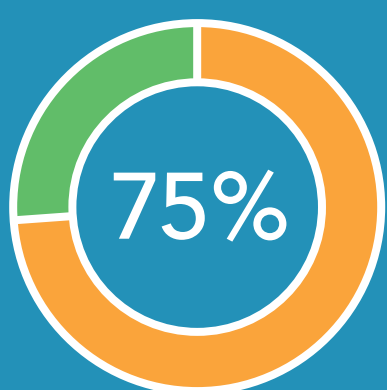


How can CMOs Improve Their Search Engine Marketing?

Today's CMOs are spending millions of dollars a year on SEM. Yet despite the continued investment in SEM, CMOs have conflicting views on how this channel should be used and its value as a digital marketing function. To gain a better understanding of these perceptions, Adthena surveyed 151 marketing decision makers across the US and UK. Here's what we found:

Where does SEM rank against other marketing functions



of survey respondents ranked SEM within their **top three most-valued marketing functions** compared to tactics such as programmatic, video and native/display advertising.

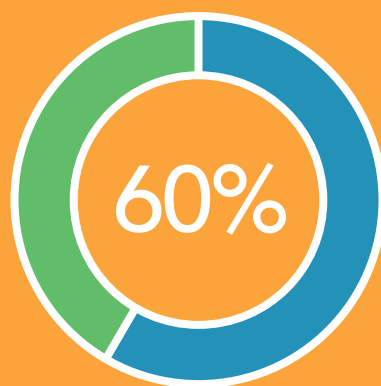
The Strategic Role of SEM



92%

of CMOs do believe that SEM can help them make more strategic business decisions.

Of these, 60% believe that SEM plays a strategic role by **gaining a competitive advantage** (58.9%) and **identifying new market opportunities** (58.2%).



However, Only 23% of respondents noted that SEM plays a strategic role in partner and affiliate management, while less than 40% believe it can help protect their brand from competition. Additionally, less than half (43%) agree that SEM can aid in streamlining customer journeys.

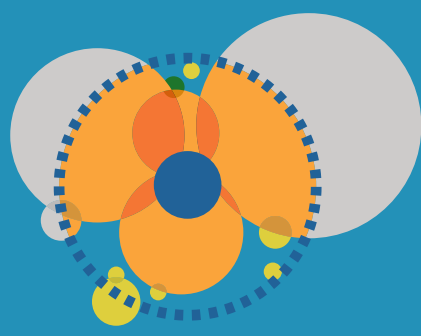
Proving ROI



While more than half (61%) of CMOs are presented with SEM metrics either weekly or daily, only 35% **report these metrics to fellow senior leadership.**

However, 64% of marketing executives note that they use search metrics to guide or optimize future strategy. For those who do report their search metrics up and across, over half of respondents answered that conversion rates (52.9%) and click-through rates (51.6%) best proved ROI.

Leveraging Competitor Insights



Monitoring competitor performance can help with **identifying new market opportunities, optimizing performance, and protecting mindshare.**

However, only 41% have ever tracked how their company is performing against their competition.

For more findings from our 2019 survey of CMOs, [click here](#) to view the full blog post.