

DATA-DRIVEN MARKETING STRATEGY

Survey Summary Report

Ascend2™
RESEARCH-BASED MARKETING

Research Series Conducted in
Partnership with Leading
Marketing Solution Providers



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Methodology

Ascend2 benchmarks the performance of marketing technology, strategies and tactics using a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers and research subscribers during the week of July 10, 2017.

DATA-DRIVEN MARKETING STRATEGY

Without a clear and concise data-driven marketing strategy, a company lacks the ability to effectively acquire, organize, analyze and translate customer information into actionable insights.

But what does an effective data-driven marketing strategy for achieving those objectives look like?

To find out, Ascend2 and our Research Partners fielded the Data-Driven Marketing Strategy Survey. We thank the marketing influencers responding to this survey for sharing their valuable insights with us, and you.

The market segment for this study, which is titled the *Data-Driven Marketing Strategy Survey Summary Report*, represents the average of all market segments responding to the survey. Specific market 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!



Survey Respondents & Profiles **N=284**

Number of Employees

More than 500	32%
50 to 500	44%
Fewer than 50	24%

Role in the Company

Owner / Partner / CXO	41%
VP / Director / Manager	47%
Non-Mgmt Professional	12%

Primary Marketing Channel

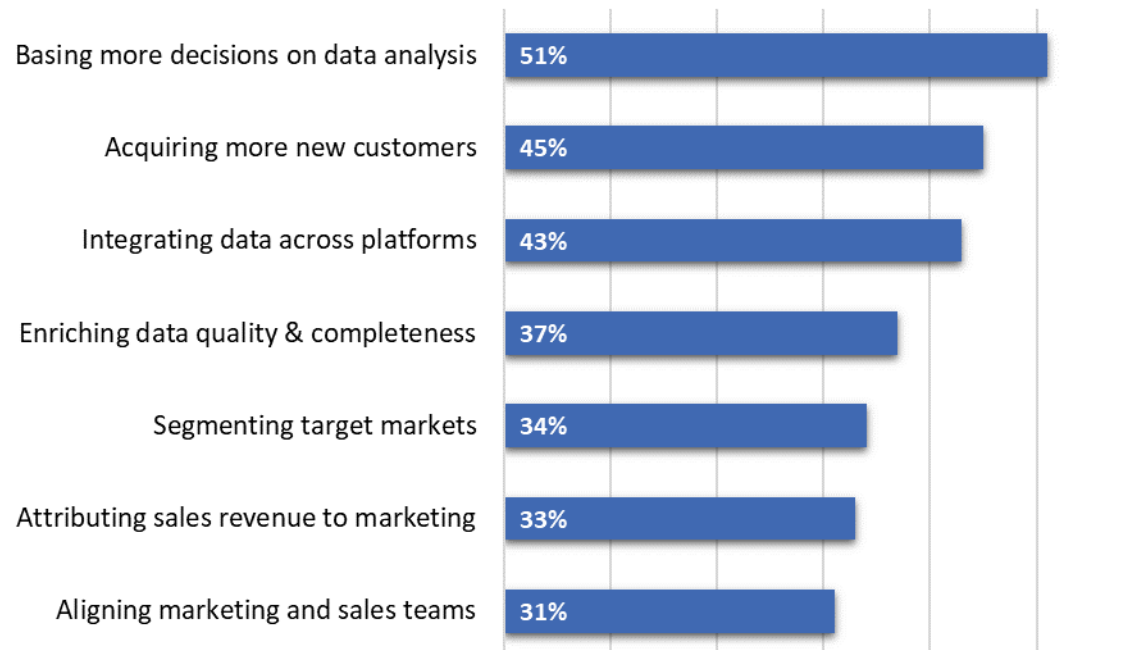
B2B Business-to-Business	40%
B2C Business-to-Consumer	34%
B2B and B2C Equally	26%



IMPORTANT STRATEGIC OBJECTIVES

A 51% majority of marketing influencers want to base more of their decisions on the analysis of marketing data. Achieving this objective requires a clear and concise data-driven marketing strategy.

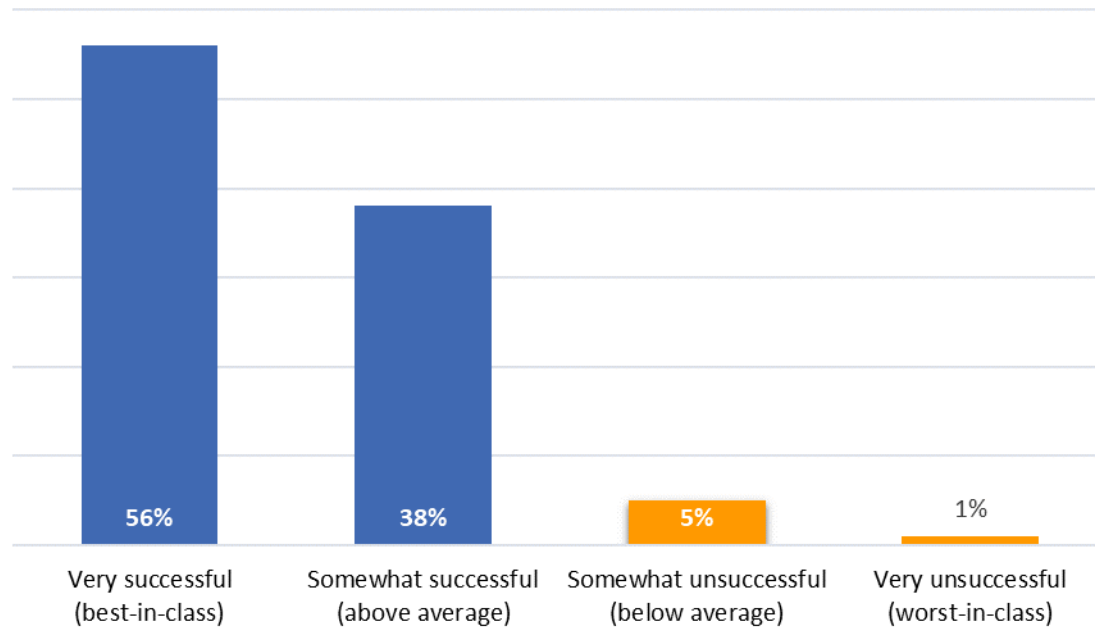
What are the most important OBJECTIVES for data-driven marketing to achieve?



ACHIEVING IMPORTANT OBJECTIVES

Data-driven marketing is successful at achieving important objectives for a total of 94% of marketing influencers, with a 56% majority describing their success as best-in-class. But what challenges are marketers overcoming to achieve this level of success?

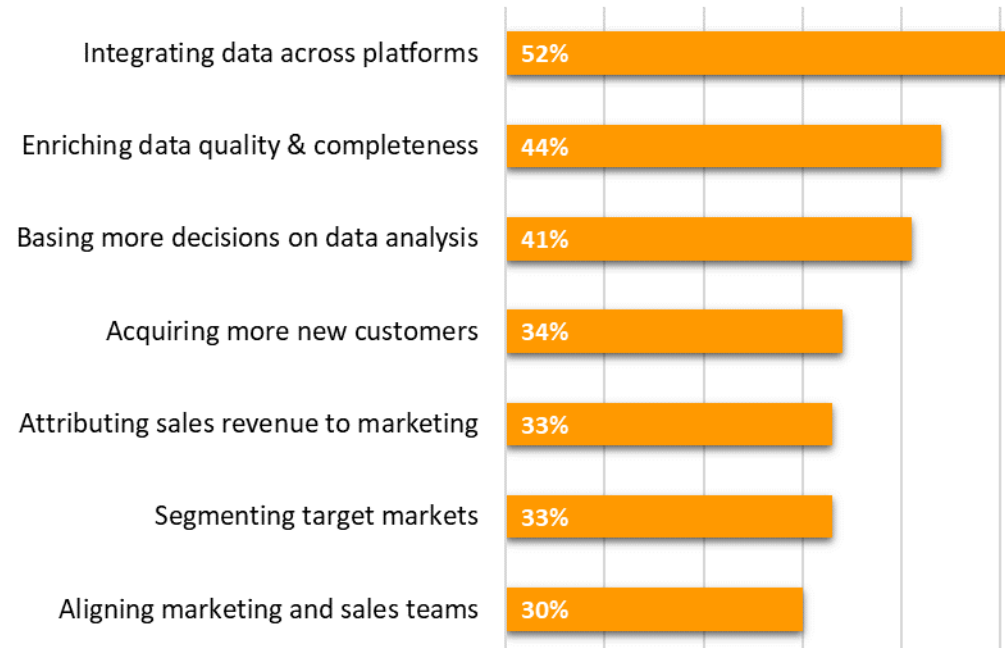
How SUCCESSFUL is data-driven marketing at achieving important objectives?



MOST CRITICAL CHALLENGES

A critical challenge to achieving data-driven marketing success for 52% of marketing influencers is integrating data across disparate platforms. Overcoming this challenge by integrating data from multiple sources into a single view, enables marketing teams to turn insights into performance.

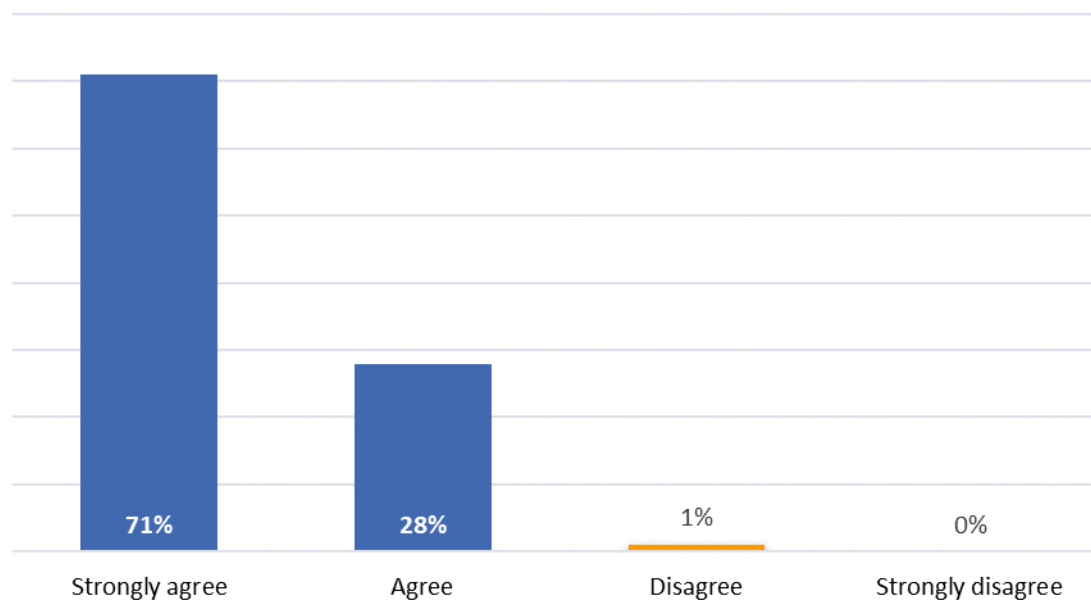
What are the most critical CHALLENGES to achieving data-driven marketing success?



STRATEGY CRUCIAL TO SUCCESS

A total of 99% of marketing influencers agree to some extent that an effective data-driven marketing strategy is crucial to achieving success, with a resounding 71% strongly agreeing. Only 1% of marketing influencers surveyed disagree with this premise.

Do you agree or disagree that an effective data-driven marketing STRATEGY is crucial to achieving success?



ANALYZING OBJECTIVES VERSUS CHALLENGES

The most important objective (basing more decisions on data analysis) and the most critical challenge (integrating data across platforms) are related – you can't have one without the other. Insights like these are necessary in the development of an effective data-driven marketing strategy.

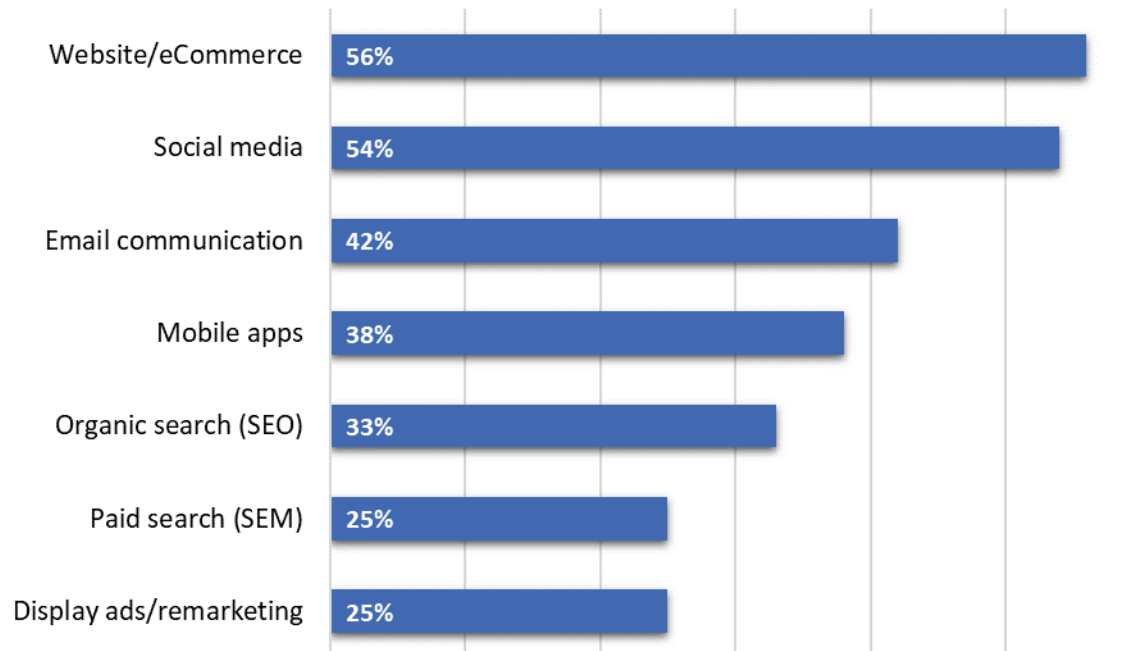
Analyzing important objectives versus critical challenges.



DIGITAL CHANNELS FOR COLLECTING DATA

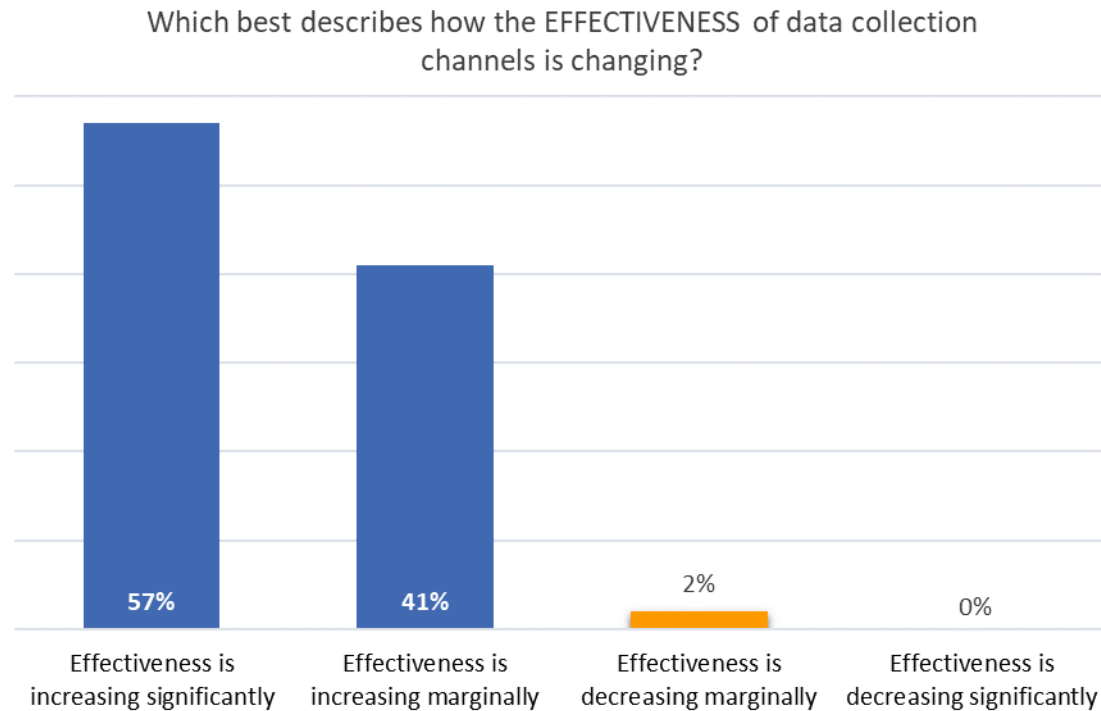
Tactically, a website or ecommerce site and social media are the most effective digital channels used for collecting marketing data by 56% and 54% of marketing influencers respectively.

What are the most effective digital CHANNELS used for collecting marketing data?



HOW CHANNEL EFFECTIVENESS IS CHANGING

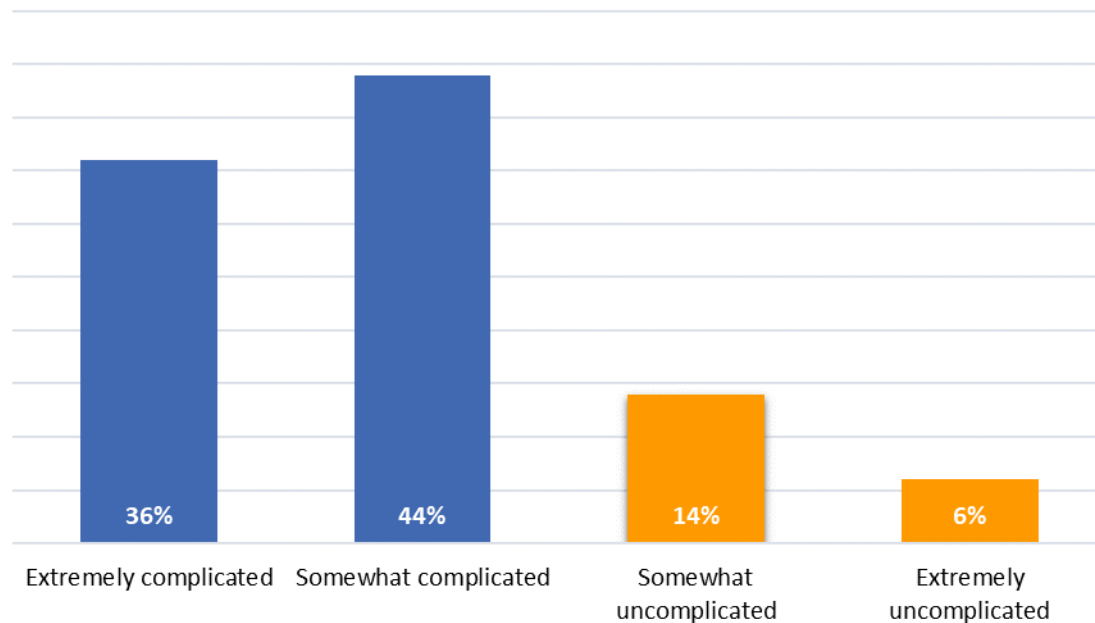
The effectiveness of data collection channels is increasing for a total of 98% of marketing influencers, with a 57% majority describing the increase as significant. Effectiveness is decreasing for only 2% of marketers surveyed.



DATA-DRIVEN MARKETING COMPLEXITY

The implementation of a data-driven marketing strategy is considered complicated by eight out of ten marketing influencers, with 36% perceiving the task to be extremely complicated. 20% consider the implementation of a data-driven marketing strategy uncomplicated to some extent.

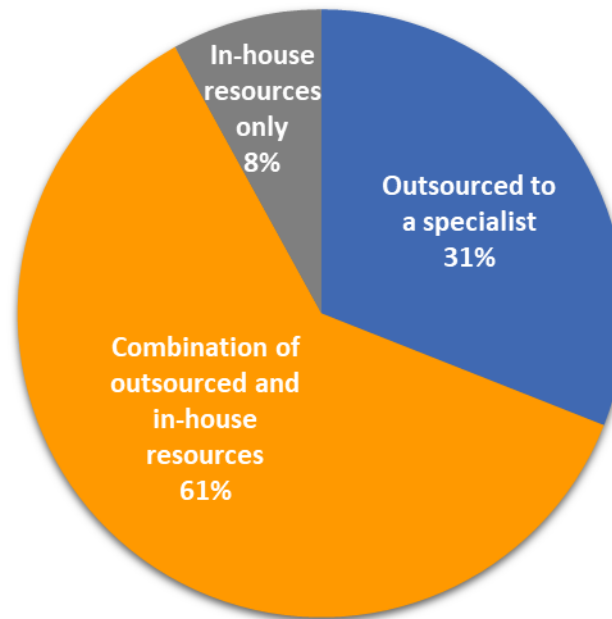
How complicated is the IMPLEMENTATION of a data-driven marketing strategy?



IMPLEMENTATION RESOURCES USED

Whether the complexity of implementing a data-driven marketing strategy is perception or reality, it is the primary reason for 92% of marketing influencers outsourcing all or part of this task. Only 8% implement their data-driven marketing strategy using in-house resources only.

Which best describes the RESOURCES used to implement a data-driven marketing strategy?





Research-Based Marketing for Marketing Solution Providers

Marketing technology 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 on your brand and the interests of your target audience.

Learn more about us at Ascend2.com

Below are just a few of the leading marketing solution providers that Partner with us on research-based marketing programs.



As a marketing technology or data company, or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.

Research-Based Demand Generation is a process we developed to generate leads using factual content of interest to your target customers, and nurture those leads to marketing-qualified status in the name of your brand.



Research Partner Programs

Research Partner Programs rapidly deliver factual content of interest to marketers and a guaranteed number of leads to marketing solution providers, in two simple steps:

1. Choose marketing topics of interest to your audience.

- A new marketing topic is surveyed every month

2. Choose an exclusive data segment for each topic.

- Successful Strategy Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- Complex Sale Benchmarks
- And more!

Learn more about Ascend2 Research-Based Marketing by calling 800-762-1595 extension 703 or visit Ascend2.com.



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