

14 Facts About What CMOs Want from Agencies

The changing landscape of programmatic calls for a redefined model in how brands work with both agencies and tech partners. The CMO Club survey of more than 70 CMOs and 1:1 interviews with brand leaders from The CMO Club uncovered what marketers are really looking for in their partnerships. We share some highlights below. To download the full report with the findings and recommendations for both brands and agencies on how to optimize their partnerships, [click here](#).

