

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



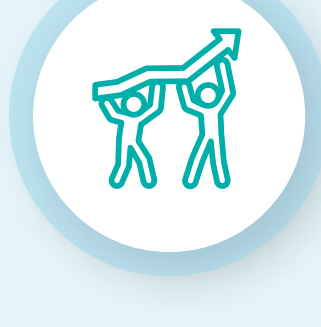
Whole brained-left & right
Combines logical and creative thinking



Tech-savvy
Makes the most of MarTech and automation

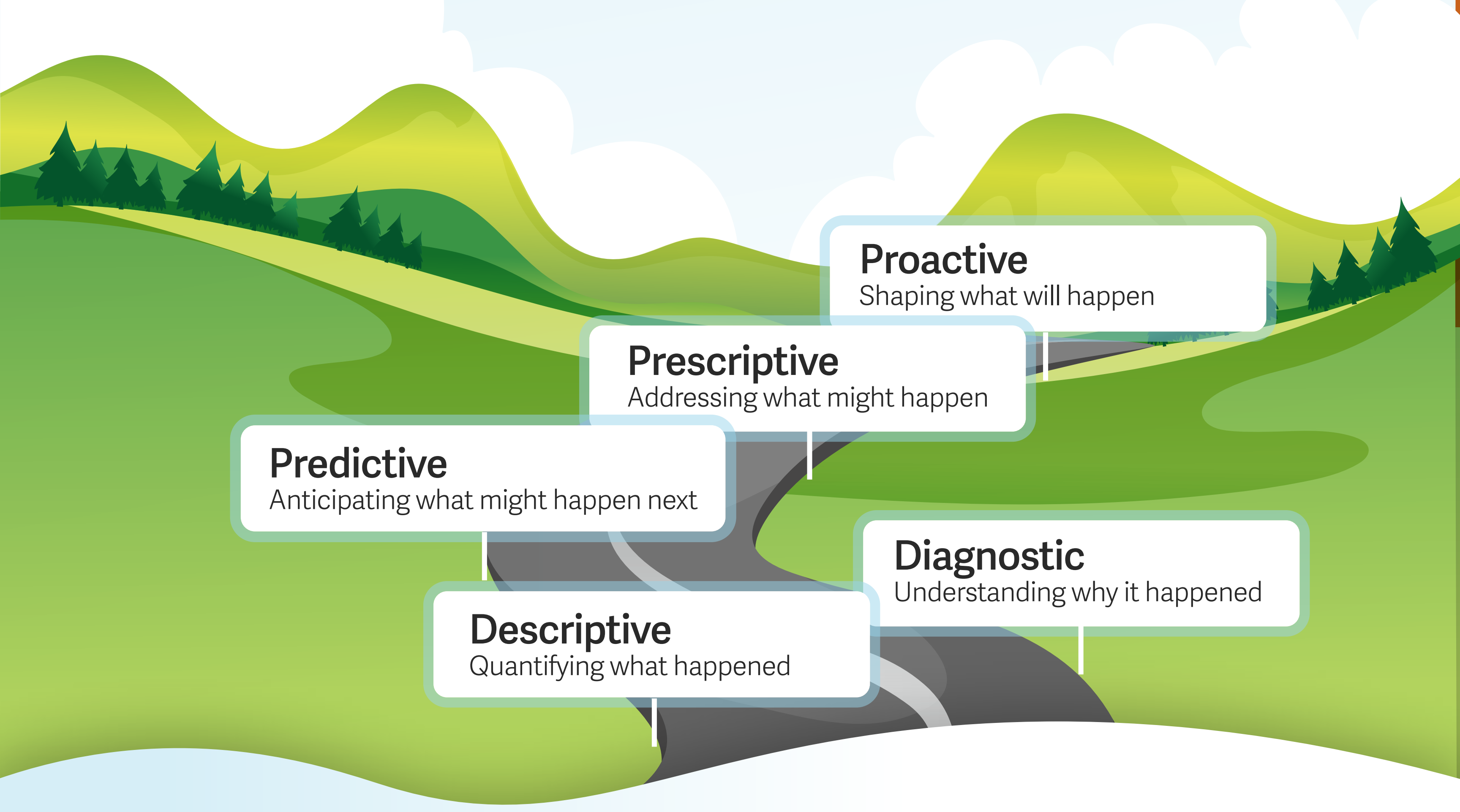


Tightly aligned with Sales
Gives Sales what it needs to be effective

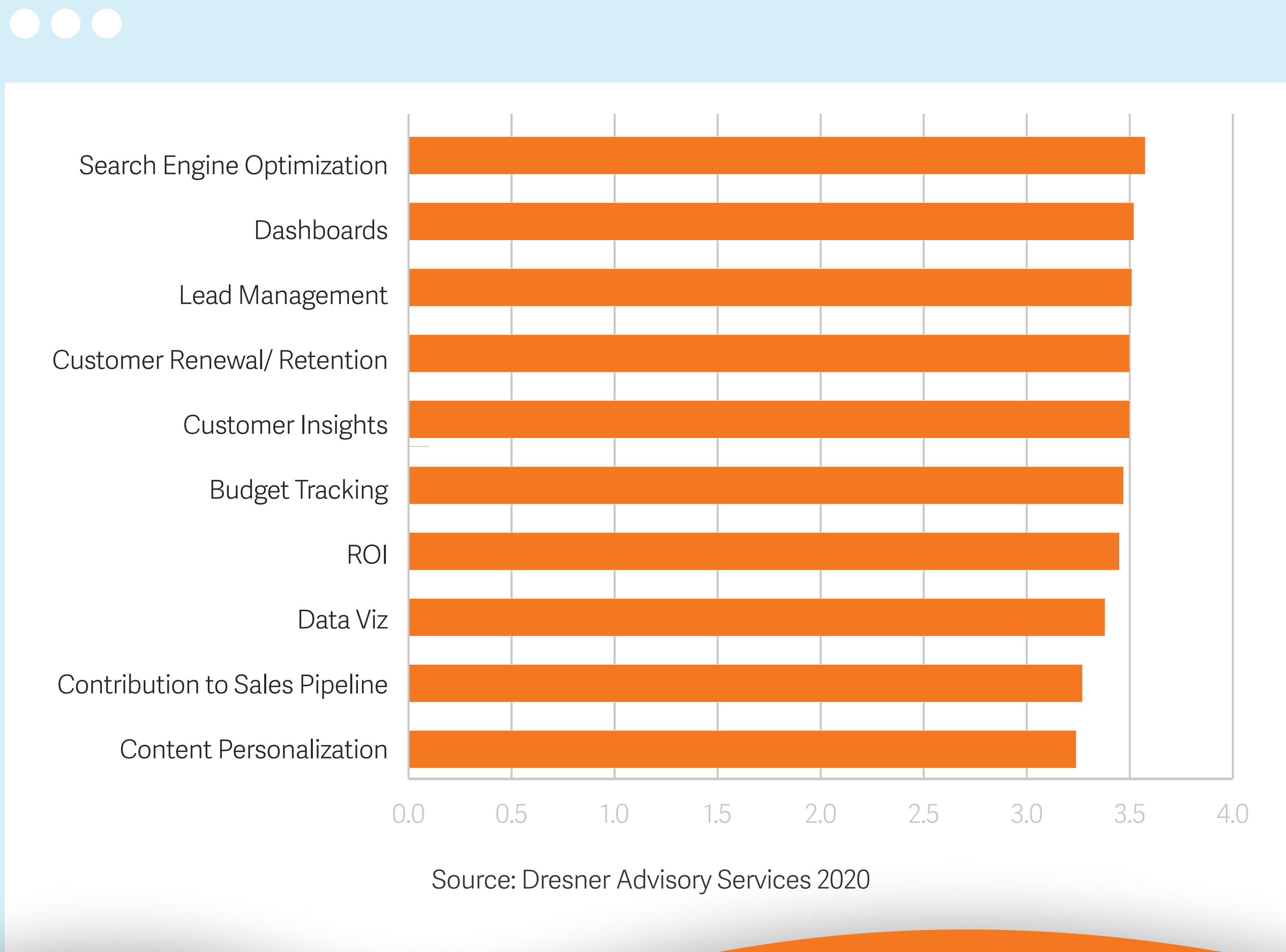


Data-driven
Guided by what the numbers tell them

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