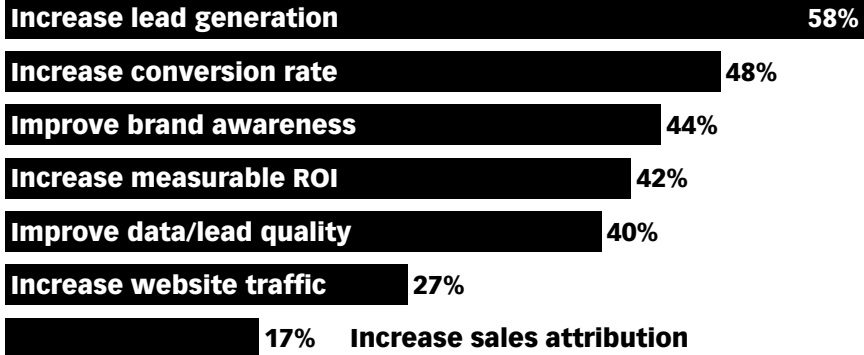


# Most Important Goals of a Digital Marketing Strategy According to Marketers Worldwide, March 2016

*% of respondents*



Source: Ascend2, "2016 State of Digital Marketing Survey Summary Report," March 8, 2016