Data-Driven Marketing

Research Summary Report

Ascend2 Research Conducted in Partnership with Leading Marketing Solution Providers
Data-Driven Marketing Research Summary Report
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Lack of data quality and completeness is hindering performance.

Attention is shifting to data-driven marketing; the use of prospect and customer information to improve marketing performance. But 54% of companies say their biggest challenge to data-driven marketing success is the lack of data quality and completeness.

How will marketers overcome new obstacles to data-driven marketing success in the year ahead?

To find out, Ascend2 and our Research Partners fielded the Data-Driven Marketing Survey and completed interviews with 272 marketing, sales and business professionals from around the world. We thank them for sharing their valuable insights with you.

The charts in this edition of our study, titled Data-Driven Marketing Research Summary Report represent the average of all market segments responding to the survey. Specific market segments are reported on exclusively by our Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy planning and presentation materials. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Sergio Balegno
Partner / CEO
Ascend2
Marketers want recognition for their data-driven marketing performance. Therefore, increasing revenue that can be attributed to marketing is their top objective for the year ahead.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase revenue attributed to marketing</td>
<td>44%</td>
</tr>
<tr>
<td>Increase sales qualified leads (SQLs)</td>
<td>42%</td>
</tr>
<tr>
<td>Improve campaign targeting accuracy</td>
<td>41%</td>
</tr>
<tr>
<td>Improve audience segmentation accuracy</td>
<td>39%</td>
</tr>
<tr>
<td>Automate more marketing processes</td>
<td>34%</td>
</tr>
<tr>
<td>Increase marketing qualified leads (MQLs)</td>
<td>32%</td>
</tr>
<tr>
<td>Improve marketing and sales alignment</td>
<td>24%</td>
</tr>
<tr>
<td>Improve data completeness for sales</td>
<td>12%</td>
</tr>
</tbody>
</table>

Data Driven Marketing Survey N=272
Ascend2 and Research Partners, November 2014
Data-driven marketing is achieving important objectives to some extent for all but 4% of companies. A substantial 39% of companies using data-driven marketing rate it “very successful”.

How do you RATE THE SUCCESS of Data-Driven Marketing to achieve important objectives?

- Very successful: 39%
- Somewhat successful: 57%
- Not successful: 4%
Data-driven marketing relies on the quality and completeness of prospect and customer information. Lack of data quality and completeness is by far the most challenging obstacle to success.

<table>
<thead>
<tr>
<th>Obstacle</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of data quality/completeness</td>
<td>54%</td>
</tr>
<tr>
<td>Lack of skills and knowledge</td>
<td>35%</td>
</tr>
<tr>
<td>Lack of an effective strategy</td>
<td>34%</td>
</tr>
<tr>
<td>Inadequate marketing budget</td>
<td>30%</td>
</tr>
<tr>
<td>Lack of data-driven decision process</td>
<td>30%</td>
</tr>
<tr>
<td>Inadequate marketing technology</td>
<td>26%</td>
</tr>
<tr>
<td>Inability to demonstrate ROI</td>
<td>22%</td>
</tr>
<tr>
<td>Lack of consensus on importance</td>
<td>21%</td>
</tr>
</tbody>
</table>

Data-Driven Marketing Survey N=272
Ascend2 and Research Partners, November 2014
The ability to accurately segment and target campaigns relies on the quality and completeness of marketing data, and is a “very important” factor for 84% of companies.

How important is DATA QUALITY/COMPLETENESS for marketing segmentation and targeting?

- Very important: 84%
- Somewhat important: 15%
- Not important: 1%

Data-Driven Marketing Survey N=272
Ascend2 and Research Partners, November 2014
Marketers often make decisions based on data from individual channels. Marketing analytics provides a consolidated view from multiple sources to optimize the effectiveness of the data used.

What are the MOST EFFECTIVE sources of marketing data used?

- Analytics: 60%
- Website: 45%
- Email: 44%
- Social media: 28%
- Organic search: 27%
- Paid search: 17%
- 3rd party lists: 16%
- Online ads: 8%
The quality and completeness of internally owned data is within your control. Nearly half of all companies use marketing data from channel partners and third parties outside their control.

What TYPES OF DATA does your company use for marketing purposes?

- Internally owned data: 91%
- Data from channel or marketing partners: 46%
- Data purchased from third parties: 41%

Data-Driven Marketing Survey N=272
Ascend2 and Research Partners, November 2014
CRM software often extends marketing-centric technologies to incorporate customer sales history, which is valuable data for closing the loop between marketing and sales.

What types of DIGITAL MARKETING TECHNOLOGY are most useful for data-driven marketing?

- CRM software: 55%
- Marketing analytics software: 49%
- Email marketing software: 48%
- Marketing automation suite: 46%
- Content marketing software: 18%
- Social media software: 15%
- SEO software: 14%
- Paid media software: 6%
A majority 61% of companies outsource all or part of their data-driven marketing process to access performance enhancing expertise and technologies not available internally.

Which best describes RESOURCES USED to perform Data-Driven Marketing processes?

- Outsourced to an agency or specialist: 8%
- In-house resources only: 39%
- Combination of outsourced and in-house: 53%

Data-Driven Marketing Survey N=272
Ascend2 and Research Partners, November 2014
Spending is shifting toward data-driven marketing with 51% of companies increasing their budget, compared to 3% spending less on this rapidly developing marketing strategy.

How is your company’s BUDGET CHANGING for Data-Driven Marketing?

- Increasing 51%
- Staying the same 46%
- Decreasing 3%
Notes
Research methodology and survey demographics

Ascend2 benchmarks the performance of popular digital marketing strategies and practices using a standardized questionnaire, research methodology and proprietary 3-Minute Survey format. Findings are examined in a quantitative context by experienced analysts and reported objectively.

This survey was conducted online from a panel of more than 50,000 US and international marketing, sales and business professionals representing a range of demographic roles, regions, channels and company sizes as follows:

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 500</td>
<td>119%</td>
</tr>
<tr>
<td>50 to 500</td>
<td>22%</td>
</tr>
<tr>
<td>Fewer than 50</td>
<td>59%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>71%</td>
</tr>
<tr>
<td>Europe</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Role in the Company</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO / COO / CMO / CSO etc</td>
<td>35%</td>
</tr>
<tr>
<td>Marketing VP / Director / Manager</td>
<td>39%</td>
</tr>
<tr>
<td>Sales VP / Director / Manager</td>
<td>3%</td>
</tr>
<tr>
<td>Marketing or Sales Staff</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary Marketing/Sales Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2B (Business-to-Business)</td>
<td>72%</td>
</tr>
<tr>
<td>B2C (Business-to-Consumer)</td>
<td>28%</td>
</tr>
</tbody>
</table>
About Ascend2

Research-Based Demand Generation for Marketing Solution Providers
If marketing professionals are your ideal prospects, we can help you find more of them. Marketing software, data and media companies, and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.
Learn more at www.Ascend2.com
Marketing software, data and media, and digital marketing agencies partner with Ascend2 to generate demand and supplement content.

Research Partner Programs provide white label reports and a guaranteed number of leads in two simple steps:

1. **Choose the topics of interest to your target market**
   - Content Marketing
   - Email Marketing
   - Video Marketing
   - Organic Search (SEO)
   - Mobile Marketing
   - Brand Marketing
   - Website Optimization
   - Inbound Marketing
   - Paid Search (PPC)
   - Lead Generation
   - Social Media
   - Marketing Database

2. **Choose an exclusive research segment for each marketing topic**
   - Benchmarks for Success [A comparison of Very Successful and Not Successful segments]
   - Benchmarks by Channel [A comparison by or targeting of B2B and/or B2C segments]
   - Benchmarks by Company Size [A comparison by or targeting of SMB and/or Large Enterprises]
   - Agency Benchmarks [The Agency perspective based on a wide-range of client experience]
   - Benchmarks by Resources [A comparison of Outsourced and In-house campaign segments]
   - Benchmarks for Europe [The European perspective on marketing practices and performance]
   - Marketing Leadership Benchmarks [A perspective from C-Level and Marketing Leaders]

If marketing professionals are your ideal prospects, [watch this 90 second video](#).