Strategies, Tactics and Trends for

VISUALIZING MARKETING DATA WITH DASHBOARDS

Survey Summary Report

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.

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VISUALIZING MARKETING DATA WITH DASHBOARDS

A marketing data dashboard is a tool used to visualize KPIs (Key Performance Indicators) about the impact of marketing efforts in a way that is immediately understood.

But what are the strategies, tactics and trends for visualizing marketing data with dashboards?

To help you answer this question, Ascend2 and our Research Partners fielded the Visualizing Marketing Data with Dashboards Survey. We thank the 307 marketing influencers who responded to this survey during the week of April 21, 2019.

This Survey Summary Report, titled Visualizing Marketing Data with Dashboards, 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.

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Survey Market Segments

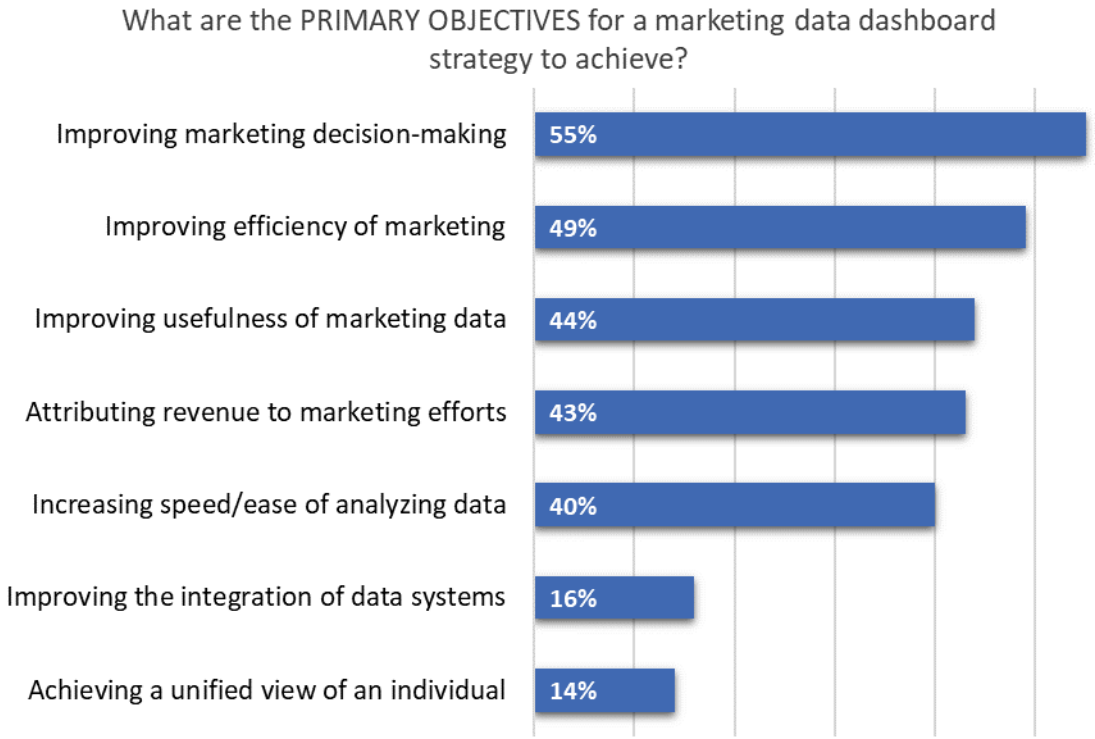
Number of Employees	
More than 500	*22%*
50 to 500	*26%*
Fewer than 50	*52%*

Role in the Company	
Owner / Partner / CXO	*45%*
VP / Director / Manager	*36%*
Non-Mgmt Professional	*19%*

Primary Marketing Channel	
Business-to-Business	*44%*
Business-to-Consumer	*39%*
B2B and B2C Equally	*17%*

PRIMARY OBJECTIVES

Improving marketing decision-making is a primary objective for a 55% majority of marketing influencers. While nearly half (49%) say improving the efficiency of marketing is a primary objective for a marketing data dashboard strategy to achieve.



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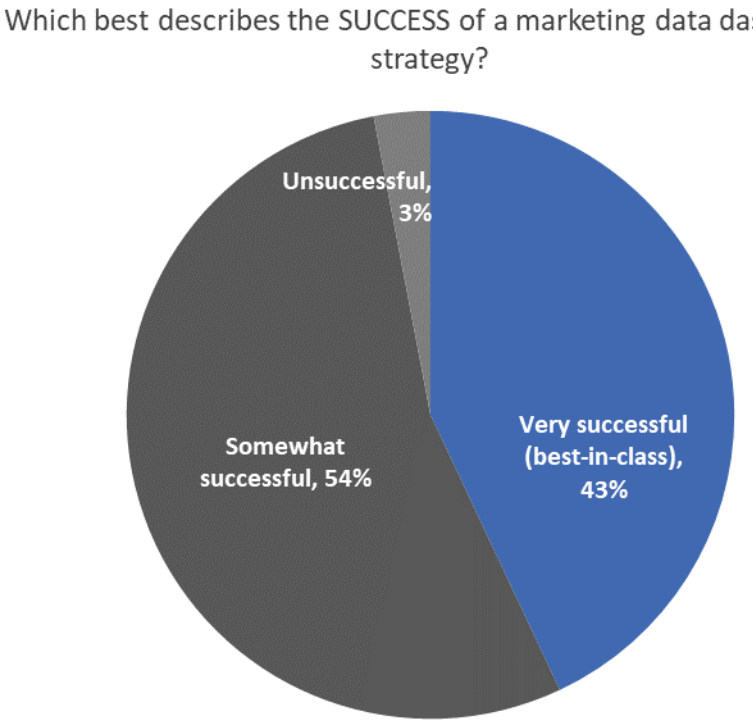
STRATEGIC SUCCESS

43% of marketing influencers say that a marketing data dashboard strategy is very successful (or best-in-class when compared to competitors). Add another 54% who say it is somewhat successful, and you have nearly all (97%) achieving success to some extent.



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CRITICAL CHALLENGES

Attributing revenue to marketing efforts continues to be a critical challenge to the success of a marketing data dashboard strategy for 49% of marketing influencers.

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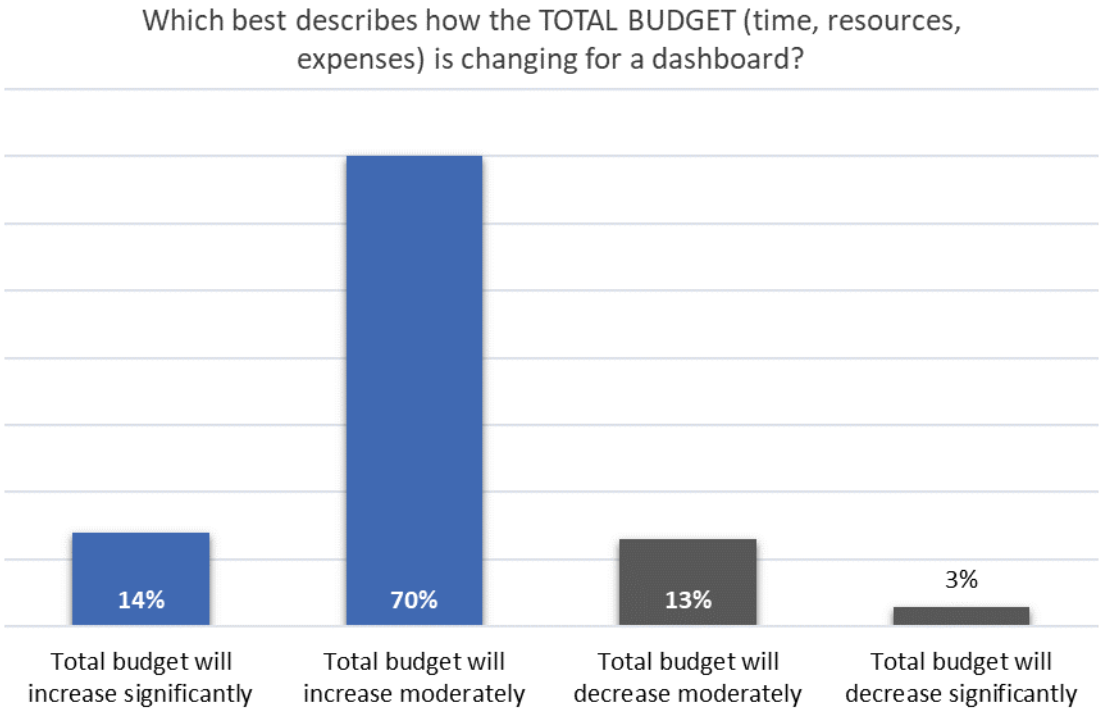
BUDGET TREND

A total of 84% of marketing influencers say the total budget (time, resources and expense) is increasing to some extent, with the 70% majority describing the increase as moderate.



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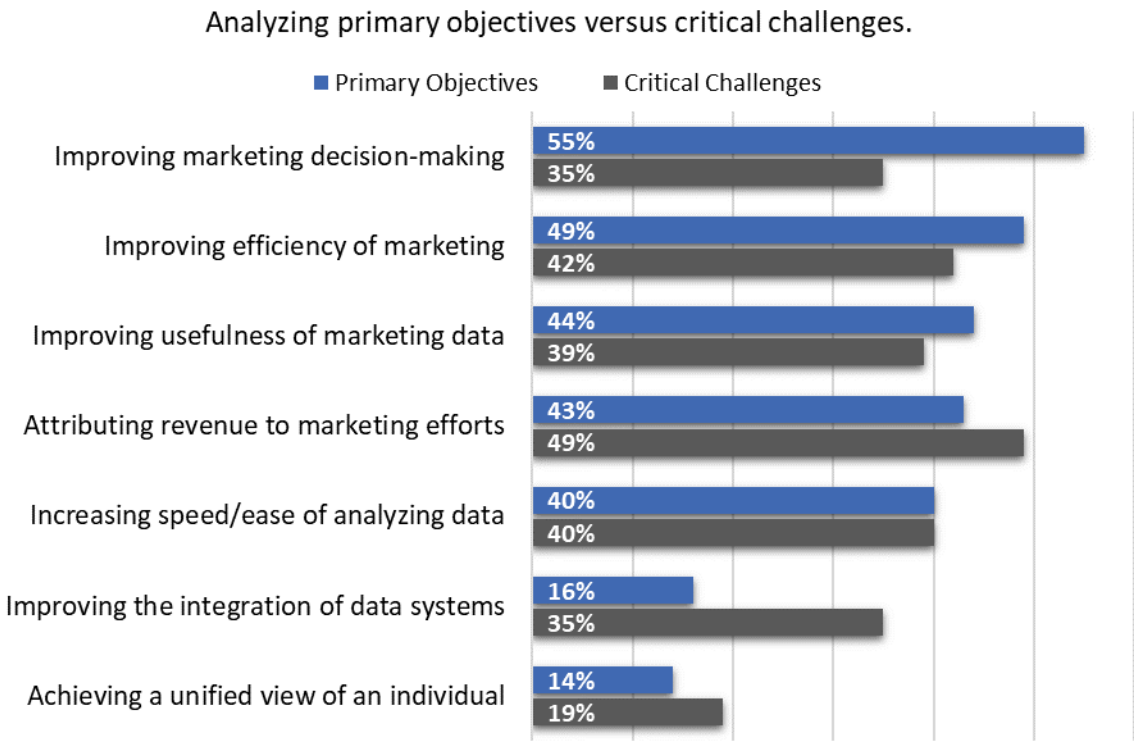
OBJECTIVES VERSUS CHALLENGES

Objectives that are far more important than challenging to achieve (e.g. improving marketing decision-making) are more likely to be included in a dashboard strategy than are the more challenging than important objectives (e.g. improving the integration of data systems).



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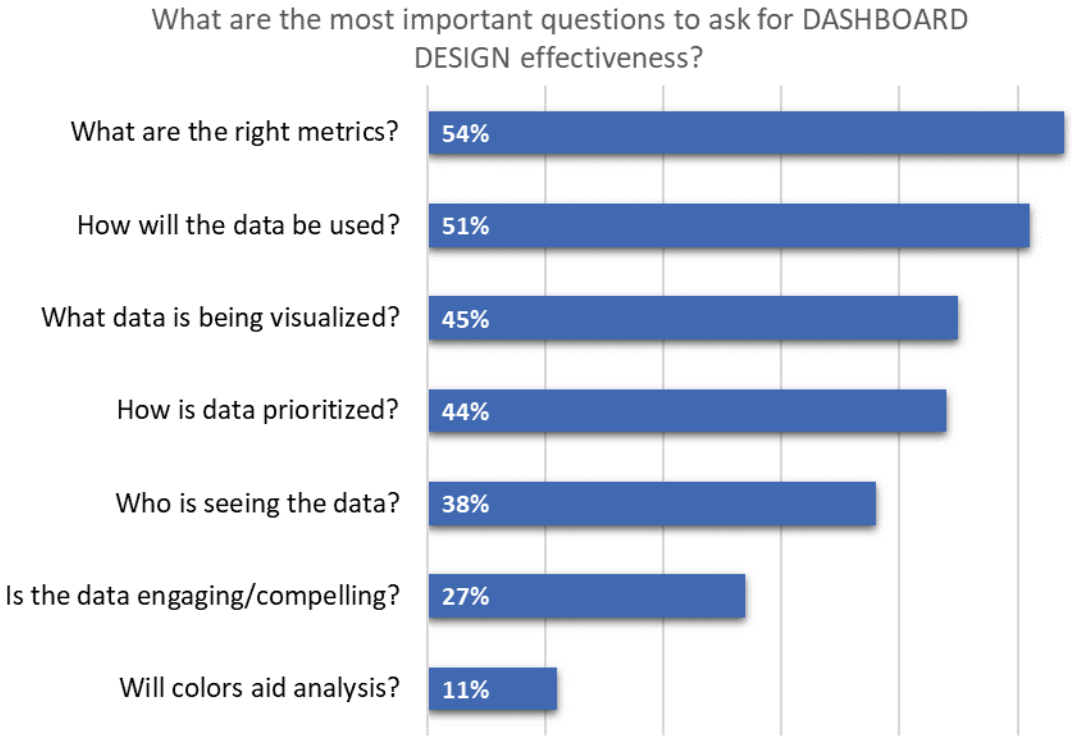
DASHBOARD DESIGN

Asking and answering important questions during the dashboard design process will result in optimal effectiveness. A majority of influencers (54% and 51% respectively) say the designer must clearly understand what the right metrics are and how the data will be used.



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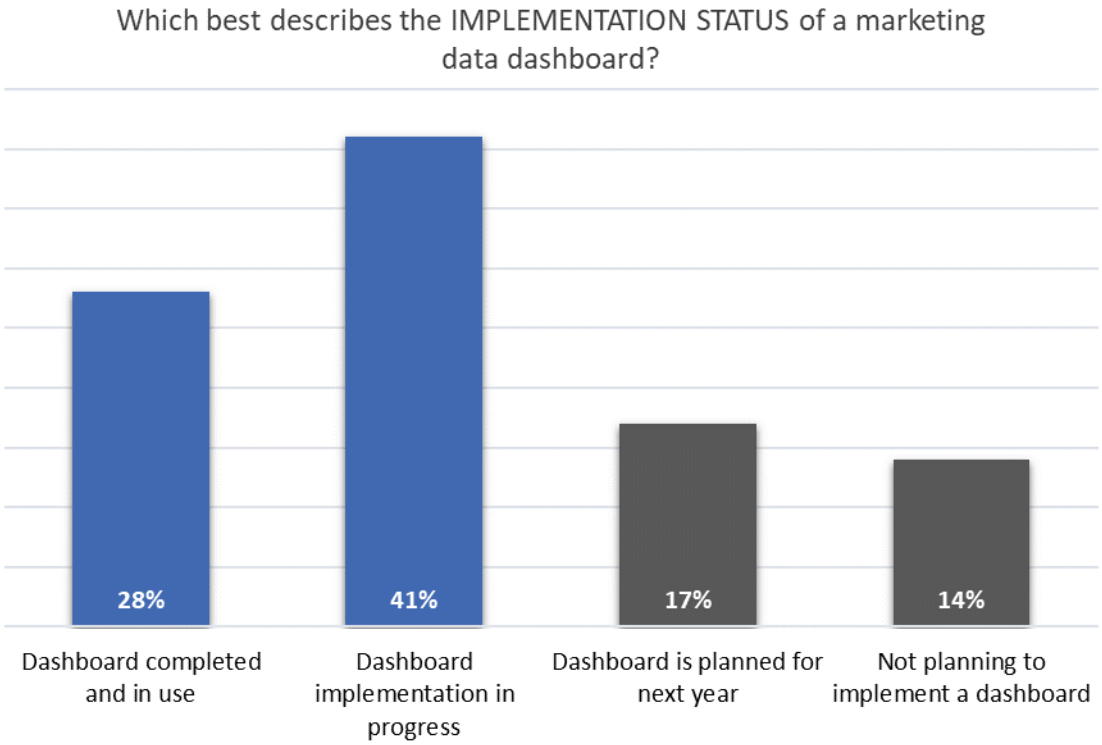
IMPLEMENTATION STATUS

More than four-out-of-ten marketing influencers (41%) say that the implementation of their marketing data dashboard is currently in progress, while 17% say their dashboard is planned for implementation in the coming year. Only 14% have no plans.



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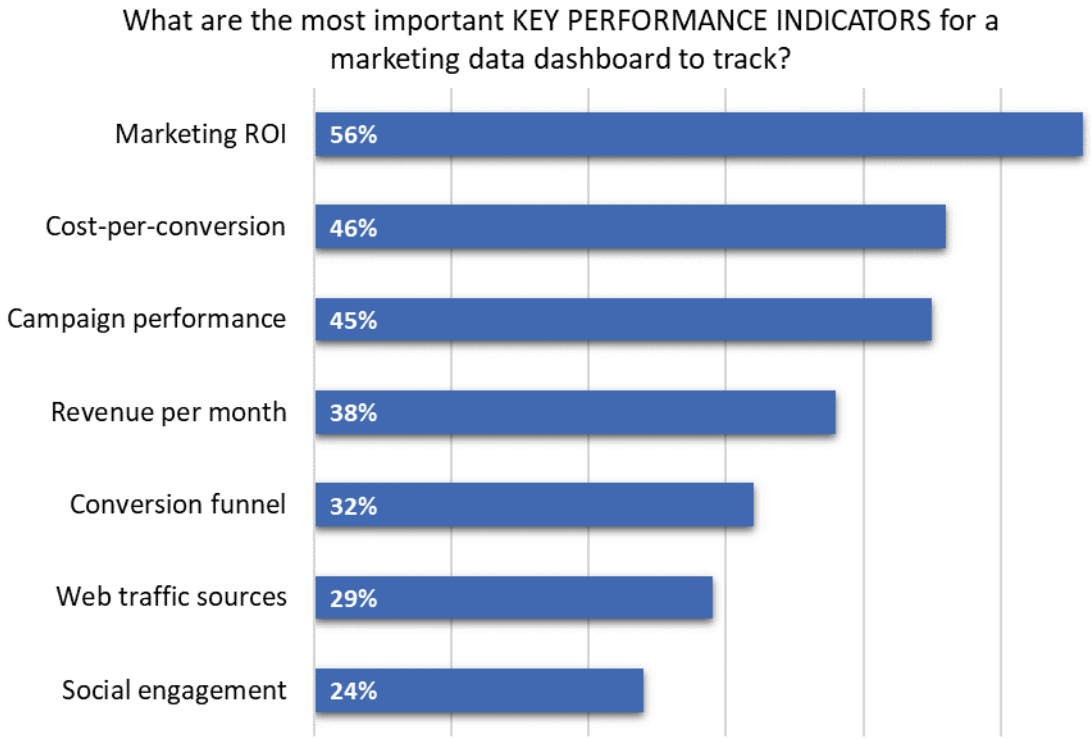
KEY PERFORMANCE INDICATORS

As previously shown, understanding what the right metrics (or KPIs) are is critical to effective dashboard design. Tracking the return on marketing investment (marketing ROI) is a most important KPI for a 56% majority of marketing influencers.



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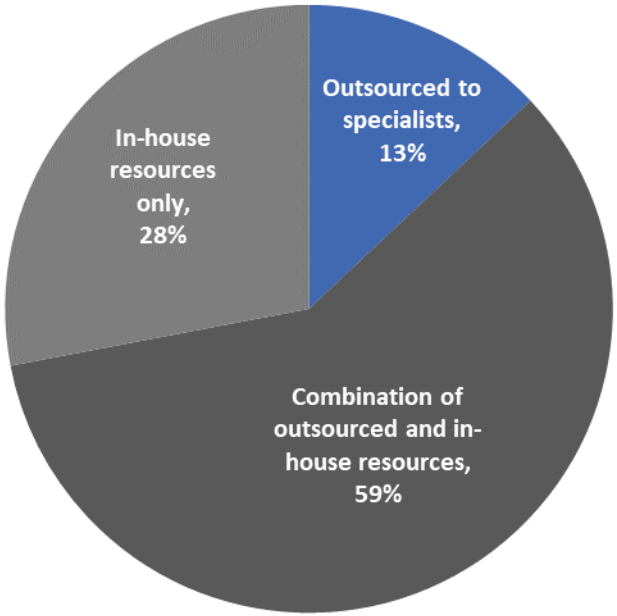
RESOURCES USED

Nearly six-out-of-ten marketing influencers (59%) prefer a collaborative approach, combining the skills and experience of outsourced and in-house resources, to designing and implementing a marketing data dashboard.

Which best describes the RESOURCES USED to design and implement a marketing data dashboard?



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RESEARCH PARTNER PROGRAMS

Our Research Partner Programs rapidly deliver content of interest to your marketing influencers, and a guaranteed number of leads, in just two simple steps:

1. Choose marketing topics of interest to your audience.

- Or create a survey topic of your own (limited availability)

2. Choose an exclusive segment for each of the topics.

- Success Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- And more!

Learn more about Research-Based Marketing at Ascend2.com.

As a provider of marketing technology or agency services, 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 demand using factual content of interest to your target audience, and to nurture prospects to the middle of the funnel in the name of your brand.

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Following are just a few of the leading marketing solution providers that have partnered with us on research-based marketing programs.

This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

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