

# TRENDS CMOS WILL BENEFIT FROM IN 2015

The new age customer, social media and bog data analytics will drive CMO agenda this year, says report by Hansa Cequity



The age of the customer is real now and the CMO will drive this agenda in 2015



Big data will witness movement towards practical applications and marketers will embrace it. Marketers will move from "What is big data?" to "How can I adopt it?"



The intersection of digital marketing and big data will lead to the creation of cool solutions for CMOs



CMO and CIO collaboration will be key. Chief digital and chief data officers will become common across industry



Marketing will continue to directly buy new technology and the chief marketing technology officer will gain more relevance

