

MARKETING DATA MANAGEMENT

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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MARKETING DATA MANAGEMENT

Prospect and customer data drives just about everything in marketing today, including ROI. **But how are organizations managing marketing data to achieve success?**

To find out, Ascend2 and our Research Partners fielded the Marketing Data Management Survey and completed interviews with 183 marketing influencers from April 1 to April 7, 2016. We thank them for sharing their valuable insights with us, and you.

The charts in this edition of the study titled the *Marketing Data Management Survey Summary Report* represent 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.

Methodology

Ascend2 benchmarks the performance 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, roles and channels:

Number of Employees

More than 500	32%
50 to 500	26%
Fewer than 50	42%

Role in the Company

Owner / Partner / CXO	35%
VP / Director / Manager	49%
Non-Management	16%

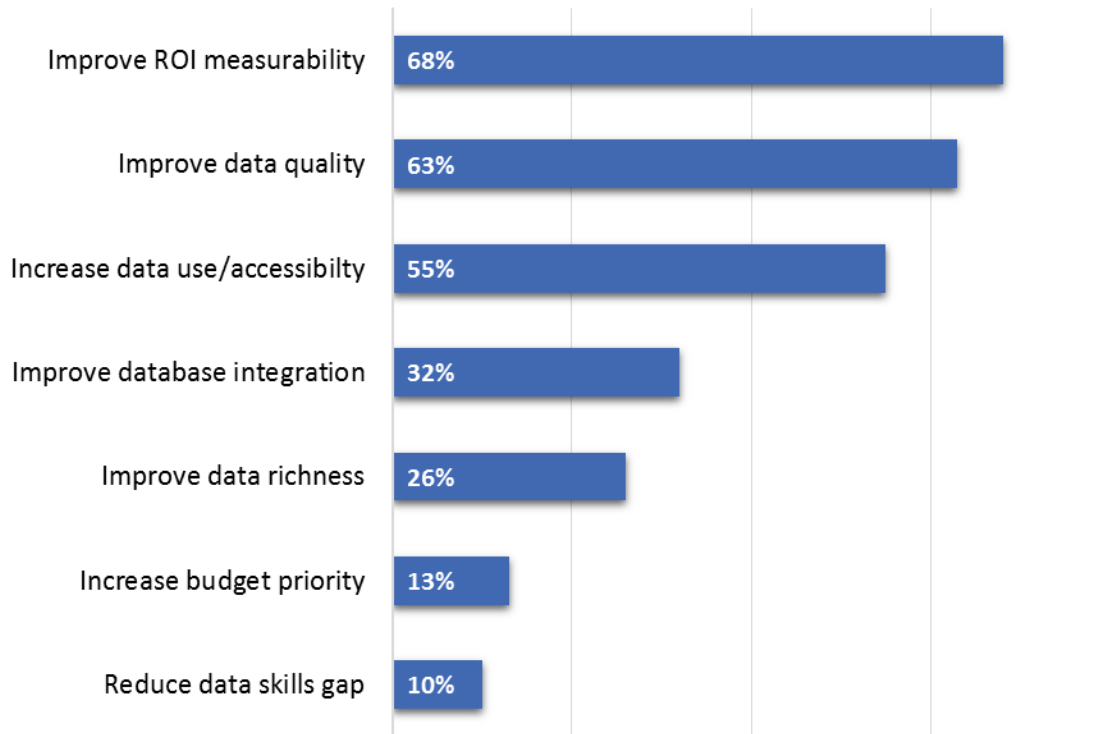
Primary Marketing Channel

B2B	65%
B2C	17%
B2B and B2C Equally	18%

MOST IMPORTANT GOALS

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

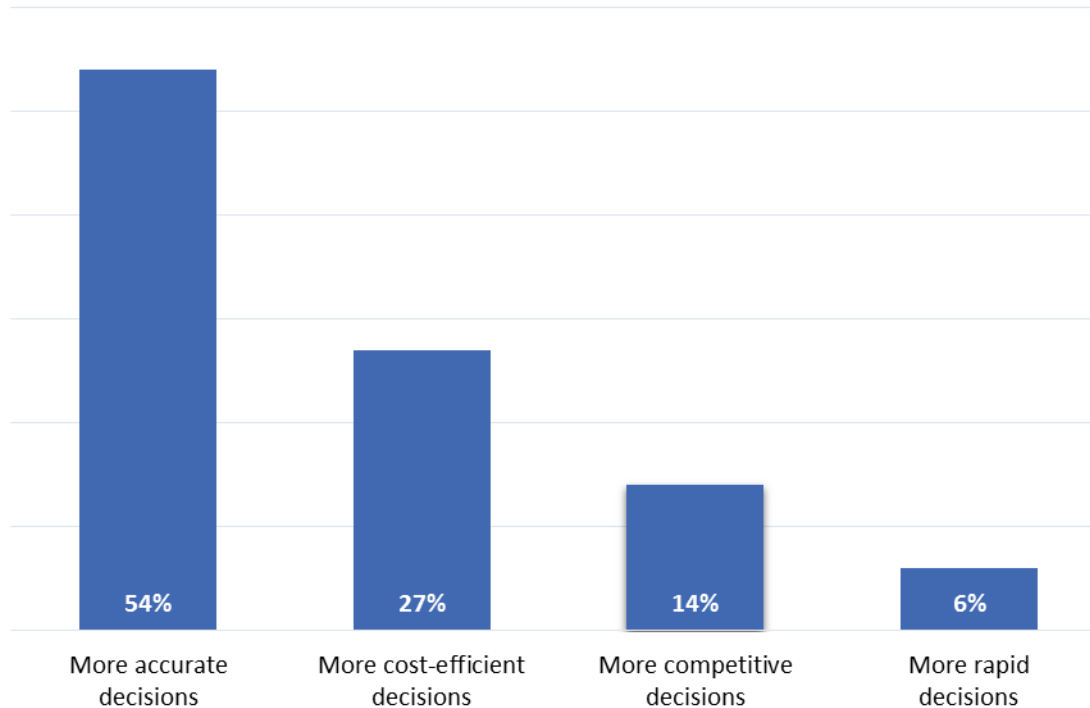
What are the MOST IMPORTANT GOALS of a marketing data management strategy?



BENEFITS OF DATA-BASED DECISIONS

Companies fail or thrive based in large part on the quality of their business decisions. Making more accurate decisions is the most valuable benefit of using marketing data for 54% of companies.

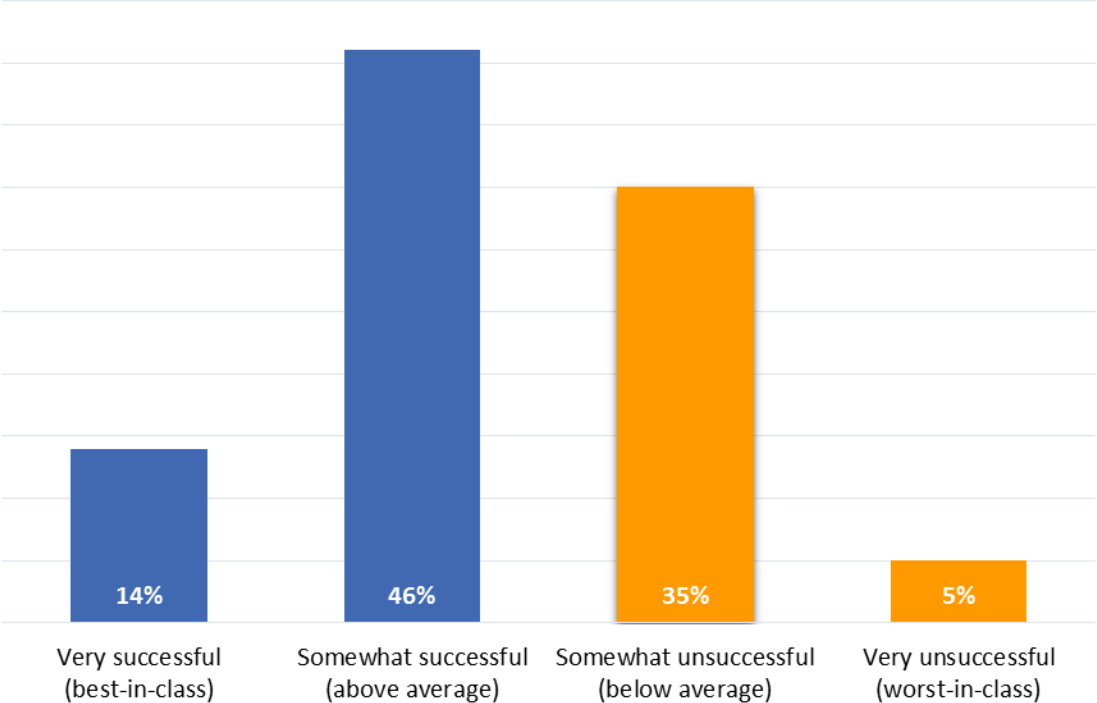
Which is the MOST VALUABLE BENEFIT of basing decisions on marketing data?



STRATEGIC SUCCESS

14% of companies rate their marketing data management strategy as best-in-class. A total of 60% consider their strategy successful to some extent in comparison to the competition.

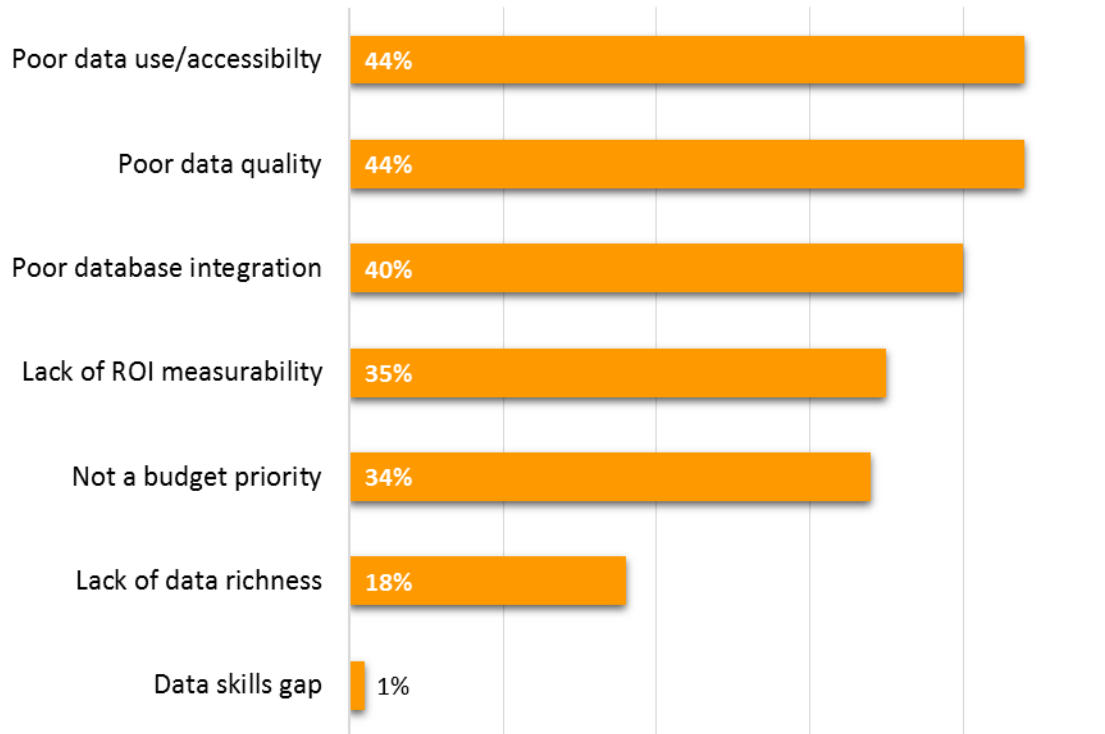
Which best describes the SUCCESS of your marketing data management strategy compared to competitors?



MOST SIGNIFICANT SUCCESS BARRIERS

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

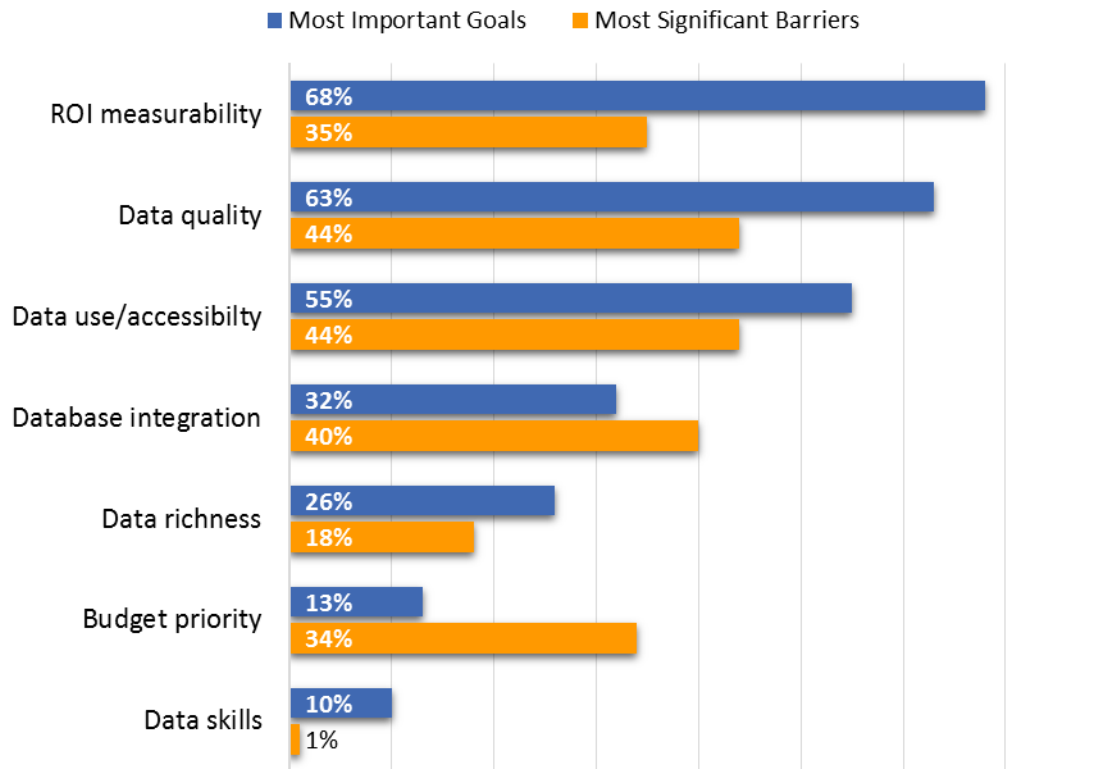
What are the MOST SIGNIFICANT BARRIERS to marketing data management success?



GOALS VERSUS BARRIERS

Balancing important goals to achieve with success barriers to overcome is essential to creating an effective marketing data management strategy for your company.

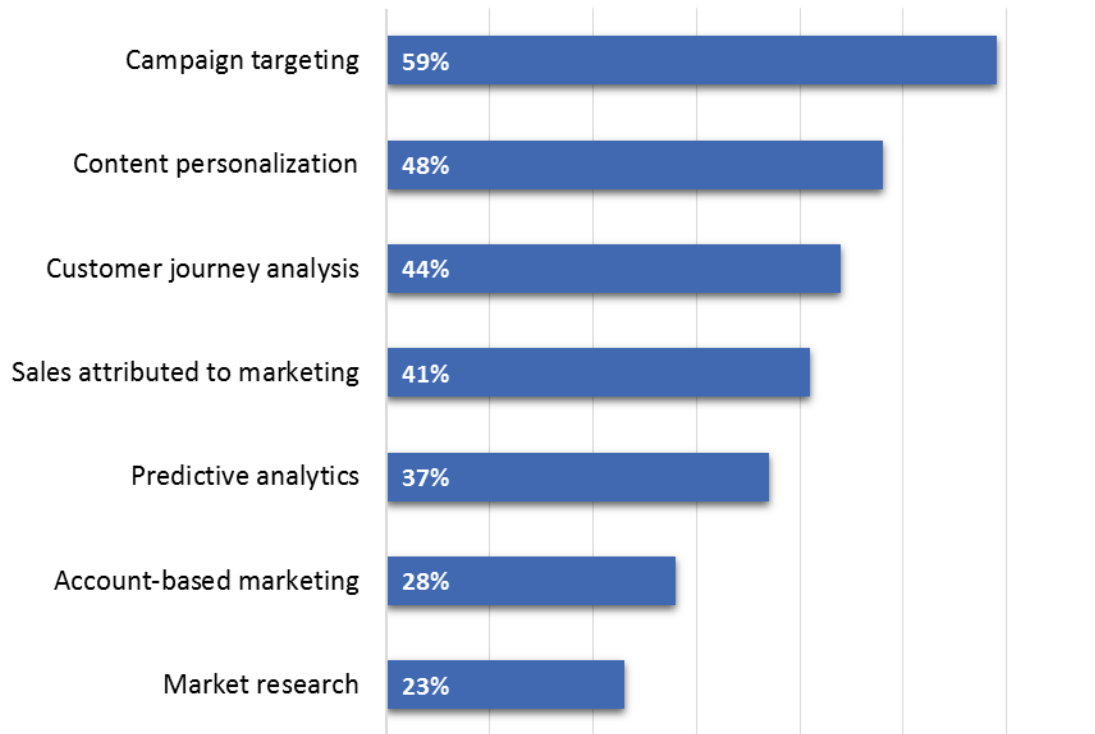
Comparing most important goals to most significant success barriers.



MOST EFFECTIVE USES OF DATA

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

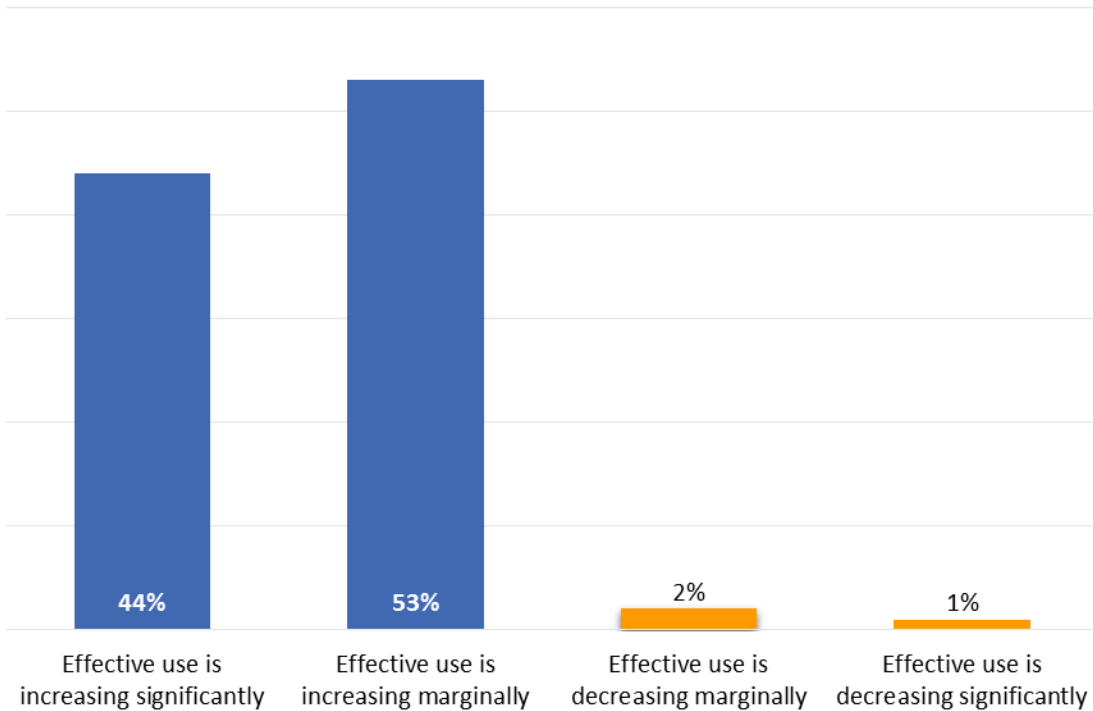
What are the MOST EFFECTIVE USES of marketing data?



HOW EFFECTIVENESS IS CHANGING

Nearly all companies (97%) agree that the effective use of marketing data is increasing to some extent. 44% say it is increasing significantly, while only 3% say it is decreasing.

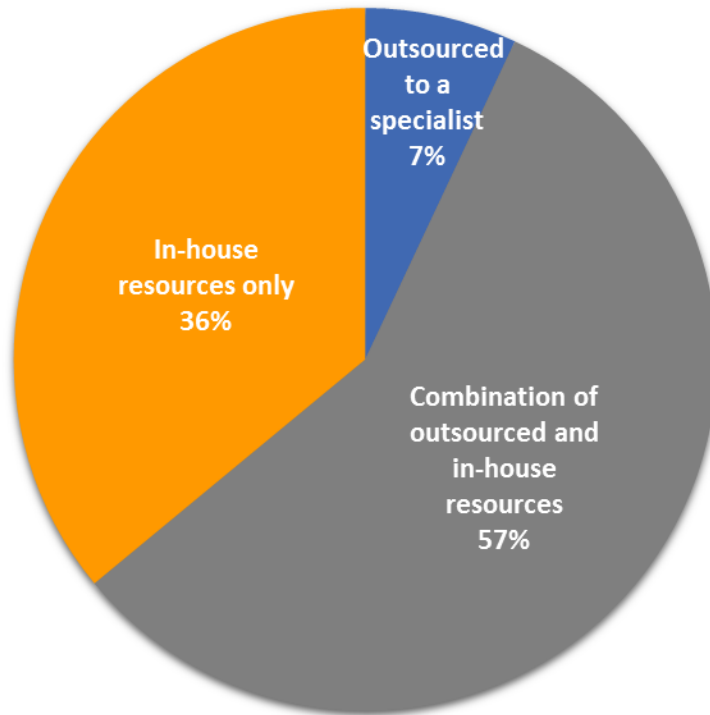
To what extent is the EFFECTIVE USE of marketing data changing?



RESOURCES USED TO MANAGE DATA

64% of 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.

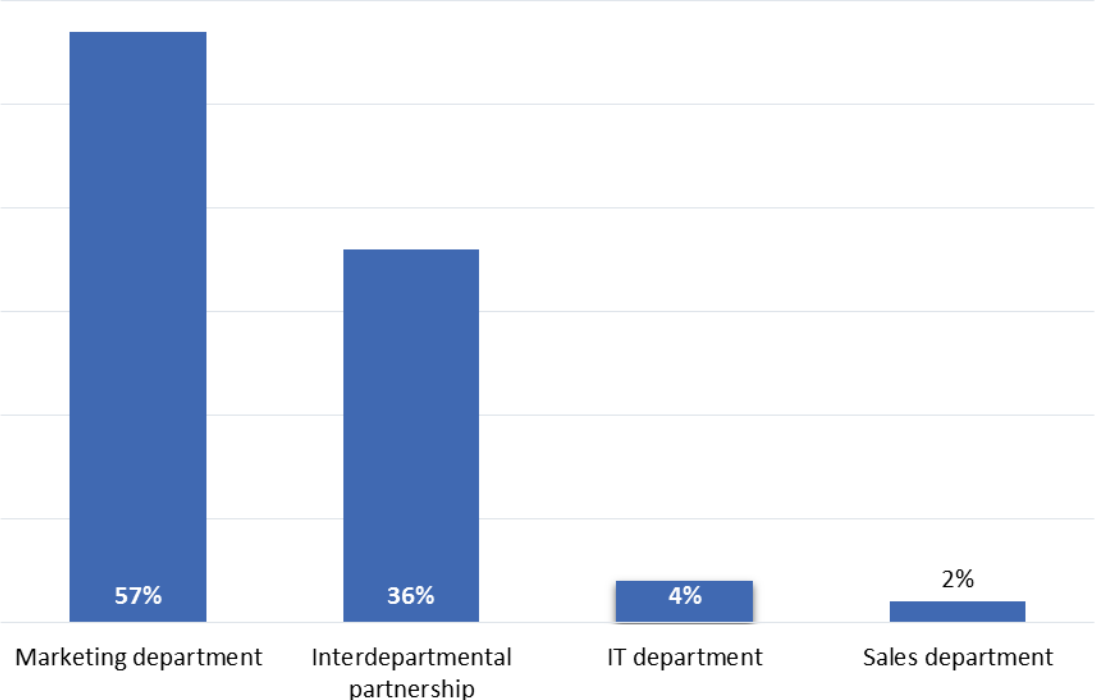
Which best describes the RESOURCES USED to manage marketing data?



WHERE DATA RESPONSIBILITY RESIDES

For a majority (57%) of companies, marketing data management is the responsibility of the marketing department, while 36% of companies rely on an partnership between multiple departments.

Where does MARKETING DATA MANAGEMENT RESPONSIBILITY primarily reside?



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
 - Other Survey-Specific Benchmarks (when available)

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 with 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 decision-makers 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

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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