

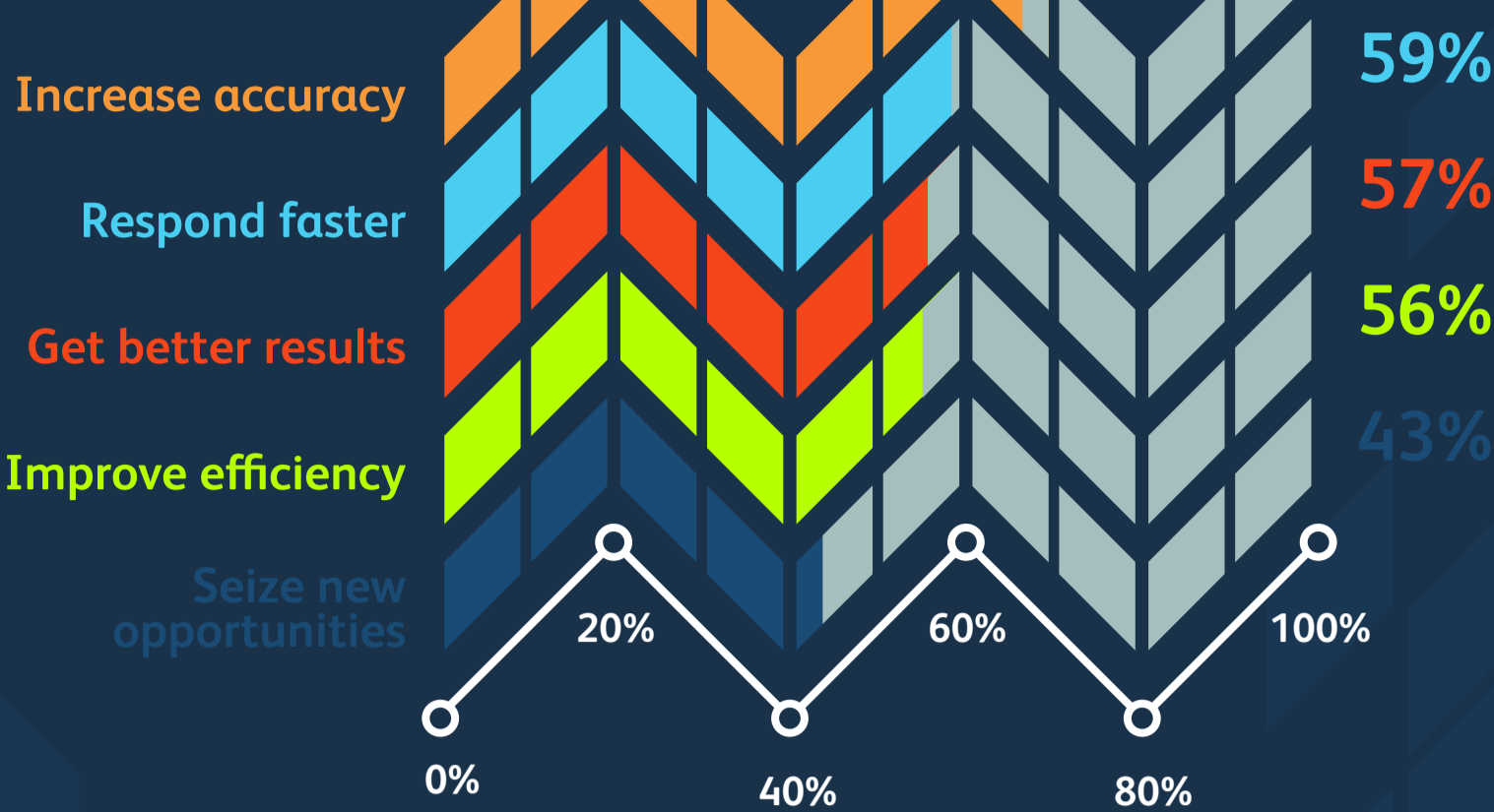


3 DEGREES OF MARKETING INTELLIGENCE

Marketing intelligence is the data—and the process of using it—to guide marketing decisions.



Marketers make decisions based on data to:



Marketers rely on data to different degrees.

Are you an intuitive, insightful or intelligent marketer?



Intuitive Marketers

Intuition has its place in decision-making, but detached from analysis, it's an undependable guide, which leads to unpredictable outcomes.



What's stopping marketers from adapting more data-driven decision-making?

- 97%** of marketing leaders don't believe they have the right talent to fully leverage marketing analytics.¹
- 74%** of marketers don't believe their marketing analytics tools are well integrated and work seamlessly together.²
- >80%** of marketers say silos within marketing obscure a seamless view of campaigns and customers.³

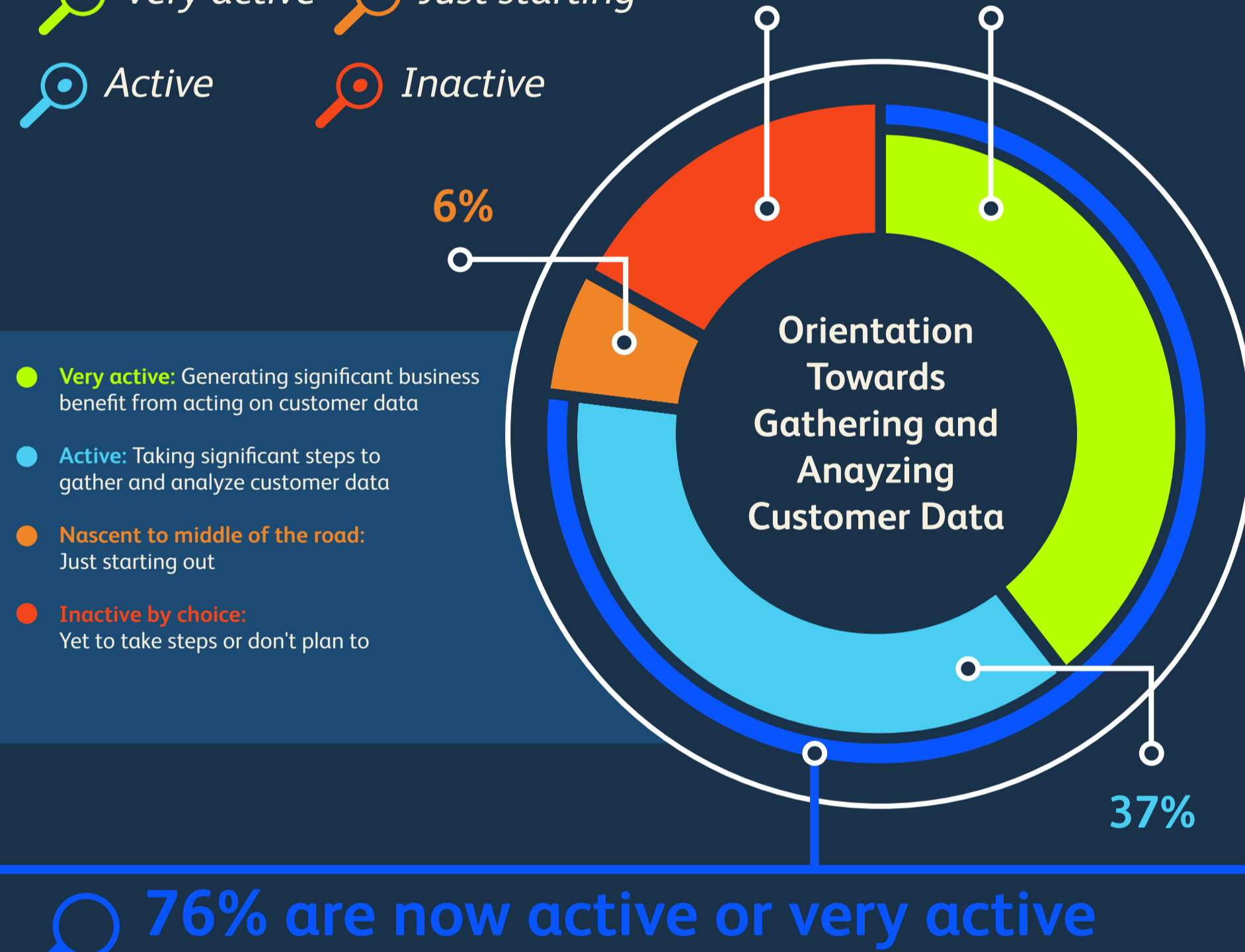
Insightful Marketers

Insightful marketers collect data, but fall short of using it strategically. The biggest stumbling block is moving from data to insight to action.⁴



- 19%** of marketers track all of their marketing efforts in order to drive improvement via reporting.¹
- 87%** of marketers today consider data the most underutilized asset in marketing organizations.³
- <25%** Fewer than a quarter of companies integrate customer data across channels to provide a single customer view.⁵

Level of Activity Analyzing Customer Data



76% are now active or very active in gathering and analyzing customer data.³



Intelligent Marketers

Intelligent marketers create a data-driven culture. They leverage advanced analytical capabilities to create a clear picture of customer preferences, activity and profitability.

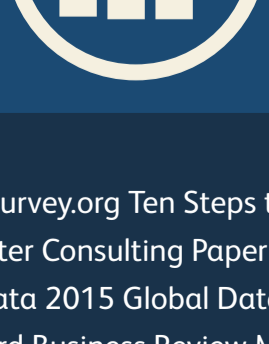
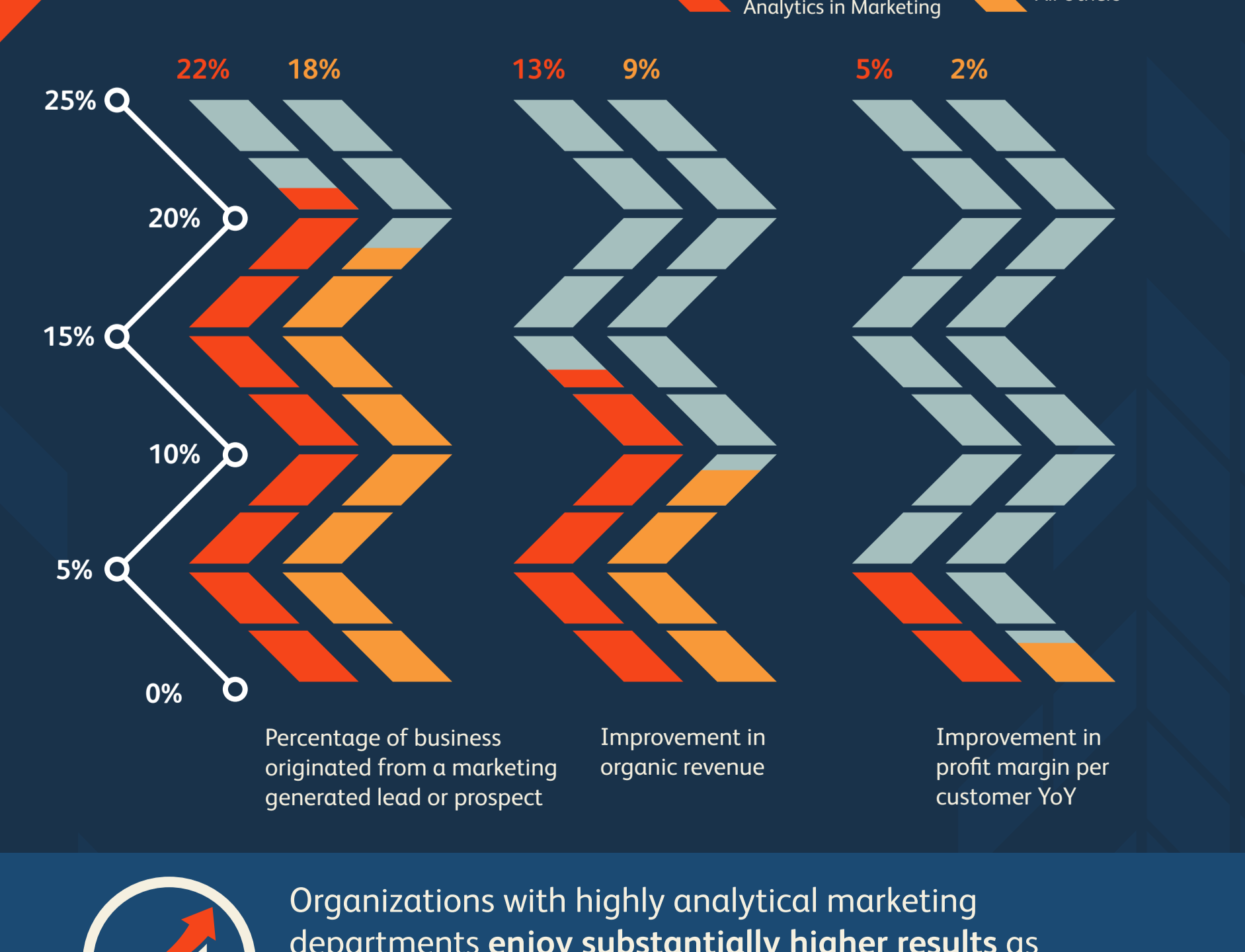
Forrester claims **"sophisticated marketers"** report they are able to:

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- Integrate marketing analytics tools
 - Increase content relevance
 - Identify customers and personalize their experiences
 - Measure their programs
 - Assign attribution to customer touchpoints

53% of sophisticated marketers stated they adhere to well-established marketing metrics that tie directly to business objectives.²

5+ Marketers who deploy a marketing measurement stack of five or more tools are 39% more likely to see improvement in the overall performance of their marketing programs.²

The ROI of Marketing Analytics



Organizations with highly analytical marketing departments **enjoy substantially higher results** as measured by business close rates on marketing generated leads, revenue improvements, and margins per customer.⁶

¹ CMOSurvey.org Ten Steps to Better Use of Marketing Analytics (2016)
² Forrester Consulting Paper Commissioned by Google, Discover How Marketing Analytics Increases Business Performance
³ Teradata 2015 Global Data-Driven Marketing Survey
⁴ Harvard Business Review Marketing in the Driver's Seat: Using Analytics to Create Customer Value
⁵ Harvard Business Review Marketing Analytics Can Improve the Customer Experience 2016
⁶ Aberdeen Group Marketing Analytics: The ROI of Insight and the Advantage of the Cloud (2015)