

CONTENT IS KING.

1.

Over **50%** of survey respondents report that they have ramped up content production since the start of the pandemic.

Marketers care most about hitting revenue goals and staying **top of mind with customers** but are struggling to get the right data to inform their decisions.

2.

63% are hyper-focused on hitting revenue goals, followed by **51%** who reported "staying top of mind" as the biggest challenge. **60%** said having the correct data would help solve a lot of their challenges.

3.

That leaves an opportunity for brands that invest in advertising to capture **a larger share of voice**.

HALF OF ALL BRANDS

and marketers report that they've slowed down or deprioritized ads over the last four months.

4.

Feel like you're doing nothing but working since the start of the pandemic? **You're not alone — 67% of marketers report working more** (and taking on more outside of their typical role and responsibilities).

5.

Almost **71% of survey takers** think that the worst is behind us and **are optimistic about the remainder of the year.**