

2022

GROWTH MARKETING REPORT

3Q/DEPT



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Introduction

For the majority of the 21st century, digital marketers have siloed their brand and performance marketing efforts. Up until recently, this approach worked relatively well. Brand and performance each had their own teams and goals, and as long as they were executing and hitting their own numbers, there were no issues.

However, due to changes in how consumers find information and rapid technological evolutions, the traditional marketing funnel has changed entirely. Today's customers demand a seamless experience across various digital channels and platforms, and marketers are scrambling to keep pace. The good news? Adapting doesn't have to be difficult.

To get a better understanding of whether or not brands are in a state of growth marketing, we reached out to 400 marketing leaders across the United States. These respondents were at companies that had at least \$100 million in annual revenue and were equally represented across four distinct industries: retail, technology (computing products/technology/software-as-a-service), healthcare, and financial services. Half of these respondents came specifically from a B2B environment, and the rest either came from the B2C realm or sell to both B2B and B2C customers. This report will cover the results of that survey – we will present the findings across all respondents and then break them out by industry.

To gain market share with a larger and highly-engaged audience while simultaneously increasing the lifetime value of each individual customer, a new approach is needed. At 3Q/DEPT, **we call it growth marketing.**

How does a marketer even begin to practice growth marketing? By...

1. Understanding the meaning of growth marketing.
2. Adopting a growth marketing mindset.
3. Having a well balanced, full-funnel growth marketing investment strategy.
4. Operating at an above average growth marketing maturity level.