



Leadership Benchmark Report on Marketing Data Quality Trends.

How and why decision-makers plan to improve marketing data quality in the year ahead.

Research Provided by Informatica in Partnership with Ascend2.

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Leadership Benchmark Report on Marketing Data Quality Trends.

Quality marketing data enables the targeting of the prospects and customers you want with the information they want.

But how do marketing decision-makers plan to improve their data quality in the year ahead?

To find out, Informatica, in partnership with Ascend2, fielded the Marketing Data Quality Trends Survey. The results in this edition of the study, titled Leadership Benchmark Report on Marketing Data Quality Trends, represent the opinions of the 170 marketing decision-makers participating in the survey with roles ranging from marketing director to CMO. We thank these busy professionals for sharing their insights with you.

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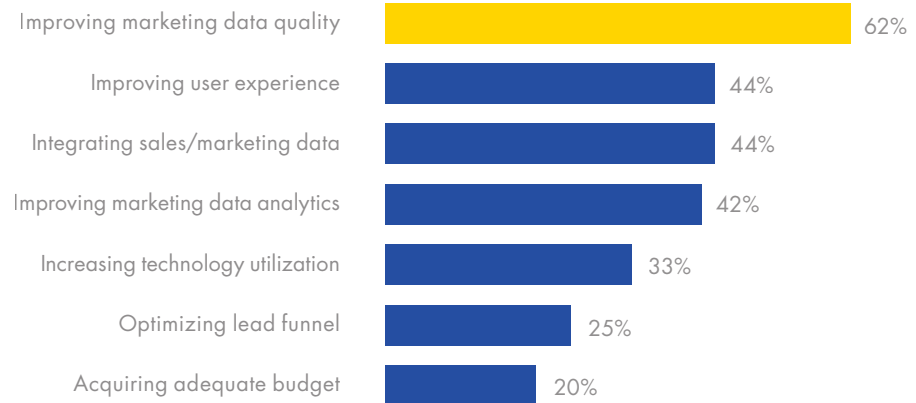
We hope you find the report useful and thought-provoking.

Improving Marketing Data Quality is the Most Important Objective of Marketing Leaders.

A clear majority of marketing decision-makers (62 percent) point to improving the quality of marketing data as a most important objective of a successful marketing data strategy.

Why does data quality matter? Bad data will obstruct the user experience, reduce the reliability of analytics, hinder the optimization of the lead funnel, impact the performance of your campaigns, and more. Quality data is the foundation that leaders rely on to make good decisions and meet important objectives.

What are the most important objectives of a marketing data strategy?



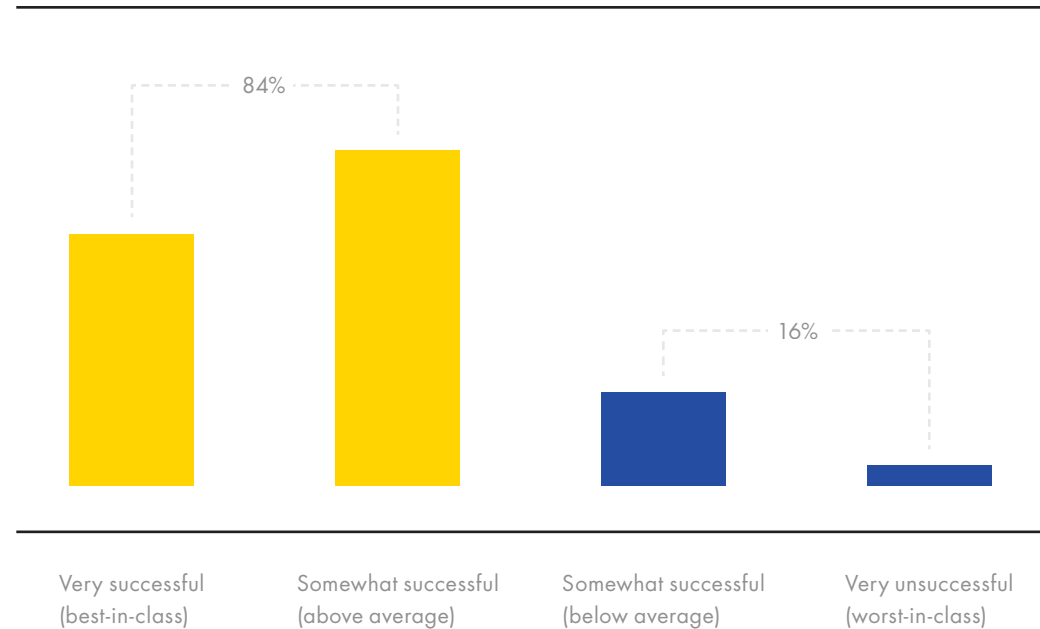
Source: Marketing Data Quality Trends Survey, N=170 Marketing Decision-Makers.
Informatica in partnership with Ascend2.

Achieving Best-In-Class Success.

A combined 84 percent of marketing leaders consider their marketing data strategy successful with more than one-third (36 percent) referring to it as best-in-class. A total of 16 percent are still struggling to achieve the important objectives of their marketing data strategy.

What is required for more companies to be best-in-class? What challenges will they need to overcome to achieve similar success? A closer look at challenges and tactics provides insight into what to focus on to be best-in-class.

How successful is your company's marketing data strategy at achieving objectives?



Source: Marketing Data Quality Trends Survey, N=170 Marketing Decision-Makers.
Informatica in partnership with Ascend2.

Identifying Critical Challenges.

Improving marketing data quality is not only a most important objective, it is also a critical challenge to marketing data success for nearly half of marketing leaders.

Improving marketing data quality requires a repeatable process that includes understanding your baseline, defining requirements of quality data, establishing rules for certifying the quality of that data, integrating those rules into your processes, and monitoring the quality of your data. And if you get the data quality part right, it makes the second highest challenge of marketing data analytics easier and whole lot more accurate. High data quality also helps to improve data utilization and user experience as users will trust the data in the systems and will be confident in their decisions.

What are the most critical challenges to achieving marketing data success?



Source: Marketing Data Quality Trends Survey, N=170 Marketing Decision-Makers.
Informatica in partnership with Ascend2.

How do marketers view improving marketing data quality?



A top priority

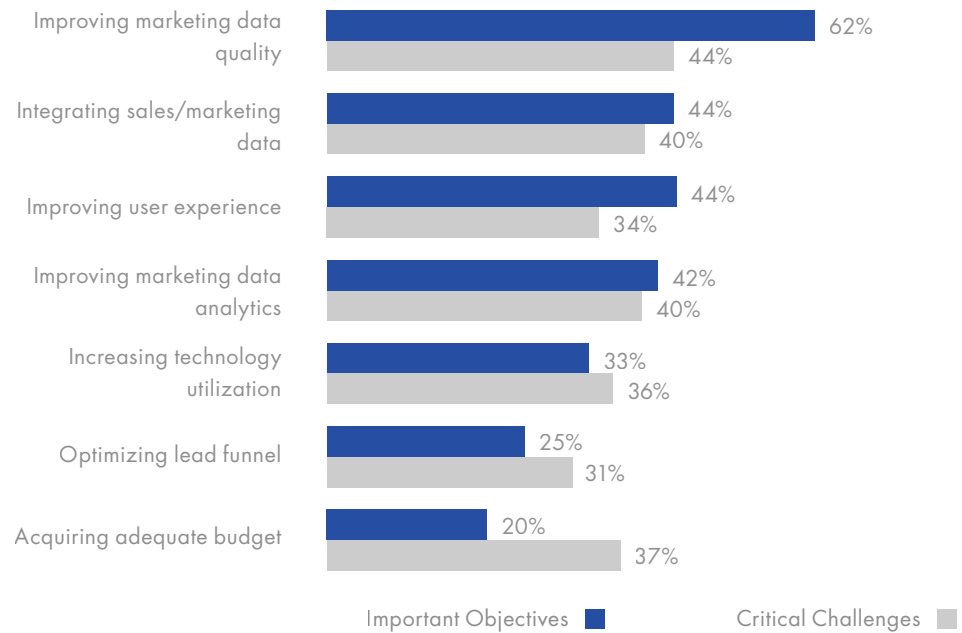


A struggle to achieve

Strategic Analysis of Objectives Versus Challenges.

Analyzing the importance of objectives in comparison to the challenges of achieving them provides a unique perspective on developing a balanced and successful marketing data strategy. Some objectives, such as acquiring an adequate budget, are not nearly as important as they are challenging to achieve. On the other hand, improving marketing data quality is very important and well worth the efforts to overcome the critical challenge.

Strategic objectives to achieve versus challenges to achieving.

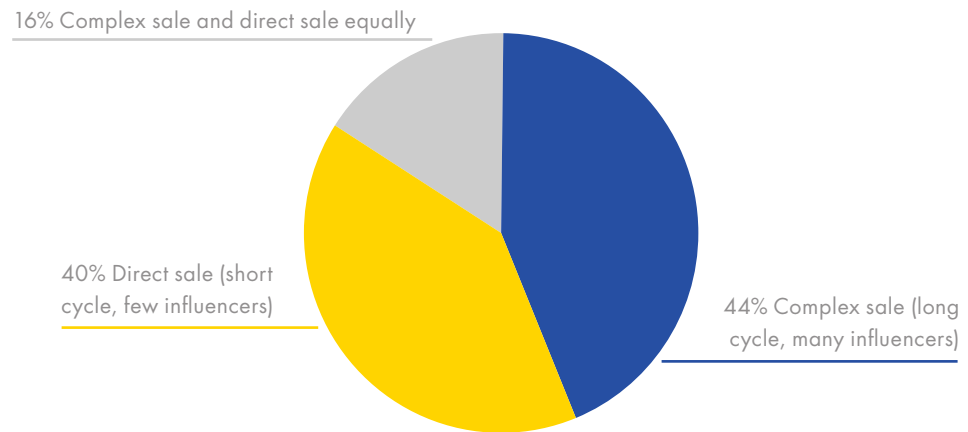


Source: Marketing Data Quality Trends Survey, N=170 Marketing Decision-Makers.
Informatica in partnership with Ascend2.

A Complex Sales Cycle Requires Quality Data.

If your sales cycles are short, it's vital that your sales reps have access to accurate information that they can act on immediately, so they can focus on selling and not searching. But if your sales cycles are longer and more complex, the risk of bad data entering your systems increases. And bad data can lead to lost opportunities, dissatisfaction, and lack of trust in CRM systems.

Which best describes the type of sales cycle encountered most often?



Source: Marketing Data Quality Trends Survey, N=170 Marketing Decision-Makers.
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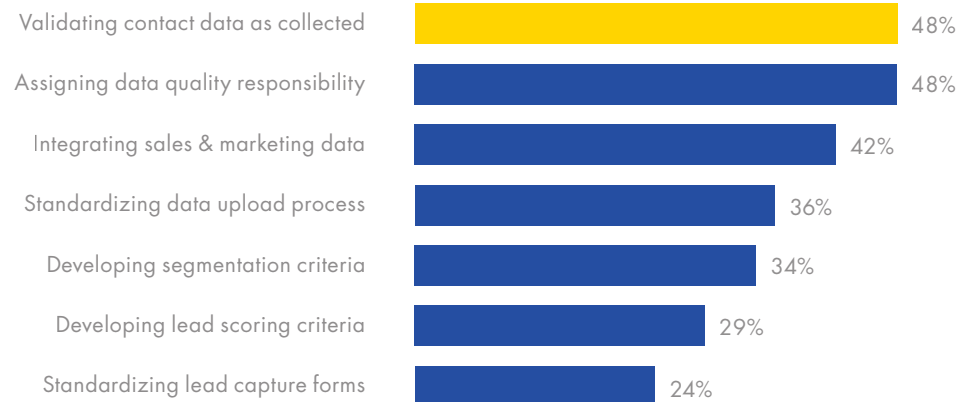
Most Effective Tactics.

Nearly half (48 percent) of marketing decision-makers point to validating contact data as it is collected from online contact forms as a most effective tactic for improving marketing data quality. In most cases, this is an automated process integrated into online forms.

A recent Ascend2 and Informatica research study, [Contact Data Verification Strategies for Marketing and Sales](#), found email address to be the data field that's most essential to marketing and sales success. With the propensity of an email address degrading, it is critical to validate data as it is collected as well as periodically to improve the efficiency of your marketing and sales.

Assigning ownership for the quality of data must be in the context of an overall data governance initiative. If you ignore the need for data governance and management, you're missing out on growing revenue and market share, as well as optimized customer experiences.

What are the most effective tactics used to improve marketing data quality?



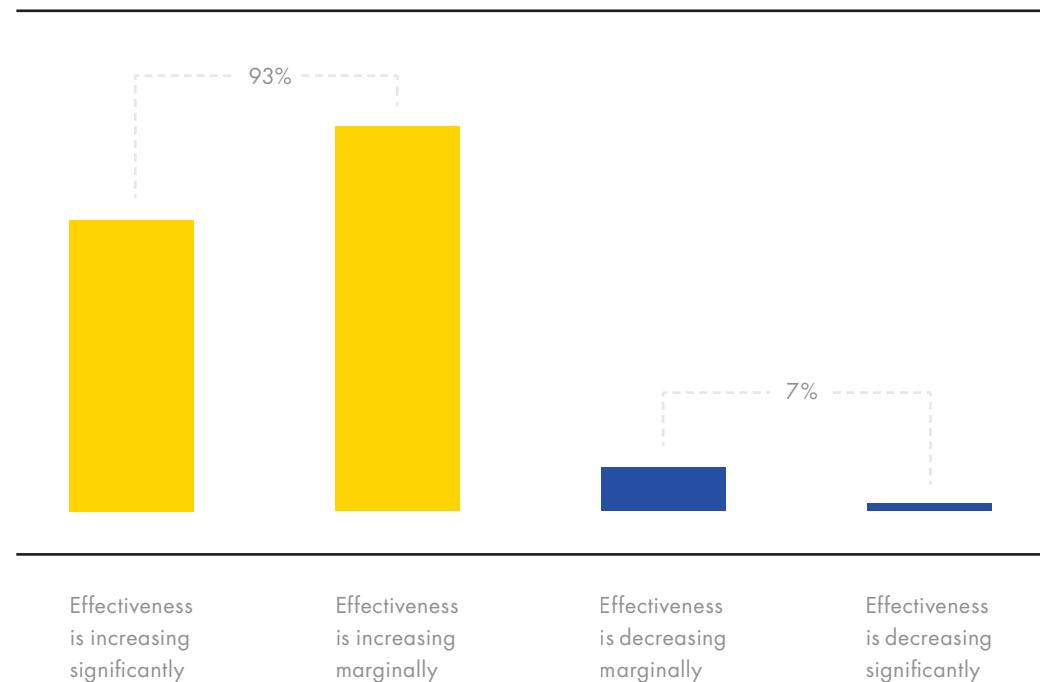
Source: Marketing Data Quality Trends Survey, N=170 Marketing Decision-Makers.
Informatica in partnership with Ascend2.

Data Quality Improves Marketing Tactics Effectiveness.

For more than nine out of ten (93 percent) marketing decision-makers, the effectiveness of tactics used to improve marketing data quality is increasing to some extent with 40 percent claiming the increase is significant. Effectiveness is decreasing for only 7 percent.

Effectiveness will continue to improve when marketers consider how they prioritize tactics. Remembering that validating data as collected and assigning data quality responsibilities are top tactics will make a big improvement to your effectiveness.

To what extent is tactical effectiveness changing?

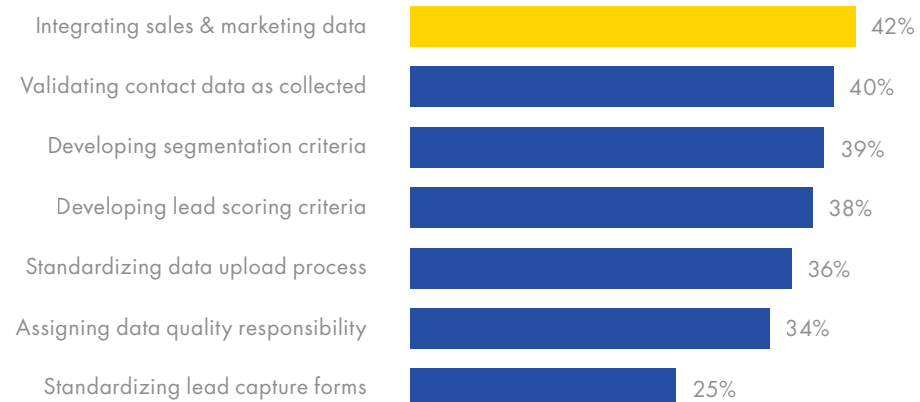


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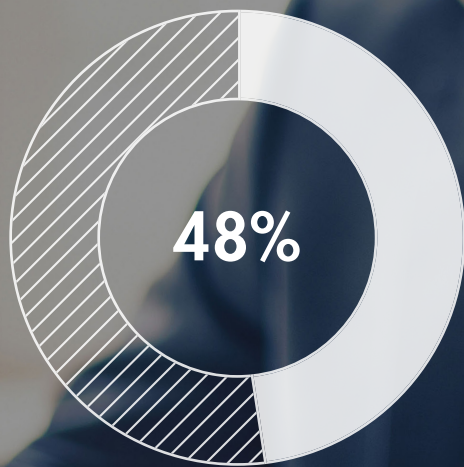
Don't Overlook Effort Required When Developing a Tactical Plan.

The skill, time, and expense required to perform tactics is an important consideration for marketing leaders when developing the tactical plan of action to achieve data quality objectives. Integrating sales and marketing data (42 percent) is a technical tactic requiring skills not always available in-house or within the marketing team. Other tactics, like developing lead scoring criteria and standardizing lead capture forms, require leadership to facilitate communication and objectives across the organization.

What tactics require the most effort (skill, time and expense) to perform?



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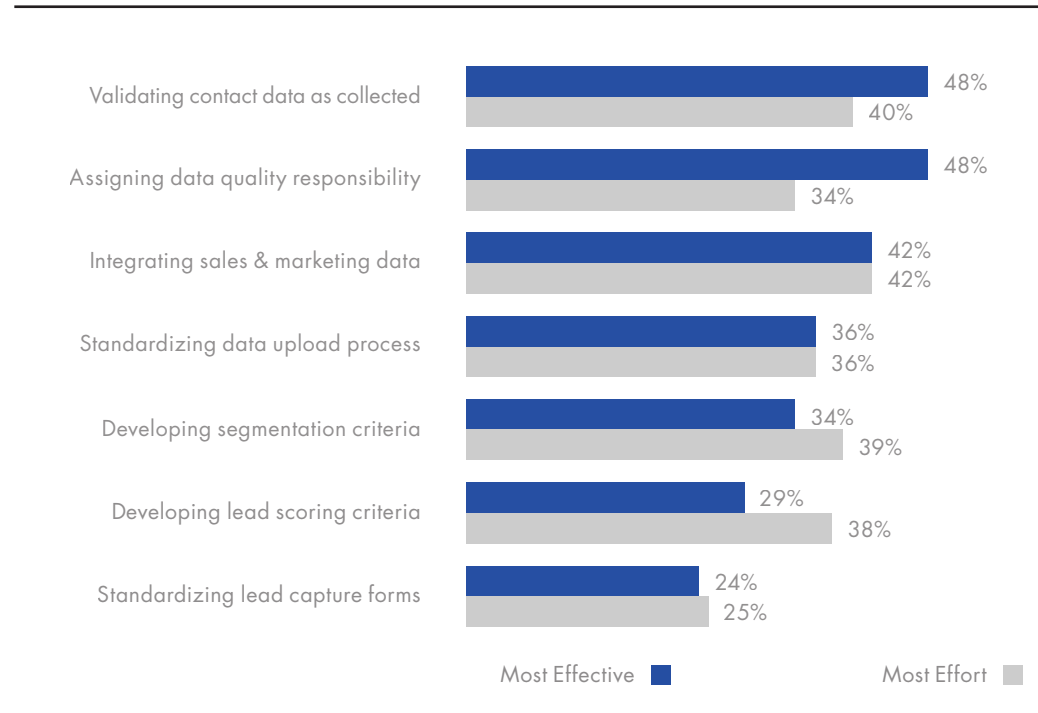


The percentage of marketers who consider it very effective to validate contact data on collection.

Tactical Analysis Helps Determine Next Steps.

Tactics that are much more effective than they are difficult to perform (such as assigning responsibility for data quality), are more likely to be included in a marketing data quality strategy and less likely to require outsourcing to a specialist. A specialist may be required for integrating sales and marketing data, but is also justified by its effectiveness. Validating contact data at point of collection is also worthwhile, especially when used with a tool that provides real-time verification. While perceived as difficult, validating contact data as it is collected is actually quite easy, and provides one of the most effective strategies.

Tactical effectiveness versus effort required.



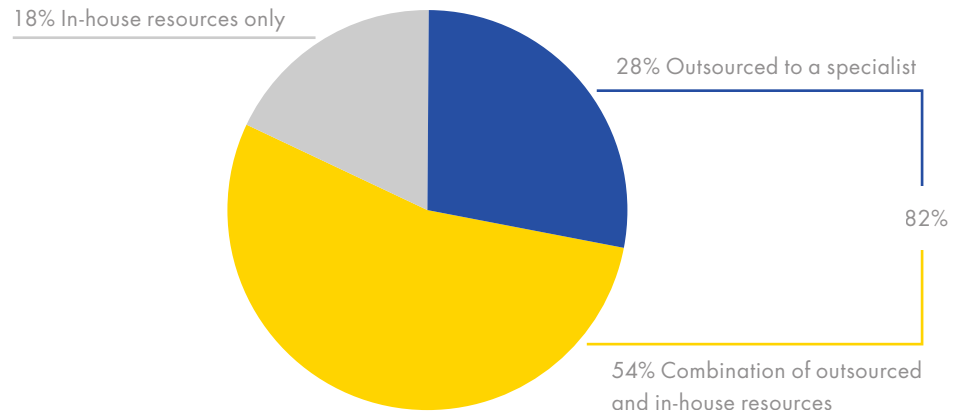
Source: Marketing Data Quality Trends Survey, N=170 Marketing Decision-Makers.
Informatica in partnership with Ascend2.

Outsourcing Is a Critical Strategy for Improving Data Quality.

Some tactics used to improve marketing data quality can require significant effort (skill, time, and expense) to perform. That is why a total of 82 percent of marketing decision-makers outsource all or part of the tactics used to improve marketing data quality. The initial cost of outsourcing in many cases is justified by time savings and optimization of the process you are implementing and maintaining.

Some companies opt to hand-code their own solution to improve data quality, but this up-front expense requires specialized skill and adds time. A beneficial alternative is to seek a ready-developed solution that can be purchased via a subscription service.

Which best describes the resources used to improve marketing data quality?



Source: Marketing Data Quality Trends Survey, N=170 Marketing Decision-Makers.
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Survey Methodology

Ascend2 benchmarks the performance of widely-adopted digital marketing strategies, technologies and practices using a standardized questionnaire, research methodology and a proprietary 3-Minute Survey format. Findings are examined in a quantitative context by experienced analysts and reported on objectively.

This survey was conducted online from a panel of research subscribers and marketing influencers representing a range of firmographics for the target segment as follows:

Number of Employees	
More than 500	48%
50 to 500	36%
Fewer than 50	16%

Primary Marketing Channel	
B2B (Business-to-Business)	42%
B2C (Business-to-Consumer)	37%
B2B and B2C Equally	21%

Research Provided by Informatica in Partnership with Ascend2

[Learn More](#)

Increase The Quality of Your Contact Data

Consumer expectations are higher than ever before, which means customer experience is where your competitive edge lives or dies—but your own data could be working against you.

When your contact data isn't clean, accurate, and dependable, the effects are far-reaching. Costs go up, resources are wasted, and your customers don't get the experiences that will keep them coming back for more.

Download and read our eBook, [The Business Case for Contact Data Verification](#), to discover how serious a problem this is, and get advice on how to solve it.

[Read it now.](#)

Research Partners.



Digital transformation is changing our world. As the leader in Enterprise Cloud Data Management, we're prepared to provide you with the foresight to realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Learn more about [Informatica contact data verification and enrichment solutions for marketers.](#)



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