

DATA-DRIVEN MARKETING 2023

TREND REPORT

Research Created for Marketers



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

Ascend2[™]
RESEARCH-BASED MARKETING

IN THIS REPORT...

3. Methodology and Participants
4. Introduction
5. Rating Strategic Success
6. Data-Driven Use Cases [TREND]
7. Greatest Challenges
8. Using Data Across Multiple Channels
9. Tactics to Improve Data Use
10. Using Real-Time Data
11. Factors Impacting Data Use
12. Most Valuable Data Sources
13. About Ascend2 Research

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.

Please feel free to adapt, copy, distribute and transmit this work. However, you must attribute the work as produced by Ascend2 and its Research Partners, but not in any way that suggests that they endorse you or your use of the work.

When you share this content, please provide a link back to ascend2.com

➤ **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 = 380 Marketing Decision-Makers

Primary Marketing Channel

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

Number of Employees

More than 500	18%
50 to 500	24%
Fewer than 50	58%

Primary role in company

Owner / Partner / C-Level	53%
Vice President / Director / Manager	28%
Non-Management Professional	19%

DATA-DRIVEN MARKETING 2023

Using accurate and relevant data to drive strategic marketing decisions can be a complex process, but one with significant pay-off.

So how are marketers executing their data-driven strategies to achieve the greatest return?

To help answer this question, Ascend2 and our Research Partners fielded the Data-Driven Marketing 2023 survey. We thank the 380 marketers who responded to this survey during the week of June 12, 2023.

Additional reports referenced:

[Using Data-Driven Marketing to Predict Future Performance](#)

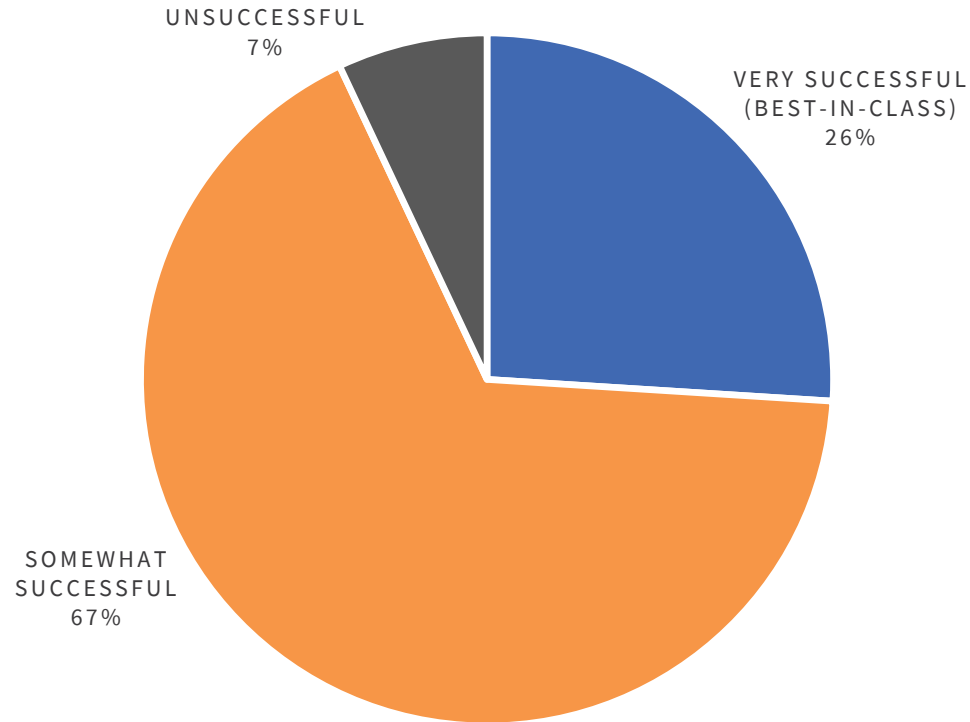
This Survey Summary Report, titled *Data-Driven Marketing 2023*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

RATING STRATEGIC SUCCESS

Over one-quarter (26%) of marketing professionals feel that their data-driven marketing strategy is very successful, or best-in-class, in achieving objectives set for it. Over two-thirds (67%) of those surveyed, however, feel that they have strategies achieving just some objectives successfully, indicating a need for improvement when it comes to data-driven marketing.

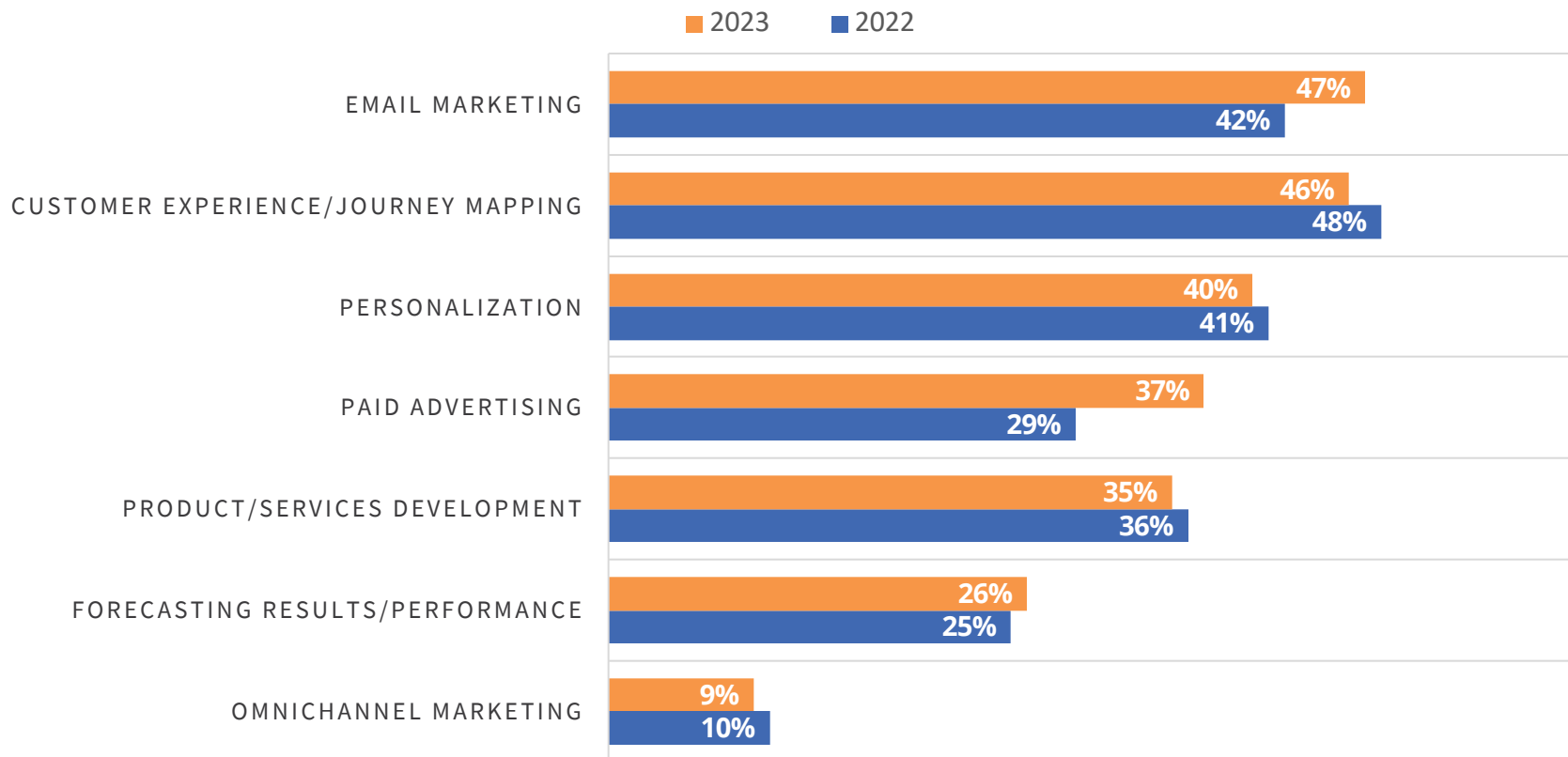
HOW WOULD YOU RATE THE OVERALL SUCCESS OF YOUR DATA-DRIVEN MARKETING STRATEGY IN ACHIEVING OBJECTIVES?



DATA-DRIVEN USE CASES **TREND**

Paid advertising has grown in usefulness for 37% of marketers reporting it a top area to direct data-driven marketing efforts, up from 29% last year. Email marketing has moved up in importance as well, with 47% of marketers reporting it a most useful area for data-driven marketing, making it the most commonly reported challenge this year, even above customer experience which was the number one in 2022.

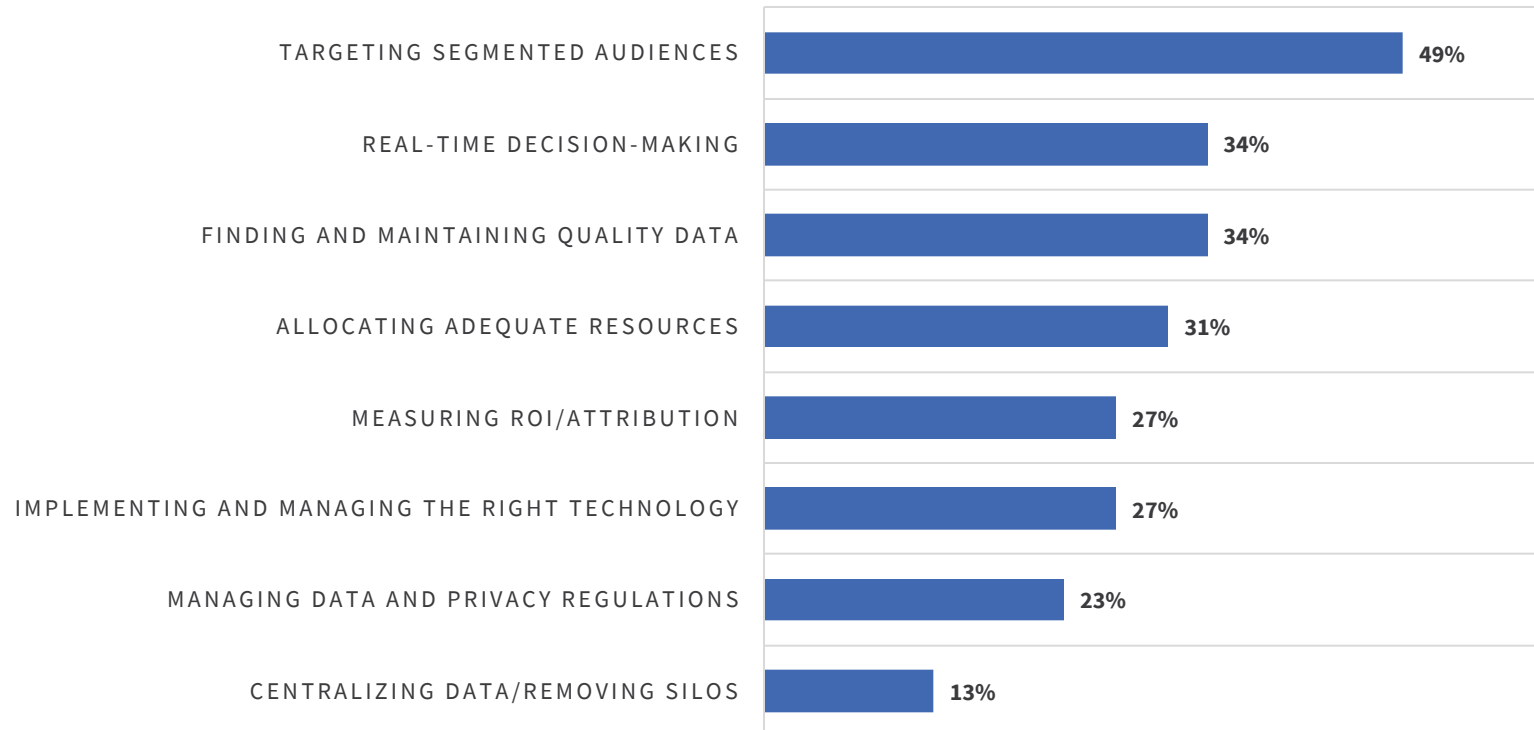
IN WHICH AREAS IS DATA-DRIVEN MARKETING CURRENTLY MOST USEFUL?



GREATEST CHALLENGES

Nearly half (49%) of marketers surveyed report that targeting segmented audiences is a top challenge as they execute data-driven marketing efforts. This is by far the most commonly reported barrier to success in data-driven efforts. Over one-third (34%) of those surveyed list real-time decision-making and finding and maintaining quality data as top challenges to success.

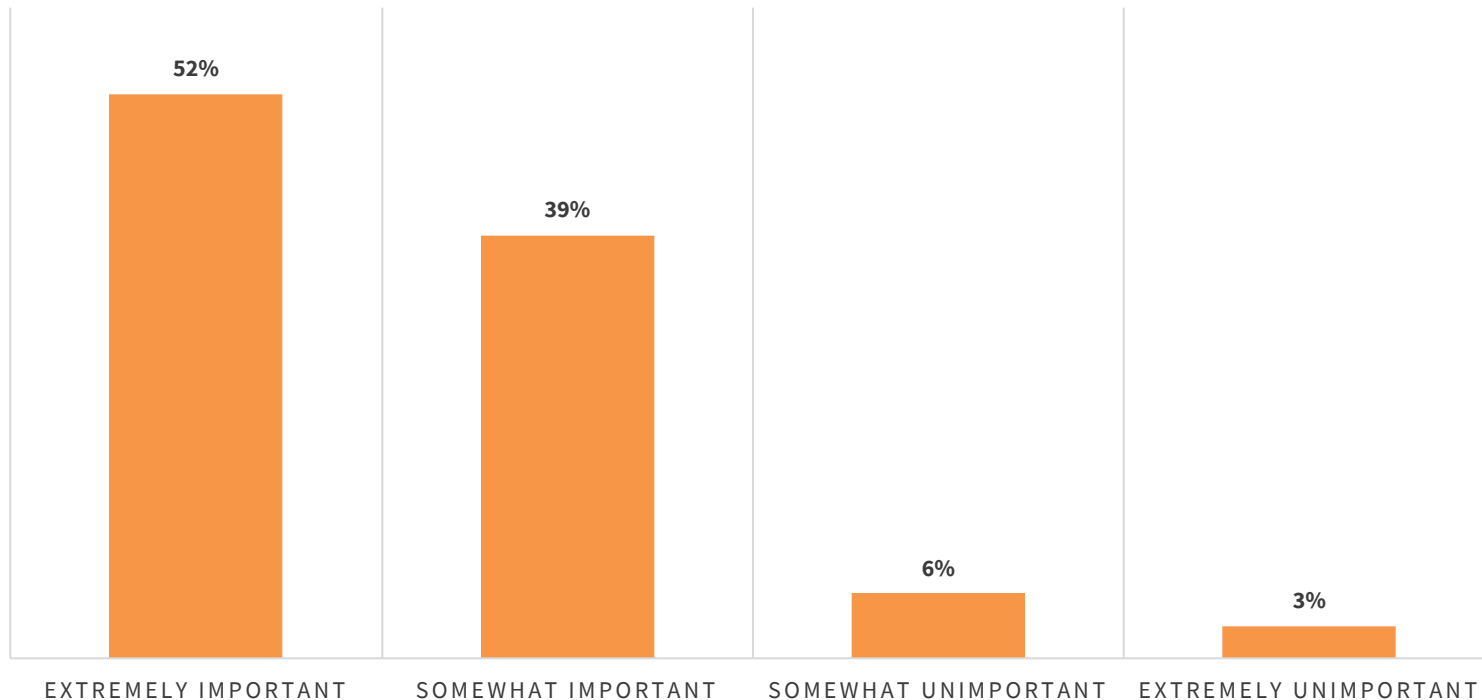
WHAT ARE THE GREATEST CHALLENGES FACED WHEN EXECUTING A DATA-DRIVEN MARKETING STRATEGY?



USING DATA ACROSS MULTIPLE CHANNELS

Customers today expect an exceptional experience regardless of where they encounter a particular brand. That is why 91% of marketing professionals surveyed report that it is important to be able to utilize data across multiple channels. Cross-channel data use creates a more consistent customer experience and allows marketers to make decisions based on a full picture.

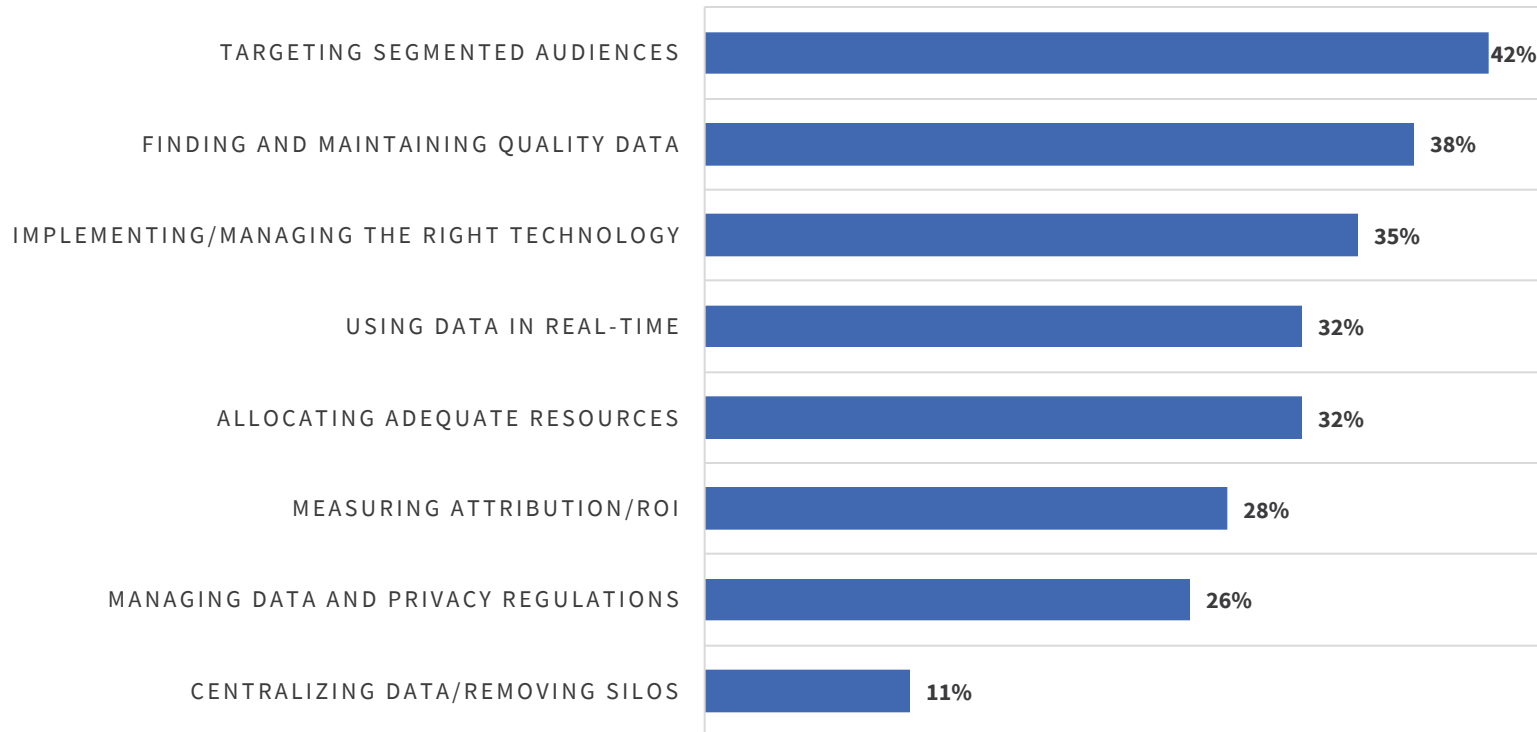
RATE THE IMPORTANCE OF BEING ABLE TO UTILIZE DATA ACROSS MULTIPLE CHANNELS.



TACTICS TO IMPROVE DATA USE

Targeting segmented audiences is not only the top reported challenge by marketers surveyed, it is also an area that will be top-of-mind as organizations work to improve their data-driven strategies. Marketers will also be prioritizing the improvement of data quality as well as optimizing their martech stack by implementing and managing the right solutions.

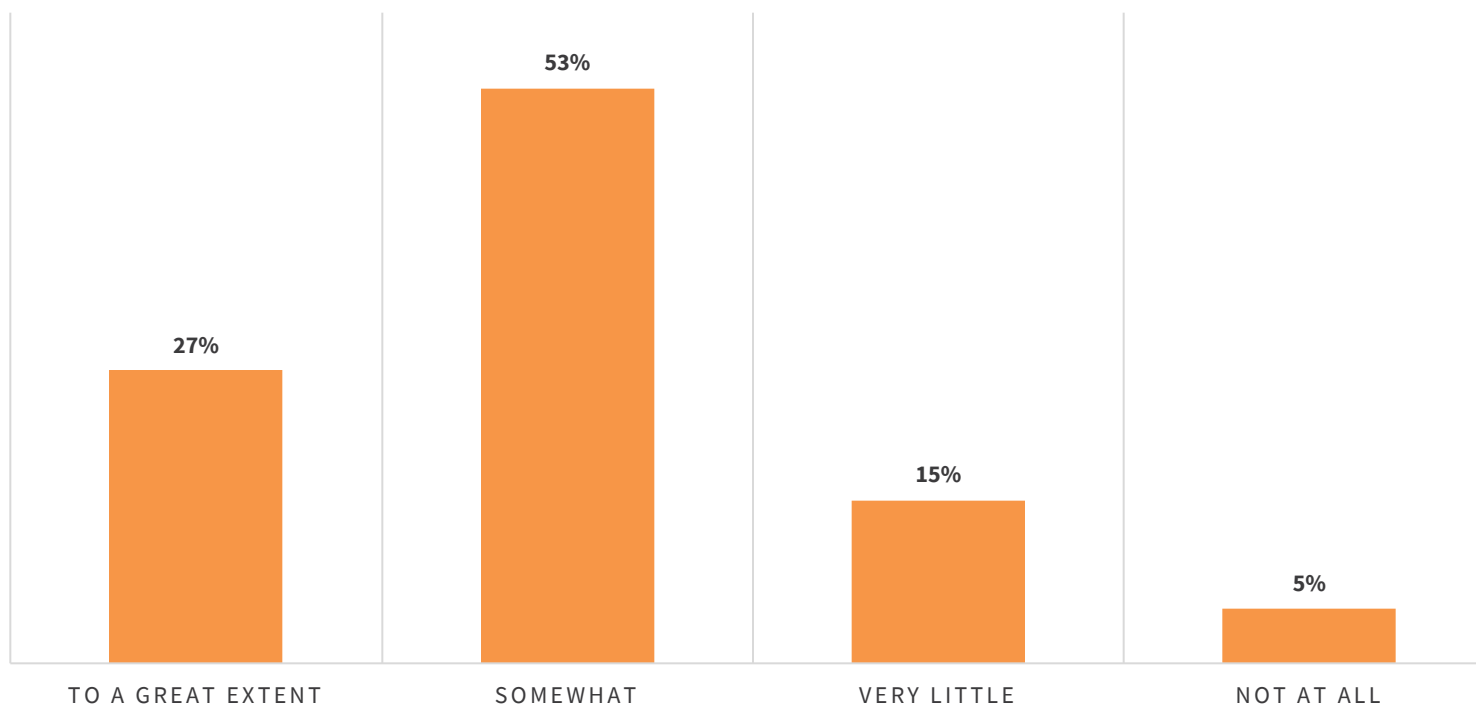
WHICH TACTICS WILL YOU PRIORITIZE TO IMPROVE YOUR DATA-DRIVEN MARKETING STRATEGY IN THE YEAR AHEAD?



USING REAL-TIME DATA

Only 27% of marketers surveyed are able to utilize data in real-time to a great extent. With constant variables and an ever-changing landscape of customer behaviors and needs, real-time data can help marketers make more effective and impactful decisions.

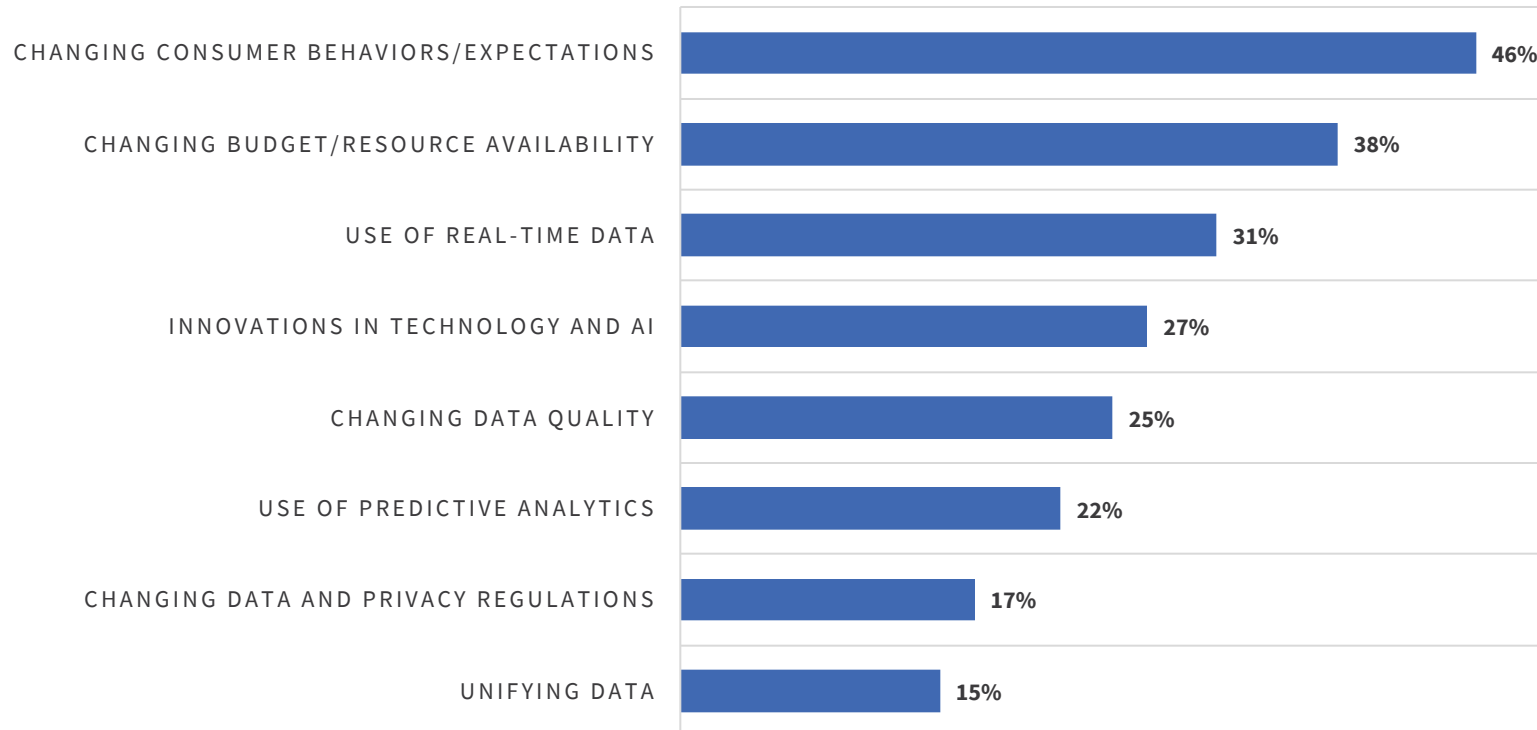
TO WHAT EXTENT ARE YOU ABLE TO UTILIZE REAL-TIME DATA TO MAKE MARKETING DECISIONS?



FACTORS IMPACTING DATA USE

Changing consumer behaviors and expectations has had significant impact on the use of data-driven marketing in the past year for 46% of marketers surveyed. Another 38% have experienced changes in budget and resource availability which has had an impact on data-driven efforts. The use of real-time data has also made an impact on 31% of marketers data-driven strategies.

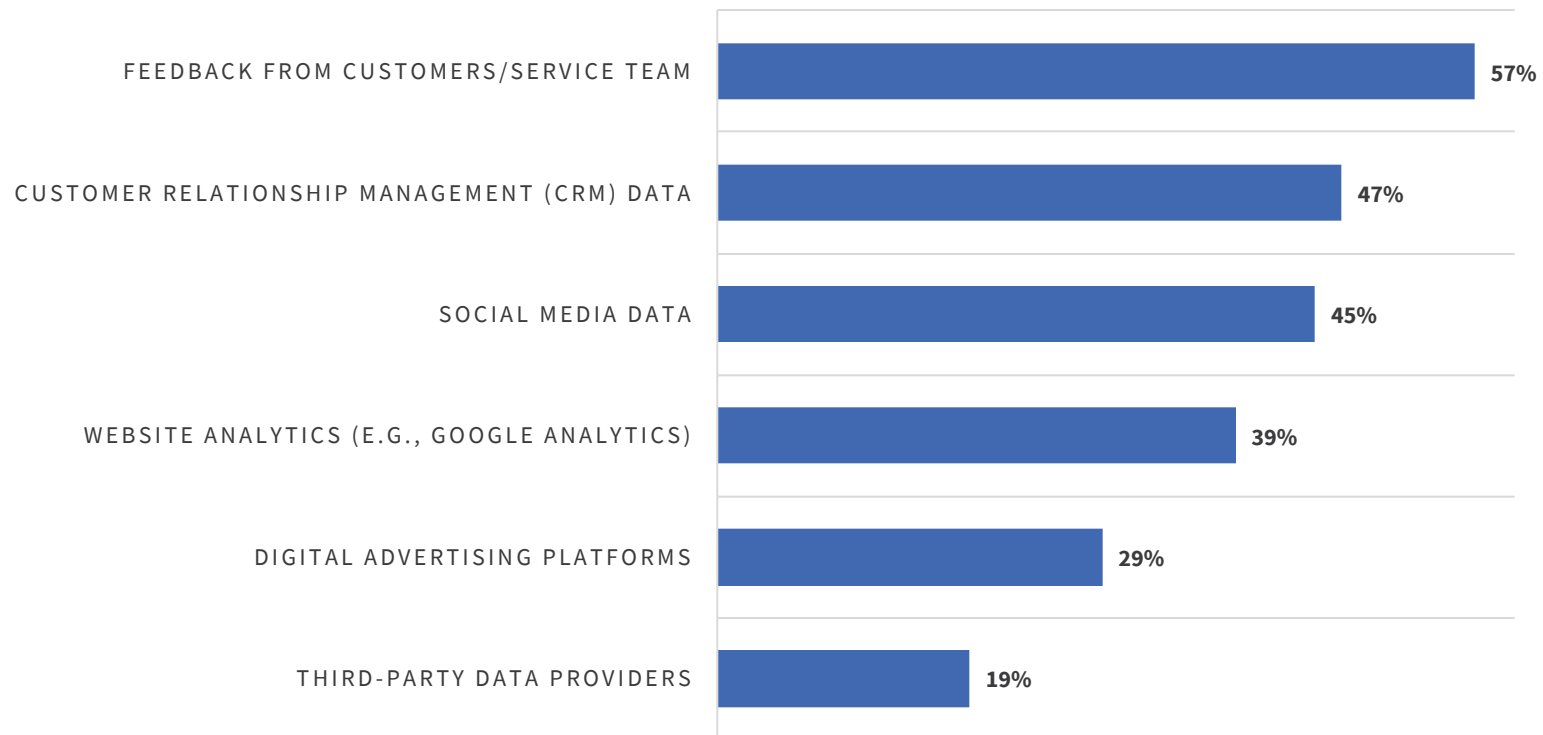
WHICH OF THE FOLLOWING FACTORS HAS MOST IMPACTED YOUR USE OF DATA DRIVEN MARKETING IN THE PAST YEAR?



MOST VALUABLE DATA SOURCES

Feedback from customers or from a service team is considered to be a most valuable source of data for 57% of marketers as they inform their data-driven strategies. Customer Relationship Management (CRM) data and data collected from social media marketing are also sources that are valuable to 47% and 45% of marketing professionals, respectively.

WHICH DATA SOURCES DO YOU CONSIDER MOST VALUABLE FOR INFORMING YOUR DATA-DRIVEN MARKETING STRATEGIES?



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?
CLICK HERE!

WORK WITH US



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

NEED RESEARCH?
CLICK HERE!



WORK WITH US