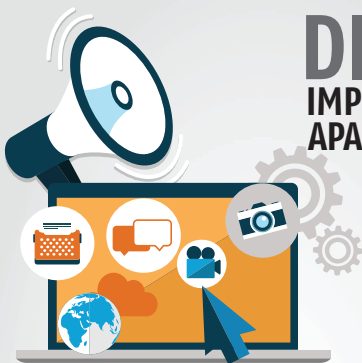


## DIGITAL IMPERATIVES FOR APAC MARKETERS

Strengthening digital marketing content strategy is a priority for marketers across APAC, followed by social media optimisation, finds an Adobe survey



### SPENDING MORE ON DIGITAL

Figures in %

**79**

will increase digital budgets

**2**

will decrease budgets

**37**

will spend 10–24% of total budget on digital

**13**

will spend more than half of budget on digital

### CONFIDENCE IS ON THE RISE

**63**

believe digital marketing performance is above average

**66**

say digital is enabling greater opportunities

**41**

say customer loyalty is improving

### STILL, DIGITAL EFFORTS ARE STIFLED...

**50**

by budgets

**35**

by lacking in-house talent

**39**

by inability to make a business case for spend

**47**

by limited agency capabilities

### MARKETERS ARE ADVANCING CUSTOMER INSIGHTS, BUT...

**20**

believe digital is easier to justify

**64**

still using rear-view mirror metrics and reporting on previous campaign results

**1** out of every **4**

say data will be the biggest issue in 2015