



3Q'S CMO SERIES

CMO's Snapshot: 2 Initiatives to Drive Growth by Bridging the Branding-Performance Gap

Introduction

The average CMO tenure has [slipped to 43 months](#), according to a June article in the Wall Street Journal. One of the most pervasive challenges facing CMOs of today's digital-first companies is breaking down the silos of branding and direct-response (or "performance") marketing to drive growth. Brand and DR digital advertising campaigns both live under the same marketing roof but often have different teams, budgets, KPIs, advertising platforms, and systems of measurement – and no understanding of how each initiative complements the other.

At 3Q Digital, we've seen many digital-first clients miss the mark on branding KPIs, LTV, media mix and budget allocation, persona development, and targeting. All of those elements are critical to overall marketing performance and growth, and it's almost impossible to get them right without alignment between branding and performance teams.

In this high-level brief, we'll explore common issues and misconceptions we've encountered with those initiatives and give you a strategy for overcoming each.

