



Marketers Need Metrics to Integrate Traditional and Digital Media

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Anybody got a flashlight?

When it comes to integrating digital and traditional media, vital to marketing success today, conflicting views abound. Too many marketers feel as though they are working in the dark.

According to a joint study by the [American Association of Advertising Agencies](#) (4A's) and the [Association of National Advertisers](#) (ANA), only 7% of US marketers were very satisfied with their progress integrating online and traditional media.



Note: n=122 client-side marketers (members of ANA)
Source: Association of National Advertisers (ANA), 4A's and Bellwether Leadership Research & Development, "Integrating Traditional and Digital Media," provided to eMarketer, April 23, 2009

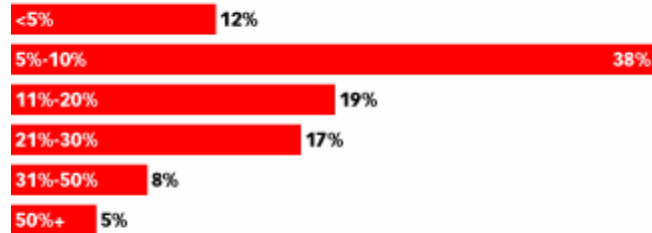
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Fully 52% of the respondents were only somewhat satisfied, and 31% were dissatisfied to at least some degree.

eMarketer estimates that digital ad spending will make up 9.9% of the total US ad space in 2009. Therefore, it comes as no surprise that a large plurality of US marketers allocate 5% to 10% of their media budget to the Web.

Percent of Media Budget Allocated to Online Media According to US Marketers, Q1 2009 (% of respondents)



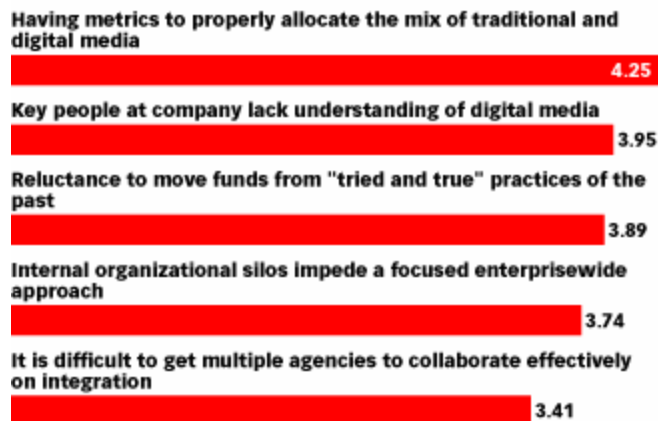
Note: n=122 client-side marketers (members of ANA); numbers may not add up to 100% due to rounding
Source: Association of National Advertisers (ANA), 4A's and Bellwether Leadership Research & Development, "Integrating Traditional and Digital Media," provided to eMarketer, April 23, 2009

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Several obstacles prevent further adoption of digital media. The largest hurdle to overcome, according to the ANA study, is the need for metrics to properly allocate the mix between traditional and digital media.

Challenges of Integrating Traditional and Online Media According to US Marketers, Q1 2009 (average ranking*)



Note: n=122 client-side marketers (members of ANA); *on a scale of 0-5 where 0="no problem at all" and 5="a major problem"
Source: Association of National Advertisers (ANA), 4A's and Bellwether Leadership Research & Development, "Integrating Traditional and Digital Media," provided to eMarketer, April 23, 2009

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The second-biggest obstacle is lack of understanding of digital media, followed by company inertia and organizational silos that prevent effective companywide mandates.

Overall, there is a reluctance to move marketing dollars from tried-and-true practices into newer digital vehicles—coupled with a lack of understanding of digital media on the part of senior management.

The study found that both client- and agency-side marketers agree on how to speed the integration process:

- Become as educated as possible on new/digital media.
- Set clear goals and business objectives.
- Understand the consumer.
- Test and retest.
- Commit to metrics and analytics.

Of course, none of the above matters without a way to measure ROI—the most important metric of all. Does the integration pay off?

Unfortunately, the necessary data is currently scattered across organizations. Data formats are inconsistent and so is terminology. Until these problems are solved, marketers attempting to integrate traditional and digital advertising channels will continue flying blind.