

DATA-DRIVEN MARKETING

A RESEARCH-BASED GUIDE FOR MARKETERS



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

Ascend²
RESEARCH-BASED MARKETING

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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 professionals and marketing research subscribers.

SURVEY RESPONDENTS

Primary Marketing Channel

B2B (Business-to-Business)	25%
B2C (Business-to-Consumer)	52%
B2B and B2C Equally	23%

Number of Employees

More than 500	21%
50 to 500	24%
Fewer than 50	55%

Primary role in company

Owner / Partner / C-Level	48%
Vice President / Director / Manager	25%
Non-Management Professional	27%

DATA-DRIVEN MARKETING

It is widely accepted amongst marketers that making decisions backed by data can help improve marketing performance.

But how are marketers updating their data-driven strategies to navigate a changing landscape?

To help answer this question, Ascend2 and our Research Partners fielded the Data-Driven Marketing survey. We thank the 485 marketers who responded to this survey between September 20, 2021 and September 28, 2021.

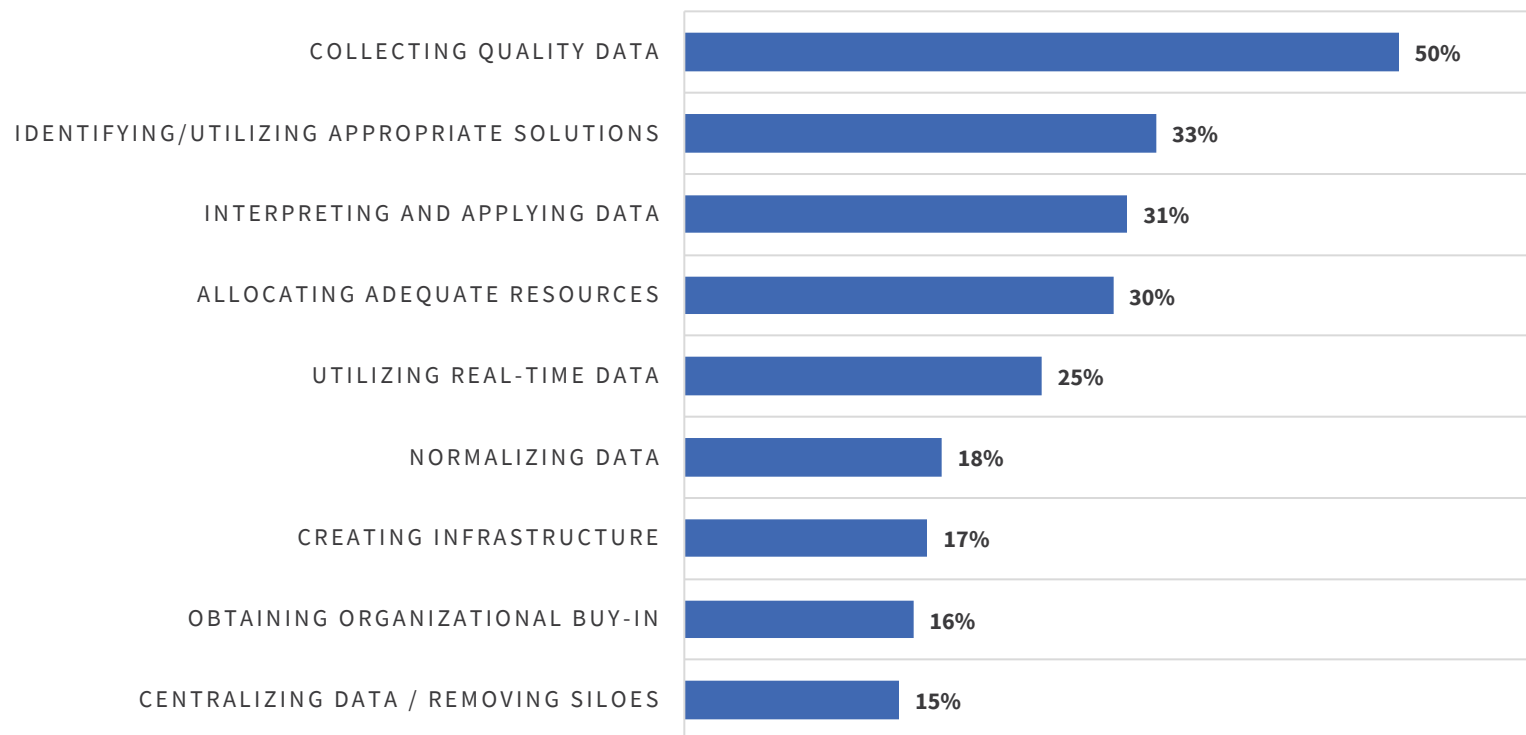
This Survey Summary Report, titled *Data-Driven Marketing*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

GREATEST CHALLENGES

Half (50%) of marketing professionals surveyed find that **collecting quality data** is the greatest challenge to executing a data-driven marketing strategy. **Identifying the right solutions to execute** a strategy is also a top challenge for one-third (33%) of those surveyed. **Removing data silos** is the least reported challenge amongst marketers who might be gaining better access to solutions that help centralize data.

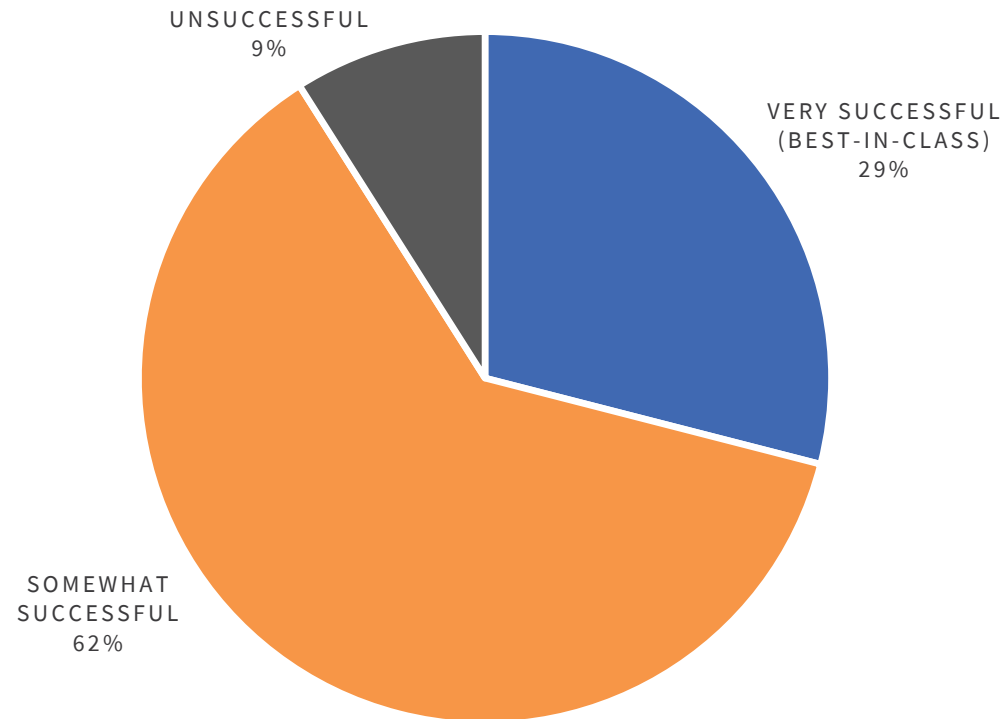
WHAT ARE THE GREATEST CHALLENGES FACED WHEN EXECUTING A DATA-DRIVEN MARKETING STRATEGY?



STRATEGIC SUCCESS

Are marketers experiencing success from their data-driven marketing strategy? Close to one-third (29%) of marketers say yes, their strategies are very successful, or **best-in-class**, compared to the competition. There is still room for improvement with a 62% majority of those surveyed reporting just **some success** and another 9% naming their strategy **unsuccessful** at achieving strategic goals set for it.

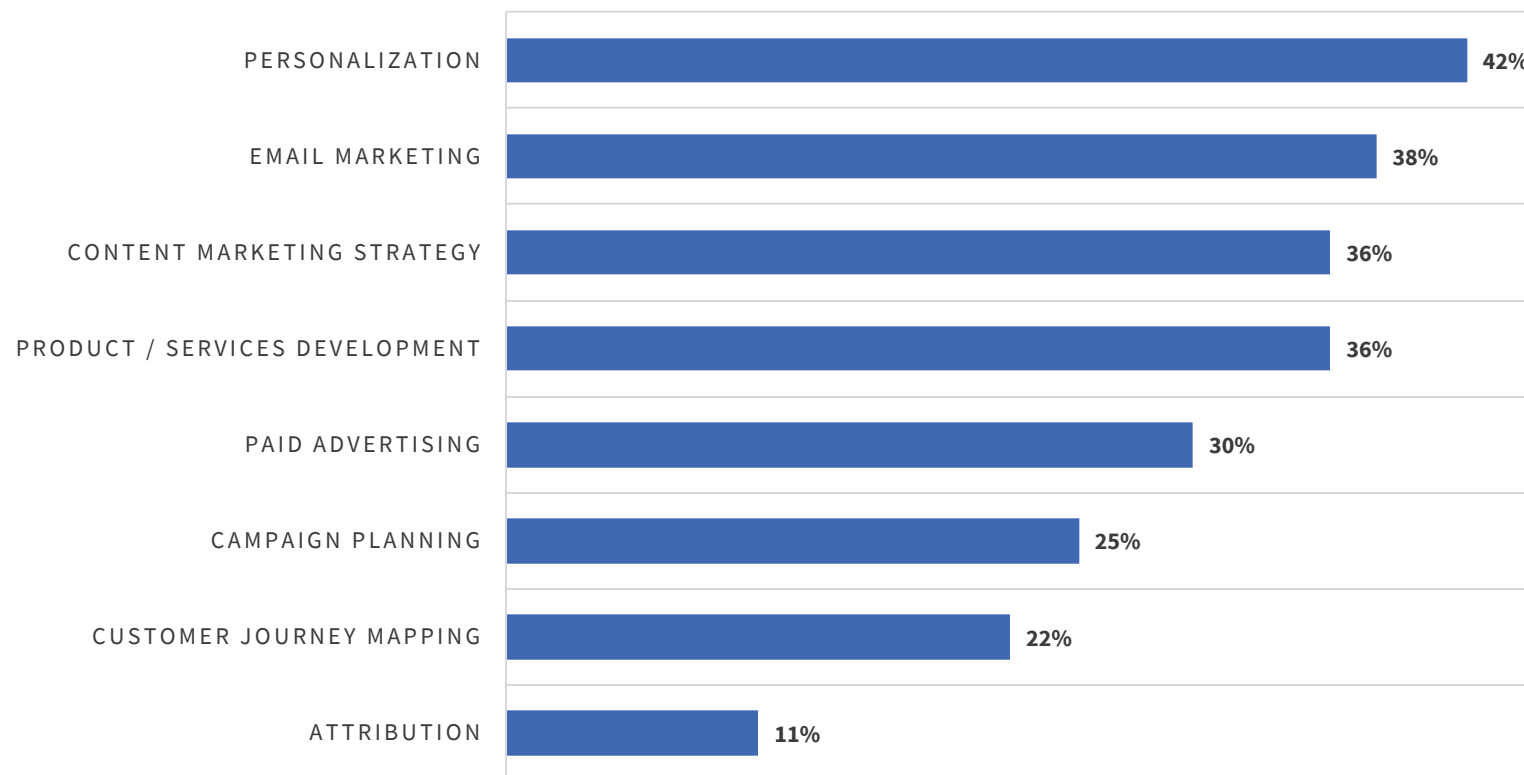
WHICH BEST DESCRIBES THE SUCCESS OF YOUR (OR YOUR TYPICAL CLIENT'S) DATA-DRIVEN MARKETING STRATEGY?



MOST USEFUL APPLICATIONS

Data can be applied to a strategy throughout the marketing funnel and across a wide variety of marketing channels. While **personalization** is the most reported area for data-driven marketing use, marketers also say that **email**, **content**, and **product or services development** are also areas where they are seeing the most impact according to 38%, 36%, and 36% of those surveyed, respectively.

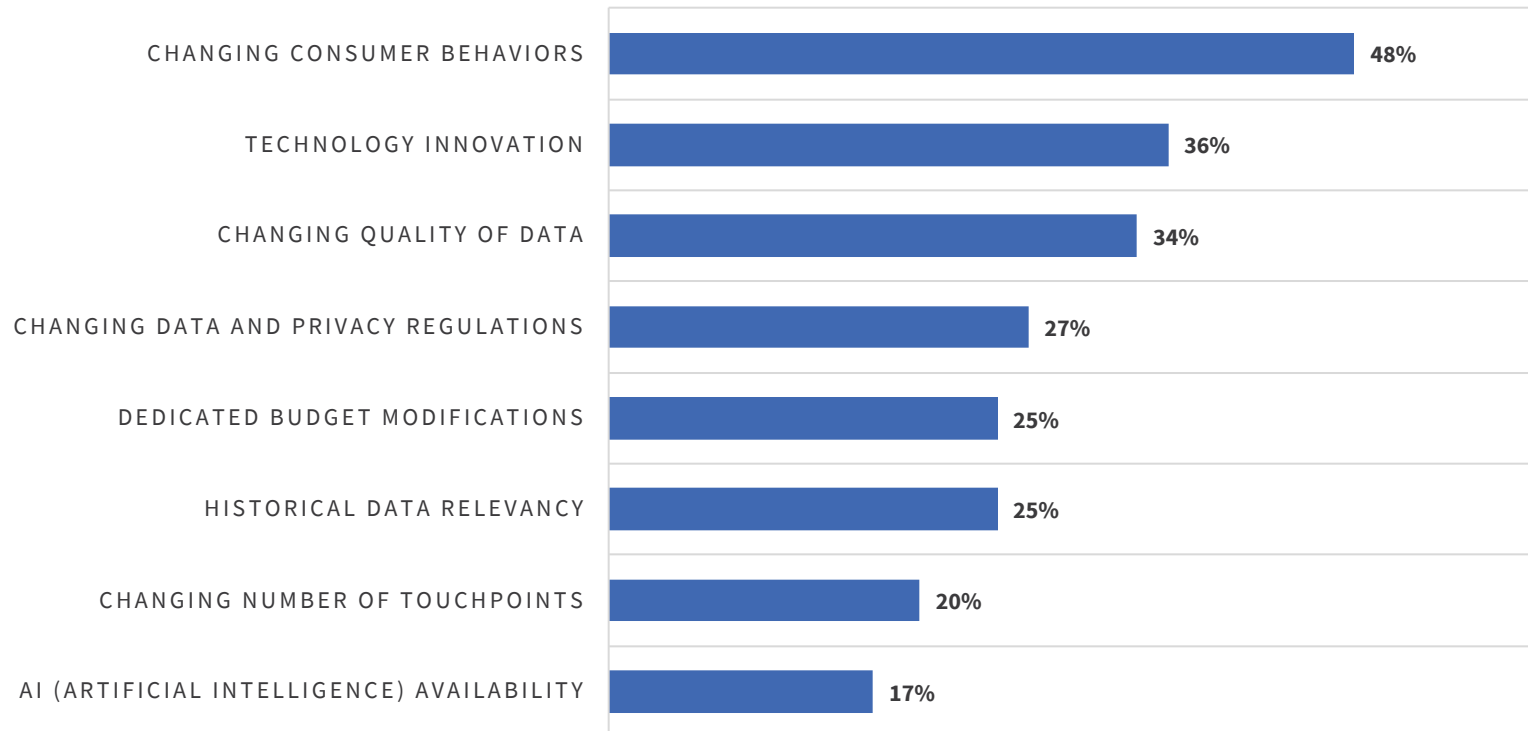
IN WHICH AREAS IS DATA-DRIVEN MARKETING CURRENTLY MOST USEFUL?



IMPACTS ON DATA-DRIVEN MARKETING

The marketing landscape is fast evolving and impacting the way that marketers execute their data-driven strategies. Nearly half (48%) of marketing professionals report that **changing consumer behaviors** has had the most impact on their data-driven marketing in the past year. Over one-quarter (27%) of those surveyed say that changes surrounding **data and privacy regulations** have also impacted their strategy.

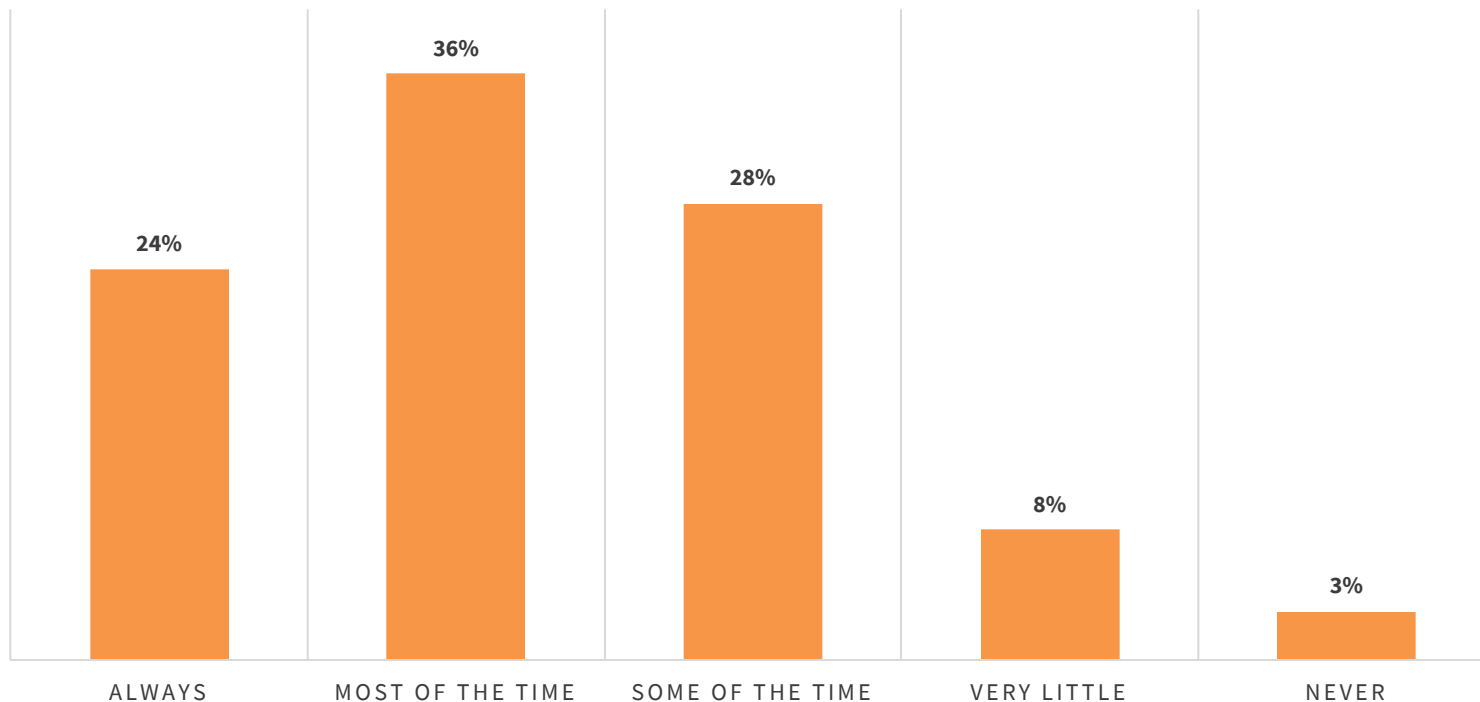
WHICH OF THE FOLLOWING FACTORS HAS MOST IMPACTED DATA-DRIVEN MARKETING IN THE PAST YEAR?



HOW OFTEN DATA IS UTILIZED

How often is customer data a driving factor in marketing decision-making? Nearly one-quarter (24%) of all marketing professionals report that collected customer data is **always a driving factor** behind their marketing decisions. Another two-thirds (64%) of those surveyed say that data drives **some or most** of their marketing decisions.

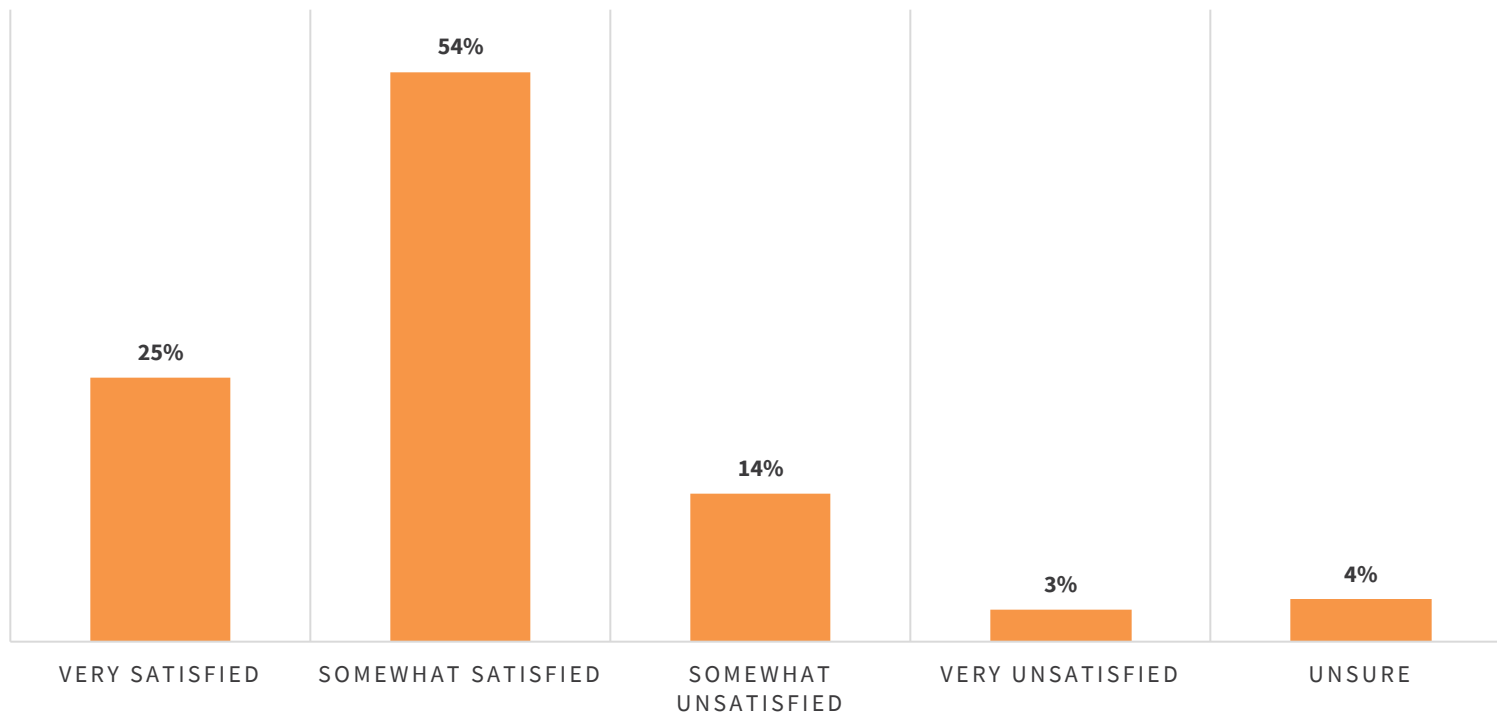
HOW OFTEN IS CUSTOMER DATA A DRIVING FACTOR IN YOUR MARKETING DECISION-MAKING?



MAKING EFFECTIVE DECISIONS

Marketers have a mostly positive perception of their ability to make effective decisions based on customer data. A 79% majority of marketing professionals surveyed said they are **satisfied to some extent** with their competence at applying customer data strategically to make better marketing decisions. Only 17% report **dissatisfaction** to any extent when it comes to their team's data-driven capabilities.

RATE YOUR SATISFACTION WITH THE MARKETING TEAM'S ABILITY TO MAKE EFFECTIVE DECISIONS BASED ON CUSTOMER DATA.

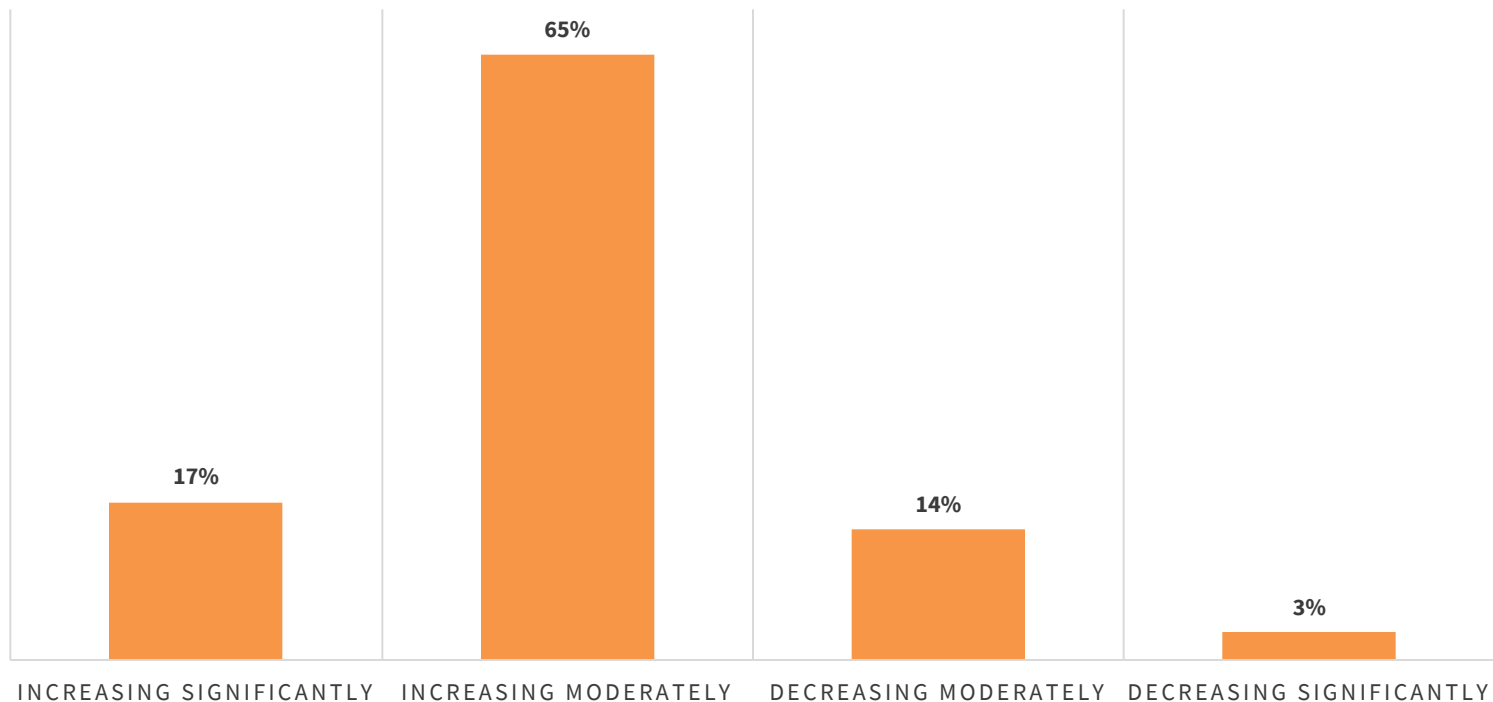


BUDGET TRENDS

Data-driven marketing budgets are trending up in the year ahead. Nearly two-thirds (65%) of marketers are planning for a **moderate increase** in their dedicated data-driven marketing budget in the coming year, while 17% report their budgets dedicated to data-driven marketing will be **increasing significantly**.

Another 17% predict a budget **decrease** to some extent.

WHICH BEST DESCRIBES HOW THE TOTAL BUDGET DEDICATED TO DATA-DRIVEN MARKETING IS CHANGING IN THE YEAR AHEAD?

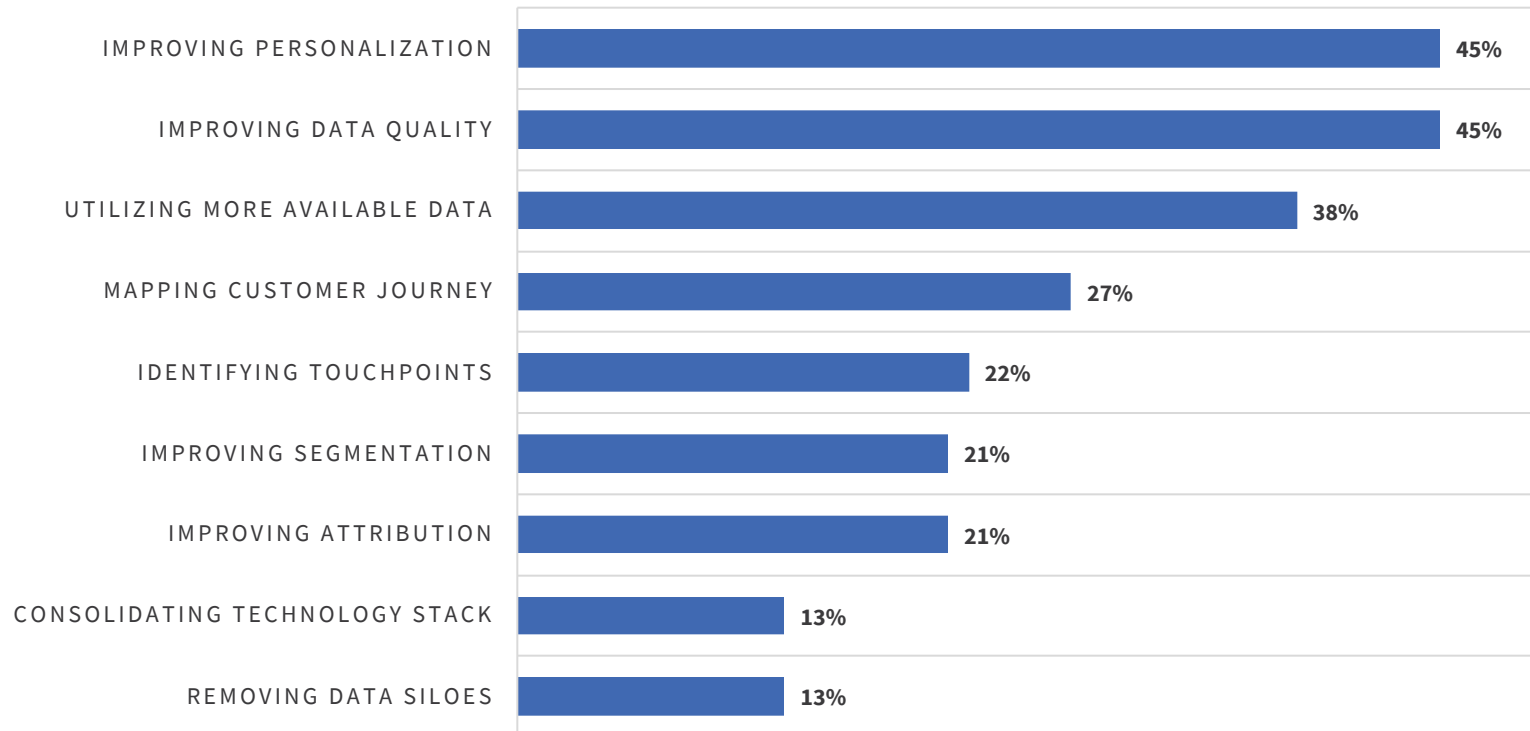


IMPROVING A DATA-DRIVEN STRATEGY

In the coming year, marketers will be focusing their efforts on **improving personalization** and the **quality of data** in order to better their data-driven strategy according to 45% of those surveyed. **Utilizing more available data** is also a top initiative to address in the year ahead for 38% of marketing professionals.

Interestingly, we see less of a focus here on technology consolidation and data centralization.

WHAT ARE THE TOP INITIATIVES YOU PLAN TO ADDRESS IN ORDER TO IMPROVE YOUR DATA-DRIVEN STRATEGY IN THE YEAR AHEAD?



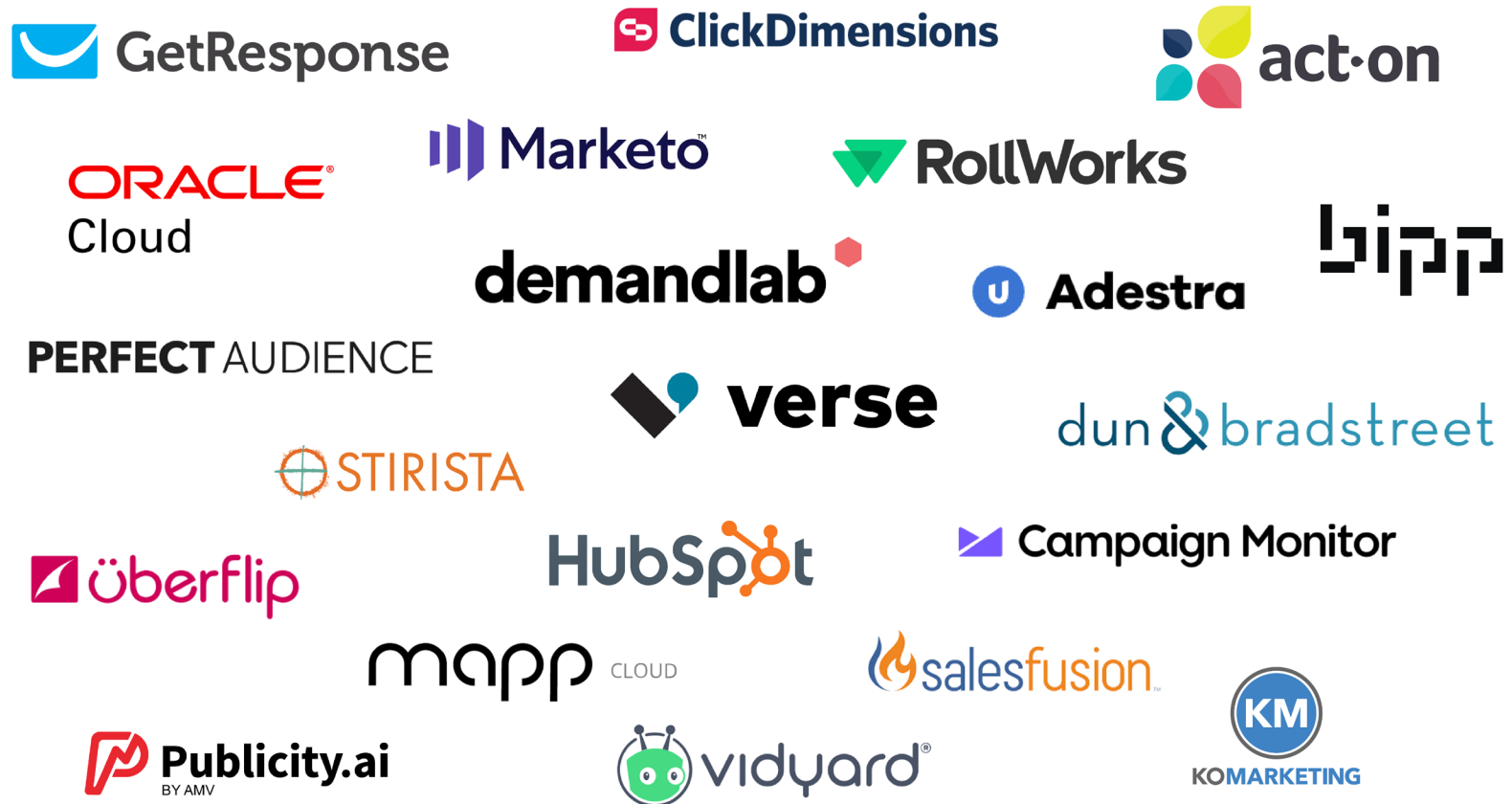


PERSONALIZED B2B RESEARCH TO GROW YOUR BUSINESS

Receive a *Research-Based Content Blueprint* that provides proven strategies on how to demonstrate thought-leadership, engage prospects, acquire new customers, and generate media coverage.

Research studies by BuzzSumo, MarketingProfs, and eMarketer finds that original research is the #1 type of content to engage prospects and convert leads to sales. Find out how you can add research to your marketing mix.





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