

# Enterprise Perspective on Marketing Data & Technology Strategy

Research Conducted in Partnership with Ascend2

---

## Read through this research to learn about:

<b>Enterprise Perspective on Marketing Data &amp; Technology Strategy</b>	<b>4</b>
<b>Top Priorities</b>	<b>5</b>
<b>Strategic Success</b>	<b>6</b>
<b>Challenging Barriers</b>	<b>7</b>
<b>Priorities Versus Barriers</b>	<b>8</b>
<b>Data Integration</b>	<b>9</b>
<b>Data Quality &amp; Accuracy</b>	<b>10</b>
<b>Most Effective Data Sources</b>	<b>11</b>
<b>How Effectiveness is Changing</b>	<b>12</b>
<b>Most Difficult Data Sources</b>	<b>13</b>
<b>Effectiveness Versus Difficulty</b>	<b>14</b>
<b>About the Research Partners</b>	<b>15</b>

---

## Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics, and the technology that drives them with a standardized online questionnaire and a proprietary three-minute survey format.

This survey was fielded to a panel of marketing influencers and marketing research subscribers.

### Survey Respondents

#### Marketing Channel

**36%**

Business-to-Business (B2B)

**35%**

Business-to-Consumer (B2C)

**29%**

B2B & B2C

#### Primary Role in Company

**30%**

Owner / Partner / C-Level

**44%**

VP / Director / Manager

**26%**

Non-Management Professional

# Enterprise Perspective on Marketing Data and Technology Strategy

There are countless forms and sources of data available today. The way it is utilized can have a profound impact on the success of your marketing technology systems. **But what does an effective marketing data and technology strategy look like from the enterprise perspective?**

To help you answer this question, LeadCrunch in partnership with Ascend2 fielded the Marketing Data and Technology Strategy Survey.

*This report, titled Enterprise Perspective on Marketing Data and Technology Strategy, exclusively represents the opinions of marketers responding to the survey who are influencers in the enterprise (companies with 500 or more employees) space.*

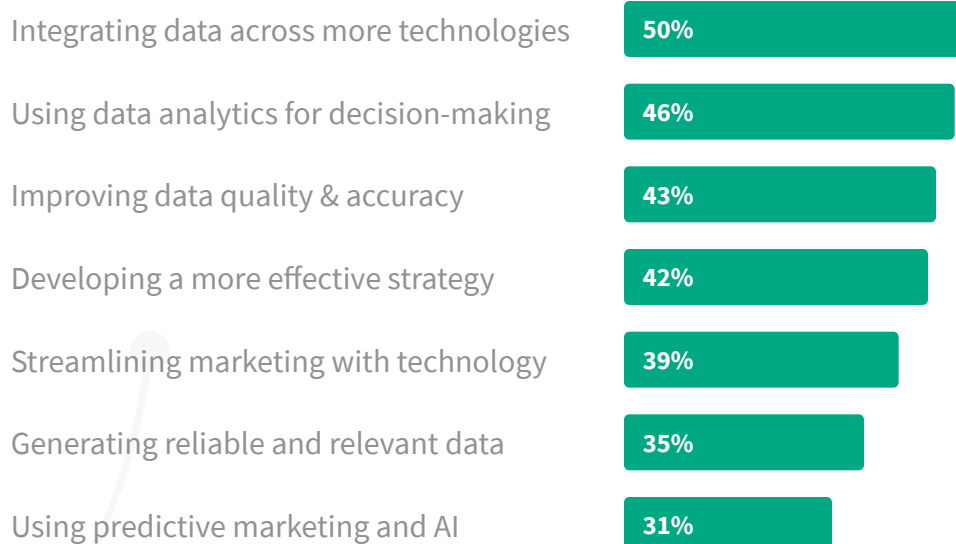
This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Published June, 2019.

## Top Priorities

Half (50%) of enterprise marketers report that integrating data across more technologies is a top priority for a marketing data and technology strategy to achieve. Using data analytics for decision-making and improving data quality and accuracy are also top priorities for 46% and 43% of survey respondents, respectively.

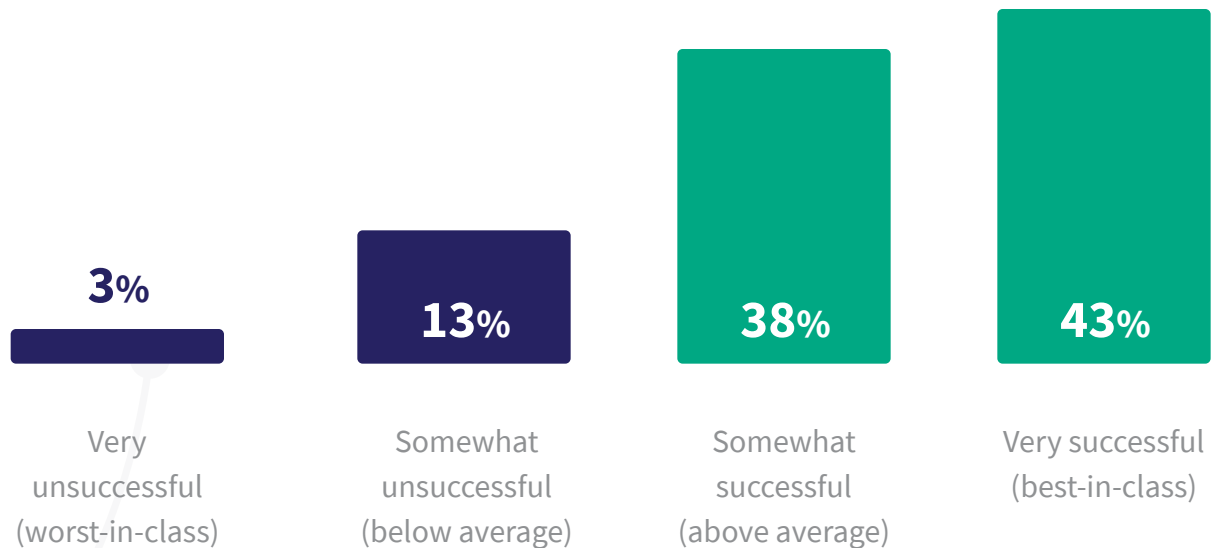
### What are the top priorities for a marketing data and technology strategy?



## Strategic Success

About 8 out of every 10 (81%) of those enterprise marketers surveyed say that their marketing data and technology strategy is successful to some extent at achieving top priorities. A 43% majority describe this success as best-in-class compared to competitors.

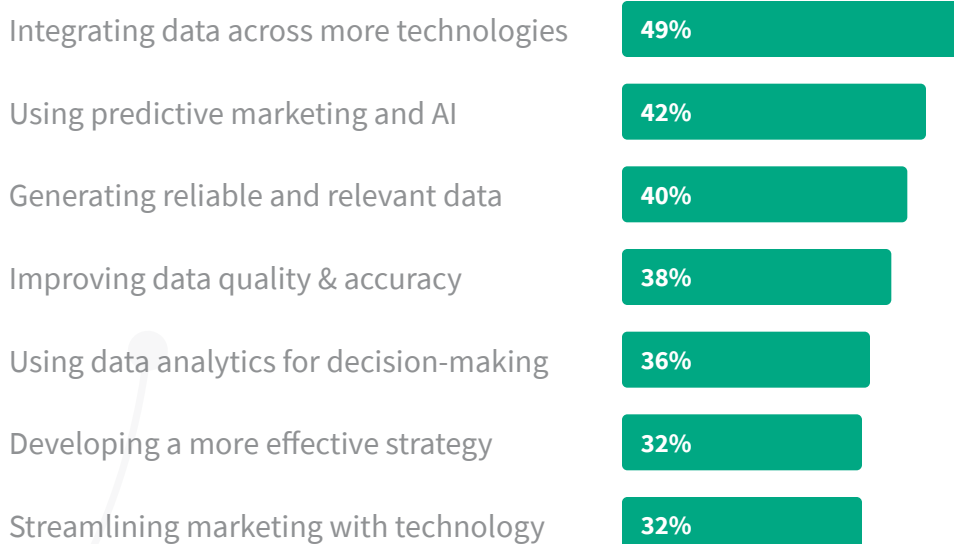
How **success** is your marketing data and technology strategy at achieving the top priorities?



## Challenging Barriers

Integrating data across more technologies proves to be a most challenging barrier to the success of a marketing data and technology strategy according to nearly half (49%) of enterprise marketers. Close behind, 42% of those surveyed report that using predictive marketing and AI is also a critical challenge to strategic success.

**What are the most challenging barriers to marketing data and technology success?**

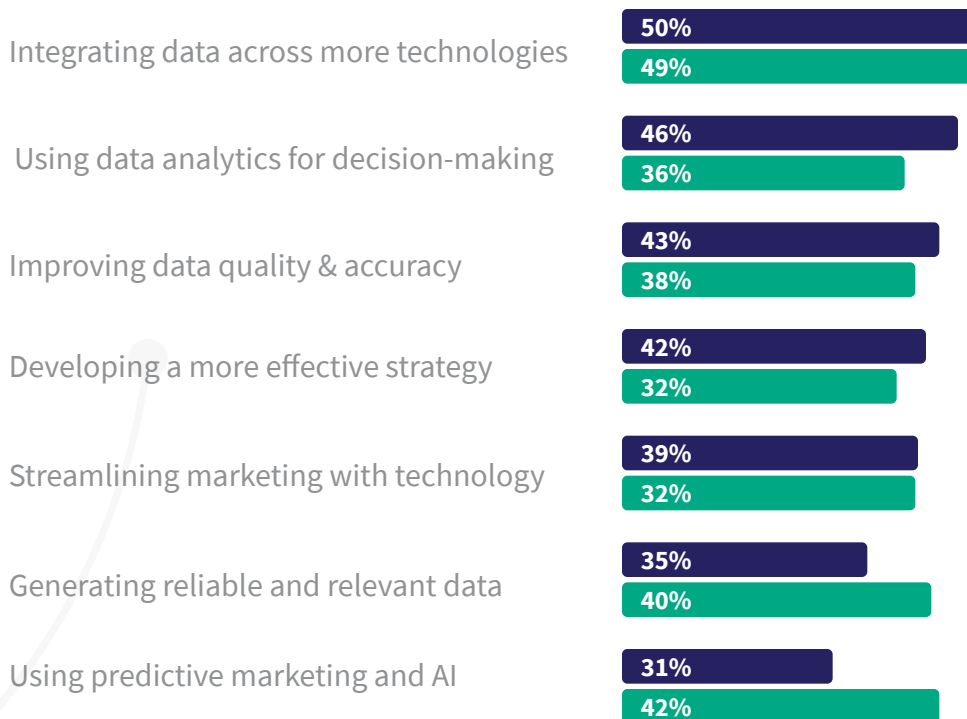


# Priorities Versus Barriers

When creating and implementing a marketing data and technology strategy, it is important for enterprise marketers to consider top priorities in comparison to greatest challenges in order to optimize for strategic success.

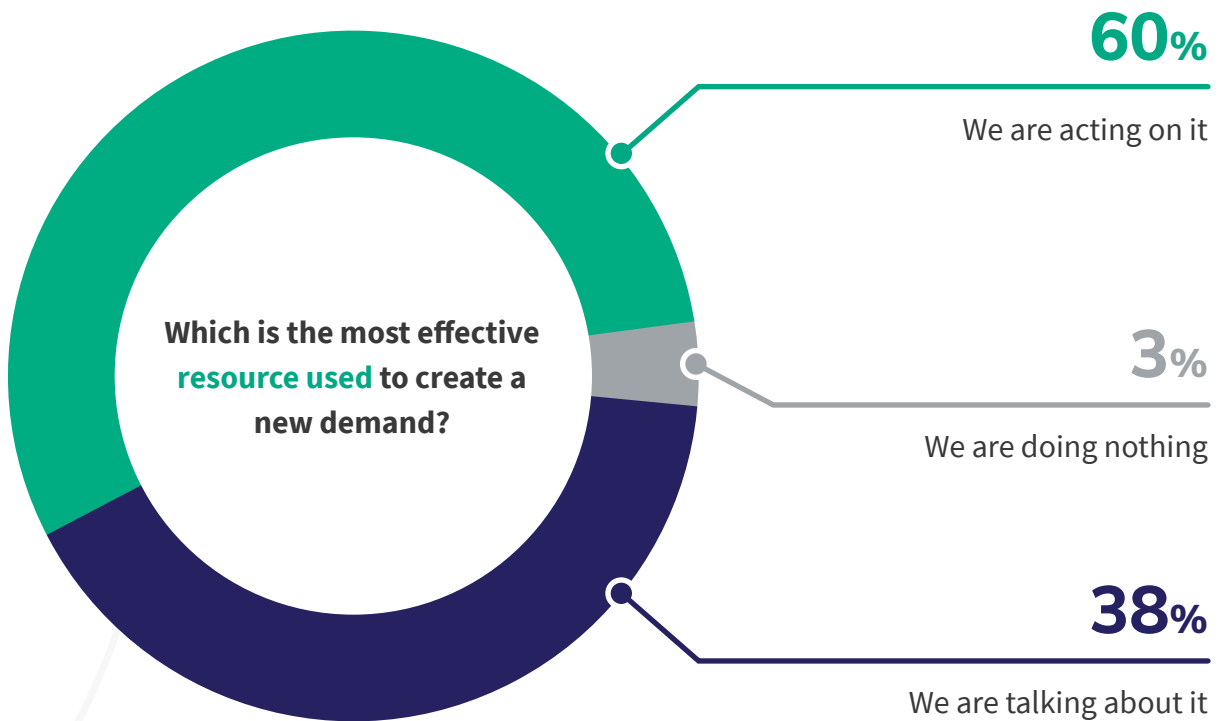
## Comparing top priorities and challenging barriers.

- TOP PRIORITIES
- CHALLENGING BARRIERS



## Data Integration

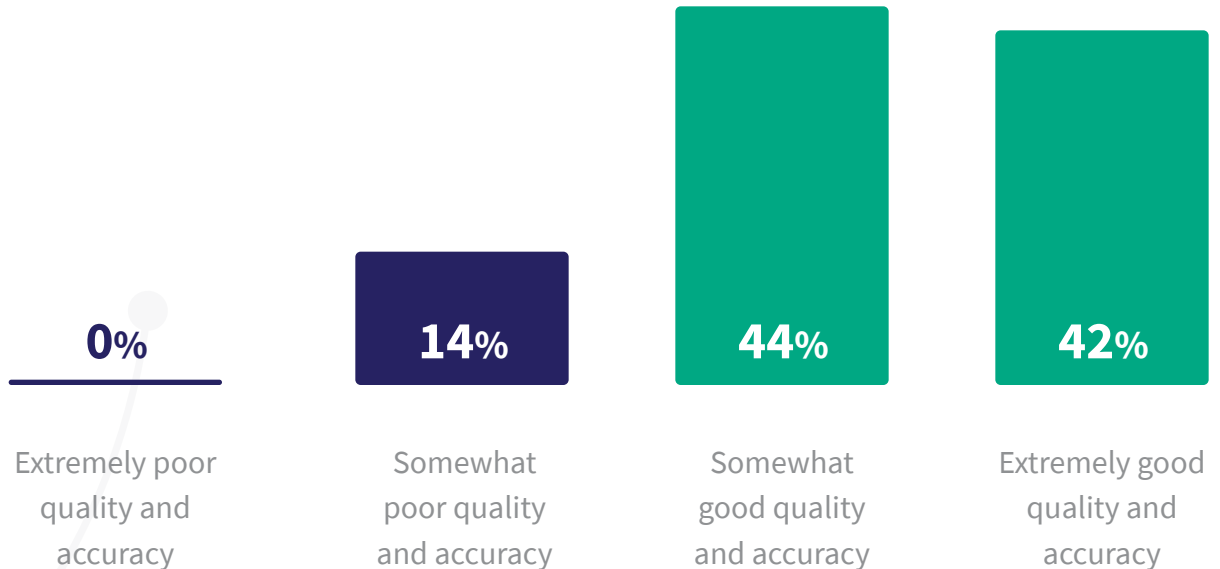
As shown above, marketing data and technology strategies are viewed by most enterprise marketers as very successful at achieving top priorities. That is why a 60% majority say that they are currently acting on integrating data across marketing technologies while 38% report that they are talking about it.



## Data Quality and Accuracy

The reliability of data used to fuel marketing technologies is crucial to success. The vast majority (86%) of enterprise marketers surveyed report that the quality and accuracy of data currently used for marketing purposes is good to some extent, with 42% describing the quality and accuracy as extremely good.

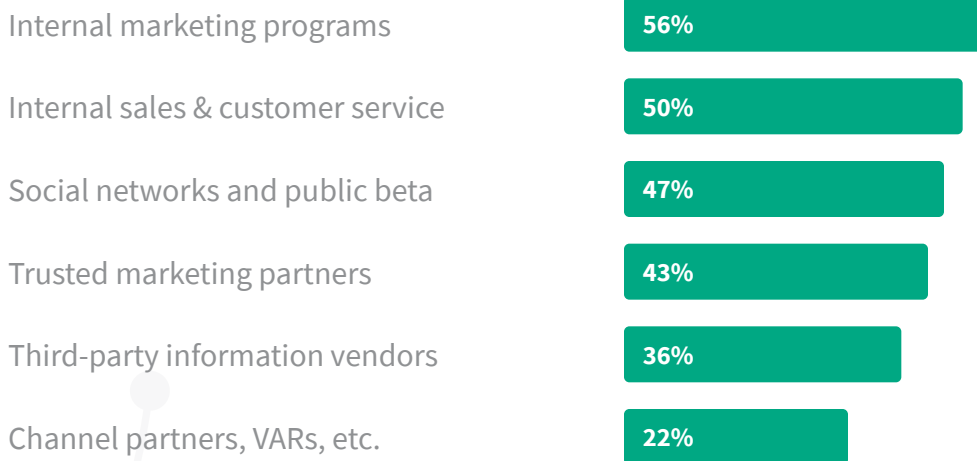
Which best describes the **quality and accuracy** of data currently used for marketing purposes?



## Most Effective Data Sources

Marketing data sourced from in-house resources tends to be most effective according to enterprise marketers surveyed who say that internal marketing programs (56%) and internal sales and customer service (50%) are the most effective sources of marketing data used.

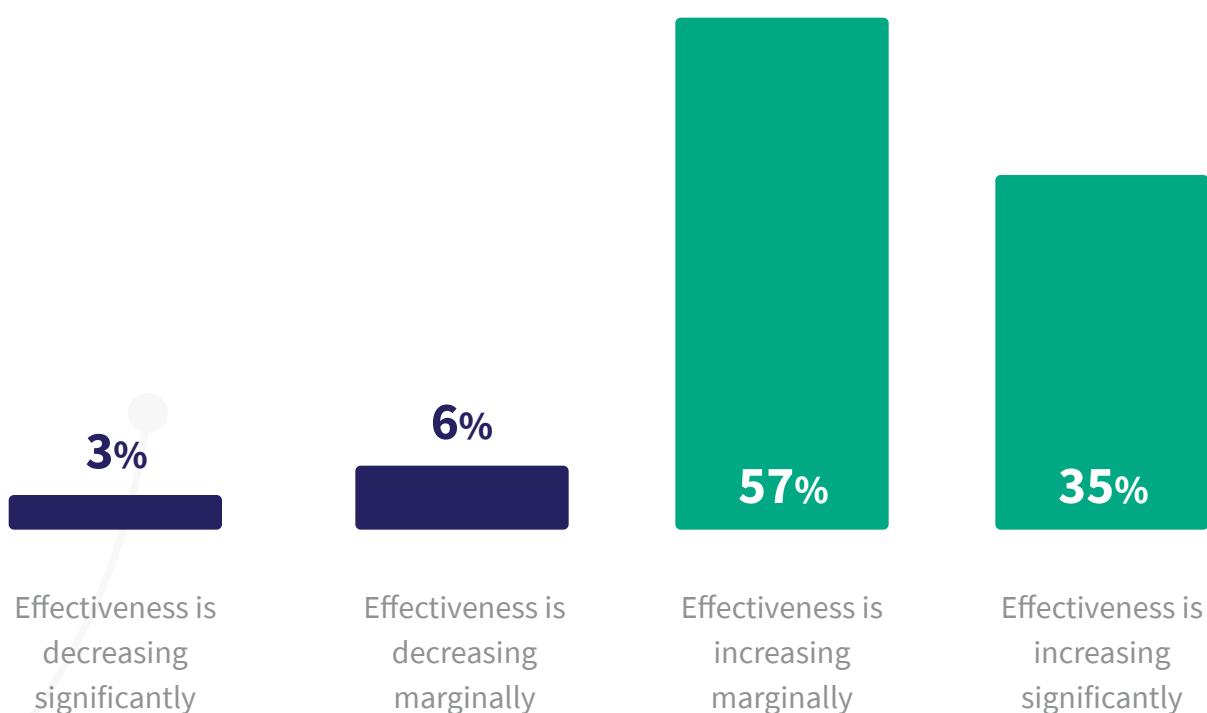
**What are the most effective sources of marketing data used?**



## How Effectiveness is Changing

Over one-third (35%) of marketing influencers for enterprises say the effectiveness of the marketing data used is increasing significantly. Only 9% of those surveyed report that effectiveness is decreasing to some extent.

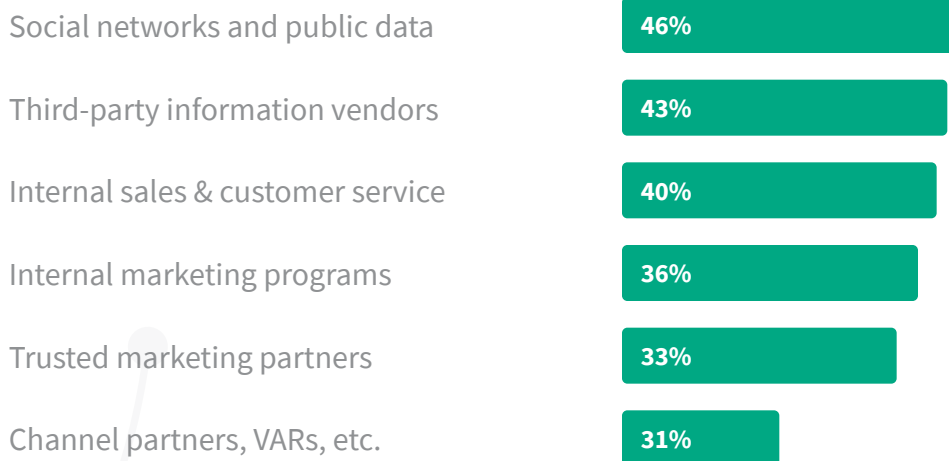
How is **effectiveness changing** for the marketing data used?



## Most Difficult Data Sources

Nearly half (46%) of enterprise marketers report that they have the most difficulty obtaining marketing data from social networks and public data. Third-party information vendors and internal sales and customer service are also difficult sources according to 43% and 40% of those surveyed, respectively.

### What are the most difficult sources of marketing data to obtain?

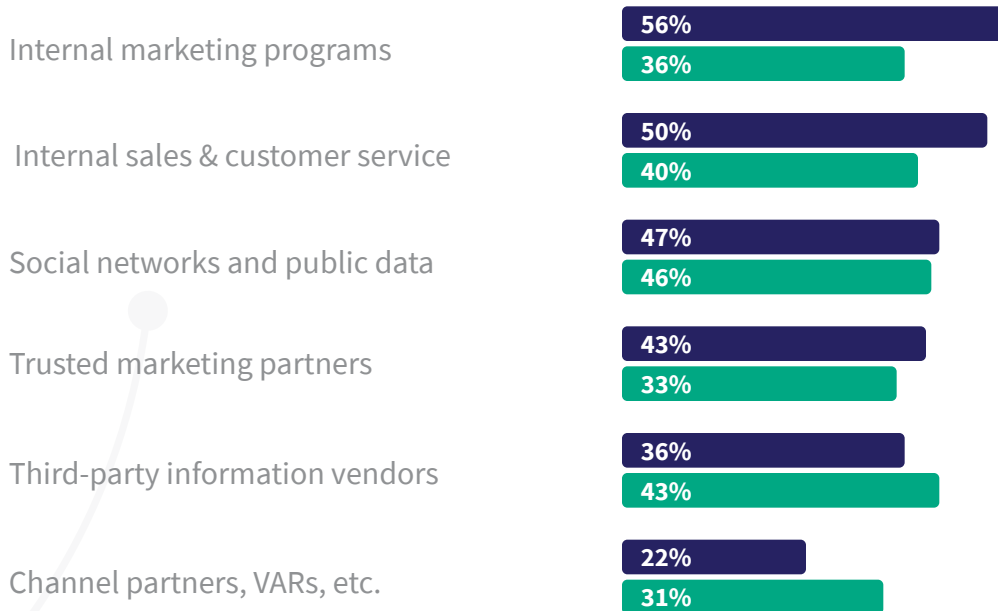


# Effectiveness Versus Difficulty

Sources that are significantly more effective than difficult to obtain data from (for example, Internal marketing programs) are more likely to be integrated into a marketing data and technology strategy than those that are more difficult than effective (for example, Channel partners and VARs).

## Comparing source effectiveness and difficulty.

- EFFECTIVE SOURCES
- DIFFICULT SOURCES



## About the Research Partners

### **LeadCrunch** <sup>[ai]</sup>

LeadCrunch uses Artificial Intelligence and a patented approach to B2B data we call “vectors”. The platform identifies prospects most likely to become your lasting, lucrative clients.

We then engage your personas with your B2B content, all on a cost- per-lead basis. Each lead passes through a multi-touch validation process, backed by a quality guarantee.

Learn more at [Leadcrunch.com](https://leadcrunch.com)

### **Ascend2** RESEARCH-BASED MARKETING

Marketing technology companies and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel.

Learn more at [Ascend2.com](https://ascend2.com)

### **Attribution**

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