

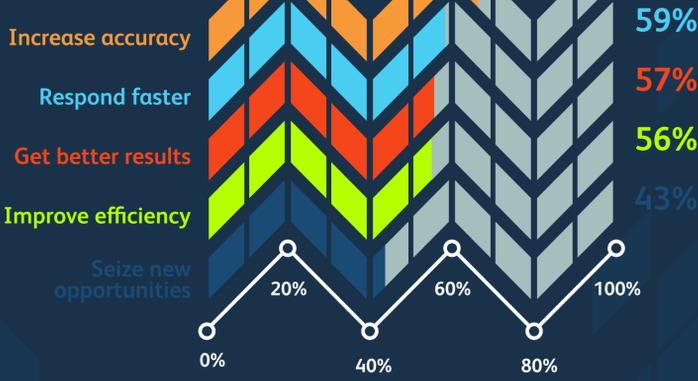


# 3 DEGREES OF MARKETING INTELLIGENCE

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



Marketers make decisions based on data to:



(Source: Teradata 2015 Global Data-Driven Marketing Survey)

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.<sup>1</sup>

74% of marketers don't believe their marketing analytics tools are well integrated and work seamlessly together.<sup>2</sup>

>80% of marketers say silos within marketing obscure a seamless view of campaigns and customers.<sup>3</sup>

## 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.<sup>4</sup>



19% of marketers track all of their marketing efforts in order to drive improvement via reporting.<sup>1</sup>

87% of marketers today consider data the most underutilized asset in marketing organizations.<sup>3</sup>

<25% Fewer than a quarter of companies integrate customer data across channels to provide a single customer view.<sup>5</sup>

## Level of Activity Analyzing Customer Data



76% are now active or very active in gathering and analyzing customer data.<sup>3</sup>



## 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:

- 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.<sup>2</sup>

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.<sup>2</sup>

## 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.<sup>6</sup>

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