

# B2B MARKETING DATA MANAGEMENT

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2016 BENCHMARK RESEARCH REPORT

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# B2B MARKETING DATA MANAGEMENT

Prospect and customer data drives just about everything in marketing today, including ROI. **But how are B2B organizations managing marketing data strategically and operationally?**

To find out, Openprise in partnership with Ascend2 fielded the Marketing Data Management Survey and completed interviews with 183 marketing influencers from April 1 to April 7, 2016.

This benchmark research report, titled *B2B Marketing Data Management*, exclusively represents the opinions of the 101 companies participating in the survey that are dedicated to the B2B marketing and sales channel. We thank these busy professionals for sharing their valuable insights with us, and you.

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.

## Methodology

Ascend2 benchmarks the state of popular digital marketing practices using a standardized questionnaire and proprietary 3-Minute Survey format.

This survey was conducted online from a panel of more than 50,000 professionals representing the following company sizes and roles in the B2B channel:

### Number of Employees

More than 500	31%
50 to 500	24%
Fewer than 50	45%

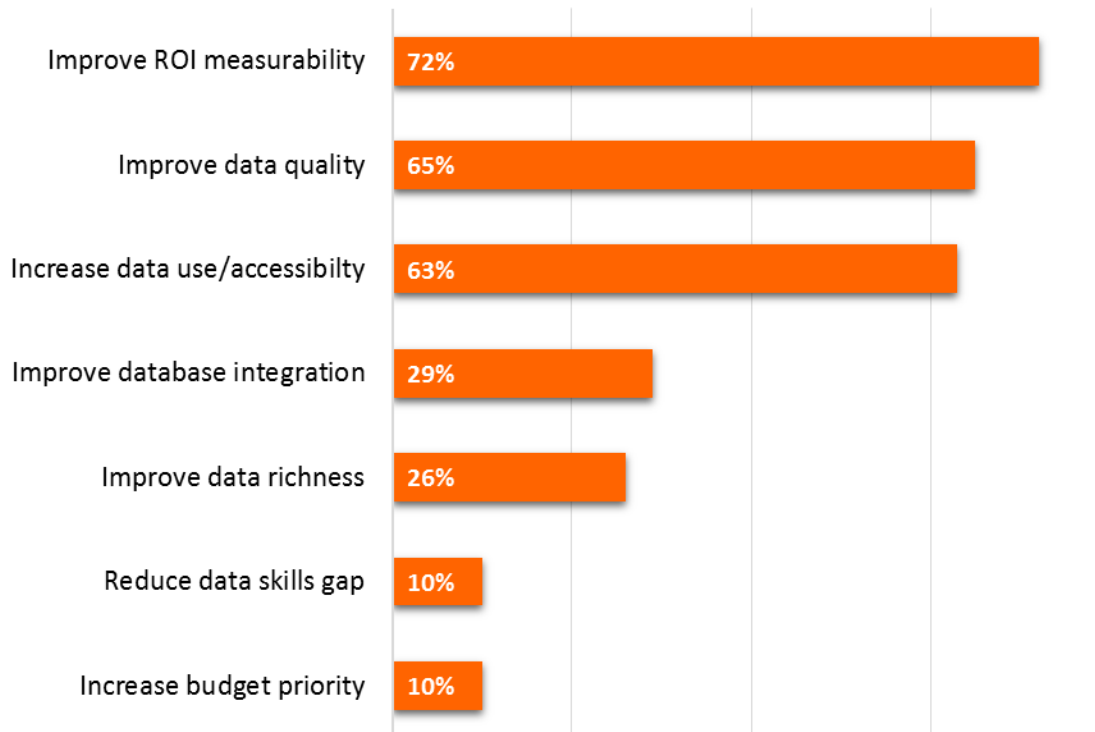
### Role in the Company

Owner / Partner / CXO	39%
VP / Director / Manager	50%
Non-Management	11%

# MOST IMPORTANT STRATEGIC GOALS

Measuring ROI to attribute sales resulting from the marketing data management investment is a top B2B priority. Improving the quality and accessibility of marketing data are also top goals.

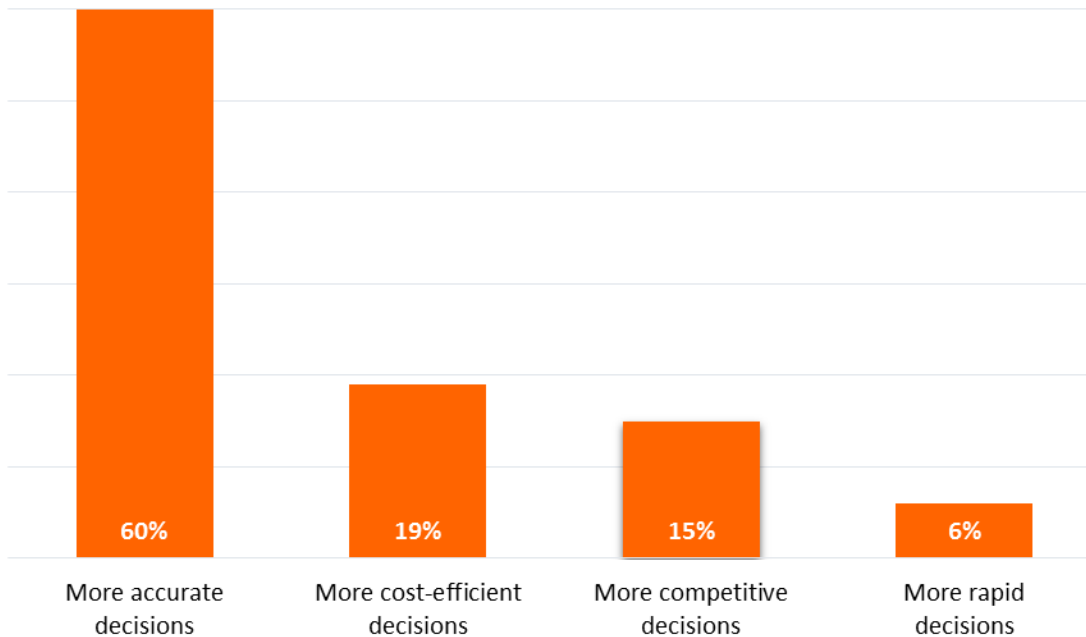
*What are the MOST IMPORTANT GOALS of a marketing data management strategy?*



# BASING DECISIONS ON MARKETING DATA

Businesses fail or thrive based on the quality of their business decisions. Making more accurate decisions is the most valuable benefit of using marketing data for 60% of B2B companies.

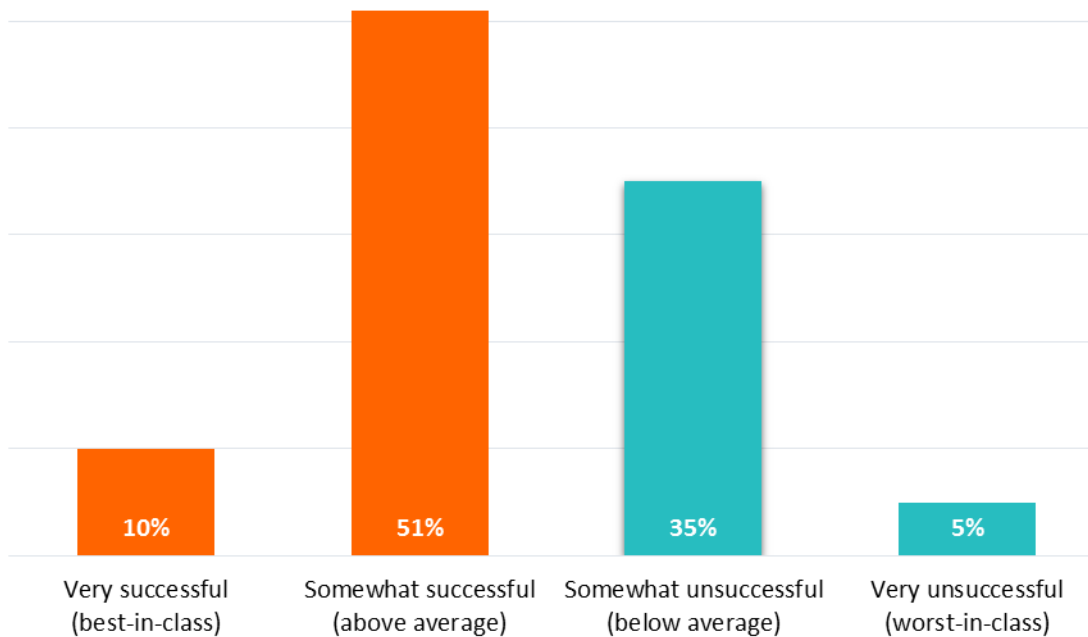
*Which is the MOST VALUABLE BENEFIT of basing decisions on marketing data?*



# MARKETING DATA MANAGEMENT SUCCESS

10% of B2B companies rate their marketing data management strategy as best-in-class. A total of 61% consider their strategy successful to some extent in comparison to the competition.

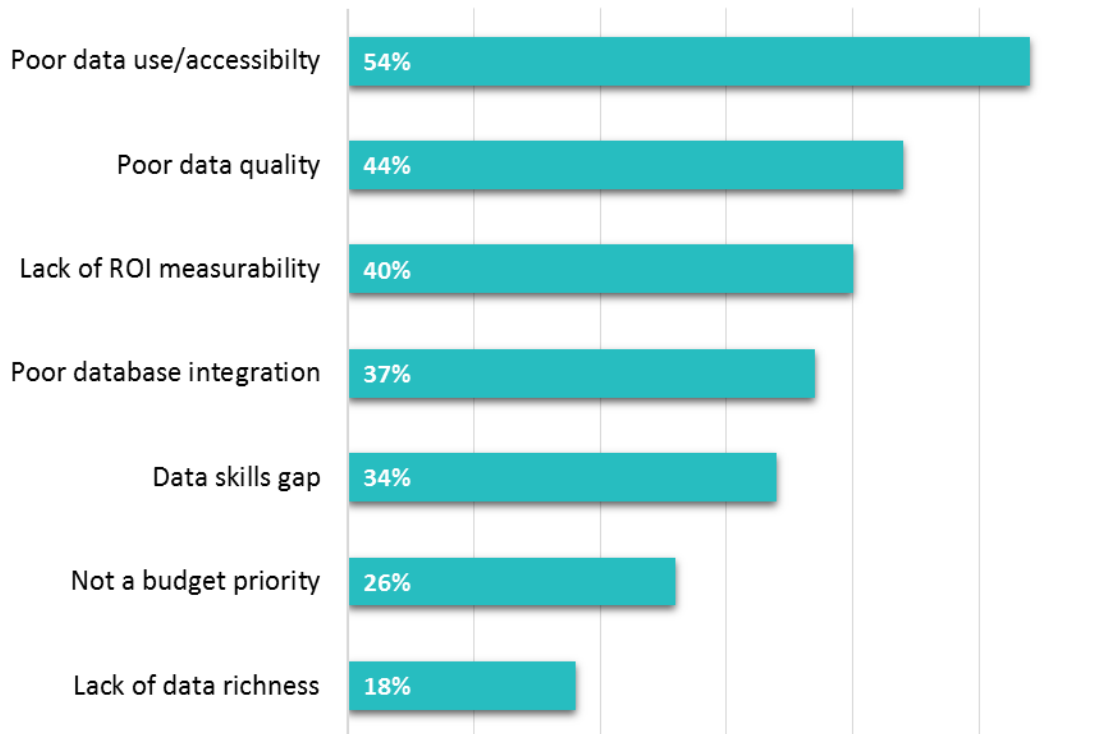
*Which best describes the SUCCESS of your marketing data management strategy compared to competitors?*



# MOST SIGNIFICANT BARRIERS TO SUCCESS

Poor access to marketing data will limit its use. And if the marketing data is of poor quality, it will have limited usefulness. These are the most significant barriers to B2B marketing success.

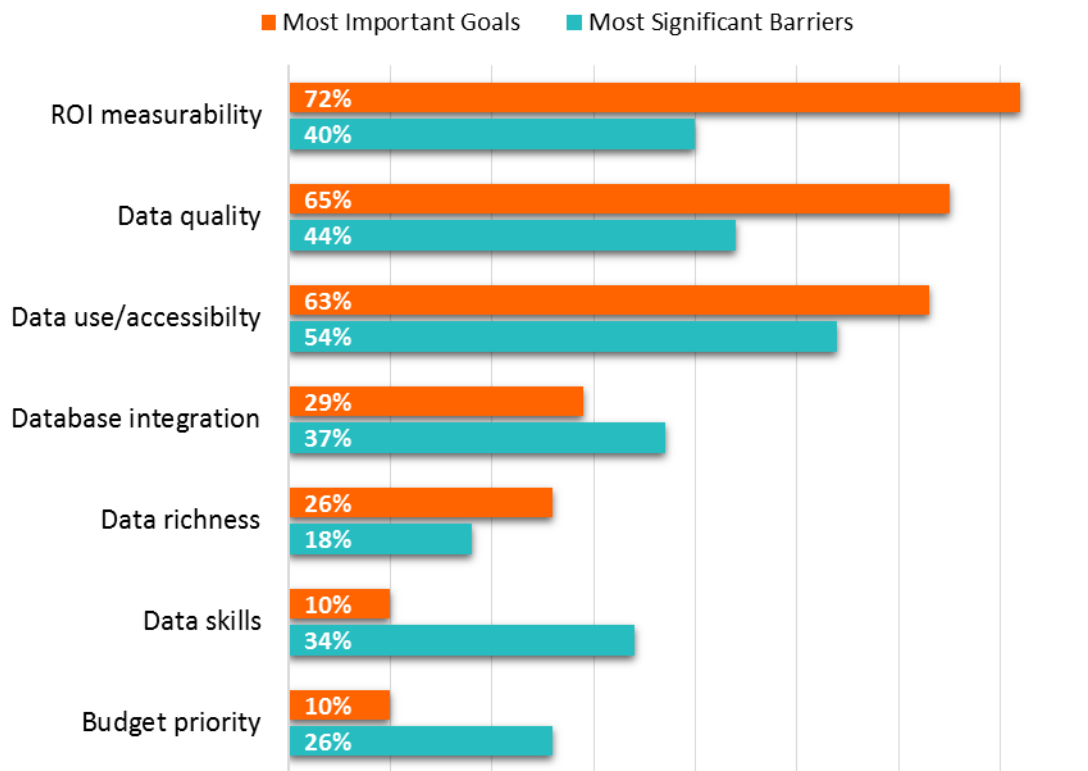
*What are the MOST SIGNIFICANT BARRIERS to marketing data management success?*



# BALANCING GOALS AND BARRIERS

Balancing important goals like ROI measurability and significant barriers like data accessibility is essential to creating an effective marketing data management strategy for any B2B organization.

*Most important goals versus most significant success barriers.*





# EFFECTIVE USES OF MARKETING DATA

Operationally, the most effective use of marketing data is for B2B campaign targeting. Getting the right message to the right person at the right time requires quality, segmented data.

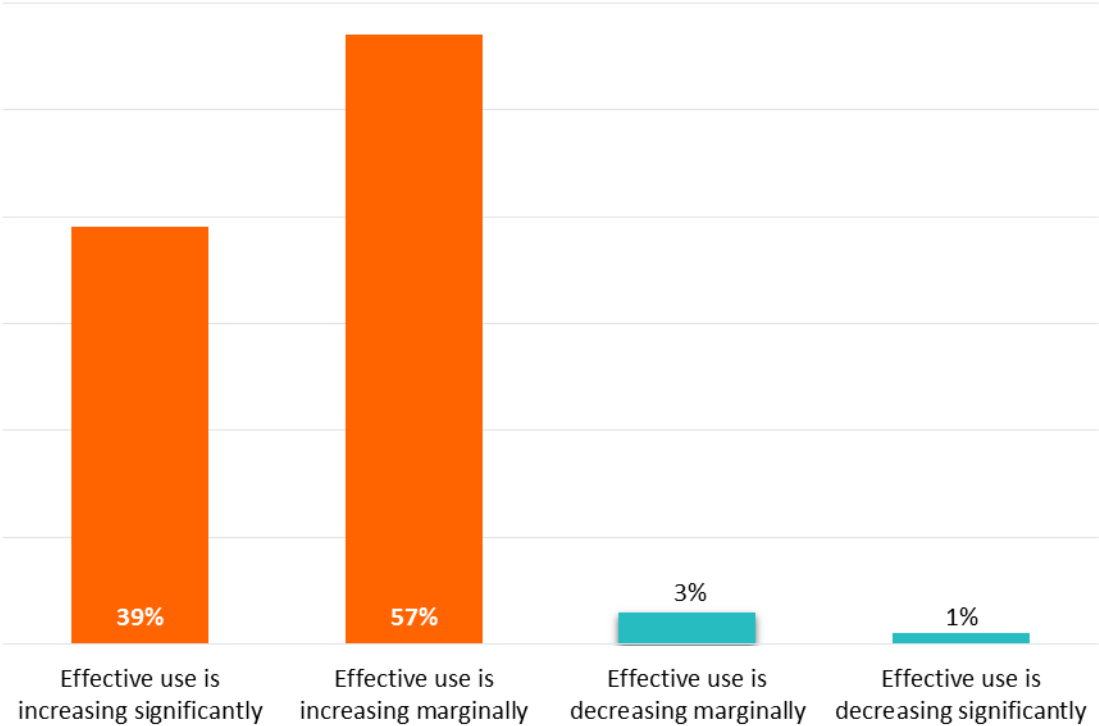
*What are the MOST EFFECTIVE USES of marketing data?*



# HOW DATA USE EFFECTIVENESS IS INCREASING

Nearly all (96%) of B2B organizations agree that the effective use of marketing data is increasing to some extent. For 39%, it is increasing significantly, while it is decreasing for a mere 4%.

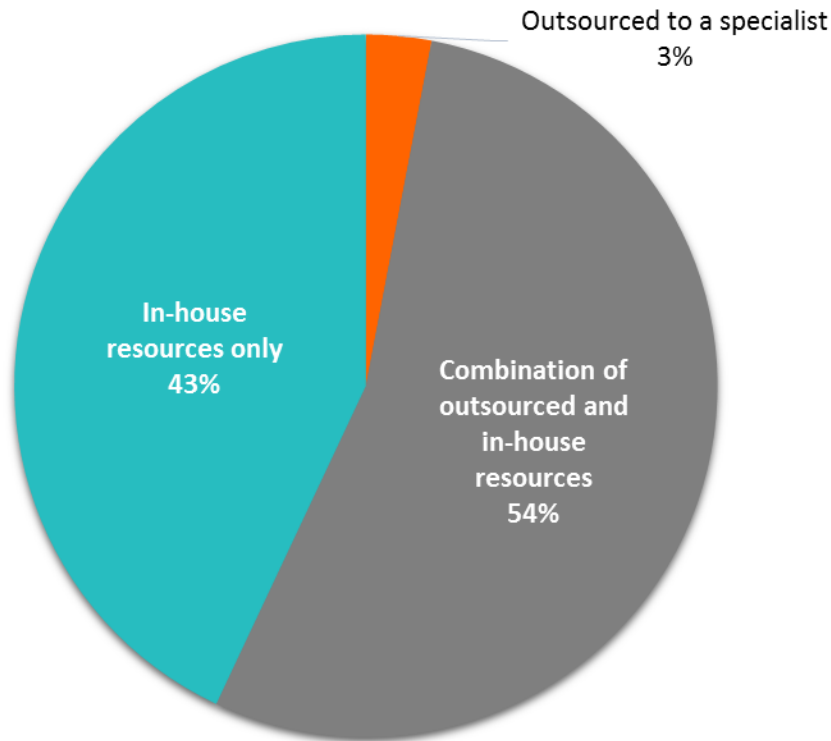
*To what extent is the EFFECTIVE USE of marketing data changing?*



# MARKETING DATA MANAGEMENT RESOURCES

57% of B2B companies outsource all or part of their marketing data management. In many cases, companies do not have all of the skills required or the rapidly evolving technology in-house.

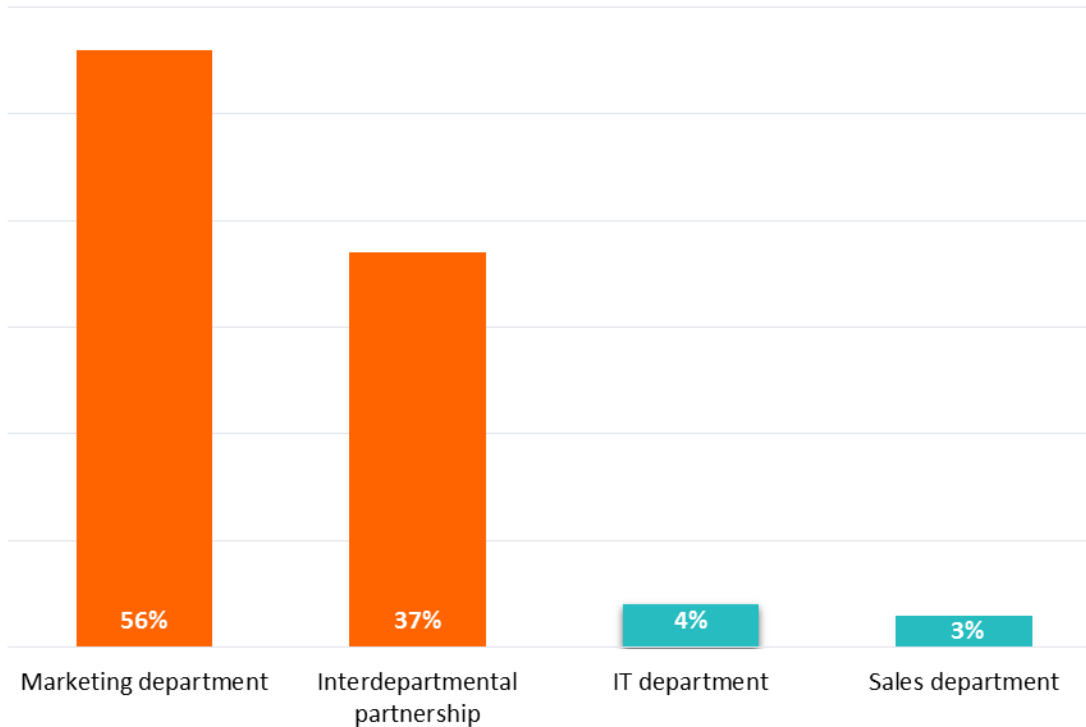
*Which best describes the RESOURCES USED to manage marketing data?*



# MARKETING DATA MANAGEMENT RESPONSIBILITY

For 56% of B2B companies, marketing data management is the responsibility of the marketing department, while 37% rely on an partnership between multiple departments.

*Where does MARKETING DATA MANAGEMENT RESPONSIBILITY primarily reside?*





# ABOUT THE RESEARCH PARTNERS

## OPENPRISE

We are passionate about the power of data and self-service technologies. We are a veteran team of enterprise software technologists with backgrounds in integration, security, and big data. We want to help business users turn their data into action without expensive middleware, big data software, data scientists, or programmers.

Learn more at [Openprisetech.com](http://Openprisetech.com)

## Ascend2

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.

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