



The State of Integrated Marketing 2025

Spiegel Research Center
Medill School of Integrated Marketing
Communications
Northwestern University

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01

Methodology

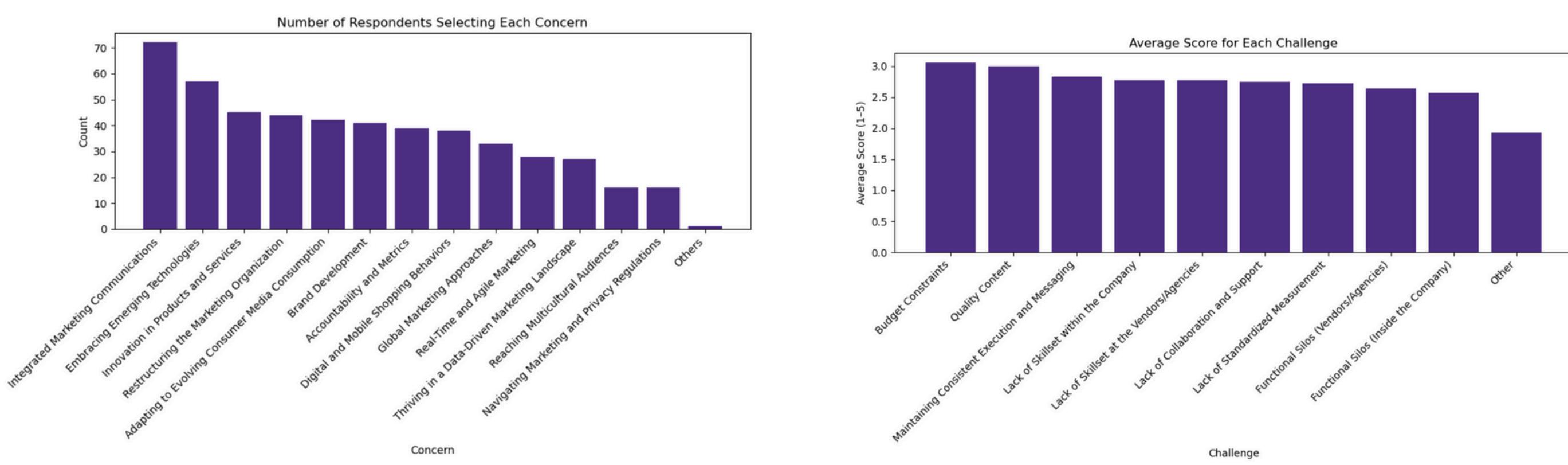
All analysis is based on a nationwide survey of experienced marketing professionals which resulted in 161 valid responses after cleaning. This white paper examines additional correlations and relationships between response variables, particularly aiming to identify strong and relevant variable interactions.

02

Top Concerns & Challenges

The most frequently selected concerns were (1) IMC, (2) Embracing Emerging Technologies, and (3) Innovation in Products and Services.

The challenges that were scored as the most challenging were (1) Budget Constraints, (2) Quality Content, and (3) Consistent Execution and Messaging.



03

Technology Usage & AI

2 concerns had a statistically significant correlation with average usage score of marketing technology tools:
Restructuring the Marketing Organization and Integrated Marketing Communications.

This indicates that the professionals who have higher usage of marketing technology tools tend to be **more concerned with IMC and restructuring the organization**.

concern	correlation	p_value
Restructuring the Marketing Org	0.165	0.037
IMC	0.160	0.042

Note. Statistical significance is at the 5% level

challenge	correlation	p_value
Consistent Execution & Messaging	-0.179	0.023

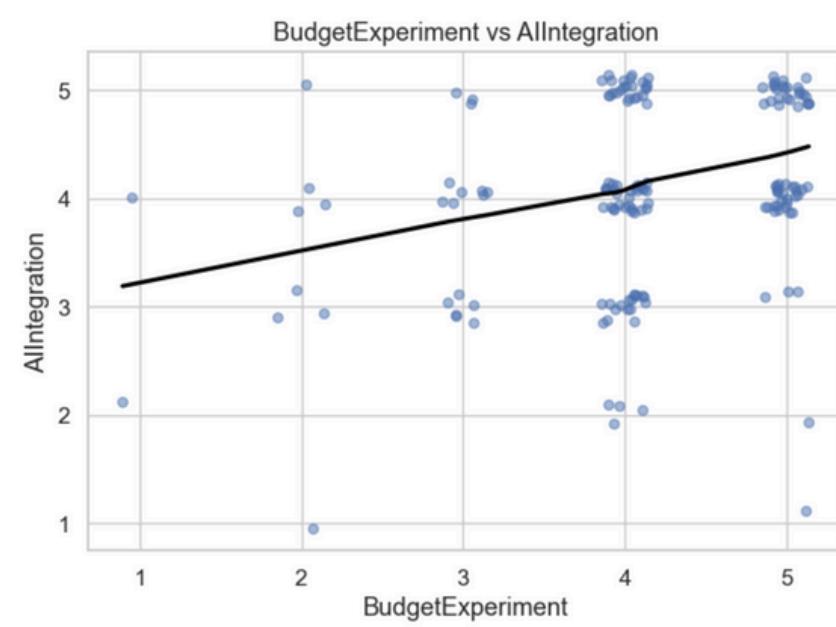
Note. Statistical significance is at the 5% level

Only 1 challenge had a statistically significant correlation with the average usage score of marketing technology tools:
Consistent Execution & Messaging.

Given the negative correlation, this indicates that professionals who have higher usage of marketing technology tools tend to be **less challenged by consistent execution and messaging**.

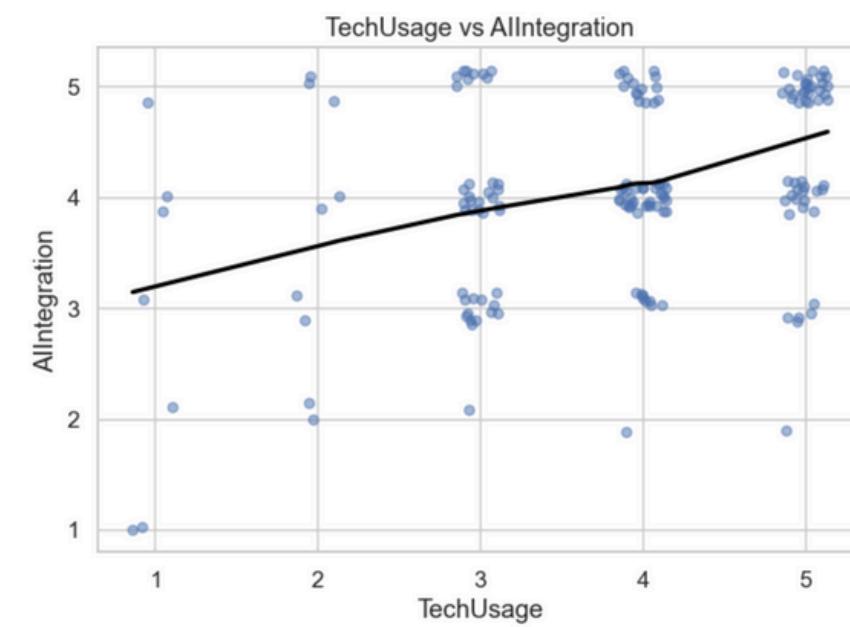
The plots below display some of the strongest relationships between variables in the data.

Note. Jitter has been added to the points on the scatterplots to avoid overlap.

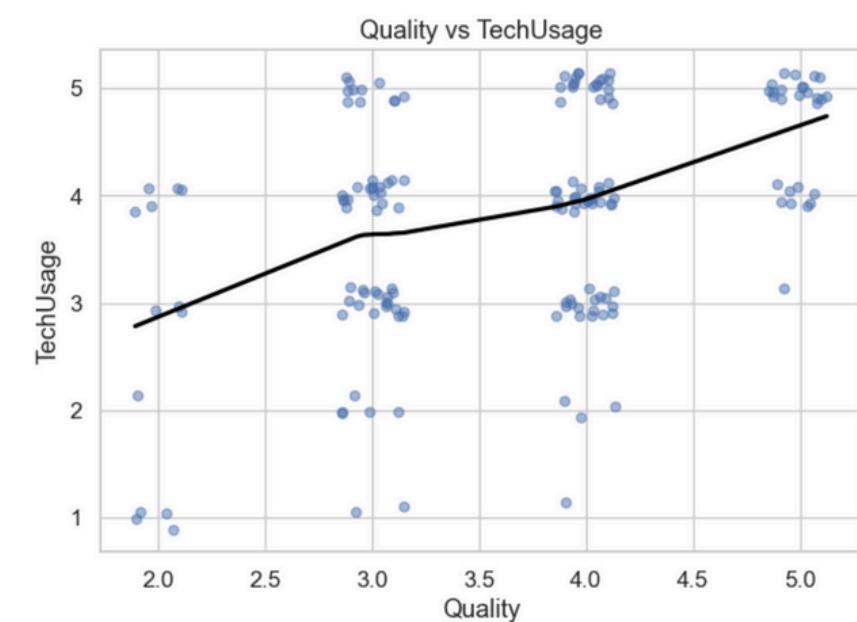


BudgetExperiment and **AllIntegration** saw a positive, moderate correlation: those who are more experimental with their budget tend to integrate AI.

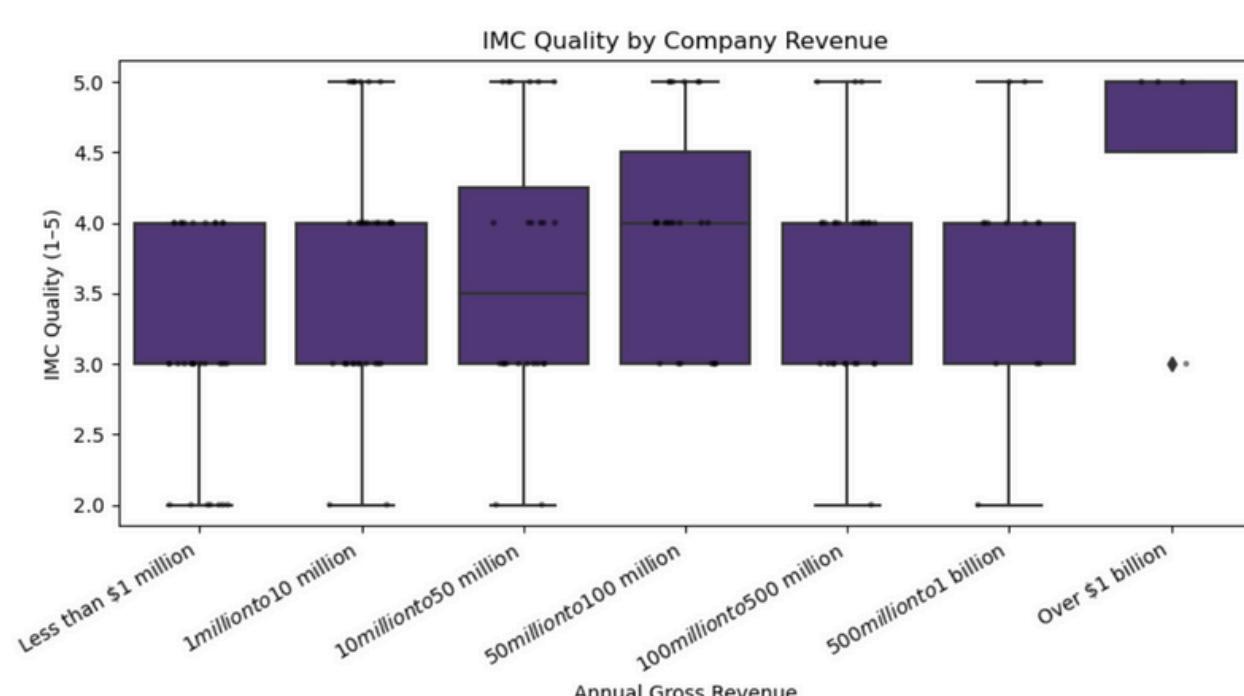
TechUsage and **AI Integration** saw a positive, moderate correlation. The visualization also shows much more density in higher TechUsage scores: respondents tend to report a score of 3 or above.



TechUsage and **Quality** saw a positive, moderate correlation: those with higher tech usage tended to report higher quality IMC.



04 IMC Quality



Perceived IMC quality across company revenue categories has statistically significant differences, with >\$1 billion companies having the highest median quality score.

2 concerns had a statistically significant correlation with quality score: IMC and Real-Time & Agile Marketing.

No challenges had a statistically significant correlation with quality score.

concern	correlation	p_value
IMC	0.283	0.000
Real-Time & Agile Marketing	0.165	0.036

Note. Statistical significance is at the 5% level