Marketers’ Confidence Index Drops

The July 2020 iteration of the Marketers’ Confidence Index shows the COVID-19 pandemic has had huge impacts on consumer spending and marketing budgets. The AMA and Kantar survey of 309 marketers saw the index decline to 82—it’s lowest point since the survey’s inception. The good news: Survey respondents remain confident in their organization’s marketing team.
HOW CONFIDENT ARE YOU THAT YOUR ORGANIZATION'S MARKETING TEAM … ?

- **Is able to preserve brand consistency as marketing goes digital**
  - Not Confident: 16%
  - Confident: 65%
  - Change vs. mid 2019: +10%

- **Collaborates well with all parts of the organization**
  - Not Confident: 12%
  - Confident: 61%
  - Change vs. mid 2019: +6%

- **Is integrating and embedding digital within marketing functions**
  - Not Confident: 17%
  - Confident: 56%
  - Change vs. mid 2019: +7%

- **Is equipped for marketing in a digital age**
  - Not Confident: 20%
  - Confident: 50%
  - Change vs. mid 2019: +17%

- **Has senior management that sufficiently understands social and digital marketing**
  - Not Confident: 33%
  - Confident: 40%
  - Change vs. mid 2019: +10%

- **Receives sufficient training on marketing in a digital age**
  - Not Confident: 36%
  - Confident: 35%
  - Change vs. mid 2019: +7%

- **Has insight into the true ROI of all key marketing initiatives**
  - Not Confident: 35%
  - Confident: 35%
  - Change vs. mid 2019: +11%