

THE ROAD TO High Powered Marketing

Research Results: Marketing Trends from the Enterprise Perspective

230+ enterprise executives reveal trends in data management and marketing priorities.

Marketers are racing to provide the most engaging customer experience possible.

2/3 of enterprise businesses are driving full speed toward "personalizing the customer experience" as their main priority.

Customers define their journey

Roadblocks

Don't go round and round in circles. Avoid today's top obstacles facing marketers:

Top obstacles include:

59% Integrating data across platforms

55% Improving data quality

45% Analyzing data

45% Measuring ROI

Only half of executives use "somewhat good" data to inform marketing.

You have the green light: Use data + marketing to yield a happy customer

Data provides insight to bridge the gap between anonymous and known audiences.

Without data, you risk crashing altogether.

It's no surprise that **86%** of enterprise organizations say data-driven marketing helps achieve business objectives to some degree.

77%



In fact, 77% will increase budget for individualized marketing initiatives in 2016 - moving miles ahead of their competition who are not using data to create one-to-one customer dialogue.



Arriving with your brand intact

Many hurdles exist to achieving successful marketing. Only marketers who have paved a path toward advanced digital marketing will ultimately arrive at the **final destination - increased engagement and revenue growth.**

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