

The Future State of Programmatic - Empowering CMOs to Use Technology to Transform their Marketing Strategy

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68% of CMOs feel that adding a technology partner to their agency relationship would help maximize marketing ROI

NEW YORK, May 31, 2016 /PRNewswire/ -- The CMO Club, a community of the world's most engaged and inspired senior marketing executives, in partnership with MediaMath, a global technology company empowering marketers, today announced the release of a new study that reveals how CMOs are increasing measurable ROI beyond media programs. The research brief uncovers an emerging dynamic in CMO technology approaches, transforming from "programmatic advertising" to "programmatic marketing."



The paper, "Evolving Your Agency Partnership Model to Drive Programmatic Success," details insights from a survey of more than 70 CMO Club members that includes CMOs and marketing executives, all with more than \$1 million budgets. Research also featured one-on-one interviews with global brands such as Chili's Grill & Bar, Western Union, Denver Mattress Company and Hilton Hotels.

In this report, CMOs share how they are using technology to extract and leverage real-time insights and enable contextually relevant messaging to customers across multiple channels to drive greater marketing ROI. As Dustin Bomar, VP, Digital Acquisition at Hilton Worldwide, said, "You have to be comfortable getting into the decisioning and optimization on ROI, and you have to be comfortable in the data. That's been our biggest shift."

Programmatic is creating a new and interdependent ecosystem among brands, agencies and technology partners. Seventy percent of CMOs surveyed ranked the partnership between marketing technology providers and agencies as "very important" to their success. As Jocelyn Hayashi, SVP, Global Agency Practice for MediaMath, commented, "In this rapidly evolving marketing ecosystem, brands must increasingly incorporate programmatic best practices across their entire marketing strategy and gain a deeper understanding of how to best engage and leverage agencies to fulfill their goals."

CMOs have a critical need for partners who can deepen their knowledge to use data, insights and technology to drive business outcomes. As Pete Krainik, CEO and founder of The CMO Club stated, "This research provides rich insight into what's happening in the vastly changing landscape of programmatic marketing. As CMOs shift to embrace an integrated, strategic programmatic approach that spans channels and operates with real-time, data-driven insights, it is a game-changer for building brand awareness as well as increasing marketing ROI."

To download this report, visit: [click here](#).

About The CMO Club

The CMO Club is the world's most engaged and inspired community of Senior Marketing Executives who help each other solve their biggest challenges, within a candid, trusted, and sharing environment. Collaboration fueled by inspiring events and within the members-only Digital Solutions Clubhouse raises the standard for what is required to be a successful Chief Marketing Officer. With more than 850 members, The CMO Club is the go-to center for today's Senior Marketer for peer-based personal and career success support. For more details, please visit www.thecmoclub.com.

About MediaMath

MediaMath is a global technology company that's leading the movement to revolutionize traditional marketing and drive transformative results for marketers through its TerminalOne Marketing Operation System™. A pioneer in the industry for introducing the first Demand-Side Platform with the company's founding in 2007, MediaMath is the only company of its kind to empower marketers with an extensible, open platform to unleash the power of goal-based marketing at scale, transparently across the enterprise. TerminalOne activates data, automates execution and optimizes interactions across all addressable media, delivering superior performance, transparency and control to all marketers and better, more individualized experiences for consumers. It has a seasoned management team leading 16 global locations across five continents. Key clients include every major agency holding company, operating agency and top brands across verticals.

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