

PERCEPTIVE CMOs

A new breed of marketing leaders



Who are they?

Perceptive CMOs are those most aligned with consumers' visions for the future.



18%

of CMOs fall into this bucket

Where do they agree with consumers?



CMO



CONSUMERS

User-generated content will outpace mainstream content in 5 years.

96%

70%

In the next decade, offers and promotions will be personalized to the customer's real-time personal context.

98%

78%

AI will handle most of our shopping, administrative, and communication activities in 10 years.

95%

51%

How does it translate to strategy?

Compared to other CMOs, they're:

15%

more likely to invest in developing new products and services

17%

more likely to increase investment in D-T-C channels

8%

more likely to pursue identity solutions for better personalization

40%

more likely to focus near-term tech investments on modernizing a few select capabilities

Read the Global CMO Navigator: CX Edition to become more consumer centric and reap the rewards of a customer-first mindset.

