

# MARKETING DATA QUALITY TRENDS

Survey Summary Report

**Ascend2**<sup>™</sup>

Research Series Conducted in  
Partnership with Leading  
Marketing Solution Providers



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## **Methodology**

*Ascend2 benchmarks the performance of popular digital marketing strategies and tactics using a standardized questionnaire and a proprietary 3-Minute Survey format.*

*This survey was fielded to a panel of research subscribers and marketing influencers during the week of January 8, 2017.*

# MARKETING DATA QUALITY TRENDS

Quality marketing data enables the targeting of customers *you* want with the information *they* want.

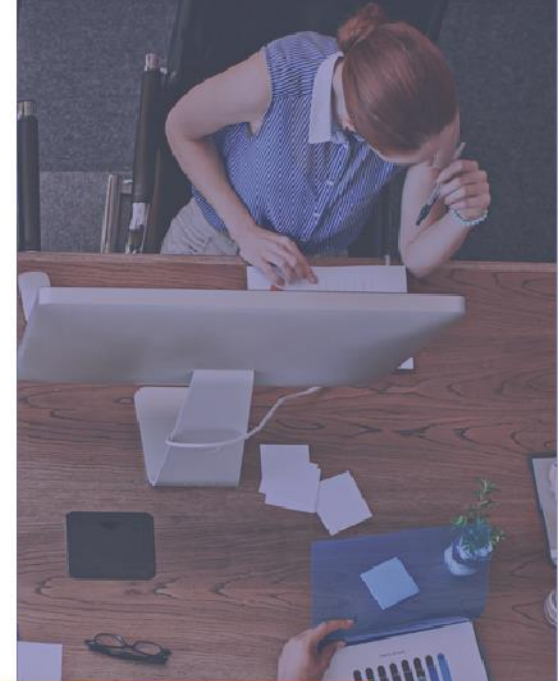
**But how do marketers plan to improve their data quality in the year ahead?**

To find out, Ascend2 and our Research Partners fielded the Marketing Data Quality Trends Survey. We thank the marketing professionals responding to this survey for sharing their valuable insights with us, and you.

The data in this edition of the study titled the *Marketing Data Quality Trends Survey Summary Report* represent the average of all market segments responding to the survey. Specific 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.

Enjoy!



## Survey Respondents & Profiles N=250

### Number of Employees

More than 500	50%
50 to 500	36%
Fewer than 50	14%

### Role in the Company

Owner / Partner / CXO	26%
VP / Director / Manager	57%
Non-Management	17%

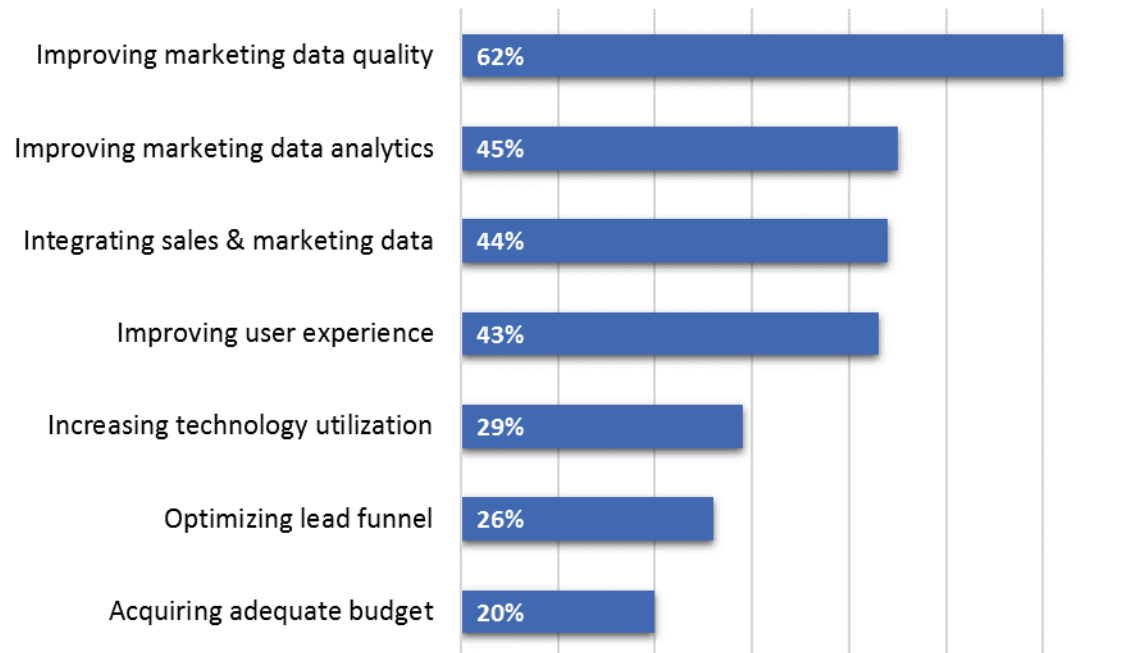
### Primary Marketing Channel

B2B Business-to-Business	41%
B2C Business-to-Consumer	38%
B2B and B2C Equally	21%

# MOST IMPORTANT OBJECTIVES

A clear majority of marketing influencers (62%) point to improving the quality of marketing data as a most important objective of a successful marketing data strategy.

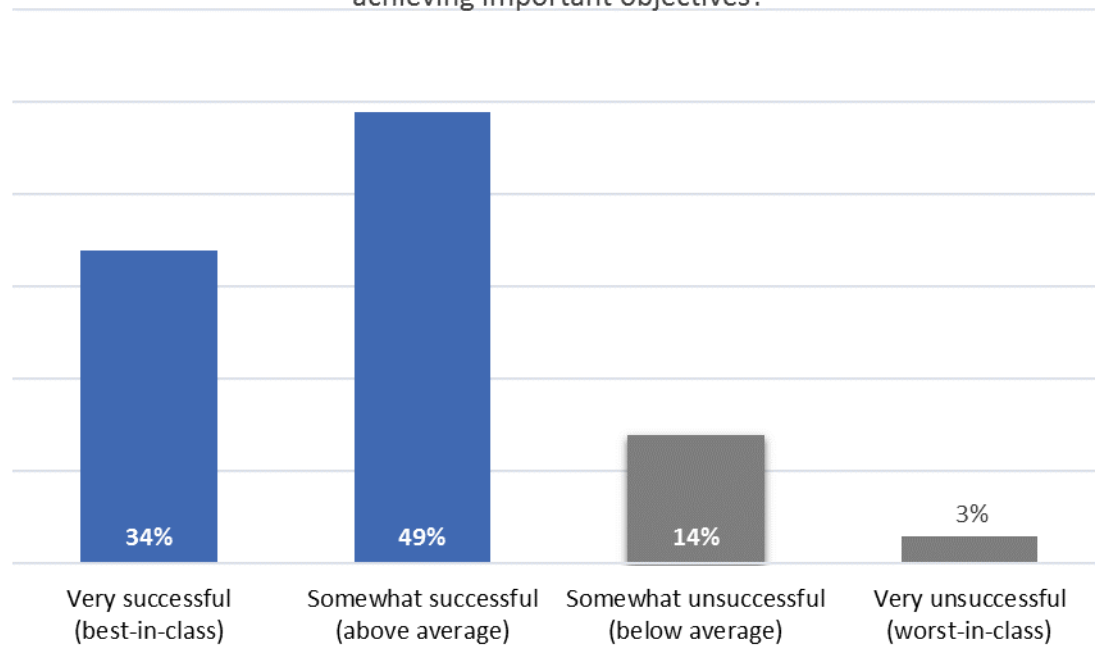
What are the most important OBJECTIVES of a marketing data strategy?



# SUCCESSFULLY ACHIEVING OBJECTIVES

A combined 83% of marketing influencers consider their marketing data strategy successful to some extent with about one-third (34%) referring to it as best-in-class. A total of 17% are still struggling to achieve the important objectives of their marketing data strategy.

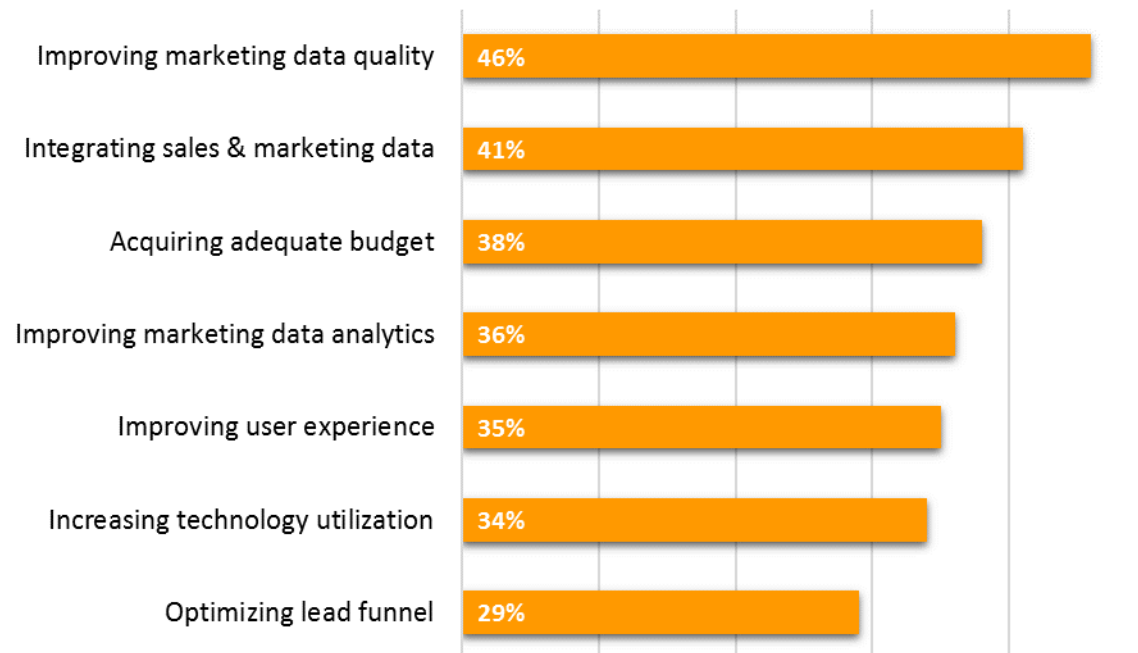
How SUCCESSFUL is your company's marketing data strategy at achieving important objectives?



# CRITICAL CHALLENGES TO SUCCESS

Improving marketing data quality is not only a most important objective, it is also a critical challenge to marketing data success for nearly half (46%) of marketing influencers.

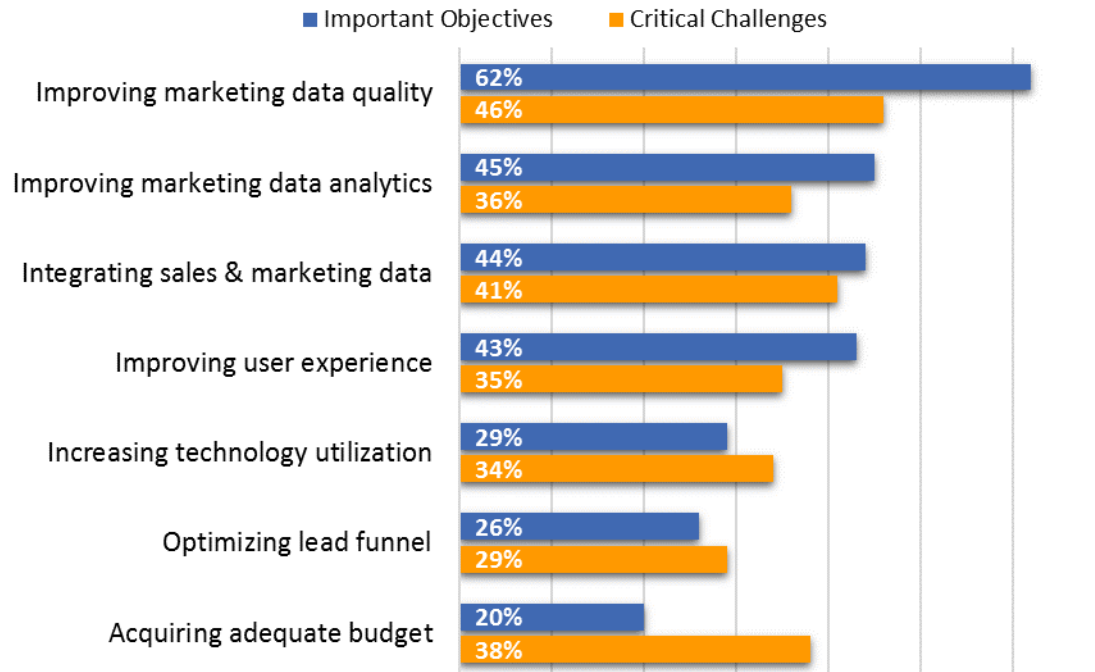
What are the most critical CHALLENGES to achieving marketing data success?



# STRATEGIC OBJECTIVES VERSUS CHALLENGES

Analyzing the importance of objectives in comparison to the challenge of achieving them provides a unique perspective on developing a balanced and successful marketing data strategy.

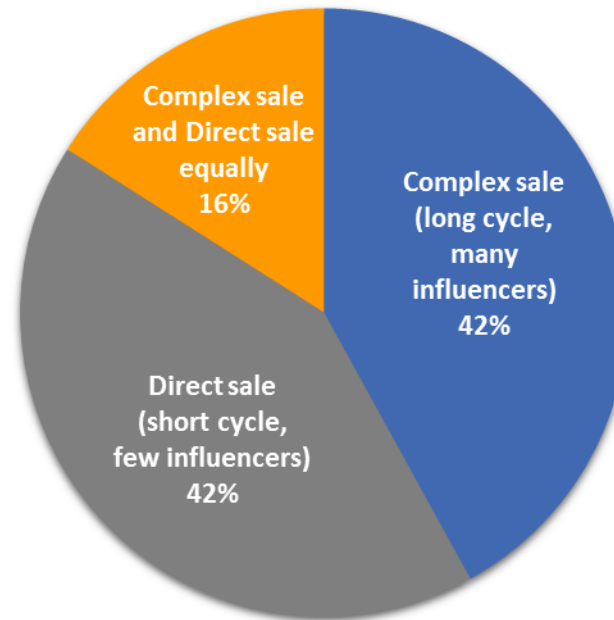
Strategic objectives versus critical challenges to achieving.



## SALES CYCLE ENCOUNTERED

The longer and more complex a sales cycle, the more important quality marketing data is to success. Quality marketing data ensures accuracy and enables the targeting of customers *you* want with the information *they* want.

Which best describes the type of SALES CYCLE encountered most often?

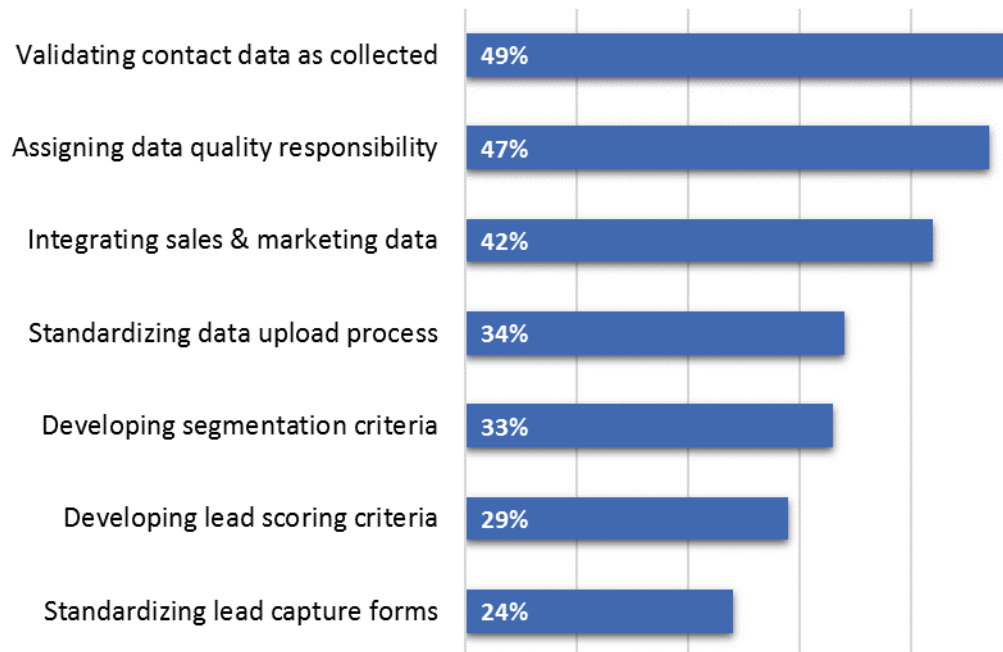




# MOST EFFECTIVE TACTICS

Validating contact data as it is collected from online contact forms is a most effective tactic used by nearly half (49%) of marketing influencers. It has also become a very popular automated process that is easily integrated into online contact forms.

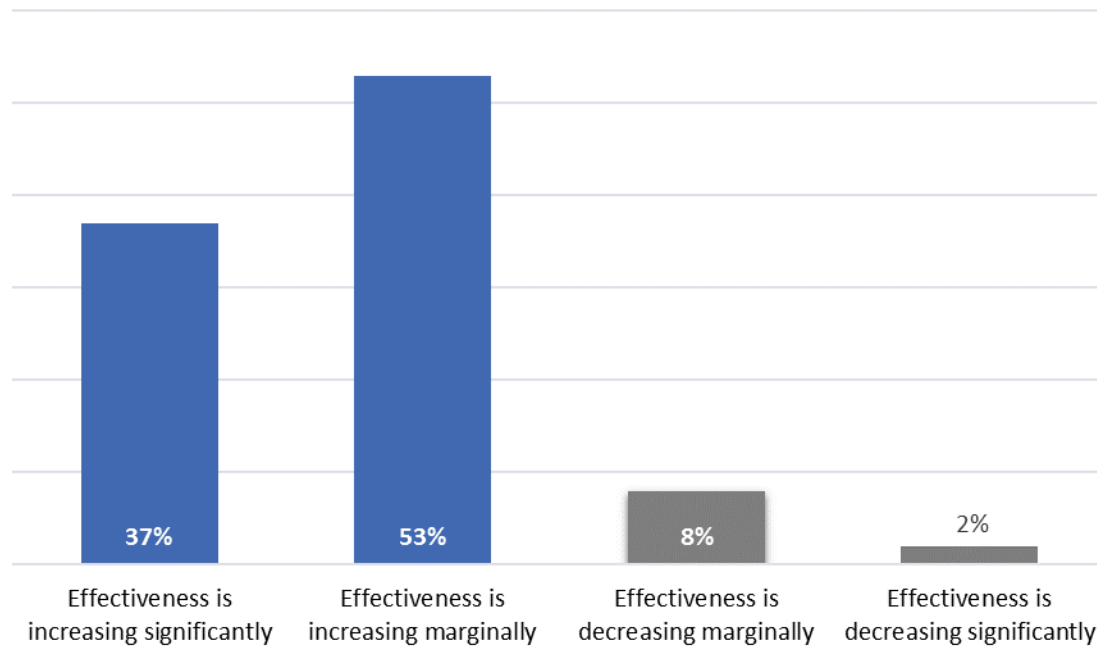
What are the most effective TACTICS used to improve marketing data quality?



# HOW EFFECTIVENESS IS CHANGING

The good news is the effectiveness of tactics used to improve marketing data quality are increasing to some extent for nine-out-of-ten marketing influencers. Regrettably, effectiveness is decreasing for the remaining 10%.

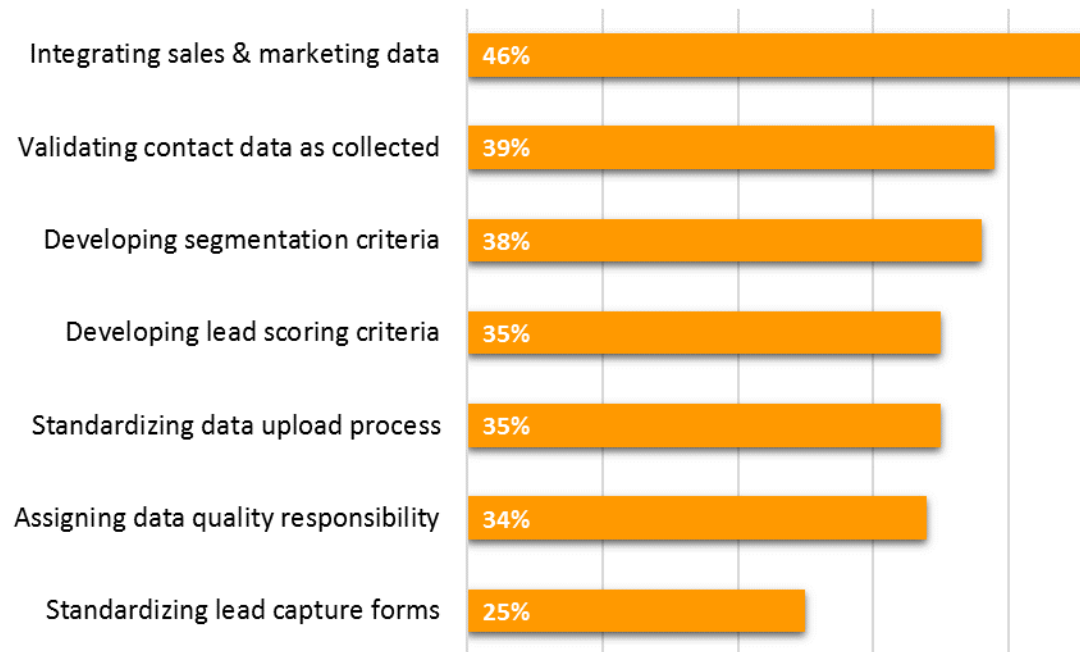
To what extent is tactical EFFECTIVENESS changing?



# TACTICAL EFFORT REQUIRED

The skill, time and expense required to perform tactics is an important consideration when developing the tactical plan of action to achieve marketing data quality objectives. Integrating sales and marketing data (46%) is a technical tactic requiring skills not always available in-house.

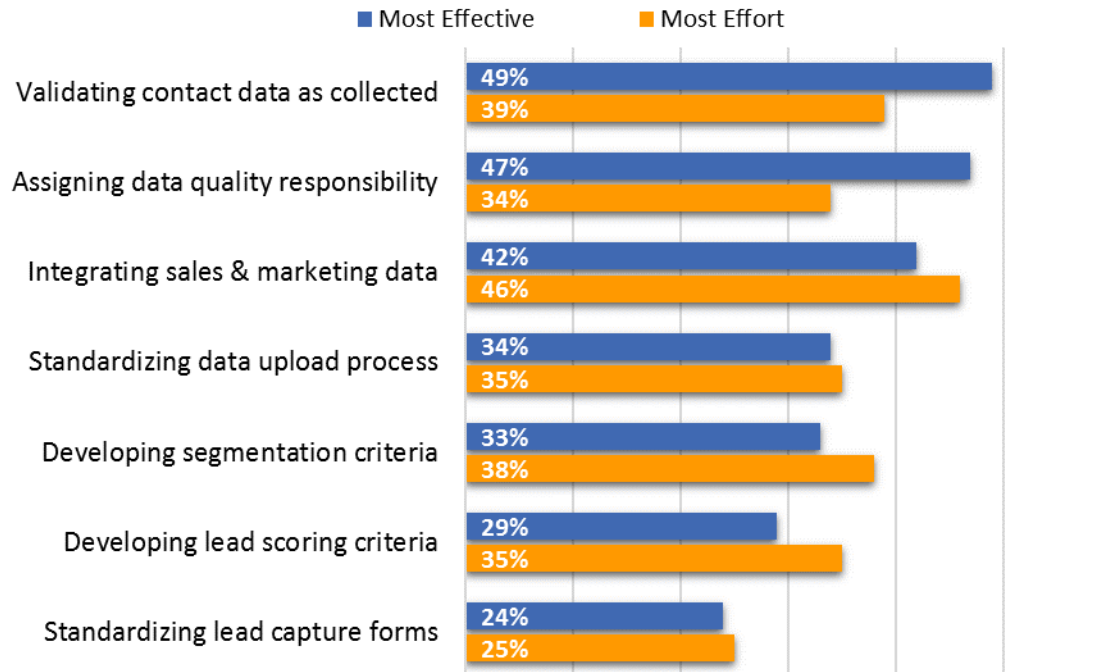
What tactics require the most EFFORT (skill, time and expense) to perform?



# TACTICAL EFFECTIVENESS VERSUS EFFORT

Tactics that are much more effective than they are difficult to perform, are more likely to be included in a marketing data quality strategy and less likely to require outsourcing to a specialist.

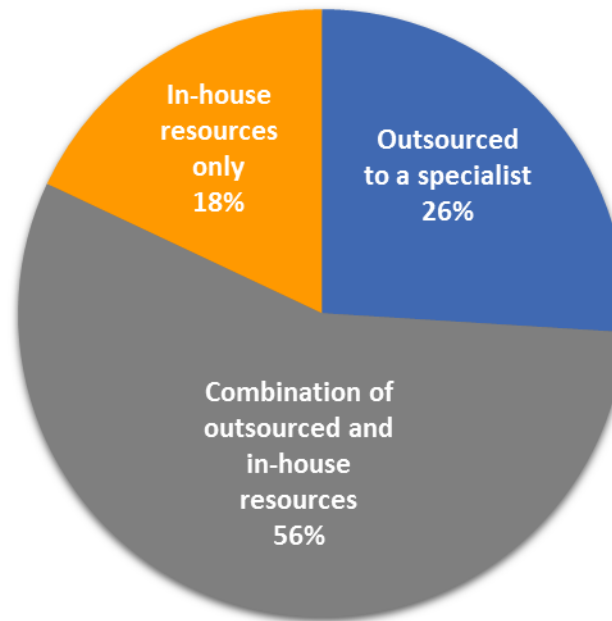
Tactical effectiveness versus effort to perform.



# RESOURCES FOR IMPROVING DATA QUALITY

Tactics for improving marketing data quality can require significant effort (skill, time and expense) to perform. Which is why 82% of marketing influencers in total outsource all or part of the tactics used to improve marketing data quality.

Which best describes the RESOURCES used to improve marketing data quality?



# Ascend2

## Research-Based Demand Generation for Marketing Solution Providers

Marketing technology and data companies, and digital marketing agencies, partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – focusing on your brand and the interests of your target audience.

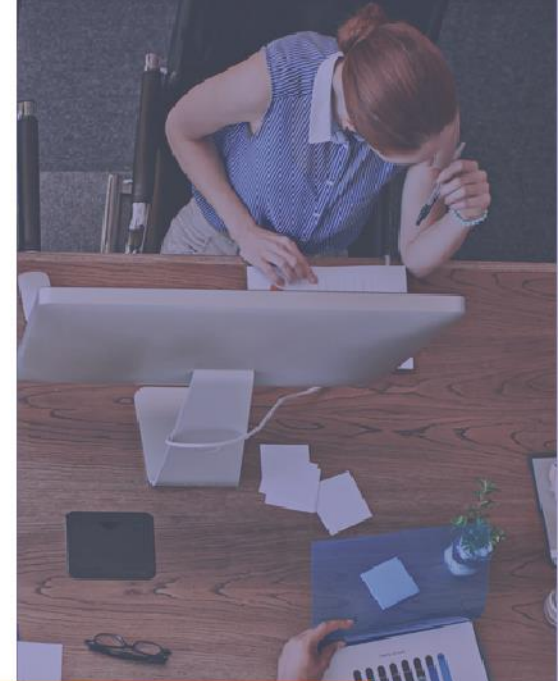
Learn more about us at [Ascend2.com](https://Ascend2.com)

Below are just a few of the leading marketing solution providers that Partner with us on research-based demand generation.



*As a marketing technology or data company, or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.*

*Research-Based Demand Generation is a process we developed to generate leads using factual content of interest to your target customers, and nurture those leads to marketing-qualified status in the name of your brand.*



## Research Partner Programs

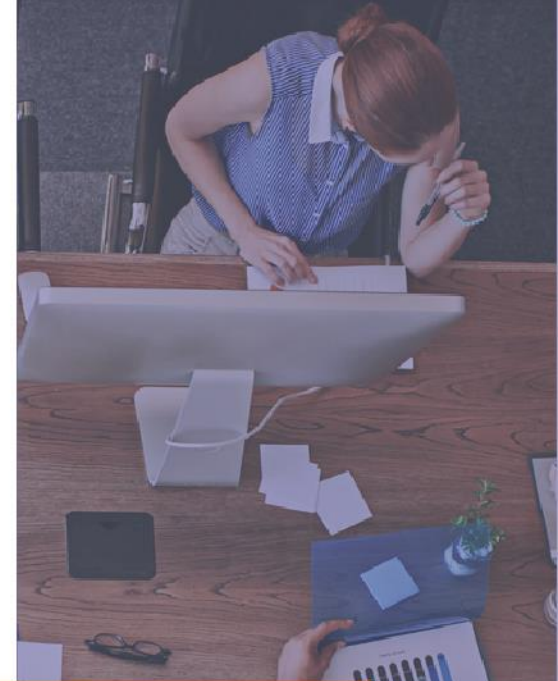
Research Partner Programs rapidly deliver factual content and a guaranteed number of leads to marketing technology and data companies, and digital marketing agencies, in two simple steps:

### 1. Choose marketing topics of interest to your audience.

- A new marketing topic is surveyed every month

### 2. Choose an exclusive data segment for each topic.

- Successful Strategy Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- Complex Sale Benchmarks
- And more!



*This Survey Summary Report is part of a monthly research series conducted in partnership with marketing solution providers.*

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