USING DATA-DRIVEN MARKETING
To Predict Future Performance

Research Created for Marketers

Ascend2™
RESEARCH-BASED MARKETING

IN THIS REPORT...

PUT THIS CONTENT TO GOOD USE!

HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

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METHODOLOGY

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing professionals and marketing research subscribers.

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SURVEY RESPONDENTS

N = 419 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	25%
B2C (Business-to-Consumer)	52%
B2B and B2C Equally	23%

Number of Employees

More than 500	12%
50 to 500	20%
Fewer than 50	68%

Primary role in company

Owner / Partner / C-Level	57%
Vice President / Director / Manager	31%
Non-Management Professional	12%

USING DATA-DRIVEN MARKETING
To Predict Future Performance

Data-driven marketing continues to grow in importance, as marketing professionals rely on data to guide their decisions.

But how are companies using data-driven marketing to optimize marketing programs and predict future performance?

To help answer this question, Ascend2 and our Research Partners fielded the Data-Driven Marketing 2022 survey. We thank the 419 marketers who responded to this survey during the week of August 19 - 26, 2022.
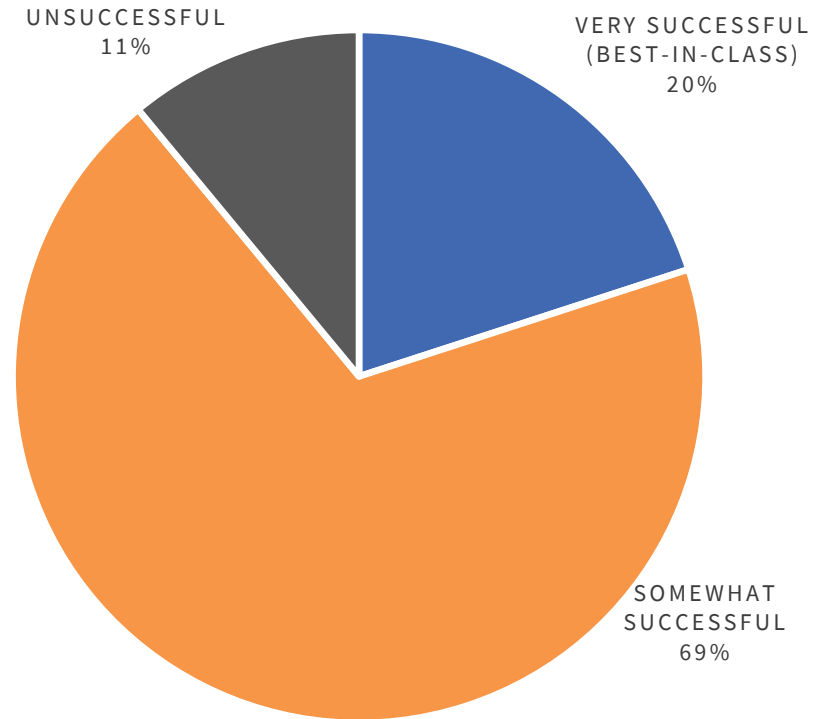
This Survey Summary Report, titled *Using Data-Driven Marketing to Predict Future Performance,* represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

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STRATEGIC SUCCESS

Only one-in-five (20%) marketing professionals feel that their data-driven marketing strategy is very successful, or best-in-class, at achieving objectives set for it. A 69% majority feel their data-driven approach is somewhat successful and about one-in-ten marketers would describe their strategy as unsuccessful at meeting goals.

HOW WOULD YOU RATE THE OVERALL SUCCESS OF YOUR DATA-DRIVEN MARKETING STRATEGY IN ACHIEVING OBJECTIVES?

UNSUCCESSFUL
11%

VERY SUCCESSFUL
(BEST-IN-CLASS)
20%

SOMEWHAT
SUCCESSFUL
69%

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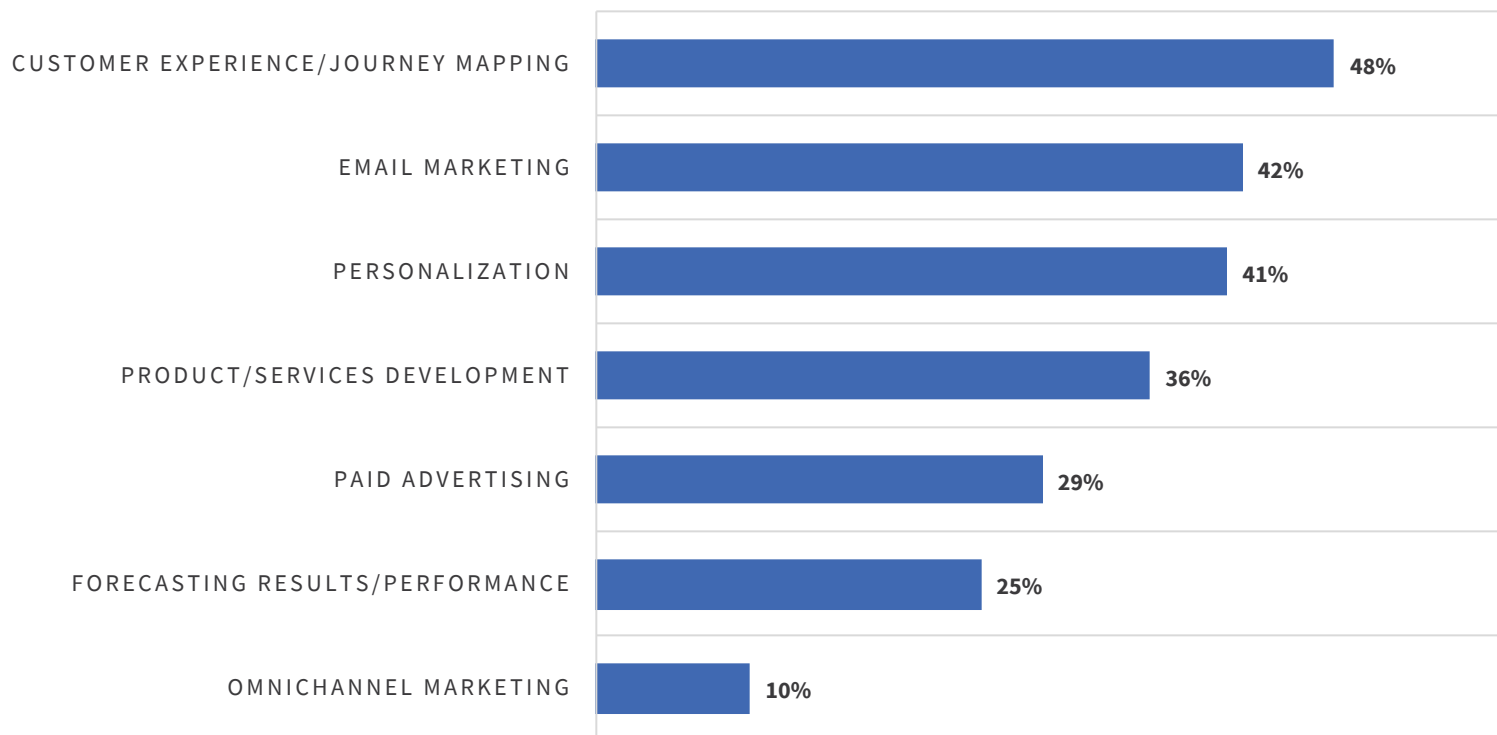Published September 2022

MOST SUCCESSFUL USE CASES

In which applications are marketers finding the most success from their data-driven marketing strategy? Using data as a part of their customer experience or journey mapping is a most useful application for nearly half (48%) of those surveyed. Email marketing and personalization are also most successful use cases for a data-driven approach according to 42% and 41% of marketers, respectively.

IN WHICH AREAS IS DATA-DRIVEN MARKETING CURRENTLY MOST USEFUL?

Use Case	Percentage
CUSTOMER EXPERIENCE/JOURNEY MAPPING	48%
EMAIL MARKETING	42%
PERSONALIZATION	41%
PRODUCT/SERVICES DEVELOPMENT	36%
PAID ADVERTISING	29%
FORECASTING RESULTS/PERFORMANCE	25%
OMNICHANNEL MARKETING	10%

BUDGET TRENDS

Only 12% of marketing professionals surveyed report a decrease in budget dedicated to data-driven efforts in the coming year. Nearly half (49%) of organizations will increase their data-driven marketing budget to some extent and another 40% of marketers surveyed report that their budgets will remain the same in the coming year.

HOW IS THE BUDGET FOR DATA-DRIVEN MARKETING INITIATIVES CHANGING IN THE COMING YEAR?

INCREASING SIGNIFICANTLY	INCREASING MODERATELY	NOT CHANGING	DECREASING MODERATELY	DECREASING MODERATELY
9%	40%	40%	9%	3%

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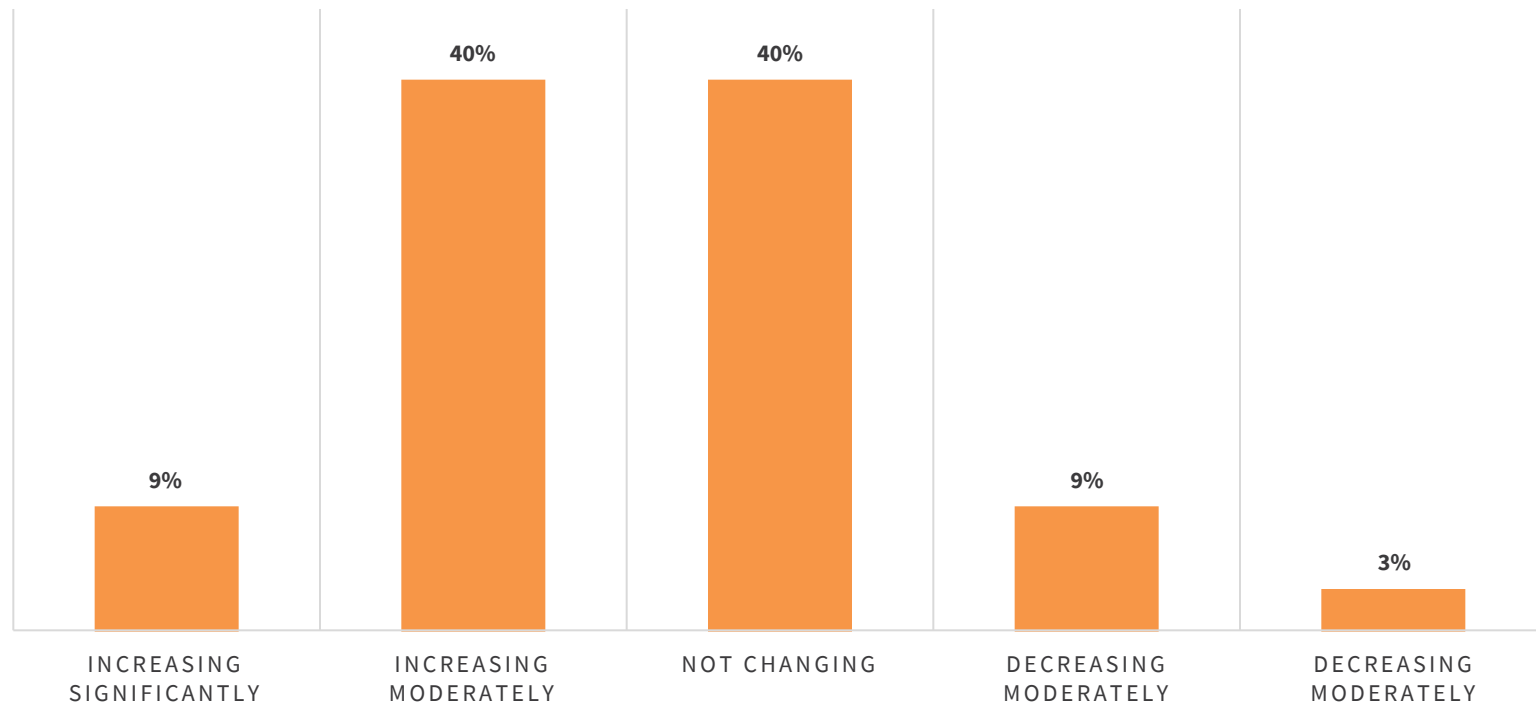
DATA-DRIVEN DECISION-MAKING

Which aspects of data-driven marketing will make the most impact on the overall decision-making process for marketers in the coming year? Improving the customer experience will be top-of-mind for 58% of marketers surveyed as they utilize data. Increasing personalization and improving data tools and integration will also be critical to decision-making for 46% and 33% of those surveyed, respectively.
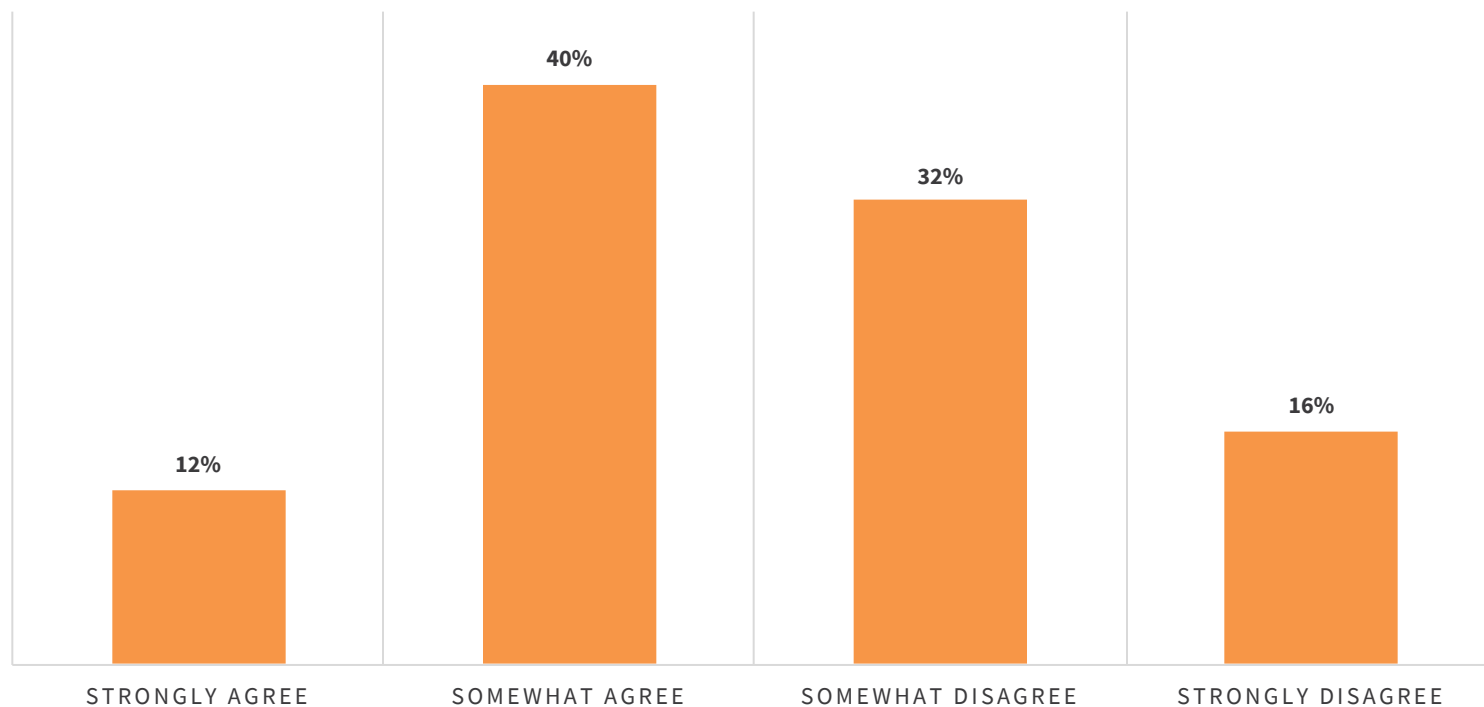
WHICH DATA-DRIVEN MARKETING TRENDS WILL BE MOST CRITICAL TO THE DECISION-MAKING PROCESS IN THE YEAR AHEAD?

IMPROVING THE CUSTOMER EXPERIENCE	58%
INCREASED PERSONALIZATION	46%
IMPROVING DATA TOOLS AND INTEGRATION	33%
USING PREDICTIVE ANALYTICS	28%
ALIGNING ONLINE AND OFFLINE DATA	20%
INCREASING FIRST-PARTY DATA COLLECTION/USE	16%
IMPROVING OMNICHANNEL MARKETING	16%
USING AI/MACHINE LEARNING	10%

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THE LOSS OF 3RD PARTY COOKIES

Changing data and privacy regulations can potentially have a major impact on how organizations collect and utilize their data. Only about half (52%) of marketing professionals feel that their data-driven marketing strategy has been prepared for the impending loss of third-party cookies and the potential impact that it might have on their approach.
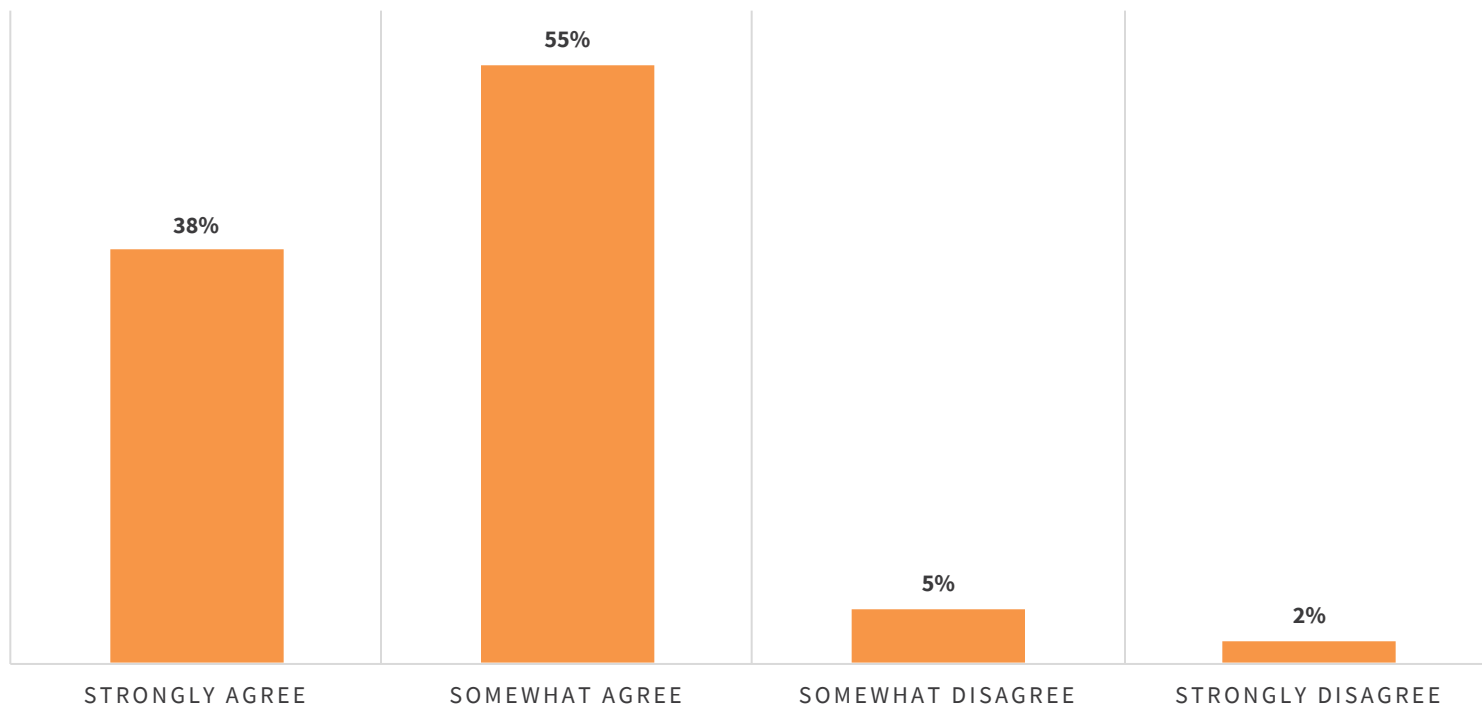
WE HAVE PREPARED OUR DATA-DRIVEN STRATEGY FOR THE POTENTIAL IMPACT OF THE LOSS OF THIRD-PARTY COOKIES.

STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
12%	40%	32%	16%

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PREDICTING BUSINESS IMPACT

A 93% majority of marketing professionals agree that having the ability to predict the impact that changing circumstances would have on their overall business would improve their data-driven strategy. 38% strongly agree with this sentiment and 55% somewhat agree leaving only 7% who feel that predicting impact would not help their strategy.
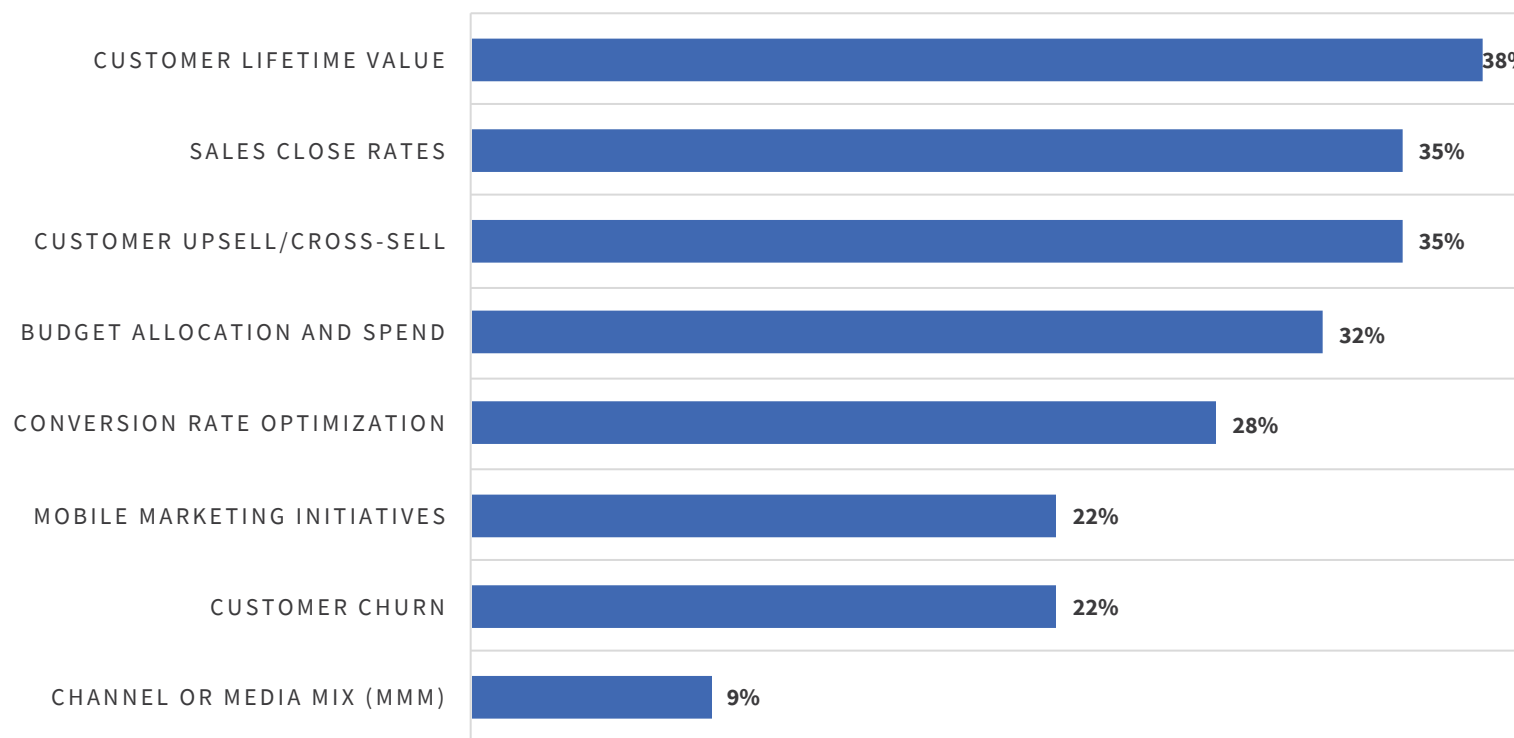
HAVING THE ABILITY TO PREDICT THE IMPACT THAT CHANGING CIRCUMSTANCES WOULD HAVE ON MY BUSINESS WOULD IMPROVE MY DATA-DRIVEN STRATEGY.

STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
38%	55%	5%	2%

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PREDICTIVE ANALYTICS

What would marketers like to be able to predict using data? 38% of marketers would like to have the ability to predict their customer lifetime value. Sales close rates, customer upsell/cross-sell opportunities, and budget allocation and spend are also elements of data-driven measurement that marketers would like to predict according to 35%, 35%, and 32% of those surveyed, respectively.
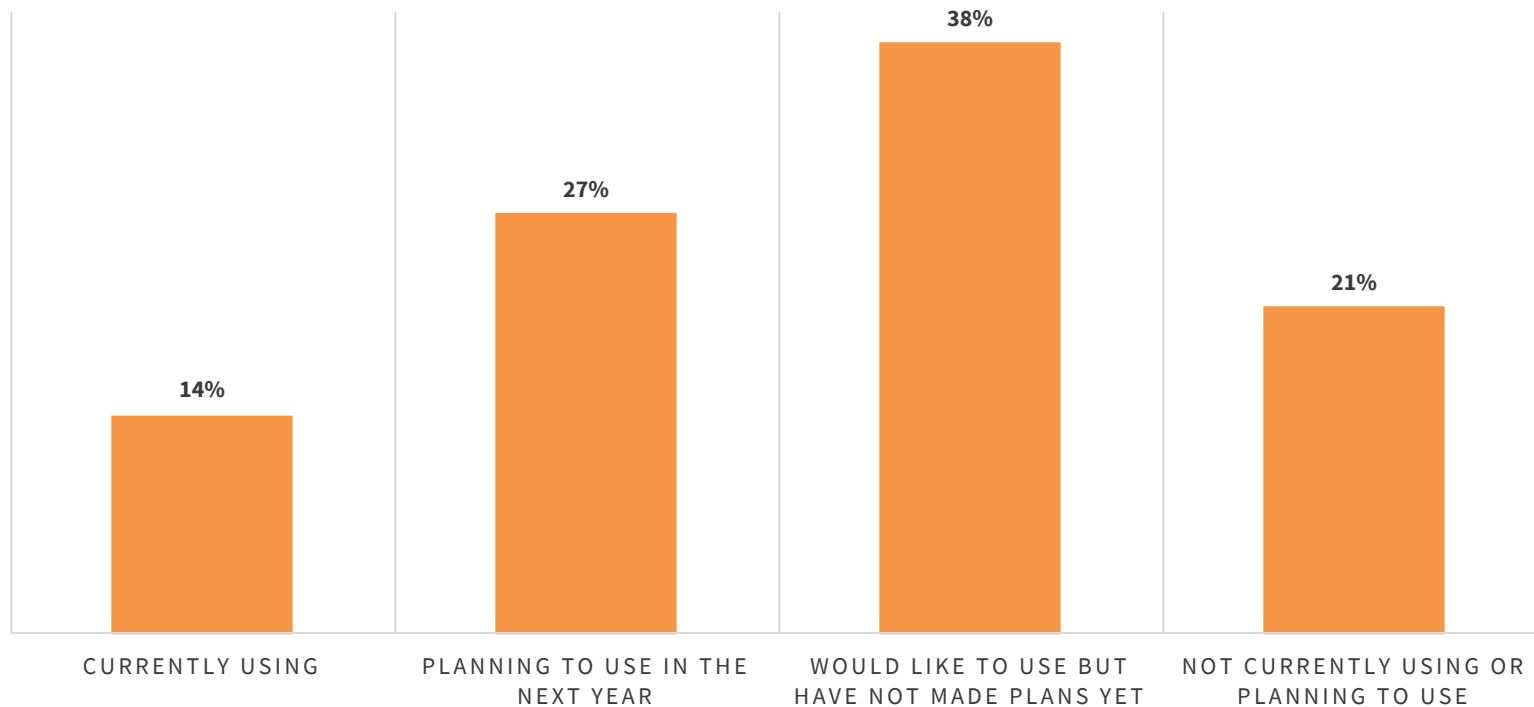
WHICH PART OF YOUR DATA-DRIVEN MEASUREMENT APPROACH WOULD YOU LIKE TO PREDICT?

CUSTOMER LIFETIME VALUE	38%
SALES CLOSE RATES	35%
CUSTOMER UPSELL/CROSS-SELL	35%
BUDGET ALLOCATION AND SPEND	32%
CONVERSION RATE OPTIMIZATION	28%
MOBILE MARKETING INITIATIVES	22%
CUSTOMER CHURN	22%
CHANNEL OR MEDIA MIX (MMM)	9%

PREDICTIVE ANALYTICS AND AI

Only 14% of those surveyed are currently utilizing predictive analytics in conjunction with machine learning capabilities in their data-driven measurement approach with over one-quarter (27%) who say they are planning to in the next year. One in five (21%) of marketers report that they are not currently utilizing or planning to utilize predictive analytics with AI.

WHAT ARE YOUR PLANS FOR USING PREDICTIVE ANALYTICS WITH MACHINE LEARNING CAPABILITIES IN YOUR DATA-DRIVEN MEASUREMENT APPROACH?

CURRENTLY USING	PLANNING TO USE IN THE NEXT YEAR	WOULD LIKE TO USE BUT HAVE NOT MADE PLANS YET	NOT CURRENTLY USING OR PLANNING TO USE
14%	27%	38%	21%

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CUSTOMIZED B2B RESEARCH
delivered to you *with a plan to use it.*

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

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Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. **Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals.**"

-David Crane, VP Marketing, Intentsify

"Ascend2 was a pleasure to work with and helped us to **design a thoughtful survey that uncovered truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

-Nick Olsson, CEO, Olsson Communications

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). **My CEO is super pleased.**"

-Emily Wingrove, Director of Marketing, Synthio

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."

-Jonathan Greene, Director of Marketing, LeadCrunch

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