

DATA-DRIVEN MARKETING FOR PERSONALIZATION

Survey Summary Report



Monthly Research Series Conducted in Partnership with Leading Marketing Solution Providers

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Survey Summary Report

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DATA-DRIVEN PERSONALIZATION

Experiencing a personalized online interaction is a major expectation of prospects and customers today.

But what are savvy companies doing to address this important data-driven marketing goal?

To find out, Ascend2 and our Research Partners fielded the Data-Driven Marketing Survey. We thank the participants of this survey for sharing their valuable insights about this important marketing topic with us, and you.

The charts in this edition of the study titled the *Data-Driven Marketing for Personalization Survey Summary Report* represent the average of all market segments responding to the survey. Specific segments from the survey are reported on separately and exclusively by our participating Research Partners.

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

Enjoy!

Methodology

Ascend2 benchmarks the performance of popular digital marketing technologies and strategies using a standardized questionnaire and proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers during the week of July 10, 2016. The 229 respondents are representative of the following:

Number of Employees

More than 500	70%
50 to 500	15%
Fewer than 50	15%

Role in the Company

Owner / Partner / CXO	27%
VP / Director / Manager	56%
Non-Management	17%

Primary Marketing Channel

B2B	41%
B2C	36%
B2B and B2C Equally	23%

DATA-DRIVEN MARKETING GOALS

Personalizing the customer experience is a top priority for 70% of data-driven marketing strategies. The following charts and insights provide direction for achieving this important goal.

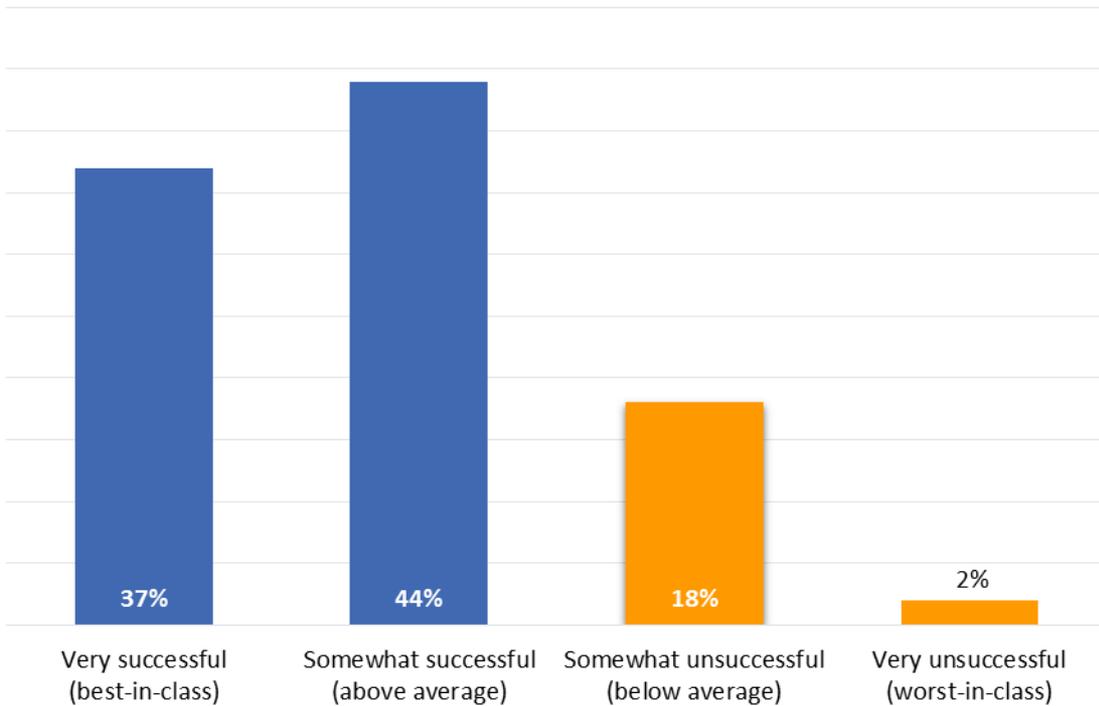
What are the MOST IMPORTANT GOALS of a data-driven marketing strategy?



RATING STRATEGIC SUCCESS

More than a third (37%) of companies consider their data-driven marketing strategy best-in-class compared to their competition, with another 44% describing their success as above average.

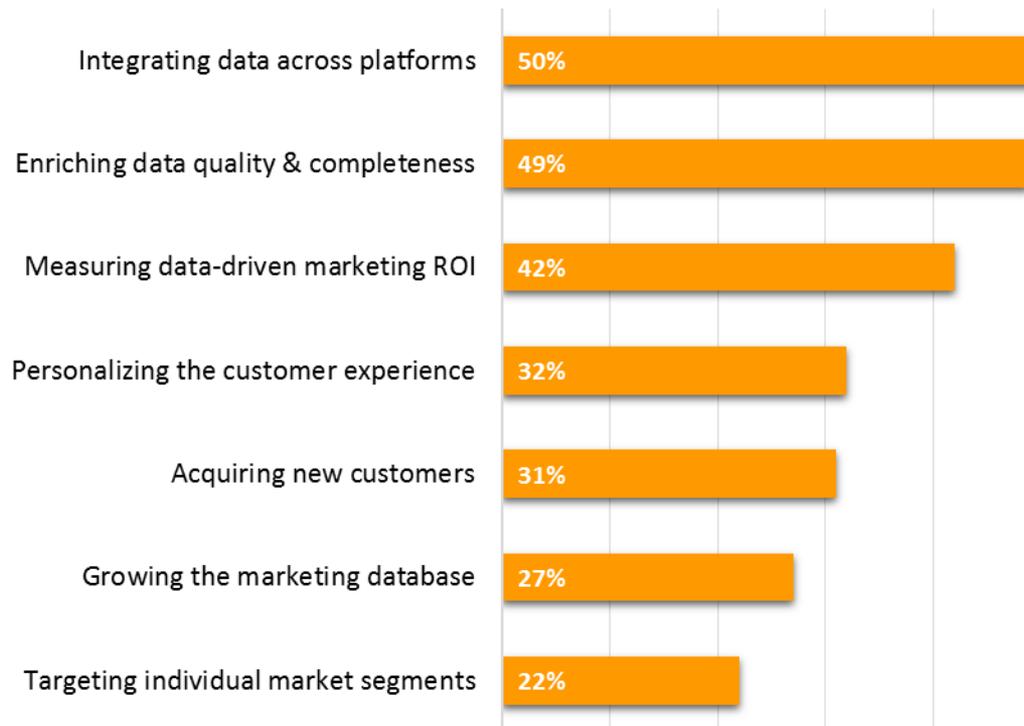
Which best describes the SUCCESS of your data-driven marketing strategy compared to competitors?



IDENTIFYING BARRIERS TO SUCCESS

The most significant barriers to achieving data-driven marketing success for about half of all companies are integrating data across platforms and enriching data quality and completeness.

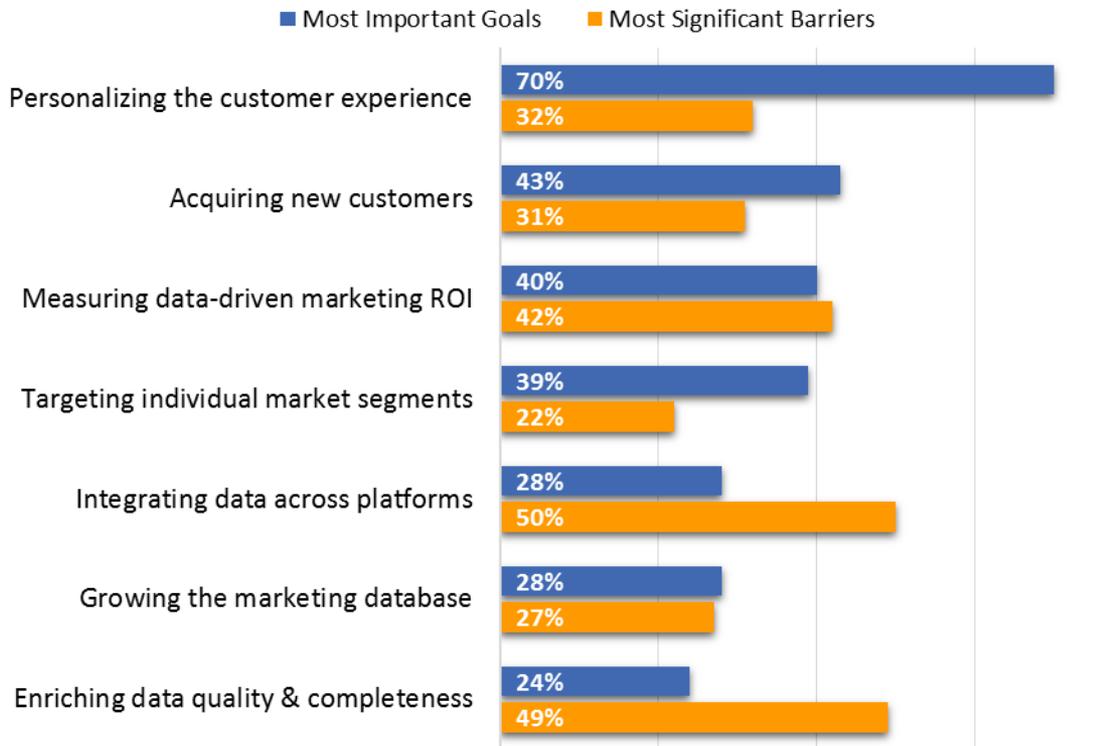
What are the MOST SIGNIFICANT BARRIERS to achieving data-driven marketing success?



GOALS VERSUS BARRIERS

Personalizing the customer experience is an important goal for more than twice the percent of companies surveyed (70%) than it is a significant barrier to data-driven marketing success (32%).

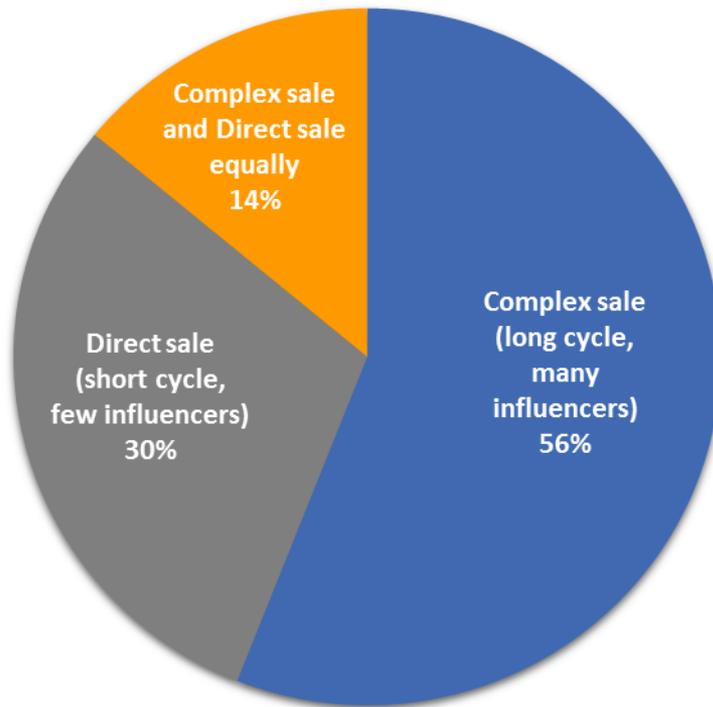
Strategic goals versus success barriers of data-driven marketing.



DRIVING THE SALES CYCLE

Data-driven marketing is useful in all types of sales scenarios but essential when it comes to sales cycles that are long and complex, involving multiple decision-makers.

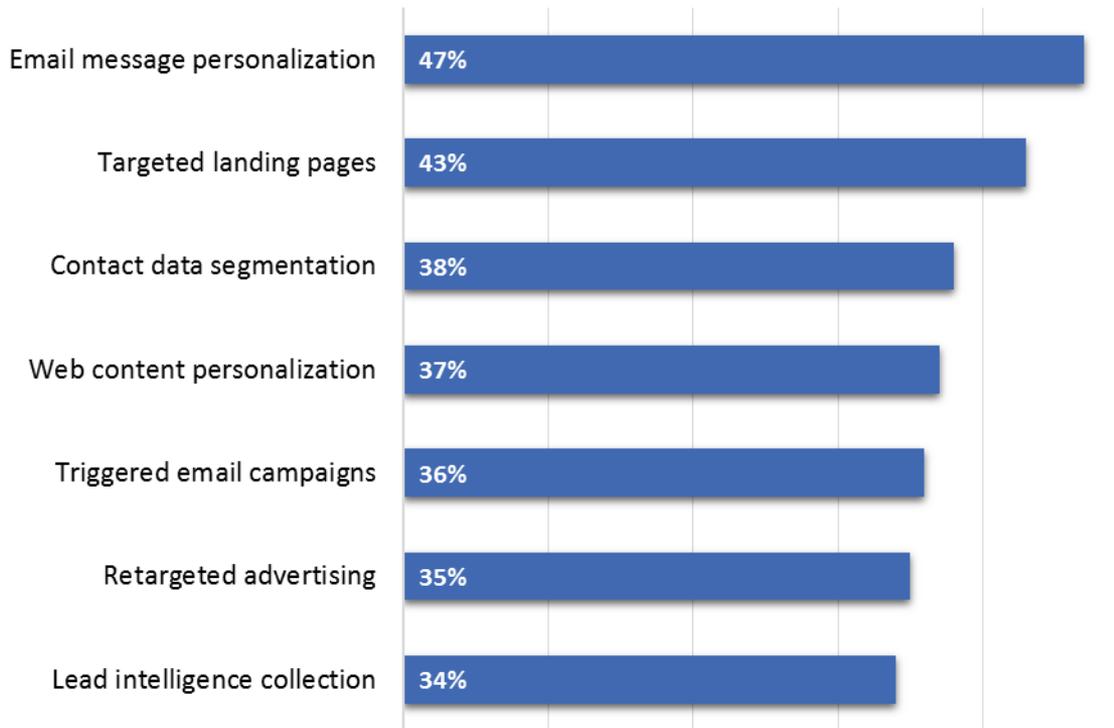
Which best describes the type of SALES CYCLE your organization most often encounters?



TACTICAL EFFECTIVENESS

Effectively personalizing email messages – a top data-driven marketing personalization tactic – requires quality contact data that is complete and integrated across platforms.

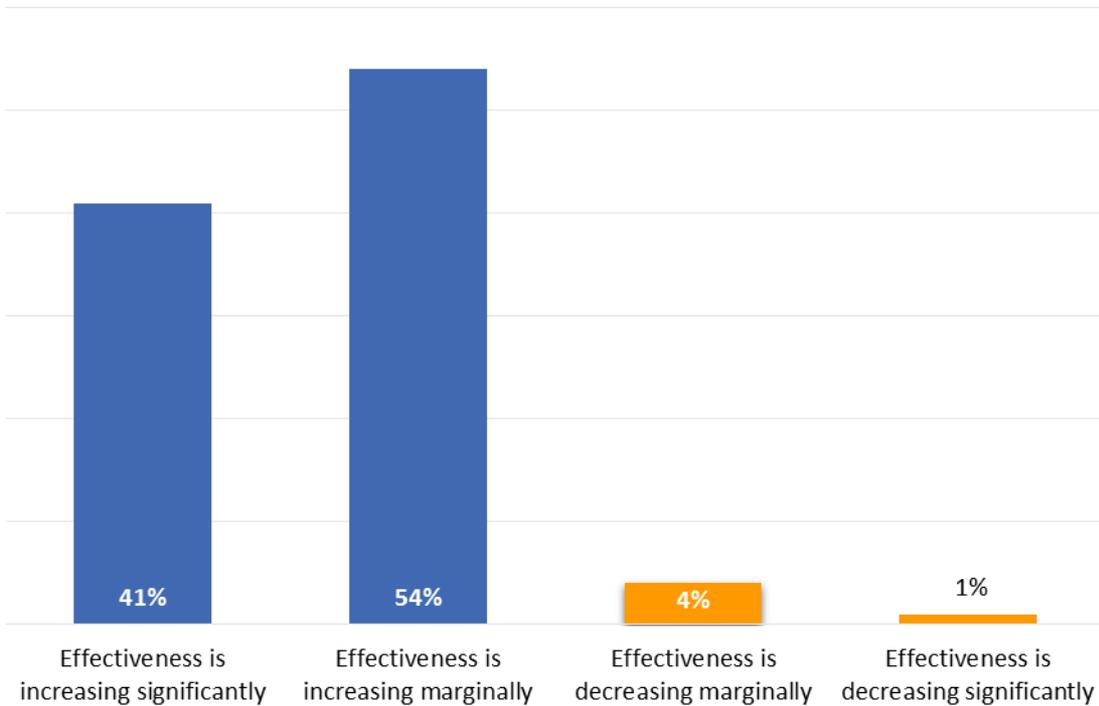
What are the MOST EFFECTIVE data-driven marketing personalization tactics used?



HOW EFFECTIVENESS IS CHANGING

The effectiveness of data-driven marketing personalization is increasing for a noteworthy total of 95% of companies surveyed. That leaves a mere 5% experiencing a decline in effectiveness.

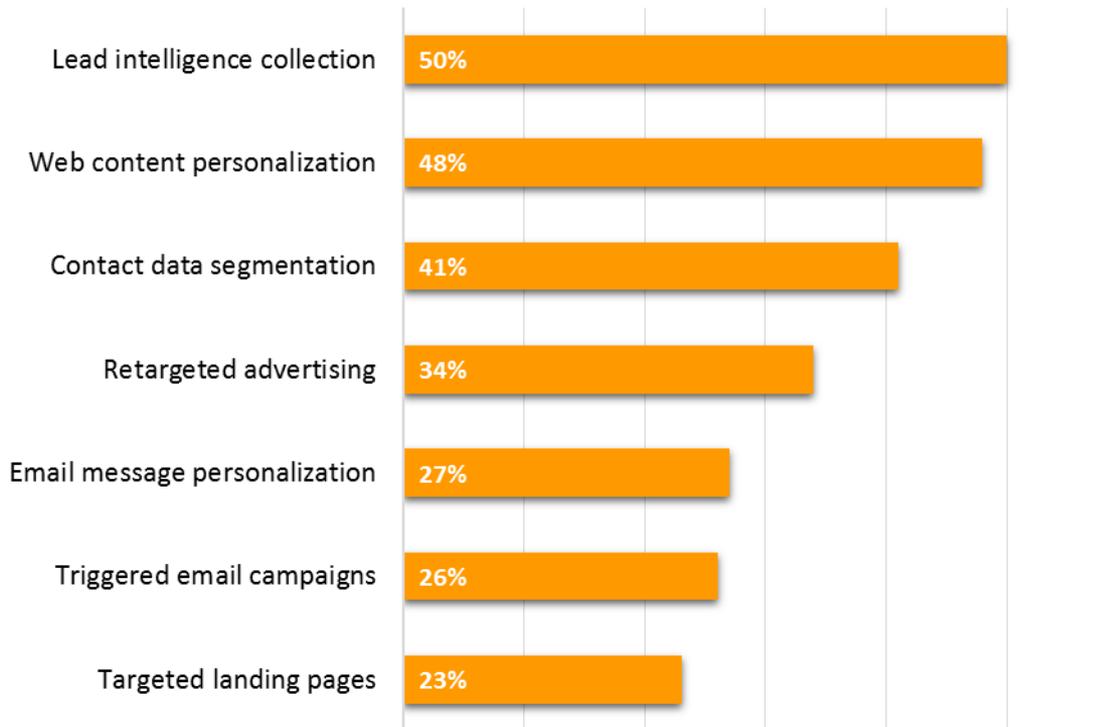
To what extent is data-driven marketing personalization
EFFECTIVENESS CHANGING?



TACTICAL DIFFICULTY

Collecting lead intelligence, and using this intelligence to personalize website content, are difficult personalization tactics to execute for 50% and 48% of companies respectively.

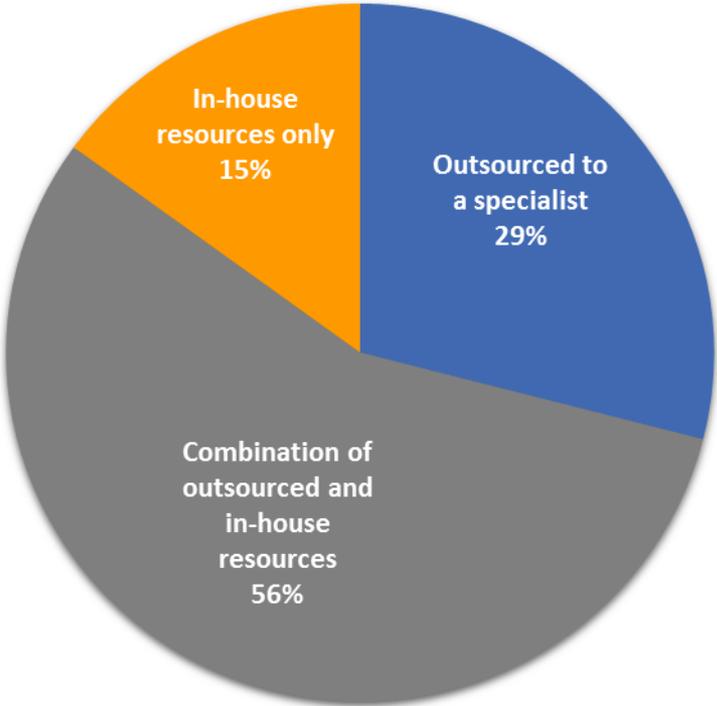
What are the MOST DIFFICULT data-driven marketing personalization tactics to execute?



TACTICAL RESOURCES USED

The greater the degree of difficulty, the more likely a company is to outsource. That's why 85% of companies execute all or part of the personalization tactics using external resources.

Which best describes the RESOURCES USED to execute data-driven marketing personalization tactics?



EFFECTIVENESS VERSUS DIFFICULTY

Tactics that are more effective than difficult – such as email message personalization, creating targeted landing pages and triggered email campaigns – are less likely to be outsourced.

Tactical effectiveness versus difficulty of personalization.



RESEARCH-BASED DEMAND GENERATION

Research Partner Programs rapidly deliver research-based content and a guaranteed number of leads in two simple steps:

1. Choose marketing topics of interest to your target market.
2. Choose an exclusive data segment for each marketing topic.
 - Successful Strategy Benchmarks
 - Leadership Benchmarks
 - B2B Benchmarks
 - B2C Benchmarks
 - Enterprise Benchmarks
 - SMB Benchmarks
 - Agency Benchmarks
 - Complex Sale Benchmarks and more!

A Few of the Leading Marketing Solution Providers that Partner with Ascend2.



According to a CMO Council study, research is the most influential type of content marketers use. Research-Based Demand Generation is a process we developed to generate leads using research content of interest to your target customers, and nurture those leads to sales-ready status in the name of your brand.

As a marketing software or data company, or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance; and facts are what our research provides.

Our unique process enables us to provide the quick-win turnkey programs and longer term demand generation needed to achieve your goals.

ABOUT ASCEND2

Research-Based Demand Generation for Marketing Solution Providers

Marketing software and data 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 – focusing entirely on your brand and the interests of your market.

Learn more at Ascend2.com

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