

How leading marketers get time on their side

Bain & Company, in partnership with Google, surveyed over 500 senior marketing executives in North America to find out how they use insights and technology to engage their customers. The overwhelming answer: Leading marketers deliver relevant ads and experiences—in the moments that matter most.



Leaders own their digital destiny



Marketing leaders are **1.6x more likely** to prioritize integrating technology, and they are **1.2x more likely** to be advanced users of their technology.

Leaders have a stronger understanding of their tech stack and see the benefits of it as a pathway to success.

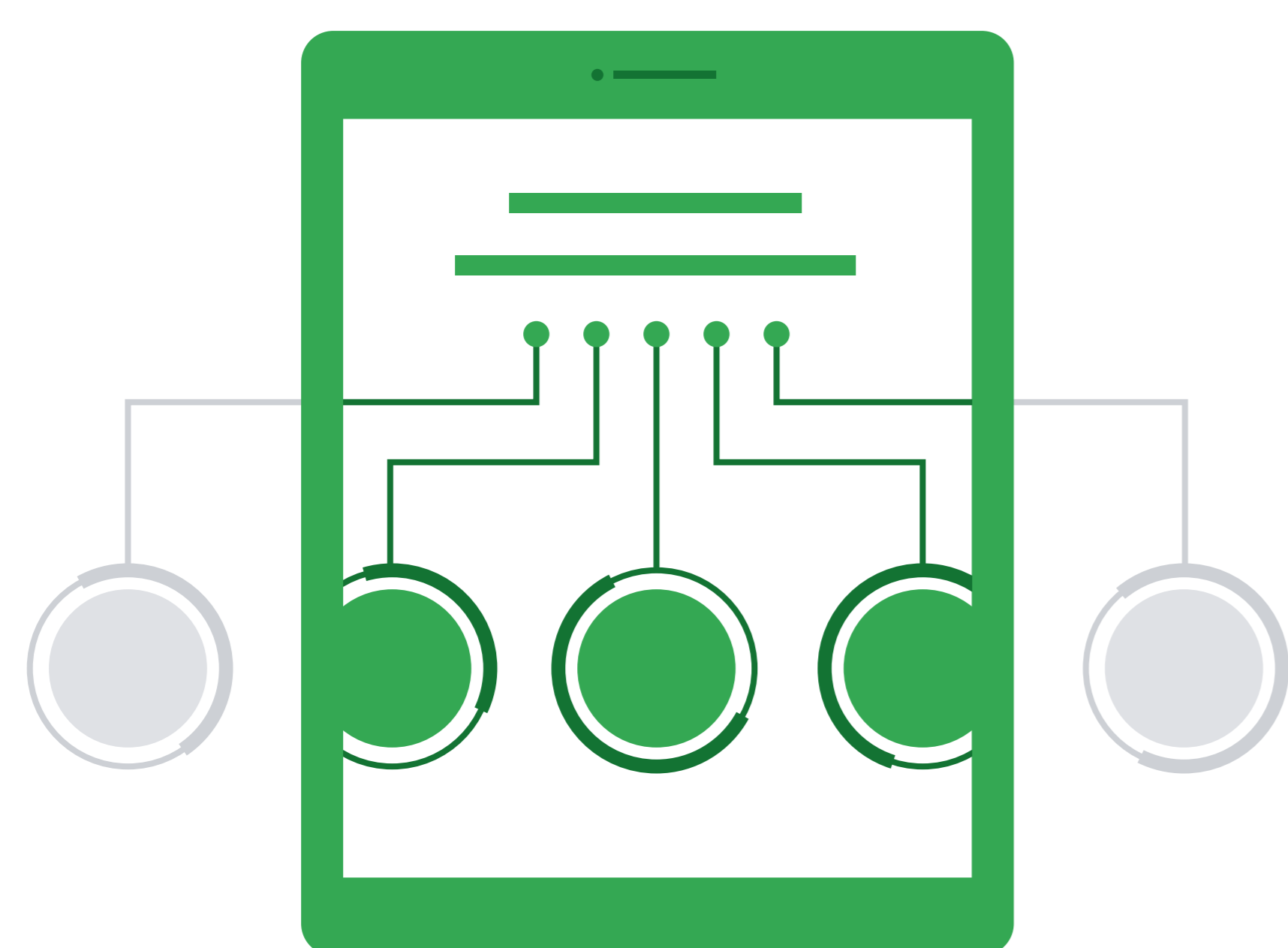
Leaders work faster, smarter



Marketing leaders are **1.7x more likely** to refresh their most critical marketing metrics and dashboards at least weekly.

Fresh information and a frequent review of performance helps leaders uncover trends and patterns. That way they can quickly take action on insights.

Leaders gain visibility and take control



Marketing leaders are **2x more likely** to manage technology within marketing in three years.

Because they're closer to the source of insight, leaders can easily understand their media investments and make better decisions to improve performance.

Learn how marketing leaders act when the time is right

Download the full report:
g.co/timelyconnections