

OUTLOOK ON MARKETING DATA QUALITY

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

N = 374 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	20%
B2C (Business-to-Consumer)	52%
B2B and B2C Equally	28%

Number of Employees

More than 500	15%
50 to 500	26%
Fewer than 50	59%

Primary role in company

Owner / Partner / C-Level	51%
Vice President / Director / Manager	32%
Non-Management Professional	17%

OUTLOOK ON MARKETING DATA QUALITY

Collecting and managing high-quality marketing data can dramatically improve business outcomes for diligent organizations.

But how are marketers improving data quality to meet and exceed strategic goals in the year ahead?

To help answer this question, Ascend2 and our Research Partners fielded the Outlook on Marketing Data Quality survey. We thank the 374 marketers who responded to this survey during the week of January 16, 2023.

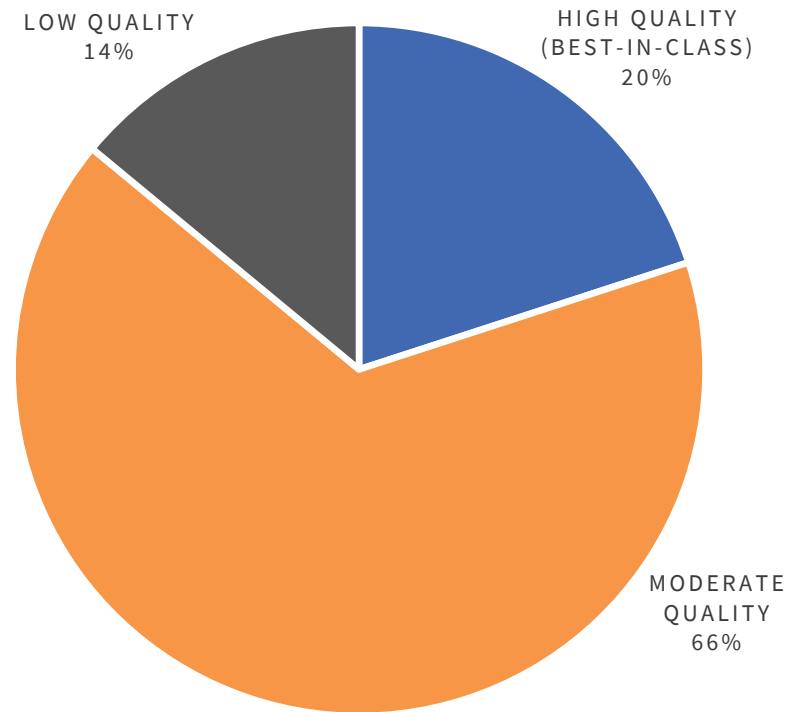
This Survey Summary Report, titled *Outlook on Marketing Data Quality*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

QUALITY OF MARKETING DATA

One in five marketers (20%) feel that the data they collect, manage, and utilize to carry out marketing efforts is high quality, or best-in-class compared to competition. This indicates that there is plenty of room for improvement with 66% of those surveyed reporting moderate data quality and 14% describing the marketing data they use as "low quality."

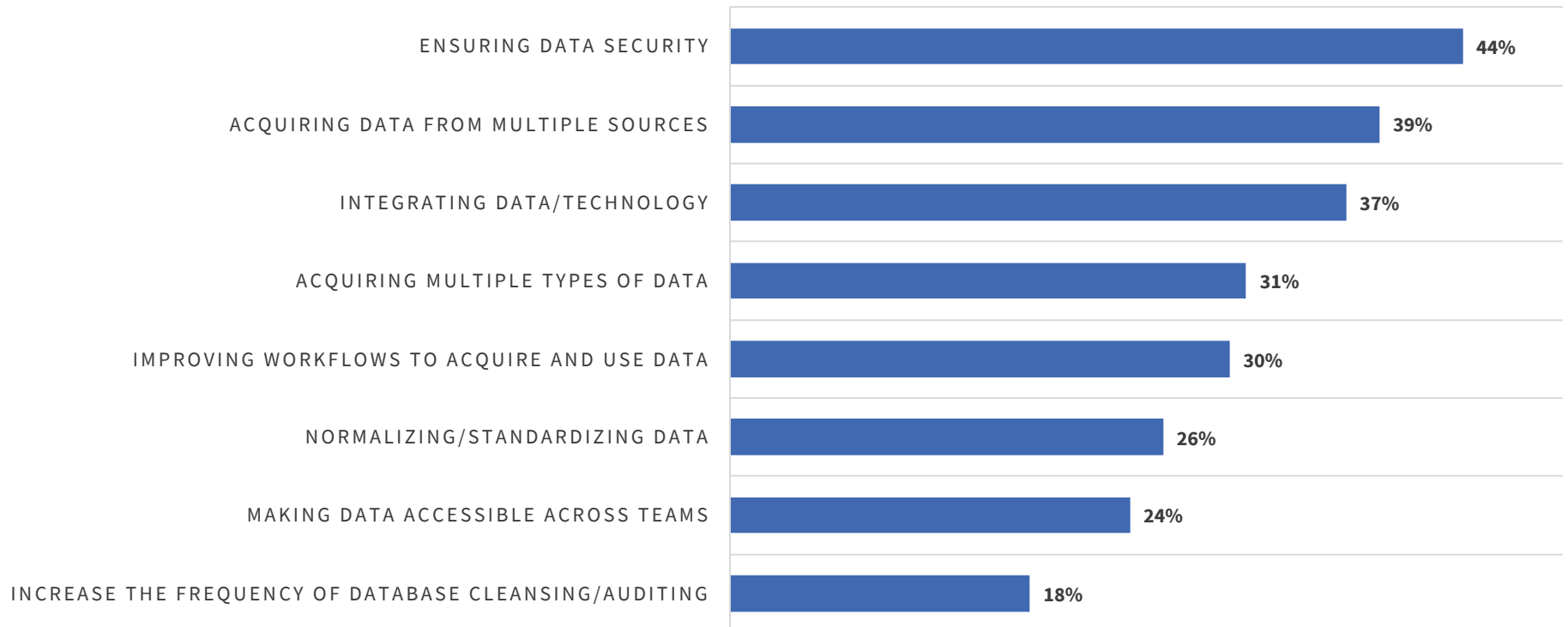
PLEASE RATE THE OVERALL QUALITY OF THE MARKETING DATA YOUR ORGANIZATION COLLECTS, MANAGES, AND UTILIZES.



CRITICAL ELEMENTS TO IMPROVE DATA QUALITY

The most critical component of a successful strategy to improve marketing data quality is ensuring data security according to 44% of marketers. Acquiring data from multiple sources as well as integrating data and technology to remove silos are also considered critical elements for improving data quality according to 39% and 37% of marketing professionals surveyed, respectively.

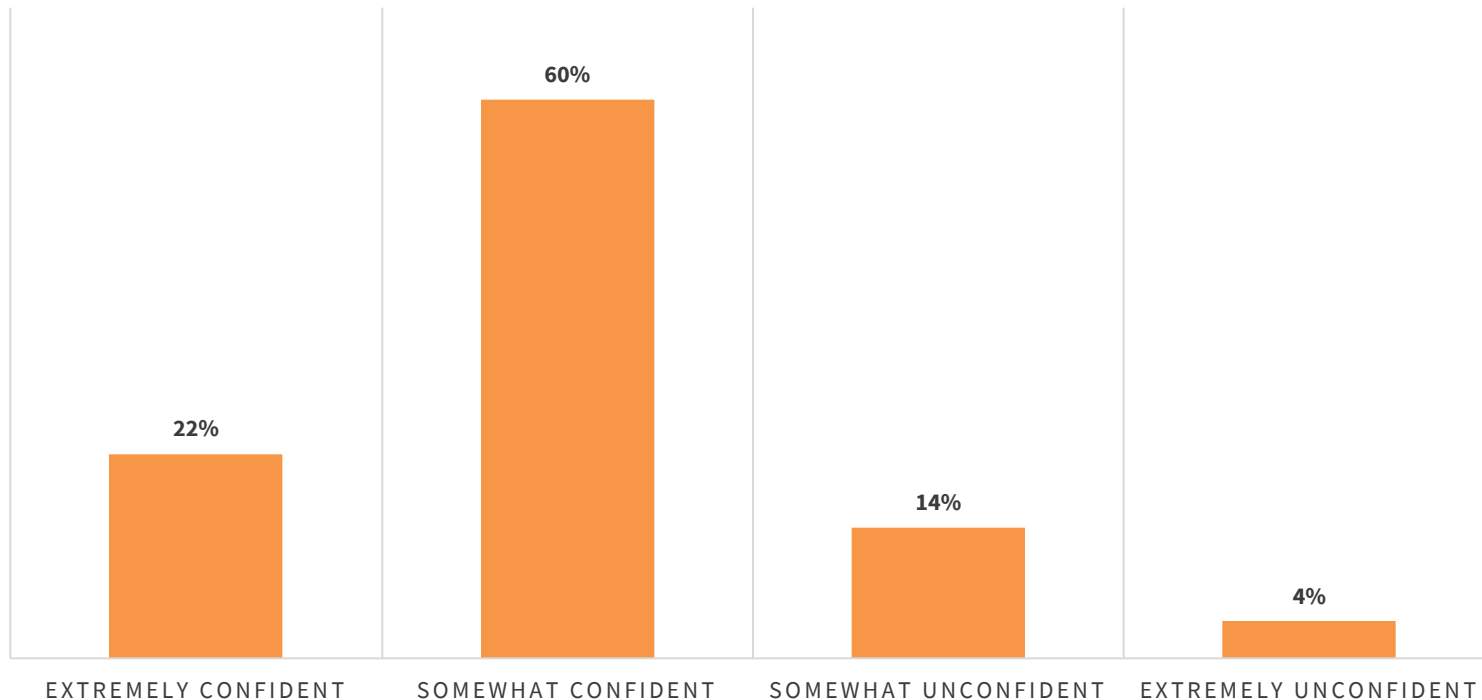
WHAT ARE THE MOST CRITICAL ELEMENTS OF A SUCCESSFUL STRATEGY TO IMPROVE MARKETING DATA QUALITY?



CONFIDENCE IN DATA UTILIZATION

Only 22% of marketers feel extremely confident in their organization's ability to improve business outcomes by using the marketing data they currently have. Another 60% of those surveyed are somewhat confident and nearly one in five (18%) of marketers are not confident in their ability to make better business decisions based on the data they collect and utilize.

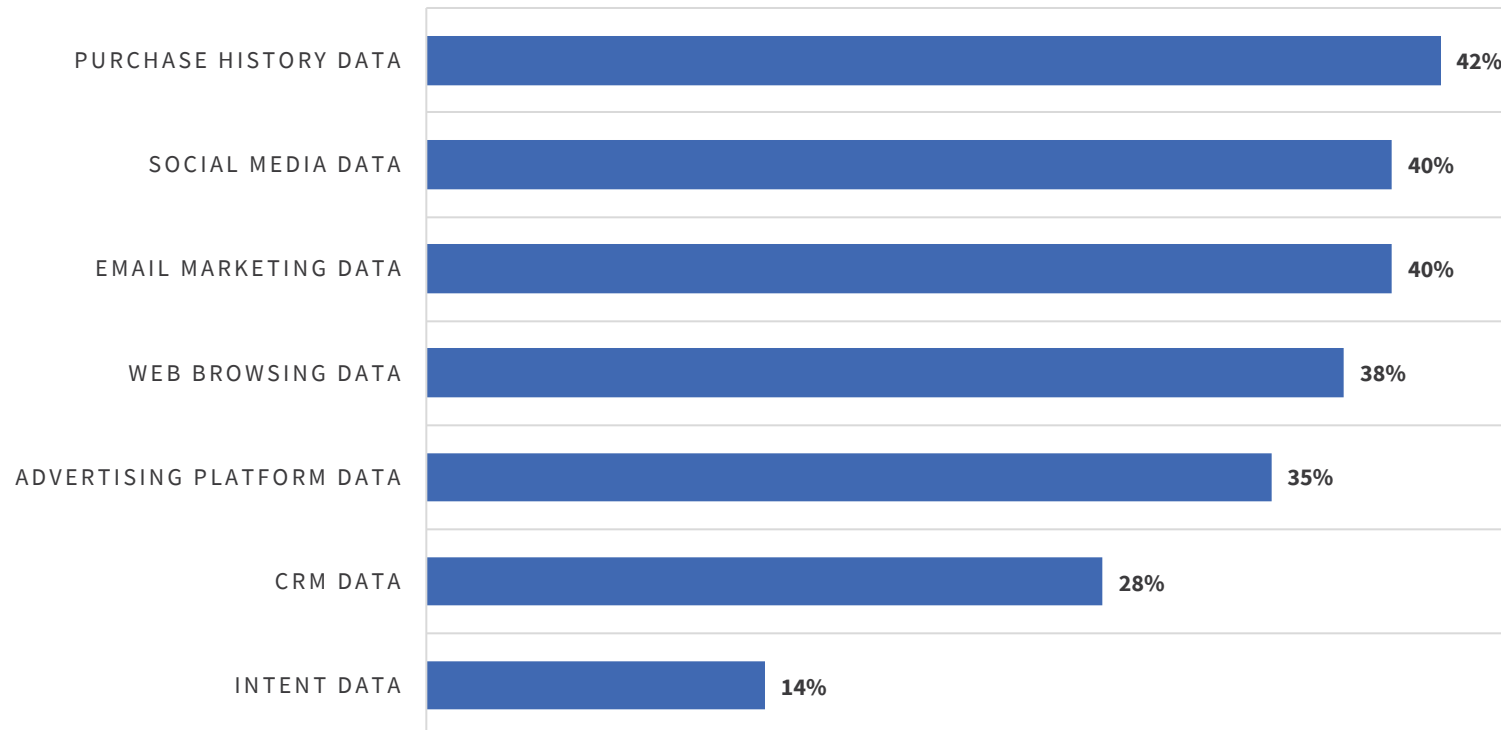
HOW CONFIDENT ARE YOU IN YOUR ORGANIZATION'S ABILITY TO IMPROVE BUSINESS OUTCOMES USING THE MARKETING DATA THAT YOUR CURRENTLY COLLECT?



MOST IMPORTANT DATA

Different types of data are likely used together to paint a picture of a customer. But what data is most influential to marketers efforts to meet and exceed their strategic goals? Purchase history data, social media data, and email marketing data are reportedly the most important types of data to improving business outcomes according to 42%, 40%, and 40% of those surveyed, respectively.

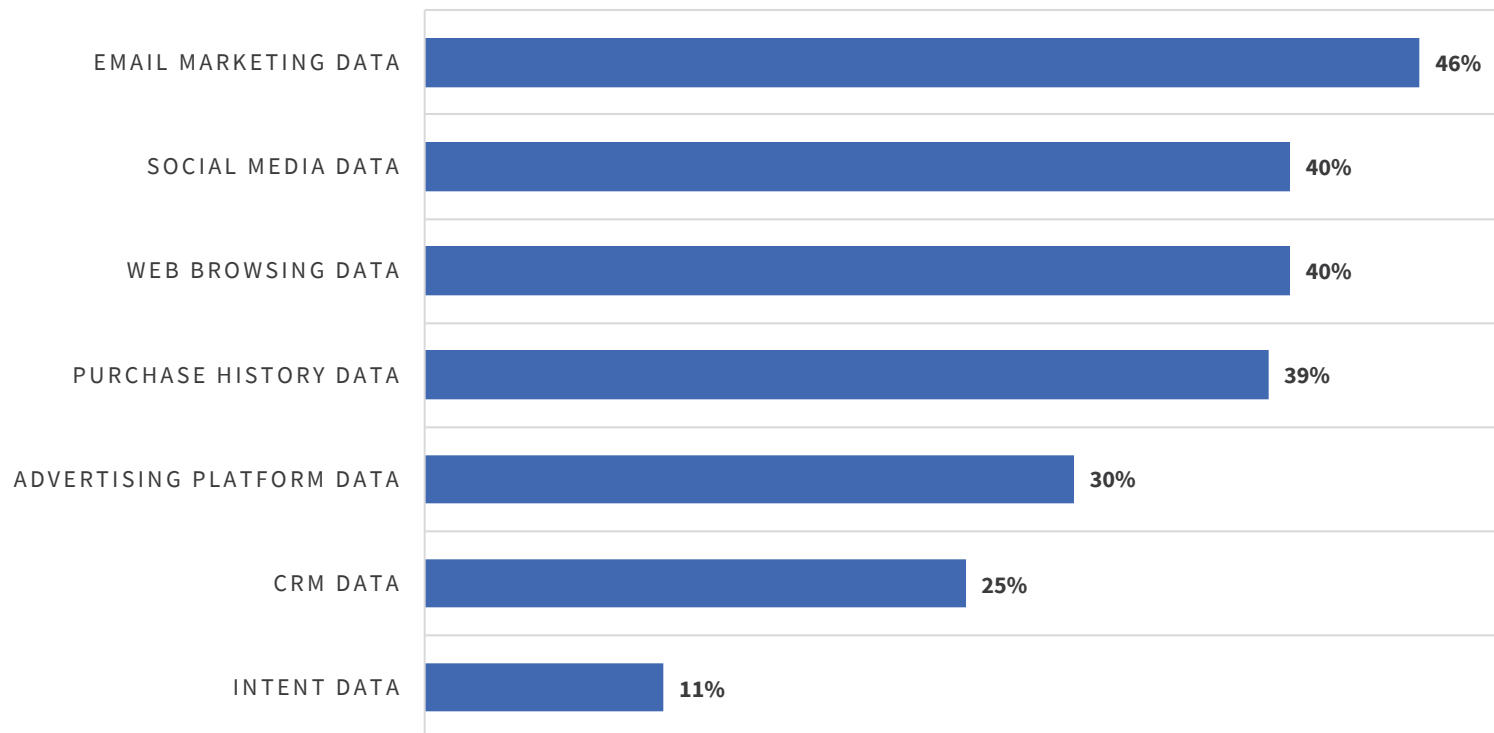
WHICH OF THE FOLLOWING TYPES OF MARKETING DATA IS MOST IMPORTANT TO IMPROVING BUSINESS OUTCOMES?



HIGHEST QUALITY DATA

Email marketing data, social media data, and web browsing data are considered to be the types of data that have the highest quality according to 46%, 40%, and 40% of marketers, respectively. Purchase history data, while ranked at the top of the list of most important types of data for marketers, does not rank among the top three types of data with the highest quality.

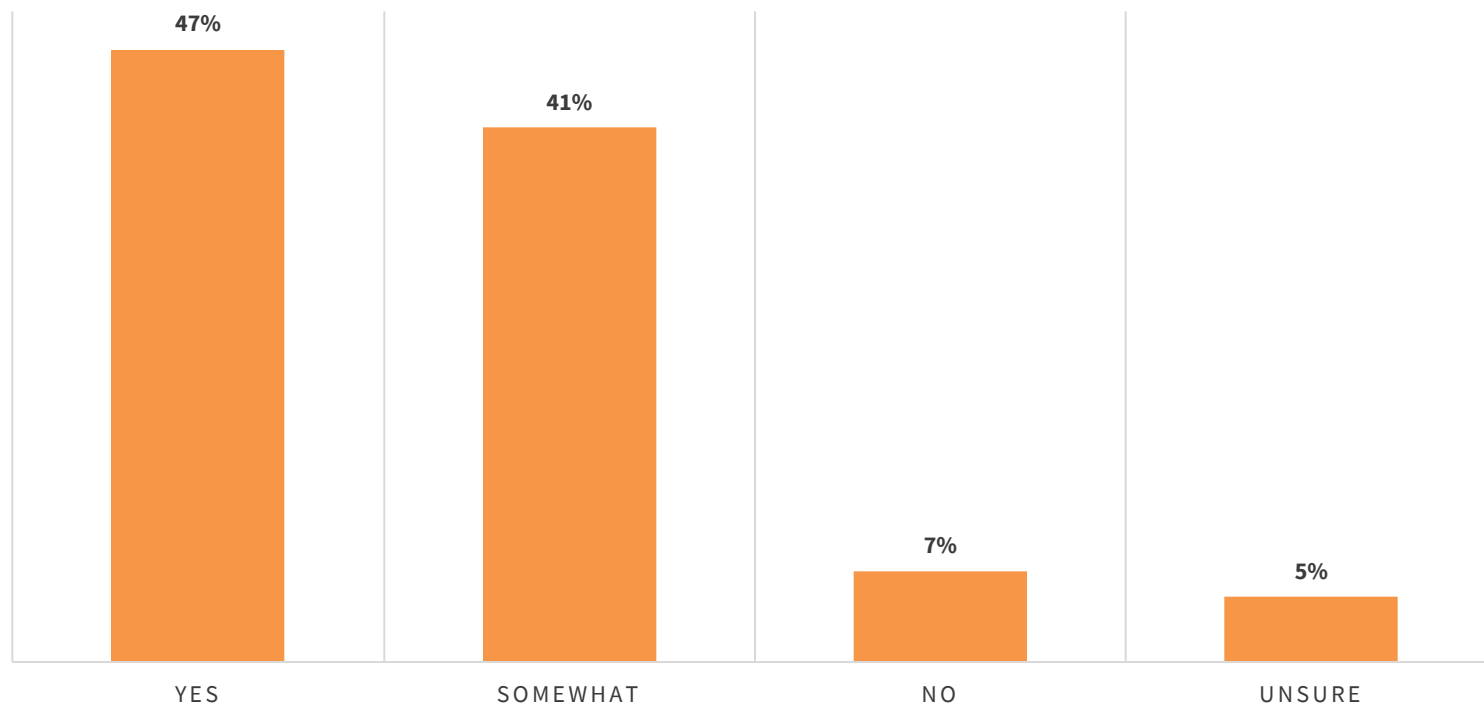
WHICH OF THE FOLLOWING TYPES OF MARKETING DATA DO YOU FEEL HAS THE HIGHEST QUALITY AT YOUR ORGANIZATION?



CONFIDENCE IN MARKETING SPEND

Nearly half (47%) of marketing professionals feel that the quality of their marketing data allows them to make effective decisions on where to spend resources. Another 41% feel that they have some ability to make effective decisions based on their data leaving just 7% who report that they are unable to make effective marketing spend decisions with the quality of data they are working with.

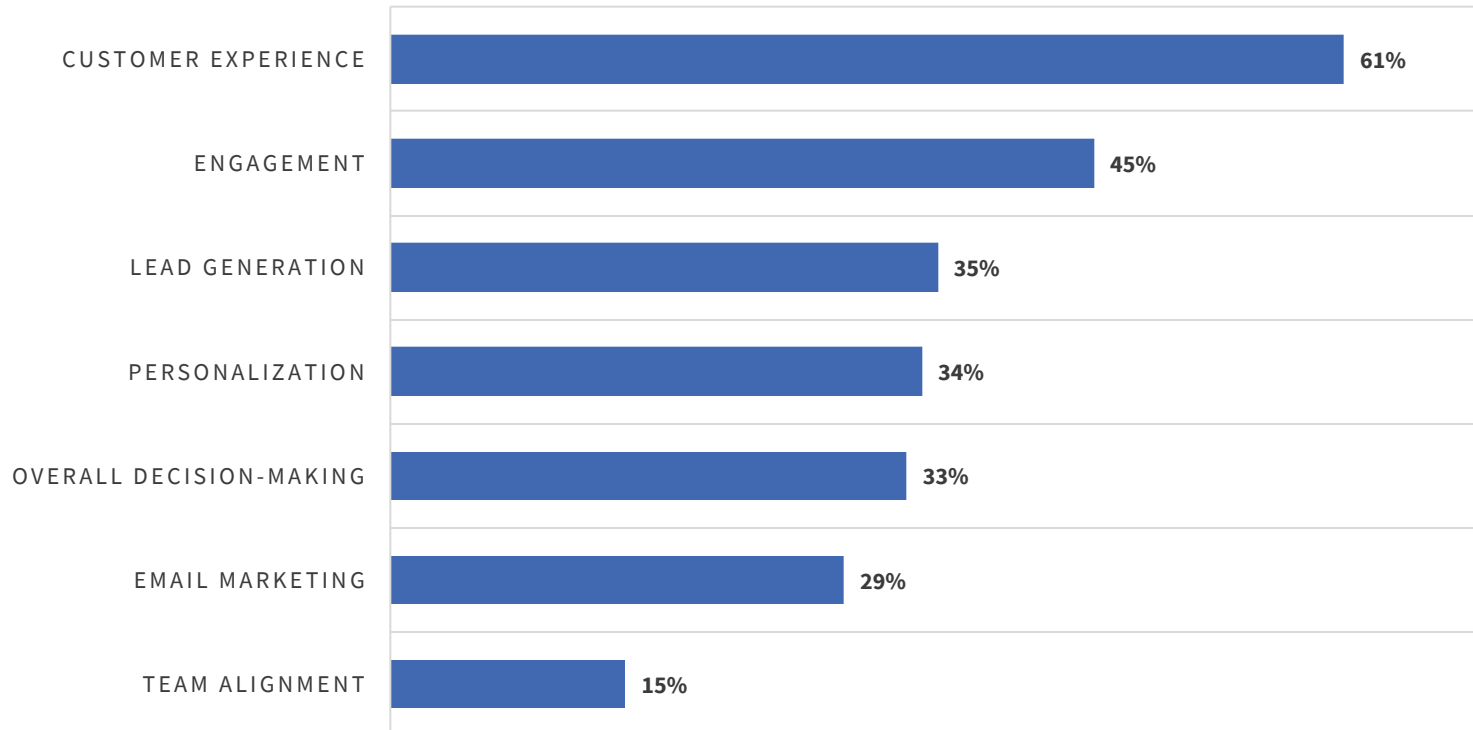
DOES THE QUALITY OF YOUR DATA ALLOW YOU TO MAKE EFFECTIVE DECISIONS ON WHERE TO SPEND MARKETING AND/OR SALES RESOURCES?



BENEFITS OF IMPROVING DATA QUALITY

According to 61% of marketers surveyed, customer experience improves as they make improvements to the quality of their marketing data. Increasing engagement, improving lead generation, and improving personalization are also areas where 45%, 35%, and 34% of marketers see the greatest benefits as the quality of their data improves.

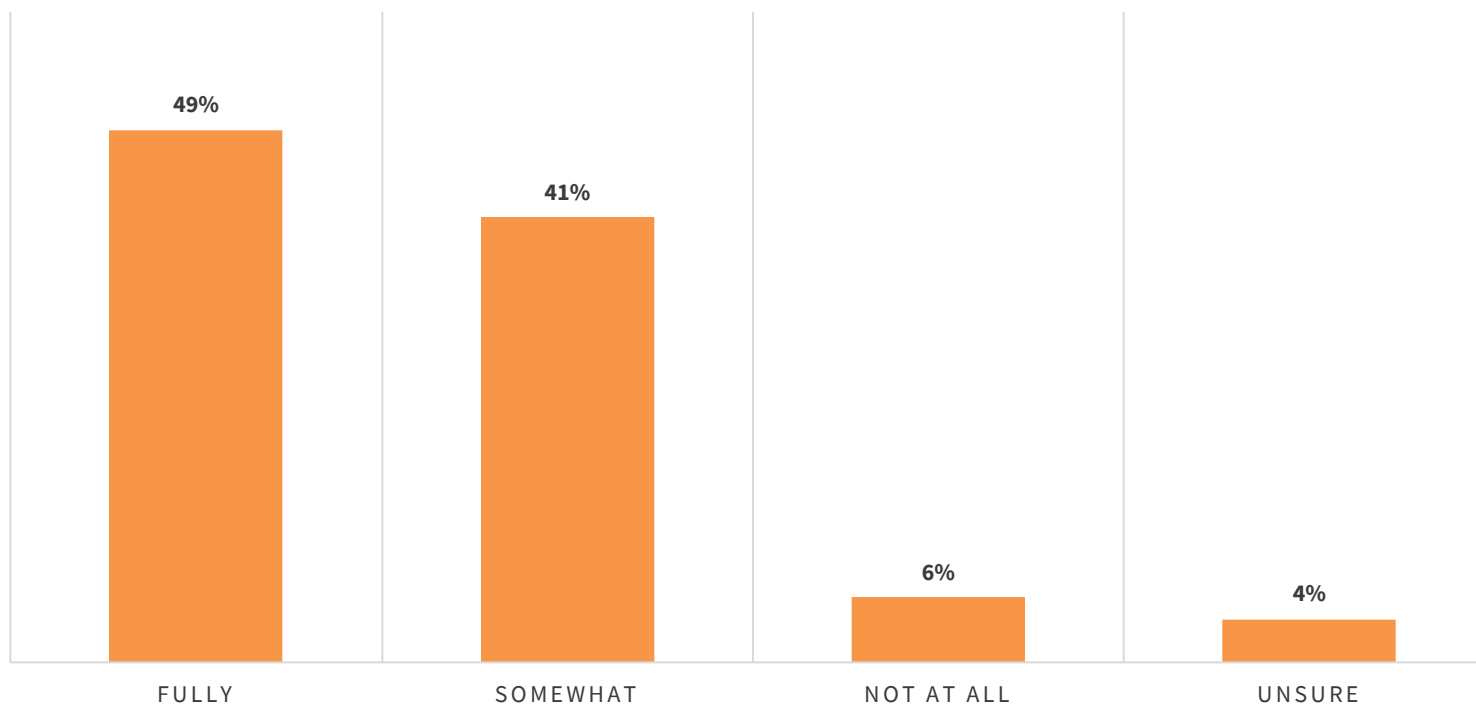
IN WHICH AREAS DO YOU SEE THE GREATEST BENEFITS OF IMPROVING MARKETING DATA QUALITY?



BUY-IN FROM LEADERSHIP

Organizational leaders recognize the importance of improving data quality. About half of leadership teams are fully committed to improving marketing data quality according to marketers surveyed. Another 41% say that their leadership team is somewhat supportive of efforts to improve marketing data, while 6% say that their leaders are not at all committed to these efforts.

HOW COMMITTED IS YOUR LEADERSHIP TEAM TO IMPROVING THE QUALITY OF YOUR MARKETING DATA?



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.

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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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