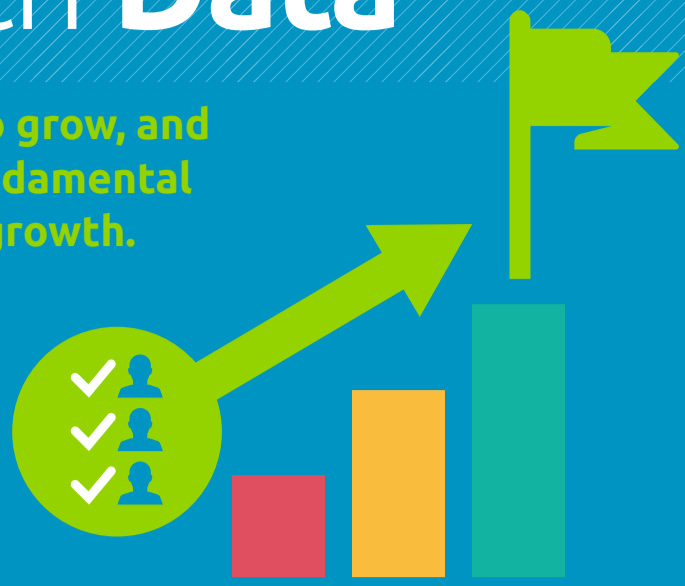


How To Fuel Strategic Growth with Data

Every organization is looking to grow, and data is a strategic lever and fundamental building block for driving that growth.

There are universal ways that companies grow. But with growth comes a unique set of challenges for marketers, who ultimately have the power—and responsibility—to affect the outcome of their organization's success. Below are the top 5 ways that companies grow, and the challenges that marketers face as a result.



5 Ways You Can Grow



Market Expansion

What's the market opportunity sizing? How are we doing in those new markets?



New Buyers

What do the personas look like? How well can we match our personas to those contacts?



New Offerings

What's the impact of SaaS licensing? Should we get involved with propensity modeling?



Acquisitions

Can we do assessments of our own databases? How are we going to integrate with an entirely new business?



Productivity

How can we optimize processes to become more efficient? How can we drive better output?



Why is data a critical component of growth?

Using data to fuel essential marketing activities is a critical way for marketers to achieve their goals. So what are some of those processes that are the most data-intensive—and most impactful to the organization? It's a foundation of seven processes.



Market Intelligence

What and who do I need to know in my target market(s) and accounts, and what do I have already?



Personalization

Who do I want to engage, where do they want to engage and what will they care about?



Lead Scoring

How do I maximize conversion to revenue by only spending time on leads we can close?



Lead Routing

How do I make sure leads get to the right person fast?



Outbound Outreach

How can I segment customers and prospects using meaningful insights and behavior triggers? How do I maximize engagement at all stages of buying and post-sale?



Reporting

How do I prove value of marketing?



Analytics

How do I use past performance to improve future results? How do I make smarter predictions?

What Marketers Today Are Doing With Their Contact Data

Every organization has a different approach to data, commonly based on budgetary limitations and resources. Here's what companies are doing with their data:

44%

Do the bare minimum, most likely because they don't have the resources to put toward data.

8%

Have some resources to put toward data management, but they're only managing a select set of data elements.

21%

Combine data from within sales and marketing.

20%

Integrate data with the rest of the organization and build off of the enterprise data warehouse.

What Are the Priorities When It Comes To Contact Data Management?

When marketers were asked to rank their priorities in terms of data management, these were their overall #1 choices.

31% New Contacts

22% Front-End Cleanse

20% Back-End Cleanse

9% Unification

2% Access

What Makes the Case For the Investment in Data?

Senior leadership usually needs buy-in before they make any significant investment, including in data. Here are what marketers say are the most compelling arguments when asking for funding.

81% Quality & Reach of the Database

77% Impact on Demand Creation

40% Reduced Acquisition & Maintenance Costs

36% Easier Access & Use of Data

26% Creating a Unified View of Contact Data



Key Takeaways

- 1 **Data, and the people who manage it, is at the epicenter of growth strategies**, and the most effective strategies are those that first consider the impactful processes they support.
- 2 With more emphasis on inbound marketing and content, and less emphasis on outbound marketing, **acquiring new contacts is still a top priority** – but it has to be the right personas with the right attributes.
- 3 Organizations may want to cull new contacts to help them break new markets, or use data to chase new personas for their new offerings, but of **highest priority is keeping that data clean**.
- 4 Businesses are not only measuring the quality of the database from a readiness perspective, but they're **getting more sophisticated and measuring the effect that clean data has downstream** in terms of better open rates and click-through rates.

Ultimately, the data in and of itself isn't important. **It's how the data supports the different marketing activities and processes** that a marketer is executing on that can make all the difference.

Get a **FREE Data Health Check Now**

Sources: SiriusDecisions, Marketing Operations Partner, Gartner, Experian