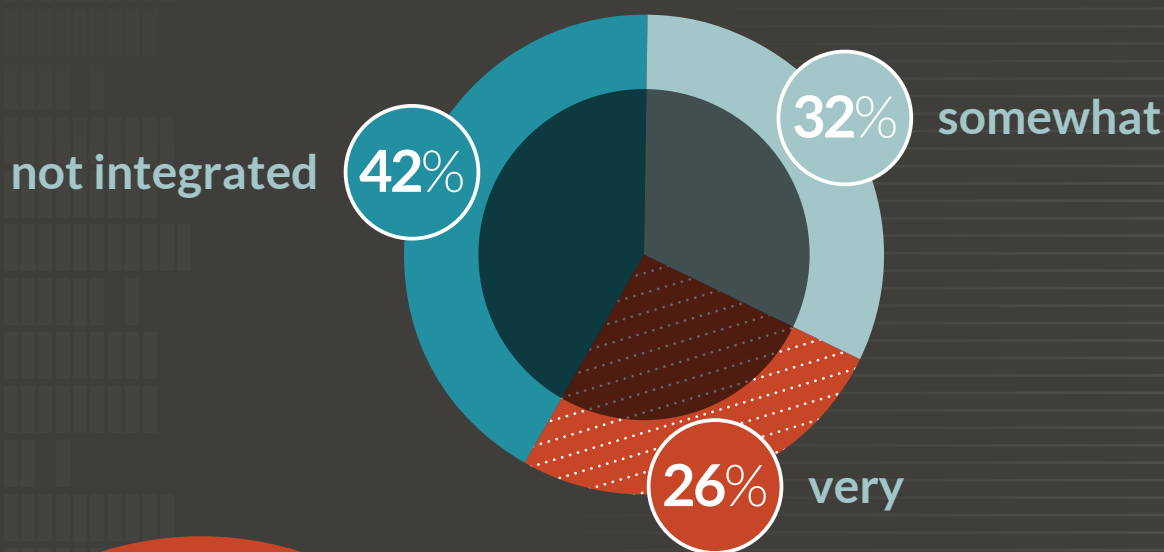


INTEGRATED DIGITAL MARKETING

More marketers are integrating their strategies, but confidence in marketing mix still hard to find.

Millard Brown Digital's third annual Getting Digital Right study included responses from **300 senior executives** from advertisers, agencies and media companies.

How integrated is your digital strategy into your overall brand strategy?



26%

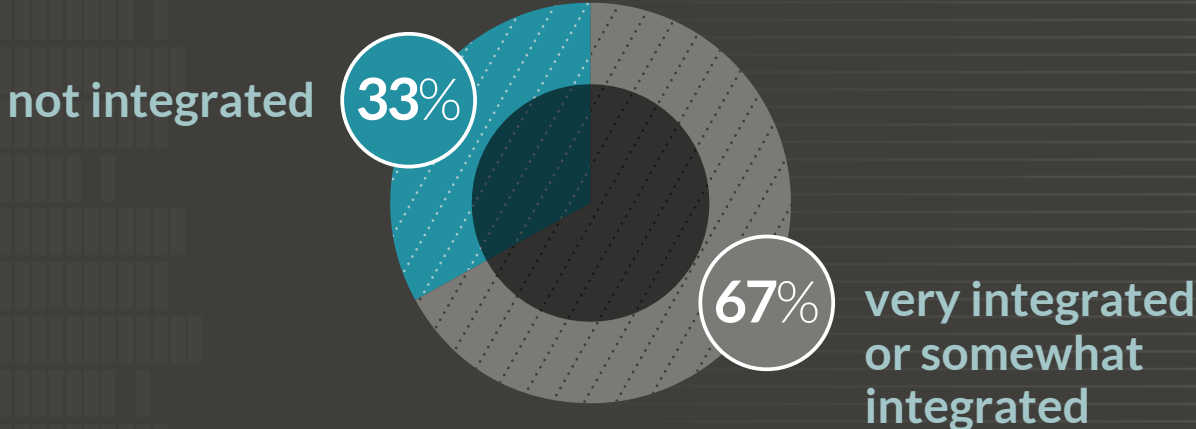
of marketers say their digital strategies are still **not integrated** with overall marketing strategies

Integration of digital with overall strategies is slowly increasing.

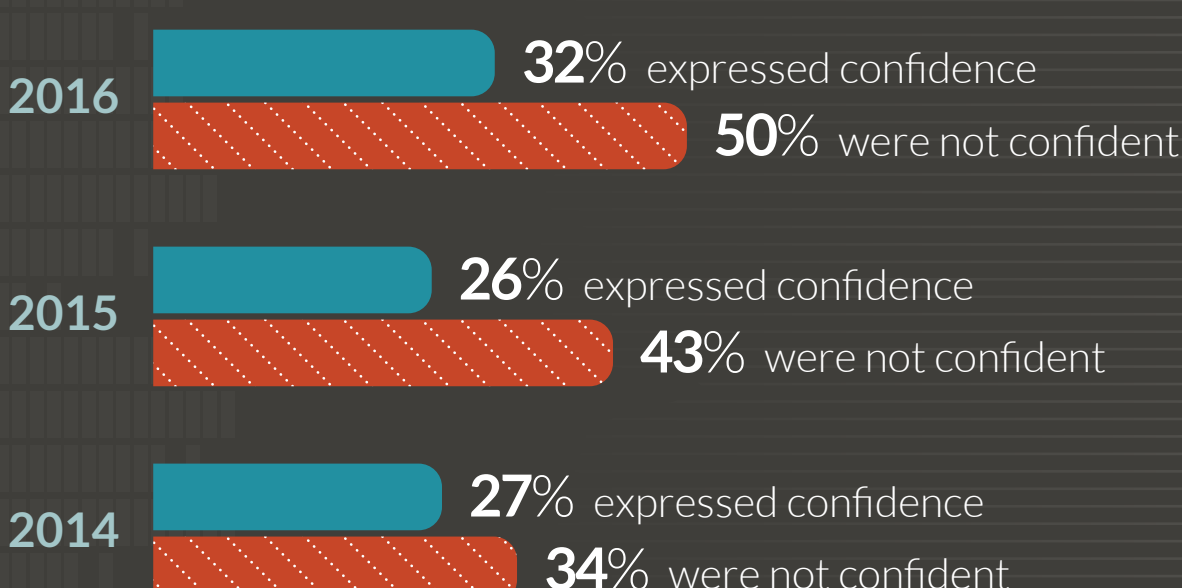
Portion of survey saying digital is somewhat or very integrated in past years:



How integrated are your digital strategies for desktop/laptop, mobile and social?



While integration is increasing, there is also a growing group of marketers who aren't confident in their marketing mix.



Is there an ideal marketing mix? Millard Brown Digital's respondents say:



Source: Millard Brown Digital, Getting Digital Right 2016