



Agile Marketing & Ops Survey Q1

DHC Merck Summit March 4, 2021

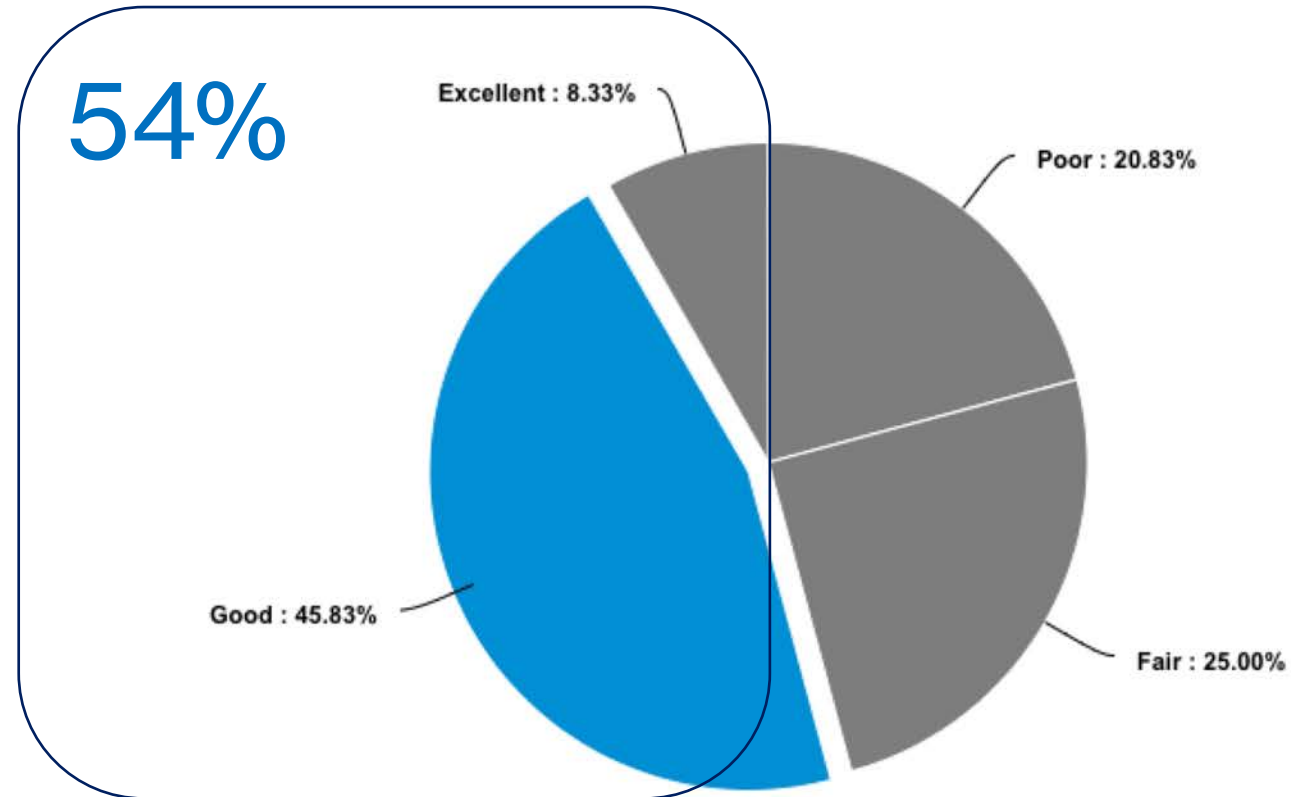




What's Working?

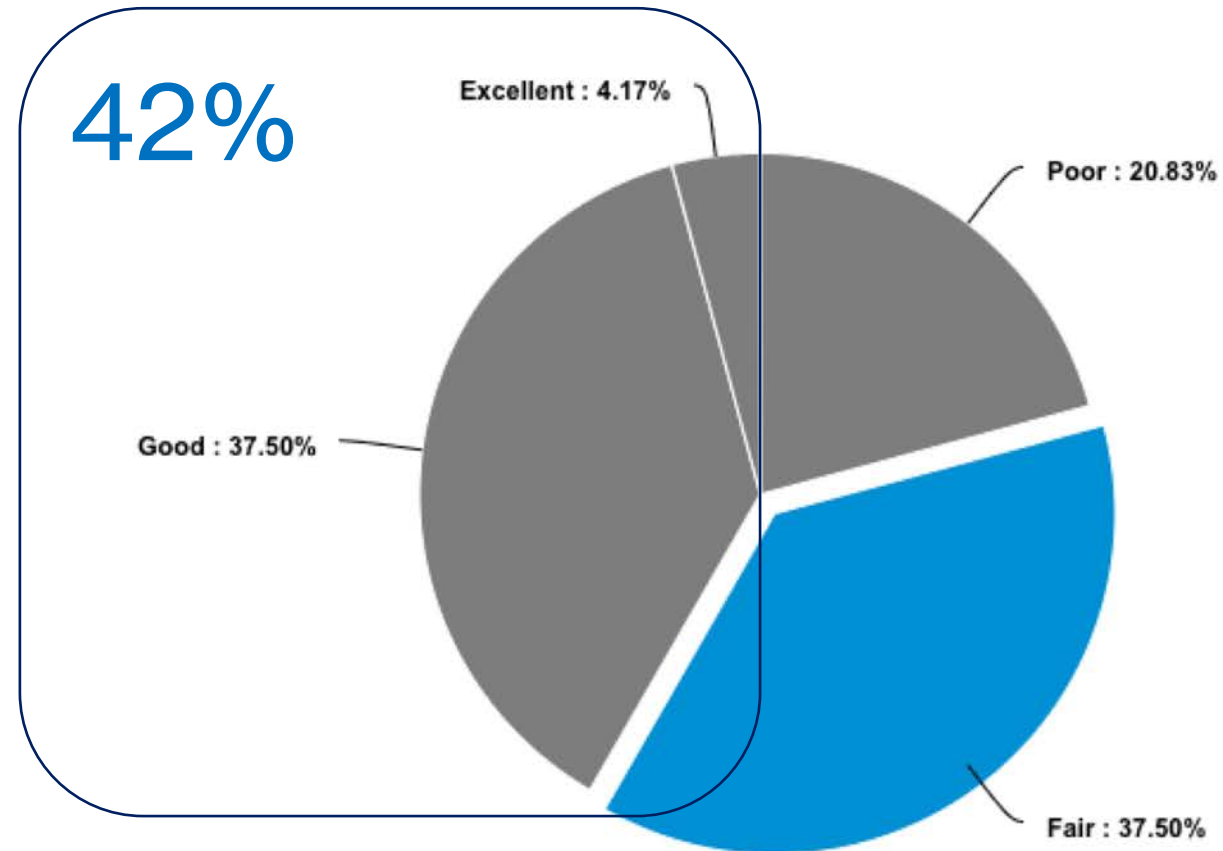
Rate Your Company in Agile: Data Driven Testing and Decision Making

Data driven testing and decision making



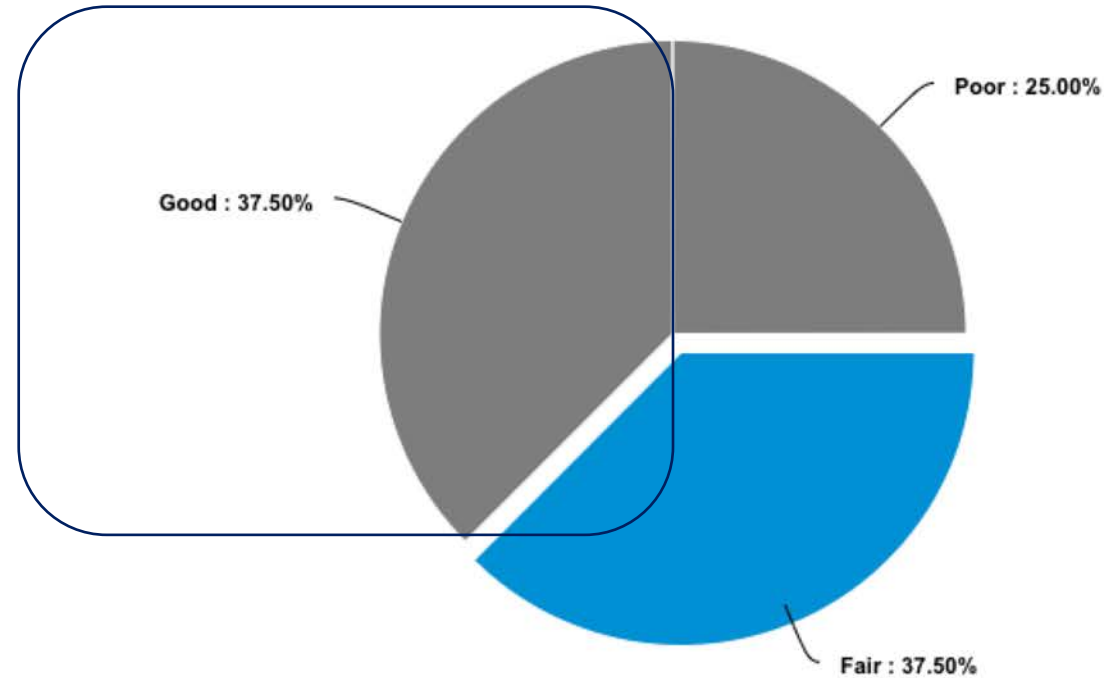
Rate Your Company in Agile: Internal Partner Integration

Internal partner integration



Rate Your Company in Agile: External Partner Integration

External partner integration

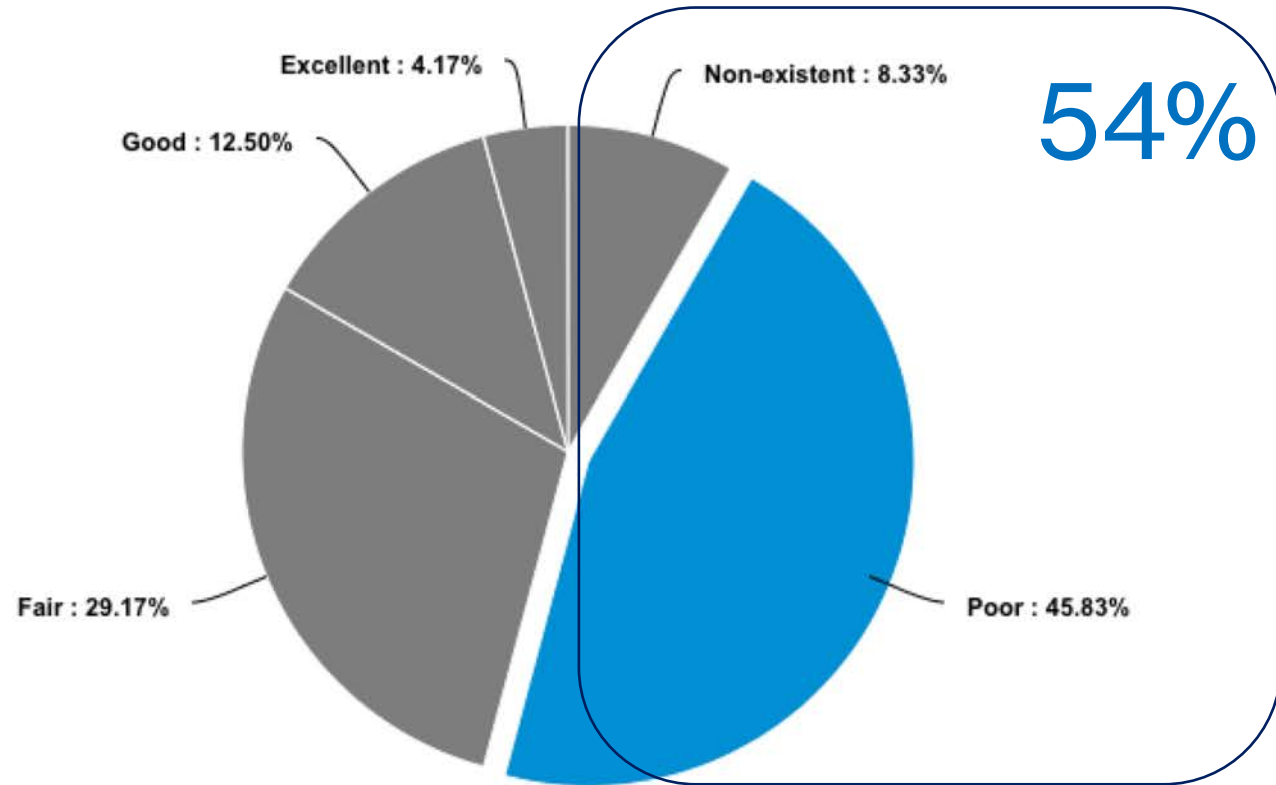




What Needs Work?

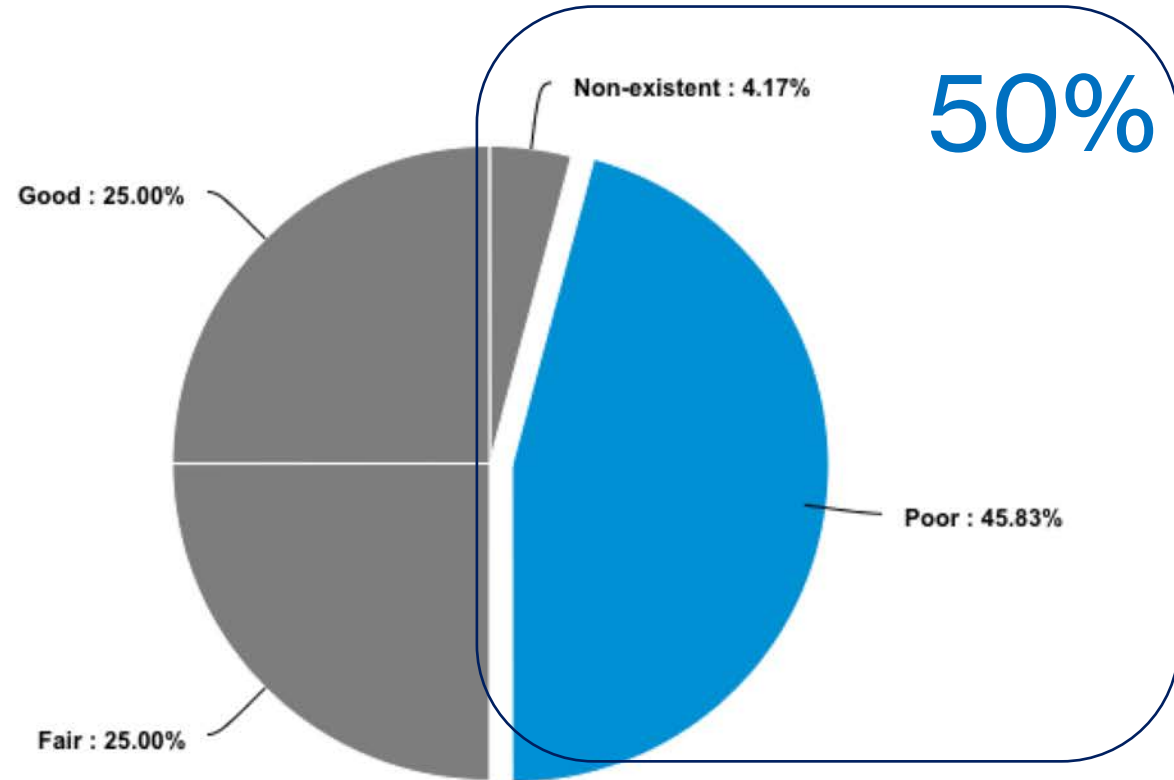
Rate Your Company in Agile: Agile Marketing Overall

Agile marketing overall



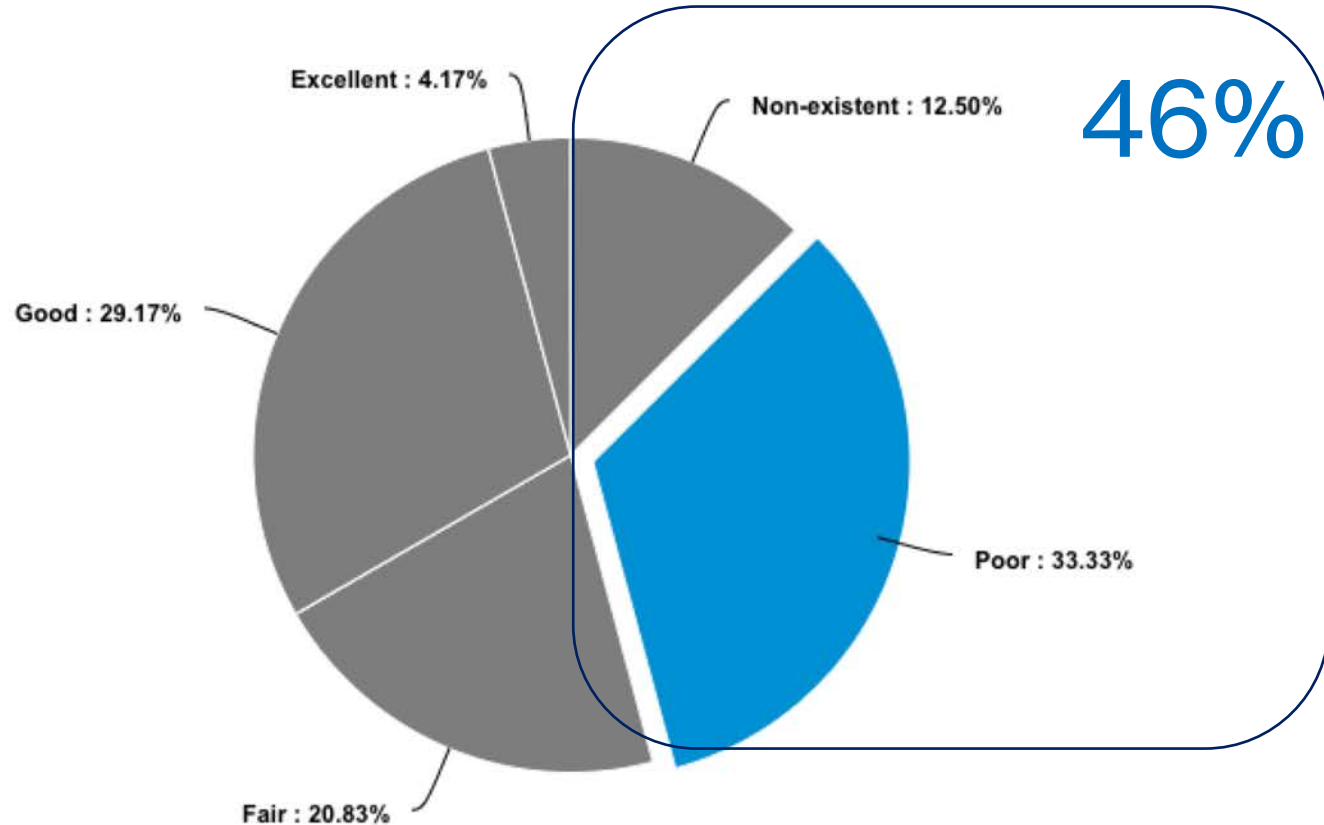
Rate Your Company in Agile: Agile Operations Overall

Agile operations overall

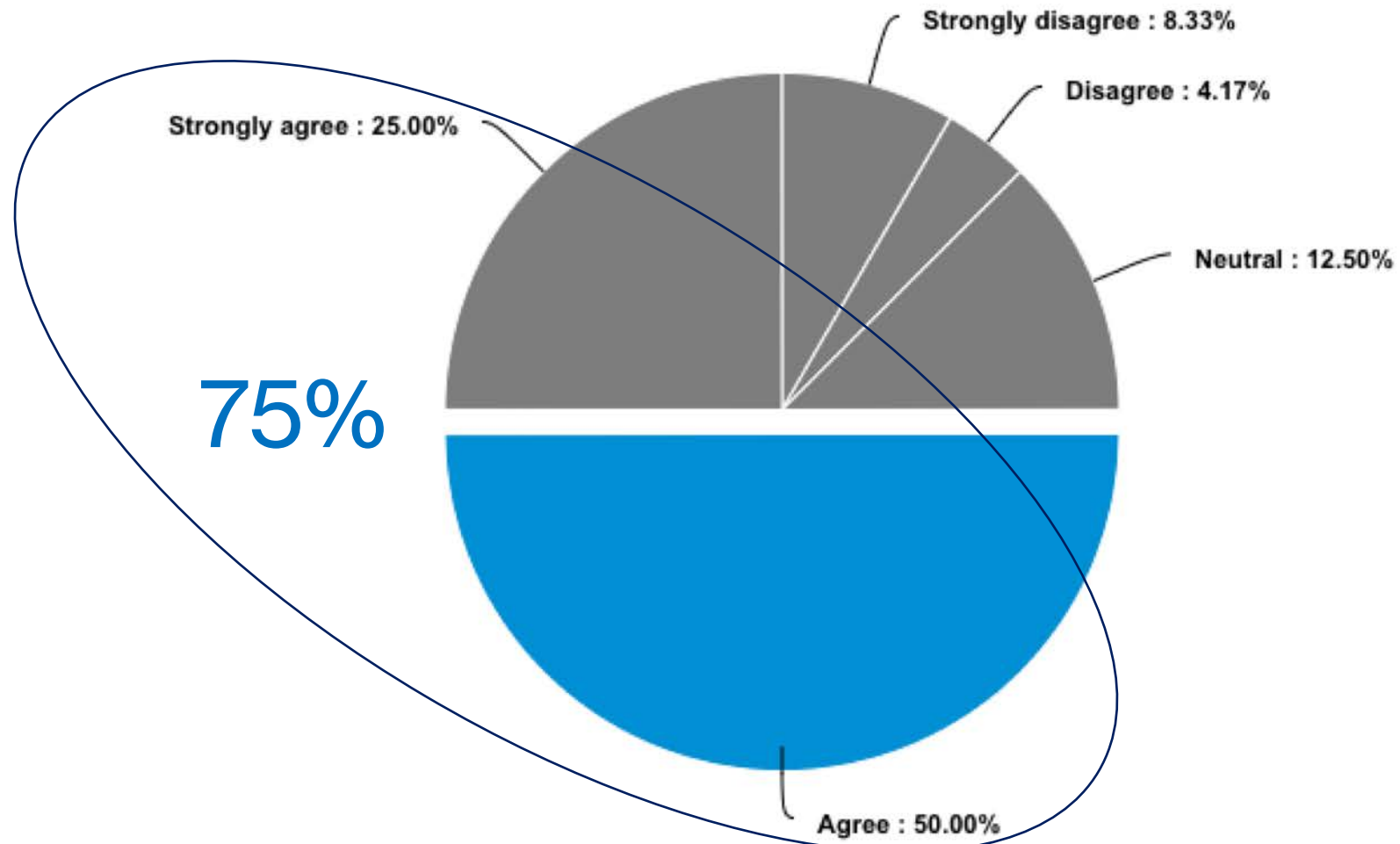


Rate Your Company in Agile: Predictive Machine Learning Models

Predictive machine learning models



“Agile methodology is helping to make a positive impact on customer experience”



Barriers to Agile Marketing & Ops

- *Fragmented teams building similar solutions*
- *Lack of ownership of agile internally*
- *Too many stakeholders involved (marketing, ops, agencies, vendors)*
- *It's too easy to stay in the comfort zone*
- *Requires major org model changes (or at least flexibility)*
- *We are not staffed that way*

Drivers To Adopt Agile Marketing & Ops

- *A clear vision of priorities*
- *Training, coaches, and management support*
- *Sharing the success of other companies helps to change mindset*
- *Changing landscape and pressure to launch faster (and cheaper)*
- *It must be “top down” ... or it does not happen*
- *The new and younger employees (rising stars)*
- *Speed to market requirements*