



# Understanding the Effort Involved in Digital Marketing Reports

## Survey Results

This research provides insights into the time & tools involved in building various digital marketing reports across companies

Powered by  
DataMyth, Inc.

## Authors' Note

Welcome to “Understanding the Effort Involved in Building Digital Marketing Reports - Survey Results”

### What you WILL find in this report:

- o How companies deal with creating digital marketing reports:
- o The number of organizations that build manual reports and those that have moved to automated reporting
- o The time spent as an organization to create reports
- o The different digital marketing channels used by organizations
- o Difference between the reports created by brands and agencies

### What you WILL NOT find in this report:

- o Digital marketing report template
- o How to create or analyze reports

## SURVEY PARTICIPANT DETAILS

This report is based on the results of a survey conducted with 51 participants employed by various organizations.

### Type of companies the respondents belong to:

- o Digital Agencies (55%)
- o Brands with in-house digital marketing teams (45%)

### Company sizes our respondents are employed by, are the following:

- o 1 - 20 employees
- o 21 - 50 employees
- o 51- 100 employees
- o 101- 500 employees
- o 500+ employees

### Job titles of the respondents:

Account Director, Senior Digital Director, Lead Consultant, Marketing Automation Specialist, Head Digital Marketing, Senior Media Analyst, Senior Manager - Digital Marketing, Marketing Manager, Marketing Executive, Digital Marketing Consultant, Founder, Digital Marketing Manager, Director - Performance Marketing, Manager - Digital Analytics, Global Marketing Head, Senior Product Marketing Manager, Marketing Manager, AVP - Digital Marketing, Digital Strategist

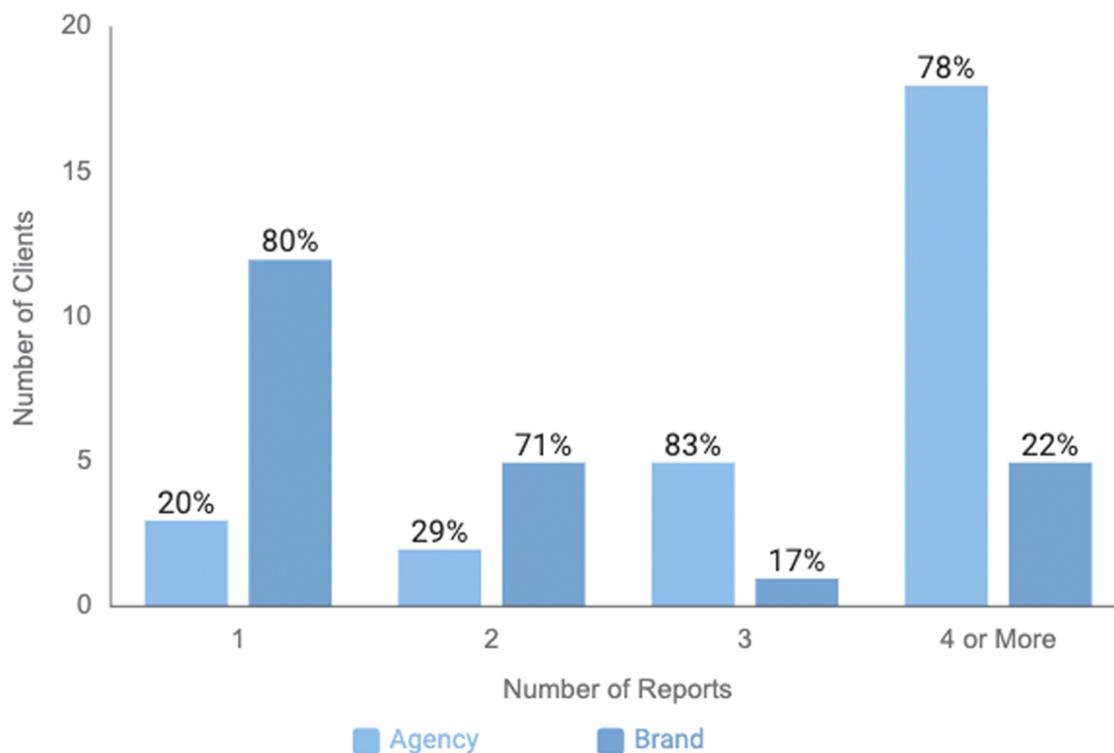
SURVEY ANALYSIS

# 45%

of the respondents manage an average of 4 clients

- o 80% of respondents who manage only one client are Marketers working with brands (in-house teams).
- o 37% of respondents who manage/work with brands handle more than one client as they work with multiple business units

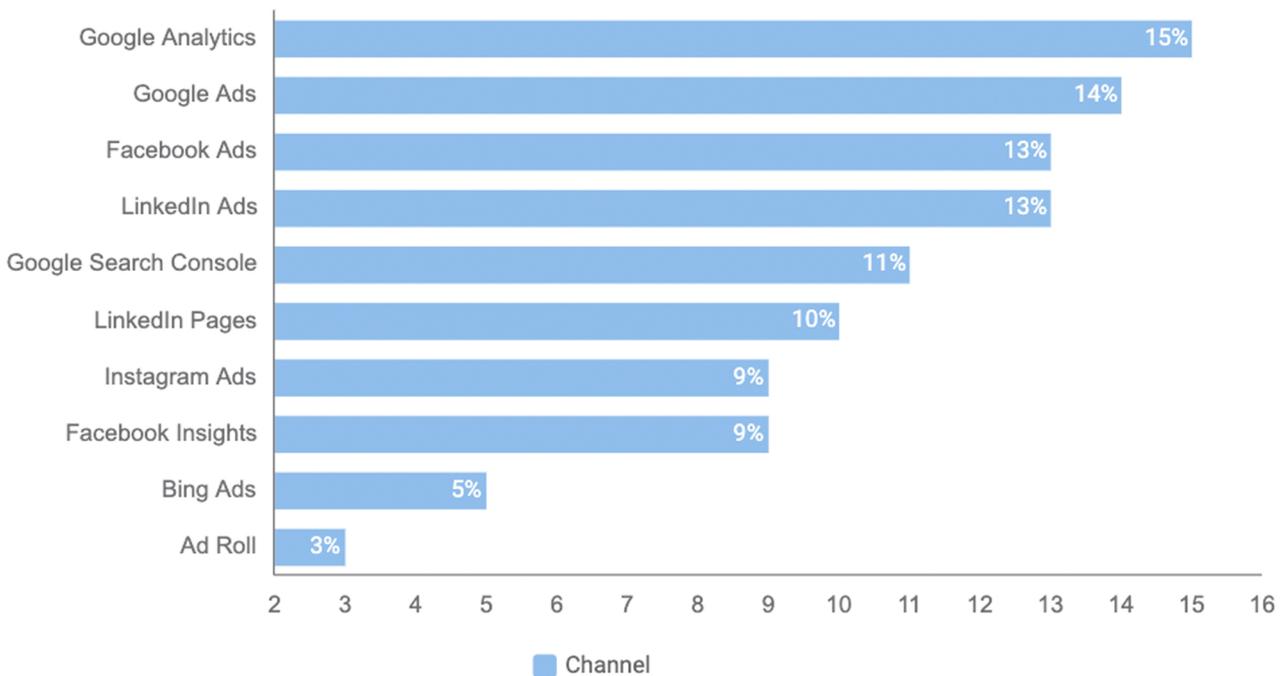
*Q: What is the average number of clients you work with?*



# 15%

of Marketers use Google Analytics,  
closely followed by Google Ads (14%),  
LinkedIn Ads (13%) & Facebook Ads (13%)

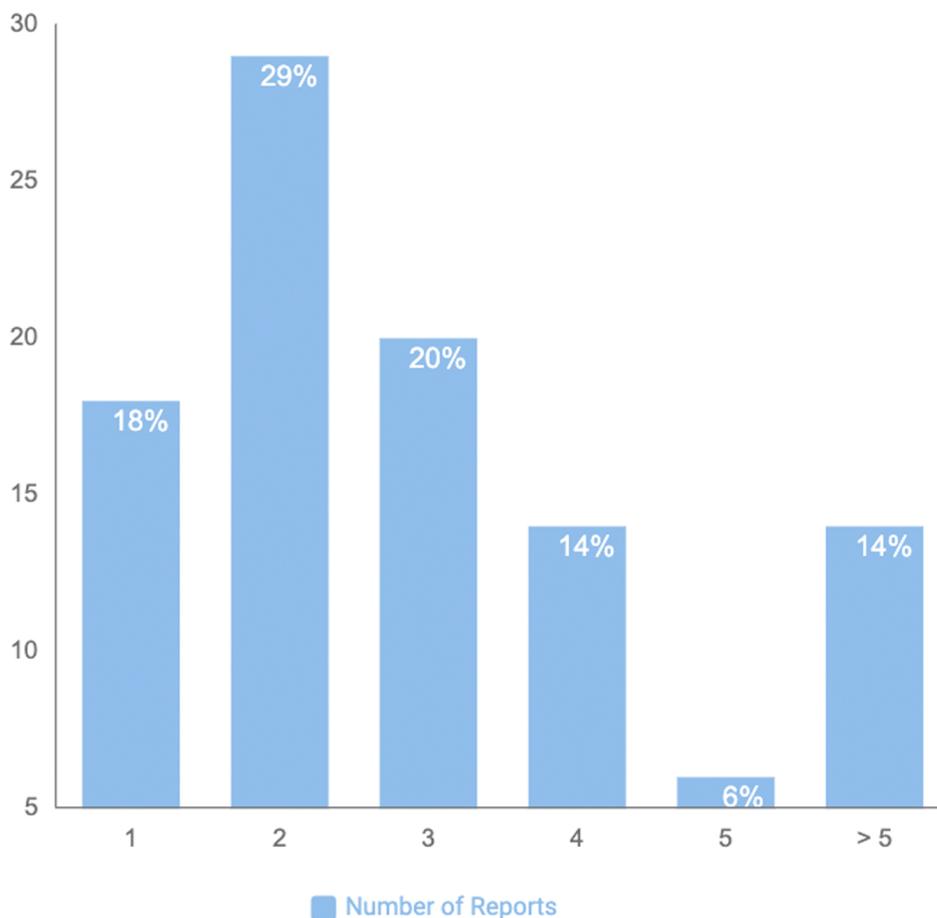
*Q: What Channels/Tools do you work with?*



# 29%

of respondents generate an average of 2 reports a week, with an overall average of 3 reports per week

Q: What is the average number of reports you create in a week?



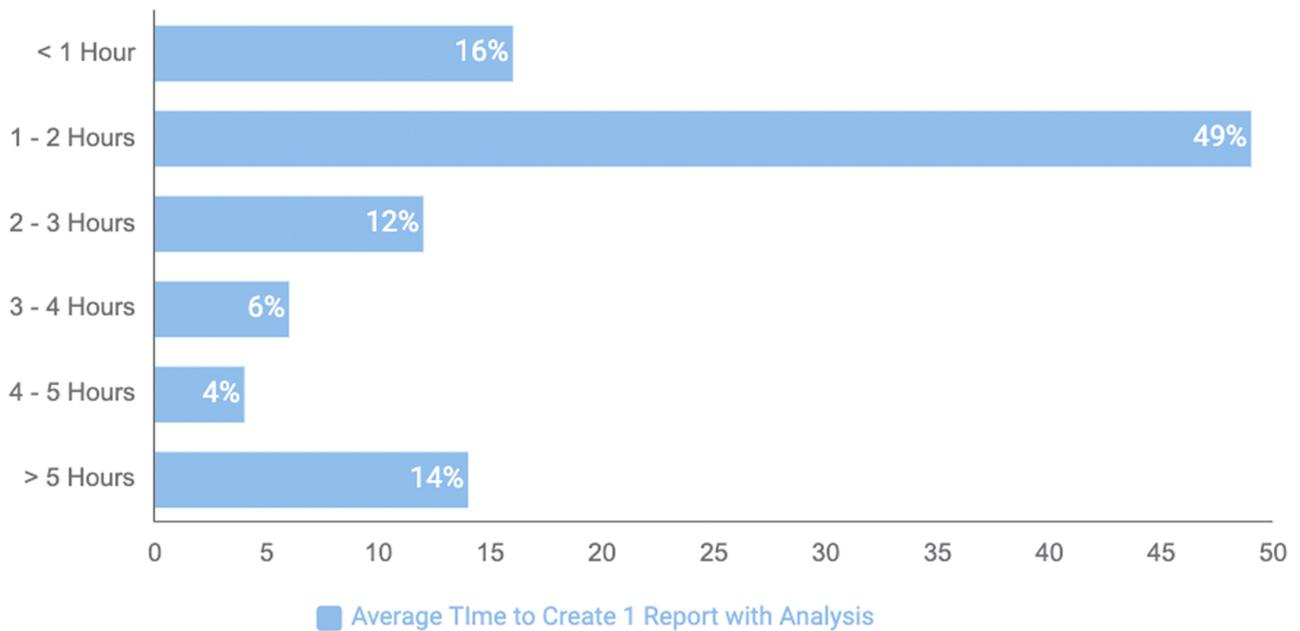
SURVEY ANALYSIS

# 49%

of marketers spend an average of a little over 2 hours to create a report with analysis

Although reports are crucial and time consuming, only 16% marketers spend less than an hour on an average to create a single report with analysis.

*Q: What is the average time spent to create one report with analysis?*



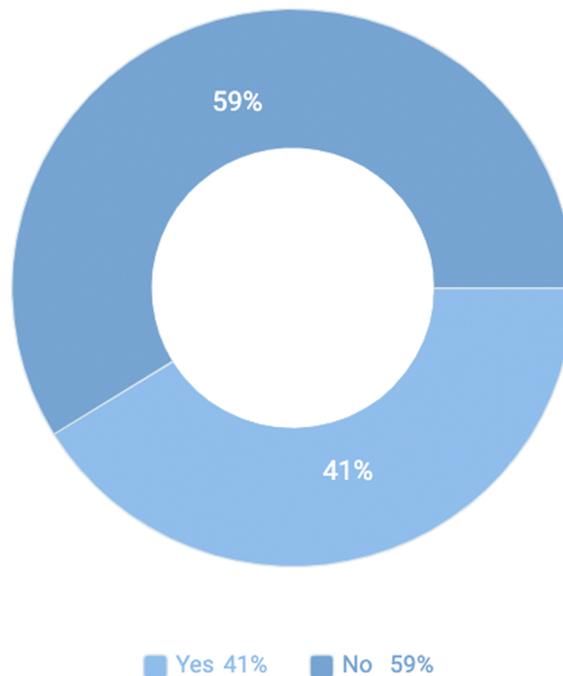
## Digital Marketing Report Automation

While automated digital marketing reports aren't new to the market, only a section of organizations have adopted the use of technology to save time building reports. This led us to dive deeper and understand the reports created by companies, the frequency, etc.

# 59%

of marketing professionals haven't automated their reports

*Q: Do you use any tool to automate your report?*

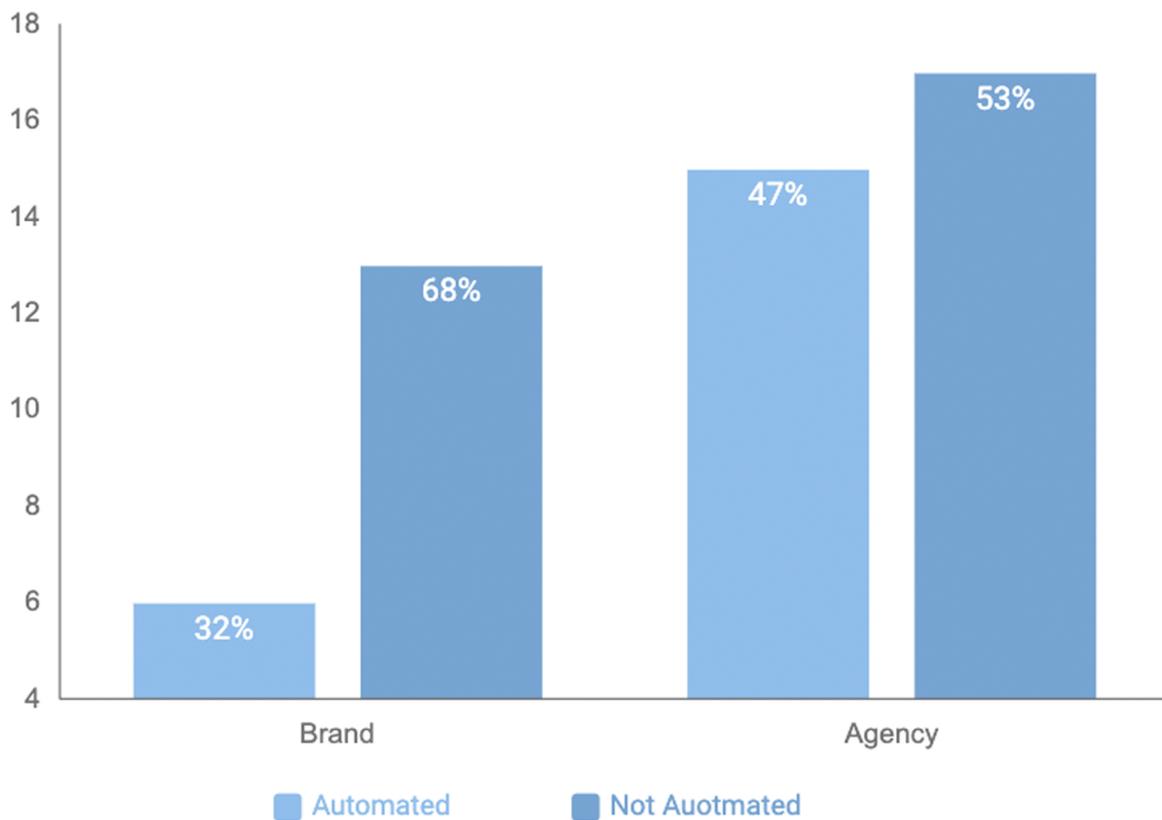


Even though report automation is a popular approach, only 41% are using few tools to get their reports automated to save time & effort.

## List of tools used by the 41%

Google Data Studio, Tableau, Tealium, ReportBuilder, DeltaX, Pearl, Hotjar, Crazyegg, SEM Rush, Zapier, Metabase, & few use their own custom too

*A further breakdown of report automation for Brand vs Agencies*



As agencies work with multiple clients and the need for automating reports is essential, 53% of the agencies have still not automated their reports. 68% brands on the other hand haven't opted for report automation.

## Takeaways

While the study shows that a majority of marketers spend 2.5 hours on an average to create and analyze a single report, with an average of 3 reports a week leads to consuming 7.5 hours which is almost an entire day every week.

While the automation of reports has been embraced by 41% of brands surveyed, the analysis and insights which is the crux of the report is still manual and continues to consume time. The manual insights & observations which is the crux of the report continues to consume time.

## About DataMyth

This report was generated by DataMyth, Inc., a SaaS reporting & goal-based analysis platform that helps digital marketers at digitally growing brands increase their efficiency. With DataMyth, you can create these reports in minutes with performance insights which helps marketers save hours of work. Data driven performance insights which become inputs for campaign optimization. Reports that would generally take anywhere between 2-4 hours to build will now take a couple of minutes with accuracy saving up to 7.5 hours a week.

To learn more, visit <https://www.datamyth.com/>