

# How do modern CMOs feel about data? It's complicated

Article

**The news:** Modern CMOs have a complicated relationship with data, according to a study from data and analytics platform **Adverity**.

- 300 CMOs from small and midsize businesses in the US, UK, and the DACH region (Germany, Austria, and Switzerland) took part in the survey.

## Behind the numbers:

- CMOs are divided on whether the expanding sophistication and volume of data supports or hampers innovation, with 41% saying it helps and 17% undecided.
- 42% of CMOs say data is stifling creativity within marketing teams.
- More than four in 10 CMOs (43%) believe the biggest hurdle to generating value from their marketing data is business culture.

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### How Often Do SMB CMOs Worldwide and Their Teams Review Marketing Performance Data?

% of respondents, April 2022

Constant monitoring—use forecasts and benchmarks to come up with and test new hypotheses as campaigns are running

11%

Weekly monitoring

30%

Monthly

29%

Quarterly

23%

Plan and review every half year—analyze the data and use lessons learned for the next six months

7%

Source: Adverity, "Data, People, and Culture: The Evolving Role of the Modern CMO," May 12, 2022

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The need for a dedicated marketing operations function to manage technologies has skyrocketed. Seventy-three percent of CMOs support this idea, and 45% have such a role right now; the other 28% are looking to hire. Just 12% of CMOs have had such a resource for over a year.

**People problems:** According to two in three CMOs, hiring new data-savvy personnel is more difficult than upskilling current workers.

- Retention is getting increasingly tough, according to 36% of marketers.
- Half of respondents (49%) believe that the quantity of needed manual reporting deters employees from joining their marketing team.

**Gaining insights:** The absence of data management tools is cited by 18% of respondents as the primary reason for their inability to extract value from their data.

- Impediments identified to deriving good data insights include having the correct technology (38% of respondents) and having people with the relevant skill sets (19%).
- 43% of CMOs responded that their team spends more time compiling data than actually using it to drive decisions.