



The Secret of Successful Data-Driven Marketers

High quality data fuels data-driven marketing success. And marketers need accurate data to orchestrate exceptional customer experiences at every touchpoint.

Informatica, in partnership with Dun & Bradstreet, engaged Ascend2 to field the Data-Driven Marketing Trends Survey. Discover how the smartest marketers are overcoming their data challenges to reap the rewards.



Today's consumers want brands to know them as individuals. They want product offers tailored to their preferences – at that moment.

Today's savviest marketers rely on data to meet customer expectations. But, they can't create accurate, personalized messaging and targeted offers without one key ingredient: high quality data.

The Marketer's Challenge

What are the most important objectives of data-driven marketers?

58%
Want to personalize the customer experience

50%
Focus on targeting individual market segments

Marketers aren't just utilizing their own company's data. They are relying on external data, which further complicates their data quality initiatives.



50%
use data from trusted marketing partners

62%
purchase third-party data from list vendors or channel partners

What do data-driven marketers struggle with the most?

57%
Improving data quality

50%
Integrating data across platforms

How well a company is able to personalize the customer journey is directly related to the quality of its marketing data.

But, many marketers are struggling to achieve data quality.

Imperatives for High Quality Data

To build a foundation of great data, successful data-driven marketers validate and enrich the quality of their data and unify the data across sources for cross-channel optimization to support the entire customer journey.



What's the Secret of Successful Data-Driven Marketers?

26%
of companies with high data standards are significantly increasing their budget on data-driven marketing.

And they're using several tactics to maintain the quality of their data.

39% Cleanse their marketing data on a frequent basis

80% Outsource all or part of their data **quality** improvement initiatives

1:5 Nearly 1 out of 5 best-in-class companies (19%) use real-time data validation to maintain the highest data quality standards



The results achieved by successful data-driven marketers and the returns on investment from their data-driven marketing programs are directly tied to the quality of their marketing data.



Learn more about what smart data-driven marketers are doing by **DOWNLOADING** the **Ascend2 Data-Driven Marketing Trends Report TODAY!**