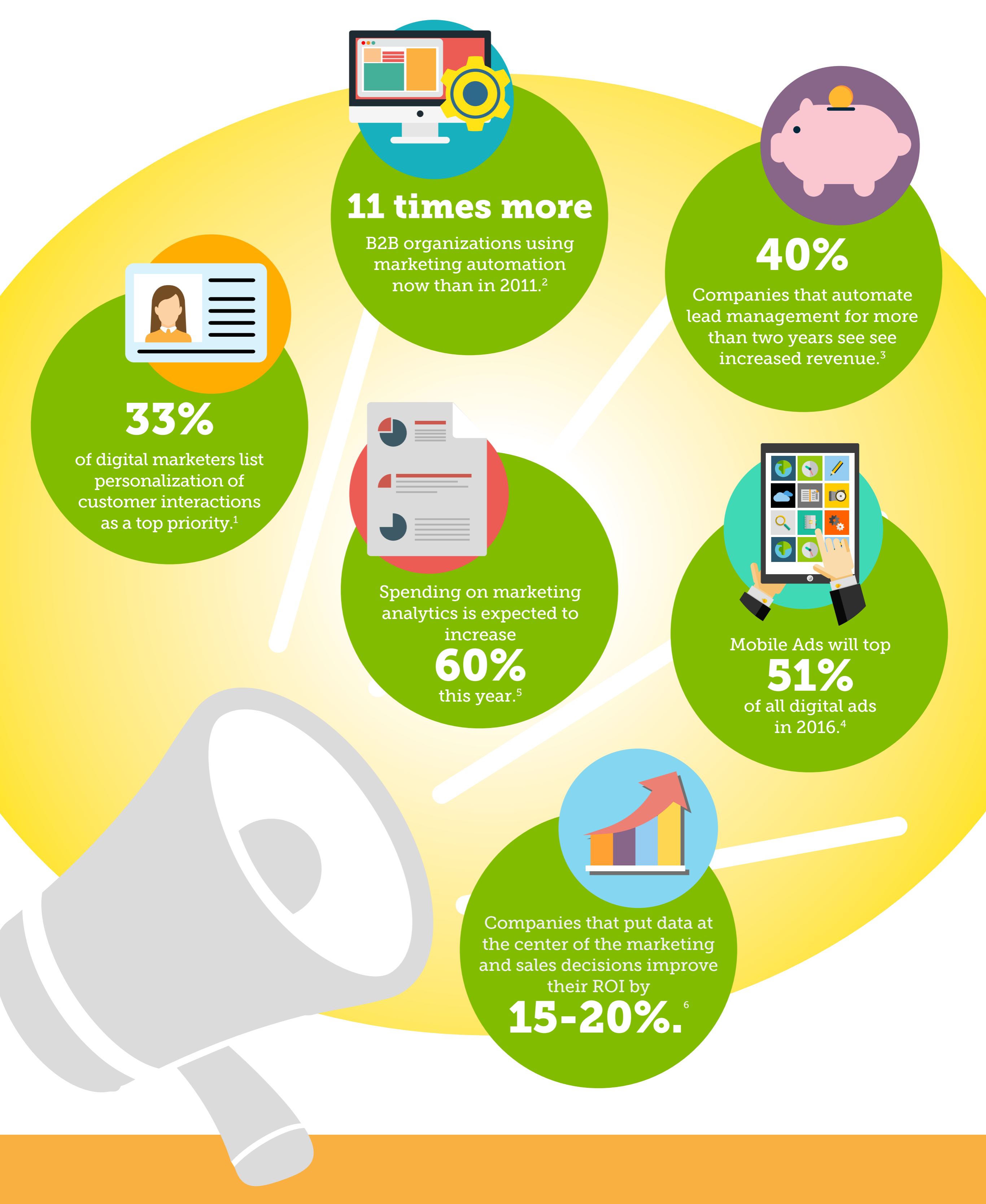


Hacking the System



HOW TO UNLOCK DIGITAL MARKETING'S GREAT POTENTIAL.

TODAY'S FASTEST GROWING **digital marketing trends** are all powered by the growth of big data:



Most digital marketers are now using **multiple sources**

to feed their databases to support digital marketing, including:

Purchase history **48%**

Web browsing history **16%**

Third-party lists **44%**

Social media posts⁷ **12%**

However, many are overlooking digital data sources such as

Surprisingly, companies often ignore data quality, and their implementation of **digital marketing strategies suffers.**

Among marketing and sales professionals:



Most rely on names **55%** and demographic information **53%** to personalize campaigns, but less than a quarter use transaction triggers **24%**, brand interactions with customers **19%** or event triggers **17%**⁸

Successful digital marketers are investing in data quality to:

Increase revenues
Through improved campaign efficiency
Almost half of marketers (47 percent) are seeing a return on their data-related investments, compared to 39 percent a year ago. Sixty-four percent of those who have already started investing in data solutions are seeing a positive ROI.¹⁰

Improve Targeting
Matching the right message to the right person
More than 80 percent of leaders are optimistic about the success of their personalized marketing efforts in 2015, compared to 56 percent of laggards.¹¹

Boost Consumer Satisfaction
Consistently delivering what customers want, when they want it
53% of companies say that investing in data quality would lead to a better understanding of customer needs.

For additional resources, please visit www.infogroupmediasolutions.com/resources

¹AdAge <http://adage.com/article/cmo-strategy/marketers-personalization-key/292300/> March 2014
²SiriusDecisions "B-to-B Marketing Automation Study" (2014)
³B2Bmarketing.net and Circle Research "Benchmarking Report Marketing automation" (2015)
⁴Marketer <http://www.emarketer.com/Article/Mobile-Ad-Spend-Top-100-Billion-Worldwide-2016-51-of-Digital-Market/1012299> April 2015
⁵CMO Survey http://www.cmoassocouncil.org/current_program_details.php?pid=100
⁶McKinsey <http://www.economistgroup.com/leanback/big-data-2/smart-analytics-can-tap-up-to-20-of-lost-roi/> November 2013
⁷Infogroup "Big Data's Big Payday:Marketers Approach ROI Tipping Point in 2015" 2015
⁸Infogroup "Big Data's Big Payday:Marketers Approach ROI Tipping Point in 2015" 2015
⁹Consultancy <https://econsultancy.com/blog/62583-94-of-businesses-say-personalisation-is-critical-to-their-success/> April 2013
¹⁰Infogroup "Big Data's Big Payday:Marketers Approach ROI Tipping Point in 2015" 2015
¹¹Infogroup "Big Data's Big Payday:Marketers Approach ROI Tipping Point in 2015" 2015