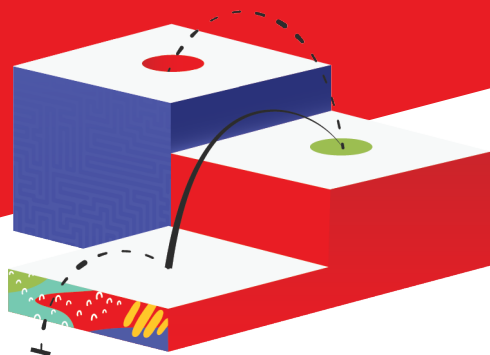




Level up your data-driven marketing game

Discover where your data-driven
marketing strategy is today – and
where it can go tomorrow.





Design integrated experiences that make customers happy

Data-driven marketing is the art and science of using all the data from your engagements with prospects and customers to build better marketing strategies that will personalise the customer experience and drive sales. You see it in action whenever your favourite online retailer automatically recommends new items that you might have picked out for yourself – and then you see ads everywhere for the products you clicked on.

But data-driven marketing is more than just retargeting or remarketing. It's designing an integrated experience that drives conversions at scale and makes your customers happy. It's operating across every channel and making sure your marketing and sales teams are in lockstep.

Data-driven marketing has changed how marketing teams operate.

The marketing process used to stop when leads were passed to sales. Today's marketing teams, however, are using sales data to validate their lead-scoring methods. Knowing their way around quantitative data has become a part of many marketers' jobs. The data to indicate where prospects are on the buyer's journey is out there – and marketers need this to create more personalised communications. This is one reason you've seen CMOs hiring data scientists.

If you're not where you want to be with data-driven marketing yet, this guide can help. The following pages will help you assess the maturity of your data-driven marketing strategy, including where you are today and where you can go tomorrow.

How much does analytics play into your current marketing strategy?

Data-driven marketing is gaining traction. Over 40 percent of brands plan to expand their data-driven marketing budgets, according to eMarketer. And as Deloitte states, companies use marketing analytics in their decision-making process 43.5 percent of the time, which represents a 13.1 percentage point increase since 2013.



More than 40% of brands plan to expand their data-driven marketing budgets.

However, many enterprises have not reached peak data-driven marketing. Most marketing departments have a database, but either it's polluted with inaccurate data, it doesn't capture enough data, or the data it does capture doesn't answer key questions like these:

- When is the right time to pass a lead on to sales?
- What data do I need to route the lead to sales?
- How early can I get that data?
- How accurate is it?
- Does the data disperse leads correctly?

Essentially, some organisations are still not using all of the analytics at their disposal.

How mature is your data-driven marketing programme?

Data-driven marketing gives you the edge you need to stay competitive in today's market. Here are four key reasons why developing a mature data-driven marketing programme is worth your while:

- 1. It can improve the effectiveness of all your marketing campaigns, from local to global.**

Data-driven strategies are proven to help B2C, D2C and

B2B businesses build and refine ultra-personalised campaigns. In an [Accenture survey](#) of 200 marketing executives, 40 percent reported that customer personalisation efforts had a direct impact on maximising sales, basket size and profits in direct-to-consumer channels. Another 37 percent pointed to increased sales and customer lifetime value through product or content recommendations.

For B2B companies, data-driven marketing is also incredibly effective. Most business buyers (73 percent) say they want a personalised, consumer-like experience. And according to Campaign Monitor, B2B marketers see an average revenue bump of 760 percent when they switch from email blasts to customised, segmented email campaigns.



Marketers see a **760% increase in revenue** when B2B marketers switch from email blasts to segmented email campaigns.

In addition to increased sales, data-driven analysis can also help you gain deeper insight into which strategies and tactics are most effective. Without this information, you're operating at a disadvantage compared to your competitors.

2. It can help you understand the nuances of the buyer's journey.

Connecting your marketing database to your CRM system gives

you added visibility into what customers do before they buy – and before they make repeat purchases.



40% of market executives believe that **customer personalisation** maximises sales, basket size and profits.



37% of market executives say **product or content recommendations** help increase sales and customer lifetime value.

3. It can help you prove the value of marketing to your executive team.

Marketing outcomes are typically difficult to quantify. In fact, 68 percent of CMOs say their biggest challenge is trying to demonstrate the impact of marketing actions on financial outcomes, according to Deloitte. Data-driven marketing that



68% of CMOs say their **biggest challenge** is demonstrating the impact of marketing on financial outcomes.

incorporates marketing attribution can help CMOs showcase the value of marketing to your CEO, CFO and other executives.

4. It can help you increase revenue by marketing all the way down the funnel.

Data-driven marketing has been proven to grow your bottom line, especially for businesses that sell online. The larger the sales revenue, especially from online purchases, the stronger the contribution of marketing analytics to company performance.

Personalised content and experiences made possible by data analysis are the new gold standard. And closer integration with sales means you can keep marketing, even after an opportunity is opened or a lead is handed off.



Data-driven marketing has been proven to **grow your bottom line**, especially for businesses that sell online.

How do you use your data?

Based on our experience with Adobe Marketo Engage users, we're finding that organisations are all over the spectrum on their data-driven marketing expertise. One thing common to almost all of them, however, is that they have room to improve. Where does your business fall on this spectrum? And what should you do next? Our data-driven marketing maturity model can help you gauge your company's level of maturity and determine next steps.

Level 1: Database

Where does your business fall on this spectrum?



You are at level 1 if you:

- ☐ Have a marketing database
- ☐ Use your database for simple direct mail and email campaigns
- ☐ Have a simple marketing automation or email marketing solution

Overview

Of course, a prerequisite to data-driven marketing is to have a database. And the good news is that a whopping [92.3 percent of organisations maintain databases to host information on customers or prospects](#) – to at least some extent – according to eMarketer.

Databases are instrumental for audience segmentation, allowing marketers to better target and engage addressable customer or B2B audiences. With basic segmentation, marketers can run simple email and direct mail campaigns with very light personalisation.

What you're doing with your data

At level 1, marketers aren't executing much analysis beyond these simple, basic metrics:

- Market segmentation by geography and industry
- Email open rates
- Email click-through rates
- Email conversion rates

Level 2: Single-channel optimisation

Where does your business fall on this spectrum?



You are at level 2 if you:

- ☐ Have a scalable marketing automation solution
- ☐ Have integrated your marketing automation platform with your CRM
- ☐ Have optimised your emails for maximum deliverability
- ☐ Personalise content for emails and landing pages
- ☐ Incorporate social media into your automated marketing campaigns
- ☐ Use your database for email, event, direct mail and webinar campaigns
- ☐ Have a rough, functioning idea of your customer's journey
- ☐ Provide insights to sales and other teams

Overview

At level 2, you have some experience with a variety of single-channel marketing campaigns, including email, events, paid advertising and webinars. You probably use marketing data to personalise campaigns. And you have performed some analysis to improve email deliverability, perhaps by removing invalid addresses and unsubscribes from your database.

You have also begun to optimise your channels – such as emails, events and social media – for performance. And you may be using CRM data to pinpoint different stages in the customer journey or to score individual leads.



According to eMarketer, list segmentation nets **better email open rates** for **39%** of marketers and **increased sales leads** for **24%** of marketers.

What you're doing with your data

At level 2, marketers are optimising individual channels and taking a closer look at user behaviour, which may include looking at:

- Market segmentation by geography, industry, persona and stage in the customer journey
- Email open rates, click-through rates and conversion rates
- Website engagement
- Event or webinar registration and attendance rates
- Social media engagement
- Email deliverability stats like bounces, inbox placement and spam placement rates
- Prospect and customer engagement according to stage in the customer journey
- Lead scores that identify how likely various leads are to buy



Personalised emails can improve **click-through rates** by **14%** and **conversions** by **10%**.

Level 3: Multi-channel optimisation

Where does your business fall on this spectrum?



You are at level 3 if you:

- ☐ Regularly clean and optimise your database via automated tools or batch processing
- ☐ Work with data enrichment vendors to improve the quality of your records
- ☐ Have an advanced and scalable marketing automation solution
- ☐ Create and launch multi-channel campaigns
- ☐ Have added mobile and SMS marketing to your channel mix
- ☐ Build automated nurture campaigns that trigger based on prospect behaviour
- ☐ Analyse both campaign and programme performance with KPIs that you can 'roll up' to identify big-picture trends
- ☐ Personalise emails according to prospects' interests and behaviour
- ☐ Have introduced marketing attribution reporting that identifies marketing's contribution to revenues
- ☐ Are using AI to support even more personalised web content
- ☐ Have supplemented lead-based marketing with account-based marketing

Overview

[More than half \(54 percent\) of companies say their biggest challenge to success with data-driven marketing is their data's lack of quality and completeness.](#) At level 3, you're very concerned about optimising data quality. You are also using integrated, multi-channel marketing to more quickly move prospects through the sales cycle.

Rather than analysing individual channels, you are looking at multi-channel campaigns and multi-campaign programmes. That's

because you have the bandwidth to do so. Marketing data and analytics users are 57 percent more effective at increasing their productivity with integrated marketing technologies.

You are building ever-more personalised campaigns and nurturing leads over time. Plus, you're using marketing attribution to explain the value of marketing to the C-suite and other leadership. In addition to lead scoring, you may have also adopted account scoring.



Marketing data and analytics users are **57% more effective at increasing their productivity** with integrated marketing technologies.

What you're doing with your data

At level 3, marketers are optimising multi-channel performance and advancing and refining personalisation strategies, which may include:

- Revenue attribution analysis across channels, programmes, campaigns, leads, accounts, etc.
- Multi-channel campaign and programme analysis
- Mobile marketing metrics
- Account scoring
- More advanced lead scoring
- Market segmentation by geography, industry, persona, engagement, interests and stage in the customer journey
- More advanced website engagement metrics
- Customer lifetime value
- Quarter-over-quarter analysis

Level 4: Predictive lifecycle optimisation

Where does your business fall on this spectrum?



You are at level 4 if you:

- ☐ Have an enterprise-class marketing automation solution
- ☐ Have a close, collaborative relationship with your sales and product marketing teams
- ☐ Look at short- and long-term time horizons
- ☐ Run overarching campaigns that are delivered and reported on via a myriad of channels and subchannels
- ☐ Have a C-suite that understands what marketing does and how it contributes to revenue growth
- ☐ Rely on AI to deliver personalised content across multiple channels
- ☐ Use advanced revenue attribution analysis to dial into the most effective tactics and strategies
- ☐ Are rapidly scaling your marketing programmes
- ☐ Optimise marketing strategies for multiple goals – net new, cross-sells and up-sells
- ☐ Nurture leads at all stages of the customer journey

Overview

According to research by Google and BCG, just 2 percent of brands are best-in-class at data-driven marketing. Yet best-in-class brands drive up to 20 percent more revenue and 30 percent more cost savings as a result.

At level 3, you take a holistic approach to data-driven marketing and look at marketing results from company-wide, global, local and product-centric POVs. You have probably defined both prospect and customer lifecycles and are providing leads to your customer account management and sales development teams.

Virtually all marketing strategies are grounded in data. This includes 'negative data' on campaigns and programmes that didn't work. Of course, all information – good or bad – is helpful. Product marketing and sales teams rely on marketing insights to make strategic decisions.

Your C-suite understands and supports marketing activities. And marketing is fully integrated into the customer experience.



The 2% of businesses that do data-driven marketing best see up to **20% greater revenue** and **30% more cost savings**.

What you're doing with your data

At level 4, marketers are creating company-wide strategies such as these in partnership with product marketing, sales and customer service teams:

- Multi-channel and sub-channel reporting based on good UTM code structure and use
- Advanced customer lifecycle analysis
- 'What if' analysis
- Multi-channel customer behavioural analysis
- Company-, programme- and campaign-level forecasting based on predictive analysis
- Multi-touch revenue attribution for company-wide marketing strategies
- Advanced, multi-channel personalisation



Taking the first step toward levelling up

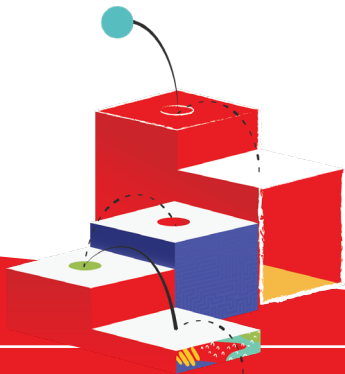
No matter where you fall on the data-driven marketing maturity spectrum, you've already taken a step in the right direction by honestly assessing where your organisation is today. If you're just starting out, now you have a roadmap that will point you in the right direction. And if you're already well on your way toward high expertise in data-driven marketing, there's probably a thing or two you can do this quarter to up your game.

The important thing is to keep moving forward. As technology evolves, so will data-driven marketing. There's no end goal except developing as much maturity as you can at any given time. With the right tools and a commitment to progress, you'll get exactly where you need to go.

Ready to learn more?

Want to find out if your data-driven marketing programme is best-in-class?

Take our assessment



Adobe Experience Cloud

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds – Adobe Analytics Cloud, Adobe Marketing Cloud and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

Adobe Marketo Engage

Marketo Engage, part of Adobe Marketing Cloud, offers the solution of choice for lead management and B2B marketing professionals seeking to transform customer experiences by engaging across every stage of complex buying journeys. Natively supporting both lead and account-based marketing strategies, Marketo Engage brings together marketing and sales in a comprehensive solution designed to orchestrate personalised experiences, optimise content and measure business impact across every channel, from consideration to conversion and beyond. To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation and Marketo Engage's robust partner ecosystem, visit www.marketo.com.

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