



DATA-DRIVEN MARKETING BENCHMARKS FOR SUCCESS

Overcoming Obstacles to Data-Driven Marketing Success

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OVERVIEW: 2016 DATA-DRIVEN MARKETING BENCHMARKS FOR SUCCESS

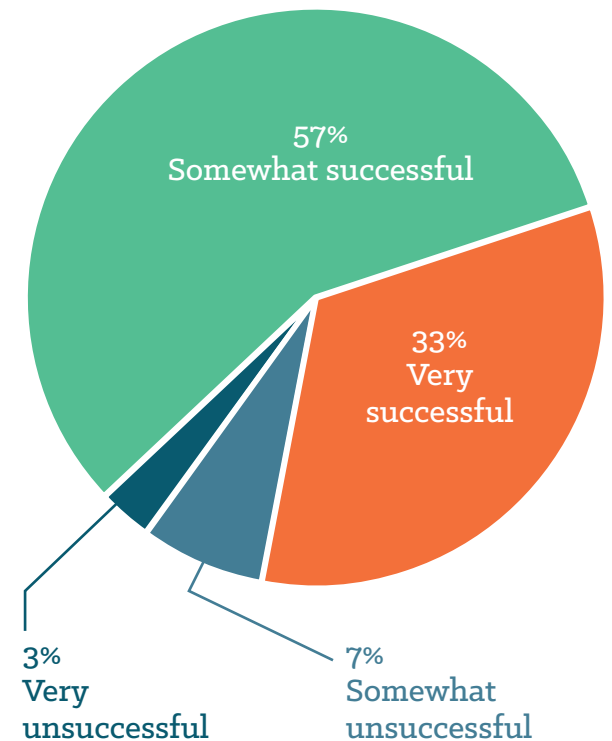


In its simplest terms, **data-driven marketing** is defined as the process of making insights and decisions that arise from the analysis of data about or from consumers. It is, in essence, systematically extracting inferences from data sets to uncover trends and create opportunities that expand marketing effectiveness.

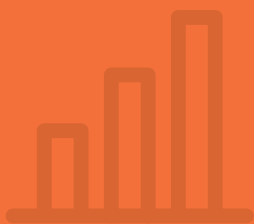
Of course, generating value from “big data” is hardly a novel concept, but marketing professionals are still grasping with ways in which they can lean on data to reliably improve lead generation programs and the customer experience.

HOW MATURE IS A DATA-DRIVEN MARKETING IN PRACTICE?

While its prevalence and value proposition is strong, only a minority of professionals who practice data-driven marketing recognize the emerging strategy's effectiveness as “very successful.”



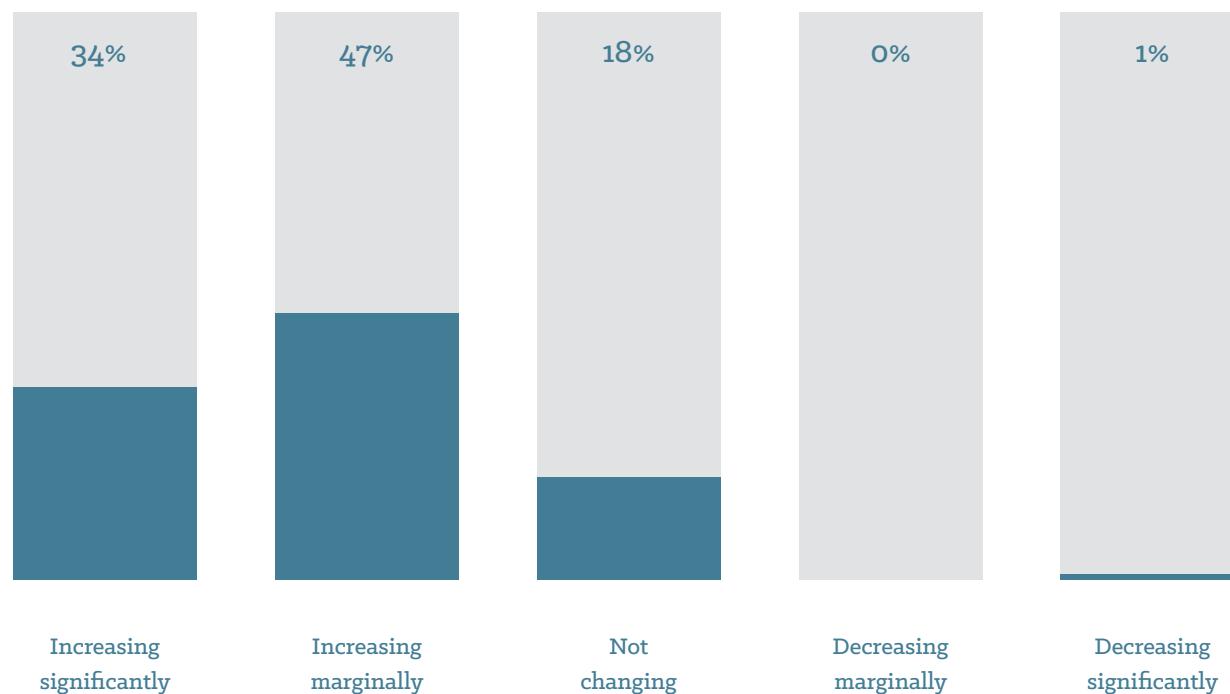
OVERVIEW: 2016 DATA-DRIVEN MARKETING BENCHMARKS FOR SUCCESS (CONTINUED)



This is the first of many conclusions drawn from the Data-Driven Marketing Trends Survey, a study ZoomInfo conducted in partnership with Ascend2. The second conclusion gleaned from the study – and this cannot be overstated enough – is that organizations see immense value in

implementing data at the heart of their marketing strategy. Of the “very successful” respondents, 81% are planning to increase the budget for data-driven marketing. Only one percent say they plan to decrease the budget.

HOW IS BUDGET CHANGING FOR DATA-DRIVEN MARKETING?



OVERVIEW: 2016 DATA-DRIVEN MARKETING BENCHMARKS FOR SUCCESS (CONTINUED)



The following study encompassed survey responses and field interviews with 234 marketing professionals from around the globe. In order to showcase what's working and what's not, the charts in this edition of the study represent the opinions of the 74 best-in-class who are "very successful" achieving their most important objectives for data-driven marketing.

Commentary and data in this report will highlight:

1. Why data lives at the heart of the entire customer lifecycle.
2. The biggest obstacles to implementing a successful data-driven marketing strategy.
3. Ways to improve data curation and management.
4. The adoption and investment of data-driven marketing as a strategy.

Note: This research has been produced for your use. Put it to work in your own marketing strategy planning and presentation materials. 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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PERSONALIZATION IS AT THE TOP OF THE WISH LIST

Most Important Objective to Achieve

It's no secret that content has long been considered the lifeblood of any contemporary marketing strategy. This is why you're constantly reminded "Content is king." It plays a role in lead generation, branding, onboarding, customer satisfaction and so much more. However, content is only powerful if it's relevant, which is why, according to The Content Marketing Institute, among best-in-class B2B content marketers, 71% tailor content to the profile of the decision maker.

So what, then, is data's role in the path to personalization? On a basic level, customer and prospect data can empower content through personalization. Consequently, marketing professionals are leaning on data as a key driver to automate better marketing engagement by serving up content based on user demographics, behavior, and any number of customizable triggers.

Personalizing online interactions to optimize the customer experience is no longer an option.

It is a requirement and the number one objective for 64% of companies with a "very successful" data-driven marketing strategy.

WHAT ARE THE MOST IMPORTANT OBJECTIVES OF A DATA-DRIVEN MARKETING STRATEGY?



DATA EFFECTIVENESS DEPENDS ON ITS RELIABILITY, AND THAT'S A PROBLEM

Most Challenging Obstacles To Success

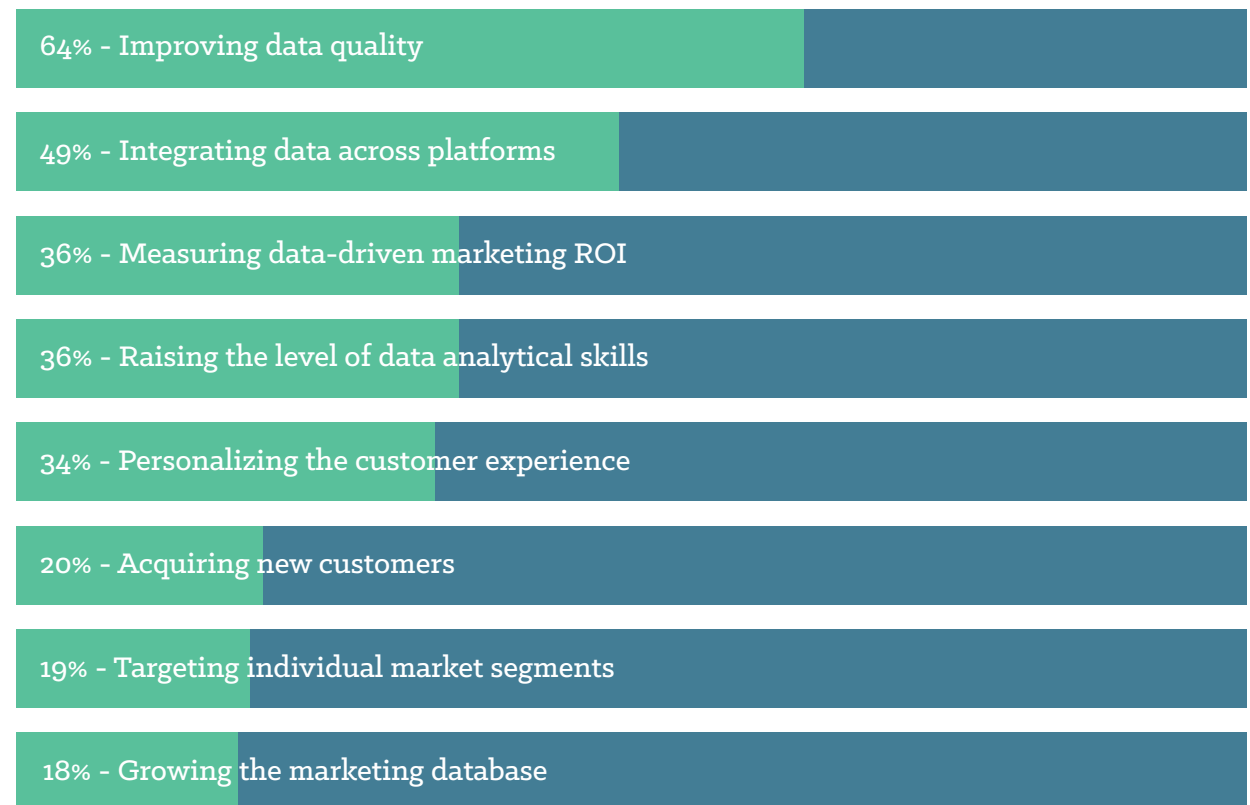
Data, by nature, is static. On its own, data does not change; although, if used properly, data can create change. It can be used to predict outcomes, identify trends, target markets and, as previously outlined, drive personalization. These aspirational use cases are immediately derailed if a marketing professional is relying on data that is unreliable. If the intel is bad, then so is its value. Data-driven marketers know this, and with data decaying on a regular basis naturally, improving quality is universally cited as the most challenging obstacle to achieving a successful data-driven marketing strategy.

Rounding out the responses, it's not surprising that integration and ROI measurement are other obstacles. Technology platforms playing nice with one another is an issue that goes well beyond data. Meanwhile, ROI analysis depends on data quality.

64% of the "very successful" say that improving data quality is the most challenging obstacle to data-driven marketing success.

The second most challenging obstacle is integrating this data across disparate platforms, a technical issue faced by slightly less than half (49%) of companies.

WHAT ARE THE MOST CHALLENGING OBSTACLES TO DATA-DRIVEN MARKETING SUCCESS?



DOES POOR DATA QUALITY RUIN SUCCESS?

Quality Of Data Used For Marketing Purposes

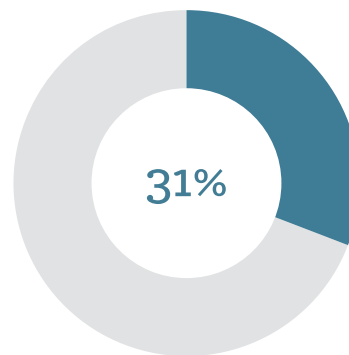
The 18% of “very successful” data-driven marketing respondents who say they suffer from poor data quality still reap benefits. This could be a case of extreme volume that prevents them from realistically upgrading their quality assessment or, rather, use cases that don’t require pristine quality. A heavy indication exists here that using data, whether poor or perfect, to improve marketing efforts is a worthwhile venture for organizations to pursue.



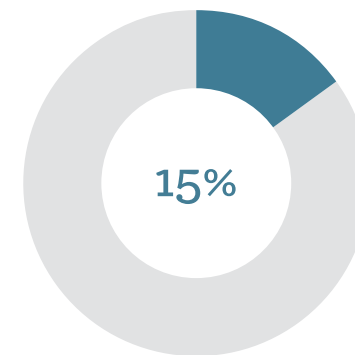
Despite their “very successful” status, 18% still describe their data quality as poor, hindering the effective execution of personalization tactics.

However, 31% describe the quality of data used for marketing purposes as “very good” and another 51% as “somewhat good.”

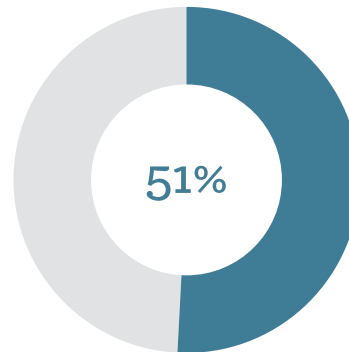
WHICH BEST DESCRIBES THE QUALITY OF DATA YOUR COMPANY USES FOR MARKETING PURPOSES?



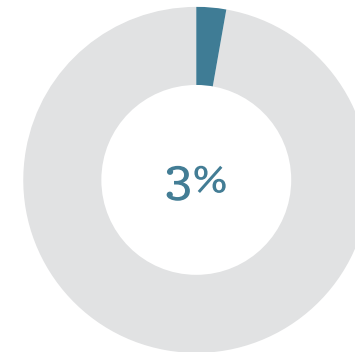
Very good



Somewhat poor



Somewhat good



Very poor

IDENTIFYING THE 'SOURCE' OF SUCCESS

How Data Is Curated & Maintained

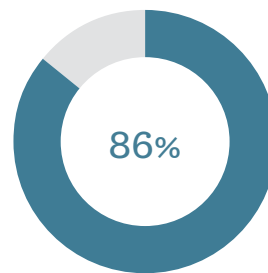
No matter where marketing data comes from, it's apparent that organizations have yet to figure out a way to achieve success without the aid of a trusted vendor. This could be in the form of ongoing consultation and analysis or turning to software to help maintain and improve data quality.



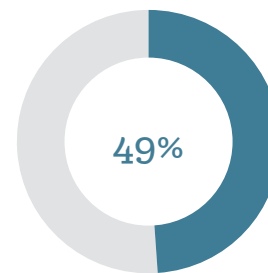
Data is only as good as its source: Data collected and owned by a company is used by a resounding 86% of data-driven marketers.

However, nearly half (49%) of companies use data collected by trusted marketing partners.

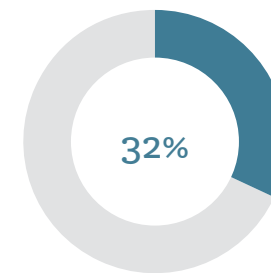
WHAT SOURCES OF DATA DOES YOUR COMPANY USE FOR MARKETING PURPOSES?



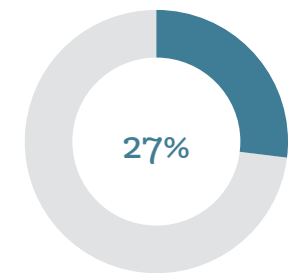
Data collected and owned by your company



Data collected by trusted marketing partners



Data collected by channel partners, VARs, etc.



Data purchased by third party list vendors etc.

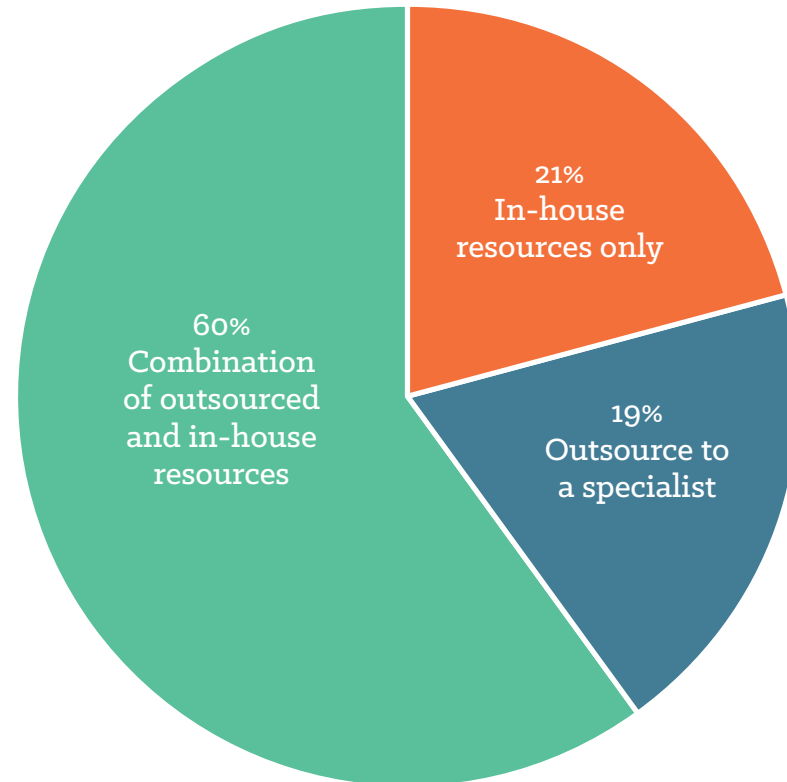
IDENTIFYING THE 'SOURCE' OF SUCCESS (CONTINUED)



Turning good into better: You already know continuous data quality improvement is the biggest challenge to a data-driven marketing strategy.

81% of “very successful” data-driven marketers outsource all or part of their data quality improvement initiatives to gain capabilities not available in-house and improve data-driven marketing performance.

WHAT ARE THE MOST EFFECTIVE RESOURCES USED FOR IMPROVING DATA QUALITY?



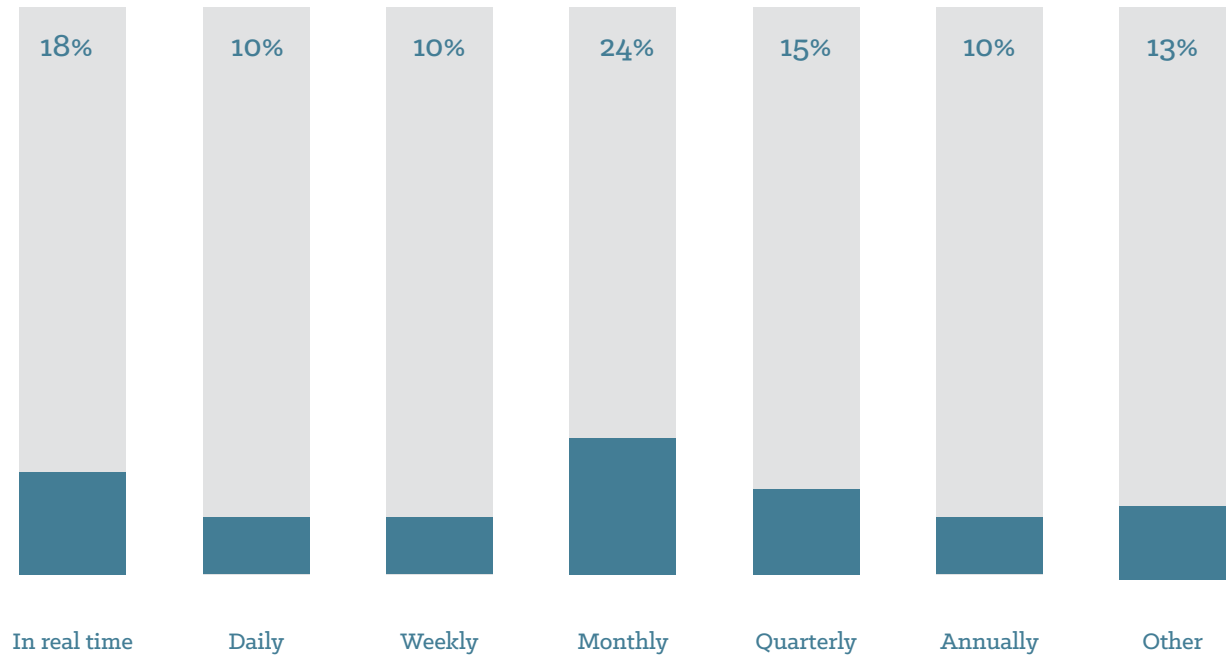
IDENTIFYING THE 'SOURCE' OF SUCCESS (CONTINUED)



Best Practices: Whether accomplished in-house or by an outside resource, the frequency of data cleansing is in direct relation to the quality of the data.

62% of “very successful” data-driven marketers cleanse data used for marketing purposes at least one a month in an effort to improve quality.

HOW FREQUENTLY IS YOUR DATA CLEANSED TO OPTIMIZE DATA QUALITY?



WHAT DATA FIELDS MARKETERS VALUE MOST

Most Useful Contact Data Collected Online

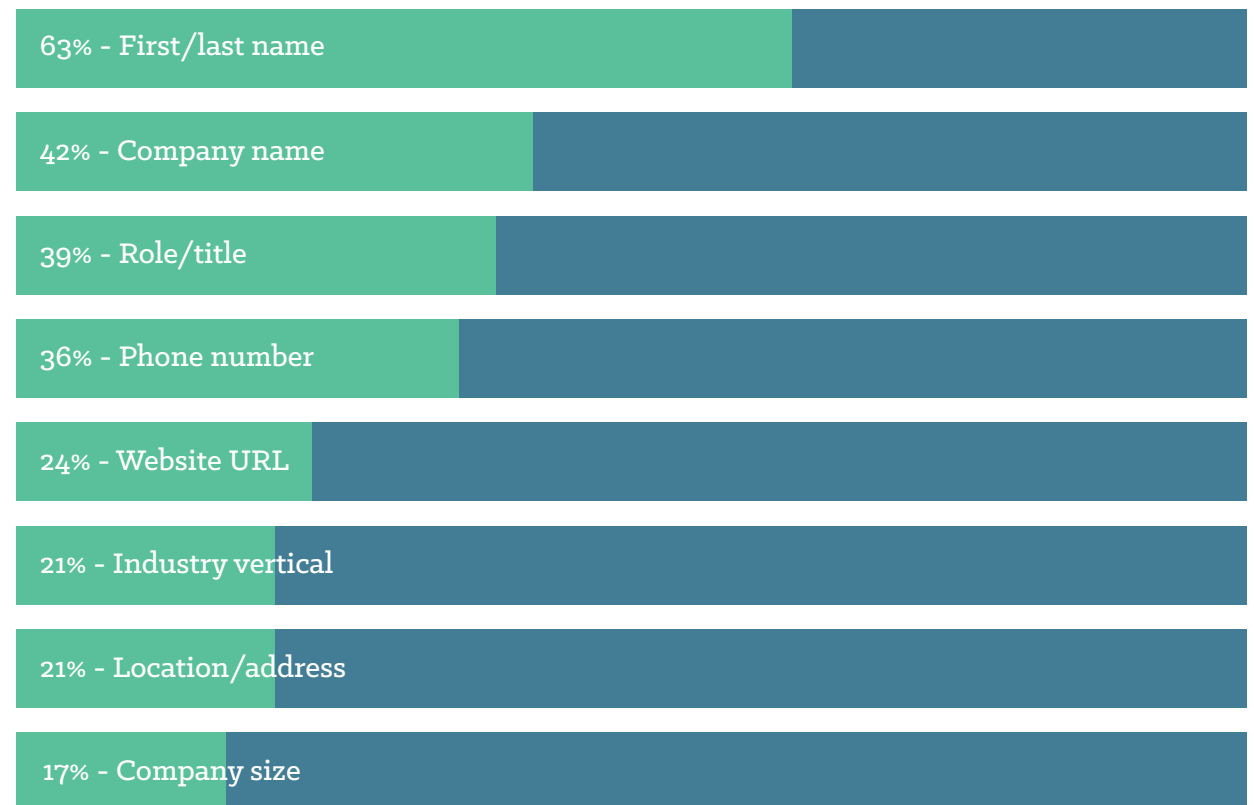
Most companies rely on third-party participation with data curation and management, albeit using a consulting agency or software tools. In terms of information completion, companies would be wise to invest in the latter to help improve marketing campaign performance. Data vendors have tools that help verify and auto-fill a prospect, customer, or account's ancillary information after conversion.



The fewer the number of contact fields required in an online form, the higher the response rate. But which fields are most useful?

In addition to the email address, 63% of the “very successful” want to collect the name of the contact, which is the primary data point used for personalization.

IN ADDITION TO EMAIL ADDRESS, WHAT ARE THE MOST USEFUL CONTACT DATA FIELDS COLLECTED IN ONLINE FORMS?



RESEARCH METHODOLOGY AND SURVEY DEMOGRAPHICS



Ascend2 benchmarks the performance of widely-adopted digital marketing strategies and practices using a standardized questionnaire, research methodology and proprietary 3-Minute Survey format. Findings are examined in a quantitative context by experienced analysts and reported objectively.

This survey was conducted online from a panel of more than 50,000 US and international marketing, sales and business professionals. The following is a breakout of the company sizes and respondent roles represented in this report:



NUMBER OF EMPLOYEES

More than 500	20%
50 to 500	24%
Fewer than 50	56%



ROLE IN THE COMPANY

Owner / Partner / C-Level	51%
Vice President / Director / Manager	36%
Non-Management Professional	14%

ABOUT THE RESEARCH PARTNERS



Accelerate your growth with ZoomInfo, an Inc. 5000 company.

ZoomInfo's Growth Acceleration Platform offers the most accurate and actionable B2B contact and company intelligence to help organizations accelerate growth and profitability. The continuously updated database enables sales and marketing teams to execute more effective marketing campaigns and improve sales prospecting efforts with access to on-demand direct dial phone numbers, email addresses, and background information.

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