

## B2C MARKETING BENCHMARKS

### 3.1 Overview

*The CMO Survey* ([www.cmosurvey.org](http://www.cmosurvey.org)), conducted by Duke University's Fuqua School of Business ([www.fuqua.duke.edu](http://www.fuqua.duke.edu)), is a semi-annual poll of chief marketing officers (CMOs) from B2B and B2C companies.

### 3.2 B2C CMO Survey

The following are responses by CMOs in B2C products and B2C services companies in the February 2022 survey:

<b>Change in Company Performance, Prior 12 Months</b>	<b>B2C Products</b>	<b>B2C Services</b>
• Sales revenue:	13.0%	8.0%
• Profit:	7.4%	4.8%
• Customer acquisition:	10.7%	3.7%
• Customer retention:	14.6%	2.4%
• Brand value:	6.6%	10.9%
<b>Marketing Spending As Percentage of Revenue</b>		
• B2C Products:	14.2%	
• B2C Services:	8.7%	
<b>Marketing Spending As Percentage of Overall Budget</b>		
• B2C Products:	21.1%	
• B2C Services:	9.9%	
<b>Change in Marketing Budget, Prior 12 Months</b>		
• B2C Products:	12.6%	
• B2C Services:	8.9%	
<b>Change in Marketing Budget, Next 12 Months</b>		
• B2C Products:	14.1%	
• B2C Services:	14.5%	

### **Role Of Marketing Increased in Past Year**

- B2C Products: 64.3%
- B2C Services: 63.0%

### **Change In Size Of Marketing Team in Past Year**

- B2C Products: 7.8%
- B2C Services: 12.1%

### **Expected Change in Marketing Hires, Next 12 Months**

- B2C Products: 5.3%
- B2C Services: 14.0%

### **Percentage Of Marketing Budget Spent On Digital**

- B2C Products: 66.6%
- B2C Services: 45.6%

### **Percentage Of Digital Marketing Performed By External Parties**

- B2C Products: 45.4%
- B2C Services: 33.7%

### **Percentage of Marketing Budget Related To Customer Experience**

- B2C Products: 12.2%
- B2C Services: 11.1%

### **Percentage Of Marketing Budget Spent On Mobile**

- |                               | <b>B2C Products</b> | <b>B2C Services</b> |
|-------------------------------|---------------------|---------------------|
| • Current:                    | 24.0%               | 23.0%               |
| • Next five years - expected: | 32.2%               | 32.9%               |

### **Mobile Marketing Contribution To Performance (1 = not at all, 7 = very highly)**

- B2C Products: 3.9
- B2C Services: 3.7

### **Our Company Uses An App**

- B2C Products: 35.0%
- B2C Services: 52.5%

### **Our App Generates 15% Or More Of Revenue**

- B2C Products: 28.6%
- B2C Services: 25.0%

### **Percentage Of Marketing Budget Spent On Social Media**

- |                               | <b>B2C Products</b> | <b>B2C Services</b> |
|-------------------------------|---------------------|---------------------|
| • Current:                    | 23.5%               | 21.5%               |
| • Next five years - expected: | 25.3%               | 23.1%               |

**Social Media Contribution To Performance** (1 = not at all, 7 = very highly)

- B2C Products: 4.3
- B2C Services: 4.2

**Percentage Of Marketing Budget Involving Use Of Influencer Strategy**

- B2C Products: 9.9%
- B2C Services: 5.4%

**Actions In Wake Of Changes To Use Of 3<sup>rd</sup> Party Data**

	B2C Products	B2C Services
• Stronger data strategy to capture better information	67.6%	52.9%
• Innovations to engage with customers directly:	32.4%	47.1%

**Change in Marketing Spending for DE&I (Diversity, Equality & Inclusion) in Past Year**

- B2C Products: 17.4%
- B2C Services: 13.8%

**Our Company Has Explicit Goals Related To Its Impact On Climate Change**

- B2C Products: 48.0%
- B2C Services: 29.2%

**3.3 Market Resources**

Duke University, Fuqua School of Business, 100 Fuqua Drive, Box 90120, Durham, NC 27708. ([www.fuqua.duke.edu](http://www.fuqua.duke.edu))

## **PART II: ADVERTISING**

## TOP ADVERTISERS

### **4.1 Overview**

Since 1995, *Advertising Age* has published an annual list of the top advertisers ranked by annual U.S. advertising spending. The analysis is based on data from Kantar ([www.kantar.com](http://www.kantar.com)).

### **4.2 Top Spending Advertisers**

The 2021 assessment of companies with the highest spending on advertising is as follows:

• Amazon:	\$6.80 billion
• Comcast:	\$5.23 billion
• AT&T:	\$4.77 billion
• Procter & Gamble:	\$4.72 billion
• Walt Disney Co.:	\$3.18 billion
• Verizon Communications:	\$3.11 billion
• Charter Communications:	\$3.03 billion
• American Express:	\$2.85 billion
• Alphabet [Google]:	\$2.50 billion
• Walmart:	\$2.42 billion
• Nestlé:	\$2.40 billion
• Berkshire Hathaway:	\$2.39 billion
• General Motors:	\$2.22 billion
• L'Oréal:	\$2.19 billion
• Progressive:	\$2.18 billion
• T-Mobile US [Deutsche Telekom]:	\$1.99 billion
• JPMorgan Chase & Co.:	\$1.88 billion
• Ford Motor Co.:	\$1.82 billion
• Samsung Electronics:	\$1.81 billion
• AbbVie:	\$1.74 billion
• PepsiCo:	\$1.74 billion
• GlaxoSmithKline:	\$1.63 billion
• McDonald's:	\$1.62 billion
• Fiat/Dodge/Jeep/Maserati [Stellantis]:	\$1.54 billion
• CapitalOne:	\$1.53 billion

### **4.3 Market Resources**

*Advertising Age*, 711 Third Avenue, New York, NY 10017. (212) 210-0100.  
([www.adage.com](http://www.adage.com))

Kantar, 100 Park Avenue, 4<sup>th</sup> Floor, New York, NY 10017. (212) 991-6000.  
([www.kantar.com](http://www.kantar.com))

## TOP ADVERTISING AGENCIES

### **5.1 Largest Agencies**

*Advertising Age* publishes an annual list of the top agencies ranked by annual U.S. revenue. The 2022 assessment reported the largest U.S.-based advertising agencies as follows:

• Omnicom Group:	\$14.3 billion
• Accenture Interactive:	\$12.5 billion
• Interpublic Cos.:	\$10.2 billion
• PwC Digital Services (PricewaterhouseCoopers):	\$ 8.9 billion
• Deloitte Digital:	\$ 8.7 billion
• IBM iX:	\$ 6.4 billion
• Stagwell:	\$ 2.2 billion
• Advantage Marketing Partners:	\$ 1.2 billion
• Quad:	\$ 1.2 billion
• DJE Holdings:	\$ 1.1 billion
• R.R. Donnelley:	\$ 1.1 billion
• EPAM Continuum:	\$ 923 million
• Horizon Media:	\$ 534 million
• Plus Company:	\$ 520 million
• Real Chemistry:	\$ 475 million

### **5.2 Creativity Awards**

*Advertising Age* annually recognizes 10 agencies with its A-List & Creativity Awards. The 2022 award winners were as follows:

1. Mischief @ No Fixed Address
2. R/GA
3. Translation
4. Goodby Silverstein & Partners
5. VayerMedia
6. Alma
7. FCB
8. Droga5
9. Anomaly
10. Fig

- Comeback Agency of the Year: Grey
- Creative Agency of the Year: We Believers
- Data & Insights Agency of the Year: Digital
- Design & Branding Agency of the Year: Jones Knowles Ritchie
- Holding Company Agency of the Year: Publicis Groupe
- In-House Agency of the Year: LinkedIn
- International Agency of the Year: David Madrid
- Media Agency of the Year: Spark Foundry
- Multicultural Agency of the Year: IW Group
- Network of the Year: TBWA
- Newcomer Agency of the Year: L&C
- Production Company of the Year: Messing Pieces
- Purpose-Led Agency of the Year: Assembly
- Social Media Influencer Agency of the Year: Day One

### **5.3 Small Agency Awards**

*Advertising Age* has bestowed Small Agency Awards since 2008. The Small Agencies of the Year in 2022 were as follows:

- Gold: Mojo Supermarket
- Silver: Movers + Shakers

Awards by agency size in 2022 were as follows:

#### **1-to-10 Employees**

- Gold: Fred & Farid
- Silver: Quality Meats

#### **11-to-75 Employees**

- Gold: Lerma/
- Silver: Preacher

#### **76-to-150 Employees**

- Gold: Fitzco
- Silver: Rosewood Creative

Awards by region in 2021 were as follows:

#### **Midwest**

- Gold: Highdive
- Silver: Hanson Dodge



**Northeast**

- Gold: Alto
- Silver: Mythology

**Northwest**

- Gold: Opinionated
- Silver: Copacino Kujikado

**Southeast**

- Gold: Dagger
- Silver: Dunn&Co.

**Southwest**

- Gold: Callen
- Silver: Bakery

**West**

- Gold: Mirimar
- Silver: Haymaker

**5.4 Market Resources**

*200 Top Marketing Agencies*, Chief Marketer. (<https://cm200.chiefmarketer.com/>)

*Advertising Age*, 711 Third Avenue, New York, NY 10017. (212) 210-0100.  
([www.adage.com](http://www.adage.com))