

2021

Growth Marketing Report

Accept No Limits.

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Letter from CEO Rob Murray

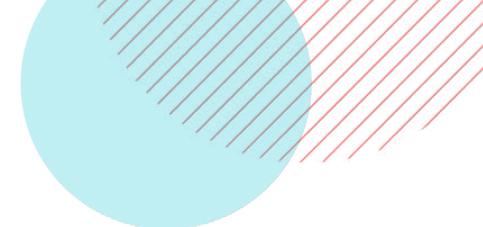


Welcome to 3Q Digital's inaugural Growth Marketing Report!

A core value of our company, one that is embedded in our collective organizational culture, is to "Accept No Limits." When we face a barrier, we don't ignore it or get discouraged. We attack it head on and find ways to move forward and drive growth. Not just for the good of our business, but for the clients we serve day in and day out.

We saw clients reaching the point of diminishing returns faster and faster as the digital ecosystem evolved and the data landscape shifted, so we needed to design a new approach. But before doing that, we needed to get to the root of the problem and understand at a deeper level **why** things weren't working as well as they should. So, we took a step back and examined everything: the way the entire digital marketing industry had changed, our successes, our strengths, our weaknesses, our competition, and our opportunities to elevate client growth through major industry changes. Most importantly we needed to understand how we could best help our clients thrive in such a dynamic and competitive space going forward.

After completing our analysis, we decided to revamp our entire approach. While performance media continues to be a major driver of digital marketing success today, it's still just one component. Gaining a competitive edge, growing your audience, and increasing your customer base, revenue, and lifetime value requires a much more comprehensive approach in today's complex marketplace.



Brands today have been thinking too small. There are too many silos within their organizations, there is too much data that isn't being utilized properly, and there's too much of an emphasis on converting smaller and smaller audiences. Not only that, but the customer journey has become more fluid with new channels and entry points into the marketplace. It's time to break through these barriers, accept no limits, and take a **"growth marketing"** approach.

[Earlier this year](#), we rolled out the 3Q Digital Growth Model in response to the challenges both we and our clients were facing. This suite of digital marketing programs was designed to transform brands into market leaders by taking a holistic approach and identifying growth opportunities across the entire customer journey. Focusing on the bottom of the funnel, which has been the modus operandi in our industry for far too long, is no longer sustainable. We're now leveraging the power of growth marketing to help brands think bigger and expand further than they ever thought possible.

While educating marketers on this matter is crucial for us to launch these revolutionary ideas out into the world, we know we can't just tell people we're right about this and expect them to listen. Communication is a two-way street and requires true partnership. Before we continued introducing the concept of growth marketing, we first needed to learn how brands think and feel about it, including what they understand about it and how they have been deploying it within their organizations. To that end, we recently conducted a survey of 400 marketing leaders on growth marketing, and this report is the result of that work. We came across some pretty interesting findings in our survey - read on to learn what we discovered!

In closing, I just want to say how excited we are to be launching our bold vision of growth marketing. We've already seen success with many of the brands we work with, and we want to help them achieve even more. And if you're a marketer that is finding it increasingly difficult to navigate such a complex and challenging digital world, I want you to know that we are here to help - every step of the way.

Sincerely,

Rob Murray

Rob Murray

Chief Executive Officer, 3Q Digital

