

## TAKING A TEMPERATURE CHECK: HOW DO SENIOR MARKETING LEADERS THINK ABOUT CONTENT, TODAY AND IN THE FUTURE

1,000+

RESPONDENTS

17

COUNTRIES

14

INDUSTRIES

## HIGHLIGHTS FROM THE ACCENTURE INTERACTIVE 2015 STATE OF CONTENT SURVEY

Content is arguably a marketer's most vital natural resource: it sustains the marketing activities that connect businesses with customers and drive business outcomes. Content is to business what water is to life: an essential element for health and growth.

How are global companies planning for and managing the abundance of today's digital content? Our research revealed that marketers recognize the opportunity to prepare for the future – from rethinking content strategy to streamlining day-to-day operations – but are still challenged with how to do it effectively.



### Essential

CONTENT AS A VITAL RESOURCE



100% say that digital content is valuable for the business



73% spend more than \$50M on content each year

### "WHO IS RESPONSIBLE FOR CONTENT STRATEGY IN YOUR ORGANIZATION?"



CEO

35%



CDO

26%



CMO

20%



COO

17%



### Abundant

AS CONTENT GROWS, SO DOES THE NEED FOR COMBINATION OF COMPLEX SOLUTIONS



92% say that the volume is higher today than it was two years ago and 83% expect that volume will increase



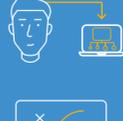
80% predict two years from now they will spend more time on operational details than they do today



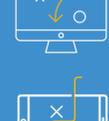
50% say they have more content than they can effectively manage



<50% say that they are very prepared to manage the volume of digital content that they have today



30% believe that the principle cause of their organization not feeling very prepared to deal with enormous volumes of content is due to lack of appropriately skilled talent



24% believe it is due to technology deficiencies



12% believe it is due to lack of clarity in overall content management and production process



### Powerful

CONTENT PROLIFERATION DRIVES A NEED FOR COLLABORATION



Only 1 in 9 respondents think that they leverage content well



52% admit that their peers can beat them at digital content execution



Respondents cite coordination across departments as a critical path to success in content management



78% of marketers feel the need for better alignment with IT

### TOP THREE REASONS WHY MARKETERS NEED CONTENT MARKETING AND IT ALIGNMENT

1 2 3

Marketing is more about digital now which requires more technology

Technology is more available and can be applied to marketing in new ways

Technology now underpins and shapes the entire customer experience



### Pure

GETTING TO THE RIGHT CONTENT



19% feel objectives are clearly laid out when creating new digital assets

### OPERATIONAL METRICS ARE THE TOP PRIORITY IN MEASURING THE EFFECTIVENESS OF CONTENT MANAGEMENT AND PRODUCTION

36%

QUALITY SCORES

35%

OPERATING COSTS



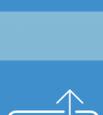
42% report they do not have a content strategy that meets current and future needs

34%

COST OF SELLING



Customer Lifetime Value only scores 16%



### An ecosystem built to adapt

MARKETERS PLACE EQUAL WEIGHT ON A WIDE RANGE OF SUCCESS FACTORS FROM TALENT TO ORGANIZATION TO TECHNOLOGY AND PROCESS

### "WHAT WOULD PUT YOUR ORGANIZATION ON A PATH TO SUCCESS FOR CONTENT MANAGEMENT AND PRODUCTION?"

- 10% Better integration of technology, tools and processes
- 10% Better technology and platforms
- 8% More coordination across departments
- 8% Clear strategy for content management
- 8% More skilled talent
- 7% Better at digital production and asset re-use
- 8% Clear overall marketing strategy as a whole
- 7% Better software and tools
- 7% Better at content publishing and delivery
- 8% More in-house talent
- 6% Better at digital asset archiving, tagging and retrieval
- 6% Better balance of onshore/offshore solutions
- 6% More agency partners

LEARN MORE AT:

[www.accenture.com/stateofcontent15](http://www.accenture.com/stateofcontent15)

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