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June 20, 2025

## Question of the Week:

**“Who are the key decision-makers guiding marketing strategy within businesses?”**

# Our custom study of 200 brand marketers provides answers

Amid continuing conversations across the ad industry around investment in branding and performance marketing, we sought to understand **what KPIs matter most to businesses of all sizes – and how are they determined?**

To explore **what drives brand marketers' thinking and planning**, we partnered with Advertiser Perceptions on a custom survey of 200 marketers.

In this piece, we spotlight a key finding: **marketing departments take on a bigger ownership role in setting strategy for their business as companies grow and more organizational layers are established and refined.**

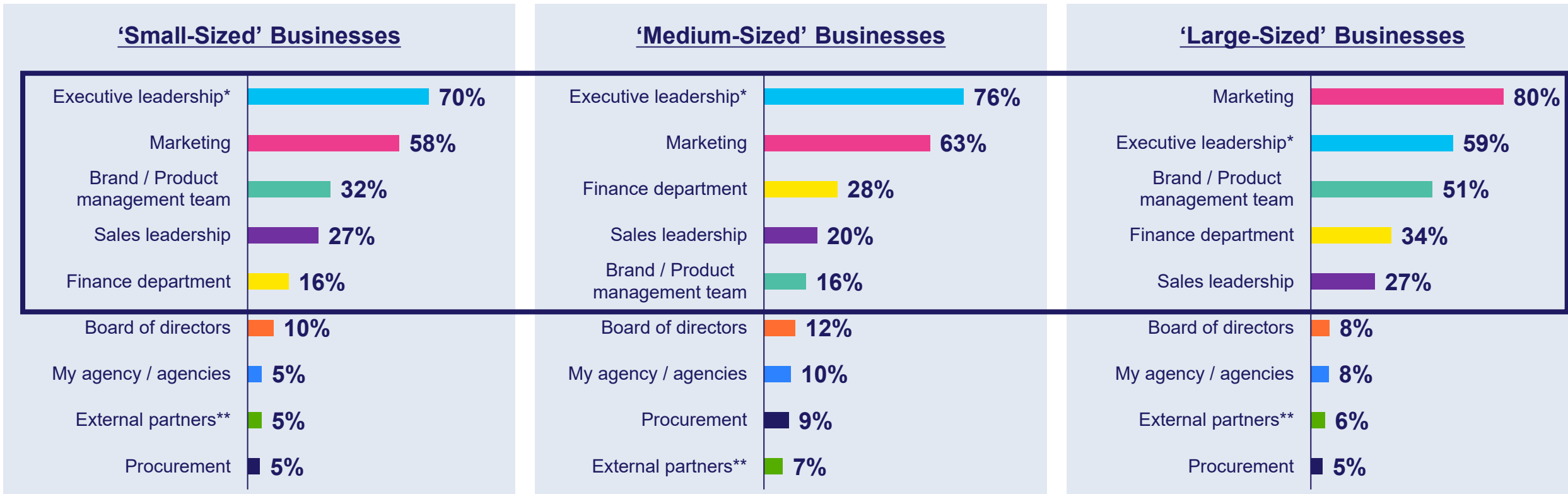
Learn how decision-making roles evolve by company size and then download our full guide, [Keeping Up With The KPIs](#), to understand what it means for KPI planning.



# Strategy is most often led by senior leaders in small & medium-sized businesses while marketing takes the lead role in the largest companies

▶ Company size can mean more specialization and layers, giving marketing departments greater control over KPI and budget decisions

## Key Stakeholders / Primary Decision-Makers Responsible For Marketing Strategy (Budget & Guiding Direction) % of brand marketer respondents



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q3. Who are the key stakeholders or primary decision-makers in your company responsible for budget and guiding direction (such as brand, goals, etc.)? Based on respondents selecting up to 3 choices. 'Small-Sized' Businesses: Less than \$1MM in annual ad spend, 'Medium-Sized' Businesses: \$1MM to less than \$25MM in annual ad spend, 'Large-Sized' Businesses: \$25MM or more in annual ad spend. \*C-Suite, Regional Heads. \*\*Investors, franchisees. [Learn more about who the external partners responsible for budget and guiding direction are here.](#) Box around chart denotes the top 3.

# In our full guide, we answer **10 key questions** to help understand how businesses **set strategy, define success and plan for growth**

**1**

How well do business and marketing objectives align?

**2**

Who are the key decision-makers guiding marketing strategy?

**3**

How do marketers balance short-term sales with long-term brand growth?

**4**

What factors influence an organization's selection of marketing KPIs?

**5**

Are there organizational disconnects between KPIs and overarching business goals?

**6**

What KPIs do marketers use to evaluate the impact of their video campaigns?

**7**

Which media channels do marketers believe are the most effective in achieving KPIs throughout the funnel?

**8**

What do marketers expect from their media partners to help achieve campaign success?

**9**

Would marketers shift their strategy if they could develop longer-term plans?

**10**

What KPIs would marketers be focused on for future growth?

Download our full guide, *Keeping Up With The KPIs*, to learn the marketing strategies behind small, medium and large businesses

**Transform**

**Marketer's Guide**  
▶ Innovative thinking to make a lasting impact on your business growth.

**Keeping Up With The KPIs**  
10 Key Questions Answered by Marketers to Understand Priorities Across Businesses

**VAB** Insights.  
Inspiration.  
Impact.

custom study of 200 brand marketers

44 pages

# About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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