

Digital Marketing Group Relies on EMARKETER for Forecast Intelligence

[Digital Marketing Group](#) (DMG) provides targeted digital marketing consulting and services including programmatic, SEO, website development, social media marketing, and creative production for clients in a variety of verticals. EMARKETER's forecasts are an essential part of the Portland, Oregon agency's toolkit.

"The data is rock solid. It's well respected and it helps illustrate to clients what their peers are doing, and make the case for when and how they should be spending their budgets," says Lisa Lawrence, vice president of sales operations, DMG. "We can create data-backed presentations that show clients what is happening both in their industry and the digital marketing space."

DMG's entire sales and ad operations teams have access to EMARKETER. Account executives were using the free version regularly, and encouraged the company to subscribe for enhanced insights. "We use it to stay up-to-date, not only about trends directly related to what we do as a digital marketing agency, but what's happening in the wider business world as well," says Lawrence.

Given the busy schedules of the company's account executives, Lawrence regularly posts content from EMARKETER newsletters, podcasts, slides, and forecasts to DMG's intranet and Microsoft Teams channels. "I share the data that pertains to the industries we serve, always with the link so they can go and see the complete report themselves," she says. "It gives them information to support our sales process."

“EMARKETER is one of the four tabs I fire up on my browser every morning. It keeps me informed on what's going on in the business world, and I share those insights with our account executives, so they're on top of what's happening now.”



Lisa Lawrence
VICE PRESIDENT
OF SALES
OPERATIONS, DMG

Data-centric forecasts from EMARKETER PRO+ help Digital Marketing Group (DMG) advise clients on how and where they should focus their digital ad spending.

Discover the benefits of PRO+ for your team.

Insight for Client Spending

Lawrence mentions budgeting as a top priority for DMG's clients.

"That's a huge challenge across the board. We're constantly asked where dollars should be allocated." Forecasts on digital ad spending give DMG data-backed insights to advise clients on where their peers are spending and what is happening in their own industries.

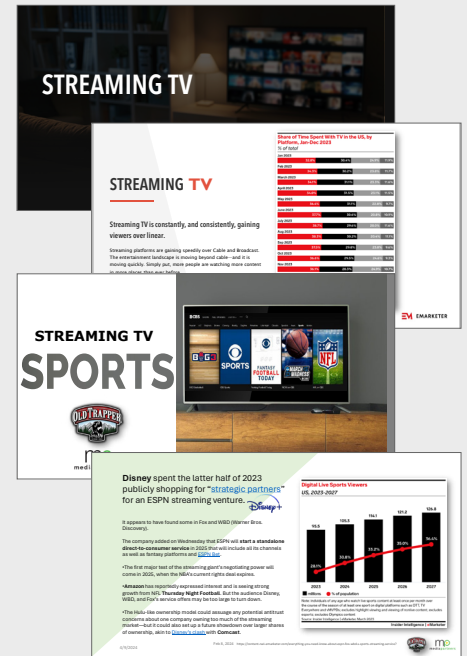
EMARKETER graphs and charts are used in about 90% of the slide decks Lawrence creates for both existing clients and new business pitches. It is also a vital tool for advising clients on how to allocate their budgets.

For example, for a national beef jerky brand she featured charts on spending for linear and streaming TV. "It helped me illustrate what is happening in the space, who the players are, and how it is evolving," she says. "Combined with our own insight, EMARKETER data helped me make the case for where and how they should be spending."

"Before we had PRO+ access, we'd spend a lot of time Googling for information, and we might not get reliable results," says Lawrence.

"The access to more forecasts is super handy for determining where a client's sector is going and where their peers are doing. I use EMARKETER every day, and I encourage our sales team to use it as often as they can." ■

DMG's Lawrence uses EMARKETER charts and data in about 90% of the decks she puts together for both sales proposals and for internal training.



Learn how EMARKETER data can work for you.

Go-To Resources

Every day, the DMG team finds value in numerous EMARKETER features.



PRO+ gives access to forecasts offering in-depth data on digital spending in specific industries such as retail or banking.



EMARKETER charts help DMG build informative slides for new business development and presentations to other agencies.



The "Behind the Numbers" [podcast](#) helps the team understand the ever-changing world of digital media.



Daily and weekly [newsletters](#) keep the c-suite and account executives up-to-date on the latest news and trends.

EMARKETER is the leading research, data, and insights provider for marketing, advertising, and commerce professionals. Our data-centric forecasts and rigorous analysis empowers strategic decisions for revenue-driving teams. Through context from our expert analysts, carefully vetted data sources, and our proprietary research methodology, EMARKETER's forecasts, reports, and benchmarks enable companies to anticipate tomorrow's market trends for confidence today. EMARKETER is a division of Axel Springer S.E.



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