

# Intro to Data-Driven Marketing:

A Primer for  
Modern Marketers



 **ClickDimensions**

# Table of Contents

---

Introduction.....	3
Defining Data-Driven Marketing.....	4
The Benefits of Data-Driven Marketing .....	5
Data-Driven Marketing Obstacles .....	8
How to Achieve Success with Data-Driven Marketing .....	10
Conclusion .....	12
About ClickDimensions Intelligent Dashboards.....	13

# Introduction

---

Change is constant. Marketers know this all too well and have become adept at adapting to changes in consumer behaviors and the business landscape in recent years. But this constant evolution pales in comparison to the dramatic shift the world has experienced as a result of the COVID-19 pandemic. What once was a slow and steady drive towards digital transformation is now an immediate imperative. And data is at the heart of this imperative.

The global pandemic has accelerated the need for and importance of data-driven marketing. Data can help improve personalization, drive sales and foster loyalty – all of which are greatly needed in a volatile business climate – and so much more. And yet many marketers have questions about data-driven marketing today. This guide is here to help you understand what data-driven marketing is, the associated benefits and challenges, and how to achieve success.

# Defining Data-Driven Marketing

There are two essential roles for data in the digital space today. First, data acts as fuel, feeding into automated systems and processes to power them. The second function for data is as decision support – helping people determine the best course of action in a given initiative.

These data functions can help us better understand data-driven marketing as well. Data-driven marketing is defined as the process of collecting and utilizing marketing data and making decisions based on that data. Organizations that practice data-driven marketing focus on uncovering trends, creating and executing on opportunities, and increasing the effectiveness of marketing efforts through data.

It is incredibly effective too.

**75%**

of companies have increased consumer engagement with data-driven marketing  
– *Forbes*

**78%**

of organizations state that data-driven marketing leads to increased conversions and customer acquisitions  
– *ZoomInfo*

**2 out of 3**

marketers state that data-based decisions are more effective than gut instincts  
– *Google/Econsultancy*

# The Benefits of Data-Driven Marketing

---

In today's world where a push towards digital transformation has suddenly become the digital imperative, data-driven marketing is a necessity. Data-driven marketing is both the present and future of marketing. Organizations that make data an essential part of their marketing efforts, processes and optimization not only lessen the risk of falling behind the competition, they reap some significant benefits.

## **Right People, Right Content, Right Time**

Today, for professional and personal purchases alike, we all want personalized experiences. In this regard, B2B and B2C marketing are no different. Customers, whether they are purchasing enterprise HR software or a new family car, want messaging and content that relates to them specifically. Data-driven marketing allows marketers to meet this customer demand. When you have data about who your audiences are, what they need and when they need it, you can deliver the right content to the right people at the right time. This increases engagement, conversions and, ultimately, revenue.

## **Better Audience Insights**

Understanding customer needs and behaviors is critical to both creating and executing on a successful marketing strategy. Data both fuels this effort and is a product of it. By using solid audience data in an email campaign, for example, you then generate more quality data based on the performance of that campaign. This cycle of data being the input and the output of marketing efforts is beneficial to organizations and consumers alike. Marketers can confidently use the audience insights gained from their data-based initiatives to further refine their targeted marketing efforts to give their customers what they really want and get what they really want – revenue – in return too.

## **Accurate Assessment of Performance**

What works and what doesn't? It's an important question for marketers because it can mean the difference between wasted and successful efforts, and it can be answered with data. That data can also help marketing teams stop relying on hunches and anecdotal insights. Data-driven marketing instead provides concrete evidence of how tactics and strategies are truly performing. This accurate assessment of performance can help marketing departments save time and money by aligning around efforts that are the best use of resources.

## **Improve the Customer Experience**

Do you lose touch with customers after their initial purchase? Or do customers stay engaged with your content for a year and then tune out? Or do your customers not respond to your requests for reviews or referrals? In other words, what part of your customer experience needs work? Data-driven marketing can help you get a better view of your entire customer experience so you can identify any gaps or missteps. Armed with this information, you can focus attention on fixing problem areas – perhaps by gathering more data through customer surveys, for example – while maintaining and optimizing those that are performing well.

## **Communicate Your Team's Value**

Marketing departments today are under tremendous pressure to prove their value. Marketing is now expected to be a revenue generation function rather than a cost center. This expectation means that the C-suite has more of a stake and interest in marketing performance. By leveraging data, marketers can communicate their value for regular or ad hoc reporting requests from executives. This focus on data also allows marketing teams to identify any performance issues that arise so they can get ahead of potential problems before they get out of control, further proving their value.

## **Generate More Revenue**

If there is one central theme that runs through all the benefits of data-driven marketing, it's revenue. Quite simply, when you generate, maintain, utilize and optimize customer data and put it at the center of your marketing strategies and tactics, your marketing becomes more targeted and effective. From there, the revenue follows.

## Data-Driven Marketing in Action

Data can be used to inform and improve nearly every area of marketing, but here are some examples of how data is most commonly and prominently utilized by marketers today.



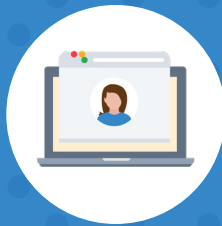
Personalize  
Email Campaigns



Retargeting



A/B Testing



Website  
Personalization



Customized  
Nurture Campaigns



Customer  
Journey Mapping



Understand  
Marketing ROI

# Data-Driven Marketing Obstacles

Realizing the significant benefits of data-driven marketing doesn't come without its challenges. Many marketing teams face considerable obstacles when working to put data at the heart of their marketing strategies, tactics and processes. There are three main challenges:

## Proliferation of Tools and Data Sources

Marketing channels and technology stacks have expanded rapidly in recent years. The plethora of channels and tools used by today's businesses can often lead to a fragmented and incomplete view of marketing and sales performance. And while marketing technology is needed and helpful, the addition of each new tool exacerbates the problem in absence of a unified view of results.

## Siloed Data

The disconnect between CRM data and all the different marketing activity across tools hinders proper attribution of revenue and accurate ROI reporting. It creates an incomplete or absent view of which activities – sales or marketing – are producing real results. This leads to increasing conflict between sales and marketing and an inability to identify where to direct scarce business resources to drive revenue. Data siloes can also lead to data and reporting inaccuracies.

## Limited Resources

Building effective marketing reporting in traditional business intelligence (BI) tools can be a huge undertaking and taxes the resources that marketing departments often find themselves short on – time and money. In addition, marketing teams often don't have all the necessary skillsets in-house. Implementing a traditional BI solution typically requires more than six distinct skillsets and nearly 1,000 hours of effort across multiple functions of the business. The costs can exceed \$200,000 for the initial build and ongoing maintenance is required.



*The proliferation of MarTech has created multiple silos of data with ever-increasing volumes. On average, marketers must keep up with data from 16 different data sources. That's up from 10 data sources just two years ago!*



## The Four V's of Data

The four V's of data give us an at-a-glance look at the challenges associated with data-driven marketing.



**Volume:**  
The Scale of Data



**Velocity:**  
The Speed of Data



**Variety:**  
The Many Forms  
of Data



**Veracity:**  
The Uncertainty  
of Data Quality

# How to Succeed with Data-Driven Marketing

---

How do you overcome the challenges associated with data-driven marketing to achieve success? Given the costs associated with traditional business intelligence solutions and the revenue generation at stake, that can quite literally be the million – or perhaps multi-million – dollar question. A simple roadmap can help you organize your data-driven marketing efforts, implement them and achieve success.

## Conduct an Audit

While we have outlined common obstacles organization's face when it comes to data-driven marketing, dig into the data challenges that are unique to your organization. Is it too many tools leading to too many data siloes? And how many data siloes are there? Or are your challenges more budgetary or resource-related? Work to capture a complete picture of where your marketing team sits with data currently, both the good and the bad. Understanding where you are can ultimately help you get where you need to be.

## Make a Plan

Develop a plan to guide you on your path to data-driven marketing. What internal resources do you need to be successful? What resources are you missing? What is your timeline? What data would you like to collect? What will you do with that data? What are your goals? How will you overcome the data challenges you identified in your audit? Answering these questions and others like it can help ensure that you have a thoughtful plan that can not only keep your team on-track but can also help you achieve internal buy-in.

## Adopt the Right Technology

Marketing data requires technology that was built for it. Marketers need a simple solution that brings all their data into a single view. Marketing dashboards provide that with analytics tools that are built for marketers, by marketers with easy on-demand access to campaign and channel performance as well as marketing impact on revenue. Marketing dashboards are different because they specialize in the collection, blending, visualization and collaboration of marketing data – without the price tag or burden on resources associated with adopting traditional business intelligence solutions for marketing purposes.

## Commit to Continuous Improvement

Remember that data-driven marketing isn't a set-it-and-forget-it initiative or tactic. It becomes a way of life for the organizations that adopt it. As such, marketing data should always be front and center with your team. Always strive to not only understand and optimize marketing performance through data, but also look for new ways to utilize data and generate more of it. Committing to continuous improvement is sure to fuel your long-term data-driven marketing success.

### 5 Benefits of Marketing Dashboards

- 1 More Independence for Marketers** – Marketing dashboards give marketers more agility and control over data analysis while freeing IT to focus on developing deeper analytic capabilities for the broader enterprise.
- 2 Increased Simplicity and Speed** – Visually displaying marketing performance, marketing dashboards provide deeper insights faster, including marketing-specific views such as funnel visualizations and path analysis.
- 3 Automated Data Integration** – Marketing dashboards unify all sources and channels into one view and provide the KPIs and goal tracking most relevant for marketing teams.
- 4 Real-Time Insights** – Marketing dashboards can proactively notify users about campaign performance, allowing marketers to learn in real-time what may or may not be working.
- 5 Improved Marketing Performance and Increased ROI** – Marketing dashboards can save organizations the time and money spent on ineffective tactics and allow marketing teams to focus on efforts that most impact revenue generation and other KPIs.

# Conclusion

---

Data is the new oil. Like oil, the value in data lies in what you do with it. Unless it is broken down and refined, data has no value. Data is to the information age as oil is to the industrial age. But it takes a lot of work and intelligence to turn it into a commodity companies can use.

Increasingly that amount of work and a lack of a data science background matters less to marketers – thanks to technology. While it is just one component in successful data-driven marketing, the right technology can help ensure that data is an organization's most valuable and profitable assets.

# About ClickDimensions Intelligent Dashboards

Marketers today have access to more data than ever before, yet they are often still unable to efficiently report on the specific sales and marketing activities that are driving revenue, and which are driving it most effectively. Disconnected tools and manual reporting processes stand in the way of marketing teams seeing the whole picture. ClickDimensions Intelligent Dashboards, powered by Sweetspot was designed to eliminate these challenges.

ClickDimensions Intelligent Dashboards helps marketers understand what is working and what isn't by providing a holistic view of sales and marketing performance across all activities, connecting those activities directly to sales pipeline and revenue. As a fully-managed solution, it is ready to use out of the box – eliminating the time, cost and frustration commonly associated with developing and maintaining comprehensive marketing reporting. These tasks, like integrating data from multiple sources, creating and optimizing dashboards for a variety of specialized marketing channels, defining the right KPIs, and refreshing data and reports on a recurring basis can require up to six distinct skillsets and 1,000 hours to develop using traditional business intelligence tools.

With ClickDimensions Intelligent Dashboards you have access to 12 marketing and sales dashboards designed by marketing, sales and IT experts, tracking over 100 best practice KPIs across your marketing automation, CRM, web, social and advertising channels.

To learn more, visit [clickdimensions.com](http://clickdimensions.com).

