

# WHY DATA-DRIVEN MARKETING IS ESSENTIAL TODAY

Data-driven marketing is the process of collecting and utilizing marketing data and making decisions based on that data. It is essential for marketers today and brings significant advantages to organizations that use data to both fuel and optimize their marketing efforts.



## Right People, Right Content, Right Time

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.



**75% of companies have increased consumer engagement with data-driven marketing**



## Better Audience Insights

By using high-quality data in a campaign, organizations can generate more quality data based on the performance of that campaign. Marketers can then confidently use the audience insights gained from these initiatives to further refine their targeted marketing efforts to better serve customers.



**78% of organizations state that data-driven marketing leads to increased conversions and customer acquisitions**



## Accurate Performance Assessment

Data-driven marketing 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.



**2 out of 3 marketers state that data-based decisions are more effective than gut instincts**



## Improving the Customer Experience

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 while maintaining and optimizing those that are performing well.



**64 percent of marketing leaders report that data-driven strategies are vital to success**



## Communicate Your Team's Value

By leveraging data, marketers can communicate their value and fulfill 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.

**6x**

**Companies that adopt data-driven marketing are 6 times more likely to be profitable year-over-year**



## Generate More Revenue

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.

**5-8x**

**Businesses with data-driven strategies realize five to eight times as much ROI as businesses without**



# ClickDimensions

Sources: Forbes, ZoomInfo, Google/eConsultancy, Invesp