

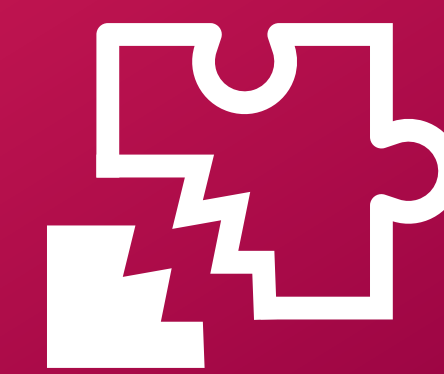
TOP3 B2B MARKETING DATA CHALLENGES

(AND HOW TO TACKLE THEM)

Enabling modern marketing in B2B requires high quality data, and lots of it! Whether you are using analytics to better understand your audience, trying to deploy account based marketing (ABM), or delivering digital demand generation at scale, every facet of B2B marketing needs a steady stream of rich, clean and meaningful data to make it effective. However, today's B2B marketers face 3 big challenges with marketing data that prevent them being successful:

1

Lack of high quality data

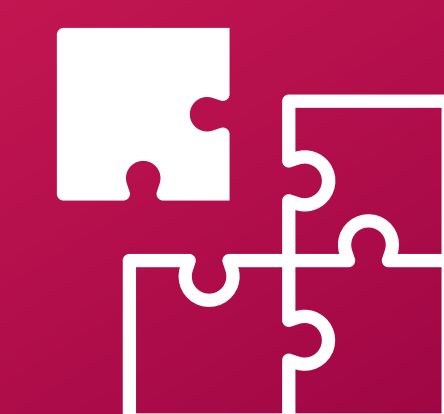


64% of marketers cited "improving data quality" as the single biggest challenge they encounter when attempting to segment or personalize messaging for audiences. (Source: Forbes Research). This is compounded by low volumes of good data that is opted-in or fit for analysis.

64%

2

The Data Technology Minefield

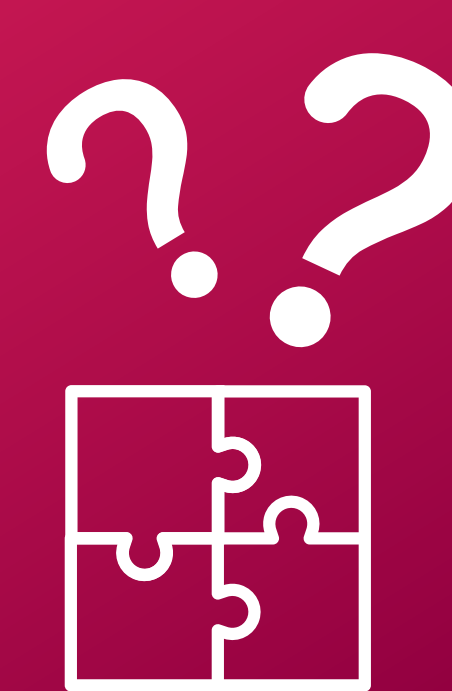


Nearly half of businesses struggle with accessibility and availability of data for marketing, analytics and reporting, due to siloed systems and/or fragmented data (Source: SMG/CMS Wire Digital Customer Experience Report 2020).

47%

3

Difficulty deriving insights



65% of companies are seeking to improve data analysis capabilities to better understand customer behaviour and experience requirements and drive more informed decision making (Source: Econsultancy).

65%

These challenges are recognized industry wide by you and your peers. From Marketing leaders who require the insights to make strategic decisions on budgets, mix and markets, down to marketers who need to execute and tune campaigns at speed and scale, to marketing and data operations who need to keep data and systems clean, compliant and functioning.

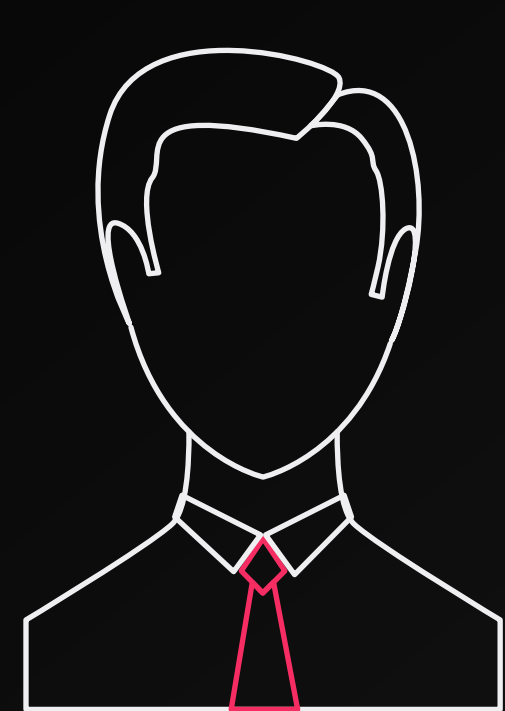
CMO

Insights to drive strategy



Marketers

Data to fuel marketing activities



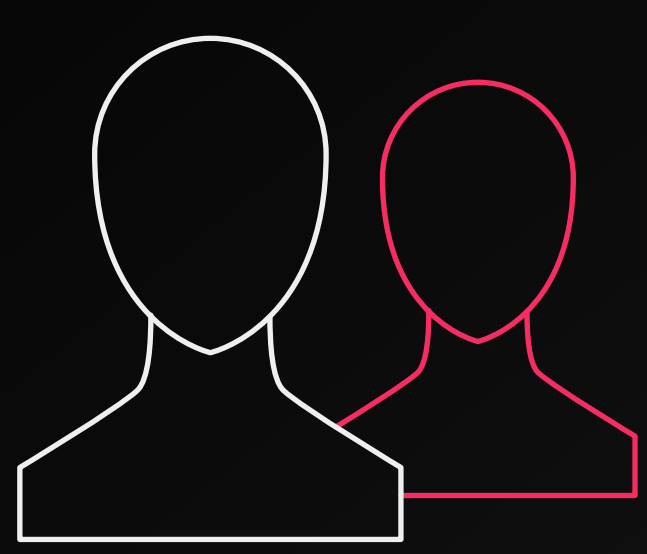
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Support to manage tools and data

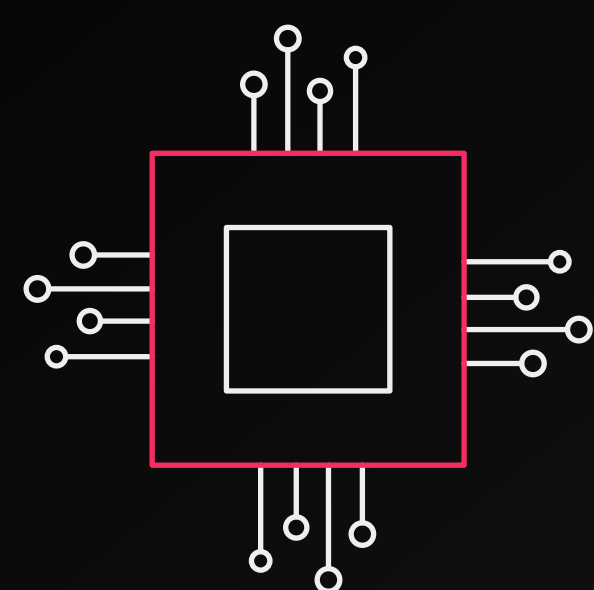


TACKLING THE TOP DATA CHALLENGES THROUGH THREE B2B MARKETING DATA FOUNDATIONS

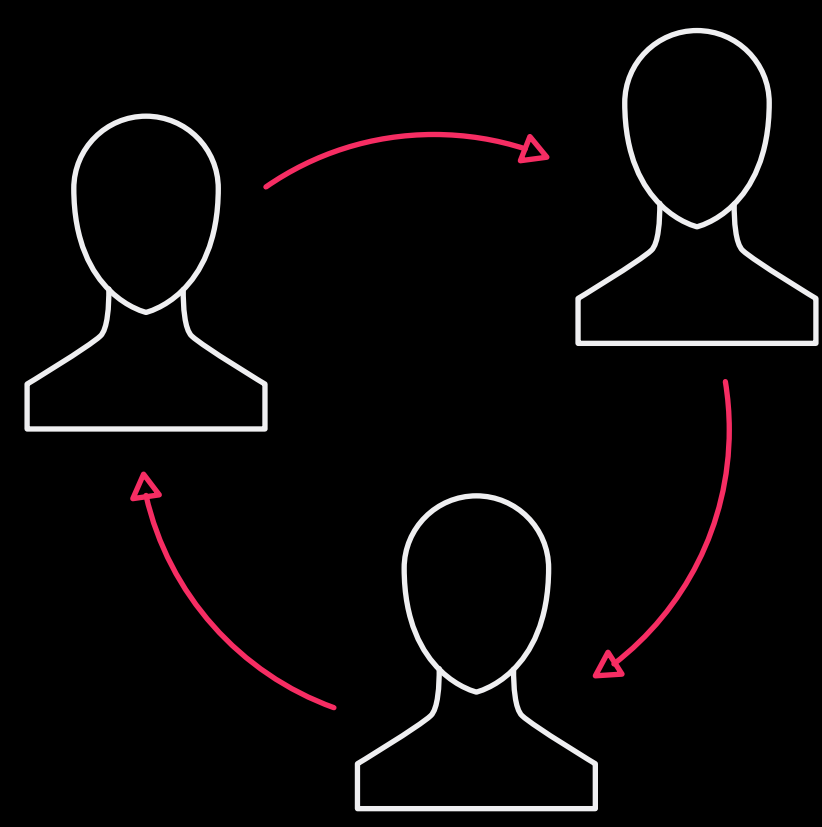
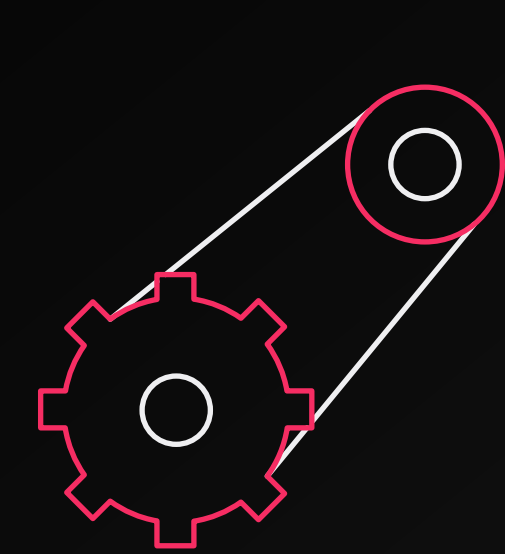
People



Technology

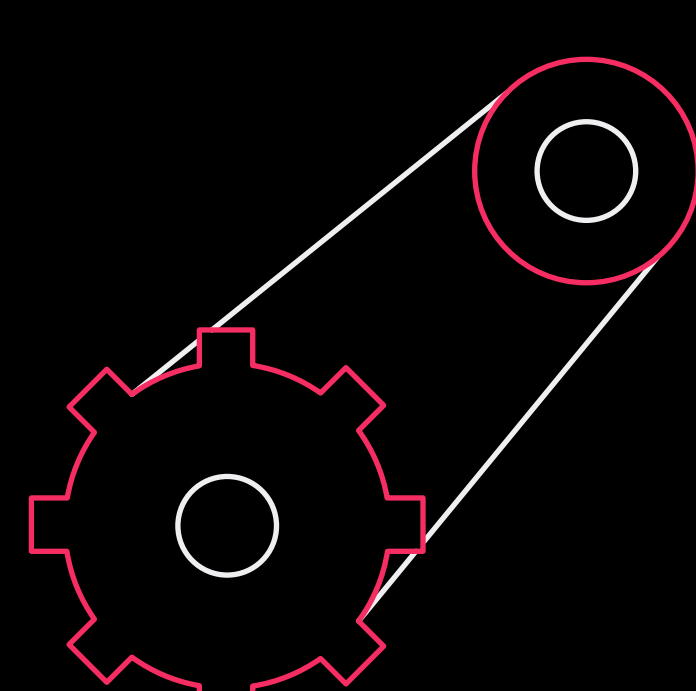
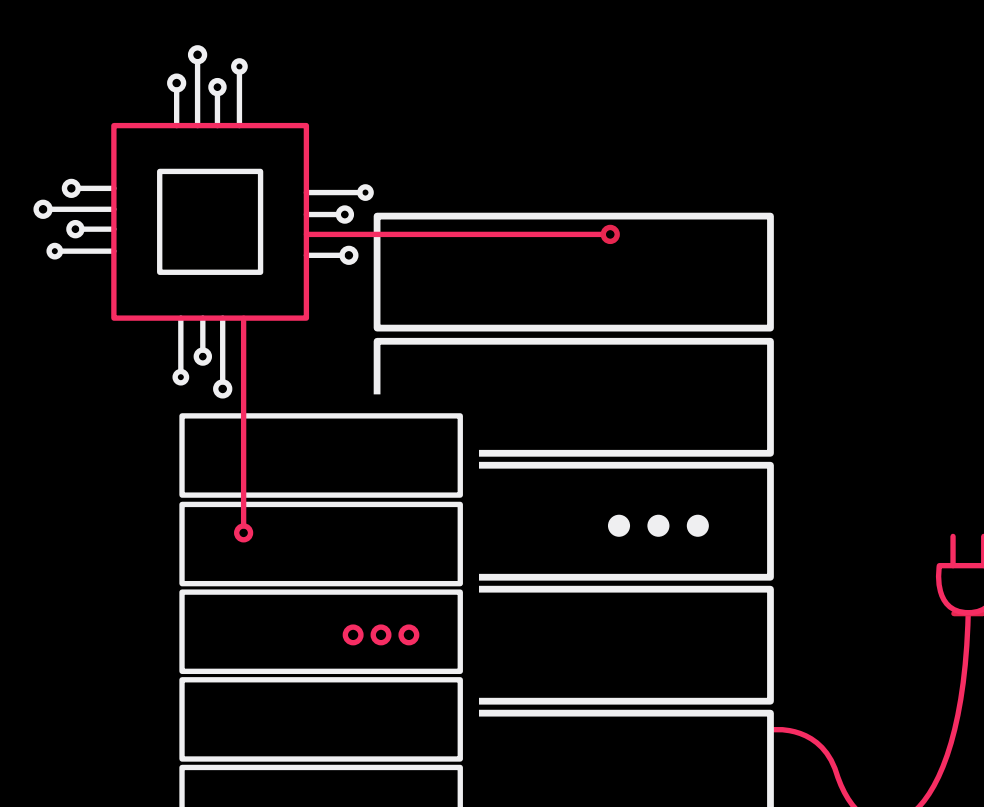


Process



Build a team using a mix of internal and external experts to cover the array of data and technology skills needed

Choose and connect the right platforms that bust data silos, securely store data, and make data available to surface up data and insights at speed for day to day decisioning and marketing



Develop and maintain processes that manage and optimize data, evaluate data and insights and help put data into action.

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