

DATA-DRIVEN MARKETING ■ TRANSFORM THE WAY YOU GROW YOUR BUSINESS

A roadmap to better understand your customers and make smarter business decisions

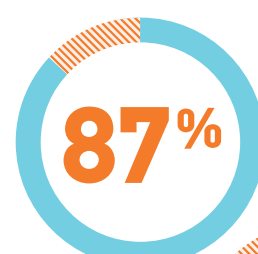
Data is changing the very essence of marketing. Gone are the days of hunches and going with your gut. The integration of intelligence into decision making has become an imperative, but marketers are still struggling to gain access to the right data and put it to use correctly.



91% of senior marketers believe successful brands use customer data to drive marketing decisions



39% say their own company's data is collected too infrequently or not in real time



of marketers rely on data to do their job well



BUT
of marketers believe they have sufficient access to data

Gartner survey results show where organizations get their marketing data

58%
Internally owned data



17% Data from **channel** or **agency partners**

25% Data **acquired** or **purchased**

"At the end of the day, every engagement matters – having a holistic view of all interactions and using that data to derive insights and make decisions is critical."

— **Clay Fisher**, Sr. Director, Digital Marketing and Product Development, DIRECTV

5 STEPS ON THE ROAD TO SUCCESSFUL DATA-DRIVEN MARKETING

Even if you're already implementing data-driven strategies, you could be missing important steps and crippling your success. Embracing data-driven marketing can make a huge impact on your business, but it often entails a major transformation of your processes — and that is no small undertaking.

YOU DON'T HAVE TO FIGURE IT OUT ON YOUR OWN

We've developed *The CMO's Guide to Data-Driven Marketing* to provide you with a clear roadmap to optimize your data-driven strategies and ensure your continued success.

CONSUMER INTELLIGENCE

Use the data you've collected to paint a picture of your customers and look for insights that can help drive more effective marketing and business decisions.

- Define your most valuable audience segments
- Look for patterns that shape audience behavior
- Find & engage look-alikes to expand your reach
- Develop personas to visualize your target audience & messaging practices that they will relate to

DIGITAL DATA CENTRALIZATION

Every bit of data counts, but individual puzzle pieces won't help you see the whole picture.

Get a better understanding of who your customers really are by integrating your offline data with everything you've learned about them online.

BRAND MEASUREMENT

Look back on your campaign through a data-driven lens to better understand your results and inform future strategies.

MEDIA INTELLIGENCE

Before you spend a dime, define ROI per customer segment and consider which channels will be best for reaching whom. By applying previously consolidated data and results to your media strategy, you'll be ideally positioned to learn from, react to, and optimize for today's competitive landscape.

MEDIA PLANNING & EXECUTION

Develop creative that will resonate with your audience segments and align it across delivery platforms to ensure your target audience is seeing the right ad, at the right time, on the right device.

- Create content tailored to your points of engagement
- Develop dynamic templates that can be efficiently repurposed
- Optimize in real time to drive superior results

CONTINUE YOUR JOURNEY

Get the full details in *The CMO's Guide to Data-Driven Marketing* at turn.com/CMOguide



Columbia Business School's Center on Global Brand Leadership, NYAMA, Marketing ROI in the Era of Big Data: The 2012 BRIT/NYAMA Marketing in Transition Study Domo, 2013 Data-Driven Marketing Survey Gartner, Data-Driven Marketing Survey, 2013 Gartner, Digital Marketing Measurement Survey, 2013

TURN