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Branding and Marketing in the New Abnormal

Marketing priorities & KPIs: What keeps marketers up at night?

October 2020



KPIs PRE-COVID-19



“Pre-COVID-19, driving sales was top of mind. Post-pandemic, the need to maximize marketing ROI has increased for marketers across the board”

Respondents were asked to rank their KPIs (from ‘1’ to ‘5’) when running marketing campaigns pre-COVID-19. Taken as a consolidated ranking, driving sales came out significantly ahead as the top-ranked answer. Maximizing ROI and driving leads yielded similar scores, while driving brand equity and long-term brand building came out with the same score.

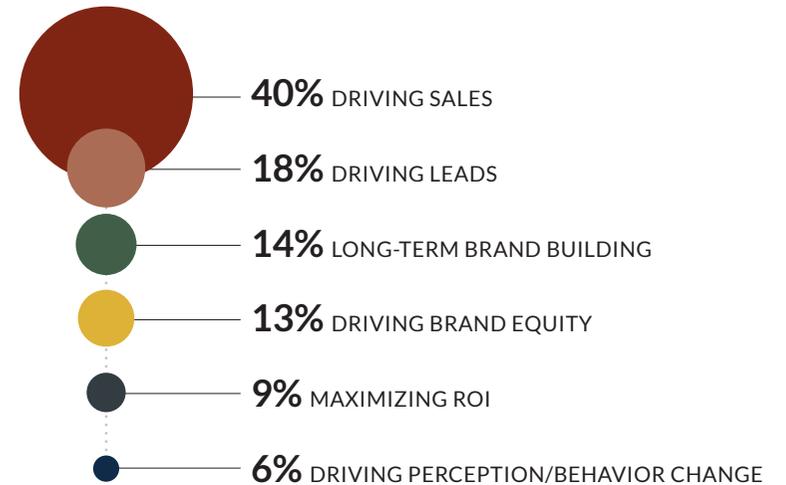
When we look at the data another way – where we only consider the ‘1’ ranking – driving sales and leads still score highly, but we see maximizing ROI drop to the fifth most-selected option, coming behind driving brand equity and long-term brand building. While many respondents ranked maximizing ROI as one of their top three answers, fewer ranked it as their top answer – other concerns were more important pre-COVID-19.

What were your KPIs when you ran marketing campaigns pre-COVID-19?

CONSOLIDATED RANKINGS



TOP RANKING



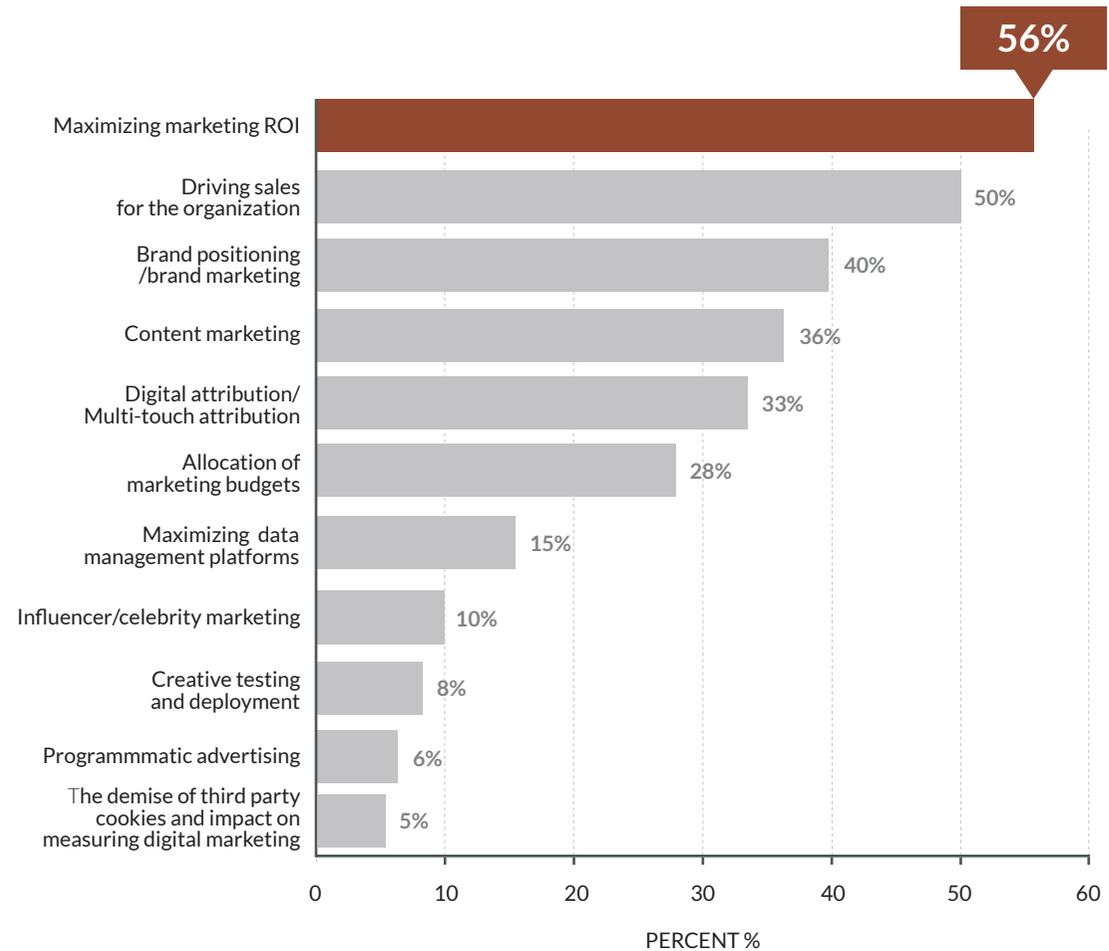
Fast forward to marketers' top priorities at the time of this survey launch and it's quite a different story. The number one priority for marketers today? Maximizing marketing ROI.

MAXIMIZING MARKETING EFFECTIVENESS IS THE SINGLE MOST IMPORTANT TOPIC FOR MARKETERS, FOLLOWED BY SALES.

Pre-COVID-19, driving sales was top of mind. Post-pandemic, the need to maximize marketing ROI has increased for marketers across the board. This speaks to putting a finer emphasis on making sure that money is doing more — or, as mentioned previously, doing more with less, given shrinking budgets.



What are the most important topics for you right now as a marketer?



KPIs POST-COVID-19

Looking at marketers' KPIs post-COVID-19, a focus on short-term sales (54%) and a shift towards ROI maximization (37%) again rank highly, but there is also a departure from pre-COVID-19, in the form of digital transformation objectives being seen as an increasingly important KPI (56%). This shift was reflected in freeform answers around how KPI measurement has changed, with respondents indicating a 'shift to purely digital tactics' and a 'shift to online business'. Indeed, as online sales from changing consumer preferences continue to grow, we can expect this need to focus on digital transformation (and in-hand, measurement) to continue.

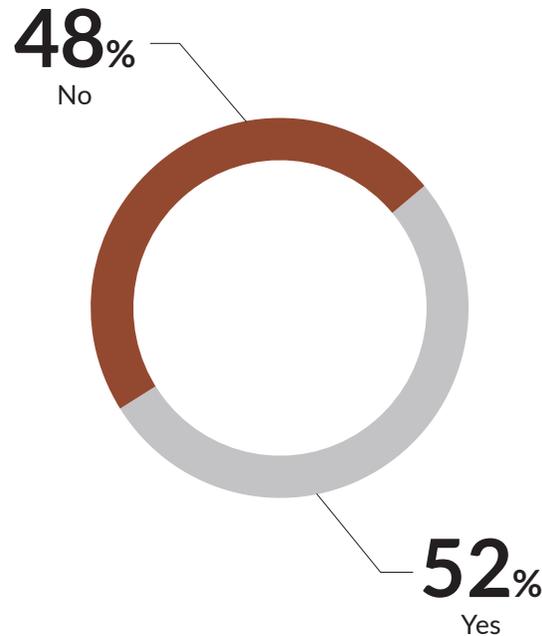
While KPIs may not have changed, their form has. Marketers' desire to move towards digital reflects the need to focus on internal and external channel tracking, measurement and effectiveness.

BALANCING LONG-TERM VS. SHORT-TERM

We asked marketers to indicate whether they see their budgets moving away from activities that drive short term ROI towards long-term brand and reputation building. Over half (52%) agreed that they are. This split was close — 48% still answered that they're not shifting budgets towards long-term activities.

Do you see budgets shift away from activities that drive short term ROI to long term brand and reputation building?

52% say they'll shift budgets from short-term ROI to long-term brand building and reputation building



Likely, budget decreases have meant that marketers are spending on short-term activities, or saving budget where they can, meaning that when the crisis ends they can re-emerge to refocus spending on long-term brand building activities.

From the conversations that *Campaign Asia* has had with CMOs since the pandemic began, driving immediate ROI, sales and scrutinizing marketing spend are key priorities.

While long-term brand building and a focus on the customer are areas where brands can look to drive value, marketers need to weather the storm of the crisis first.





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Are you ready to revolutionize how marketing effectiveness and brand value can be measured for your organization?

Get in touch with a [GfK consultant](#).