

CHIEF CONCERNS

THE NEW ROLE OF CHIEF MARKETING TECHNOLOGY OFFICER



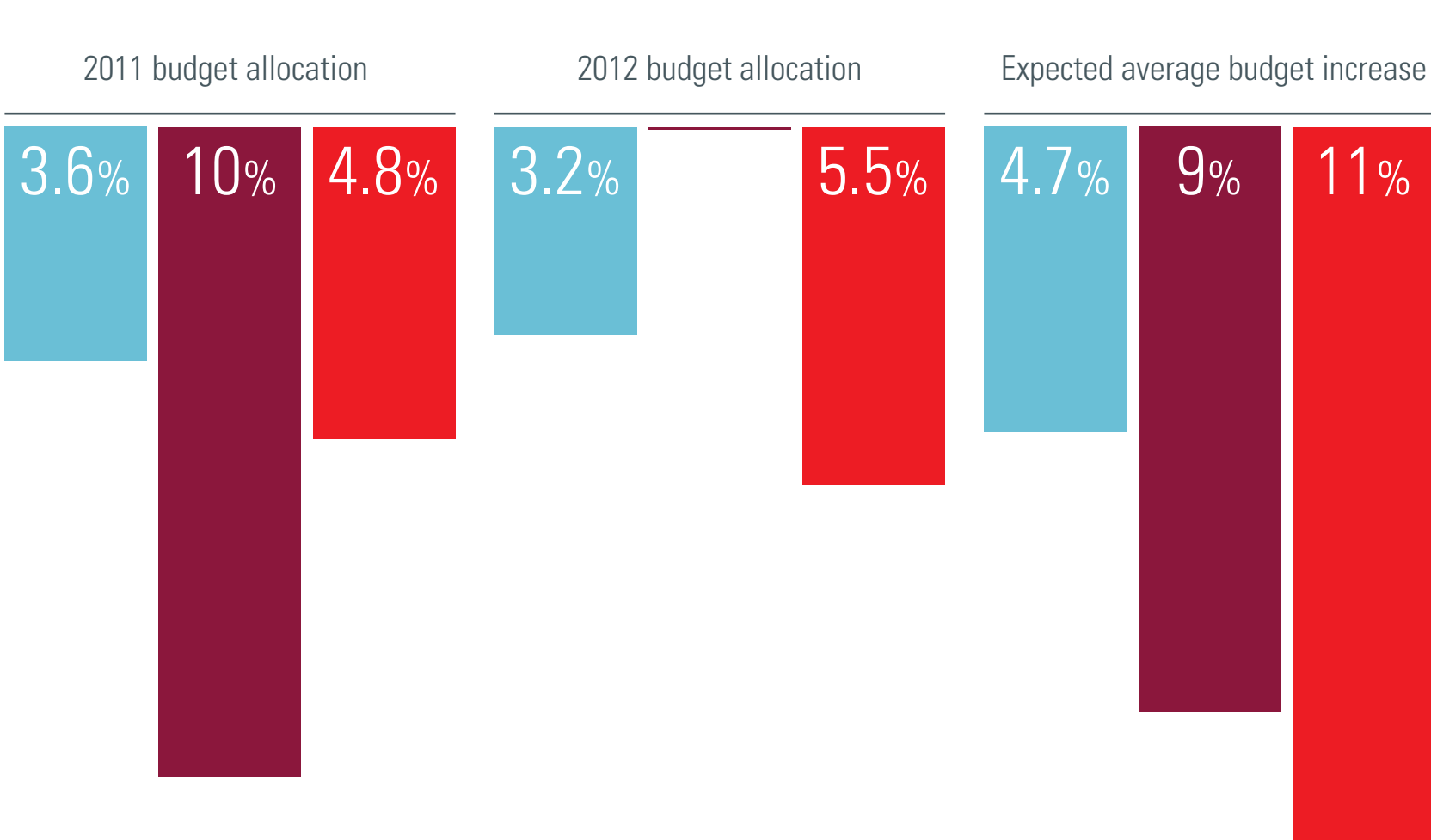
Some trends are so powerful that they transform not just an industry, but the actual job descriptions of those within it. Big data is one of these trends. With the continuing expansion of market and customer data, the role of the Chief Marketing Officer is becoming more quantitative than ever. Subjective opinions about what consumers want or which ads will work are being replaced by hard number-crunching and technical analysis.

All of this has given rise to a new, hybrid position: the Chief Marketing Technology Officer. We explore the origins and responsibilities of this role below.

THE GROWING ROLE OF TECHNOLOGY IN MARKETING

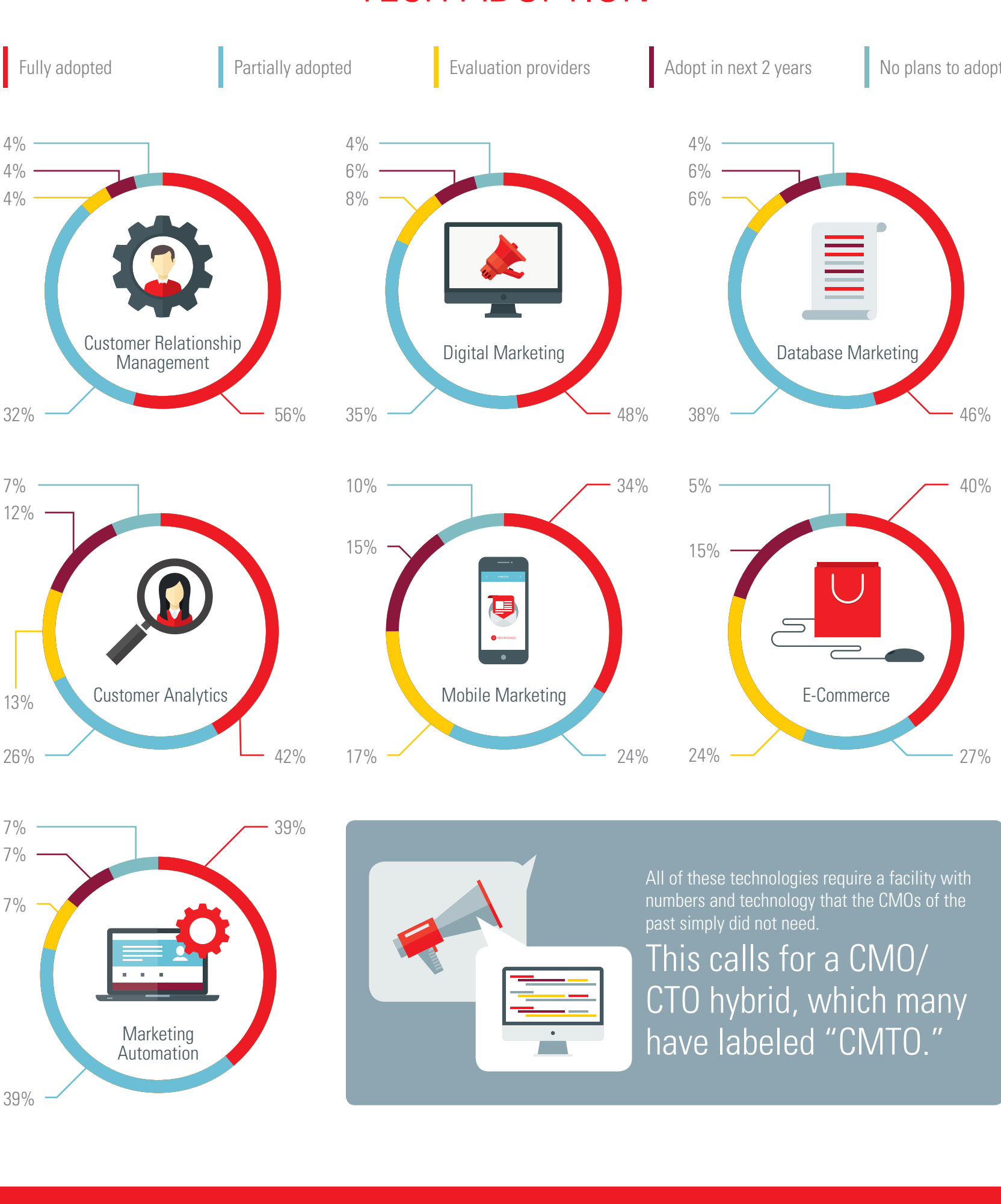
In February, Gartner predicted that by 2017 CMOs will spend more on IT than CTOs will. Accordingly, marketing budgets are larger than IT budgets—and growing more rapidly.

IT SPENDING



Much of these budget increases have already been spent on technologies to assist marketers with analysis, automation, and analytics. Here's how marketing professionals responded to a survey about marketing technology adoption in their organizations:

TECH ADOPTION

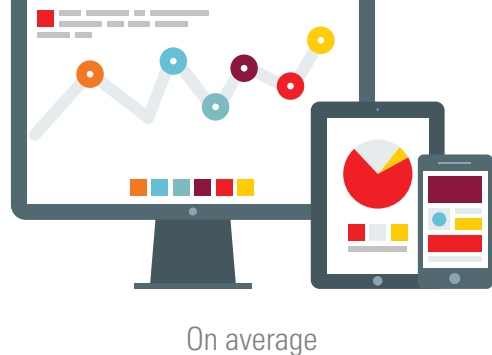
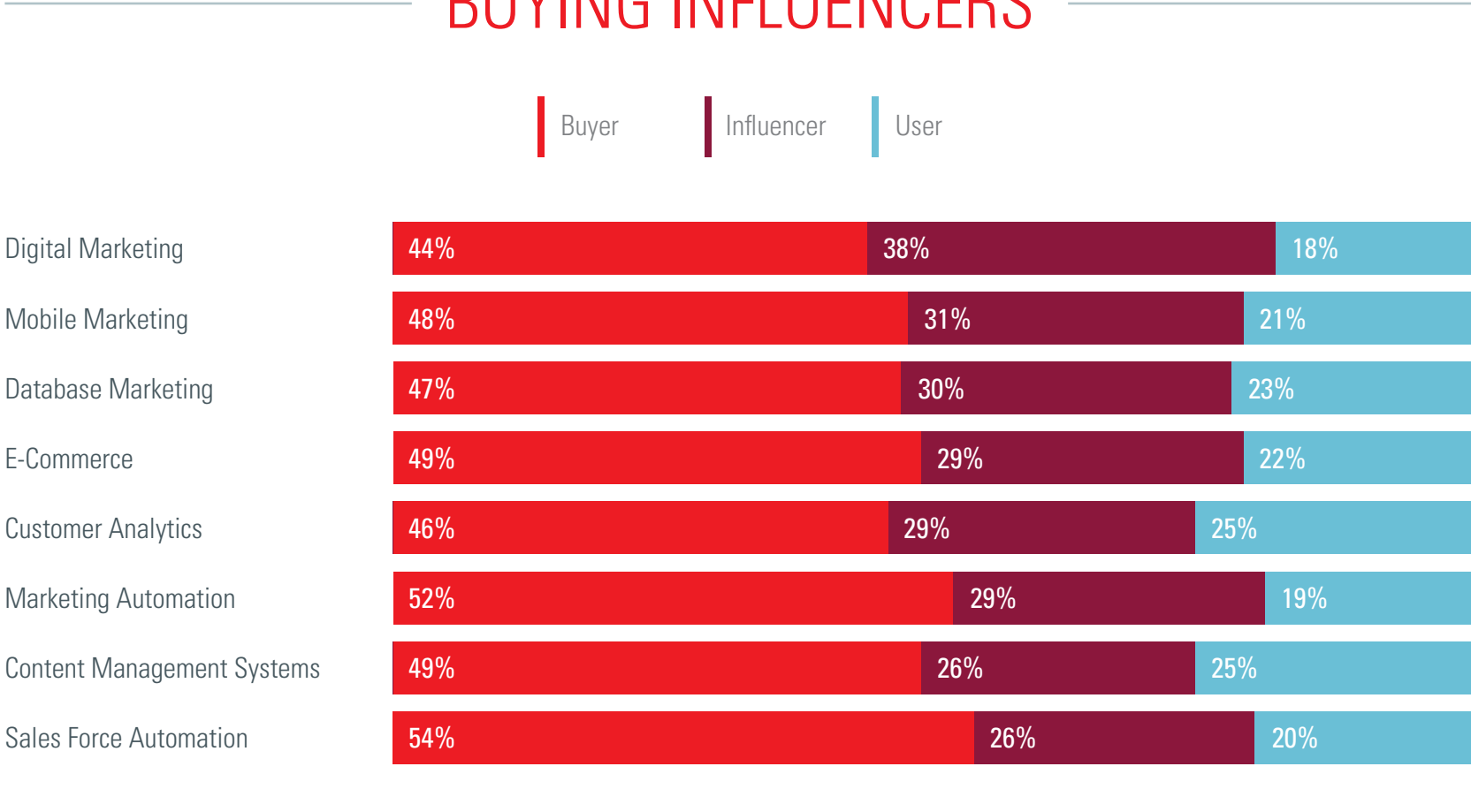


All of these technologies require a facility with numbers and technology that the CMOs of the past simply did not need. This calls for a CMO/CTO hybrid, which many have labeled "CMTO."

CMTOs INFLUENCE TECHNOLOGY PURCHASES

In addition to being expected to master all of this technology, CMTOs increasingly influence technology-buying decisions. When asked if they were primarily a user, influencer, or buyer for each of the following technologies and technology-enabled marketing services, respondents said:

BUYING INFLUENCERS



30%

of marketing-related technology and services are bought by marketing directly.

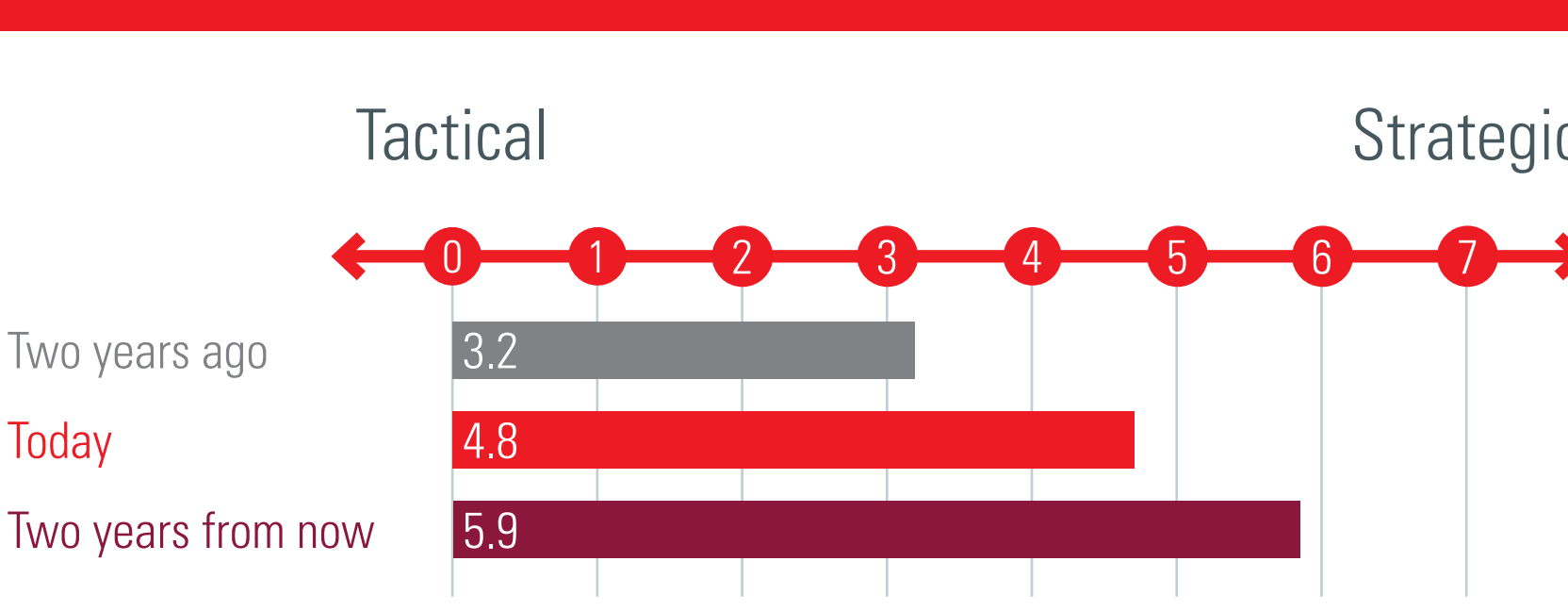


50%

of purchases.

CMTOs ARE MORE STRATEGIC THAN TACTICAL

Today's marketing executives are not just expected to be more technically proficient. They are also looked to for strategic guidance, as opposed to sheer tactical execution. When asked to rate the "perceived main role marketing serves or will serve" in their companies on a scale of 1-7, respondents said:



MARKETING RESPONSIBILITY



Additionally, Experian named 10 PRACTICAL SCENARIOS where a CMTO would be valuable or necessary:

1. Managing the technology stack.
2. Understanding cross-channel interaction.
3. Delivering coordinated, multi-channel messaging.
4. Delivering more relevant display advertising.
5. Measuring marketing performance.
6. Turning social media data into actionable insight.
7. Addressing the CEO's strategic concerns.
8. Breaking free from IT-marketing deadlock.
9. Enabling agile marketing.
10. Dealing with new marketing technology.

WHAT THE TRANSITION MEANS

The merging of the CMO and the CTO will create new efficiencies in organizations, while giving the new role more ownership and influence than either of the old ones had individually.

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