

# Analytics for the Modern Marketer

Marketing has a reputation as a creative discipline that relies more on intuition and instinct than data-driven strategy.

*Things have changed.*

The modern marketer has a superior knowledge of marketing analytics and data literacy and uses that expertise to guide creative decisions.



## The Traits of the Modern Marketer



**Strategic**  
Always has the big picture in mind



**Agile and iterative**  
Acts quickly / changes course as insights emerge



**Whole brained-left & right**  
Combines logical and creative thinking



**Tech-savvy**  
Makes the most of MarTech and automation

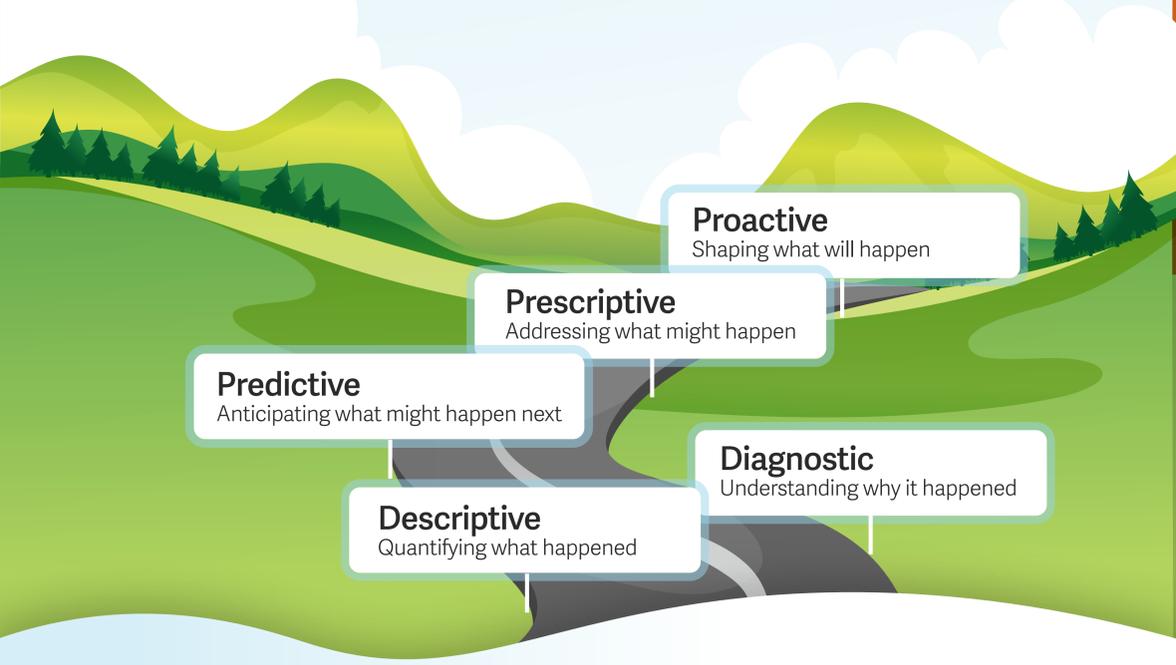


**Tightly aligned with Sales**  
Gives Sales what it needs to be effective

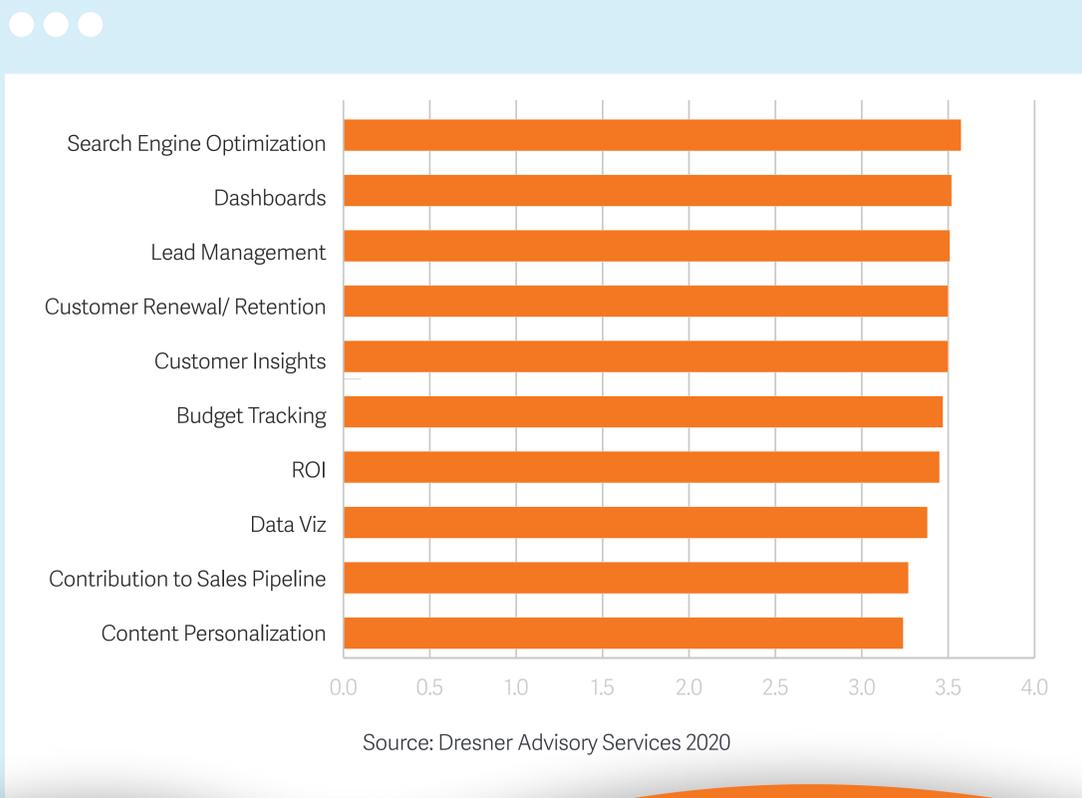


**Data-driven**  
Guided by what the numbers tell them

## The Evolution of Marketing Analytics



## Marketing's Top Analytics Priorities



**More marketers are seeing the value of investing in analytics.**

**And the investment is paying off.**

**57%**

of CMOs report using predictive analytics to generate customer insight.

CMOsurvey.org

**42%**

of sales leaders rate their sales analytics ROI as significantly higher than expected.

Gartner

**Want to learn more about the value of investing in analytics?**

**Contact us today**