



MARKETING DATA & TECHNOLOGY STRATEGY

Survey Summary Report

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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 research subscribers during the week of January 28, 2018.

MARKETING DATA & TECHNOLOGY STRATEGY

One of the factors most critical to marketing success is the data used to fuel your systems. The impact of data on marketing technology effectiveness is profound.

But what does an effective marketing data and technology strategy look like?

To help you answer this question, Ascend2 and our Research Partners fielded the Marketing Data & Technology Strategy Survey. We thank the marketing influencers responding to this survey for sharing their valuable insights with us, and you.

This Survey Summary Report, titled *Marketing Data & Technology Strategy*, represents the average 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.

Survey Respondents
N=233

Number of Employees

More than 500	32%
50 to 500	41%
Fewer than 50	27%

Role in the Company

Owner / Partner / CXO	38%
VP / Director / Manager	42%
Non-Mgmt Professional	20%

Primary Marketing Channel

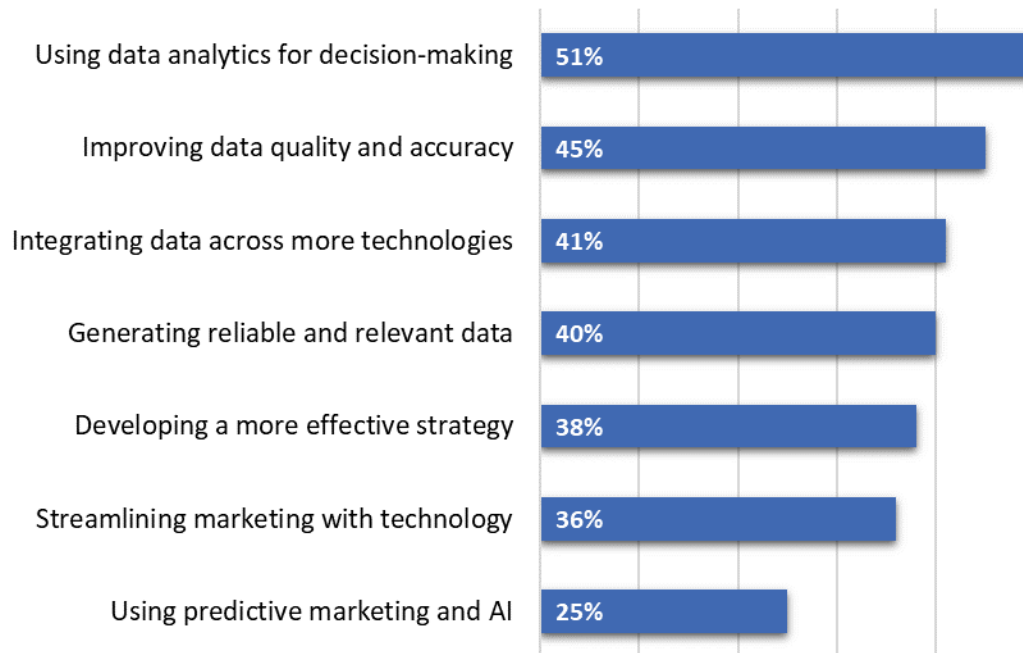
Business-to-Business	42%
Business-to-Consumer	37%
B2B and B2C Equally	21%



TOP STRATEGIC PRIORITIES

Using data analytics for decision-making is a top priority for 51% of marketing influencers. Improving data quality and accuracy, and integrating data across more technologies are also top priorities for marketing data and technology strategies.

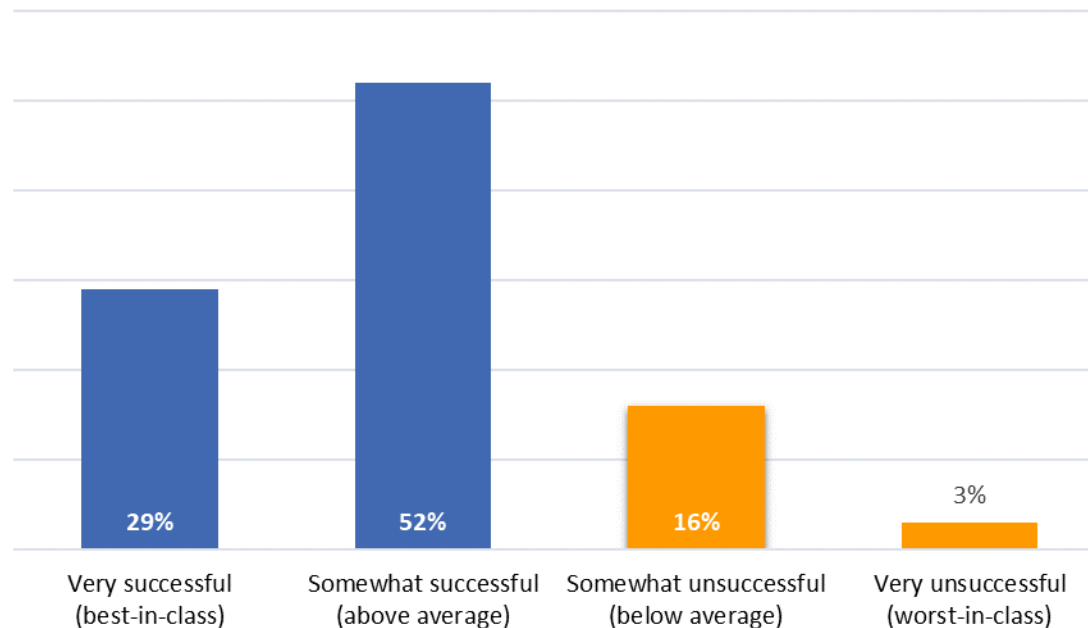
What are the TOP PRIORITIES for a marketing data and technology strategy?



MARKETING DATA & TECHNOLOGY SUCCESS

A total of 81% of marketing influencers consider their marketing data and technology strategy successful to some extent, with 29% describing their strategy as very successful or best-in-class. Nearly one-in-five (19%) have yet to achieve their top priorities.

How SUCCESSFUL is your marketing data and technology strategy at achieving the top priorities?

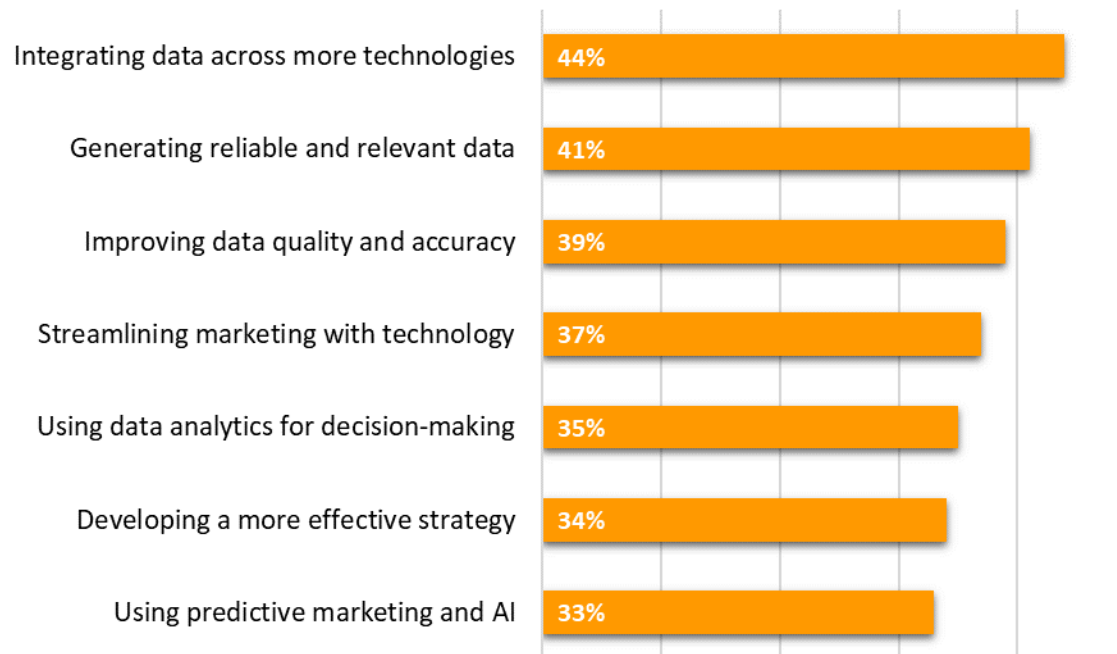




MOST CHALLENGING BARRIERS TO SUCCESS

Integrating data across more technologies is a most challenging barrier to success for 44% of marketing influencers. If an organization is unable to generate reliable and relevant data (a challenging barrier for 41%), integrating the unreliable data is not desirable.

What are the most CHALLENGING BARRIERS to marketing data and technology success?

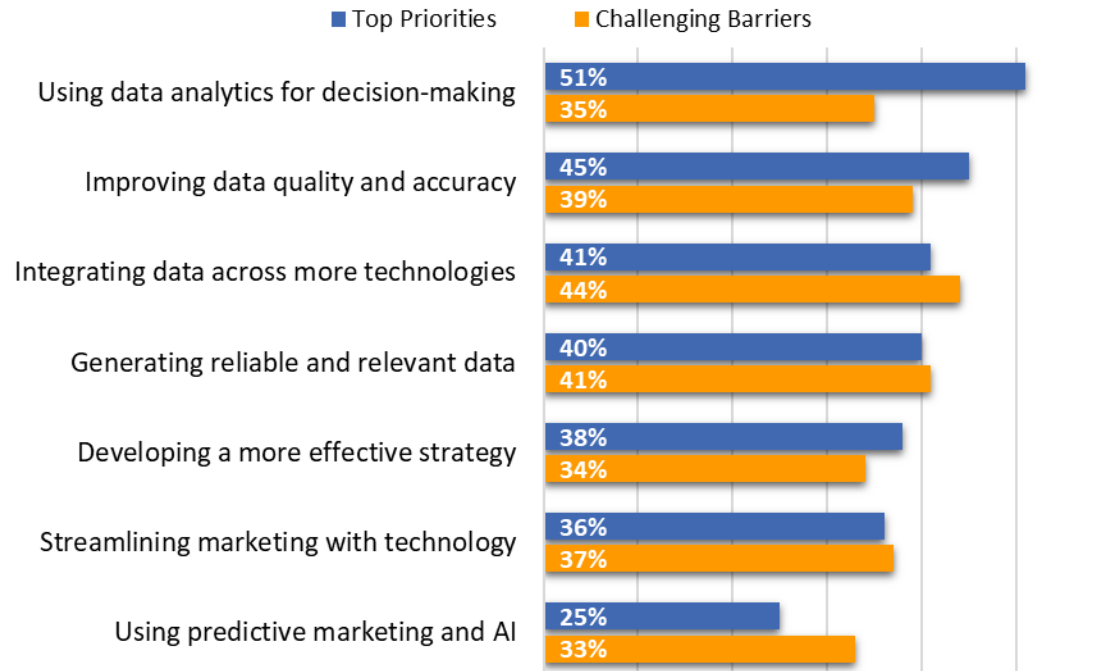




STRATEGIC PRIORITIES VERSUS BARRIERS

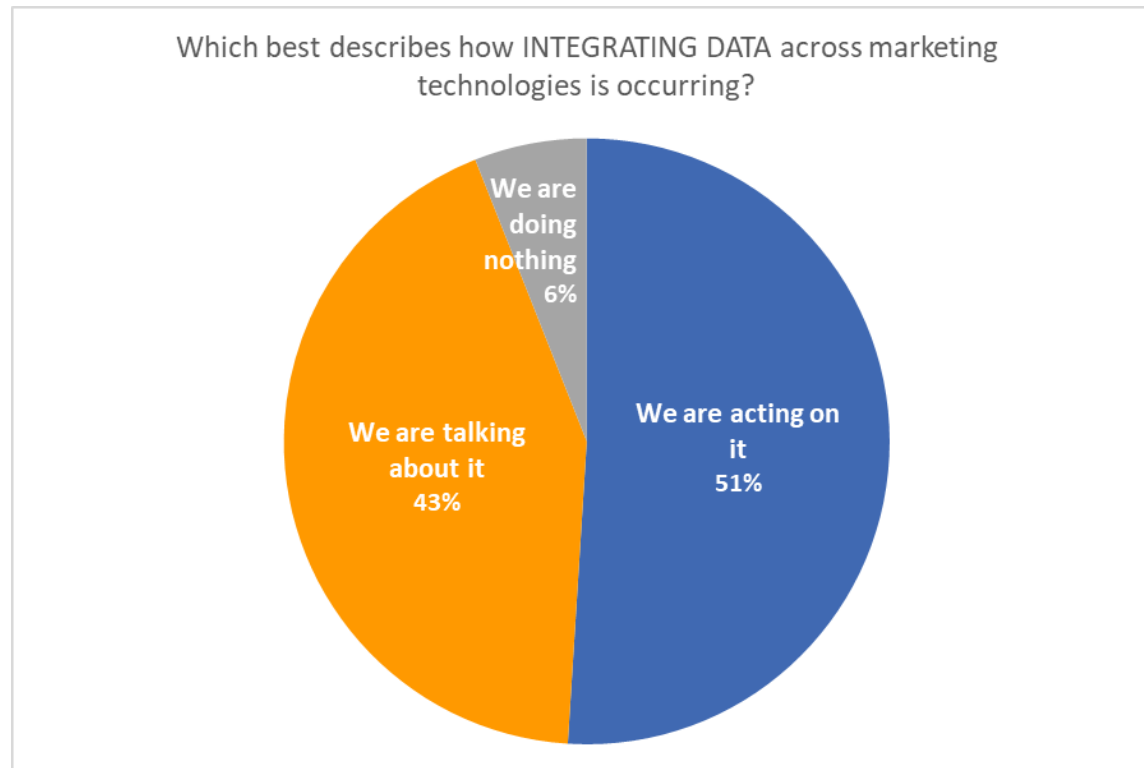
A top priority that is less challenging (e.g., Using data analytics for decision-making) is more likely to be included in a marketing data and technology strategy than one that is more challenging than it is a top priority (e.g., Using predictive marketing and artificial intelligence).

Strategic comparison of priorities and barriers.



INTEGRATING DATA ACROSS TECHNOLOGIES

A total of 94% of marketing influencers are doing something about integrating data across technologies. About half (51%) are acting on it, while 43% are still talking about it. Only 6% of marketing influencers are doing nothing about integrating data across marketing technologies.

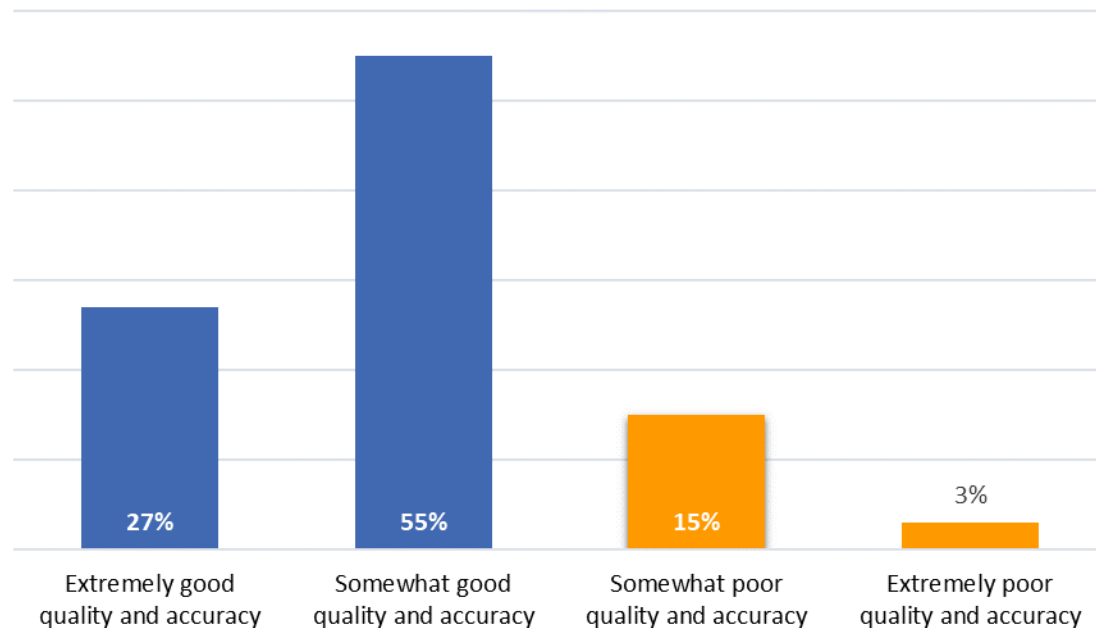




DATA QUALITY AND ACCURACY

A most challenging barrier to success is the inability to generate reliable and relevant data. However, only 18% of marketing influencers rate the quality and accuracy of the data currently used for marketing purposes poor to some extent.

Which best describes the QUALITY AND ACCURACY of data currently used for marketing purposes?

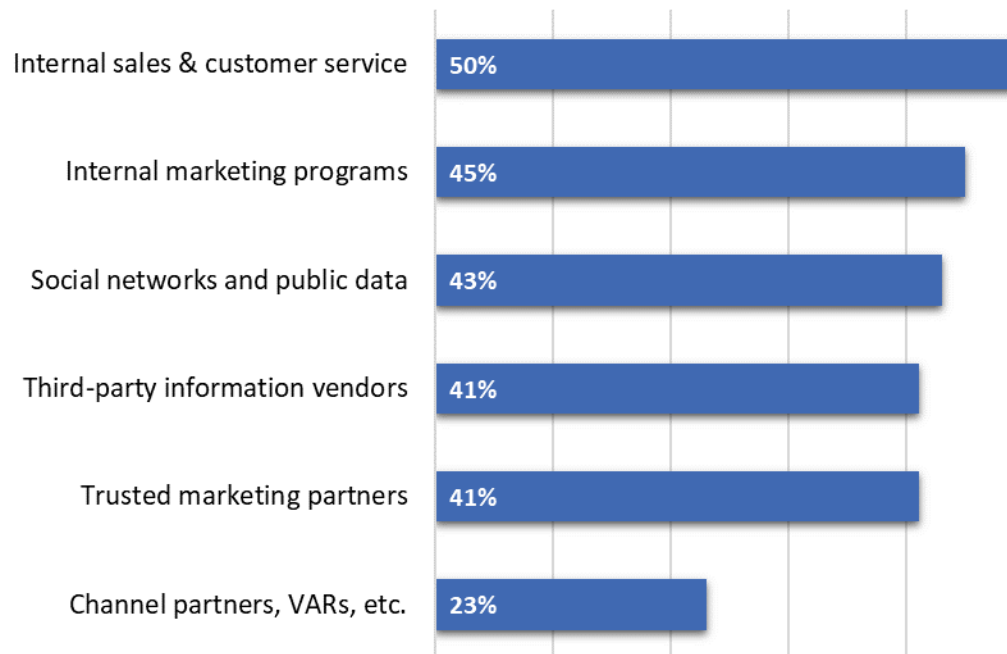




MOST EFFECTIVE DATA SOURCES

Internal sources of data generated by sales and customer service teams, and marketing programs, are most effective according to 50% and 45% of marketing influencers respectively. Social network and public data available to marketers are also considered effective by 43%.

What are the most EFFECTIVE SOURCES of marketing data used?

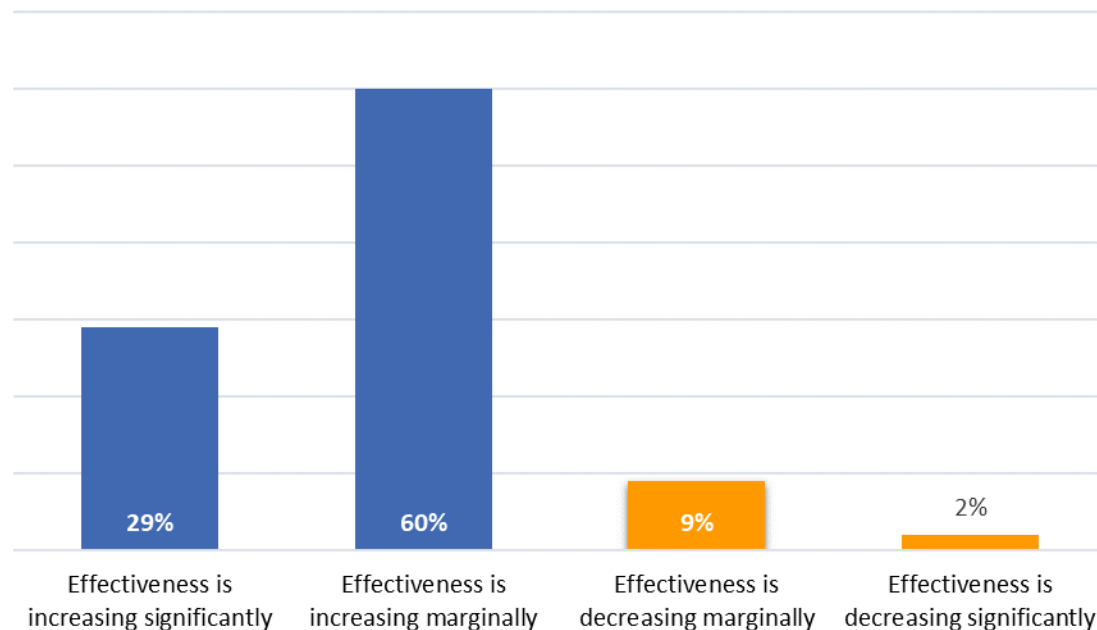




HOW EFFECTIVENESS IS CHANGING

For 89% of marketing influencers, the effectiveness of the data used for marketing purposes is increasing to some extent. However, 11% consider marketing data effectiveness to be decreasing.

How is EFFECTIVENESS CHANGING for the marketing data used?

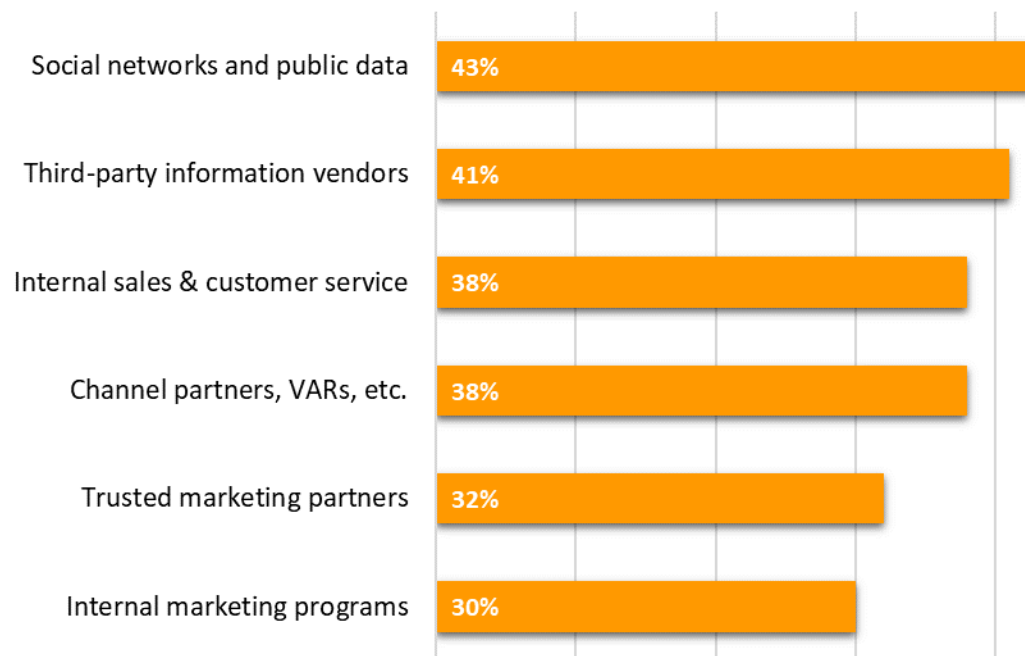




MOST DIFFICULT DATA SOURCES

The data available from social networks and public databases, as well as third-third party information vendors, are most difficult to obtain. The data available from internal marketing programs are difficult for the least percentage (30%) of marketing influencers surveyed.

What are the most DIFFICULT SOURCES of marketing data to obtain?

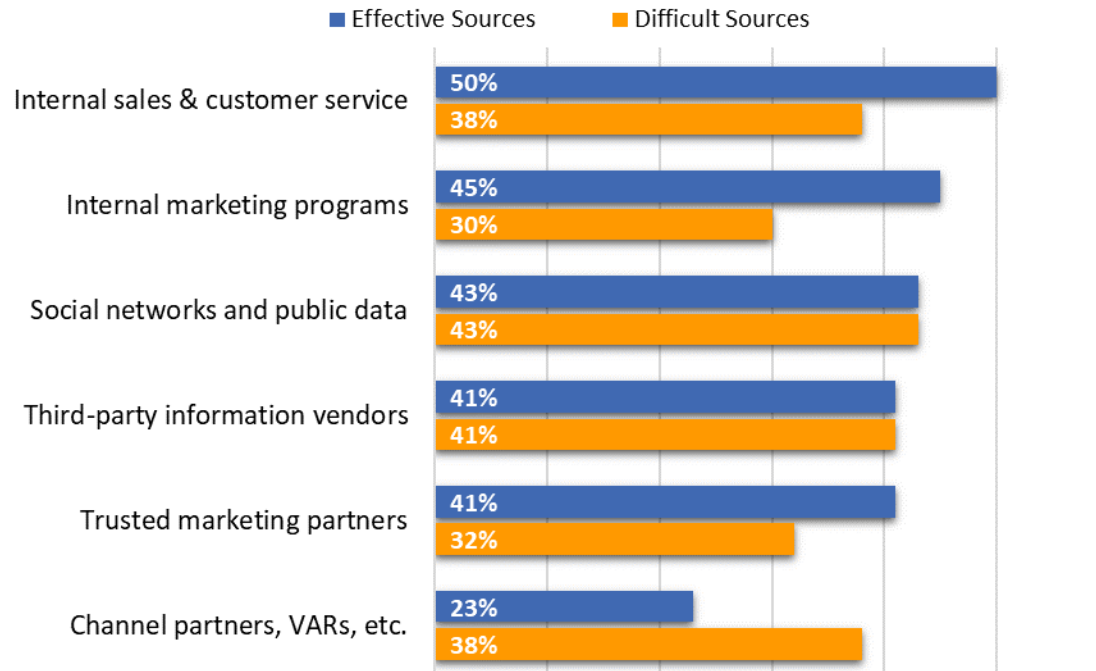




DATA EFFECTIVENESS VERSUS DIFFICULTY

When data is far more effective than difficult to obtain (e.g., Internal marketing programs), it is more likely to be used in the tactical plan of a marketing data and technology strategy than is data that is far more difficult to obtain than effective (e.g., Channel Partners, VARs, etc.).

Tactical comparison of data source effectiveness and difficulty.



Marketing technology companies and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel. Learn more about the research-based marketing innovations from 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 company or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.

Research-Based Marketing is a process we developed to generate leads using factual content of interest to your target customers, and nurture those leads to the middle of the funnel in the name of your brand.



Research Partner Programs

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

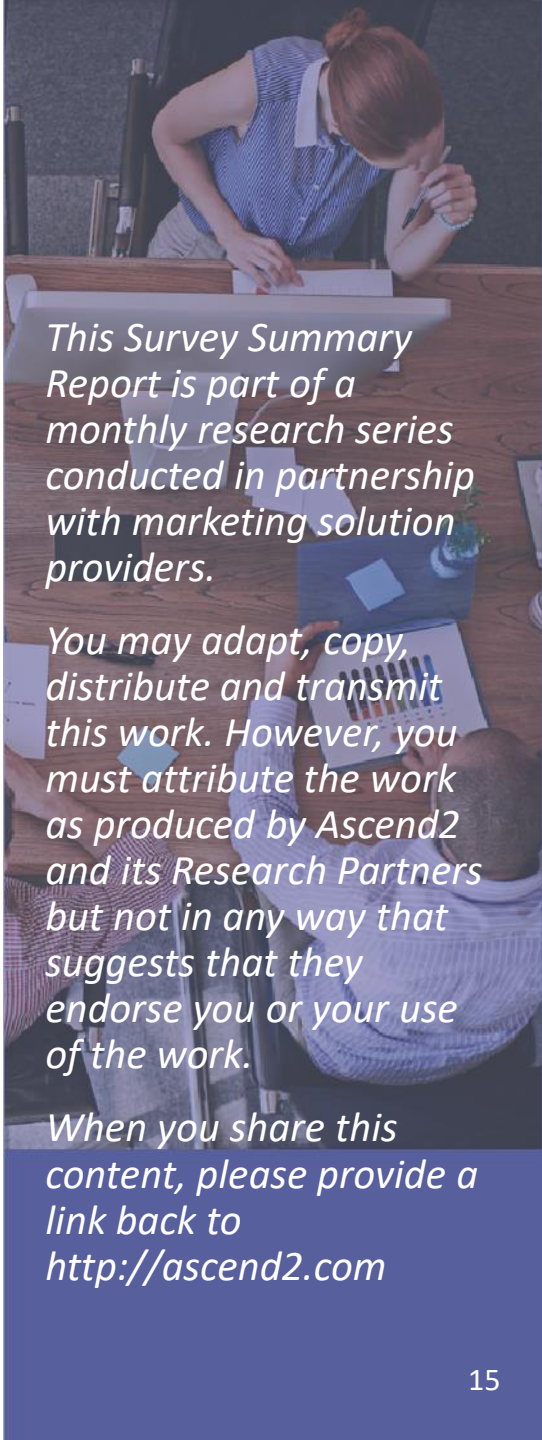
1. Choose marketing topics of interest to your audience.

- 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
- And more!

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



This Survey Summary Report is part of a monthly research series conducted in partnership with marketing solution providers.

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