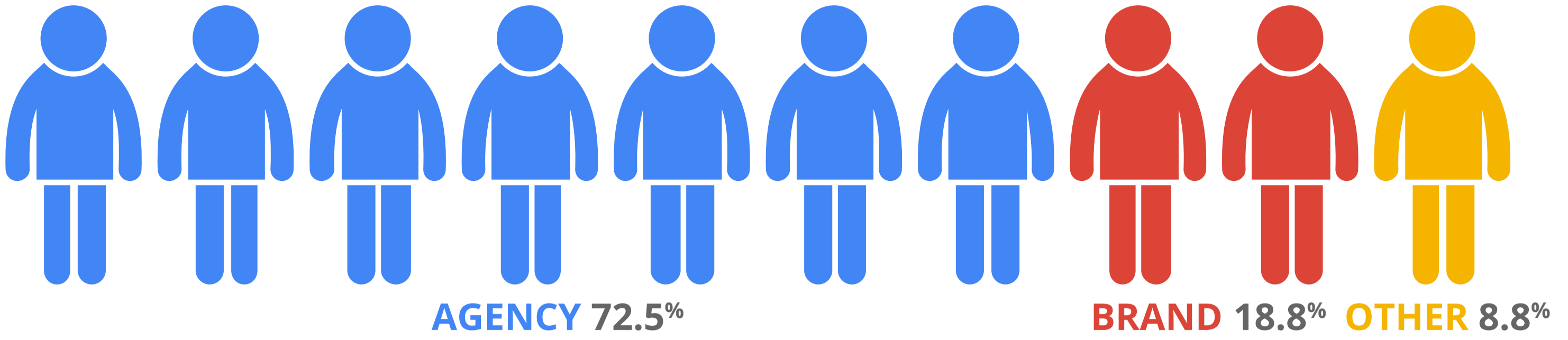


Advisors Report, April 2014

What kind of company do you work for?



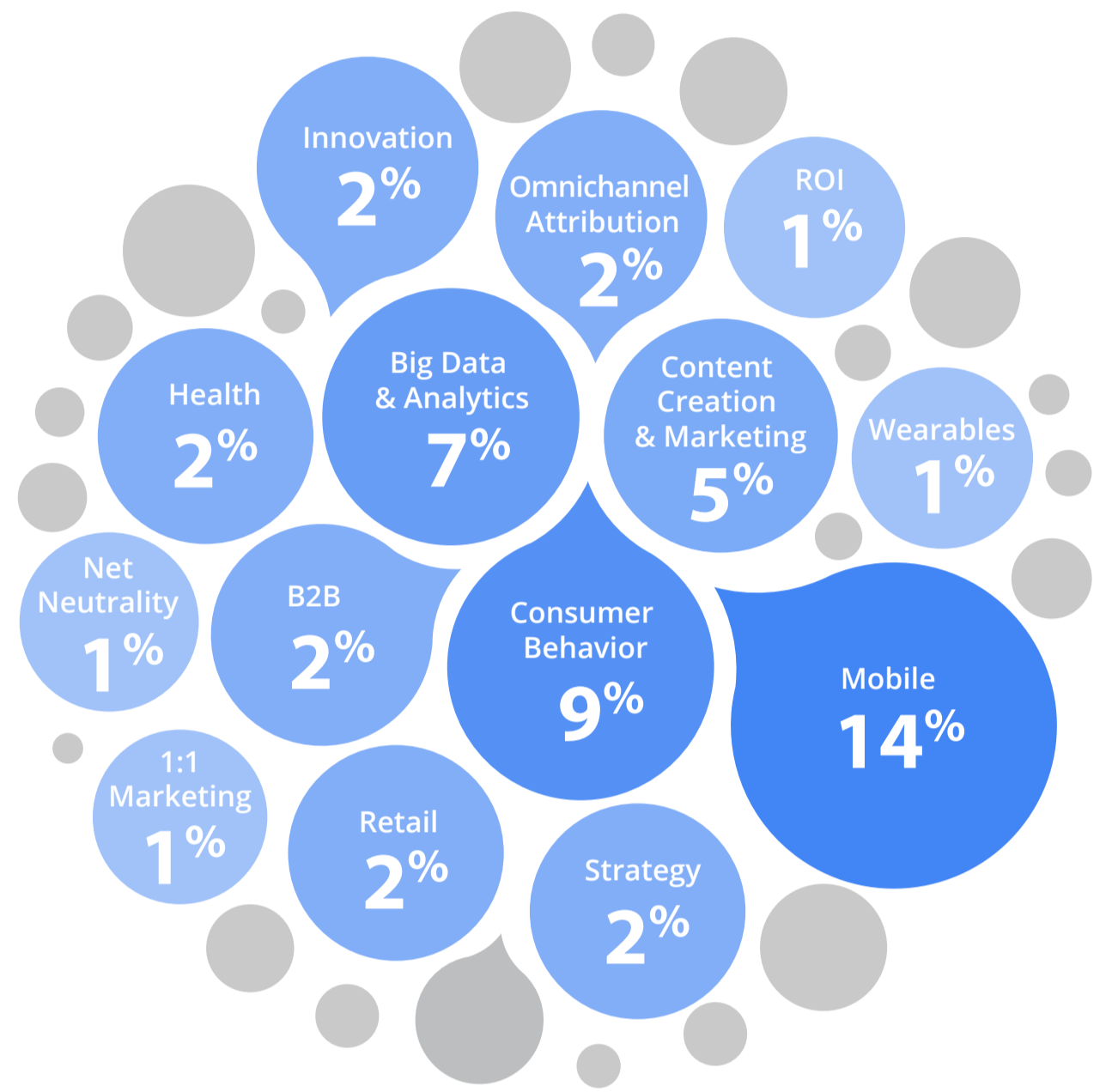
TREND OR TOPIC THEY'RE FOLLOWING MOST CLOSELY

Mobile
Mobile is shaping our life, our way of thinking, what we are, and want to be.

Consumer Behavior
The customer journey is one of the most interesting topics for me. It's critical for us in order to decide our touchpoints strategy.

Big Data & Analytics
It is what is driving the advertising industry and all innovation in this space. Big data is a key factor in changing the advertising executive's role from doer to consultant.

Internet of Things
It opens up trillions of new possibilities for what media is and how we access and share information. It's vital we start planning for a near future when wearables, intelligent devices and tech that recognizes and responds to human action are commonplace.



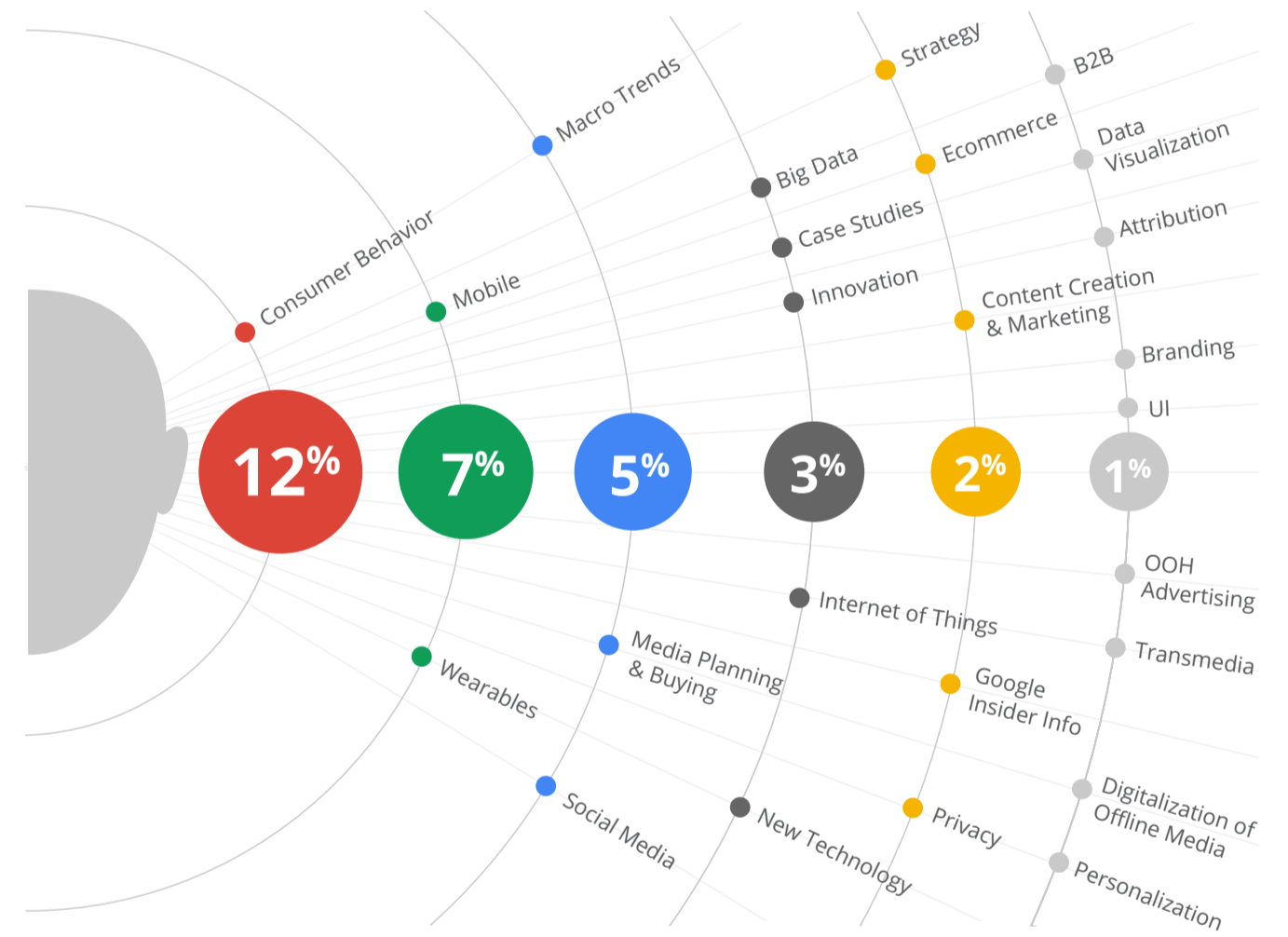
TREND OR TOPIC THEY WISH THEY HEARD MORE ABOUT

Consumer Behavior
User behavior. How many searches per conversion, changes in search behavior...

Measurement
Proving the efficacy of brand awareness in the midst of a very direct-measured Internet. The ability to accurately measure offline goals, conversions, sales through online

Mobile
Mobile marketing opportunities, benchmarks and trends, globally. Case studies showing what can be done.

Wearables
Want to understand how brands can integrate them into campaigns. The practicality of new advances like wearable technology.



BIGGEST PAIN POINT WITH DIGITAL MARKETING

Measurement
That digital marketing is measured based on last-click actions; and not against the rest of the marketing budget and investment. Digital reporting remains to be a huge challenge.

Education
Communicating the value of mobile to clients through specific, accurately measured case studies and success stories. Many clients are not fully sold on the value of it. They are advocates of TV and are not willing to change their mindset about how Digital can help grow their business.

Consolidating Metrics
Consolidating results between different channels...too much time is spent explaining discrepancies between KPIs

Implementation
Getting the right data and being able to move/respond fast enough to act on the insights. We fail at putting into reality our lofty ambition visions.

