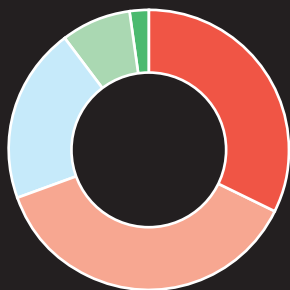
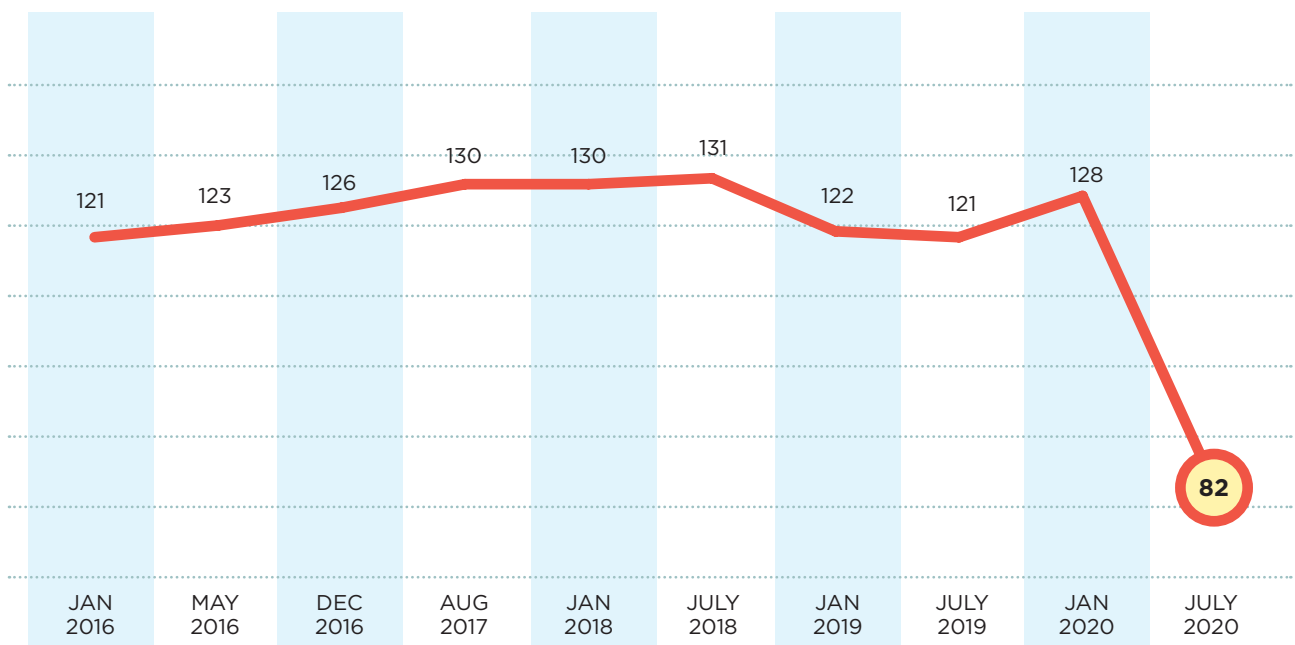


Marketers' Confidence Index Drops



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—its lowest point since the survey's inception. The good news: Survey respondents remain confident in their organization's marketing team.

MARKETERS' CONFIDENCE INDEX



HOW HAS YOUR COMPANY'S REVENUE BEEN AFFECTED BY THE CORONAVIRUS?

- 32% It has decreased substantially
- 37% It has decreased somewhat
- 20% No change yet or too early to determine
- 8% It has increased somewhat
- 2% It has increased substantially

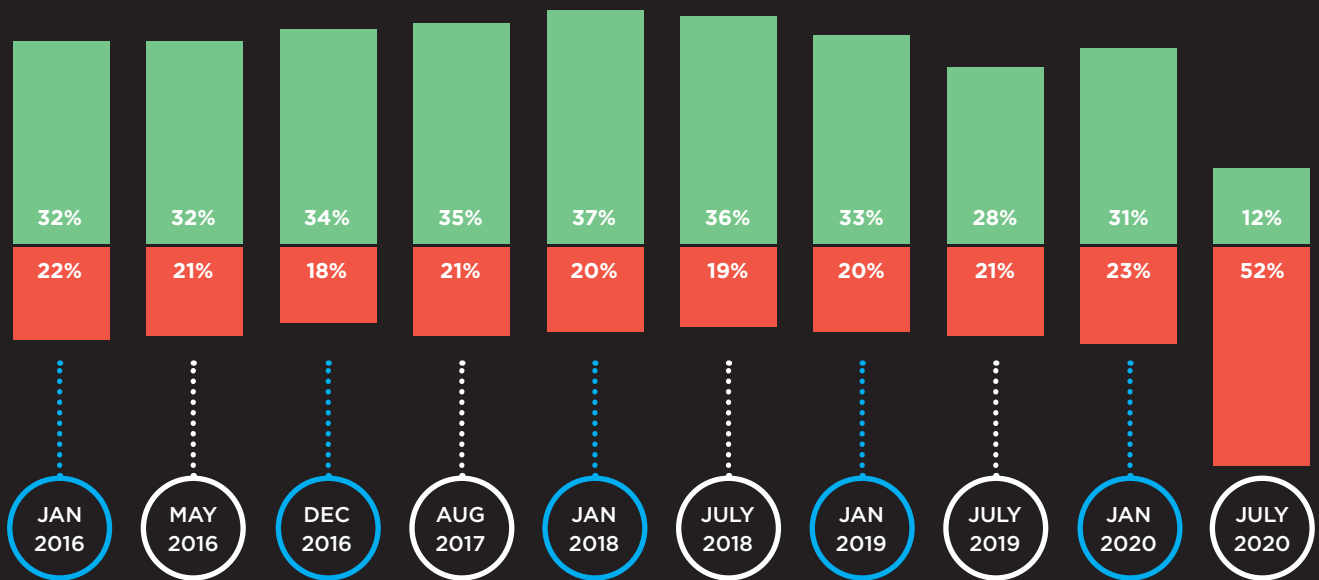


IS THE DECREASE ONGOING OR DID IT STABILIZE?

- 45% Revenue continues to decrease
- 40% Revenue has stabilized recently
- 15% Revenue has begun to increase recently

IN THE PAST SIX MONTHS, HAS YOUR ORGANIZATION'S MARKETING BUDGET INCREASED, DECREASED OR STAYED THE SAME?

● Increased
● Decreased



HOW CONFIDENT ARE YOU THAT YOUR ORGANIZATION'S MARKETING TEAM ... ?

Not Confident Confident

Change vs. mid 2019

