

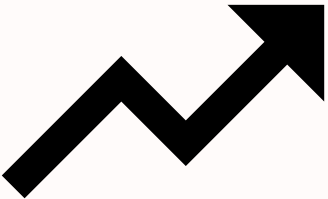
The 2020 Digital Marketing Benchmarks Report

Big Picture View | DM Budget Trends | DM Headcount | Outsourcing | RoI



A COMPREHENSIVE ASSESSMENT OF DIGITAL MARKETING METRICS

IMA's Digital Marketing (DM) Benchmarks Report provides detailed process data and metrics obtained from 120 India-based organisations across sectors and industry types. The metrics relate to practices around: resource allocation to Digital Marketing, headcount, budgets, RoI, outsourcing, and skill gaps. Selectively, comparisons have been provided with the 2015 edition of this exercise, to demonstrate what has changed and what has not.



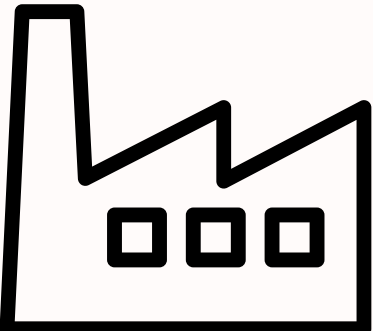
Trends for
the last 5
years



60+
DM
metrics assessed



Detailed
peer
comparisons



8 sectors
analysed



11-Way
cross-tabulation*
of data

*by revenue, sector, ownership, DM reporting line, DM spends, DM staff age profile, company orientation, formal DM strategy, maturity of DM strategy, ideation of DM strategy, level of website sophistication

DETAILED CROSS TABULATION FOR TRUE BENCHMARKS

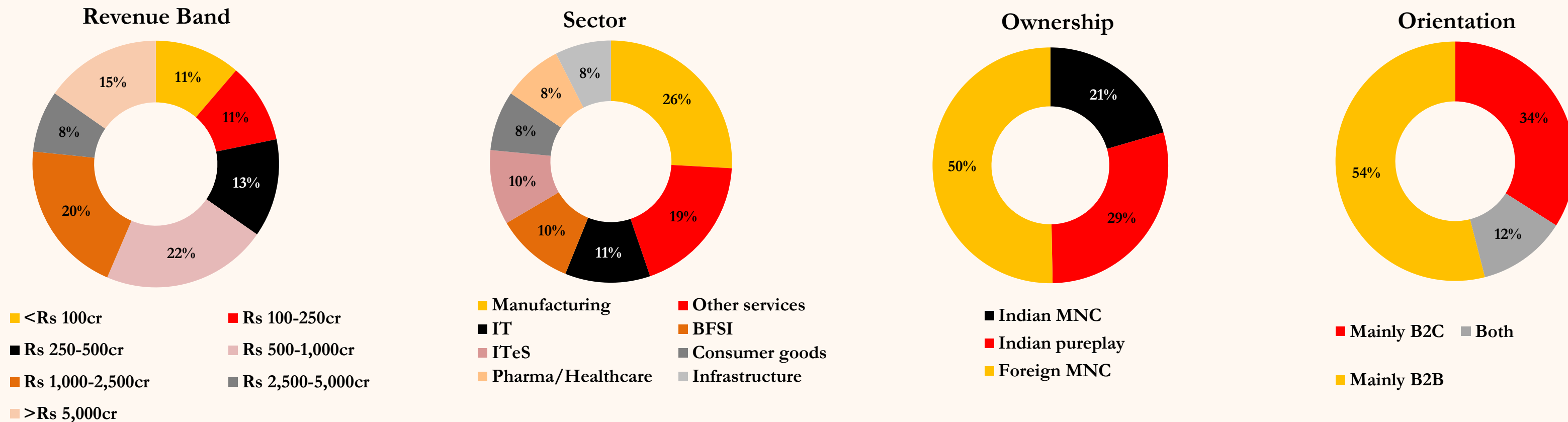
In addition to size, sector and ownership splits, detailed cross-tabulations are based on:

- Whether firms have a formal DM strategy and how mature that strategy is (number of years since it was established)
- Who the DM function reports into: CEO or CMO
- Spending on DM: High, low and 'average'
- The age profile of DM staff
- Business-orientation – whether B2C, B2B or both
- Web sophistication: Firms are ranked as high, medium or low in terms of the sophistication of their web presence, with respect to revenue generation.



IN-DEPTH COVERAGE ACROSS SECTORS, SIZE, OWNERSHIP LEVELS, AND MORE

Survey Sample Demographics



Other parameters include: workforce, listing, level of web sophistication, stage of e-Commerce capability

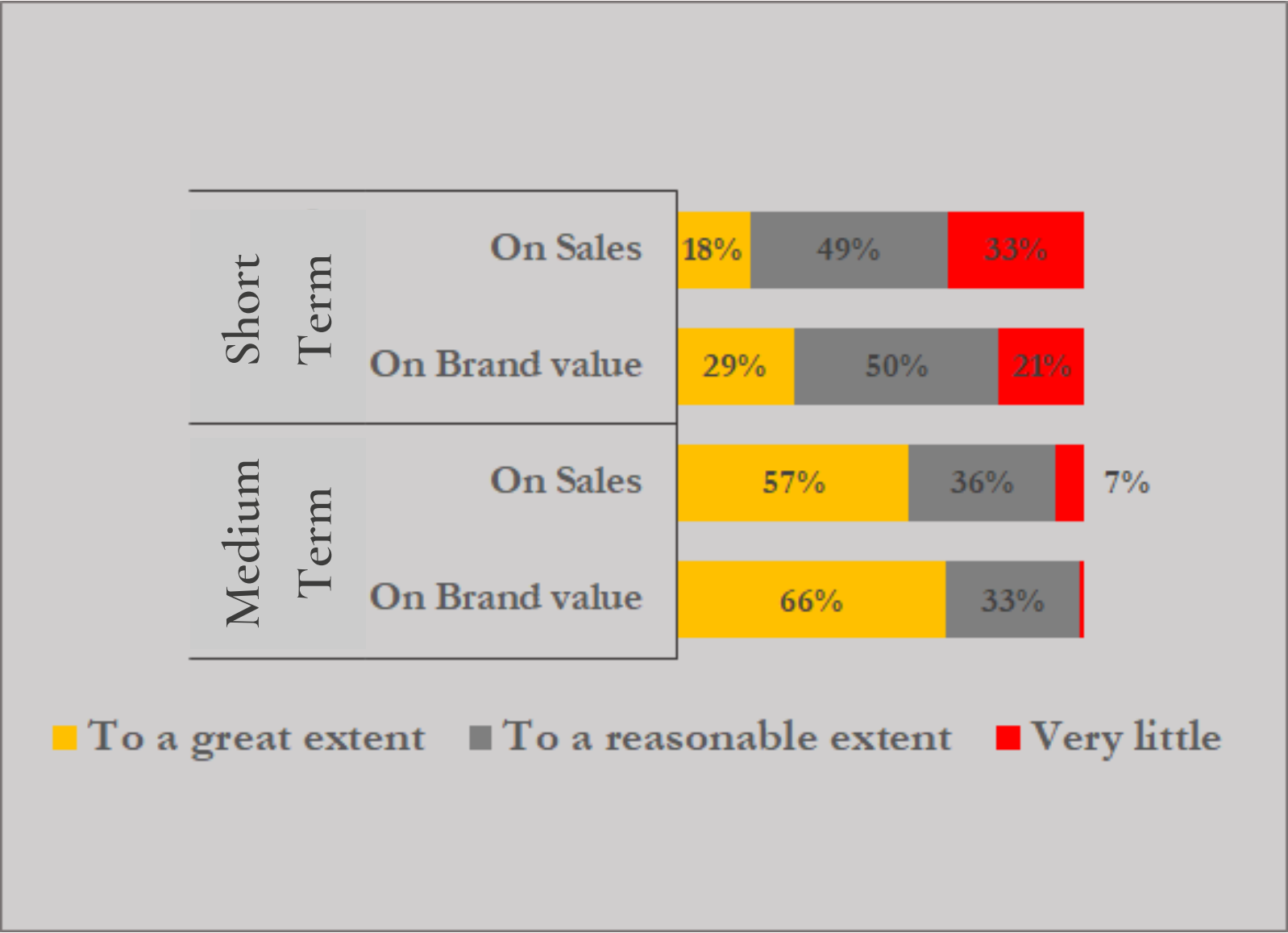
ENABLING CMOS WITH ACTIONABLE INTELLIGENCE

The 89 page report helps to:

- ✓ Identify trends in DM budgets and staffing
- ✓ Understand resource allocation for DM functions
- ✓ Evaluate DM strategy against peers and industry leaders
- ✓ Measure the RoI of DM investments in sales and brands

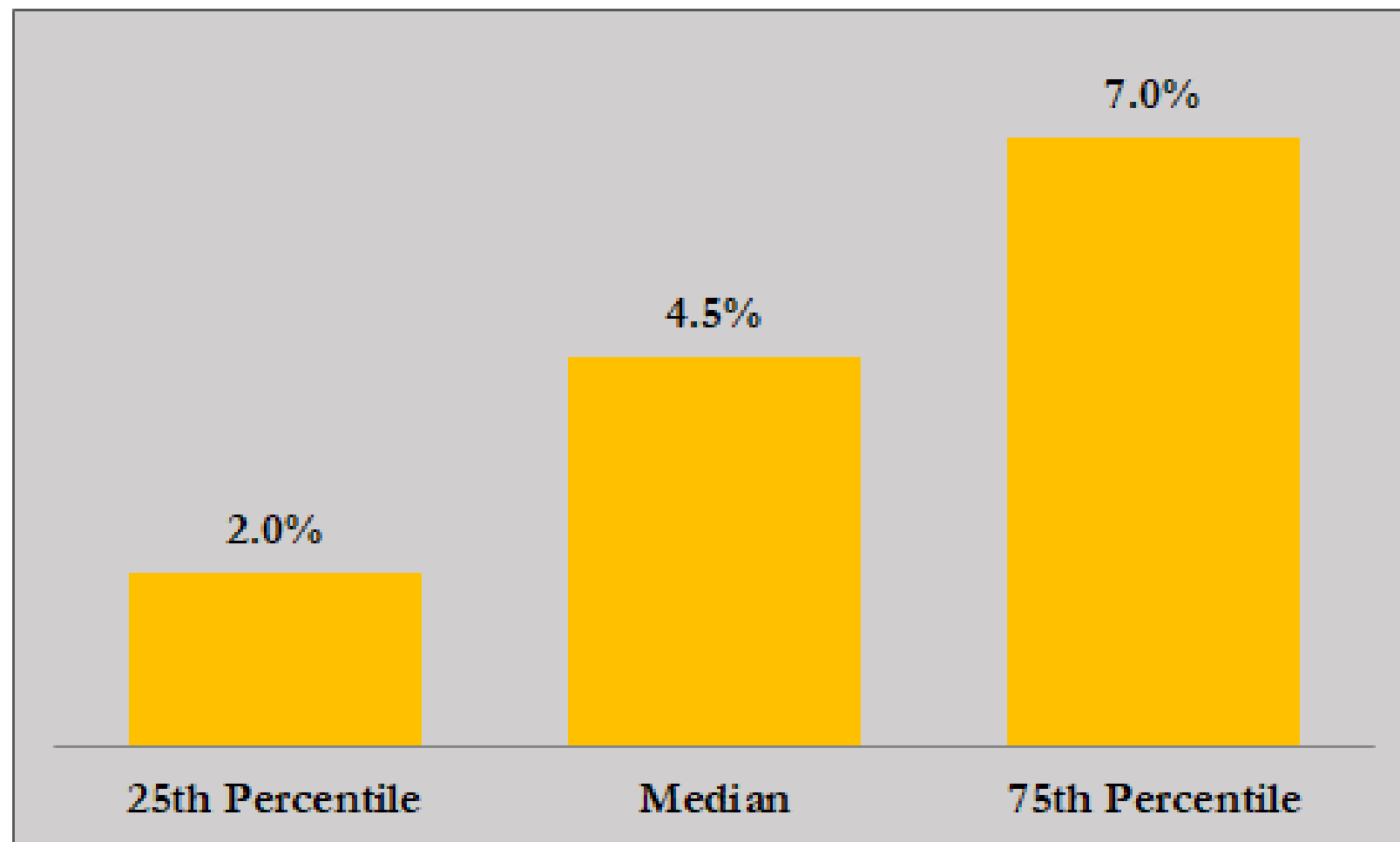


DIGITAL MARKETING'S IMPACT ON SALES AND BRAND VALUE



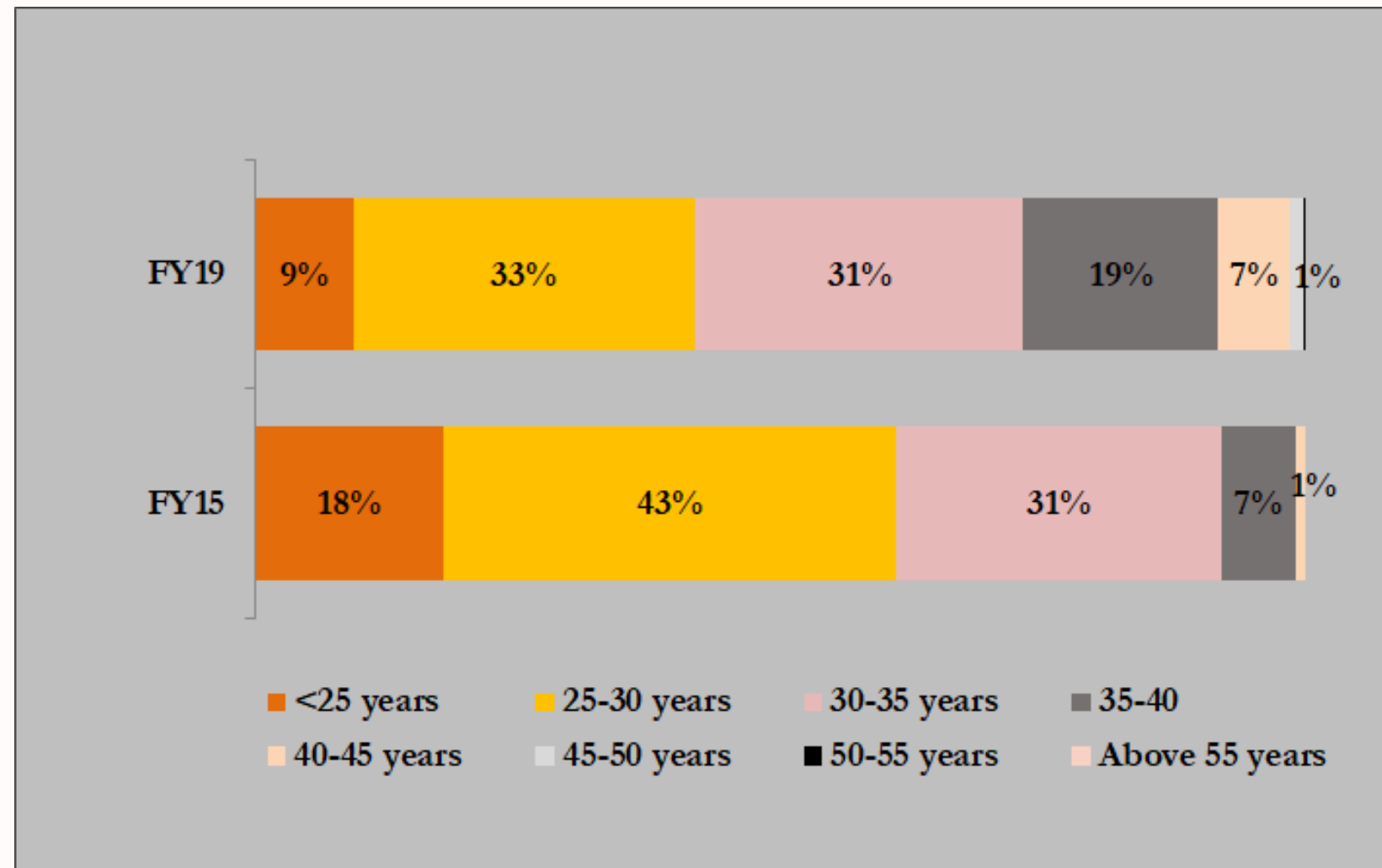
DM is more a strategic play than a tactical one with a greater impact on sales and brand value in the medium-term than in the short-term.

MARKETING BUDGET (AS A % OF REVENUE)



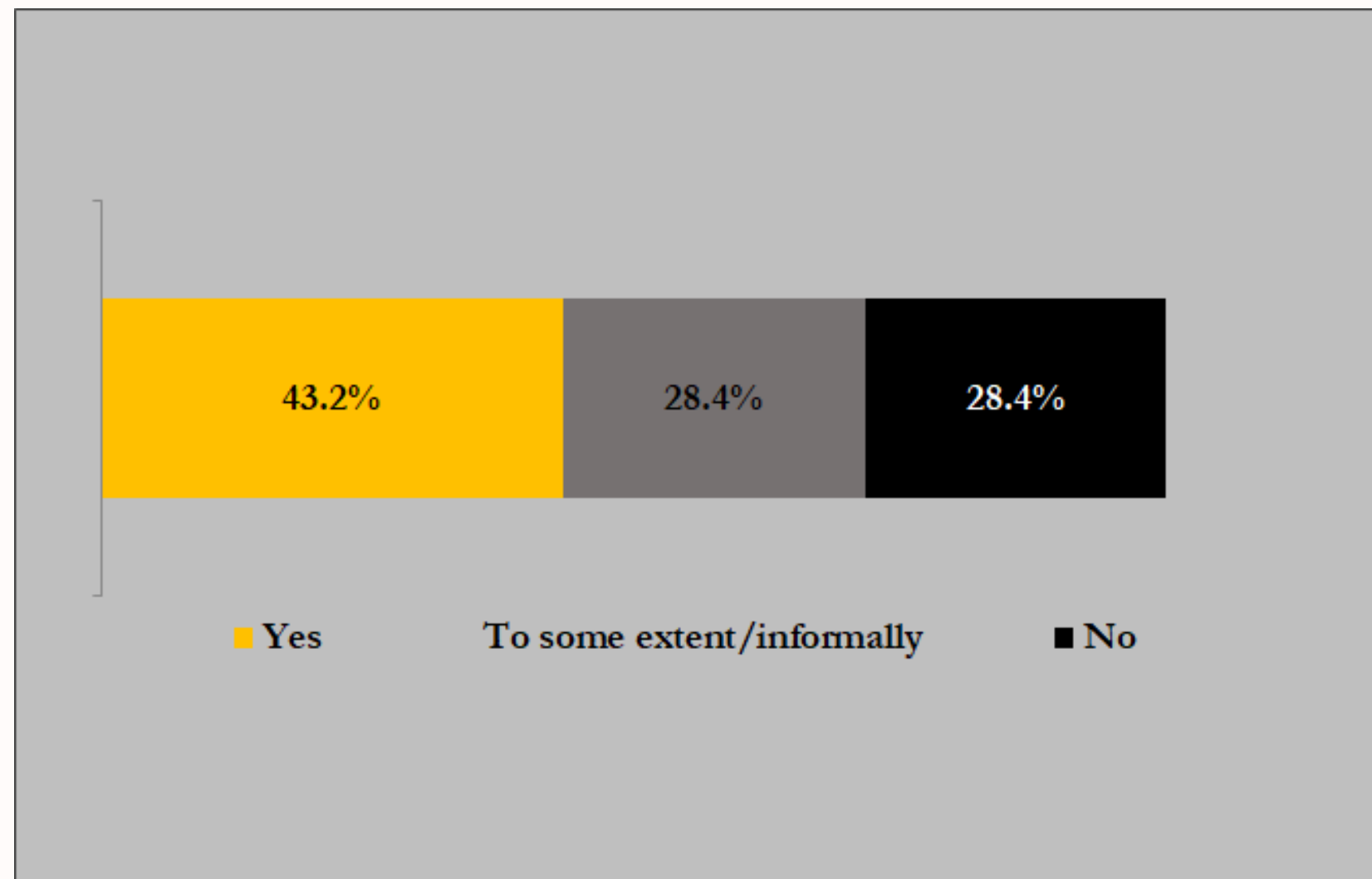
The median marketing budget in FY20 was 4.5% of revenue. DM takes the lion's share (18%) of the total marketing budget.

DM STAFF AGE GROUP (MEAN %)



The average DM function appears to have ‘matured’ in recent years: in 2015, 61% of staff were 30 or younger. Today, that ratio stand at 42%.

MEASURING ROI OF DIGITAL MARKETING ACTIVITIES



Over
70% of CMOs track
digital marketing
spends – 43% formally
and 28% informally.

OTHER HIGHLIGHTS

- IT and ITeS firms generate the highest RoIs on DM spends, while manufacturing companies generate the lowest
- Foreign MNCs spend slightly more on DM but far less on traditional marketing than Indian companies
- Pharmaceutical and healthcare firms have the biggest marketing teams while those in the IT have the smallest
- Where the CMO has the primary oversight, spends on content and outsourcing tend to be higher



CONTENTS OF THE REPORT

- Introduction and Overview
 - Demographic profile of respondents
 - Executive summary
- The Big Picture
 - Impact of DM spends on sales and brands; segmentation (11-way cross-tab*)
 - DM focus areas
 - DM goals; degree of success; segmentation (11-way cross-tab*)
 - Reasons for success
 - Process of DM strategy ideation; segmentation (11-way cross-tab*)
 - Areas of satisfaction and dissatisfaction with DM strategy; segmentation (11-way cross-tab*)
 - Digital Marketing reporting and responsibility
- Budgetary spends
 - Marketing budget overview; segmentation (11-way cross-tab*)
 - Trends in overall marketing budgets
 - Marketing budget allocation by mediums; segmentation (11-way cross-tab*)

**by revenue, sector, ownership, DM reporting line, DM spends, DM staff age profile, company orientation, formal DM strategy, maturity of DM strategy, ideation of DM strategy, level of website sophistication*

- **DM Spends and Allocation**
 - DM budget overview; segmentation (II-way cross-tab*); and trends
 - Factors driving change in DM budgets
 - DM spends by specific activities and line items; segmentation (II-way cross-tab*)
- **DM Team Size and Skills**
 - Marketing headcount overview; segmentation (II-way cross-tab*)
 - Change in staffing levels: Actual vs expected
 - Headcount by activities around DM; segmentation (II-way cross-tab*)
 - Hiring focus areas, age groups and qualifications of DM staff
- **DM Outsourcing**
 - Extent of DM outsourcing; segmentation (II-way cross-tab*)
 - DM outsourcing by activity and timelines
 - Satisfaction with various aspects of outsourced work
- **Measuring DM Investments**
 - Challenges in assessing RoI of digital spends
 - RoIs of DM investments; segmentation (II-way cross-tab*)
 - RoI of DM by channels
 - Sales attributable to DM channels; segmentation (II-way cross-tab*)
 - DM success metrics

**by revenue, sector, ownership, DM reporting line, DM spends, DM staff age profile, company orientation, formal DM strategy, maturity of DM strategy, ideation of DM strategy, level of website sophistication*

PRICE

Report Price: **Rs 50,000 + GST**

| Members | Respondents to the data questionnaire |
|---|---------------------------------------|
| The India CMO Forum: Rs 20,000 + GST | Rs 12,000 + GST |
| Other Forums: Rs 35,000 + GST | |



OUR PORTFOLIO OF RESEARCH REPORTS



2020 Accounts Closing Benchmarks Report

IMA's 2020 Accounts Closing Benchmarks Report seeks to assess the practices of Finance departments around the accounts closing process in India



The 2019 Executive and Board Remuneration Report

The 2019 edition of IMA India's Executive & Board Remuneration Report provides an analysis of compensation trends over 5 years (FY15 to FY19) in close to 2,000 companies in India



Covid 19 Impact on Compensation and Hiring

IMA's Covid-19 Impact on Compensation and Hiring Pulse Survey seeks to assess the impact of the Covid-19 crisis on compensation practices and hiring outlook.



Finance Department Benchmarks

IMA India's Finance Department Benchmarks are designed to provide a baseline against which organisations can measure themselves on a variety of efficiency and effectiveness parameters.



The 2019 Diversity and Inclusion Benchmarks Report

IMA India's 2019 Diversity and Inclusion Benchmarks provides actionable yardsticks for companies to measure themselves on diversity-related metrics and parameters.



The 2018-19 CXO Compensation Survey

IMA's 2018-19 CXO Compensation Survey provides benchmark-setting data and insights on trends in compensation, and other practices related to managing the C-Suite

To know more click [here](#)

ABOUT IMA INDIA

- The **country's largest peer group platform** for senior executives
- More than **2,500 clients** – CEOs and functional heads – from over 1,500 member companies, Indian and global
- Extensive capabilities in **macroeconomic, industry and management research**
- **Strong in-house research capability** with access to senior industry practitioners, domain specialists and other stakeholders
- A **successful track record** of over 26 years

26+

**Years in
Business**

2,500+

CXO Clients

1,500+

**Member
Companies**

76%

**of NSE 50
Brands**

6

**Cities of
operations
across India**