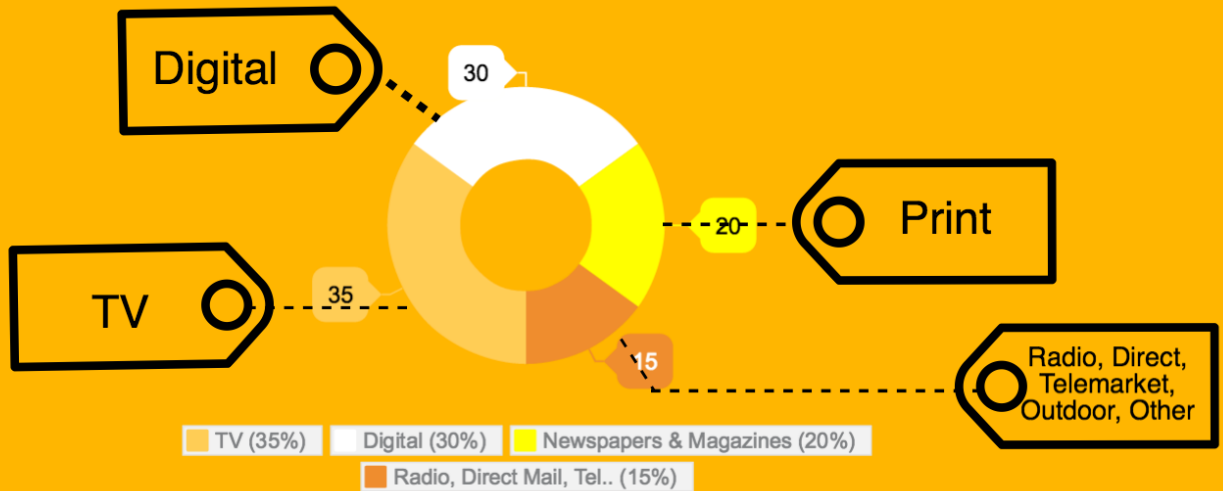


2016 Marketing Budget

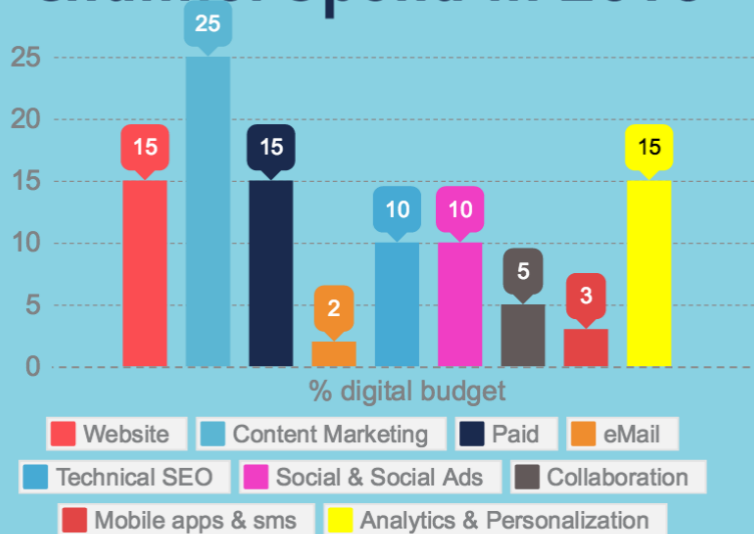
Planning Your Marketing Budget?



For the First Time, Digital Marketing Expected to Surpass TV by 2019

Note that this is an average budget. Companies in different sectors may differ.

B2C Digital Marketing Channel Spend in 2016



2016 B2C Paid Marketing Budget

B2C Paid Advertising Budgets for 2016



Shopping (30%) Search (25%) Social (20%)
 Remarketing (10%) Video (10%) Display (5%)

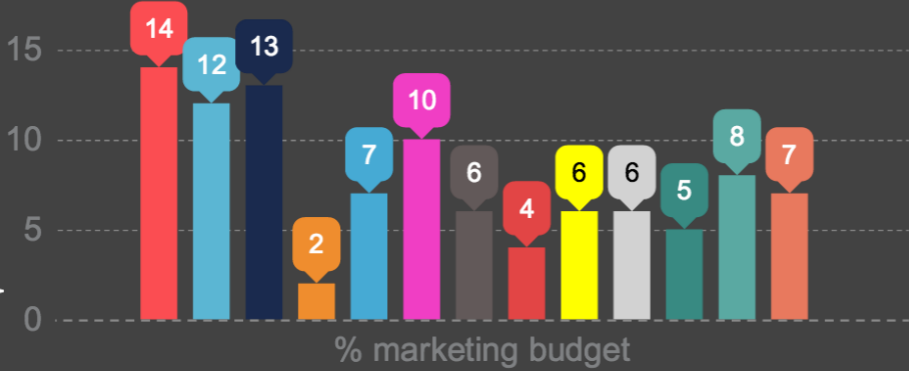
% Spent on Mobile in Each Category



Shopping (32%) Search (19%) Social (16%)
 Video (13%) Display (13%) Remarketing (6%)

***Management fees are not included in the percentage of budget numbers. Fees should be deducted from overall marketing budget before allocating percentages to each Campaign type.

B2B Marketing Channel Spend in 2016

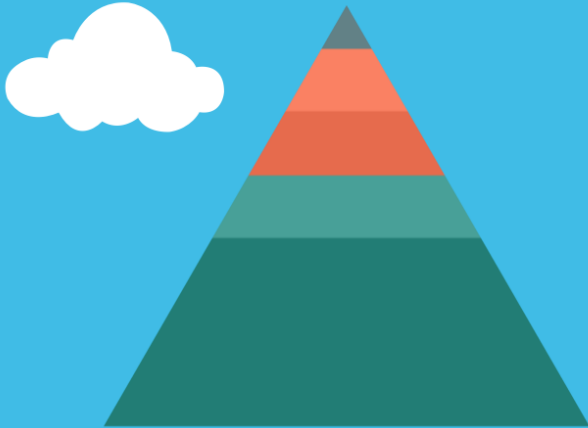


Trade Shows, Events Content Marketing Digital Ads
 eMail Technical SEO Social & Social Ads
 Native Ads Digital Video Direct & Telemarketing
 Traditional Ads Press Release Website
 Analytics



B2B Paid Advertising 2016 Budget

B2B Paid Advertising Budgets 2016



■ Search (45%)
 ■ Social - LinkedIn (15%)
■ Remarketing (15%)
 ■ Video (15%)
 ■ Display (10%)

% Spent on Mobile in Each Category



■ Search (27%)
 ■ Social (33%)
 ■ Video (27%)
■ Display (0%)
 ■ Remarketing (13%)



Sources

1. The CMO Report.org
2. Forrester Research 2016 Digital Marketing Predictions
3. ZenithOptimedia
4. Econsultancy and Oracle Marketing Cloud
5. Hanapin Marketing
6. eMarketer
7. eConsultancy/Adobe
8. Marketing Profs
9. Forrester Research
10. News Max

Marketing Budgets will be Between 8 and 12 % of Total Revenue in 2016



UP from 2015