

Marketers continue to struggle with integrated campaigns

Issued by [Kantar](#)

11 Oct 2018

Fewer than one in five marketers are very confident in their ability to integrate data for insights, impacting the ability to measure and prove ROI



Marketers globally continue to struggle to assess their marketing performance due to disconnects in strategies for reaching consumers. A failure to understand cross-channel behaviour and uncertainty around optimising their media investment are the primary reasons.

The findings are according to the Insight Division at Kantar's latest annual state of marketing study, *Getting Media Right*.

The result in these disconnects is that many marketers are missing opportunities for growth, with 40% still using ROI measurement approaches that are primarily focused on short term-sales. This, despite an overwhelming majority of respondents, 85%, saying that the most important approach to ROI is a blend of both short and long-term measures.

Now in its fifth year, *Getting Media Right* examines the current state of marketing in a connected world and is based on input from 468 senior marketers spanning advertiser brands, media companies and agencies globally. It reveals an industry that continues to diversify its media usage and increasingly requires better understanding of how ideas, content and media need to be activated in tandem to create holistic marketing that drives brand growth.

Key findings include:

- **While confidence has grown from last year, less than half of advertisers are sure of their ability to create insights from data.** Even within agencies and media, fewer than 20% are very confident, indicating the industry is struggling to manage all the data that is available.
- **Creating insights is dependent upon pulling together the right information and tools to monitor and optimise campaigns, yet marketers are struggling to connect the dots on performance across channels.** 78% strongly or somewhat agree that it is difficult to assess how well brands perform across channels.
- **47% of marketers say they have moved the optimisation process up earlier in their campaigns than they were doing last year, with most now starting in the ideas and strategy phase.** Female marketers are leading the charge on earlier optimisation, with 50% indicating it has moved earlier in the campaign lifecycle (vs 44% of male marketers).

- **Advertiser confidence in their media mix has grown slightly from last year**, but 45% are still not confident that their organisation has the optimal media mix, of which only 13% say they have very integrated media strategies.
- **Eighty-two percent of marketers believe they have integrated marketing strategies, but their efforts are not translating fully to consumers.** Conversely, our recent *AdReaction: The Art of Integration* (Jan 2018) study found only 58% of consumers see campaigns as being integrated.*

“Marketers should aim for the best of all worlds: they need to create a framework to monitor impact on business *and* brand metrics while harmonising measurement tools and insights to improve performance across all channels. The report is a clear indication that marketers are continuing to struggle with measuring and proving ROI, primarily due to their approach,” said Jane Ostler, Global Head of Media, Insights Division at Kantar.

For more information on *Getting Media Right*, including downloading a copy of the study, please visit <http://www.millwardbrown.com/gettingmediaright/2018/>.

*For this analysis, the marketer attitudes from *Getting Media Right* have been contrasted with consumer opinions in the recent consumer survey *AdReaction: Art of Integration*: <http://www.millwardbrown.com/adreaction/integration/>.

Sign up for webinar: What does *Getting Media Right* mean in 2018?

Join us as we explore this year's report, a culmination of the perspectives of leaders from advertisers, media & creative agencies, and media companies. What additional challenges do marketers face? Where do they find gaps in research and data? Where do they see opportunity?

REGISTER HERE

About Kantar

Kantar is the world's leading data, insight and consultancy company. We know more about how people live, feel, shop, vote, watch and post worldwide than any other company. Working across the entire sales and marketing lifecycle, we help brands uncover growth in an extraordinary world. Kantar is part of WPP and its services are employed by over half of the Fortune 500 companies in 100 countries. Kantar helps advertisers navigate the media decisions that drive brand growth via a comprehensive suite of media solutions measuring audience exposure and short and long-term media effectiveness across traditional and digital channels.

° **South Africa shines in the global 2024 Kantar Creative Effectiveness Awards** 25 Apr 2024

° **Creative trends 2024: Crafting effective digital ads** 1 Feb 2024

° **Navigating media trends in 2024: adapting strategies for consumer engagement** 25 Jan 2024

° **10 marketing trends for 2024** 5 Dec 2023

° **Kantar's Media and Trends Predictions for 2024: the advertising-based video on demand revolution** 20 Nov

2023

Kantar

KANTAR

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology we help our clients **understand people and inspire growth.**

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>