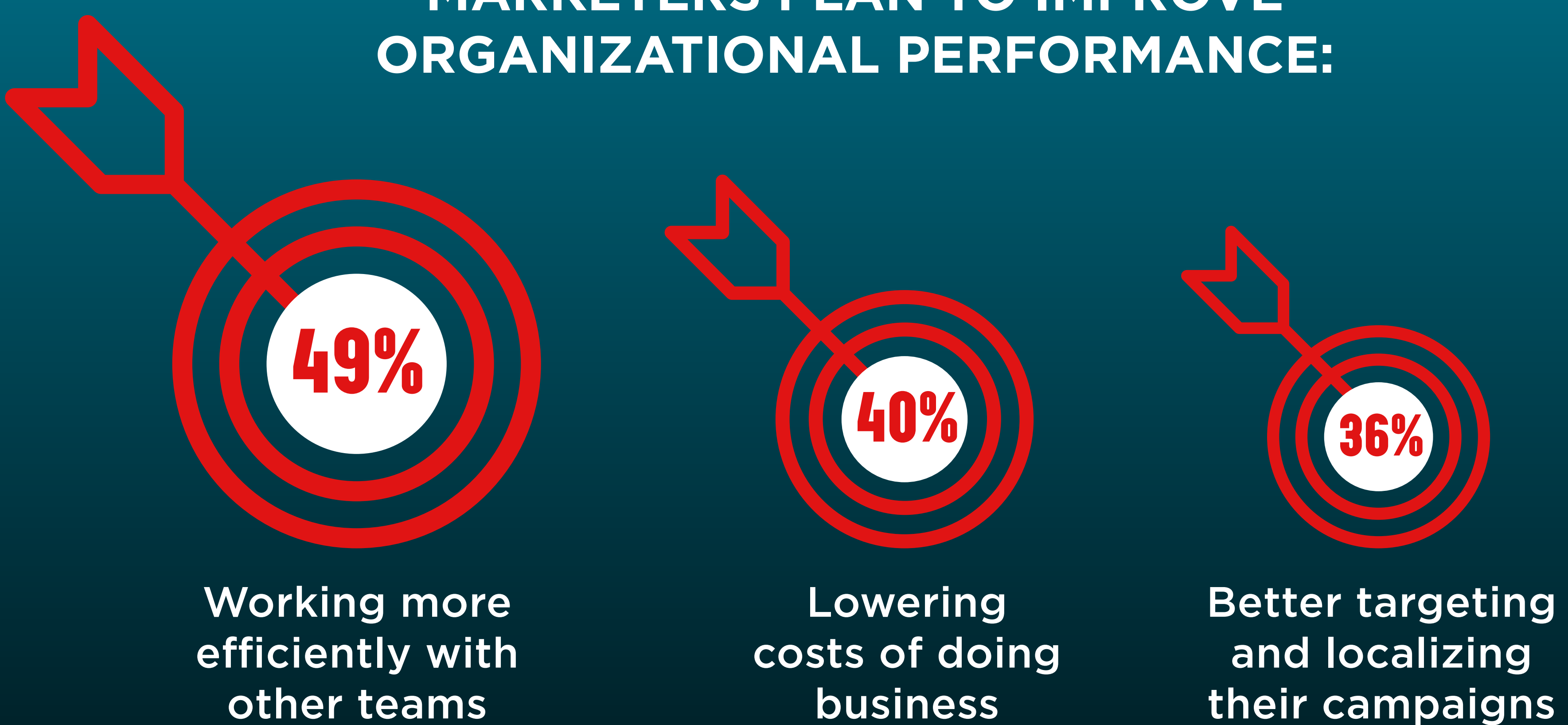
**WHERE MARKETERS ARE APPLYING AUTOMATION IN 2021:**



**TALENT IS KEY: ONLY A QUARTER OF MARKETERS WILL CUT STAFF OR RESTRUCTURE**



**TOP WAYS  
 MARKETERS PLAN TO IMPROVE  
 ORGANIZATIONAL PERFORMANCE:**



The CMO Council has 16,000 members in 10,000 companies worldwide. Its members control nearly \$1 trillion in spend. More than 200 marketing leaders from companies of all sizes took part in this year-end survey of intentions and projections in 2021. Visit <https://cmocouncil.org/thought-leadership/reports/getting-it-done-in-2021> to source findings.