

Data-driven marketing can help businesses connect with customers and deliver effective and meaningful messages.

Google partnered with Boston Consulting Group (BCG) and studied over 40 European companies across 8 industries to learn how businesses can better connect audiences and improve ROI with data-driven marketing.

The study found that leading businesses progressed through 3 phases of growth, focused on 6 key factors and saw up to 20% increase in revenue and 30% increase in efficiency.

Google

The three phases of growth

Through BCG's research we found that companies leading the way in data-driven marketing typically progressed through a three-stage process.



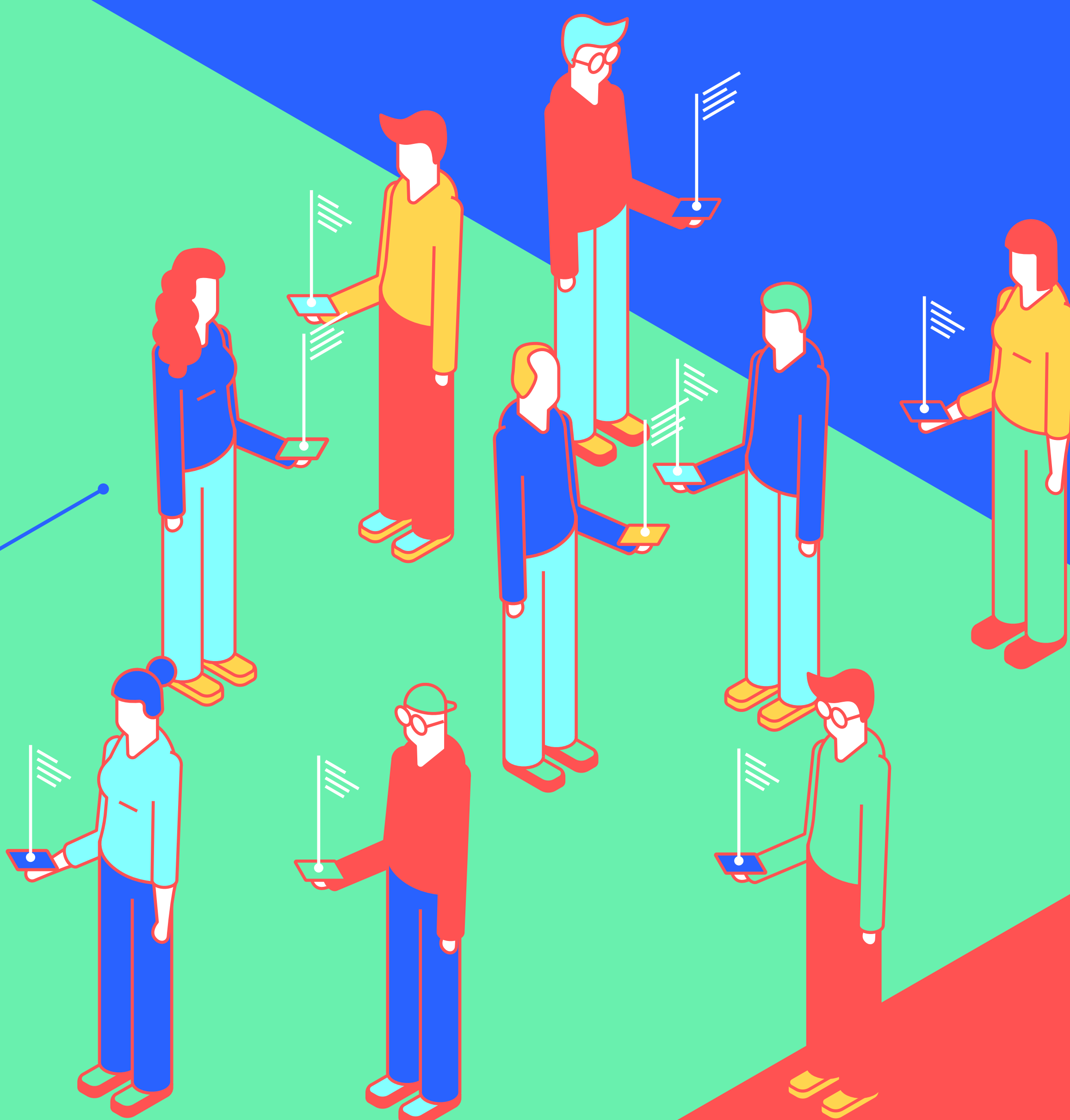
1. Set the foundation

Advanced companies get an executive sponsor and look to bring expert partners on board. They also understand their current data and implement analytics.

2. Build connections

The most successful companies in the study colocated functions and/or embed measurement experts.

They also worked to define performance metrics, combine online data, and automate creative messages.



3. Make every moment matter

Advanced companies in the study also insource key capabilities and build agile teams.

They automate online/offline data, link outputs to business goals, and use sophisticated attribution models.



The six success factors

Brands who are leading the way in data-driven marketing focus on these six factors.

It takes effort to implement data-driven marketing practices, but companies who do are rewarded with efficiency savings and revenue gains.

Overall, companies we studied saw **up to 20% increase in revenue** and **30% increase in efficiency**.

Take the first step today! For more information check out the full article.

