

2018

Widen Connectivity Report

Decoding connectivity for marketing and creative professionals

WIDEN®

© 2018 All Rights Reserved

Top findings

76% of survey respondents are integrating at least two of their digital work tools.

The **#1 trend** survey respondents are focused on today is personalizing the customer experience.

93% of professionals surveyed feel personalization at scale is attainable, but 58% are unsure of how to achieve it at scale in their marketing and creative work.

86% of professionals surveyed aren't using artificial intelligence tools in their work. Yet, nearly **85%** of consumers ARE using one of six AI tools in their personal lives.

Table of contents

Introduction 4

Key findings 8

Conclusion 30

Quantitative research results 32

References 39



Introduction



How is connectivity transforming today's modern marketing organization?

The modern marketing team is diverse and sprawling. Connectivity is more important than ever as marketing departments expand to include a magnitude of roles, from creatives to operations, lead generation, product, and content marketers. In 2017, brands may have spent over $1 trillion on marketing services to "connect" with consumers, partners, and team members.[1] The assumption is that connectivity is inherently good and valuable. However, few marketers have researched what "connectivity" means and how we should incorporate it into what we do to achieve the greatest level of success.

In last year's report, we explored how marketing and creative professionals define "being connected." We looked at what makes people feel most connected to their work and each other, and how connectivity manifests itself both positively and negatively in our everyday lives. We learned how prevalent the human element is in building connected networks, processes, and cultures in today's digital age. In fact, it seems true connectivity can't exist on digital experiences alone. The personal touch that allows us to connect emotionally and feel engaged is required.

In this year's report, we focus on understanding how connectivity influences marketing operations, strategy, and business results. And we dive into timely topics like customer experience, artificial intelligence (AI), personalization, data analytics, and digital transformation.

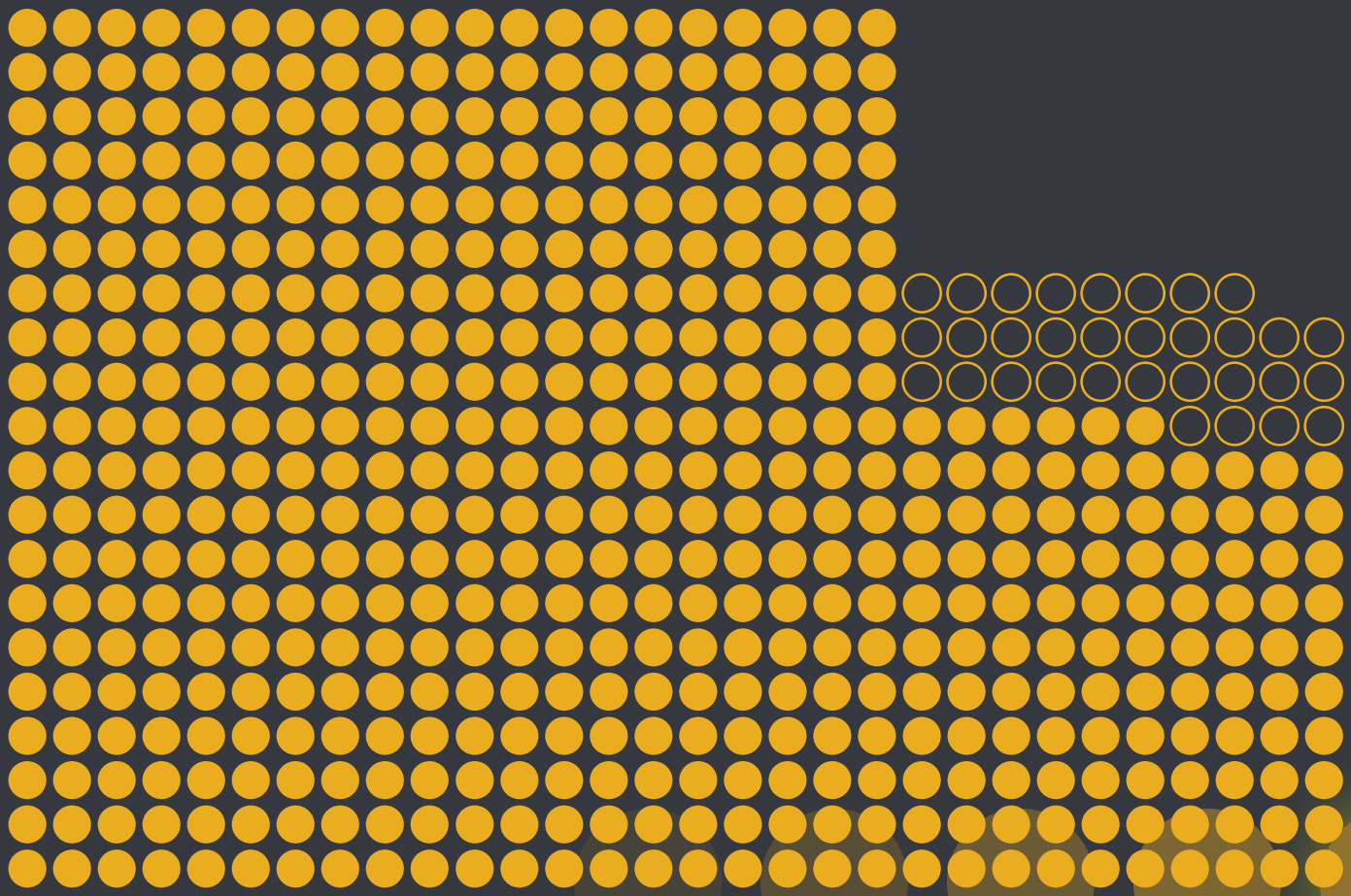
Key findings in this year's report

1. **Integrations are critical to the future success of modern marketing organizations.**
2. **Personalization goes deeper than inserting a name and saying "you" or "your."**
3. **A global brand means localizing what you stand for.**
4. **Data is only one piece of the analytics puzzle. Talking to your audience completes the picture so you can tell the right story.**
5. **AI tools have the greatest potential when people drive the strategy and machines execute it.**
6. **Customer experience is core to a successful content strategy.**

Top performers are embracing connectivity in its truest sense by balancing the power of technology with the familiarity of the human touch.

Breaking down the numbers

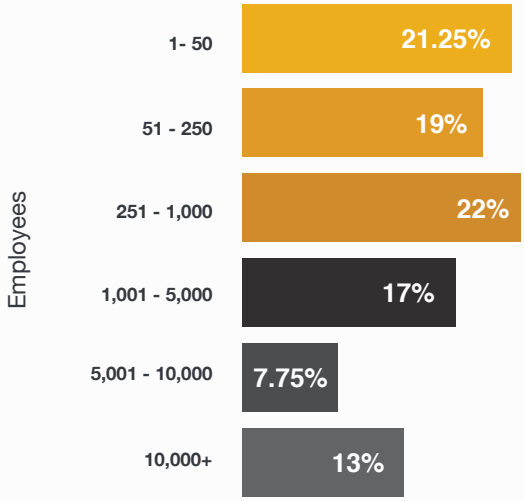
538 research participants



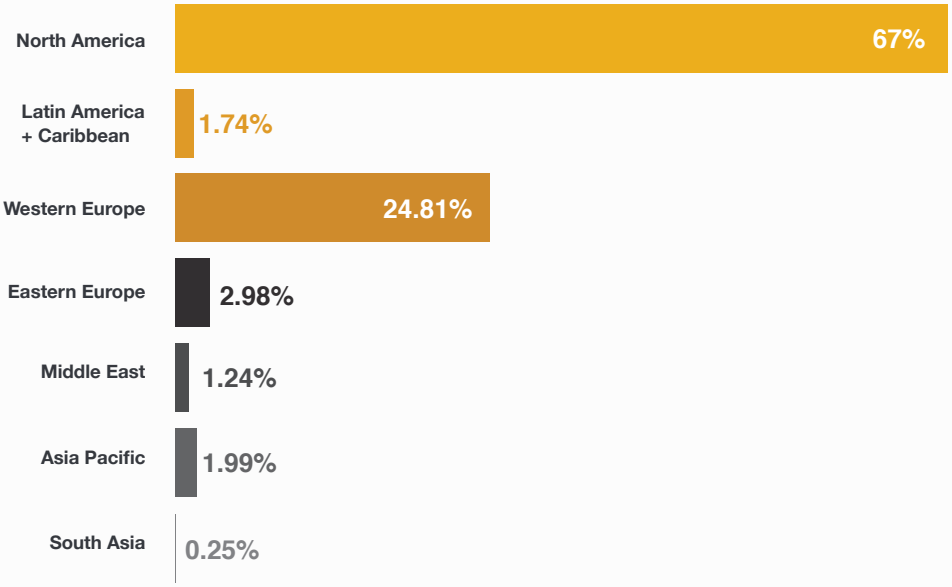
506 online survey respondents

32 phone interview participants

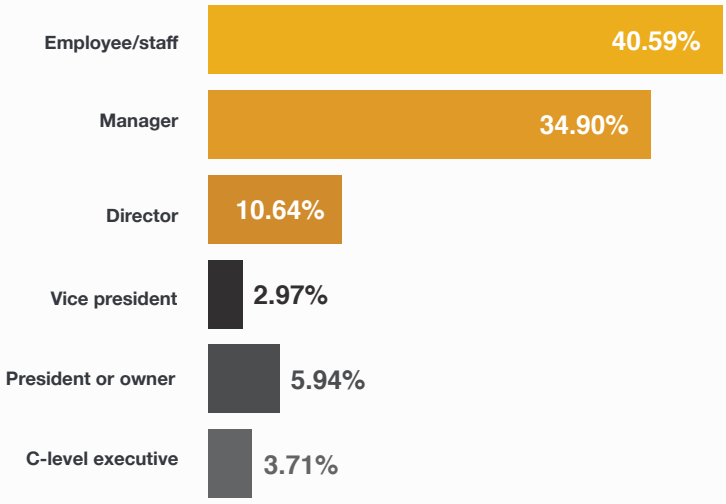
Company Size



Location



Job level



Integrations are critical to the future success of modern marketing organizations.

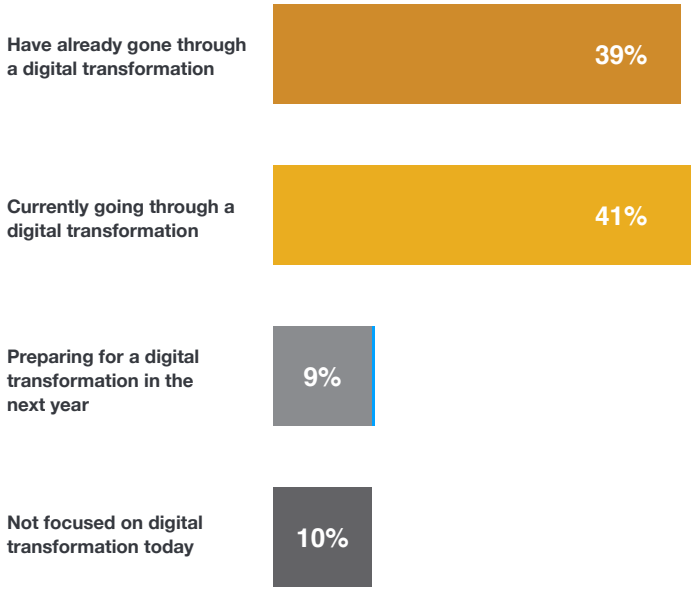
When we asked survey participants which technologies they can't do without in their everyday work, tools like email marketing automation, customer relationship management (CRM), and file-sharing solutions topped the list. In their own right, these tools are powerful. But, they're even more powerful when they work together.

In fact, enterprise businesses are seeing significant gains as a result of integrating their technologies. From centralized collaboration to seamless user experiences and saved time, the benefits are numerous. **But, above all, these organizations ranked the ability to share data across systems as the number one benefit.** Sharing data allows you to streamline overlapping information from autonomous systems (regarding customer preferences, interests, and needs), act faster on marketing and creative decisions, and automate content distribution by data collections, like customer and prospect scores. Simply put, integrations allow data to flow where it's needed. As Milt Hwang, digital marketing director at Connecture says, "Today's marketer needs to be completely aligned with their sales team, not only from a process standpoint but also to directly leverage the CRM sales uses to track accounts and opportunities. Tying campaigns into those tools is now table stakes."

If you haven't started connecting your digital tools, now's the time. According to global consulting firm McKinsey & Company, tightly integrated digital strategies will be the biggest differentiator between companies that win and companies that don't.[2] With 80% of our survey respondents indicating that their organization has completed or is currently undergoing a digital transformation, it's clear that they see the value in integrating their digital technologies into all areas of the business.

Says John Kuehl, CEO and co-founder of Hankr, "After a digital transformation, you're more mature about your business. Tools change, but the real shift is in the way you work afterwards — whether that's more investment in digital marketing, your content strategy, or a market that you didn't think of before."

Which stage accurately describes your organization's timing for digital transformation (the integration of digital technology into all areas of your business)?



Digital transformation: the adoption game
Digital transformation is an ongoing process that requires corporate-wide adoption of the changes technology presents. Often, it's not the newness of the technology itself that gets in the way. Rather, it's how organizations communicate change to their internal teams that causes a digital transformation to fall flat.

Tips for transformation success:

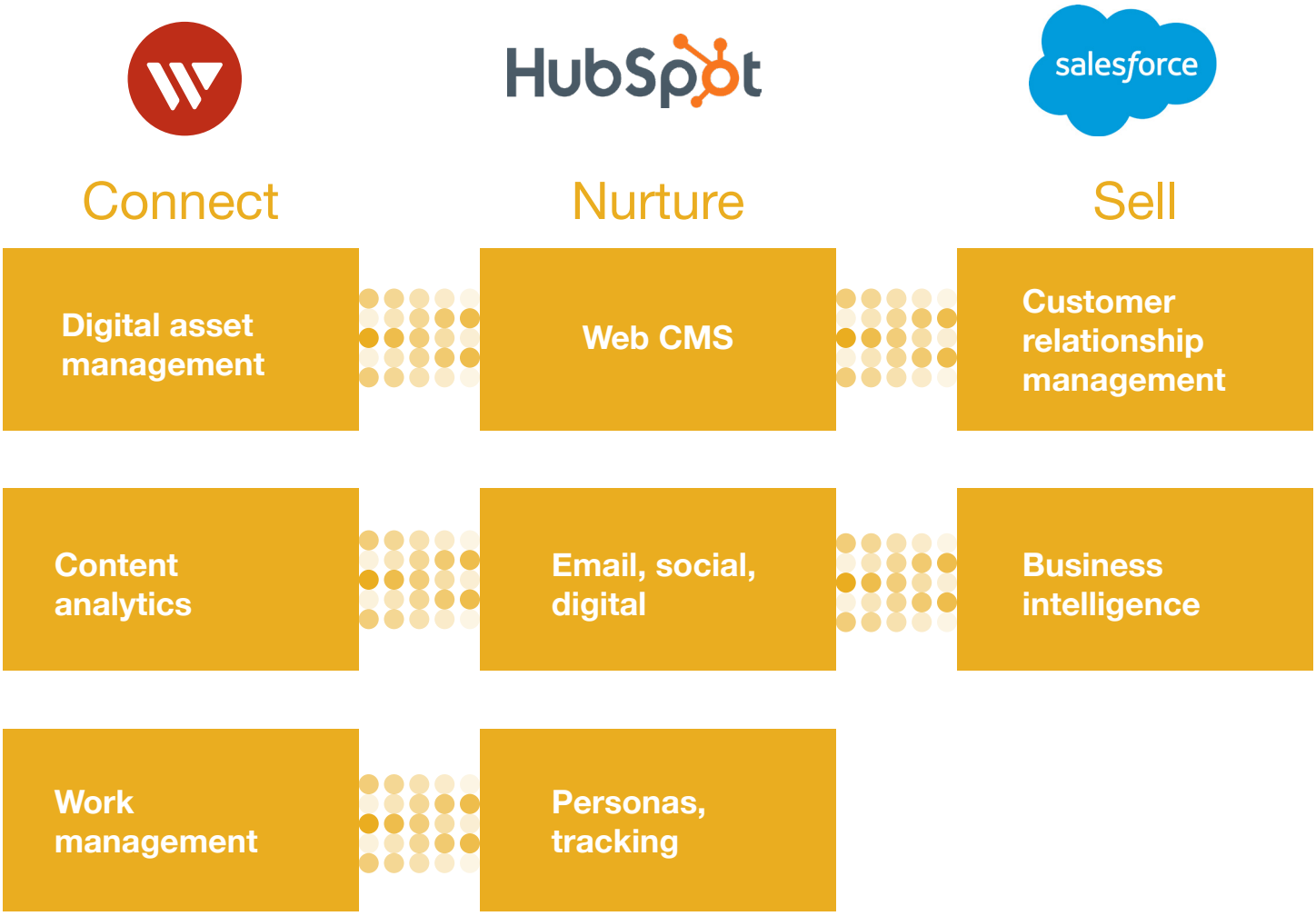
- Have a strategic vision, goals, and roadmap in place before rollout.
- Highlight how integrations benefit everyone, not just IT.
* Provide training and resources so teams feel supported.

Says Peg Miller, senior director of growth marketing at Xactly, "Set the strategy and give the transformation a bigger meaning about what you're doing, rather than just something you're implementing. Explain to the team, 'here's why it's good for the business, for your career growth, and here's how you play a role.'"

76% of organizations surveyed are integrating at least two of their digital work tools.

The Widen martech trifecta

Widen's marketing, sales, creative, and service teams rely on the integration of these three technologies. It's our secret weapon, helping us collect, track, and share data so we create the right content and get it to the right people at the right time.



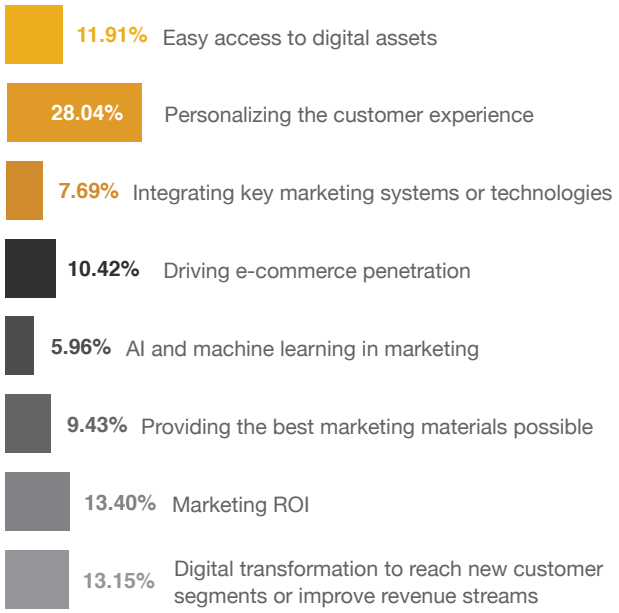


Personalization goes deeper than inserting a name and saying “you” or “your.”

Our interview participants indicated that a truly personal experience makes them feel important, special, listened to, and like “someone gets them.” A note on personalization from Mike Altier, creative at Alight Solutions: “So many people say ‘oh, this is personalized’ because they put *your* in front of it. That’s ridiculous. Personalizing something is not just putting a name in front of it, but actually feeling it was intentional. Like if I walk into a bar or restaurant I love, and they’re playing Bruce Springsteen, and I’m like, ‘I bet they know I’m here.’ That’s really it – a personalized experience feels like it was tailor-made for you but it doesn’t have to be so overt.”

Furthermore, a team of researchers from McKinsey report that personalization delivers five to eight times the ROI on marketing spend, and can lift sales by 10% or more.[3] So, wouldn't a personalization strategy be necessary for your brand and its content? Survey respondents think so, with the majority saying that personalizing the customer experience is the most important marketing trend to them in 2018.

Which of these marketing, technology, and/or business trends is your organization most focused on for 2018?

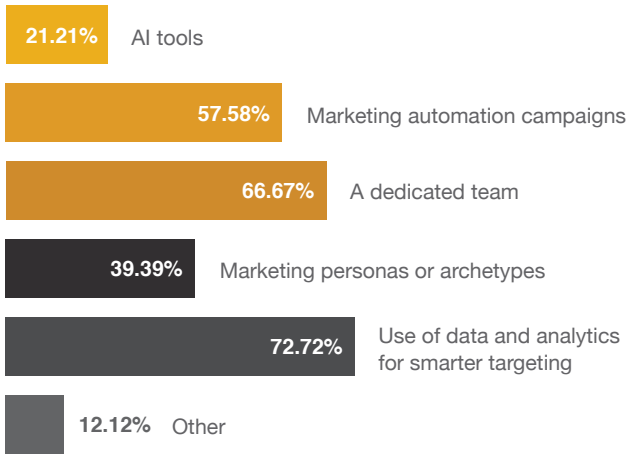


One effective strategy for personalizing customer experiences is creating personas. According to HubSpot, personas are semi-fictional representations of an ideal customer based on market research about your existing customers.[4] Personas can help your teams — from graphic designers to field marketers — understand who they are talking to by pinpointing their pain points, wants, and needs. But, are people leveraging personas?

Based on our findings, it's divided. About half of our respondents use personas to guide their creative and marketing communications. And, while respondents can create ideal profiles for any segment — buyers, target industries, software users, or even decision-making levels — the majority (66%) only use customer personas.

But there's more! 93% of our respondents think personalization at scale is attainable. Yet despite this, more than 58% are unsure how to achieve it at scale in their marketing and creative work. So, how do we close the gap between perception and reality? Thanks to recent advancements in marketing automation, you can provide that someone-gets-me feeling to millions of people across a range of digital channels, formats, and touchpoints.

Which of the following tools or strategies helps you achieve personalization at scale?



For example, Stewart Dick, senior graphic designer at Sheridan College says, “Personalization means your experience is going to be different than anyone else’s, like when you visit a website and enter information and it differentiates your experience based on what you say. In the print world, we customize the user experience by highlighting past programs a student has taken and serve up the information based on their previous interests using variable data printing. We condense the content to what suits them, specifically, so we don’t offer a phonebook of courses they’re not necessarily interested in.”

A consequence of personalization to be cautious of, however, is what’s known as the echo chamber. An echo chamber describes a situation where existing views and beliefs are reinforced by repeated conversations within an isolated environment. Jodi Levin, digital asset coordinator at Autodesk, points out that from a consumer standpoint, “personalization means things are easier and I can get what I need faster. But, it also means my world is a little smaller, and I have only a narrow slice of things served to me.”

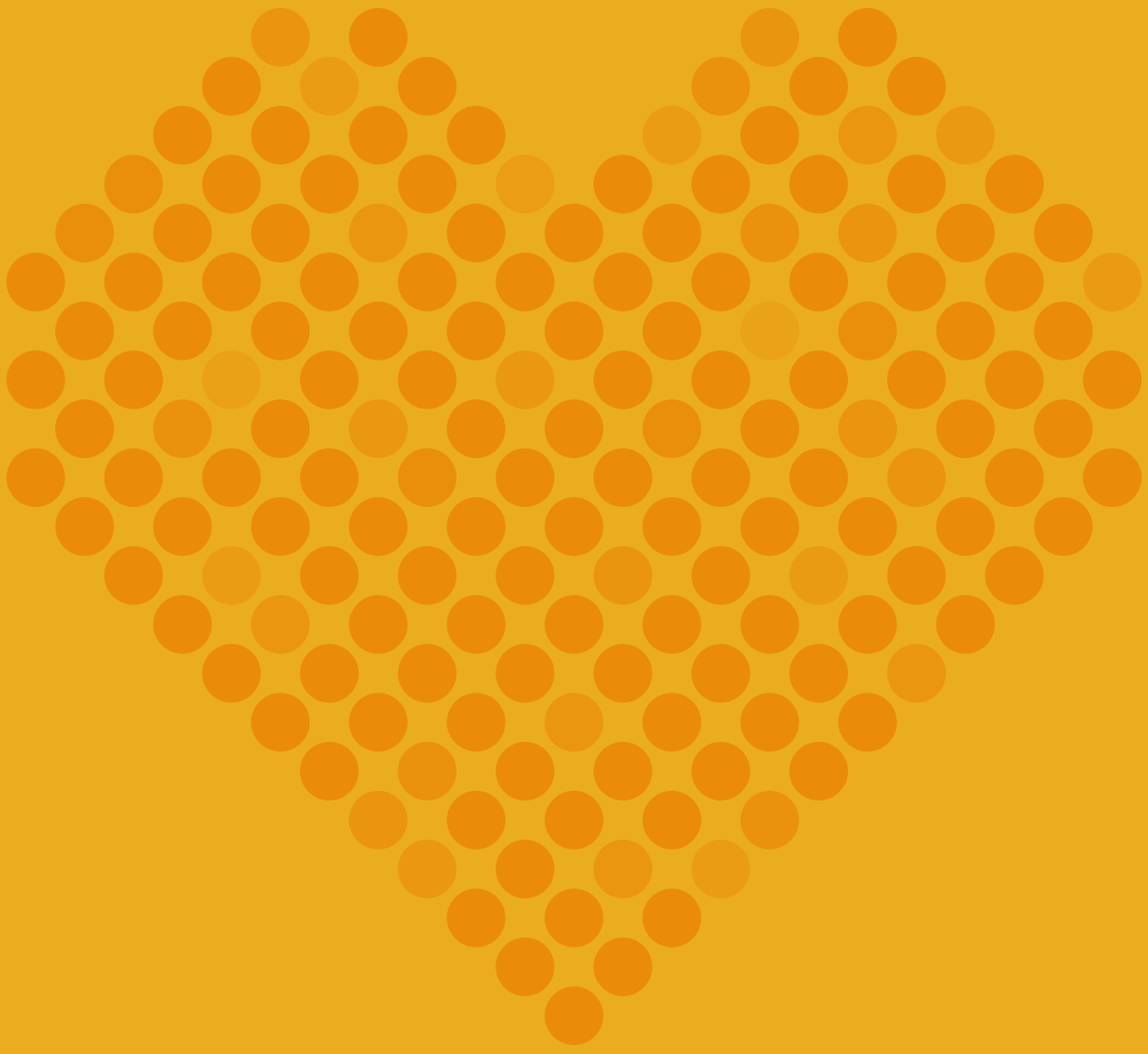
If we lock our sights on one point of view and polarized information, we risk missing incredible marketing opportunities. And, as consumers, we’re only shown one side of the coin.

Here are a few things you can do to avoid being trapped in the echo chamber:

1. Listen to both positive and negative feedback from audiences about your creative campaigns, products, and services. Don’t just focus on one or the other.

2. Review analytics from multiple data sources, types, and channels. Don’t rely on one data stream to guide all of your marketing and creative decisions.

3. Encourage cross-collaboration from many teams. Great ideas can come from anywhere, not just marketing or creative groups.





Maribeth Foley is the marketing operations manager at Pampered Chef, a multinational social selling company dedicated to enhancing the quality of mealtimes through quality kitchen products and cooking inspiration.

She has a background in design and has been at Pampered Chef since 2002. In her role, she's an advocate for creative operations across key areas of the business and looks at how all of marketing works, which includes identifying gaps in people and process.

Using personas to gain a deeper understanding of how teams function and meet organizational efficiency goals

Here's a look at how Maribeth uses internal personas to help teams within Pampered Chef understand how they should work together to drive collaborative conversations and to improve cross-functional team processes.

What prompted the need to create internal personas for your marketing team?

When you speak about process improvement to people, it's helpful to use representational roles like personas to make the process understandable and adoptable.

So many people here wear multiple hats in their roles. Just saying "the general business partner on this team" doesn't always explain who someone should go to as part of the work process. That person might not look like the general business partner because they're also acting as a marketing manager and an executor. It was confusing for our teams and impacted our team efficiency. So, that was the impetus for our personas.

What purpose do your personas serve and who do they help?

As part of an organizational initiative around efficiency and effectiveness called "how we work," we identified gaps in our team performance. We discovered each team was trying something unique to their individual team, which created challenges when working across teams, and that didn't make any sense. It came down to this — how do we align our project intake, how do we have better visibility of our resources, and how can we tailor the way we work for our different clients' needs?

The personas helped us coach the change around how we work. We ended up creating four personas, one for each of our key team roles: the business partner, the marketing manager, the marketing execution team, and marketing operations. We also put a face with each persona, which made them real for everyone.

> "Just saying 'the general business partner on this team' doesn't always help someone understand who to go to as part of the process. That person might not look like the general business partner because they're also acting as a marketing manager and an executor."

The personas have been instrumental in how we coach and train people. For example, if you're a marketing manager versus a marketing execution person, I'd speak through the lens of your persona when teaching you how to find project information in a ticket. They're also built into how we go to our partners with road shows to highlight expectations of how and when our teams work together.

Personas help clarify decision-making responsibilities throughout the project lifecycle at Pampered Chef.

Decision-making responsibilities throughout the project lifecycle

R = Responsible C = Considered I = Informed



	Develop business programs (e.g. product, experience, etc.)	Marketing strategy and plan to achieve business objectives	Marketing Plan Kickoff / Launch	Requests are assigned	Creators make the things	The things are reviewed	The things are approved	The things go live	Analyze and optimize
	PROGRAM BRIEF	MARKETING STRATEGY & PLAN	REVIEW THE PLAN	ASSIGN TO PEOPLE	MAKE	REVIEW	APPROVE	GO LIVE	MONITOR & OPTIMIZE
Business Partners	R	C	I	I	I	C	C	I	I
Marketing Managers	C	R	R	R	I	C	R	I	R
Marketing Execution	I	C	C	C	R	R	I	R	I

Can you talk about what you did to develop these personas?

I had a pretty good idea of our different roles, and invited others to have a voice in creating them, too. I definitely wanted to validate them.

I started by putting together a view of a business partner based on what was working well and what people thought the role was. Then I conducted focus groups with two or three people at a time, talking to a total of more than 70 team members and partners. I walked through each of the four personas and said, "Does this sound like you? Is there anything we should change or add?" Their input informed our final personas.

We used this visual project workflow during the focus groups to pinpoint specific interactions when gathering feedback and building recommendations for how we work.

Was there anyone else working on the persona initiative with you?

I led the initiative, but I had many conversations across levels and teams along the way. We have a marketing operations check-in every other week where our marketing managers, execution, and operations teams talk about how things are going and share best practices. We discussed personas at these meetings and, together, determined what each persona would be called and why.

"I had a pretty good idea of our different roles, and invited others to have a voice in creating them, too. I wanted to validate the roles and for people to adopt them."

How did you share your marketing personas and with whom?

The focus groups served as the first introduction to our personas. Then we did a kickoff to marketing about the "how we work" initiative. That's where the personas were officially introduced. From that day forward, we started using those four persona names.

What kind of results have you seen from using personas this way?

They've helped us speak differently about the roles on our teams and freed us to create a better process for working together. We have consistency across all of our marketing teams from the time a ticket is submitted to the time something deploys. And we're all using the same language, the same tools, and the same stages.

Our team titles also directly align with the names of our personas. For the marketing manager persona, there is an associate marketing manager, a marketing manager specialist, and a senior marketing manager.

Do you plan to update the personas over time?

I'm always open, but of all the things we've called these roles over the years — business partner, marketing manager, marketing execution, and marketing operations — these best encompass what the roles really are and I don't foresee any reason to change them. We made them broad, but still clear enough that they can work long term.

A global brand means localizing what you stand for around the world.

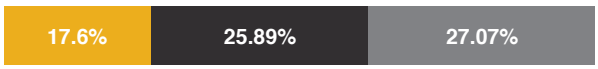
When interview participants were asked what a global brand means in today's world, a difference surfaced in the way they perceive a company that does business internationally versus a business with a global brand. One respondent from a Chicago creative agency observed, "...some businesses don't necessarily know how to interact with, or successfully extend their brand to, the rest of the world." They see being a global brand as immersing yourself in the culture, hiring people from different regions, learning the local language, and understanding nuances about different markets around the world.



U.S. organizations may be a few steps behind other countries in the personalization game.

In terms of marketing globally, survey respondents ranked localizing the brand (20%) as their number one concern, followed closely by distributing content at the right moment (19%). Across both areas of concern, U.S. respondents are 40% less concerned than those outside of the U.S. This, paired with our finding that U.S. respondents are 20% less focused on personalizing the customer experience than other countries, suggests that U.S. organizations may be a few steps behind in the personalization game.

What is your biggest concern when it comes to reaching and engaging your global customers?



Localizing your brand message by region or country



Distributing content to customers in the right moment

- North America
- Europe
- Rest of the world

A critical factor in localizing your brand is giving ownership to local teams. Says the director of brand promotions at Pegasystems, “When translating our brand messaging in other regions, we tell our colleagues to adjust their communications to get at the essence of the messages, and then tailor copy to meet their audience’s needs for the message and the brand voice. There needs to be a regional marketing lead who can review what we’ve got and say, ‘yes, this will engage our local audiences and aligns with our brand.’”

Global priorities like coordinating work efforts, collaborating across time zones, and distributing content on-demand are all areas where file sharing, project management, CRM, and marketing automation technologies can enable better communication and visibility across an entire organization. They can make data and content universally accessible so everyone knows what’s happening in each region and can react immediately with the content they need. Says Mark Rowland, director, client engagement at VSA Partners, “Global is the new local. We are all easily one click away from the other side of the world. With today’s collaborative tools, work is easily shared — from creative to contractual and everything in between.”

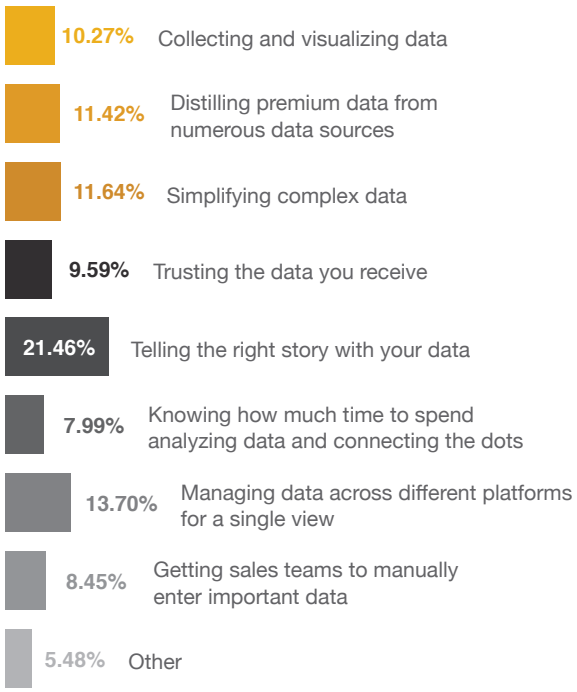
Data is only one piece of the analytics puzzle. Talking to your audience completes the picture so you can tell the right story.

We can track anything imaginable about people. From location and purchase preference to page clicks and look-a-like behavior, there is no shortage of quantitative data available. This is likely why 70% of survey respondents track website analytics, 56% track email analytics, and 44% track content analytics — either weekly (39%) or monthly (33%). But, data can't tell us everything we need to understand about our audiences. Looking at numbers alone can lead to false conclusions. As Buddy Scalera, visual content strategist, author, and speaker puts it, "We have to get past this misconception that data always tells the truth. Data lies all the time. Reports made from data need context and structure to tell a truthful story."

Softer information like sentiment, true cost avoidance, honesty, judgment, resonance, and behavior is just as important. However, you can't easily measure this information with analytics. Talking to your audience is the best way to dig below the surface, discover meaning that isn't explicitly stated, and validate what your data says. According to a national nonprofit that supports brain-health function, "We do a lot of predictive modeling and look-a-like modeling, but we still haven't pinpointed what makes someone support us for the first time. It's a personally-motivated decision, and marketing analytics aren't great for identifying that." And John Kuehl of Hankr says, "I subscribe to an email about start-up companies, and every time I get one it seems to be about a topic I was just thinking about. This isn't a result of some marketing automation system; it's the result of them knowing their audience and the concerns that people like me have when they're trying to build a business. Great experiences don't start with tools; they start with your ability to know your audience."

Our findings show that the biggest challenge people face with data is not collecting, simplifying, or trusting data, **but telling the right story with it.** To articulate meaningful messages from numbers, many organizations are hiring the right talent to help.

What is the biggest challenge your team faces when procuring, managing, and utilizing your marketing data?



Several organizations we spoke with have dedicated analytics teams that collect and conduct audience research, then share insights with their marketing and creative teams — insights about the attitudes and behaviors of centennials versus millennials or the wants and needs of first-time buyers versus repeat customers, for example. That information can be used to develop truly relevant creative and marketing campaigns and forge deeper connections with target audiences. Respondents also ranked data scientist as the highest emerging role for their teams in the next one to three years, followed closely by growth marketer.

> Great experiences don't start with tools; they start with your ability to know your audience."
>
> **John Kuehl**
> Co-founder and CEO at Hankr

AI tools have the greatest potential when people drive the strategy and machines execute it.

A recent study from Northeastern University and Gallup found that nearly 85% of consumers use one of six AI technologies in their personal lives, which include navigation apps like Google Maps and Waze, video and music streaming services like Spotify, smartphone digital assistants, rideshare apps like Uber, smarthome devices, and home personal assistants like Alexa.[5] Yet, 86% of our survey respondents are not using AI or machine learning tools at work. Does this mean marketers and creatives are lagging when it comes to AI?

There are a number of reasons why professionals aren't adopting AI tools at the same rate as consumers, most of which stem from the fear of job loss or not knowing how to use these tools to achieve marketing results. What's surprising is how many people we interviewed are still unclear about what AI is at all. When asked what AI means, over 50% of our interview participants said it either reminded them of futuristic movies and robots or that they didn't know. People had a much better grasp on machine learning. The struggle to distinguish AI means marketers are making far-reaching decisions about concepts they don't necessarily understand.

AI will likely replace some jobs, but it will also open up others. If organizations can use AI to automate positions with more manual, repetitive responsibilities, they can focus on upskilling their existing workforce for more strategic involvement. But, employees play an active part. As Peg Miller points out, "You still need a human to help guide, interpret, and execute the recommendations from AI tools. The best way people can protect their jobs and stay marketable is to guide how we make decisions from that information and act on it."

Of course, AI isn't going away. All 32 phone-interview participants agree that AI will have a big impact on the creative and marketing industry in the next three years, with the most massive applications of AI coming down the pike in the next five to 10 years. Despite not actually using these tools today, there's a general feeling of optimism among survey respondents for AI. Only 20% say they feel apprehensive about using AI or machine learning tools in their work.

MarTech Advisor author, Jeffrey Rohrs, the CMO at Yext says voice recognition is an AI tool that's here to stay. Voice-enabled devices like Alexa, Siri, and Google Home are currently transactional, where the user asks a question and gets a single answer. But as voice-technology services improve, the interactions will become more conversational, dynamic, and fact-rich than today.[6]

What's the difference between machine learning and AI? Survey participants weigh in:

- Machine learning is the basic automation of manual tasks via human programming.
- The boundaries of AI are still not clearly defined.

"Every time you take a picture with your smartphone, it sends a coded message to your phone. The phone itself is not thinking or doing this on its own; it's a program that a developer wrote and put into your phone to perform this function. So, it's not really artificial intelligence. That will be the next step, when you don't have to do the coding. Machines will not only plan and perform functions on their own by thinking, but think logically and maybe express emotions, too." — Eliza Bartoszewicz, IT Specialist at Fiskars

86% of professionals that we surveyed aren't using AI tools in their work. Yet, nearly 85% of consumers ARE using one of six AI tools in the personal lives.[7]

How top performers use AI

Ticketmaster uses an automated process called Verified Fan to weed out ticket resellers from actual fans.

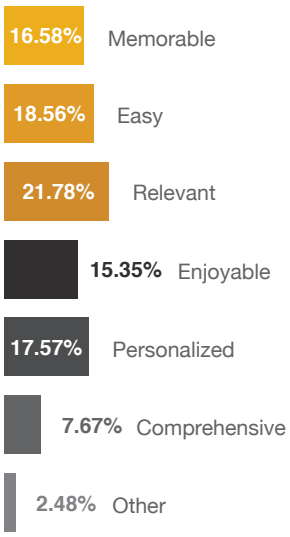
Using Watson Conversation Service, **Autodesk** built a virtual agent called (AVA) to interact with customers at scale and respond to support questions in real-time.

Sheridan College is on track to be AODA compliant by 2020, so any communications they create must be available in a format that can be read by a machine learning device for the visually or hearing impaired.

Customer experience is core to a successful content strategy.

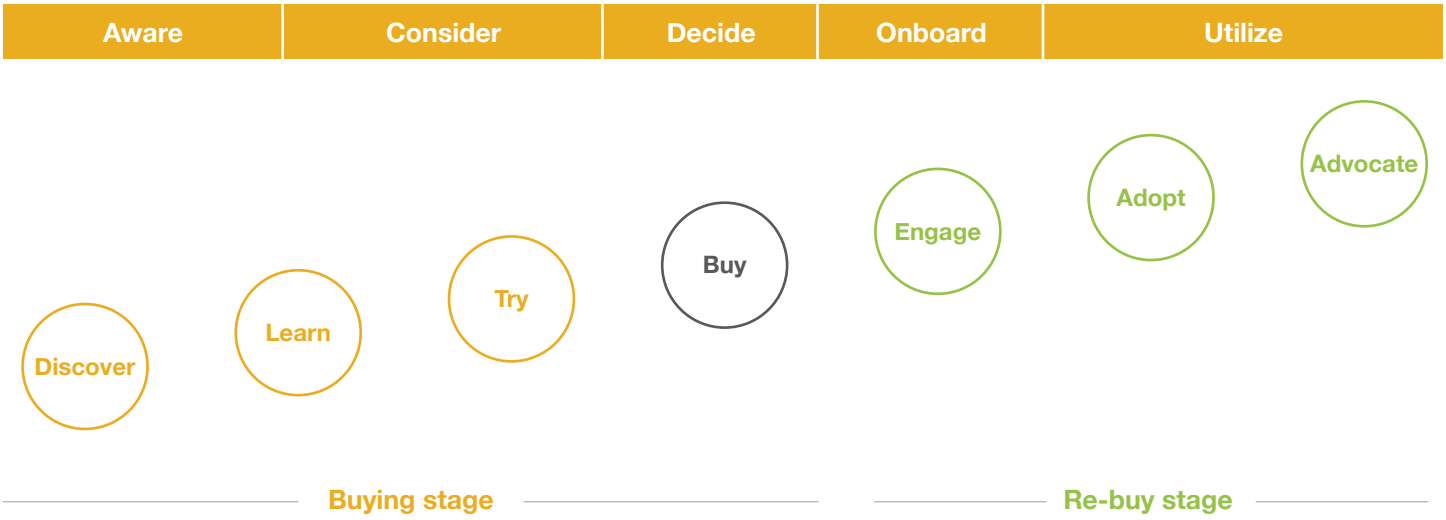
Creating quality content that represents your brand is challenging on its own, but bringing your customer into the content mix makes it even harder. Customer experience is how your customers perceive your brand throughout their relationship with you and is a driving factor in customer satisfaction, retention, and advocacy. According to the majority of our survey respondents, "a good customer experience" must be relevant. So, how do you ensure that your brand consistently engages with customers in a way that's relevant?

What one word from the list below best describes "a good customer experience" to you?



Having a content strategy helps. It's your game plan for what content to create, for whom, how often, and why. To do that, your strategy should be built around business goals. As Peter Debreceny, a Chicago-based strategic communications consultant puts it, "The digital environment is a means to an end, not the end in itself. In order to measure if your communications are making a difference, you've got to start with what you're trying to achieve. That starts with looking at your marketing goals from a business point of view and then finding the right tools to track them." Research from the Content Marketing Institute shows that 72% of marketers who increased their level of success with content marketing say that having a strategy was a major contributor.[8] Yet, only 55% of the respondents we surveyed say their organization has a content strategy. And, even when they have a content strategy not everyone knows who owns it.

Stages of the customer journey



Achieving relevance with your communications also requires understanding your customers' journey. The customer journey isn't a random trip; it's a map that tells marketers what content to share at key moments along your customer's path.

Take your website, for example. To understand what content to serve visitors on which pages (a video, whitepaper, blog post, graphic), you need to understand their context when they visit your site. Cathy McPhillips, vice president of marketing at the Content Marketing Institute, emphasizes the importance of mapping this path. "Our whole team is involved in our customer journey, not just our marketing group. In fact, I'd love to have someone on our team managing this journey and the path our customers are taking with us."

Prioritizing customer experience takes dedication. It means putting your customer at the heart of your content strategy and building deep, emotional connections with them at every touchpoint. Creative campaigns, ads, videos, websites, and social messages must appeal to people authentically or you risk losing your audience's trust. Says Eric Wachs, strategic and product marketing executive/director of sales at Live Nation, "Music has this emotion that brings people together. And people buy on emotion. As soon as something looks or feels like an ad, it loses its authenticity and that emotional connection."

Our research validates that a successful content strategy revolves around getting the right content to the right people at the right time. And that's driven by understanding your customer, their journey, and the overall experience you deliver. Without that knowledge, you might want to scrap your content plan and start over.

Three types of creative content that were most successful in helping top performers achieve marketing goals in 2017: websites (48%), digital ads (36%), and video (34%).

Questions to ask when developing a customer-first content strategy:



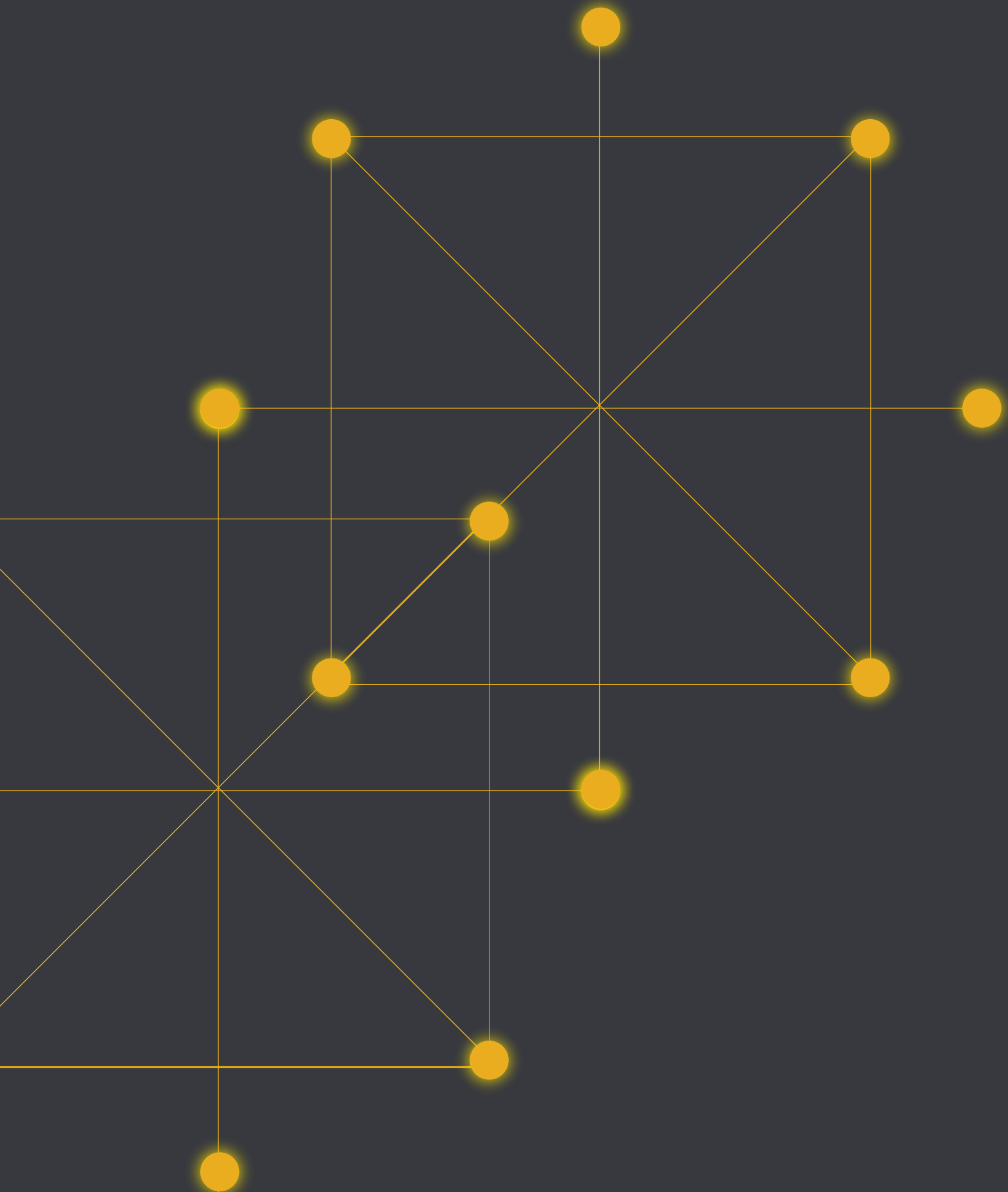
What business problems are your customers trying to solve at each point in their customer journey?

What content will you create at those key points, how will you share it, and how often?

How will you define and measure the success of your content?

How will you apply your learnings to meet your overarching business goals?

Share your strategy with your key stakeholders and let them know who owns it, where they can find it, and the best way to make use of it in their work.

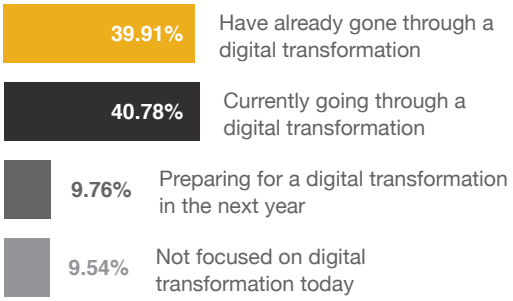


People can’t ignore connectivity, nor should they want to. From creative and operational people to content and product marketers, connectivity impacts every single member of the marketing team. But, we need to be strategic about how we connect our teams and tools to maximize resources and achieve our greater business goals.

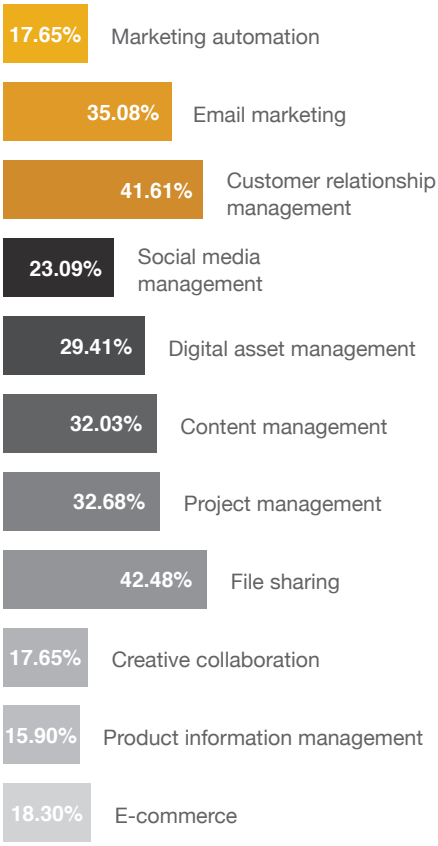
These are challenging and changing times for the marketing industry. The next few years will be shaped by those who don’t bite off more connectivity than they can chew, yet push their teams to explore new heights of innovation while keeping it human.

Want to learn more about the research findings and themes in this report? Contact the report authors at research@widen.com.

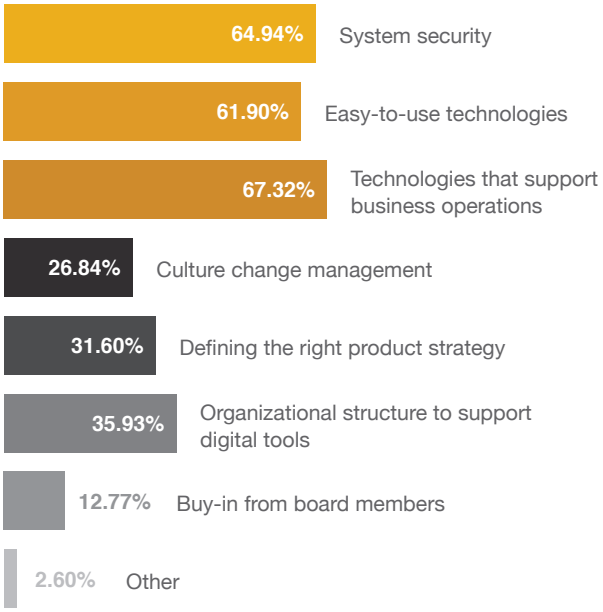
Which stage accurately describes your organization's timing for digital transformation (the integration of digital technology into all areas of your business)?



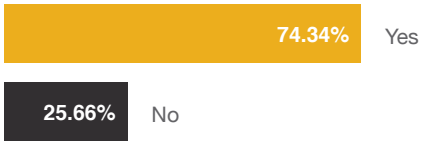
From the list below, choose up to 3 digital work tools that your team is unable to do without:



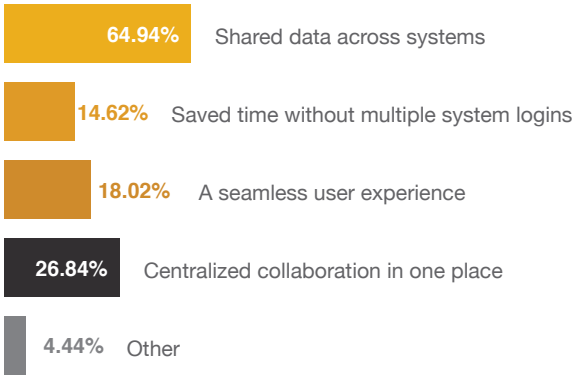
When approaching a digital transformation, what requirements are most important to your organization? (Choose top 3)



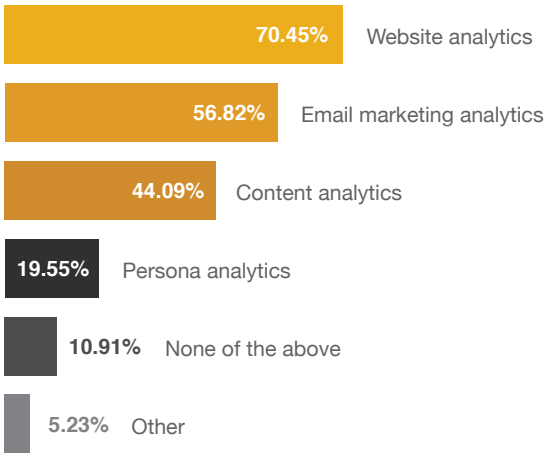
Have you integrated at least 2 of the digital tools from that list so they can work together?



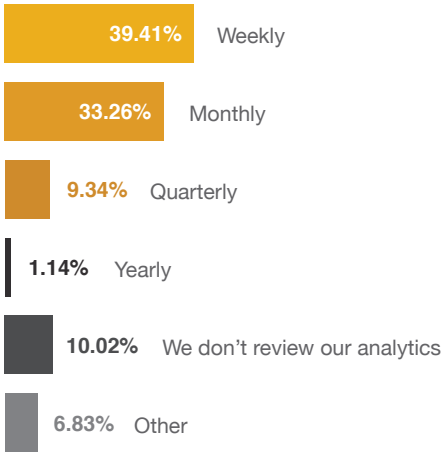
If yes, what is the greatest benefit your team realizes from integrating your digital tools?



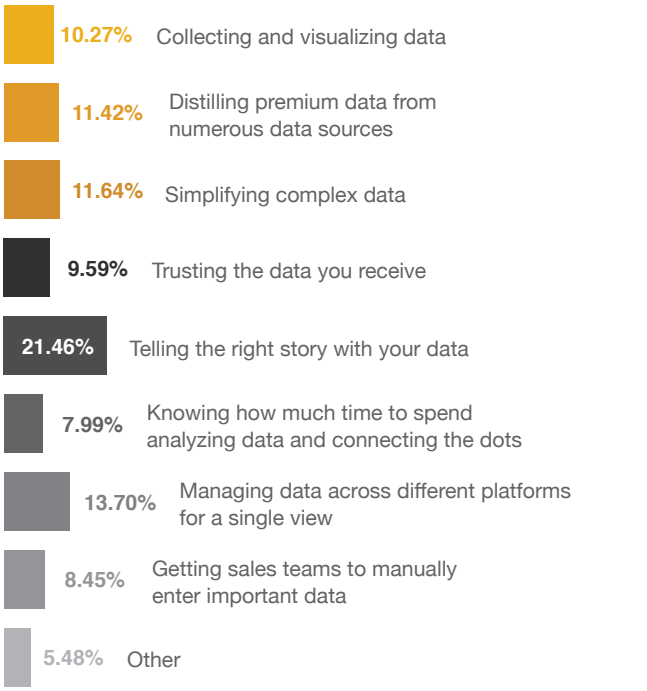
What analytics do your teams currently track?



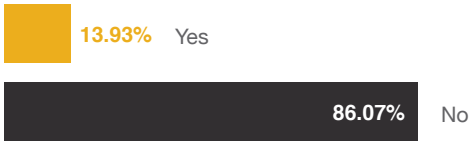
How often do you review your analytics?



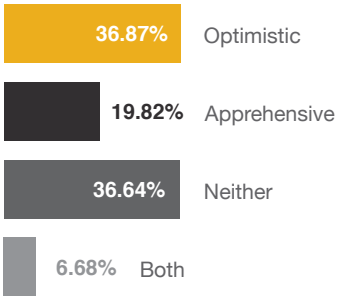
What is the biggest challenge your team faces when procuring, managing, and utilizing your marketing data?



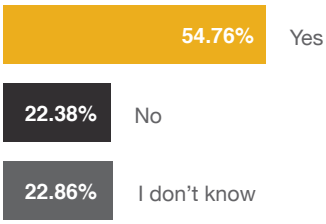
Is your organization currently using Artificial Intelligence (AI) or Machine Learning (ML) tools?



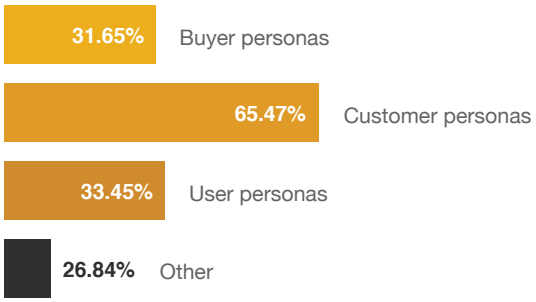
Do you feel optimistic or apprehensive about using AI and ML tools for your job?



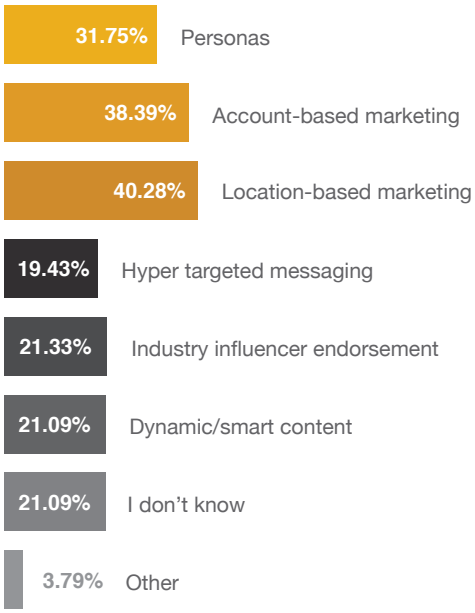
Does your marketing team have a content marketing strategy?



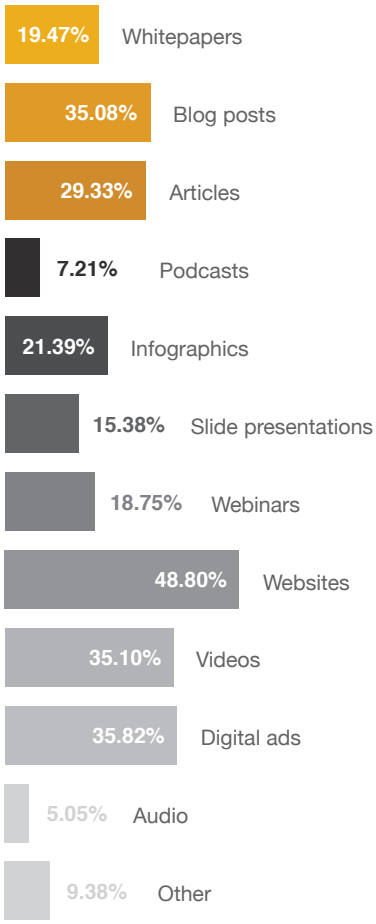
If yes, what kind of personas do you use?



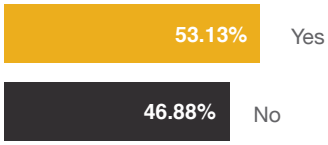
What personalization techniques are you using in your marketing communications today?



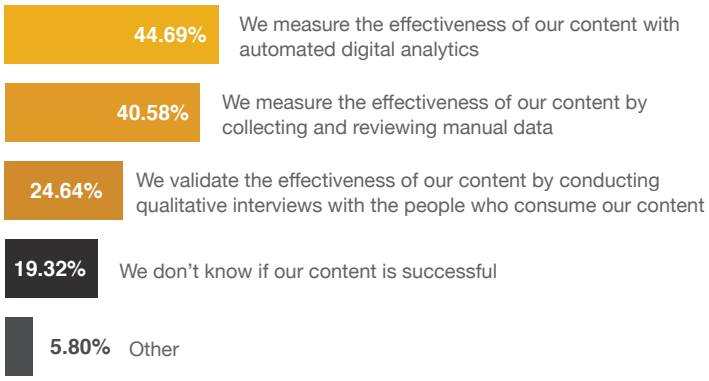
What 3 types of marketing or creative content have been most successful in helping meet your marketing goals for 2017? (Choose top 3)



Do your teams use personas to represent your end user's goals, needs, and interests?



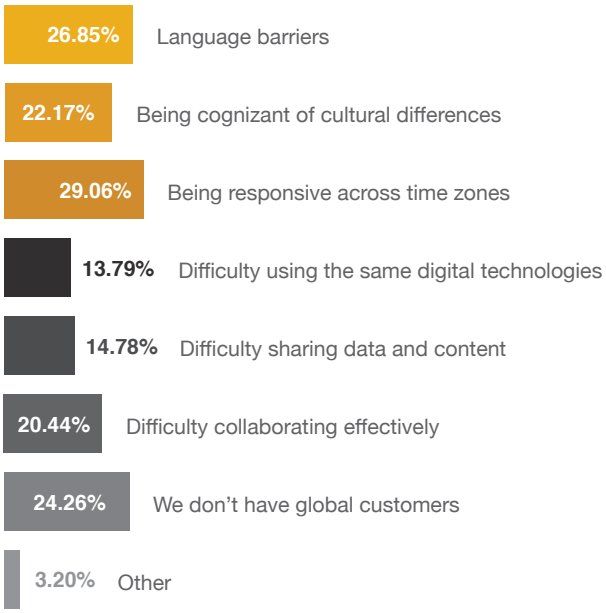
How do you know that content was successful?



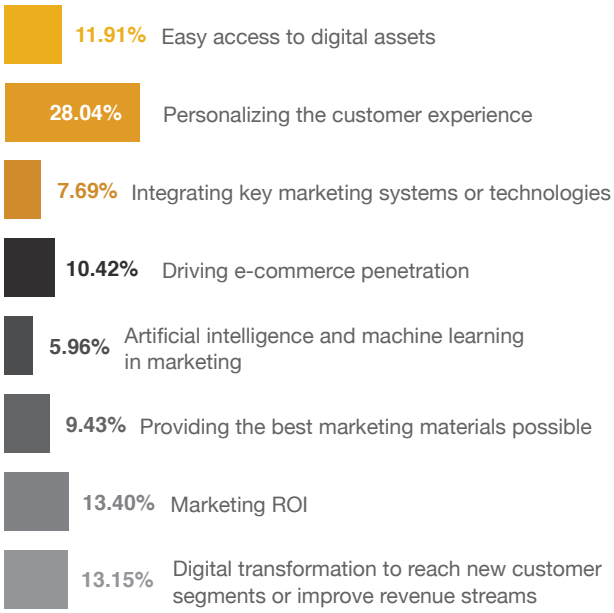
What is your biggest concern when it comes to reaching and engaging your global customers?



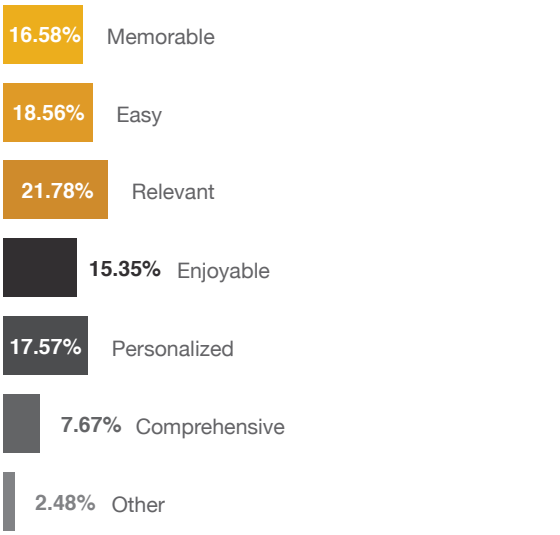
What challenges do you encounter most when working with teams in different countries and regions?



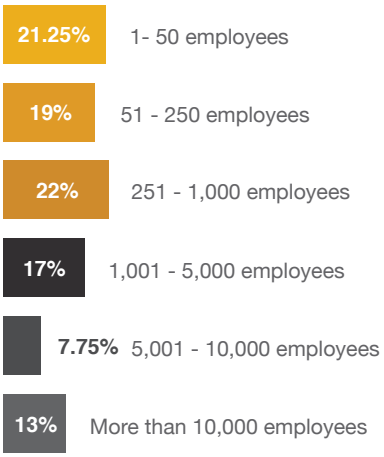
Which of these marketing, technology, and/or business trends is your organization most focused on for 2018?



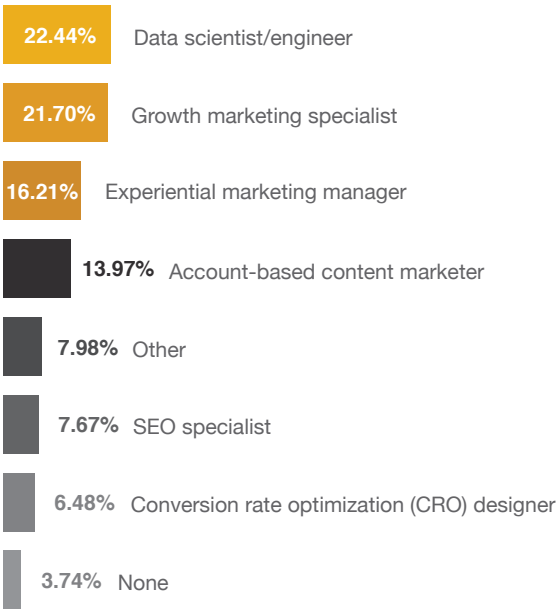
What one word from the list below best describes "a good customer experience" to you?



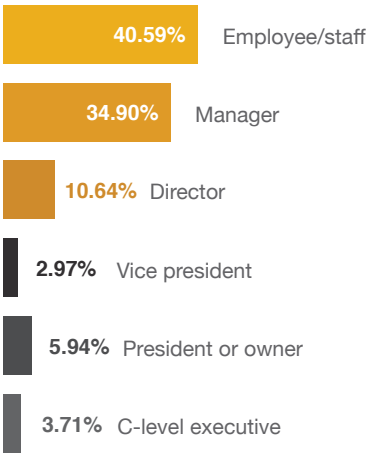
What is your company size?



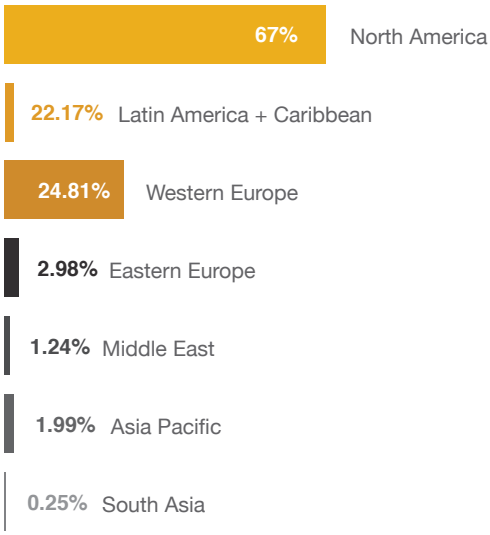
Which emerging role are you most interested in adding to your team over the next 1-3 years?

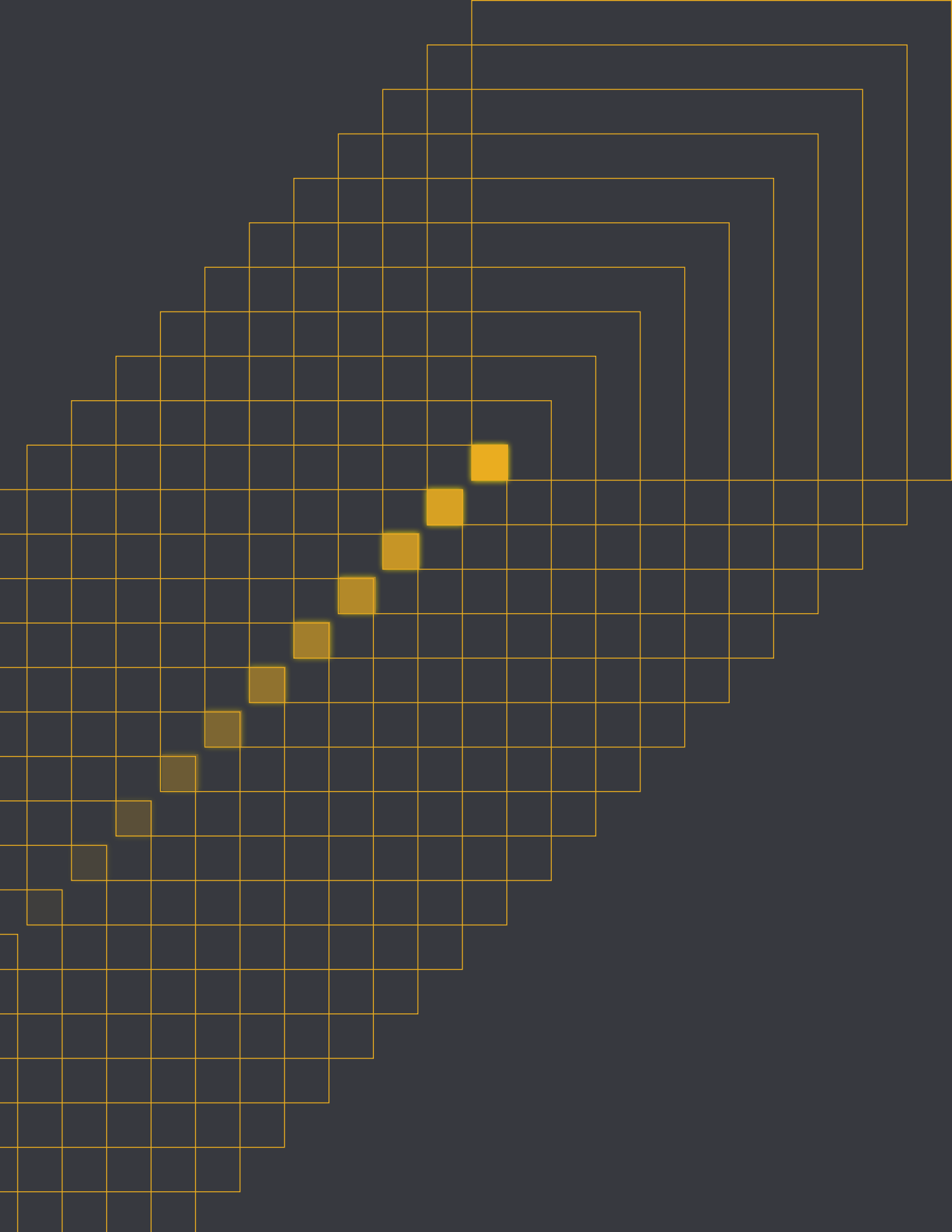


Which of the following most closely matches your job or role?



In which region of the world do you live?





References

1. GroupM. (August 2, 2016). GroupM predicts 2017 global marketing expenditures will surpass $1 trillion. https://www.groupm.com/news/groupm-predicts-2017-global-marketing-expenditures-will-surpass-1-trillion

2. Bughin, J., LaBerge, L., Mellbye, A. (February 2017). The case for digital reinvention. McKinsey & Company. https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/the-case-for-digital-reinvention

3. Ariker, M., Heller, J., Diaz, A., Perrey, J. (November 23, 2017). How marketers can personalize at scale. Harvard Business Review. https://hbr.org/2015/11/how-marketers-can-personalize-at-scale

4. Kusinitz, S. (March 8, 2014). The definition of a buyer persona [in under 100 words]. HubSpot. https://blog.hubspot.com/marketing/buyer-persona-definition-under-100-sr

5. Reinhart, R.J. (March 6, 2018). Most Americans already using artificial intelligence products. Gallup. http://news.gallup.com/poll/228497/americans-already-using-artificial-intelligence-products.aspx

6. MarTech Advisor. (March 29, 2018). Breaking down digital knowledge management with jeffrey rohrs, CMO at Yext. https://www.martechadvisor.com/interviews/asset-management/breaking-down-digital-knowledge-management-with-jeffrey-rohrs-cmo-at-yext/

7. Reinhart, R.J. (March 6, 2018). Most Americans already using artificial intelligence products. Gallup. http://news.gallup.com/poll/228497/americans-already-using-artificial-intelligence-products.aspx

8. MarketingProfs and Content Marketing Institute. (September, 2017). B2B content marketing 2018: benchmarks, budgets, and trends—north america. http://contentmarketinginstitute.com/wp-content/uploads/2017/09/2018_B2B_Research_FINAL.pdf

Widen Enterprises
6911 Mangrove Lane
Madison, WI 53713
P: 608-222-1296
E: marketing@widen.com
www.widen.com

About Widen

Widen builds high-performing software that empowers organizations to create compelling, meaningful, and measurable digital experiences. Focused on service and fueled by a global community of users, Widen has the highest customer loyalty in the digital asset management (DAM) industry. Its platform spans across brand management, content lifecycle management, and creative management, serving 400,000+ people at over 600 influential brands around the world. Customers include LG, Energizer, Trek, Zeiss, Cornell University, the Atlanta Falcons, Red Gold Tomatoes, Carnival Cruise Line, Yankee Candle, FINCA, and many more.

With more than 70 years of service experience, Widen is the company that does what it says, striving to be the best part of its customers' day, every day. To learn more about Widen, visit www.widen.com.

WIDEN®