

# 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