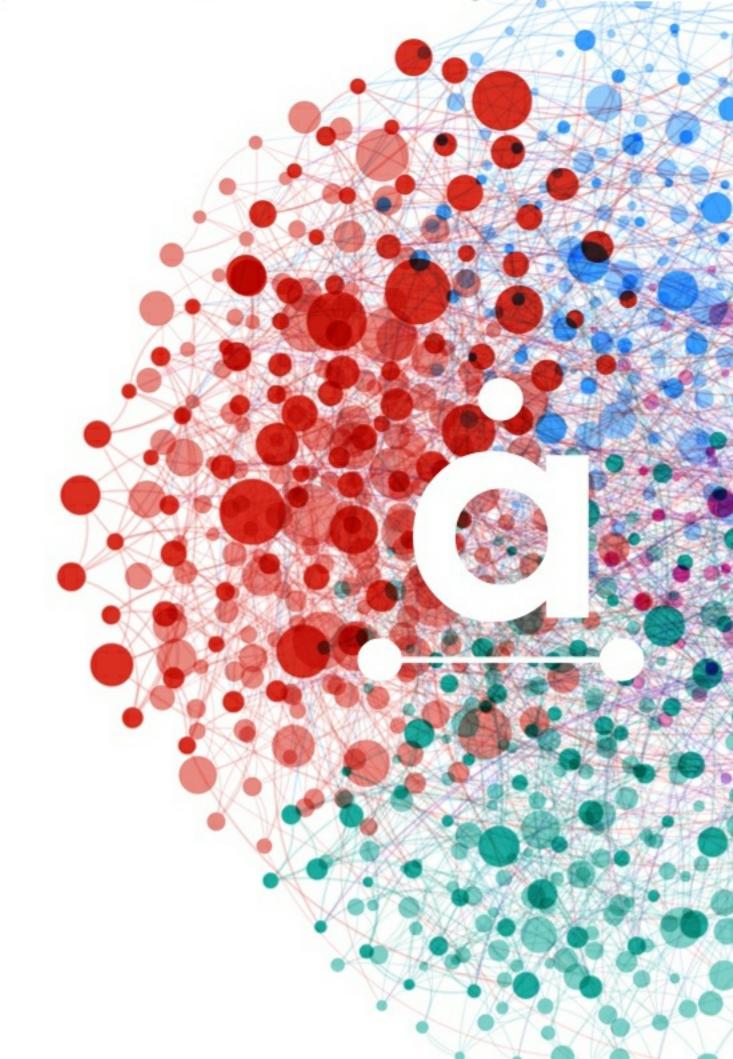Audiense Insights

CMOs 2017

26/07/2017

CMOs 2017

Overview

Gender
Male
55.48%

Country
United States of America
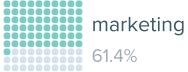47.8%

Interests
business and industrial
57.65%

Describe themselves as...

marketing
61.4%

cmo
34.7%

director
31.0%

marketing director
26.2%

head
13.0%

Affinity

Barack Obama
@BarackObama
34.7%

TechCrunch
@TechCrunch
31.92%

Mashable
@mashable
31.74%

Harvard Biz Review
@HarvardBiz
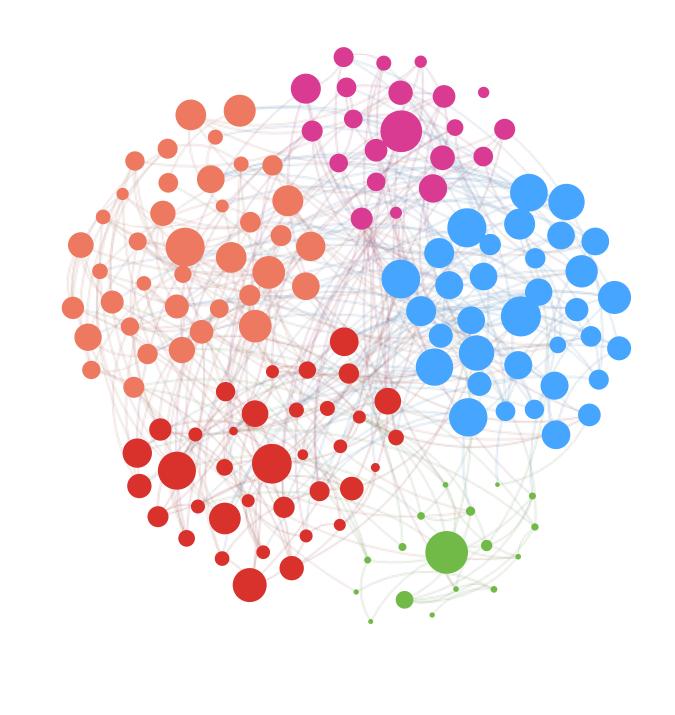25.47%

Fast Company
@FastCompany
24.77%

Elon Musk
@elonmusk
23.9%

The New York Times
@nytimes
23.78%

Segments

- SEO & Social Media Enthusiasts
- Spanish Speaking
- Traditional Marketing
- Entrepreneurs
- Twitter Power Users

Full Audience

Segment Persona

Gender: Male

Age 25-34

Speaks English

London
United States Of
America

Values

Constancy
Stagnation
Egoism
Modernity

Needs

Practicality
Challenge
Flexibility
Restraint

Interests

business and
industrial
technology and
computing
food and drink
sports
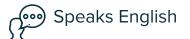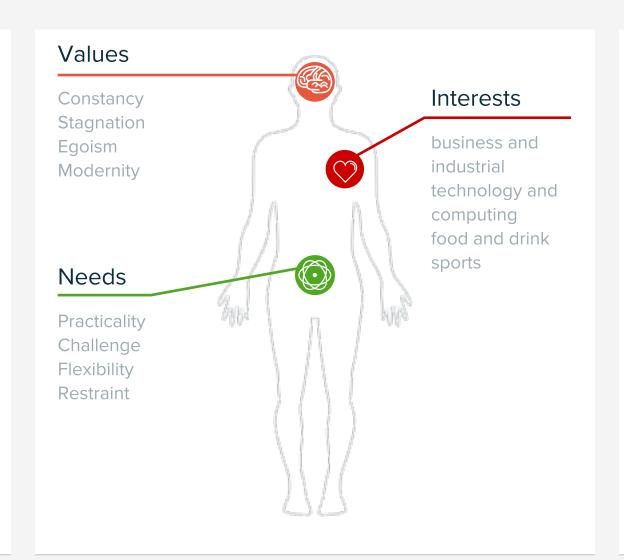
Influenced by

Barack Obama
@BarackObama
34.7%

TechCrunch
@TechCrunch
31.92%
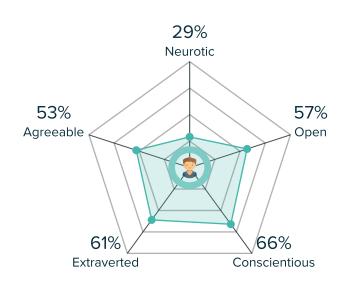
Mashable
@mashable
31.74%

Personality

29%
Neurotic

53%
Agreeable

57%
Open

61%
Extraverted

66%
Conscientious

Trusts these brands

TechCrunch

Mashable

WIRED

Hootsuite

The Economist

Digital behaviour

Prefered Device
Mobile

Most active day
Wednesday

Most active timeframe
12-17h

● Full Audience   ● Global

Gender

Male	64.44%
	53.66%
Female	35.56%
	46.34%

City

London	8.14%
	2.49%
San Francisco	6.03%
Chicago	3.21%
	1.02%
Paris	3.08%
	0.87%

Bio

marketing	61.35%
cmo	34.70%
director	31.02%
marketing director	26.20%

Age

35-44	23.44%
	11.35%
18-24	22.87%
	38.88%
45-54	14.57%
55-64	3.26%
	1.80%

Language

English	86.39%
	53.55%
Spanish	5.61%
	16.51%
French	2.86%
Japanese	0.97%

Name

David	1.13%
	0.25%
Michael	1.06%
Chris	1.01%
John	0.88%
	0.18%
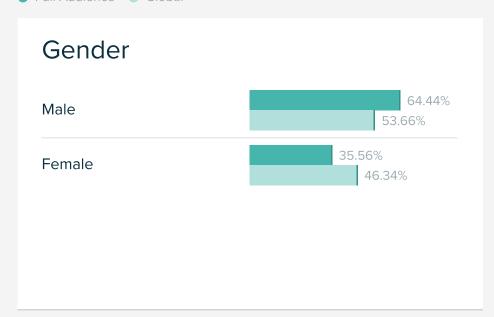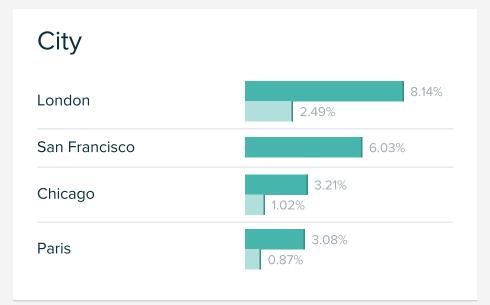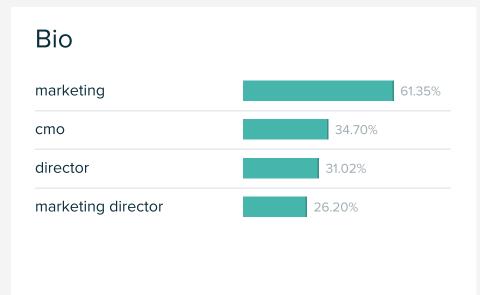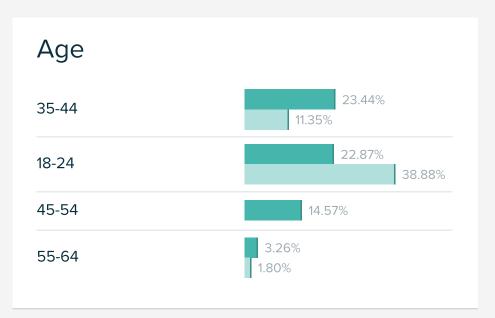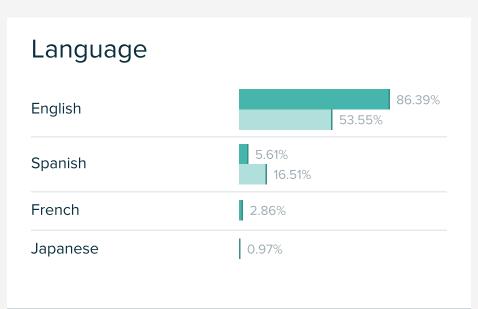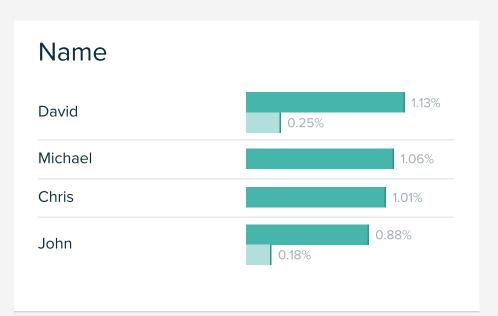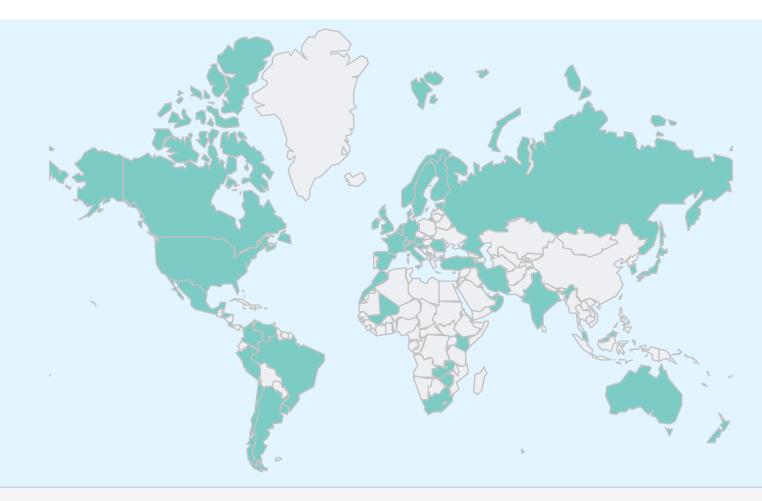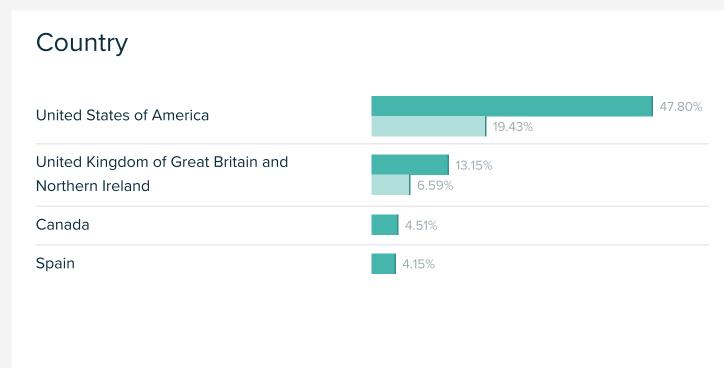
● Full Audience   ● Global

Accounts Distribution

Country

United States of America	47.80%
	19.43%
United Kingdom of Great Britain and Northern Ireland	13.15%
	6.59%
Canada	4.51%
Spain	4.15%

Affinity

Barack Obama
@BarackObama
34.7%

TechCrunch
@TechCrunch
31.92%

Fast Company
@FastCompany
24.77%

WIRED
@WIRED
21.87%

Wall Street Journal
@WSJ
21.47%

Mashable
@mashable
31.74%

Elon Musk
@elonmusk
23.9%

Ann Handley
@MarketingProfs
21.79%

Richard Branson
@richardbranson
20.87%

Harvard Biz Review
@HarvardBiz
25.47%

Forbes
@Forbes
22.64%

Ad Age
@adage
21.64%

HubSpot
@HubSpot
18.84%

Interests

- Full Audience
- Global

Interest	Full Audience	Global
business and industrial	57.65%	13.06%
technology and computing	37.52%	17.03%
food and drink	14.45%	17.80%
sports	14.06%	15.37%
travel	9.54%	
society	6.96%	31.63%
hobbies and interests	6.40%	

Full Audience   Global

Big Five

29%
Neurotic

57%
Open

53%
Agreeable

66%
Conscientious

61%
Extraverted

Openness

Consistent	47% — 79%	Adventurous
Concrete	51% — 77%	Philosophical
Respectful of authority	50% — 74%	Authority-challenging
Dispassionate	31% — 52%	Emotionally aware
Down-to-earth	32% — 53%	Imaginative
Unconcerned with art	45% — 51%	Appreciative of art

Neurotic

Self-assured	22% — 53%	Prone to worry
Calm under pressure	23% — 54%	Susceptible to stress
Mild-tempered	21% — 49%	Fiery
Confident	25% — 52%	Self-conscious
Content	26% — 51%	Melancholic
Self-controlled	34% — 52%	Hedonistic

Agreeableness

Cautious of others	46% — 78%	Trusting of others
Proud	30% — 53%	Modest
Contrary	47% — 69%	Accomodating
Compromising	45% — 56%	Uncompromising
Hard-hearted	42% — 50%	Empathetic
Self-focused	47% — 51%	Altruistic

Extraversion

Laid-back	46% — 80%	Energetic
Demure	51% — 74%	Assertive
Calm-seeking	40% — 58%	Excitement-seeking
Reserved	51% — 66%	Outgoing
Solemn	44% — 54%	Cheerful
Independent	54% — 62%	Sociable

Conscientiousness

Content	42% — 72%	Driven
Bold	44% — 71%	Deliberate
Intermittent	48% — 72%	Persistent
Carefree	49% — 66%	Dutiful
Self-doubted	45% — 59%	Self-assured
Unstructured	43% — 54%	Organised

● Full Audience   ● Global

Device

🖥 Desktop
- 29.30%
- 30.12%

📱 Mobile
- 40.80%
- 61.52%

Content type

💬 Own
- 56.31%
- 52.47%

💬 Replies
- 20.04%
- 22.36%

Shares
- 23.62%
- 25.15%

📢 Amplification

10-100	68.06%
	24.07%
0-10	15.75%
	72.98%
100-1000	15.17%
	2.76%
>1000	1.02%
	0.19%

👍 Applause

10-100	61.79%
	28.57%
100-1000	24.00%
	6.82%
0-10	12.76%
	64.33%
>1000	1.44%
	0.28%

Active days

Wednesday	17.05%
	14.66%
Thursday	16.85%
	14.46%
Tuesday	16.61%
	14.55%
Monday	14.55%
	14.46%

Active hours

12-17h	33.67%
	28.52%
18-23h	31.63%
	29.32%
00-05h	18.31%
	24.34%
06-11h	16.36%
	17.78%

● Full Audience ● Global

Needs

Remoteness	23% — 53%	Closeness
Calm	31% — 56%	Excitement
Disagreement	24% — 48%	Harmony
Imperfection	31% — 51%	Ideal
Inexpression	29% — 49%	Self-expression
Reservedness	37% — 52%	Love
Risk	36% — 50%	Stability
Contentment	38% — 48%	Curiosity
Restraint	44% — 53%	Liberty
Complacency	50% — 53%	Practicality
Flexibility	44% — 47%	Structure
Ease	50%	Challenge

Values

Stoicism	23% — 52%	Hedonism
Egoism	31% — 59%	Self-transcendence
Modernity	26% — 47%	Conservation
Constancy	41% — 54%	Openness to change
Stagnation	39% — 48%	Self-enhancement

SEO & Social Media Enthusiasts

Segment Persona

Gender: Male

Age 25-34

Speaks English

London
United States Of
America

Values

Constancy
Stagnation
Egoism
Stoicism

Needs

Structure
Complacency
Ease
Restraint

Interests

business and
industrial
technology and
computing
food and drink
sports

Influenced by

Mashable
@mashable
45.07%

TechCrunch
@TechCrunch
40.94%

Ann Handley
@MarketingProfs
32.55%

Personality

26%
Neurotic

54%
Agreeable

55%
Open

59%
Extraverted

65%
Conscientious

Trusts these brands

Mashable

TechCrunch

Fast Company

Hootsuite

WIRED

Digital behaviour
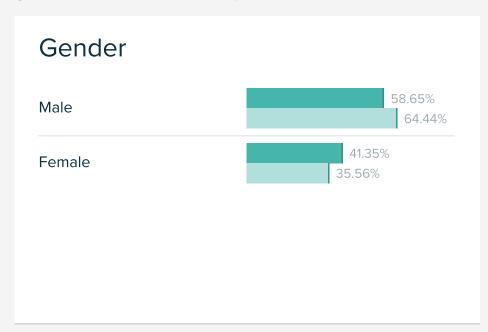
Prefered Device
Desktop

Most active day
Wednesday

Most active timeframe
12-17h

● SEO & Social Media Enthusiasts   ● CMOs 2017

Gender

Male	58.65%
	64.44%
Female	41.35%
	35.56%

City

London	9.98%
	8.14%
San Francisco	6.21%
	6.03%
Chicago	4.66%
	3.21%
Boston	3.10%

Bio

marketing	71.28%
	61.35%
director	37.11%
	31.02%
marketing director	33.58%
	26.20%
cmo	28.57%
	34.70%

Age

25-34	39.09%
35-44	19.74%
	23.44%
18-24	18.20%
	22.87%
55-64	2.17%
	3.26%

Language

English	97.35%
	86.39%
French	0.74%
	2.86%
English UK	0.59%
Russian	0.29%

Name

Jeff	1.21%
David	1.06%
	1.13%
Steve	1.06%
Michael	1.06%
	1.06%

● SEO & Social Media Enthusiasts   ● CMOs 2017

Accounts Distribution

Country

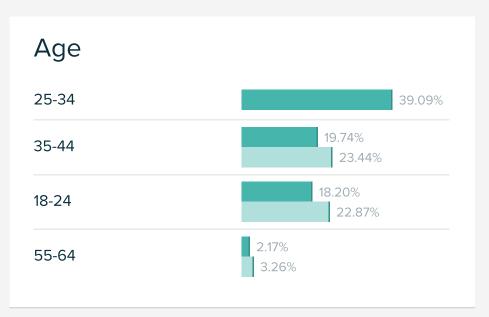|	
United States of America	56.60%
	47.80%
United Kingdom of Great Britain and Northern Ireland	17.00%
	13.15%
Canada	5.78%
	4.51%
Australia	4.29%
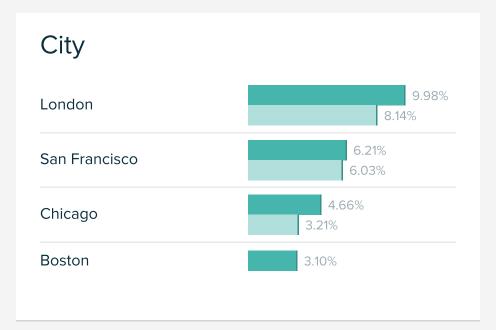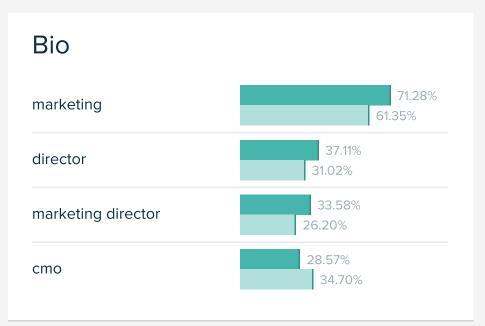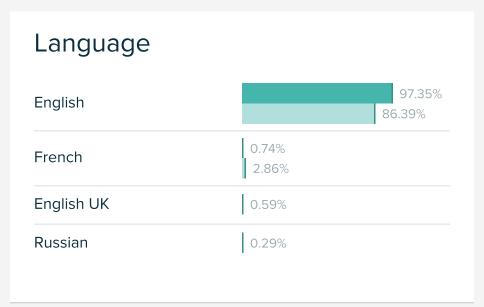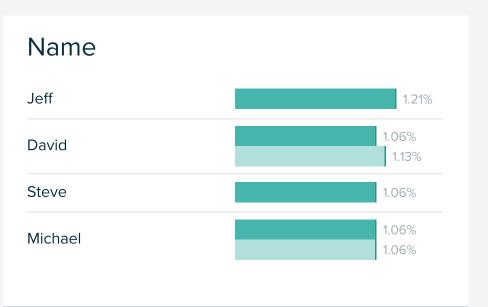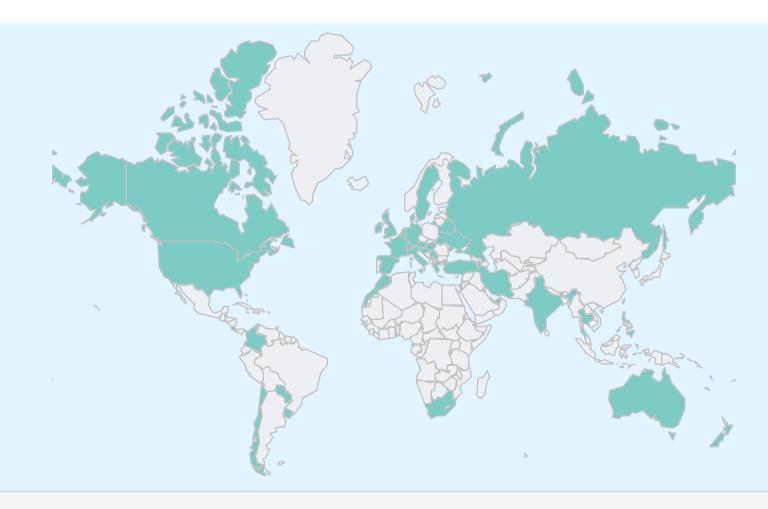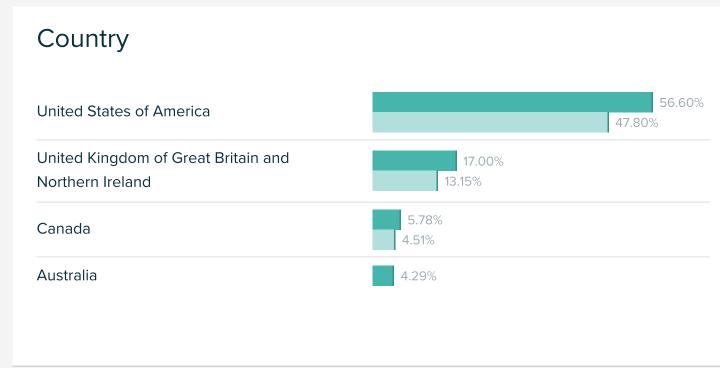
● SEO & Social Media Enthusiasts ● CMOs 2017

Affinity

Mashable
@mashable
45.07%

TechCrunch
@TechCrunch
40.94%

Robert Scoble: VR/AR
@Scobleizer
23.71%

Scott Stratten
@unmarketing
19.73%

Jason Falls
@JasonFalls
17.82%

Ann Handley
@MarketingProfs
32.55%

Klout
@klout
21.35%

Kevin Rose
@kevinrose
18.7%

Darren Rowse
@problogger
16.94%

Chris Brogan
@chrisbrogan
24.01%
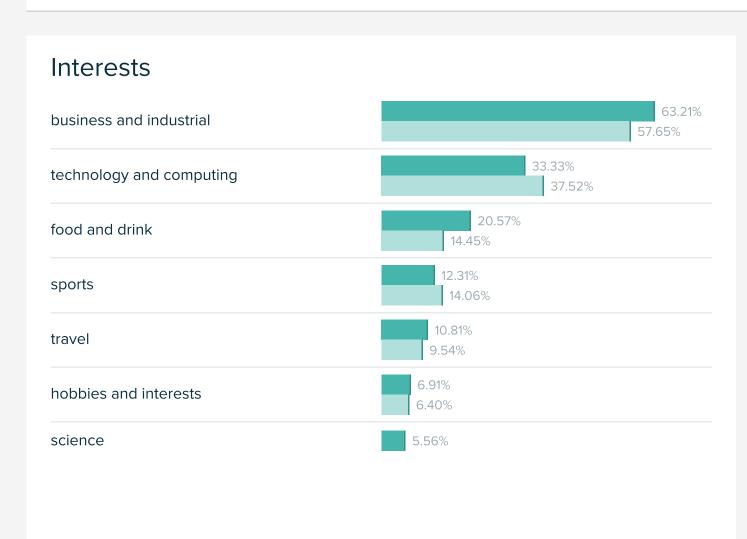
Social Media Insider
@SocialMedia411
20.03%

Zappos.com
@Zappos
18.7%

Liz Strauss
@lizstrauss
16.35%

Interests

Interest		
business and industrial	63.21%	57.65%
technology and computing	33.33%	37.52%
food and drink	20.57%	14.45%
sports	12.31%	14.06%
travel	10.81%	9.54%
hobbies and interests	6.91%	6.40%
science	5.56%	

- SEO & Social Media Enthusiasts   - CMOs 2017

Big Five

26%
Neurotic

55%
Open

54%
Agreeable

65%
Conscientious

59%
Extraverted

Openness

Dispassionate	27% — 31%	Emotionally aware
Down-to-earth	28% — 32%	Imaginative
Consistent	79% — 82%	Adventurous
Unconcerned with art	42% — 45%	Appreciative of art
Concrete	76% — 77%	Philosophical
Respectful of authority	74% — 75%	Authority-challenging

Neurotic

Self-controlled	34% — 38%	Hedonistic
Mild-tempered	19% — 21%	Fiery
Self-assured	20% — 22%	Prone to worry
Calm under pressure	21% — 23%	Susceptible to stress
Content	25% — 26%	Melancholic
Confident	24% — 25%	Self-conscious

Agreeableness

Compromising	56% — 59%	Uncompromising
Contrary	69% — 71%	Accomodating
Hard-hearted	40% — 42%	Empathetic
Self-focused	50% — 51%	Altruistic
Proud	30% — 31%	Modest
Cautious of others	78% — 79%	Trusting of others

Extraversion

Calm-seeking	33% — 40%	Excitement-seeking
Solemn	40% — 44%	Cheerful
Demure	71% — 74%	Assertive
Laid-back	80% — 81%	Energetic
Reserved	65% — 66%	Outgoing
Independent	62% — 63%	Sociable

Conscientiousness

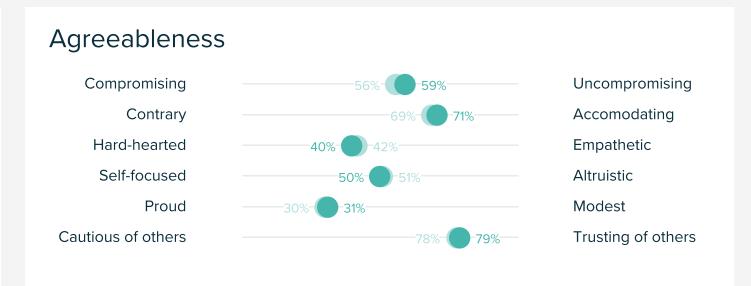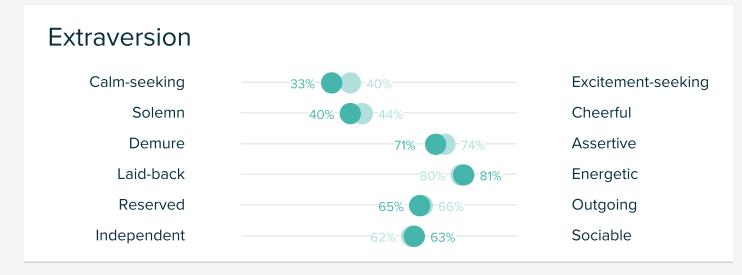|		
Unstructured	51% — 54%	Organised
Self-doubted	56% — 59%	Self-assured
Content	72% — 73%	Driven
Bold	71% — 72%	Deliberate
Carefree	66% — 67%	Dutiful
Intermittent	72%	Persistent

● SEO & Social Media Enthusiasts   ● CMOs 2017

Device

Desktop
32.74%
29.30%

Mobile
29.85%
40.80%

Content type

Own
58.63%
56.31%

Replies
23.79%
20.04%

Shares
17.55%
23.62%

Amplification

	SEO & Social Media Enthusiasts	CMOs 2017
10-100	71.39%	68.06%
0-10	21.39%	15.75%
100-1000	6.93%	15.17%
>1000	0.29%	1.02%

Applause

	SEO & Social Media Enthusiasts	CMOs 2017
10-100	68.58%	61.79%
0-10	17.26%	12.76%
100-1000	13.27%	24.00%
>1000	0.88%	1.44%

Active days

	SEO & Social Media Enthusiasts	CMOs 2017
Wednesday	17.44%	17.05%
Thursday	17.30%	16.85%
Tuesday	16.94%	16.61%
Monday	14.55%	14.55%

Active hours

	SEO & Social Media Enthusiasts	CMOs 2017
12-17h	34.09%	33.67%
18-23h	33.07%	31.63%
00-05h	19.01%	18.31%
06-11h	13.80%	16.36%

● SEO & Social Media Enthusiasts ● CMOs 2017

Needs

	SEO & Social Media Enthusiasts	CMOs 2017	
Risk	29%	36%	Stability
Restraint	39%	44%	Liberty
Reservedness	32%	37%	Love
Calm	27%	31%	Excitement
Disagreement	20%	24%	Harmony
Imperfection	27%	31%	Ideal
Complacency	49%	53%	Practicality
Remoteness	20%	23%	Closeness
Flexibility	47%	50%	Structure
Ease	48%	50%	Challenge
Contentment	37%	38%	Curiosity
Inexpression	28%	29%	Self-expression

Values

	SEO & Social Media Enthusiasts	CMOs 2017	
Modernity	22%	26%	Conservation
Egoism	29%	31%	Self-transcendence
Constancy	40%	41%	Openness to change
Stoicism	22%	23%	Hedonism
Stagnation	39%		Self-enhancement

Spanish Speaking

Segment Persona

Gender: Male

Age 25-34

Speaks English

Madrid Spain

Values

Stagnation
Egoism
Constancy
Modernity

Interests

business and
industrial
technology and
computing
travel
sports

Needs

Practicality
Challenge
Stability
Restraint
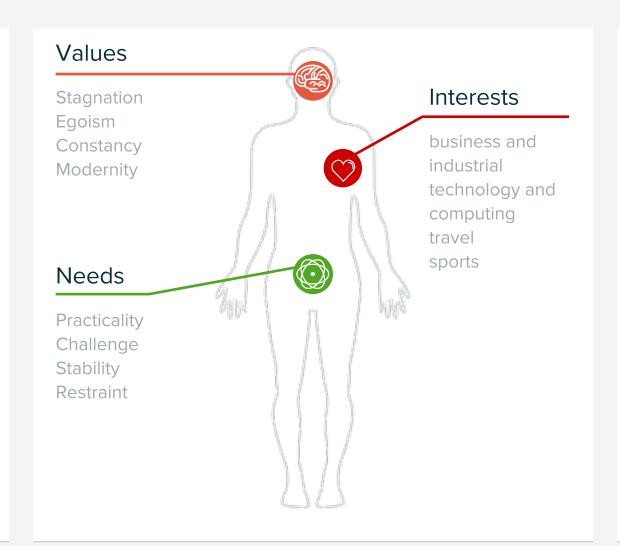
Influenced by

PuroMarketing.com
@PuroMarketing
23.81%
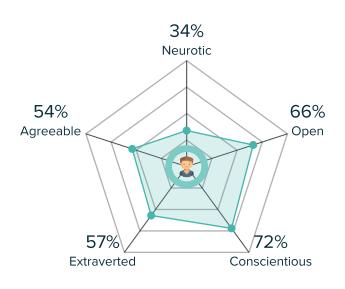
Good Rebels
@GoodRebels
22.32%

Pedro Rojas
@SeniorManager
18.45%

Personality

34%
Neurotic

66%
Open

54%
Agreeable

72%
Conscientious

57%
Extraverted

Trusts these brands

PuroMarketing.com

Mashable

TechCrunch

Harvard Biz Review

MarketingDirecto.com

Digital behaviour
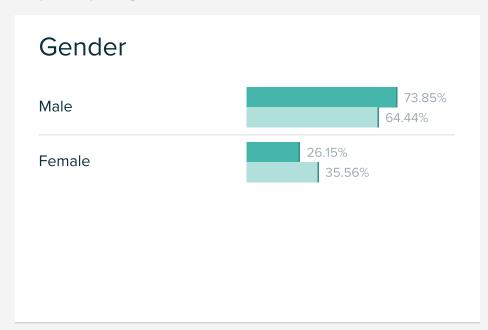
Prefered Device
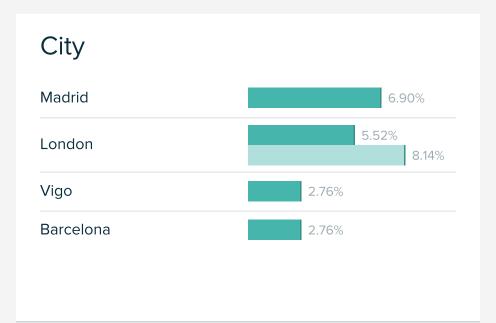**Mobile**

Most active day
Wednesday

Most active timeframe
12-17h

● Spanish Speaking   ● CMOs 2017

Gender

Male	73.85%
Male	64.44%
Female	26.15%
Female	35.56%

City

Madrid	6.90%
London	5.52%
London	8.14%
Vigo	2.76%
Barcelona	2.76%

Bio

marketing	49.40%
marketing	61.35%
cmo	49.11%
cmo	34.70%
director	30.36%
director	31.02%
marketing director	15.18%
marketing director	26.20%

Age

25-34	30.90%
18-24	25.84%
18-24	22.87%
35-44	22.49%
35-44	23.44%
55-64	2.10%
55-64	3.26%

Language

English	52.08%
English	86.39%
Spanish	38.39%
Spanish	5.61%
Dutch	2.68%
Italian	0.89%

Name

Carlos	1.86%
David	1.55%
David	1.13%
Diego	1.24%
Miguel	1.24%

● Spanish Speaking   ● CMOs 2017

Accounts Distribution

Country

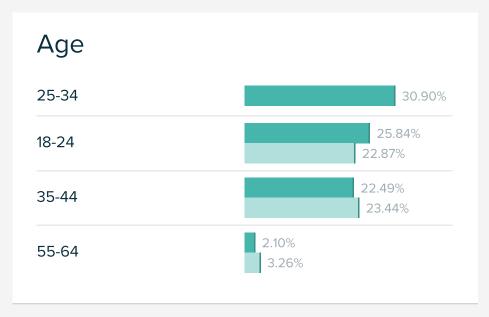| Country	Spanish Speaking	CMOs 2017
Spain	34.23%	4.15%
United States of America	15.10%	47.80%
Netherlands	7.05%	
United Kingdom of Great Britain and Northern Ireland	5.03%	13.15%

Affinity

● Spanish Speaking ● CMOs 2017

PuroMarketing.com
@PuroMarketing
23.81%
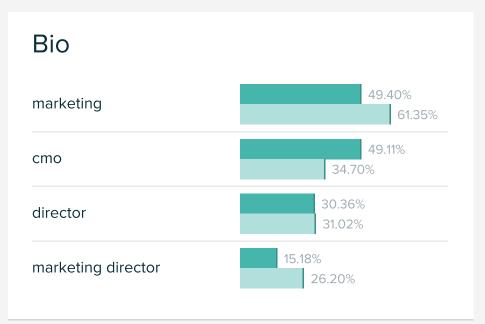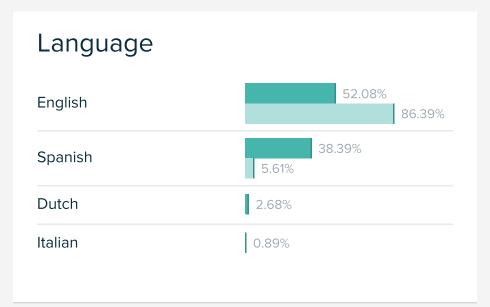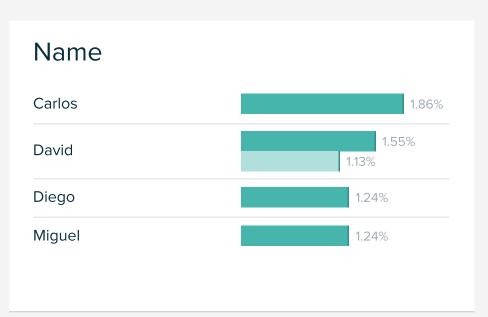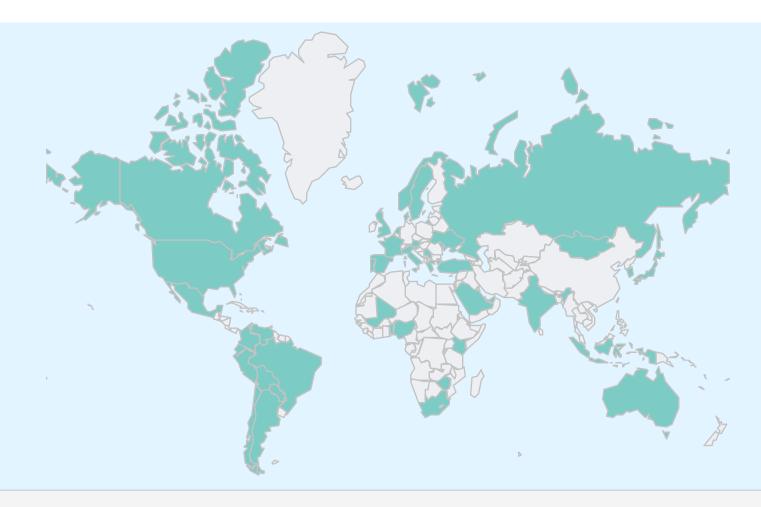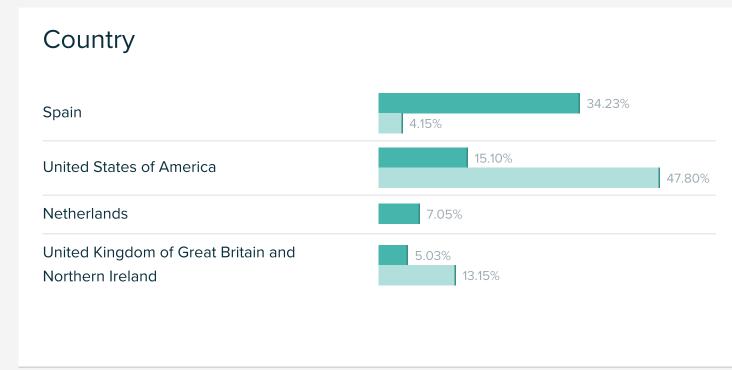
Good Rebels
@GoodRebels
22.32%

Hernán Rodríguez
@rodriguezhernan
17.86%

MktFan
@mktfan
16.96%

Francesc Grau
@FGrau
15.48%

Pedro Rojas
@SeniorManager
18.45%

Elena Gómez Pozuelo
@gomezdelpozuelo
17.86%

ángel antón
@bitanton
16.37%

Iñaki Lázaro
@ilazaro
14.58%

MarketingDirecto.com
@mkdirecto
17.86%

Juan Carlos Mejía Ll
@JuanCMejiaLlano
17.56%

Alfredo Vela Zancada
@alfredovela
15.48%

Enrique Dans
@edans
14.58%

Interests

business and industrial
49.80%
57.65%

technology and computing
35.92%
37.52%

travel
13.88%
9.54%

sports
11.02%
14.06%

food and drink
10.61%
14.45%

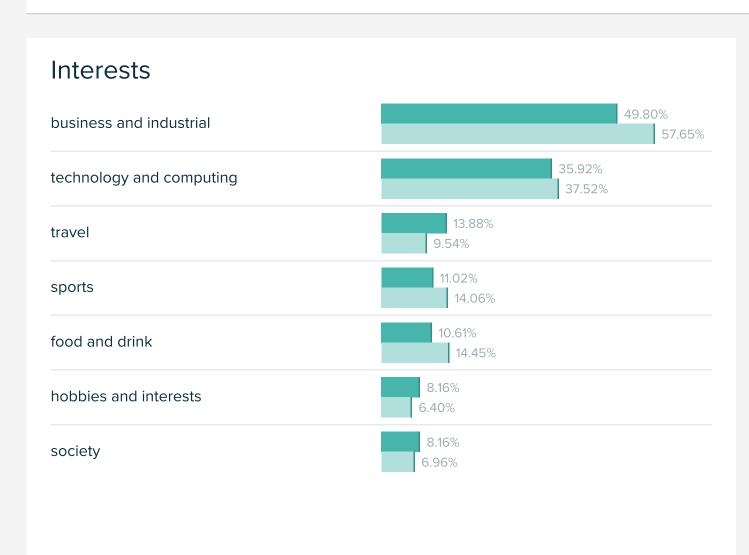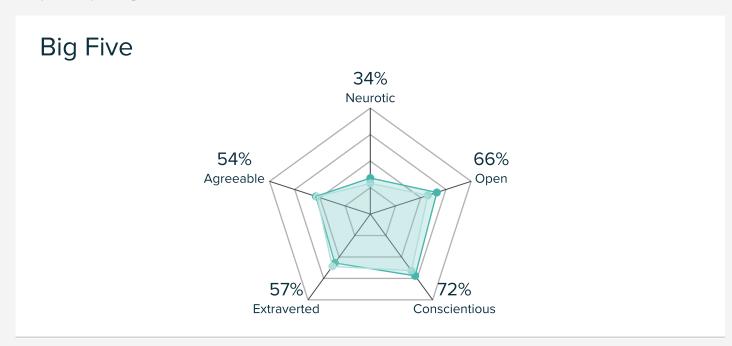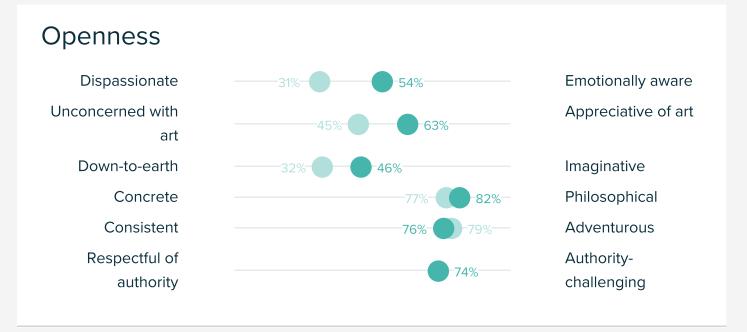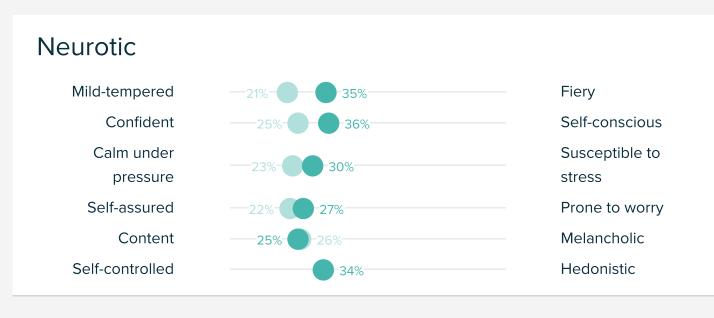**hobbies and interests**
8.16%
6.40%

society
8.16%
6.96%

● Spanish Speaking   ● CMOs 2017

Big Five

34%
Neurotic

66%
Open

54%
Agreeable

72%
Conscientious

57%
Extraverted

Openness

Dispassionate	31% — 54%	Emotionally aware
Unconcerned with art	45% — 63%	Appreciative of art
Down-to-earth	32% — 46%	Imaginative
Concrete	77% — 82%	Philosophical
Consistent	76% — 79%	Adventurous
Respectful of authority	74%	Authority-challenging

Neurotic

Mild-tempered	21% — 35%	Fiery
Confident	25% — 36%	Self-conscious
Calm under pressure	23% — 30%	Susceptible to stress
Self-assured	22% — 27%	Prone to worry
Content	25% — 26%	Melancholic
Self-controlled	34%	Hedonistic

Agreeableness

Hard-hearted	42% — 56%	Empathetic
Proud	21% — 30%	Modest
Cautious of others	73% — 78%	Trusting of others
Contrary	69% — 73%	Accomodating
Self-focused	51% — 54%	Altruistic
Compromising	56% — 58%	Uncompromising

Extraversion

Independent	40% — 62%	Sociable
Calm-seeking	40% — 50%	Excitement-seeking
Laid-back	73% — 80%	Energetic
Solemn	39% — 44%	Cheerful
Demure	74% — 78%	Assertive
Reserved	63% — 66%	Outgoing

Conscientiousness

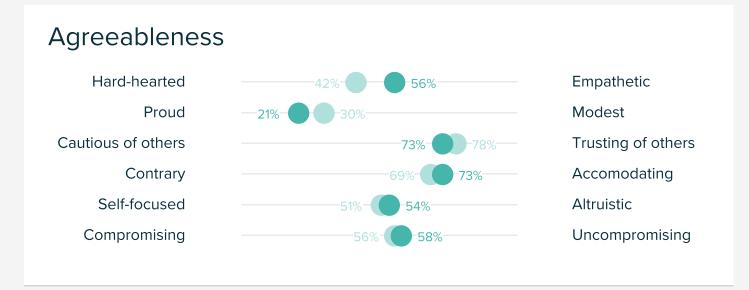|		
Unstructured	54% — 65%	Organised
Carefree	66% — 74%	Dutiful
Self-doubted	59% — 66%	Self-assured
Intermittent	72% — 77%	Persistent
Content	72% — 75%	Driven
Bold	71% — 72%	Deliberate

● Spanish Speaking ● CMOs 2017

Device

Desktop
25.62%
29.30%

Mobile
46.41%
40.80%

Content type
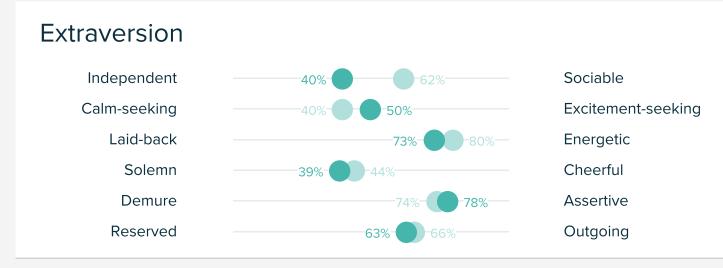
Own
53.22%
56.31%

Replies
19.57%
20.04%

Shares
27.18%
23.62%

Amplification

	Spanish Speaking	CMOs 2017
10-100	65.18%	68.06%
100-1000	20.83%	15.17%
0-10	12.80%	15.75%
>1000	1.19%	1.02%

Applause

	Spanish Speaking	CMOs 2017
10-100	59.23%	61.79%
100-1000	25.89%	24.00%
0-10	13.99%	12.76%
>1000	0.89%	1.44%

Active days

	Spanish Speaking	CMOs 2017
Wednesday	16.66%	17.05%
Thursday	16.65%	16.85%
Tuesday	16.08%	16.61%
Monday	14.22%	14.55%

Active hours

	Spanish Speaking	CMOs 2017
12-17h	31.71%	33.67%
18-23h	28.31%	31.63%
06-11h	26.34%	16.36%
00-05h	13.59%	18.31%

● Spanish Speaking ● CMOs 2017

Needs

Left	Spanish Speaking	CMOs 2017	Right
Risk	53%	36%	Stability
Disagreement	35%	24%	Harmony
Flexibility	36%	47%	Structure
Imperfection	38%	31%	Ideal
Ease	56%	50%	Challenge
Calm	25%	31%	Excitement
Complacency	59%	53%	Practicality
Inexpression	23%	29%	Self-expression
Restraint	48%	44%	Liberty
Reservedness	33%	37%	Love
Contentment	35%	38%	Curiosity
Remoteness	23%		Closeness

Values

Left	Spanish Speaking	CMOs 2017	Right
Constancy	33%	41%	Openness to change
Egoism	37%	31%	Self-transcendence
Stagnation	44%	39%	Self-enhancement
Modernity	30%	26%	Conservation
Stoicism	21%	23%	Hedonism

Traditional Marketing

Segment Persona

Gender: Male

Age 35-44

Speaks English

San Francisco United States Of America

Values

Constancy
Stagnation
Egoism
Modernity

Needs

Practicality
Challenge
Flexibility
Restraint

Interests

business and
industrial
technology and
computing
sports
food and drink

Influenced by

TechCrunch
@TechCrunch
53.13%

Fast Company
@FastCompany
50.84%

Ad Age
@adage
50.84%

Personality

21%
Neurotic

59%
Open

54%
Agreeable

67%
Extraverted

73%
Conscientious

Trusts these brands

TechCrunch

Ad Age

Fast Company

Harvard Biz Review

Mashable

Digital behaviour

Prefered Device
Mobile

Most active day
Wednesday

Most active timeframe
12-17h

● Traditional Marketing ● CMOs 2017

Gender

Male	59.01%
	64.44%
Female	40.99%
	35.56%

City

San Francisco	8.43%
	6.03%
New York City	6.69%
London	6.40%
	8.14%
Austin	4.36%

Bio

cmo	52.21%
	34.70%
marketing	51.45%
	61.35%
chief	16.95%
officer	15.73%

Age

35-44	26.65%
	23.44%
45-54	20.43%
	14.57%
18-24	16.91%
	22.87%
55-64	5.25%
	3.26%

Language

English	98.32%
	86.39%
Spanish	0.61%
	5.61%
Portuguese	0.46%
German	0.15%

Name

Chris	2.05%
	1.01%
Jeff	1.58%
John	1.58%
	0.88%
Michael	1.42%
	1.06%

● Traditional Marketing   ● CMOs 2017

Accounts Distribution

Country

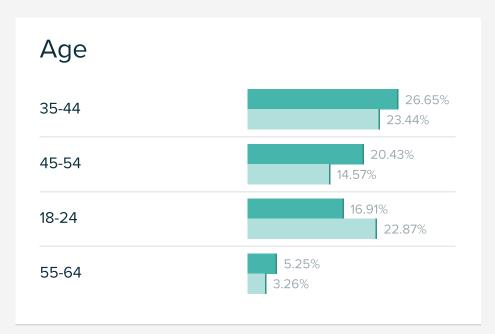|	
United States of America	70.78%
	47.80%
United Kingdom of Great Britain and Northern Ireland	8.75%
	13.15%
Canada	4.77%
	4.51%
India	1.79%
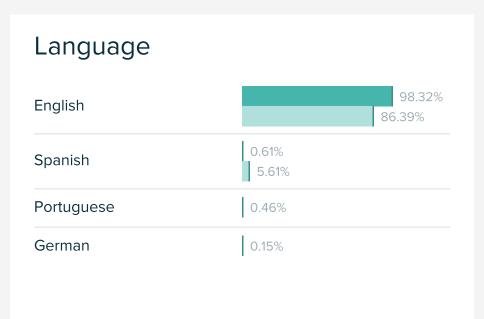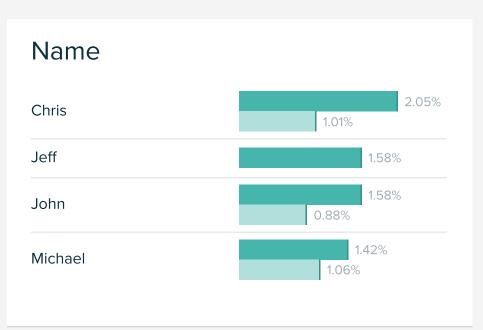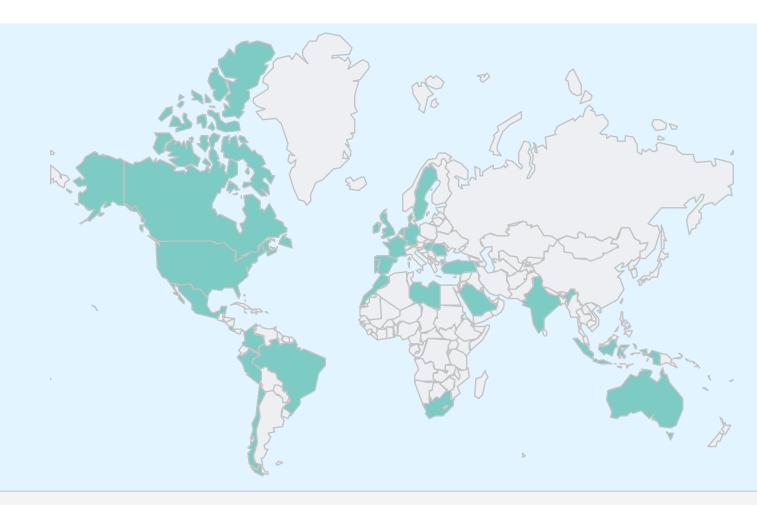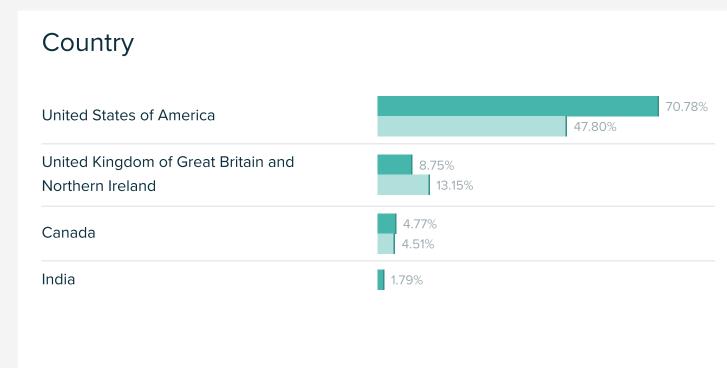
● Traditional Marketing ● CMOs 2017

Affinity

TechCrunch
@TechCrunch
53.13%

Fast Company
@FastCompany
50.84%

CMO.com
@CMO_com
46.26%

Adweek
@Adweek
40.31%

Beth Comstock
@bethcomstock
36.95%

Ad Age
@adage
50.84%

Wall Street Journal
@WSJ
44.43%

The CMO Club
@TheCMOclub
40.31%

Forbes CMO Network
@ForbesCMO
35.57%

Harvard Biz Review
@HarvardBiz
50.69%

Forbes
@Forbes
43.66%
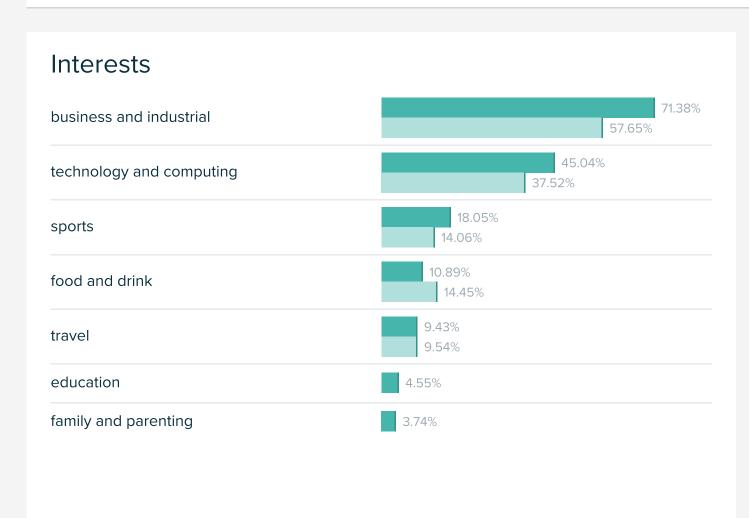
Forrester
@forrester
38.63%

Margaret Molloy
@MargaretMolloy
30.69%

Interests

Interest	Traditional Marketing	CMOs 2017
business and industrial	71.38%	57.65%
technology and computing	45.04%	37.52%
sports	18.05%	14.06%
food and drink	10.89%	14.45%
travel	9.43%	9.54%
education	4.55%	
family and parenting	3.74%	

● Traditional Marketing   ● CMOs 2017

Big Five

21% Neurotic

54% Agreeable

59% Open

67% Extraverted

73% Conscientious

Openness

Consistent	79% — 89%	Adventurous
Dispassionate	23% — 31%	Emotionally aware
Respectful of authority	74% — 81%	Authority-challenging
Concrete	77% — 83%	Philosophical
Down-to-earth	27% — 32%	Imaginative
Unconcerned with art	45%	Appreciative of art

Neurotic

Self-controlled	23% — 34%	Hedonistic
Calm under pressure	12% — 23%	Susceptible to stress
Mild-tempered	11% — 21%	Fiery
Content	16% — 26%	Melancholic
Self-assured	13% — 22%	Prone to worry
Confident	16% — 25%	Self-conscious

Agreeableness

Cautious of others	78% — 87%	Trusting of others
Proud	23% — 30%	Modest
Contrary	69% — 75%	Accomodating
Self-focused	51% — 55%	Altruistic
Hard-hearted	40% — 42%	Empathetic
Compromising	56%	Uncompromising

Extraversion

Demure	74% — 83%	Assertive
Laid-back	80% — 88%	Energetic
Independent	62% — 69%	Sociable
Reserved	66% — 71%	Outgoing
Solemn	44% — 46%	Cheerful
Calm-seeking	39% — 40%	Excitement-seeking

Conscientiousness

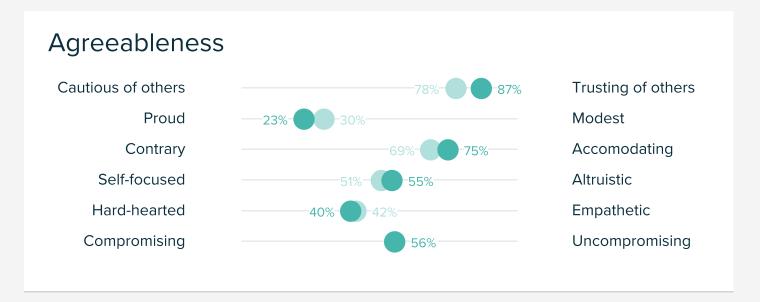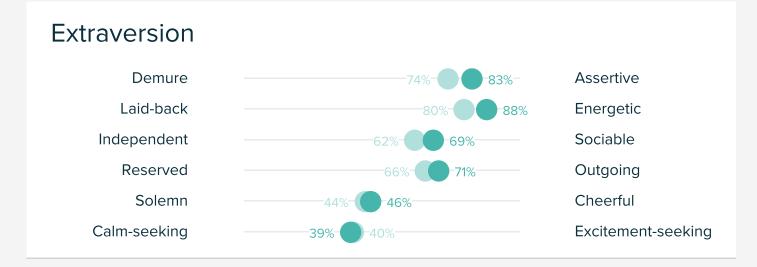| Content | 72% — 81% | Driven |
Intermittent	72% — 81%	Persistent
Bold	71% — 79%	Deliberate
Self-doubted	59% — 67%	Self-assured
Carefree	66% — 71%	Dutiful
Unstructured	54% — 59%	Organised

● Traditional Marketing ● CMOs 2017

Device

Desktop
32.20%
29.30%

Mobile
38.63%
40.80%

Content type

Own
58.52%
56.31%

Replies
17.15%
20.04%

Shares
24.31%
23.62%

Amplification

10-100		66.26%
		68.06%
100-1000		19.85%
		15.17%
0-10		12.37%
		15.75%
>1000		1.53%
		1.02%

Applause

10-100		62.14%
		61.79%
100-1000		27.33%
		24.00%
0-10		8.70%
		12.76%
>1000		1.83%
		1.44%

Active days

Wednesday		17.60%
		17.05%
Thursday		17.31%
		16.85%
Tuesday		17.09%
		16.61%
Monday		14.92%
		14.55%

Active hours

12-17h		35.77%
		33.67%
18-23h		33.18%
		31.63%
00-05h		20.54%
		18.31%
06-11h		10.49%
		16.36%

● Traditional Marketing   ● CMOs 2017

Needs

	Traditional	CMOs 2017	
Disagreement	17%	24%	Harmony
Remoteness	18%	23%	Closeness
Imperfection	27%	31%	Ideal
Reservedness	37%	41%	Love
Risk	32%	36%	Stability
Calm	28%	31%	Excitement
Restraint	42%	44%	Liberty
Contentment	37%	38%	Curiosity
Complacency	52%	53%	Practicality
Inexpression	28%	29%	Self-expression
Ease	50%		Challenge
Flexibility	47%		Structure

Values

	Traditional	CMOs 2017	
Egoism	24%	31%	Self-transcendence
Stoicism	18%	23%	Hedonism
Modernity	22%	26%	Conservation
Constancy	40%	41%	Openness to change
Stagnation	39%		Self-enhancement

Entrepreneurs

Segment Persona

Gender: Male

Age 35-44

Speaks English

San Francisco
United States Of
America

Values

Constancy
Stagnation
Egoism
Stoicism

Needs

Practicality
Structure
Challenge
Restraint

Interests

business and
industrial
technology and
computing
sports
food and drink

Influenced by

TechCrunch
@TechCrunch
47.58%

HubSpot
@HubSpot
38.89%

Ann Handley
@MarketingProfs
37.68%

Personality

21%
Neurotic

55%
Open

51%
Agreeable

69%
Conscientious

62%
Extraverted

Trusts these brands

TechCrunch

Mashable

HubSpot

Harvard Biz Review

Fast Company

Digital behaviour
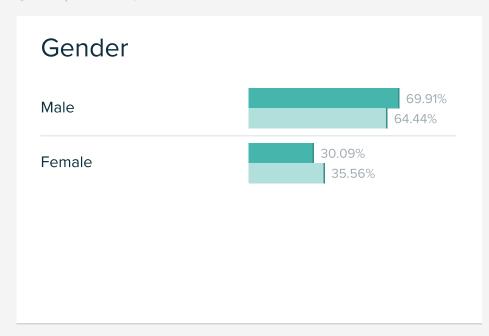
Prefered Device
Desktop
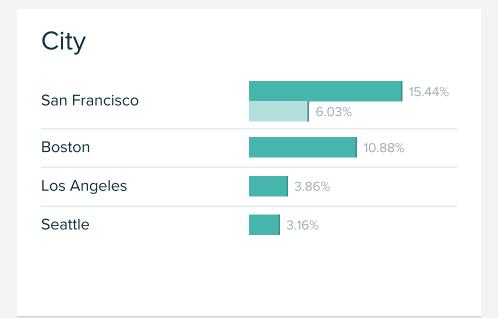
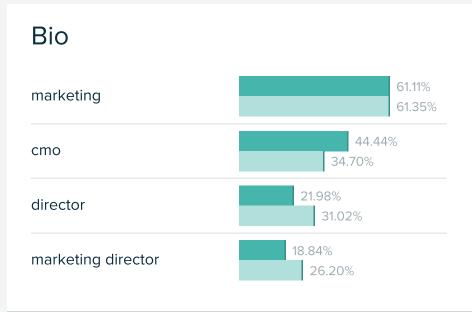Most active day
Wednesday

Most active timeframe
12-17h

● Entrepreneurs ● CMOs 2017

Gender

Male	69.91%
	64.44%
Female	30.09%
	35.56%

City

San Francisco	15.44%
	6.03%
Boston	10.88%
Los Angeles	3.86%
Seattle	3.16%

Bio

marketing	61.11%
	61.35%
cmo	44.44%
	34.70%
director	21.98%
	31.02%
marketing director	18.84%
	26.20%

Age

35-44	30.41%
	23.44%
18-24	22.52%
	22.87%
45-54	16.67%
	14.57%
55-64	4.07%
	3.26%

Language

English	95.89%
	86.39%
French	1.21%
	2.86%
Spanish	0.97%
	5.61%
English UK	0.48%

Name

David	1.74%
	1.13%
Mike	1.49%
Michael	1.49%
	1.06%
John	1.24%
	0.88%

● Entrepreneurs ● CMOs 2017

Accounts Distribution

Country

United States of America	██████████████████ 67.75%	
	████████████ 47.80%	
Canada	█ 5.69%	
	█ 4.51%	
United Kingdom of Great Britain and Northern Ireland	█ 5.69%	
	██ 13.15%	
France	█ 2.17%	

● Entrepreneurs ● CMOs 2017

Affinity

TechCrunch
@TechCrunch
47.58%
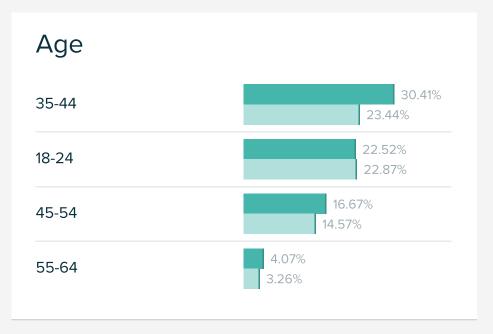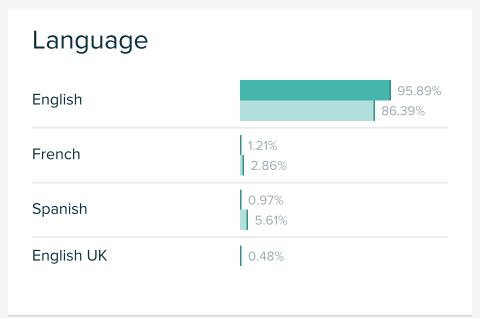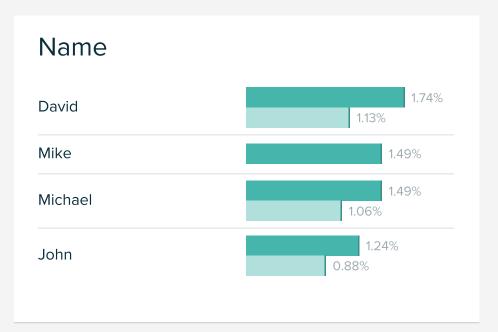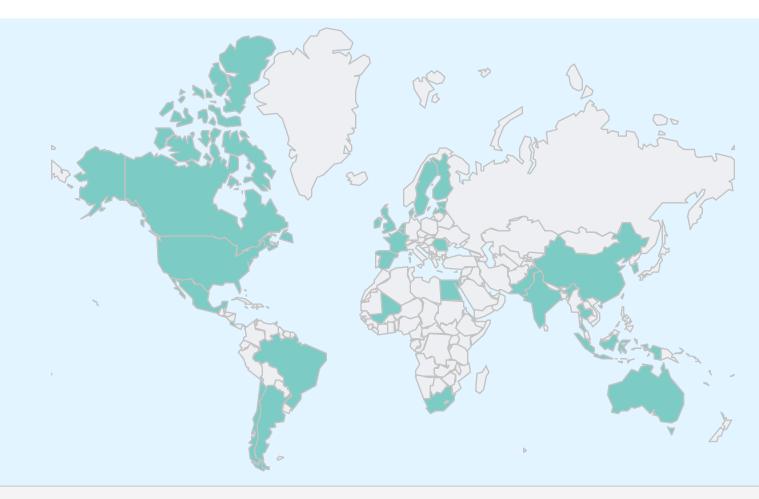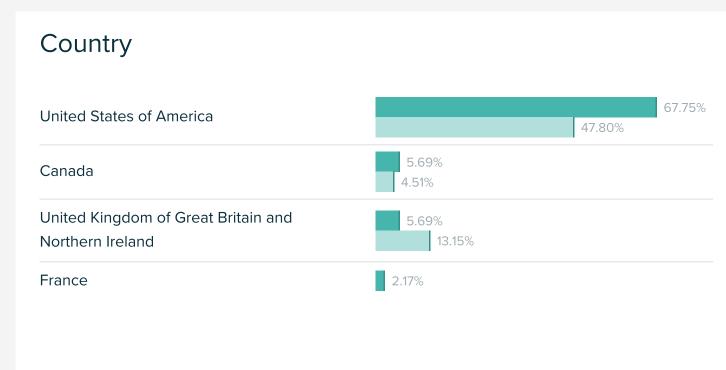
HubSpot
@HubSpot
38.89%

Scott Brinker
@chiefmartec
27.78%

Jon Miller
@jonmiller
27.05%

Aaron Levie
@levie
23.43%

Ann Handley
@MarketingProfs
37.68%

Marc Andreessen
@pmarca
27.29%

Dharmesh Shah
@dharmesh
26.33%

Ben Horowitz
@bhorowitz
22.71%

Mike Volpe
@mvolpe
32.61%

Marc Benioff
@Benioff
27.29%

Joe Chernov
@jchernov
23.67%

Jill Rowley
@jill_rowley
22.22%

Interests

business and industrial — 74.19% / 57.65%
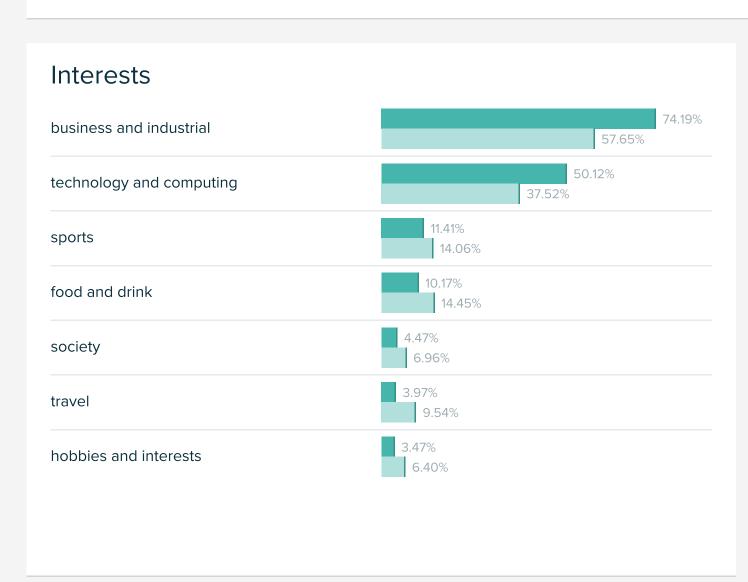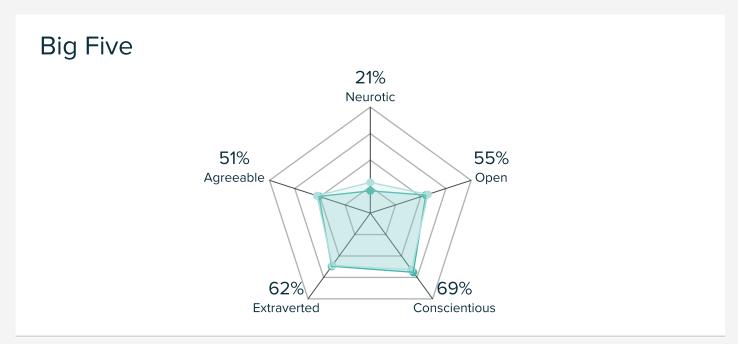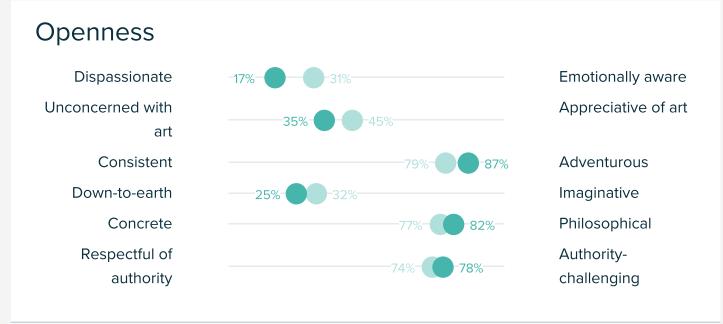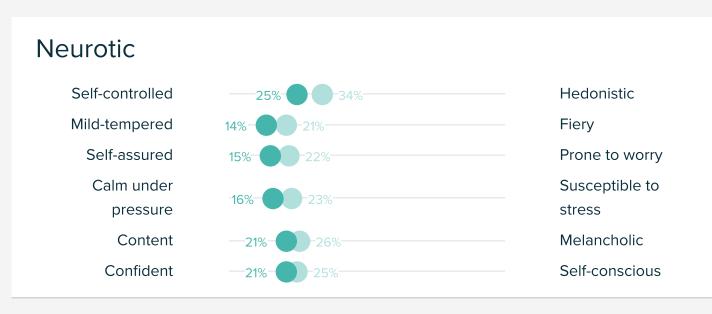
technology and computing — 50.12% / 37.52%

sports — 11.41% / 14.06%

food and drink — 10.17% / 14.45%

society — 4.47% / 6.96%

travel — 3.97% / 9.54%

hobbies and interests — 3.47% / 6.40%

● Entrepreneurs　● CMOs 2017

Big Five

21% Neurotic
55% Open
51% Agreeable
69% Conscientious
62% Extraverted

Openness

Dispassionate	17% — 31%	Emotionally aware
Unconcerned with art	35% — 45%	Appreciative of art
Consistent	79% — 87%	Adventurous
Down-to-earth	25% — 32%	Imaginative
Concrete	77% — 82%	Philosophical
Respectful of authority	74% — 78%	Authority-challenging

Neurotic

Self-controlled	25% — 34%	Hedonistic
Mild-tempered	14% — 21%	Fiery
Self-assured	15% — 22%	Prone to worry
Calm under pressure	16% — 23%	Susceptible to stress
Content	21% — 26%	Melancholic
Confident	21% — 25%	Self-conscious

Agreeableness

Hard-hearted	32% — 42%	Empathetic
Proud	22% — 30%	Modest
Cautious of others	78% — 85%	Trusting of others
Self-focused	45% — 51%	Altruistic
Contrary	69% — 73%	Accomodating
Compromising	52% — 56%	Uncompromising

Extraversion

Laid-back	80% — 88%	Energetic
Demure	74% — 80%	Assertive
Calm-seeking	35% — 40%	Excitement-seeking
Solemn	40% — 44%	Cheerful
Reserved	64% — 66%	Outgoing
Independent	62% — 63%	Sociable

Conscientiousness

Content	72% — 79%	Driven
Intermittent	72% — 78%	Persistent
Bold	71% — 75%	Deliberate
Self-doubted	59% — 62%	Self-assured
Carefree	66% — 68%	Dutiful
Unstructured	52% — 54%	Organised

● Entrepreneurs ● CMOs 2017

Device

Desktop		Mobile	
Desktop	35.00%	Mobile	30.47%
	29.30%		40.80%

Content type

Own		Replies		Shares	
Own	58.74%	Replies	19.13%	Shares	22.11%
	56.31%		20.04%		23.62%

Amplification

10-100	73.19%
	68.06%
0-10	14.01%
	15.75%
100-1000	12.56%
	15.17%
>1000	0.24%
	1.02%

Applause

10-100	71.74%
	61.79%
100-1000	17.63%
	24.00%
0-10	10.14%
	12.76%
>1000	0.48%
	1.44%

Active days

Wednesday	18.35%
	17.05%
Thursday	18.22%
	16.85%
Tuesday	18.18%
	16.61%
Monday	14.37%
	14.55%

Active hours

12-17h	36.32%
	33.67%
18-23h	34.42%
	31.63%
00-05h	18.06%
	18.31%
06-11h	11.17%
	16.36%

● Entrepreneurs ● CMOs 2017

Needs

	Entrepreneurs	CMOs 2017	
Disagreement	17%	24%	Harmony
Complacency	53%	60%	Practicality
Remoteness	17%	23%	Closeness
Flexibility	47%	53%	Structure
Risk	32%	36%	Stability
Ease	50%	53%	Challenge
Imperfection	28%	31%	Ideal
Reservedness	34%	37%	Love
Inexpression	27%	29%	Self-expression
Restraint	44%	45%	Liberty
Contentment	38%		Curiosity
Calm	31%		Excitement

Values

	Entrepreneurs	CMOs 2017	
Modernity	17%	26%	Conservation
Egoism	24%	31%	Self-transcendence
Stoicism	17%	23%	Hedonism
Constancy	39%	41%	Openness to change
Stagnation	38%	39%	Self-enhancement

Twitter Power Users

Segment Persona

Gender: Male

Age 25-34

Speaks English

London
United States Of
America

Values

Constancy
Stagnation
Egoism
Modernity

Needs

Practicality
Ease
Flexibility
Restraint

Interests

business and
industrial
technology and
computing
food and drink
hobbies and
interests

Influenced by

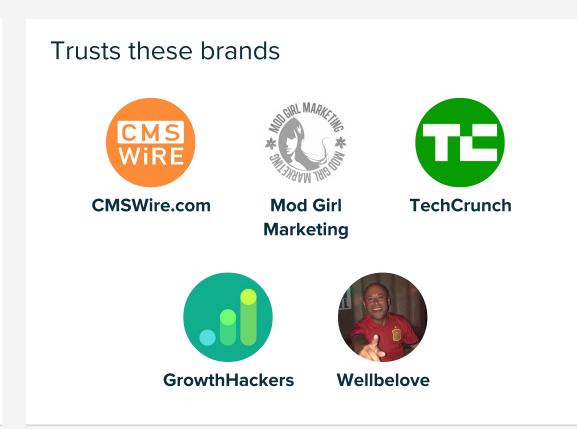Charles Pascalar
@cpascalar
45.31%

Jeff Barrett
@BarrettAll
42.63%

Mandy McEwen
@MandyModGirl
41.55%

Personality

24%
Neurotic

57%
Open

55%
Agreeable

67%
Extraverted

71%
Conscientious

Trusts these brands

CMS WiRE
CMSWire.com

MOD GIRL MARKETING
**Mod Girl
Marketing**

TC
TechCrunch

GrowthHackers

Wellbelove

Digital behaviour

Prefered Device
Mobile

Most active day
Wednesday

Most active timeframe
12-17h

● Twitter Power Users ● CMOs 2017

Gender

Male	65.87% / 64.44%
Female	34.13% / 35.56%

City

London	7.94% / 8.14%
San Francisco	5.67% / 6.03%
Chicago	4.31% / 3.21%
Los Angeles	3.17%

Bio

marketing	61.88% / 61.35%
cmo	32.35% / 34.70%
director	30.07% / 31.02%
marketing director	25.37% / 26.20%

Age

35-44	23.35% / 23.44%
18-24	21.72% / 22.87%
45-54	17.62% / 14.57%
55-64	3.98% / 3.26%

Language

English	92.35% / 86.39%
Spanish	1.48% / 5.61%
English UK	1.34%
Italian	1.21%

Name

John	1.66% / 0.88%
Michael	1.39% / 1.06%
Sarah	1.25%
Chris	1.25% / 1.01%

● Twitter Power Users   ● CMOs 2017

Accounts Distribution

Country

	Twitter Power Users	CMOs 2017
United States of America	53.88%	47.80%
United Kingdom of Great Britain and Northern Ireland	13.95%	13.15%
Canada	6.02%	4.51%
Australia	2.54%	
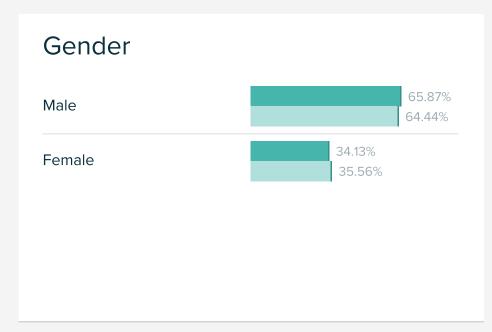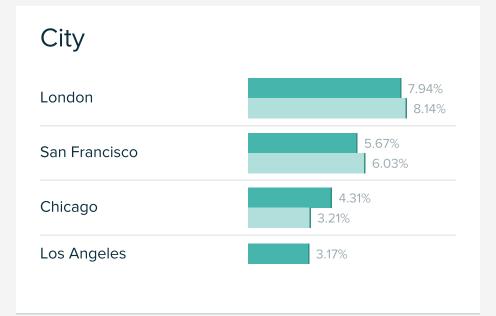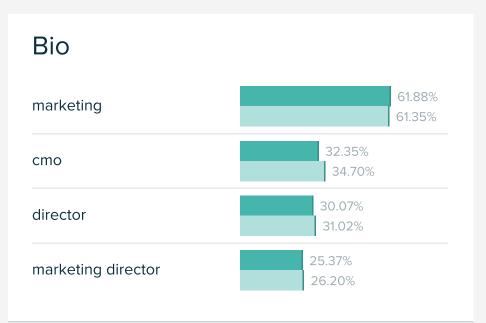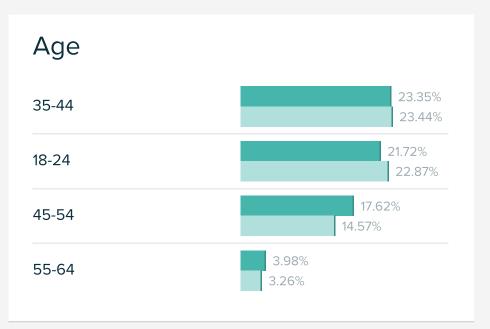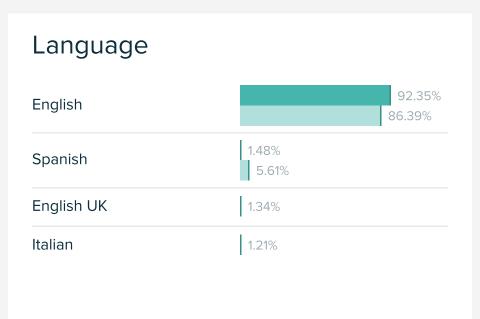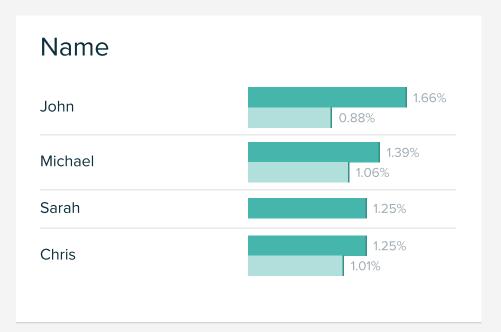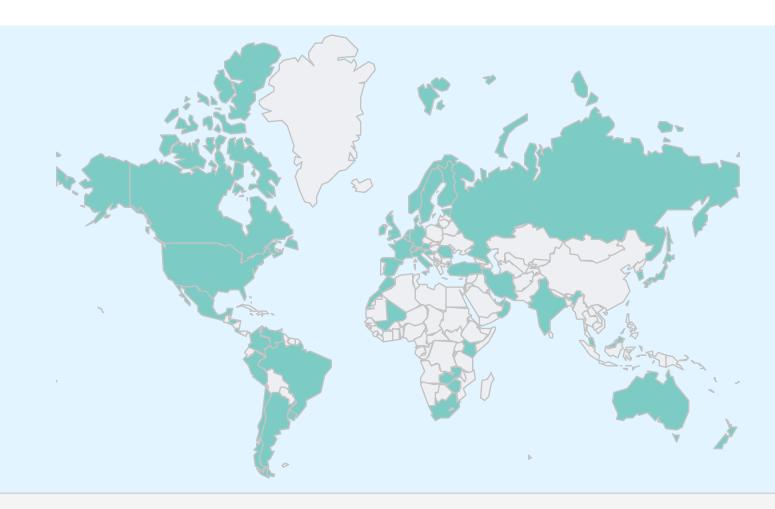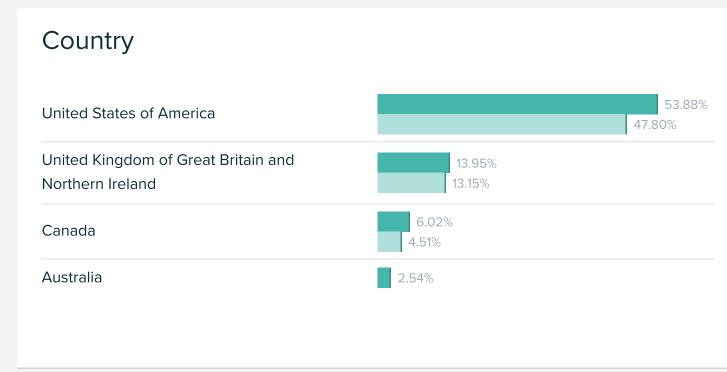
Twitter Power Users ● CMOs 2017

Affinity

Charles Pascalar
@cpascalar
45.31%

Jeff Barrett
@BarrettAll
42.63%

Michael J. Schiemer
@MikeSchiemer
41.02%

Steve Keating
@LeadToday
38.07%

Jeremy Scrivens
@JeremyScrivens
36.46%

Mandy McEwen
@MandyModGirl
41.55%

Jason Houck
@MJasonHouck
40.62%

Sean Gardner
@2morrowknight
37.67%

Zbigniew Iwanczuk
@ZIwanczuk
36.46%

Jeff Sheehan
@jeffsheehan
41.15%

Jody Barrett
@ShowoffByDesign
38.34%
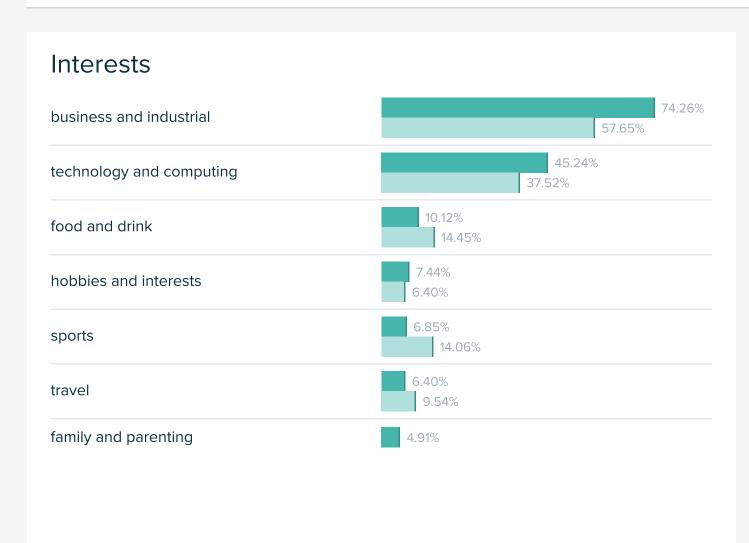
Evan Dunn
@evanpdunn
37.53%

David Hubbard
@MOutfield
35.39%

Interests

business and industrial	74.26%
	57.65%
technology and computing	45.24%
	37.52%
food and drink	10.12%
	14.45%
hobbies and interests	7.44%
	6.40%
sports	6.85%
	14.06%
travel	6.40%
	9.54%
family and parenting	4.91%

● Twitter Power Users ● CMOs 2017

Big Five

24%
Neurotic

57%
Open

55%
Agreeable

71%
Conscientious

67%
Extraverted

Openness

Consistent	79%	87%	Adventurous
Dispassionate	24%	31%	Emotionally aware
Down-to-earth	27%	32%	Imaginative
Concrete	77%	82%	Philosophical
Unconcerned with art	43%	45%	Appreciative of art
Respectful of authority	74%	76%	Authority-challenging

Neurotic

Self-controlled	22%	34%	Hedonistic
Mild-tempered	13%	21%	Fiery
Self-assured	14%	22%	Prone to worry
Confident	17%	25%	Self-conscious
Calm under pressure	15%	23%	Susceptible to stress
Content	19%	26%	Melancholic

Agreeableness

Compromising	56%	62%	Uncompromising
Self-focused	51%	56%	Altruistic
Contrary	69%	74%	Accomodating
Cautious of others	78%	82%	Trusting of others
Proud	28%	30%	Modest
Hard-hearted	40%	42%	Empathetic

Extraversion

Laid-back	80%	89%	Energetic
Independent	62%	70%	Sociable
Demure	74%	81%	Assertive
Reserved	66%	70%	Outgoing
Solemn	44%	47%	Cheerful
Calm-seeking	38%	40%	Excitement-seeking

Conscientiousness

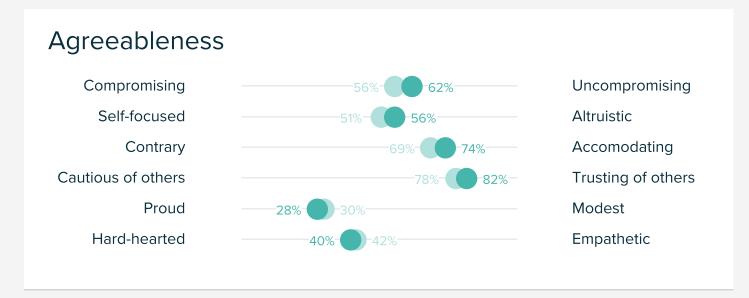| Intermittent | 72% | 80% | Persistent |
Content	72%	79%	Driven
Bold	71%	75%	Deliberate
Carefree	66%	70%	Dutiful
Self-doubted	59%	63%	Self-assured
Unstructured	54%	56%	Organised

● Twitter Power Users ● CMOs 2017

Device

Desktop
- 30.06%
- 29.30%

Mobile
- 34.32%
- 40.80%

Content type

Own
- 61.26%
- 56.31%

Replies
- 15.23%
- 20.04%

Shares
- 23.49%
- 23.62%

Amplification

10-100	67.34%	68.06%
0-10	18.95%	15.75%
100-1000	12.63%	15.17%
>1000	1.08%	1.02%

Applause

10-100	63.84%	61.79%
100-1000	25.27%	24.00%
0-10	10.08%	12.76%
>1000	0.81%	1.44%

Active days

Wednesday	17.33%	17.05%
Tuesday	16.82%	16.61%
Thursday	16.64%	16.85%
Monday	14.98%	14.55%

Active hours

12-17h	34.69%	33.67%
18-23h	31.97%	31.63%
00-05h	17.75%	18.31%
06-11h	15.57%	16.36%

● Twitter Power Users   ● CMOs 2017

Needs

Left	Twitter Power Users	CMOs 2017	Right
Imperfection	26%	31%	Ideal
Complacency	58%	53%	Practicality
Contentment	42%	38%	Curiosity
Restraint	47%	44%	Liberty
Ease	48%	50%	Challenge
Remoteness	21%	23%	Closeness
Calm	29%	31%	Excitement
Inexpression	29%	31%	Self-expression
Disagreement	23%	24%	Harmony
Reservedness	37%		Love
Risk	36%		Stability
Flexibility	47%		Structure

Values

Left	Twitter Power Users	CMOs 2017	Right
Stoicism	16%	23%	Hedonism
Stagnation	33%	39%	Self-enhancement
Modernity	21%	26%	Conservation
Constancy	40%	41%	Openness to change
Egoism	30%	31%	Self-transcendence