



STRATEGIES, TACTICS AND TRENDS FOR

# Data-Driven Personalization

**Ascend2**<sup>TM</sup>  
RESEARCH-BASED MARKETING

Research Series Conducted in Partnership with Leading Providers of  
Marketing Technology and Digital Marketing Agency Services.



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# Methodology

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

This survey was fielded to a panel of marketing influencers and marketing research subscribers.

## Survey respondents

### Primary Marketing Channel

B2B	37%
B2C	44%
B2B and B2C equally	19%

### Number of Employees

More than 500	26%
50 to 500	17%
Fewer than 50	57%

### Primary role in company

Owner / Partner / C-Level	43%
Vice President / Director / Manager	35%
Non-Management Professional	22%

# Data-Driven Personalization

Delivering a highly personalized experience is the standard most marketers strive for. And when they succeed, the results are impressive.

## **But how are marketers using data-driven personalization to enhance their strategy?**

To help you answer this question, Ascend2 and our Research Partners fielded the Data-Driven Personalization Survey. We thank the 251 marketing influencers who responded to this survey during the week of July 20, 2019.

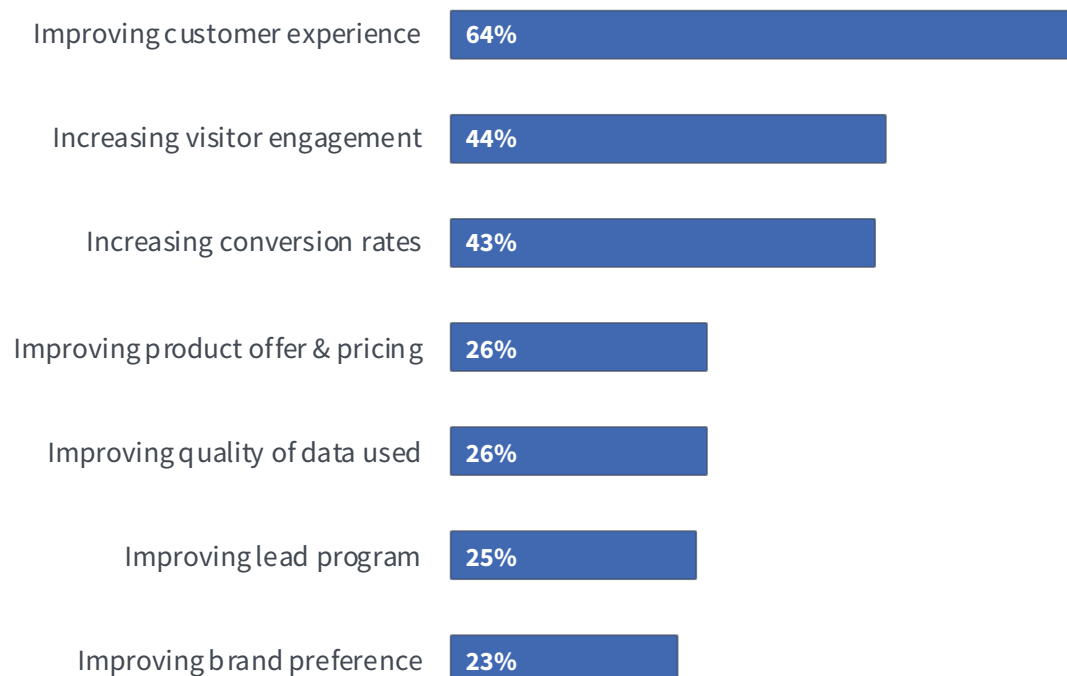
This Survey Summary Report, titled Strategies, Tactics and Trends for Data-Driven Personalization, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

# Primary Objectives

Delivering a better experience to customers is a top goal for a data-driven personalization strategy to achieve for nearly two-thirds (64%) of marketing influencers surveyed. Increasing visitor engagement and increasing conversion rates are also primary objectives according to 44% and 43% of those surveyed, respectively.

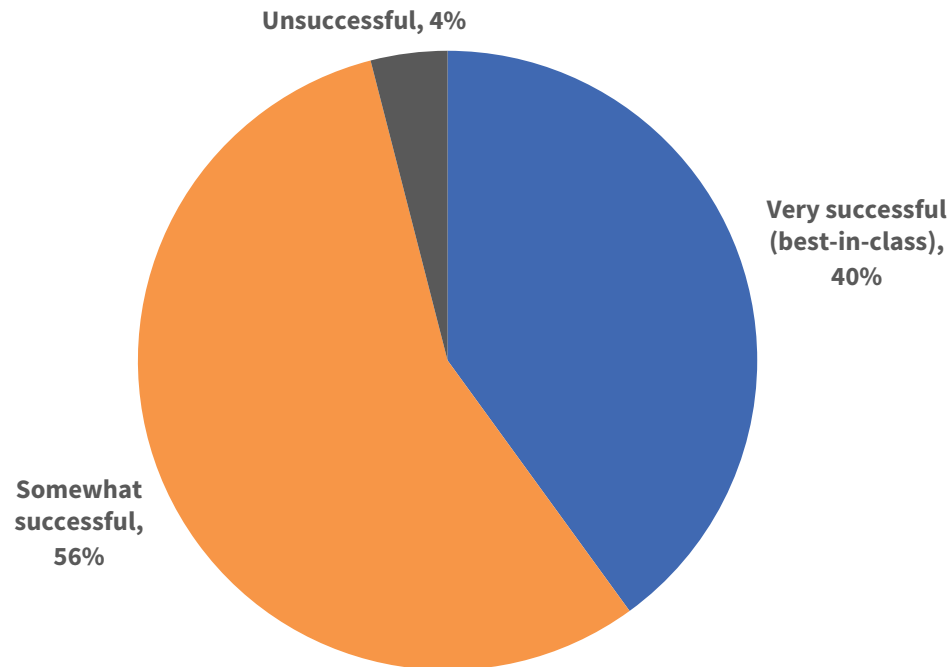
What are the PRIMARY OBJECTIVES for a data-driven personalization strategy to achieve?



# Strategic Success

Using a foundation of collected data from an audience, a personalized approach to marketing seems to generate impressive results. Nearly all marketers surveyed (96%) would describe a data-driven personalization strategy as successful to some extent at achieving objectives. Of those surveyed, 40% report their strategy to be best-in-class when compared to competitors.

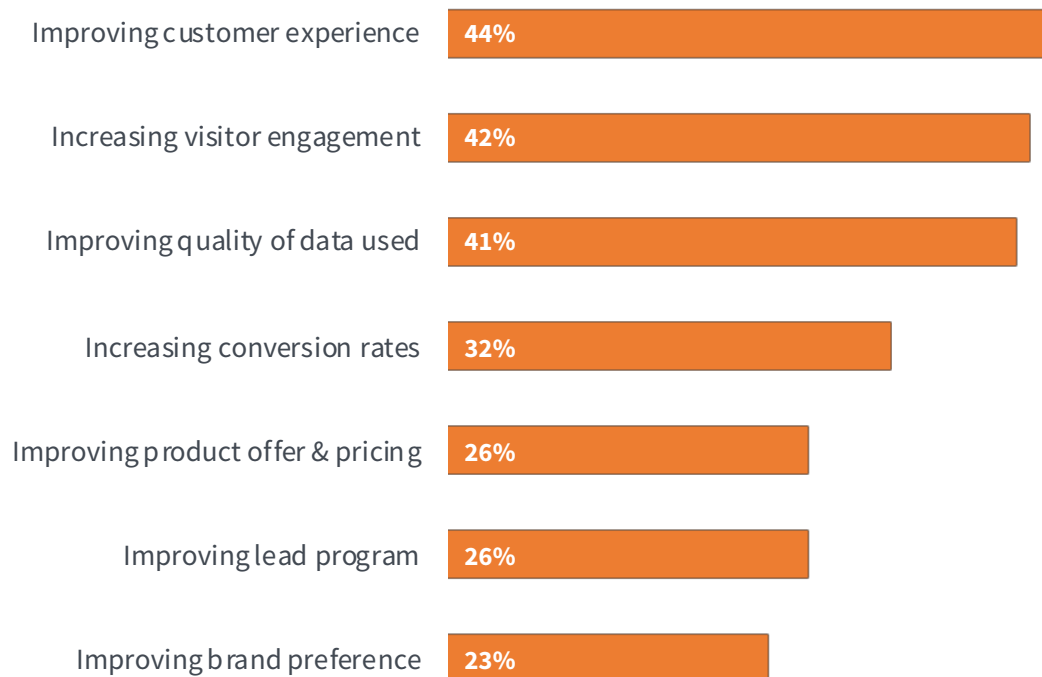
Which best describes the SUCCESS of a data-driven personalization strategy at achieving the primary objectives?



# Critical Challenges

When it comes to the success of a data-driven personalization strategy, improving the customer experience and increase visitor engagement top the list of challenges for 44% and 42% of marketers, respectively. Improving the quality of data used is also a critical challenge according to 41% of those surveyed.

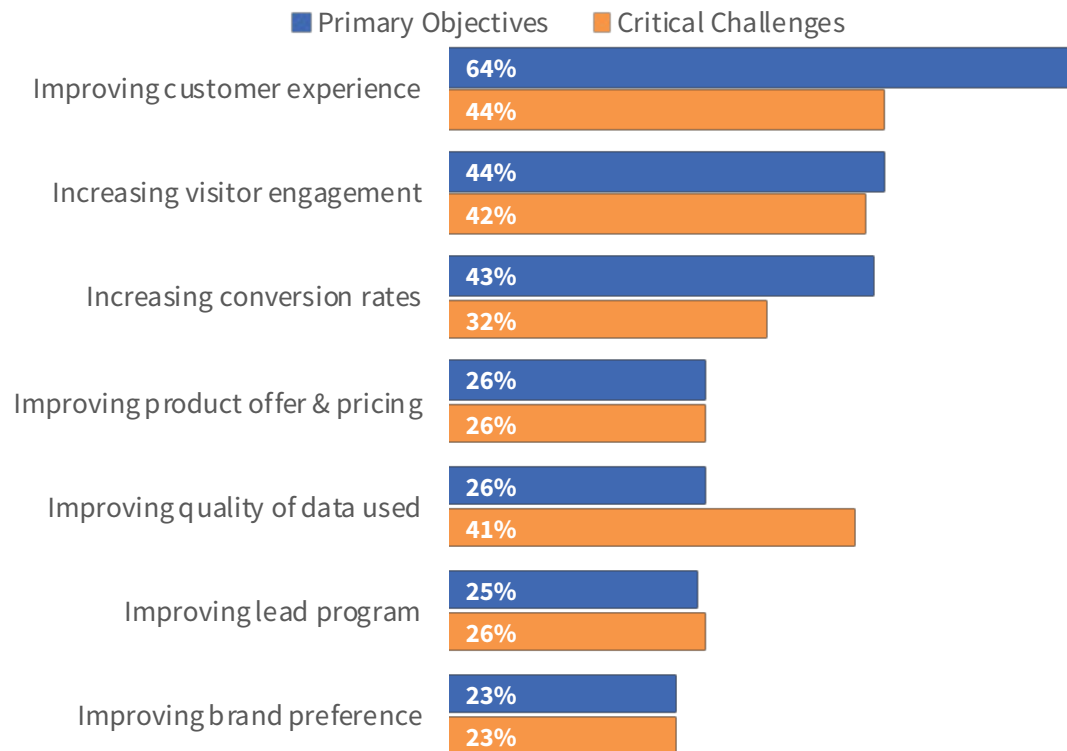
What are the most CRITICAL CHALLENGES to the success of a data-driven personalization strategy?



# Objectives Versus Challenges

Marketers must consider what their most important objectives are in comparison to their most critical challenges. For data-driven personalization, although improving customer experience tends to be at the top of the list of critical challenges for marketers, it seems that the benefits could outweigh the cost when optimizing for strategic success.

Comparing primary objectives versus critical challenges.

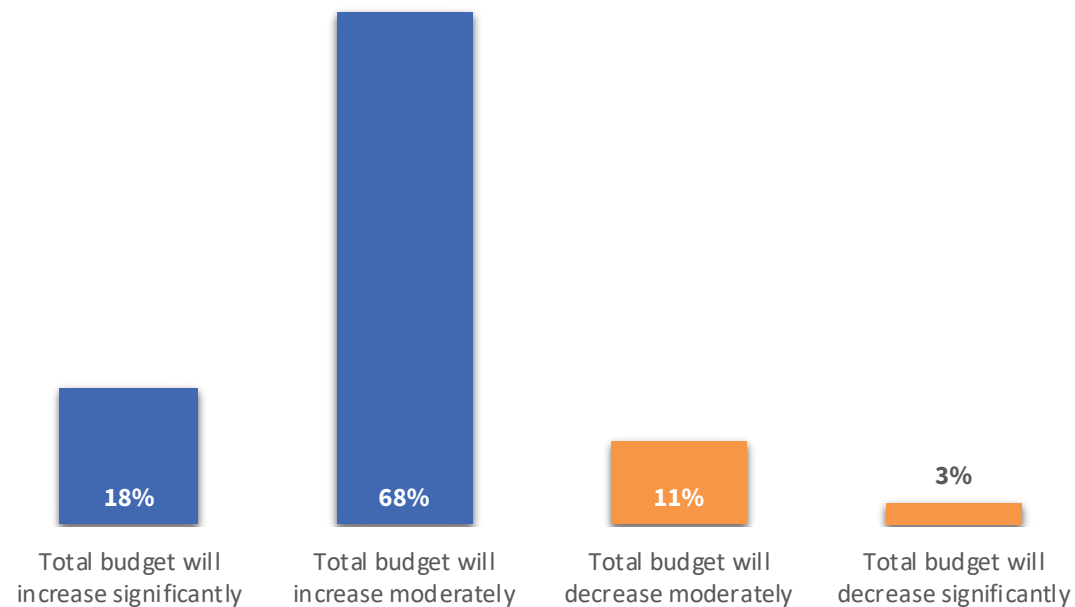




# How Total Budget is Changing

It is becoming apparent that marketers see value in dedicating time, resources and expenses to personalization in their marketing efforts. The majority of those surveyed (86%) will be devoting more of their total budget to incorporating data-driven personalization into their overall strategy. Nearly one-in-five (18%) describe this increase as significant.

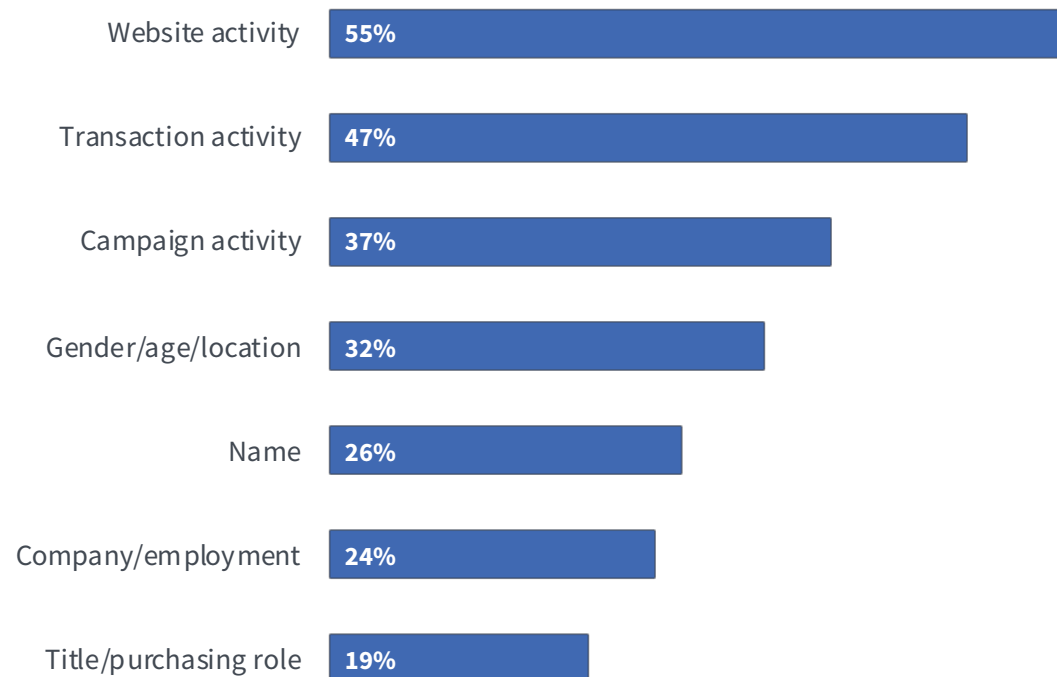
Which best describes how the TOTAL BUDGET (time, resources, expenses) is changing to deploy data-driven personalization into the overall strategy?



# Types of Marketing Data

Today, the type of data collected for marketing use goes far beyond the traditional name, company and title. Over half (55%) of marketing influencers say that website activity is a most important type of marketing data utilized for personalization efforts. Transaction activity is also at the top of the list of important types of data to 47% of those marketers surveyed.

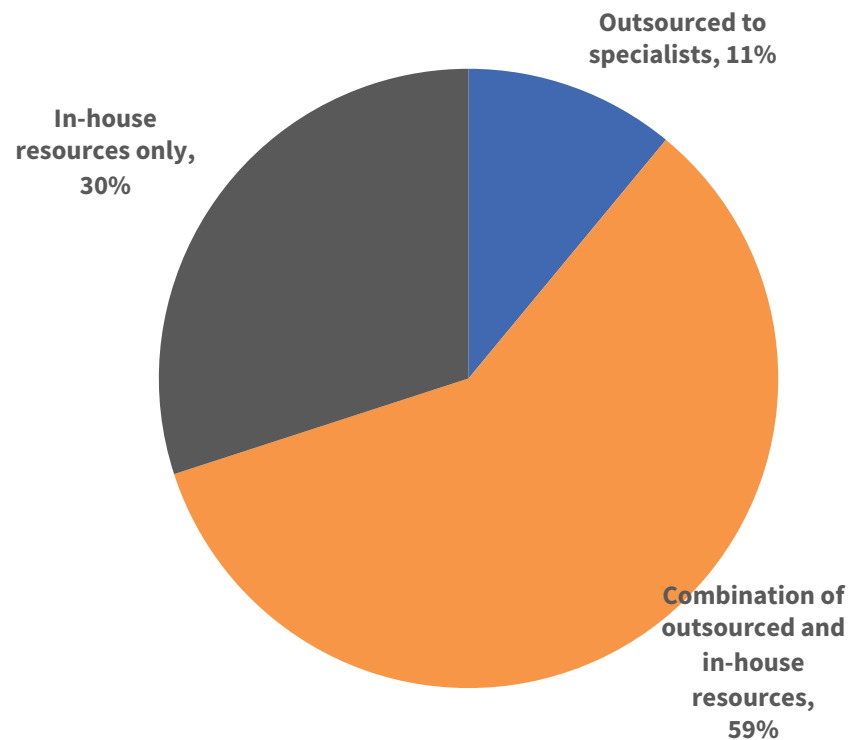
What are the most important types of MARKETING DATA utilized for personalization?



# Most Effective Use of Resources

Including data-driven personalization in an overall strategy can be technical and tedious. That is why a 59% majority of marketers report that using the combined efforts of outsourced professionals and in-house personnel is the most effective way to execute the deployment of a data-driven personalization strategy.

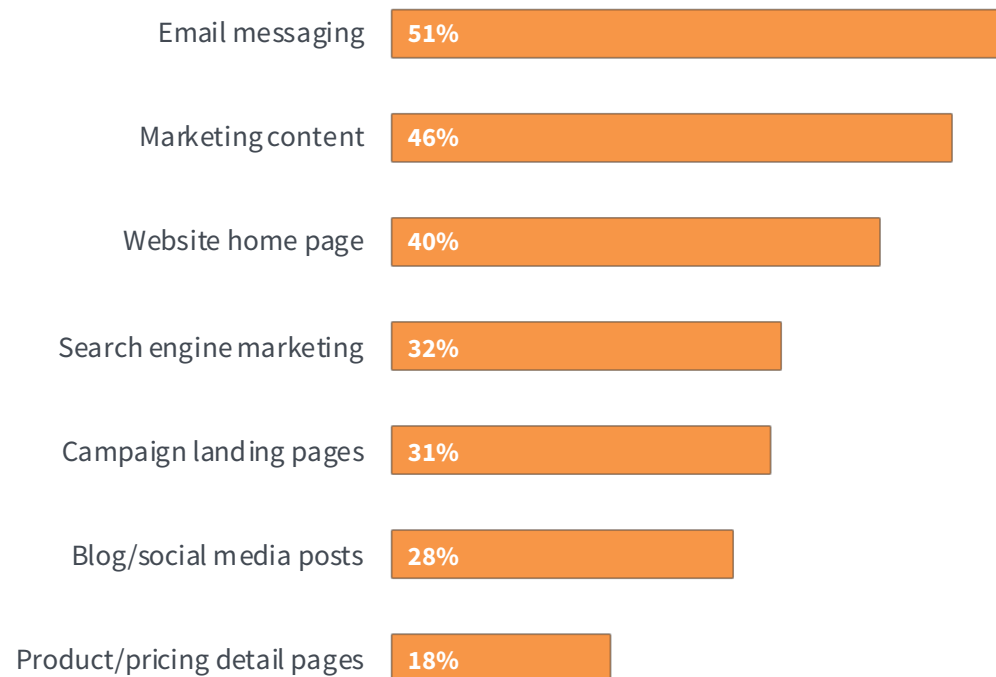
Which best describes the most effective RESOURCES USED to deploy data-driven personalization?



# Location of Utilization

The variety of data available to marketers is expanding rapidly. As a result, there are many places to use personalization throughout a strategy. Marketing influencers report that data-driven personalization is most often utilized in email messaging (51%), marketing content (46%) and on a website home page (40%).

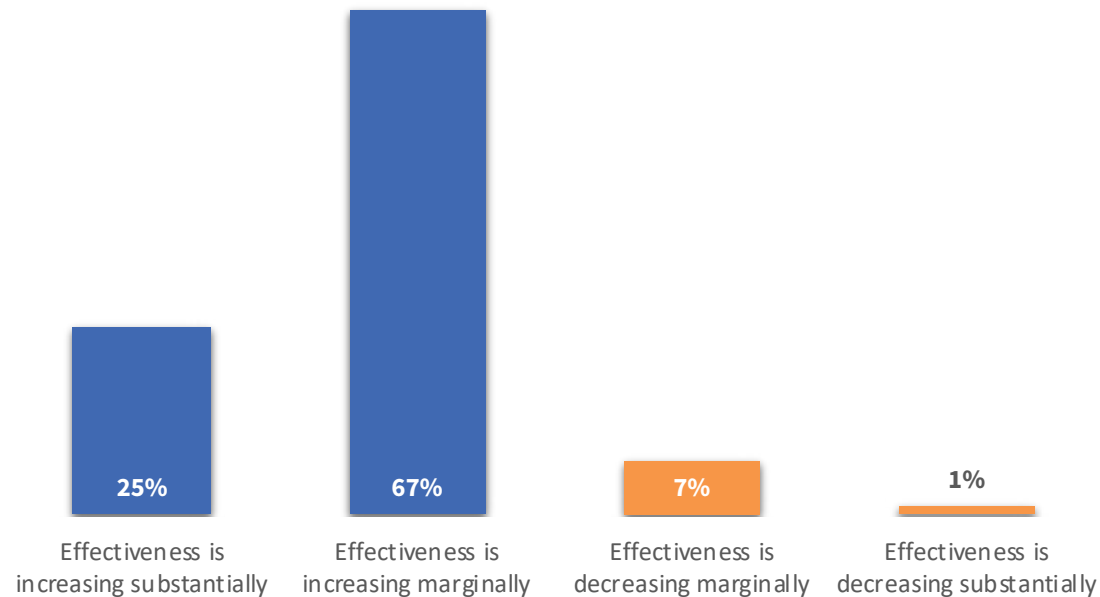
Where is data-driven personalization MOST OFTEN UTILIZED?



# How Effectiveness is Changing

One quarter (25%) of marketing influencers surveyed report that the effectiveness of a data-driven personalization strategy is increasing substantially while 67% say it is increasing marginally. A mere 8% of marketers report a decrease to some extent in the effectiveness of data-driven personalization.

Which best describes how EFFECTIVENESS IS CHANGING for data-driven personalization?



# Ascend2™

RESEARCH-BASED MARKETING

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