

Is your 2018 marketing strategy leading or lagging?

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For some time now, marketers have been talking about 2020 as the start of the future. With 2018 underway, that “future” is another year closer. For marketers who don’t want to be left behind, it’s time to take stock of what’s possible today so you can be ready for the future of marketing.

Thanks to advancements in technology, there’s so much we can do with data to better understand our customers, make smarter business decisions, and streamline processes—all with the singular goal of driving business forward. Use these questions to help you reflect on past performances and think about your marketing plan to ensure you’re on the path to successful data-driven marketing.

Data

How should we organize our data to drive business growth?

Develop an integrated data strategy and lean into new technologies that help you consolidate, organize, and share consistent data across your teams.

Why it matters: Leading marketers—those who outperformed their top business goals in 2016—are **57% more likely** than the mainstream to strongly agree that **open access to data leads to higher business performance**.¹

Experience

How do we deliver the best brand experiences for our customers?

Use data to get to know your customers. Then use technology to deliver relevant and personalized messaging and creative across online and offline touchpoints.

Why it matters: Organizations with integrated marketing and advertising stacks are **47% more likely to be using audience-level data to personalize customer experience** compared with marketers without fully integrated technologies.²

Audience

How should we segment our audience to maximize future growth?

Combine first- and third-party data sources to create customer and prospect segments based on lifetime or potential value to the business.

Why it matters: Leading marketers are **1.5X as likely as mainstream to use Lifetime Value (LTV)** to determine how effective their marketing channels are.³

Attribution

How should we allocate budgets across channels to drive sales?

Explore data-driven attribution to understand the impact of your channels and know which aspects of your marketing strategy are working.

Why it matters: Organizations with integrated marketing and advertising stacks are **56% more likely to be using attribution to evaluate how channels work together and to allocate budgets** compared with marketers without fully integrated technologies.⁴

Automation

How can we make faster, smarter business decisions?

Implement machine learning technologies that speed up access to insight across all areas of your business.

Why it matters: **60% of leading marketers are increasing investments in capabilities, like machine learning**, that can predict customer needs.⁵

¹ Econsultancy/Google, “The Customer Experience is Written in Data”, U.S. (n=677 marketing and measurement executives at companies with over \$250M in revenues, primarily in North America; n=199 leading marketers who reported marketing significantly exceeded top business goal in 2016, n=478 mainstream marketers (remainder of the sample), May 2017.

² Econsultancy/Google, “The Customer Experience is Written in Data”, U.S. (n=677 marketing and measurement executives at companies with over \$250M in revenues, primarily in North America; n=199 leading marketers who reported marketing significantly exceeded top business goal in 2016, n=478 mainstream marketers (remainder of the sample), May 2017.

³ Bain Marketing Survey 2016, U.S., n=487, leaders n=114. Leaders are defined as companies that increased their revenue and market share by more than 10%.

⁴ Econsultancy/Google, “The Customer Experience is Written in Data”, May 2017, U.S. (n=677 marketing and measurement executives at companies with over \$250M in revenues, primarily in North America; n=199 leading marketers who reported marketing significantly exceeded top business goal in 2016, n=478 mainstream marketers (remainder of the sample), May 2017.

⁵ Econsultancy and Google, Marketing and Measurement Survey, n=514, marketing and measurement executives at North America companies with over \$250M in revenues; n=133 leading marketers who reported marketing significantly exceeded top business goals in 2016, n=381 mainstream marketers (remainder of the sample), March 2017.