

# Data-Driven Marketing 101



# What is Data-Driven Marketing?

In its simplest terms, data-driven marketing is defined as the process of making decisions based on the analysis of data collected from or about consumers. In essence, it's systematically extracting inferences from data sets to uncover trends and create opportunities that expand marketing effectiveness.

This eBook highlights how data-driven strategies empower marketing campaigns through personalization tactics.

## Here's what's covered:

- How Data-Driven Marketing Drives the Customer Experience
- Understanding Marketing Strategy & Performance
- The Most Challenging Obstacles to Data-Driven Marketing Success





## How Data-Driven Marketing Drives the Customer Experience

Data-driven marketing optimizes the customer experience by targeting the right audience, with the most relevant content, at the most appropriate time.

# Overview

Marketing professionals are leaning on data to automate better engagement by generating targeted campaigns based on user demographics, behavior, and any number of other customizable triggers. In the digital era, data is the key to personalizing the customer experience.

ZoomInfo's 2016 Data-Driven Survey, in partnership with Ascend2, found "personalizing the customer experience" to be the number one objective of companies with "very successful" data-driven marketing strategies.



Personalizing the customer experience



Measuring data-driven marketing ROI



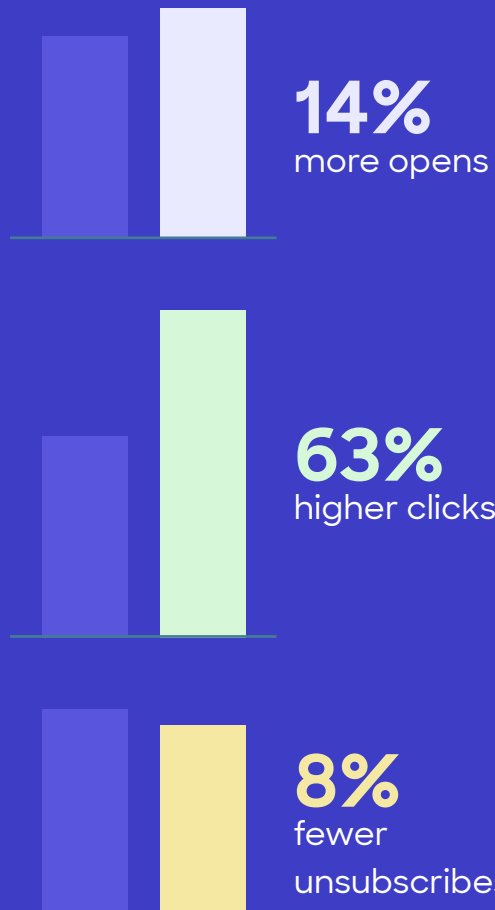
Targeting individual segments



Improving data quality

[source](#)

## Segmented email sends receive:



[source](#)

# Email Personalization

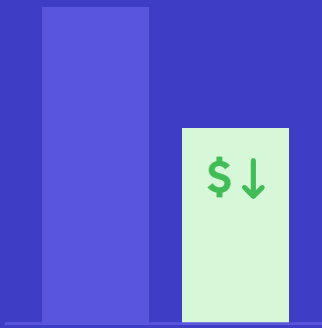
The most effective way to optimize the customer experience is to personalize it. Email personalization is a tactic used by data-driven marketers that uses customer and prospect information to individualize the experience of the recipient.

The ability to individualize email campaign messaging and segment email lists has been found to be the most effective personalization technique for 50% and 51% of marketing influencers respectively ([source](#)). When it comes to individualizing email communication, marketers are replacing generic messages with conversational copy, customized to best fit the personality and interests of the recipient.

Demographic and behavioral data fuel marketers with the information needed to segment their audience for more relevant, personal and effective email campaigns, which in turn drives engagement. It has been reported that segmented emails receive 14% more opens, 63% higher clicks and 8% fewer unsubscribes than unsegmented ones ([source](#)).



65% of marketers are still challenged when it comes to understanding which types of content are effective and which types aren't.



Content marketing costs 62% less than traditional marketing and generates about three times as many leads.

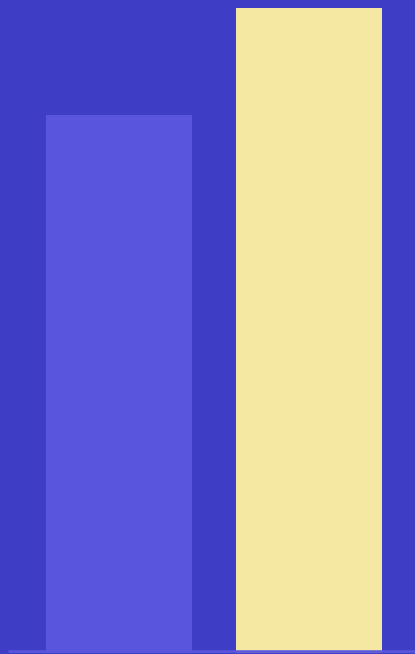
[source](#)

## Customized Content

Customized content is at the core of nearly every successful marketing strategy. In fact, it costs 62% less than traditional marketing and if done correctly, can generate 3x as many leads ([source](#)).

However, not all marketing teams are seeing a strong ROI from their content. In fact, 65% of marketers are still challenged when it comes to understanding which types of content are effective and which are not ([source](#)). A disconnect between organizations and their target audience can lead marketing campaigns astray and render their efforts ineffective.

In order for content to resonate with its recipients and drive engagement, marketers must have a strong understanding of who their audience is, the questions they have and the answers they need. By analyzing your database and working with your sales team, you can develop a set of clearly defined best buyer profiles, providing your organization with a strong and clear understanding of your target audience.



Leads nurtured with targeted content produce an increase in sales opportunities of more than

**20%**

[source](#)

## Nurture Campaigns

Leads nurtured with targeted content produce more than a 20% increase in sales opportunities ([source](#)), therefore it is essential that content is customized not only for your best buyer profiles, but for each stage in the buyers journey as well.

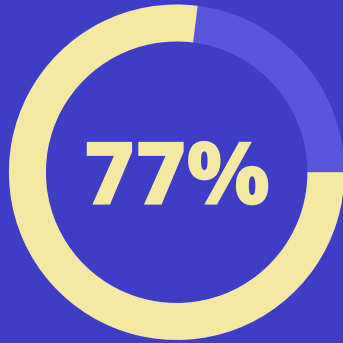
Marketing automation platforms support personalization efforts by providing capabilities that trigger nurture campaigns based on a lead's behavior and demographic and firmographic details. Considering 73% of all B2B leads are not ready to purchase the first time they interact with your brand ([source](#)), it is marketing's responsibility to nurture prospects with relevant content, in a timely manner.



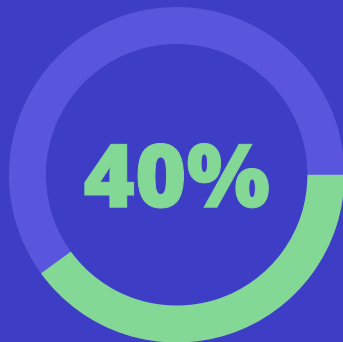
## Understanding Marketing Strategy & Performance

36% of “very successful” data-driven marketers identify “measuring ROI” as one of their greatest obstacles. However, it is not impossible; by implementing the right strategy and using the right tools, marketing teams can better understand their strengths and prove their value to the bottom line.





Studies show companies using lead scoring had a 77% boost in lead generation ROI over those not using scoring ([source](#)).



In Demand Gen 2016 Lead Scoring Report, 40% of respondents said they saw improved conversion rates among leads ([source](#)).

[source](#)

# Understanding Campaign Performance

With complete and correct data sets, marketing teams can understand campaign performance and maximize investments through:

## Lead Scoring

A solid lead scoring strategy can quickly uncover whether your marketing strategy attracts the right type of personas, and thus delivers insight into channel or content performance. However, lead scoring relies on complete and consistent data related to leads and contacts to properly function.

## Lead Routing

The better you are able to score your leads, the more effectively sales can prioritize lead follow up. Organizations usually distribute leads based on company revenue, location, industry, or another firmographic or demographic data points.

## Forecasting

When contact and company data is scored, routed and organized correctly, it will be easier to measure your entire marketing strategy. What pieces of content work better than others? Which channels are driving ROI and worth investing in?



# The Most Challenging Obstacles to Data-Driven Marketing Success

Personalization relies on high quality data; if your data is unreliable then your efforts will be derailed and the success of your campaign will be compromised.



**88%**

of marketing professionals  
said their database strategy  
needs improvement.

## Data Effectiveness Depends on Reliability

Only 33% of respondents polled in ZoomInfo's 2016 survey recognized their data-driven marketing strategy as "very successful". The reasoning behind this may vary between organizations, however, "improving data quality" was cited as the number one obstacle in data-driven marketing success. A Demand Gen study claimed 88% of marketing professionals agreed their database strategy needs improvement ([source](#)).

In order to effectively drive change, the data you are working with must be reliable, otherwise the efforts made to drive the customer experience will be rendered ineffective. According to MarketingShepra, marketing databases naturally degrade by about 22.5% each year. As a result, B2B databases become cluttered with inaccurate, outdated or incomplete records.

# The 5 C's of Data Quality

Keep in mind, if the intel is bad, so is its value. Analyzing your marketing database may sound overwhelming, but it is necessary. To help, we've compiled a framework called "the 5 Cs of data quality" to help you determine where your data may be lacking.



## **CORRECT**

The record is free of any critical errors.



## **CURRENT**

The record contains the most up-to-date contact information.



## **COVERAGE**

Records exist for all relevant people and companies in your market.



## **COMPLETE**

No vital information is missing from the record (i.e. email addresses or direct phone numbers).



## **CONSISTENT**

Data collected from multiple sources is normalized across platforms.

## Identifying the Source of Successful Data

Data is only as good as its source, which is why 79% of very successful data-driven marketers partner with B2B contact data vendors; without them, marketing teams struggle to gather the appropriate information needed to run successful campaigns.

B2B contact data vendors offer more than just names and email addresses, they have the intelligence to provide in-depth insights that allow you to target specific industries, companies, job functions and more. They also offer database cleansing and enrichment features to help ensure the data you already have is accurate and complete.



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