

DATA-DRIVEN MARKETING STRATEGY



Performance Benchmarks for Agencies

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Methodology

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

This survey was fielded to a panel of research subscribers and marketing influencers, and this report was published in August, 2017.



DATA-DRIVEN MARKETING STRATEGY PERFORMANCE BENCHMARKS FOR AGENCIES

Without an effective data-driven marketing strategy, agencies lack the ability to acquire, organize, analyze and translate customer information into actionable insights.

But what does a data-driven marketing strategy formulated by marketing agency professionals look like?

To find out, Stirista in partnership with Ascend2 fielded the Data-Driven Marketing Survey.

This report, titled *Data-Driven Marketing Strategy Performance Benchmarks for Agencies*, represents the broad range of client experience marketing agencies provide. 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 credit this research to Stirista and Ascend2.

Enjoy!



Survey Respondents **N=173 Agencies**

Number of Employees

More than 500	31%
50 to 500	42%
Fewer than 50	27%

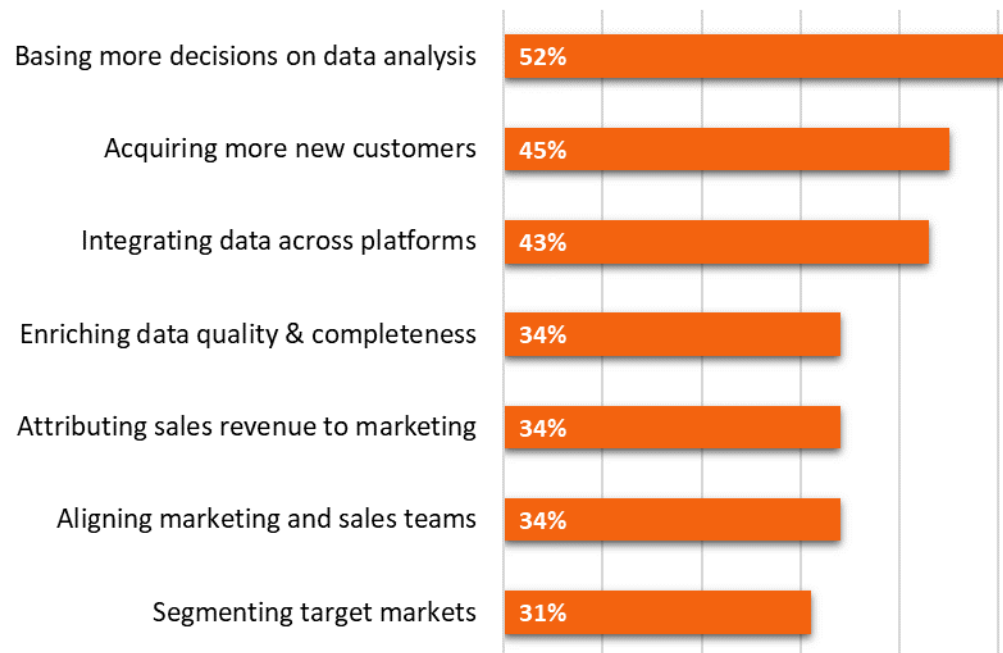
Role in the Company

Owner / Partner / CXO	45%
VP / Director / Manager	47%
Non-Management	8%

MOST IMPORTANT STRATEGIC OBJECTIVES

52% of agencies share the important goal of applying data analysis for decision-making. Secondly, agencies view data-driven strategy as key to acquiring new customers.

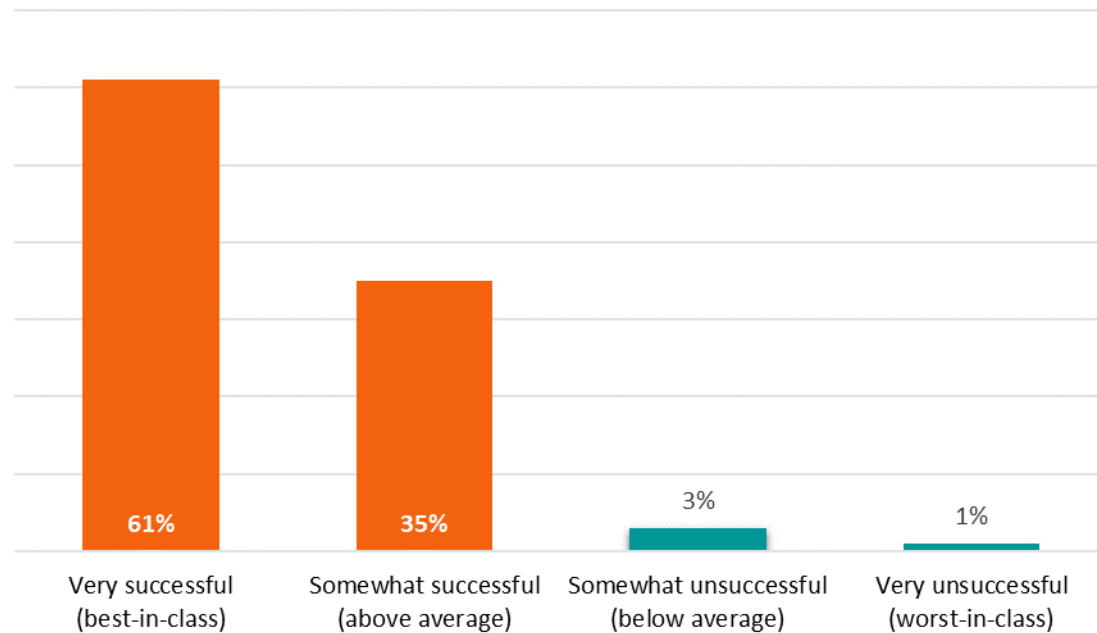
What are the most important OBJECTIVES for data-driven marketing to achieve?



SUCCESSFULLY ACHIEVING OBJECTIVES

Agencies feel confident that they are achieving their data-driven marketing objectives. Only 4% of agencies say they are falling short.

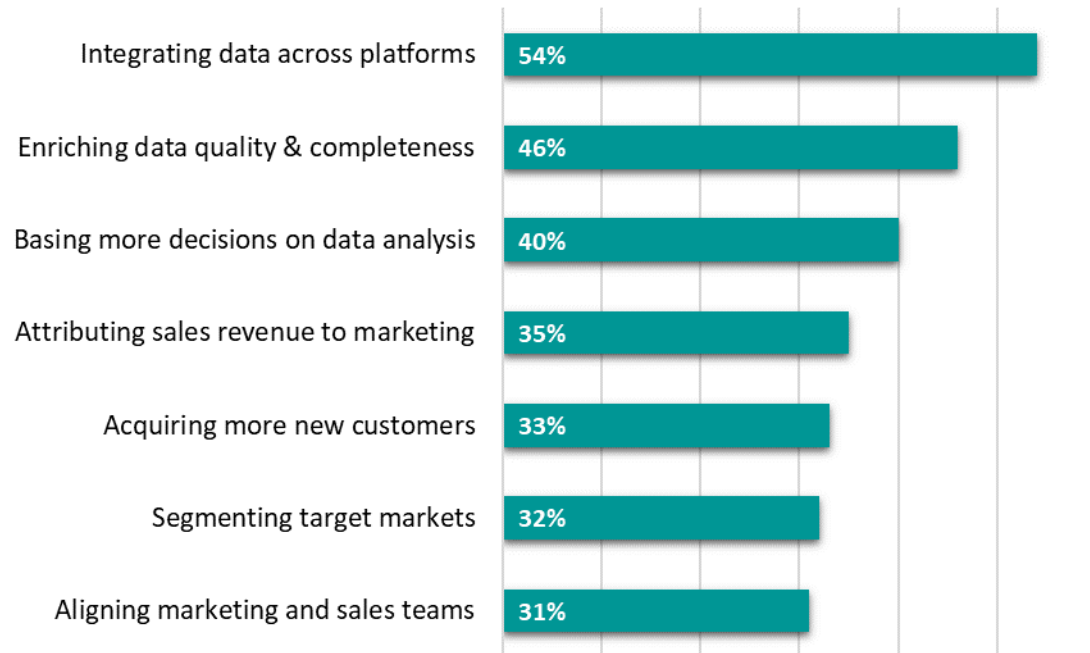
How SUCCESSFUL is data-driven marketing at achieving important objectives?



MOST CRITICAL CHALLENGES TO SUCCESS

The key challenges reported by agencies are cross-platform data integration, and incomplete, or poor quality data.

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

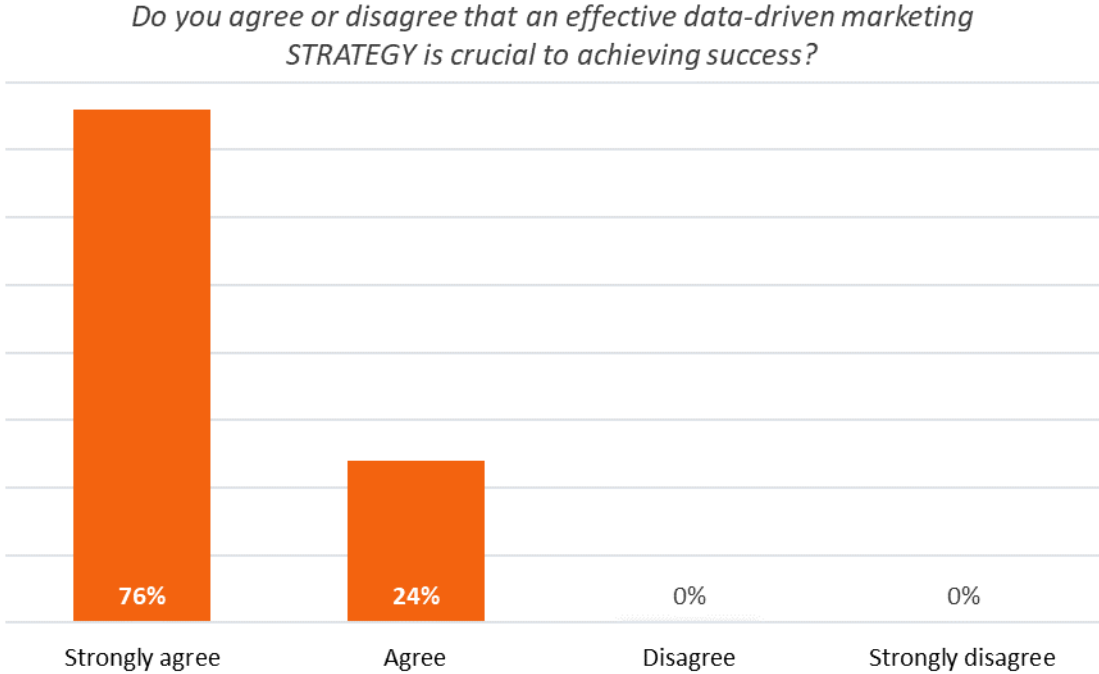


Tip: Enrich the quality and completeness of your customer data (a critical challenge for 46% of agencies) with data append services from Stirista.

<https://www.stirista.com/what-we-do/data/data-enhancement>

EFFECTIVE STRATEGY IS CRUCIAL

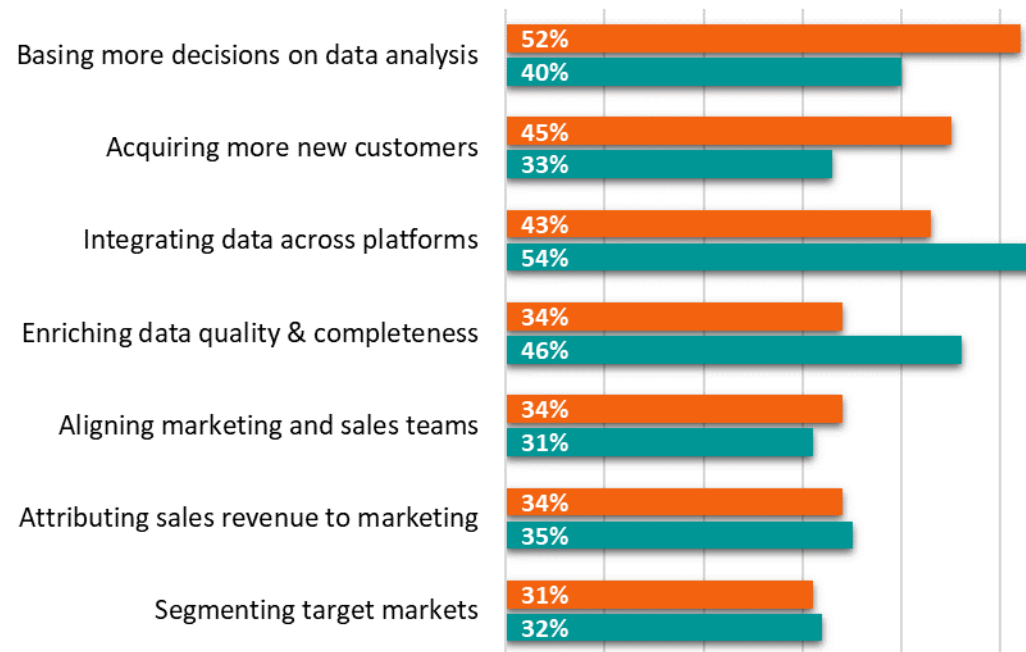
100% of the marketing agencies surveyed agree to some extent that an effective data-driven marketing strategy is crucial to achieving success, with more than three-quarters (76%) strongly agreeing.



COMPARING OBJECTIVES AND CHALLENGES

The most important objective (basing more decisions on data analysis) and the most critical challenges (integrating data across platforms, and enriching data quality and completeness) are related – you can't have one without the other.

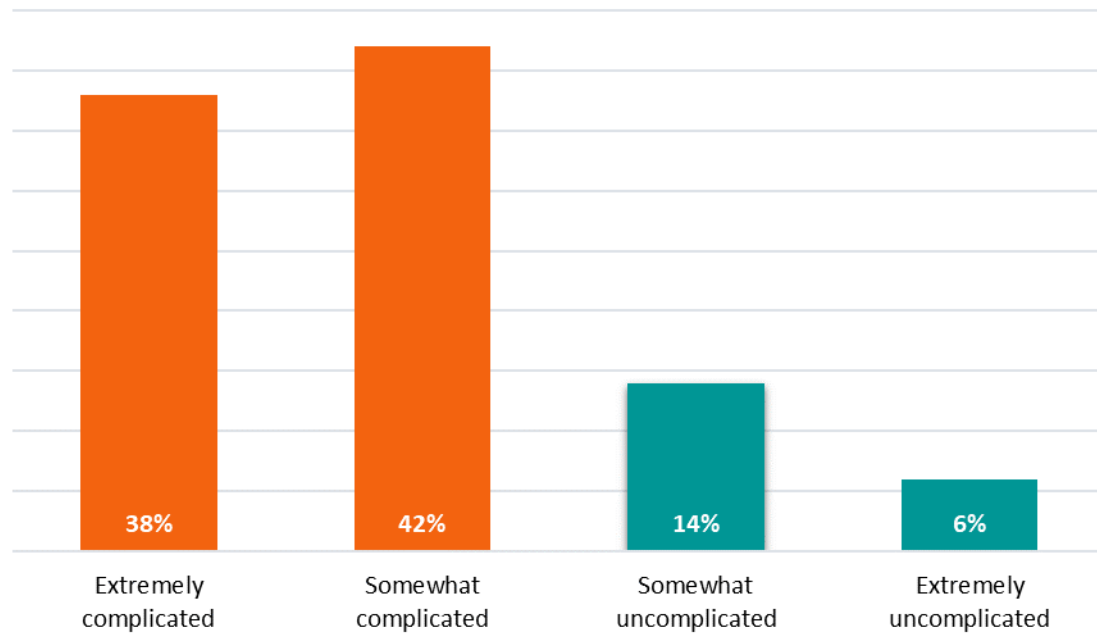
Analyzing important objectives versus critical challenges.



IMPLEMENTING DATA-DRIVEN MARKETING

The implementation of a data-driven marketing strategy is considered complicated by eight out of ten marketing agencies, with 38% perceiving the task to be extremely complicated. Only 20% consider the implementation of a data-driven marketing strategy uncomplicated.

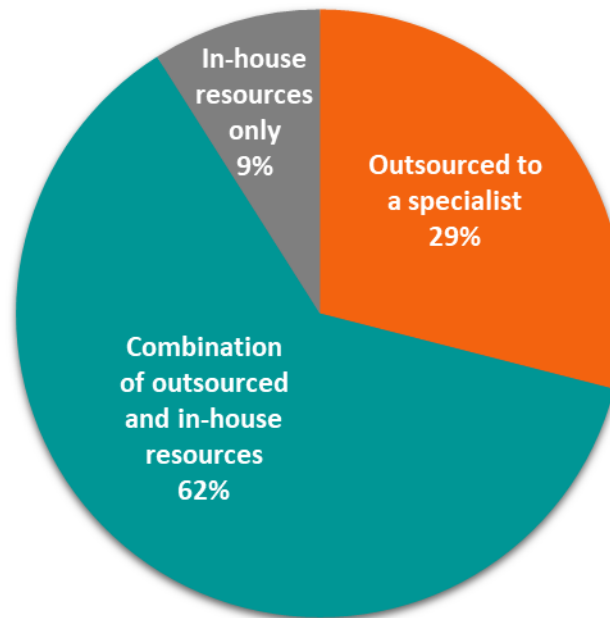
How complicated is the IMPLEMENTATION of a data-driven marketing strategy?



RESOURCES USED FOR IMPLEMENTATION

Whether the complexity of implementing a data-driven marketing strategy is perception or reality, it is the primary reason 91% of marketing agency clients outsource all or part of this task. Only 9% are capable of implementing their strategy using in-house resources only.

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

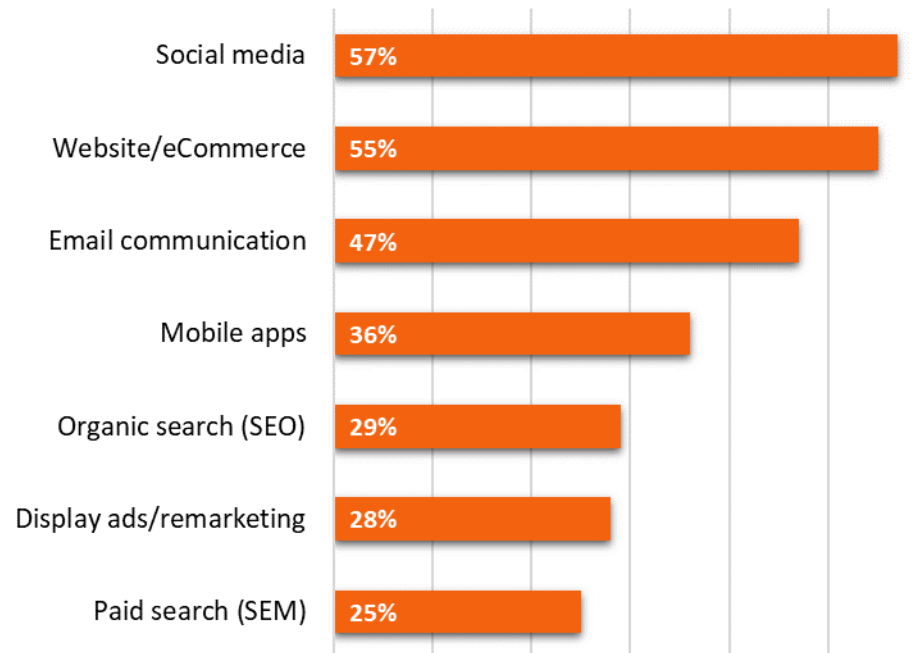


DATA COLLECTION CHANNELS USED

A website or ecommerce site, and social media are tactically the most effective channels for collecting marketing data according to 57% and 55% of marketing agencies respectively. Email communication is next with 47% using it to improve the quality of data they already have.

Tip: Stirista partners with agencies to provide email, display advertising, and data enrichment services for consumer and B2B clients and campaigns.

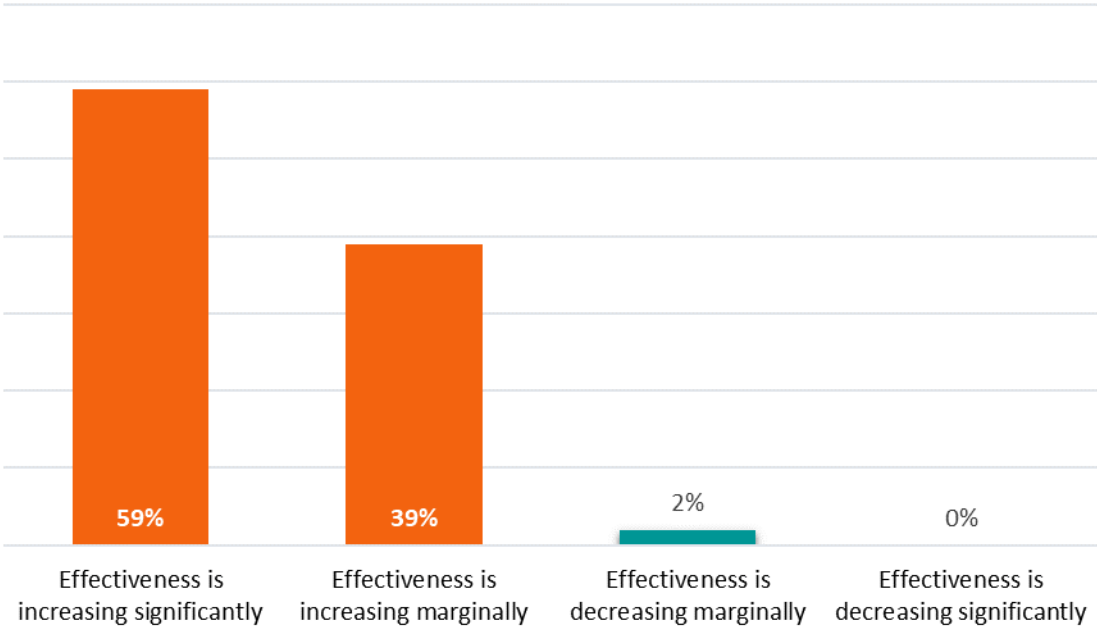
What are the most effective digital CHANNELS used for collecting marketing data?



CHANNEL EFFECTIVENESS IS CHANGING

The effectiveness of data collection channels is increasing for a total of 98% of marketing agencies and their clients, with a 59% majority describing the increase as significant. Effectiveness of data collection channels is decreasing for only 2% of marketing agencies surveyed.

Which best describes how the EFFECTIVENESS of data collection channels is changing?



ABOUT THE RESEARCH PARTNERS



Stirista is a data-driven marketing agency that specializes in creating custom audience segments with original in-house data, and executing campaigns via digital, email, and social channels. With over 400 segmentation options, a variety of hyper-accurate datasets, and customizable campaign options, we give you the power to reach anyone, anywhere.

Learn more about [Stirista](#).



Marketing technology companies and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement content for their firms. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market. If marketing professionals are your ideal prospects, we can help you find more of them.

Learn more about [Ascend2](#).

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