



USING DATA TO DRIVE DEMAND

Research Created 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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PUT THIS CONTENT
TO GOOD USE!
↓

HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

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

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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	30%
B2C	44%
B2B and B2C equally	26%

Number of Employees

More than 500	19%
50 to 500	22%
Fewer than 50	59%

Primary role in company

Owner / Partner / C-Level	55%
Vice President / Director / Manager	33%
Non-Management Professional	12%

USING DATA TO DRIVE DEMAND

Data-driven marketing is the methodology of data collection, analysis, and interpretation to make strategic decisions. Data is essential to all marketing programs and tactics.

But how exactly are marketing professionals using data to drive demand?

To help answer this question, Ascend2 and our Research Partners fielded the Using Data to Drive Demand survey. We thank the 383 marketers who responded to this survey between January 17, 2022 and January 25, 2022.

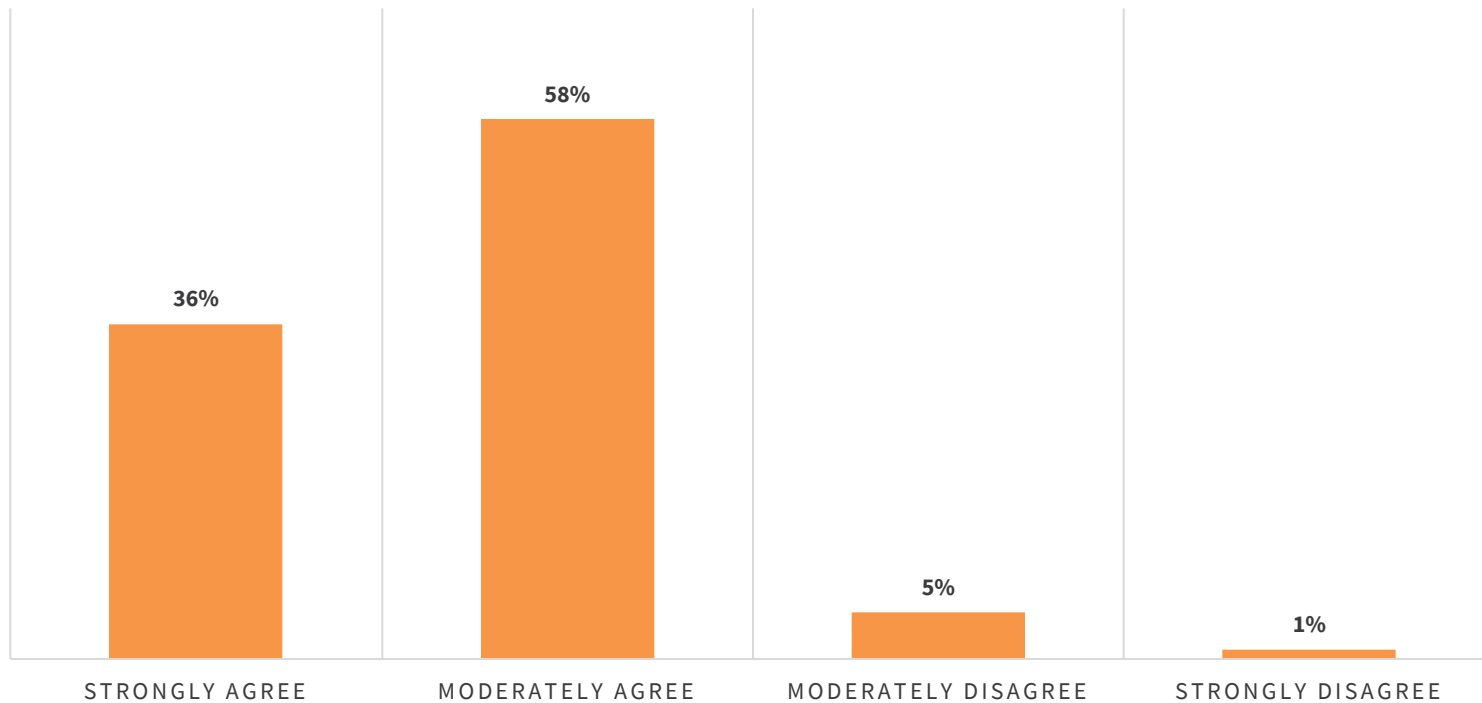
This Survey Summary Report, titled *Using Data to Drive Demand*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

IMPACT ON DEMAND GENERATION

Does utilizing data to fuel demand generation efforts make an impact on program performance? According to a 94% majority of marketing professionals surveyed, the performance of a demand generation program is improved when it is backed by data. Just over one-third (36%) of those surveyed feel strongly about the positive impact that data-backed insights can have on a demand generation strategy.

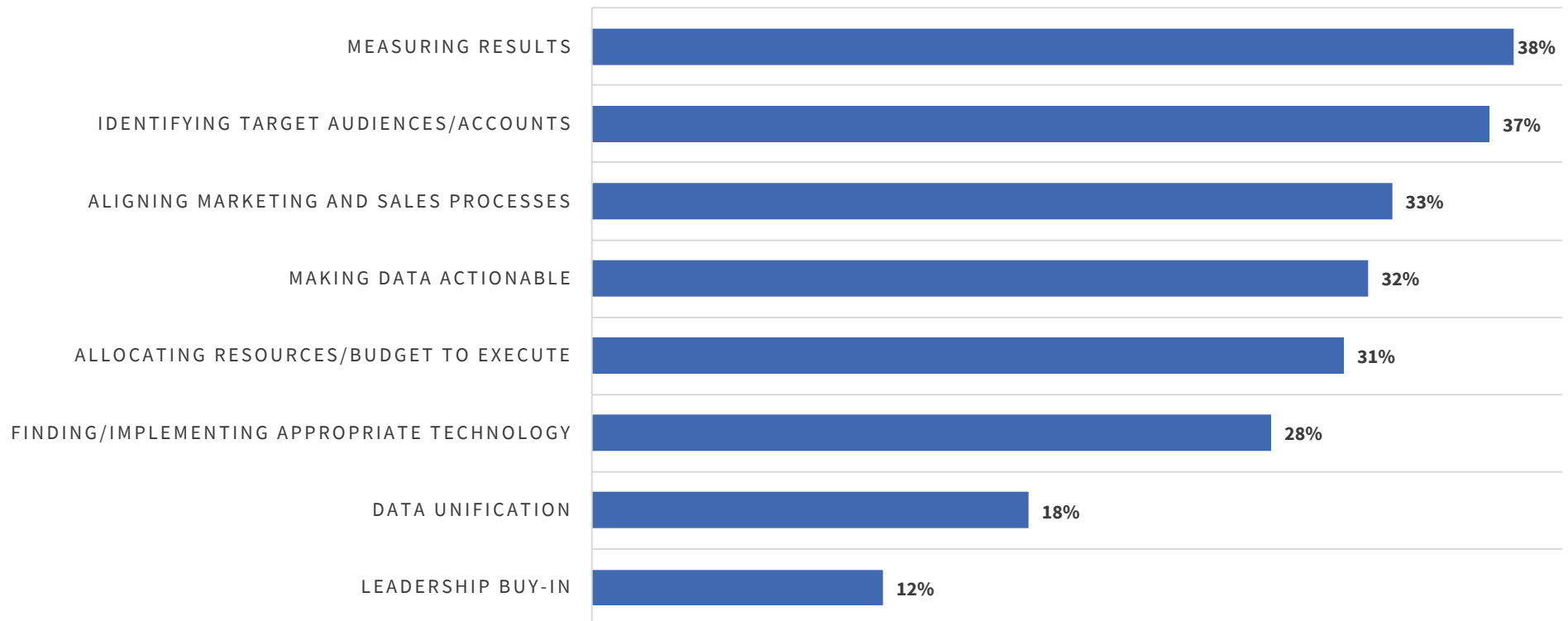
DEMAND GENERATION IS SIGNIFICANTLY IMPROVED WHEN A DATA-DRIVEN STRATEGY IS USED.



TOP CHALLENGES OF UTILIZING DATA

By nature, demand generation is an end-to-end process involving many touchpoints, channels and sources of data. While tracking and accurately gauging performance is imperative to a successful strategy, measuring results is a major challenge for 38% of those surveyed. Identifying target audiences or accounts is also a most challenging aspect of utilizing data to drive demand for 37% of those surveyed.

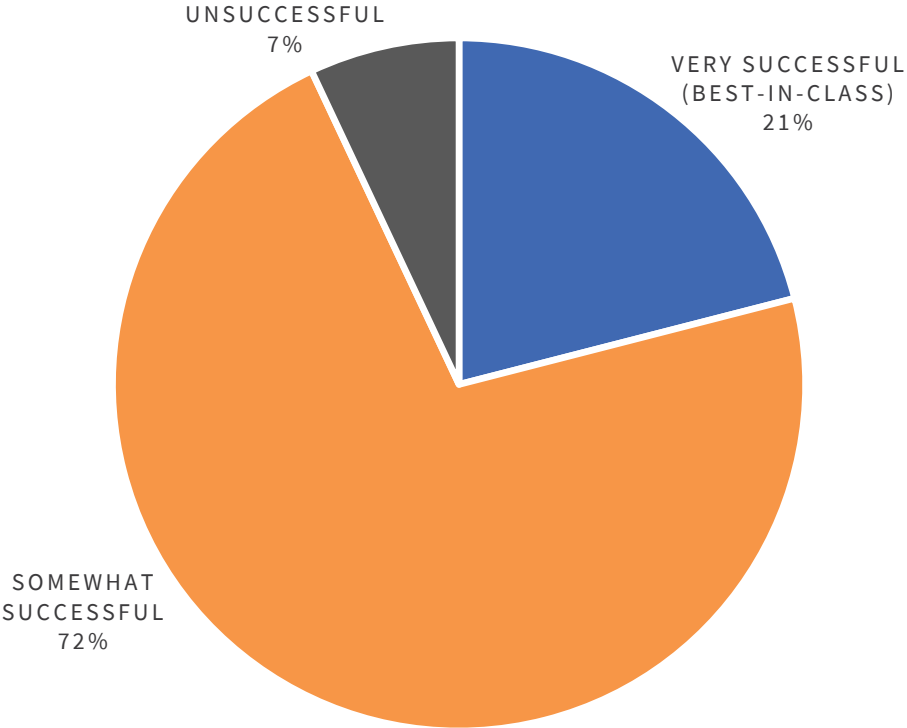
WHAT ARE THE MOST CHALLENGING ASPECTS OF UTILIZING DATA TO DRIVE DEMAND?



DATA-DRIVEN SUCCESS

About one-in-five (21%) marketing professionals view data-driven marketing as an extremely successful path to achieving demand generation goals. Only 7% of those surveyed find data used for demand generation to be unsuccessful leaving nearly three-quarters (72%) of marketers seeing just some success, signaling room for improvement when it comes to using data to drive demand.

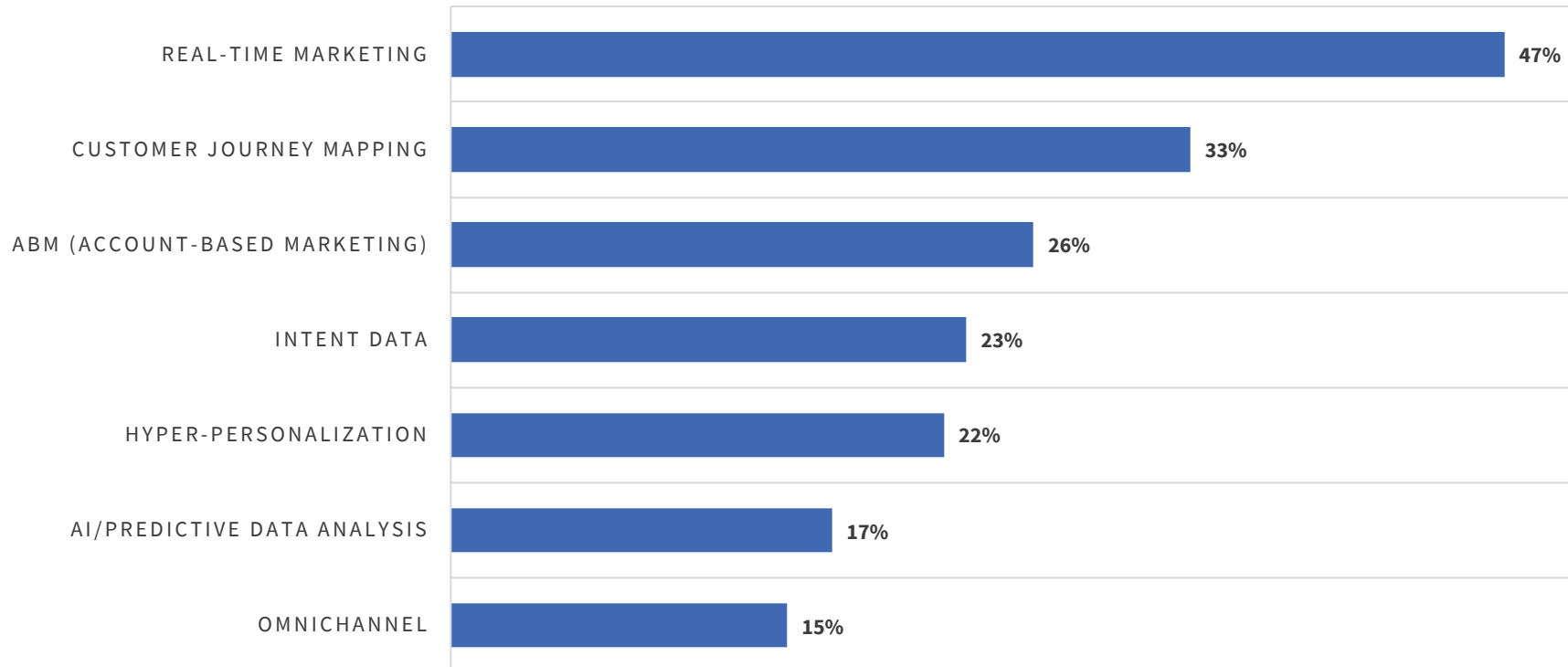
HOW SUCCESSFUL IS YOUR (OR YOUR TYPICAL CLIENT’S) DATA-DRIVEN MARKETING STRATEGY AT HELPING TO MEET DEMAND GENERATION GOALS?



COMPONENTS OF A STRATEGY

What is being utilized as a part of marketer's data-driven demand generation strategies? Nearly half (47%) of marketers are using real-time marketing tactics to drive demand using data. One-third (33%) are using customer journey mapping as a part of their process while just over one-quarter (26%) report utilizing an Account-Based Marketing (ABM) approach to demand generation.

WHICH OF THE FOLLOWING ARE YOU CURRENTLY UTILIZING AS A PART OF YOUR DATA-DRIVEN DEMAND GENERATION STRATEGY?

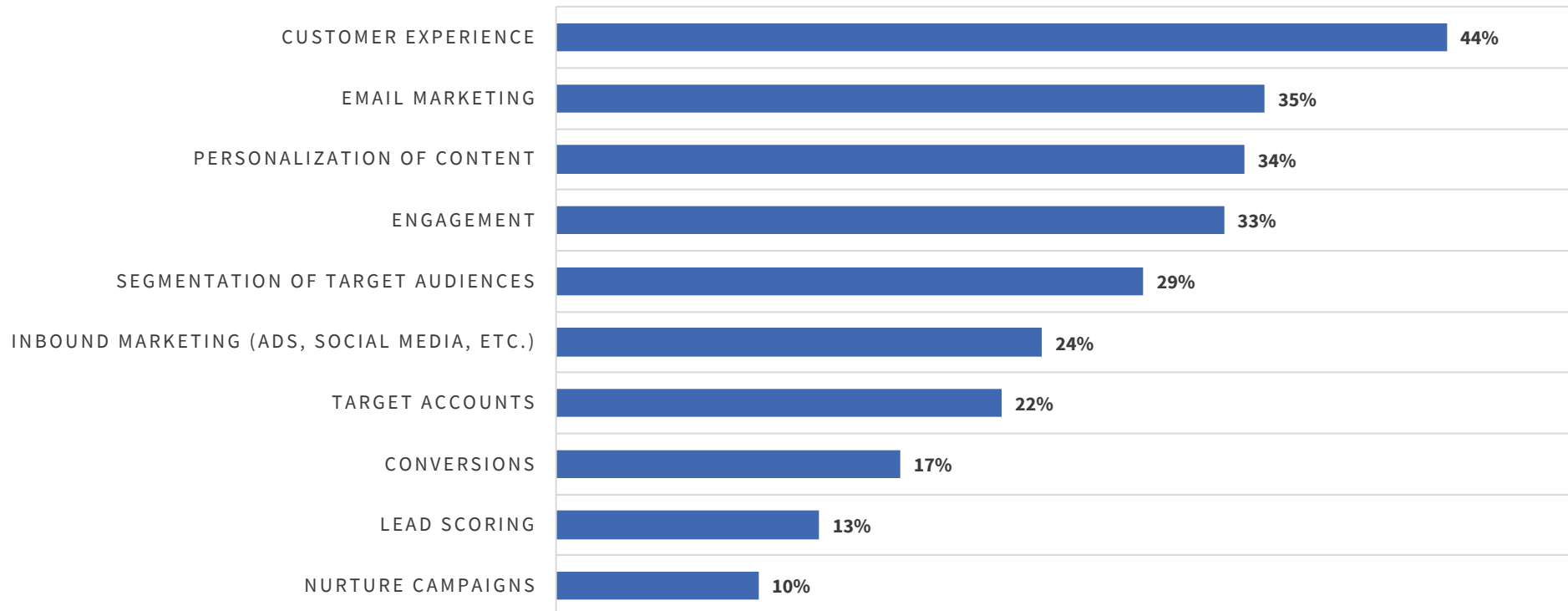


AREAS OF IMPACT

For 44% of marketers surveyed, utilizing data makes the most significant impact on customer experience.

Email marketing, content personalization and engagement also top this list of demand generation strategies and tactics that are most impacted by data-driven marketing, according to 35%, 34% and 33% of marketing professionals, respectively.

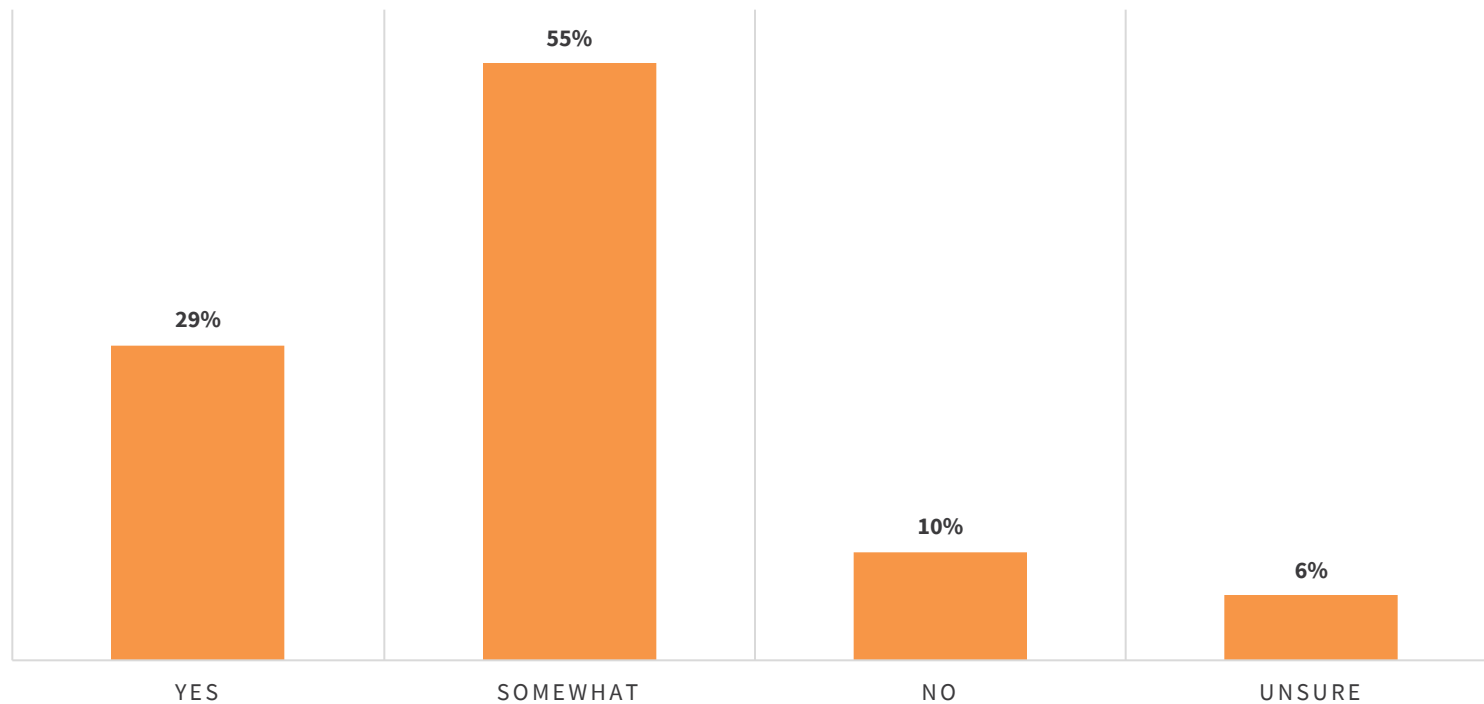
WHICH DEMAND GENERATION STRATEGIES AND TACTICS ARE MOST IMPACTED BY DATA-DRIVEN MARKETING?



QUANTITY OF DATA

Collecting an appropriate amount of data across multiple sources is essential to any successful data-driven strategy. But the majority of marketers do not feel entirely confident that the quantity of data that they have access to is enough to help them make informed decisions. Less than one-third (29%) of marketers report having enough data to make effective decisions on where to spend resources.

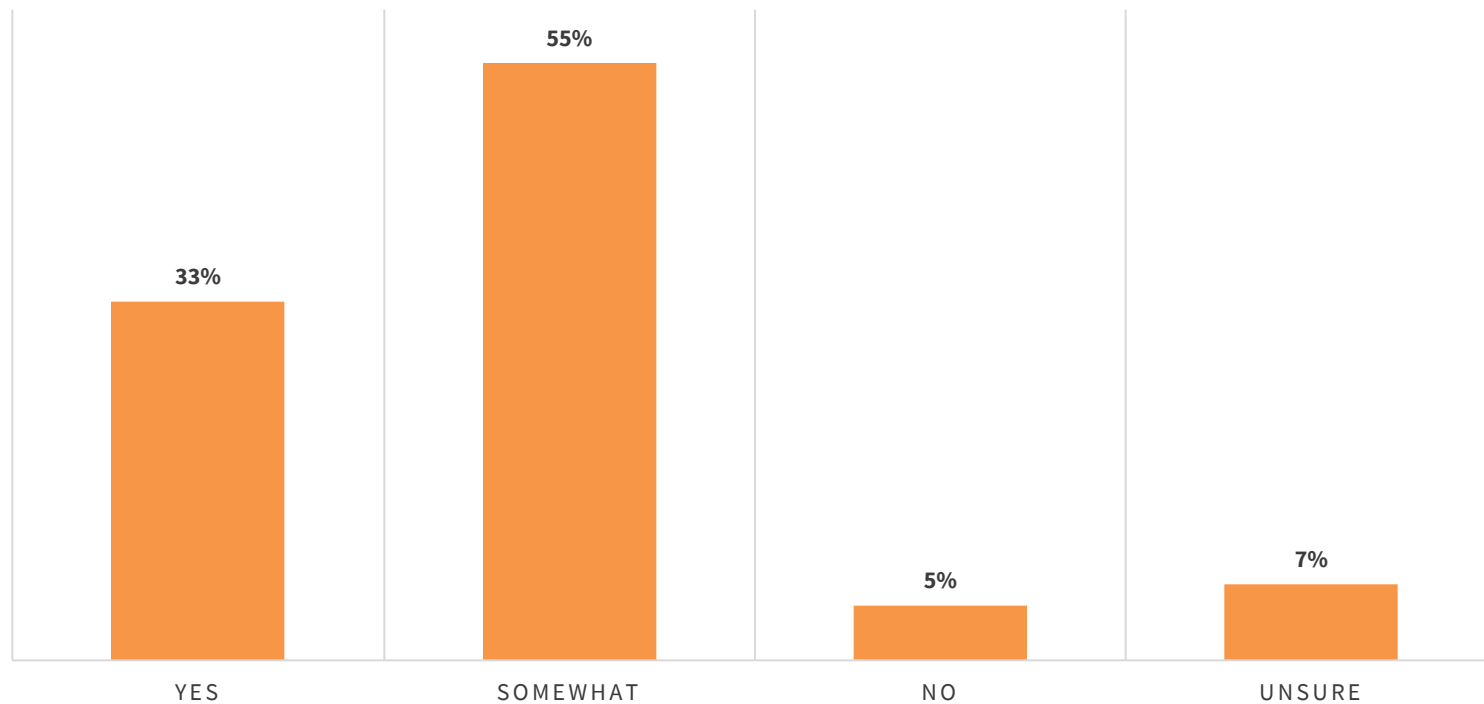
DO YOU HAVE ENOUGH DATA TO MAKE EFFECTIVE DECISIONS ON WHERE TO SPEND MARKETING AND/OR SALES RESOURCES?



QUALITY OF DATA

While quantity of data is important to success, what is often even more essential is the quality of data collected. Only one-third (33%) of marketers feel that their data quality is sufficient enough for them to make effective marketing decisions. Over half (55%) of those surveyed report being somewhat confident in the accuracy and relevancy of their data when it comes to making effective decisions.

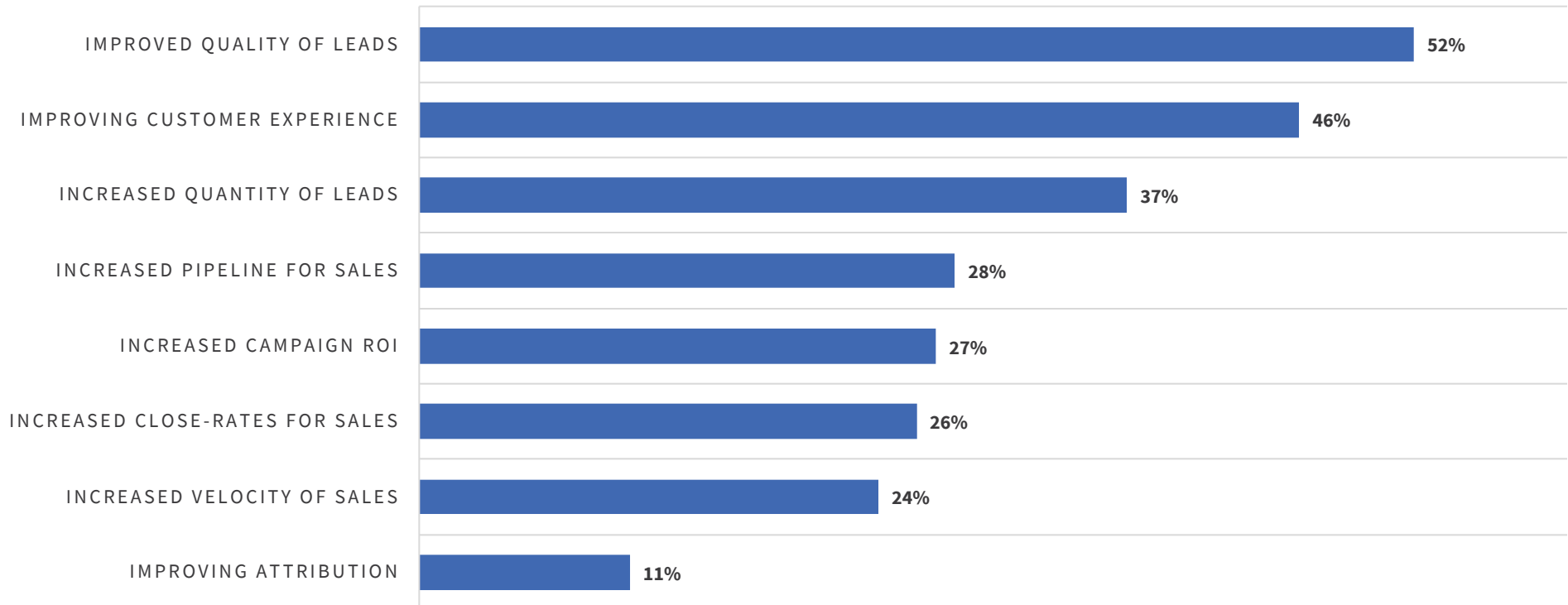
DOES THE QUALITY OF YOUR DATA ALLOW YOU TO MAKE EFFECTIVE DECISIONS ON WHERE TO SPEND MARKETING AND/OR SALES RESOURCES?



IMPORTANT BENEFITS

Demand generation, when fueled by high quality data, can produce a number of benefits. Over half (52%) of marketers report experiencing better quality leads. Improved customer experience and improved quantity of leads are also top benefits realized when executing an effective data-driven demand generation strategy according to 46% and 37% of those surveyed, respectively.

WHAT ARE THE MOST IMPORTANT BENEFITS OF EXECUTING AN EFFECTIVE DATA-DRIVEN DEMAND GENERATION STRATEGY?



CUSTOMIZED B2B RESEARCH

delivered to you with a plan to use it.

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

NEED RESEARCH?
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Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. **Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals.**"

-David Crane, VP Marketing, Intentsify

"Ascend2 was a pleasure to work with and helped us to **design a thoughtful survey that uncovered truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

-Nick Olsson, CEO, Olsson Communications

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). **My CEO is super pleased.**"

-Emily Wingrove, Director of Marketing, Synthio

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."

-Jonathan Greene, Director of Marketing, LeadCrunch

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